

Like Them or Not: Planning for E-Scooters & Micro-mobility Options

2019 SCUP NC Regional Conference

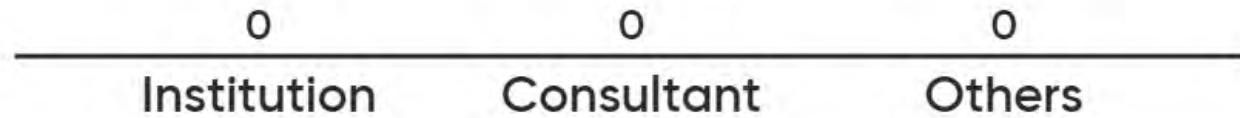
Megha Sinha

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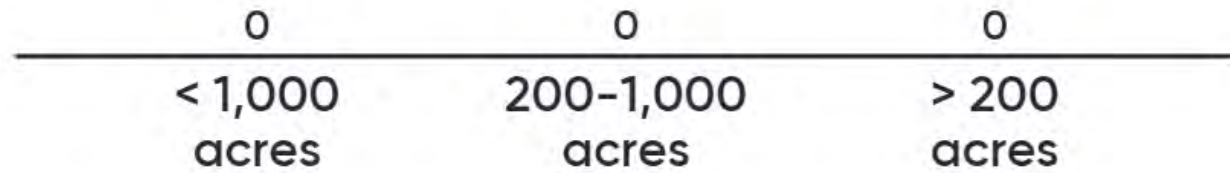
Go to www.menti.com and use the code **67 34 12**

You represent...



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Size of your Campus



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A mobility challenge that is top of your mind





October 2019
Tom Yardley

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Stantec's Urban Places

All things urban; integrating talent across business lines.

- planning & urban design, landscape architecture
- real estate (development partnerships)
- brownfields redevelopment (asset transformation)
- smart cities, resiliency

Urban Mobility Group

- Nationwide experience in parking studies and university transportation master plans
- Deep technical knowledge across parking, transit, street design, traffic, and mobility policy



College Campus Transportation Planning Experience



- Smith College** Elm Street Enhancements
- University of Massachusetts at Lowell** Transportation Master Plan Update
- Colby College** Parking & Transportation Demand Management (with MVVA)
- Tufts University** Transportation Demand Management Plan
- Bunker Hill Community College** Parking Study & Ongoing Advisory
- Harvard University** Parking & Transportation Demand Management Evaluation
- Boston University** Parking & Transportation Demand Management Plan
- Springfield Technical Community College** Transportation Plan
- University of Connecticut** Hartford Downtown Campus Access & Safety Study

Key
 Stantec Campus Planning Projects





What is Micro Mobility?

- App based
- On-demand
- Shared
- Bicycles, E Scooters, E Vehicles
- Docked, dockless
- Owned and maintained privately or publicly

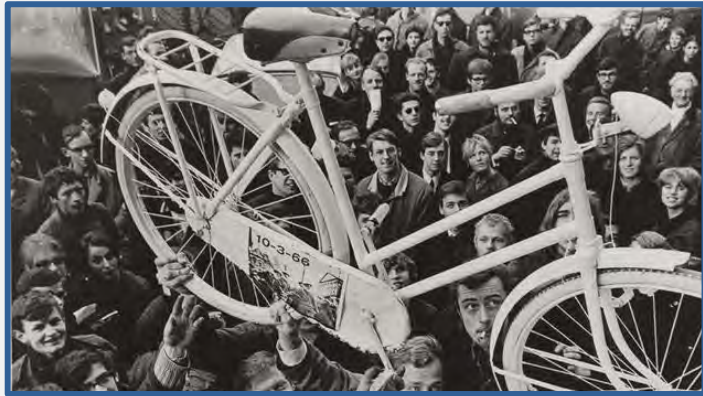


Older Than You Might Think...



