

# Shareable Dockless Mobility Devices

## 90-Day Report to Council

Public Safety and Legal Administration Committee - April 23, 2019

Transportation Committee - April 24, 2019



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**CITY PLANNING**



# Ordinance 18-O-1322

- The Shareable Dockless Mobility Device (SDMD) Ordinance passed on January 7, 2019
  - **Section 7:** Ninety (90) days from the effective date of the amendments in this Ordinance, the Office of Mobility Planning shall produce a written report clarifying their legal and policy rationale or creating fleet size calculations including any fleet size maximums and minimums. The report shall also clarify from a legal, policy, and scientific data perspective, any growth or shrinkage standards. This report shall be created in conjunction with all operators permitted to operate in Atlanta in accordance with this Ordinance; and shall be presented to the Public Safety and Legal Administration and Transportation Committees of the Atlanta City Council.
  - **Section 8:** In creating the report referenced in Section 7, the Office of Mobility Planning shall work with operators permitted to operate in Atlanta in accordance with this Ordinance to assess the current state of scooter/dockless mobility sharing in Atlanta; and use the data provided in accordance with this Ordinance to conduct this report.



# Program Overview

The City is pleased with the first few months of the program. We continue to create and improve administrative processes and communication channels with Operators. While we continue to collect and analyze data on devices, not all operators are launched and we do not know the full program impacts.

Overall, Operators describe the state of micro-mobility as positive with room for improvement.



# Permitting

- Annual Permits. Shareable Dockless Mobility Device Annual Permits were issued starting February 1, 2019. Permits expire 1 year from issuance.
- Permanent Expansion. Should an Operator choose to permit fewer than the maximum devices during the initial application process, they have the option to expand their fleet up to the maximum devices at any point during the year.
- Temporary Expansion. Certain special events create additional demand for devices. The Commissioner of City Planning is empowered to allow temporary fleet expansions during special events. To date, temporary expansions have only been allowed for the Super Bowl.



# Permits *As of 4/17*

February

	Annual Permit	Temporary Fleet Expansion (Super Bowl, Feb 1-4)	Fee
<b>Bird</b>	2,000 Scooters	1,000 Scooters	\$91,100
<b>Jump</b>	2,000 (1,200 Bikes, 800 Scooters)		\$87,100
<b>Lyft</b>	1,000 Scooters		\$37,100
<b>Lime</b>	2,000 Scooters	1,000 Scooters	\$91,100

Source: Permit Applications, Office of Mobility Planning

March

	Annual Permit	Fleet Size Expansion	Fleet Type Rebalancing	Fee
<b>Gotcha</b>	500 (250 Bikes, 250 Scooters)			\$12,100
<b>Spin</b>	2,000 Scooters			\$87,100
<b>Jump</b>			1,000 Bikes, 1,000 Scooters	\$0
<b>Lyft</b>		1,000 Additional Scooters		\$50,000

Source: Permit Applications, Office of Mobility Planning



# Statistics

- 10,500 Devices Permitted
- 8,000 Devices Launched
- \$455,600 in Permitting Fees

## • February

- Trips: 310,000+
- Miles: 289,000+
- Maximum Deployed in one day: 6,308

## • March

- Trips: 360,000+
- Miles: 370,000+
- Maximum Deployed in one day: 5,042

Source: Monthly Operator Reports, Office of Mobility Planning



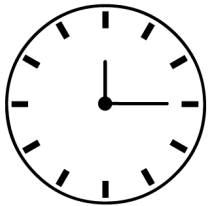
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# Average Day



- Average Trips/Day: 11,534
- Average Miles/Trip: 1.0 miles
- Average Trips/Device: 2.9 Trips

