

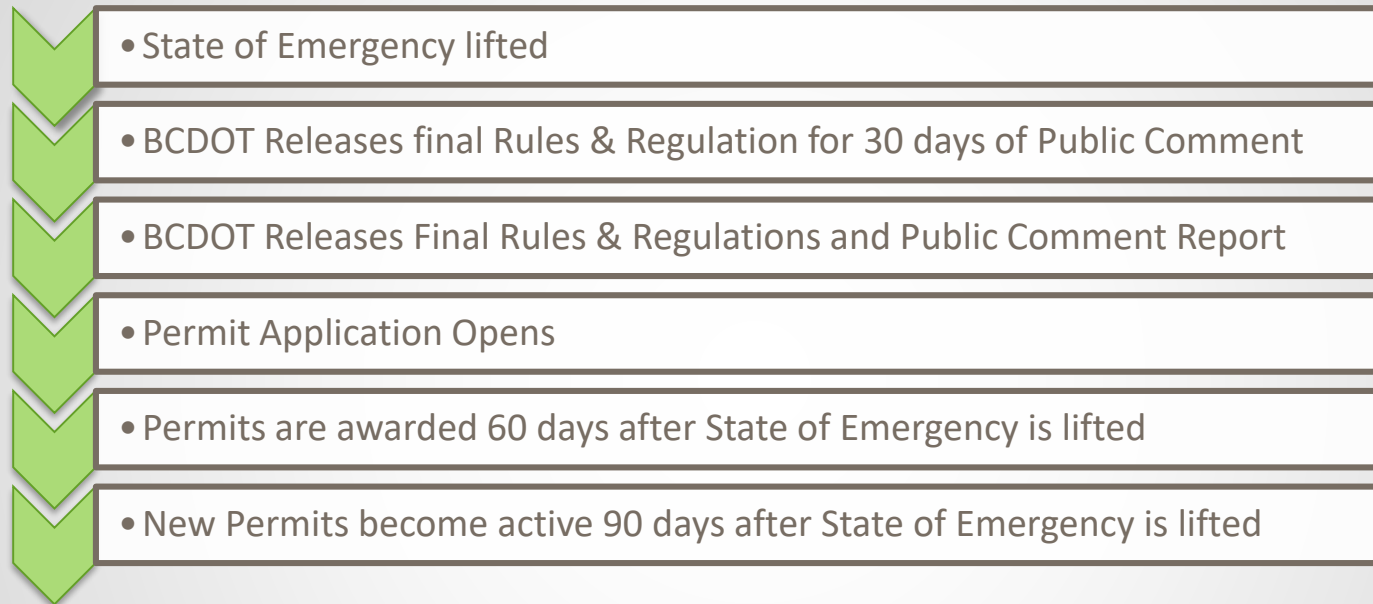
Dockless Vehicle Committee

October 14th, 2020



Permit Updates

90 Day Permit Extension: Filed with Legislative Reference, effective June 9, 2020



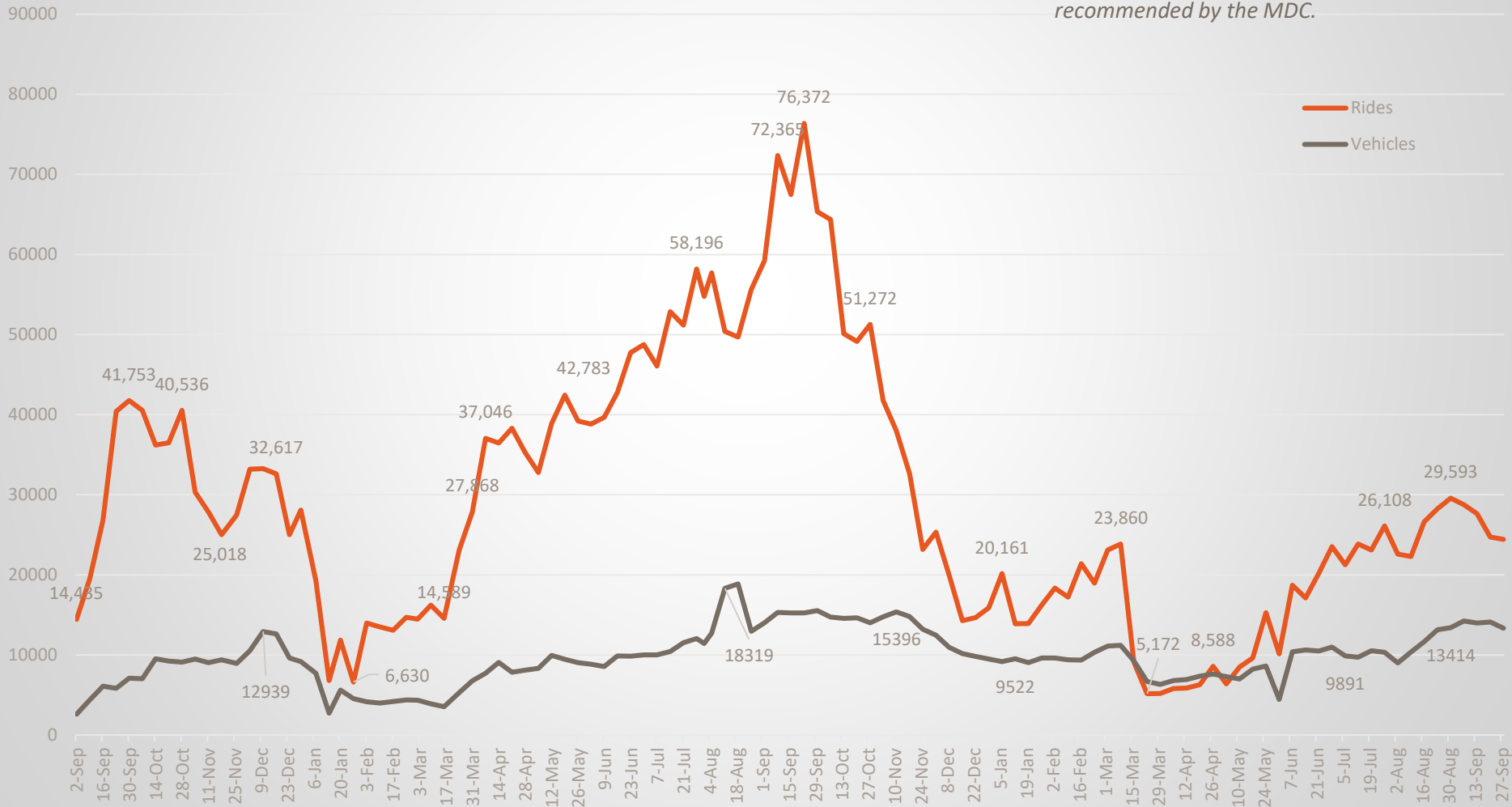
Rules and Regulations Refinement:

