DOCKLESS MOBILITY PROGRAM UPDATE

Mobility Committee of Council
October 11, 2018
BRIEFING TOPICS

1. Overall Program Status Update
2. What We’re Hearing
   • Community Feedback
   • Customer Service Report
3. What We’re Seeing
   • Use Data
   • Safety Data
   • Austin B-Cycle Impact
4. What We’re Doing
   • Education and Enforcement Update
   • Administrative Rule Adoption Process
5. Understanding Dockless Mobility
   • Mobility as a Service
   • Benefits: Capturing Short Trips
   • Challenges: A Place for Everyone
6. Policy Recommendations
7. Discussion/Questions
Licensed operators are able to serve the entire City of Austin jurisdiction, but are assumed to focus their initial 500-unit fleet mainly within the Downtown Austin Project Coordination Zone (DAPCZ). Sixty-Five (65) square miles includes the DAPCZ plus any additional areas as defined in supplemental licenses.
PROGRAM UPDATE: SERVICE AREAS

BIRD

LIME

JUMP, VEO RIDE, PACE

1,750

2,000

850 e-bikes
WHAT WE’RE HEARING: COMMUNITY FEEDBACK

Like them, want to see more available
Like them, use them frequently for all trips
Dislike them, want fewer to none
See value, concerned with speed & location
WHAT WE’RE HEARING: CUSTOMER SERVICE REQUESTS

Volume of Calls to 3-1-1
May 1, 2018 to September 30, 2018

<table>
<thead>
<tr>
<th>Council Districts</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>Total</th>
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<td>Total</td>
<td>53</td>
<td>3</td>
<td>40</td>
<td>6</td>
<td>14</td>
<td>619</td>
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</tbody>
</table>
### Dockless Mobility Ridership for August 1 - 31, 2018

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Total number of trips:</th>
<th>Total distance ridden (miles):</th>
<th>Average trip time (minutes):</th>
<th>Average trip length (miles):</th>
<th>Total number of devices in service:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scooter</td>
<td>297,400</td>
<td>350,100</td>
<td>16.6</td>
<td>1.2</td>
<td>3,317</td>
</tr>
<tr>
<td>Bicycle</td>
<td>12,800</td>
<td>24,800</td>
<td>23.7</td>
<td>2.0</td>
<td>846</td>
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<tr>
<td>(All Types)</td>
<td>310,200</td>
<td>374,900</td>
<td>16.9</td>
<td>1.2</td>
<td>4,163</td>
</tr>
</tbody>
</table>

(The number of trips and total distance (miles) figures are rounded to the nearest 100.)

### Dockless Mobility Ridership for July 1 - 31, 2018

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Total number of trips:</th>
<th>Total distance ridden (miles):</th>
<th>Average trip time (minutes):</th>
<th>Average trip length (miles):</th>
<th>Total number of devices in service:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scooter</td>
<td>129,200</td>
<td>155,400</td>
<td>16.1</td>
<td>1.3</td>
<td>1,711</td>
</tr>
<tr>
<td>Bicycle</td>
<td>8,400</td>
<td>44,800</td>
<td>19.5</td>
<td>1.8</td>
<td>549</td>
</tr>
<tr>
<td>(All Types)</td>
<td>137,600</td>
<td>200,200</td>
<td>17.8</td>
<td>1.6</td>
<td>2,260</td>
</tr>
</tbody>
</table>
## Ridership Numbers Since April 5th, 2018

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Total number of trips:</th>
<th>Total distance ridden (miles):</th>
<th>Average trip time (minutes):</th>
<th>Average trip length (miles):</th>
<th>Total number of devices in service:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scooter</td>
<td>1,200,700</td>
<td>1,190,900</td>
<td>10.50</td>
<td>0.9</td>
<td>3,750</td>
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<tr>
<td>Bicycle</td>
<td>46,600</td>
<td>85,000</td>
<td>20.20</td>
<td>1.5</td>
<td>1,200</td>
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</tbody>
</table>

(Figures for the total number of trips and total distance are rounded to the nearest 100.)
### ALL Crashes* since program inception (MAY 7 - SEP. 28 2018)

