City of Cincinnati

801 Plum Street
Cincinnati, OH 45202

Agenda - Final-revised

Public Safety & Governance

Chairperson, Scotty Johnson
Vice Chairperson, Jan-Michele Kearney
Councilmember Mark Jeffreys
Councilmember Liz Keating

Tuesday, August 2, 2022	**9:00 AM**	**Council Chambers, Room 300**

PRESENTATIONS

Pedestrian Accident Updates
Captain Dennis Swingley & Lieutenant Robert Van Horn

E-Scooter Update, John Brazina DOTE

Bird & Lime Company

Pedestrian Safety Program Update
John Brazina, DOTE

AGENDA

1. **202201582** PRESENTATION submitted by John P. Curp, Interim City Manager, dated 8/2/2022, regarding the Traffic Unit Update on Pedestrian Safety.

Sponsors: City Manager

Attachments: Transmittal

Presentation

2. **202201578** PRESENTATION submitted by John P. Curp, Interim City Manager, dated 8/2/2022, regarding the E-Scooter Program Update from DOTE, Bird, and Lime.

Sponsors: City Manager

Attachments: Transmittal

Presentation A

Presentation B

Presentation C

3.   202201565   PRESENTATION submitted by John P. Curp, Interim City Manager, dated 8/2/2022, regarding DOTE's Pedestrian Safety Update.

  Sponsors: City Manager

  Attachments: Transmittal

  Presentation

4.   202201609   ORDINANCE (EMERGENCY) submitted by John P. Curp, Interim City Manager, on 8/2/2022, MODIFYING the salary range schedule for the classification of School Crossing Guard by amending existing Section 920 of Division 4, Chapter 307 of the Cincinnati Municipal Code to establish a new salary range schedule for said classification.

  Sponsors: City Manager

  Attachments: Transmittal

  Ordinance

Date: August 2, 2022

To: Members of the Public Safety & Governance Committee   202201583

From: John P. Curp, Interim City Manager

Subject: Presentation – Traffic Unit Update – Pedestrian Safety

Attached is the presentation for the Traffic Unit Update on Pedestrian Safety for the Public Safety & Governance Committee.

cc: Teresa Theetge, Interim Police Chief
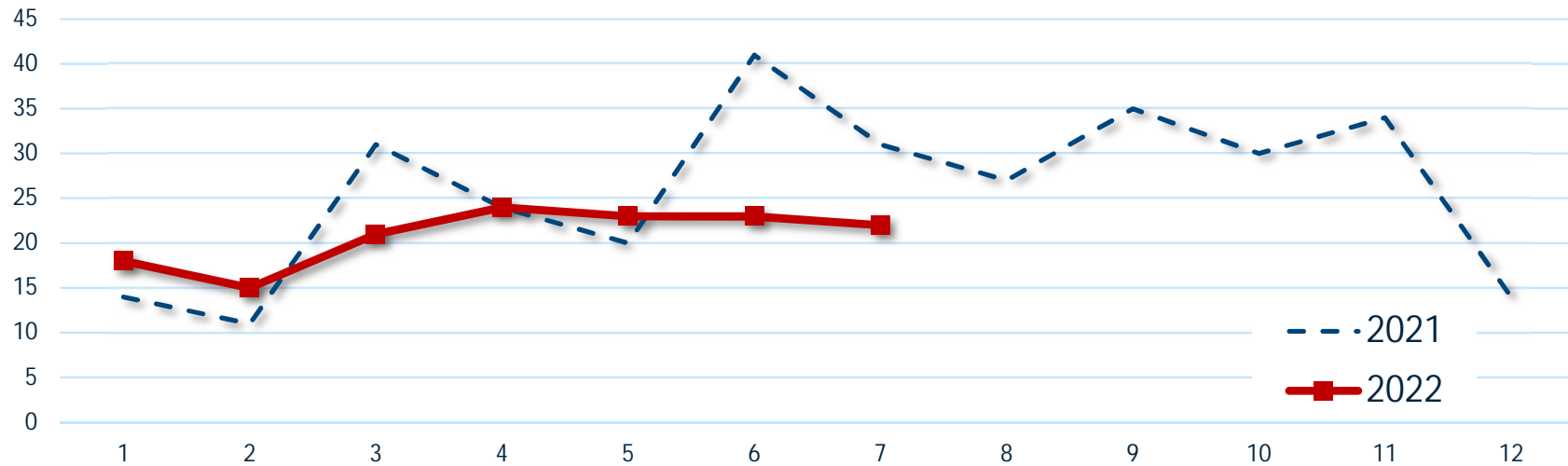Cincinnati Police Department

Traffic Unit Update: Pedestrian Safety

Captain Dennis Swingley

Lieutenant Robert Van Horn

Special Services Section

Pedestrian-Involved Crashes
June and July

| Time Period	2021	2022
June	41	23
July*	27	22
Year-to-Date*	168	146

** Analysis was run on 07/27/2022 and therefore does not include any crashes occurring on 07/28 – 07/31. Counts in 2021 have also excluded crashes occurring on these days**

Map of Pedestrian-Involved Crashes
City-Wide, June 1 – July 27, 2022

Concentration of Pedestrian-Involved Crashes
June 1 - July 27, 2022

Legend

- Districts
- Neighborhoods
- Ped-Involved Crash

Crash Density
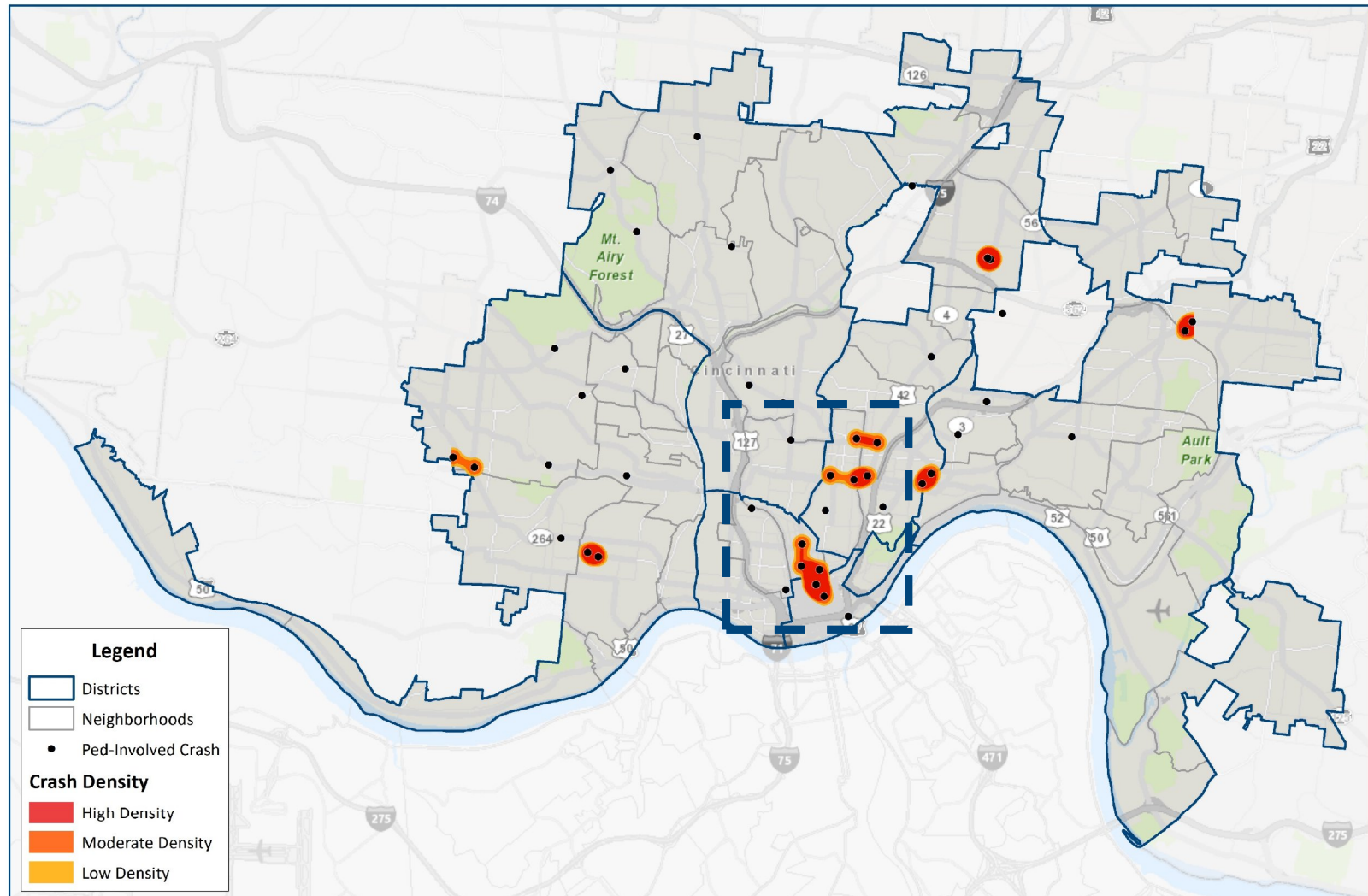
- High Density
- Moderate Density
- Low Density

0 0.5 1   2   3   4 Miles

Crime Analysis and Problem Solving

Concentration of Pedestrian-Involved Crashes

June 1 - July 27, 2022

Legend
- Districts
- Neighborhoods
- Ped-Involved Crash

Crash Density
- High Density
- Moderate Density
- Low Density

University of Cincinnati

OTR & Central Business Section

© OpenStreetMap (and) contributors, CC-BY-SA
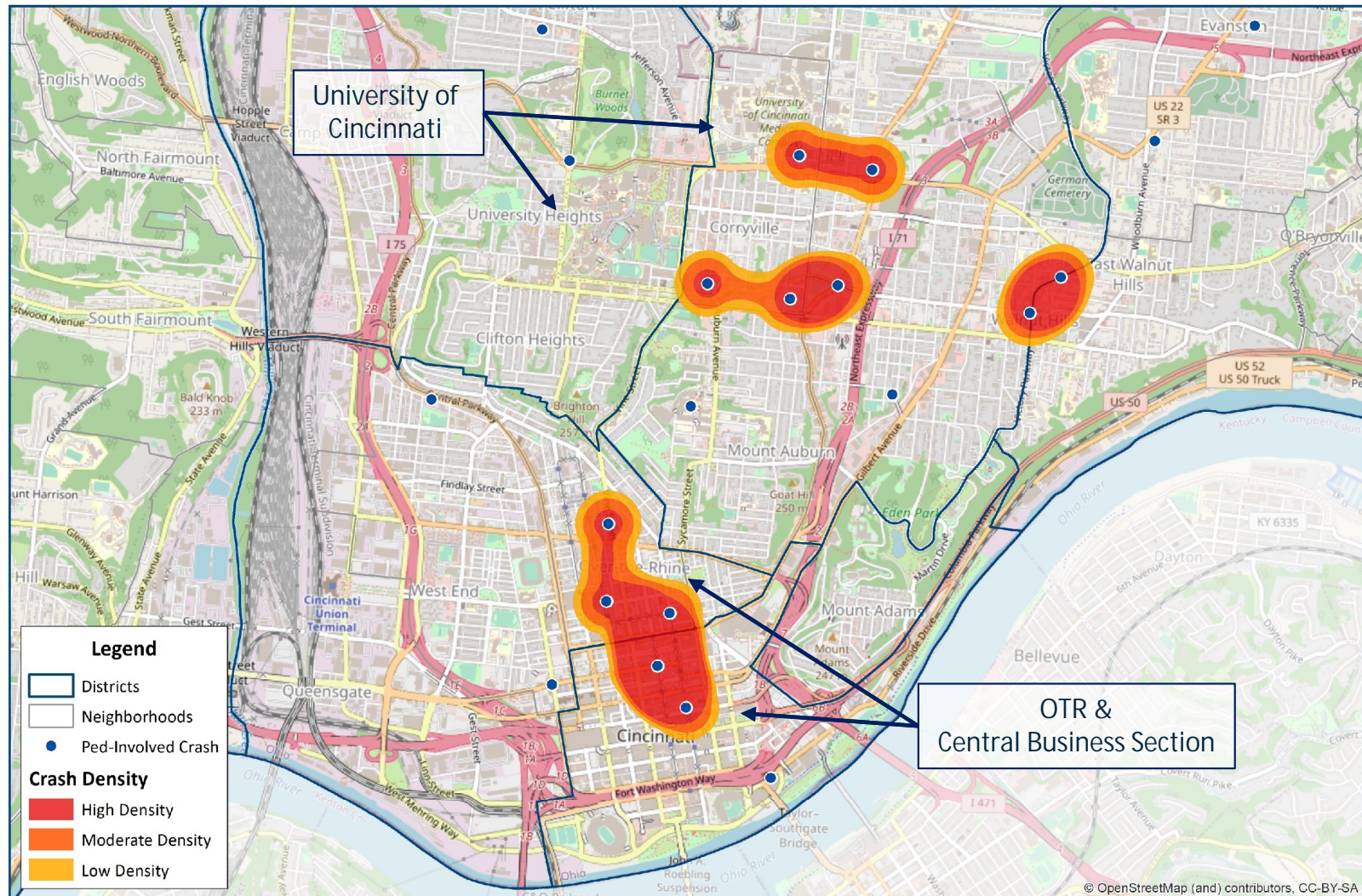
Crime Analysis and Problem Solving

Back to School Pedestrian Safety Campaign

- Mid-August

- Public Media Campaign
  - Led by CPD PIO

- Enforcement Activity
  - Increase visibility around school zones and high-traffic business areas

Date: August 2, 2022

To: Members of the Public Safety & Governance Committee

From: John P. Curp, Interim City Manager

Subject: Presentation – E-Scooter Program Update

Attached are presentations for the E-Scooter Program Update from DOTE, Bird, and Lime, for the Public Safety & Governance Committee.

cc: John S. Brazina, Director
        Department of Transportation and Engineering

City of CINCINNATI

Public Safety & Governance Committee

E-SCOOTER PROGRAM UPDATE

Department of Transportation & Engineering

August 02, 2022

E-Scooter Program Status Update:

- Reported E-Scooter Issues.