- November meeting will be replaced with a “Comment Week” on proposed Rules and Regulation changes for the next permit cycle

Data Updates

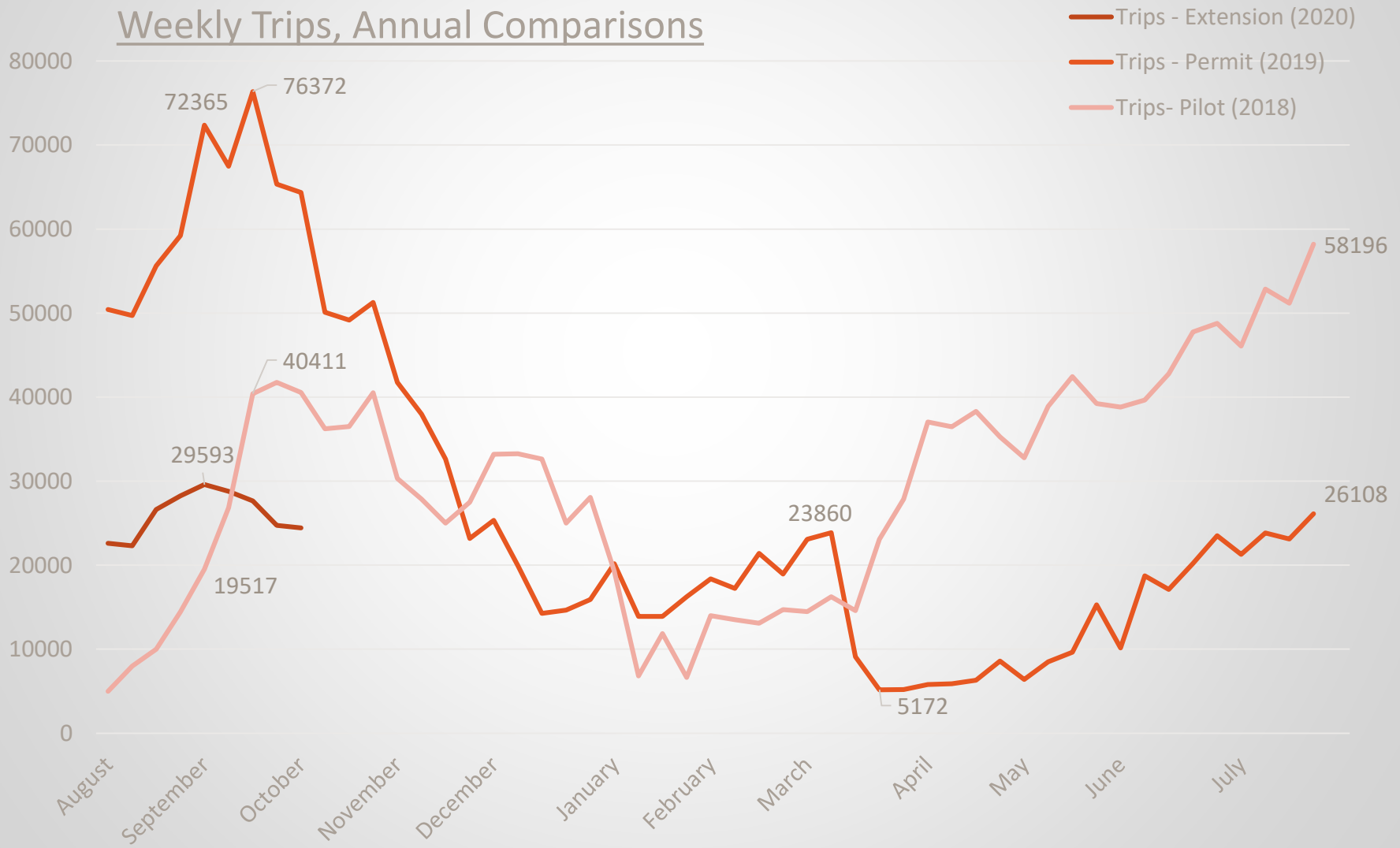
Weekly Dockless Rides & Vehicles* Released

