




MEMORANDUM

TO: Mayor and Council

CC: Spencer Cronk, City Manager
Robert Goode, Assistant City Manager
Anne Morgan, City Attorney
Robert Spillar, Director, Austin Transportation Department

FROM: Jason JonMichael, Assistant Director
Austin Transportation Department 

DATE: November 9, 2018

SUBJECT: **Dockless Mobility Rules Update**

The purpose of this memorandum is to inform you of recent actions and progress made by the Austin Transportation Department (ATD) regarding the dockless mobility system.

We have completed the comment period of the emergency rules process and has adopted the Final Director Rules for Deployment and Operation of Shared Small Vehicle Mobility Systems. Final rules will be filed with the City Clerk today, November 9, and available online thereafter.

Updates on action items from 10/11/18 Mobility Committee

The following actions/answers were requested by the Mobility Committee regarding the Dockless Mobility Program (Ordinance 20180426-027):

Next actions planned: We are utilizing the data collected to begin developing a location-specific active transportation ordinance, including safe and reasonable riding speeds and locations for all users. ATD is planning Dismount Zones, and other safety requirements for ALL riders, regardless of modal type. The outcomes of this work will be used to inform the development of a Safe Riding Ordinance that ATD will to the City Council for your consideration in early 2019.

Rules adoption and this new ordinance will allow the community to hold individual riders responsible for their behavior.

We are also planning improvements to our analyzation toolsets in conjunction with the new rules recently adopted. Together, the rules will allow ATD to collect better data and provide more detailed analysis for time of day analyses, seasonal analyses, Capital Metro specific analyses, and comparative analyses to car/Vehicle Miles Traveled data.

Actions/outcomes to date: We are also using the data to plan, design and implement dockless parking racks, corrals and boxes in the major origin/destination areas. The attached heatmap correlates usage to parking boxes and other areas of interest, such as Capital Metro transit stops. ATD is analyzing the data to also understand if and where additional bike lanes and other active transportation accommodations can be made to increase rider safety. Maps of each area from the table below are also attached for reference.

Usage/Trip Characteristics:

Where are the dockless bikes and scooters riding?

ATD has the ability to gather and analyze aggregated, anonymous trip data. From this data, ATD has determined that the majority of trips happen in and within the areas directly adjacent to the Downtown Area. An increasing trend of East-West trips is noticed, where 2nd to 6th Streets are the most preferred corridors for East-West rides, with 3rd street being the most heavily used due to the protected active transportation facilities already in place. Units in supplemental zones farther from the Downtown Area tend to stay within that zone.

When are they being ridden the most?

Units are used throughout the day, however most trips concentrate around the morning and evening peak travel periods and mid-day lunch/errands.

Is there a correlation to transit usage?

Analyzing trip origin-destination data shows the morning and evening peak use is centered on access to Capital Metro transit stops. The Downtown Rail Station and Republic Square experience very high usage for last mile trips from/to the station to their places of employment.

The table below represents the areas in Austin with the highest usage based on data collected from July – September 2018, representing 63 percent of the total trips during that time.

Area	Downtown	West Campus	Rainey/Cesar Chavez Street	S. Congress Ave.	E. 6th Street	Mueller
# of Trips	245,000	135,000	75,000	60,000	34,000	17,000
% of Total Trips	27%	15%	8%	7%	4%	2%
Blocks of Interest	Guadalupe to Trinity/2 nd to 7th	Near Guadalupe from 21 st to Dean Keaton	Near Guadalupe to Rainey St.	Nellie St. to Leland St.	Brushy St. to Chicon St.	Aldrich b/t Simond & McBee St.

Table 1: Areas and blocks with highest dockless mobility usage.

Can we track reduction in car trips or VMT correlated to the increase in dockless trips? Are dockless trips just replacing walking or other types of trips?

We cannot directly compare vehicle use data to dockless unit data, however there is evidence to suggest that a significant number of scooter trips more than 2 miles in length would constitute a short commute trip. The use data was analyzed for scooter trips starting or ending in residential areas that were over 2 miles in length.

