Austin Transportation Department

Shared Micro-Mobility Program Update

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CITY OF AUSTIN · FOUNDED 1839

TRANSPORTATION

BRIEFING OVERVIEW

Quick History

Data Management/Analysis

Program Regulation & Fees

Safety and Infrastructure

Future Program Enhancements

Licenses and Devices

Enforcement/Compliance

Data Trends

Program Success

MICRO-MOBILITY HISTORY IN AUSTIN

2018 - 2021

Fall 2018
Final Director Rules adopted

May 2019
Ordinance 14-9 revised to allow licensing and permitting

November 2021
Device cap + reduced speed requirement

April 2018
Scooters deployed in Austin – Emergency rules adopted to regulate service

December 2018
Adopted new fee of $0.15 per trip

October 2021
Adopted application fee and adjusted trip fee to range of $0.15 - $0.40.

City of Austin — TRANSPORTATION

SHARED MICRO-MOBILITY PROGRAM REGULATION & FEES

REGULATION

Texas Transportation Code, Title 7
- *Chapter 551.* - Operation of bicycles and mopeds, golf carts, and other low-powered vehicles.

Title 14 Use of Streets and Public Property
- *§ 14-9-23* - City-wide dockless transportation license authorized.
- *§ 14-9-24* - City-wide dockless transportation unit placement plan.
- *§ 14-9-25* - License amendment, suspension, or revocation.

Title 12 Traffic Enforcement
- *§ 12-2* - Micro-Mobility Devices and Bicycles.

CITY APPROVED FEES

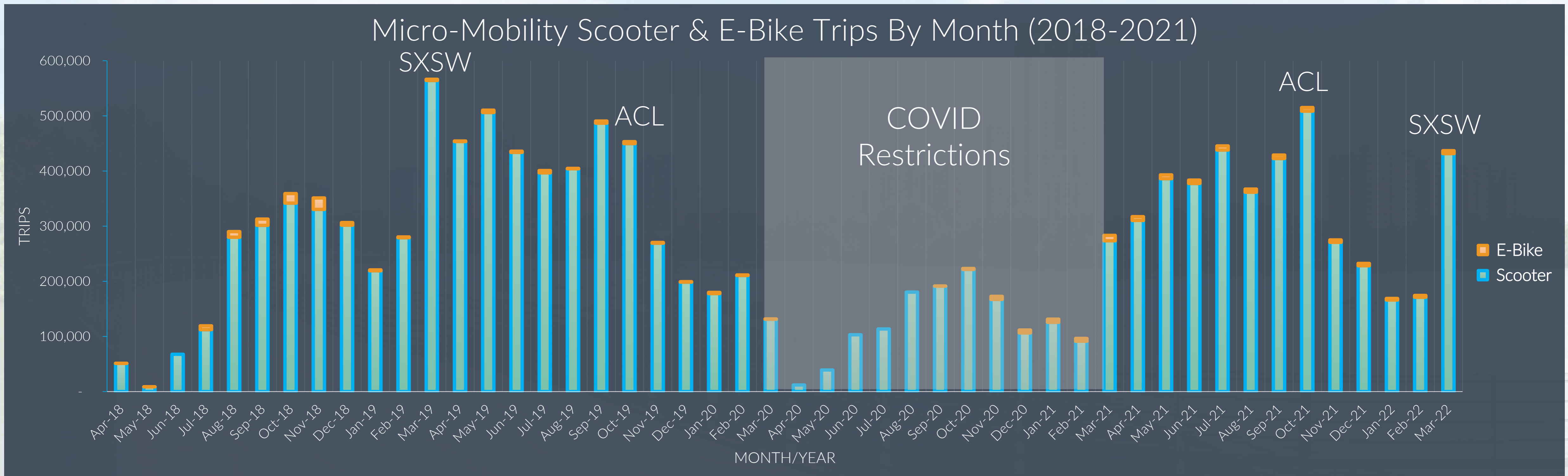| Fee Type	Fee Amount	Note
License Fee	$1,500 per year	New since FY 22/23
Per Device Fee	$80 per device/ per year	Increased from $60 in FY22/23
Trip Fee	$0.15 - $0.40 per trip	Currently $0.15 and evaluating an escalating fee process. Fee range approved FY22/23

