

# NABSA Webinar: Shared Micromobility and Pandemic - Navigating Our Response

April 9, 2020

# NABSA

THE FUTURE IS SHARED

# Your Presenters



**Caroline Samponaro**  
Head of Micromobility  
& Transit Policy, Lyft



**Laura Fox**  
General Manager,  
Citi Bike



**Aaron Ritz**  
Transportation Programs  
Manager,  
City of Philadelphia



**Alison Cohen**  
President and CEO,  
Bicycle Transit Systems



**Maurice Henderson**  
Director of Government  
Partnerships,  
Bird

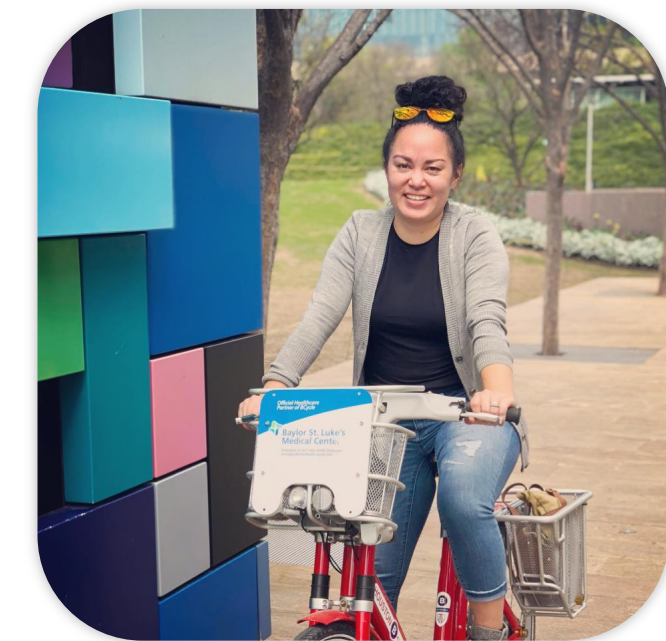


**Colin K. Hughes**  
Head of Micromobility Policy,  
Uber and JUMP

## Your Facilitator

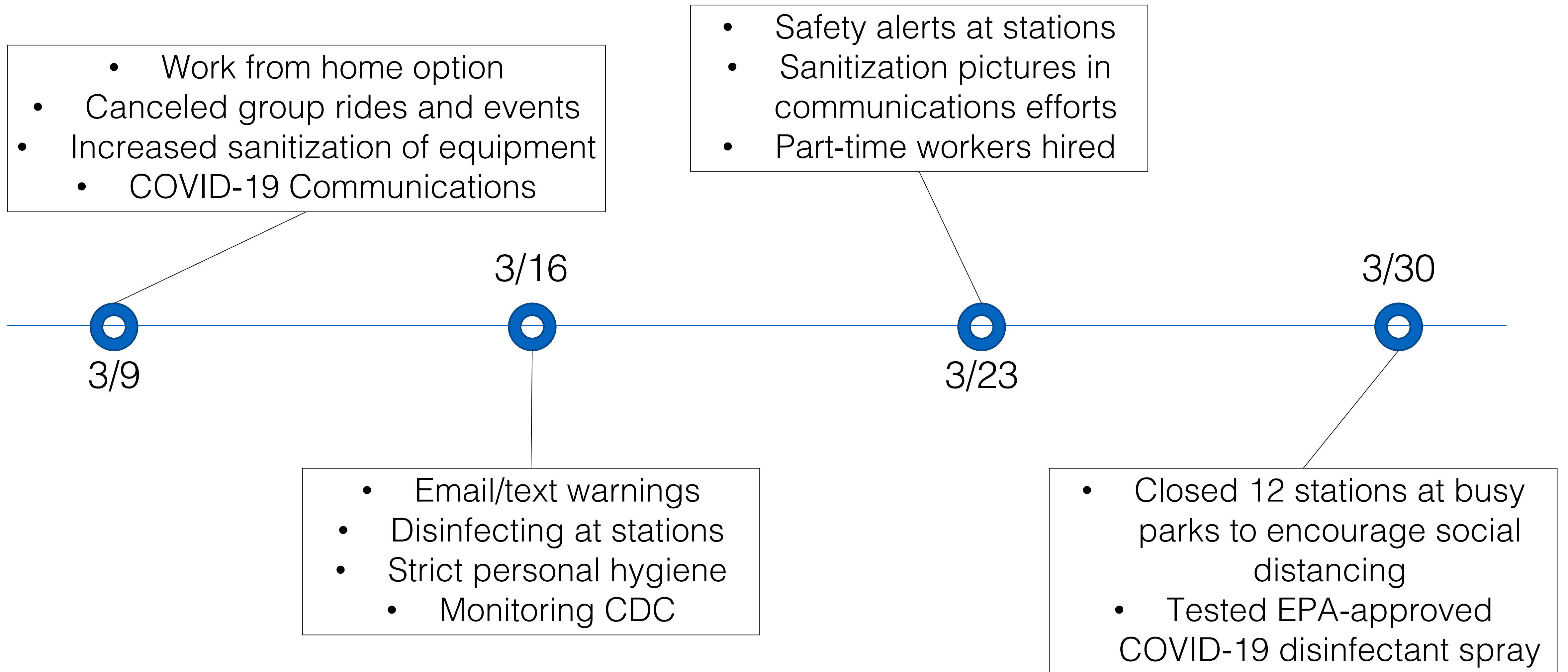


**Sam Herr**  
Executive Director,  
NABSA



**Beth Martin**  
Executive Director,  
Houston Bike Share







THIS STATION  
**IS CLOSED**  
DUE TO OVERCROWDING.



DOWNLOAD THE FREE APP TO FIND  
OPEN STATIONS: [BCYCLE.COM/APP](https://bcycle.com/app)

MAINTAIN 6 FT. OF DISTANCE FROM  
PEOPLE AT ALL TIMES.

RIDE SAFELY. WASH YOUR HANDS.

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ESTE QUIOSCO  
**ESTÁ CERRADA**  
DEBIDO A LA SOBRECARGA.

DESCARGUE LA APLICACIÓN GRATUITA  
Y ENCUENTRE LAS ABIERTAS:  
[BCYCLE.COM/APP](https://bcycle.com/app)

MANTENGA 6 PIES DE DISTANCIA DE  
PERSONAS EN TODO MOMENTO.

VIAJA SEGURO. LAVA TUS MANOS.



Automobile traffic may be down, but bike use in Houston appears to be surging. Trips on Houston B-Cycle — each time one of the bicycles was checked out from a kiosk — were 51 percent higher from Feb. 23 to Tuesday, compared with last year, bike share officials said.

“It’s often more than one factor,” B-Cycle spokesman Henry Morris said. “Personally, I think the combination of good weather, spring break, school and work closures, and the need for solo or small group transportation/recreation options because of social distancing rules are all contributing to the rise in trips.”



Houston’s bike-sharing program is closing 12 stations, including some in and near the area, in an attempt to curb overcrowding at parks as well as the spread of COVID-19.

Houston Bcycle, a nonprofit created by the city in 2012, announced Friday that is closing some high-traffic stations and strengthening its sanitization efforts at all of its 100-plus stations in the city.

#### TRANSPORTATION

## Houston Bike Share Closing Some Stations Amid Coronavirus, Despite Strong Numbers

Houston BCycle is encouraging people to keep riding, but it’s closing some of its more active stations.

GAIL DELAUGHTER | APRIL 5, 2020, 4:36 PM (LAST UPDATED: APRIL 6, 2020, 10:18 AM)

Share



Gail Delaughter/Houston Public Media

The Houston BCycle station outside the shuttered Leonel Castillo Community Center remains open in the Near Northside neighborhood.

