



Agenda

Transportation, Infrastructure, and Planning Subcommittee

Wednesday, January 31, 2024

10:00 AM

City Council Chambers

OPTIONS TO ACCESS THIS MEETING

Virtual Request to speak at a meeting:

- **Register online** by visiting the City Council Meetings page on phoenix.gov at least 2 hours prior to the start of this meeting. Then, click on this link at the time of the meeting and join the Webex to speak:
<https://phoenixcitycouncil.webex.com/phoenixcitycouncil/onstage/g.php?MTID=e6f5457e5247678086f1ad9c14d0df2c7>

- **Register via telephone** at 602-262-6001 at least 2 hours prior to the start of this meeting, noting the item number. Then, use the Call-in phone number and Meeting ID listed below at the time of the meeting to call-in and speak.

In-Person Requests to speak at a meeting:

- Register in person at a kiosk located at the City Council Chambers, 200 W. Jefferson St., Phoenix, Arizona, 85003. Arrive 1 hour prior to the start of this meeting. Depending on seating availability, residents will attend and speak from the Upper Chambers, Lower Chambers or City Hall location.

- Individuals should arrive early, 1 hour prior to the start of the meeting to submit an in-person request to speak before the item is called. After the item is called, requests to speak for that item will not be accepted.

At the time of the meeting:

- **Watch** the meeting live streamed on phoenix.gov or Phoenix Channel 11 on Cox Cable, or using the Webex link provided above.

- **Call-in** to listen to the meeting. Dial 602-666-0783 and Enter Meeting ID 2555 960 6151# (for English) or 2553 467 0705# (for Spanish). Press # again when prompted for attendee ID.

- **Watch** the meeting in-person from the Upper Chambers, Lower Chambers or City Hall depending on seating availability.

- Members of the public may attend this meeting in person. Physical

access to the meeting location will be available starting 1 hour prior to the meeting.

Para nuestros residentes de habla hispana:

- **Para registrarse para hablar en español**, llame al 602-262-6001 **al menos 2 horas antes del inicio de esta reunión** e indique el número del tema. El día de la reunión, llame al 602-666-0783 e ingrese el número de identificación de la reunión 2553 467 0705#. El intérprete le indicará cuando sea su turno de hablar.

- **Para solamente escuchar la reunión en español**, llame a este mismo número el día de la reunión (602-666-0783; ingrese el número de identificación de la reunión 2553 467 0705#). Se proporciona interpretación simultánea para nuestros residentes durante todas las reuniones.

- **Para asistir a la reunión en persona**, vaya a las Cámaras del Concejo Municipal de Phoenix ubicadas en 200 W. Jefferson Street, Phoenix, AZ 85003. Llegue 1 hora antes del comienzo de la reunión. Si desea hablar, regístrese electrónicamente en uno de los quioscos, antes de que comience el tema. Una vez que se comience a discutir el tema, no se aceptarán nuevas solicitudes para hablar. Dependiendo de cuantos asientos haya disponibles, usted podría ser sentado en la parte superior de las cámaras, en el piso de abajo de las cámaras, o en el edificio municipal.

- Miembros del público pueden asistir a esta reunión en persona. El acceso físico al lugar de la reunión estará disponible comenzando una hora antes de la reunión.

CALL TO ORDER

MINUTES OF MEETINGS

1 Minutes of the Transportation, Infrastructure and Planning Subcommittee Meeting

Page 8

This item transmits the minutes of the Transportation, Infrastructure and Planning Subcommittee Meeting on Nov. 15, 2023 for review, correction or approval by the Transportation, Infrastructure and Planning Subcommittee.

THIS ITEM IS FOR POSSIBLE ACTION.

Responsible Department

This item is submitted by Deputy City Manager Mario Paniagua and the City Manager's Office.

CONSENT ACTION (ITEMS 2-6)

2 Amend Phoenix City Code to include Peer-to-Peer Car Sharing and the Commercial Use Permit Requirements at Phoenix Sky Harbor International Airport

Page 14

This report requests the Transportation, Infrastructure and Planning Subcommittee recommend City Council approval to amend City Code to establish an ordinance for the Peer-to-Peer Car Sharing Program that includes a fee for shared vehicle transactions as authorized under A.R.S. 28-9614, and to revise Phoenix City Code - Chapter 4 Aviation - sections 4-1, 4-190 and 4-192 to modernize, strengthen and clarify the ordinance related to Commercial Use Permit.

THIS ITEM IS FOR CONSENT ACTION.

Responsible Department

This item is submitted by Deputy City Manager Mario Paniagua and the Aviation Department.

**3 Award Recommendation for Concessions Consulting Services at
Phoenix Sky Harbor International Airport**

Page 19

This item requests the Transportation, Infrastructure and Planning Subcommittee to recommend City Council approval to enter into two separate concessions consultant contracts, one with SI Partners, Inc. for Concessions Consulting Services Group A - Concession Analytics and Financial Studies, and one with Unison Consulting, Inc. for Concessions Consulting Services Group B - Business Programming and Concession Trends at Phoenix Sky Harbor International Airport (PHX), for a three-year contract term with two one-year extension options.

THIS ITEM IS FOR CONSENT ACTION.

Responsible Department

This item is submitted by Deputy City Manager Mario Paniagua and the Aviation Department.

**4 Request to Enter into Agreements for Airport Custodial & Floor
Care Services Contracts**

Page 21

This report requests the Transportation, Infrastructure and Planning Subcommittee recommend City Council approval to enter into contracts with ABM Aviation, Inc., 3H & 3H, Inc., and JanCo FS 3, LLC doing business as Velociti Services to provide custodial and floor care services at Phoenix Sky Harbor International Airport, Phoenix Deer Valley Airport, and Phoenix Goodyear Airport (Airports) for an amount not to exceed \$224 million over a seven-year aggregate contract term.

THIS ITEM IS FOR CONSENT ACTION.

Responsible Department

This item is submitted by Deputy City Manager Mario Paniagua and the Aviation Department.

5 **Approval of Phil Gordon Threatened Building Grant -
Sergeant-Oldaker House - 649 N. 3rd Ave.** **Page 24**

This report requests the Transportation, Infrastructure and Planning Subcommittee recommend approval of a Phil Gordon Threatened Building grant of up to \$400,000 to assist with the relocation and rehabilitation of the historically designated Sergeant-Oldaker House located at 649 N. 3rd Ave.

THIS ITEM IS FOR CONSENT ACTION.

Responsible Department

This item is submitted by Deputy City Manager Alan Stephenson and the Planning and Development Department.

6 **Approval of Historic Preservation Exterior Rehabilitation Grants** **Page 26**

This report requests that the Transportation, Infrastructure and Planning Subcommittee recommend City Council approval of Exterior Rehabilitation grant funds for 14 applications submitted during the Fiscal Year (FY) 2023-24 grant round for a total of \$226,497.20.

THIS ITEM IS FOR CONSENT ACTION.

Responsible Department

The item is submitted by Deputy City Manager Alan Stephenson and the Planning and Development Department.

INFORMATION AND DISCUSSION (ITEMS 7)

7 Shared Micromobility Program Update and Potential Expansion

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This report provides the Transportation, Infrastructure, and Planning Subcommittee with an update on the Shared Micromobility Program from Jan. 20 to Nov. 30, 2023, and a plan for a potential Shared Micromobility Program expansion.

THIS ITEM IS FOR INFORMATION AND DISCUSSION.

Responsible Department

This item is submitted by Deputy City Manager Alan Stephenson and the Street Transportation Department.

000 CALL TO THE PUBLIC

FUTURE AGENDA ITEMS

ADJOURN

For further information or reasonable accommodations, please call the City Council Meeting Request line at 602-262-6001. 7-1-1 Friendly.

Persons paid to lobby on behalf of persons or organizations other than themselves must register with the City Clerk prior to lobbying or within five business days thereafter, and must register annually to continue lobbying. If you have any questions about registration or whether or not you must register, please contact the City Clerk's Office at 602-534-0490.

Members:

Vice Mayor Debra Stark, Chair
Councilwoman Kesha Hodge Washington
Councilwoman Ann O'Brien
Councilwoman Laura Pastor



City of Phoenix

Transportation, Infrastructure, and Planning
Subcommittee

Report

Agenda Date: 1/31/2024, Item No. 1

Minutes of the Transportation, Infrastructure and Planning Subcommittee Meeting

This item transmits the minutes of the Transportation, Infrastructure and Planning Subcommittee Meeting on Nov. 15, 2023 for review, correction or approval by the Transportation, Infrastructure and Planning Subcommittee.

THIS ITEM IS FOR POSSIBLE ACTION.

The minutes are included for review as **Attachment A**.

Responsible Department

This item is submitted by Deputy City Manager Mario Paniagua and the City Manager's Office.

Attachment A

Phoenix City Council Transportation, Infrastructure, and Planning Subcommittee Summary Minutes Wednesday, November 15, 2023

City Council Chambers
200 W. Jefferson St.
Phoenix, Ariz.

Subcommittee Members Present

Councilwoman Debra Stark, Chair
Councilwoman Kesha Hodge Washington
Councilwoman Ann O'Brien
Councilwoman Laura Pastor

Subcommittee Members Absent

CALL TO ORDER

Chairwoman Debra Stark called the Transportation, Infrastructure, and Planning Subcommittee to order at 10:03 a.m. with Councilwoman Ann O'Brien, Councilwoman Laura Pastor, and Councilwoman Kesha Hodge Washington present.

MINUTES OF MEETINGS

1. Minutes of the Transportation, Infrastructure and Planning Subcommittee Meeting

Councilwoman Hodge Washington made a motion to approve the minutes of the Oct. 18, 2023, Transportation, Infrastructure, and Planning meeting. Councilwoman O'Brien seconded the motion which passed unanimously, 4-0.

INFORMATION ONLY (ITEMS 2-4)

2. Metro, Regional Public Transportation Authority and Maricopa Association of Governments Meetings

Information only. No councilmember requested additional information.

3. Citizens Transportation Commission Meetings

Information only. No councilmember requested additional information.

4. Freeway Program Update

Information only. No councilmember requested additional information.

There were two e-comments on this item with one opposed and one with no position.

INFORMATION AND DISCUSSION (ITEM 5)

5. Parks and Recreation Master Plan

Parks and Recreation Director Cynthia Aguilar introduced the Parks and Recreation Master Plan presentation.

Parks and Recreation Assistant Director Martin Whitfield provided an overview of the Master Plan project.

Parks and Recreation Special Projects Manager Felicita Mendoza presented strategies for engaging the community and city stakeholders. She also introduced the future Master Plan website and informative video.

Chairwoman Stark opened the item for public comment.

Jerry Van Gasse supported the item and asked for the Master Plan's cost.

Ms. Aguilar mentioned staff is finalizing the contract and expects the cost to be around \$800,000 to \$900,000, with confirmation pending by the end of the year.

Mr. Van Gasse asked for the funding source.

Ms. Aguilar answered it was the Phoenix Parks and Preserve Initiative Program (3PI).

Timothy Sierakowski stated his opinion that 3PI funds cannot be used for the Master Plan and questioned if the plan covers 10 or 25 years.

Ms. Aguilar said the Master Plan was for 10 years.

Mr. Sierakowski questioned why the plan was limited to 10 years, asserting it was not a Master Plan.

Chairwoman Stark referenced working on a General Plan being updated every 10 years. She supported the 10-year duration, citing compliance with state law.

Jessica Dobbs discussed Cholla Trail improvements and requested improved accessibility for the Master Plan website due to difficulty in finding it.

Councilwoman Hodge Washington expressed concern about maintenance and staff.

Ms. Aguilar highlighted the Master Plan's role in assessing park amenities and conditions.

Councilwoman Hodge Washington stated she was able to find the website and inquired about the outreach scope.

Ms. Aguilar stated it was a soft launch for the website and staff plan to officially launch it in early 2024, promoting it extensively on social media and in communities.

Councilwoman Hodge Washington inquired about the feedback collection process, referencing a survey on the website.

Ms. Aguilar mentioned monthly data collection and staff will keep City Council and the website updated with information.

One e-comment was received in support of the item.

6. Text Amendments to Phoenix Zoning Ordinance Work Plan

Deputy City Manager Alan Stephenson introduced the Text Amendments to Phoenix Zoning Ordinance Work Plan presentation.

Planning and Development Deputy Director Tricia Gomes provided an overview of the Text Amendment Work Program.

Chairwoman Debra Stark suggested considering consultants to expedite projects, particularly for the electric vehicle charging text amendment, which also helps address air quality and lighting concerns.

Planning and Development Director Josh Bednarek stated staff would look at that and stressed the value of internal staff and the need for meaningful discussions with stakeholders.

Chairwoman Debra Stark stated the need to expedite electric car initiatives due to air quality concerns.

Councilwoman Hodge Washington proposed streamlining processes by consolidating related subjects to stay ahead proactively.

Mr. Bednarek stated staff will create priorities, such as partnering across initiatives, departmental reorganization, and incorporating council and stakeholder feedback to optimize efficiency.

Councilwoman Hodge Washington advocated prioritizing housing initiatives for summer 2025 and requested accelerating its consideration.

Chairwoman Stark expressed support to consolidate categories.

Councilwoman O'Brien asked about vacancies in the Planning and Development Department, including those related to text amendments.

Mr. Bednarek stated he did not have an exact number and there is no dedicated staff solely overseeing text amendments.

Mr. Stephenson noted projects were prioritized project over text amendments due to staffing shortages, leading to a backlog.

Councilwoman O'Brien sought confirmation that text amendments were deprioritized.

Mr. Stephenson confirmed amendments were deprioritized.

Councilwoman O'Brien sought clarification on whether the staff is now able to address text amendments.

Mr. Stephenson confirmed increased staff capacity is expediting work.

Councilwoman O'Brien inquired about department vacancies.

Mr. Bednarek confirmed several vacancies and active recruitment is ongoing.

Mr. Stephenson noted the vacancy rate reported previously was 18 percent.

Councilwoman O'Brien acknowledged the department's work and City growth. She expressed concern about the seven-year timeline, using housing and storefronts in 2027/2028 as an example.

Councilwoman Pastor advocated for more streamlined initiatives. She called for her colleagues help to fill vacancies and highlighted swift action on multifamily parking and accessory dwelling units due to the state legislature. She recommended reevaluating text amendments and emphasized faster community input, especially regarding lighting and signs.

Chairwoman Stark stated she will consult with her colleagues, gather comments, and rework the plan for a review in a few months. She expressed concern about the final timeline date of 2030.

Mr. Stephenson noted two general fund-supported positions dedicated to working on text amendment existed prior to the Great Recession but not any longer.

Councilwoman O'Brien asked why text amendment positions must be budgeted in the General Fund.

Mr. Stephenson stated text amendment positions are budgeted in the General Fund since the Development Fund must be allocated for staff involved in permit-related work.

Councilwoman Hodge Washington inquired about the percentage breakdown of time dedicated to creating the text amendment, public outreach, and revisions.

Ms. Gomes replied approximately 50 percent of the process involves public outreach.

Chairwoman Stark requested sharing a flow chart to understand and facilitate the passage of text amendments. She acknowledged potential shared challenges with sign ordinances in other cities but stressed the need to address and resolve the issues to initiate processing promptly.

CALL TO THE PUBLIC

Jerry Van Gasse discussed a 13-year-old Parks and Recreation Master Plan by the same consulting firm, highlighting unmet goals within the allocated two years.

Timothy Sierakowski requested staff stop using 3PI funds for the Master Plan and advised staff to seek legal validation through his attorneys. He also proposed a dedicated 3PI website for transparent monthly spending updates.

FUTURE AGENDA ITEMS

None.

ADJOURNMENT

Chairwoman Stark adjourned the meeting at 11:07 a.m.

Respectfully submitted,

Kat Consador
Management Fellow

DRAFT



Amend Phoenix City Code to include Peer-to-Peer Car Sharing and the Commercial Use Permit Requirements at Phoenix Sky Harbor International Airport

Request

This report requests the Transportation, Infrastructure and Planning Subcommittee recommend City Council approval to amend City Code to establish an ordinance for the Peer-to-Peer Car Sharing Program that includes a fee for shared vehicle transactions as authorized under A.R.S. 28-9614, and to revise Phoenix City Code - Chapter 4 Aviation - sections 4-1, 4-190 and 4-192 to modernize, strengthen and clarify the ordinance related to Commercial Use Permit.

THIS ITEM IS FOR CONSENT ACTION.

Summary

Peer-to-Peer Car Sharing

On April 9, 2021, Arizona Senate Bill 1720 (SB 1720) was amended to include Peer-to-Peer Car Sharing, which allows vehicle sharing operators and their shared vehicle owners to use certain Phoenix Sky Harbor International Airport (PHX) facilities when conducting operations that provide vehicle sharing services for the convenience of the public at PHX. Per SB 1720, Peer-to-Peer Car Sharing means "the authorized use of a shared vehicle by an individual other than the shared vehicle owner through a Peer-to-Peer Car Sharing Program". The Aviation Department entered into a temporary license agreement with Peer-to-Peer Car Sharing Companies to pilot the program at PHX. Establishing an ordinance in the City Code for Peer-to-Peer operations will effectively continue to allow Peer-to-Peer businesses to operate at PHX by establishing an operating fee for shared vehicle transactions and will allow the Aviation Department to collect revenue from these operations.

Commercial Use Permit

During a recent City audit of the Commercial Use Permit (CUP) program, several areas were identified that required updating to be consistent with Aviation Rules and Regulations and business operations. Staff is recommending revisions to the following sections of City Code, Chapter 4 to modernize, clarify and strengthen the ordinance:

- Section 4-1. Definitions
- Section 4-190. Commercial use permit requirements; effective date; applicability.
- Section 4-192. Commercial use permit fees.

Section 4-1. Definitions

To expand the definition of “Air carrier” to include consortiums of Air carriers.

Current Language:

"Air carrier" means a person who is certificated by the Federal Aviation Administration to engage in air transportation directly by lease or by other arrangement.

Proposed Language:

"Air carrier" means a person who is certificated by the Federal Aviation Administration to engage in air transportation directly by lease or by other arrangement. For purposes of this Chapter, a consortium of Air carriers will be treated as an Air carrier.

Section 4-1. Definitions

To define “Affiliate” to harmonize with Aviation Rules & Regulations 10-01.

Current Language:

None

Proposed Language:

“Affiliate” means (a) any Air carrier flying in or out of the Airport solely for the benefit of another Air carrier, under the livery of that Air carrier, and under contract to that Air carrier, or if flying under its own livery, is not selling any seats in its own name and all seats are being sold in the name of the Air carrier that Affiliate is under contract to, or (b) a wholly owned subsidiary of Air carrier or a subsidiary of the same corporate parent of the Air carrier. An Affiliate shall be considered an agent of the Air carrier for which it flies. Any Air carrier that flies under its own livery and sells seats in its own name shall not be classified as an Affiliate.

Section 4-1. Definitions

To clarify the definition of “Courier Type Service” to exclude baggage delivery companies from CUP Fee exemption.

Current Language:

None

Proposed Language:

"Courier Type Service" means a person or company that delivers goods, packages,

messages, letters, documents, parcels, or consignments to the airport premises. For purposes of this Chapter, Courier Type Services do not apply to the delivery of an airlines' mishandled luggage or packages from the airport premises to its passenger (s).

