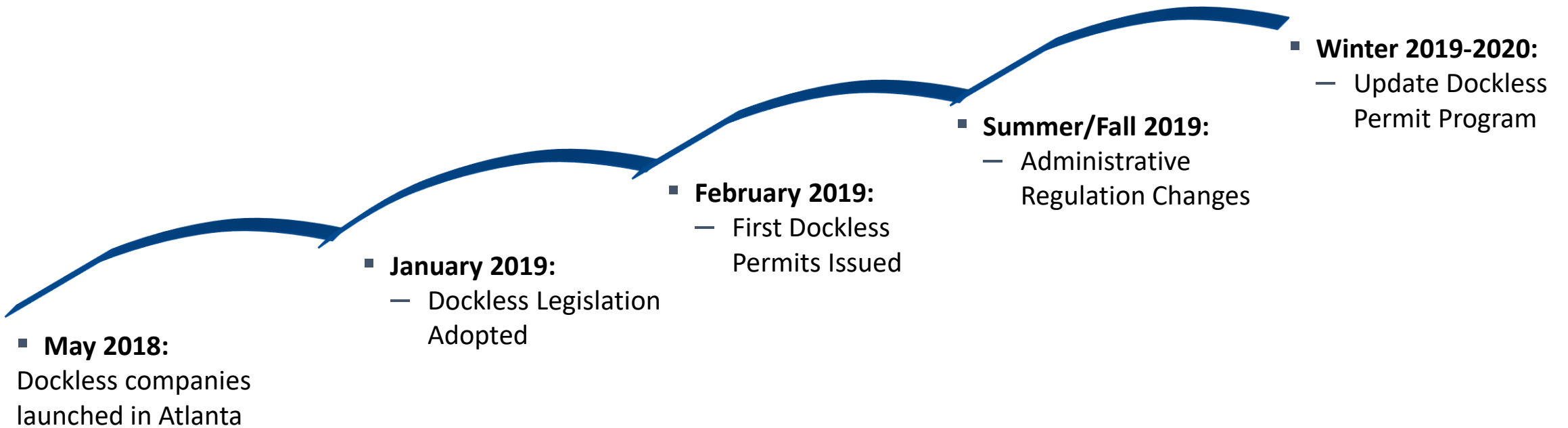


# Shareable Dockless Mobility Device Legislative Update

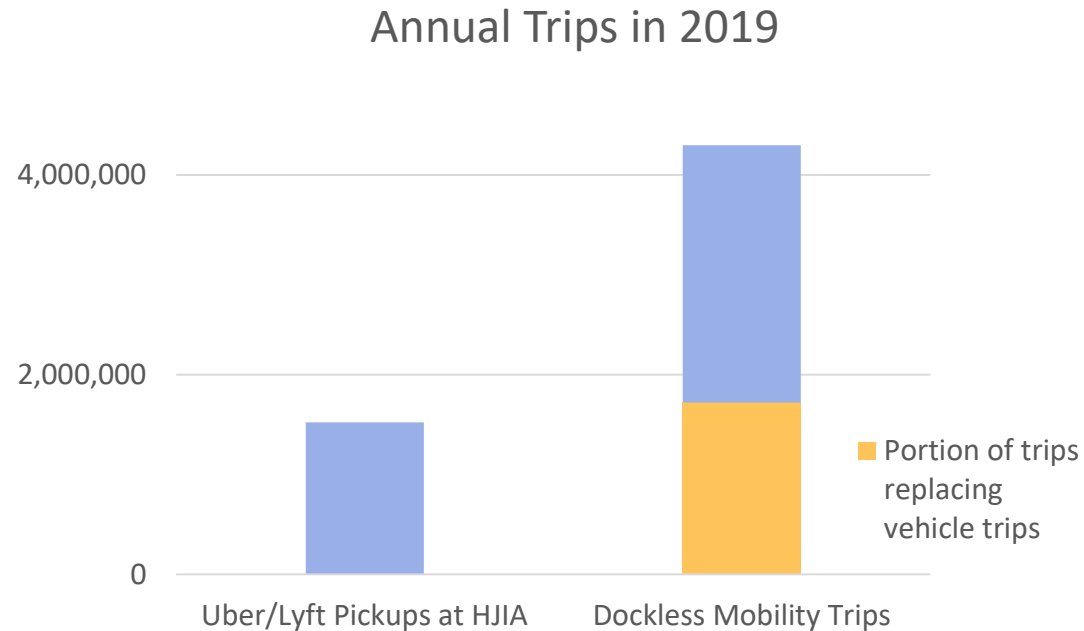
Transportation Committee Meeting  
February 26, 2020



