

DOCKLESS MOBILITY PROGRAM UPDATE



Mobility Committee of Council
October 11, 2018

BRIEFING TOPICS

1. Overall Program Status Update
2. What We're Hearing
 - Community Feedback
 - Customer Service Report
3. What We're Seeing
 - Use Data
 - Safety Data
 - Austin B-Cycle Impact
4. What We're Doing
 - Education and Enforcement Update
 - Administrative Rule Adoption Process
5. Understanding Dockless Mobility
 - Mobility as a Service
 - Benefits: Capturing Short Trips
 - Challenges: A Place for Everyone
6. Policy Recommendations
7. Discussion/Questions

OVERALL PROGRAM STATUS UPDATE

7

Licensed Operators

Units Deployed

5,121

65mi²

Service
Area*



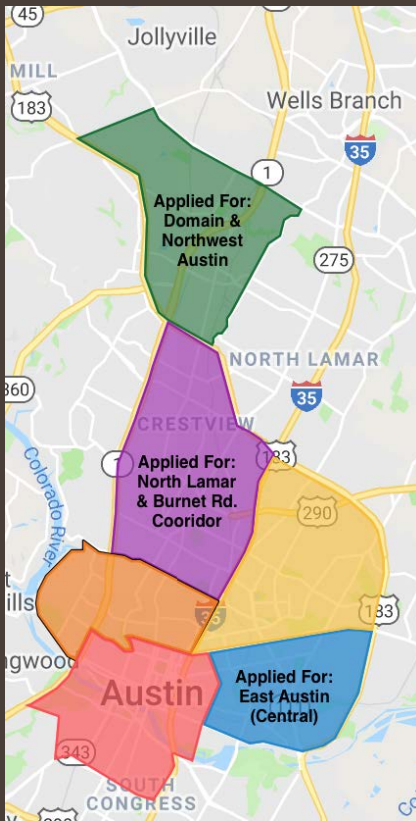
1,350



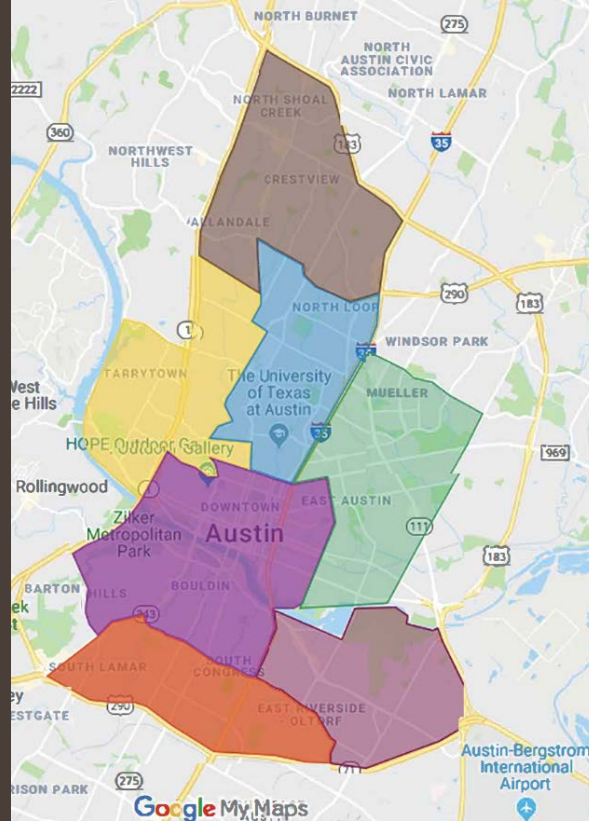
3,771

*Licensed operators are able to serve the entire City of Austin jurisdiction, but are assumed to focus their initial 500-unit fleet mainly within the Downtown Austin Project Coordination Zone (DAPCZ). Sixty-Five (65) square miles includes the DAPCZ plus any additional areas as defined in supplemental licenses.

