



FORWARD
PINELLAS
Integrating Land Use & Transportation



The Knowledge
Exchange Series

Micromobility in Pinellas County

July 2021



Knowledge Exchange Series:
*A Guide to Micromobility in Pinellas
County*

Knowledge Exchange Series

- Knowledge Exchange Series (KES):
 - Emerging planning topics
 - Collaboration with partners
 - Research and best practices
 - Guide for policy and regulatory practices
- Past KES topics:
 - Microbrewery development in downtown areas
 - “Missing middle” housing
 - Advancing urban agriculture
 - Transit oriented development





KES Process

Literature review

Local and national research

Partner collaboration

Interviews

Report development

Public outreach



Micromobility KES Overview and Key Findings

Micromobility KES Overview

- State Statutes
- Literature definitions
- Detailed tables for classifications
- Overall benefits
- Overall challenges
- City of St. Petersburg case study
- City of Tampa case study
- Practical application to address common questions

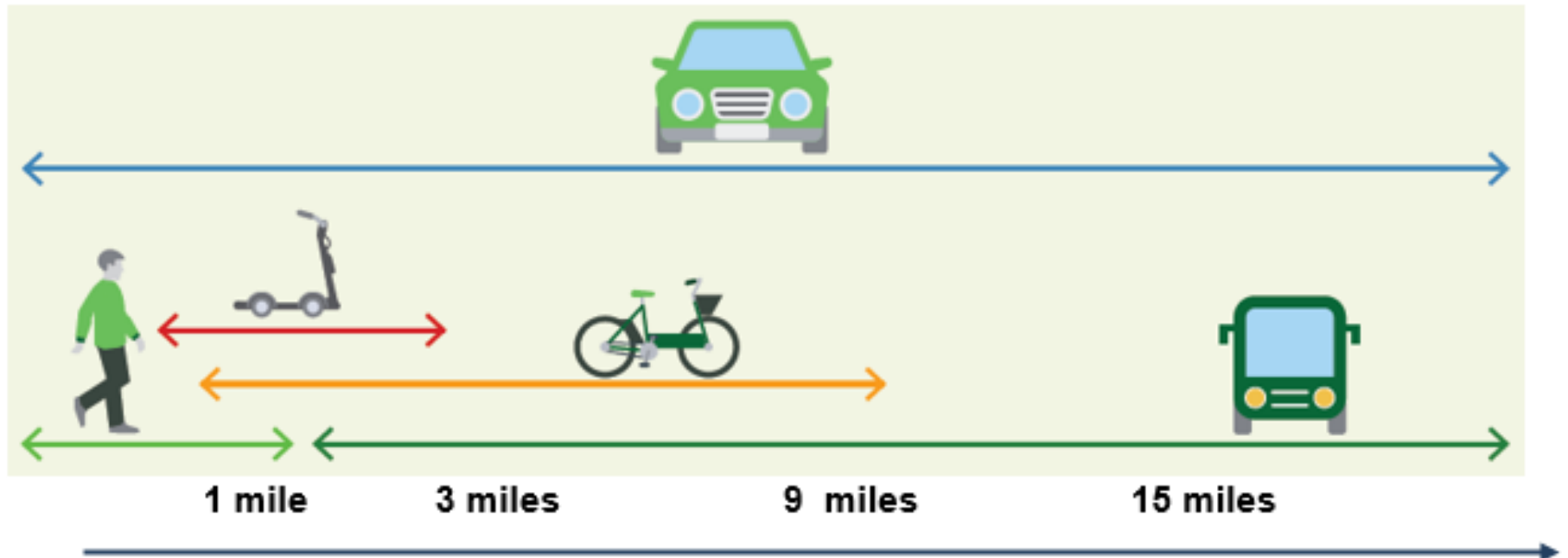


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Micromobility KES Key Findings

First-mile / Last-mile solutions!



Graph from NACTO Report "Shared Micromobility in the US: 2018"

