

Micromobility Program



CORAL
GABLES
THE CITY BEAUTIFUL



History of Micromobility in Coral Gables

- July 2018: Ordinance 2018-23: Requiring that any operator displaying, offering or making shared mobility devices (including motorized scooters) for rent in the city have a valid memorandum of understanding with the City prior to operating.
- September 2018: Ordinance 2018-36: The riding of Motorized Scooters, as defined in this Article, is permissible upon all sidewalks located within the City, except upon those sidewalks located along Miracle Mile, Ponce de Leon Boulevard three blocks north and south of Miracle Mile, on all of Giralda Plaza, or anywhere else where such prohibition is posted. Motorized Scooters shall be restricted to a maximum speed of 15 miles per hour in such areas where riding is permitted.
- October 2018: Ordinance 2018-47: Changed language to allow riding on sidewalks unless were prohibited by official posting.
- March 2019: Ordinance 2019-17: This Ordinance codifies many of the requirements that the City has in its Memorandum of Understanding with the two current operators and amends the City Code to add additional requirements for and prohibitions regarding the operation of shared mobility device programs in the City.
- October 2019: Ordinance 2019-36: Following the passage of Chapter 2019-109 as well as staff's recommendations based on the continued operation of shared mobility device pilot programs within the City, the City of Coral Gables City Commission is considering minor amendments to the comprehensive ordinance passed earlier this year to conform with applicable state law provisions and address staff's concerns regarding current and future shared mobility device programs in the City.
- Program paused during COVID-19 Pandemic by Miami Dade Emergency Order. On September 14, 2020 the ban was lifted, and scooters resumed operations.

Scooter Companies Operating in the City through Pilot Program

Signed Agreements

Spin

- Original MOU: Signed August 3, 2018- Pilot until August 28, 2018. Extended 90 days.
- 1st Amendment: Pilot through Feb 13, 2019
- 2nd Amendment: Signed Feb 12, 2019
- Section 16 of the agreement is amended to allow Spin to operate a non-exclusive personal mobility share program pilot through the City's execution of an agreement(s) for a shared mobility device program following a formal solicitation process.

Bird

- Original MOU: Signed on Oct 11, 2018. Pilot period for 60 days.
- 1st Amendment: Pilot through Feb 13, 2019
- 2nd Amendment: Signed Feb 12, 2019: Updated Section 16.



Pilot Program Rules/Regulations

- 2 Micromobility operators
- Maximum of 300 motorized scooters deployed at any one time
- Rebalance scooters daily
- Operators shall rebalance, remove, and/or relocate motorized scooters within 3 hours of receiving notification from the City.
- Operating 24/7
- Staff meets with each vendor on a monthly basis
- Staff receives monthly reports (ridership, accidents/incidents, average distance traveled, total miles traveled, average duration).
- Staff notified by vendor when incident/accident occurs
- Equitable Access- Pricing options/discounts for low-income, adaptive scooters, etc.



Parking Rules for Scooters

- a) Motorized scooters shall be parked and deployed on a Sidewalk or other hard surface, beside a bicycle rack, or at a city-owned and city-approved location.
- b) Motorized scooters shall be upright while parked or deployed.
- c) City may request removal of motorized scooters in certain areas and request that Operator cease deployment of motorized scooters in certain areas upon request of the City.
- d) Motorized scooters shall not be parked in a manner that would impede normal and reasonable pedestrian access on a sidewalk or in any manner that would reduce the minimum clear width of a sidewalk to less than three (3) feet.
- e) Motorized scooters shall not be parked in a manner that would impede vehicular traffic.
- f) Motorized scooters shall not be parked in a manner that would impose a threat to public safety or security.
- g) Motorized scooters shall not be parked on a block where the sidewalk is at any point less than six (6) feet in width, or on a block that does not have sidewalks.
- h) Motorized scooters shall be parked or deployed in a manner that is compliant with the applicable provisions of the Americans with Disabilities Act
- i) Motorized scooters shall not be parked in a way that blocks:
 - a. Fire hydrants call boxes or other emergency facilities;
 - b. Transit Facilities;
 - c. Loading spaces or zones;
 - d. Passenger loading spaces or zones, or valet parking services areas;
 - e. Railroad tracks or crossings;
 - f. Disabled or prohibited parking zones;
 - g. Street furniture that requires pedestrian access (for example, benches, parking pay stations, or bicycle/news racks);
 - h. Window Displays;
 - i. Building entryways;
 - j. Vehicular Driveways