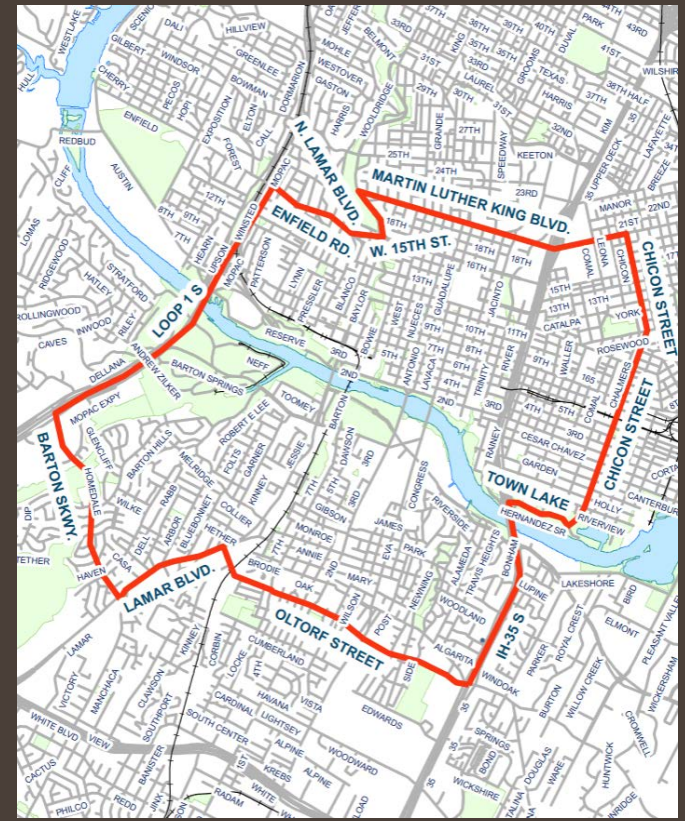
PROGRAM UPDATE: SERVICE AREAS



BIRD



LIME

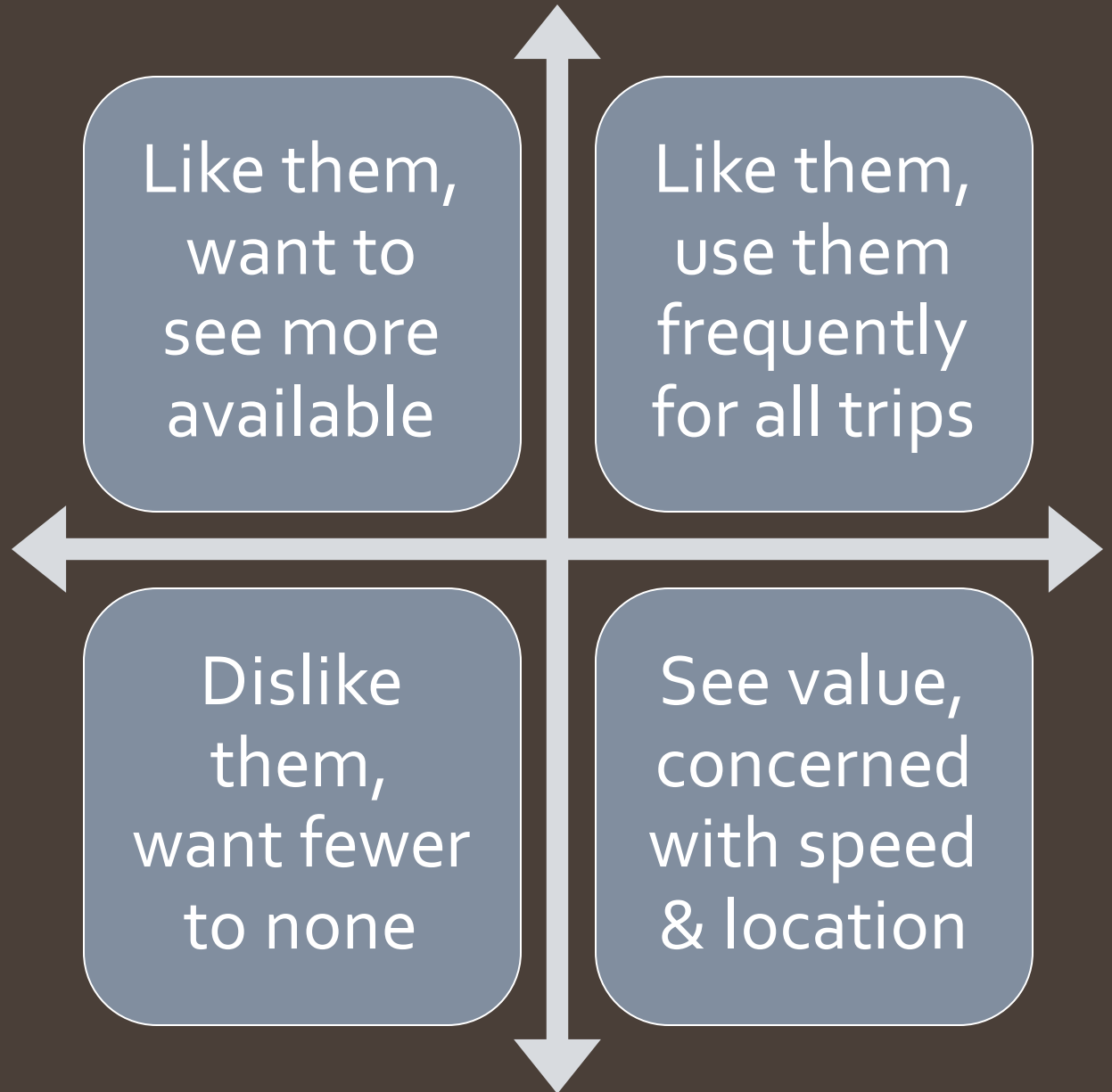


JUMP, VEO RIDE, PACE



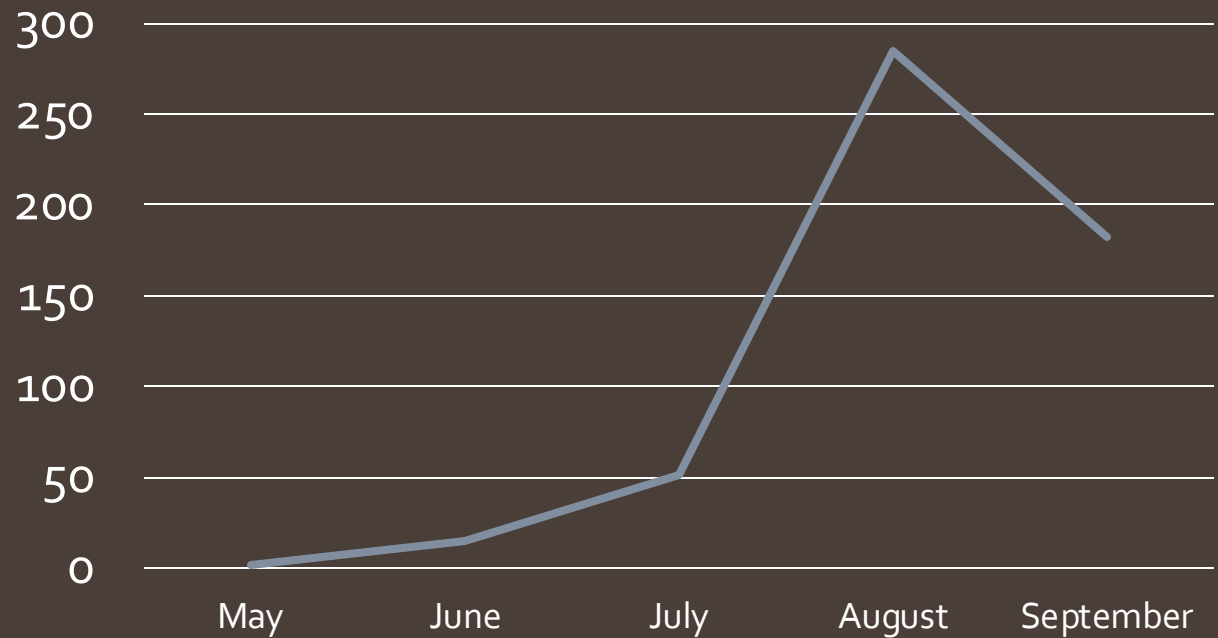
500
e-bikes

WHAT WE'RE HEARING: COMMUNITY FEEDBACK



WHAT WE'RE HEARING: CUSTOMER SERVICE REQUESTS

Volume of Calls to 3-1-1
May 1, 2018 to September 30, 2018



| | Council Districts | | | | | | | | | | blank | Total |
|-------|-------------------|---|----|---|----|---|----|----|-----|----|-------|-------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | |
| Total | 53 | 3 | 40 | 6 | 60 | 1 | 14 | 43 | 386 | 10 | 3 | 619 |

WHAT WE'RE SEEING: USE DATA

Dockless Mobility Ridership for August 1 – 31, 2018

| 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 | 297,400 | 350,100 | 16.6 | 1.2 | 3,317 |
| Bicycle | 12,800 | 24,800 | 23.7 | 2.0 | 846 |
| (All Types) | 310,200 | 374,900 | 16.9 | 1.2 | 4,163 |

Dockless Mobility Ridership for July 1 – 31, 2018

| 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 | 1.3 | 1,711 |
| Bicycle | 8,400 | 44,800 | 19.5 | 1.8 | 549 |
| (All Types) | 137,600 | 200,200 | 17.8 | 1.6 | 2,260 |

(The number of trips and total distance (miles) figures are rounded to the nearest 100.)

WHAT WE'RE SEEING: USE DATA

Ridership Numbers Since April 5th, 2018

| 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 | 1,200,700 | 1,190,900 | 10.50 | 0.9 | 3,750 |
| Bicycle | 46,600 | 85,000 | 20.20 | 1.5 | 1,200 |

(Figures for the total number of trips and total distance are rounded to the nearest 100.)