Section 4-190. Commercial use permit requirements; effective date; applicability.

To amend section 4-190 to exempt services provided to or by Affiliates from CUP requirements.

Current Language:

A. Individuals or companies who provide an aviation related service(s) to or for a certificated Part 121 and/or Part 135 Air carrier shall be required to obtain a commercial use permit (CUP) authorizing their commercial activity on or from the airport premises; except, a CUP shall not be required for:

1. Commercial activities authorized under terms of an existing Aviation Department lease or license. Air carriers will not be required to obtain a CUP for providing services to or carriers with whom they are sharing a gate. Air carriers will be required to obtain a CUP for providing services to all other carriers.
2. Deliveries of a product to the airport premises or courier type services.
3. Contractors performing work under a tenant improvement contract.

B. Applicability. The provisions of this Article shall not be in conflict with or in derogation of the minimum standards and agreements for fixed base operators.

C. Exclusion. The provisions of this Article shall not apply to, or supersede, the provisions of section 4-6 of this chapter. (Ordinance G-4116, § 2, 1998)

Proposed Language:

A. Individuals or companies who provide an aviation related service(s) to or for a certificated Part 121 and/or Part 135 Air carrier shall be required to obtain a commercial use permit (CUP) authorizing their commercial activity on or from the airport premises; except, a CUP shall not be required for:

1. Commercial activities authorized under terms of an existing Aviation Department lease or license. Air carriers will not be required to obtain a CUP for providing services to Affiliates or carriers with whom they are sharing a gate. Air carriers will be required to obtain a CUP for providing services to all other carriers.

2. Affiliates of the Air carrier for whom the services are being provided.
3. Deliveries of a product to the airport premises or courier type services.
4. Contractors performing work under a tenant improvement contract.

B. Applicability. The provisions of this Article shall not be in conflict with or in derogation of the minimum standards and agreements for fixed base operators.

C. Exclusion. The provisions of this Article shall not apply to, or supersede, the provisions of section 4-6 of this chapter. (Ordinance G-4116, § 2, 1998)

Sec. 4-192. Commercial use permit fees

To require CUP holders to provide copies of invoices to substantiate the CUP fees being reported.

Current Language:

- A. The fee for CUP activities and operations on or from the airport, is eight percent of gross revenue, as defined in the CUP.
- B. The fee provided in subsection (A) shall be paid on a monthly basis and shall be due and payable at the place and time that the Aviation Director shall designate.
- C. Delinquent account fees shall be assessed in accordance with section 4-7 of the Phoenix City Code. (Ordinance G-4116, § 2, 1998)

Proposed Language:

- A. The fee for CUP activities and operations on or from the airport, is eight percent of gross revenue, as defined in the CUP.
- B. Reporting and payment of the fee provided in subsection (A) shall be substantiated with copies of associated invoices, and paid on a monthly basis and shall be due and payable at the place and time that the Aviation Director shall designate.
- C. Delinquent account fees shall be assessed in accordance with section 4-7 of the Phoenix City Code. (Ordinance G-4116, § 2, 1998)

Location

Phoenix Sky Harbor International Airport, 2485 E. Buckeye Road

Council District: 8

Public Outreach

On Nov. 1, 2023, a 60-day notice to the public was published for the Peer-to-Peer Code Revision. On Dec. 15, 2023, a 15-day notice to the public was published for the Peer-to-Peer Code Revision.

Responsible Department

This item is submitted by Deputy City Manager Mario Paniagua and the Aviation Department.



Award Recommendation for Concessions Consulting Services at Phoenix Sky Harbor International Airport

This item requests the Transportation, Infrastructure and Planning Subcommittee to recommend City Council approval to enter into two separate concessions consultant contracts, one with SI Partners, Inc. for Concessions Consulting Services Group A - Concession Analytics and Financial Studies, and one with Unison Consulting, Inc. for Concessions Consulting Services Group B - Business Programming and Concession Trends at Phoenix Sky Harbor International Airport (PHX), for a three-year contract term with two one-year extension options.

Summary

To maintain a quality retail, food and beverage, and passenger services concessions program at PHX, the Aviation Department seeks experienced airport concessions consulting firms to provide their expertise with industry trends and financial analytics to enhance the overall program at the Airport. Experienced airport consultants understand the industry challenges and will use various methods to elevate service and optimize sales as PHX continues to grow with new terminal developments. Given the scope and revenue generated by airport concessions, it is in the best interest of the City to award multiple firms for these consulting services. Scope was divided into separate groups - Group A and Group B, and are being recommended to two separate firms.

Procurement Information

On March 1, 2023, Phoenix City Council authorized the issuance of a Request for Proposal (RFP) for Aviation Concessions Consulting Services for PHX. The Aviation Department issued RFP 23-0123 on Monday, Aug. 7, 2023, with proposals due on Monday, Sept. 11, 2023. Five proposals were received for each group, and they were deemed responsive and responsible.

A diverse evaluation panel with industry expertise was assembled to review the proposals. The evaluation panel met for a consensus meeting on Tuesday, Oct. 24, 2023, and evaluated the proposals based on the following criteria established in the RFP:

- Qualifications and Experience of the Primary Consultant: 0-350 Points
- Method of Approach: 0-325 Points
- Qualifications and Experience of Proposer: 0-200 Points
- Fee Schedule: 0-125 Points

The panel recommendation was reached by consensus in consideration of the above criteria. The panel recommended award to SI Partners, Inc. for Group A and Unison Consulting, Inc. for Group B. The award was published to the City's public award website on Tuesday, Nov. 14, 2023.

Contract Term

The contract term is three years with two one-year options to extend at the sole discretion of the Aviation Director.

Financial Impact

The total combined contract value be up to \$750,000 over the five-year aggregate contract term, with an estimated annual expenditure of \$150,000.

Concurrence/Previous Council Action

The Business and Development Subcommittee recommended approval of this item on Dec. 7, 2023 by a vote of 2-0.

The Phoenix Aviation Advisory Board recommended approval of this item on Dec. 21, 2023 by a vote of 8-0.

Public Outreach

The solicitation process included all standard and required outreach efforts, including advertising in Aviation industry publications.

Location

Phoenix Sky Harbor International Airport - 2485 E. Buckeye Road
Council District: 8

Responsible Department

This item is submitted by Deputy City Manager Mario Paniagua and the Aviation Department.



Request to Enter into Agreements for Airport Custodial & Floor Care Services Contracts

This report requests the Transportation, Infrastructure and Planning Subcommittee recommend City Council approval to enter into contracts with ABM Aviation, Inc., 3H & 3H, Inc., and JanCo FS 3, LLC doing business as Velociti Services to provide custodial and floor care services at Phoenix Sky Harbor International Airport, Phoenix Deer Valley Airport, and Phoenix Goodyear Airport (Airports) for an amount not to exceed \$224 million over a seven-year aggregate contract term.

THIS ITEM IS FOR CONSENT ACTION.

Summary

On May 31, 2023, City Council authorized the issuance of a Request for Proposal (RFP) for three contracting opportunities under the Airport Custodial & Floor Care Services RFP, large company, small company, and floor care services categories. The small company category opportunity was reserved for small businesses with gross income less than \$22 million over the past three years, pursuant to the Small Business Administration's guidelines. The contracts will provide staff, equipment, supplies, and supervision necessary to furnish custodial cleaning and floor care services for the Airports. Each contract opportunity will include an Employee Retention Policy, which will require the successful proposer to retain current custodial services contract employees for at least 90 days.

Procurement Information

In accordance with Administrative Regulation 3.10, AVN RFP 23-032 was processed and a total of twenty-three proposals were received for the following three Groups under the RFP. Sixteen proposals were reviewed for minimum qualification and responsiveness; seven proposals were deemed non-responsive.

- Group A - Large Company Custodial Services
- Group B - Small Company Custodial Services
- Group C - Floor Care Services (Large Company)

A four-member evaluation committee evaluated those proposals based on the following five criteria with a maximum possible point total of 1,000:

- Operations Plan: 0-300 Points
- Qualifications/Experience: 0-225 Points
- Quality Assurance and Work Order Management Program: 0-200 Points
- Recruitment and Retention Plan: 0-175 Points
- Pricing: 0-100 Points

After reaching consensus for all three Groups, the evaluation committee recommends awards to the following vendors:

Group A - Large Custodial Services:
ABM Aviation, Inc. - 855.23 Points.

Group B - Small Company Custodial Services:
3H & 3H, Inc. - 841.26 Points.

Group C - Floor Care Services (Large Company):
JanCo FS 3, LLC doing business as Velociti Services - 788.23 Points.

Contract Term

The contracts will begin on or about April 1, 2024, for a 5-year term with two, one-year extension options to be exercised at the sole discretion of the Aviation Director.

Financial Impact

The total estimated combined contract value will not exceed \$32 million annually, or up to \$224 million for the seven-year total contract term.

Funding is available in the Aviation Department's operating budget.

Concurrence/Previous Council Action

The Business and Development Subcommittee recommended approval of this item on November 2, 2023, by a vote of 3-0

The Phoenix Aviation Advisory Board recommended approval of this item on November 16, 2023, by a vote of 6-0

Location

Phoenix Sky Harbor International Airport, 2485 E. Buckeye Road;

Phoenix Deer Valley Airport, 702 W. Deer Valley Road;
Goodyear Airport, 1658 S. Litchfield Road, Goodyear, AZ.
Council Districts: 1, 8, Out of City

Responsible Department

This item is submitted by Deputy City Manager Mario Paniagua and the Aviation Department.



Approval of Phil Gordon Threatened Building Grant - Sargeant-Oldaker House - 649 N. 3rd Ave.

This report requests the Transportation, Infrastructure and Planning Subcommittee recommend approval of a Phil Gordon Threatened Building grant of up to \$400,000 to assist with the relocation and rehabilitation of the historically designated Sargeant-Oldaker House located at 649 N. 3rd Ave.

THIS ITEM IS FOR CONSENT ACTION.

Summary

The Sargeant-Oldaker house was constructed in 1909, and was listed in the National and Phoenix historic property registers as a significant local example of Craftsman-style architecture and for its association with prominent Phoenician Elizabeth Sargeant-Oldaker. The building, which had previously been slated for demolition, will now be relocated on the property, set on a new foundation, stabilized, and rehabilitated for adaptive reuse as a restaurant. The relocation would allow for new multi-use development on the property and provide for long-term preservation of the building through a conservation easement.

The total estimated project cost is \$1,350,645, with the City to provide \$400,000 in Phil Gordon Threatened Building Grant funds, the Historic Preservation Heritage Fund providing \$324,329, and the property owner, 649 3rd Ave Partners, LLC, dba LiveForward Development, paying the \$626,316 balance.

Financial Impact

If awarded the State Historic Preservation Heritage Fund Grant, the City’s costs would not exceed \$400,000.

Funding for the local match is available in the Historic Preservation Office Program Budget for grants and subsidies under the classification of the Phil Gordon Threatened Building Program. Potential state grant funding received is available through the State Legislature under A.R.S. 41-503 Historic Preservation Heritage Fund Fiscal Year 2024 grant opportunity.

Concurrence

The Historic Preservation Commission recommended approval of this item on Nov. 20, 2023, by a 5-0 vote.

Location

649 N. 3rd Ave.
Council District: 7

Responsible Department

This item is submitted by Deputy City Manager Alan Stephenson and the Planning and Development Department.



Approval of Historic Preservation Exterior Rehabilitation Grants

This report requests that the Transportation, Infrastructure and Planning Subcommittee recommend City Council approval of Exterior Rehabilitation grant funds for 14 applications submitted during the Fiscal Year (FY) 2023-24 grant round for a total of \$226,497.20.

THIS ITEM IS FOR CONSENT ACTION.

Summary

Applications for the Exterior Rehabilitation grant program for the FY 2023-24 were due on Nov. 17, 2023. A total of 38 property owners submitted applications; eleven of these were disqualified because they were incomplete or requested less than the \$5,000 minimum grant amount. The remaining 27 applications were forwarded to the Exterior Rehabilitation grant panel for evaluation. The panel consisted of three staff members, a member of the Historic Preservation Commission, and a neighborhood representative/past grant recipient.

The panel met on Dec. 15, 2023, to review the applications. Scoring criteria included whether the application followed historic preservation standards; addressed the physical needs of the property; reflected a logical sequence or logical planning of an overall rehabilitation project; resulted in a positive visual impact on the historic appearance of the property and streetscape; addressed a critical maintenance issue; and returned a vacant building to productive use. Additional points were awarded for projects that were individually listed or in a priority historic district (Brentwood, East Evergreen, Garfield, Idylwilde Park, North Garfield, Oakland, Phoenix Homesteads, Roosevelt Park, Villa Verde and Woodland), as well as for the significance and integrity of the property, the adequacy of the proposed bids and budget, and for the overall quality of the application.

The panel recommended the 14 grant applications listed below for a total of \$226,497.20. Panel members agreed that the next highest application, which requested \$20,000 and received a score of 33.7, as well as those that scored lower, should not be funded. Applicants who are not recommended for funding will be encouraged to meet with staff to improve their application and resubmit it during a

future round.

- Marc Bianco; 32 E. Hoover Ave.; Ashland Place - install new asphalt shingle roof. Score: 42.5. Amount: \$5,400.
- Cristi Pettibone; 520 W. Portland St.; Roosevelt - repair wood windows. Score: 42.4. Amount: \$11,078.
- Robert Madera; 1921 W. Palm Lane; Villa Verde - repair foundation. Score: 42.3. Amount: \$19,968.86.
- Jennifer and Michael Hauer; 325 W. Lewis Ave.; Willo - install new wood shingle roof. Score: 42.1. Amount: \$14,184.
- Zachariah Collins and Rebecca Cohen-Collins; 901 W. Lynwood St.; F Q Story - repair steel windows. Score: 41.7. Amount: \$20,000.
- Hue-Tam Jamme; 1104 E. Taylor St.; Garfield - install new asphalt shingle roof. Score: 41.5. Amount: \$5,375.
- Sarah Bingham and Brett Long; 2041 N. 11th St.; Coronado - repair foundation. Score: 40.7. Amount: \$17,869.65.
- Kevin and Allison McGinnis; 2213 N. Laurel Ave.; Fairview Place - repair foundation. Score: 40.3. Amount: \$15,689.69.
- Betty and Harvey Hartzler; 1702 W. Thomas Road; North Encanto - repair tile roof. Score: 40.1. Amount: \$20,000.
- Brian Poirier and Erin Finkelstein; 522 W. Monte Vista Road; Willo - repair foundation. Score: 39.9. Amount: \$20,000.
- Mary Parot; 34 E. Colter St.; Windsor Square - install new asphalt shingle roof, masonry repair. Score: 39.7. Amount: \$20,000.
- Wixom Family Trust; 1602 W. Encanto Blvd.; Del Norte Place - repair foundation. Score: 39.1. Amount: \$20,000.
- D.L.D. Living Trust; 303 E. Colter St.; Windsor Square - repair steel windows. Score: 38.9. Amount: \$20,000.
- The MT Trust; 1617 W. Virginia Ave.; Del Norte Place - repair steel windows. Score: 38.8. Amount: \$16,932.

In exchange for the grant funds, the property owners agree to sell the City a conservation easement to protect the historic character of the properties' exteriors. The term of the easement will be 15 years for grant amounts \$10,000 or less or 20 years for grant amounts between \$10,001 and \$20,000. The conservation easement will be recorded on the property's title and will run with the land.

Financial Impact

The 14 grant awards total \$226,497.20. Funds are available in the General Fund

Historic Preservation operating budget.

Concurrence/Previous Council Action

The Historic Preservation Commission recommended approval of this item on January 8, 2024 on an 8-0 vote.

Location

Twelve of the residential property addresses above are located in District 4, one is in District 7, and one is in District 8.

Council Districts: 4, 7 and 8

Responsible Department

The item is submitted by Deputy City Manager Alan Stephenson and the Planning and Development Department.



Shared Micromobility Program Update and Potential Expansion

This report provides the Transportation, Infrastructure, and Planning Subcommittee with an update on the Shared Micromobility Program from Jan. 20 to Nov. 30, 2023, and a plan for a potential Shared Micromobility Program expansion.

THIS ITEM IS FOR INFORMATION AND DISCUSSION.

Summary

The City of Phoenix Street Transportation Department (Streets) launched a Shared Micromobility Program (Micromobility Program) to replace the Downtown Shared Electric Scooter Pilot Program (Pilot Program) on Jan. 20, 2023. The Micromobility Program built upon the Pilot Program by expanding the program boundaries and the types of vehicles available. Additionally, the Micromobility Program used a competitive procurement process to select two vendors to provide shared micromobility services in designated operating areas. Moving from a permitting process to a City contract allowed the Micromobility Program to introduce a number of regulations that ensures the Micromobility Program better serves the community. Namely, vendors must deploy 15 percent of the fleet in equity zones, provide accessible vehicles and traditional bikes in addition to electric scooters (e-scooters) and electric bikes (e-bikes), and deploy bikes (traditional and electric) as a minimum 20 percent of their fleet.

When the Micromobility Program was approved by City Council, staff committed to provide a six-month update to the Transportation, Infrastructure, and Planning Subcommittee. Following this update on Sept. 20, 2023, the Transportation, Infrastructure, and Planning Subcommittee asked staff to develop a plan to potentially extend the Micromobility Program Citywide across all 519 square miles of the City.

Micromobility Program Performance

Micromobility Program users took a total of 337,877 trips between Jan. 20 through Nov. 30, 2023. There was an overall growth in ridership in the first half of the year with the program supporting alternate mobility options for residents and visitors in Phoenix during Super Bowl events in February with a total of 34,731 trips. There was a gradual dip that occurred during the hotter summer months from May through August; however, the number of trips began to rise again in September through the end of

November as the temperatures decreased.

A key metric for evaluating the performance of a shared micromobility system is the number of trips per vehicle per day, or the utilization rate (UR). In the 2022 Shared Micromobility State of the Industry Report, the North American Bikeshare Association reported an average of 2.1 UR for traditional bikes and e-bikes, and an average of 1.2 UR for e-scooters. The average UR for all vehicle types is 1.5. From Jan. 20 through Nov. 30, 2023, the overall UR for the City's Micromobility Program has been 0.87. For e-bikes, the average UR was 0.33, while e-scooters had an average UR of 0.91.

Micromobility Program Potential Updates

The Transportation, Infrastructure, and Planning Subcommittee asked staff to create a plan for assessing program updates, including expanded program boundaries, traditional bicycles available in the right-of-way, additional vendors, 24/7 operating hours, and public engagement efforts to inform any potential updates. To determine feasibility of an expanded micromobility program, staff reviewed existing conditions within the city and micromobility programs throughout the United States. In addition, staff performed early public outreach by facilitating a public survey, a virtual Citywide meeting, and an in-person meeting to collect initial feedback from the community on micromobility. Staff also met with the vendors to gather an initial understanding of their staffing and expansion capabilities. This cursory outreach and vendor discussions were used to formulate a more complete draft plan to examine the possibility of expanding Citywide. The below is a high level summary of considerations for program updates and strategic expansion to other parts of the City along with a proposed outreach plan to discuss expansion possibilities throughout the City.