Rules for Scooters

Operators shall have the sole responsibility to educate persons riding motorized scooters regarding the rules, regulations and laws applicable to riding, operating, and parking a motorized scooter. An operator's mobile application shall provide information notifying users:

- a) Where motorized scooters may be legally ridden in accordance with F.S. 316.2128 and local regulations;
- b) That motorized scooters are to be operated at a person's own risk, and that no representation has been made by the City as to the condition of any City rights-of-way;
- c) That the use of helmets while operating a motorized scooter is strongly encouraged.



Safety Measures

- Safety Quiz: Prior to 1st Ride: Riding, Parking, Operating Local Laws, etc.
- Scan ID- Confirm 18 yrs. or older
- In App Notifications, User Agreement

Enforcement/Fine Structure from Vendor to Users

Spin

- Strike 0: Warning
- Strike 1: \$10 fine
- Strike 2: \$25 fine. Required to take Quiz. Account suspended for 24 hours.
- Strike 3: Account permanently suspended.

Bird

- No enforcement structure currently in place.
- 1 operator assigned to the City (live/works)

The screenshot displays the 'Coral Gables Rules' section of a mobile application. It features a grid of seven rule cards, each with an icon and text. The rules are: 'Riding in the city' (do not ride on sidewalks on Miracle Mile, Giralda Plaza, or where posted on Ponce de Leon Blvd. Be courteous), 'Using the Brake' (use the brake lever to slow and stop the scooter), 'Kicking Off' (to start riding, place both hands on the scooter handlebars. Put one foot in the middle of the scooter footboard. Make sure the space ahead of you is free of obstructions, then give a few kicks with your free foot to get the scooter moving), 'Parking the scooter' (do NOT block sidewalks, doors or ramps), 'Throttle and Brake' (once the scooter is moving, gently press the throttle lever to accelerate. Use the brake lever to slow down and stop. Test both the brakes and throttle when you first start your ride), 'Ending your ride' (use the app to end your ride), and 'Consider a helmet' (protect yourself while riding). At the bottom of the screen is a red 'OKAY' button.

Coral Gables Rules

Riding in the city
Do not ride on sidewalks on Miracle Mile, Giralda Plaza, or where posted on Ponce de Leon Blvd. Be courteous.

Using the Brake
Use the brake lever to slow and stop the scooter.

Kicking Off
To start riding, place both hands on the scooter handlebars. Put one foot in the middle of the scooter footboard. Make sure the space ahead of you is free of obstructions, then give a few kicks with your free foot to get the scooter moving.

Parking the scooter
Do NOT block sidewalks, doors or ramps.

Throttle and Brake
Once the scooter is moving, gently press the throttle lever to accelerate. Use the brake lever to slow down and stop. Test both the brakes and throttle when you first start your ride.

Ending your ride
Use the app to end your ride.

Riding Position
Always ride with both feet on the footboard, one in front of the other. Keep your weight towards the rear of the scooter. Do not place items on the scooter footboard. Never hang items from the handlebars.

Consider a helmet
Protect yourself while riding.

OKAY

Scooters

Safety
Wear a helmet
Ride on the road
Yield to pedestrians
Obey all traffic laws
Don't drink & ride

Parking
Do not block the right of way or obstruct the sidewalks
Do not block access ramps
Do not block pedestrian pathways
To report improper parking, text or call
1 (888)-249-9698

Unlock for \$1
1 Download the Spin app
2 Scan the code to unlock
3 Ride, park, & lock up responsibly

Download on the App Store
GET IT ON Google Play

18+
to ride
Violators subject to \$250 fine.