# Timeline – Until Now



# Scooters in 2019



- In 2019, over 4.3 million trips
- Approx. 40% of trips replace vehicle trips
- 21% of trips connect to transit
- In the last six months, Atlanta went from seven to four companies *includes stand-up and sit-down scooters but no e-bikes*



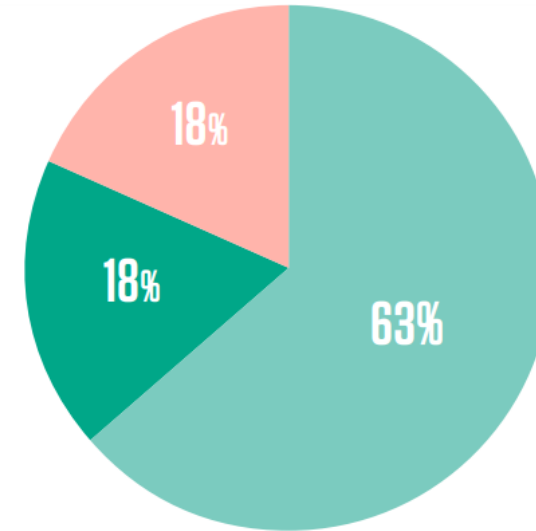
# What We Heard – Public Survey




2,640 responses

82% think e-scooters should be an option for Atlantans.

63% think the program needs improvement

67% are potential riders  
*(have ridden or are interested in riding scooters)*

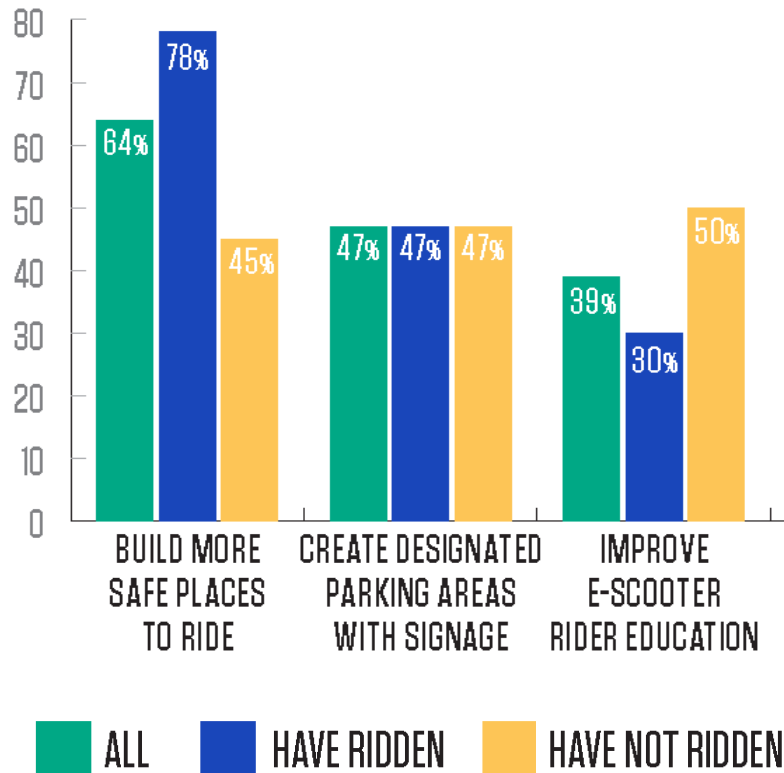


-  E-SCOOTERS SHOULD BE AN OPTION FOR ATLANTANS. THE CURRENT E-SCOOTER SYSTEM SERVES ATLANTA'S NEEDS WELL.
-  E-SCOOTERS SHOULD BE AN OPTION FOR ATLANTANS. HOWEVER, THE CURRENT E-SCOOTER SYSTEM NEEDS IMPROVEMENT.
-  E-SCOOTERS SHOULD NOT BE AN OPTION FOR ATLANTANS.