Source: Monthly Operator Reports, Office of Mobility Planning



- Average Minutes per Trip: 15.4 minutes

Source: Monthly Operator Reports, Office of Mobility Planning

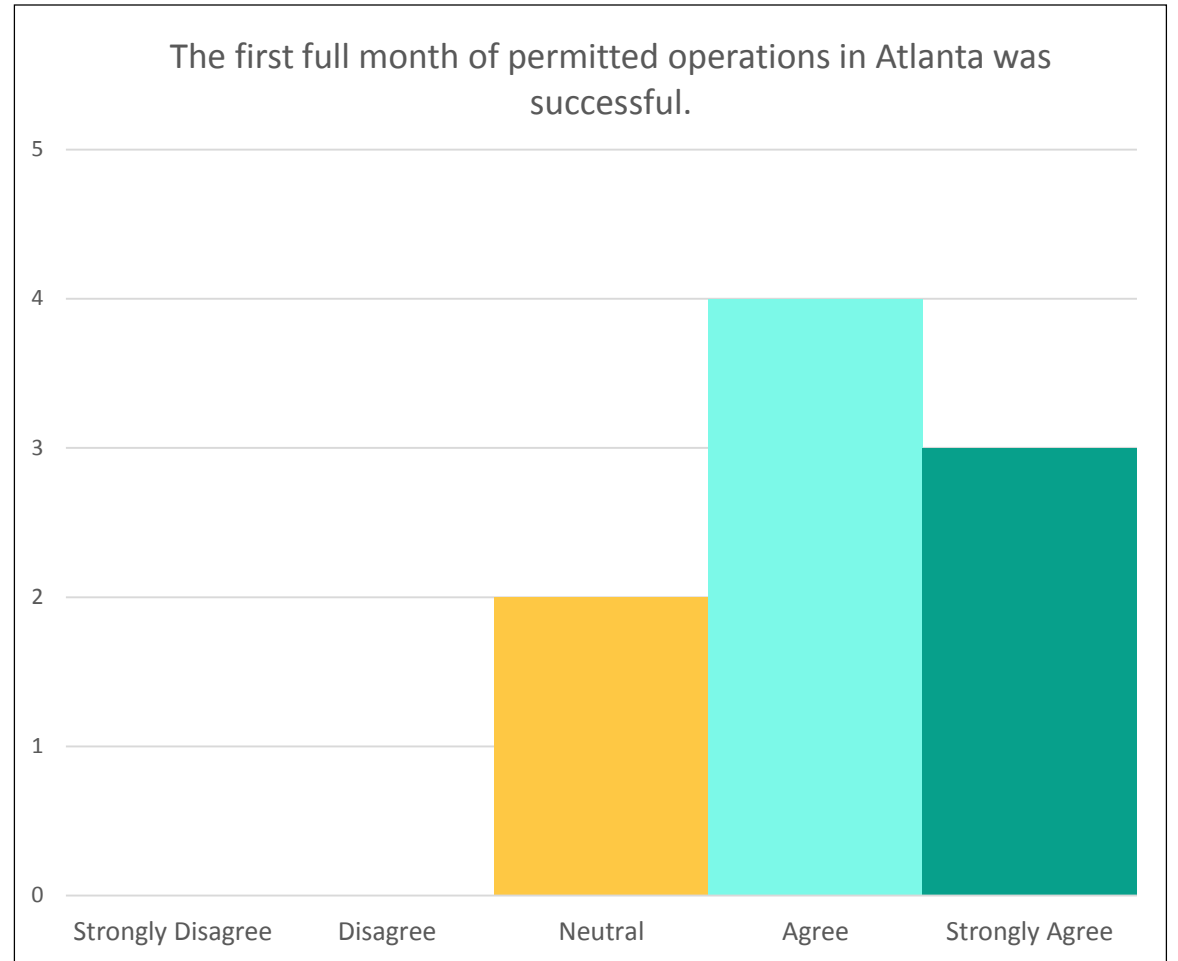
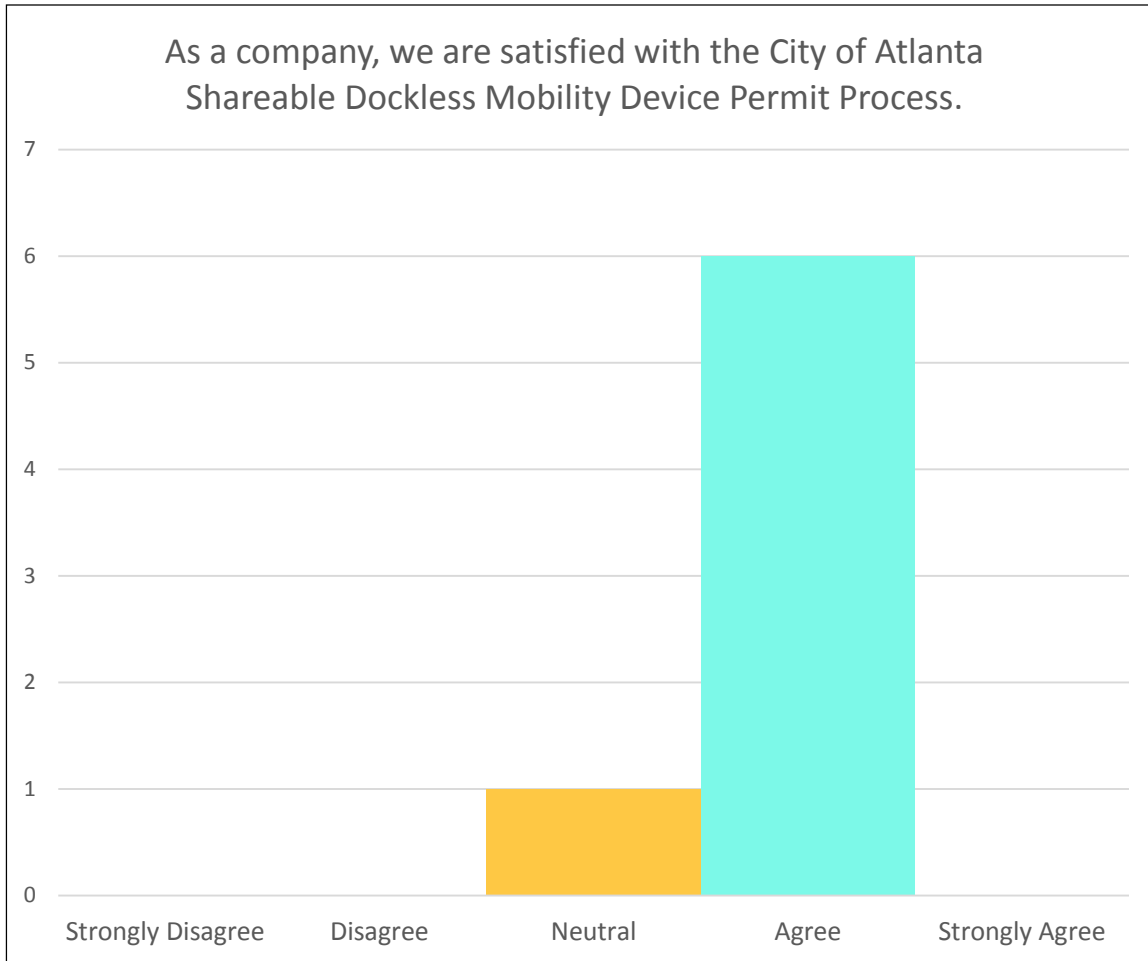


