

Atlanta's E-Scooter Experience

Georgia Senate Study Committee
October 2019



City of Atlanta

Agenda



The arrival of Micro-mobility in Atlanta



Ridership growth trends



Atlanta's initial regulatory framework



Actions since the initial regulation



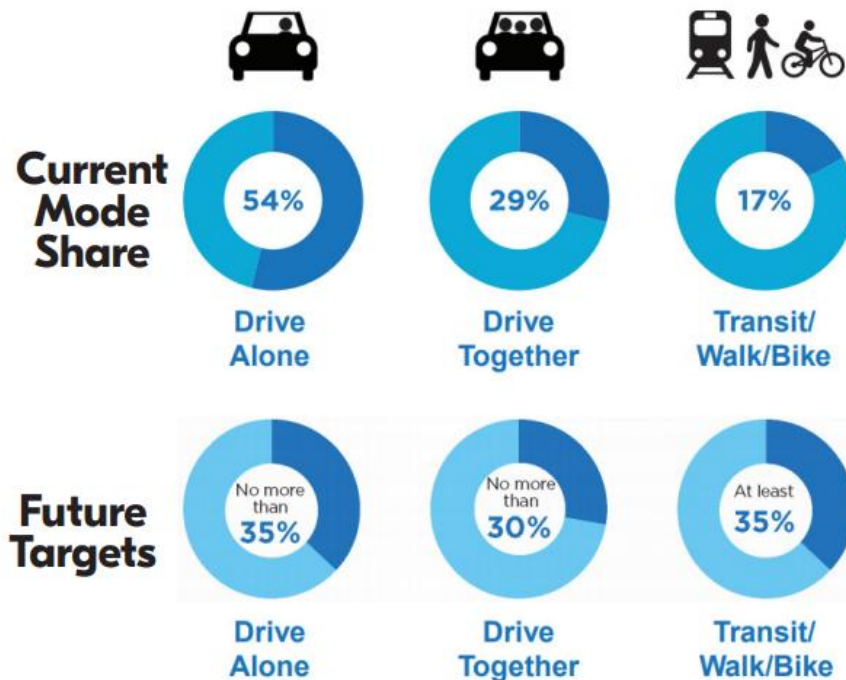
Efforts and challenges ahead



The Atlanta Transportation Plan lays out a less car dependent future



Mode Shift Targets



OPPORTUNITIES TO IMPROVE BIKING

70%
Are uncomfortable biking with traffic on the street

65%
Feel unsafe biking due to the speed of vehicles





In May 2018, e-scooters hatched in Atlanta overnight following a national trend



ATLANTA

BIRD AND LIME SCOOTERS

ATLANTA TRANSPORTATION

WEST END

33,

Rentable commute option Bird scooters have now landed in Atlanta

From Midtown to the West End, app-based electric scooter system offers "last mile" option