SHARED MICRO-MOBILITY PROGRAM

CURRENT LICENSES AND DEVICE TYPES

Licensed Companies
4

Device Permits
14,100

Permit Breakdown by Device Type

Stand-Up Scooter

11,850

Sit-Down Scooter

1,750

E-Bike

500

Program Adjustments (as of fall 2021)
- Moratorium on device permit increases in downtown
- Required reduction of speed from 20mph – 15mph
- Increased enforcement

WHAT THE DATA SAYS

Micro-Mobility Scooter & E-Bike Trips By Month (2018-2021)

SXSW

ACL

COVID
Restrictions

ACL

SXSW

TRIPS

- 600,000
- 500,000
- 400,000
- 300,000
- 200,000
- 100,000

MONTH/YEAR

Apr-18, May-18, Jun-18, Jul-18, Aug-18, Sep-18, Oct-18, Nov-18, Dec-18, Jan-19, Feb-19, Mar-19, Apr-19, May-19, Jun-19, Jul-19, Aug-19, Sep-19, Oct-19, Nov-19, Dec-19, Jan-20, Feb-20, Mar-20, Apr-20, May-20, Jun-20, Jul-20, Aug-20, Sep-20, Oct-20, Nov-20, Dec-20, Jan-21, Feb-21, Mar-21, Apr-21, May-21, Jun-21, Jul-21, Aug-21, Sep-21, Oct-21, Nov-21, Dec-21, Jan-22, Feb-22, Mar-22

