




AUSTIN TRANSPORTATION DEPARTMENT

M E M O R A N D U M

TO: Mayor and Council

CC: Spencer Cronk, City Manager
Gina Fiandaca, Assistant City Manager
Jason JonMichael, Assistant Director, Austin Transportation Department

FROM: Robert Spillar, Director
Austin Transportation Department 

DATE: December 10, 2019

SUBJECT: Shared Mobility Program Update (CIUR 2209)

The purpose of this memorandum is to provide an update on the Austin Transportation Department (ATD) Shared Mobility Program and Council Item Update Report 2209.

After receiving direction from Council during the budget process, as well as authorization to implement a per-trip fee of up to 40 cents, ATD met with each of the shared mobility providers individually to assess financial obligations and determine an appropriate per-trip regulatory fee. As a result of these meetings, we believe the implementation of a 15 cent, per trip fee, is both reasonable and practical and will assist in funding the additional staff required to adequately regulate and monitor the shared mobility program. This per-trip fee will be set in an upcoming revision of the Director's Rules and will be in addition to the previously established biannual license fee of \$30 per vehicle.

Currently, ATD continues to regulate and manage shared mobility providers under the codified licensing framework established more than a year ago. We believe this framework has worked well and that any major changes might distress a still immature industry. However, ATD believes a revisional update to the Director's Rules would adequately remediate frictional operational issues and provide simplified access for new and innovative mobility options to enter Austin's shared mobility marketplace. ATD plans to begin the posting process for the revised Director's Rules in early 2020; the rules will include the following enhancements:

- Limitations on the number of devices deployed upon a single city block face
- An expansion of the definition of 'dockless' to incorporate all types of shared mobility vehicles
- Geographic zones and boundaries designed by ATD to allow for a more equitable and discreet provision of service
- Additional penalties for providers who fail to comply with the City Code or Director Rules.

Should you have any questions or need additional information, please contact Assistant Director Jason JonMichael, at Jason.JonMichael@austintexas.gov or (512) 974-7028 or Jason T. Redfern, ATD Parking Enterprise Manager, at Jason.Redfern@austintexas.gov or (512) 974-7020.