# Indego COVID- 19 Response

Aaron Ritz  
Transportation  
Programs Manager

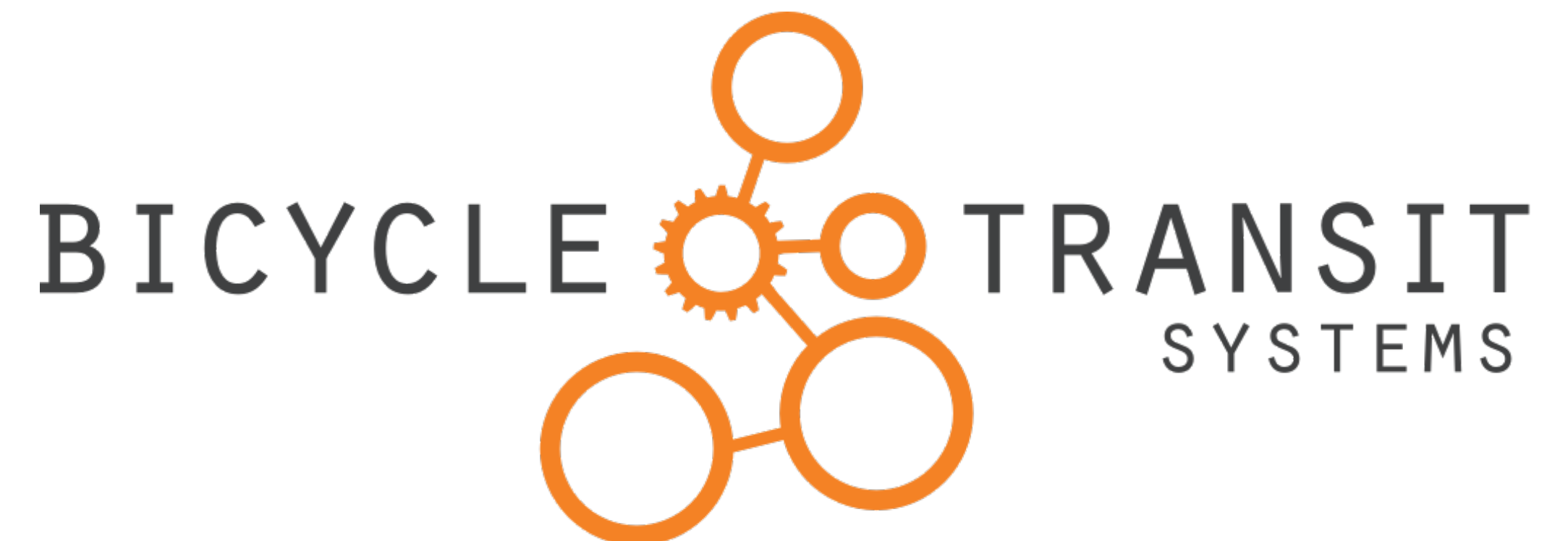


Alison Cohen  
CEO

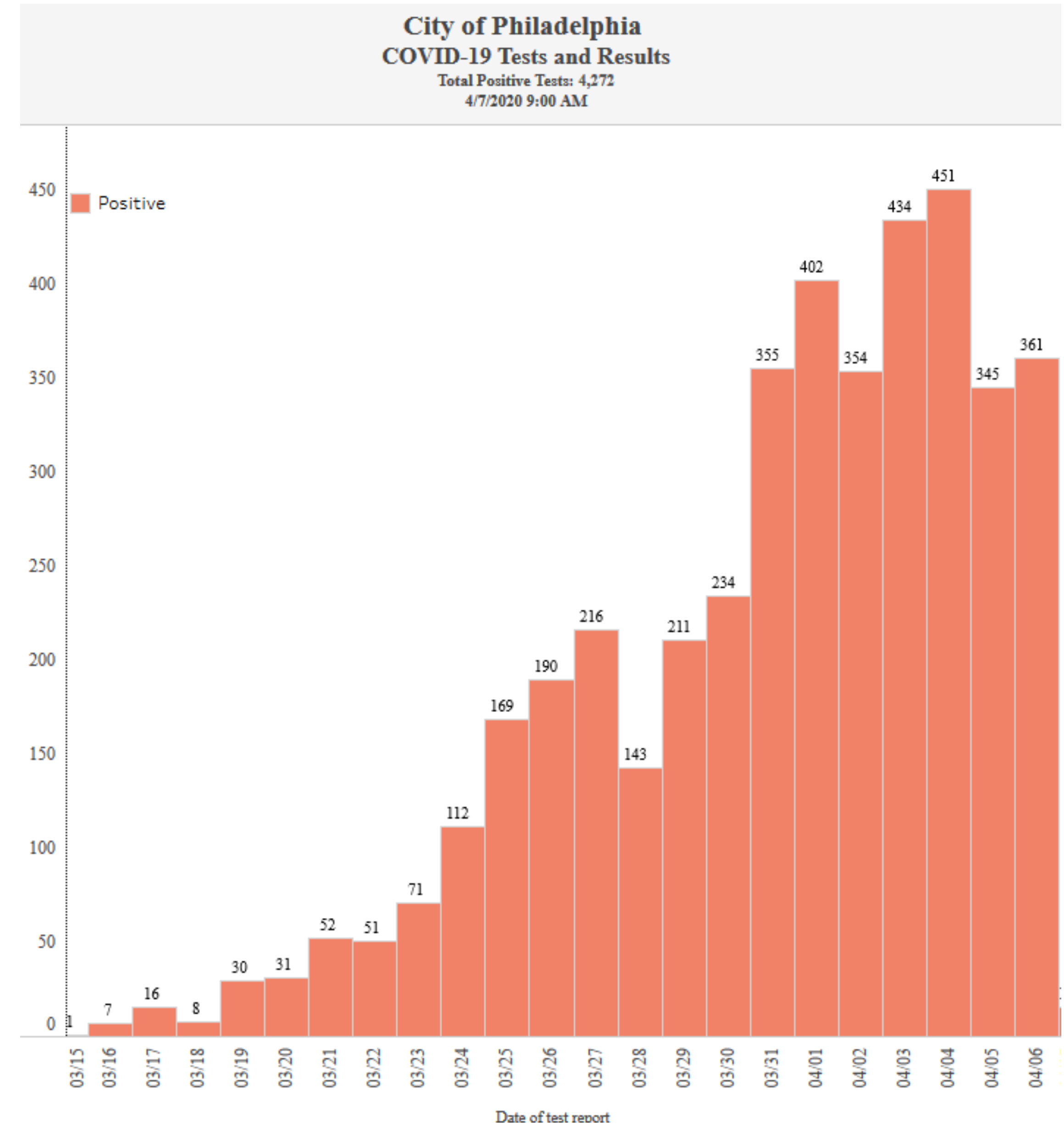


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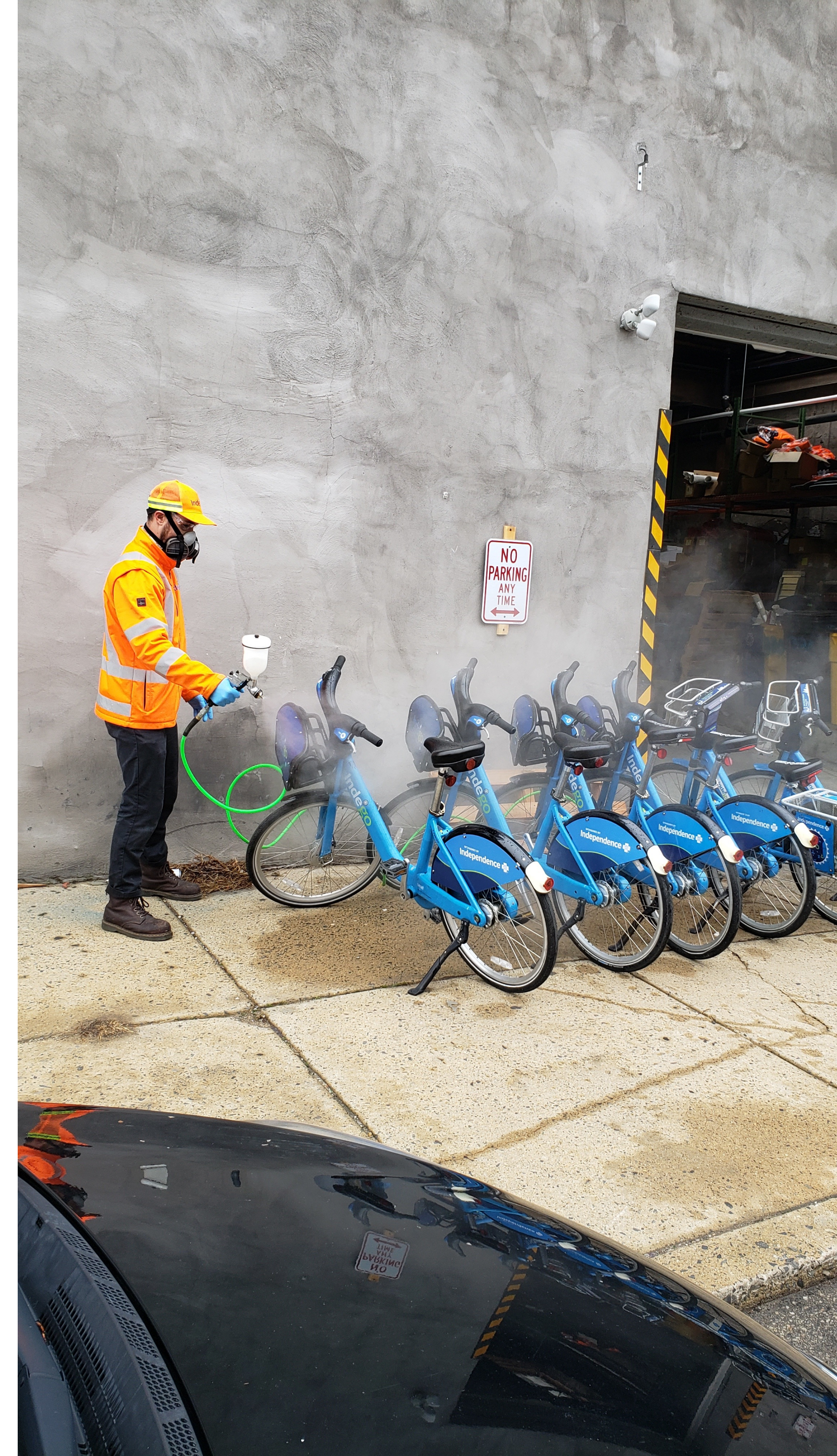