Infrastructure Considerations

The current Micromobility Program (**Attachment A**) consists of downtown Phoenix, the area east of downtown to 46th Street, and south of downtown to Dobbins Road. There are bikeways in the existing program area; however, Phoenix's bikeway system (**Attachment B**) does not currently connect to all areas of the city. In places that do not have connected bike lane networks, Micromobility Program utilization may be low due to lack of connections to destinations. A 2022 study on shared micromobility in the United States and Canada, performed by the National Association of City Transportation Officials (NACTO), highlights the connection between micromobility ridership and high-quality bike lanes. More people utilize micromobility options when cities invest in quality protected bike lanes that ensure safe access to key high density/intensity nodes.

Transit Considerations

The North American Bikeshare and Scootershare Association (NABSA) released their

2022 Shared Micromobility State of the Industry Report where they found that 23 percent of all shared micromobility trips were for the purpose of connecting to transit. In addition, according to the 2019 Origin and Destination study conducted by Valley Metro, 73 percent of riders access light rail stations by walking, while 14 percent of riders bike to light rail stations. The correlation between public transit utilization and micromobility users indicates increased demand for micromobility in areas with high transit use.

The light rail system has the highest levels of transit ridership in Phoenix in comparison to other bus routes in the city. There are several bus routes that have robust levels of ridership throughout the city (**Attachment C**). The current Micromobility Program connects to several bus routes and the light rail system. Bus stops with more robust ridership levels are located just north of the existing program boundary.

User Characteristic Considerations

Staff reviewed households that had one or no vehicles available according to American Community Survey 2021 Five-Year Estimates. There are a few census tracts throughout the City that have less access to a vehicle, namely portions of west Phoenix, within the Deer Valley Village Employment/Airport node (DVN), and scattered around central parts of the city (**Attachment D**). The DVN is a large census tract because relatively few people live within the tract as it is principally an area of employment. The Census data and large tract size make it appear that it is a good area for expansion. However, better analysis of the data suggests that it is not because of the few number of homes and dispersed commerce park type of employment in the area. Overall this data is useful to indicate areas that have one characteristic that might indicate increased ridership utilization in those areas. This is because households that have less access to a car are more likely to use alternative modes of transportation, such as public transit or micromobility options.

Vendor Capacity for Expansion

Based on smart phone application pick-up data provided from the vendors, there is limited demand outside of the existing Micromobility Program boundary. Demand is especially prominent directly north of the existing program boundary (**Attachment E**).

Due to the low utilization rate and staffing shortages, the current vendors have concerns about expansion of the existing Micromobility Program boundaries throughout the City. Based on these challenges, vendors have requested modifications to the program requirements. Spin and Lime sent a letter to the Street Transportation Department dated Nov. 1, 2023, with requested program adjustments. The letter (**Attachment F**) requests 24/7 operations, reduced equity zone deployment, and

waivers on trip fees to the City.

Based on program size and utilization, there would need to be an increase in utilization and consistent ridership levels to increase the number of operational staff and maintain program sustainability. The vendors recommend a gradual expansion of the service area to the north where there are strong indications of unmet user demand. They propose in expansion areas to launch with a limited number of parking corrals to test demand. As demand increases, the number of parking corrals would increase in the expanded area.

Bird Global, Spin's parent company, filed for bankruptcy in December 2023. The company announced a financial restructuring process aimed to strengthen the company for long-term and sustainable growth. Spin plans to operate as usual during this process, maintaining the same level of service and commitments to the City of Phoenix. This will not impact the Micromobility Program under the current or possible expanded boundary. It will likely make them and other vendors more cautious about the expansion cost impacts to their company.

Number of Operating Vendors

Currently, the Micromobility Program has two vendors, which meets industry best practices for the size of our market. In a statement on micromobility regulation best practices released on May 15, 2023, by micromobility vendors Lime, Spin, Superpedestrian, and Bird, the Phoenix market was praised for having the appropriate number of vendors as to not over-saturate the market. A maximum of two vendors is the right amount for 1,000-2,000 scooters and is appropriate for providing healthy market competition, customer choice, and overall administrative duties for a city like Phoenix. Currently, the Micromobility Program has an average of 1,251 vehicles deployed in the right-of-way.

24/7 Operating Hours

Current operating hours for the Micromobility Program are between 5 a.m. and 11:59 p.m. daily. These operating hours were selected to prevent people from operating the vehicles while intoxicated. Vendors are interested in providing 24/7 service in the City to allow for an increase in utilization of the program between the hours of 12 a.m. and 4:59 a.m. Vendors have expressed that ridership could increase, specifically in summer months during curfew hours when the weather is cooler.

Both vendors use advanced technology on their designated smart phone applications that can assist in identifying intoxication using a sobriety test before unlocking a vehicle. The sobriety tests require potential users to complete puzzles within the smart phone application that test their coordination and reflex time. Cities such as Denver

and Oklahoma City use this technology and operate without a curfew.

Bicycles

The program requirement is for 20 percent of the fleet to be bicycles, either e-bikes or traditional pedal bikes. When Streets established the Micromobility Program, the Department sought to ensure a wide variety of vehicles were available. Vendors were asked to provide e-scooters, e-bikes, traditional bikes, and accessible vehicles. Both selected vendors (Lime and Spin) committed to providing e-bikes along with e-scooters in the right-of way.

Spin committed to providing traditional bikes through a library system, and Lime committed to providing traditional bikes in the right-of-way and through a library system. Lime has since asked to provide traditional bikes through a library system as well due to concerns around theft of traditional bikes.

Spin launched their library rental system in fall of 2023. The Spin library system allows users to reserve a traditional bike online at least 24 hours in advance. Vehicles are delivered to the user within the boundary area, and the vehicles are dropped off and picked up between 7 a.m. and 4 p.m. Users must register with the Spin smart phone application, but there will be no cost to the user.

Lime is still experiencing delays in launching their library rental system for traditional bicycles due to extended delivery times and device shortages. The Lime library system will allow users to reserve a traditional bike or accessibility vehicle online at least 24 hours in advance. Vehicles will be delivered to the user within the boundary area, and the vehicles will be picked up from the users after 24 hours. Users must register with the Lime smart phone application, but there will be no cost to the user.

While the library system does not allow users to rent traditional bikes in the right-of way, it allows users to reserve traditional bikes for a longer period of time at no cost. This approach mitigates against theft, while also increasing access to traditional bikes by making them free to check out and use.

It is relevant to note the overall demand for traditional bicycles in the micromobility market is low. The 2022 Shared Micromobility State of the Industry Report released by the North American Bikeshare Association states that e-bikes are ridden 56 percent more than pedal bikes in systems that have both options. Cities, such as Minneapolis and Houston, have also struggled to maintain and operate traditional bikeshare with the rise of operational costs and increased alternative mode options like e-scooters and have discontinued their bikeshare programs. Many cities are transitioning micromobility fleet options to provide more e-bikes and e-scooters over traditional

bicycles. To provide traditional bicycles in a bikeshare model, this would typically require a city to provide vendor funding in order to provide this service.

Peer City Review

Staff reviewed data and met with some staff from peer cities, including Austin, San Diego, and Seattle, to discuss their designated micromobility programs. Topics discussed included program history, utilization rates, program hours, vendors, sidewalk riding, and bikes. The cities were selected by performing a peer city analysis that compared population size, city land size, types of vehicles available, number of devices, and program model (**Attachment G**). A key metric used to select cities was the People for Bikes rankings. This non-profit organization ranks cities based on how bicycle friendly their infrastructure ranks. Phoenix ranks 28/100 in their score and is number 456 out of 1,484 cities for bicycle-friendly infrastructure in the United States. San Diego and Austin were selected as they have similar scores to Phoenix as well as similar City development characteristics. Seattle has a higher score but was still compared to the peer cities for a contrasting reference and similar vendors.

While Austin and San Diego have similar People for Bikes rankings, their utilization rates are significantly higher than the City of Phoenix. All three cities generally sustained a utilization rate of at least one. Dips in utilization during the year occurring during times of the year with extreme temperatures like the cold and snow. In addition, bike utilization rates were lower than e-scooter utilization rates for all three cities.

The City of Austin was the only city in this group that offers a bikeshare system that is owned by the City of Austin and serviced through CapMetro, their public transit authority. The service is operated by a local non-profit, Bike Share of Austin. Both San Diego and Seattle had bikeshare programs in the past but were replaced by shared micromobility.

Program hours varied between cities. Austin and Seattle operate 24/7 hours, while San Diego has a curfew between midnight and 2 a.m. Micromobility programs are rapidly evolving in technology and program policies. It is imperative to learn from peer cities on their approaches to this developing industry.

Community Engagement

Staff conducted community engagement opportunities to collect preliminary public feedback regarding shared micromobility program updates. A Citywide online survey (**Attachment H**) collected public opinion from the community and was open between Oct. 18 and Nov. 30. The survey was shared with all City Council offices, through a Streets media release, social media, and media listservs. Six media organizations also shared the survey on their own mediums, including KJZZ, KTAR, azcentral, Phoenix

Business Journal, Conkite News, and 12News.

Streets hosted a virtual town hall on Oct. 23, 2023. Staff presented information regarding the Micromobility Program and answered questions from attendees about the program and expansion. Staff also presented at a public meeting on the McDowell Road Revitalization project and micromobility hosted by Council District 4 on Nov. 8.

Survey Results

A total of 309 people took the survey and over 300 comments were received across the survey questions. Of the 309 respondents, 101 respondents (33 percent) have used the program versus 208 respondents (67 percent) who have not.

A primary comparison in data responses is between respondents who have used the Micromobility Program versus respondents who have not used the program. 84 percent of respondents who have used the program are interested in seeing the program expand into their neighborhoods. 77 percent of respondents who have not used the program are not interested in seeing micromobility in their neighborhoods. Individuals who have used the Micromobility Program are more likely to support boundary expansion.

92 public comments spoke in favor of micromobility expansion. Many public comments expressed desire for expansion to reach north of the existing boundary. There were 48 public comments expressing general opposition to the Micromobility Program. Primary public concern involved the need for more bicycle infrastructure and concern of micromobility vehicles blocking the right-of-way.

Staff created maps comparing locations in Phoenix where locations are interested in seeing the Micromobility Program in their neighborhoods. "Yes" responses for micromobility expansion shows high demand directly north of the existing program area, including midtown, uptown, and surrounding areas. These results align with public comment and vendor smart phone application pick-up data (**Attachment I**). "No" responses for micromobility expansion are spread throughout Phoenix with many responses from zip codes outside of the City and in Ahwatukee (**Attachment J**). Of the overall survey responses, 193 people provided zip codes in Phoenix. 114 of these people are interested in expansion over 79 people who are opposed to expansion.

Micromobility Program Recommended Next Steps

Following research and consideration for current program performance, Phoenix's existing conditions, boundary expansion, vendor operations, bicycles, operational hours, peer cities, and public engagement efforts, staff formed a draft plan for program updates. The following is an overview of this plan, including future public engagement

efforts and recommendations for the future of the Micromobility Program in Phoenix. Staff anticipates coming back to the TIP Subcommittee after the future public engagement meetings with revisions based upon that input and further discussions with vendors.

Boundary Expansion

The early public outreach provides guidance on where Micromobility Program demand may be in the City in addition to current program considerations. Based on preliminary community feedback and feasibility, staff recommends further consideration for program expansion in uptown, midtown, and immediately surrounding areas. These areas of the City are connected to transit and have connected bicycle infrastructure to support micromobility. These areas are also connected to the existing program boundary, which will allow our vendors to maintain the program operationally with more ease.

Feasibility Assessment

Staff will review existing areas of demand north of the existing boundary to ensure the proposed area is feasible for expansion. This includes a review of existing bicycle infrastructure, areas of economic development, no- or one-vehicle households, transit ridership, and density. Staff will also perform an equity analysis and update the existing equity zones in the city based on updated census data. This assessment would occur in tandem with public engagement efforts.

Public Engagement Plan

Simultaneous to the feasibility assessment, staff will perform public engagement. Streets will host an initial virtual public meeting to present the potential expansion process and collect initial feedback from attendees. The virtual meeting will provide an opportunity for staff to share upcoming events that would occur throughout spring and summer 2024. Staff will release a public survey at the time of the virtual public meeting for general feedback that will be open throughout the public engagement process. Following the virtual meeting, Streets will host a neighborhood leadership meeting. Staff will reach out to community leaders in the area to understand community sentiment towards micromobility in neighborhoods. Staff will provide flyers and information to neighborhood leaders that they can share with residents regarding micromobility expansion, public engagement events, and opportunities to provide input.

Staff will connect with the public by attending relevant public events and performing micromobility demonstrations in the potential expansion areas. Staff will work to identify events and locations to collect public feedback with the community engagement team. Tabling opportunities will provide attendees with the opportunity to

leave public comments and share concerns with staff regarding program expansion. Staff will work with micromobility vendors to perform demonstrations of micromobility vehicles and provide opportunities for the public to test the vehicles. Additional public feedback on micromobility corrals will be collected through a virtual map and through the public survey. Staff will work to develop a map that can be accessed at any time through the [Phoenix.gov/Scooters](https://phoenix.gov/Scooters) website and at tabling events. The public can share locations on the map where there may be interest in placing parking corrals. Overall public engagement will provide staff with feedback in understanding community needs and concerns. That data would be assembled into the final draft plan and shared with the vendors to ascertain their ability to service those areas and an expansion timeline developed at that time.

Corral Location Assessment

Following the feasibility assessment and public engagement, staff will work with the vendors to review corral locations that are feasible before expanding the program into the area. Corral locations will be based on public input, infrastructure feasibility, and community destinations such as housing areas, grocery stores, and restaurants.

Implementation

Once the program boundaries and corral locations are determined, the expansion would be implemented based on availability of vendor staffing and vehicles. Staff will perform the administrative change of increasing the vehicle cap to be in proportion to the expansion of the existing area. For example, if the expanded area for the Micromobility Program increases by 20 percent, then staff will increase the vehicle cap by 20 percent to accommodate the expansion.

Vendors require time to install corrals in locations throughout the City and increase the number of staff members to maintain operations for the program. Staff will work with vendors to ensure a reasonable rate of implementation based on staffing levels.

Number of Operating Vendors

To align with best practices and industry standards, Phoenix should add a third vendor as the Micromobility Program grows and utilization increases. A procurement process to expand the number of vendors should be initiated once the program boundary has expanded to include 500,000 residents, the average number of vehicles deployed per day is over 2,000, and the program has maintained an average UR of 1.5 or higher across a 12-month period.

Bicycles

Research of shared traditional bicycle systems in peer cities showed these systems require significant government funding to support ongoing operations. Staff will

continue to work with existing vendors to provide more e-bikes in the system, and to promote the launch of traditional bicycle rentals through the library system with Lime and Spin.

24/7 Operating Hours

Staff recommends proceeding with the administrative change of 24/7 operations for the Micromobility Program for a 12-month trial period. Staff will also work with the Phoenix Police Department to allocate Vehicular Homicide Unit (VHU) crash reports that involve scooters between the hours of midnight and 5 a.m. These reports will assist staff in reviewing micromobility safety during the trial period. Staff will assess these results, utilization rates, and ridership trends at the end of the 12-month period before reimplementing the curfew or maintaining 24/7 service. Staff will ensure the vendors activate the smartphone sobriety test before implementing this change.

Sidewalk Riding

Forty-six percent of survey respondents either agree or strongly agree with riding micromobility vehicles on the sidewalk when a bicycle lane is not present. Public comments indicate a desire for riding micromobility vehicles on sidewalks on a busy road and when a bicycle lane is not present. Public comments also indicate concern for pedestrians when micromobility vehicles are being used on sidewalks. Staff recommends further discussions on this topic as part of the planned outreach. As part of the final plan recommendations staff may propose ordinance language that permits sidewalk riding with additional restrictions for future consideration by City Council. The ordinance language would restrict sidewalk riding in downtown Phoenix and may look at other areas of the City also.

Concurrence/Previous Council Action

The Transportation, Infrastructure, and Planning Subcommittee:

- Was provided information on the proposed Comprehensive Micromobility Program on Oct. 20, 2021;
- Recommended approval to issue a solicitation for the program on April 20, 2022, by a vote of 4-0;
- Recommended approval to amend Phoenix City Code to establish the Shared Micromobility Program on May 17, 2023, by a unanimous vote; and
- Was provided information on the first six months of the Micromobility Program on Sept. 20, 2023.

The Economic Development and Equity Subcommittee:

- Was provided an update on the Shared Micromobility Shared Revenue Contract Solicitation on Dec. 13, 2022; and

- Was provided an update on utilization of electric scooters and electric bikes in the Shared Micromobility Program on June 28, 2023.

The City Council approved:

- The Pilot Program (Ordinance G-6602) on June 26, 2019;
- A Pilot Program extension (Ordinance G-6676) on Feb. 19, 2020;
- A sunset provision extension (Ordinance G-6772) on Dec. 2, 2020;
- A Pilot Program extension and a sunset provision extension (Ordinance G-6823) on March 17, 2021;
- A Pilot Program extension, a sunset provision extension, and the allowance of electric bicycles on public streets Citywide (Ordinance G-6967) on March 2, 2022;
- The issuance of a Request for Proposals to operate a Comprehensive Micromobility Program in Phoenix on May 11, 2022; and
- The award of the Revenue Contract Solicitation to two micromobility vendors to operate shared micromobility services in Phoenix on Jan. 14, 2022.

