

# Micro-mobility on the Treasure Coast

Presented to the City of Fort Pierce  
Monday, December 16th, 2019



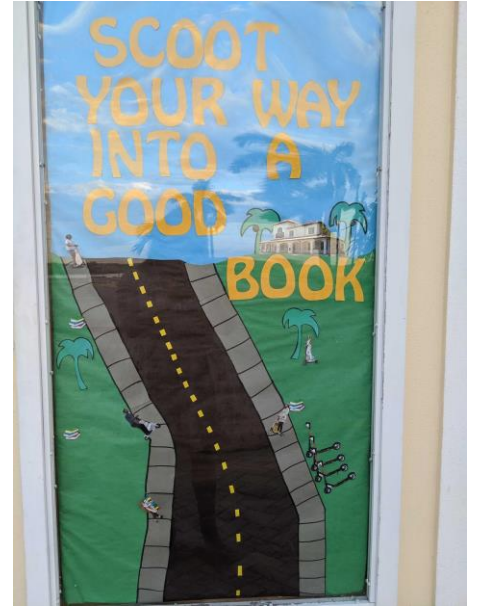
# Executive Summary

- Bike and e-scooter share is advancing mobility in Fort Pierce
- User feedback has been very positive
- Enhancements in service areas, deployment strategy and contracting will ensure a successful 2020



# A complete micro-mobility network

- Up to 50 bikes and 250+ e-scooters
- Full range of vehicles for all ages and abilities
  - Less cars & Lower emissions
  - Greater access from neighborhoods to downtown & commerce
- **55%** of users work in Fort Pierce
- **33%** of e-scooter trips are replacing car trips in Fort Pierce.



# What the e-scooter numbers say

- **29,101** e-scooter rides since launch in September.
- Rides per e-scooter per day: **2**
- Average ride time: **30 min**
- **14,400** users
  - average age range: 19-29



# Scooter user feedback

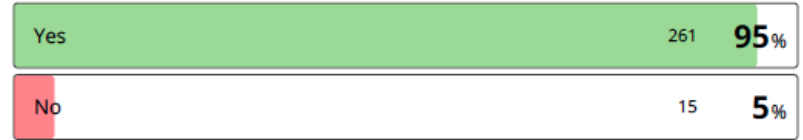
"You guys are doing a Good job with these scooters fort pierce [hasn't] been any better till now."

"We need more"

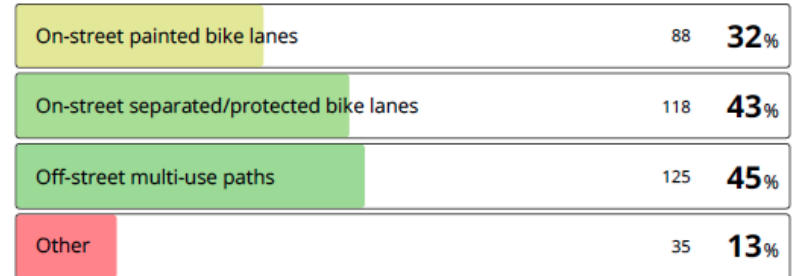
"Need bigger riding zone"

"It is so much fun"

Did you feel safe while riding an e-scooter in the city?



If no, which of the following street accommodations would make you feel more comfortable and or increase your likelihood of riding an e-scooter more often? (Check all that apply.)



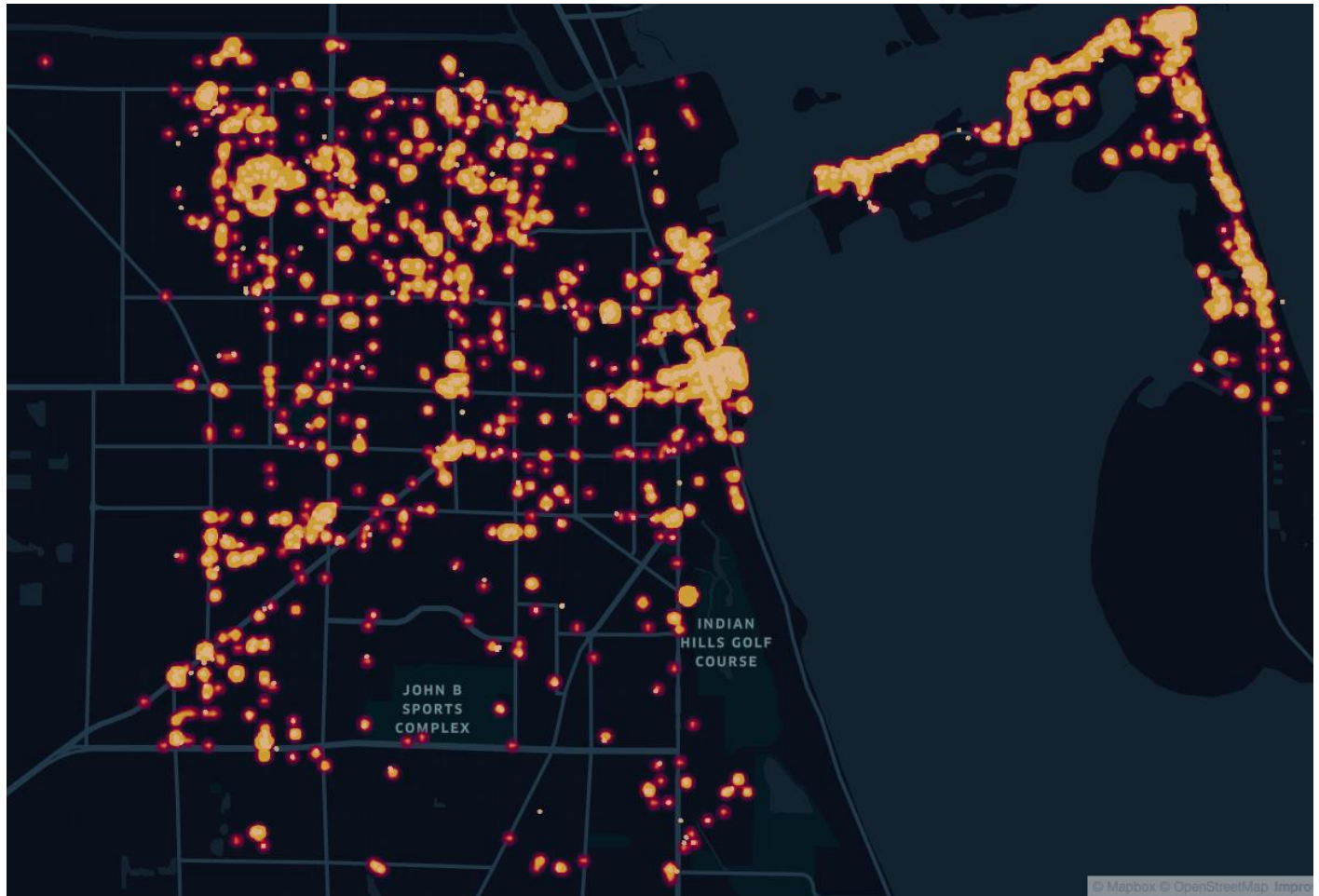
# Where are people riding?

