The Micro-mobility Revolution

Bike Wheel Share for the City of Spokane – Preparation and Implementation

Wheel Share Spokane – Powered by LIME

Rules to Roll

Help the WheelShare program be a success by following these guidelines. Remember, you have to be 18 to rent a WheelShare bike or scooter.

- Know Your Location
  In downtown, ride in the bike lane or street.

- Watch Your Speed
  Speed is limited to 15 mph and reduced to 7 mph in Riverfront Park.

- Ride Safely
  Wear a helmet and watch for pedestrians.
Agenda

- **Spinning up to Micro-Mobility**
  - What are some of the key things to consider?
- **Operational Realities**
  - Balancing the benefits and costs to our citizens.

---

**Part 1: Spinning Up to Micro-Mobility**

- What’s the cost and how will we pay?
- Why are scooters taking over? Where are the bikes?
- What laws do we need in place?
- Who are the stakeholders?
- How do we avoid or minimize risk?
- How do we select a vendor?
Cost of Micro-mobility

• It Depends...
• Historically each docking station cost upwards of $10,000 PER YEAR.
• Dockless programs are much more cost effective. Vendors do need to turn a profit, so economic viability depends on level of use.
• A pilot can help gauge interest.

Where are the Bikes?

• Bikes started the shared mobility revolution
• Economics is in the Driver’s Seat
Micro-mobility Laws

• Manage permissions (take control)
• Define expectations
• Expect exceptions
• Parking regulations
• Age restrictions
• Helmet requirements
• Vehicle constraints/authorizations

Guides for governing micro-mobility can be found here:

Community Stakeholders

• Citizens & Bicycle Advocates
• Visitor Bureau and Hospitality Industry
• Health District
• Surrounding Jurisdictions
• Downtown Business Collective
• Parks
• Interest Groups
What are the risks?

• Citizen injury or death
• ADA accessibility

What is to be done?

• Indemnification
• Liability Waivers
• Speed control zones
• Restriction zones
• Maintenance/Operational Requirements
• Instructional Programming

How do we choose?

• Set performance criteria into a Request for Proposals (RFP)
  • Pilot and/or permanent condition
• Visit and observe
• Try different equipment. Vendors may be willing to bring the vehicles to you...
• Request references and experience
Part 2: Operational Realities

The green solution to downtown travel creates a lively and active environment, but comes with parking issues, new interactions on the sidewalks, and heightened awareness of the “social experiment” of micro-mobility.

Some programs Spokane is using to create balance:

• Messaging the “Rules of the Road”
• Implementing parking and infrastructure
• Enforcing behavioral restrictions, and sometimes Forcing them
• Training new users in low-stress environs

Messaging

Advertising - Online - Downtown Ambassadors

Rules to Roll
Help the WheelShare program be a success by following these guidelines. Remember, you have to be 18 to rent a WheelShare bike or scooter.

Know Your Location
In downtown, ride in the bike lane or street.

Watch Your Speed
Speed is limited to 15 mph and reduced to 7 mph in Riverfront Park.

Ride Safely
Wear a helmet and watch for pedestrians.
Parking and Infrastructure

“Drop Zones”

Above: Example Drop Zone in Sacramento.

Parking and Infrastructure

• Goals:
  • Clear
  • Identifiable
  • Consistent
  • Street Access

• Optional:
  • Financial Incentives
  • Disincentives/Fines

Above: Proposed Layout for Downtown Spokane
Behavioral and Operational Limits

Speed Zones:
• Riverfront Park
• Centennial Trail
• College Campuses

Above: Riverfront Park Speed Zone

Behavioral and Operational Limits

Sidewalk Limitations:
• Downtown

Above: Downtown no-sidewalk zone.
Event Management

- Hoopfest
- Parades
- Pig Out in the Park
- Bloomsday

Training

**Scoot Spokane**

**Wednesday, July 10, 2019**

6:00 PM - 7:30 PM

Riverfront Park Visitor Center
620 West Spokane Falls Blvd
Spokane, WA 99201
Training

Scoot Spokane First Ride
- First Ride Academy
- Safety Training Event

Partnerships
- Visit Spokane
- Riverfront Park
- Parks and Recreation
- Lime

Training

First Ride Academy
- Chicago,
  Nashville,
  Paris,
  Spokane.
Next Steps

- Quarterly reporting
- Strategic adjustments
- Programming investments

Left: Example of a pop-up temporary bicycle/scooter lane, Kansas City

Above: Example of a planned WheelShare Drop Zone, Wall Street and Riverside

Thank you!