**For the pilot "Vehicles" and when previously reporting, the max number of vehicles were used. DOT will now use the daily average, as recommended by the MDC.*



Data Updates

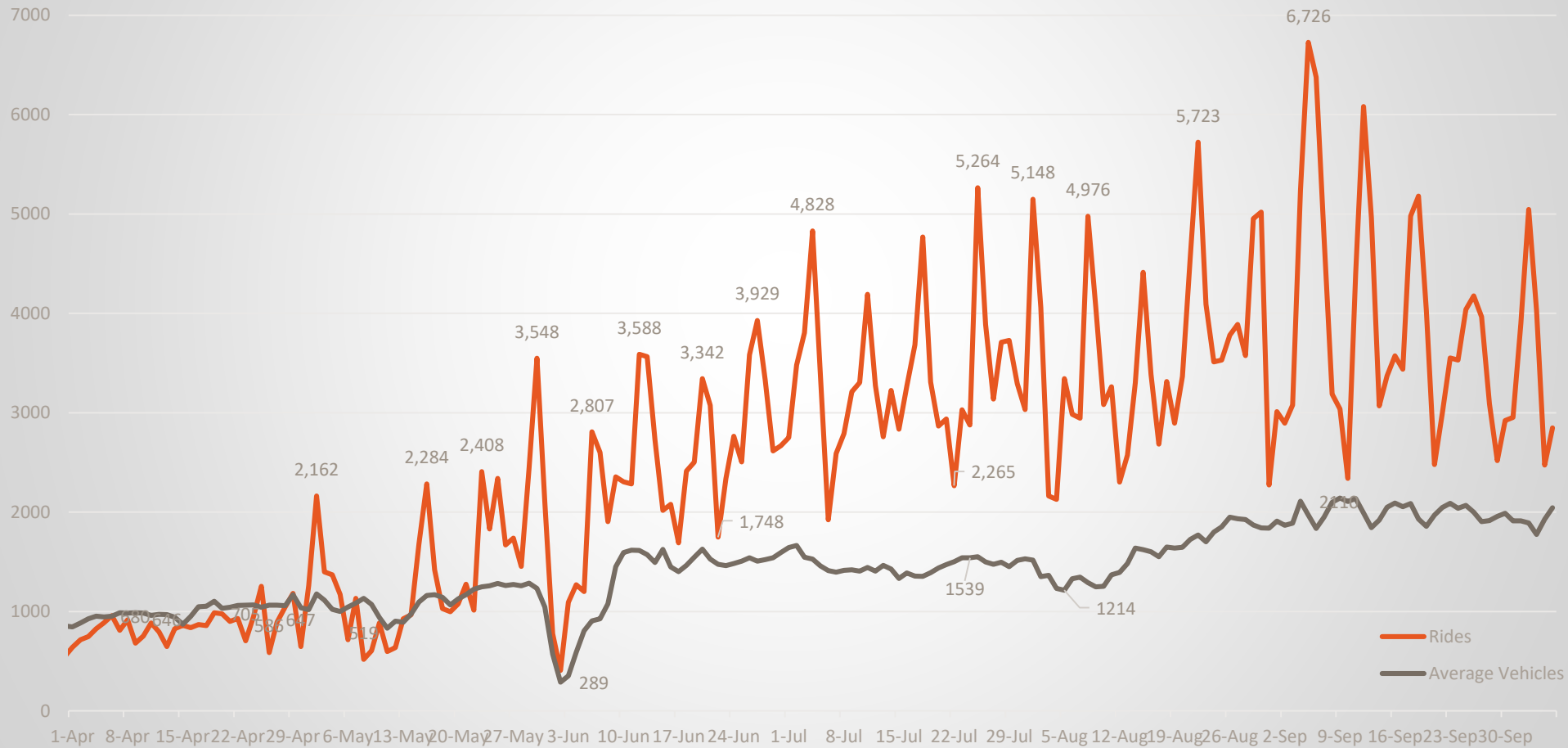
Weekly Trips, Annual Comparisons



Data Updates

Daily Average Vehicles Deployed* and Total Daily Trips

**When previously reporting "Vehicles" the max number of vehicles were used. DOT will now use the daily average, as recommended by the MDC.*