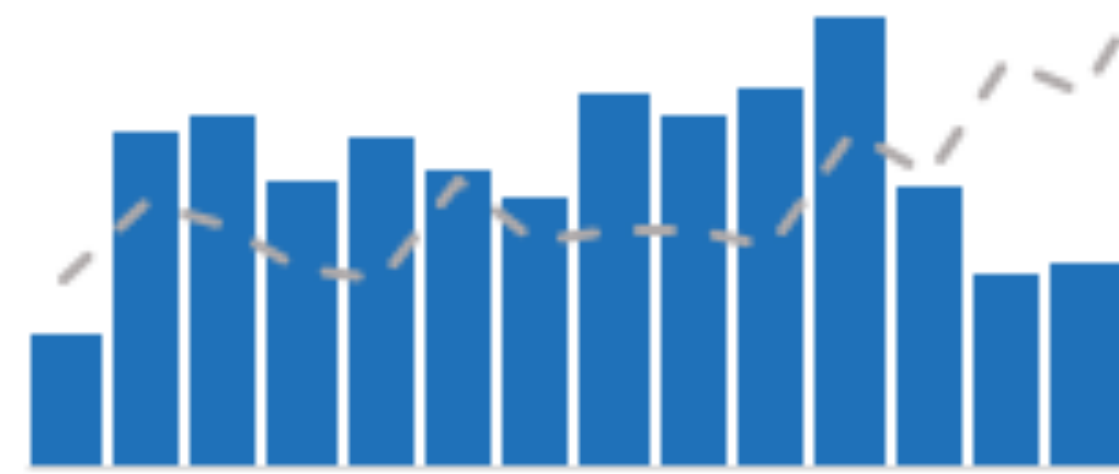
- Bike Share is Essential Transportation
  - City Schools and Municipal Offices closed March 16<sup>th</sup>
  - Coordinate Indego related communication with Philadelphia Department of Public Health, Mayor's Press Office
  - Proactive messages to Indego Riders
  - Shifting messaging as severity of crisis unfolds
    - Socially Distance, but enjoy
      - Open car free area for socially distanced exercise
    - Stay at Home Order
      - Promote utility of bike share when necessary





- Took Risk Seriously
- Developed Leadership Tools
- Approach
  - Employee safety #1
  - Provide Consistent Service + Manage Costs
  - Proactive Communication with Customers
  - Rapid Response to Changing Situation
- Business Concerns
  - PPP / CARES seems difficult to get
  - Passholder trends—stable
  - Revenue trends— significant drop





Observations in a time of  
Contagion

1. Patterns Change Dramatically
2. There is Reason to Fear
3. There is Reason to Hope

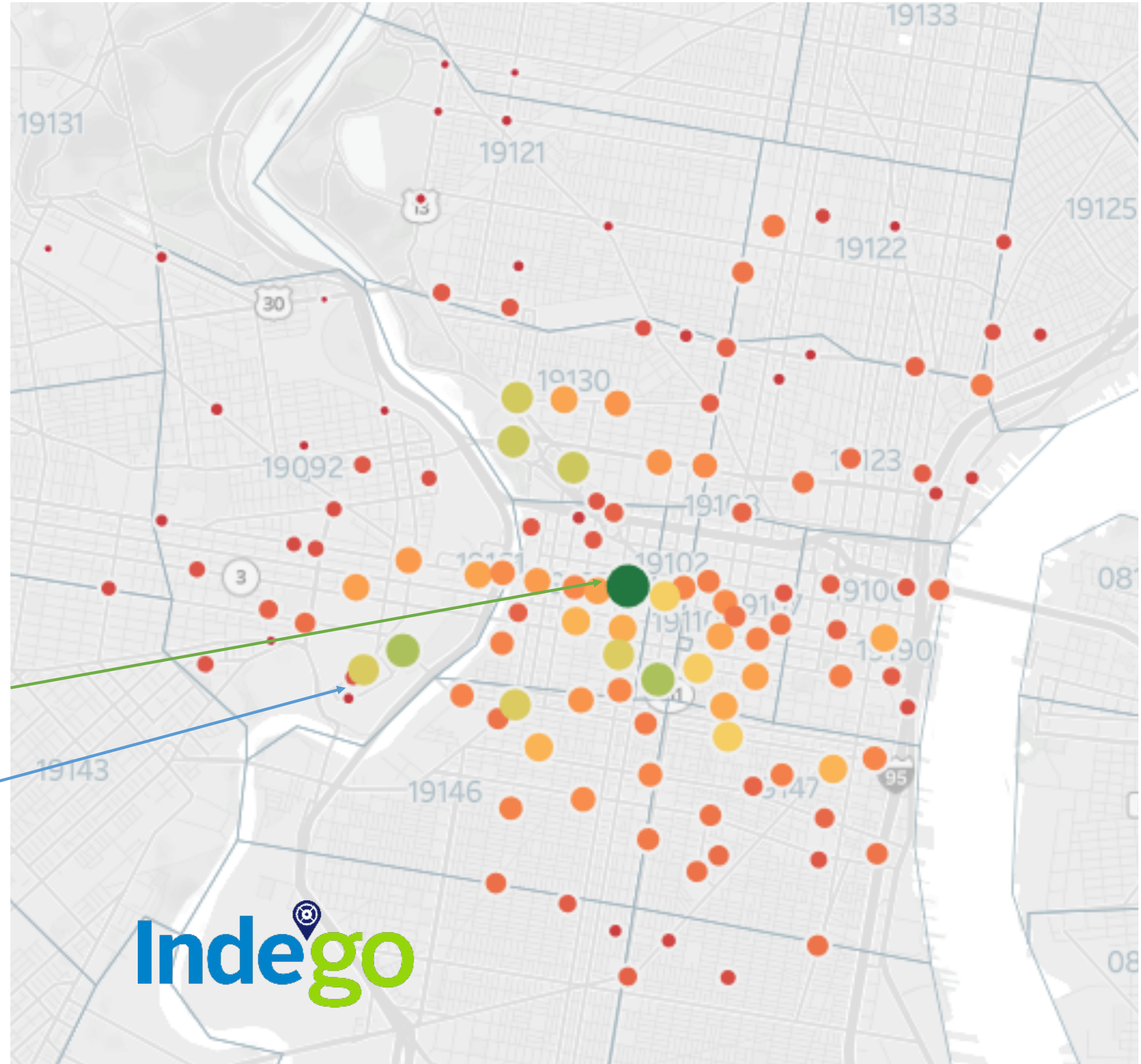
# Changing Patterns: *Where*

March 16<sup>th</sup> - April 7<sup>th</sup> 2019

**Commute Dominated**

*Center City/Comcast Building*

*University & Medical Center*



# Changing Patterns: *Where*

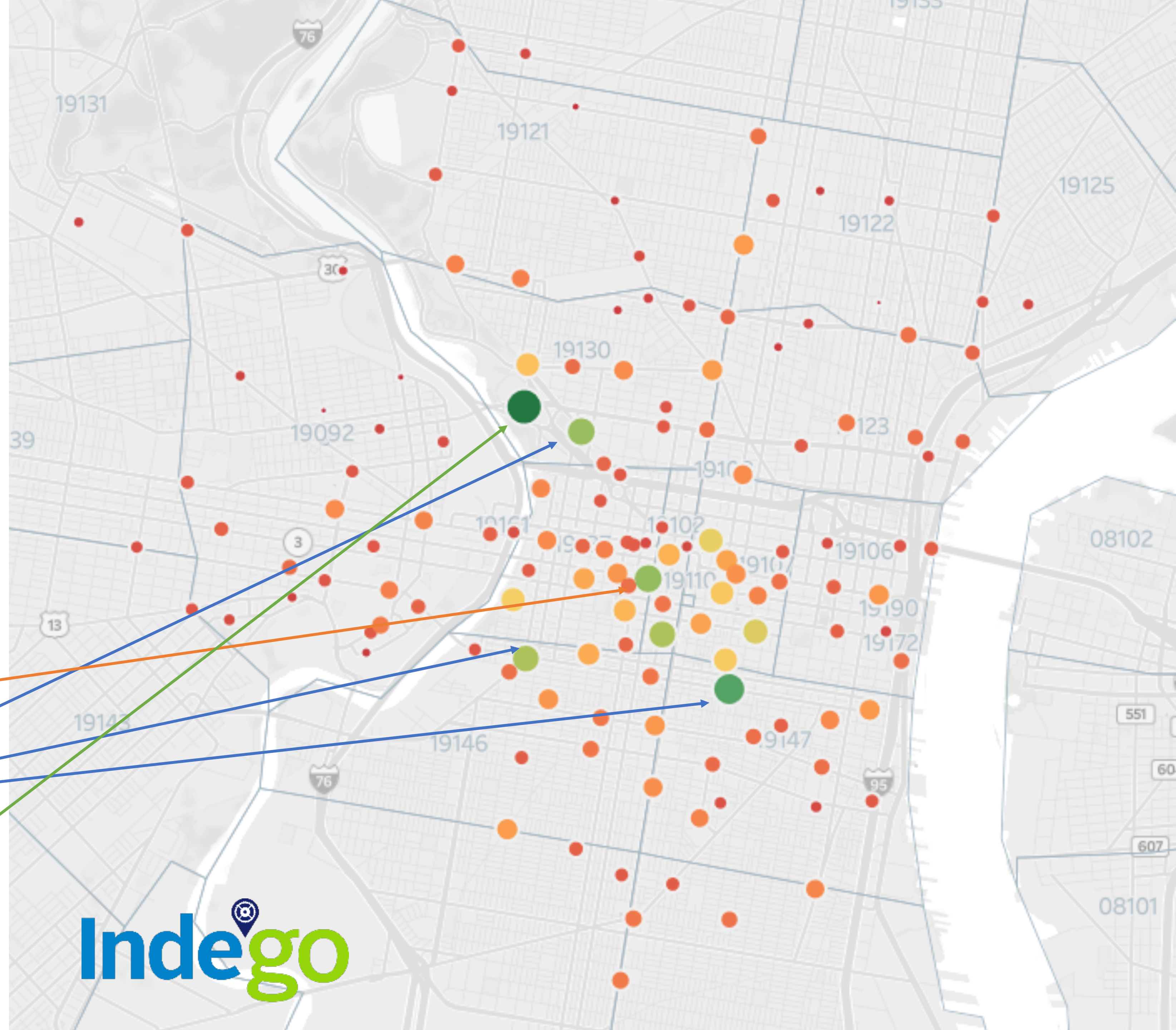
March 16<sup>th</sup> - April 7<sup>th</sup> 2020

