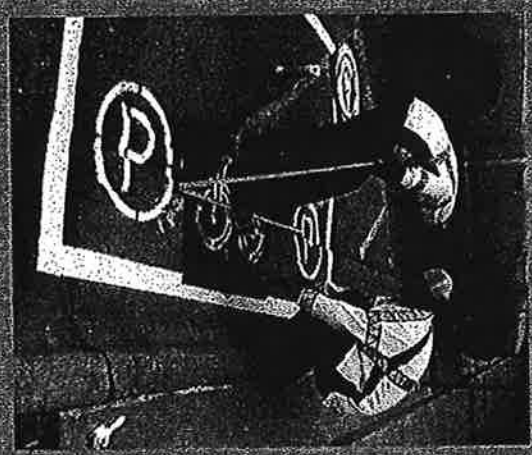
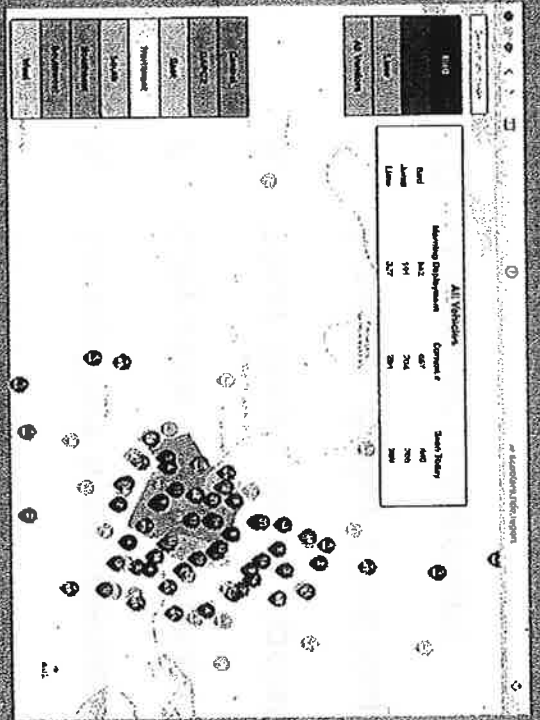


#180115



DOCKLESS MOBILITY PROGRAM BRIEFING

AUSTIN CITY COUNCIL | SEPTEMBER 18
WORKSESSION | 2018

BRIEFING TOPICS

1. Current Program Status
2. Mobility as a Service
3. Capturing Short Trips
4. Use Statistics
5. Safety Statistics
6. Three-Part Management Model
7. Citywide Collaboration
8. Next Steps: Rules Update
9. Broader Policy Landscape
10. Discussion/Questions

CURRENT PROGRAM STATUS

7

Licensed
Operators

3,271

Units Deployed

4,371

1,100

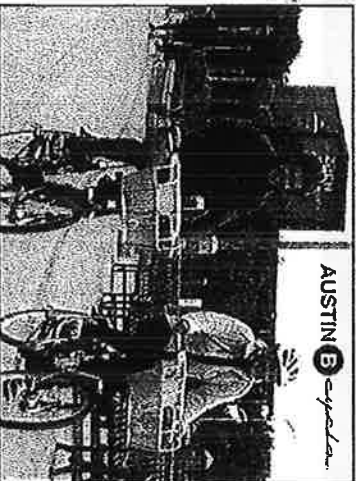
33 mi²

Service
Area*

*Initial licenses are able to serve the entire City of Austin jurisdiction. Thirty-three square miles assumes initial licenses deploy mainly in the downtown Austin Project Coordination Zone (DAPCZ).