- Residential commute trips 2-miles or more in length: 93,000 trips from July to September 2018
- Residential commute trips 3-miles or more in length: 43,000 trips from July to September 2018

Can we track reduction in Transportation Network Company (TNC) trips with relation to dockless trips?

No. The State of Texas is the regulating authority for TNCs and the State does not collect any TNC trip data.

Can we track an increase in customer traffic to business from dockless services?

We are planning to conduct this analysis in 2019.

What is the cost to the City to enforce and maintain?

We continue to collect data related to our costs as well as coordinate with Health and Public Safety stakeholders to collect their data as well. Now that the system has been in operation for 6 months, ATD believes there may be enough data to begin this analysis.

Enforcement & Liability:

How can we track costs to the city? How do we properly assign that cost to the private sector for use of the City's Rights of Way?

The Law Department will provide a subsequent memo to provide information regarding enforcement and other items under their purview. ATD will coordinate with the Law Department to craft the Safe Riding Ordinance.

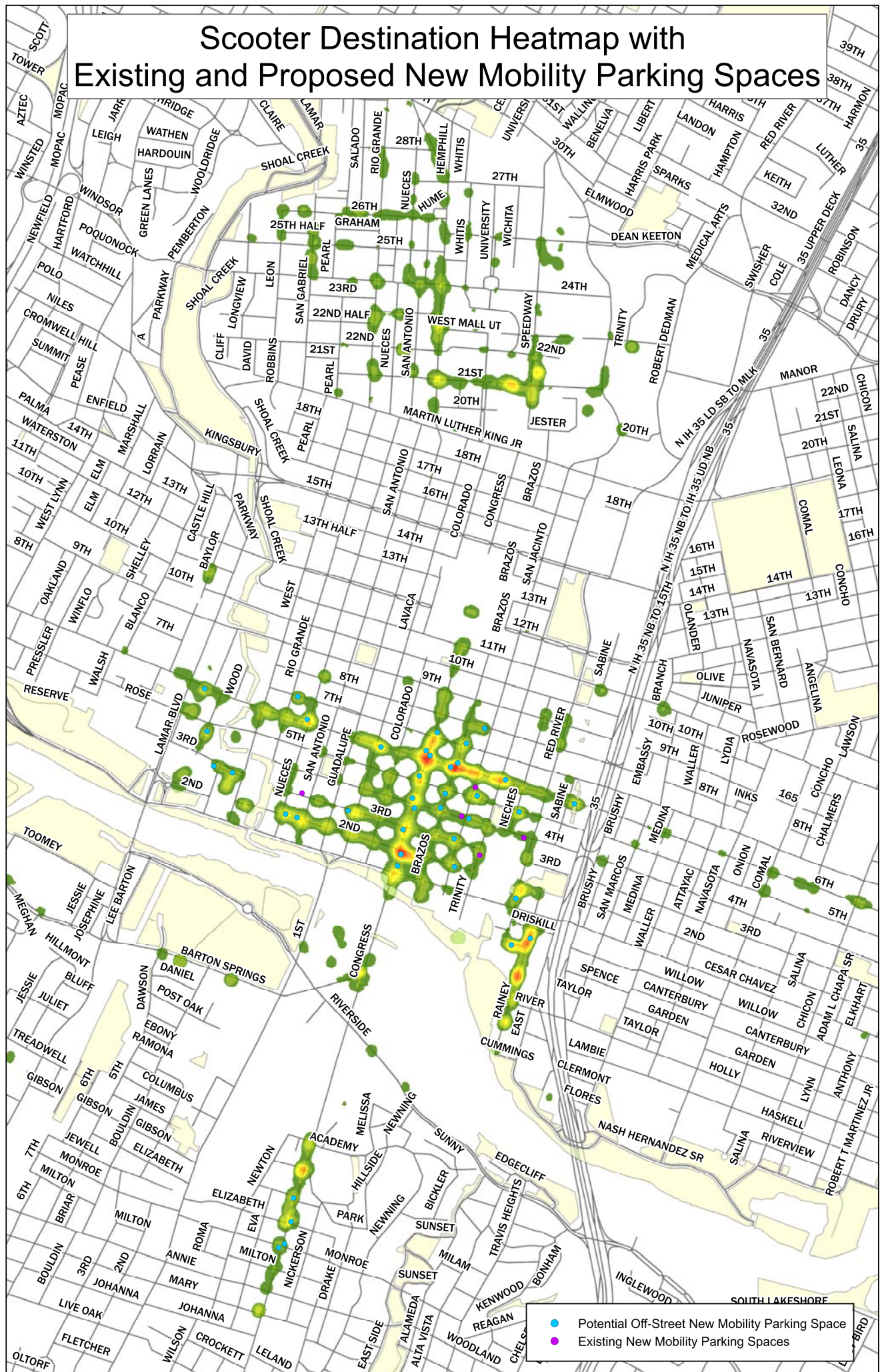
Who is liable in the event of a crash involving a dockless unit?