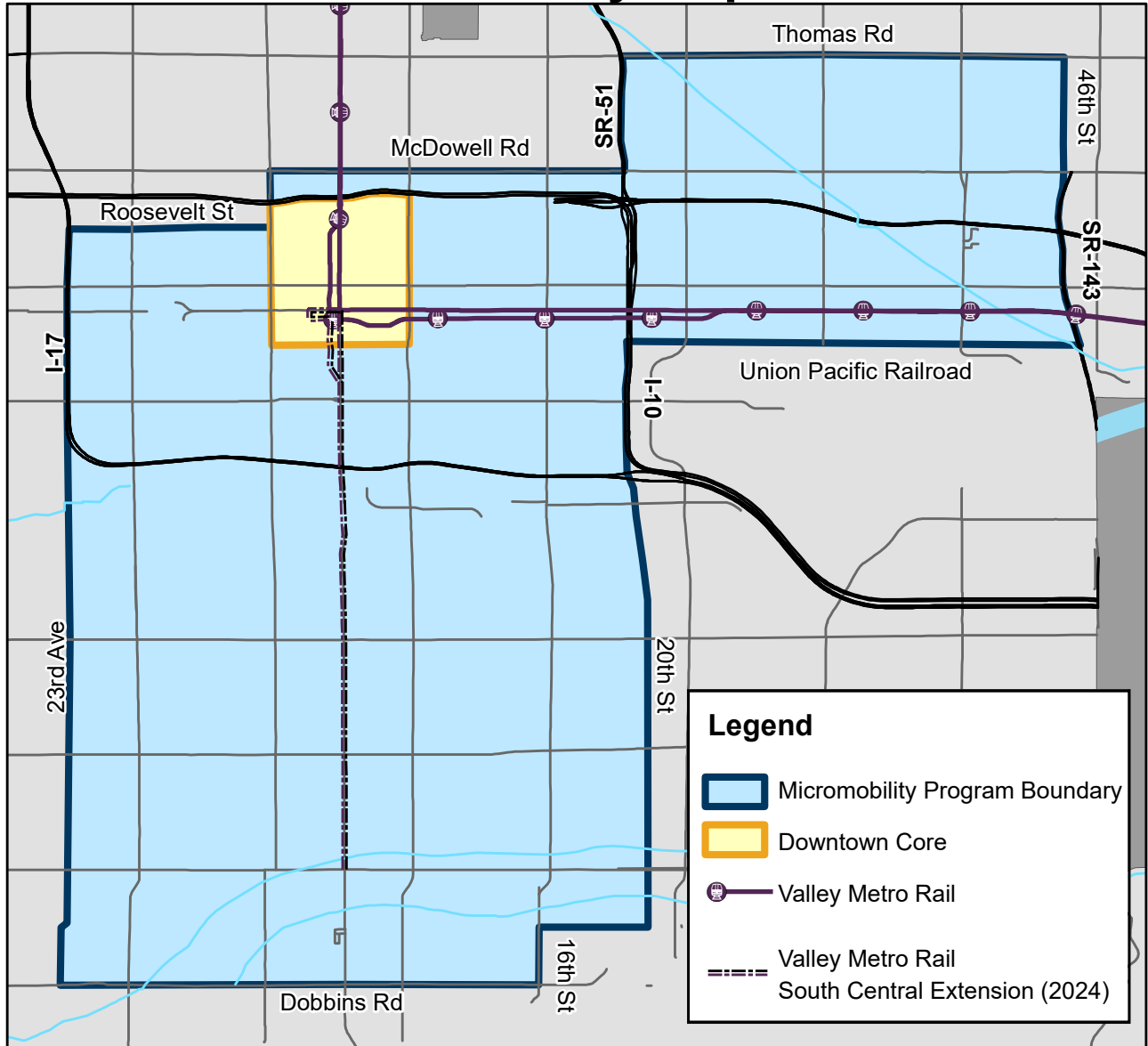
Location

Council Districts: 7 and 8

Responsible Department

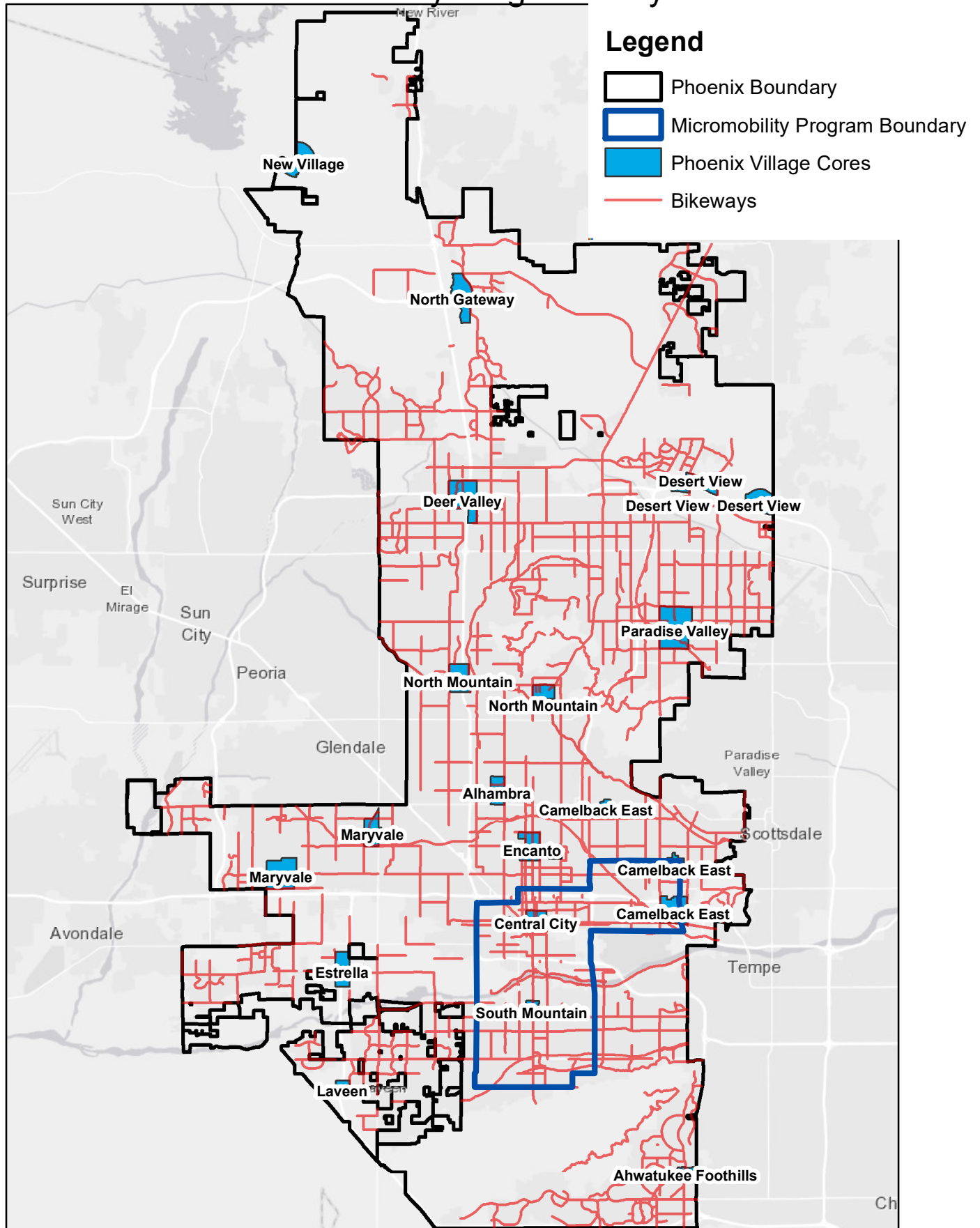
This item is submitted by Deputy City Manager Alan Stephenson and the Street Transportation Department.

Shared Micromobility Program Boundary Map







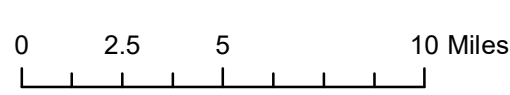
0 0.5 1 2 3 4 Miles

Attachment B Bicycle Infrastructure Phoenix Shared Micromobility Program: Bicycle Infrastructure

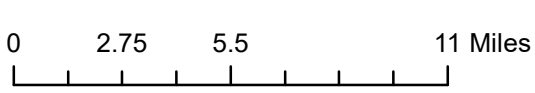
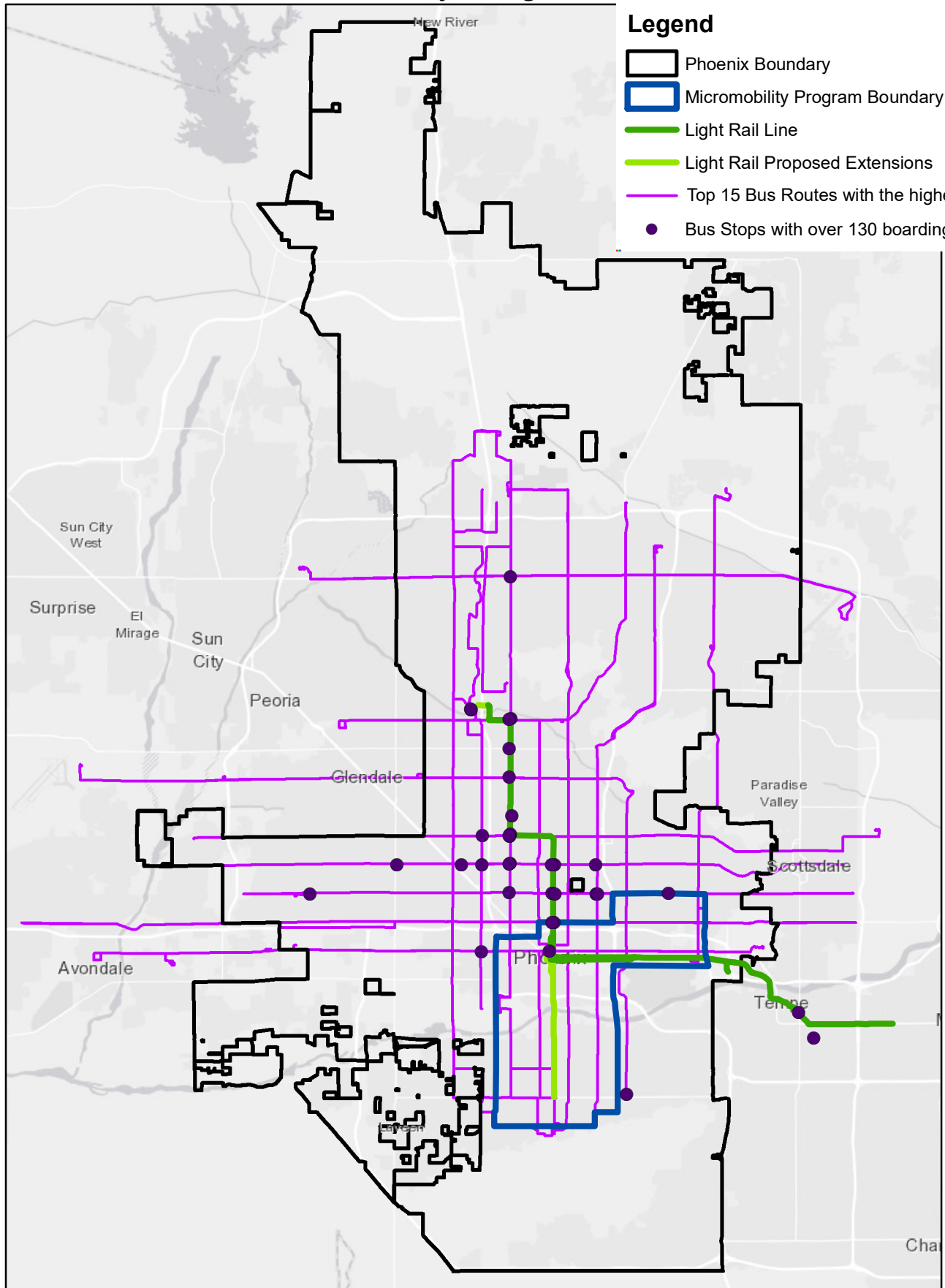


Legend

-  Phoenix Boundary
-  Micromobility Program Boundary
-  Phoenix Village Cores
-  Bikeways






Phoenix Shared Micromobility Program: 2022 Transit Ridership







Attachment D Zero or One Vehicle Households

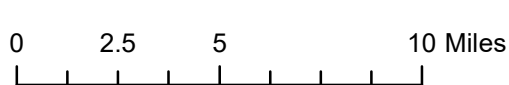
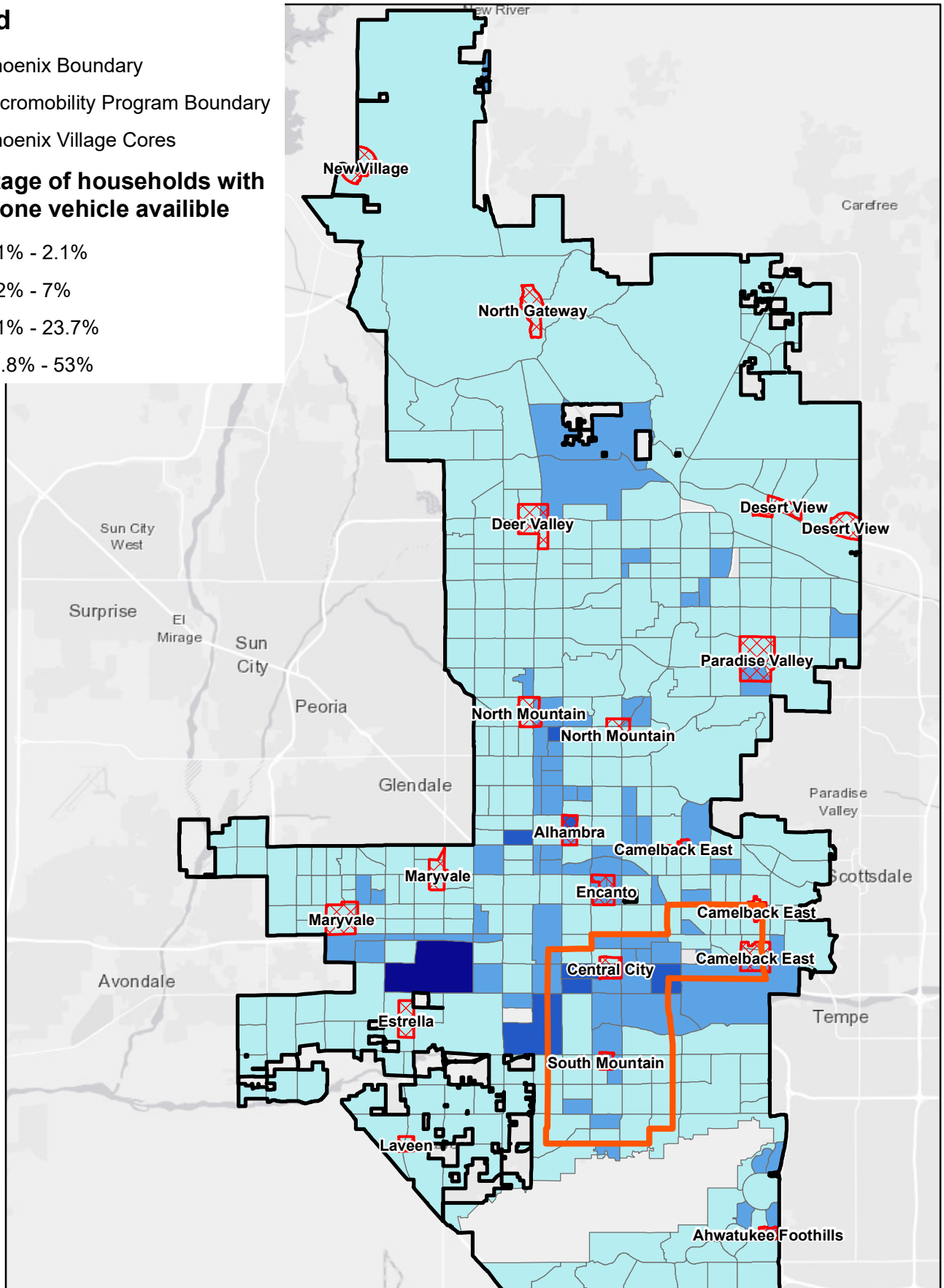
Phoenix Shared Micromobility Program: Percentage of Households with Zero or One Vehicle

Legend

-  Phoenix Boundary
-  Micromobility Program Boundary
-  Phoenix Village Cores

Percentage of households with zero or one vehicle available

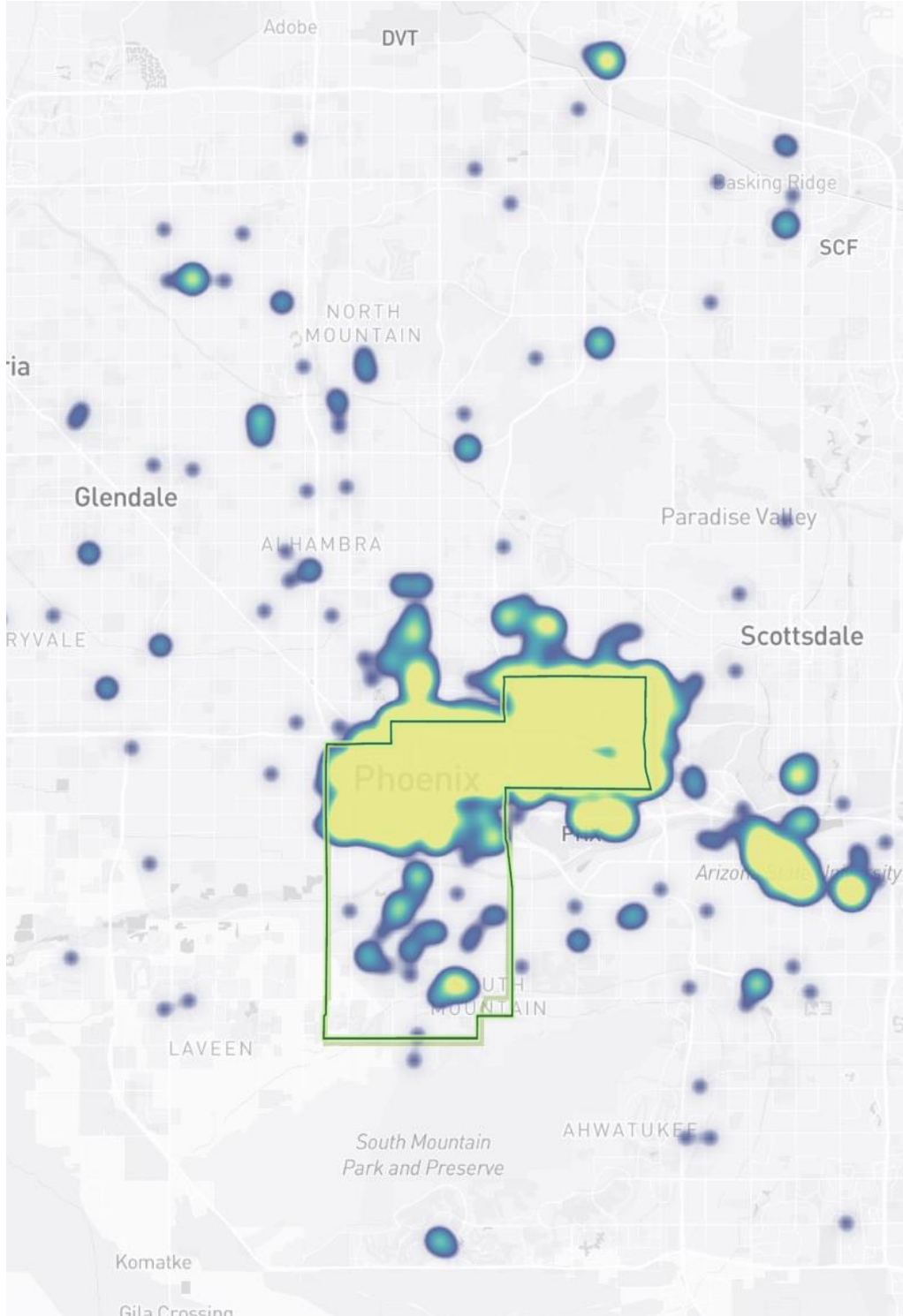
-  0.1% - 2.1%
-  2.2% - 7%
-  7.1% - 23.7%
-  23.8% - 53%