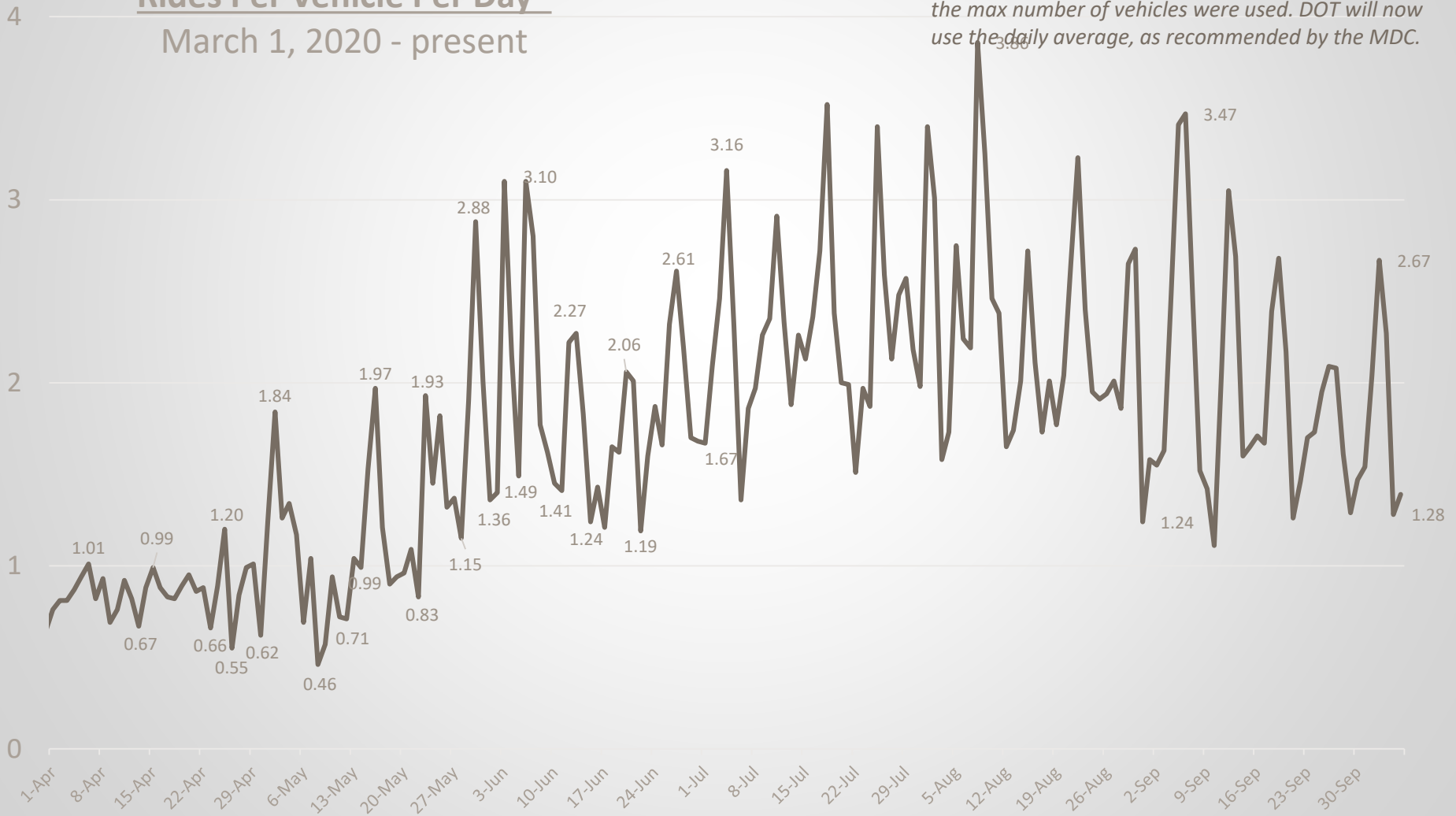


Data Updates

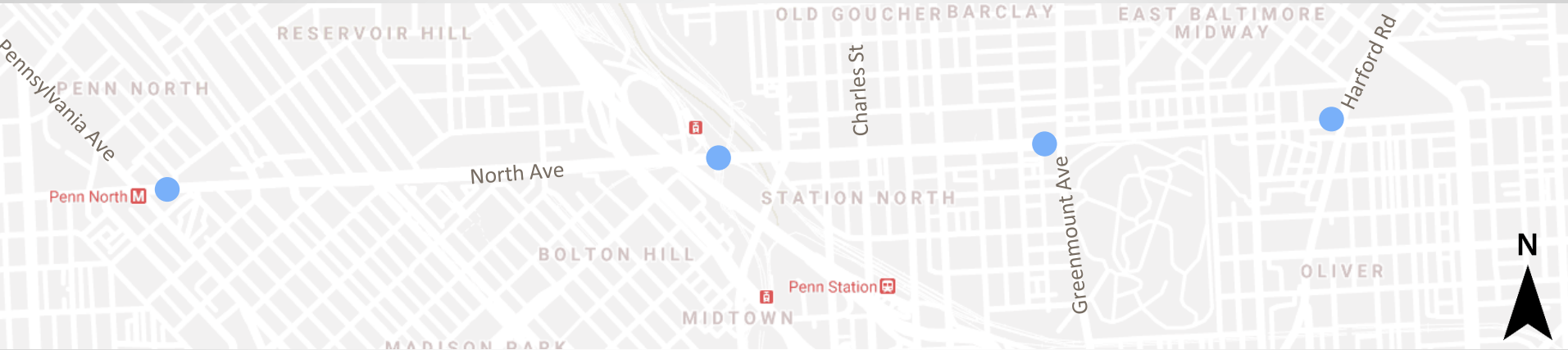
Rides Per Vehicle Per Day*

March 1, 2020 - present

*When previously calculating and reporting the RPVD the max number of vehicles were used. DOT will now use the daily average, as recommended by the MDC.