Source: The National Museum
of American History

A Brief History of Micro Mobility



White Bikes in Amsterdam, 1965
honors system, ordinary bikes



City Bikes in Denmark, 1994
coin deposit, designated pick-up/drop-off



Bikeabout in United Kingdom, 1995
magnetic trip/rent a bike



A Brief History of Micro Mobility



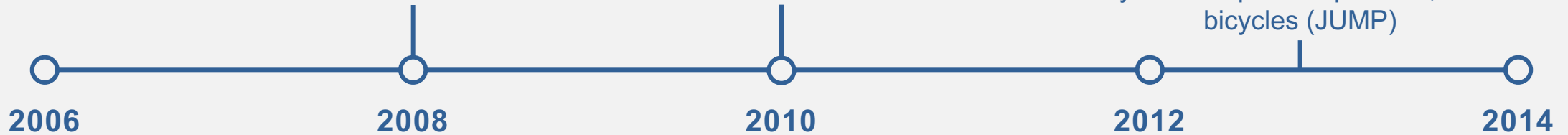
Velib in Paris, 2008
watershed year, new programs
all over the world



**Smart Bike DC in Washington DC,
2010**



**CitiBike New York City in New York,
2013**
money from corporate sponsors, dockless
bicycles (JUMP)



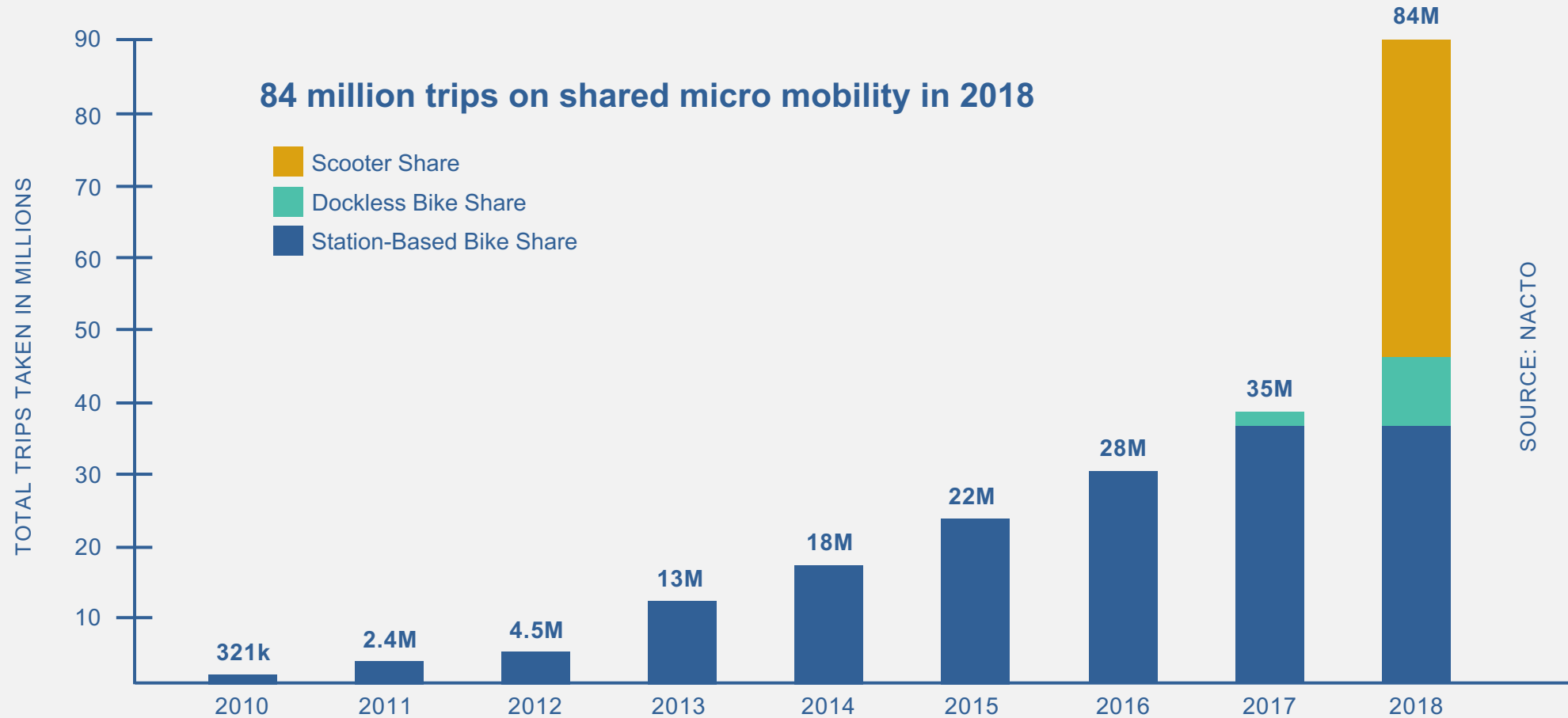
E Scooters

- 2018 a banner year
- Bird and Lime founded in previous year
- Most popular form of micro mobility, overtaking docked bikeshare