Key:

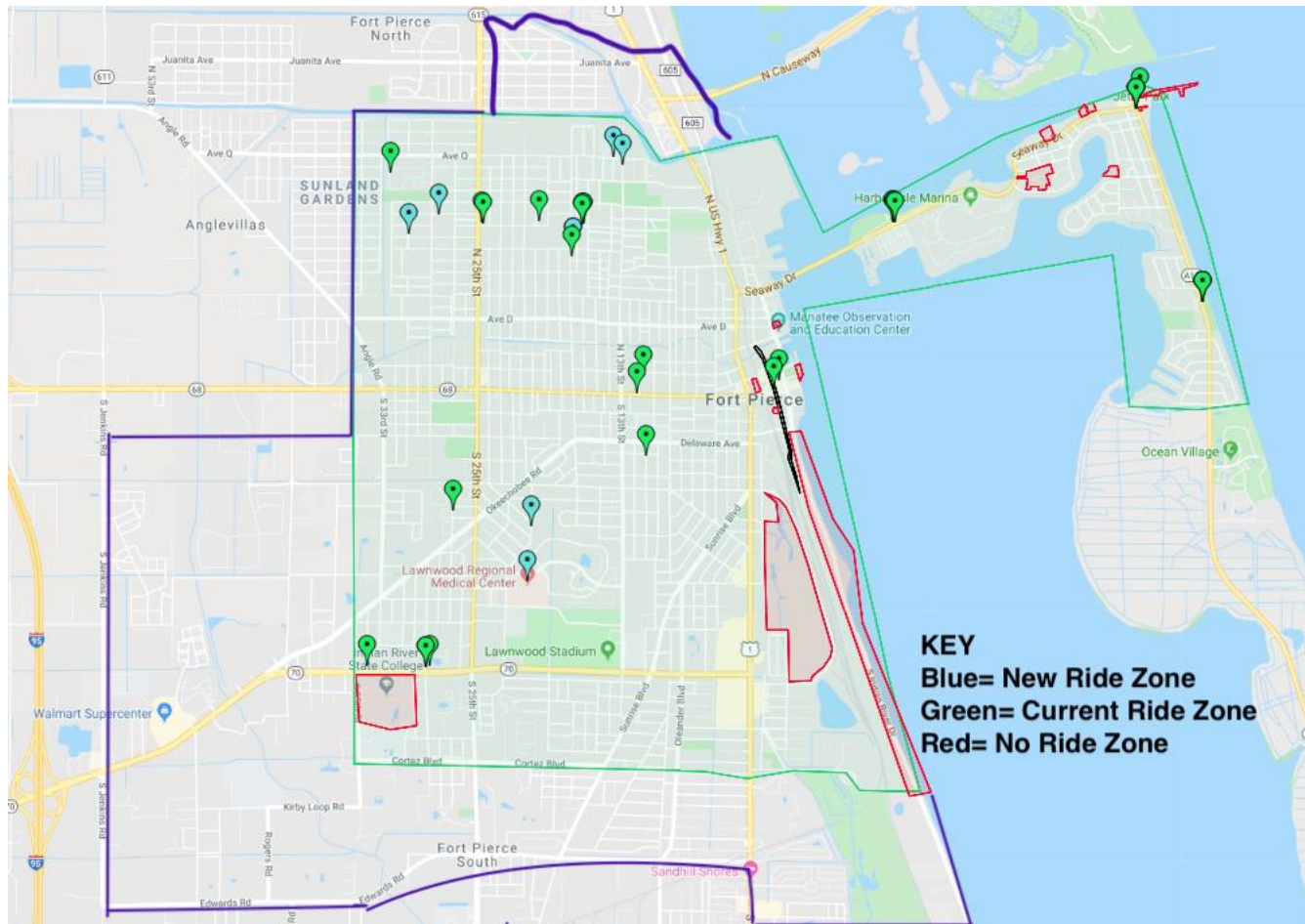


Low

high



# Current and future ride zone



- As we move to full deployment (450 scooters) a larger ride zone means more people can take advantage of riding scooters.

# Improvements to the system in 2020

- Full e-scooter deployment by adding an additional provider
  - Est. launch in late January 2020
- 24 hour deployment
- New ride zones to serve latent demand
- Proposed assignment of bike share contract in January to City, aligning regulatory provisions for micro-mobility



# Q&A

