Agenda

1. The arrival of Micro-mobility in Atlanta
2. Ridership growth trends
3. Atlanta’s initial regulatory framework
4. Actions since the initial regulation
5. Efforts and challenges ahead
The Atlanta Transportation Plan lays out a less car dependent future.
In May 2018, e-scooters hatched in Atlanta overnight following a national trend. The arrival of Micro-mobility in Atlanta...

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)

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

*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

Source: Data provided by Lime Scooters
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

<table>
<thead>
<tr>
<th>Company</th>
<th>Permitted Scooters</th>
<th>Permitted E-Bikes</th>
<th>Currently Operating</th>
<th>Fees Collected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bird</td>
<td>2,000</td>
<td></td>
<td>Y</td>
<td>$91,100</td>
</tr>
<tr>
<td>Boaz</td>
<td>200</td>
<td></td>
<td>N</td>
<td>$12,100</td>
</tr>
<tr>
<td>Bolt</td>
<td>1,000</td>
<td></td>
<td>Y</td>
<td>$37,100</td>
</tr>
<tr>
<td>Gotcha</td>
<td>250</td>
<td>250</td>
<td>N</td>
<td>$12,100</td>
</tr>
<tr>
<td>Jump</td>
<td>1,500</td>
<td>500</td>
<td>Y</td>
<td>$87,100</td>
</tr>
<tr>
<td>Lime</td>
<td>2,000</td>
<td></td>
<td>Y</td>
<td>$91,100</td>
</tr>
<tr>
<td>Lyft</td>
<td>2,000</td>
<td></td>
<td>Y</td>
<td>$87,100</td>
</tr>
<tr>
<td>Spin</td>
<td>2,000</td>
<td></td>
<td>N</td>
<td>$87,100</td>
</tr>
<tr>
<td>Wheels</td>
<td>1,000</td>
<td></td>
<td>Y</td>
<td>$37,100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>12,700</strong></td>
<td></td>
<td><strong>6 Operating</strong></td>
<td><strong>$541,900</strong></td>
</tr>
</tbody>
</table>

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
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

Source: City of Atlanta – Department of City Planning
Enforcement of parking regulations is a continued focus area of the program

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

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

Source: Atlanta Police Department

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

Traffic Deaths in Atlanta January - August 2019

- Vehicular: 22
- Motorcycles: 7
- Pedestrian: 12
- Scooter: 3
- Total: 44

Source: Atlanta Police Department
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.

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

Source: Office of Mobility Planning, Monthly Operator Reports, As of July 31, 2019
In Summer 2019, Mayor Bottoms took strong action to manage e-scooter operations.

Atlanta Mayor Bans New Scooter Permits

ROXANNE SCOTT • JUL 25, 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

After 4 Fatalities, Atlanta Bans E-Scooters At Night

ROXANNE SCOTT • AUG 8, 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

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

**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
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