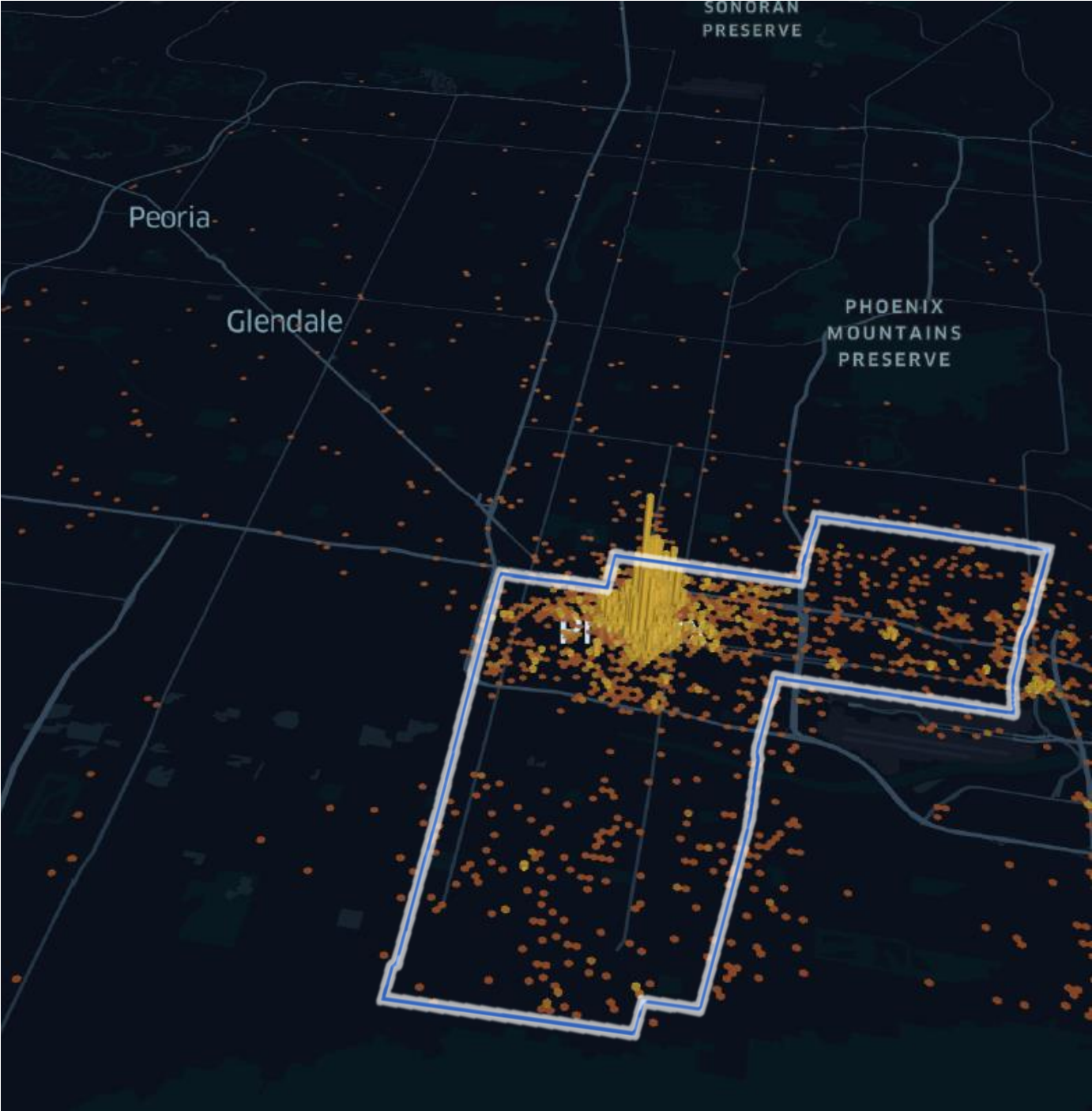
Attachment E Vendor Data

Visualization of User Demand in Phoenix

Lime smartphone app opens outside of the Program Boundary



Spin smartphone app opens outside of the Program Boundary





Shiraz Malul
 Micromobility Planner II
 City of Phoenix Street Transportation Department
 200 W. Washington Street
 Phoenix, AZ 85003

Nov. 1, 2023

Delivered via Email

Re: Requested Program Adjustments to Increase Ridership

Dear Shiraz,

On behalf of Spin and Lime, we appreciate your willingness to partner with us to consider program changes that would drive higher ridership of our shared mobility services in Phoenix. For the last year, ridership levels of both Spin and Lime scooters have significantly underperformed compared to previous historical levels in Phoenix and in nearby markets. To address this issue, we have included a few requested program adjustments below to drive higher ridership among local residents and improve the viability of the program going forward.

I. Current Ridership Levels in Phoenix

To start, we would like to provide a quick update on our persistently low ridership levels in 2023. As indicated in the table below, Spin has experienced an average utilization rate of less than 0.5 trips per device/day on scooters from March 1 to October, 1 2023. For Lime, the average utilization rate over the same period is 0.75 trips per device/day. This represents an estimated **40%+ reduction in average daily ridership** when compared to the same period in 2022.

Performance Metrics	Spin	Lime
Scooter Utilization	0.48 trips per device/day	0.74 trips per device/day

II. Recommended Program Adjustments

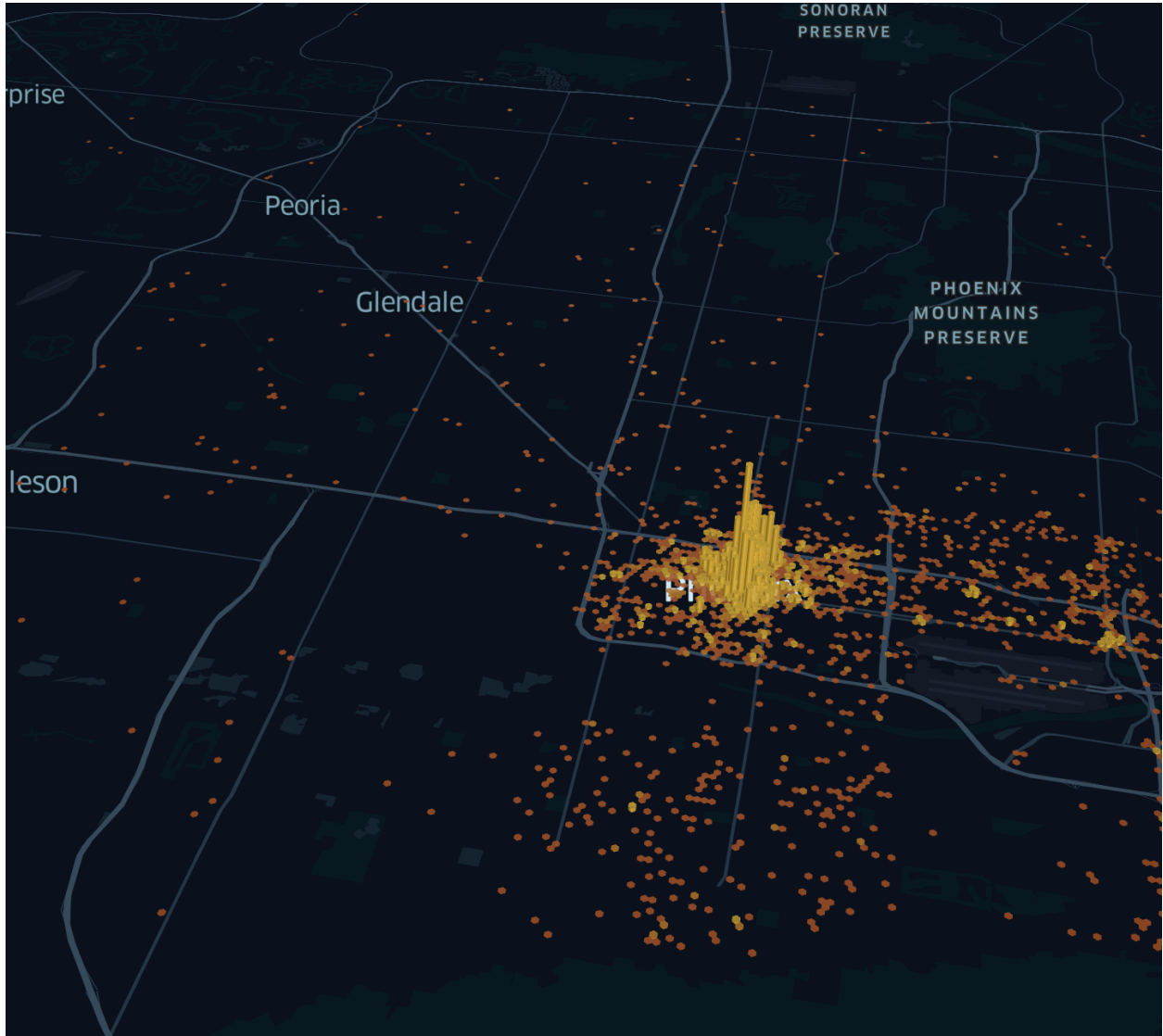
To immediately drive higher ridership, we propose the following temporary policy adjustments in the table below for your consideration.

Policy Adjustment	Details	Effective Date
24 Hour Operations (suspend curfew on	We would like to request an immediate change to 24/7 hours of operations in	Nov. 15, 2023

<p>operating hours)</p>	<p>order to improve access to our mobility options when other forms of transportation may either be unavailable or unaffordable. In many cities, we see significant ridership in the late evening and early morning hours, a clear indication of unmet demand for our service. In Phoenix, we anticipate that lifting the curfew could improve ridership by 10-20% based on Spin app open data and demand trends we see in similarly-sized cities in the West region.</p>	
<p>Temporarily Reduce Equity Zone Deployments (6 month trial period)</p>	<p>To improve ridership and focus our devices where we consistently see the greatest demand, we request further adjusting the minimum deployment level in equity areas to 5% of our deployed fleet to better reflect current demand trends. On the following page, we have provided a map that visualizes the most popular locations of Spin app opens (i.e. where a customer opens the Spin app to rent a scooter). This temporary adjustment for a six month period (Dec. 1 2023 to June 1, 2024) would enable us to improve the financial viability of the program in the near-term. After this 6-month temporary adjustment period concludes, we recommend revisiting this issue and reviewing ridership trends.</p>	<p>Dec. 1, 2023</p>
<p>Revenue Share based on Monthly Trip Performance</p>	<p>To preserve affordability for riders, we request that our revenue share payment of \$0.25 per cents per trip be waived if each company does not complete at least 9,000 trips over a monthly period. For example, if Lime or Spin provides fewer than 9,000 trips in November 2023 then the revenue share amount for this period would be waived to offset financial losses. If either company completes 9,000 or more trips, then the revenue share for any monthly period would remain in effect. By taking a performance-based approach to revenue sharing, we can preserve affordability for riders and avoid raising per minute fees.</p>	<p>Dec 1. 2023</p>

Visualization of User Demand in Phoenix

As shown below, we have provided a visualization of public demand for our shared mobility services based on the geographic locations of users when they open the Spin app in Phoenix. To complement this data visualization, we have also provided a separate spreadsheet with the precise longitude and latitude of Spin app opens to assist the City in better understanding precisely where public demand is highest (and sometimes unmet) for shared mobility options.





We are committed to strengthening our partnership with the City to provide all residents and visitors of Phoenix with a safe, affordable, and sustainable mobility alternative to cars. We appreciate the opportunity to share our suggestions to improve the viability of the shared mobility program, and we are available anytime to discuss these issues in more detail.

Thank you for your time and consideration,

Brit Moller
Head of Public Policy & Communications
Spin

Charlie Mastoloni
Senior Manager of Government Relations
Lime

Attachment G
Peer City Analysis

City	People for Bikes Ranking	Population	Is the program city-wide?	Number of Vendors	Vehicles Available	Program Model
Phoenix	28	Approx. 1.5 million people	No	2	E-scooters and e-bikes	Public-Private Partnership
Austin	31	Approx. 944,000 people	Yes	4	E-scooters, e-bikes, and traditional bikes	Public-Private Partnership and Non-profit for bikeshare program
San Diego	30	Approx. 1.3 million people	Yes, but parking locations are limited using corrals and bike racks	3	E-scooters and e-bikes	Public-Private Partnership
Seattle	62	Approx 733,000 people	Yes	4	E-scooters, e-bikes, and traditional bikes	Public-Private Partnership
Tempe	33	Approx 184,000 people	No	3	E-scooters	Public-Private Partnership
Scottsdale	23	Approx 242,000 people	No	1	E-scooters	Public-Private Partnership

Attachment H

Survey Responses

English

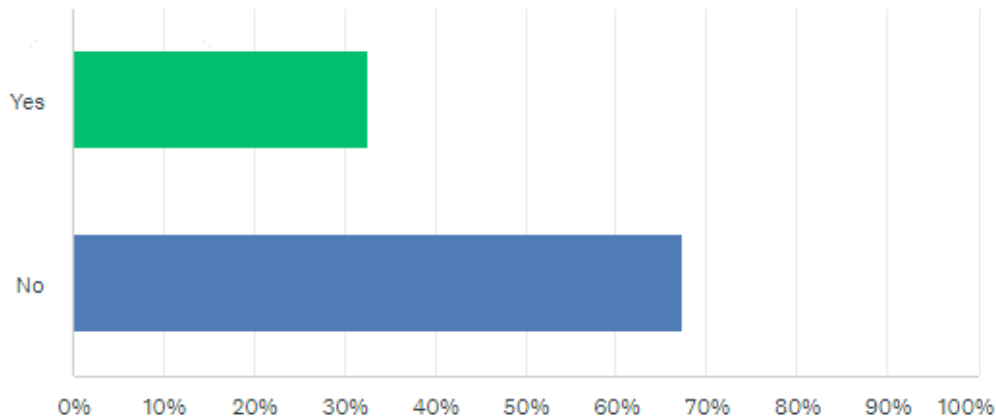
All Respondents

Q1



In this survey, Shared Micromobility refers to short term rentals of e-scooters, e-bikes, traditional bikes, or adaptive vehicles. Have you used the Shared Micromobility Program in Phoenix?

Answered: 307 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	32.57%	100
No	67.43%	207
TOTAL		307

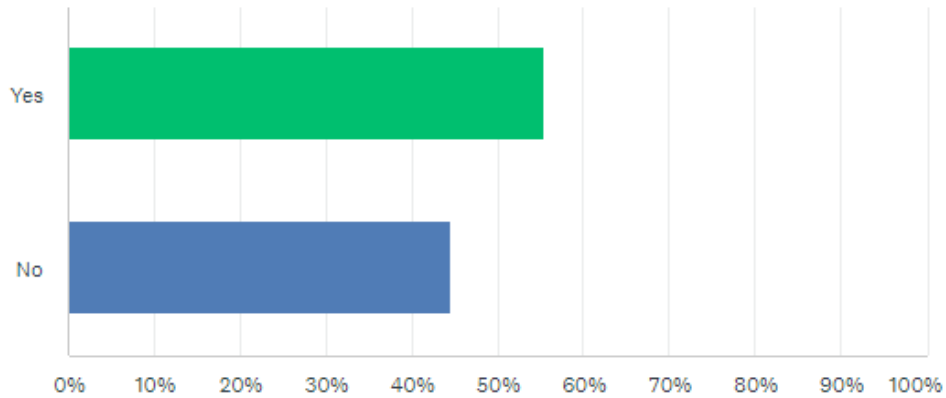
All Respondents

Q2



Did you know it is illegal to ride an e-scooter or e-bike on the sidewalk in the City of Phoenix?

Answered: 276 Skipped: 31



ANSWER CHOICES	RESPONSES	
Yes	55.43%	153
No	44.57%	123
TOTAL		276

All Respondents

Q3



Please indicate how you feel about the following statements in relation to the Phoenix Shared Micromobility Program. These statements are written to gather information and are not reflective of the City of Phoenix's position on the program. (Options: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

Answered: 276 Skipped: 31

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL
Riding an e-scooter or an e-bike in Phoenix does not feel safe to me.	49.64% 137	23.55% 65	15.22% 42	7.25% 20	4.35% 12	276
I see people using micromobility vehicles on sidewalks.	38.77% 107	31.52% 87	18.48% 51	7.97% 22	3.26% 9	276
I would ride micromobility vehicles more if there were more bike lanes.	33.09% 91	13.09% 36	5.09% 14	8.00% 22	40.73% 112	275
I would like to ride on a sidewalk when a bicycle lane is not present.	30.18% 83	16.00% 44	16.00% 44	9.45% 26	28.36% 78	275
Micromobility vehicles should be available to rent 24 hours a day.	32.12% 88	11.68% 32	12.41% 34	5.47% 15	38.32% 105	274

All Respondents

Q4



Optional: Do you have any additional comments regarding the Phoenix Shared Micromobility Program?

Answered: 168 Skipped: 139

See comments in Attachment J

Q5



Optional: In what year were you born? (enter 4-digit birth year; for example, 1976)

Answered: 182 Skipped: 125

Q6



Optional: Gender

Answered: 156 Skipped: 151

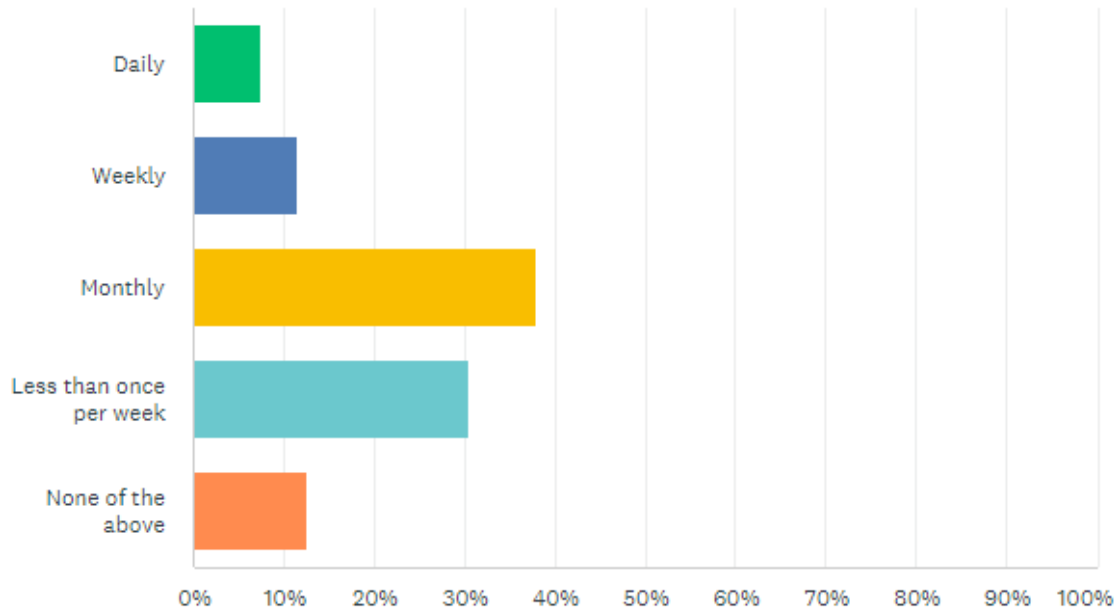
Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q7



How often do you use Shared Micromobility?

