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City of Cambridge

# Options for Implementing a Scooter-Share Pilot

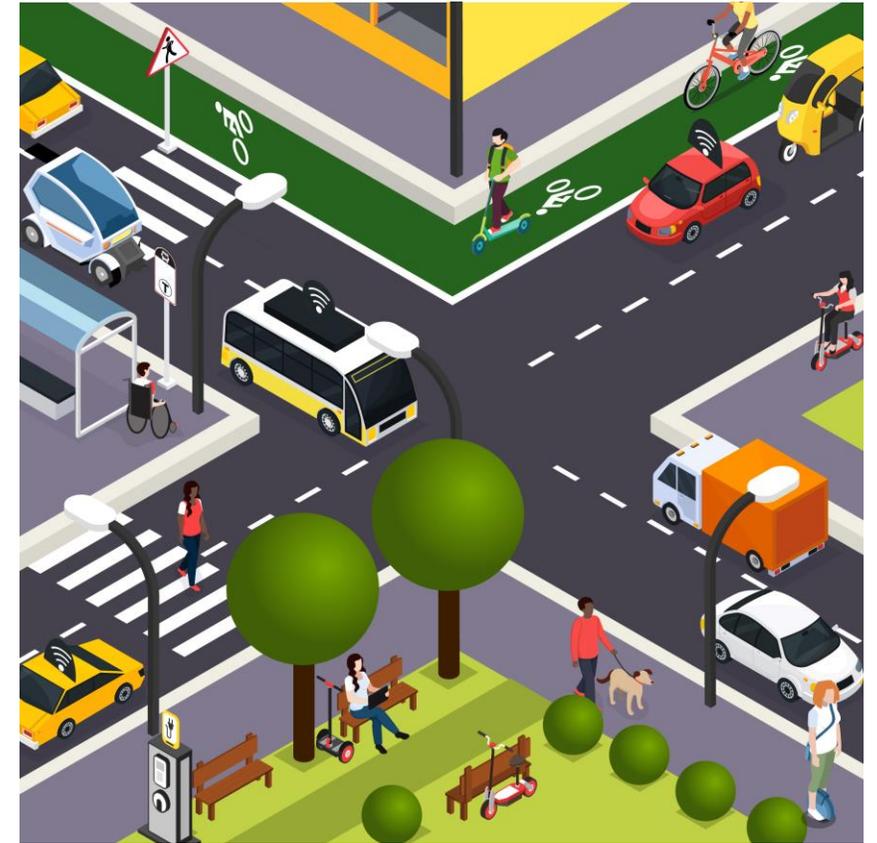
Transportation and Public Utilities Committee - July 15, 2019



# New Mobility Blueprint

(was Future of Mobility Implementation Blueprint)

Our goal is to develop **actionable recommendations** for **policy, programs, and regulations** that will help the City implement **new mobility** options in a way that **aligns** with and advances existing goals and policies.





# New Mobility Blueprint Process

- Technical Advisory Group—first meeting was July 10, 2019
- Transportation trend assessment and future projections
- Strategies and actions that allow the City to shape new mobility to meet existing community goals
- Residential/neighborhood EV charging pilot design
- Proposed regulatory strategy for key policies
- Recommended approaches to effective public engagement

# Recent Scooter-Share Headlines



Scooter companies are racing to build more robust equipment to become more profitable

EXCLUSIVE

## Scooter Breakdowns Weigh on Lime

By Cory Weinberg Jun 18, 2019 10:02 AM PDT · Comment by Michael Schmitz

At the CES trade show in Las Vegas in January, Lime showed off a new model of its electric scooter with thicker tires, color display screens between the handlebars and stronger aluminum to help the vehicles last longer. But months later, the custom-designed scooter, called Gen 3, is having problems of its own. The screens frequently crack or malfunction, and repairing brakes and other parts has proven complicated. Even the tougher metal has caused trouble—the additional weight makes it harder for workers to cart home scooters to charge overnight.

