

A man in a grey t-shirt and khaki shorts is riding a black scooter on a city street. He is wearing a black face mask and looking forward. The street has white lane markings and a crosswalk. In the background, there are buildings, including one with a sign that says "SUPPLIES", and a yellow taxi. Traffic lights are visible in the distance. A large blue diagonal overlay covers the right side of the image, containing the title and other text.

# Austin Transportation Department

Shared Micro-Mobility Program Update  
Urban Transportation Commission  
August 2, 2022

Jason Redfern, Parking Enterprise Manager  
Joseph Al-hajeri, Program Manager



TRANSPORTATION



# BRIEFING OUTLINE



- Program History Overview
- Program Updates + Recent Actions
- Congress Avenue Policy
- Data Management + Open Data Portal
- Safety and Infrastructure
- Enforcement/ Compliance
- Future Program Enhancements
- Director Rules Update Process

# DOCKLESS MICRO-MOBILITY HISTORY

2018 - 2022



## Dockless Program Milestones

- Spring 2018 – Ordinance authorizing a Dockless Mobility Program + Emergency Rules
- January 2019 – Final Director Rules adoption
- Spring 2019 – Trip fee adopted
- May 2019 – Safe Riding Ordinance
- January 2020 – Answer to CIUR #2234: “Micromobility Devices in Creeks Study”
- Fall 2021 – Application fee + Trip fee update

## REGULATIONS

### Texas Transportation Code, Title 7

- Chapter 551. - Operation of bicycles and mopeds, golf carts, and other low-powered vehicles.

### Title 14 Use of Streets and Public Property

- *§ 14-9-23* - City-wide dockless transportation license authorized.
- *§ 14-9-24* - City-wide dockless transportation unit placement plan.
- *§ 14-9-25* - License amendment, suspension, or revocation.

### Title 12 Traffic Enforcement

- *§ 12-2* - Micro-Mobility Devices and Bicycles.

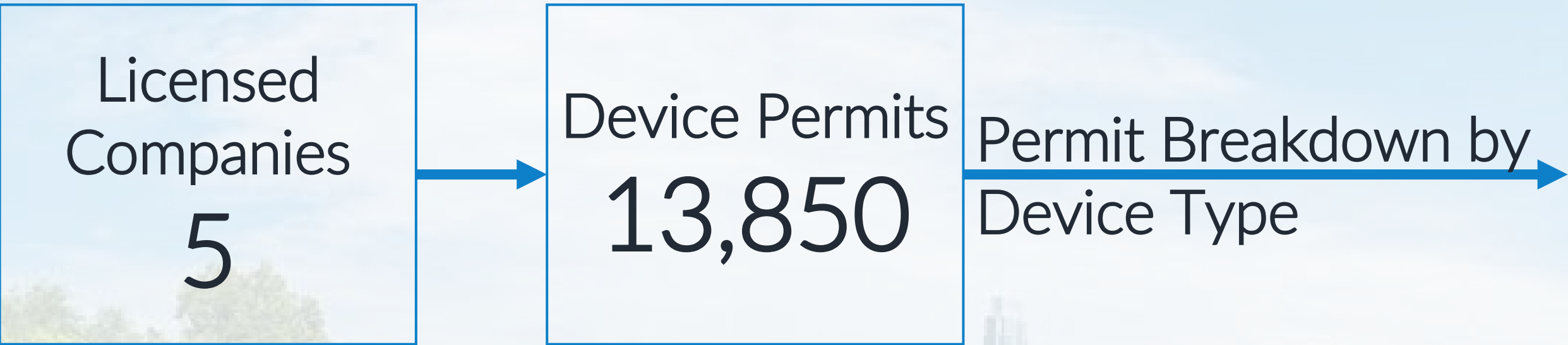
## CITY APPROVED FEES

Fee Type	Fee Amount	Fee Adopted Date
License To Operate	\$750 per 6-months	FY22 – New Fee
Per Device Permit	\$40 per device/ 6-months	FY22 – \$60/yr previously
Per Trip	\$0.15-\$0.40 per trip/ invoiced monthly	FY22 – Range adopted



# SHARED MICRO-MOBILITY PROGRAM

## CURRENT LICENSES AND DEVICE TYPES



Stand-Up Scooter



11,350

Sit-Down Scooter



1,750

E-Bike



500

Vehicle



250

Provider Name	Fleet
Bird	4,500 Stand up e-scooters
Lime	5,850 Stand-up e-scooter 500 e-bikes
Link	1,000 Stand-up scooters
Wheels	1,750 sit-down e-scooters
Free2Move	250 Jeep Renegade's