- Average Cost per Trip: \$3.06
- Average Cost per MARTA Trip: \$2.50 or less

Source: Monthly Operator Reports, Office of Mobility Planning



# General Feedback from Operators

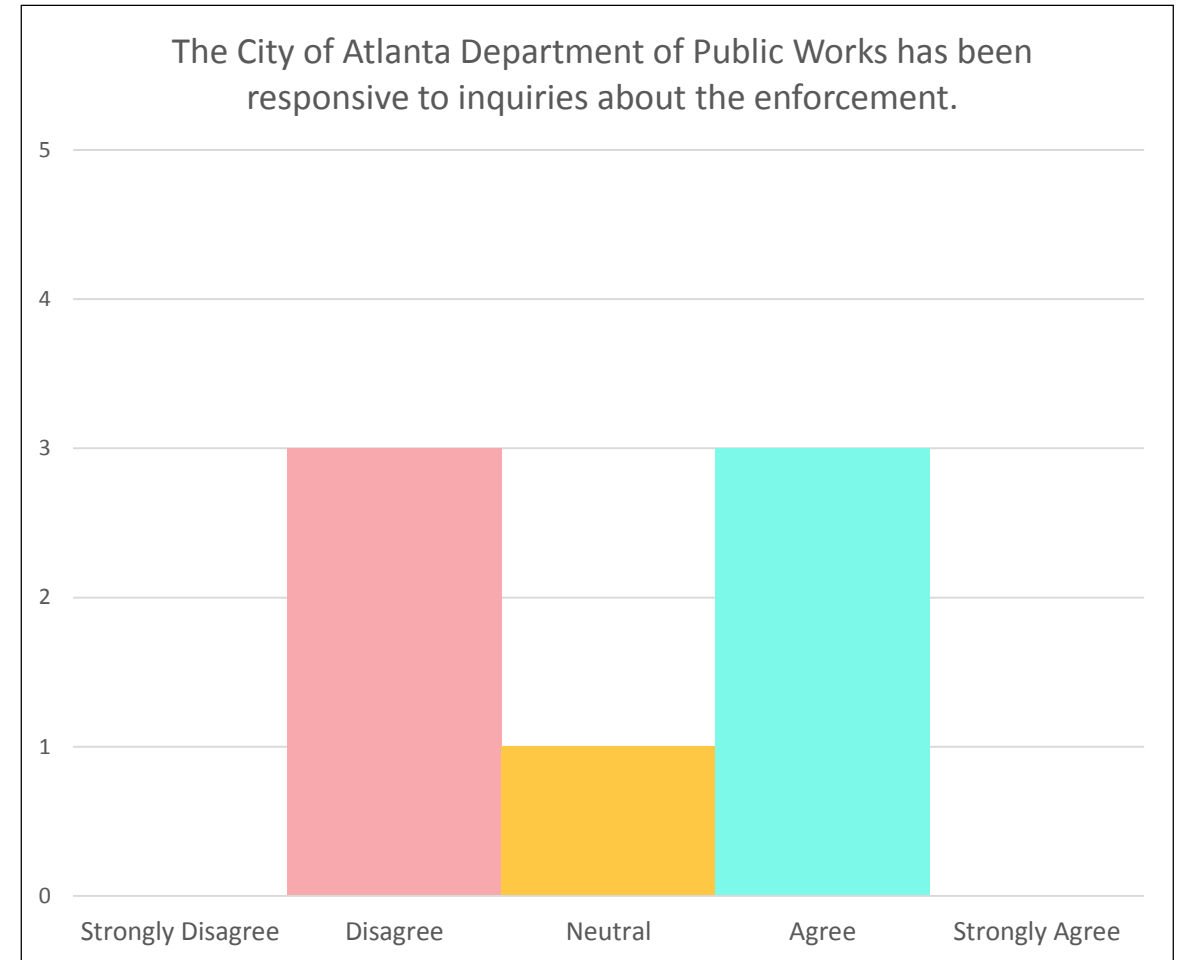


Source: 2019 Operator Feedback Survey





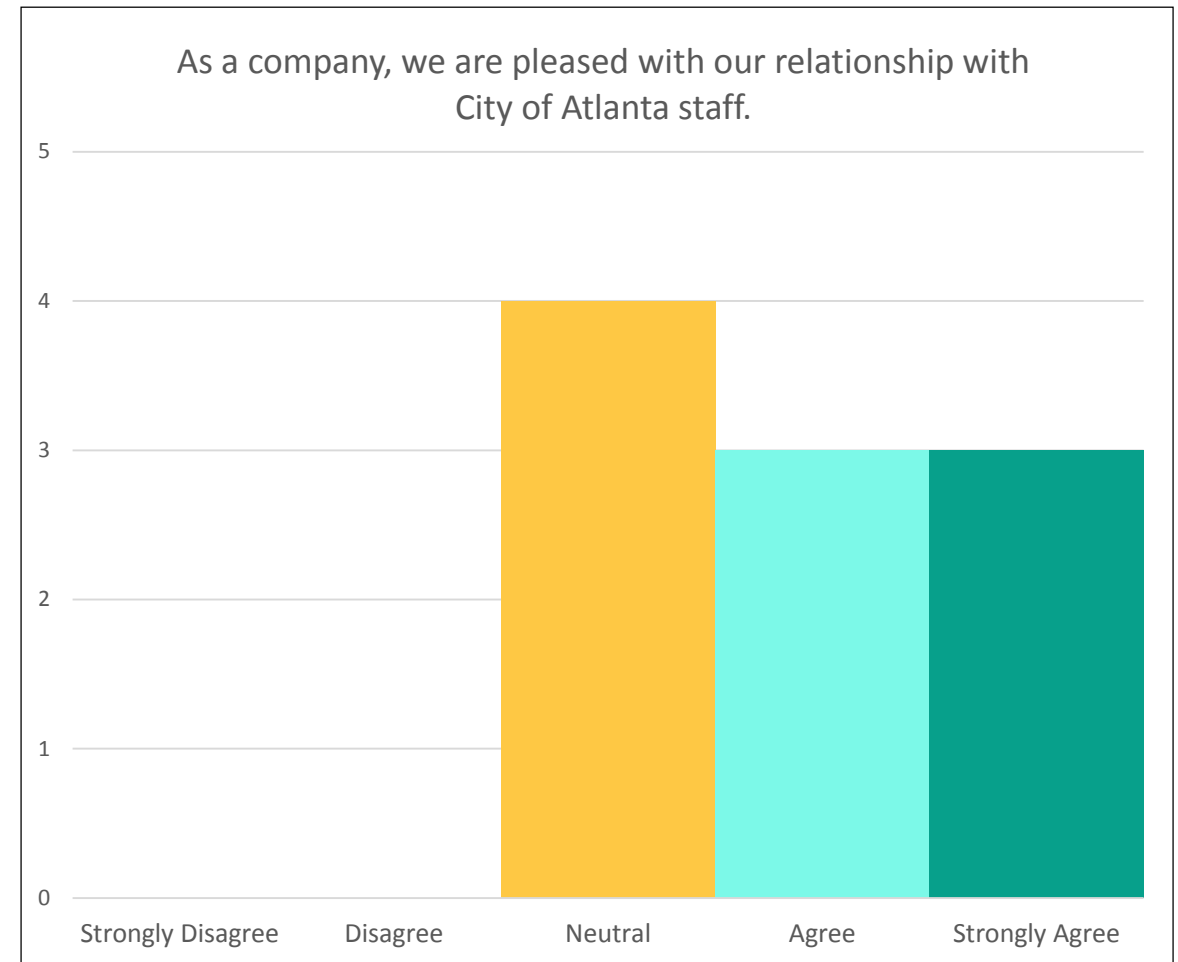
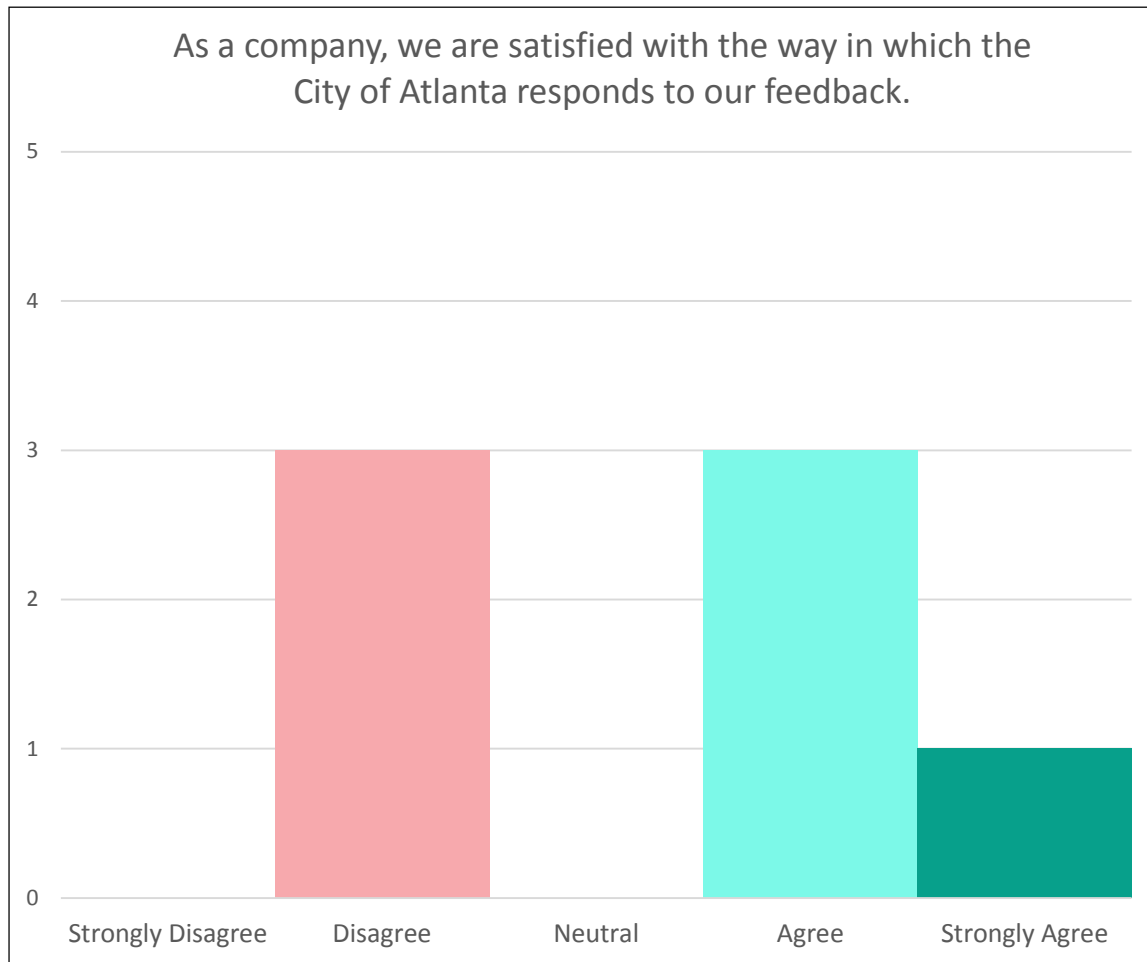
# General Feedback from Operators



Source: 2019 Operator Feedback Survey



# General Feedback from Operators



Source: 2019 Operator Feedback Survey



# Key Challenges:

1. Difficult for users and Operators to find legal parking places.
  - Sidewalks are frequently narrow or non-existent.
  - Popular locations such as those off the BeltLine do not have enough space for parking.
2. Riding on the sidewalk is a frequent complaint.
  - Lack of bike infrastructure on many routes leads people to ride on the sidewalks.