## Essentials Dominated

*Pharmacy*

*Grocery Stores*

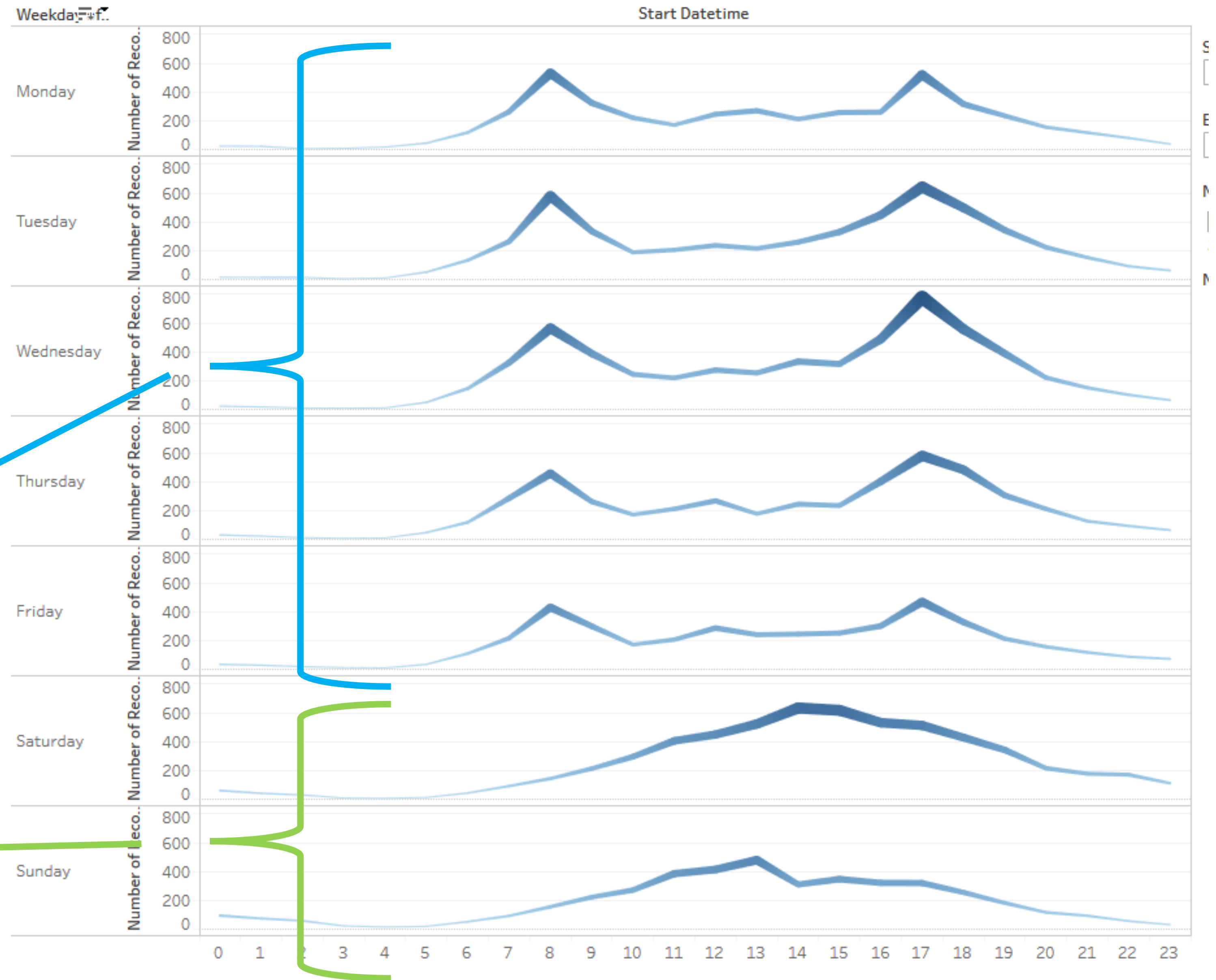
*Pedestrianized Street*



March 16<sup>th</sup> - April 7<sup>th</sup> 2019

*Weekday*

## *Weekend*

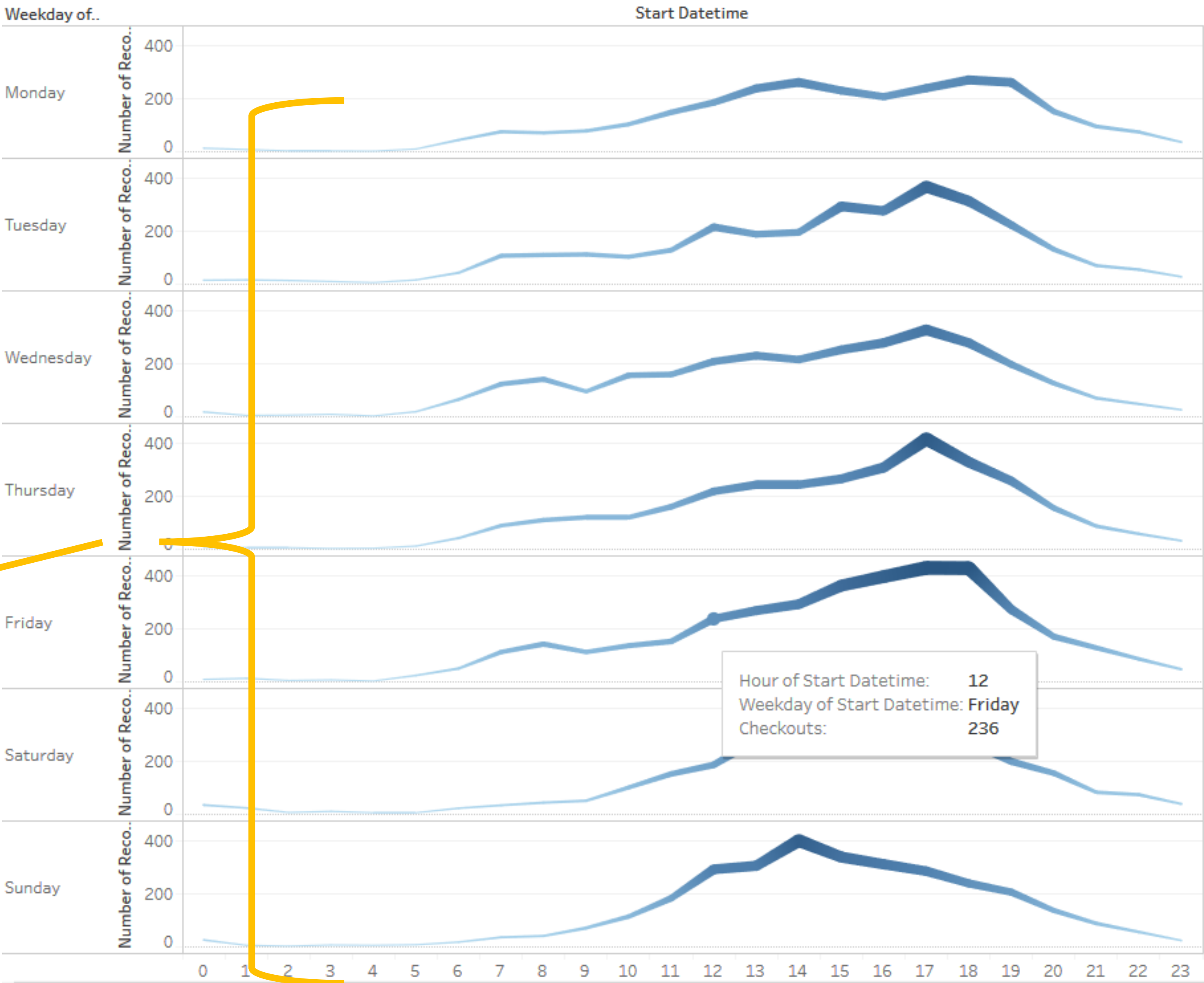


# Changing Patterns *When*

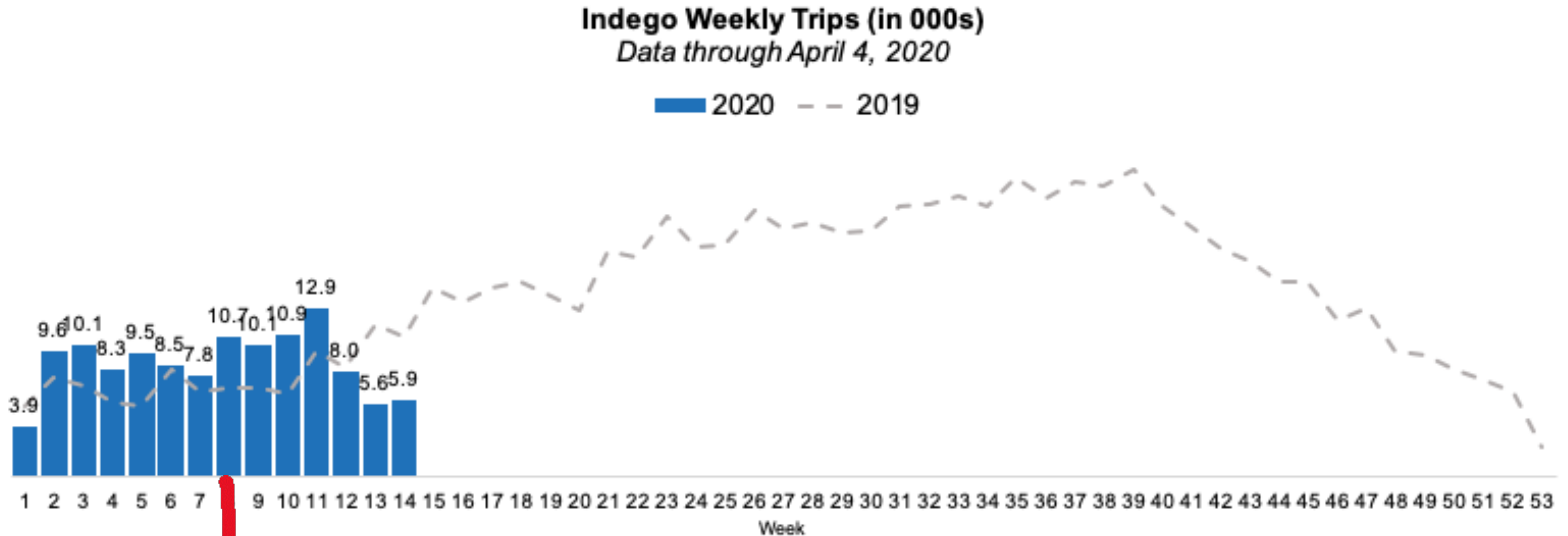
March 16<sup>th</sup> - April 7<sup>th</sup> 2019