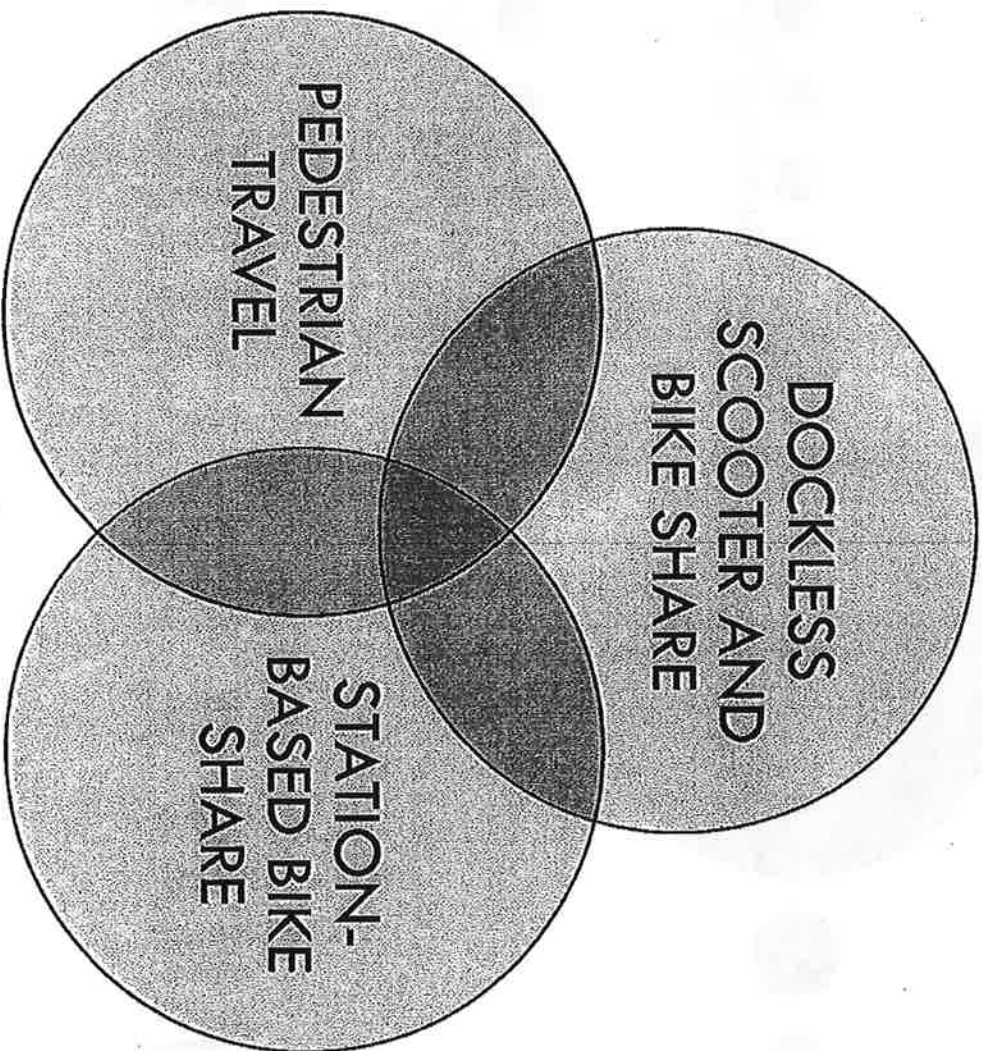
AUSTIN B-CYCLE SYSTEM

A screenshot of the Austin B-Cycle website. The main feature is a map of Austin, Texas, densely populated with circular icons representing bike-sharing stations. The map is overlaid with a grid and includes labels for various neighborhoods such as East Austin, Downtown, and South Austin. At the top of the screenshot, there is a navigation bar with links for Home, About, Contact, and a search bar. The Austin B-Cycle logo is prominently displayed in the bottom right corner of the screenshot.