# City Strategies:

Lack of adequate sidewalk space and bike infrastructure leads to challenges in micro-mobility. The City is responding to these challenges through education and enforcement strategies.

1. The creation of a comprehensive education strategy for users, stakeholders, and enforcement officials will help create better understanding and compliance of SDMD use.
2. The City is enforcing parking regulations by impounding devices found to be parked illegally.
3. The City continues to plan for and invest in safe and connected infrastructure for all modes of transportation.

Source: 2019 Operator Feedback Survey, Monthly Operator Reports



# Education – Companies

- In-App User Education. Operators continue to update their in-app notifications to inform users about Atlanta-specific regulations.
- In-Person User Education. Operators have met with local organizations institutions to create education materials, presented at regional conferences and professional trainings, and offered free classes to riders.
- Staff Education. Operators provided education materials for deployment staff to address Atlanta-specific regulations and processes.
- Additional Efforts. Launched blogs and social media campaigns, discussed scooter education on location radio, informed riders about local efforts to improve infrastructure, advertised rules on local signage, and emailed users about rules.

Source: 2019 Operator Feedback Survey, Monthly Operator Reports



# Education – City

## #ScootSmart Education Campaign

- Provide information for partners. Sharing presentations, physical handouts, and social media posts and infographics.
- Disseminate information through NPUs. NPU planners are provided with physical handouts and information.
- Distribute through City’s communication channels. Updating information via the DCP’s social media.
- Create Additional Content. Ensure all City departments, including APD, have copies of handouts and educational materials to support understanding and enforcement of regulations. Provide handouts at public events. Creating a video campaign to demonstrate the rules.
- Press. Coordinating a Channel 26 covered news story related to SDMDs. Ensuring that members of the journalism community have access to the accurate information.

Source: Office of Mobility Planning



# #ScootSmart Campaign

## LEAVE 5 FEET. KEEP IT NEAT.

Your Guide to Parking Scooters and Bikeshare in Atlanta

✓ DO park on sidewalks with over 5 feet of space.



✓ DO park upright and off to the side.



✗ DO NOT park on narrow sidewalks without 5 feet of space.



✗ DO NOT leave scooters or bikes tipped over or in the walkway.



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Source: Office of Mobility Planning

## RIDE SAFE, ATLANTA

When riding scooters or bikes, make sure to follow the rules:

✓ Obey all traffic laws

✓ One rider at a time

✓ Ride in the bike lane or the street

✓ Be sure to wear a helmet

✗ Do NOT ride on the sidewalk



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**DO**

Ride in bike lanes or on the street

#Scootsmart

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**DON'T**

Leave scooters tipped over

#Scootsmart

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# Parking Complaints and Impounding

- Parking violations may be reported to a company directly or through 311.
- DPW SWEET Officers impound violations they observe during their shifts Monday through Friday.
- The City continues to work to improve the impounding process and improve communication with Operators about violations and fines.

Source: Office of Mobility Planning, Department of Public Works



# Parking Complaints and Impounding

	Company 1		Company 2		Company 3		Company 4	
	February	March	February	March	February	March	February	March
<b>Direct Reports to Companies</b> (via App, email, social media) <small>Source: Monthly Operator Reports</small>	153	106	131	81	14	10	88	52
<b>Impounds from DPW Street Scans</b> <small>Source: DPW Reports</small>	123	58	565	285	175	53	443	184
<b>Reports to 311 System</b> <small>Source: 311 Reports</small>	58							
<b>Total</b>	2,579 Parking Complaints and Impounds							





# Safety

Companies report monthly updates of documented safety concerns from users, as well as any reported crashes or injuries. The City is working to enhance our understanding of safety from other sources including enforcement officers. To this end, the Atlanta City Council has requested information from local health institutions to report on crashes and injuries with Shareable Dockless Mobility Devices. Data from that effort is not yet available.