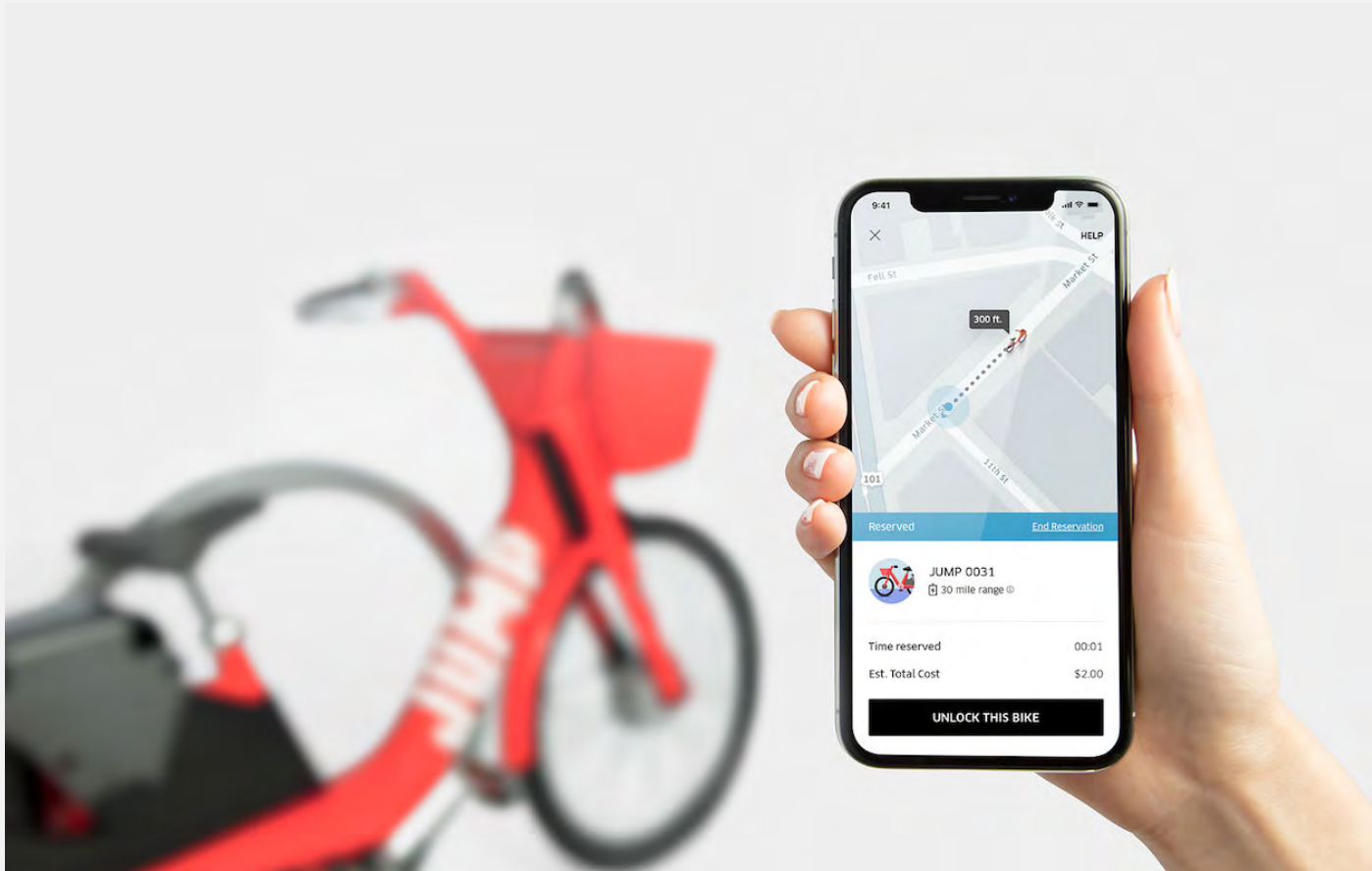


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Exponential Growth in Scooter Share