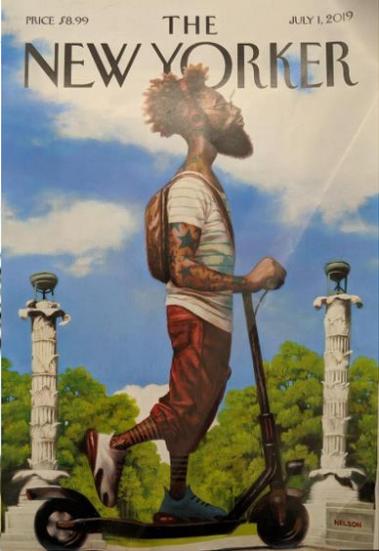
Scooter companies had pinned their hopes on sturdier hardware to help them slow their cash burn and demonstrate that the business can be profitable. But Lime’s experience shows how challenging that can be.

Los Angeles Times

...and finding ways to enter and stay in big city markets

## Bird buys Scoot — and a back door into San Francisco’s rental scooter market

By SAM DEAN and JOHANA BHUIYAN  
JUN 12, 2019 | 2:20 PM



A Bird customer rides a scooter near the beach in Venice. (Katie Falkenberg / Los Angeles Times)



# Regional and City Processes

- Since Fall 2018 Cambridge Boston, Somerville, Brookline, Watertown and MAPC have held regular meetings to focus on key areas of collaboration:
  - State legislation
  - A memorandum of understand regarding:
    - Minimum requirements for scooter operators to ensure seamless operations and unified user experience across municipal boundaries
    - A joint scooter operator selection process
  - Model program guidelines to be adopted by each community (in development)
- In parallel, a City interdepartmental scooter working group meets every two weeks to develop local requirements for a pilot program:
  - Working group members include staff from the Commission on Persons with Disabilities; Community Development; Law; DPW; and Traffic, Parking and Transportation



# State Scooter Legislation – Multiple Bills Pending

- Rep. Madaro and Senator Collins filed scooter/micro-mobility bill (HD.3812 and SD.2167MAPC) drafted by MAPC communities.
- Sen. Boncore, Rep. Hecht, and Rep. Moran also each filed scooter/micro-mobility legislation.
- Governor Baker filed a road safety bill that includes language about new mobility options, including scooters, and requires MassDOT to develop a micro-mobility advisory working group. Operationally, scooters would be regulated as bicycles.
- Latest update indicates that bills have yet to be reported out of their respective committees; it is not clear whether this will happen prior to the Legislature goes into informal session after July 31.



# Proposed Joint Scooter Operator Selection Process

- Launch scooter pilot after state legislation enacted—depending on season
- Joint minimum requirements for scooter companies (MOU)
- MAPC Process to pre-approve and select vendors
  - Must meet minimum requirements and owe no outstanding fees due to any of the communities
  - 3 vendors will be selected at random and allowed to operate in the pilot.
- Vendors selected through the lottery process must seek permits to operate in each community



# Proposed Scooter Permitting Process in Cambridge

## Year 1

- Companies would apply for **12.08.020 - Display of merchandise** permit to operate in Cambridge.
- Propose that Council would issue permits only to companies that have been selected through MAPC eligibility and lottery process.
- Vendors would enter into license agreement with the City.
- TPT would update traffic regulations to align with state law.
  - Eliminate hours of operation
  - Permit scooters on Cambridge-owned off-road paths
  - Clarify where they can and cannot be operated on sidewalks

## Year 2

- Would use pilot lessons learned to develop new municipal ordinance to permit scooter-share and potentially other shared mobility programs



# Key Proposed Cambridge Scooter Pilot Elements

- Maximum speed—15 mph
- Sidewalk riding rules—mirror bicycle regulations
- Morning scooter deployment—equitable distribution across city
- Parking restrictions—cannot obstruct accessible paths and ramps
- Enforcement procedures for violations—fines for not responding w/in 2 hours; integration with constituent reporting services including SeeClickFix
- Winter operations—likely not included in pilot
- Permit fees—fees to be set in accordance existing regulations
- Lower rates for income-eligible users
- Fleet size—minimum 250 per vendor; add scooters based on demand (3+/day)
- Education of users re how to ride safely and park properly
- Insurance and indemnification
- Data privacy and sharing agreement



# What our neighbors are doing

- Boston Mayor Walsh filed an Ordinance in January that delegates regulatory authority to the BTD commissioner and allows the ability to levy penalties and fines, but didn't define them yet.
- Brookline moved forward with a scooter pilot with Bird and Lime this spring, *before* state legislation passed.
  - Began on April 1 and ends on November 15, 2019
- Somerville is waiting to see what approach the other communities take and will likely sign on to that.
- Watertown has just joined the group.



**Thank You**