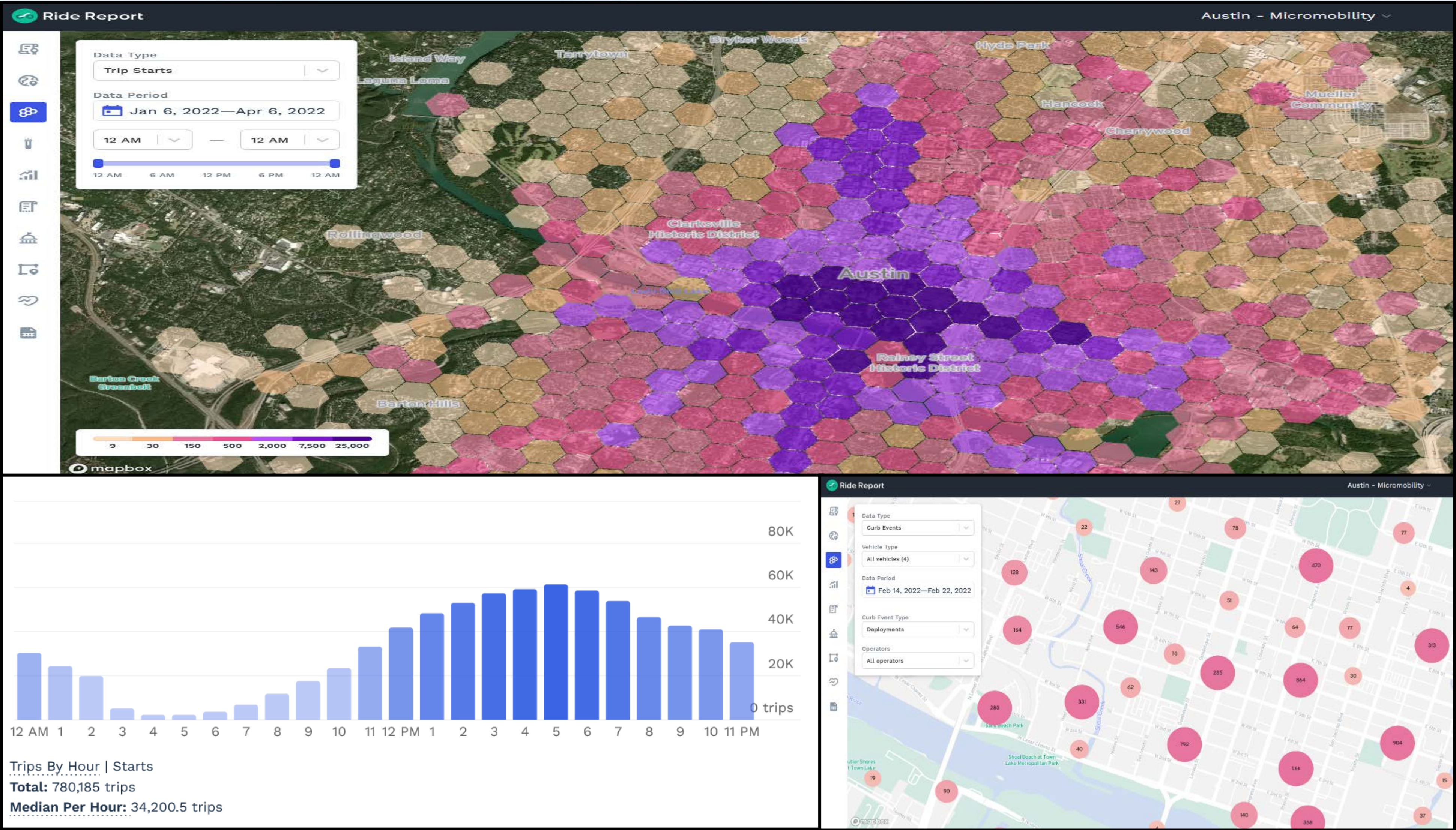
# DATA MANAGEMENT/ ANALYSIS



Third Party Data Management

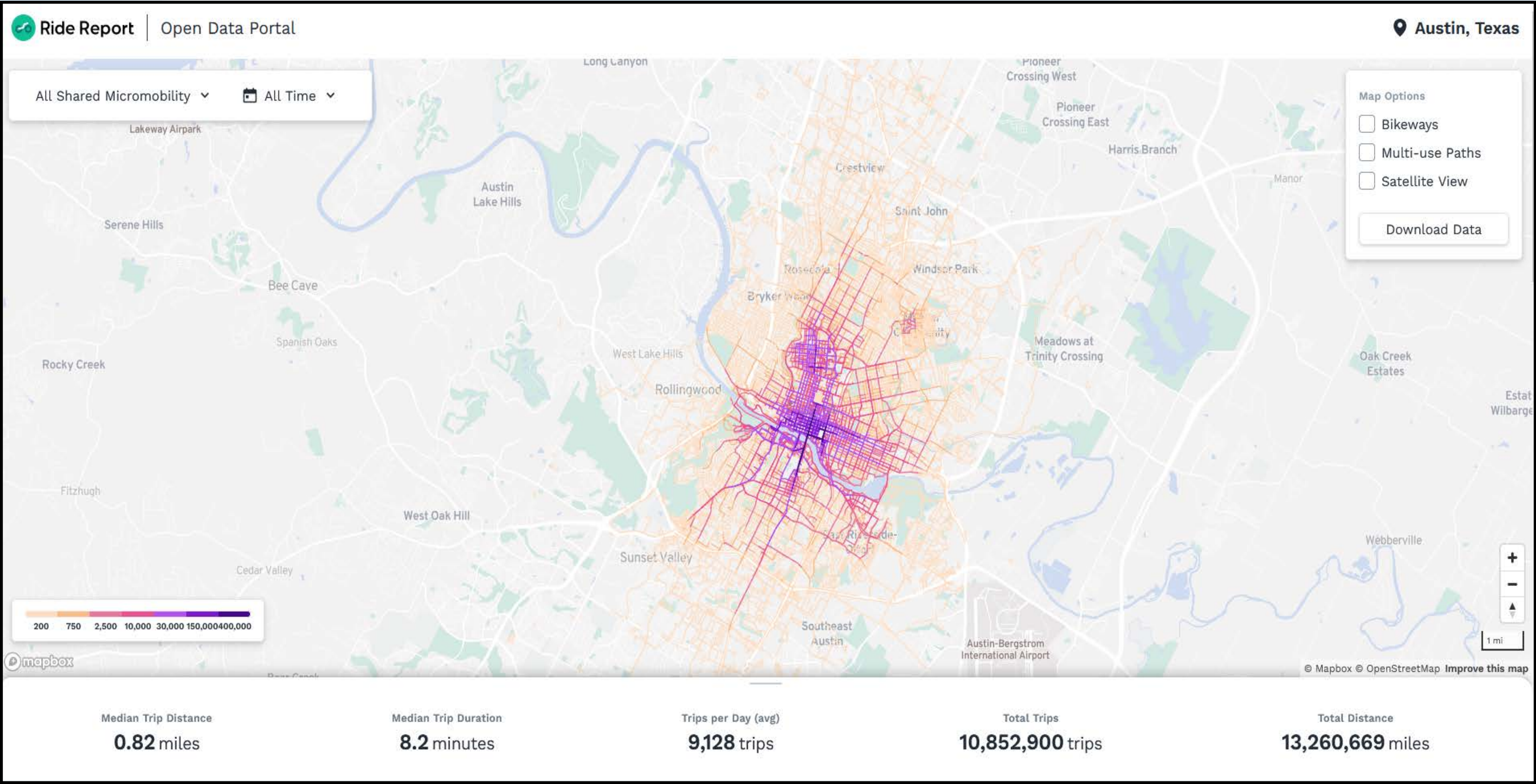
Data Quality / Planning Tools

Increased Public Data Availability & Protection of PII