- Bird & Lime Solutions.

- Operating Hours.

- Franchise Agreements.

E-Scooter Program Status Update:

Reported E-Scooter Issues:

1. Underage Riding.

2. Sidewalk Riding.

3. Wrong Way Riding.

4. Riding After Curfew.

5. Riding on Private Property and in Unauthorized Areas, including Parking Garages.

6. Riding While Engaged In and Support Of Alleged Criminal Activity.

7. Intrusive / Obstructive Parking.

WCPO 9 NEWS

FUTURE OF E-SCOOTERS IN CINCINNATI
CITY ASKS COMPANIES TO ADDRESS SAFETY CONCERNS

5:06 | 81°

Since the Last Committee Meeting –

- Staff participated in 4-meetings with Bird and 1-meeting with Lime.
- Staff provided Bird and Lime information for improving the sidewalk geofence installations.

city of
CINCINNATI
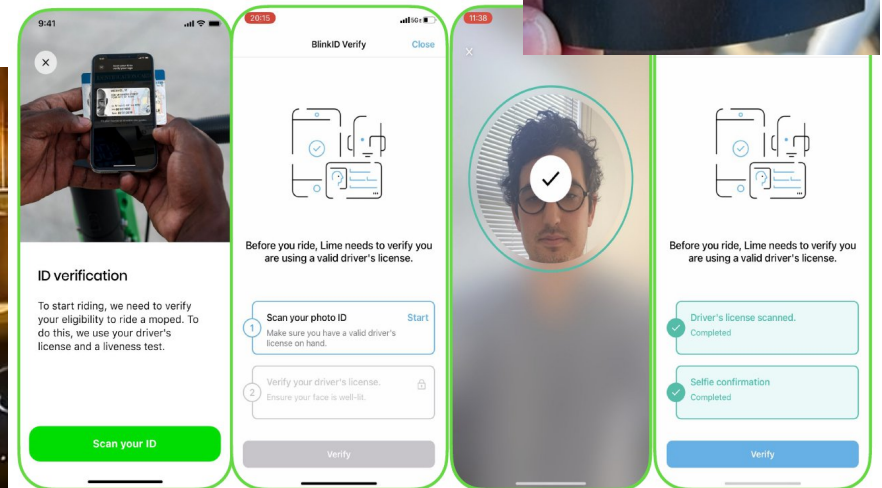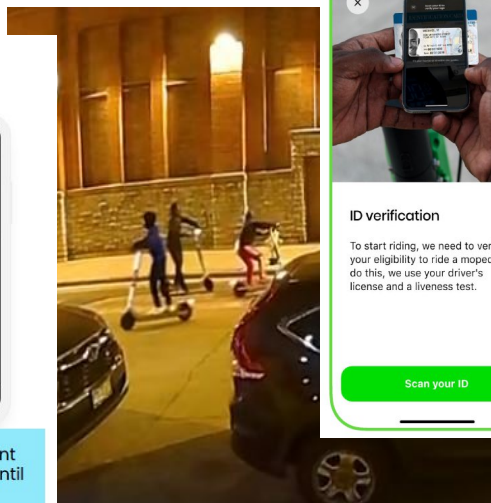
E-Scooter Program Status Update:

E-Scooter Issue Solutions:

1. Underage Riding:

- Rider Education.

- Violation Reporting.

- Enhanced Rider ID Verification.

- Rider Suspension.

- Banning Violator Accounts.
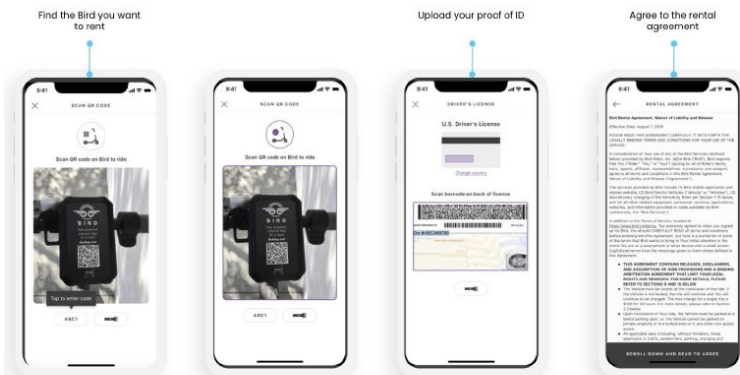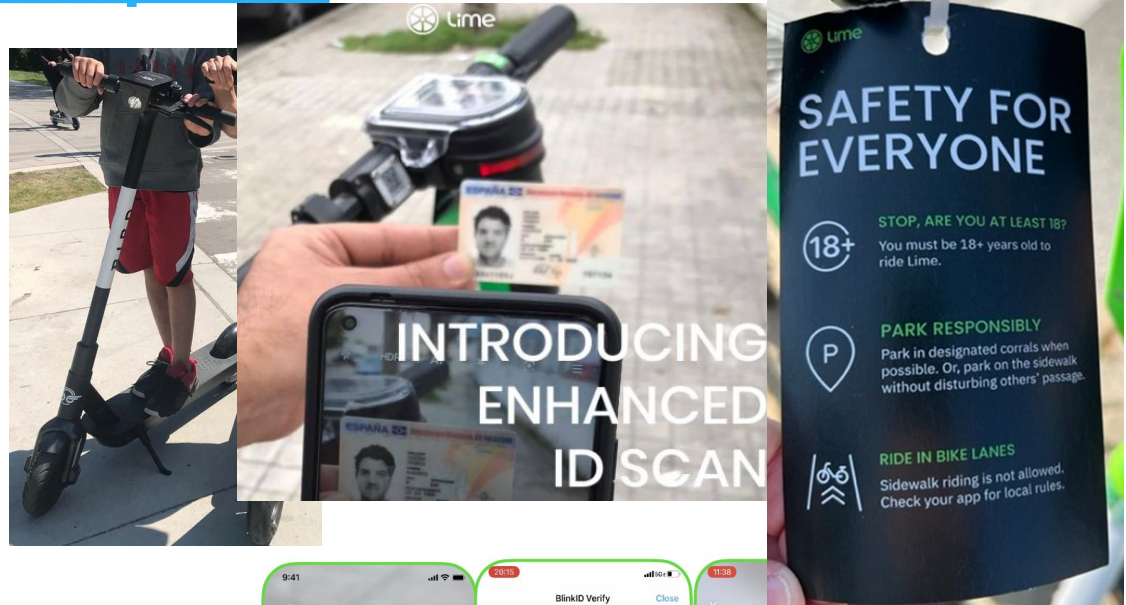
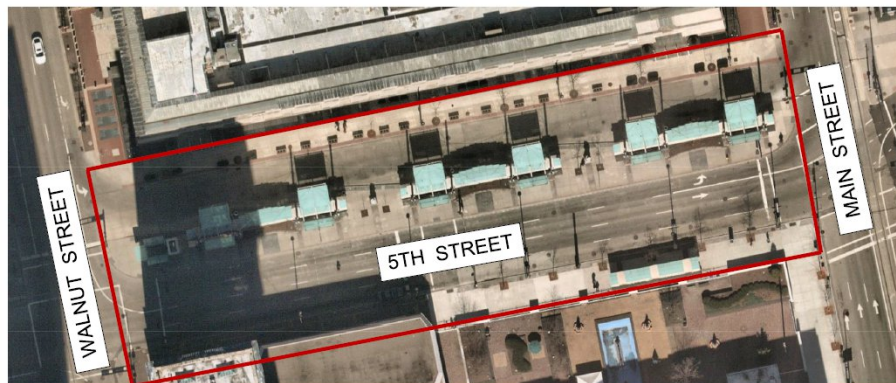ID verification and rental agreement flow; a user cannot begin the ride until the ID is approved

E-Scooter Program Status Update:
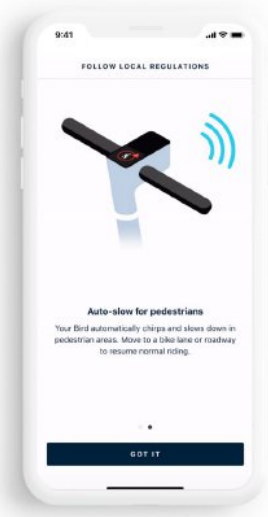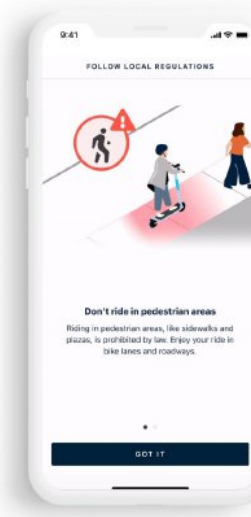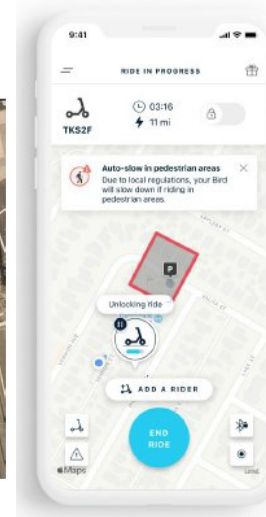
E-Scooter Issue Solutions:

2. Sidewalk Riding:

- Rider Education.

- Scooter Tags.

- Violation Reporting.

- Geofence Operating Restrictions.

- New Positioning Technology.

09/13/2021 – REVISED / UPDATED GEOFENCE BOUNDARY REQUEST

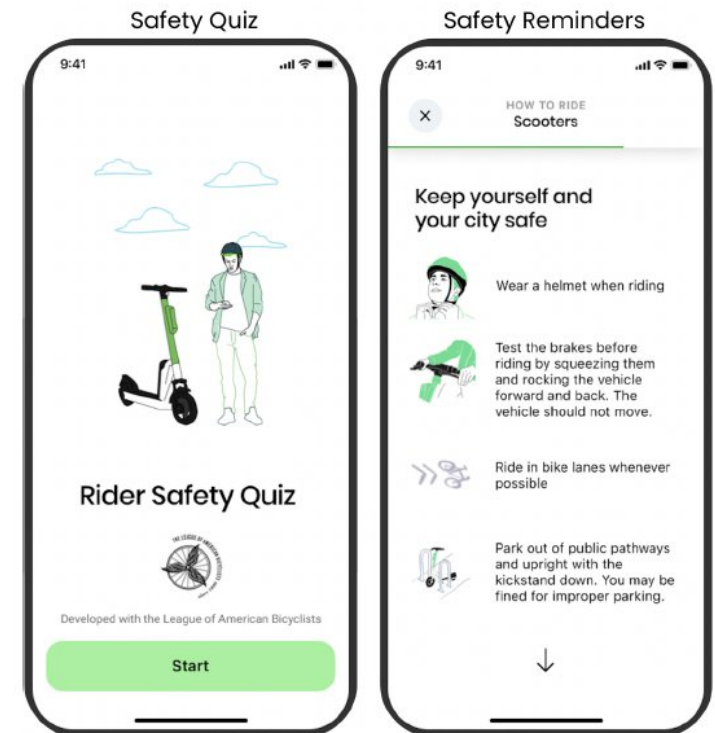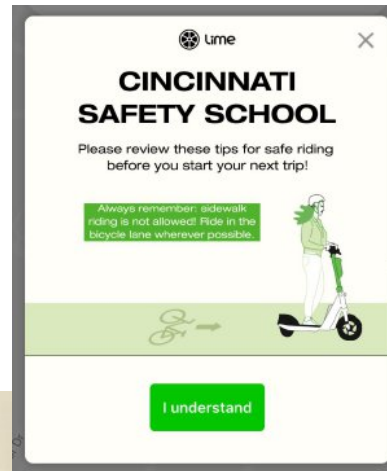GOVERNMENT SQUARE
DOWNTOWN CENTRAL BUS HUB

city of
CINCINNATI

14

E-Scooter Program Status Update:

E-Scooter Issue Solutions:

3. Wrong Way Riding:

- Rider Education.