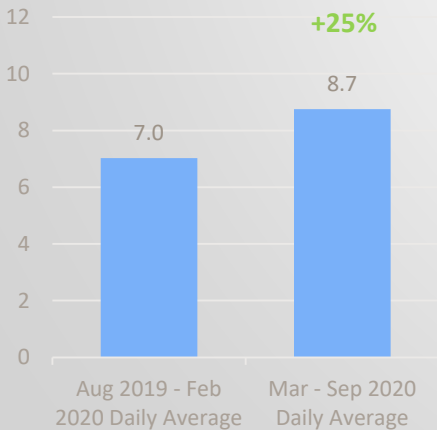


Data Updates – North Ave Corridor

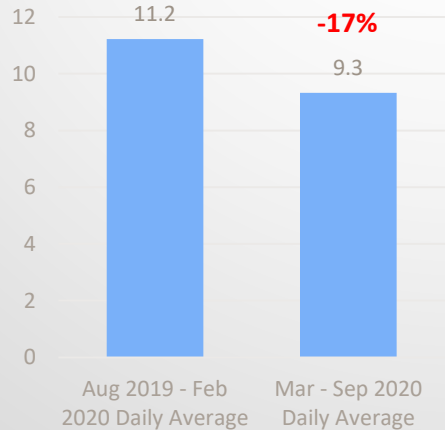


Average Daily Rides

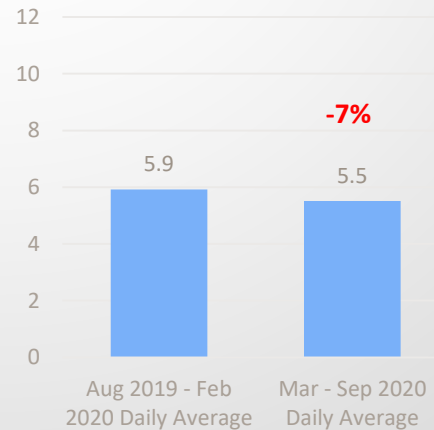
North Ave at Pennsylvania Ave



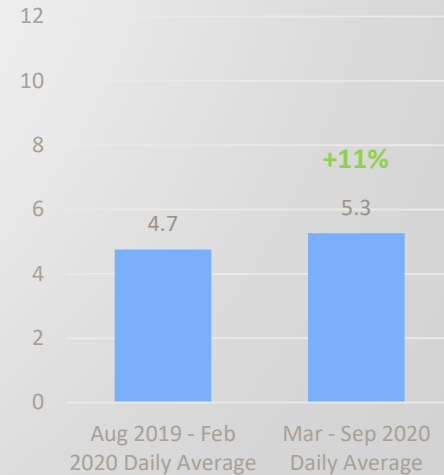
North Ave at Light Rail Station



North Ave at Greenmount Ave



North Ave at Harford Rd



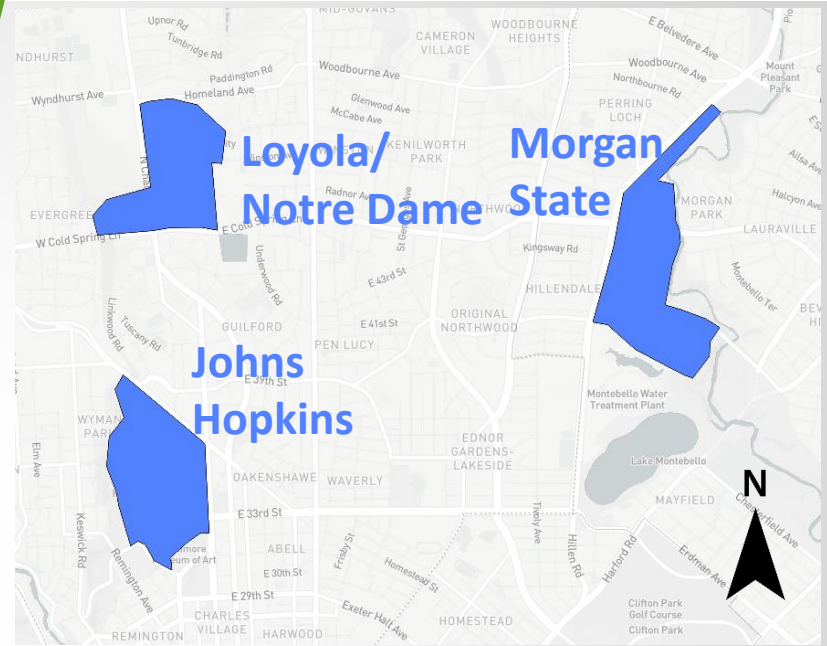