New Models/Where This is Heading



Challenges

- Safety: conflicts on sidewalks with those on foot; conflicts in the streets with cars
- Helmet usage: users riding on a whim
- Curb space management – hard to enforce

Benefits

- Many colleges and universities are located in cities and communities that lack robust public transit programs
- Students may lack access to a car
- Reduce pollution and congestion
- Address inequities in transit systems
- First and Last Mile access
- Provide greater choice
- Lower user costs – good in a student setting

Recommendations

- Set utilization threshold rather than arbitrary cap
- Data sharing: more real-time data sharing
- Require helmets
- Designate dismount zones
- Establish speed limits



Recommendations

- Enforce DUI
- Limit riding in dangerous conditions. After dark, during icy conditions
- Create parking guidelines. Prohibit parking in pedestrian pathways, in vehicle parking spaces, inside buildings, and on lawns
- Establish penalties. Confiscation or fines
- Include applicable law. Work with legal counsel to understand local laws
- Use signage to reinforce policies



Sample Schools with Scooter Policies

- University of Virginia
- University of Minnesota
- University of Texas, Austin
- UCLA
- Cal State Long Beach
- University of Miami, Ohio
- University of Toledo
- Indiana University Bloomington
- BU Med School

Thank you!

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PRINCIPAL

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*Like Them or Not
Plan to Integrate
E-Scooters/Micro-mobility
Options Now!*



- SCUP 2019 North Central Regional Conference

IN OUR GRIT, OUR GLORY™

Just the Facts – 2018-2019

- Land grant founded in 1869
- 25,820 students
- 7,166 students live “on campus” (6,568 on City Campus)
- 6,315 faculty & staff
- Two primary campuses roughly 2 miles apart
- Nebraska Innovation Campus – separate board and private developer