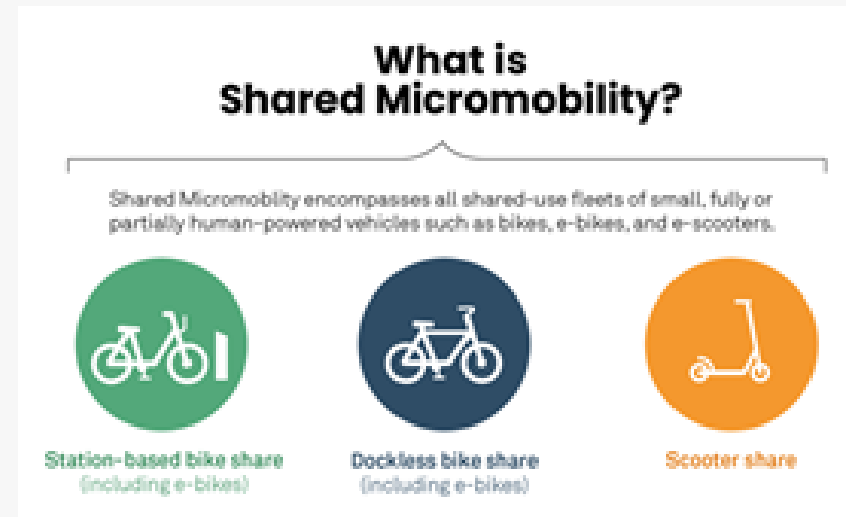


Continual data collection and analysis essential to identify travel dynamics and fill gaps!

Micromobility KES Key Findings: Classifications

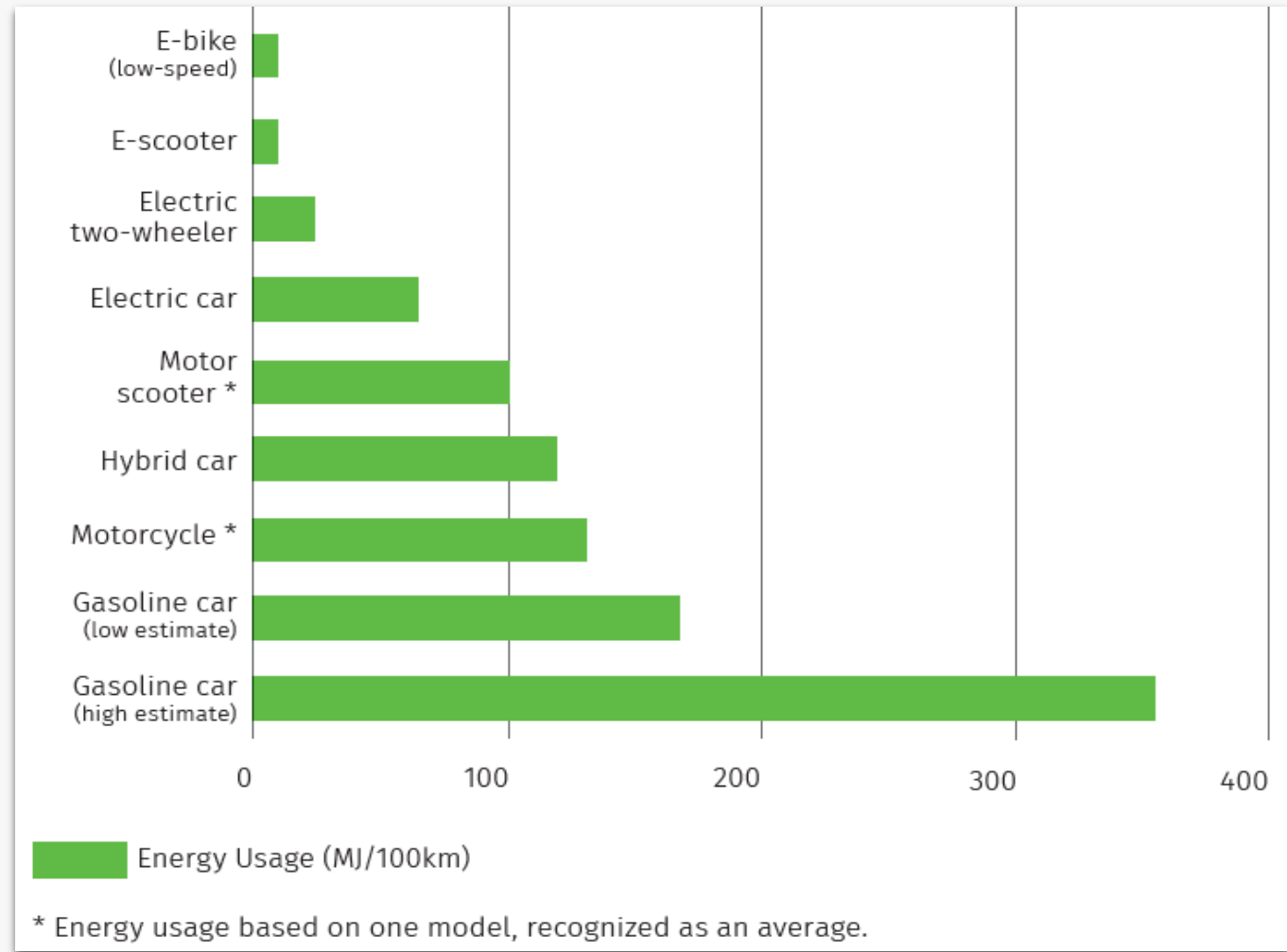
Interview feedback resulted in these top needs which are in the Micromobility KES:

1. Detailed delineation between micromobility devices and share programs;
2. Delineation between small vehicles and micromobility devices;
3. Source for micromobility device classifications;
4. Practical applications for ordinances and share programs.