Answered: 95 Skipped: 212



ANSWER CHOICES	RESPONSES	
Daily	7.37%	7
Weekly	11.58%	11
Monthly	37.89%	36
Less than once per week	30.53%	29
None of the above	12.63%	12
TOTAL		95

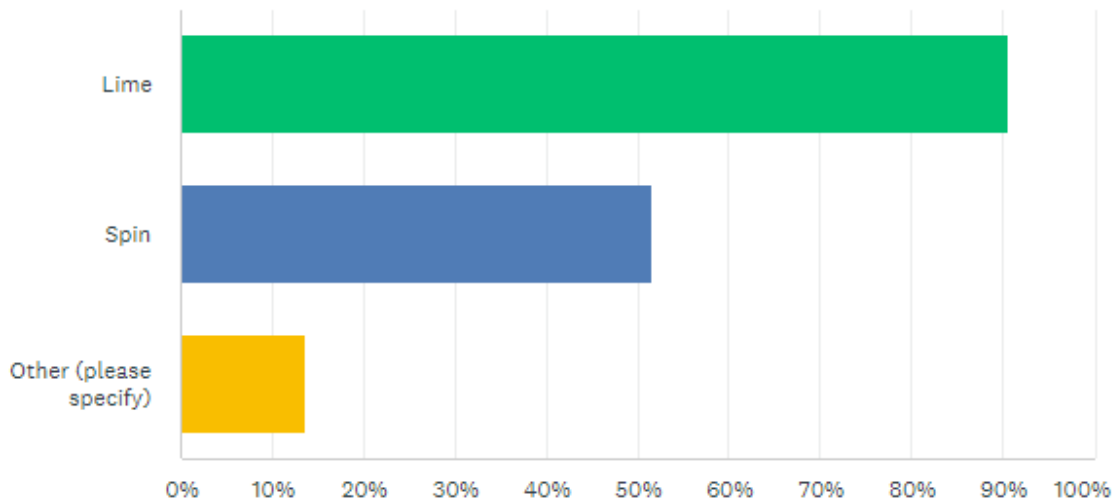
Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q8



When using Shared Micromobility, from which vendors have you rented vehicles? (select all that apply)

Answered: 95 Skipped: 212



ANSWER CHOICES	RESPONSES	
Lime	90.53%	86
Spin	51.58%	49
Other (please specify)	Responses 13.68%	13
Total Respondents: 95		

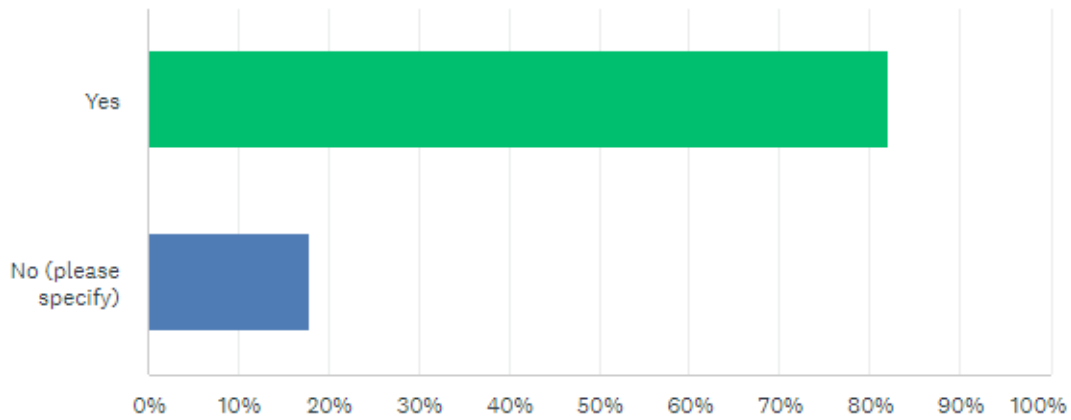
Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q9



If another vendor were added in Phoenix, would you use their service?

Answered: 95 Skipped: 212



ANSWER CHOICES	RESPONSES	
Yes	82.11%	78
No (please specify)	Responses 17.89%	17
TOTAL		95

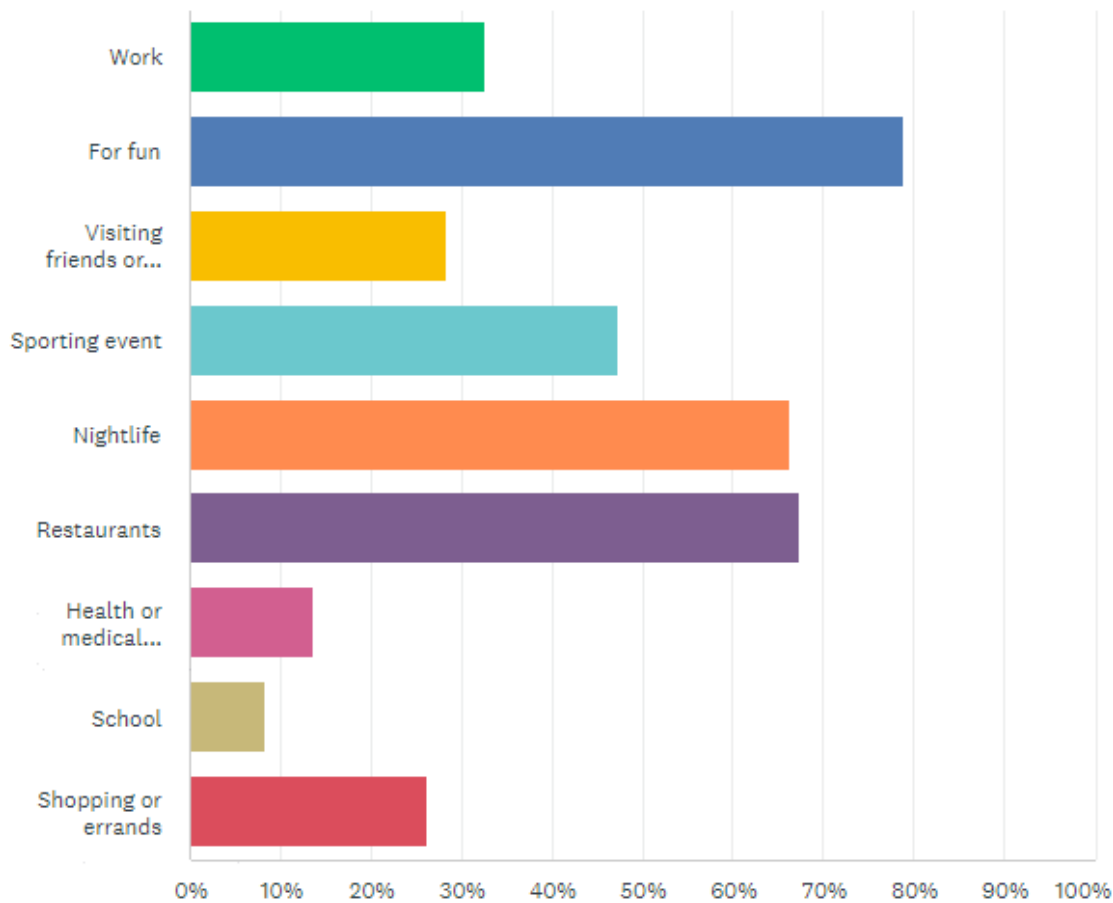
Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q10



What are the reasons you use Shared Micromobility?
(select all that apply)

Answered: 95 Skipped: 212



ANSWER CHOICES	RESPONSES	
Work	32.63%	31
For fun	78.95%	75
Visiting friends or family	28.42%	27
Sporting event	47.37%	45
Nightlife	66.32%	63
Restaurants	67.37%	64
Health or medical appointments	13.68%	13
School	8.42%	8
Shopping or errands	26.32%	25

Total Respondents: 95

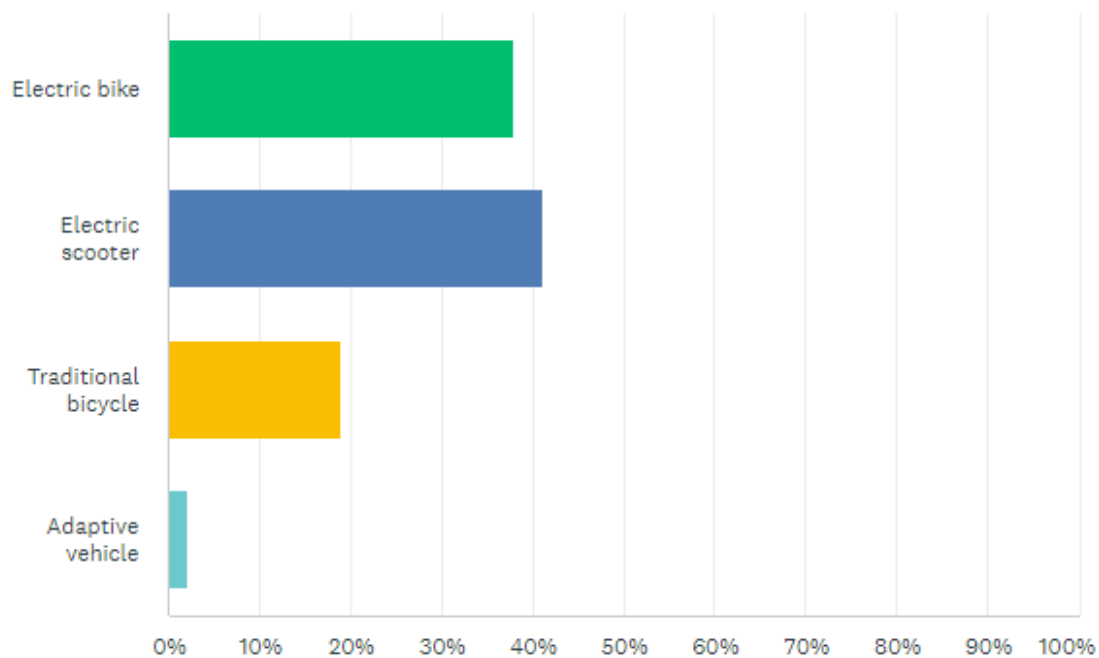
Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q11



On your next trip, if all four vehicles were available, which would you choose?

Answered: 95 Skipped: 212



ANSWER CHOICES	RESPONSES	
Electric bike	37.89%	36
Electric scooter	41.05%	39
Traditional bicycle	18.95%	18
Adaptive vehicle	2.11%	2
TOTAL		95

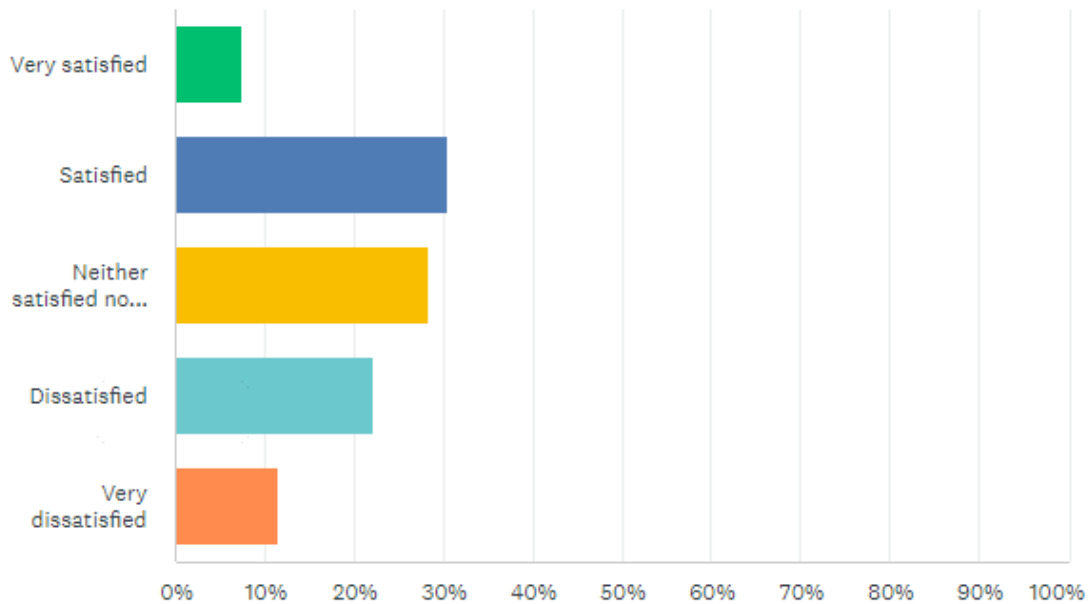
Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q12



Overall, how satisfied are you with the Phoenix Shared Micromobility Program?

Answered: 95 Skipped: 212



ANSWER CHOICES	RESPONSES	
Very satisfied	7.37%	7
Satisfied	30.53%	29
Neither satisfied nor dissatisfied	28.42%	27
Dissatisfied	22.11%	21
Very dissatisfied	11.58%	11
TOTAL		95

Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q13



Optional: Please specify why you selected your level of satisfaction.

Answered: 72 Skipped: 235

See comments in Attachment J

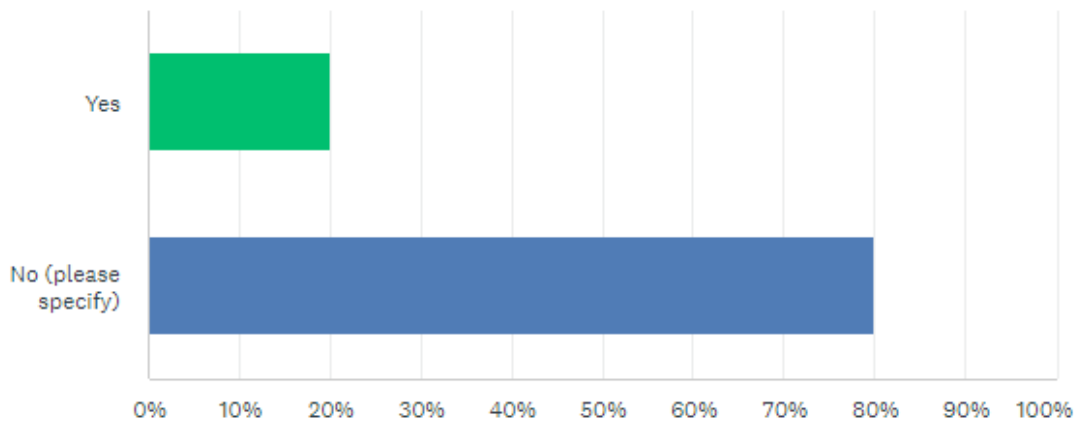
Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q14



Are you satisfied with the current boundaries of the Shared Micromobility Program? View the program boundary map:

Answered: 95 Skipped: 212



ANSWER CHOICES	RESPONSES	
Yes	20.00%	19
No (please specify)	80.00%	76
TOTAL		95

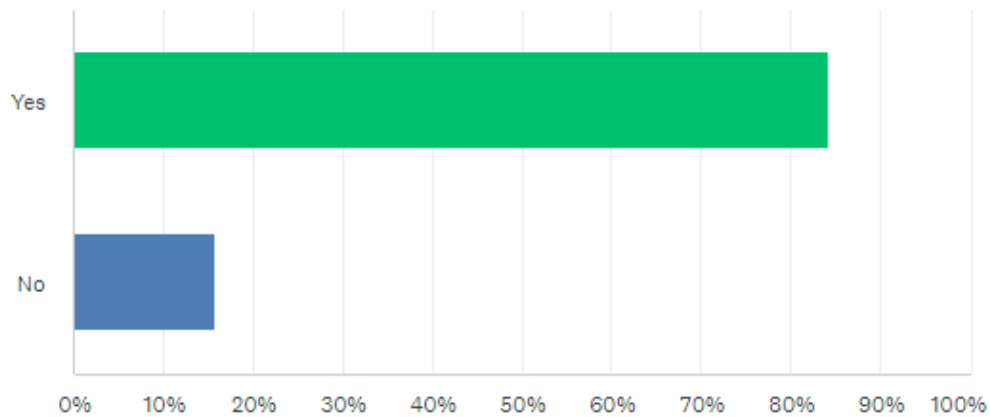
Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q15



Do you want to see the Phoenix Shared Micromobility Program in your neighborhood?

Answered: 95 Skipped: 212



ANSWER CHOICES	RESPONSES	
Yes	84.21%	80
No	15.79%	15
TOTAL		95

Q16



Optional: In which ZIP code do you live?

Answered: 90 Skipped: 217

Respondents who answered “No” to *Have you used the Shared Micromobility Program in Phoenix?*

Q17



If you have not ridden a shared micromobility vehicle, what has stopped you from trying them? (select all that apply)

Answered: 198 Skipped: 109

ANSWER CHOICES	RESPONSES	
I do not own a smart phone.	0.51%	1
The micromobility vehicles do not go where I need to go.	13.64%	27
I do not have shared micromobility vehicles in my neighborhood.	17.17%	34
The cost is too high.	11.62%	23
I do not feel safe riding micromobility vehicles.	44.95%	89
I do not want to share data.	30.30%	60
The shared micromobility vehicles are not available when I need them.	5.05%	10
I have a disability that prevents me from riding a shared micromobility vehicle.	6.57%	13
I am too young to rent a shared micromobility vehicle.	0.00%	0
I do not have a credit or debit card.	0.51%	1
I do not like shared micromobility vehicles.	46.46%	92
I am not interested in using shared micromobility.	60.61%	120
I have not had a reason to use micromobility.	34.34%	68
I do not have a valid driver’s license.	1.52%	3
Other (please specify)	Responses	21.72% 43
Total Respondents: 198		

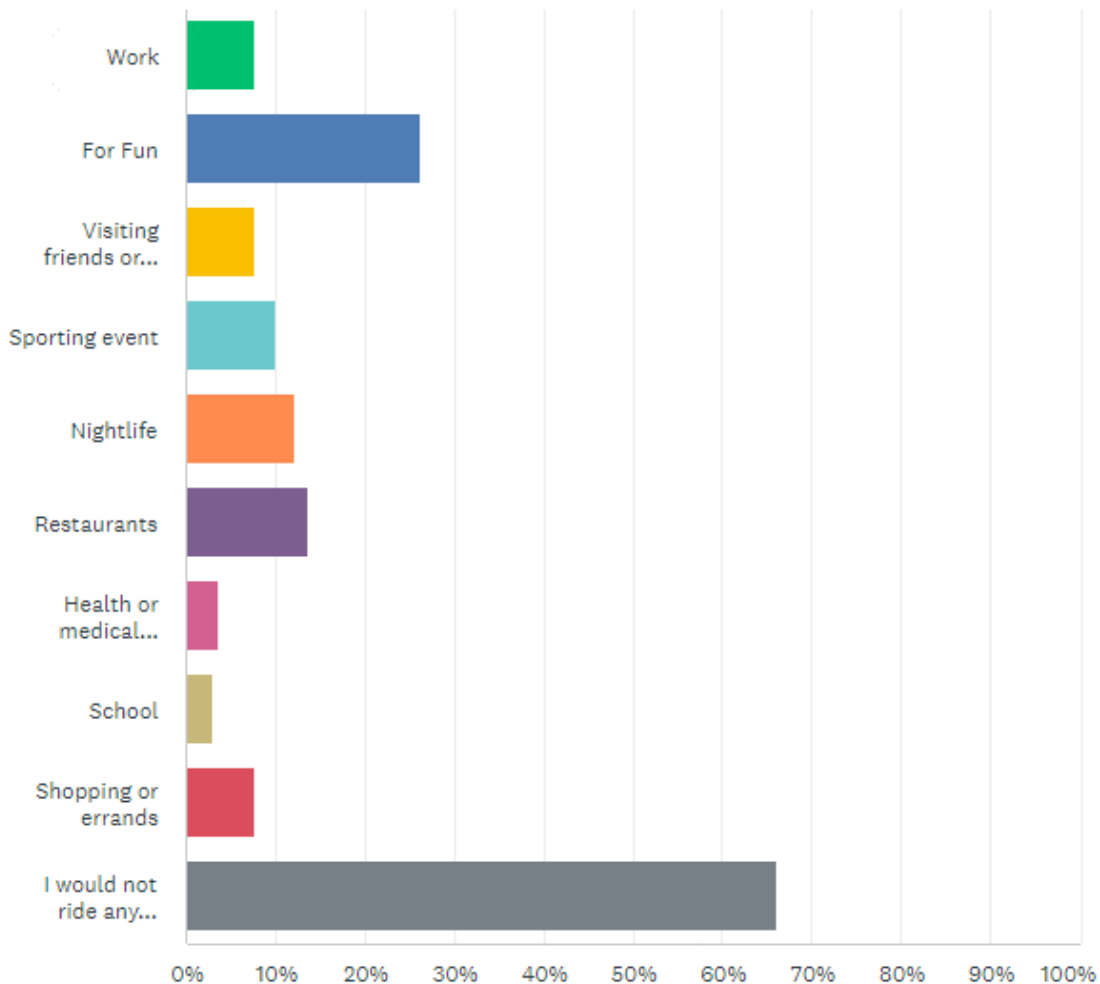
Respondents who answered “No” to *Have you used the Shared Micromobility Program in Phoenix?*

