



E-scooter Status Update

March 25, 2019

PURPOSE OF TODAY'S PRESENTATION

- **Status update - work to date since 1/14/2019**
- **Dynamic pricing pilot**
 - **Developing the model**
 - **Live testing next 3 months**
 - **Examples**

E-SCOOTER EFFORTS SINCE 1/14/2019



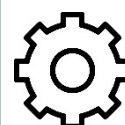
January

- Amended City Code
- Updated the permitting program
- Updated the website to reflect changes above



February/March

- Monthly status reports (850K+ trips)
- Installed "Ped Only" pavement markings
- Decreased vendor response time for ADA-related complaints
- Provided educational materials for Center City Ambassadors
- Meet monthly with CMPD



Items Underway

- Unique identifiers on stems
- Tested e-scooters for 15mph cap compliance by 3/25
- Implementing don't "drink and scoot" signs on the Rail Trail in April
- **Dynamic pricing**

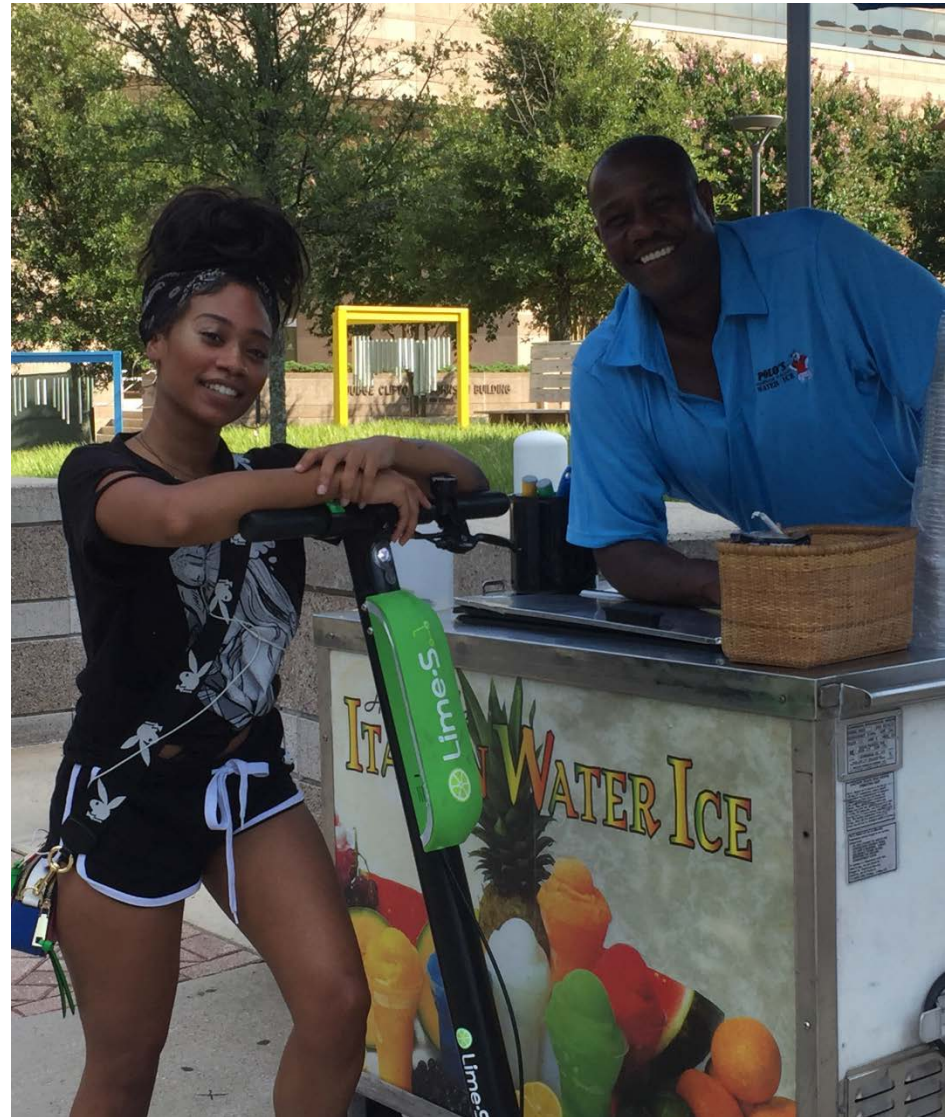
DYNAMIC PRICING PILOT

HOW DO MOST CITIES CHARGE FEES?

