

City of St. Petersburg
Housing, Land Use, and Transportation Committee
May 8, 2025 – 8:30 AM
City Hall, Room 100

Members: Committee Chair Richie Floyd, Committee Vice-Chair Mike Harting, Council Member Brandi Gabbard, and Council Member Gina Driscoll

Alternate: Council Member Deborah Figgs-Sanders

Support Staff: Cortney Phillips – City Council Legislative Aide

1) Call to Order

2) Approval of Agenda

3) Approval of April 10, 2025 Minutes

4) New Business – May 8, 2025

- a) **Public Scooter Share Program – *Transportation and Parking Management Director Evan Mory, Transportation Manager Cheryl Stacks***

Attachments:

- 1) Council Member Gabbard New Business Item, March 27, 2025
- 2) PowerPoint Presentation

Upcoming Meeting Dates & Tentative Agenda Items

June 12, 2025

- a) **TBD**

General Attachments:

Minutes of the April 10, 2025 HLUT Committee Meeting
Pending and Continuing Referral List
Agenda Item Support Material

City of St. Petersburg
Housing, Land Use, and Transportation Committee
April 10, 2025 Meeting Minutes
City Hall, Room 100

Members: Committee Chair Richie Floyd, Vice Chair Mike Harting, Council Member Brandi Gabbard

Absent: Council Member Gina Driscoll

Also present: Council Member Deborah Figs-Sanders, Council Chair Copley Gerdes, Council Member Corey Givens, Jr., Council Vice-Chair Lisset Hanewicz

Staff: City Administrator Rob Gerdes, Neighborhood Affairs Administrator Amy Foster, Housing and Community Development Director Dr. Avery Slyker, Codes Compliance Assistance Director Joe Waugh, Housing and Community Development Assistant Director Mark Vanlue, Housing Development Coordinator Carly Pannella, Assistant City Attorney Michael Dema, Blue Skies Communities Executive Vice President Scott Macdonald, Deputy City Clerk Jordan Wilson

Alternate: Council Member Deborah Figs-Sanders

Support Staff: Cortney Phillips – City Council Legislative Aide

1) Call to Order

2) Approval of Agenda - CM Figs-Sanders moved approval; all voted in favor.

3) Approval of the March 6, 2025 Minutes - CM Figs-Sanders moved approval. All voted in favor.

4) New Business – Housing Opportunities for All Annual Update

In connection with the new business, Neighborhood Affairs Administrator Amy Foster provided a PowerPoint presentation regarding the Housing Opportunities for All strategic initiative. Highlights of the presentation included:

- Overview of the Three Ps of affordable housing goals: producing new units, preserve affordable units, and protect tenants. In the coming year we're looking at to a fourth goal, "prosper", to track home ownership, workforce development and financial empowerment programs.
- Changes to local housing data from the American Community Survey census including increases to average rent in St. Petersburg to \$2,000.24, and majority of units at \$2,000.
- Updated AMI data, with 72% of all units produced at 80% AMI or below.

The 10-Year affordable housing plan established in 2020 is at its halfway mark, with current data showing:

- 882 multi-family homes have been completed, with 1,443 homes in progress.
- 171 completed workforce density bonus units, and 111 in progress.

- 189 completed new construction ADUs, and 69 in progress.
- 261 residents have completed the Single-Family Home Purchase Assistance program, with 1,177 people having attended the classes and may be ready for down payment assistance in the future.
- 49 new construction single family homes completed, and 147 are in progress.

Administrator Foster overviewed the current development projects, including Pelican Place, The Grove, Deuces Rising, and Shell Dash, which has recently completed. She called attention to the eviction diversion work under Codes Compliance, which provides resources and education directly to residents being evicted.

CM Gabbard asked about the First Time Home Buyer Assistance Program classes, and what hurdles we might see from those classes to have 1,177 people listed as in-progress. Housing and Community Development Director Dr. Avery Slyker responded that there are setbacks for SHIP (State Housing Initiatives Partnership Program) dollars, and lower AMIs have to be processed first. Many of the program participants need to work with their lenders to pay down their debt-to-income ratio, and determine which types of debt may qualify for exemption. Dr. Slyker added that financial management classes are offered by community partners even after a home is purchased. CM Gabbard agreed that financial literacy is a lifelong process and that we have to make sure that we are sustaining and planning for the future. She went on inquire regarding the multifamily home projects with permit approval, and why there were no projects with this status from 2024. Housing and Community Development Assistant Director Mark Vanlue responded that the permitting to in-construction period is usually quite short, and developments are typically shovel ready at that point.

CM Gabbard also questioned why the Founder's Point project had no information related to funding until it was under construction. Mr. Vanlue explained that Founder's Point is a Boley project, and they often have much of their funding work done by the time the city is involved. Administrator Foster added that the "72% Funded" remark in the notes means that the funds are done on a draw-down basis, based on the percentage of completion of the construction.

CM Gabbard inquired if the decline in the "Permit Approved/Under Construction" numbers from 2023-24 – 2024-25 was due to a backlog in the permitting department. Administrator Foster responded that permitting provides this data, and she would have to speak with them about it. CM Gabbard reiterated that she would like to figure out the cause so that we can move properties through the permitting process as effectively as possible. She went on to ask about assistance for individuals facing foreclosure. Administrator Foster replied that while the data presented here doesn't capture foreclosure, in the future all of the homeless prevention programs that City Council funds will be included, and that the Veterans, Homeless and Social Services Division can assist any residents looking for resources.

CM Harting asked for elaboration on the federal dollars available for utility assistance. Administrator Foster answered that these were COVID relief funds called Emergency Rental Assistance, but it is not a recurring funding source. CM Harting inquired if Duke Energy offers any utility assistance programs to residents. Housing Development Coordinator Carly Pannella replied that Duke does have such programs. In one program customers can donate or round off their bills to go into a fund that can help other customers pay their bills. LIHEAP (Low-Income Home Energy Assistance Program) is another federally funded program where customers could have their bills paid or assisted. They also have payment plans available. CM Harting asked if a utility assistance program could be included with our upcoming negotiations with Duke Energy. Assistant City Attorney Michael Dema responded that yes, this could be discussed. Administrator Foster noted that there have been recent

reports of 100% of LIHEAP staff being laid off, so currently, there are no low-income utility assistance programs with Duke. CM Harting questioned how we would fund an assistance program. Dr. Slyker explained that the CRA, SHIP, and Consolidated Plan can all be used for funding. Administrator Foster added that the advocacy that City Council and our lobbyists do to keep the Housing Trust Funds whole at the state level impacts whether we're able to provide down payment assistance.