*What day is it again?*

Trips by hour, origin, destination



# Reason To **Fear** *Rides*



**Week**  
**Actual**  
5,910

**vs. YAG**  
-45%

**Latest 4 weeks**

**Actual**  
32,378

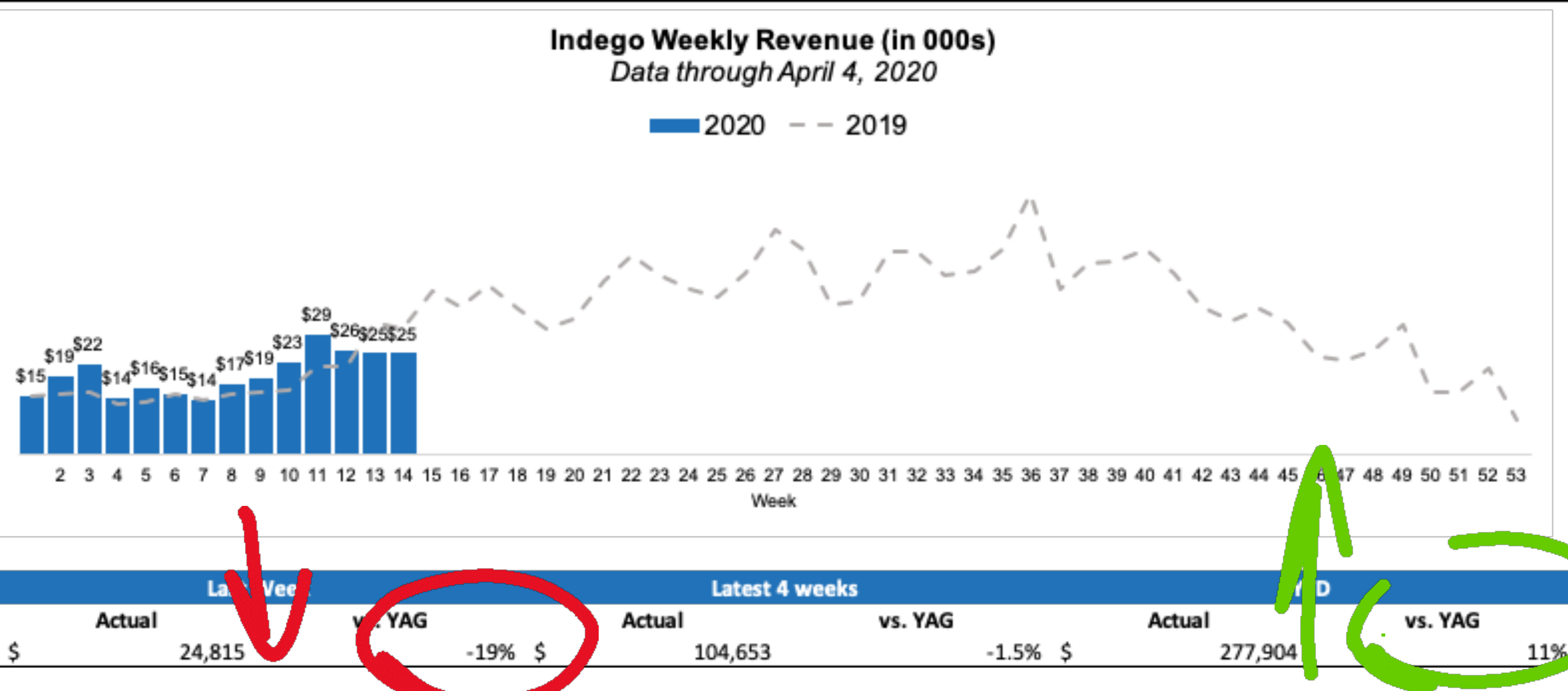
**vs. YAG**  
-20.1%

**YTD**

**Actual**  
121,760

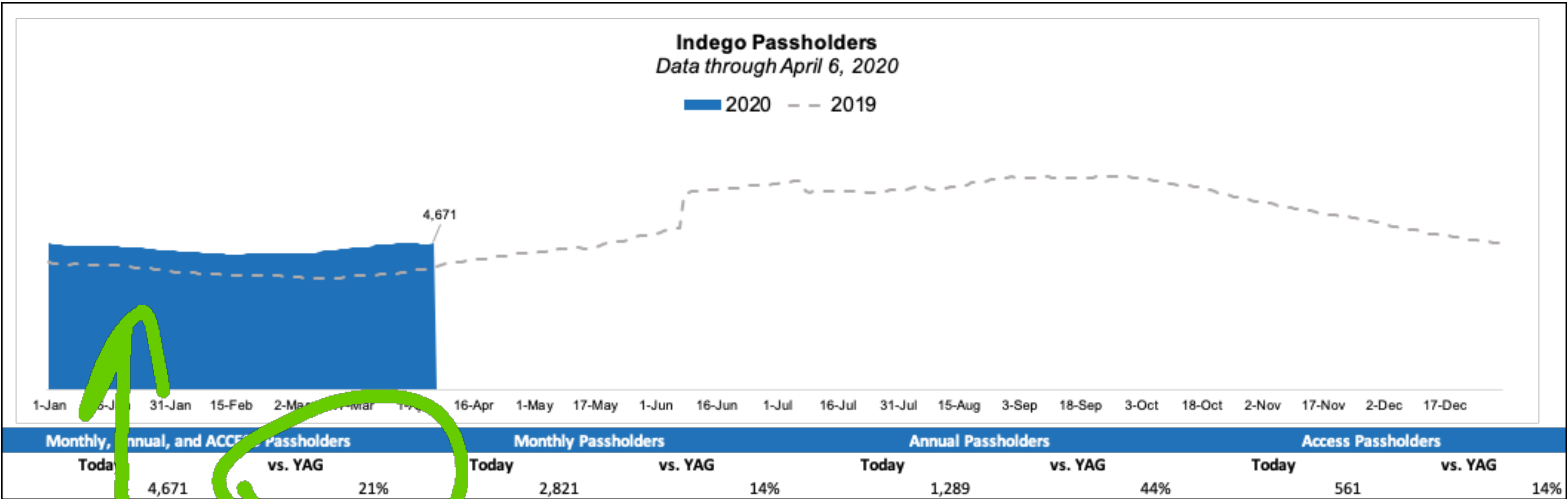
**vs. YAG**  
14%

# Reason To **Fear** *Revenue*



Reason To Hope

*Rider Retention*





# Covid-19 Response

Colin K. Hughes  
Head of Micromobility Policy

# JUMP COVID Response: Operations



City of Seattle

## SDOT Blog

Seattle Department of Transportation

### Bike share & car share companies step up cleaning practices since onset of COVID-19

by [Sara Davis](#) on March 30, 2020



### Tailoring collaborations with cities on a case-by-case basis.

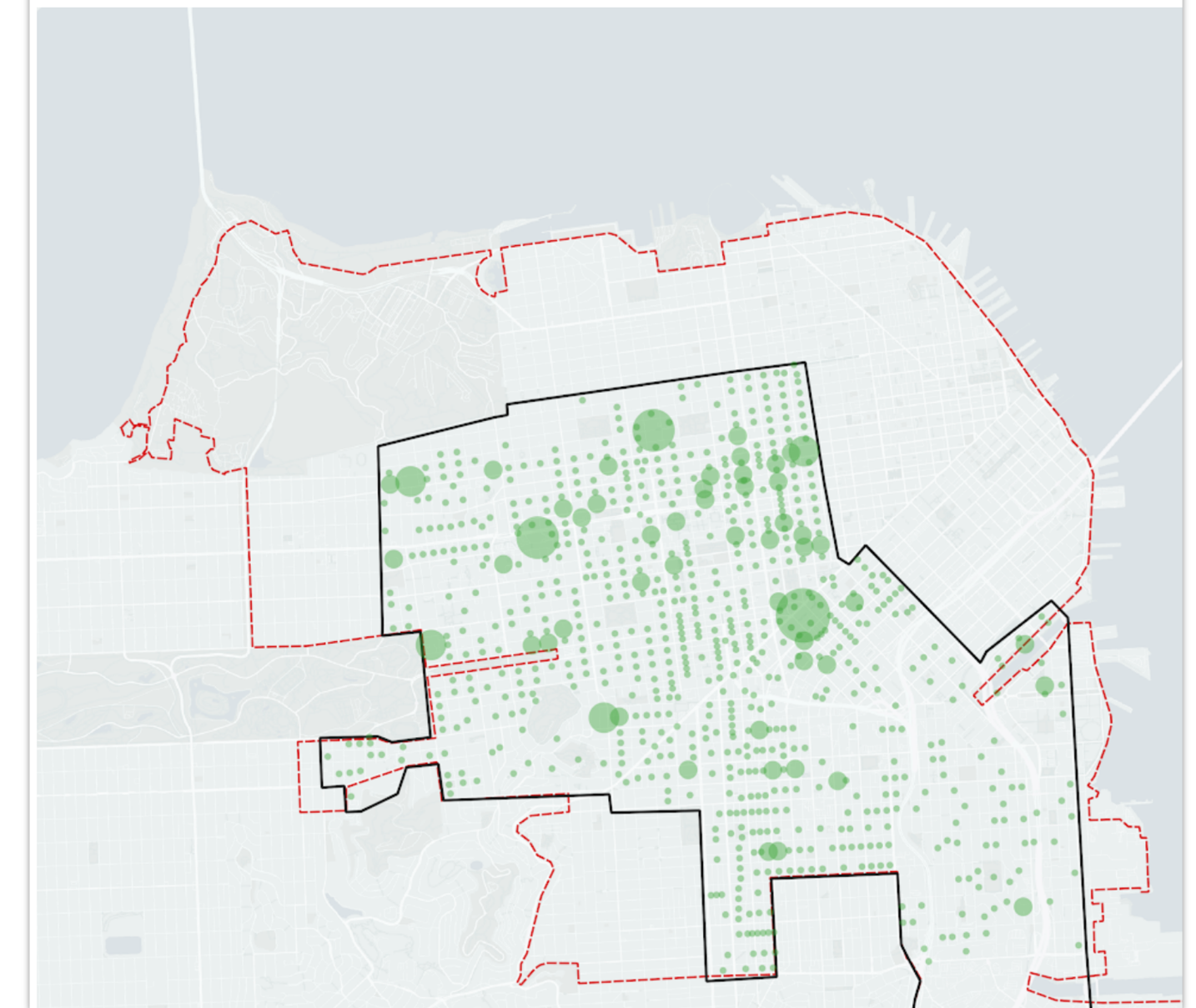
Some cities has asked us to pause operations, others have deemed it an essential service.



### Increased vehicle sanitation.

Our staff was trained in how to sanitize vehicles and to protect themselves, colleagues, and customers.

Employment clusters for Health Care and Social Assistance I



