

Shareable Dockless Mobility Device

Transportation Committee Update
October 30th



Department of
CITY PLANNING



Agenda

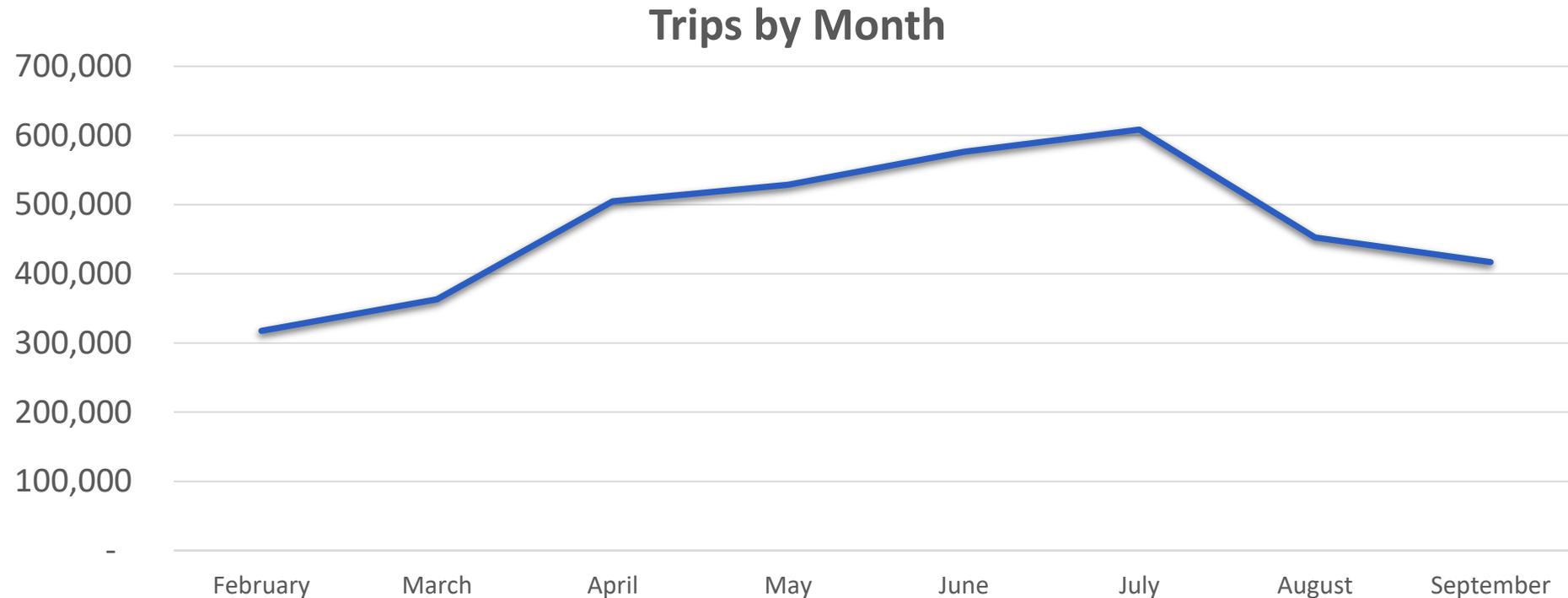
- Permit Update
- Performance Report Card
- Enforcement Update
- Path Forward & Timeline



Permit Update



Micro-Mobility Monthly Statistics



# Trips	Max Devices Deployed in 1 Day	Average Miles per Trip	Average \$ Cost per Trip
3,763,000	6,523	1.0	\$3.77

Source: Monthly Operator Reports, Office of Mobility Planning, As of Oct 1, 2019.



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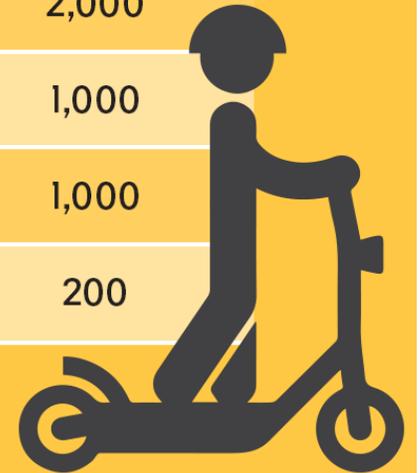
Current Permits