- Scooter Tags.

- Violation Reporting.

E-Scooter Program Status Update:
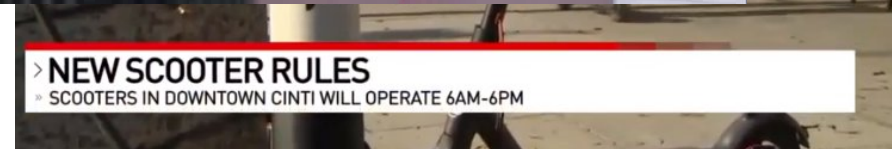
E-Scooter Issue Solutions:

4. Riding After Curfew:

- Rider Education.

- Scooter Tags.

- Violation Reporting.

- Geofence Operating Restrictions.

As of Friday, April 22, 2022, the Current Daily Operating Hours are 6:00 AM to 6:00 PM.

Reports received indicate that both Bird and Lime are in compliance with the 6:00 PM Curfew operating restrictions.

The Current Daily Operating Hours will remain in effect until the City Administration can be assured that the public's health, safety, and welfare will be protected.


NEW ON WLWT
BIRD SCOOTERS, LIME BIKES TO WORK 6AM-6PM
WITHIN CINCINNATI CITY LIMITS
5 WLWT

NEW SCOOTER RULES
SCOOTERS IN DOWNTOWN CINTI WILL OPERATE 6AM-6PM

NEW INFORMATION
NEW CURFEW ON E-SCOOTERS
54° | 5:05
FOX19 NOW

city of CINCINNATI

E-Scooter Program Status Update:

E-Scooter Issue Solutions:

5. Riding on Private Property and in Unauthorized Areas, including Parking Garages.

- Rider Education.

- Scooter Tags.

- Violation Reporting.

- Geofence Operating Restrictions.

DOTE works closely with both Bird and Lime to define and install both temporary and Permanent geofence barriers for the protection of pedestrian-oriented events, areas, and venues.

Reports received indicate that implementation of the 6-PM Curfew has significantly and positively Impacted the instances and severity of bad behavior.
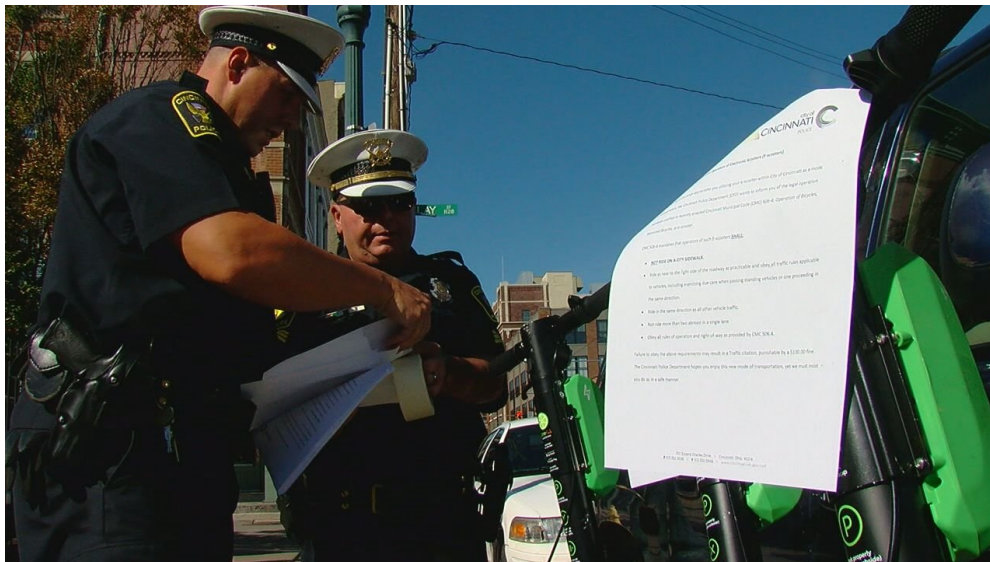

city of CINCINNATI
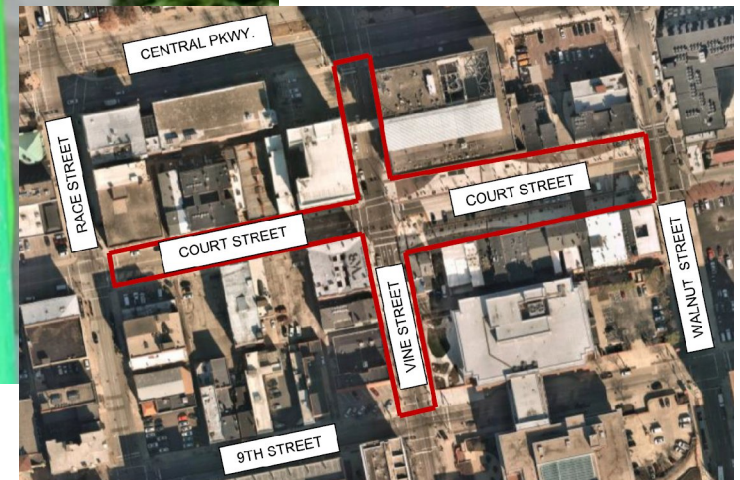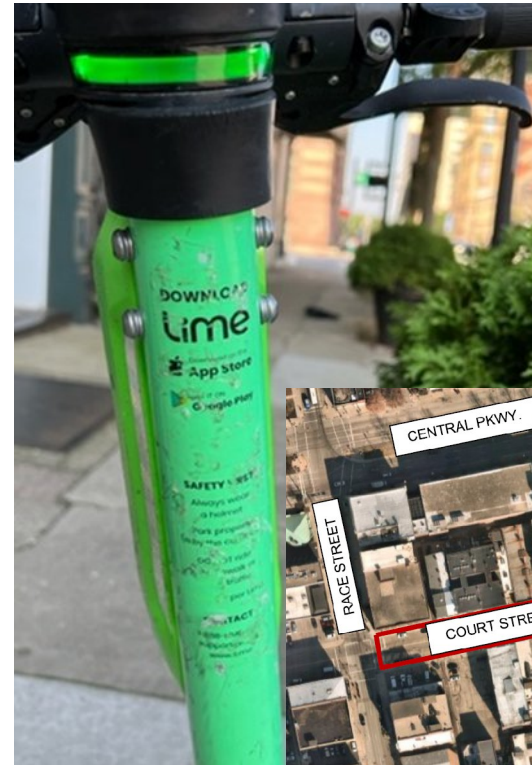
E-Scooter Program Status Update:

E-Scooter Issue Solutions:

6. Riding while Engaged In and Support Of Alleged Criminal Activity.

Both Bird and Lime seek to continue their legal policies and processes in partnership with CPD.

2018 – CPD Post Informational Fliers
Outlining E-Scooter Rules & Regulations

city of
CINCINNATI

18
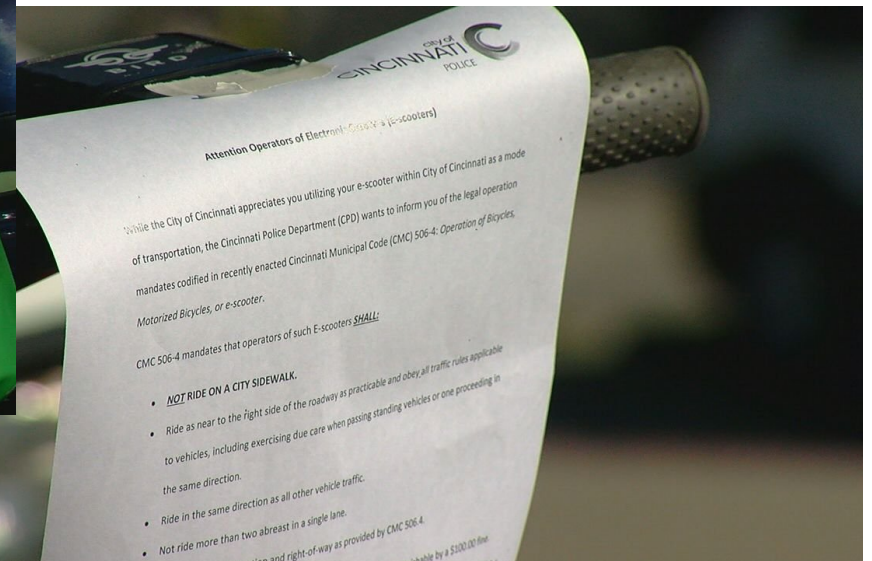
E-Scooter Program Status Update:

E-Scooter Issue Solutions:

7. Intrusive / Obstructive Parking.

- Rider Education.

- Enhanced AI Parking Technology.

- Designated Physical Parking Areas.

- Violation Reporting.

E-Scooter Program Status Update:

Current Daily Operating Hours – 6:00 AM to 6:00 PM.

The 6 PM Curfew implemented on Friday, April 22, 2022, will remain in effect until the City Administration can be assured that the public's health, safety, and welfare will be protected.

city of CINCINNATI
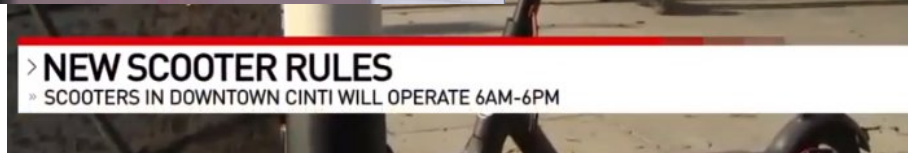
E-Scooter Program Status Update:

New Franchise Agreements:

1. Contract Status:

2. DOTE Rules and Regulations:

- E-Scooters are currently operating in compliance with State of Ohio law, pursuant to governance supplied by Cincinnati Franchise Ordinance # 455-2021 and applicable CMC Traffic Code regulations.

- Execution of the new permanent Franchise Agreements, including the updated DOTE E-Scooter Rules and Regulations, is on-hold pending current City administrative review.

city of CINCINNATI

QUESTIONS?

Cincinnati + Bird
E-Scooter Program

July 2022 Update
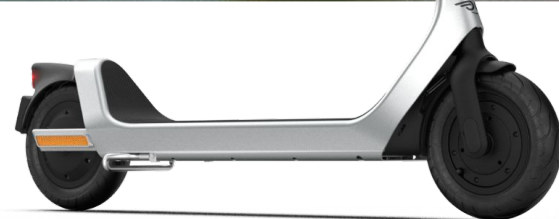
Expanded Promotion of Complaint Reporting

Continue implementing and improving strategies

Bird receives and responds to any vehicle complaint from community members within 2hrs via the channels at right; all information is communicated via a sticker on the vehicle and in-app.

Bird also proposes a coordinated marketing campaign with the City to promote these channels, including hang tags on vehicles to better solicit feedback from community members.

Response and Resolution Channels

Report
Anyone, rider and non-rider alike, can report an issue with a vehicle through our Community Mode or any of the other options we make available.