## Reported Crashes and Injuries by Company, February-March 2019

	Crashes, February	Crashes, March	Injuries, February	Injuries, March
<b>Company 1</b>	10	5	7	1
<b>Company 2</b>	16	31	5	11
<b>Company 3</b>	7	2	[A]	2
<b>Company 4</b>	7	10	4	4
<b>Total</b>	40	48	16	18

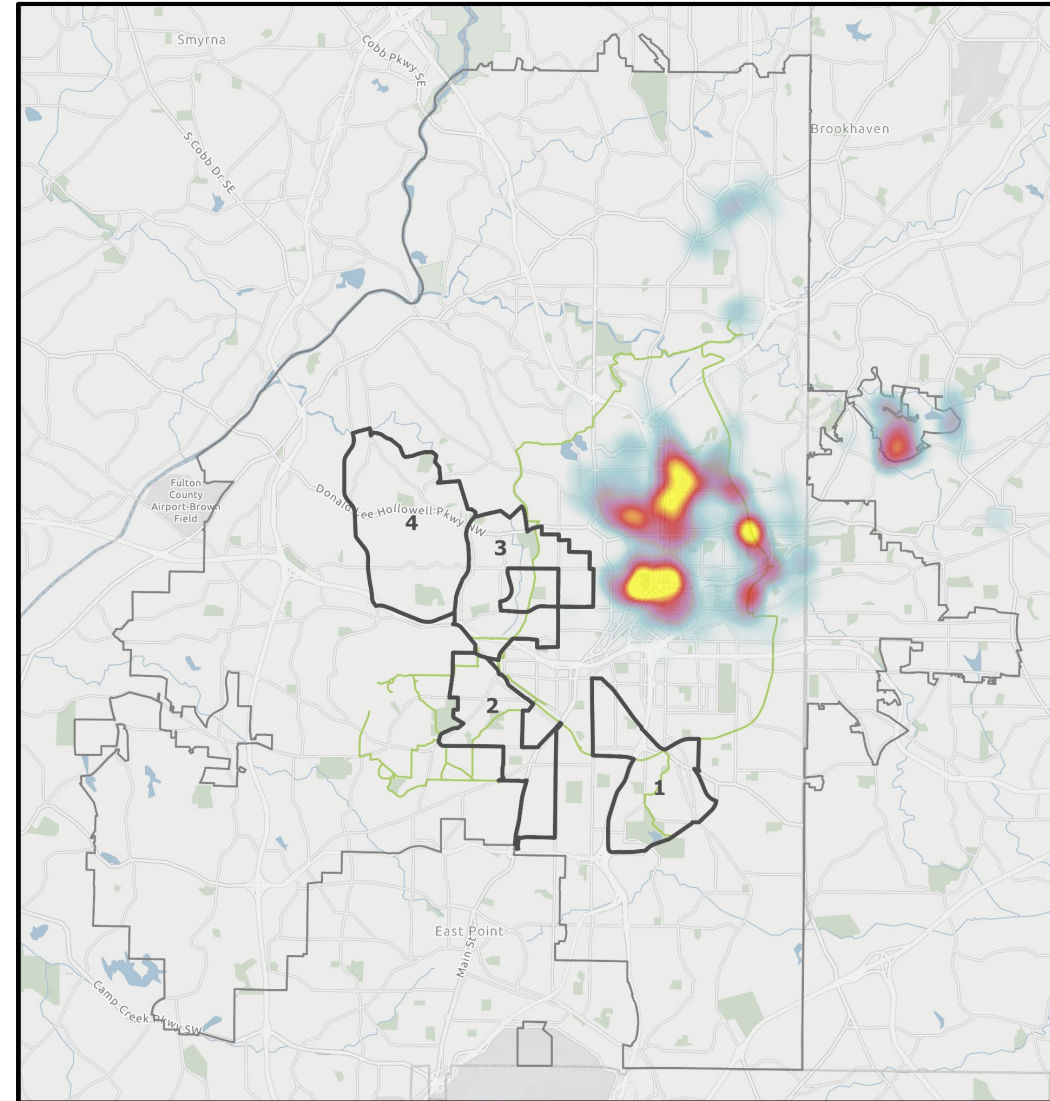
[A] The Operator indicated that injuries occurred but did not provide a number of injuries. DCP is working with the Operator to provide this data.

Source: Office of Mobility Planning, Monthly Operator Reports



# Service Area

- Primary Service area includes Atlanta's urban core central and eastern neighborhoods and has a strong focus on Midtown, Downtown, the Atlanta BeltLine, and the Emory campus.
- Secondary Service areas generally include the West and SW urban core neighborhoods of Atlanta, Buckhead, the north end of Grant Park.
- Equity Zones are outlined and numbered 1-4.
- The most heavily serviced areas cover over 152,000 Atlanta residents.