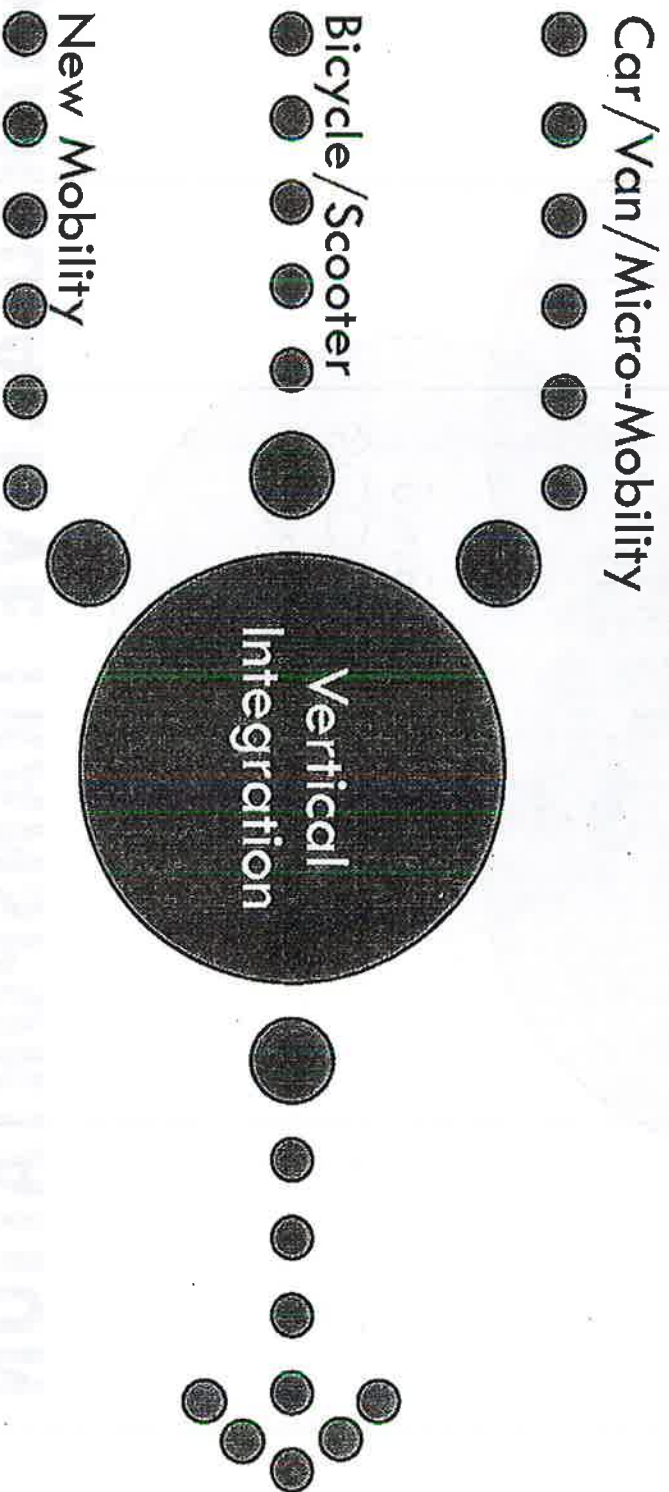


- 5 years old
- 650 bikes
- 76 stations
- 1 million+ trips
- Assets owned by City of Austin
- System operated under a contract with Bike Share of Austin, a local non-profit

