



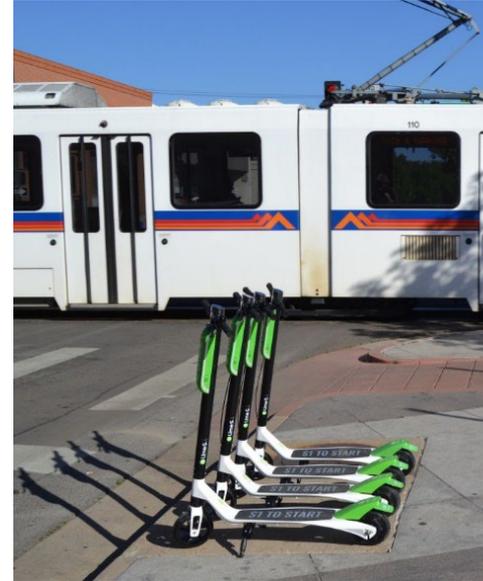
Shared Micromobility Program, Operator Selection

Nicholas Williams - Denver Department of Transportation & Infrastructure
Stephen Rijo - Denver Department of Transportation & Infrastructure



2018 Dockless Pilot Program

- Pilot Permit Program launched in Summer 2018 under existing Transit Amenity Program
- Separate scooter/bike permits (5 of each)
- Over *6.4 million trips*
- Over *7.8 million miles*



Dockless Pilot Participants & 2020 Fleets



Bird (684)



Lime (684)



Lyft (684)



Razor (350)



Spin (438)



Jump/Lime (500)

RFQ Process

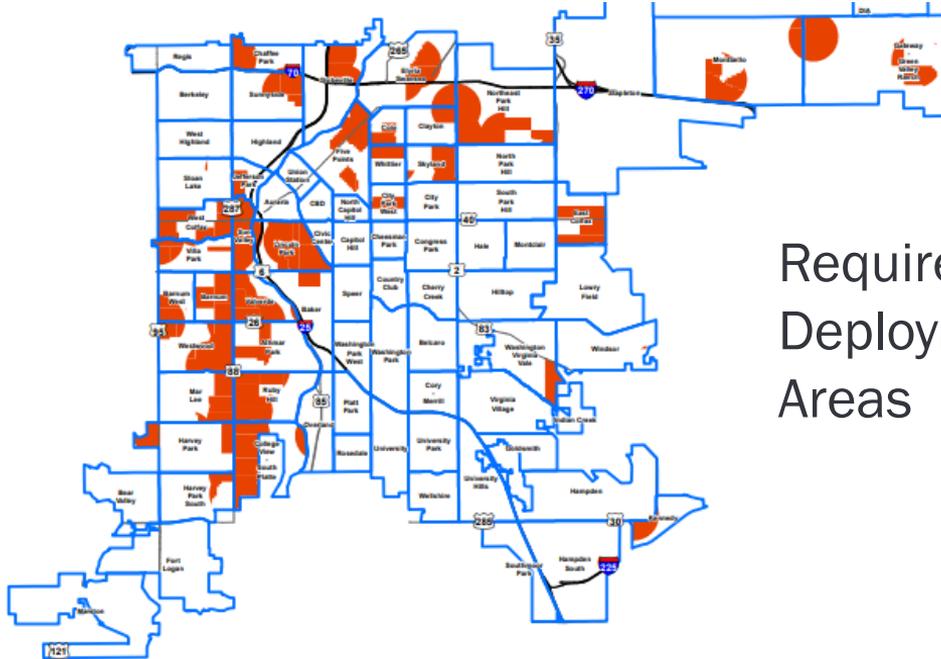
- Initiated RFQ in Spring 2020
- Selection criteria focused on technical/operational capability, equity programs, value of free/subsidized rides for Denver residents
- Two recommended operators:
 - Lime
 - Lyft
- Limited number (two) allows for greater investments from operators while still maintaining market competition



Free & Subsidized Rides

- Cash-based programs for unbanked, non-smartphone users
- Free/discounted rides for qualifying users
- Free rides for Denver residents (separate from financial need-based programs):
 - Lime – 5,280 passes for Denver residents participating in alternative mode commute incentive program (e.g. EcoPass, other)
 - Lyft – 5,280 free annual passes for Denver residents
- Distribution of pedal bikes to need-based organizations
- Implementation of on-demand delivery of adaptive seated scooters

Equity Index & Opportunity Areas



Requirement for 30% Daily Deployment in Opportunity Areas

DOTI Equity Index – Variables

- Percentage of Minority Populations
- Population in Poverty
- Unemployment Percentage
- Education less than HS Equivalent
- Traffic Safety
- Key Destinations and Children
- Populations Age 70+
- Households with No vehicle
- Female Heads of Household
- Population with Disabilities
- Health model
- Language Challenged Populations

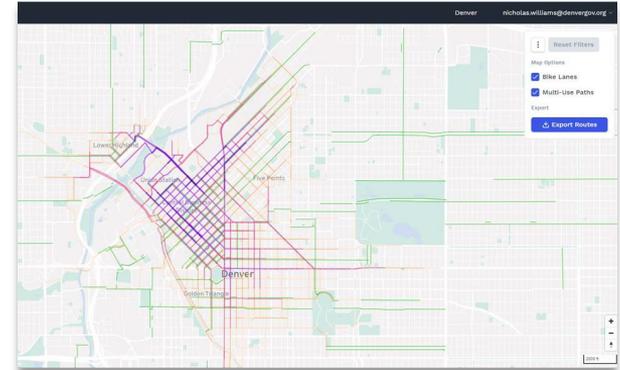
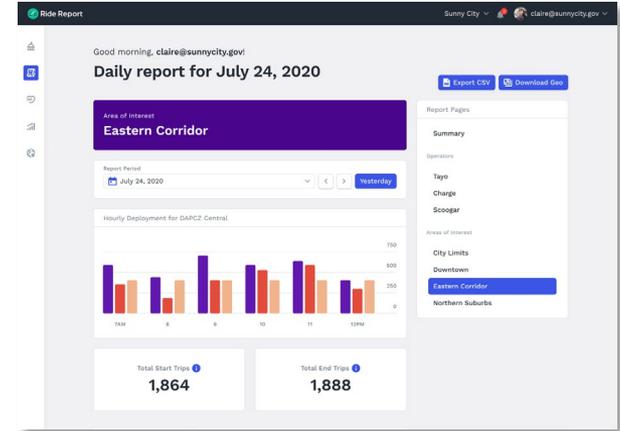
Program Vehicle Fleet Sizing

- Initial fleet size limits of 1,500 scooters per operator (current pilot permits 2,840)
- Operators required to deploy bicycles in an amount **no less than 20%** of quantity of deployed scooters (current pilot permits 500)
- Fleet size may be increased if compliance/utilization targets met



Compliance Tracking

- Ride Report, provided through a partnership with DRCOG
- Online dashboard allows compliance tracking
 - Opportunity Area deployment
 - Fleet size
- Also view common routes, parking hot spots, ridership, distance



Parking & User Education

- Utilizing DOTI ROW Enforcement for parking compliance data collection
- Requirements for DOTI-approved, operator-implemented user education plan/outreach
- Deployment & utilization compliance influence fleet sizes
- Infrastructure investments/corrals to help organization
- Geofencing technology drastically restricts speed in areas that are dangerous/unlawful to ride (e.g. 16 Street Ped/Transit Mall)



Questions?

Nicholas Williams

Acting Chief of Staff

Nicholas.Williams@DenverGov.org

Stephen Rijo

Senior City Planner

Stephen.Rijo@DenverGov.org



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