Source: Office of Mobility Planning, Monthly Operator Reports, Operator Data



# Equity Zones

- Operators create an Equity Plan as part of the application and Permit.
- Operators state what percent of their fleet they commit to deploying in each of the four Equity Zones. Commitments ranged from 4% to 10% of each fleet spread across all four equity zones.
- Operations and ridership in Equity Zones is not fully understood at this time. Some Operators report lower ridership and challenges with inadequate infrastructure.
- **The City is analyzing potential changes to the Equity Zone boundaries based on stakeholder and Operator feedback. Updates to the Equity Zone section of the Administrative Regulations will be announced in mid-May and effective June 1, 2019.**

Source: Office of Mobility Planning, Monthly Operator Reports, Permit Applications



# Ongoing Challenges and Opportunities

- **Regular Check-in Meetings.** The City will create a regular check-in schedule with Operators to facilitate better communication and resolve ongoing issues.
- **Better Infrastructure**
  - **Parking Zones and Racks.** The City is developing temporary zones that will designate parking locations in high-density, high-pedestrian-traffic areas. Interest in installing permanent parking racks is being considered to facilitate orderly, designated parking across the city.
  - **Bike/Scooter Lane Network.** Efforts to build a safe and useful bike network in Atlanta grow increasingly important as they are used by new modes of transportation. Separated and protected lanes are critical to improving safety and creating space for more people to use non-car modes of transportation.



# Ongoing Challenges and Opportunities

- **Atlanta BeltLine** . Riders are allowed to ride on the BeltLine, however parking is prohibited.

Challenges with appropriate riding behavior and parking on the BeltLine continue to be an issue. The City is working with Operators and other partners to educate users and test other solutions for improving behavior including potential slow-zones for devices operating on the BeltLine.

- **Large Events.** The City will proactively reach out to large event organizers for events such as parades and concerts that will likely have a scooter or bike parking need. Any event coordinators that wish to consult with the Office of Mobility Planning to this end can contact us at [mobility@atlantaga.gov](mailto:mobility@atlantaga.gov).



# Ongoing Challenges and Opportunities

- **Equity Zones.** The City is analyzing potential changes to the Equity Zone boundaries based on stakeholder and Operator feedback. Updates to the Equity Zone section of the Administrative Regulations will be announced in mid-May and effective June 1, 2019.
- **Data Reporting.** Operators are providing data through a variety of methods.
  - Online dashboards allow City staff to monitor daily operations.
  - Monthly reports provide daily and summary information about fleet operations, safety, and education efforts.
  - The City is exploring alternatives to better receive and aggregate data from all Operators to better facilitate data analysis and protect user privacy.



# Ongoing Challenges and Opportunities

## • **Fleet Maximums – Operator Rationale**

There is no single Operator perspective. Major themes are below:

- Some operators desire a performance-based fleet maximum. This would allow companies with higher ridership to deploy more devices.
- Other Operators support the consistent fleet maximum of 2,000 devices per Operator.
- Operators with both scooters and bicycles desire to permit up to 2,000 scooters and up to 2,000 bicycles.
- Several Operators expressed a concern over the increasing number of Operators joining the market and the potential for clutter as the number of Operators increases.



# Ongoing Challenges and Opportunities

- **Fleet Maximums – City Rationale**

- Legal perspective - DCP is empowered to establish fleet maximums that apply equally to all companies. Fleet maximums cannot be adjusted based on a company's performance and the City cannot restrict the number of entrants to the market.
- Policy perspective - DCP is committed to ensuring the SDMD program provides a high-quality mobility option while preserving pedestrian safety and accessibility. DCP set the maximum fleet size at 2,000 based on operations in Atlanta before issuing the permit as well as experiences from other Cities. The City is comfortable that the current fleet maximum allows companies the ability to provide a high-quality mobility service.
- The City acknowledges that Operators may be able to increase profits with more devices. However, the City is concerned that Operators are still establishing their technology, operations, and education efforts.
- Given the recommendations from the Law Department, increasing competition within the market, and the need to improve parking and riding compliance, DCP is not adjusting the maximum fleet size at this time.
- DCP continues to work with Operators to improve compliance and program operations and is committed to evaluating the need to revisit the legislation with Council after a year of experience.





# Summary

- SDMD Program is off to a generally positive start with room for improvement. The City will continue to work with Operators to improve administrative processes and user education and compliance.
- Initial adjustments include:
  - Changes to Equity Zones
  - Improvements to City communication process
  - Improvements to impound processes
  - Parking Zone Pilot
- More devices are coming:
  - Current Operators do not yet have fully deployed fleets.
  - Additional Operators are seeking Permits.



# For more information, contact:

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