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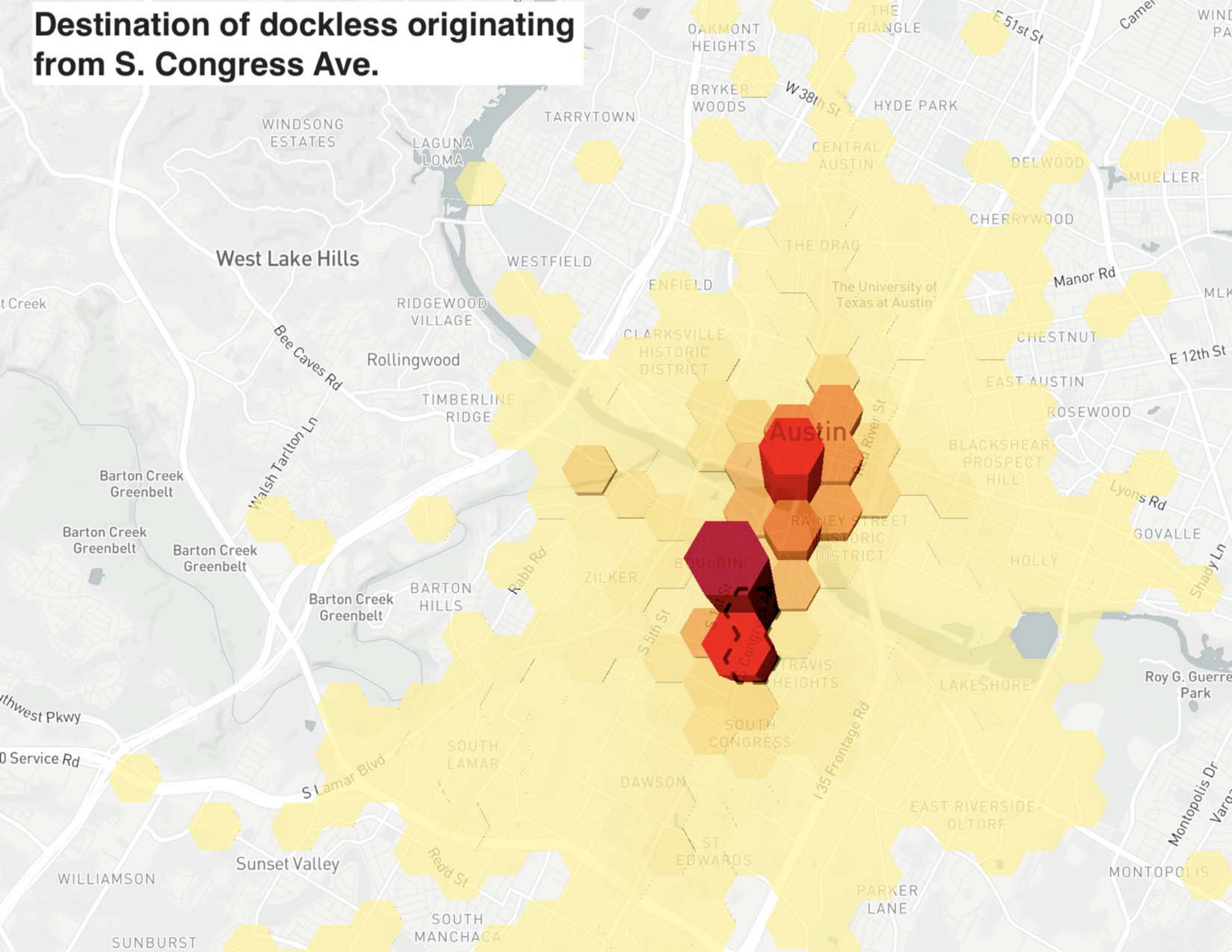
Contact