By **Josh Green** | [@JoshGreen1234](#) | May 3, 2018, 12:32pm EDT





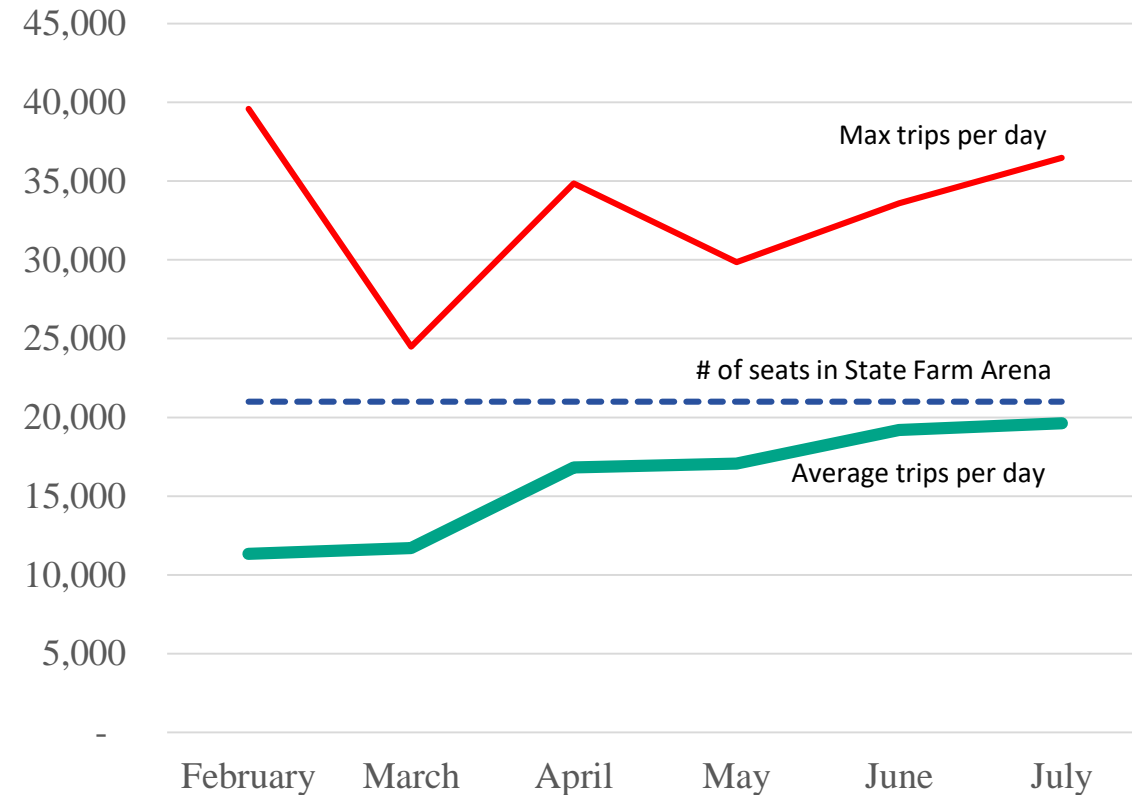
E-scooters are becoming increasingly popular in Atlanta with more than 3M rides in 2019

Monthly e-scooter ridership in Atlanta (2019)

Month	Number of Dockless Trips	Car Trips Avoided*
February	317,000	95,000
March	363,000	109,000
April	504,000	151,000
May	528,000	158,000
June	576,000	172,800
July	608,000	182,400
August	452,000	135,600
Total	3,348,000	1,003,800



Daily e-scooter ridership trends in Atlanta (2019)



*Forbes Magazine reports, "30% of riders report using e-scooters to replace car rides on their most recent trip" 2/1/2019
 Source: Office of Mobility Planning