# OPEN DATA PORTAL



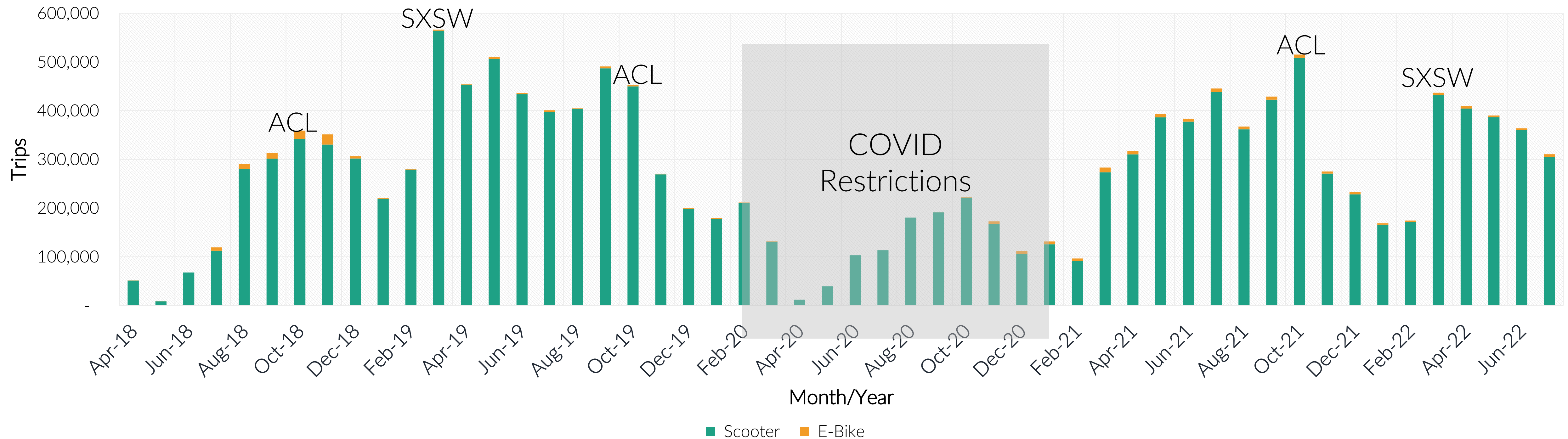


# TRIP DATA

APRIL 2018 – JUNE 2022



Micro-Mobility Scooter & E-Bike Trips By Month (Aug 2018-Jul 2022)



Median Trip Distance

**0.83 miles**

Median Trip Duration

**8.2 minutes**

Trips per Day (avg)