Q18



What are the reasons you might try using Shared Micromobility in the future? (select all that apply)

Answered: 198 Skipped: 109



ANSWER CHOICES	RESPONSES	
Work	7.58%	15
For Fun	26.26%	52
Visiting friends or family	7.58%	15
Sporting event	10.10%	20
Nightlife	12.12%	24
Restaurants	13.64%	27
Health or medical appointments	3.54%	7
School	3.03%	6
Shopping or errands	7.58%	15
		65

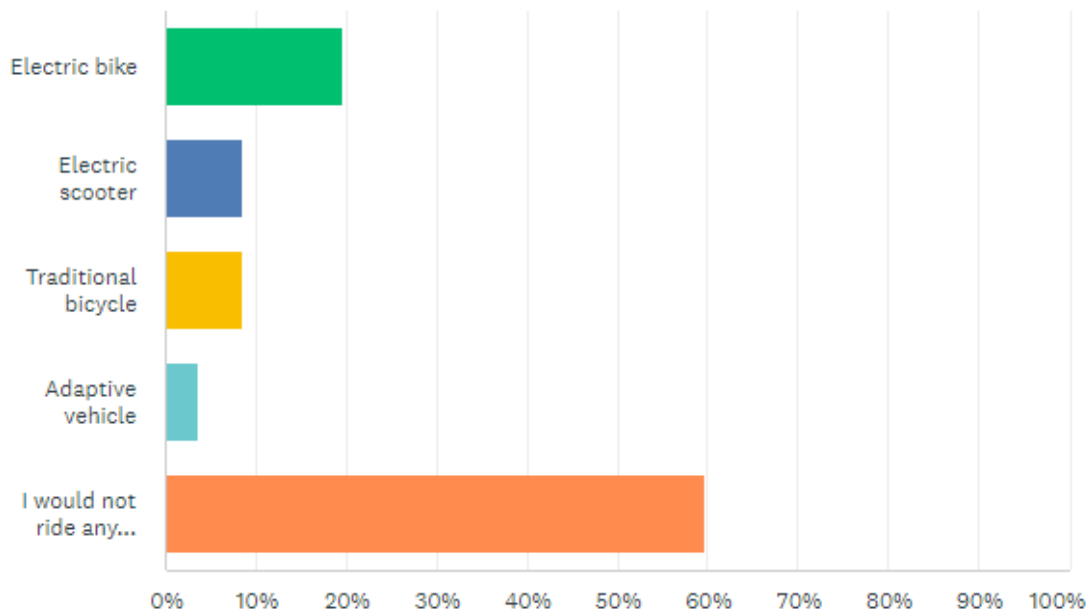
Respondents who answered “No” to *Have you used the Shared Micromobility Program in Phoenix?*

Q19



If you were to try Shared Micromobility, and all four vehicles were available, which would you choose?

Answered: 198 Skipped: 109



ANSWER CHOICES	RESPONSES	
Electric bike	19.70%	39
Electric scooter	8.59%	17
Traditional bicycle	8.59%	17
Adaptive vehicle	3.54%	7
I would not ride any micromobility vehicle.	59.60%	118
TOTAL		198

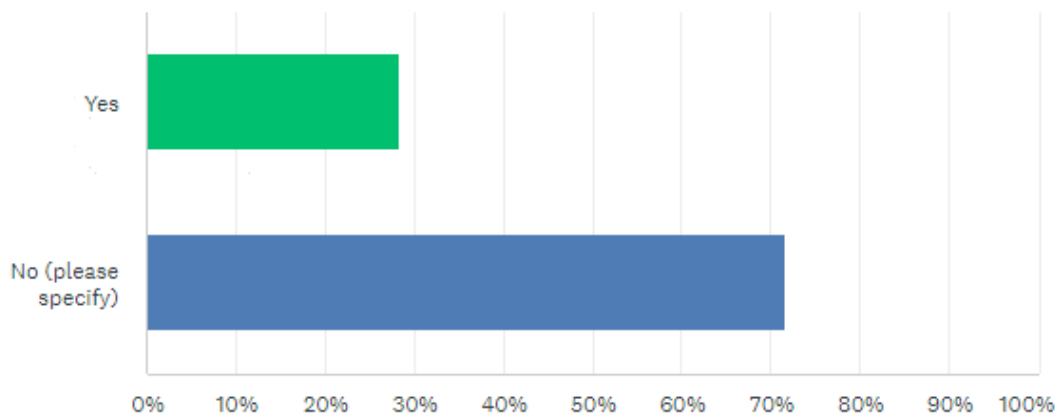
Respondents who answered “No” to *Have you used the Shared Micromobility Program in Phoenix?*

Q20



Are you satisfied with the current boundaries of the Shared Micromobility Program? View the program boundary map:

Answered: 198 Skipped: 109



ANSWER CHOICES	RESPONSES	
Yes	28.28%	56
No (please specify)	71.72%	142
TOTAL		198

See comments in Attachment J

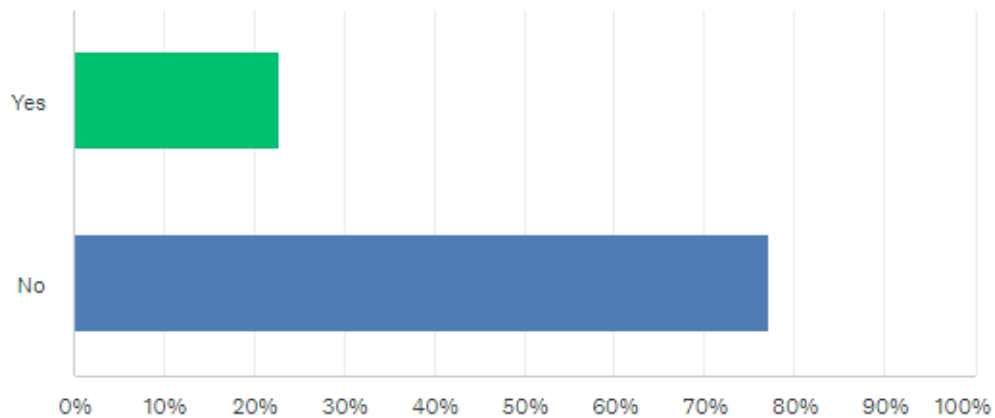
Respondents who answered “No” to *Have you used the Shared Micromobility Program in Phoenix?*

Q21



Do you want to see the Shared Micromobility Program in your neighborhood?

Answered: 198 Skipped: 109



ANSWER CHOICES	RESPONSES	
Yes	22.73%	45
No	77.27%	153
TOTAL		198

Q22



Optional: In which ZIP code do you live?

Answered: 132 Skipped: 175

Survey Responses – Spanish

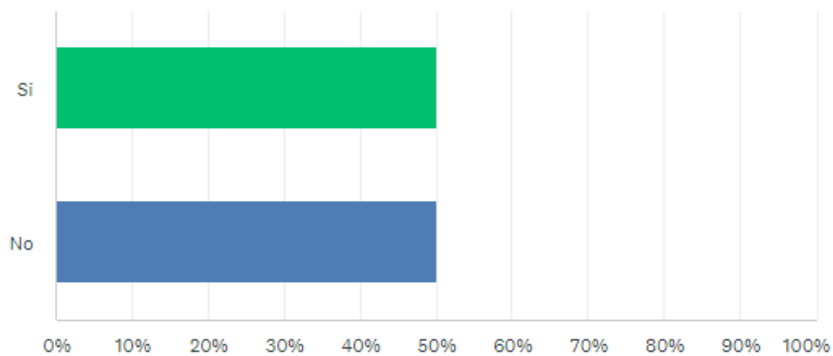
All Respondents

Q1



En esta encuesta, la Micromovilidad Compartida se refiere a la renta por corto tiempo de monopatines y bicicletas eléctricas, bicicletas tradicionales, o vehículos adaptables. ¿Has utilizado el Programas de Micromovilidad Compartida de Phoenix?

Answered: 2 Skipped: 0



ANSWER CHOICES	RESPONSES	
Si	50.00%	1
No	50.00%	1
TOTAL		2

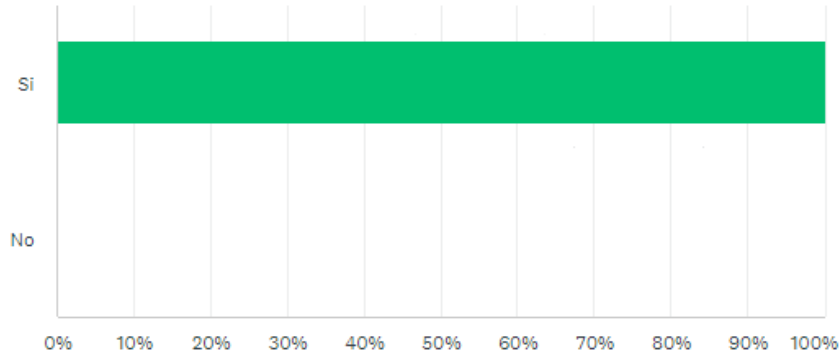
All Respondents

Q2



¿Sabías que es contra la ley andar en un e-scooter [monopatín eléctrico] o una e-bike [bicicleta eléctrica] en las banquetas de la Municipalidad de Phoenix?

Answered: 1 Skipped: 1



ANSWER CHOICES	RESPONSES	
Si	100.00%	1
No	0.00%	0
TOTAL		1

All Respondents

Q3



Por favor indica que opinas de las siguientes declaraciones relacionadas al Programa de Micromovilidad Compartida de Phoenix. Estas declaraciones se han elaborado para obtener información y no reflejan la postura de la Municipalidad de Phoenix sobre el programa de micromovilidad compartida. (Opciones: Totalmente de acuerdo, De acuerdo, Neutral, En desacuerdo, Totalmente en desacuerdo)

Answered: 1 Skipped: 1

	TOTALMENTE DE ACUERDO	DE ACUERDO	NEUTRAL	EN DESACUERDO	TOTALMENTE EN DESACUERDO	TOTAL
Me parece que andar en un e-scooter [monopatín eléctrico] o una e-bike [bicicleta eléctrica] en Phoenix no es seguro.	0.00% 0	0.00% 0	0.00% 0	100.00% 1	0.00% 0	1
Veo personas que utilizan vehículos de micromovilidad en las banquetas.	100.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1
Andaría más en vehículos de micromovilidad si hubiese más carriles para bicicletas.	0.00% 0	100.00% 1	0.00% 0	0.00% 0	0.00% 0	1
Me gustaría andar en la banqueta cuando no haya un carril para bicicletas.	100.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1
Los vehículos de micromovilidad deberían estar disponibles para rentarlos las 24 horas del día.	100.00% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	1

All Respondents

Q4



Opcional: ¿Tienes comentarios adicionales sobre el Programa de Micromovilidad Compartida?

Answered: 0 Skipped: 2

Q5



Opcional: ¿En qué año naciste? (ingresa los 4 dígitos de tu año de nacimiento; por ejemplo, 1976)

Answered: 0 Skipped: 2

Q6



Opcional: Género

Answered: 0 Skipped: 2

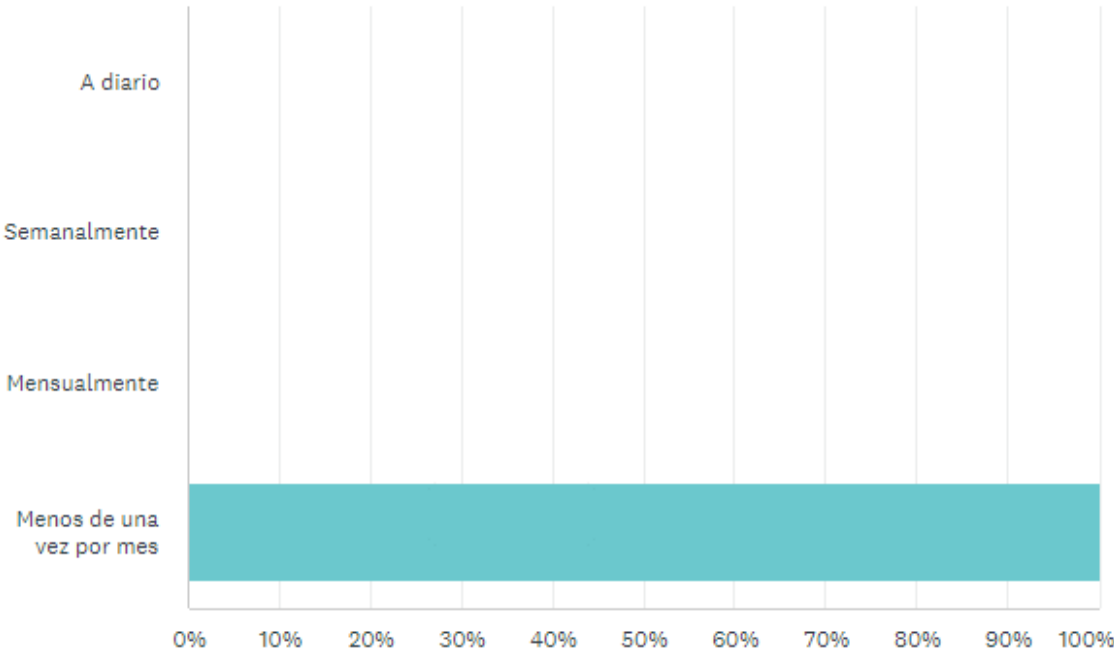
Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q7



¿Qué tan seguido utilizas la Micromovilidad Compartida?

Answered: 1 Skipped: 1



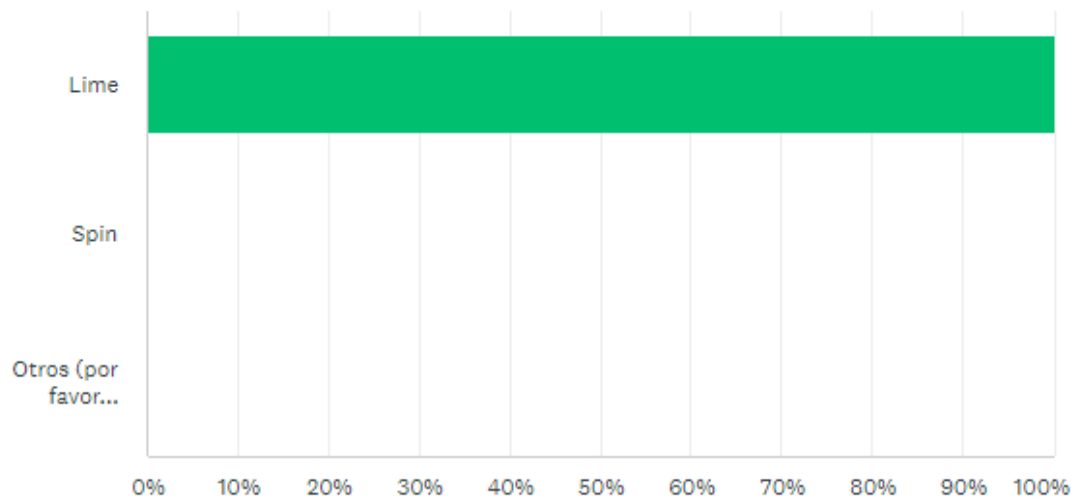
Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q8



Quando utilizas la Micromovilidad Compartida, ¿A qué proveedores les has rentado vehículos? (selecciona todo lo que aplique)

Answered: 1 Skipped: 1



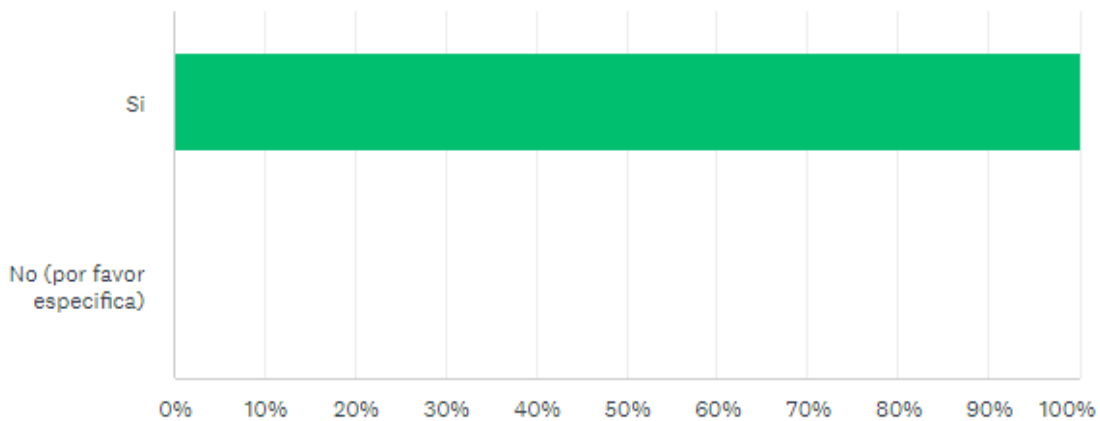
Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q9



Si se agregara otro proveedor en Phoenix, ¿utilizarías sus servicios?