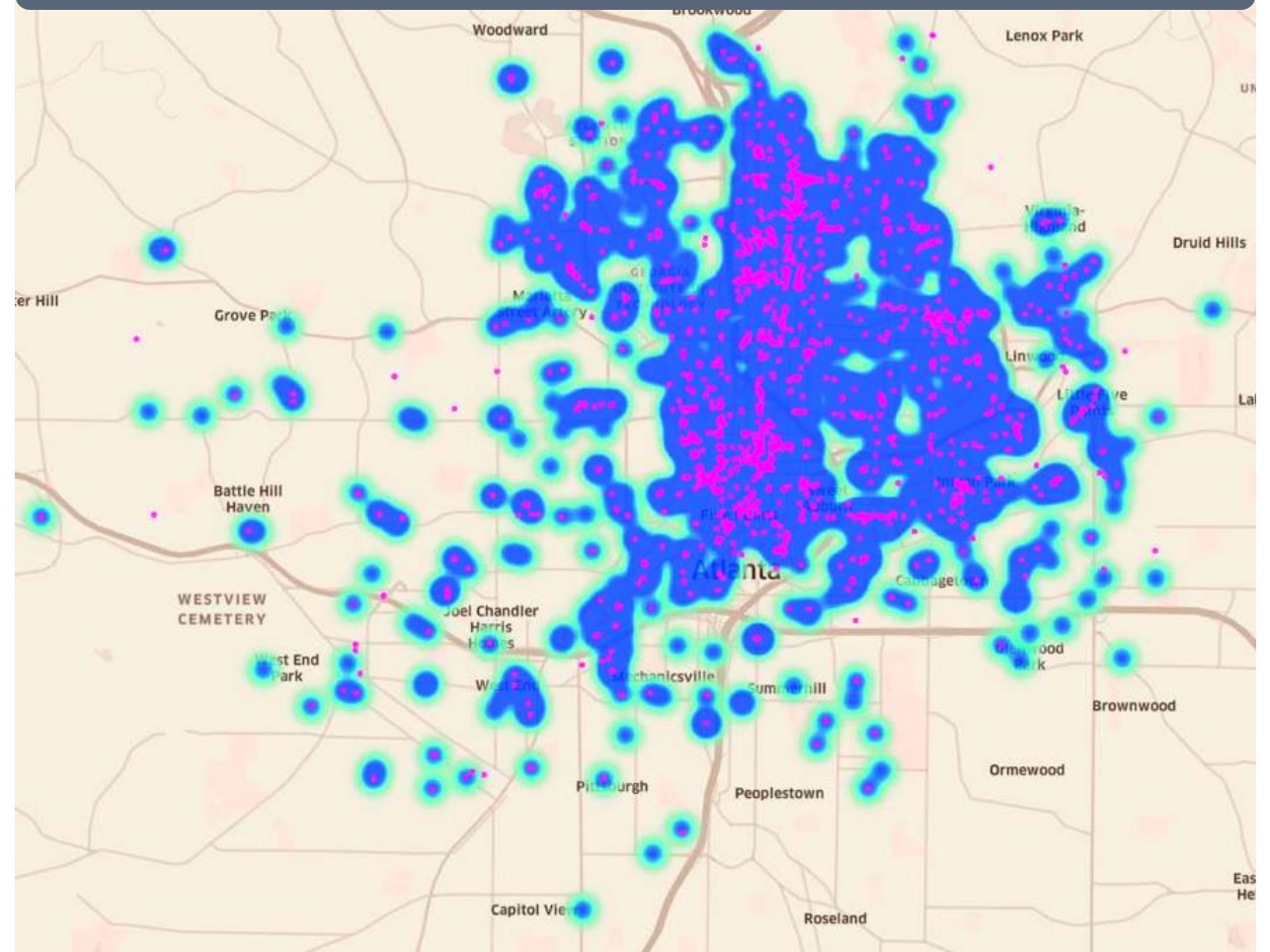




Midtown, Downtown, and the Eastside Beltline are the most popular spots for riders

- The entirety of Midtown and Downtown are scooter hotspots
- Corridors with existing bicycle infrastructure – Eastside Beltline and 10th Avenue Cycle Track – that offer separation from cars are popular with scooter riders
- Scooter use is common beyond the core with ridership extending to West End, East Lake and Southwest Atlanta

Heatmap of scooter rides July 2019





In January 2019, Atlanta City Council adopted an initial scooter regulatory framework

Requirements of scooter companies:

- Pay permit fee
- Educate riders on safety and rules
- Limit device speeds to 15mph
- Share ride and safety data
- Manage parking of their fleet
- Devices need lights & reflectors
- Comply with no-ride zones, equity zones & other updated regulations

Requirements of scooter riders:

- No riding on sidewalks
- One rider at a time
- No cellphone use while riding
- Yielding to pedestrians
- Polite parking (i.e. NOT in the middle of the sidewalk)
- Follow rules of the road





Nine companies and 12,700 micro-mobility devices are permitted to operate in Atlanta

Company	Permitted Scooters	Permitted E-Bikes	Currently Operating	Fees Collected
Bird	2,000		Y	\$91,100
Boaz	200		N	\$12,100
Bolt	1,000		Y	\$37,100
Gotcha	250	250	N (Pulled out of ATL Market)	\$12,100
Jump	1,500	500 (Pulled out of ATL Market)	Y	\$87,100
Lime	2,000		Y	\$91,100
Lyft	2,000		Y	\$87,100
Spin	2,000		N	\$87,100
Wheels	1,000		Y	\$37,100
Total	12,700		6 Operating	\$541,900

Source: Permit Applications, Office of Mobility Planning, As of July 31, 2019.