CM Figgs-Sanders asked how tenant inspections were performing, as she has received feedback that some residents don't utilize this program because they're afraid of retaliation from the landlord once they involve the city. Codes Compliance Assistance Director Joe Waugh responded that it would be difficult to put a number to how often retaliation might occur, but it does happen. Tenants have rights when it comes to retaliation, and if they are expressing those concerns to investigators while they are doing their interior inspection, investigators communicate that to the Community Support Specialist so we can start having conversations with the tenant related to seeking out legal aid. If there is a situation where retaliation takes place, the case doesn't just close, and Codes makes sure the unit gets repaired before they can place another tenant.

CM Figgs-Sanders questioned if the city might partner with outside organizations to improve N-Team's capacity for homeowner's assistance. Mr. Waugh replied that the administrative processes have been improved in the last two years, but there are still 1,000 homes in St. Petersburg that need repair. The private market for those repairs is large and staff hasn't seen applicants coming in that would fit the needed skillset, but we are working with community partners such as Job Corps, YouthBuild, and Pinellas Technical College.

CM Hanewicz thanked staff for their work in affordable housing, and asked how, with economic uncertainty and tariffs, these housing deals are currently being made. Administrator Foster noted that some municipalities are considering Low-Income Housing Tax Credits (LIHTC) for their variable value and renovating existing housing stock into affordable units rather than producing new units. She remarked that one industry group told her that tariffs could impact unit production minimally by \$10,000 a unit. Mr. Vanlue continued that market uncertainty also breeds a reluctance to invest housing deals. Further concerns such as immigration policy will affect the labor market, all of these factors will further exacerbate project timelines and costs. Mr. Vanlue added that our goal is to always try and get projects to pencil with the lowest possible subsidy from the city and county so that our money stretches further to get more units built. CM Hanewicz asked how much the average subsidy has increased per unit. Mr. Vanlue responded that our recent subsidies have been between \$50,000 and \$100,000 per unit in affordable and workforce units, and LIHTC projects need a much lower subsidy. As opposed to providing all of our funding in the form of a deferred no interest loan that is forgiven over the affordability period, we're considering and researching the possibility of providing funds as a loan that would be repaid to us at either no interest, or lower than market interest to help bridge the construction loan and get the project built. Blue Skies Communities Executive Vice President Scott Macdonald agreed that the market is uncertain up to the state level with delays in the LIHTC application process. Because of the delays, an application submitted in June may not break ground until July or August of the next year. Mr. Macdonald explained that prior to 2016 the price per tax credit was about \$1.10, and last deal he recent closed was 82.5 cents. The state has increased the amount of tax credits you can get per deal, which has some what offset losing units, but as a developer, he's down about 20% in the number of units he can produce.

Chair Floyd discussed that because we're focused on market-based solutions for building new units, we're going to be limited by what's profitable. He added that he's interested in the conversation to add "prosper" to the affordable housing goals because we're talking about building wealth for the community, and possibly building public wealth in the housing realm. Mr. Vanlue discussed that he

learned about a model that makes the city an equal investor into a deal rather than providing a subordinate loan that is no interest, deferred, and forgiven over time. The city will be part owner and while the property is still completely developed and operated by the developer themselves, and there's a plan from the start that the city would then get a part of that equity back out when the project is done.

CM Floyd remarked that he would like to get more data on the outcomes of the Eviction Diversion Program run through the CRA with Community Law but noted that a \$100,000 investment for keeping residents housed and eliminating the need for additional units is impactful. He added that he would like to get to a place where we can study the cost savings of positive outcomes in tenant assistance and eviction diversion over production of new housing.

In connection with a review of the referral list, CM Gabbard commented that she would like to see an AHAC update in front of the committee when one may be had.

There being no further business, the meeting was adjourned at 11:04 AM.

	Housing, Land Use, & Transportation Committee Pending & Continuing Referral List					May 8, 2025	
	Topic	Return Date	Date of Referral	Prior Meeting	Referred by	Staff	Notes
1	Public Scooter Share Program	5/8/25	3/27/25		Gabbard	Evan Mory	
2	Creation of community eviction standards for City-owned housing and City-subsidized housing	TBD	6/16/22	2/9/23	Floyd	City Legal	3/7/2024 - These two items were combined, per CM Floyd's request. Estimated return date: summer 2024.
3	Percentage of required permeable green space for yards abutting streets	TBD	12/15/22	5/11/23	Gerdes	Claude Tankersley, Corey Malyszka	3/7/2024 - Estimated return date: summer 2024. 6/20/2023 - CM Gerdes plans to bring back this item.
4	Funding housing development projects through municipal bonds	TBD	8/3/23		Floyd	Tom Greene	
5	A Discussion on City Council Affordable Housing Priorities (Business Item was Previously Titled "City Council Resolution 2018-385 Concerning Penny for Pinellas Guidelines for Affordable Housing")	TBD	11/30/23	5/30/2024 2/13/25	Floyd	Brett Pettigrew	5/30/2024 - CM Floyd will work with Legal to draft resolution and seek input from advisory committees on a resolution to address broader affordable housing funding priorities beyond the scope of the Penny for Pinellas program. CM Floyd will bring this back to HLUT 10/10/2024 - Canceled due to Hurricane Milton.
6	Potential code changes addressing Condo/Hotel hybrid uses	TBD	3/21/24		Hanewicz	Corey Malyszka	
7	Potential actions to appropriately recognize the historic significance of the Lincoln Cemetery and the Greenwood Cemetery	TBD	3/21/24		Driscoll	Michael Dema, Derek Kilborn	
8	Universal Basic Mobility pilot program	TBD	4/11/24	7/11/24	Driscoll	Evan Mory, Cheryl Stacks	7/11/2024 - Item introduced and will come back when staff is ready.
9	Potential amendments to Section 16.20.120.6.2 regarding the calculation of floor area ratio bonuses for workforce housing	TBD	2/15/24	8/8/24	Driscoll	Derek Kilborn, Mark VanLue	8/8/2024 - Estimated return date: Spring 2025
10	Expansion of the Jamestown Apartments for affordable housing	TBD	5/16/24	8/8/24	Driscoll	Chris Ballestra	8/8/2024 - Estimated return date: Fall 2024
11	AHAC Update	TBD	Ongoing	4/11/24	Council	Mark VanLue	
12	Minimum requirements for new construction in the stormwater floodplain areas	TBD	11/7/24		Hanewicz	Don Tyre, Hannah Rebholz	
13	Reviewing regulations on development in the Coastal High Hazard Area	TBD	1/9/25		Driscoll	Don Tyre, Corey Malyszka, Hannah Rebholz	
14	Affordable housing and mixed-use development in the CRT 1 and 2 zoning categories and potential updates to the Affordable Housing Site Plan Review regulations related to state updates to the Live Local Act (17.5)	TBD	1/9/25	2/13/25	Gabbard	Derek Kilborn	2/13/25 - Approved motion by CM Gabbard to accept the Senate Bill 328 amendment suggestions and move to first reading at full Council. Item to remain on the referral list to return for staff update when ready. 4/1/25 - Public Hearing scheduled for 5/1/25
15	A Discussion on Neighborhood Traffic Calming	TBD	1/23/25		Floyd	Evan Mory, Cheryl Stacks	
16	Amendments to the City Code to allow for increased density through workforce housing bonuses along the Pinellas Trail and SunRunner Corridor	TBD	3/6/25		Givens	Derek Kilborn	
17	Amending the City Code to limit the number of temporary shade structures deployed on a property and establish setback requirements	TBD	3/6/25		Givens	Corey Malyszka	
18	Housing Opportunities for All Annual Update	TBD	2/20/25	4/10/25	Floyd (Staff Request)	Amy Foster	