**Most cities charge a per unit fee
per scooter (usually annually)**

- Range from \$20-\$300
- Raleigh - \$300 (unit)
- Durham - \$100 (unit)
- Greensboro - \$50 (unit)

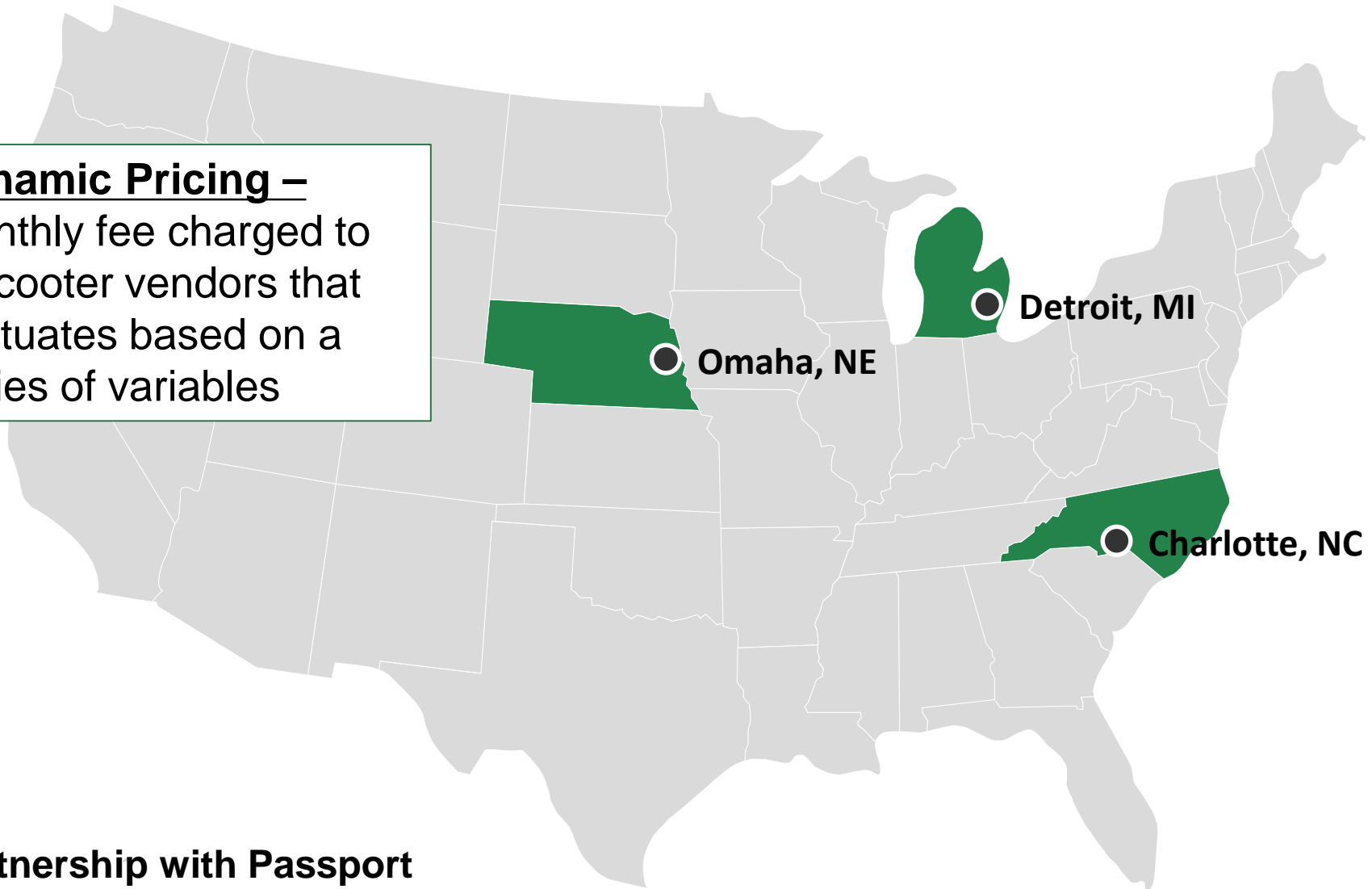
**No cities reward good behavior
and safe riding**



DYNAMIC PRICING - PILOT CITIES

Dynamic Pricing –

monthly fee charged to e-scooter vendors that fluctuates based on a series of variables



Partnership with Passport

WHAT IS THE DYNAMIC PRICING PILOT?