Scooter improperly parked?
Text **PARKING** to (786) 321-8918

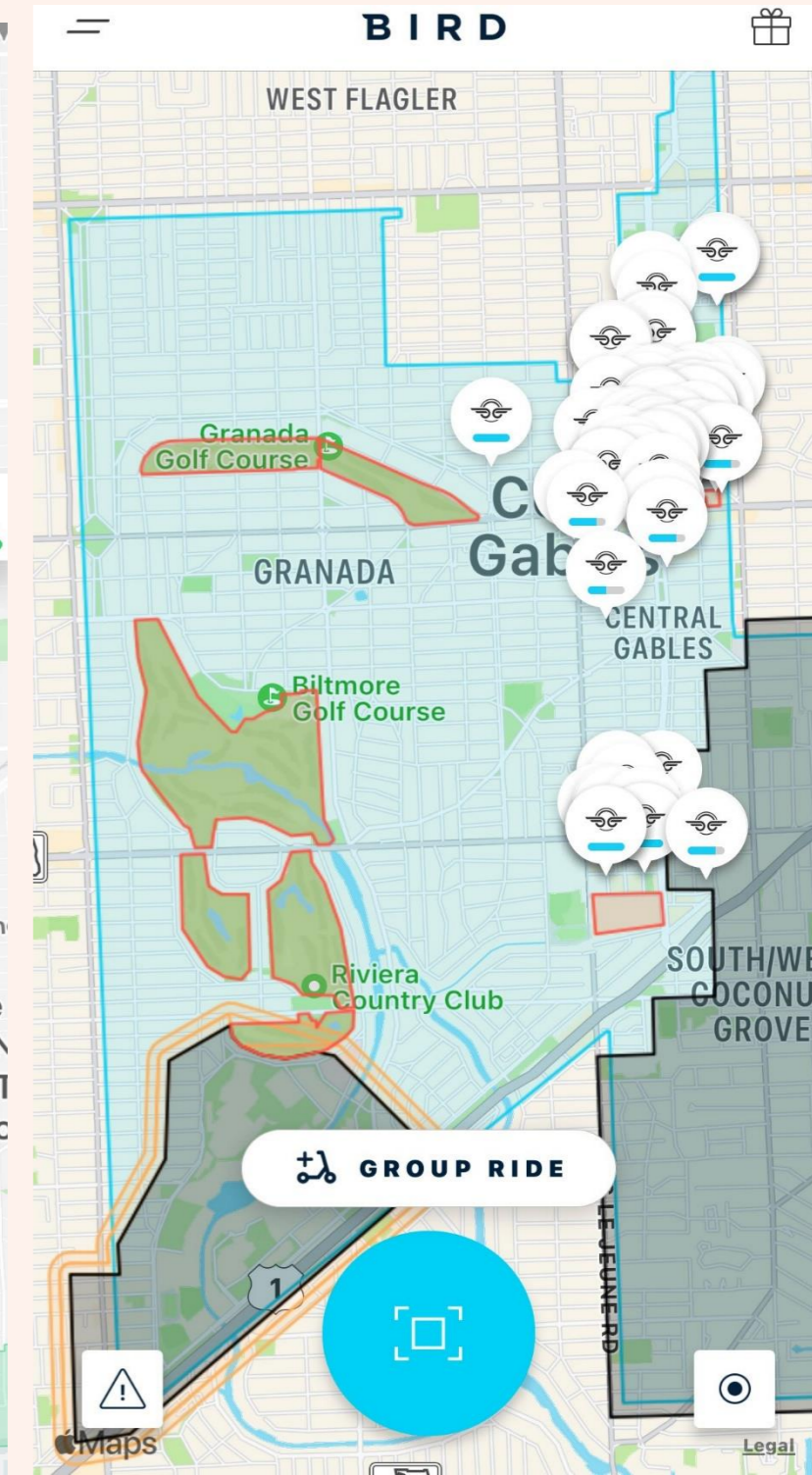
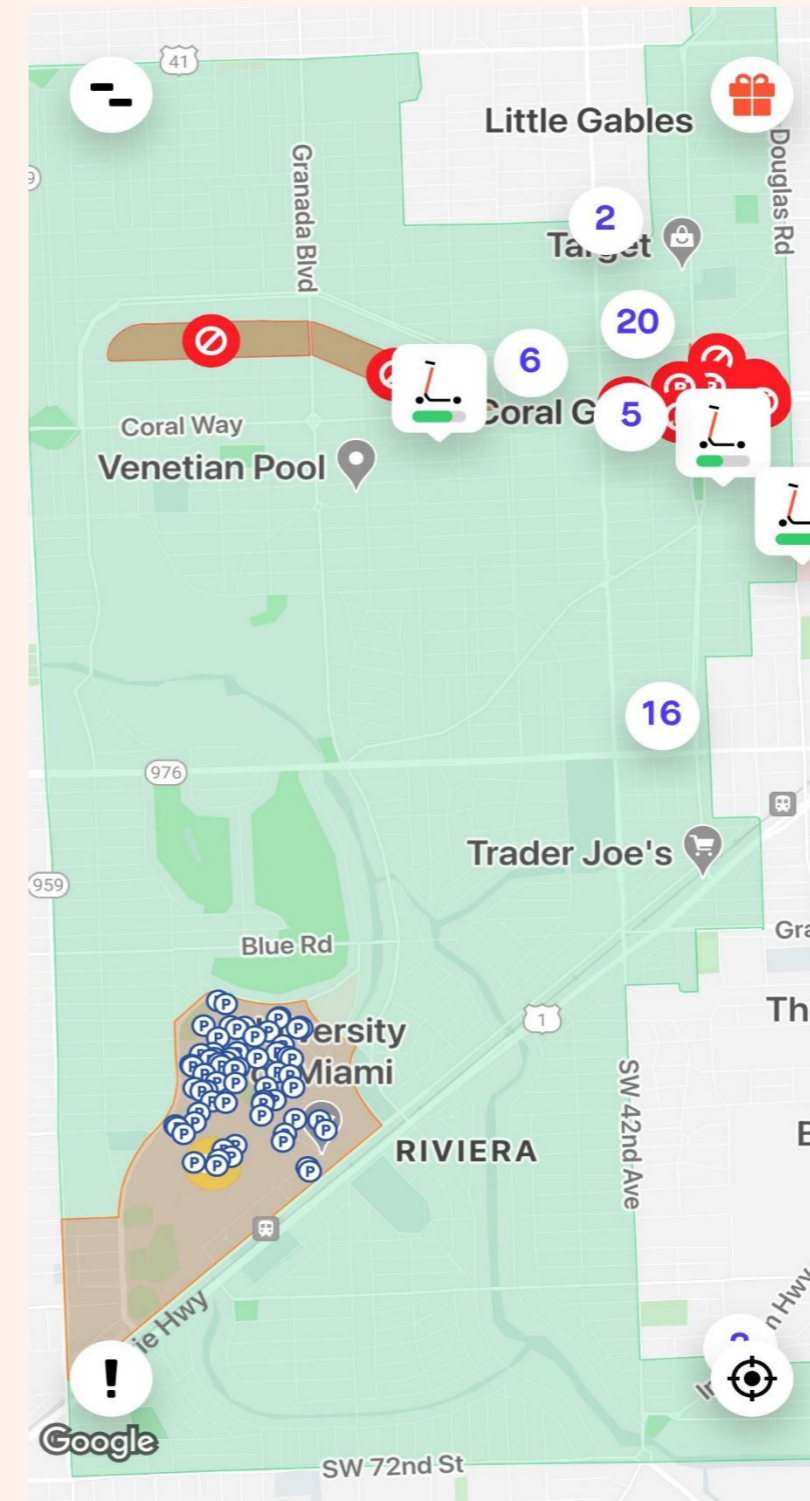