Upcoming HLUT Committee meetings: 6/12, 7/10, 8/14, 9/11, 10/9, 12/4

Revised: 5/2/2025

CITY COUNCIL AGENDA

NEW BUSINESS ITEM

TO: Honorable Copley Gerdes & Members of City Council

DATE: March 13, 2025

COUNCIL DATE: March 27, 2025

RE: Referral to the Housing, Land Use, and Transportation Committee for a Presentation and Discussion Regarding the Public Shared Scooter Program

ACTION DESIRED:

Respectfully requesting a referral to the Housing, Land Use, and Transportation Committee, or other relevant committee, for a presentation and discussion regarding the public Scooter Share Program.

The scooter share program has been in operation in St. Petersburg since the Fall of 2020. An update from staff at this time would be appropriate as the City concludes a RFP process that will determine the future of shared scooters in St. Petersburg. The presentation from staff should include ridership trends and statistics, successes and challenges experienced since inception, and an update on the overall shared scooter industry. This industry update should include a list of other major Florida cities and a brief description/comparison of the scooter program or lack thereof in each of the other cities.

This request has been coordinated with the Transportation and Parking Management Department.

Council Member Brandi Gabbard
District 2

MEMORANDUM

TO: Honorable Committee Chair Richie Floyd and HLUT Committee Members

FROM: Evan Mory, Transportation & Parking Management Director *Evan Mory*

DATE: May 8, 2025

RE: March 27, 2025 NBI - Presentation and Discussion Related to the Public Shared Scooter Program

During its March 13, 2025 meeting, City Council approved an amendment to the license agreement with the City's Scooter Share operator to provide a short-term extension which has allowed for a continuation of services while Administration completes the solicitation process that would form the basis for a proposed new agreement or agreements for Scooter Share services. Following the discussion at that meeting, a New Business Item (NBI) seeking a referral to this Committee was approved at the March 27, 2025 meeting that requested an update of the Scooter Share program to include an overview of ridership trends and statistics, successes and challenges experienced since inception, and an update on the overall shared scooter industry, especially amongst other major cities in Florida.

The Scooter Share program launched in St. Petersburg in October 2020 as pilot program with two operators selected through a competitive solicitation process, Razor USA, LLC ("Razor") and Veoride, Inc. ("Veo") (collectively "Operators"). In 2022, the program was moved out of the pilot and approved by Council to increase operational hours, amend right-of-way usage fees, and other changes that allowed the City to effectively manage the program and ensure it was meeting the public's demand.

Since 2020, almost 1.25 million rides have been taken on the shared scooters in St. Petersburg, with ridership tending to be considerably heavier on the weekends and during months with ideal weather and that have large special events, such as Grand Prix and St. Pete PRIDE. Ridership averages approximately 750 trips daily. Popular corridors for rides include Central Avenue, Bayshore and Beach Drives, and the Pinellas Trail east of 22nd Street. The average scooter ride lasts around 12 minutes and will travel approximately 1.1 miles.

Nationwide, Scooter Share is becoming an increasingly popular option for transportation, especially for connections to transit and other first-last mile trips. Despite many new systems opening up across the country, particularly in mid-size cities that are also designated as Bicycle Friendly, operator consolidation has decreased market competitiveness. In Florida, all of the major metropolitan areas have provided a Scooter Share program with most currently continuing to allow for shared scooters in the right-of-way. In addition to St. Petersburg, those other cities include Tampa, Orlando, Tallahassee, and Jacksonville. Scooters in these markets are provided by four primary operators: Veo,



Lime, Spin, and Bird. It is important to note that Bird and Spin share a parent company, Third Lane Mobility, Inc, but operate independently in various markets. The cities of Miami and Fort Lauderdale have discontinued their Scooter Share programs, with Miami ending services in 2024 and Ft. Lauderdale opting not to convert their pilot program to a permanent service when the pilot ended in 2022.

The Scooter Share program in St. Petersburg can be generally viewed as a successful one that's positively served the community and continues to serve as a model for programs elsewhere. The initial regulatory framework has served the current Program well and allowed for stability in program operations that remains tidy while also providing good utilization of the equipment. The Scooter Share program also brings in revenue for the City that can be used to both improve and expand the program and improve transportation infrastructure. To date, the scooter share program has brought in almost \$1M in revenue.

While the scooter program provides many transportation benefits, there have been program challenges and some potential safety concerns that should be noted. The micromobility market is volatile, with consolidation and operator contraction hitting the City when Razor abruptly discontinued service in 2023. Further, rider/driver behavior and mixing modes can and has led to crashes. Fortunately, the number of incidents/crashes involving the shared scooters has seen a downward trend in the last few years. The peak number of incidents occurred in 2021, with 9 reported, while 2022 and 2023 saw a significant decrease, each with 4 incidents. Sadly, there was an incident in 2023 in which a scooter user, riding on the sidewalk with a companion collided with an elderly pedestrian who later died of her injuries. Although indemnity and insurance requirements have been included in all current and prior agreements, another challenge has been garnering timely compliance from the operators or prior operators when the City is involved in a claim or lawsuit involving, or alleging to involve, the shared mobility program (bikes and scooters). Ultimately, like with other contracts, the City protects itself through insurance and agreement requirements that are intended to place the risk of operations on the operators and their insurance providers. However, the previous bike share operator and both scooter operators have all declined to accept that risk in a timely manner. Through the RFP process, all proposers have agreed to the base agreement, including the indemnity and insurance provisions, and they all provided information about historical claims, and instances of accepting or denying indemnification – which was taken into consideration by the committee as part of the evaluation process.

Based on the Program's successes and using lessons learned from its challenges, the City's most recent solicitation for Scooter Share was a vigorous effort to identify the potential operators that could provide services that are in keeping with community expectations and allow the City to offer an improved Scooter Share Program. In April, the Evaluation Committee met to review and discuss their critiques of the various submittals from Lime, Spin, and Veo. The proposals were reviewed for experience for the firm, their qualifications and technical competence, their project approach, demonstrated operations



readiness, past performance on similar projects, acceptance of the base agreement with certain terms and conditions, and a financial impact analysis.