Evaluation
A report ticket is created to track and classify the complaint. The ticket is routed to the relevant team for resolution.
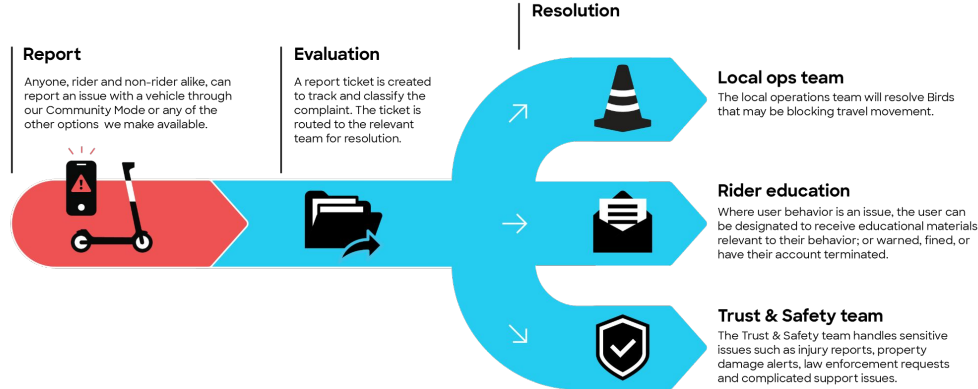
Resolution

Local ops team
The local operations team will resolve Birds that may be blocking travel movement.

Rider education
Where user behavior is an issue, the user can be designated to receive educational materials relevant to their behavior; or warned, fined, or have their account terminated.

Trust & Safety team
The Trust & Safety team handles sensitive issues such as injury reports, property damage alerts, law enforcement requests and complicated support issues.

BIRD

Accessible
Multilingual and ADA-compliant channels available 24/7.

Personalized
Friendly and informed in-house team provides tailored, customer-focused support.

Responsive
Calls answered within 29 seconds, with a global resolution time of five minutes.

To effectively manage customer service issues, we offer a suite of proven, 24/7, multilingual, low- or zero-friction contact options available via phone, text, email, social media, online and in-app. As can be seen in the illustrations further below, we affix our toll-free telephone number and email address to our devices in multiple locations via decals as well as in raised lettering and braille.

Phone Number
1-866-205-2442. Our staffed, toll-free customer service line provides support 24 hours per day, 365 days a year. It also accommodates TTY relay services.

Website
http://www.bird.co
Our website adheres to the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines 2.1 (WCAG 2.1) at the AA level.

Email
hello@bird.co

Twitter
@BirdRide

Instagram
@Bird

Online Form
http://www.bird.co/contact-us

Implementation Timeline:
Live *except* for coordinated campaign with the City

Alleged Criminal Activity

Policy and process for cooperation

Bird has established policies in every market where we operate to both protect user rights and ensure legal compliance and cooperation with law enforcement officials.

- Bird Privacy Policy available here
- Bird Guidelines for Law Enforcement Requests available here (section excerpted at right)

To support cooperation in instances of alleged criminal activity, this is the following process:

- **General concerns:** We accept law enforcement requests via email to subpoenas@bird.co. Our acceptance of legal process does not waive any legal objections Bird may have and may raise in response to the request.
- **Emergency and Exigent Requests:** Law enforcement officials may submit emergency requests to Bird at subpoenas@bird.co with the subject line 'Emergency Disclosure Request'.

Bird Guidelines for Law Enforcement Requests
Excerpt; full policy available here

Legal Process Requirements
In general, we require valid legal process before we disclose business records regarding Riders in response to law enforcement requests. We won't be able to provide information without a valid subpoena, court order, or search warrant. Exceptions to these requirements may be available for emergency requests, where a Rider has provided consent, or where other legal or regulatory requirements apply.

We may produce information in the absence of a subpoena or warrant where an emergency situation exists involving a threat of death or serious bodily harm to a person, as discussed in the emergency request section below.

Emergency and Exigent Requests
We have a process for evaluating requests on an emergency basis where an emergency situation exists involving a threat of physical injury or death to a person. In the event of an emergency, law enforcement officials may submit emergency requests to Bird at subpoenas@bird.co with the subject line 'Emergency Disclosure Request'. When submitting an emergency request provide as much detail as possible about the incident or emergency, including details about the actual or threatened physical harm or exigency. We review these requests on a case-by-case basis and may, at our sole discretion provide responsive information when we believe doing so may protect Riders, Chargers, or others from physical injury or death.

BIRD

Implementation Timeline: Live

Underage Riding

Continue implementing and improving strategies

Bird will continue implementation of the following actions:

- Require an account to submit a valid photo ID demonstrating they are 18+ years of age prior to riding
  - 72.8% of riders who scan a Bird verify their ID
    - 6.4% do not submit an ID
    - 3.5% fail due to duplicate ID
    - 1.7% fail due to minimum age
    - 1.3% fail due to ID expired
    - 14.3 fail due to other (image quality, etc)
- Ban any user demonstrated to be unlocking a vehicle for an underage rider or other fraud
  - 80 users banned in 2022 in Cincinnati thus far; evaluated multiple times per week
- **Ban Cash App account users**
  - **After research, we found that Cash App account users accounted for 80-90% of fraudulent accounts from underaged riders.**
- Ongoing rider education on underage riding rules
- **Implemented additional geofences around K-12 school campuses** to reduce underage driving related to after school activities. In Newark_NJ, this approach yielded substantial improvements in underage riding.
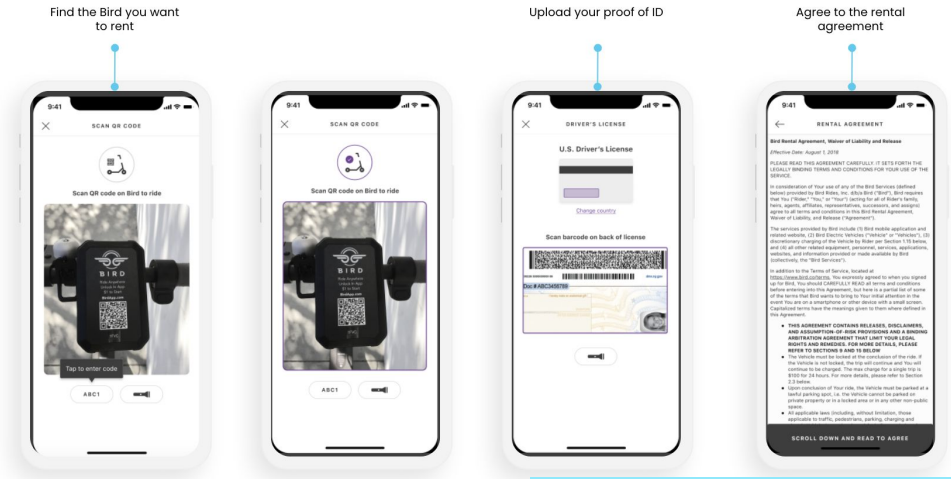
Find the Bird you want to rent

Upload your proof of ID

Agree to the rental agreement

ID verification and rental agreement flow; a user cannot begin the ride until the ID is approved

BIRD

Rider Education & Fines

Fines – Fines will be accompanied by an email and in-app messaging describing the incident and why it was unsafe, educational materials relevant to the offense, and a reminder about additional fines and the potential for account termination.

	x1 1st Offense	x2 2nd Offense	x3 3rd Offense	x4 4th Offense
P Improper Parking	$5 fine	$10 fine	$20 fine	Account terminated
⚠ Unsafe Riding	$20 fine	Account terminated		
⚠ Illegal/Extremely Unsafe Behavior e.g., pedestrian harassment; riding with a minor	Account terminated			

Private Property, Parking Garages, & Curfew Violations

Continue implementing and improving geofencing

Bird has currently established geofences for each property requested by the City, and recently rolled out our updated on-vehicle geofencing technology (detailed at right).

Moving forward:

- Bird commits to **<6hr implementation** of any new geofence implementation requests from the City
- Bird commits to **<24hr resolution** of any violation concerns from the City, including:
  - Suspension of user(s) willfully violating the zone
  - Digital and on-the-ground audit of the zone, with adjustments implemented if needed

Bird has implemented all requested geofences to date. We also recommend collaborating with the City to create a centralized list of all geofences and requirements to ensure all requests are appropriately implemented.

Vehicle Location System: Data Sources

New GPS   Vehicle Data   IMU   Real-Time Kinematic Data

New GPS
2-3x more satellites and new GPS bands. 184 channels across 114 active satellites.

Vehicle Data
Vehicle data includes wheel speed and turning data to provide more robust vehicle location.

Inertial Measurement Unit (IMU)
A sensor that detects the accelerations acting on the vehicle and its orientation in space; contains accelerometers and multi-axis gyroscopes.

Real-Time Kinematic Data
Atmospheric data that corrects the GPS signal for Ionospheric interference.

Sensor Fusion Chip

Precise and Accurate Location

BIRD

Implementation Timeline: Live

Enhanced Parking Enforcement

Overview of Bird's implementation

Mandatory, designated parking in high traffic areas

- **Developed mandatory parking zones based on community and city feedback.** In in the Central Business District, Over-the-Rhine, and the Riverfront, riders are now required to park only in designated locations.

- **Created designated parking locations based on ride history and physical infrastructure.** Created designated parking locations based on data from ride ends and available space in the public right of way. **Parking locations can be adjusted instantly based on city and/or community feedback.**

- **Implemented in-app messaging and restrictions to enforce parking.** Riders cannot end a ride outside of these designated spaces, and receive reminders before the ride and at ride end.

- **Expanded ride end photo review.** Mandatory for riders to submit a photo at end of ride demonstrating compliant parking; expanded ride end photo review of vehicles from sample to all targeted areas with follow up communication.

  - **Option:** Can add fine to non-compliant riders (amount is adjustable) with city approval. Propose $5.

This combination of solutions can improve rider compliance with parking rules, address community stakeholder concerns, and continue the benefits of dockless mobility.
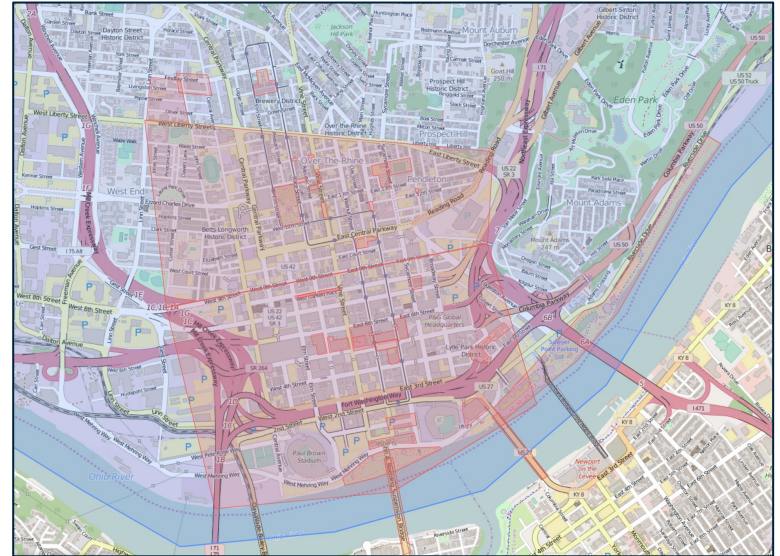
Mandatory parking has been enforced in priority areas designated by the City: The Central Business District, Over-the-Rhine, and the Riverfront

B I R D

Implementation Timeline: Live *except* for fines

Enhanced Parking Enforcement

Details of implementation
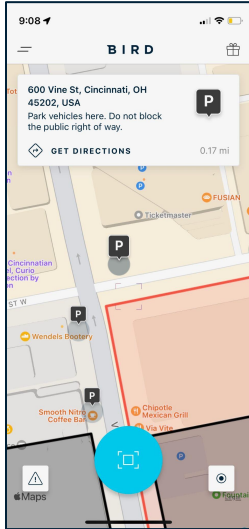
Riders view parking locations on the map
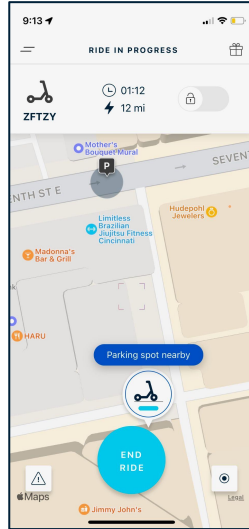
In ride, riders are prompted to find a parking space
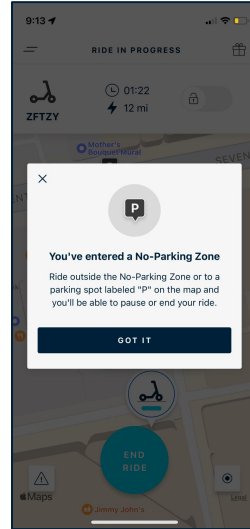
If attempting to park where they shouldn't, riders are prevented from doing so and educated on how to park

L7 Avg Complaint Rate
Per 1000 Birds in PROW within city zones (see notes), split by None (Aggregated)
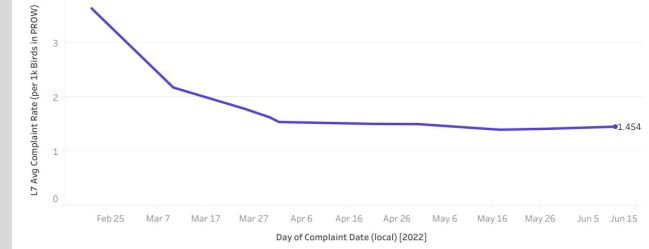
Complaints filed with Bird this year have declined to a weekly of 1.454 per 1,000 vehicles, 37% lower than the national average.