WHAT WE'RE SEEING: USE DATA

ALL Crashes* since program inception (MAY 7 - SEP. 28 2018)

| | Fatal | Injury | Property Damage Only | Total |
|---------------|-------|--------|----------------------|-------|
| Motor Vehicle | 10 | 2,336 | 2,907 | 5,253 |
| Motorcycle | 5 | 128 | 10 | 143 |
| Pedestrian | 14 | 112 | 7 | 133 |
| Bicycle | 0 | 81 | 8 | 89 |
| Sub Total | 29 | 2,657 | 2,932 | 5,618 |
| Scooter | 0* | 37* | Unknown | 37* |
| Total | 29 | 2,694 | 2,932 | 5,655 |

Notes:

- The statistics are preliminary and subject to change. (2018 crash records will be validated in Spring of 2019)
- Data extraction date: 10/3/2018
- 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.

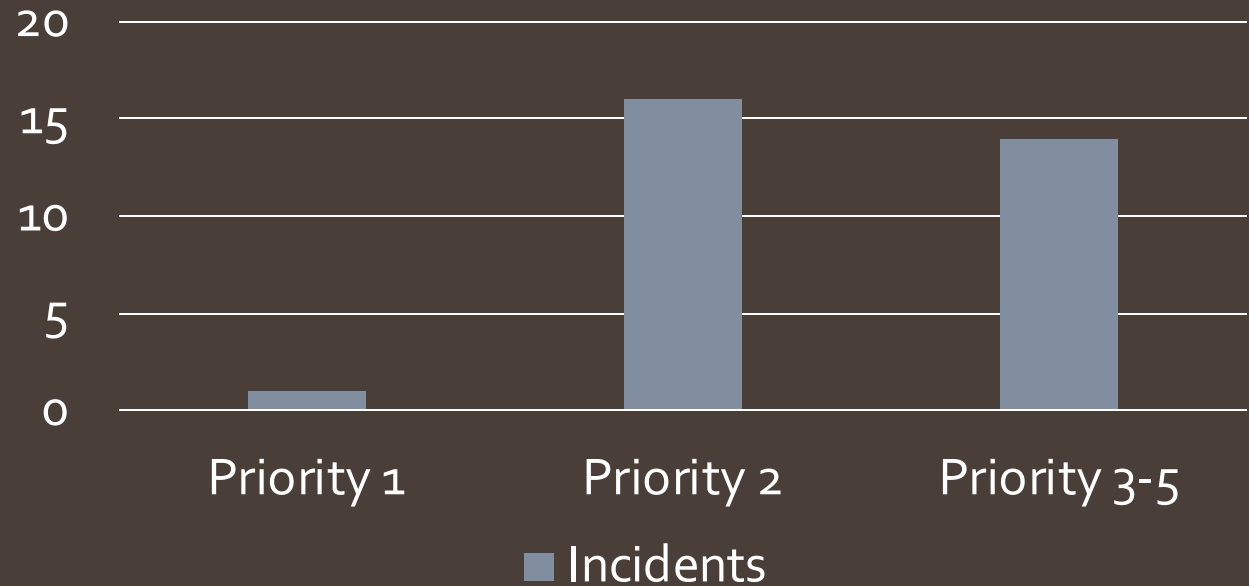
WHAT WE'RE SEEING: SAFETY DATA

EMERGENCY MEDICAL RESPONSE BETWEEN MAY 1 AND OCTOBER 1, 2018

- **Volume:** 37 incidents
- **Rate:** 3 crashes every 2 weeks.
- **Severity:** 80% (31 of 37) involved transport to the Emergency Room.
- **Cost:** Unknown