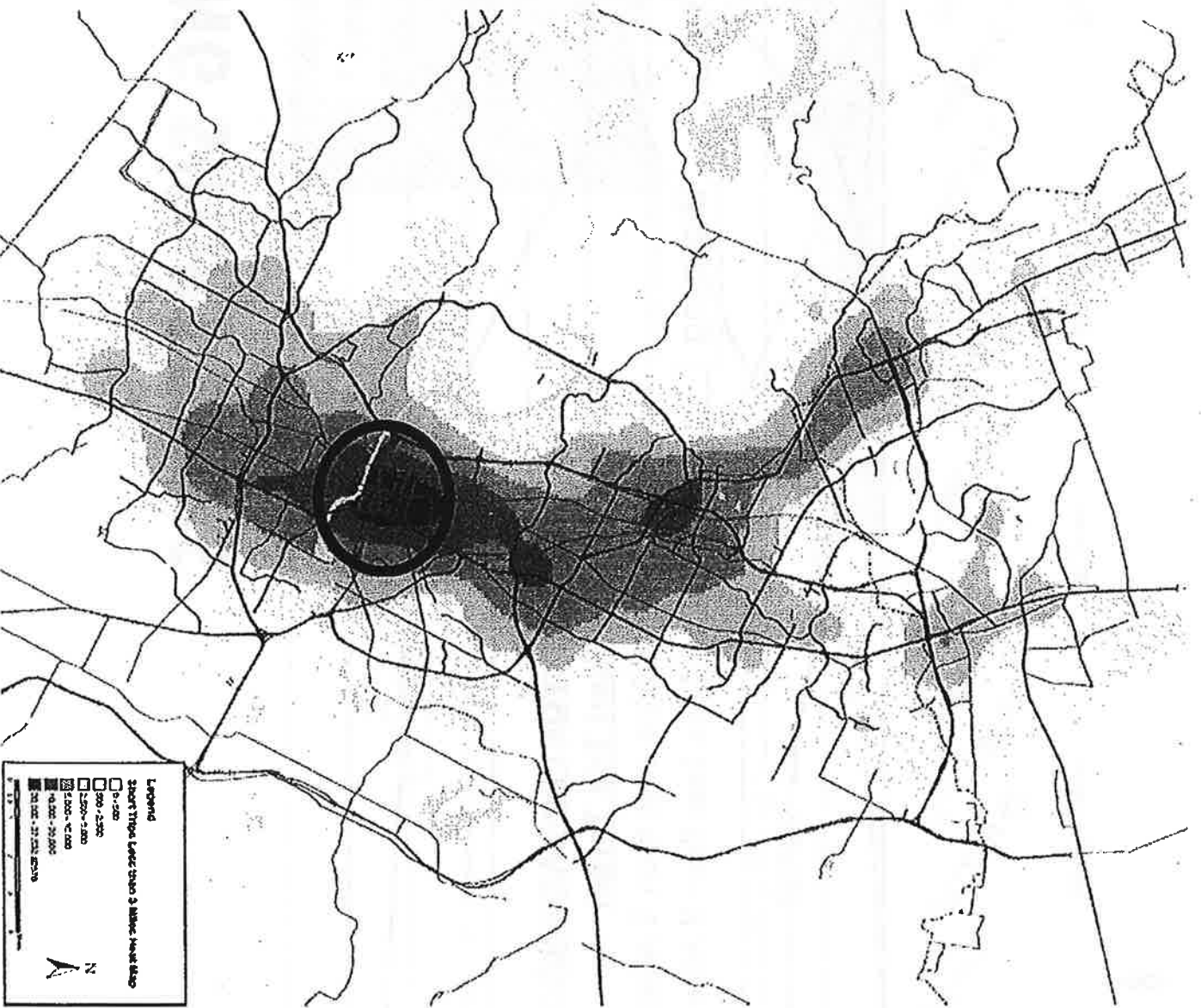
SHARED ACTIVE TRANSPORTATION



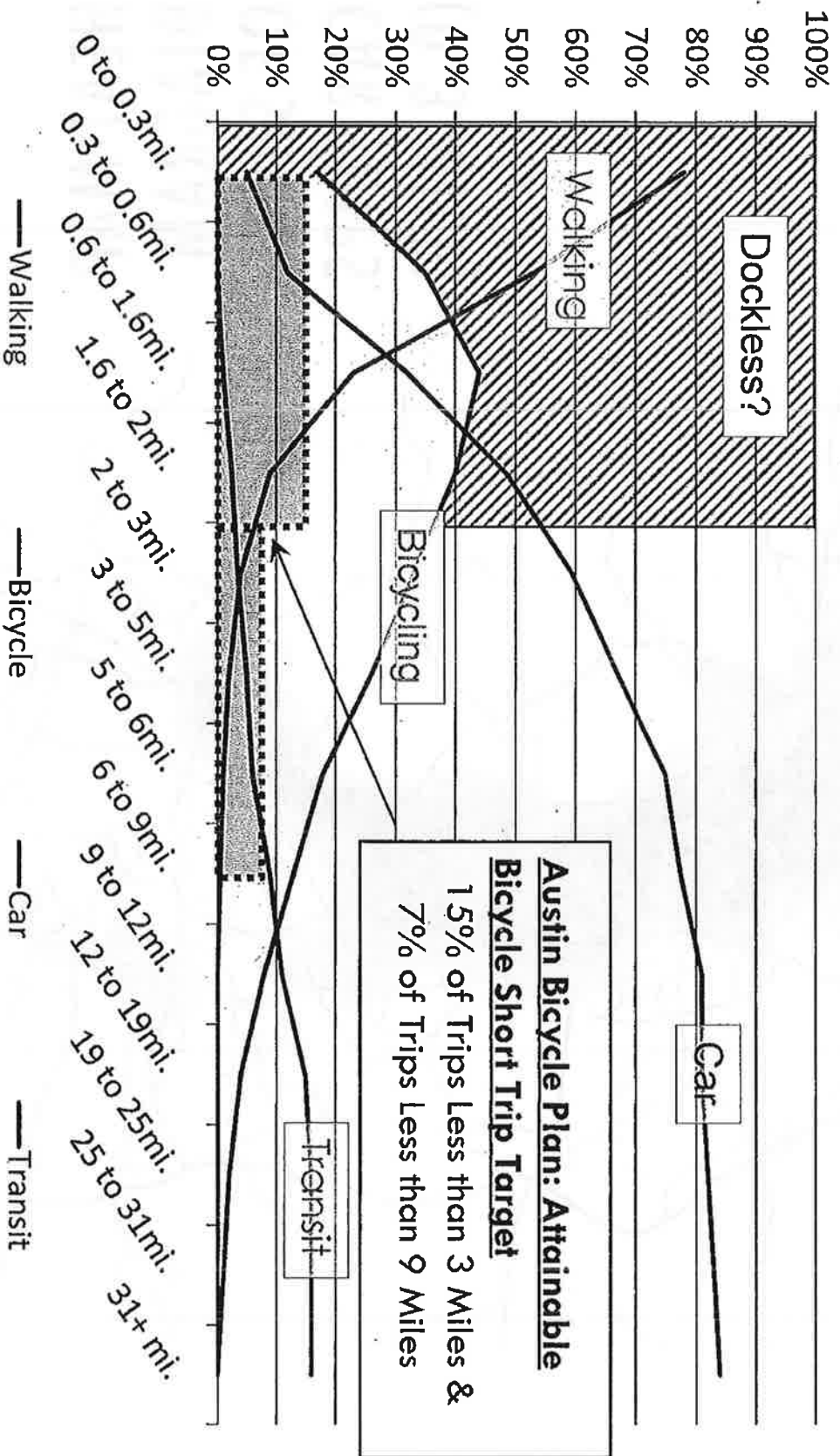
MOBILITY AS A SERVICE



HEAT MAP DIAGRAM OF SHORT CAR TRIPS (0-3 MILE)



CAPTURING SHORT TRIPS

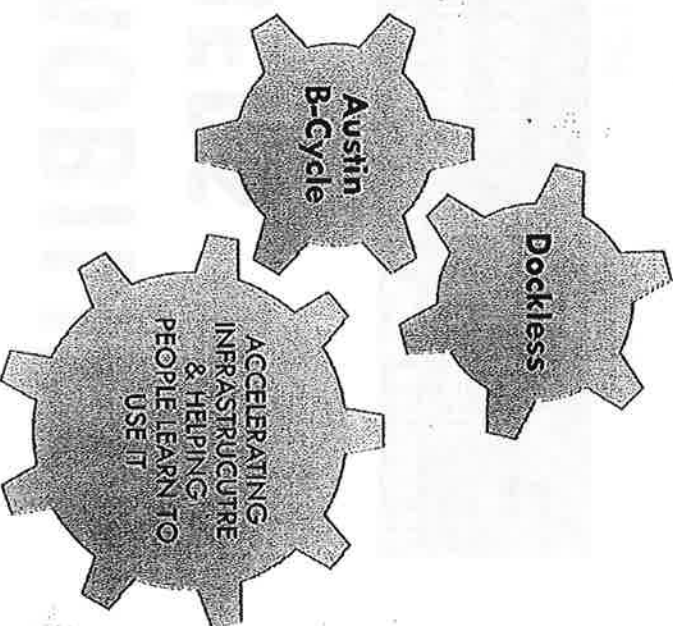


Source: RWS/SAVV 2005 /MON 2005

EXPANSION OF SHARED ACTIVE TRANSPORTATION

➤ **Strategy:** Expand safe access to active transportation for short trips (in service to a more balanced system overall) by leveraging market driven dockless solutions with a successful station-based service.

