

Orange County Public Works Department

Orange County's Micromobility Program

May 31, 2023



Presentation Outline

- Purpose
- Background
- Development of the Ordinance
- Ordinance Overview
- Procurement of Vendors
- Current Status
- Next Steps



Presentation Outline

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Purpose

- Provide Orange County Micromobility Program Status
- Discuss key elements of operations
- Highlight next steps in implementation





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Background

- **BCC Discussions & Work sessions, FY 2020- 2021**
 - Multiple BCC discussions on this issue
 - Staff presented overview of draft ordinance and potential administration
 - BCC direction to continue program development
 - Limit maximum number of micromobility devices to 1,500 due to population/land area
 - Review proposed permit fees relative to anticipated costs
 - Develop Request for Proposal
 - Brief Commissioners to receive additional input on ordinance



Background

Revisions based on Stakeholder/Public Input

- Complaint response time changed to one hour
- Ability to amend/suspend operations if needed
- Restriction of all operations to 10 miles per hour
- Parking installation allowed on private property
- Penalty fees
- Minimum/maximum and total devices allowable
 - Ordinance notes quantity determined by license and Director can change
 - RFP caps total devices in program at 1,500





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Development of the Ordinance

- Public Involvement and Input Gathered
- Orange County Micromobility Ordinance 2022-07 Created
- Ordinance Presented to the BCC & Stakeholders
- BCC gave direction to continue program development & adopted resolution
- Adoption of **Ordinance 2022-07 in March 8, 2022**
- Orange County Traffic Engineering Division is charged with administering the Micromobility Program to permit and regulate micromobility device companies and their devices in the unincorporated areas of Orange County, Florida





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Ordinance Overview

- **Article VIII of Chapter 35, “Micromobility Devices” includes:**
 - Sec. 35-96. Purpose, intent, and applicability; findings
 - Sec. 35-97. Definitions
 - Sec. 35-98. Micromobility device operations in Orange County
 - Sec. 35-99. Proposals
 - Sec. 35-100. License agreement; term
 - Sec. 35-101. Delivery and operation of micromobility devices
 - Sec. 35-102. Company responsibilities
 - Sec. 35-103. Micromobility device operational requirements
 - Sec. 35-104. Micromobility device requirements
 - Sec. 35-105. Impoundment



Ordinance Overview

Operations in Orange County

- Requires license for micromobility device operations
- Prohibits any company from operating without a license
 - Does not prohibit micromobility devices due to statutes
- RFP # Y22-2016, Micromobility Program opened January 24, 2023. Responses were received.



Ordinance Overview

Fee Structure

- **Enables License and Micromobility Device Fees**
 - **License Fee: \$10,125 plus \$1,000 per parking area**
 - Implement parking areas and monitoring software to start program
 - **Micromobility Device Fee: \$1 per day per active device in fleet**
 - Staff oversight, maintenance of parking areas, and other administration
 - Lighting, sidewalks, safety studies, and active transportation improvements
- **Penalty Fee: \$100 per incident per day (in RFP)**



Ordinance Overview

Company Operations Plan

- **Business operations plan that describes:**
 - Geographic area (including geofencing to restrict areas)
 - * Areas can be shared between vendors
 - Proposed parking locations/plan
 - Device management (staging and rebalancing)
 - Rider and public safety concerns, including accessibility





Ordinance Overview

Safety Operational Analysis

- **Company's analysis based on Traffic Engineering Division methodology**
- **Criteria include:**
 - Sidewalk locations/widths
 - ADA compliance
 - Transit stops
 - Posted speeds
 - Traffic volumes and crash data
 - Roadway lighting



Ordinance Overview

Operation of Devices

- **Allows devices only in County-approved service areas**
 - Restricted through geofencing
 - May be restricted on heavily traveled streets
- **Must park in designated areas only**
 - Park upright, on sidewalk/hard surface, and maintain 4-foot clear zone
 - Devices parked outside these areas will continue to charge the user
- **Rental terms**
 - No rentals to riders under 18 years old
 - No rental without rider executing waiver/release form prior to use



Ordinance Overview

Company Responsibilities

▪ Manage devices

- Rebalancing at least every 24 hours
- Remove devices within 1 hour of notice of request, violation, or emergency event

▪ Staffing

- Two local staff, including program administrator as main contact
- Available by phone 24 hours per day/7 days per week
- Responds within 24 hours of County geofencing/administrative requests

▪ Provide information and Education in mobile application



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Procurement of Vendors

- Request for Proposal #Y22-1016-PD released on December 20, 2022.
- Procurement Committee Meeting held on March 22, 2023.
- Three companies selected through a competitive process to provide micromobility services:
 - Bird Rides, Inc.
 - Boaz Bikes, Inc.
 - Neutron Holdings, Inc. dba Lime



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Current Status

- **Review of contract documents received by Vendors**
 - **Completeness and Compliance for Contract Execution**
 - **No work is to be started until the contracts are executed**
- **Evaluation of the following:**
 - **Operations Plan**
 - **Safety Operational Analysis**
 - **Emergency Preparedness Plan**
 - **Sanitation Plan**
 - **Parking Plan**



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Next Steps

- **Negotiate with Approved Vendors**
 - To designate approved Service Areas
 - Number of devices allocated per vendor
 - *Minimum of 200 micromobility devices per vendor
 - Hours of Operations

- **Operations are projected to start in Summer 2023**

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Questions