St. Petersburg has set the standard for how scooter programs should be designed and operated including required education, being corral-based, and prohibiting sidewalk riding, such that many other cities have modified or launched their programs based on the framework we have established. However, there's always room for improvement. Staff believes that technology enhancements offered by the recommended vendors, including improved GPS and camera/sensor based telemetrics will further improve parking compliance and compliance with restrictions associated with sidewalk riding, double-riding, and wrong-way riding on one-way streets. These improvements as well as the access/equity options being better than they have in the past, as well as offering a St. Pete resident discount are all enhancements we are proud to present, especially the changes anticipated to enhance program safety.

Based on the Evaluation Committee's recommendation, Administration is preparing materials for Council to consider approving agreements with Lime and Spin for a three-year term beginning in June 2025. At this Committee meeting, staff will present the attached information as an overview of the Scooter Share program in St. Petersburg, as well as an overview of the recommended operators.

Attachment: PowerPoint presentation





Scooter Share Program Update

Housing, Land Use, and Transportation
Committee

May 8, 2025

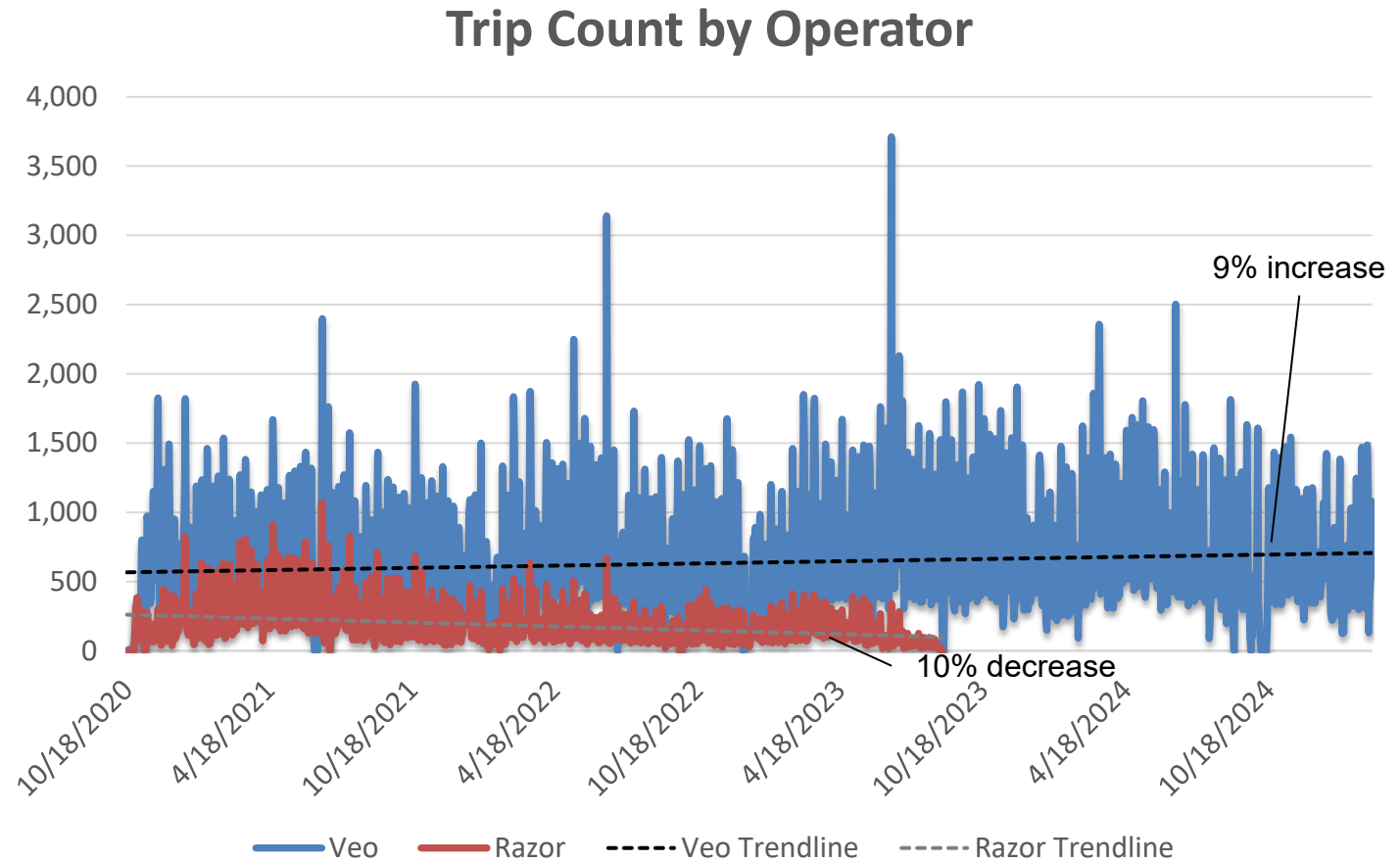
Scooter Share Program History

- Scooter share launched in Fall 2020 to provide a mobility option that supports overall City goals for multimodal transportation including first and last mile
- Corral-based system prevents sidewalk clutter and promotes safety
- Corrals have expanded out of downtown and are periodically added to improve access for more residents and visitors
- Initially provided by both Veo (standing) and Razor (seated); Veo introduced a seated model while effectively becoming the sole operator when Razor left the market in 2023