Should you have any questions, please feel free to contact Jason Redfern, Parking Enterprise Manager at Jason.Redfern@AustinTexas.gov or by phone at (512) 974-7020 or Jason JonMichael, Assistant Director, Smart Mobility at Jason.JonMichael@AustinTexas.gov or by phone at (512) 974-7028.

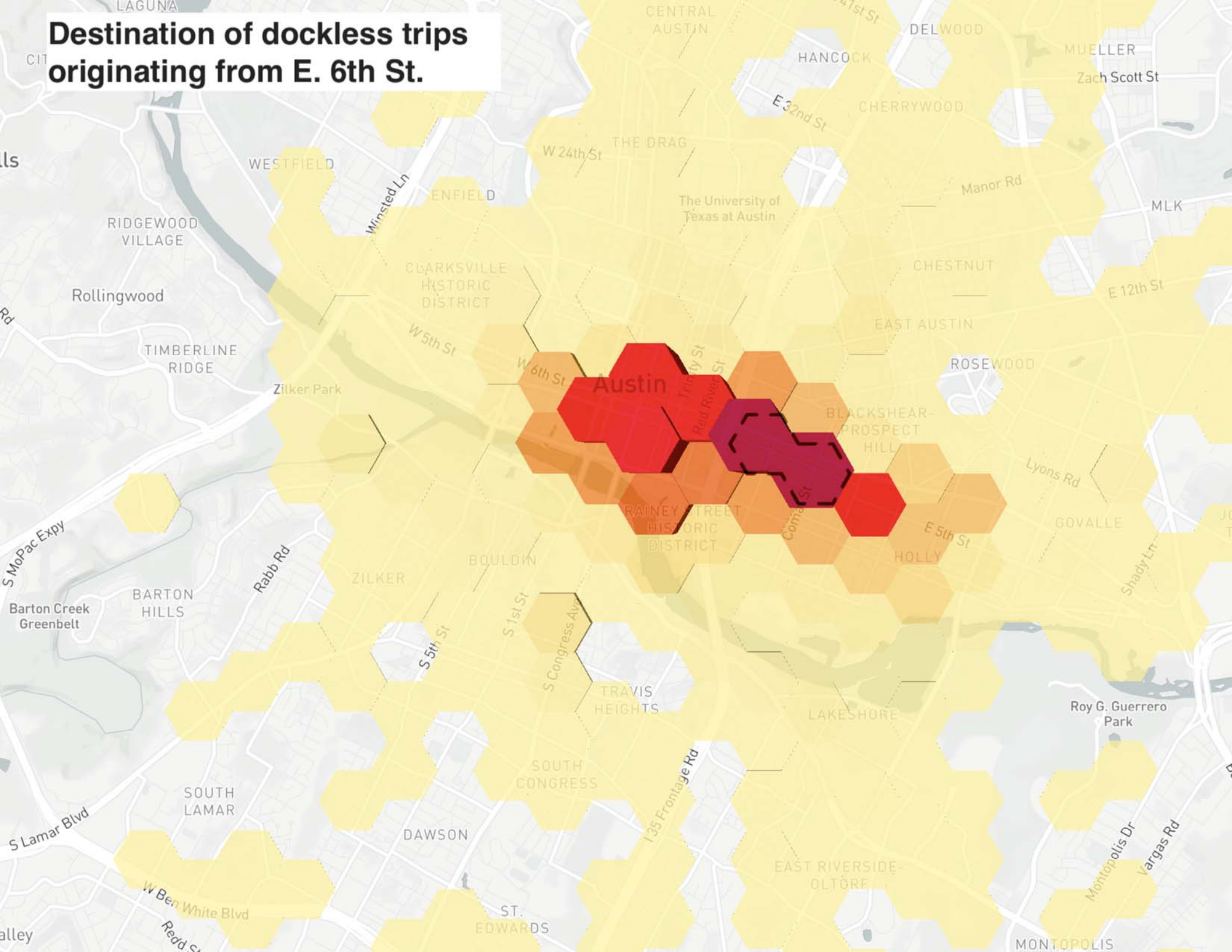
Scooter Destination Heatmap with Existing and Proposed New Mobility Parking Spaces