Data Updates – Campus Ridership

University Ridership

Total Trip Origins September 2019: 11,862

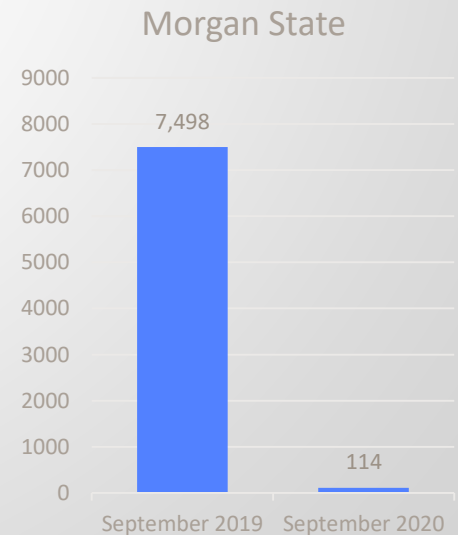
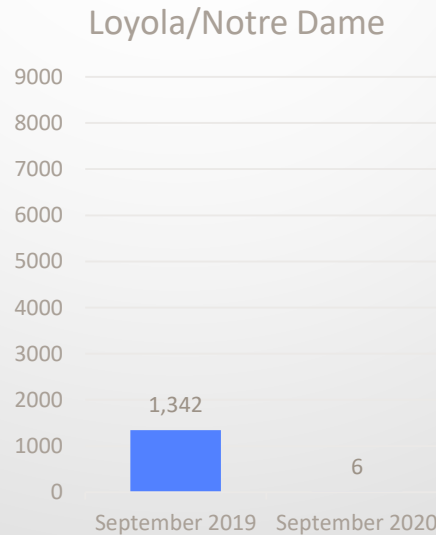
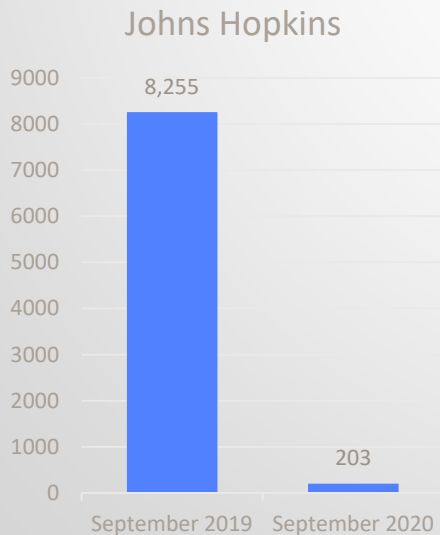
Total Trip Origins September 2020: 217

- 11,645



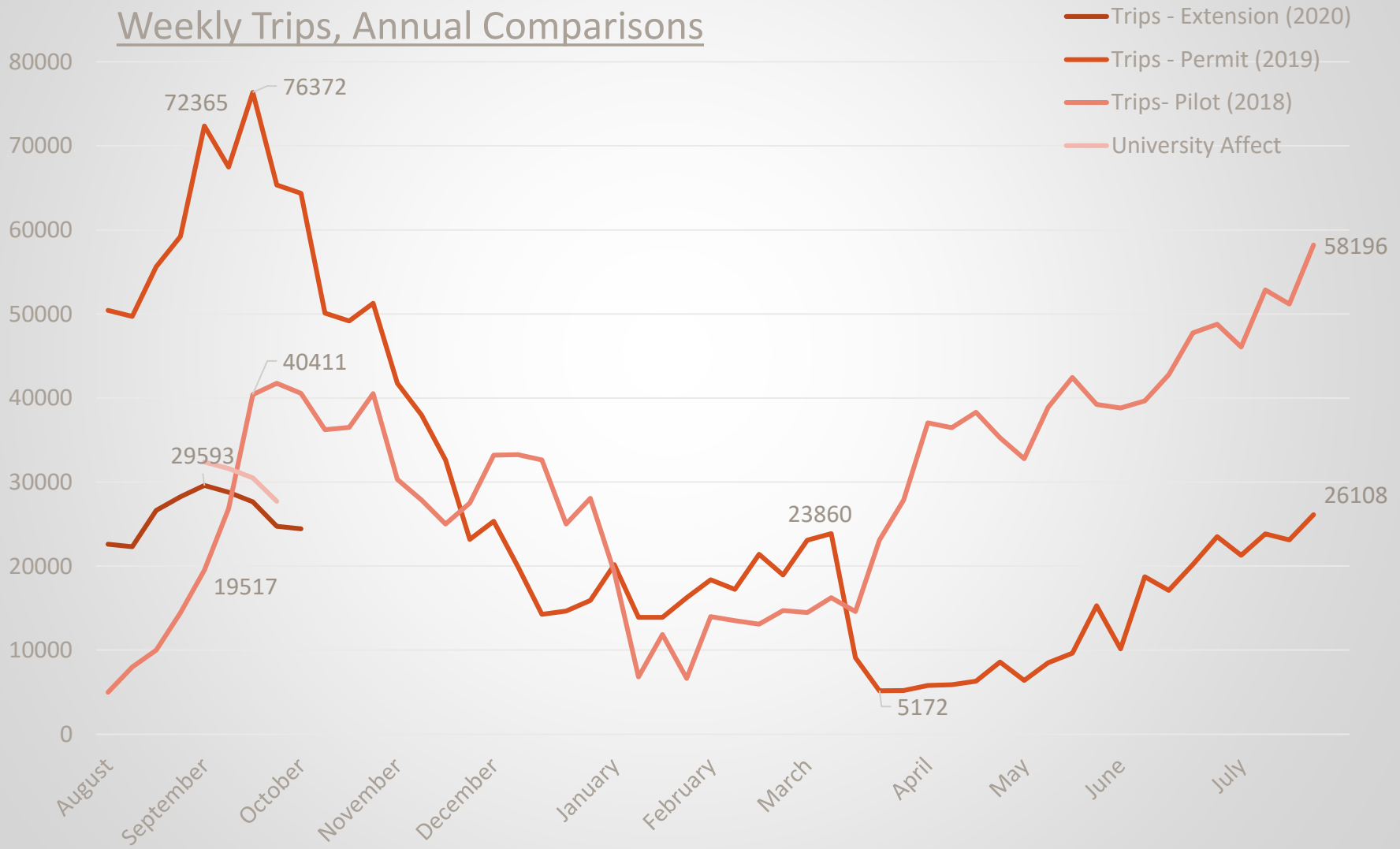
Trip Origins and Destination by University