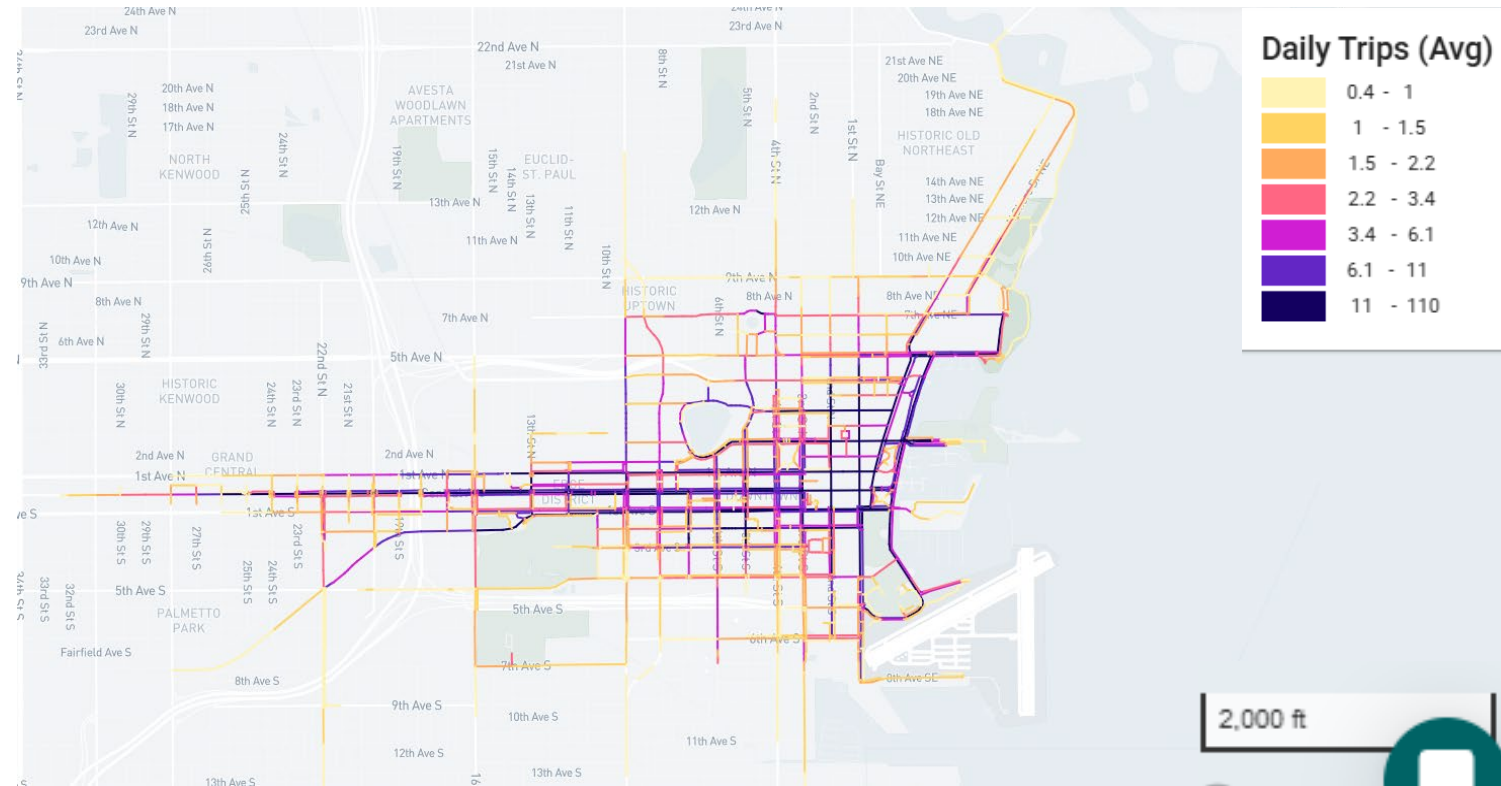
St. Petersburg Ridership Trends

- Ridership is weekend-heavy.
- Scooters have had almost 1.25 million rides from October 29, 2020, to April 27, 2025.
- Many peaks or drops are related to large events or hurricanes; however, ridership averages 761 trips daily.
- May is the highest ridership month with an average of 28,500 rides.
 - Peak Day (All Time): June 24, 2023, with 4,053 rides (St. Pete Pride)



St. Petersburg Ridership Trends

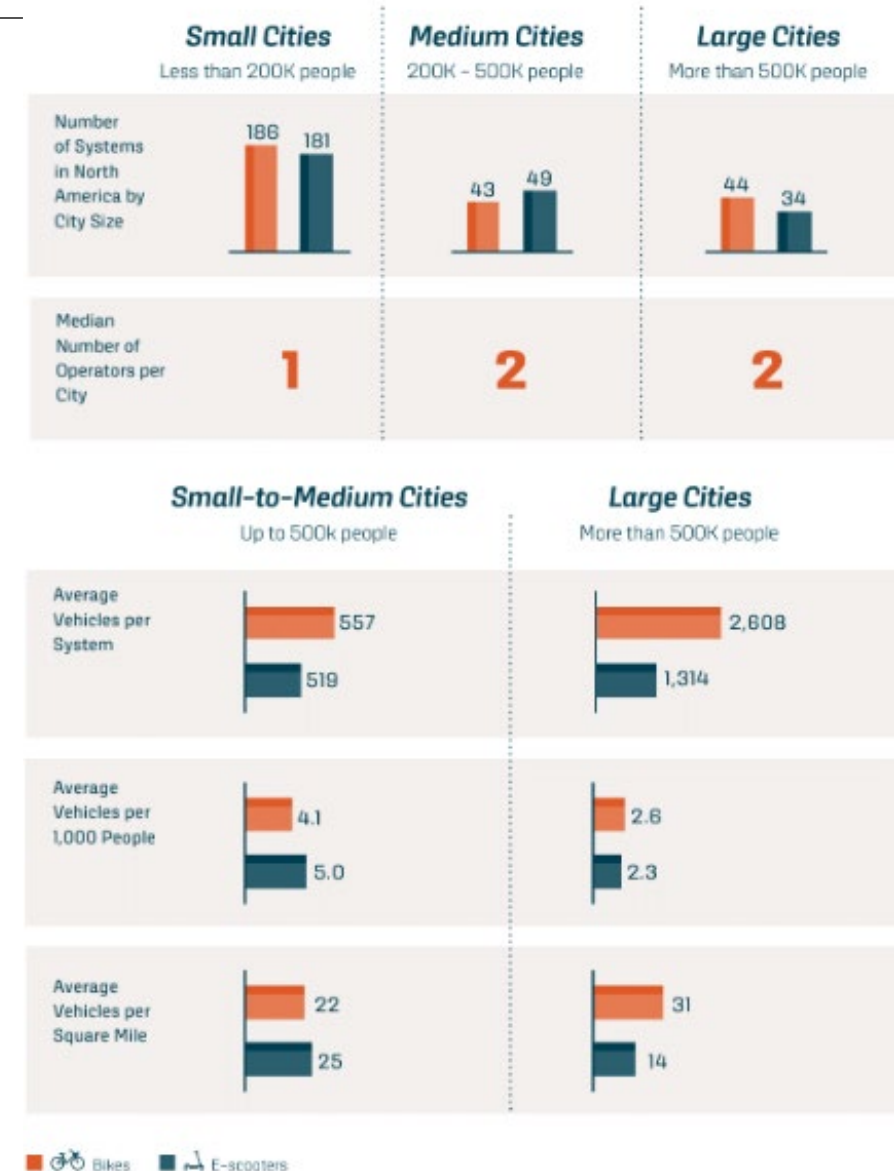
- Trips average at 1.10 miles and last 11.5 minutes.
- The primary routes are along Central Avenue, Bayshore and Beach Drive, and the Pinellas Trail east of 22nd Street.
- Average ride distances increased over time from 0.93mi in 2021 to 1.12mi in 2024.



*Depicts routes for Veo from March 28 – April 28, 2025

Scooter Share Market Trends: Nationwide

- Number of systems have been increasing in medium-sized cities, decreasing in large and small cities.
- Market consolidation has decreased competition.
- Trips have been increasing nationwide, with 172 million trips in 2023 across 421 total systems, a 10% increase from 2022.
- 16% of all micromobility trips were taken to connect to transit.