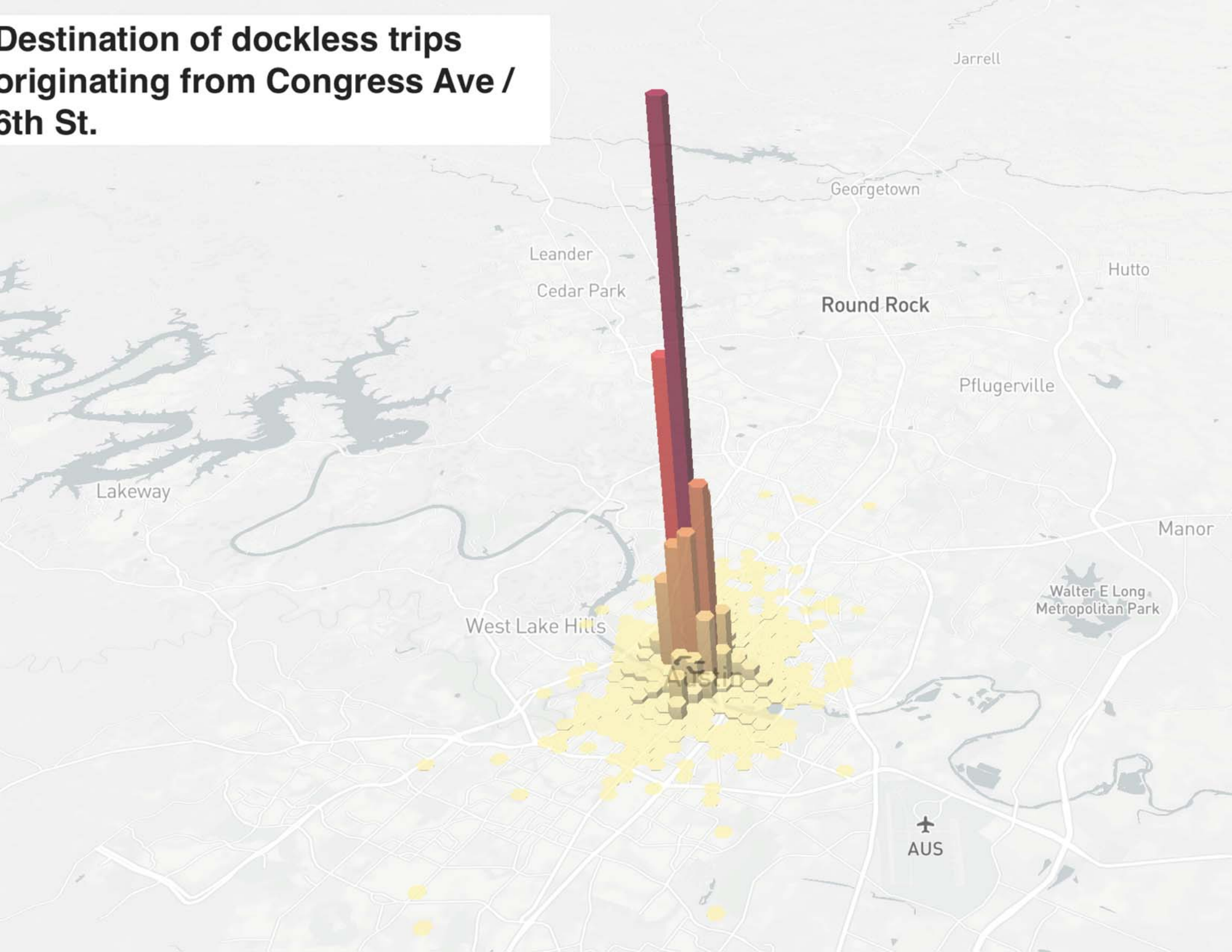
Destination of dockless originating from S. Congress Ave.



