



Micromobility Safety Update

Public Safety Committee
September 24, 2024



CITY OF
GRAND
RAPIDS

Mobile GR



What is Micromobility?

GR City Code: Title X, Chapter 181, Article 8

- Moves 1 Person at a time
- Manual or Small Electric Motor
- Privately Owned or Shared Fleet



Shared Scooter/Bike Program

Taking Rides Towards Transportation for All in Grand Rapids

400K+

Annual Rides

1600

Scooters+Bikes

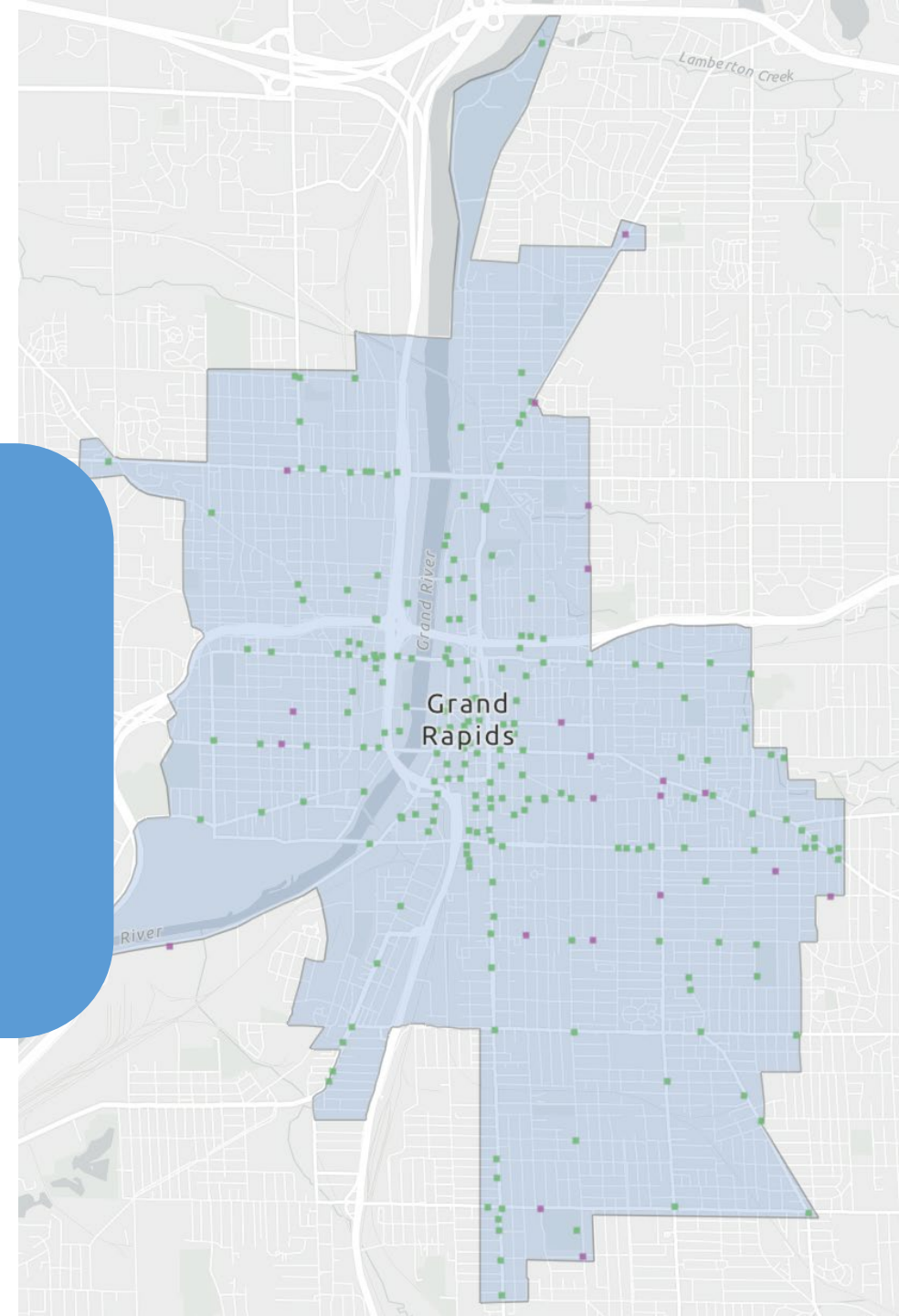
~300

Parking Zones

Transportation Equity Program (Global Top 10!)

