City of Knoxville

Micro-mobility Ordinance 2021
Meeting Agenda

● Proposed changes presentation
● Panel available to answer questions, comments, feedback
● Closing
Presentation Agenda

● Background
● Survey Results, Concerns Addressed
● Discussion of possible program changes
  ○ Multi-Fleet Model
  ○ In-Street Parking
  ○ Evaluations
Background

- Initial scooter pilot program went into effect in early 2019.
- Internal working group formed to manage program and policy.
- 2 initial vendors with alternative operating models.
  - 250 devices each
- On-sidewalk parking city wide
- Changes were made in February 2020
  - Required curfew
  - Restaging requirements
- Community survey was completed in February 2021
- Current pilot program and moratorium end December 31st 2021
If the micro-mobility program continues, what needs to change?
Survey Results

Q16 If you had an overall negative experience with the e-scooter pilot, what contributed to your negative experience? (Select all that apply.)

- Scooter parking
- Riding on sidewalks
- Safety
- Scooter availability
- Vendor adherence to...
- Cost
- Other (please specify)

Answered: 150  Skipped: 0
Survey Results

I’ve used them internationally, and it’s a great eco friendly and cost effective mode of transport.

They are sidewalk clutter.

It is SO incredibly helpful for us who live downtown. It makes everything feel more accessible - my favorite is that I can go over the river to south Knoxville, which otherwise can be a significant time commitment.

People parking scooters in the middle of the sidewalk is atrocious. How are the disabled supposed to get by them when immature children think it’s funny to block the sidewalk?

I think the 1 item that would help most is education on safety before people use the scooters. Maybe a required quick training when renting one, or registering an account.

I’m glad people have the option, but a little more regulation on how and where they're parked and driven (Not on sidewalks) would be nice. For the person reading this, I hope you have a great day!
Major Needs, Concerns

1. Address sidewalk clutter, accessibility issues
2. Cut down on sidewalk riding
3. Monitor safety
4. Better distribution of devices across the City
Major Ordinance/Administrative Rule Changes

<table>
<thead>
<tr>
<th>Pilot</th>
<th>Proposed Policy</th>
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<tbody>
<tr>
<td>1. 2 vendors, 250 devices each.</td>
<td>1. 2 vendors, 300 devices each</td>
</tr>
<tr>
<td>2. Applies to standing scooters only.</td>
<td>2. Applies to standing scooters, seated scooters, and e-bikes.</td>
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<tr>
<td>3. Sidewalk parking model.</td>
<td>3. Hybrid parking model with in-street parking zone.</td>
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<tr>
<td>4. Limited Data sharing requirements.</td>
<td>4. Detailed data sharing requirements w/3rd party data aggregator.</td>
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<tr>
<td>5. Free for vendors to operate.</td>
<td>5. Permit application fee to cover program costs.</td>
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<td>6. Uniform zoning</td>
<td>6. Targeted need zoning (e.g. In-street zone, equity zones)</td>
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<td>7. Fines underutilized</td>
<td>7. More responsive and consistent fines</td>
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Diverse Fleet Options (Proposed)

Each permitted operator may deploy up to 300 Personal Mobility Vehicles (PMVs) with the following limitations:

(1) If the permitted operator wishes to deploy seated scooters, the ratio between standing scooters PMVs and seated scooters PMVs is one to three (1:3). Seated scooters PMVs are capped at 30 per permitted operator.

(2) As applicable, each permitted operator must deploy a minimum of 50 shared bikes or e-bikes, up to 100. Shared bikes are not included in the count for seated or standing PMVs.

(3) The permit manager must issue written approval before an operator may change its fleet size.

Example seated scooter, Veo Cosmo
Off the Sidewalks

- By far the biggest issues around scooters are around sidewalk clutter and parking.
- The City will convert 15 hashed out areas and in-street parking spots across Downtown and Fort Sanders into scooter corrals.
  - Makes up the “in-street parking zone”
- Average 10 devices total
- Companies must deploy here, but riders do not have to end rides in the spots.
  - Can be encouraged to do so.
- Cost positive for the City
- Not only decrease clutter, but also sidewalk riding.
- Possible pilot in Fall 2021
In-Street Parking: Fort Sanders
In-Street Parking: Downtown
Proposed Permit Structure

- Two 2 year permits
  - Price of permits will cover city costs and bring in additional revenue.
- Permits can be revoked at any point.
- Vendors will be selected through a competitive bid process if the proposed ordinance is adopted.
## Proposed Application Evaluation

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Value</th>
<th>Score</th>
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<tbody>
<tr>
<td>Experience</td>
<td>Vendor displays experience working in multiple markets. Proven record to deliver consistent service and working relationship with City officials.</td>
<td>10</td>
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<tr>
<td>Operations</td>
<td>Operational excellence is achieved through attention to detail of maintaining a working and organized fleet. Vendor has a clear way to respond to city and community issue reports.</td>
<td>30</td>
</tr>
<tr>
<td>Fleet</td>
<td>Fleet meets safety standards and benefits from technical advancements around gps. Vendor is able to provide multiple fleet options (particularly e-bikes).</td>
<td>30</td>
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<tr>
<td>Data/Innovation</td>
<td>Vendor is able to comply and have a good working relationship with the City and 3rd party data aggregators to provide expected data.</td>
<td>10</td>
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<tr>
<td>Community Education</td>
<td>Clear strategy for community education around safety, law compliance, and community/financial programs.</td>
<td>10</td>
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<tr>
<td>Equity</td>
<td>Plan for compliance with equity zone distribution requirements, discount pricing, and alternative payment methods.</td>
<td>10</td>
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Next Steps

- Current Pilot ends December 31st, 2021
- City Council will need to approve any ordinance changes.
  - Includes:
    - Adopting proposed changes, accepting permits.
    - Prohibit Operation
- City will continue to collect feedback, incorporate changes, and possibly pilot solutions.

Feedback?
Contact-

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