Values displayed below are total trip origins & destinations, so some trips may be double-counted



Data Updates

Weekly Trips, Annual Comparisons



DOT Updates

Equity Study

- JHU, DOT, and Delegate Robbyn Lewis worked on distribution plan
- Survey draft still in review – submit any questions or topics ASAP

PSA

- Resuming filming (outdoors) with hope to have it completed before End of Year
- Will focus on the affect on person with mobility issues and promote corrals

Traffic Enforcement Officer Training

- Now have an in-person training for DOT TEOs to learn perspective of someone on a bicycle or scooter.

Work Orders

- Mass installation of flex posts underway
- New bike racks to arrive next week



- Launch event was very **positive**
- **Strong demand for shared bikes** in Baltimore
- Currently at 75 bikes with **opportunities to expand**
- Looking forward to new partnerships and uses
- There are **challenges and opportunities**

BALTIMORE CITY MARYLAND

Bike-share program JUMP relaunches in Baltimore as latest alternative to driving

By YVONNE WENGER
BALTIMORE SUN | OCT 11, 2020 AT 1:14 PM



JUMP bike share program comes to Baltimore

by Lauren Moses | Saturday, October 10th 2020



(Photo Courtesy of Russell Murphy)

 JUMP BIKES IN BALTIMORE

SPIN

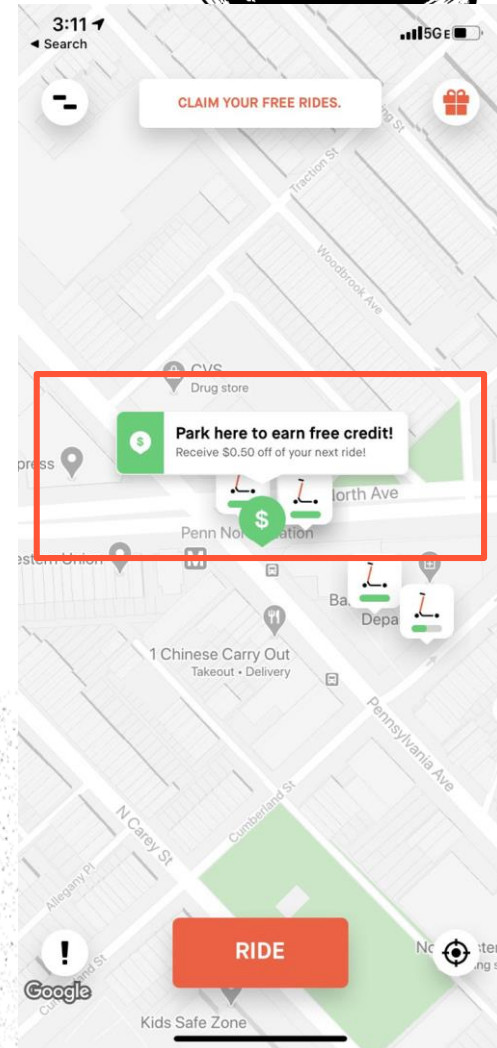
Preferred Parking Spots

October 2020



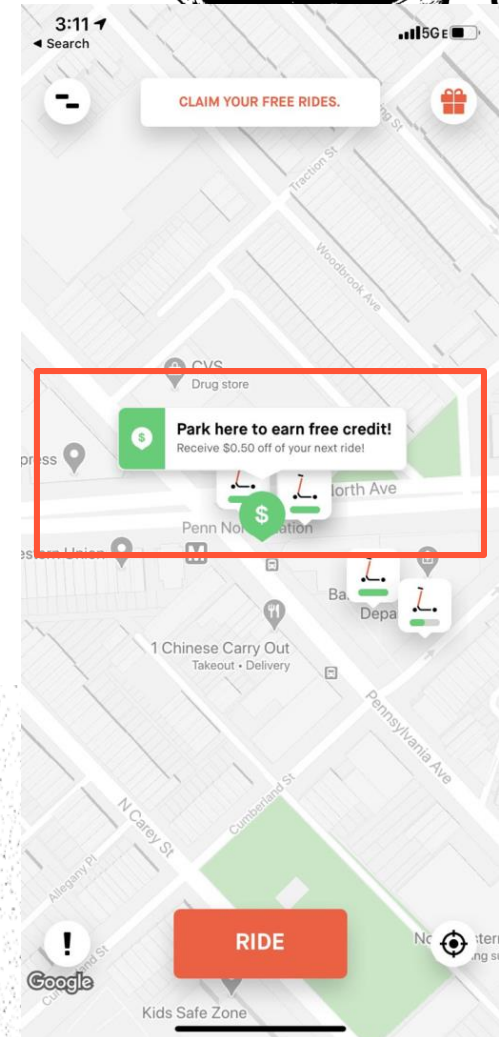
Preferred Parking Spots

- **What are Preferred Parking Spots?**
 - Rider incentive program
 - Designed to put \$\$ back in rider's pockets while incentivizing safe, acceptable parking
 - Riders are incentivized to park in (31) specified locations throughout Baltimore