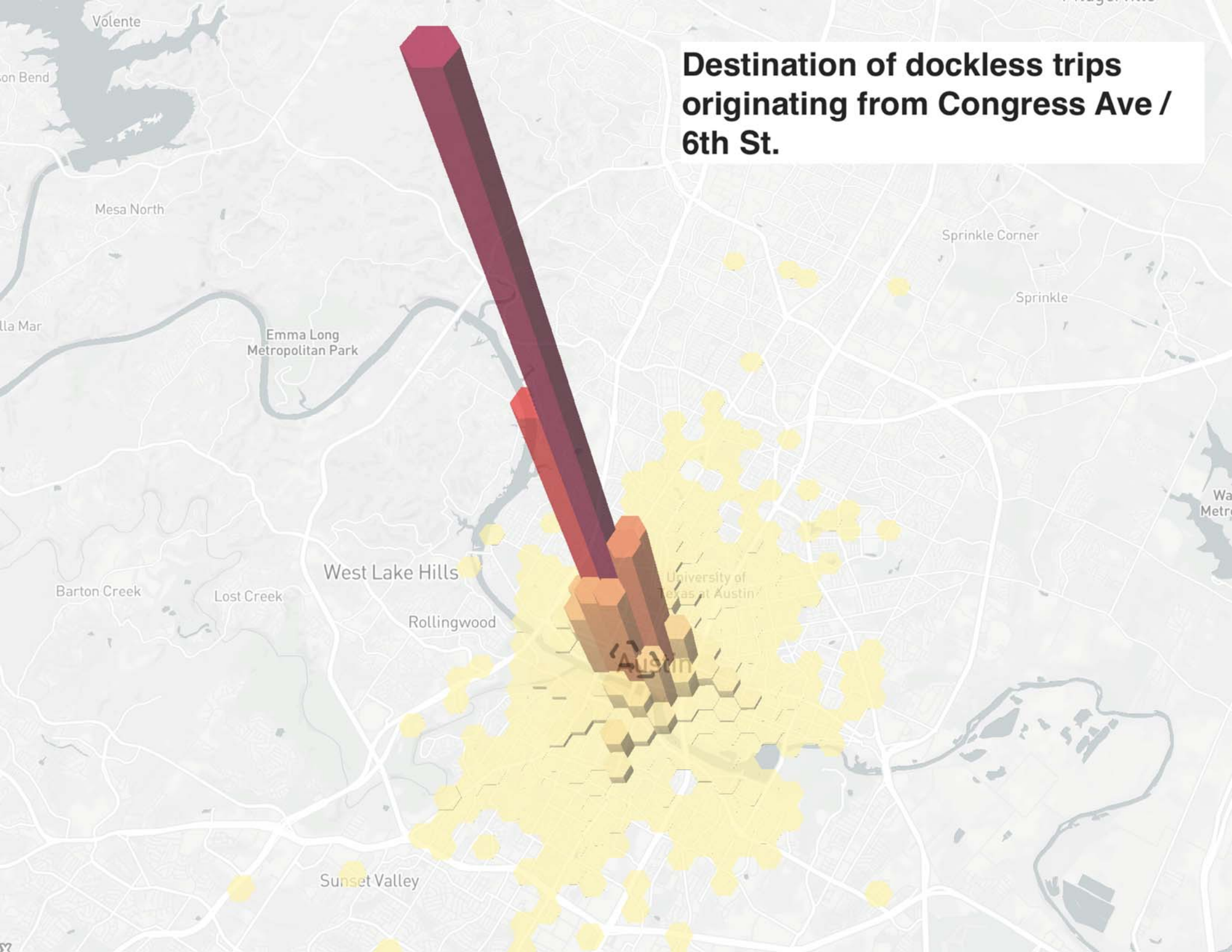
Destination of dockless trips originating from E. 6th St.