Coverage of four equity zones is required within the current regulatory framework

- Companies commit to deployment in Equity Zones
- City monitors company adherence to their commitment
- Compliance has room for improvement and changes are currently being explored

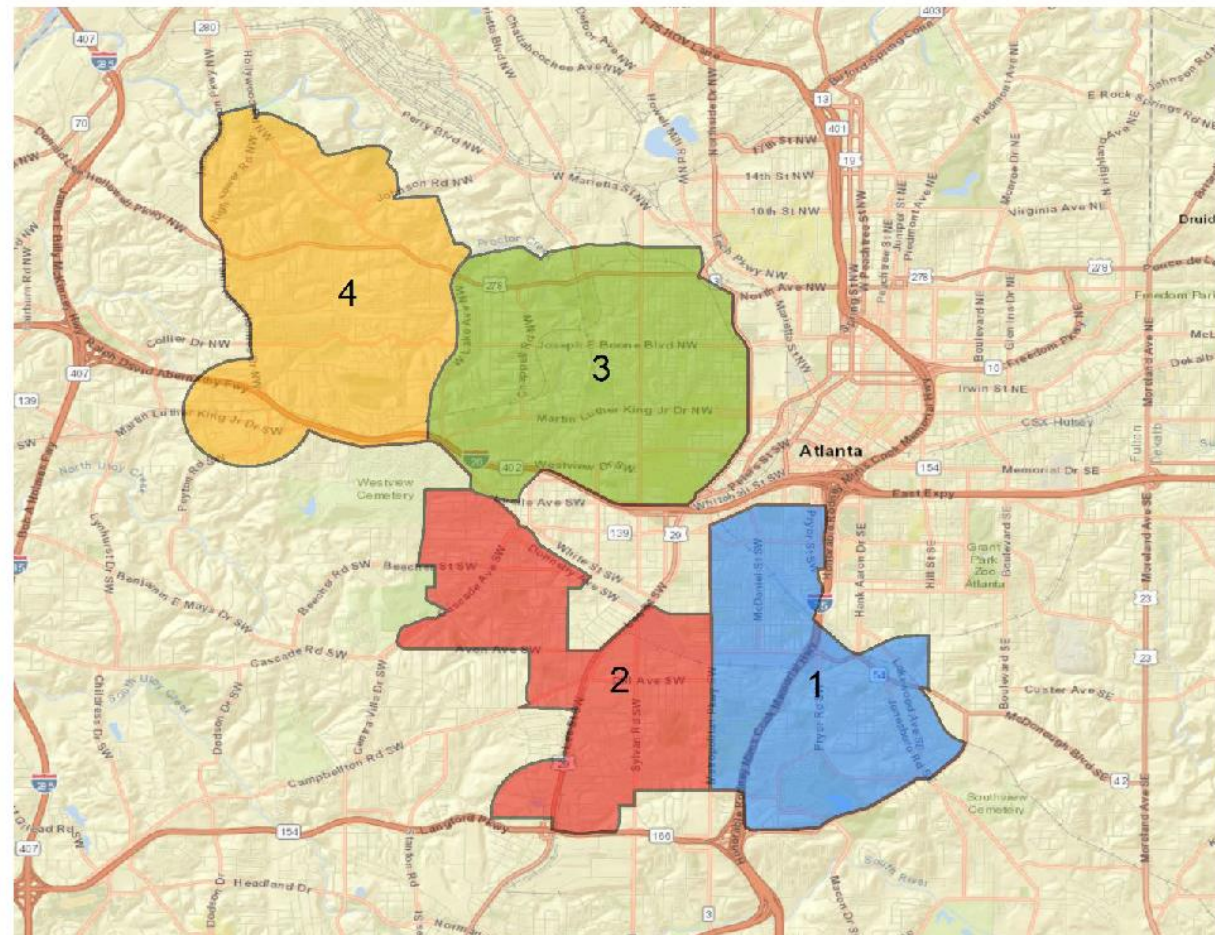


Figure 1. City of Atlanta Equity Zones





Programmatic adjustments have been made to improve safety and operations

Sidewalk enforcement

- APD has issued 235 warnings and 37 citations for riding scooters on the sidewalk

Parking enforcement