**9,337 trips**

Total Trips

**11,923,100 trips**

Total Distance

**14,594,038 miles**



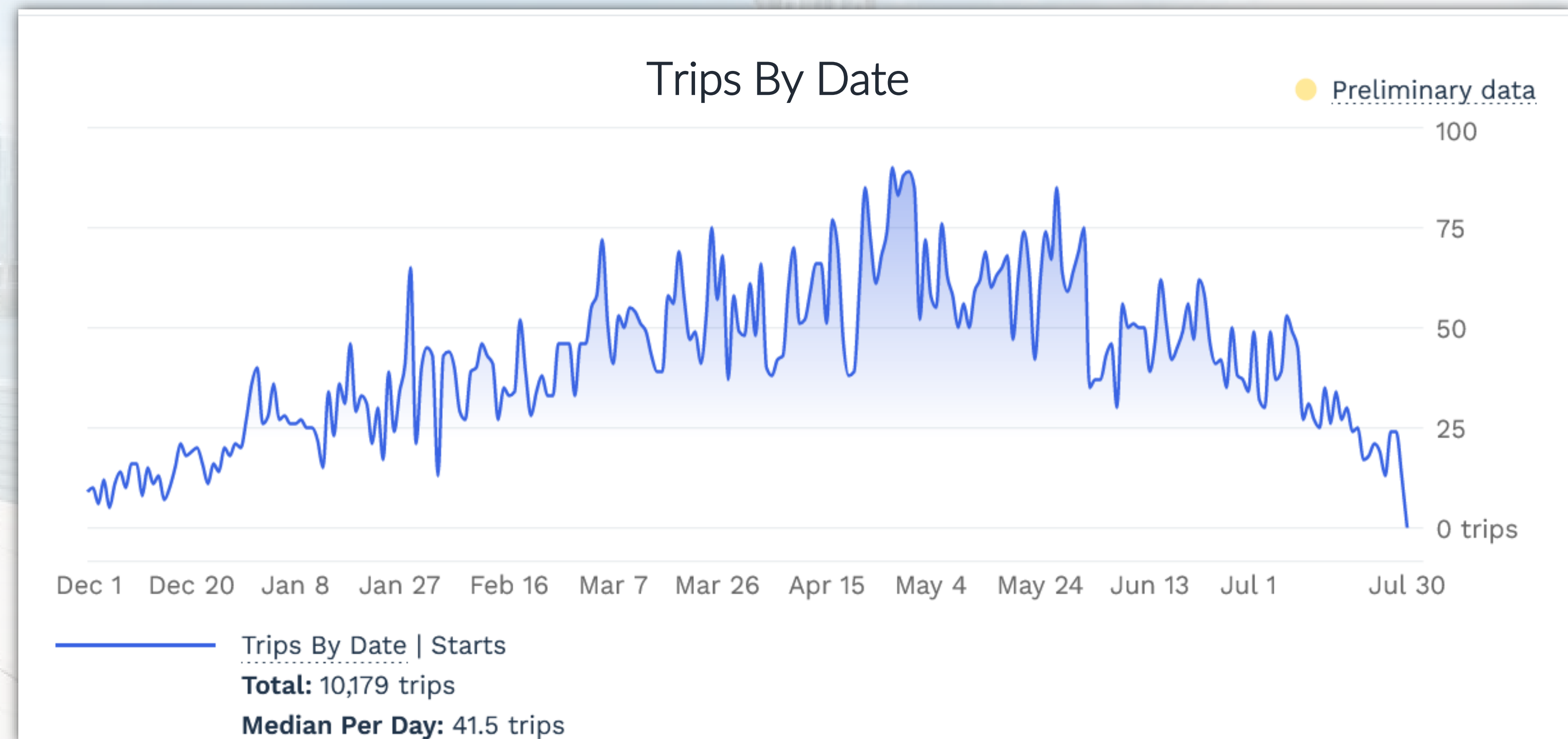
# VEHICLE SHARE TRIP DATA

December 2021 – JUNE 2022



## DATA BREAKDOWN

- 10,179 total trips
- 160,775+ Miles Driven
- 3.11 Miles – Median Distance