- **City Campus**

- 280 acres
- 11,706,910 building GSF

- **East Campus**

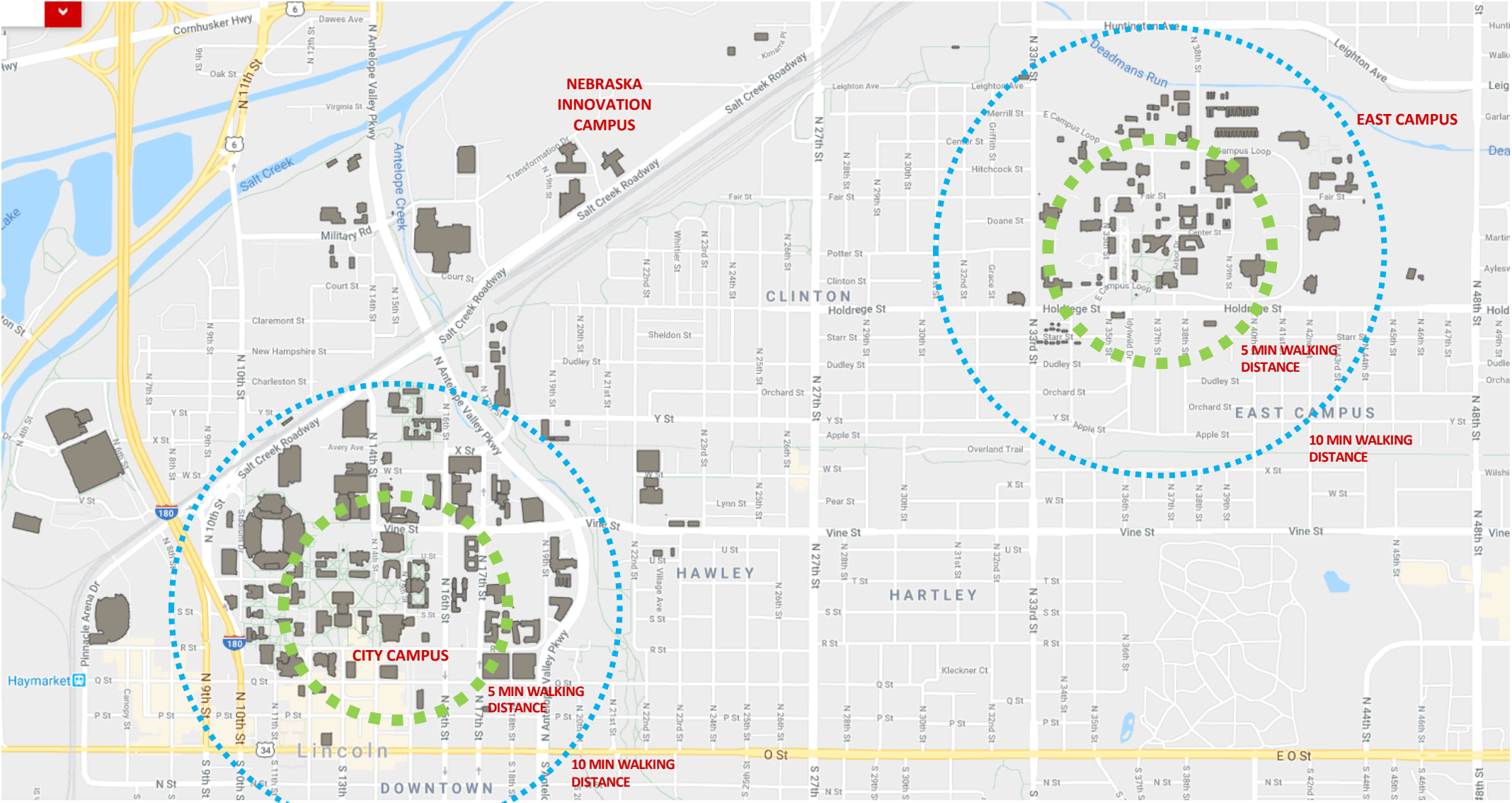
- 343 acres
- 2,898,623 building GSF

- **Nebraska Innovation Campus**

- 233 acres
- 128,900 building GSF



University of Nebraska-Lincoln Campuses



- **City of Lincoln**
- Expanding dedicated infrastructure for bikes – Lincoln BikePlan approved in Feb 2019
 - Issues identified as barrier for biking are safety & culture
- Bike share program BikeLNK launched in April 2018
 - UNL is a sponsor with 5 stations; 3 on City Campus, 2 on East Campus
 - Expanded campus station at City Union within the first year
 - Looking for expansion opportunities – identified sites and waiting on grant funding



- **University of Nebraska-Lincoln**
- No dedicated infrastructure on campus
- Mobility is mixed on campus sidewalks
- Bike culture is growing but not large and typically cyclical in nature
- City bus system StarTran operates buses between City and East Campus



Where we are now...

- **Campus Mobility policy adopted May 2019**
- **Over-arching policy for mobility on campus**
- **Brought together several existing policies in Parking, Police, Operations under one policy and in one place**
- **Prohibits electric scooters and other motorized devices not required for assistance on campus *sidewalks***
- **Enforcement is the issue – personal electric scooters on campus though not prevalent**

City of Lincoln

- **2020 Pilot program RFQ process just starting**
- **UNL partner in the pilot**
- **Maintaining a ban on campus sidewalks**
- **Designate areas on edge of campus as “drop” or “parking zones”**
- **Exploring options for “red zones” and “no go zones” and utilizing the university as the test for these practices**