Micromobility KES Key Findings: Environmental Benefits

- Low energy consumption
- Sustainable transportation mode
- E-scooter study in Portland: 1-year pilot prevented 122 metric tons of carbon dioxide emissions = removal of 300,000 vehicle miles
- Manage batteries and disposal of devices through waste management



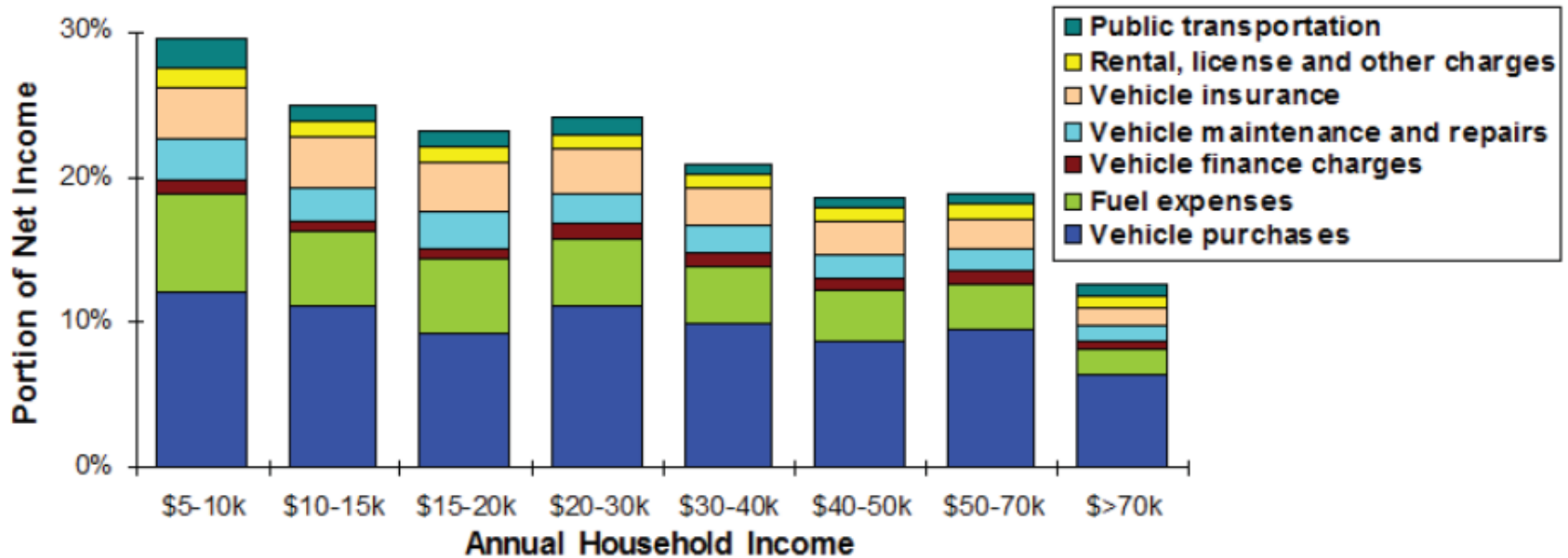
Micromobility KES Key Findings: Resource Efficiency

- In Pinellas County, households spend an average of 24% of their budget on transportation costs
- Transit Orientated Development (TOD) in combination with micromobility provides for a reliable, safe, connected network
- Ability to reduce household costs for vehicle purchase, maintenance, fueling and insurance
- Plan to connect employment centers, commercial areas and tourist destinations
 - Example: University of Tampa and nearby Walmart corrals



Micromobility KES Key Findings: Equity

- “Transportation is the single strongest factor in the odds of escaping poverty. The longer an average commute in a given country, the worse the chances of low-income families there moving up the ladder.”