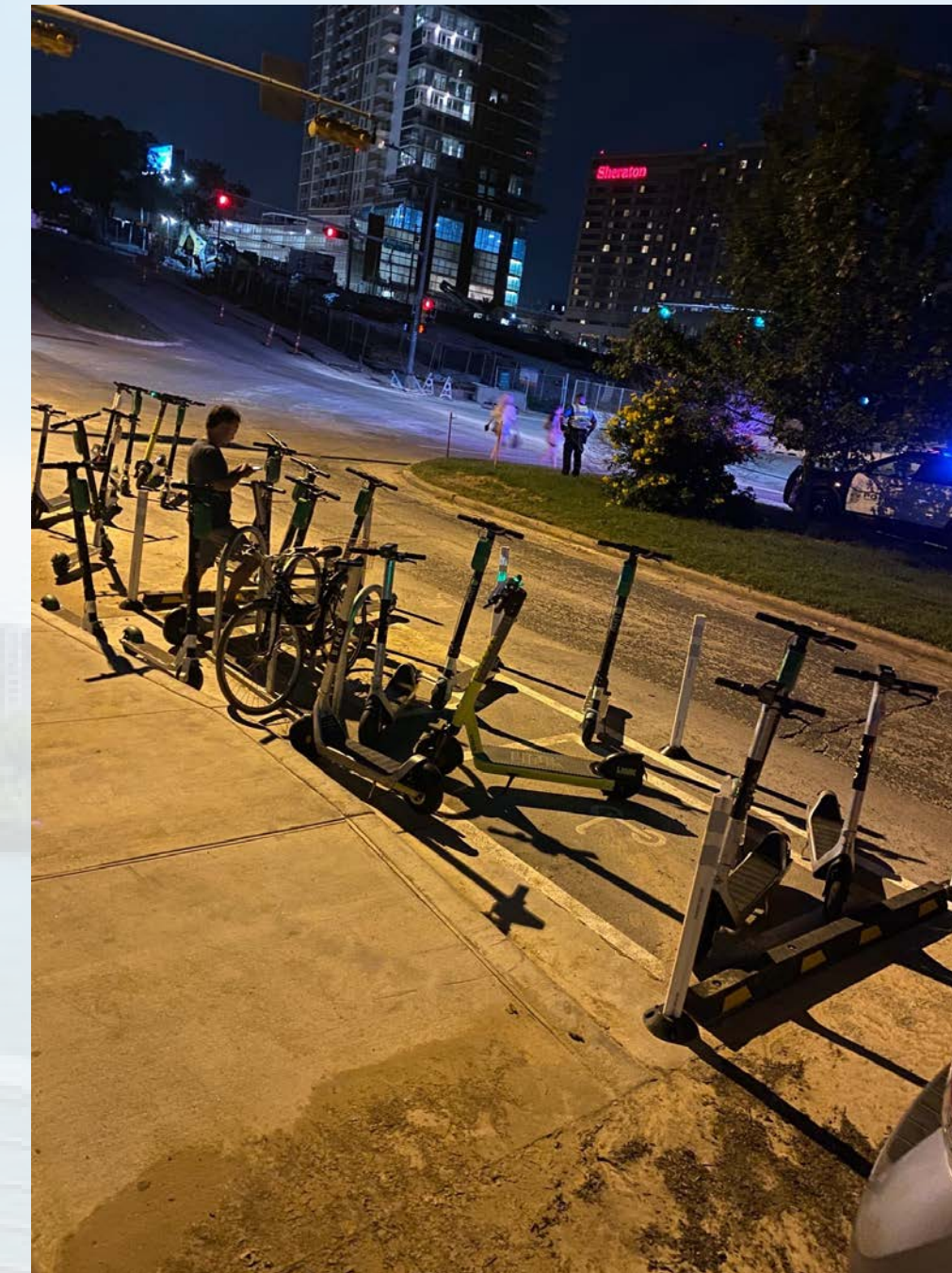
# PROGRAM UPDATES/ ACTIONS

## Program Modifications

- Firm license application deadlines, twice a year
- Centralized communications for large special events
- Improved 311 service request features
- Fee changes to reflect cost of staff time
- Enforcement checks and impounds