Full Report Coming Soon

- ✓ 90 Day Pilot
- ✓ 100% Reduced Fees for Eligible Applicants
- ✓ 22K+ Trips | 900+ Riders



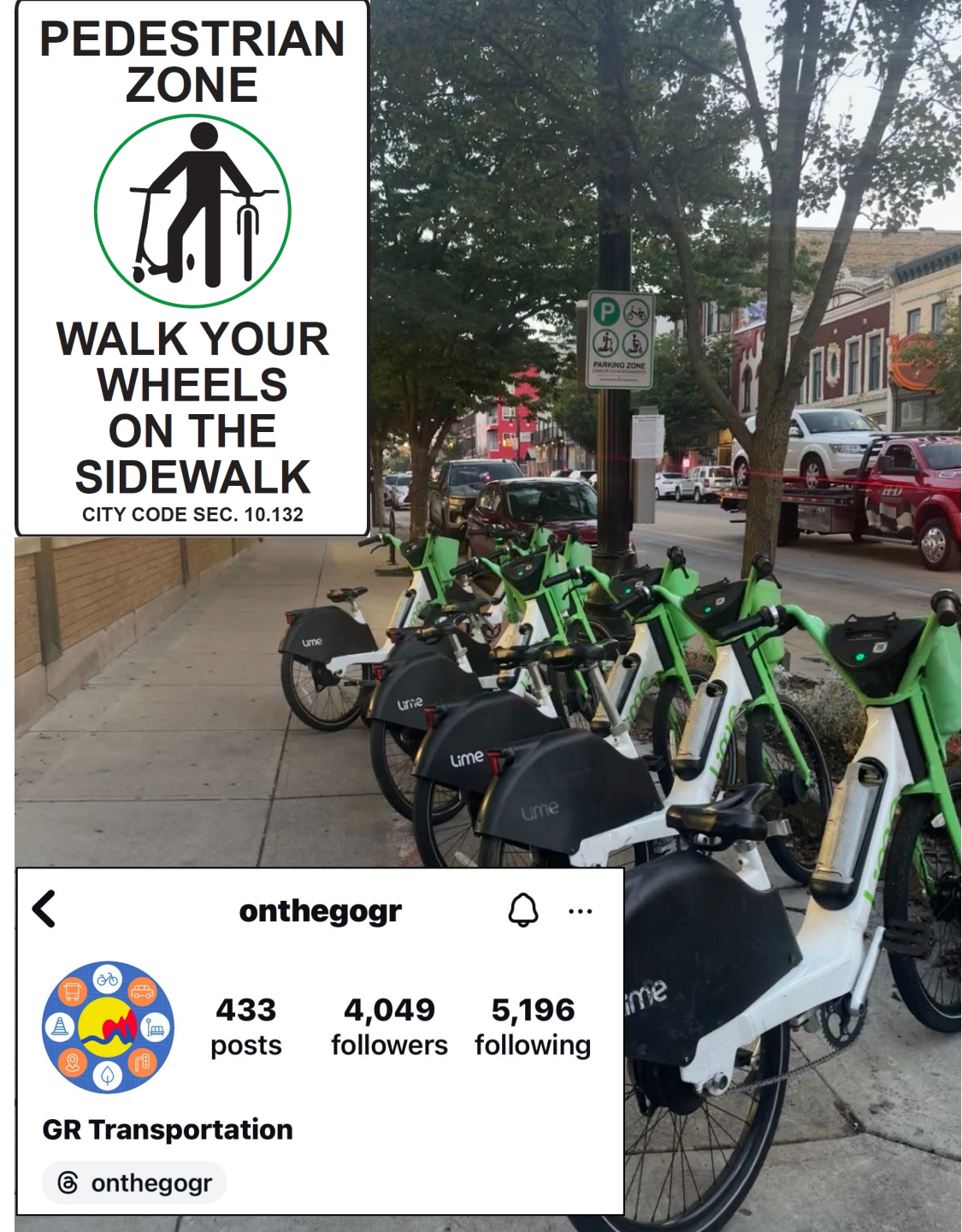
Micromobility Safety Challenges




- Some riders are choosing not to follow local regulations and safety guidelines.
- Some riders have had accidents due to various activities, resulting in serious injury.
 - ❖ In 2024, Fire/EMS has responded to **72** micromobility crashes.
 - ❖ **55** were individuals fallen from a scooter or collided with a curb or other infrastructure.
 - ❖ **14** were scooters vs vehicles
 - ❖ **3** were bicycle or moped vs vehicles
 - ❖ **1** Scooter vs Scooter!
- Some riders are observed using sidewalks rather than streets or bicycle infrastructure to ride scooters and bicycles.
- Some community members simply feel safer riding on the sidewalk or other pedestrian facilities – we need on-street infrastructure that helps people feel safe.