Community Complaints
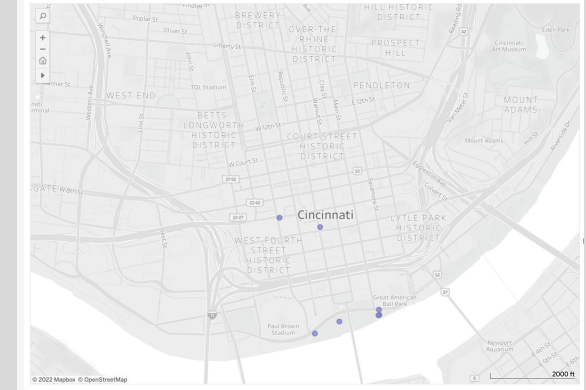
Since implementation complaint volume has reduced, with the Riverfront as the primary area to continue driving improvements.

BIRD

Data Reporting

Continue implementing and improving strategies

Add compliance reporting to monthly data report:

- **Last 1 year** totals and averages
- Include:
  - Rides left in no parking zones and MoM change
  - Tipped vehicles and MoM change
  - Abandoned rides and MoM change
  - Users suspensions for consistent rule violations

Ex: 94.6% of users in Cincinnati in the last year compliantly parked *every ride* they took. Focus on the ~5% with a both education and enforcement actions.

Future: Recommend City enter contract with Populus for live management of this data. Bird proposes including cost of ongoing license in operator contracts.

Zone Totals

Riders	Total Rides	NPZ Parking	% NPZ Parking	Tipped	% Tipped	Abandoned	% Abandoned
26,976	81,910	2,008	2.45%	3,583	4.37%	486	0.59%

All Compliance Issues by Rider

List of all users in the chosen zone and their non-compliance counts. Note that the percent violations can be greater than 100%, since there c
User ID to link straight to dash!

User ID	Commuter	Lifetime R..	Rider State	Total Viola..	Total Rides	Percent Violat..	NPZ Parking
844a7a5f-1f93-4c09-92ef-76a7a47...	True	$414.12	Churned	8.0	10.0	80.0%	0
74cce74e-e863-44de-90d0-30d09a..	True	$393.23	Churned	8.0	9.0	88.9%	0
70711faf-9250-43dd-975b-3f7929d..	True	$114.88	Churned	8.0	5.0	160.0%	0
6b4ea4f4-8ec7-411e-9995-5ebf348..	True	$397.19	Churned	8.0	8.0	100.0%	0
3e37ba0f-91b5-4295-b030-133ac0..	False	$45.14	Churned	8.0	5.0	160.0%	0
28fca243-07b3-44df-89c0-45df5e4..	True	$407.10	Churned	8.0	9.0	88.9%	0
0e428586-4642-4fb6-bdce-f09ebd1..	True	$418.50	Churned	8.0	9.0	88.9%	0
ee796d9a-c207-48ff-b4e7-e7b218d..	True	$690.77	Active - Low Vo..	7.0	133.0	5.3%	3
db15e700-dad6-4df7-8ae0-40d833..	True	$722.62	Active - High V..	7.0	125.0	5.6%	7
da7890bf-e2ab-44e6-a7e0-2978e2..	True	$119.77	Churned	7.0	5.0	140.0%	0

Parking in NPZs

NPZ Parking Threshold

0 — 18

No Parking Zone Non-Compliance

List of all users with a ride in this zone in the past year, and their count and percent of total rides that ended in no parking zones.

User ID	Commuter	Lifetime R..	Rider State	NPZ ..	% NPZ ..
35a6b508-c7d4-414c-b8be-21..	True	$3,314.93	Active - High V..	18	3.6%
a48a4079-5fb4-48d7-9788-d..	False	$104.59	Inactive	13	48.1%
f7a56c71-58ef-4586-8e74-69..	True	$439.83	Active - High V..	9	9.5%
1f96e498-013b-4cb3-9e42-e6..	False	$919.34	Churned	8	1.4%
189d244c-d2a7-4e8a-a369-a..	True	$350.40	Active - High V..	8	6.9%
f971c460-49ee-4350-97c8-ee..	False	$372.33	Inactive	7	11.5%
db15e700-dad6-4df7-8ae0-40..	True	$722.62	Active - High V..	7	5.6%
d3531cf1-12e7-423e-b2b6-4e..	True	$100.10	Churned	7	28.0%
bf49d811-9eec-4be5-b9bf-50..	False	$94.34	Active - Low Vo..	7	31.8%
9e46cac0-6c40-409e-97f1-ffb..	True	$1,085.85	Active - High V..	7	3.3%
1413d157-e901-40cb-bc2d-1c..	True	$213.53	Churned	7	18.4%
e9edc660-4d30-484f-8ae7-dd..	True	$808.84	Churned	6	8.3%

No Parking Zone Rider Counts

Breakdown of total users with x number of ride ends in no park zones.

B I R D
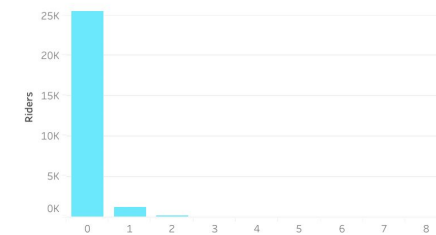
Community Engagement and Education

Investing in communities through valued partnerships

Community Safety Outreach	Law Enforcement Partnership	Continued in app rider education
● Engage existing and new community groups throughout Cincinnati ● Conduct public safety/how to ride workshops/meetings ● Distributed flyers and other printed materials for safe riding and rules. ● Conduct rider surveys	● Law enforcement vehicle/tech demo ● Host joint community round table on rider safety ● Community ride with law enforcement ● Offer vehicles for neighborhood patrol	● Ride Start with local rules and regs ● Additional Bird safety rules upon opening app ● Mandatory parking maps ● Safe start (sobriety checks) ● Helmet Selfies ● Safety Quiz

BIRD

Cincinnati E-Scooter Program

August. 2, 2022

Lime

Cincinnati by the Numbers

Program Recap

Utilization Trends

Since Launch

855k Trips…

278k New Riders

197k First Trips

Trips & Utilization
2021 vs 2022

■ Trips ■ TVD
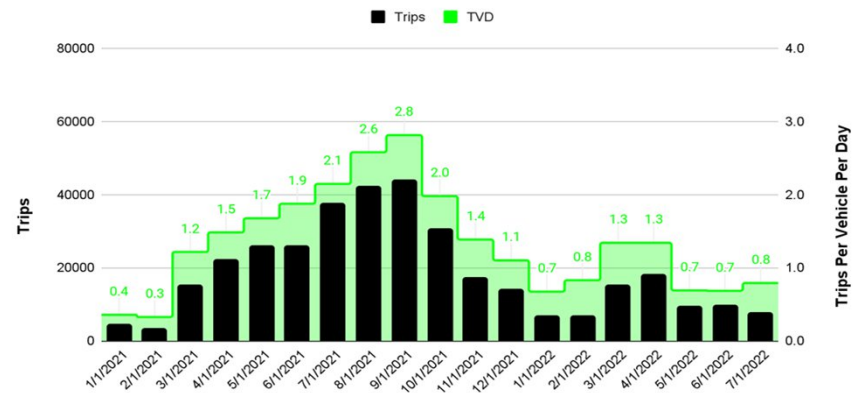
Rider Trip Distance & Duration

■ Avg Trip Duration (Min) ■ Avg Trip Distance (Miles)
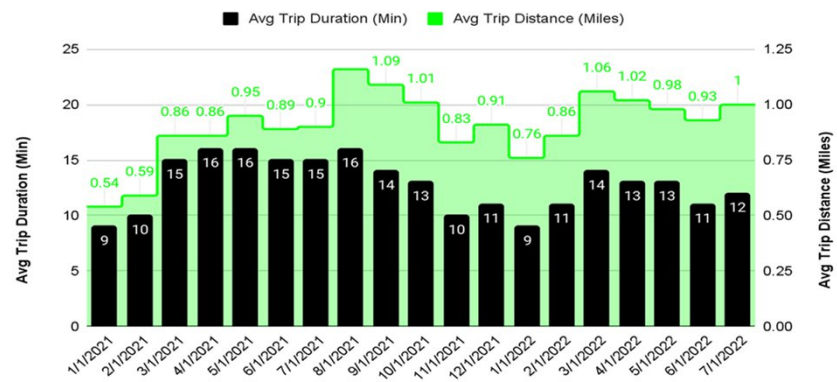
Cincinnati by the Numbers

Trips by Day & Hour (11pm Curfew)

Day	%	Hour	%
Sun	17.7%	0	
		1	
		2	
		3	
Mon	9.9%	4	
		5	
		6	0.87%
		7	1.36%
Tue	13.8%	8	1.87%
		9	2.58%
		10	3.12%
		11	3.93%
Wed	13.0%	12	5.65%
		13	6.74%
		14	7.39%
Thu	11.9%	15	8.28%
		16	9.01%
		17	9.40%
Fri	13.4%	18	9.69%
		19	9.01%
		20	8.05%
		21	6.65%
Sat	20.4%	22	6.37%
		23	0.03%
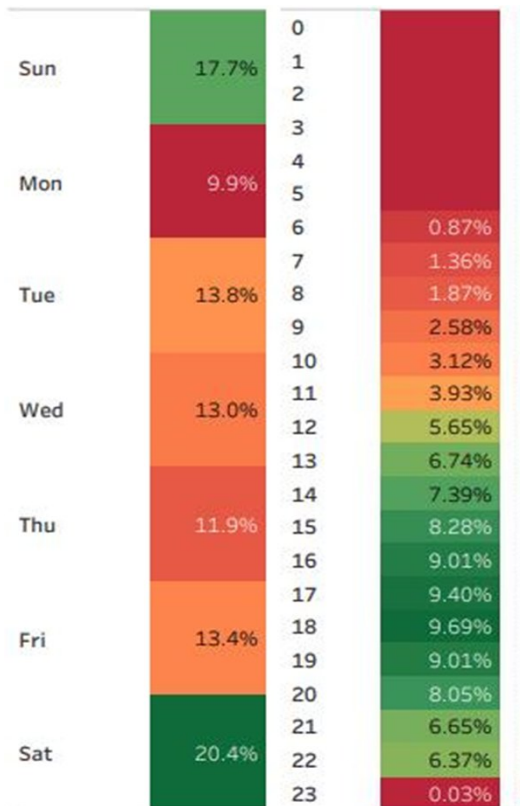
Trips by Day & Hour (6pm curfew)