Fee system that allows us to meet City goals:

- **Incentives** for safety and good parking behavior
- **Disincentives** for poor safety and poor parking behavior

WHAT IS THE DYNAMIC PRICING PILOT?

INCENTIVES given to vendors/users for:

- **Safety**
 - **Parking without blocking sidewalks**
 - **Helmet usage**
- **First/Last Mile - Transit**
- **Fee varies by:**
 - **Amount of time scooter is parked**
 - **Parking zone (5 zones)**



EXAMPLE OF SCOOTER INCENTIVES



Did not wear a helmet, parked in a high pedestrian area, blocked sidewalk, and scooter was parked for 4 hours



User wore a helmet, parked near transit, not blocking sidewalk, and scooter parked for less than 1 hour

EXAMPLE OF SCOOTER INCENTIVES



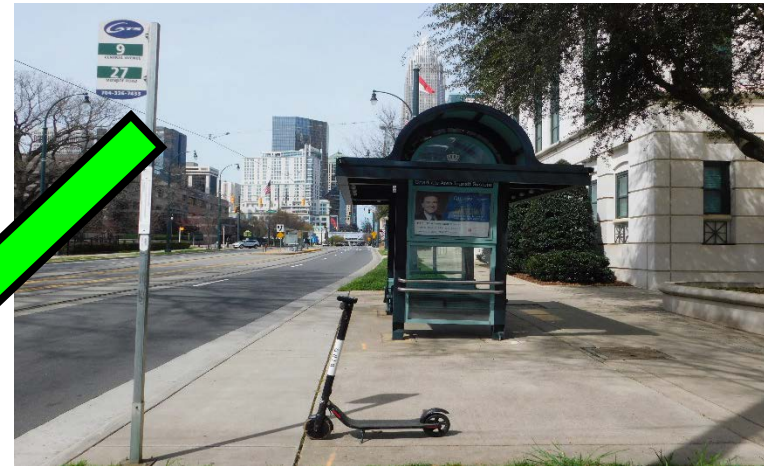
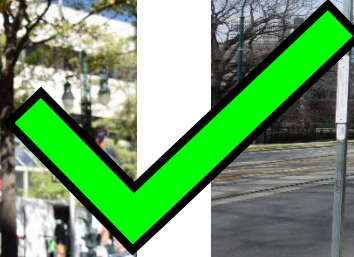
Parked in high pedestrian activity area, blocking sidewalk, user did not wear a helmet and scooter was parked for 4 hours

Dynamic Fee Example (1 million trips)

| | |
|--------------------|-----------------|
| No helmet | +15 cents |
| Block sidewalk | +15 cents |
| Parked for 4 hours | +15 cents |
| | <u>45 cents</u> |

\$450,000

EXAMPLE OF SCOOTER INCENTIVES



Parked near transit, not blocking sidewalk, user wore a helmet and scooter was only parked for a short time

Dynamic Fee Example (1 million trips)

| | |
|------------------------|----------------|
| Used helmet | -15 cents |
| Did not block sidewalk | -15 cents |
| Parked for <1 hour | <u>0 cents</u> |
| | -30 cents |

\$0

- **Allows number of e-scooters in Charlotte to grow as ridership grows**
 - **> 3 trips per scooter per day**
- If vendor can demonstrate they have more than 3 trips per scooter per day then they can **expand their system**
- Dynamic fee increases if vendor does not exceed 3 trips per day

PHASE 1 Pilot development

- **Jan/Feb** – Coordination with Passport/Vendors
- **March 19th** – Press Release
- **March 7-April 15** – Pricing model analysis

PHASE 2 Pilot implementation

- **April 15th** – Begin Live Testing
- **May** – Invoice #1
- **June** – Invoice # 2
- **July** – Invoice #3



QUESTIONS