**Services Areas Focused on Essential Services.** Our dockless system allows us to quickly revise service areas and change deployments to support essential services.

# JUMP COVID Response: Civic Response

## Uber gives NHS staff free rides on its Jump bike service in London

UK News | Published: Mar 26, 2020



**Free JUMP Rides for Essential Service Workers Globally.** Any essential service employer can contact us and we will give them codes for 20 free 30-min trips.

## Uber: Pedelects for Charité and German Heart Center in Berlin



Gratis für Mitarbeiter der Charité und des Deutschen Herzzentrums: Ubers Jump-E-Bikes. |

**Private Fleets for Hospital Staff.** In Berlin, we have partnered to give hospital staff private fleets of JUMP bikes for free. \*Not operationally possible everywhere.

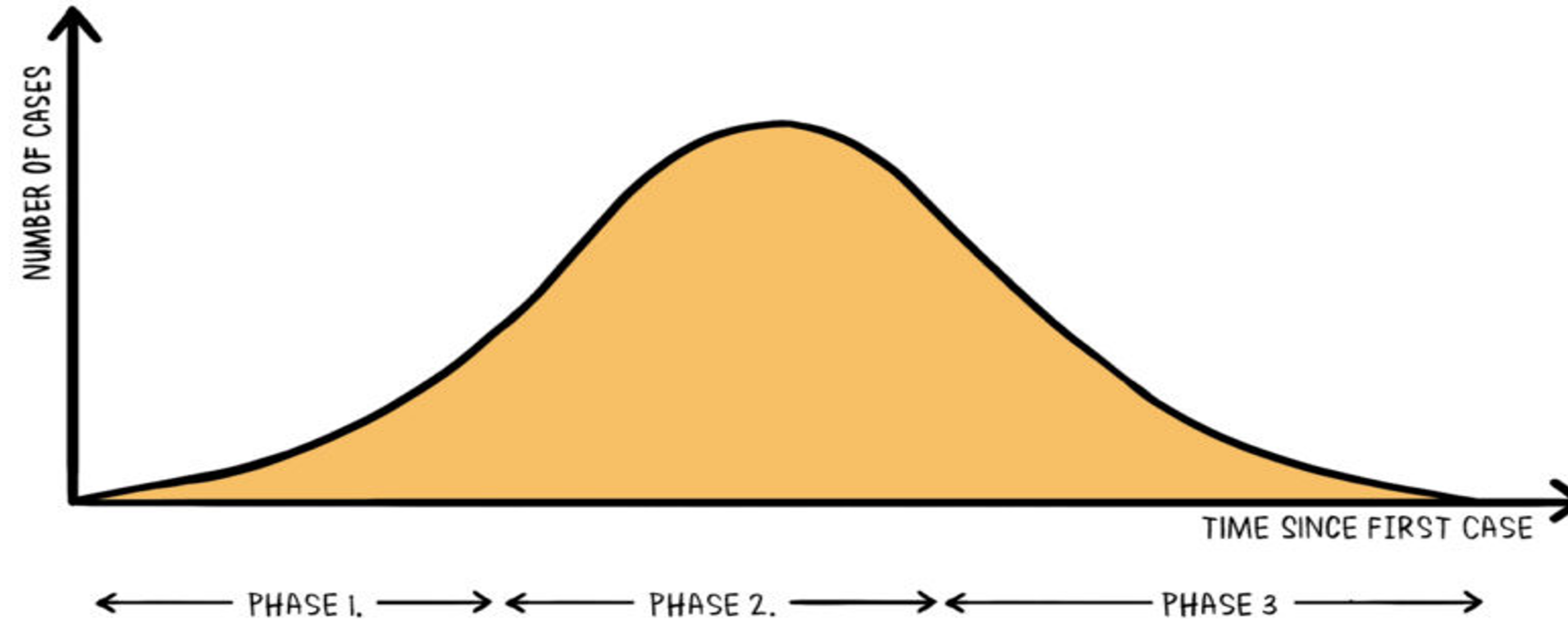
## 10 Million Free Rides and Deliveries to Move What Matters

— Written by Dara Khosrowshahi, CEO



**Uber's Larger Commitment to 10 million free rides & deliveries.** Uber is campaigning to not use Uber unless it is essential. Uber Rides, Eats, Freight, JUMP, all in on this.