Answered: 1 Skipped: 1



ANSWER CHOICES	RESPONSES	
Si	100.00%	1
No (por favor especifica)	Responses 0.00%	0
TOTAL		1

Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q10



¿Por qué motivos utilizas la micromovilidad compartida? (selecciona todo lo que aplique)

Answered: 1 Skipped: 1

ANSWER CHOICES	RESPONSES	
Trabajo	100.00%	1
Por diversión	100.00%	1
Visitar amigos o familia	0.00%	0
Eventos deportivos	0.00%	0
Vida nocturna	100.00%	1
Restaurantes	0.00%	0
Citas relacionadas a la salud	0.00%	0
Escuela	0.00%	0
Ir de comprar o hacer diligencias	0.00%	0
Total Respondents: 1		

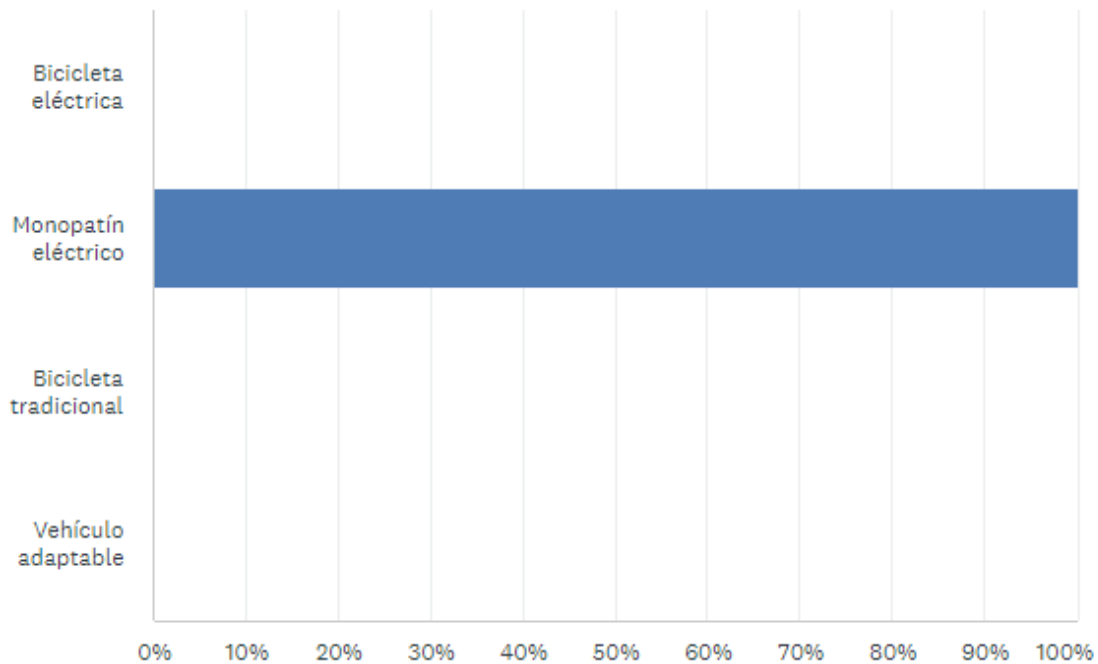
Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q11



En tu siguiente viaje, si todos los cuatro vehículos estuviesen disponibles, ¿cuál elegirías?

Answered: 1 Skipped: 1



ANSWER CHOICES	RESPONSES	
Bicicleta eléctrica	0.00%	0
Monopatín eléctrico	100.00%	1
Bicicleta tradicional	0.00%	0
Vehículo adaptable	0.00%	0
TOTAL		1

Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q12



En general, ¿qué tan satisfecho/a estás con el Programas de Micromovilidad Compartida de Phoenix?

Answered: 1 Skipped: 1

ANSWER CHOICES	RESPONSES	
Muy satisfecho/a	100.00%	1
Satisfecho/a	0.00%	0
Ni satisfecho/a ni insatisfecho/a	0.00%	0
Insatisfecho/a	0.00%	0
Muy insatisfecho/a	0.00%	0
TOTAL		1

Q13



Opcional: Por favor especifica porque seleccionaste tu nivel de satisfacción.

Answered: 0 Skipped: 2

Q14



¿Estás satisfecho/a con los límites actuales del Programa de Micromovilidad Compartida? Aquí puedes ver el mapa con los límites:

Answered: 1 Skipped: 1

ANSWER CHOICES	RESPONSES	
Si	100.00%	1
No (por favor especifica)	Responses 0.00%	0
TOTAL		1

Respondents who answered “Yes” to *Have you used the Shared Micromobility Program in Phoenix?*

Q15



¿Te gustaría tener el Programa de Micromovilidad Compartida en tu vecindario?

Answered: 1 Skipped: 1

ANSWER CHOICES	RESPONSES	
Si	100.00%	1
No	0.00%	0
TOTAL		1

Q16



Opcional: ¿Cuál es tu código postal?

Answered: 0 Skipped: 2

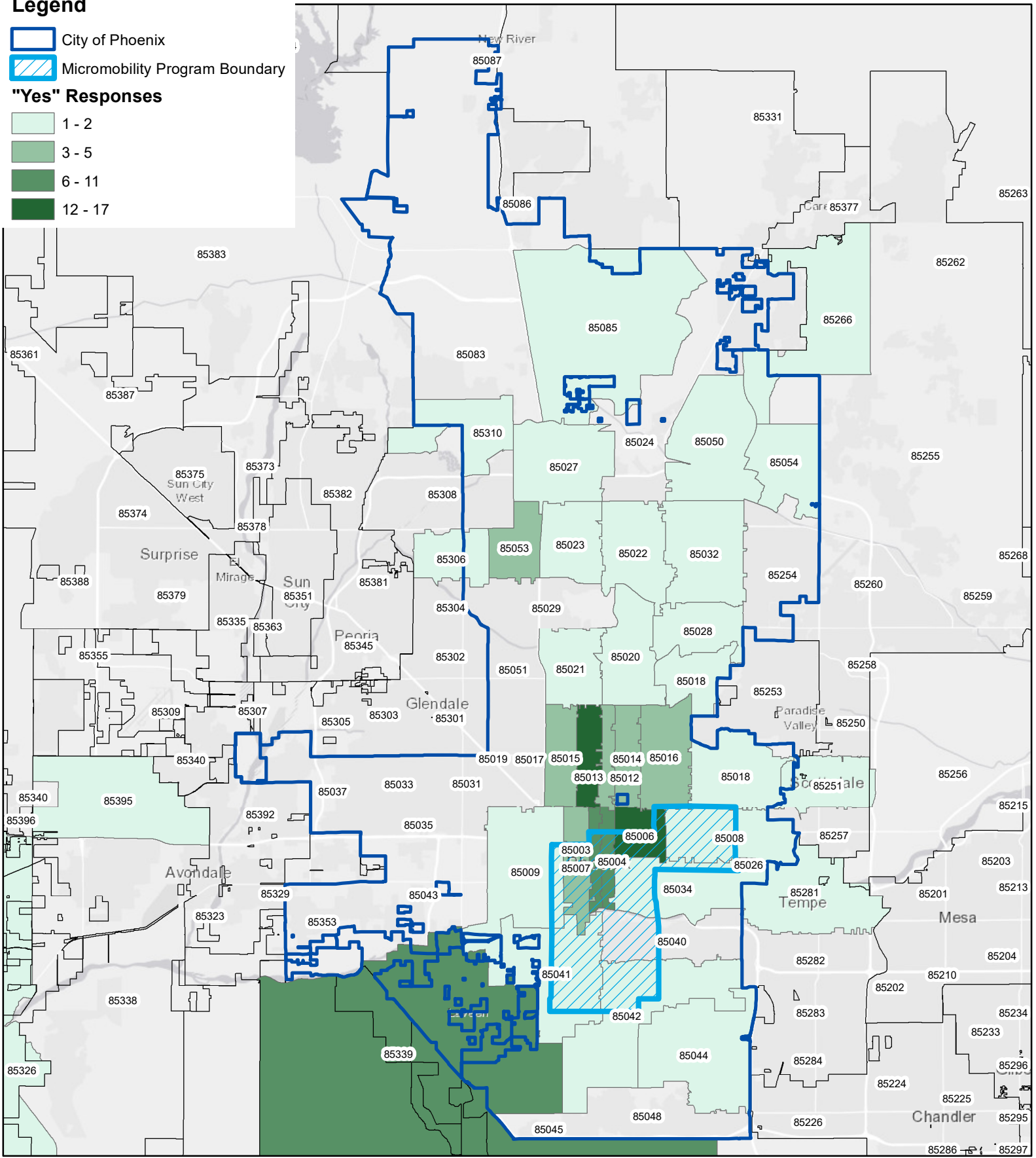
Respondents who answered “No” to *Have you used the Shared Micromobility Program in Phoenix?*

There were no responses for this section of the Spanish survey. All questions were skipped.

Respondents who are interested in Shared Micromobility Expansion



Legend

- City of Phoenix
- Micromobility Program Boundary
- "Yes" Responses
 - 1 - 2
 - 3 - 5
 - 6 - 11
 - 12 - 17







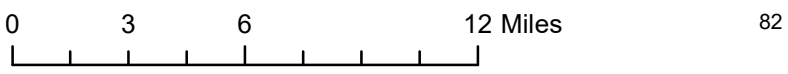
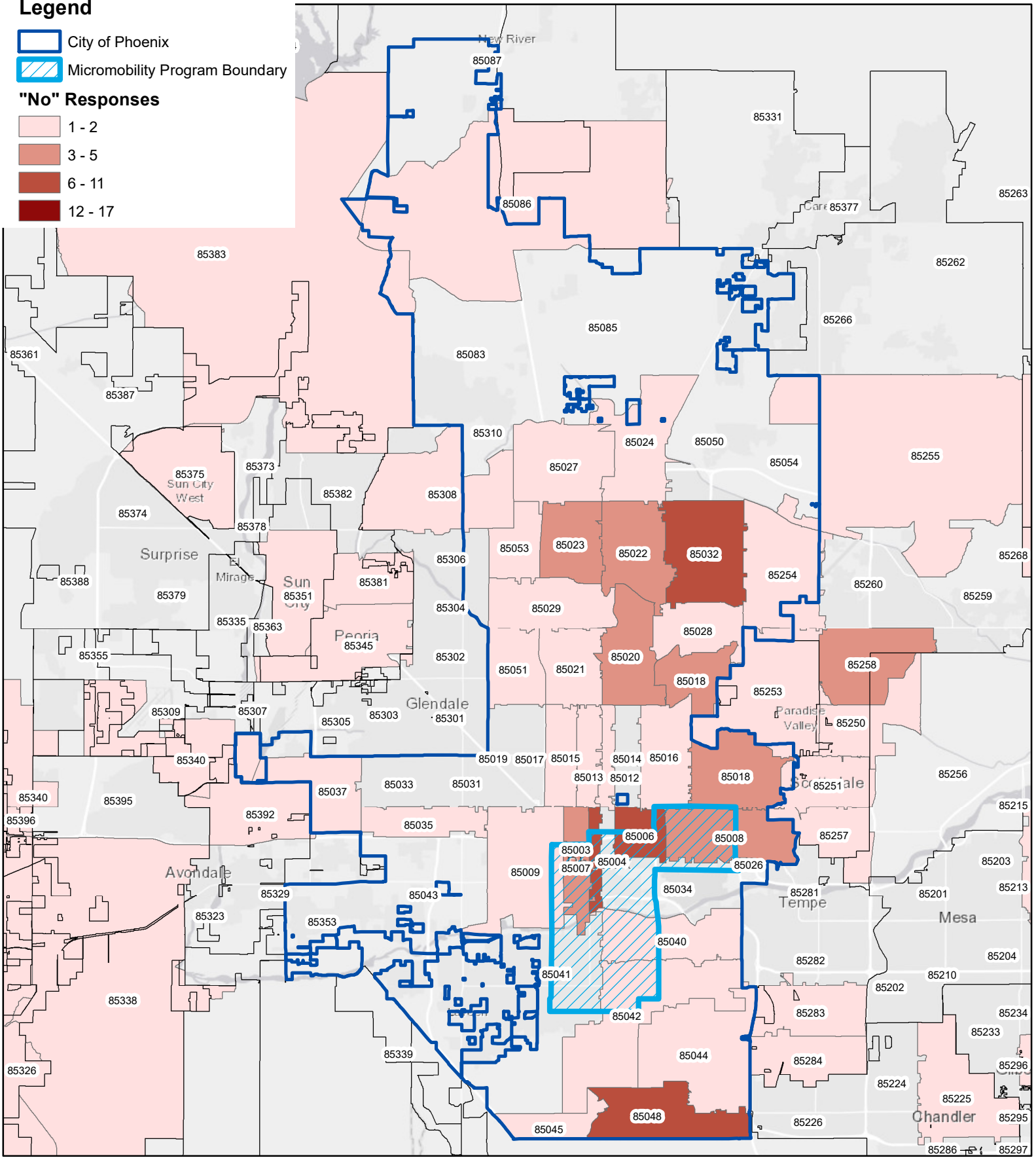
Respondents who are not interested in Shared Micromobility Expansion

Legend

-  City of Phoenix
-  Micromobility Program Boundary

"No" Responses

-  1 - 2
-  3 - 5
-  6 - 11
-  12 - 17





Shiraz Malul
Micromobility Planner II
City of Phoenix Street Transportation Department
200 W. Washington Street
Phoenix, AZ 85003

January 2, 2024

Delivered via Email

Re: Program Expansion

Dear Shiraz,

On behalf of Spin, we appreciate your strong partnership with us and interest in exploring program expansion of the Service Area for shared mobility services in Phoenix. We are committed to working closely with your team to determine which areas would benefit most from expanded access to shared e-scooters, while at the same time prioritizing a gradual approach that enables us to deploy our devices with flexibility and to scale-up based on ridership trends.

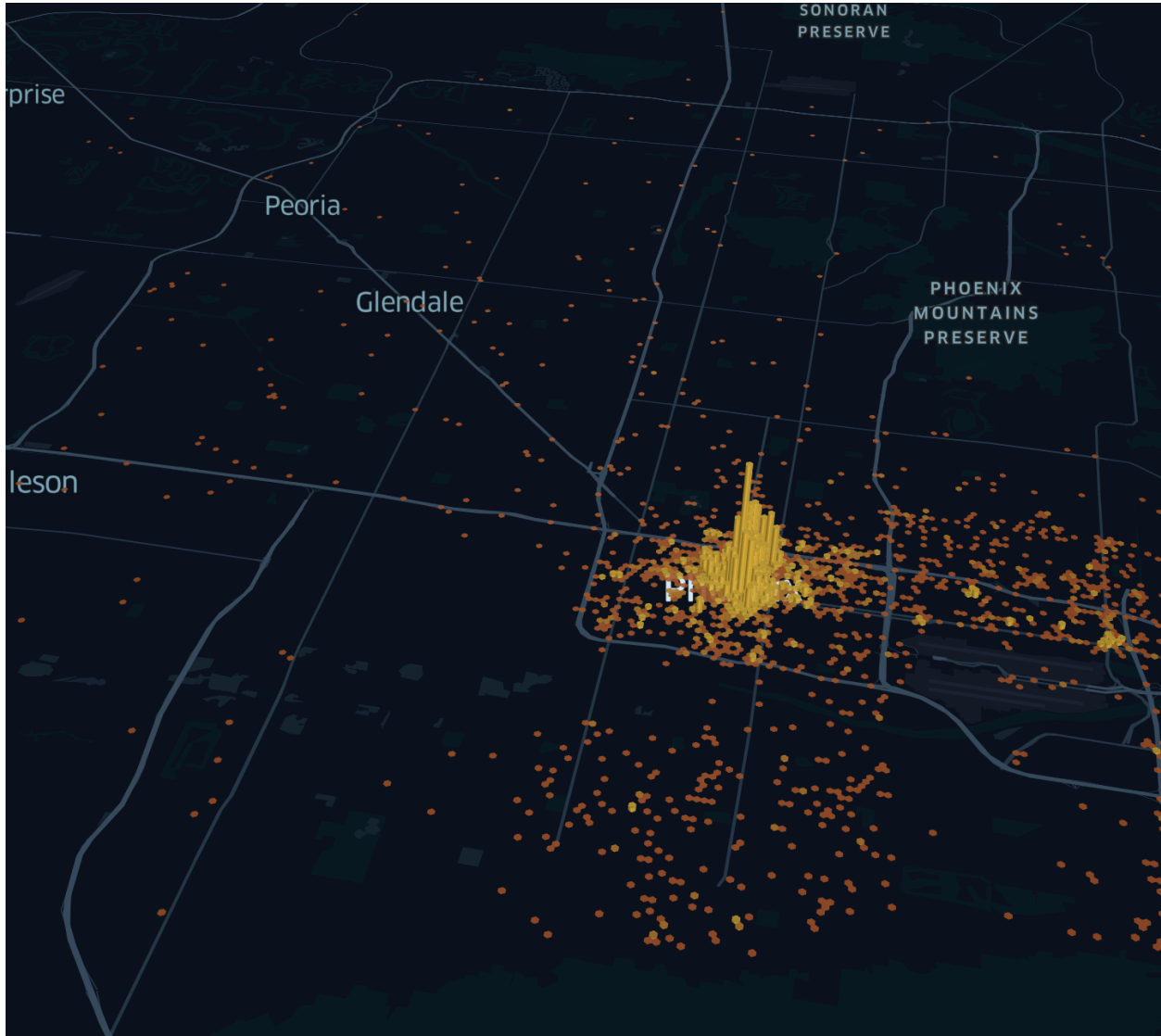
I. Recommended Program Expansion Area

As discussed previously, we would recommend a gradual expansion of the approved Service Area to the north where there are already strong indications of unmet user demand. This could include a number of communities, including Midtown, Uptown, Biltmore, North PHX along Metro Light Rail, and Glendale near Cardinals stadium. Given the uncertainty regarding daily ridership levels in these areas, we recommend the City allow both operators to deploy devices in these areas without any minimum device requirements. This flexible approach encourages expansion into new regions of the City while also allowing operators to continue deploying shared e-scooters and e-bikes where they are in the greatest demand.

II. Visualization of User Demand in Phoenix

On the following page, we have provided a data visualization of public demand for our shared mobility services based on the geographic locations of users when they open the Spin app.

We hope this aggregate user data from our customers provides greater insight into our geographic preferences for program expansion in Phoenix. To complement this data visualization, we have also previously shared a separate spreadsheet with the precise longitude and latitude of Spin app opens to assist the City in better understanding precisely where public demand is highest (and sometimes unmet) for shared mobility options.



We are committed to partnering with the City to provide all residents and visitors of Phoenix with a safe, affordable, and sustainable mobility alternative to cars. We appreciate the opportunity to share our suggestions for expanding the program boundaries and improving access to our shared mobility options.

Thank you for your consideration,

Brit Moller
Head of Public Policy & Communications
Spin



Lime Expansion Preference Letter

January 9, 2024

VIA ELECTRONIC EMAIL

Shiraz Malul
Micromobility Planner II
City of Phoenix Street Transportation Department
200 W. Washington Street
Phoenix, AZ 85003

Re: Program Expansion

Dear Shiraz:

Thank you for your ongoing support of Phoenix's Shared Mobility Program. We are writing to express our interest in exploring the expansion of the service area for shared mobility services within Phoenix.

As mentioned earlier, we encourage a progressive expansion to include Glendale near State Farm Stadium/Westgate, Midtown, Uptown, Biltmore, and North Phoenix along the Metro Light Rail. Additionally, we are interested in exploring Deer Valley, Norterra, and Paradise Valley Village.

We recommend the City allow operators the flexibility to deploy devices in any expanded areas without any minimum requirements to ensure we can continue to meet the demands of residents as needed.

Thanks for your consideration,

A handwritten signature in black ink, appearing to read "Charlie Mastoloni".

Charlie Mastoloni
Senior Manager, Government Relations Southwest
Neutron Holdings, Inc. d/b/a Lime