Additional Safety Measures

- No one under 18 shall operate a scooter
- No tandem Riding
- Maximum speed of 15 miles per hour

Geo-Fencing:

- No Ride Zones: Miracle Mile Sidewalks, Giralda Plaza, Sidewalks Ponce De Leon 3 blocks north/south, Parking Garages
- No Ride Zone: Scooters slow down, and the throttle will not accelerate. Audible alert to turn around.
- Slow Ride/No Park Zones: UM, Golf Courses
- No Park Zone: User will not be able to end ride in area.



Statistics on Pilot Program

- Total Number of Rides (2018 to date): **198,425** (Bird: 100,142. Spin: 98,283)
- Total Miles Traveled: Bird: 102,646. Spin: 85,193
- Pounds of CO2 Avoided: Bird: 1,386,519. Spin: 75,879
- Average Distance traveled: 1 mile

Total Number of Accidents/Incidents: Property Damage, Rider/Pedestrian Injury

Bird: 1 reported incident

Spin: 13 reported incidents

Coral Gables Police: 8 documented cases since 2018.

2018: 2

2019: 5

2021: 1



Currently Deployment

As of May 2022

- Bird: 120 Scooters
- Spin: 100 Scooters
- Average Monthly Ridership- Oct 2021-April 2022
 - Bird: 2,115 rides per month
 - Spin: 1,328 rides per month
- March Ridership Bird: 3,889 rides

Pricing

- Spin: Free to start and \$0.49 per minute.
- Bird: \$1 to start and \$0.49 per minute.



SPIN

📍 Coral Gables

Spin

Vehicle Type Filters

Show Scooter

Vehicle State Filters

Deployed

Parked Duration Filter

Include all vehicles

Count by Operator

Operator	Current	Max
Spin	99	99
Total	99	99

1 mi

mapbox

Dockless Bike Share and Scooter Share

Dockless Bike Share and Scooter Share, also known as the Dockless Mobility Program, refers to a new type of shared mobility that allows users to unlock, rent, and ride bikes, electric bikes, and electric scooters from virtually anywhere using a smartphone application. Dockless bikes and scooters are stored within the right-of-way out of the way of pedestrians, parked cars, or other users, ready to be rented by the next rider. Devices are currently staged on Miracle Mile intersections and nearby streets, near Douglas and UM Metro Stations, and in other locations around the city. At this time, only Bird and Spin are permitted to stage their devices in Coral Gables.


Parking


When dropping off devices, they should be:

- Parked upright at all times
- Never parked mid-block on Miracle Mile or Giralda Plaza
- Never be parked on private property
- Never blocking the complete width of a sidewalk
- Never blocking curb cuts, fire hydrants or emergency access doors
- Never blocking handicap access points
- Never blocking business entryways

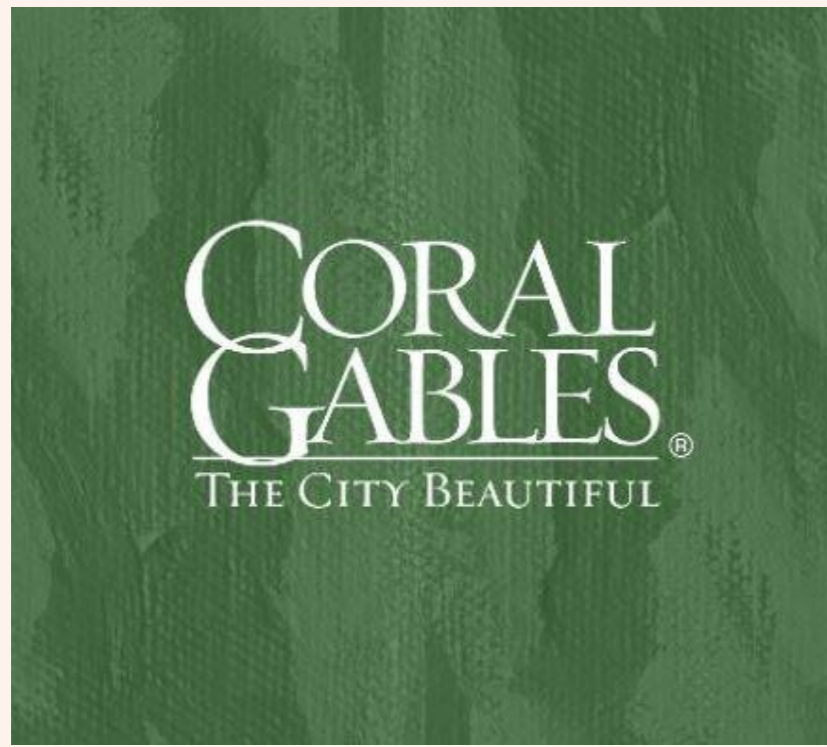
Vendor Contact Information

If you see an incorrectly parked or broken device, please contact the appropriate customer service number below.

	<p>Bird</p> <p>Customer Service Email: hello@bird.co</p> <p>Customer Service Phone Number: 1-866-205-2442</p>
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	<p>Spin</p> <p>Customer Service Email support@spin.pm</p> <p>Customer Service Phone Number 1-888-249-9698</p>
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For additional information about our program, please email: pwdepartment@coralgables.com or call 305-460-5000.



Thank You

Matthew R Anderson

Resiliency and Sustainability

Manager

manderson@coralgables.com