Scooter Share Market Trends: Midsize Cities (14)

City	Population	Bike Friendly Community Designation	Scooter Share Program	Bike Share Program
Madison, WI	283,705	Platinum	No	Yes
Scottsdale, AZ	246,068	Gold	Yes	Yes
St. Paul, MN	298,940	Silver	Yes	Yes
Lincoln, NE	296,839	Silver	Yes	Yes
Anchorage, AK	282,863	Silver	No – ordinance allowing program just passed in 2024	No
St. Louis, MO	269,259	Silver	Yes	Yes
Chandler, AZ	282,048	Bronze	Yes	Yes
Fort Wayne, IN	273,736	Bronze	No – terminated in 2023 due to safety concerns	No
Buffalo, NY	272,762	Bronze	No	Yes
Gilbert, AZ	279,569	Lapsed (formerly Bronze)	Yes	Yes
Lubbock, TX	272,349	None	Yes	Yes
Jersey City, NJ	291,462	None	No	Yes
Overland Park, KS	197,089	None	Yes	Yes

Scooter Share Market Trends: Florida

Program Details

Cities	Population (2023)	Current Operator(s)	Scooter Share Program Start	Corral-Based or Open Parking	Fleet Size	Bike Share Program?
St. Petersburg	263,553	Veo	2020	Corral-Based	885	Yes
Tampa	403,364	Spin ¹	2019	Corral-Based ²	786	Yes
Orlando	320,742	Bird, Lime, Veo ³	2020	Open Parking	1,600	Yes
Jacksonville	985,843	Bird, Lime	2021	Corral-Based	400	No
Tallahassee ⁴	202,221	Spin	2019	Open Parking	up to 750	No
Miami ⁵	455,924	None	2018	N/A	was 250	Yes

¹ Tampa’s current agreement started with two operators but dropped to one after terminating the contract with Helbiz in mid 2024. Lime provides Bike Share.

² Tampa switched from an open parking to a corral-based parking system in May 2024.

³ Orlando had as many as six operators, from eight various vendors, operating during their pilot program. When the program switched from the pilot, they awarded to three operators and currently have only three operators.

⁴ Tallahassee launched with five operators in their pilot program.

⁵ Miami discontinued shared scooter services in 2024.



Scooter Share Market Trends: Florida

Takeaways:

- Most major cities in Florida, including those with and without a major university campus, continue to provide Scooter Share programs for residents and visitors and have done so for many years in a relatively young industry.
- The range of authorized devices varies, with Jacksonville currently allowing the fewest at 400 and Orlando allowing the most at 1,600.
- Many initiated Scooter Share through Pilot Programs launched with several vendors and have seen a reduction in the number of operators that currently serve their communities.



Scooter Share Market Trends: Florida

Notable Info:

- Miami and Ft. Lauderdale are the only markets to have removed scooters, and did so in 2024 and 2022, respectively.
 - Miami cited the companies were not complying with safety regulations.
 - Ft. Lauderdale opted not to convert the pilot to a full program due to the COVID-19 pandemic.
- Based on staff outreach, other cities have also noted challenges with ordinance compliance, sidewalk clutter, and concerns with sidewalk riding.
- After initially launching with open parking, Tampa and Jacksonville have both developed corrals for their programs.
- Tallahassee's Bike Share program was discontinued in 2018 following disruption by Hurricane Michael and claims by the operator that the market became unprofitable.



Program Successes

- Well thought-out program based on applied best practices tailored to St. Pete with high levels of ridership despite strict program requirements that has allowed it to serve as model for other cities.
- City's proactive planning for micromobility devices prior to launch heavily contributes to the program's success. Many cities report difficulties with regulating micromobility programs once operations are underway.
- Staff are frequently invited to present on the program's success, including an upcoming national webinar in June.
- Approximately \$1M in revenue generated in ROW Usage fees with unspent funding rolled into capital investments that improve conditions for bike and scooter riders.

OPINION

Scooters have come to St. Pete. So why does it feel different than Tampa? | Editorial

You might have new noticed a new way to get around on St. Petersburg's streets.



Brian Stephens, 45, on left, and his wife Susan Stephens, 45, from Beaufort, South Carolina, work to get the app up and running as they prepare to rent scooters from in front of the Museum of Fine Arts on Beach Drive NE on Monday, Nov. 2, 2020 in downtown St. Petersburg. [DIRK SHADD / Times]

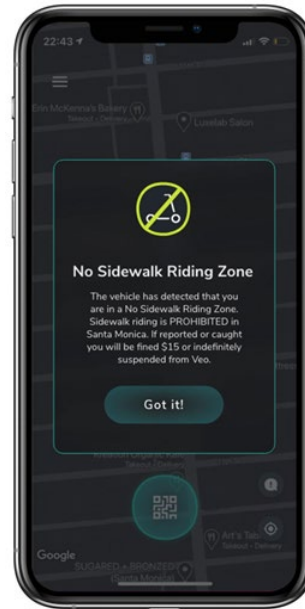
By Tampa Bay Times Editorial Board

Published Nov. 23

If you've left your house in the past few weeks, you might have noticed a [new way to get around on St. Petersburg's streets](#): Scooters have finally arrived. While other cities have struggled with scooter programs, St. Petersburg's initial rollout has gone fairly well. And the local initiative includes one much-needed upgrade: Scooters must be parked in corrals, rather than left on the ground or wherever the passenger decides to discard them. That policy might be a key to the program's long-term success.

Program Challenges

- The micromobility market is volatile and consolidation has led to higher user fees and fewer operators. St. Petersburg saw the loss of Razor in the market in 2023.
- Rider behavior can lead to incidents and community requests for increased enforcement.
- Expansion can be difficult when extending beyond urban areas due to available street space and other roadway needs, such as parking and loading zones.
- Timely compliance with requirements to indemnify City when claims arise has occurred.