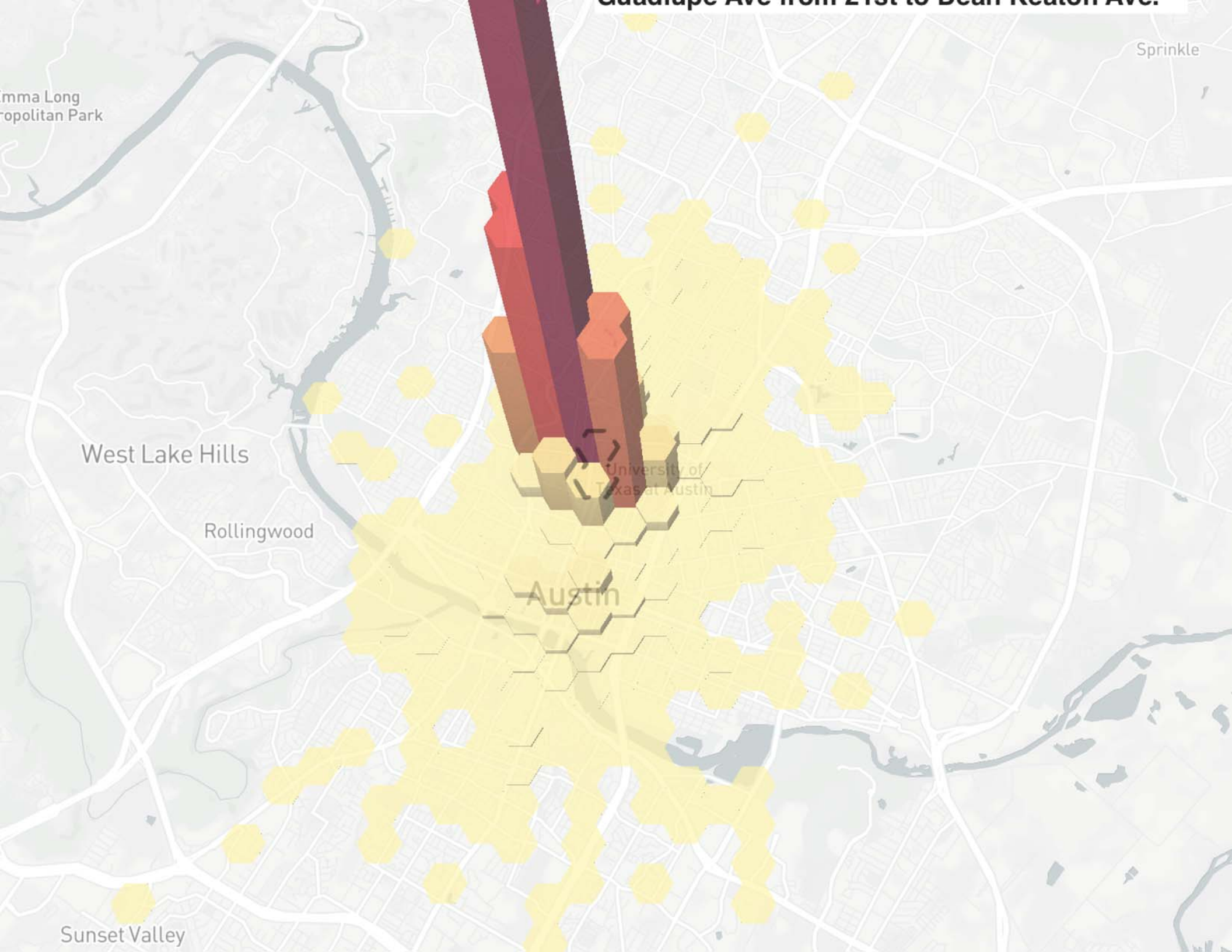
Destination of dockless trips originating from Congress Ave / 6th St.



Destination of dockless trips originating from Congress Ave / 6th St.



Guadalupe Ave from 21st to Dean Keeton Ave.



Destination of dockless trips originating from Mueller (Aldrich St., Simond Ave., McBee St.)

