



# Columbus Shared Mobility Program Update October 23, 2024

THE CITY OF  
**COLUMBUS**

ANDREW J. GINTHER, MAYOR

DEPARTMENT OF  
PUBLIC SERVICE

# Agenda

1. Shared Mobility

2. RFP

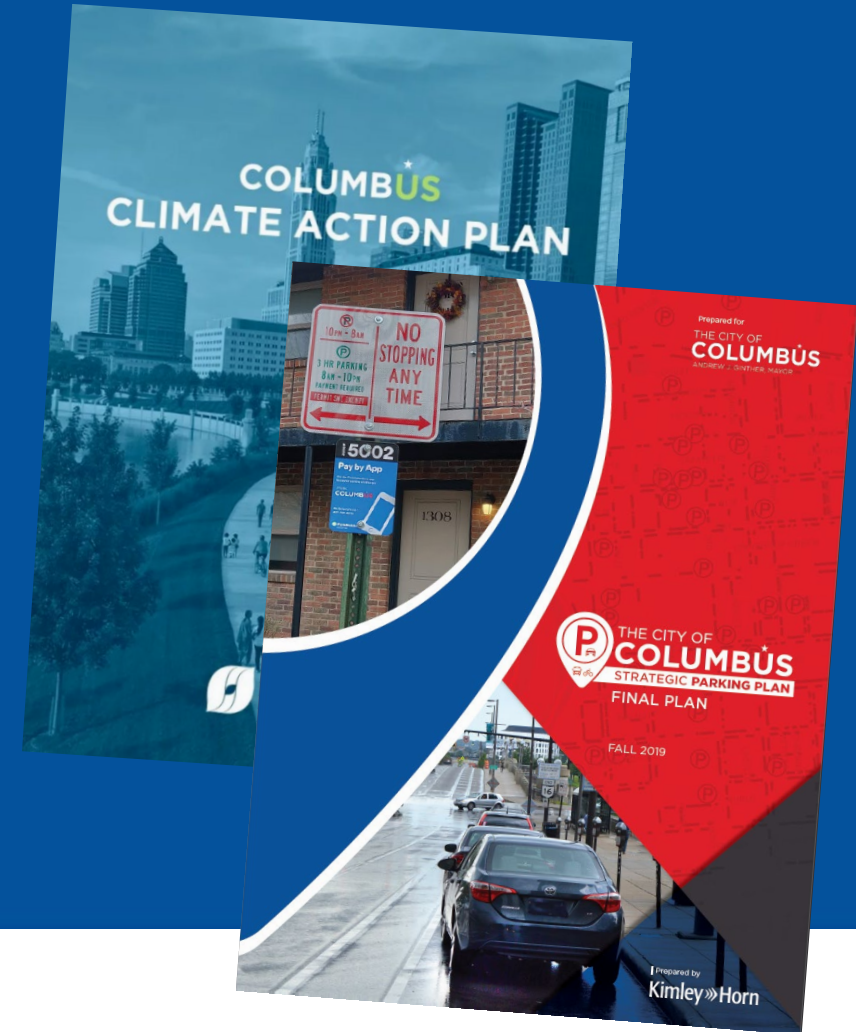
3. CoGo

4. Scooters



# Goals of Shared Mobility Programs

- Implement comprehensive multi-modal network
- Reduce SOV miles travelled
- Increase transit use
- Support active transportation infrastructure
- Manage parking demand: SPP 2.0
- Support cultural adoption of other modes



# Regional Shared Mobility RFP

- Financial sustainability, including minimization and/or elimination of operational subsidy from the City of Columbus and partners
- Strategy for cost-effective expansion of the system to improve equitable access
- Strategy to manage operational challenges surrounding device parking within the public right-of-way



# RFP: Program Models and Management Options

- a. Turn-key transition
- b. Consolidate docked system
- c. System upgrade with technology and/or asset replacement plan
- d. Multi-vendor partnerships and/or hybrid docked/dockless system
- e. Conversion to an asset-light system with flexible parking