# The COVID-19 Crisis will have 3 phases, requiring different responses in each:



**Phase:**

**Timeline:**

**Response  
Objectives:**

## **PREPARATION**

Month 1-2

- Flattening curve of transmission
- Decreasing unneeded mobility
- Crisis preparation

## **PEAK**

Month 2-5

- Triage for ill
- Crisis Mgmt
- Expansion & efficiency of medical services

## **RECOVERY**

Month 6-12+

- Avoiding resurgence
- Increasing mobility
- Economic recovery
- Building more resilient mobility

# Micromobility is Resilient Mobility.

Post Covid-19 city governments and transit agencies will face large budget gaps and may have to cut services. How can we work together to ensure:

- More safe infrastructure for micromobility?
- Gaps in mobility are filled with environmentally, socially, and economically, sustainable alternatives to give people safe, clean, affordable access they need?



*Photo: Smart Growth America*

April 9, 2020

# Lyft COVID-19 Response: Critical Worker Program



# Critical Worker Program

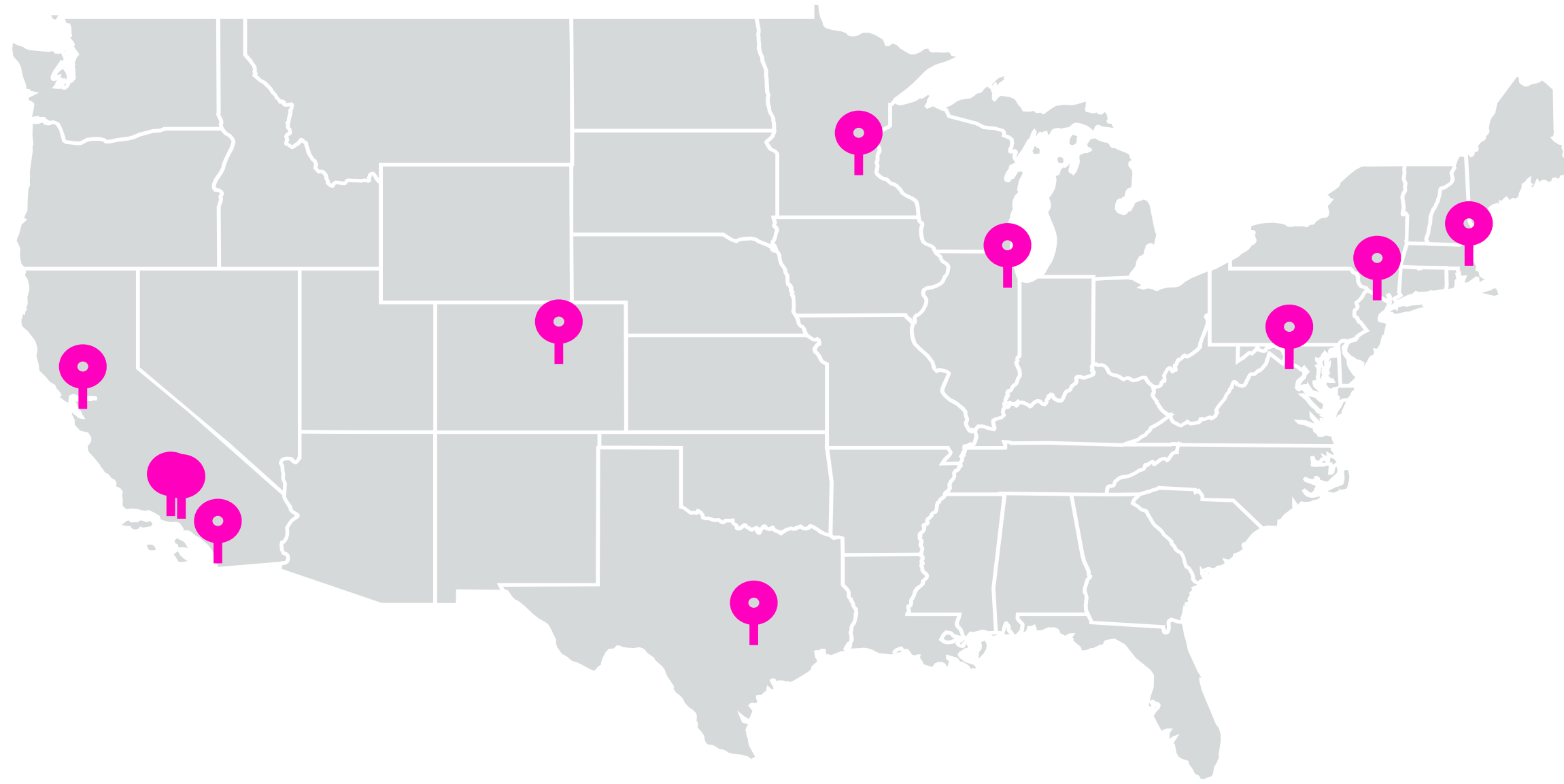
“Thanks to Lyft's new initiative, while most of us are staying at home to save lives, free scooter rides for healthcare workers and other critical emergency workers across the Denver area help protect us in the COVID-19 pandemic,” said **Colorado Governor Jared Polis**. “Micromobility options such as scooters provide essential transportation for many Colorado responders, and Lyft scooters help these heroes commute while social-distancing.”

“Our frontline workers are sacrificing so much to help and protect their fellow New Yorkers,” said **Mayor Bill de Blasio**. “I want to thank Lyft for stepping up and helping us fight this pandemic by providing the employees on the front line with a safe, free ride to work.”

“Having seen higher demand for Citi Bikes near our critical hospitals, Lyft has arrived at a generous and creative plan that will help get first responders where they need to go,” said **NYC DOT Commissioner Polly Trottenberg**.

“We are very grateful to companies like Lyft who are working to ease the lives of District residents who are serving on the front lines,” **DC Councilmember Brandon Todd** said. “This new initiative will allow essential workers to continue their life-saving work on behalf of our entire community.”

# Lyft's Critical Worker Program provides healthcare workers, transit workers, first responders with free, reliable transportation



- Since 3/23, over 78 partners have signed on across 11 cities nationwide
- NYC is the highest utilized market for program sign ups
- In NYC, some of the highest utilization stations are now those next to hospitals

**“We are truly grateful.”**

-Brandon, Transportation Director for Javits, who is responsible for getting 500-600 nurses and doctors to the temporary hospital set up at Javits Center. They now have a safe alternative to a bus shuttle service.

**“That is so, so nice of you guys to implement that. Thank you. I feel like at work, we can protect ourselves fairly well, but the bus to and from work might be the riskiest part of my day. On all of our behalf, thank you! ”**

-Jason, RN,  
Lurie Children's Hospital of Chicago

**“Yes thank you SO much for extending this offer - we truly appreciate your help in providing transportation during these times!”**

-Bianca, Physician,  
University of Illinois at Chicago

# Citi Bike Case Study: COVID-19 Response

*New protocols stood up across a number of areas, including:*


**BIKES**

**VEHICLES & VEHICLE HANDLING**

**RIDER COMMUNICATIONS**

**STAFF POLICIES**

*And riders have shown appreciation to front-line associates in person, and through social media:*

 **Pamnation**  
@pamnationmusic

@CitiBikeNYC saw an amazing citibike employee handing out gloves and wiping down bikes for each new rider at the corner of 20th and 11th ave. Thanks! #CitiBike