- Rolling 1 Year Permits
- Seven companies currently operating
- Two additional companies permitted
 - Gotcha left Atlanta in July
 - Spin was permitted in March but has not launched

SCOOTER COMPANIES IN ATLANTA

ALL PERMITTED PRIOR TO MAYOR BOTTOMS' JULY 2019 EXECUTIVE ORDER

	PERMIT/EXPIRATION DATE	DEVICES
BIRD	Feb. 2019/20	2,000
JUMP	Feb. 2019/20	2,000
 Lime	Feb. 2019/20	2,000
	Feb. 2019/20	2,000
BOLT	Apr. 2019/20	1,000
WHEELS 	May 2019/20	1,000
 Boaz Bikes	June 2019/20	200



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Performance Report Card

DCP Report Card for Company Performance



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Report Card – Scoring Details

DCP tracked and scored performance for each company operating with a SDMD permit. Scores reflect performance from February through July.

Measure	Scoring Factors Incorporated Into Measure
Permit Adherence	<ul style="list-style-type: none"> • Compliance with Permitted Fleet Size • Provided Data in Timely Manner • Compliance with Special Events Regulations • Compliance with Reduced Speed Zone and Designated Parking Areas on BeltLine
Device Condition and Maintenance	<ul style="list-style-type: none"> • Scores from Random Field Visits Identifying Physical Condition of Devices: Brakes, Wheels, Throttle, Gear System, Handlebars, Stem, Standing Deck, Lights, Seat, Wiring • Number of Requests for Maintenance Issues
Parking	<ul style="list-style-type: none"> • Presence of a Community Report Feature for Illegal/Unsafe Parking • Responsiveness to Parking Complaints from Mobile App • # Requests from 311 • Responsiveness to 311 Requests for Device Removal • # Impounds from DPW • Parking Scores from Random Field Visits conducted by DCP • Contact Information Visible on Fleet
Equity	<ul style="list-style-type: none"> • Percent of Fleet Committed to Equity Zones in Permit Application • Successful Deployment of Fleet in Equity Zones in Accordance with Permit Commitment • Access to Subsidized Plans and Non-Card/Smartphone Options
Education	<ul style="list-style-type: none"> • In-App Education is Accurate and Comprehensive • In-App Education is Easy to Find • Monthly Education Outreach Efforts



Report Card – First six months of permit

Scores are out of 100

Measure	Bird	Bolt	Jump	Lime	Lyft	Wheels
Permit Adherence	87	93	93	80	90	97
Device Condition and Maintenance	75	100	80	75	80	95
Parking	66	73	66	69	69	60
Equity	60	73	93	67	60	67
Education	87	93	73	73	80	53
Overall Score	75	87	81	73	76	74

Source: Random Compliance Inspections, Monthly Operator Reports, Office of Mobility Planning, As of Oct 1, 2019.



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Enforcement Updates



Enforcement: Parking and Riding

Riding on the Sidewalk

- APD has issued **235 warnings and 37 citations** for riding scooters on the sidewalk

Parking Responsibly

- Successful implementation of 311 system led to **1,000+ requests**
- Companies responding within **1-3 hours** on average
- The Department of Public Works has **impounded 6,000+** scooters for illegal parking

Education

- City installed more than **200 sign decals** about no sidewalk riding and where to park scooters
- Departments and companies have had active community education efforts to educate riders