**Like Them or Not:
Planning for E-Scooters & Micro-
mobility Options**



THE OHIO STATE UNIVERSITY



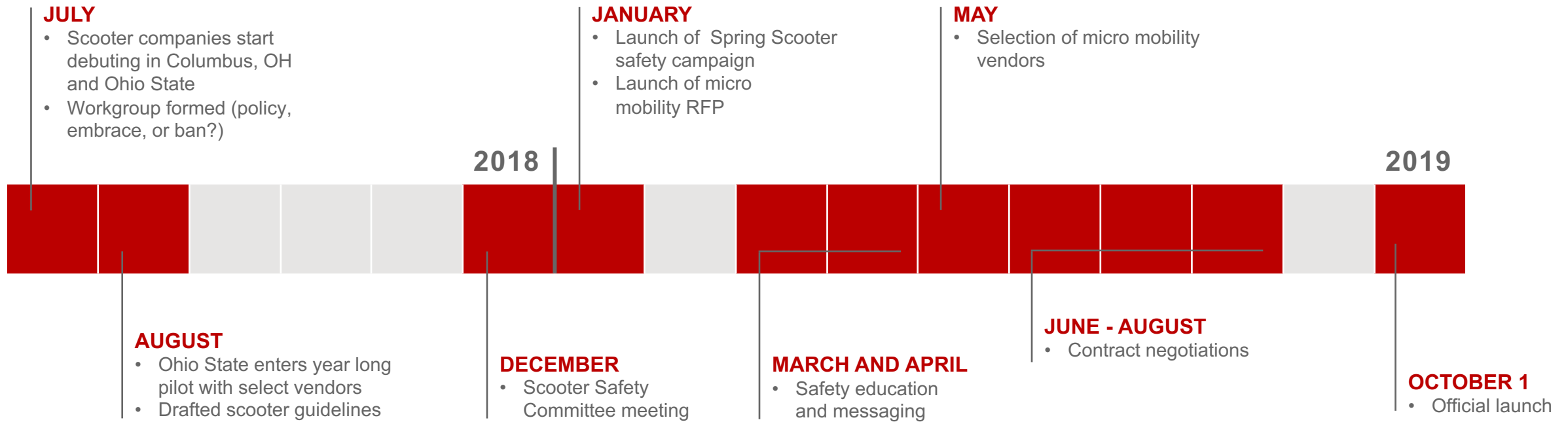
THE OHIO STATE UNIVERSITY

- 1,665 acres
- Enrollment – 68,000
- 100,000 people on main campus



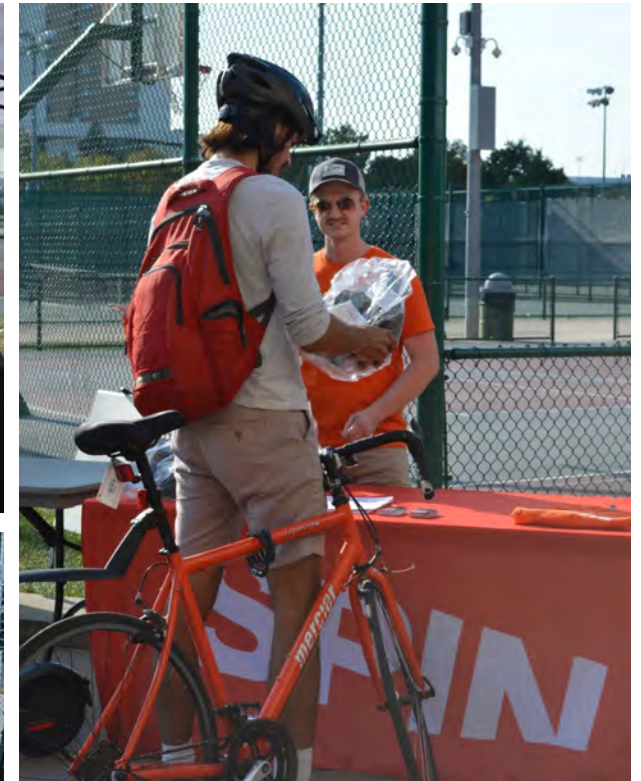
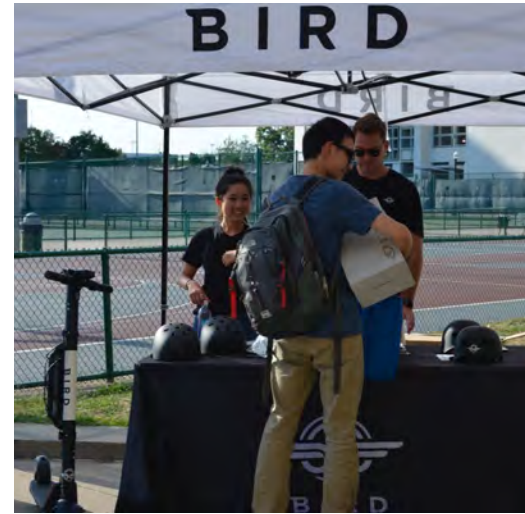
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TIMELINE



WHY DID WE CHOOSE SCOOTERS?