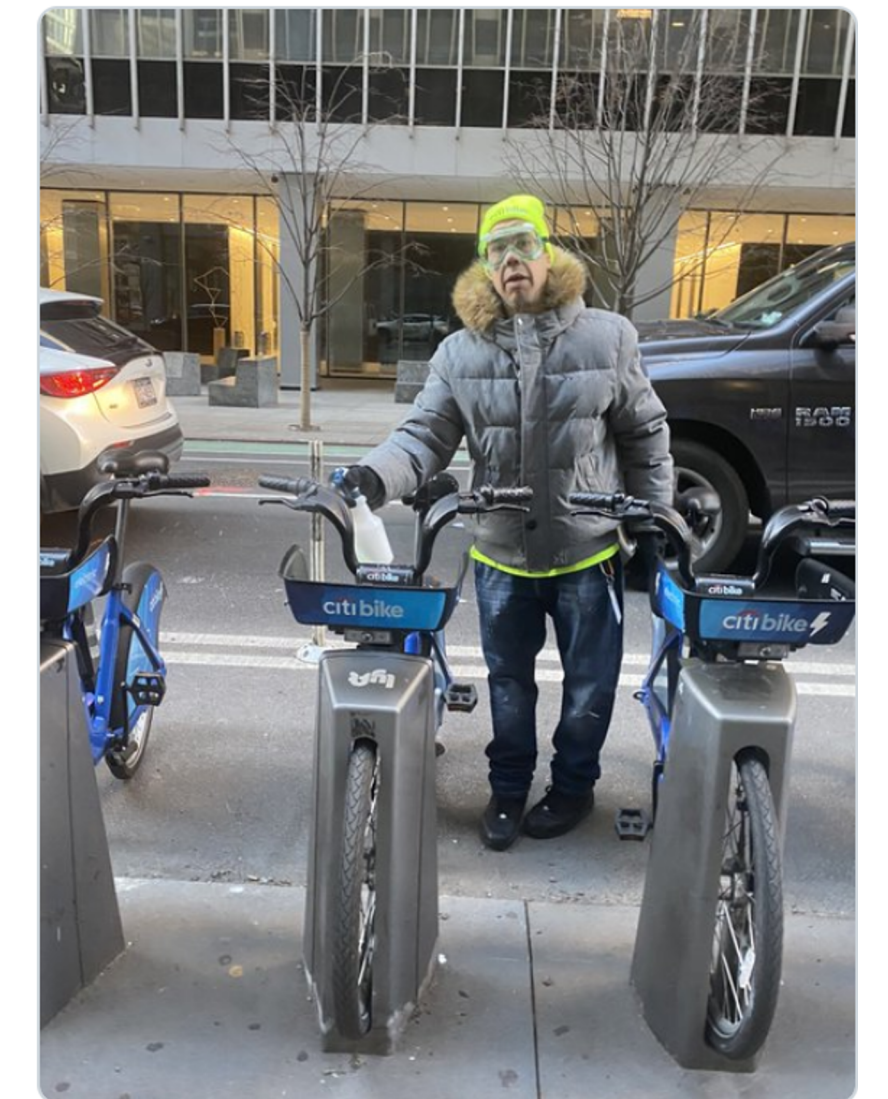


6:42 PM · Mar 15, 2020 · Twitter for iPhone

 **elisabeth (with an abundance of caution)**  
@oh\_elisabeth

'put this all over twitter' he said. i saw him spraying each bike with disinfectant.

#citibike thanks for keeping us safe! @CitiBikeNYC #OneNewYork #coronapocalypse



11:26 AM · Mar 16, 2020 · Twitter for iPhone



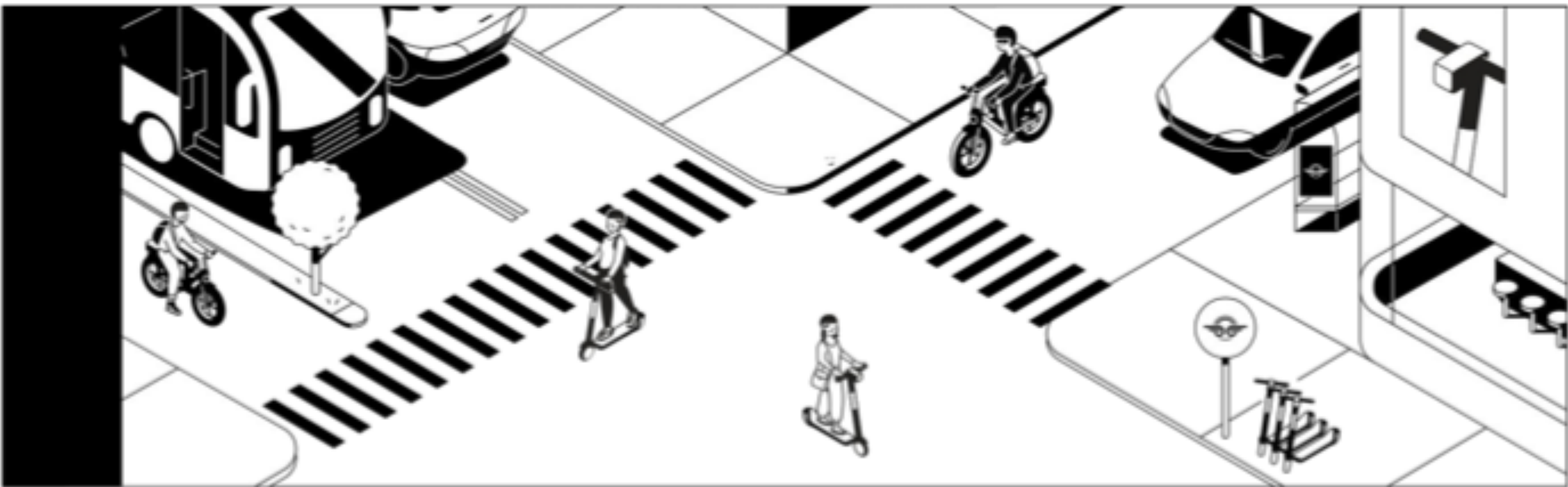
next

# Bird during COVID-19



Bird has been fully focused on the health and safety of the communities in which we live, work and operate.





# Bird's Collaboration with Cities

Bird is working closely on a case by case basis with community leaders in each of our partner cities to determine the best course of action concerning pauses in service.

The health and safety of all citizens, including our team members and our riders, remains our top priority during this rapidly evolving situation.

# Future of Bird and Micromobility

The environmental impact of placing more than 33% of the world's population on lockdown is still far from fully understood. There are many factors at play, including short term factory closures, flight groundings and the removal of tens of thousands of gas-powered vehicles from city streets.

## What this looks like



Rapidly extending  
vehicle lifespan

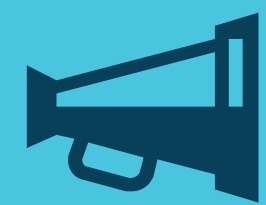
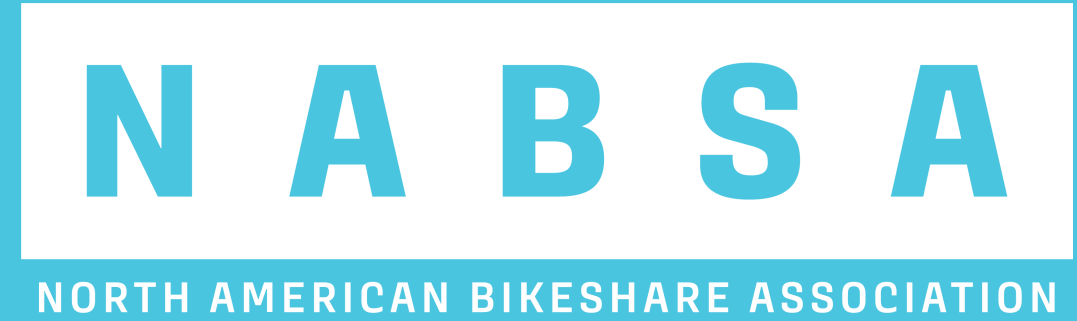


Advancing cycling  
infrastructure

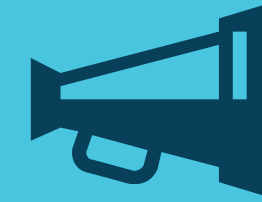


Encouraging modeshift  
away from cars

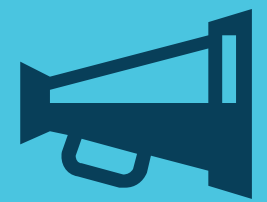
# COVID-19 RESPONSE



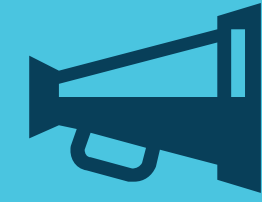
ADVOCACY



CONNECTION & NETWORK  
CULTIVATION



KNOWLEDGE &  
RESOURCE SHARING



SYSTEM TRACKING



# **iVAMOS!** LET'S GO!

*Defining the Future of Micromobility Together*

**N A B S A**

**2020 CONFERENCE**

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**Guadalajara, Mexico // September 30 - October 2, 2020**

# CONNECT WITH NABSA



**Join as a member, and share with your colleagues  
how they can get involved!**

Find out more @ <http://nabsa.net/membership/>



# BBSP Emergency Response Grants

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The Better Bike Share Partnership is offering small grants to non-profit or city owned or operated shared micromobility systems to support programming or operational costs during the Covid-19 pandemic.

## Quick deets:

- System must be continuing operations during the pandemic
- System must be contributing to emergency relief efforts in some way
- Grant range: \$7,500 - \$10,000
- Deadline for applications: April 17, 2020; awards will be made quickly!

Guidelines and application are available on the Better Bike Share website:  
<http://betterbikeshare.org/grants/>

Questions? Contact Zoe Kircos, PeopleForBikes, [zoe@peopleforbikes.org](mailto:zoe@peopleforbikes.org),  
303.579.3270

# Q&A