WHAT WE'RE SEEING: SAFETY DATA

EMERGENCY INCIDENT RESPONSE PRIORITIES BETWEEN MAY 1 AND OCTOBER 1, 2018

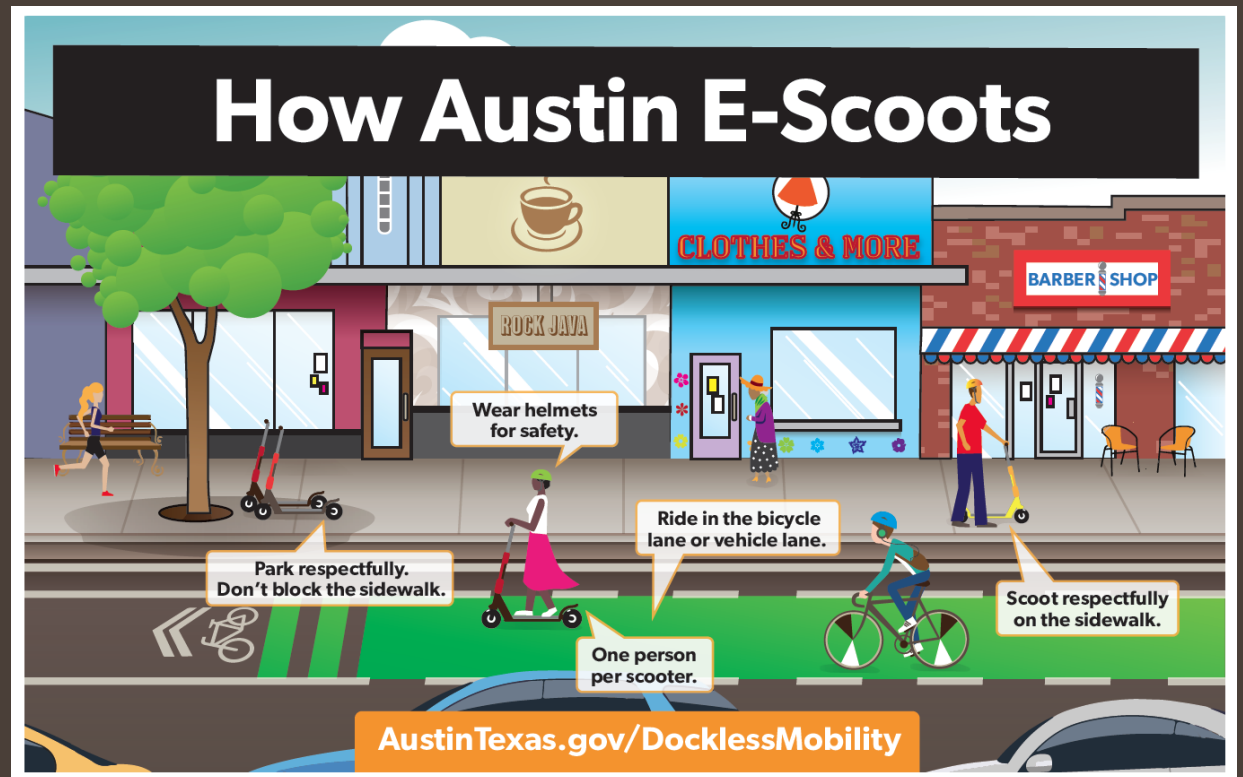


| Response Priority | Definition |
|-------------------|------------------------------------|
| Priority 1 | Life threatening rescue conditions |
| Priority 2 | Significant signs and symptoms |
| Priority 3 - 5 | Non life-threatening complaints |