- **City welcomed scooters - going to be here anyways**
- **Another modality of transportation**
 - Park Once
 - Address 1st mile, last mile
 - Student enthusiasm
- **We invested the time for proper execution**
 - Thoroughly vetted through Risk, OCIO, Legal
 - Drafted a pilot agreement with vendor expectations
 - Focus on education, safety, and compliance
- **Collaborative vendors**
 - Attend student events
 - Provide education and safety
 - Brainstorm and implement device / rider management utilities



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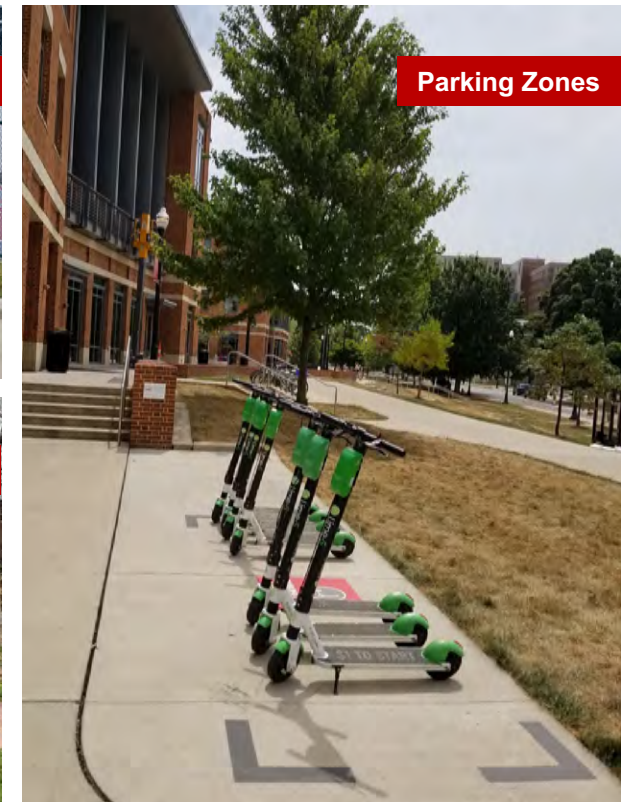
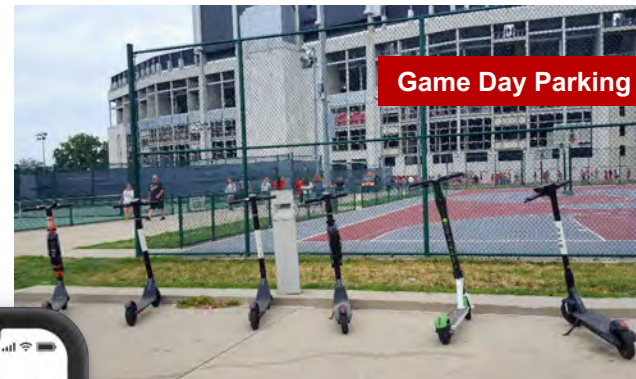
The good times and the murky times

Areas of Success

- Collaboration with vendors
 - Safety messaging & educational events
 - Event management - scooter chorales on game days, weather events
- Geofencing
 - Slow zones, event red zones, parking zones

Issues that Arose

- Disability Rights Ohio
 - Scooters blocking sidewalks, ramps, impact ADA compliance
- Proper use of the devices
 - Where rides were occurring, coexisting, user's health & wellness