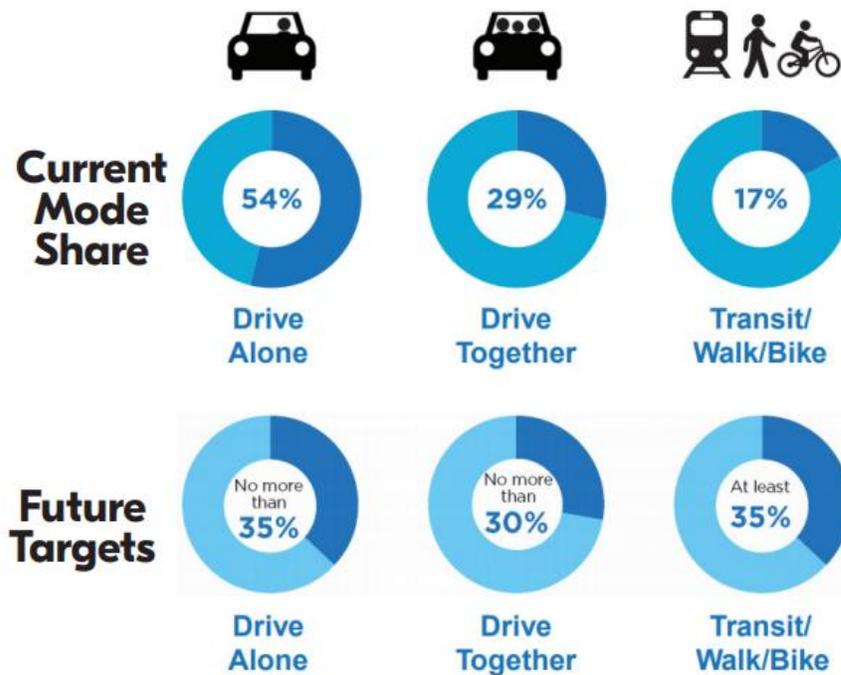


Path Forward





Mode Shift Targets



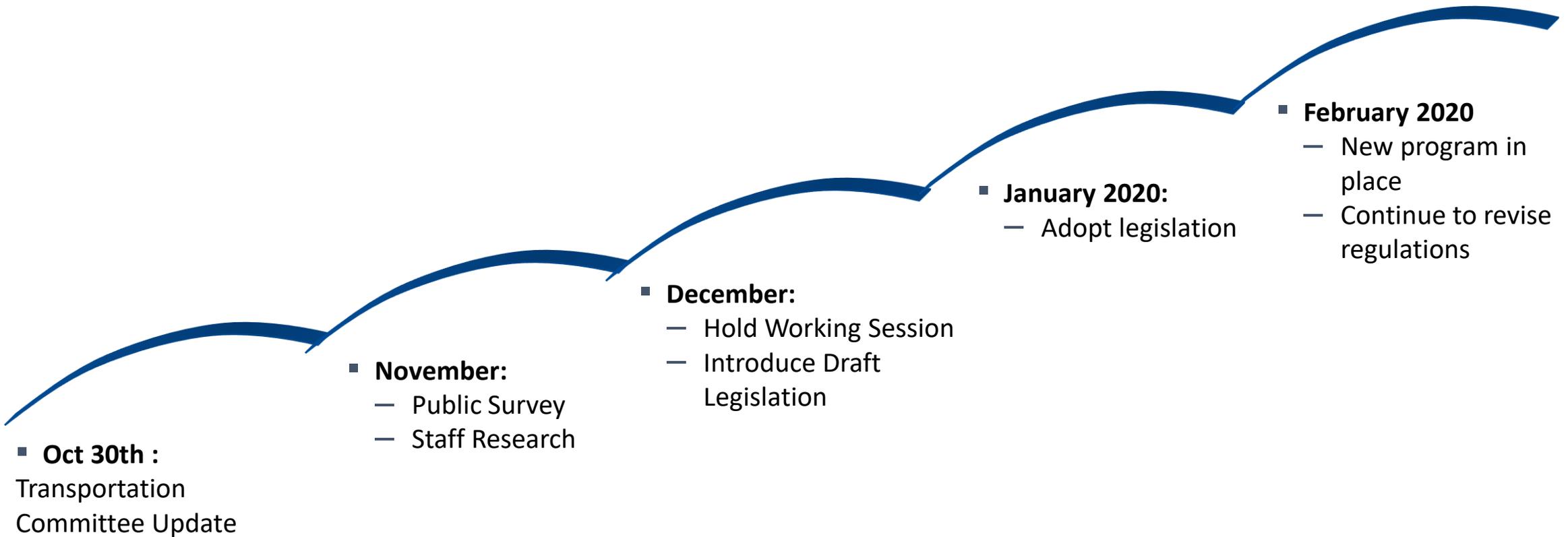
OPPORTUNITIES TO IMPROVE BIKING

70%
Are uncomfortable biking with traffic on the street

65%
Feel unsafe biking due to the speed of vehicles




Timeline



Current & Future Regulations

Requirements of Companies:

- Pay permit fee
- Educate riders on safety and rules
- Limit device speeds to 15mph
- Share ride and safety data
- Manage parking of their fleet
- Devices need lights & reflectors
- Comply with no-ride zones, equity zones & other updated regulations

Focus for Future Updates:

- Limit number of companies
- Reduce number of devices per company
- Improve safety
- Require better distribution
- Expand equity requirements
- Improve parking compliance





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Thank you

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