- The Department of Public Works has impounded 4,000+ scooters for illegal parking

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





Enforcement of parking regulations is a continued focus area of the program

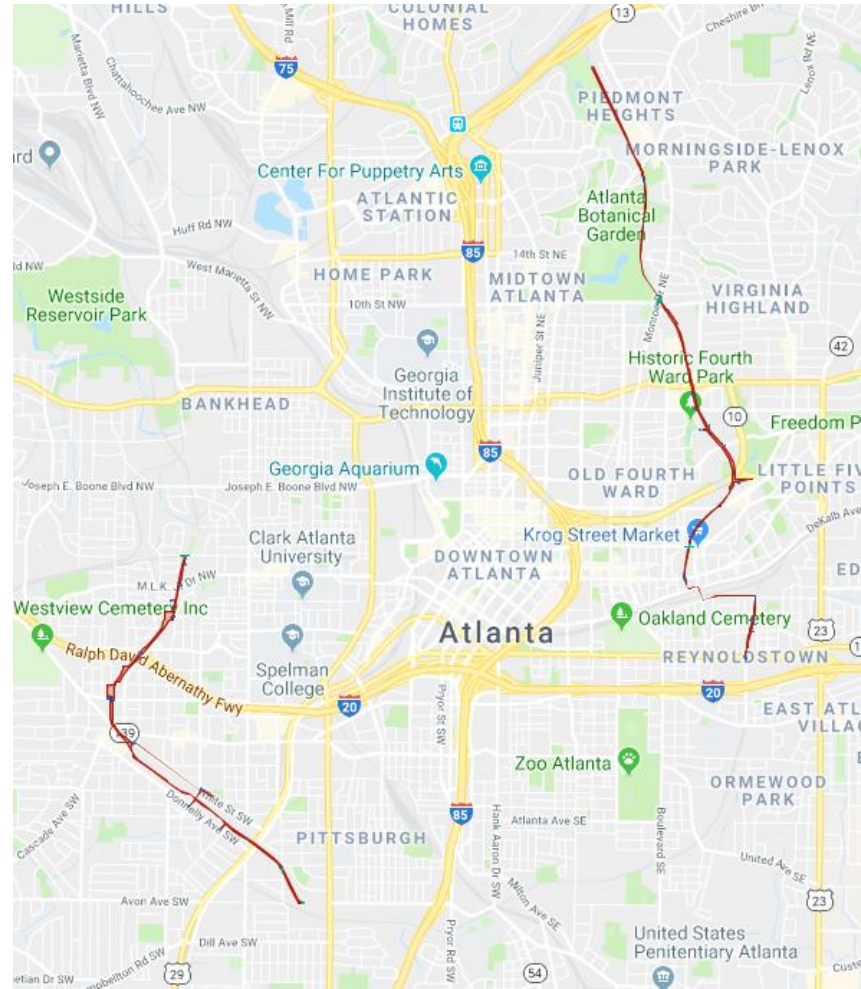
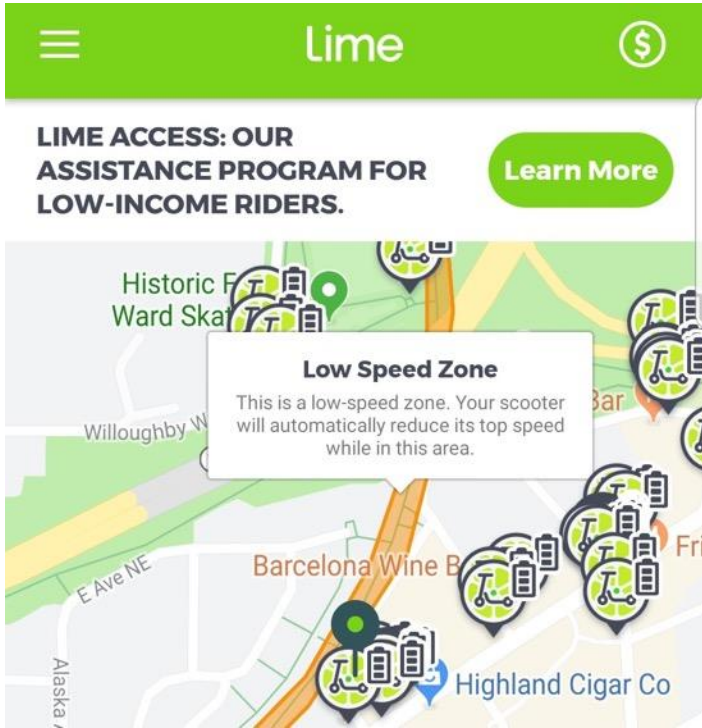
Month	Direct Reports to Companies (via App, email, etc)	Reports to ATL311 System	Impounds from DPW Street Scans
February	386	26	1,306
March	249	26	580
April	369	36	455
May	335	66	890
June	328	213	497
July	199	239	602
August	220	224	1,073
Total	2,086	830	5,403