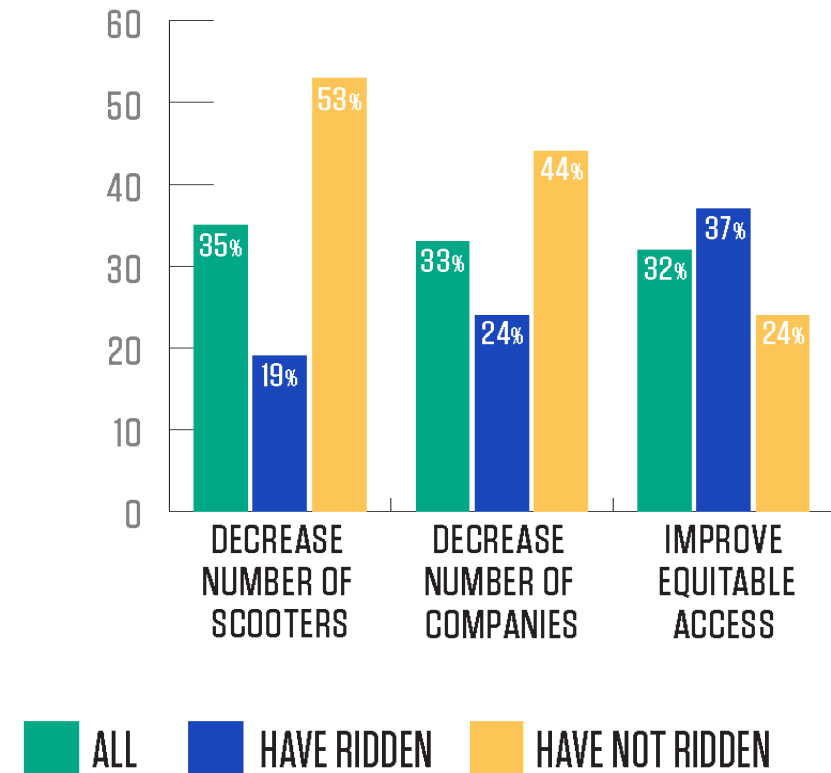


# What We Heard – Public Survey

## Most critical city investments



## Most critical regulatory changes



# Programmatic adjustments in 2019

## Sidewalk enforcement

- APD has issued over 235 warnings and 62 citations for riding scooters on the sidewalk

## Parking enforcement

- The City is collecting more than \$200,000 to cover costs related to enforcement
- Atlanta 311 contacts companies directly to correct parking violations

## Beltline Regulations

- City Planning introduced an 8mph limit for scooters on the Beltline
- Scooter parking zones with per company caps have been implemented

## Limit on more scooters

- City adopted policy to not accept new scooter companies until permitting process can be updated

## Nighttime ride ban

- City banned rented scooters from operating between 9pm and 4am

## Education

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

## Special Events

- City permitted companies to bring in additional devices to meet the Super Bowl demand
- Designated parking areas, reduced speed and no-ride zones

## Expand Equity

- Equity zones were updated to incentivize better access to MARTA stations

# Programmatic improvements for 2020

## The 2020 Shareable Dockless Mobility Device legislation will:

1. Update permit structure to **address oversaturation** of the market with operators and devices
2. Require more from companies to **improve device safety, prioritize equitable access, and expand education efforts**
3. **Improve compliance** by proactively monitoring fleets, incentivizing improvement, and using real-time data



# 1 Update Permit Structure

## Consolidate Program

- Shift management and enforcement to ATLDOT

## Fewer Companies

- Create competitive permit, issuing permit to the top 2-3 highest scoring companies