Micromobility KES Key Findings: Equity

- Incorporate equity policies, goals and objectives in share programs.
- Equity zones
- Cash options
- Discounted memberships
- Free training and inexpensive gear
- Promotion and education
- Three-wheel scooters and bikes, cargo bikes, as well as ADA cycle options
- Continual data collection and analysis

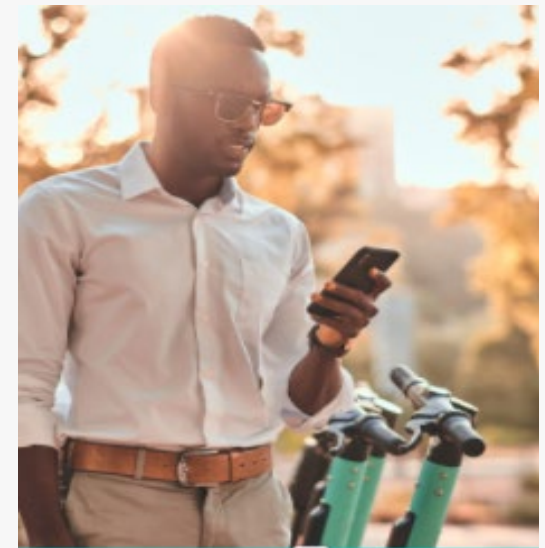


City of St. Petersburg Micromobility Equity Zone



Micromobility KES Key Findings: Connectivity

- Micromobility devices encourage transit use by providing multi-modal opportunities within a pedestrian shed or walkshed.
- E-scooters, e-bikes and bike share programs fill gaps in transportation networks
- Used as “floating transportation options”
- Plan to couple docking stations / corrals at transit hubs



Micromobility KES Key Findings: Safety Concerns

How to address safety concerns?

- Safety regularly ranked as #1 public concern across the Nation
- Requirement for vendor crash reporting data
- Free gear, lights and reflective vests
- Education and training requirements for rental purchases
- Public training workshops
- Infrastructure:
 - Complete Streets
 - “Third-lanes”
- Micromobility share programs
 - Vendor staff support



Micromobility KES Key Findings: Managing the Right-of-Way

- Parking Corrals in St. Petersburg
 - Exclusive for e-scooter, e-bike and/or pedal assist bikes
- Scooter bounty program in the City of Tampa
 - Monetary award system
- Exclusionary zones with access areas around heavily used pedestrian areas



Micromobility KES Key Findings: Health and Quality of Life

CDC: QUALITY OF TRANSPORTATION
INFRASTRUCTURE IMPACTS QUALITY
OF LIFE

74% OF E-SCOOTERS USERS
REPORTED NEVER USING A BIKE
SHARE SYSTEM

42% OF E-SCOOTER USERS REPORTED
NEVER BICYCLING

LACK OF PHYSICAL = HIGH RATE OF
HEALTH PROBLEMS

MICROMOBILITY CAN INCREASE
ACTIVE TRANSPORTATION AND
TRANSIT

Case Studies and Practical Applications



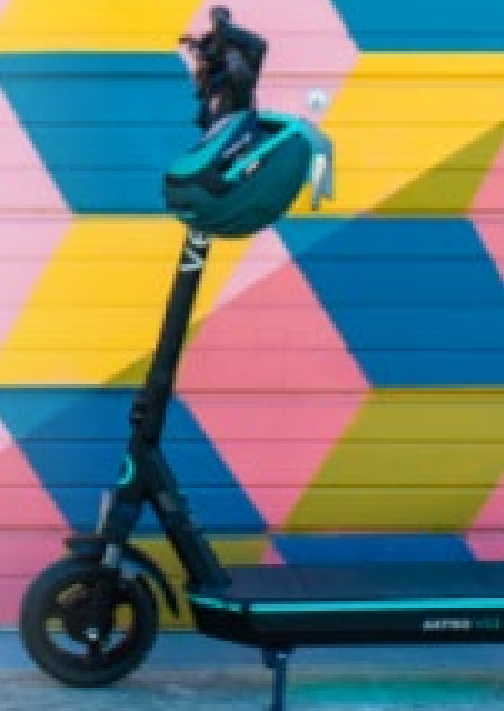
St. Petersburg, Florida



Case Study: Micromobility in
Pinellas County

City of St. Petersburg Micromobility Program

- Collaboration with City staff:
 - 10-years experience
 - Successful program = monitor and evolve
 - Case study outlining practical applications and lessons learned
 - Important considerations for micromobility programs
 - Example ordinances
 - Thanks City of St. Petersburg staff!



Tampa, Florida



Case Study: Micromobility in Florida



City of Tampa Micromobility Program

- Success through problem solving and flexible framework
- Strategic planning for connectivity and dependability
- Equity zones implementation
- Affordable system
- Lock to technology
- Bounty program
- Charging stations in specific areas
- Continual data collection and analysis

Practical Application Section

Consistency is key!

Where to establish micromobility programs?

How do systems operate?

What about personal transportation devices?

How to get started?

What is the future of micromobility in Pinellas County?

What is next for the
Micromobility KES?



Next Steps

- Continual collaboration with county, state and federal partners
- Micromobility forum
- Committee presentations
- Video development and promotion of report
- “Living document” as technology, data and laws evolve





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Questions & Comments