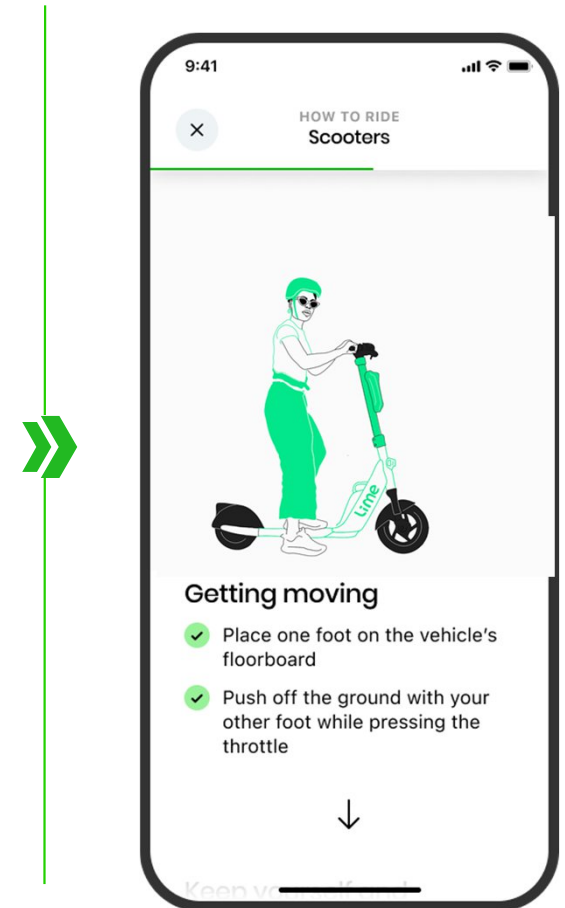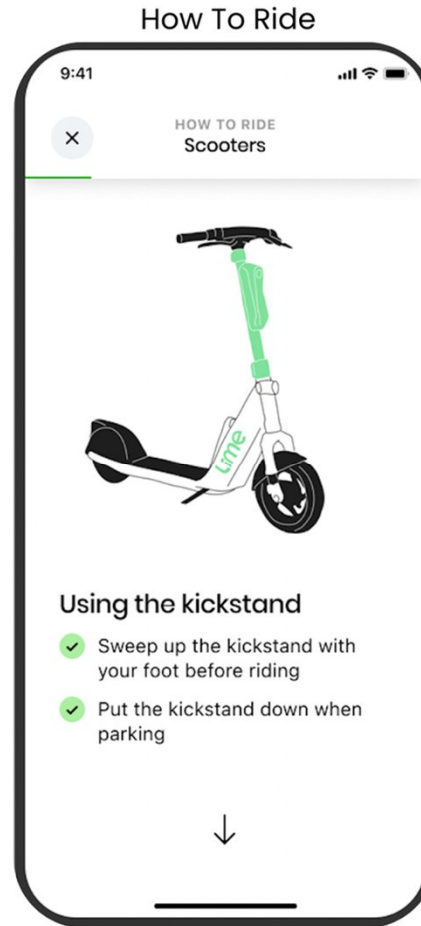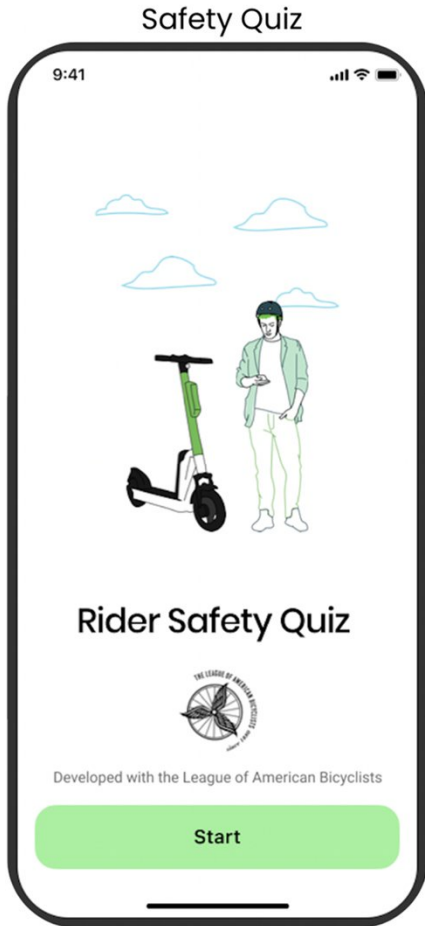| Day	%	Hour	%
Sun	17.3%	0	
		1	
		2	
		3	
Mon	11.0%	4	
		5	
		6	1.59%
		7	2.85%
Tue	11.4%	8	3.89%
		9	4.29%
		10	5.31%
		11	7.74%
Wed	12.1%	12	9.58%
		13	10.19%
		14	11.43%
Thu	12.0%	15	13.29%
		16	14.71%
		17	15.10%
Fri	13.4%	18	0.03%
		19	
		20	
		21	
Sat	22.8%	22	
		23	
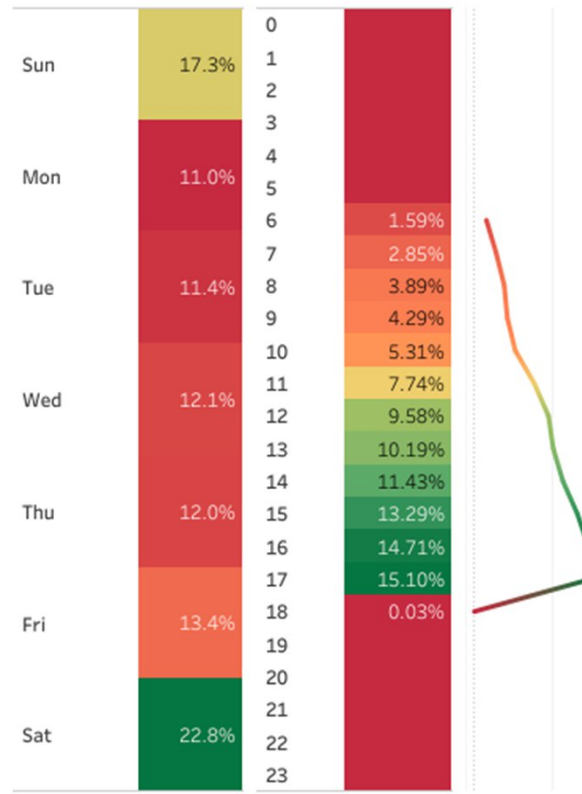
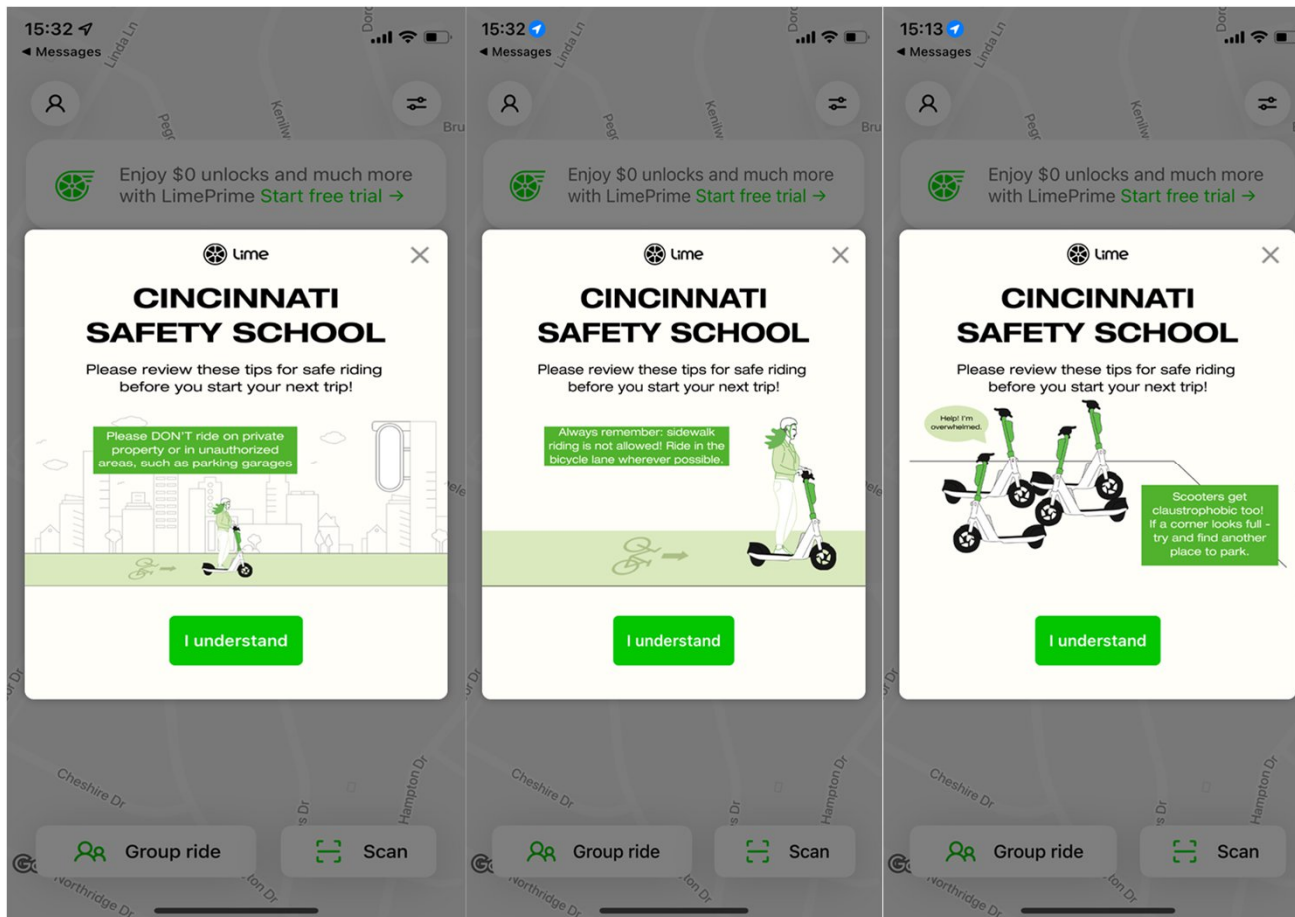## Number of App Openings After 6pm

App Openings between 6 pm - 6 am

44,362
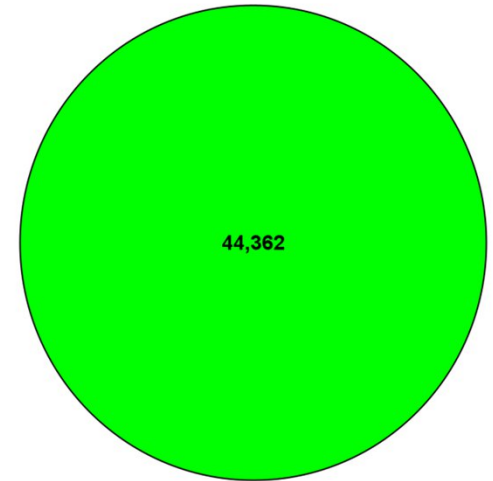
Commitment to a Safe Program: Rider Safety Quiz

Safety: Lime x Cincinnati Safety School

Safety comes first and always at Lime. Lime's suite of safety features includes in-app messaging, zone technology, and ride blockers. When bad riding behavior was brought to our attention in Cincinnati, Lime immediately launched its new safety quiz geared specifically to our Cincinnati riders. We also sent in-app messaging to all riders, reminding them of the rules of the road.

Safety: Deterring Sidewalk & Wrong Way Riding

Lime Scooter Hangtag

Lime @Cincinnati Bearcat's Football Game

Whether walking, riding or driving, keeping all Cincinnatians safe is Lime's primary goal. This is why we focused squarely on NO Sidewalk riding and NO Wrong Way Riding in our safety campaign. Lime's approach includes in-app messaging, physical hang-tags and push notifications to deter these behaviors. We understand that educating our riders and creating clear channels of reporting egregious behavior keeps everyone, no matter the transportation mode, Safe.

Safety: Deterring Sidewalk & Wrong Way Riding

To reiterate our commitment to Safety, Lime has included "NEVER ride the wrong way" to our Lime & Cincinnati Safety School trainings and messaging. Protecting all Cincinnatians and educating our riders ensures a successful micromobilty program.

RESPONSIBLE RIDING IN CINCY: Lime's Underage Riding Campaign

Lime @limebike · Jun 7
If you're 18 years or older, you can do many things—like ride with Lime! Wherever you go and whoever you're with, make sure you're all at least 18 years old.

SORRY, KIDS.
NO UNDERAGE RIDING.

Lime @limebike · Jun 7
Be a responsible rider and don't unlock vehicles for underage riders. You must be 18+ to ride.

Responsible riding is a concern for Lime worldwide, especially when it comes to underage riding prevention.

To spread the message and ensure Lime riders are at their best behavior, Lime has prepared a series of social media posts, taking a stand against irresponsible riding behaviours and underage riding specifically.

We are excited about engaging with Cincinnati and our Lime community on this important topic.