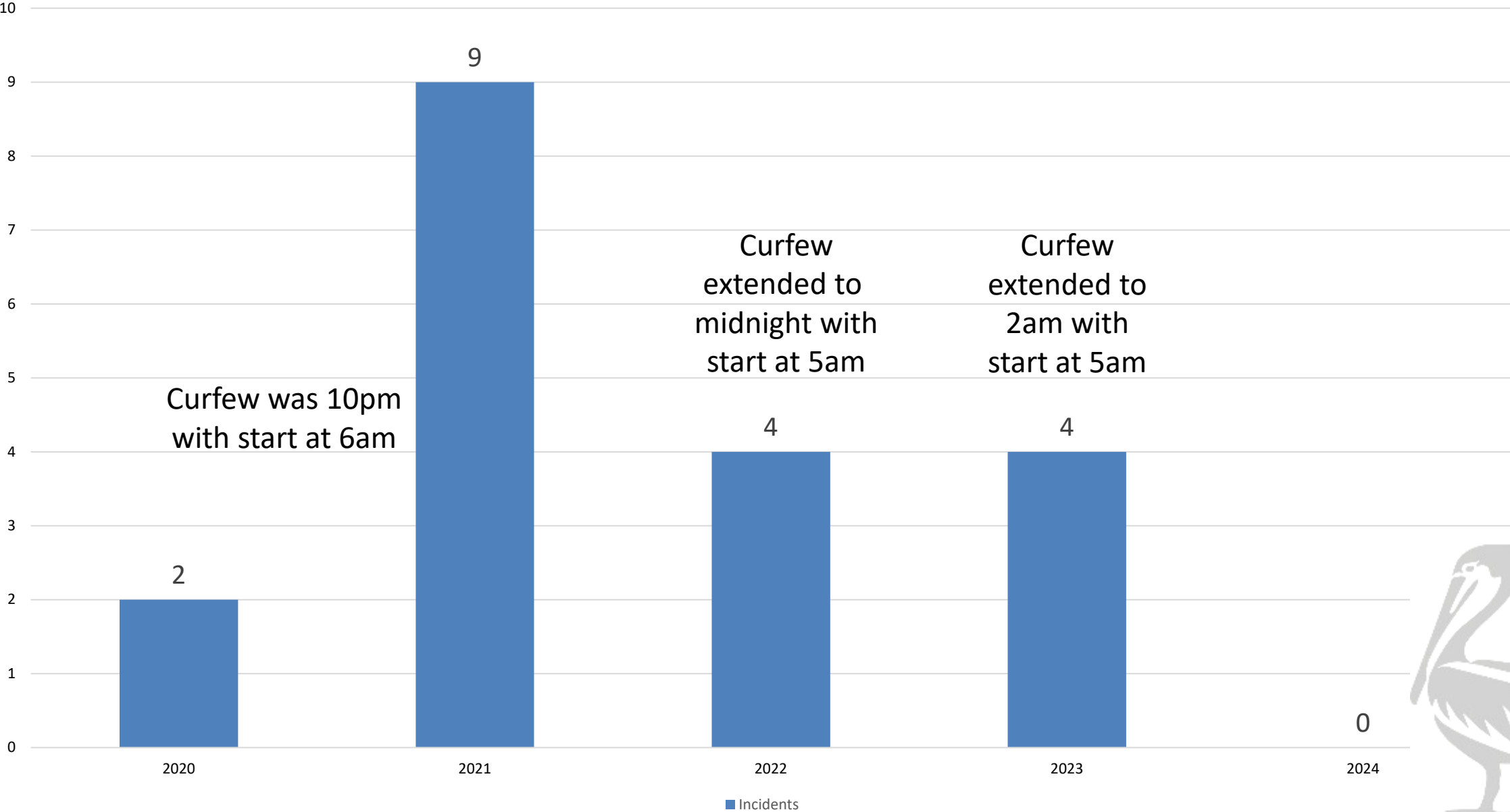


Shared Scooter Incidents

- Since the pilot, St. Petersburg Police have documented incidents involving shared scooters. In total, there have been 19 incidents reported.
- Of those, 10 resulted in injuries (9 of which required medical attention); 2 possible injuries (not requiring medical attention); and 7 involved property damage only. To date, the City has had one reported incident involving a shared scooter that resulted in a fatality; pedestrian was struck by shared scooter user, double-riding and operating on the sidewalk.
- The peak number of incidents occurred in 2021, with 9 reported incidents, while 2022 and 2023 saw a significant decrease, each with 4 incidents, respectively.
- Despite extending the program curfew in 2022 and 2023, incidents have not increased, and no reported incidents with injuries have occurred outside of the original operational hours.
- No reported incidents involving shared scooters in 2024 and to date in 2025.



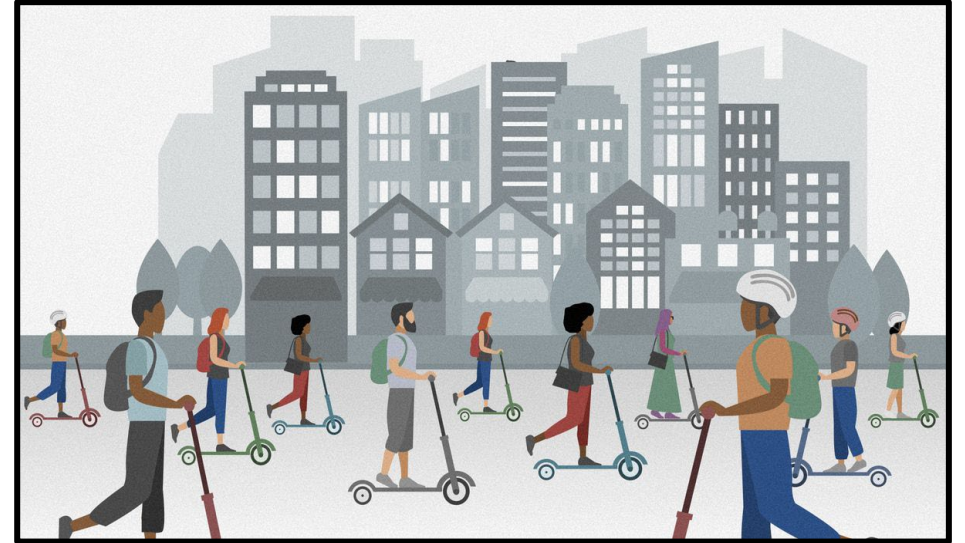
Incidents Involving Shared Scooters (By Year)



Request for Proposals 2025

Sample Minimum Requirements and Evaluation Criteria

- Vehicles must be limited to 15 mph and GPS equipped
- Ability to “geofence” to enforce No Ride Areas & parking corral compliance
- Age/ID scans and in-app quiz to ensure safety standards
- Public education/outreach & Access Program required
- Operated successful programs in other areas for a minimum of one year
- Proposed Terms & Conditions were modified and strengthened to address challenges in resolving claims under the current agreement



Evaluation Committee Recommendation

- Recommend award to Lime and Spin based on proposal, qualifications, past experience, and references following review of proposals from 3 Offerors
- Shared parking capacity = equal offer for number of scooters to deploy
 - Initial availability is 900 total, or 450 each
 - Will increase as additional parking is brought online
- Consistent Right-of-Way Usage Fee - \$250/scooter/year



SPIN



Advantage of Multiple Operators

- More options for consumers and competition may help lower prices
- More options for education & outreach to the community
- According to North American Bikeshare & Scootershare Association's 2023 report, most medium sized cities had 2 or more operators



SPIN



Recommended Operator - Lime



- Been in business since 2017
- Local Bike Share provider since March 2023; familiarity with City, geography, and various market information, including but not limited to special event operations
- Local Program Management staff will cover both Scooter Share and Bike Share
- Will increase to a 22-person team that adds a Junior Operations Coordinator focused on community engagement
- Took no exceptions to proposed Terms & Conditions



Recommended Operator - Lime

- Lime will provide 450 new vehicles, beginning with 10% seated scooters and 90% standing scooters and will adjust the distribution to 50/50 as desired.
- Gen 4.1 scooters have swept handlebars, front-center battery location (interchangeable with their bikes), dual kickstands, and phone holder.
- Sidewalk riding detection technology via Lime Vision+, an advanced camera-based technology, on initial 20% of fleet.
 - In-app and audible alerts for riders on sidewalks and in prohibited areas
 - Coupled with education program



Gen 4.1 E-Scooters

Recommended Operator - Lime



- Proposed fare of \$0.39/minute and a \$1 unlock fee which is consistent with Lime's current Bike Share price.
- Lime will also provide several subscription pass models to provide discounts of up to 54% which may reduce costs for frequent riders.
- Additional discounts could be offered based on certain conditions.