<table>
<thead>
<tr>
<th></th>
<th>Fatal</th>
<th>Injury</th>
<th>Property Damage Only</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motor Vehicle</td>
<td>10</td>
<td>2,336</td>
<td>2,907</td>
<td>5,253</td>
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<tr>
<td>Motorcycle</td>
<td>5</td>
<td>128</td>
<td>10</td>
<td>143</td>
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<tr>
<td>Pedestrian</td>
<td>14</td>
<td>112</td>
<td>7</td>
<td>133</td>
</tr>
<tr>
<td>Bicycle</td>
<td>0</td>
<td>81</td>
<td>8</td>
<td>89</td>
</tr>
<tr>
<td><strong>Sub Total</strong></td>
<td><strong>29</strong></td>
<td><strong>2,657</strong></td>
<td><strong>2,932</strong></td>
<td><strong>5,618</strong></td>
</tr>
<tr>
<td>Scooter</td>
<td>0*</td>
<td>37*</td>
<td>Unknown</td>
<td>37*</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>29</strong></td>
<td><strong>2,694</strong></td>
<td><strong>2,932</strong></td>
<td><strong>5,655</strong></td>
</tr>
</tbody>
</table>

**Notes:**
- The statistics are preliminary and subject to change. (2018 crash records will be validated in Spring of 2019)
- Data extraction date: 10/3/2018
- Unless otherwise indicated, Data Source: Crash Record Information System (CRIS) by TxDOT
- *Scooter injury data source: Austin Emergency Medical Services and analyzed by Austin Public Health. Scooter crash data is not currently tracked in the TxDOT CRIS system.
WHAT WE’RE SEEING: SAFETY DATA

EMERGENCY MEDICAL RESPONSE BETWEEN MAY 1 AND OCTOBER 1, 2018

- **Volume:** 37 incidents
- **Rate:** 3 crashes every 2 weeks.
- **Severity:** 80% (31 of 37) involved transport to the Emergency Room.
- **Cost:** Unknown
**WHAT WE’RE SEEING: SAFETY DATA**

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**EMERGENCY INCIDENT RESPONSE PRIORITIES BETWEEN MAY 1 AND OCTOBER 1, 2018**

<table>
<thead>
<tr>
<th>Response Priority</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority 1</td>
<td>Life threatening rescue conditions</td>
</tr>
<tr>
<td>Priority 2</td>
<td>Significant signs and symptoms</td>
</tr>
<tr>
<td>Priority 3-5</td>
<td>Non life-threatening complaints</td>
</tr>
</tbody>
</table>

Source: Austin/Travis County Emergency Medical Services
Dockless Mobility Street Team
APD officers and ATD educators pair up to share safety information with scooter users.

How Austin E-Scoots

- Park respectfully. Don’t block the sidewalk.
- Ride in the bicycle lane or vehicle lane.
- Scoot respectfully on the sidewalk.
- One person per scooter.
- Wear helmets for safety.

AustinTexas.gov/DocklessMobility
COMPLIANCE DASHBOARD

Show locations by Licensed Operators
Show total number of units by zone, e.g. Downtown Project Coordination Zone (DAPCZ) updated real-time.
We have noticed utilization is down
We are conducting an analysis of financial impacts
We are currently exploring new operation models
Based on feedback heard through the community survey, industry trends and emerging best practice, updates include:

- Improved visibility at night
- Restrictions on where units can park
- Faster response times for obstructions
- Daily safety inspections
- Requirement to install parking boxes
- Keep 25 feet away from a B-Cycle station
- Report on complaints and collisions
- Privacy policy to safeguard user information
- Incentivize the use of technology and lock-to capabilities to bring about better user behavior
MOBILITY AS A SERVICE

- Car/Van/Micro-Mobility
- Bicycle/Scooter
- New Mobility

Vertical Integration
DOCKLESS MOBILITY BENEFITS:
CAPTURING SHORT TRIPS

Heat Map Diagram of Short Car Trips (0-3 miles)
DOCKLESS MOBILITY CHALLENGES: FINDING A PLACE FOR EVERYONE IN THE STREET

Travel Lane

Parking

Sidewalks for pedestrians

Protected facility for scooters and bicycles
POLICY

SHORT TERM: December 2018
Speed and Location Management

MID TERM: Spring 2019
Enforce Safe Scooting Practices

LONG TERM: Summer 2019
Cost of Service and Safety Analysis
THANK YOU

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