- Continue Station Expansion
 - ✓ 13 NEW Stations in August
- Enforcement & Education
 - ✓ Street Team Enforcement Operations
 - ✓ Transportation Demand Management
- Optimize Dockless Mobility
 - ✓ Rules Update
 - ✓ Accelerate Parking Solutions
 - ✓ Understand crash types and causes
- Accelerate Network Completion
 - ✓ 2016 Bond and other Capital Improvement Project delivery



JULY DOCKLESS MOBILITY RIDERSHIP NUMBERS

Device Type	Total number of trips:	Total distance ridden (miles):	Average trip time (minutes):	Average trip length (miles):	Total number of devices in service:
Scooter	129,200	155,400	16.1	1.29	1,700
Bicycle	8,400	44,800	19.5	1.81	600
(All Types)	137,600	200,200	17.8	1.55	2,300

(Figures are for trips taken between July 1 – July 31, 2018, rounded to the nearest 100.)

SCOOTER SAFETY: EMS RESPONSE

AUSTIN PUBLIC HEALTH ANALYSIS:

Between May 7 and September 8, 2018
AUSTIN EMERGENCY MEDICAL SERVICES
(EMS) responded to **28 crashes** involving
dockless scooters.

This is approximately 3 crashes every 2 weeks.

ALL CRASHES* SINCE PROGRAM INCEPTION (MAY 7 - SEP. 6 2018)

	Fatal	Injury	Property Damage Only	Total
Motor Vehicle	8	1,945	2,439	4,392
Motorcycle	5	105	9	119
Pedestrian	12	91	6	109
Bicycle	0	60	8	68
Scooter	0*	28*	Unknown	28*
Total	25	2,201	2,462	4,688

Notes:

- The statistics are preliminary and subject to change. (2018 crash records will be validated in Spring/Summer of 2019)
- Data extraction date: 9/11/2018
- Unless otherwise indicated, Data Source: Crash Record Information System (CRIS) by TxDOT
- *Scooter injury data source: Austin Emergency Medical Services and analyzed by Austin Public Health. Scooter crash data is not currently tracked in the TxDOT CRIS system.

COMMUNITY SURVEY FEEDBACK: USE CHARACTERISTICS (N=9,560)

- ✓ ~50/50 favorability, on average
- ✓ 65% of respondents have tried or would like to try dockless mobility
- ✓ Work and leisure trips are the most frequent type taken (~30% of trips)
- ✓ Two-thirds feel that dockless mobility has made it easier and faster to get around
- ✓ Two-thirds agree that scooters are often parked in their way
- ✓ People prefer to ride in protected bike lanes and on urban trails
- ✓ People would be more likely to use dockless mobility if there was a connected network
- ✓ Most respondents drive as their primary mode, followed by walking

FEEDBACK THROUGH 3-1-1: ISSUES & CONCERNS

- ✓ Concerns with sidewalk obstructions
- ✓ Concerns with speed
- ✓ Concerns with devices being dropped off without permission
- ✓ Questions about the program and rules

Council Districts											
1	2	3	4	5	6	7	8	9	10	blank	Total
31	1	20	3	39	0	4	29	284	4	2	417

THREE-PART MANAGEMENT MODEL

ATD DIVISIONS:

PARKING
ENFORCEMENT

MOBILITY SERVICES
DIVISION

ACTIVE
TRANSPORTATION

PUBLIC INFORMATION
OFFICE

DATA MANAGEMENT



LICENSURE &
REGULATION



PARKING &
ACCESS



EDUCATION &
ENFORCEMENT

COMPLIANCE DASHBOARD

Search by code

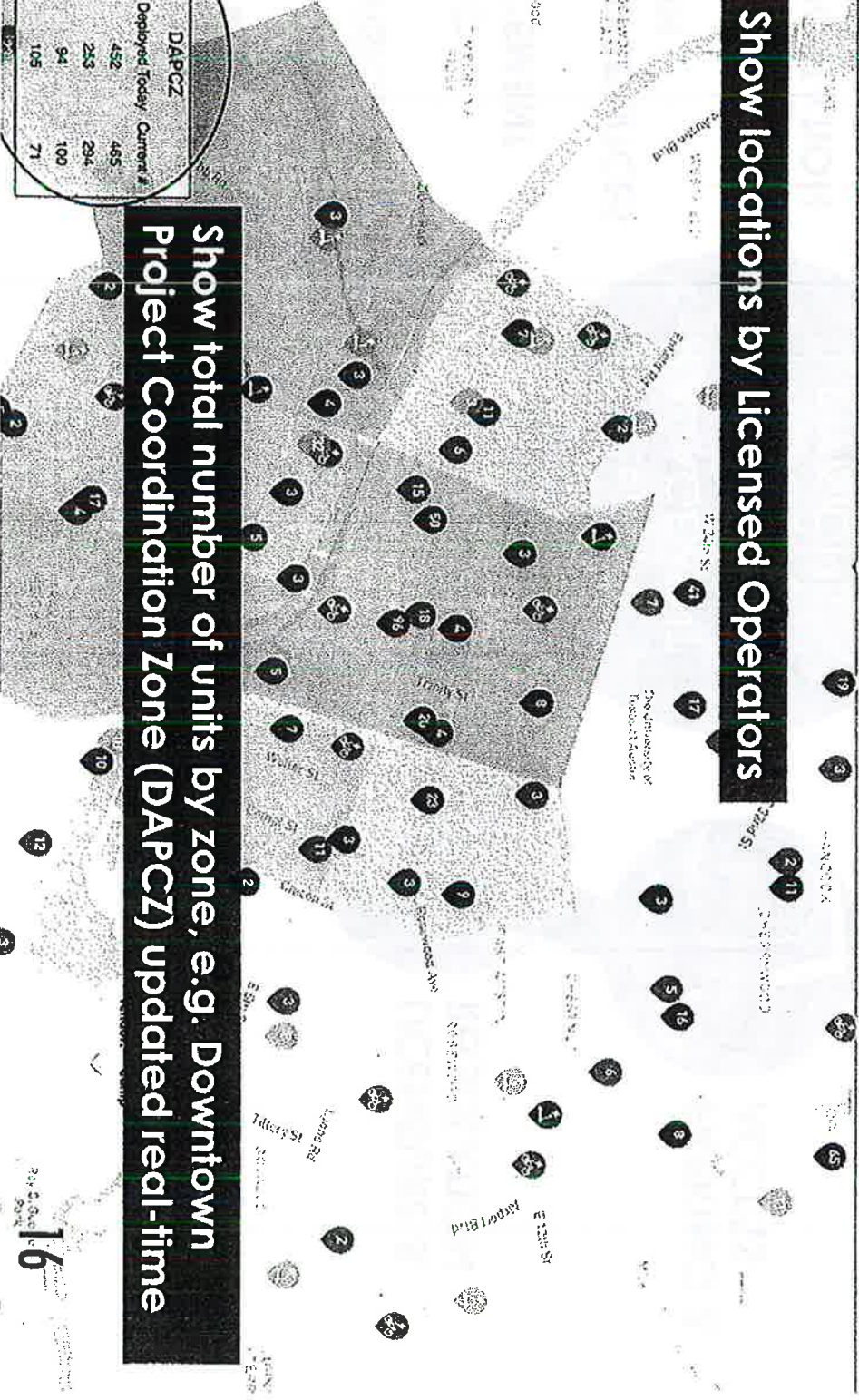
Bird
 Lime
 All Vendors

Show locations by Licensed Operators

scooters.ride.report

Central
DAPCZ
East
Northeast
South
Southwest
West

DAPCZ		Vendor Deployed Today		Current #	
Total	452			465	
Bird	253			294	
Jump	94			100	
Lime	105			71	



Show total number of units by zone, e.g. Downtown Project Coordination Zone (DAPCZ) updated real-time

CITYWIDE COLLABORATION

Safety, Enforcement, Accessibility & Education

- Parks and Recreation Department
- Public Works Department
- Austin 3-1-1
- Austin Public Health Department
- Austin Police Department
- Austin Fire Department
- Emergency Medical Services
- Capital Metro

RULE ADOPTION PROCESS

Pursuant to Chapter 1-2

Mid-September 2018 – Post notice of proposed Final Rule;
31-day public comment period begins

October 6th, 2018 – Mobility Transformation Advisory Council
briefing

October 11th, 2018 – Mobility Committee of Council briefing

November 2018 – 30-day appeals process begins

Early December 2018 – 30-day appeals process closes

Early January 2019 – Deadline to make a decision on
appeals

BROADER POLICY LANDSCAPE

COMPLETE STREET DESIGN

SPEED & RIDING LOCATION
MANAGEMENT

INVESTMENTS IN
INFRASTRUCTURE

DISCUSSION & QUESTIONS

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