Source: Monthly Operator Reports, Office of Mobility Planning; DPW Impound Documentation; 311 Data, As of July 31, 2019.





Atlanta BeltLine implemented specific parking areas and reduced speed zones





Education and outreach by the City of Atlanta and operators is on-going





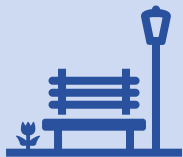
Three key challenges underly our efforts ahead



Safety for all roadway users



Keeping e-scooter riders off the sidewalks



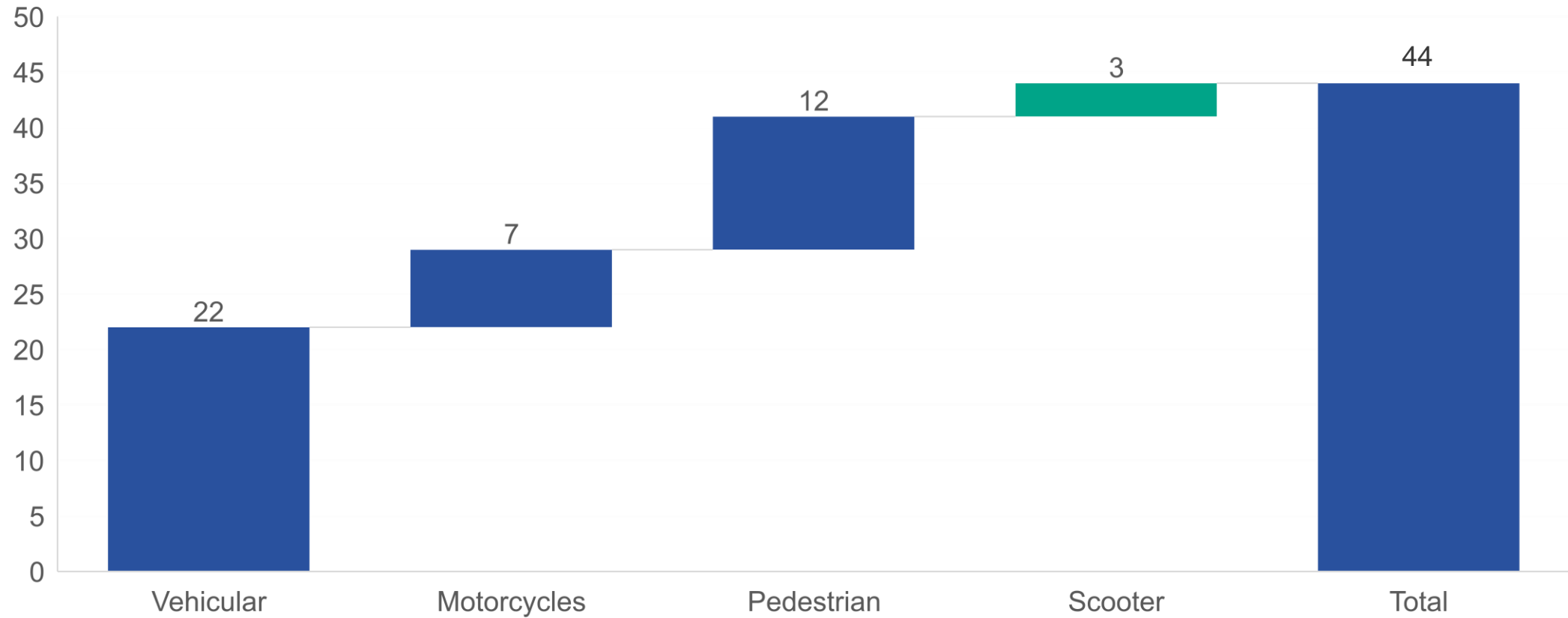
Maintaining a compliant and clear right-of-way