- Some vehicle drivers are not accustomed to sharing space with slower speed travelers.

What's the Response?

- Building Safer Infrastructure for All!
 - Infrastructure Today: 113 miles
 - +25 miles/new or upgraded since 2020
- Educational Signage & Messaging
 - Follow us! @onthegoGR
 - On-Street Signage for Parking & Ped Zones
- On-Going Fleet Management
 - Geofencing, Designated Parking Zones
 - In-App Messaging for How-To & Safety



← onthegoGR 🔔 ...

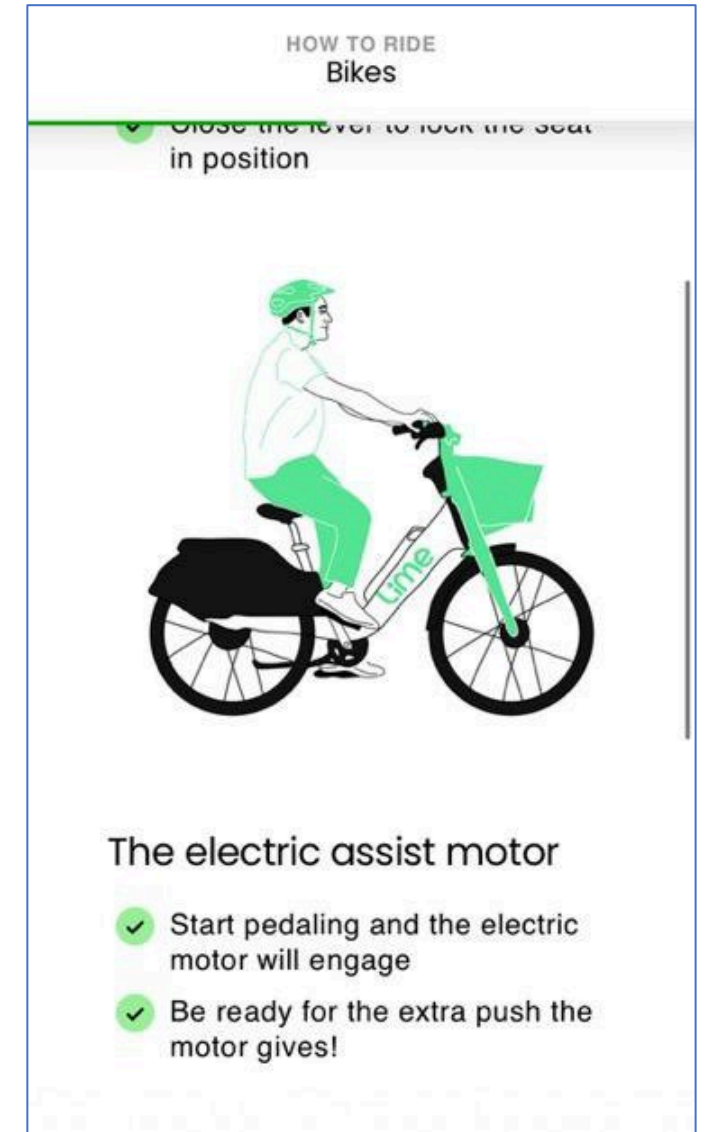
 **433** posts **4,049** followers **5,196** following

GR Transportation

@ onthegoGR

Partnering Together for Education & Messaging

- Data from other departments (police, fire, special events)
 - Our data helps inform through incident reports and observed behaviors what challenges may need addressed.
- In-App Safety Messaging
 - How to Ride
 - Local Regulations
 - Safety Recommendations



In-App Safety & Local Regulations Messaging

Keep yourself and your city safe



Wear a helmet when riding.