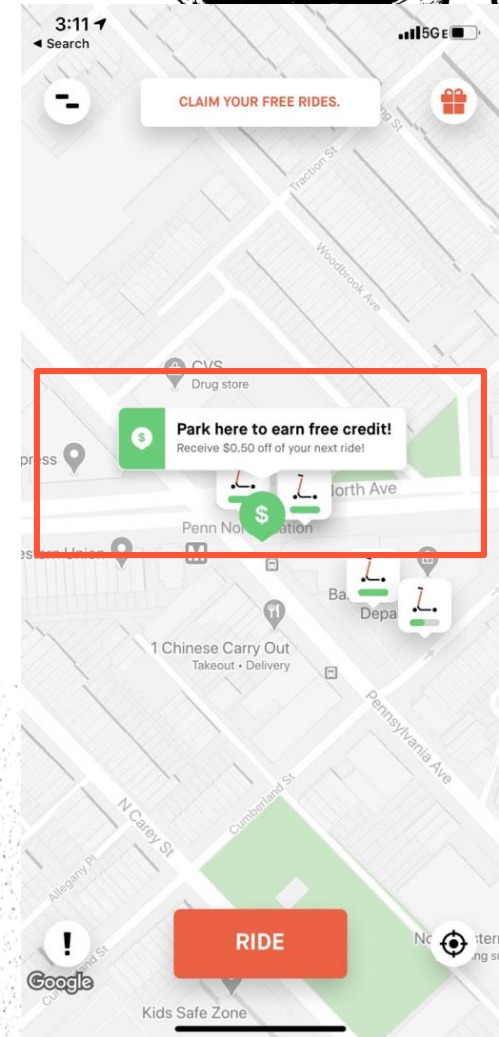
Preferred Parking Spots

- Where are they?
 - Located in all 12 equity zones & 19 other locations spread equitably throughout the city
 - Criteria determined by ridership, equity, & loss
 - No more than 25% in any of the 9 deployment districts defined by the city



Preferred Parking Spots

- **How do they work?**
 - Park near the \$ sign, take a pic of where you parked
 - Receive \$0.50 credit applied to your Spin Wallet balance for future rides
- **Data since launch (8/27)**
 - Riders have parked at PPS 2,226 times (as of Oct 12)
 - Many equity zones are top ridership destinations



SPIN

Everyday Heroes → Spin Safe
Digital

October 2020



Everyday Heroes



Mission: Help essential medical workers face the unprecedented transportation challenges posed by the COVID-19 pandemic.

Adapting to the new normal. In March of 2020, we launched the Everyday Heroes program, providing free, 30-minute rides and free helmets.

What were the results?

- 370 essential medical workers signed up for the program in Baltimore
- 6,000+ trips were taken by Everyday Heroes participants between March 30th and June 30th, 2020
- The program was so successful Spin HQ launched and implemented our new Spin Safe Digital Program in late Q3, 2020.



Spin Safe Digital

Mission: Empower all Spin riders with the freedom to move safely in their communities

Adapting to the new normal. Last year, we conducted hundreds of in-person safety events. Because of COVID-19, we decided to shift delivery of this information to digital channels.

What is Spin Safe Digital?

- Refreshed webpage
- Five new safety videos, including a video on COVID-19 protocols
- Safety quiz (riders who score 100% get a \$5 promo code)
- Offer of a free helmet, shipped directly to riders
- Weekly posts on Spin's social media platforms
- Regular posts on Spin's blog
- Safety information included on new user emails
- Safety information included in lifecycle campaigns (in-app and email)



Video Content & Safety Quiz

The short, 60-90 second videos cover the following topics:

- COVID-19 Safety Protocols
- Getting Started
- On the Road
- Ending Your Ride
- Making Our Streets Safer

Quiz

- Quiz takers who score 100% receive \$5 credit

THANK YOU.



spin.app

Discussion

Reducing Vandalism

- Could parking corrals strategically placed near harbor help?

Refining a Standard Vandalism Response Process

1. Permit Holders file online police reports for missing vehicles
2. Permit holder submit all missing vehicles to DOT monthly
3. DOT validates with vehicle data tracked by Populus dashboard
4. DOT to notify community association and city council member for any concentrated areas of theft (more than 5 in one month within a ½ mile radius)
 - If Community Association and Permit Holders agree- Restorative Response Baltimore leads a Community Conferencing session. DOT to negotiate a set price or standard price split with the permit holders
5. If a perpetrator is identified having destroyed more than 3 vehicles and attempts to mediate the problem fail, charges may be filed by vehicle owners
 - Diversion should be attempted utilizing Restorative Response Baltimore – note, DOT/Permit Holders would have to recommend this to the State's Attorney office.

Questions

- What to do in real time?
- Are there any other ideas for non-penal alternatives?

Action Items

Data/ Analysis Requests?

Community Announcements?

Next Meeting Date:

- November 9-13 "[Comment Week](#)"
- December 9

GO VOTE