## Control Fleet Size

- Reduce initial number of devices allowed, allowing companies to expand based on performance and compliance





## 2 Require more from Companies

### Device Safety

- Expand lighting requirements
- Set standards for fleet maintenance

### Improve Equitable Service

- Require reduced-price options
- Permit larger fleets for strong equity programs

### Expand Education Efforts

- Set standards for company-led education

### Require Performance Bond

- Creates assurance that City costs will be recovered



## 3 Improve Compliance

### Set a high standard

- Require adequate staffing
- Select companies with advanced technologies

### Monitor Parking Compliance

- Conduct regular audits to document violations
- Direct 311 complaints to companies
- Evaluate company's responsiveness to complaints

### Incentivize Improvement

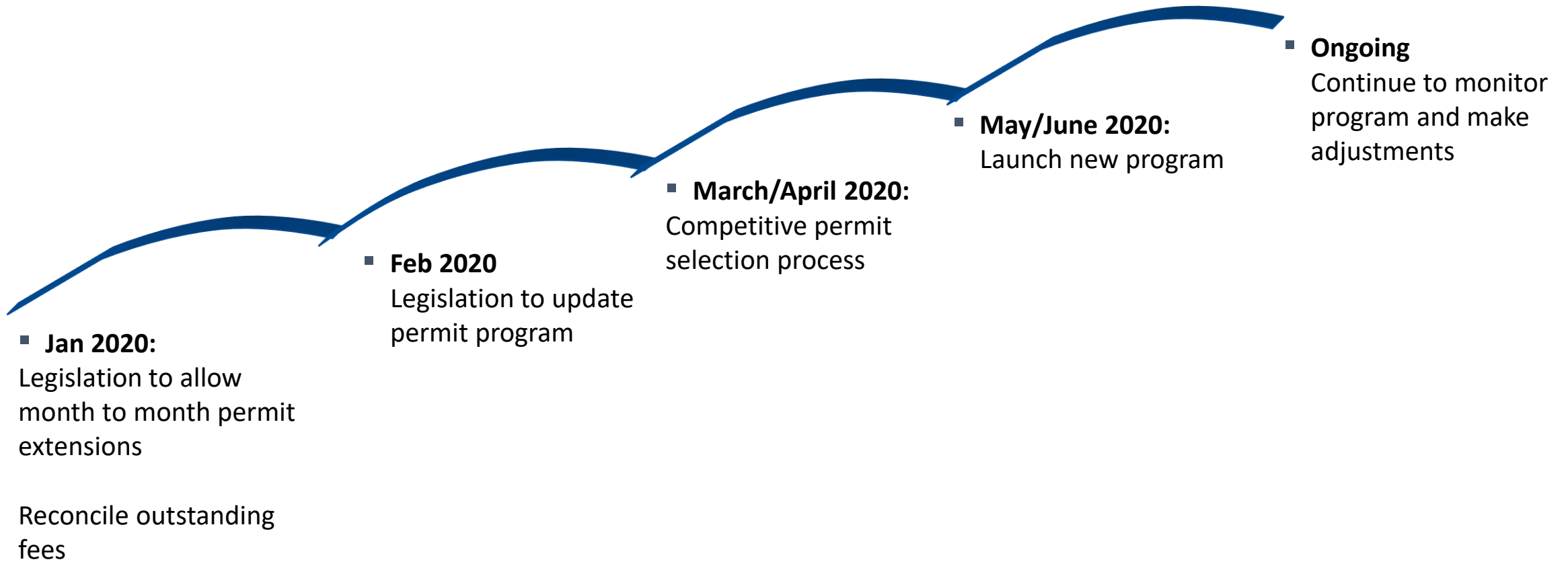
- Allow fleet expansions based on parking compliance
- Establish administrative fines

### Improve Data Management

- Use real-time data to monitor permit compliance
- Expand analysis capacity
- Track progress on City goals



# Timeline - 2020





Department of Transportation  
**Thank you**  
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