Atlanta experienced 12 pedestrian and 3 scooter fatalities January - August 2019

Traffic Deaths in Atlanta January - August 2019





Tracking and improving safety remains a challenge for Atlanta

Companies report monthly updates of documented safety concerns, as well as any crashes or injuries reported by users or other community members.

Month	Number of Trips	Crashes	Injuries	Fatalities
February	317,000	40	16	
March	363,000	48	18	
April	504,000	63	26	
May	528,000	62	26	1
June	576,000	73	39	
July	608,000	48	30	2
August	452,000	36	23	1 (East Point)
Total	3,348,000	370	178	4 (3 in ATL limits)





In Summer 2019, Mayor Bottoms took strong action to manage e-scooter operations

Atlanta Mayor Bans New Scooter Permits

ROXANNE SCOTT • JUL 25, 2019



Atlantans have made more than 2 million trips on e-scooters since the city started tracking data earlier this year. CREDIT DAVID GOLDMAN / ASSOCIATED PRESS

After 4 Fatalities, Atlanta Bans E-Scooters At Night

ROXANNE SCOTT • AUG 8, 2019



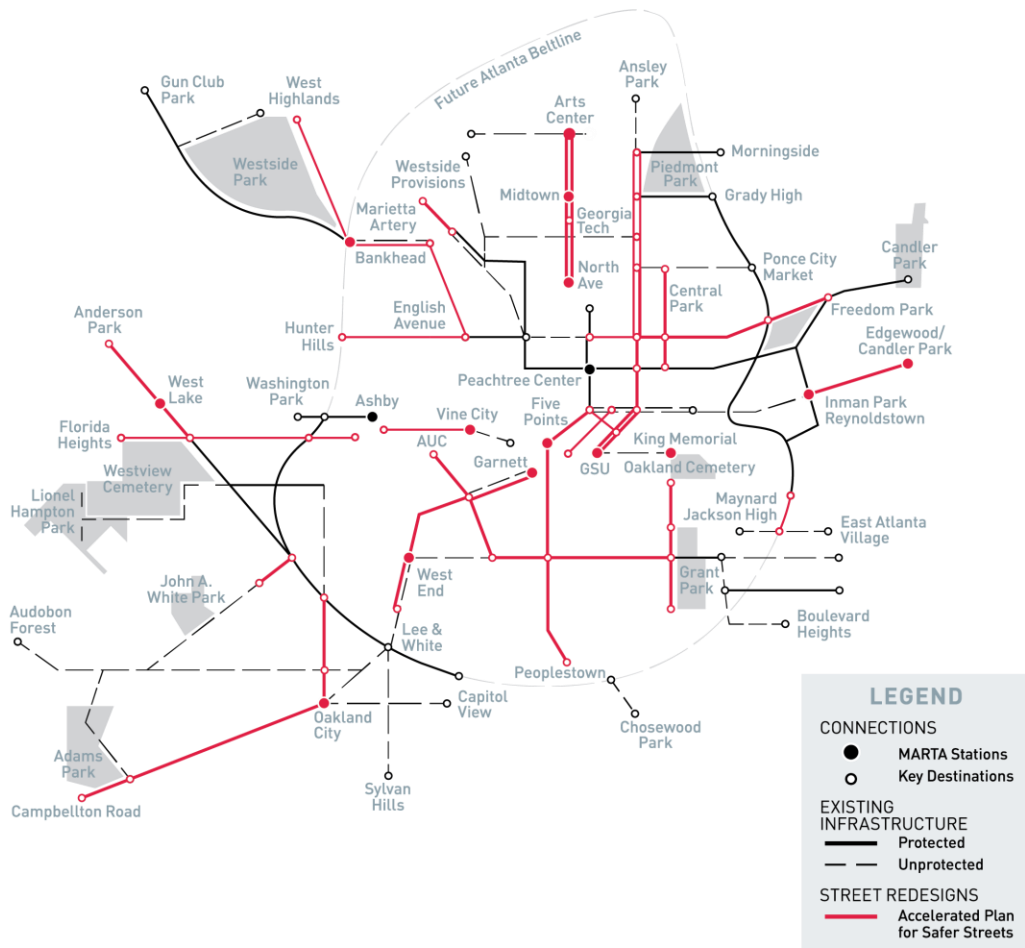
Atlanta officials on Thursday announced a ban on electric scooters and electric bikes from 9 p.m. until 4 a.m. daily. The ban takes effect Friday. CREDIT JOHN BAZEMORE / ASSOCIATED PRESS





Last month, Mayor Bottoms announced an Action Plan for Safer Streets that will triple Atlanta's on-street protected bike network

Target Network for Safer Multi-Modal Streets, 2019–2021



Key Benefits

- Safer on-street trips for scooter riders that will keep e-scooters off the sidewalks
- Safer, more visible, and more connected protected lanes for cyclists that will encourage ridership
- Safer car trips and fewer surprises for drivers