## Program Safety Adjustments

- Increased awareness around waterways
- Moratorium on device permit increases in downtown
- Required reduction of speed from 20mph to 15mph
- Congress Avenue device cap pilot





# CONGRESS AVENUE DEVICE CAP PILOT

Start of Pilot: June 30

## Goal

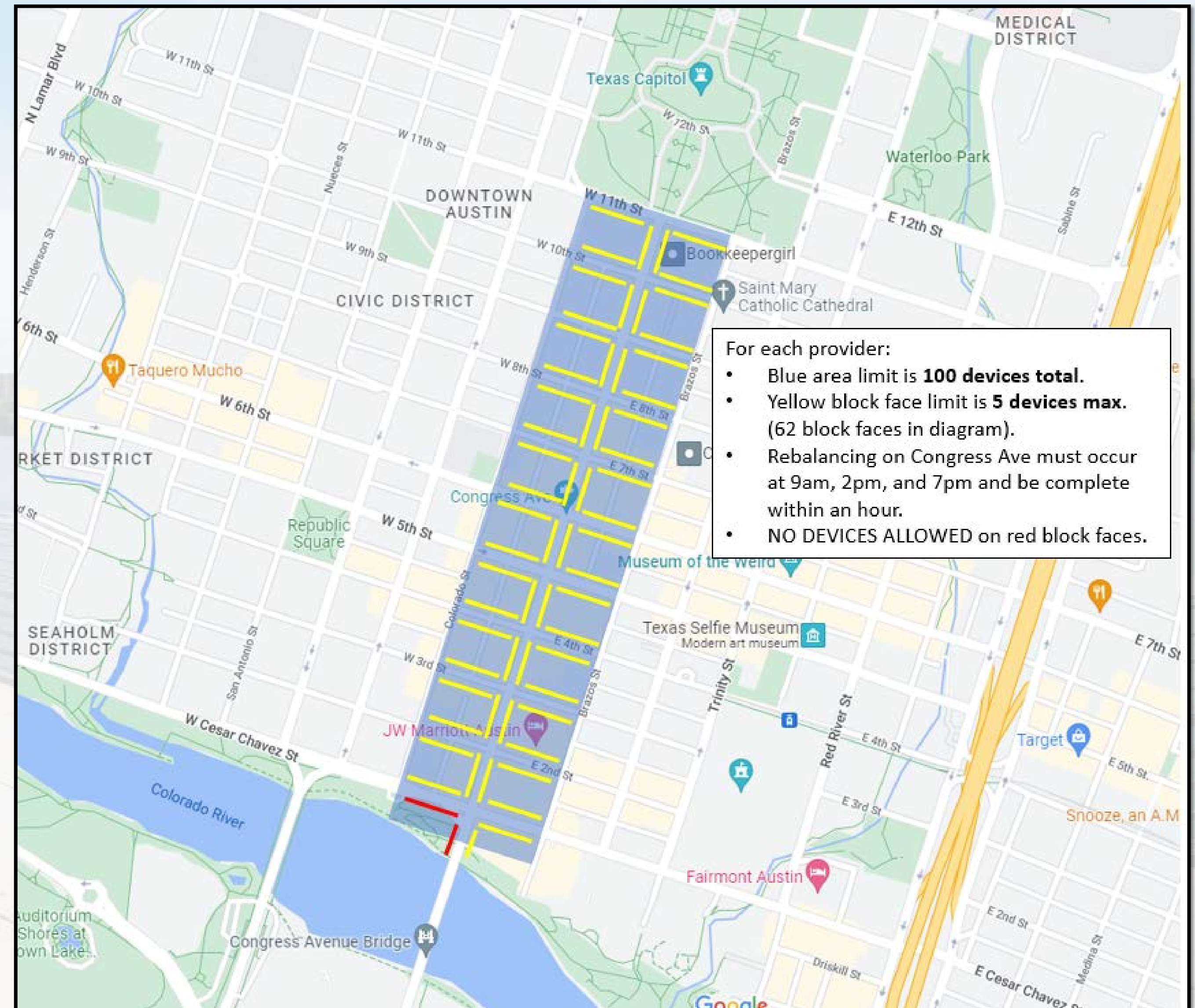
- Address overcrowding
- Learn how deployment and parking devices and demand can be managed effectively to meet demand

## Action Taken

- Deploy no more than 100 scooters
- Deploy no more than 5 devices on any block face.
- Eliminate deployments from the sidewalk at specialized parking zones
- Rebalance daily at 9am, 2pm, and 7pm

## Outcomes Thus Far

- Reduced clutter
- Reduction on customer service requests
- Reduction of trips
- Issues with static device amounts due to demand of day

