Micro Mobility refers to personal vehicles that can carry one or two passengers. Bicycles are probably the most common example. Other micro-mobility vehicles include small electric cars, electric bicycles, all sorts of scooters – generally small powered micro-mobility vehicles run on charged batteries.

Shared Mobility is the shared use of a vehicle, motorcycle, scooter, bicycle, or other travel mode. Shared mobility provides users with short-term access to one of these modes of travel as they are needed.

1. Automated self-service bicycle sharing
2. Short, one-way trips
3. Membership based
   - Annual
   - Casual
4. Dense network of bicycles or racks located conveniently

**THIS IS BIKESHARE**
- BIRMINGHAM
  - E-BIKES (2015)
  - AUBURN
  - BIKE-sharing TRANSIT (2016)
  - HUNTSVILLE
  - BIKE-sharing (2017)
  - MOBILE
  - BIKE-sharing (2018)
  - TROY
  - BIKE-sharing & SCOOTER SHARE (2018)
  - OXFORD, ANNISTON, JACKSONVILLE
  - BIKE-sharing (2019)

- MONTGOMERY
  - ORDINANCE (2018)
  - TUSCALOOSA
  - BIKE-sharing (2018)

- ILLEGAL SCOOTER DUMPS IN BIRMINGHAM AND TUSCALOOSA BY BIRD

SWEET HOME ALABAMA
ECONOMIC COMPETITIVENESS

"More than half (54%) of millennials surveyed say they would consider moving to another city if it had more and better options for getting around." (Transportation for America Survey, 2014)

$150,000 is the estimated extra money that Nice Ride users spent in one season at restaurants and other business near bikeshare kiosk locations." (University of Minnesota study, 2012).

ENTERTAINMENT & RESIDENTIAL SECTOR GROWTH

There has been $122.8M in residential investment since 2010. 454 new units are now planned for Baton Rouge which is projected to increase the occupancy roughly 1,300 residents in the downtown area.

Baton Rouge has over 4,000 events annually, more than 1.5 million visitors, over 72 riverboat dockings and 1,188 hotel rooms within the downtown area (2015 Downtown Development District Report).

ECONOMICS OF TOURISM

A user survey of 3 rail trails, ranging from 21.5 - 35 miles, found that visitors who were specifically biking the trails, spent an average of $26.43 per person per day

"This program will give those without bicycles, or those who might decide on the spur of the moment to ride, an opportunity to enjoy our 60 miles of trails throughout the county." (Commissioner Valerie Arkoosh, Montgomery County re: bikeshare – 2015)

TRANSPORTATION OPTIONS & CONNECTIVITY

First and Last Mile Solution – Transit, Park N Ride, Parking Lots, Events

"Baton Rouge resident would use bikeshare for various purposes 97% will us it for recreation and exercise, 55% will run errands, and 55% will ride bikeshare to work." (Baton Rouge CityStats 2016).

HEALTH AND ENVIRONMENT

"30 minutes on a bike can reduce the risk of heart disease by 82% and reduce the risk of diabetes by up to 58%" (Diabetes Prevention Study, 2002).

"The 250+ bike system has seen over 57,000 checkouts, more than 74,000 miles ridden and over 3 million calories burned (this is 15,879 doughnuts)." (Birmingham Zyp BikeShare, 2015 – 2016)

CHALLENGE AREAS

ALABAMA STATE TRANSPORTATION POLICY

• Scooters are illegal in Alabama currently

LOCAL ORDINANCES

• Pushing for state law to preempt cities from deciding

COMPANY BUSINESS PRACTICES

• Dumping without permission
• Contractual ‘bait and switch’
• No local fleet team hired

SAFETY AND EDUCATION

• 6x times higher than bikeshare in a shorter period of time
• ER visits are increasing
• No real education campaigns

WHERE TO RIDE?

• Sidewalk v. Bike Lane/Street

PARKING ISSUES

• ADA Issues
• Parking Zones
• Lock-To Requirement
• Bike/Scooter Litter (Multiple Vendors)
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Recommendations

- Quality Vendor
- Track record
- Mobility-as-a-Service (MaaS) and Phasing
- Embrace with state policy and reasonable local regulation
- Build infrastructure

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