# CoGo

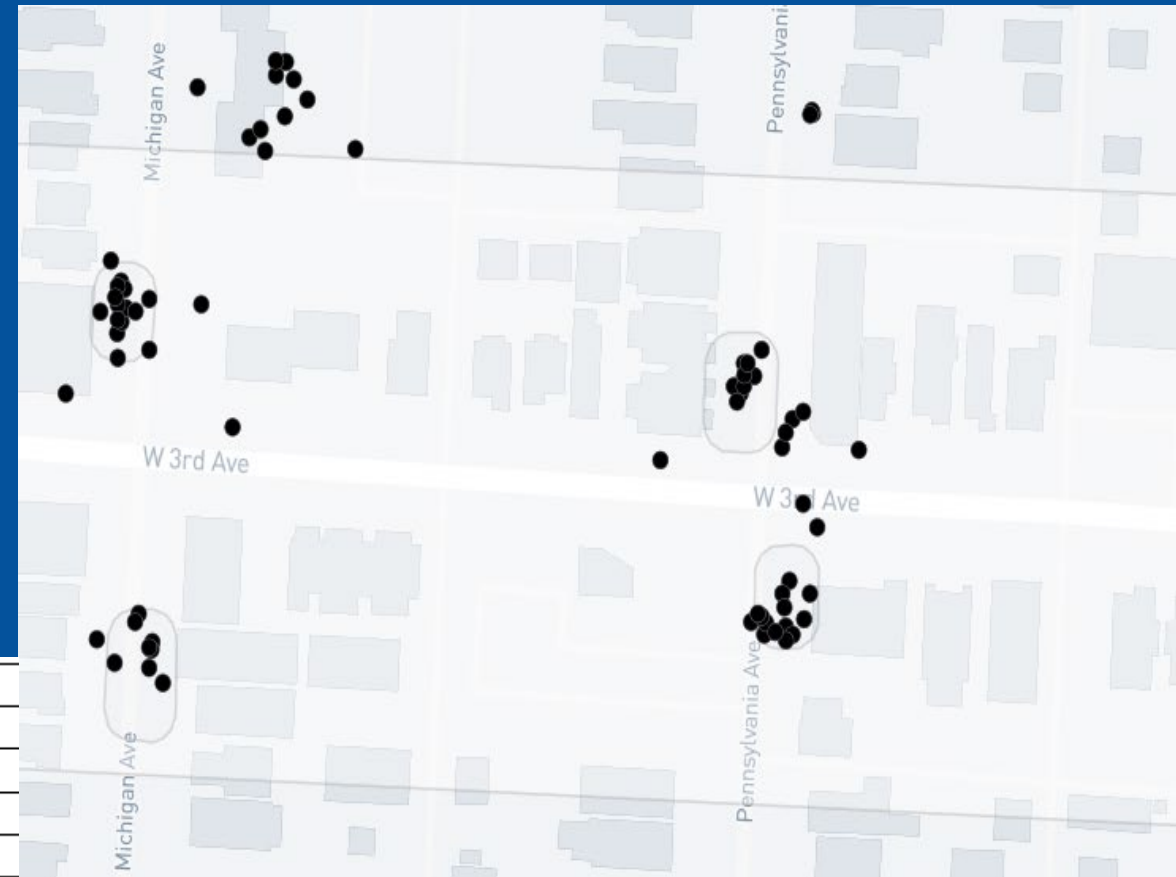
- 2023 Rides Total:
  - 65,332 total trips
    - ~52.5% ebike trips
    - ~58% member trips
- E-bikes: 240
- Classics: 300
- 91 docked stations
- Multi-jurisdictional



Year	# of Trips Annually	# of Miles Travelled	Avg. # of Minutes Per Trip
2023	65,332	109,005	20
2022	62,175	79,658	20
2021	43,387	73,581	29
2020	50,453	64,030	17

# Scooters

- 5,000 devices between 3 operators and Ohio State. Dublin only jurisdiction.
- Populus: Live tracking feed
  - Track trips, parking and routes
  - Monitor compliance, inform 311
  - Historical data
  - Create geofence policies



Year	# of Trips Annually	Average Trips Per Day	Average Miles Per Trip
2023	912,215	2,500	1.00
2022	746,176	2,044	1.06
2021	913,491	2,503	0.91
2020	477,433	1,308	0.88



# Next Steps





# of the Program

- Columbus contract with Lyft expires 12/31/24
- RFP Notice to Proceed: 1/1/25 for Regional Shared Mobility Program
- Service Level Agreements
- Planning:
  - Parking management planning
  - Equity planning
  - Deployment strategies





# Questions?

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