Test the brakes before riding by squeezing them and rocking the vehicle forward and back. The vehicle should not move.



Ride in bike lanes whenever possible.



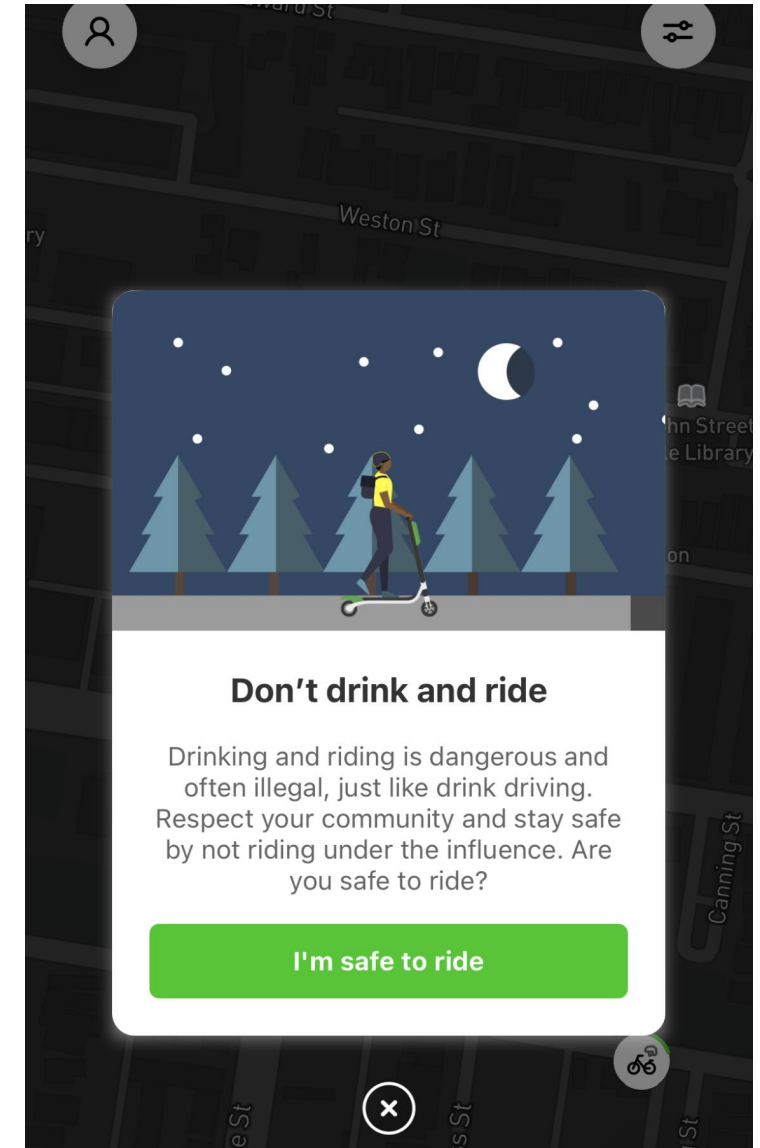
Park out of public pathways and upright with the kickstand down. You may be fined for improper parking.

HOW TO RIDE Bikes


You may be fined for improper parking.

Local rules and regulations

- 1 Check your vehicle before riding
- 2 Follow local traffic rules
- 3 You must be at least 18 years old
- 4 One rider per vehicle
- 5 Don't drink alcohol and ride
- 6 Avoid distractions whilst riding such as using headphones or listening to music
- 7 Exercise caution. Particularly while riding downhill and avoid potholes
- 8 Ride at your own risk



Managing the Fleet

- Geofencing - Invisible fences that control access, speeds, and electric assist.
- Geofencing shown on an in-app map in **red**.
- Designated Parking Zones (DPZs) 



The Future of Micro-Mobility

- 1 E-Bike sold every minute in US in 2020
- 30% rise in micromobility devices (shared and owned)
- USDOT transportation funding is continuing to focus on more Active Transportation Modes
- Our city is growing!



THANK YOU!