RESPONSIBLE RIDING IN CINCY: Lime's Approach To Sidewalk Riding
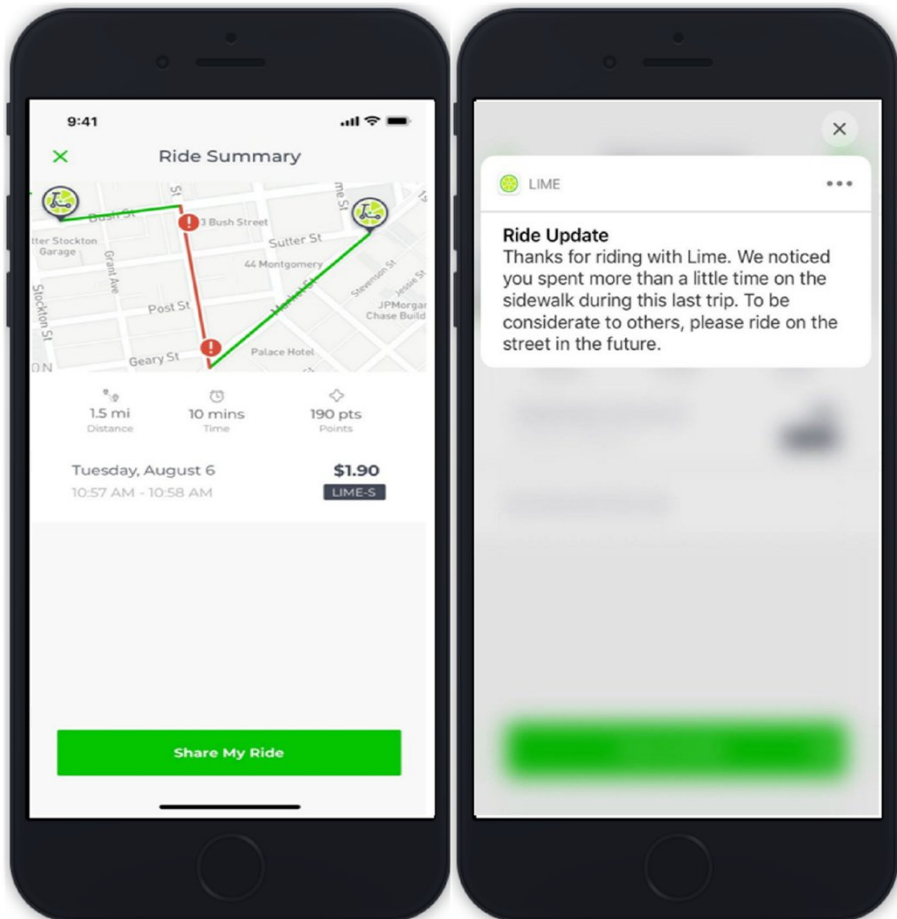
Lime understands the importance of keeping our riders off the sidewalk and safely riding where they should be. That is why we continue to make a significant investment into developing cutting-edge technology to guide our riders and assist cities in making decisions about investing in infrastructure like protected bike lanes. Lime Sidewalk Riding Detection is active NOW in Cincinnati.

When we detect Sidewalk Riding, the Lime app will send a notification to the rider at the end of their trip. We also log this data to track city trends and hotspots where more sidewalk riding occurs.
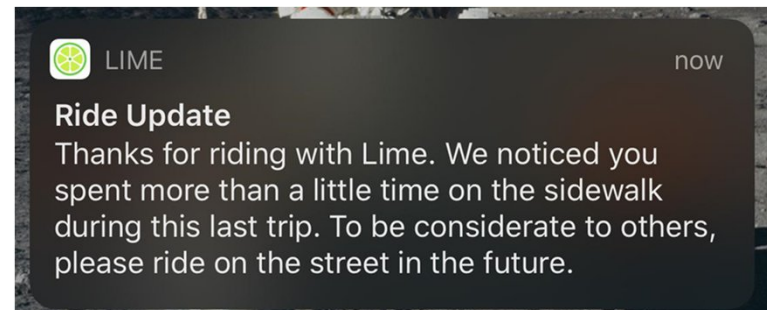
Lime x Cincinnati: Parking Solutions
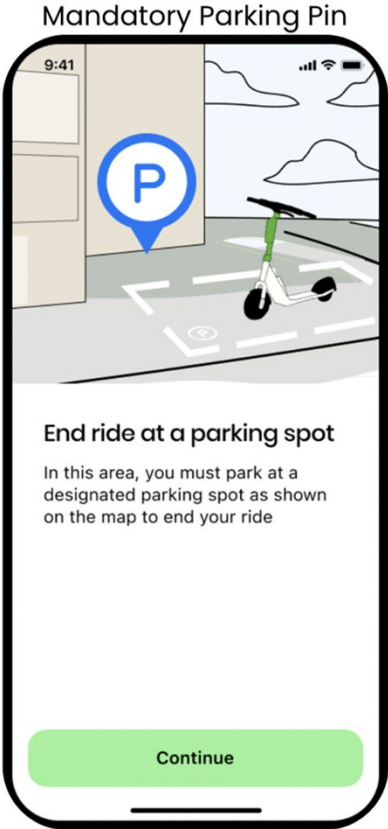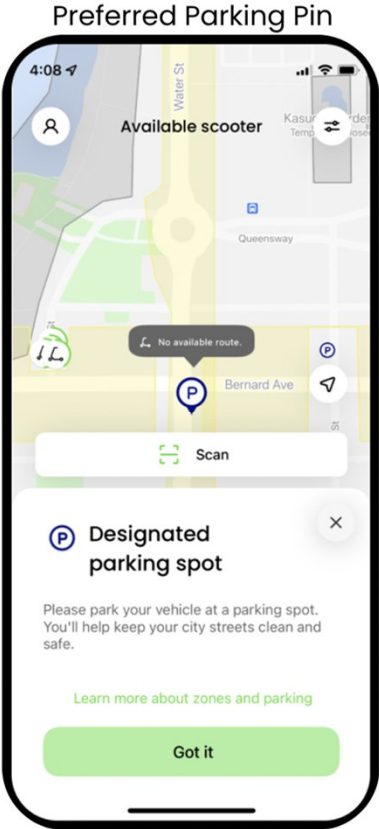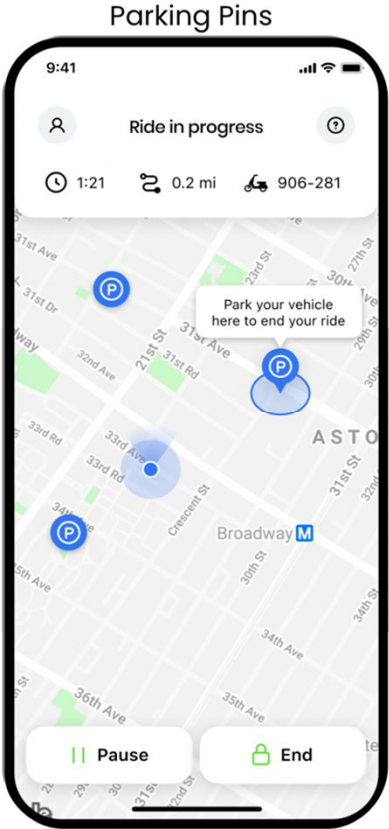
Lime's suite of parking features includes mandatory parking zones, geometric quadrants that appear in the Lime app and indicate an area where riders are required to end their trip, and parking pins, symbols that appear in the Lime app and indicate where riders should end their trip when outside a mandatory parking zone or where riders are required to end their trip, when inside a mandatory parking zone.

Introducing Enhanced ID Scan
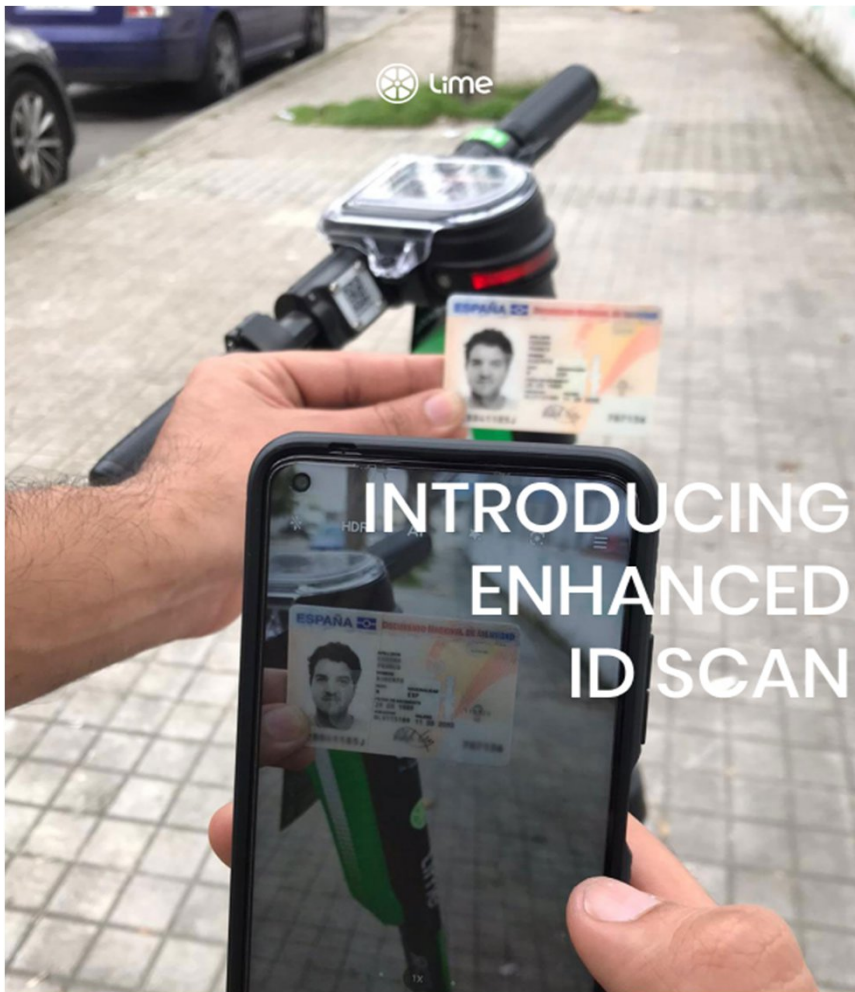
Lime's Verify and Ride
To strengthen our current age verification system, Cincinnati users will now be prompted to capture both sides of their license using the camera on their smartphone, correct any information manually as needed, and finally take a 'selfie' to confirm their identity before starting a ride.

Please note: Lime has a zero-tolerance policy for underage riding. Only 1 account per ID is allowed and any riders who try to use the same ID for multiple accounts will be blocked.