- Safer walks for pedestrians

3X PROTECTED BIKE LANE NETWORK

20+ MILES OF SAFER STREETS





This winter, Atlanta will overhaul the permitting process for scooter companies

The micro-mobility ordinance re-write will aim to:

- **Address oversaturation** of the market with operators and devices
- **Improve distribution** of devices across Atlanta and within equity zones
- **Maintain administrative flexibility** needed to uphold the public interest
- **Enable better enforcement** of ordinance and compliance by operators
- **Improve safety** for riders and others within the City right-of-way





Atlanta is tackling the challenges ahead as demands on our streets evolve rapidly

A few key lessons learned in the last 18 months...

- Regulations and funding for new projects can't come as fast as change but saying "no" isn't the right answer
- National lessons from other cities can inform local actions but Atlanta has some unique challenges
- Safety of the public is critical, and policies must champion safety first with improved mobility
- Regulating change must be iterative, we've learned a lot and will continue to learn

Even with the lessons, challenges remain ahead

- Safety of riders and others is a multi-faceted problem that will require long-term and continuous efforts
- Regulations must be forward thinking and able to adjust to the continued and expected change
- Equity and access are fundamental to the improved mobility micro-mobility brings
- Mobility can't change while our infrastructure is static – and our infrastructure can't change if funding is static



Thank you

Contact us at:
mobility@atlantaga.gov



City of Atlanta