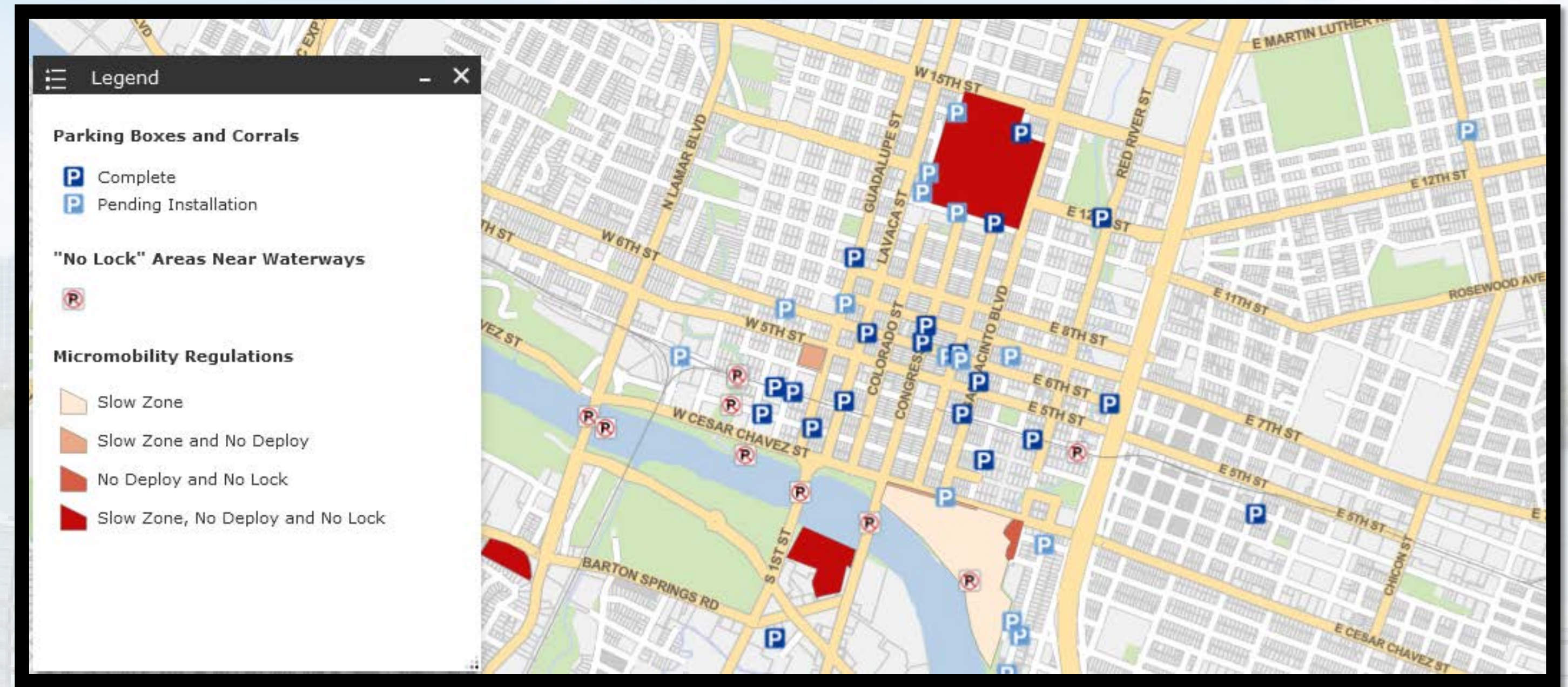




# MICROMOBILITY INFRASTRUCTURE

## 2020 Mobility Bond

- Upgrading micromobility parking box design
  - Vertical elements – Signs
  - Special event wayfiding
- Combined bike and micromobility corrals.
- Contributing to other mobility projects that help connected mobility
  - Sidewalk continuation
  - Bike lanes
  - Intersection improvements
- Use of technology enhancing infrastructure to improve service/parking habits.



## Areas of Focus

- Downtown
- Parks/ Trails
- Rainey
- East Austin



# ENFORCEMENT/ COMPLIANCE



## How ATD Monitors/ Enforcement

- Third-party data management
- Geofencing/device performance restrictions
- Calls/Customer Service Requests (CSR)
- CSR response audits
- Staff device audits
- Shared communications channel during special events

## Results of Enforcement of Director Rules

- Impounds
- Reduction in Service
- Denial of license and/or device permits

Total CSR's  
(April 2018 – July 2022)

26,979

2018 = 1,200

2019 = 8,700

2020 = 4,019

2021 = 9,725

2022 = 3,335



# FUTURE PROGRAM ENHANCEMENTS



## ➤ Update Director Rules (*Tentatively Fall 2022*)

- Terminology alignment with industry
- Specific requirements based on modes –
- More specific safety guidelines for devices
- Standardized reporting
- Performance grading for operators