WHAT WE'RE DOING: EDUCATION AND ENFORCEMENT UPDATE

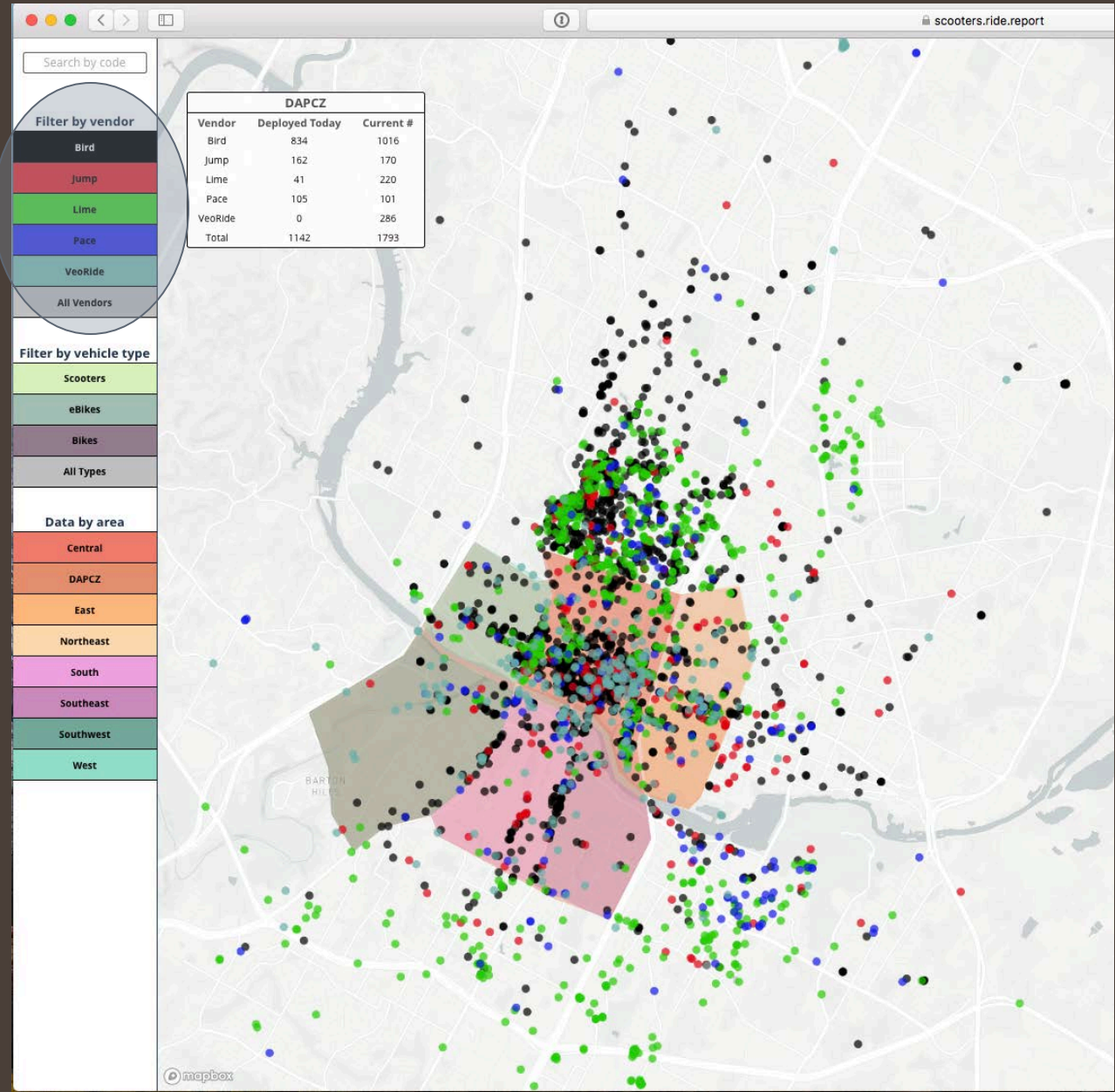
Dockless Mobility Street Team

APD officers and ATD educators pair up to share safety information with scooter users.