Pass Duration	Price ⁴
Free unlocks + 30 minutes	\$5.99 (45% discount)
Free unlocks + 60 minutes	\$9.99 (54% discount)
Free unlocks + 160 minutes	\$26.99 (53% discount)
St. Pete Pass: Free unlocks + 250 minutes	\$40.99 (54% discount)

Program	Fare
LimePrime: Unlimited unlocks over a one-month period with \$1 unlock fee waived	\$5.99/month
Multimodal journey discount: 10% discount automatically applied to rides starting within 150 feet of select transit stops at designated times of day.	10% off
Spare the Air: Gives riders 10% off on poor air quality days to encourage micromobility commutes.	10% off



Recommended Operator - Lime



Community Outreach Program + Access Program

- Will offer First Ride Academy once-per-month and two annual user surveys
- Lime Access program will provide a 70% discount on all rides for income-eligible users based on the following eligibility criteria:
 - Recipients of any federal, state, or local subsidies (SNAP, Pell Grant, etc.)
 - Recipients of reduced-fare PSTA transit passes
- Upon readiness, will partner with the City and PSTA to automatically enroll reduced-fare riders into the Lime Access program
- Access Zone Pricing: 20% discount for all trips started within an identified Access Zone that's not dependent on meeting income-eligibility; the zone is the same as that offered for bike share, providing consistency for users regardless of mode selected



Recommended Operator - SPIN



- Founded in 2016; current company formed in March 2024
- Provides service to several other Florida cities, including Tampa
- 22-person, wholly in-house team to coordinate with the City including local operations manager (St. Pete resident) and government partnership managers
- Will work closely with St. Pete Works for hiring in the South St. Petersburg CRA
- Agreed to data sharing with PSTA
- Took no exceptions to proposed Terms & Conditions



Recommended Operator - SPIN

- Spin will provide 450 vehicles, including new models SpinPhoenix and Spin 7, beginning with 30% seated scooters and 70% standing scooters and can be adjusted according to ridership trends
- SpinPhoenix has basket, large tires, dual braking, and dual kickstand
- Spin 7 has turn signals, dual shocks and dual kickstand, speedometer and integrated, real-time sidewalk riding detection technology via multiple telemetric sensors (95% accuracy in distinguishing road surface types), and sensors for double-riding and wrong-way riding detection



Recommended Operators - SPIN



- Standard fare of \$1 unlock fee plus \$0.42/minute
- Local Resident Reduced Rate (similar to ParkMobile) lowers rate to \$0.34/minute
- Multiple options for pricing and passes that have not been provided previously including a distance-based model that can encourage safer behavior at traffic signals

Fare Rate Structure	Rates & Eligibility Details
Local Resident Reduced Rate (ALL RESIDENTS - No Income Verification or Eligibility Limits)	<p><u>Rate:</u> \$0.34 cents per minute + \$1 lock fee for all of our devices. We will offer ALL St. Petersburg residents this highly affordable resident rate, which will make Spin the most affordable operator in the City. This resident rate provides a 20% discount off our standard per minute rate for tourists.</p> <p><u>Eligibility:</u> We are currently experimenting with using zip codes and other proxies to efficiently verify our reduced resident pricing rate. In line with our data practices, we will also ensure no residency info is stored on our Amazon (AWS) platform.</p>
Standard Fare Rate	<p><u>Rate:</u> \$0.42 cents per minute + 1 unlock fee for e-scooters. This is our standard rate for non-residents.</p>
NEW! Flat Rate Fare Option	<p><u>Rate:</u> A flat rate fare option of \$3 for all trips up to 10 minutes in duration. For each additional minute beyond this 10 minute allocation, a reduced \$0.25 charge will be added to the fare.</p> <p><u>Benefits:</u> We are excited to offer this flat rate option alongside our reduced resident and standard per minute rate fare options to study the impacts on boosting ridership and reducing upfront cost-barriers.</p> <p><u>Eligibility:</u> All users (residents and visitors) in St. Petersburg will be eligible to select our alternative flat fare rate option.</p>
NEW! Distance-Based Pricing Option	<p><u>Rate:</u> \$1.50 per mile (+\$1 unlock fee) with an estimated price of \$4.25 per trip based on regional trip length (in distance) averages.</p> <p><u>Benefits:</u> The current industry standard to charge based on a per-minute pricing model can incentivize riders to reach their destinations as quickly as possible, potentially leading to speeding or ignoring traffic lights/stops. By contrast, distance-based pricing aims to ensure users focus on riding safely without being charged more if their trip takes longer.</p> <p><u>Eligibility:</u> All users (residents and visitors) in St. Petersburg will be eligible to select distance-based pricing as a fare option.</p>
Spin Passes	<p><u>Hourly/60-minute Pass:</u> \$8.99. This pass provides riders with up to 60 minutes of ride time per trip and includes unlimited trips. The pass remains active for 72 hours from the time of purchase.</p> <p><u>7-Day Pass:</u> \$12.99. This week-long pass provides riders with up to 90 minutes of ride time per trip and includes unlimited trips. The pass remains active for seven days from the time of purchase.</p>

Recommended Operator - SPIN



Community Outreach Program + Access Program

- Will develop partnerships with local small businesses to enable riders to pick up a free helmet in person at locations across St. Pete
- Will push a variety of user surveys to gauge community sentiment
- Spin Access program will provide 3 free 30-minute trips per day with no monthly fee to income-eligible riders based on the following eligibility requirements:
 - Reported income up to 150% of the Federal Poverty Line
 - Residents enrolled in a local, state, or federal benefits program
- 25% discount for trips started within an identified Access Zone that's not dependent on meeting income-eligibility



Next Steps

- Return to City Council on May 15 for approval
- Pending approval, execute agreements
- Transition operations and launch with new operators in mid-June 2025
 - Community outreach + education
 - Equipment deployment
 - App verification
 - User Agreement provisions
 - Geofencing test
 - Safety quiz preview



Requested Action

Committee recommend to full Council approval of a license agreement with Lime and Spin to provide Scooter Share services in St. Petersburg





Scooter Share Program Update

Housing, Land Use, and Transportation
Committee
May 8, 2025