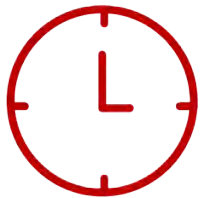


A Snapshot of the Data

AUGUST 2018 – SEPTEMBER 2019



TOTAL RIDES
START AND END ON CAMPUS
723,939



AVERAGE TRIP DURATION
5 - 7 minutes



AVERAGE DISTANCE
0.7 miles

TRENDS SINCE NEW LAUNCH ON OCTOBER 1



WEEKLY RIDES START ON CAMPUS
10,000+

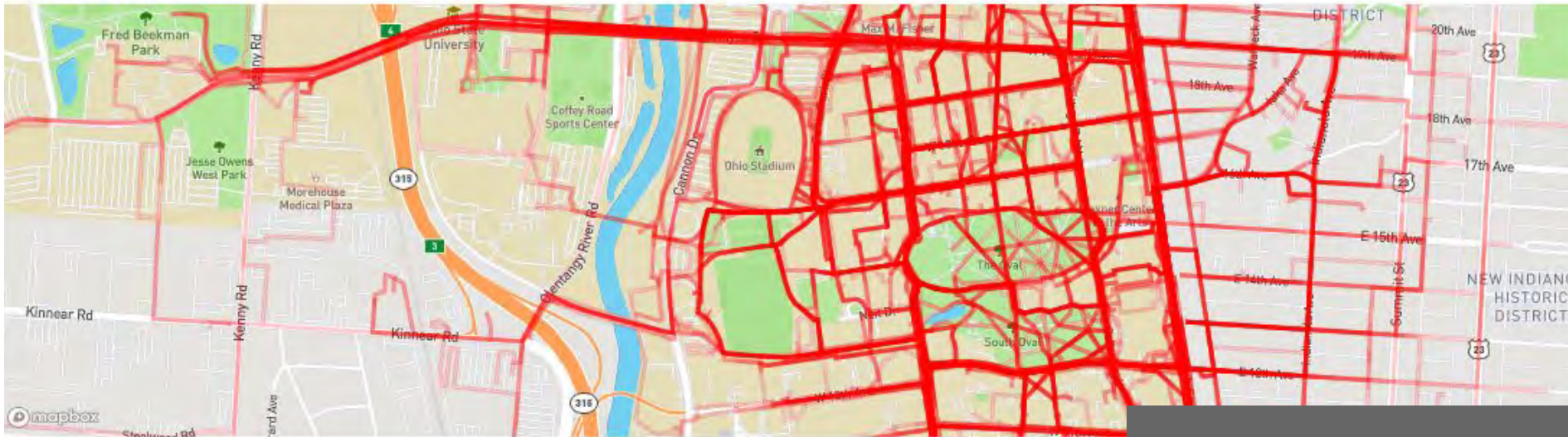


AVERAGE TRIPS PER DAY
1,500 – start on campus
1,396 – arrive to campus

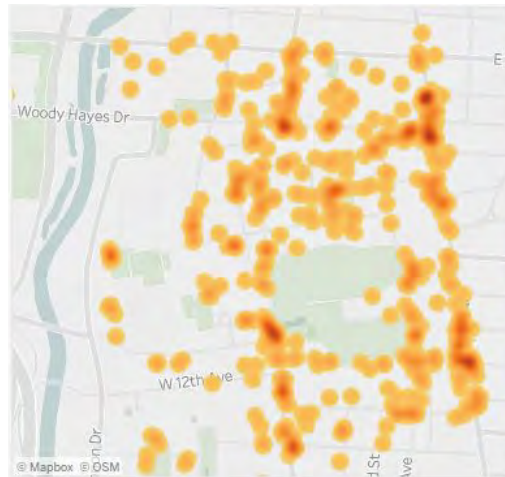


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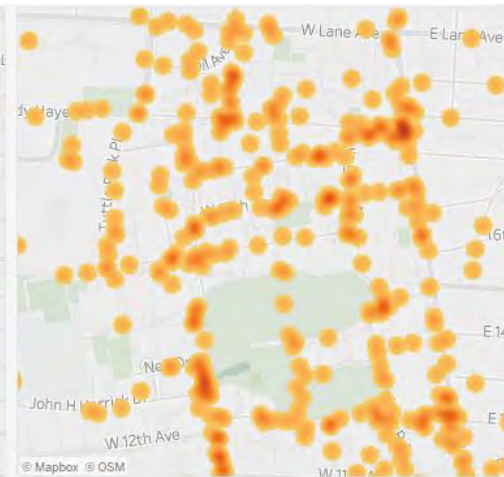
RIDE ROUTES
(All types of vehicles)



RIDE STARTS LOCATIONS
AS OF 10/16/2019 12:35:54 PM



RIDE END LOCATIONS
AS OF 10/16/2019 12:35:54 PM



RIDE ROUTES AND LOCATIONS

Thank you!



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