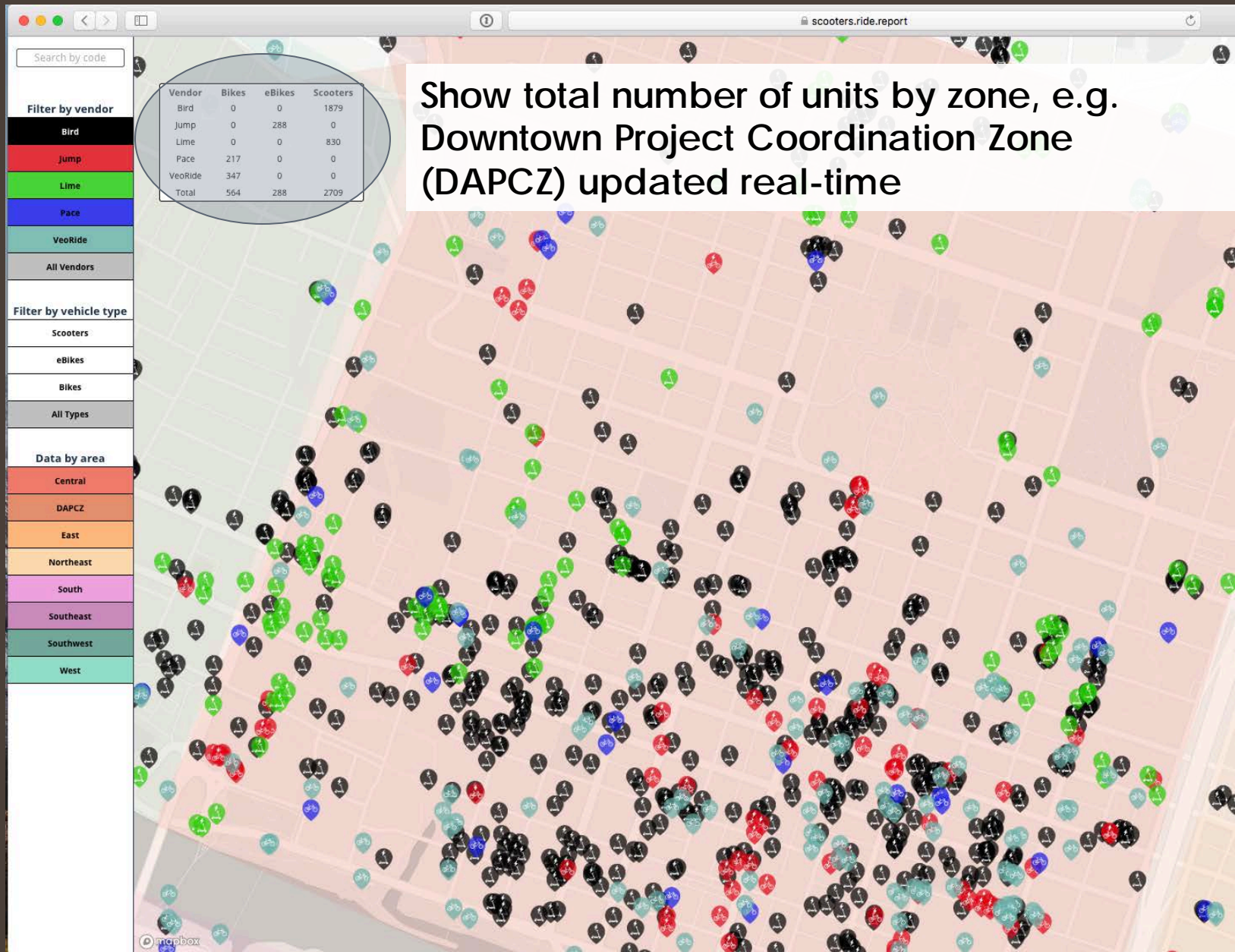


COMPLIANCE DASHBOARD

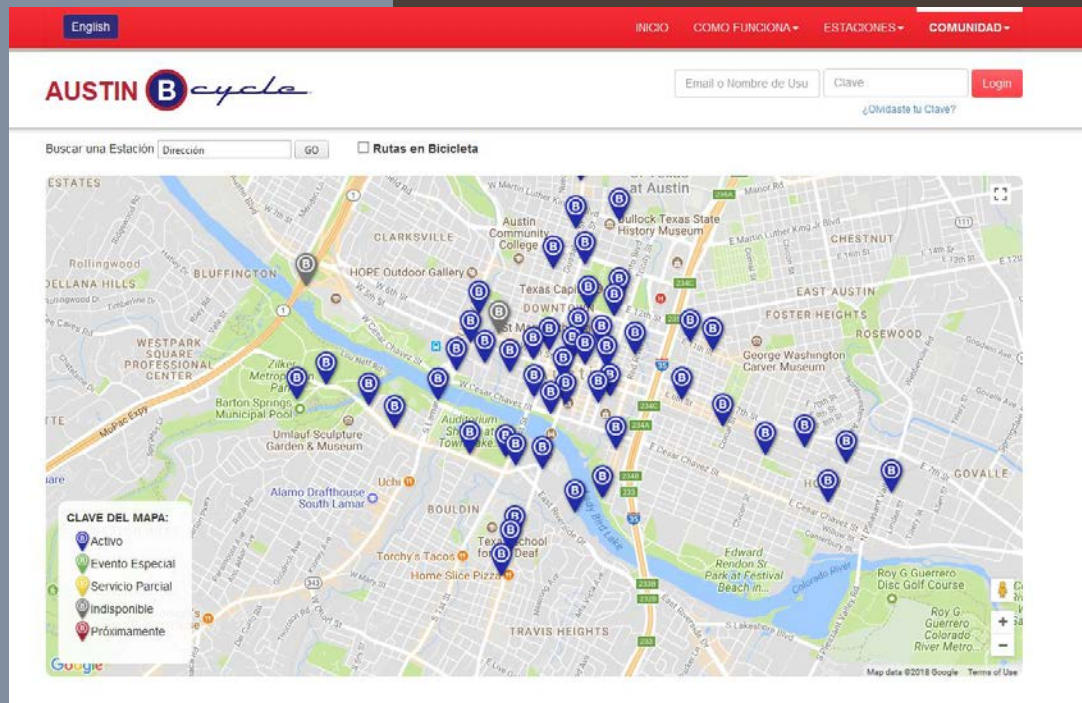
Show
locations
by
Licensed
Operators



COMPLIANCE DASHBOARD



B-CYCLE IMPACT



We have noticed utilization is down

We are conducting an analysis of financial impacts

We are currently exploring new operation models

RULE UPDATE

- Based on feedback heard through the community survey, industry trends and emerging best practice, updates include:
 - Improved visibility at night
 - Restrictions on where units can park
 - Faster response times for obstructions
 - Daily safety inspections
 - Requirement to install parking boxes
 - Keep 25 feet away from a B-Cycle station
 - Report on complaints and collisions
 - Privacy policy to safeguard user information
 - Incentivize the use of technology and lock-to capabilities to bring about better user behavior