Enhanced ID Scan + Liveness Test
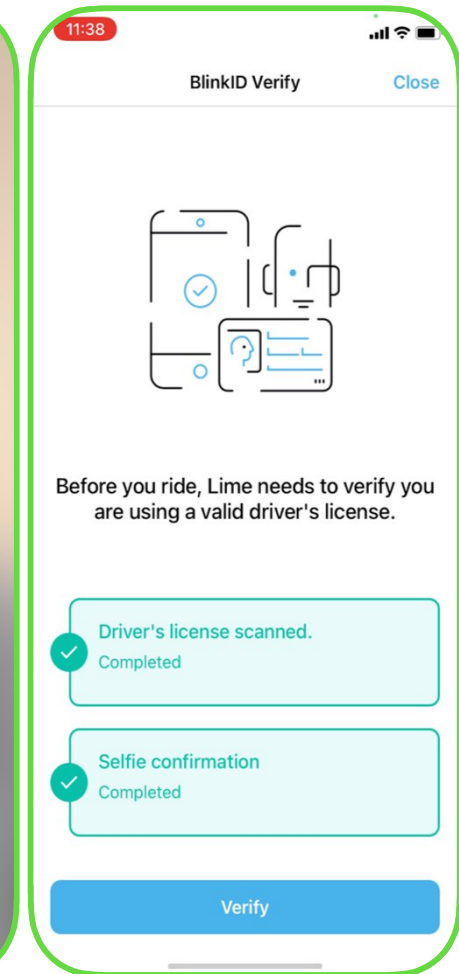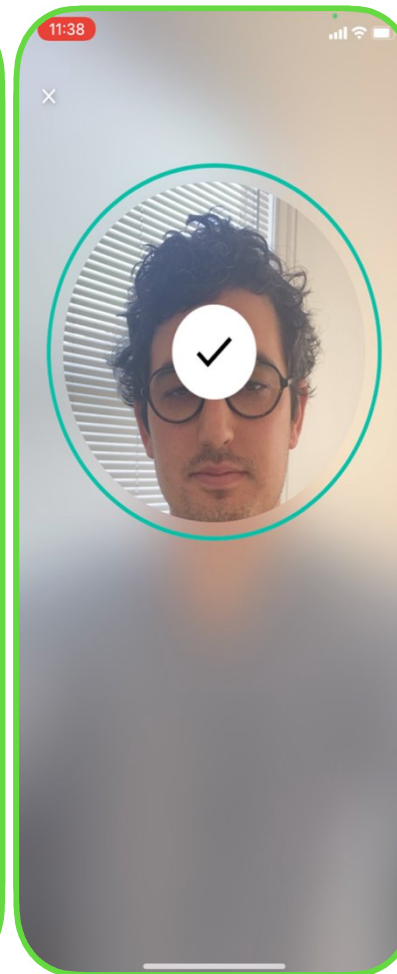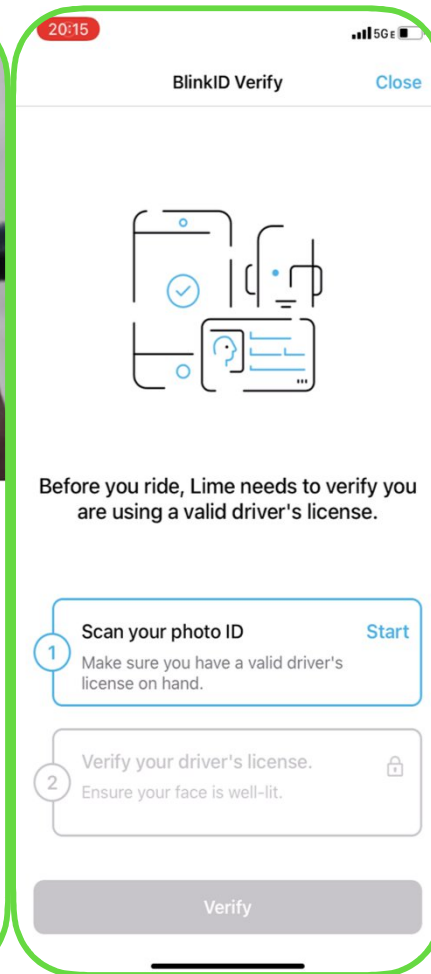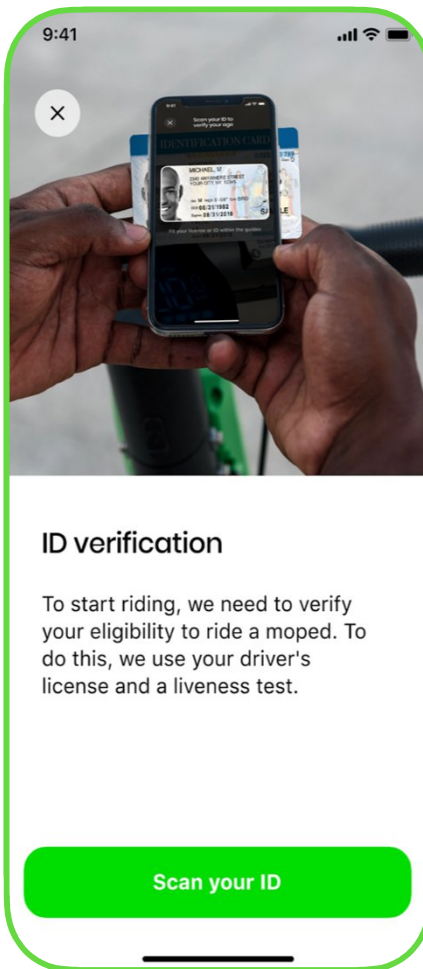
Lime's Rider Enforcement Plan to Ensure Compliance

Lime has a five-step progressive discipline policy to help encourage a culture of accountability, compliance riding and parking, and reduce recidivism. Lime provides a combination of e-mail and in-app messaging at each stage of this process to:

- ○ Inform riders of the infraction
- ○ Provide safe riding tips
- ○ Specify any disciplinary action (fines or suspensions)
- ○ Issue warnings for progressive disciplinary action upon the next infraction.

Misparked Trips By User Aggregated
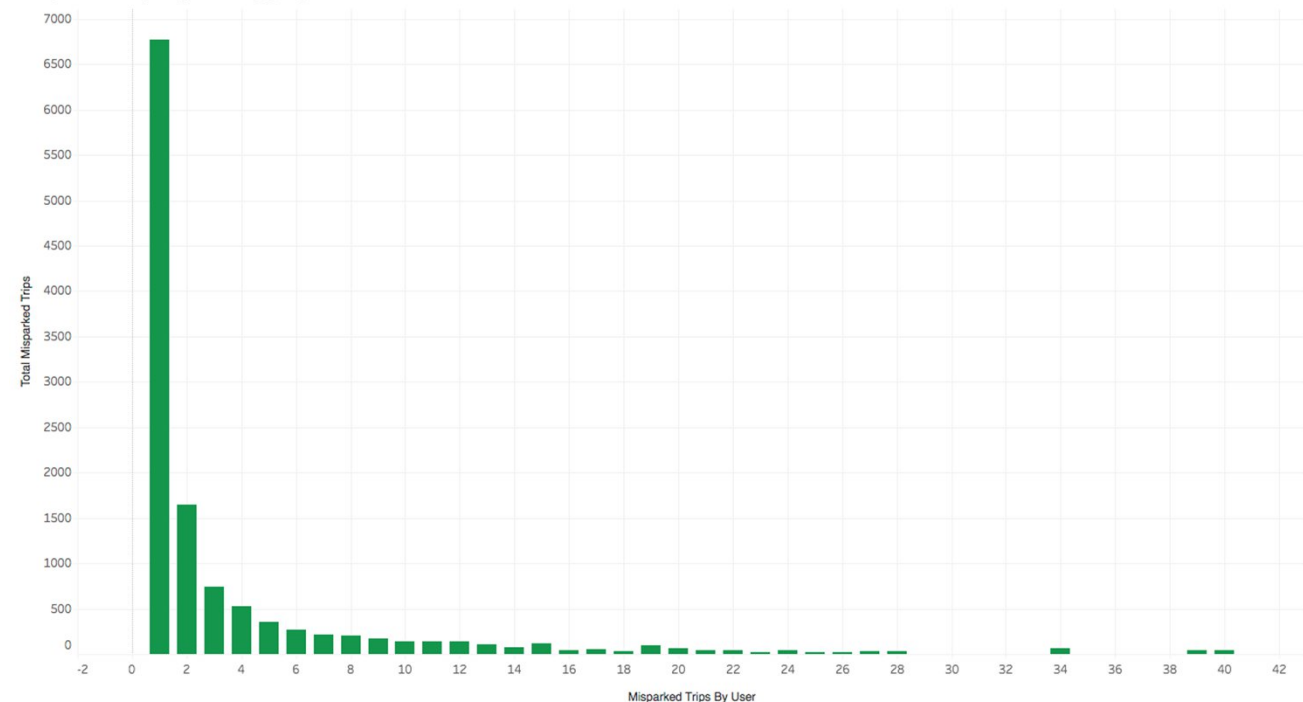
While this framework effectively addresses most infractions, there are behaviors that Lime will not tolerate. For example, verified cases of underage riding result in immediate account deactivation. Fines are directly charged to the user's credit card on file.

Lime's 5-Step Progressive Discipline Policy

Progressive Discipline Policy

OFFENSE 1	OFFENSE 2	OFFENSE 3	OFFENSE 4	OFFENSE 5
WARNING	**$10 FINE**	**$25 FINE**	**1 WEEK SUSPENSION**	**PERMANENT SUSPENSION**
Informs riders of the infraction and provides safety tips	$10 fine and warning of increased fines for additional infractions	$25 fine and warning of temporary account suspension upon next infraction	One week suspension and warning of permanent account deactivation upon next infraction	Permanent account deactivation

Lime has applied this proven framework across the 230+ markets we serve, and found it to be an effective deterrent in mitigating poor rider behavior before resulting in deactivation. For example, based on our analysis of fines in Paris, most fines are assessed to new riders, and the recidivism rate is low. As shown in the graph above, our library of compliance tools leads to the vast majority of riders never misparking more than once.

Thank You

August. 2, 2022

Q&A

Date: August 2, 2022

To: Members of the Public Safety & Governance Committee   202201565

From: John P. Curp, Interim City Manager

Subject: Presentation – Pedestrian Safety Update

Attached is the presentation for the Pedestrian Safety Update for the Public Safety & Governance Committee.

cc: John S. Brazina, Director
       Department of Transportation and Engineering

Pedestrian Safety Program Update

Pedestrian Safety Program

Planning

- Collecting priority pedestrian safety requests from every community council – due 9/30.

- Creating mini "neighborhood transportation plans" for every neighborhood.

- Reducing the speed limit to 25mph in all NBDs.

- Reviewing all NBDs for 24-hour parking.

- Working with Devou Good on privately funded near-term improvements to North Bend Rd and Hamilton Ave (protected bike lanes, curb extensions).

- Developing right-sized street design options to calm traffic on North Bend, Beekman, and Warsaw (in coordination with street rehabilitation).

- Awarded State grant funding for 2 raised crosswalks on Harrison Ave in the Westwood NBD.

Pedestrian Crashes in East Price Hill, 2019-2021

city of
CINCINNATI
TRANSPORTATION & ENGINEERING

Pedestrian Safety Program

Construction

- Launched a pilot project to test the use of concrete blocks in creating traffic calming "pinch points."

- Installing speed cushions (asphalt and rubber) on 13 streets.

- Installing centerline hardening at 11 intersections.

- Installed City's first painted curb extensions in East Westwood.

- City's first "pre-formed" thermoplastic colored curb extensions will be installed in August in the West End.

- City's first colored crosswalk will be installed in August in Lower Price Hill.

Painted curb extension on McHenry Ave in East Westwood

Questions?

To: Members of the Public Safety and Governance Committee

From: John P. Curp, Interim City Manager 202201609

Subject: **Emergency Ordinance:** MODIFYING the Salary Range for the employment classification of School Crossing Guard

Attached is an Emergency Ordinance captioned:

> **MODIFYING** the salary range schedule for the classification of School Crossing Guard by amending existing Section 920 of Division 4, Chapter 307 of the Cincinnati Municipal Code to establish a new salary range schedule for said classification.

The Human Resources Director has approved the request for this ordinance to modify the salary range of School Crossing Guard. The recommended salary range adjustment for the School Crossing Guard is based upon the safety and general welfare of the public as well as recruitment and retention. With these factors in consideration, the goal is to enact the ordinance prior to the start of the 2022-2023 school year. Ensuring an efficient and timely recruitment process is essential for the protection of our citizens and children.

The Administration recommends approval of this Ordinance.

cc: Edward G. Ramsey, Human Resources Director

Office of the City Manager, Office of Budget & Evaluation, City Hall Rm 142 Ph 352-3232   Fax 352-3233   C:\Users\ufc-prod\AppData\Local\Temp\BCL Technologies\easyPDF 8\@BCL@78108557\@BCL@78108557.docx

54

E M E R G E N C Y

MODIFYING the salary range schedule for the classification of School Crossing Guard by amending existing Section 920 of Division 4, Chapter 307 of the Cincinnati Municipal Code to establish a new salary range schedule for said classification.

WHEREAS, the City of Cincinnati Police Department ("CPD") employs School Crossing Guards who provide safety services to children attending school within the City of Cincinnati; and

WHEREAS, there are a significant number of vacancies in School Crossing Guard positions, and increasing the number of active School Crossing Guards is vital to the safety of students and other pedestrians in Cincinnati; and

WHEREAS, in 2022 there have already been over 130 traffic incidents in Cincinnati involving pedestrians being struck by cars, and the modified School Crossing Guard salary rates provide opportunities to enhance pedestrian and traffic safety around schools in Cincinnati; and

WHEREAS, the City's Human Resources Department has determined that modification of the salary schedule for School Crossing Guards is consistent with the scope of services they provide and their level of responsibilities, and is necessary to recruit and retain quality School Crossing Guard employees; now, therefore,

BE IT ORDAINED by the Council of the City of Cincinnati, State of Ohio:

Section 1.   That existing Section 920 of Division 4, Chapter 307 of the Cincinnati Municipal Code is hereby amended as shown below:

Classification	Minimum Hourly	Maximum Hourly	Minimum Annual	Maximum Annual
School Crossing Guard	~~$10.88~~ $15.00	~~$10.88~~ $15.00	~~$22,630.40~~ $31,200.00	~~$22,630.40~~ $31,200.00

Section 2.   That this ordinance shall be an emergency measure necessary for the preservation of the public peace, health, safety, and general welfare and shall, subject to the terms

of Article II, Section 6 of the Charter, be effective immediately. The reason for the emergency is the immediate need to adjust the salary range of the said classification to ensure competitive retention and recruitment of employees for the 2022-2023 school year.

Passed: _____, 2022

_____
Aftab Pureval, Mayor

Attest: _____
Clerk

_____
Deletions are struck through. Additions are underlined.