## ➤ Infrastructure & Safety

- 2020 Bond for micromobility infrastructure
- Developing micromobility parking corral types
- Concrete special event coordination and planning

## ➤ Education

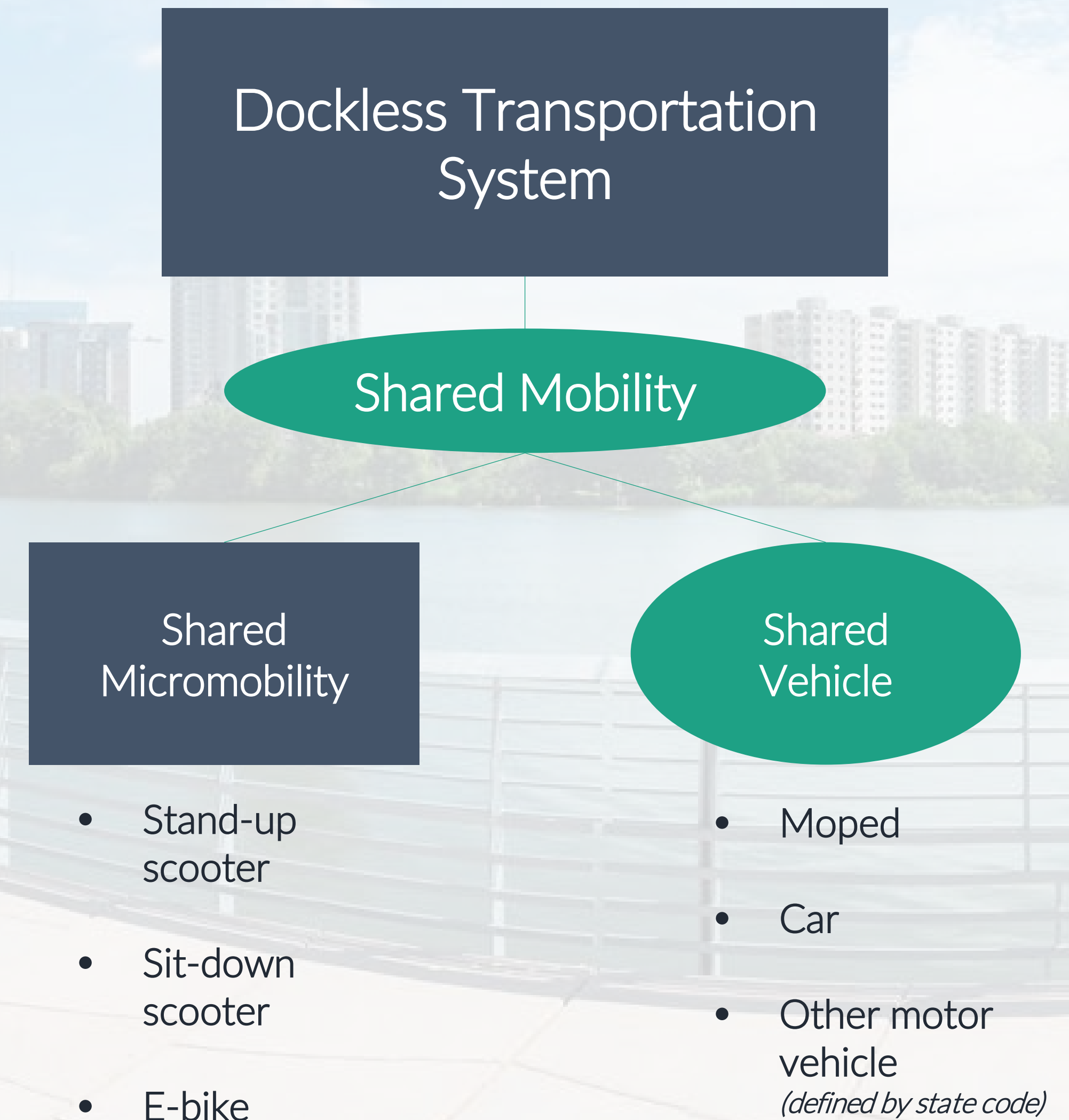
- Increased community engagement
- Community safety events



# FUTURE PROGRAM ENHANCEMENTS

## Tentative Timeline

- Spring 2021 to January 2021 – Internal comments/feedback/ review
- August 2022 – Stakeholder review + Feedback
- September 2022 – Commissions Review?
- October 2022 – Post Rules for Public Comment
- November 2022 – Post Adopted Rules
- December 2022 – Rules Implementation







Thank You  
Questions?