MOBILITY AS A SERVICE

Car/Van/Micro-Mobility



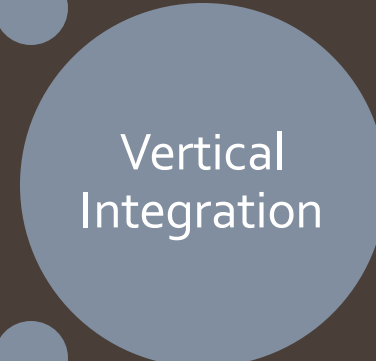
Bicycle/Scooter



New Mobility

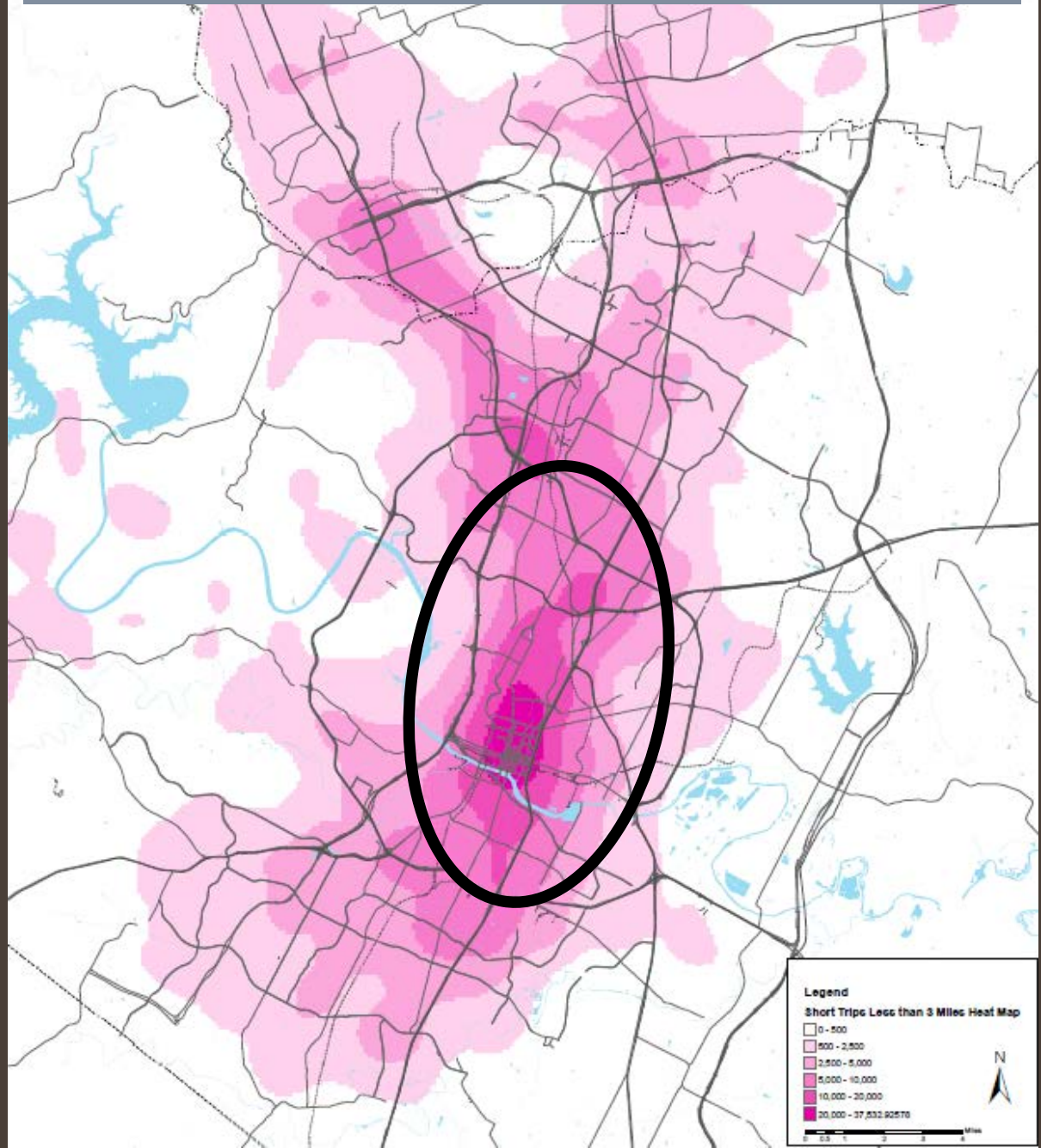


Vertical
Integration



Heat Map Diagram of Short Car Trips (0-3 miles)

DOCKLESS MOBILITY BENEFITS: CAPTURING SHORTTRIPS



DOCKLESS MOBILITY CHALLENGES: FINDING A PLACE FOR EVERYONE IN THE STREET



Parking

Sidewalks for
pedestrians

Travel Lane

Protected facility for
scooters and bicycles

POLICY

SHORTTERM: December 2018
Speed and Location
Management

MID TERM: Enforce
Safe Scooting
Practices Spring 2019

LONG TERM: Cost of
Service and Safety
Analysis Summer 2019

THANK YOU

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