- E-Bike
- Scooter

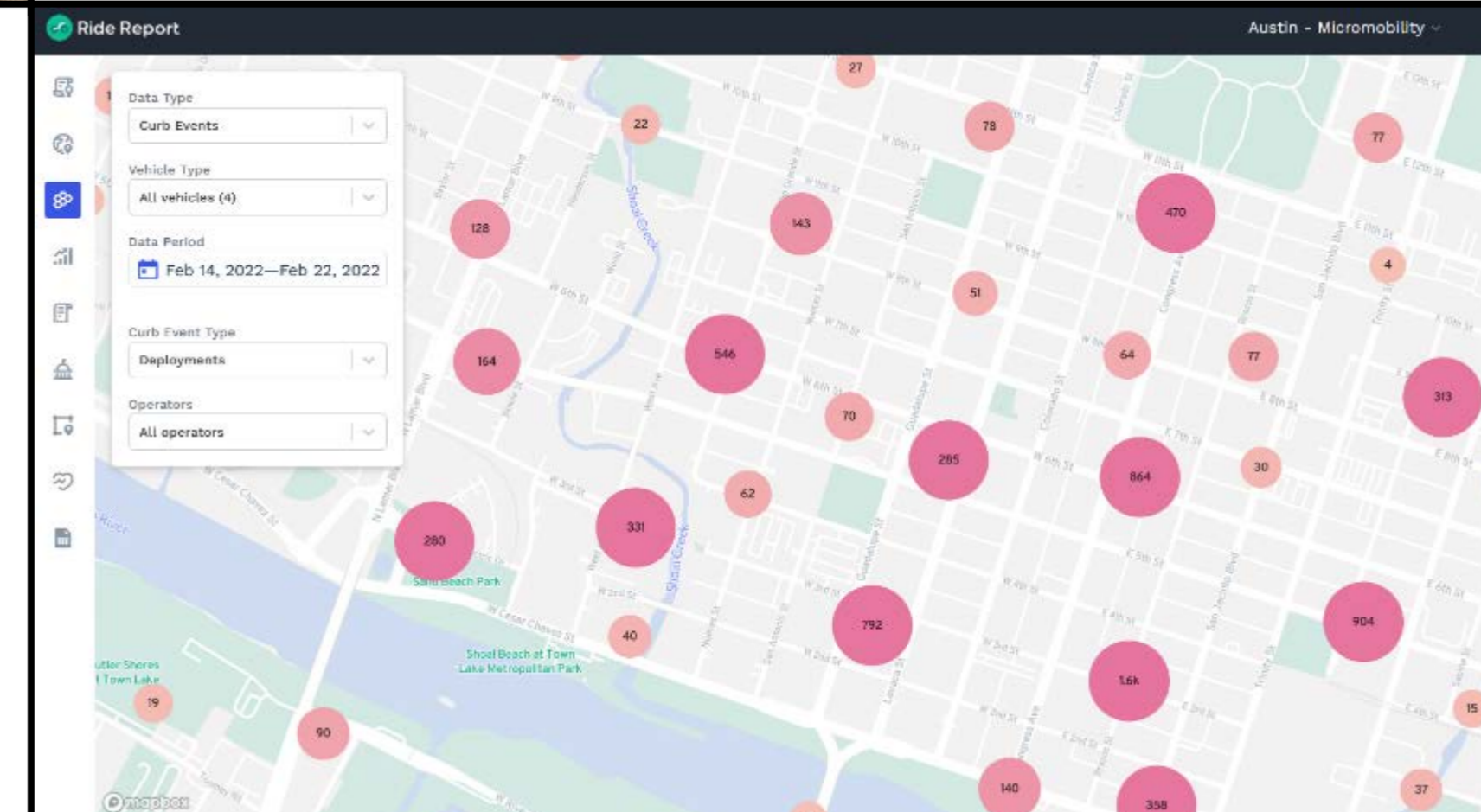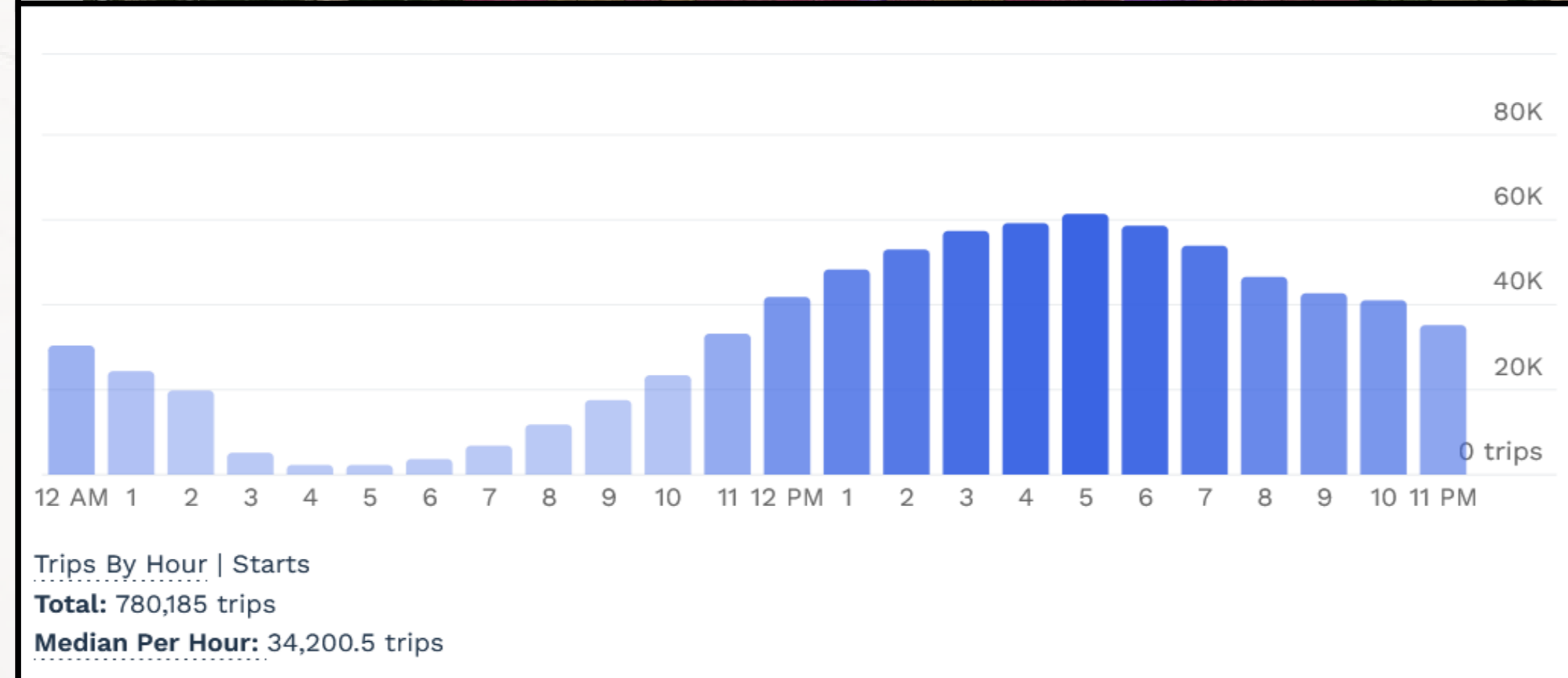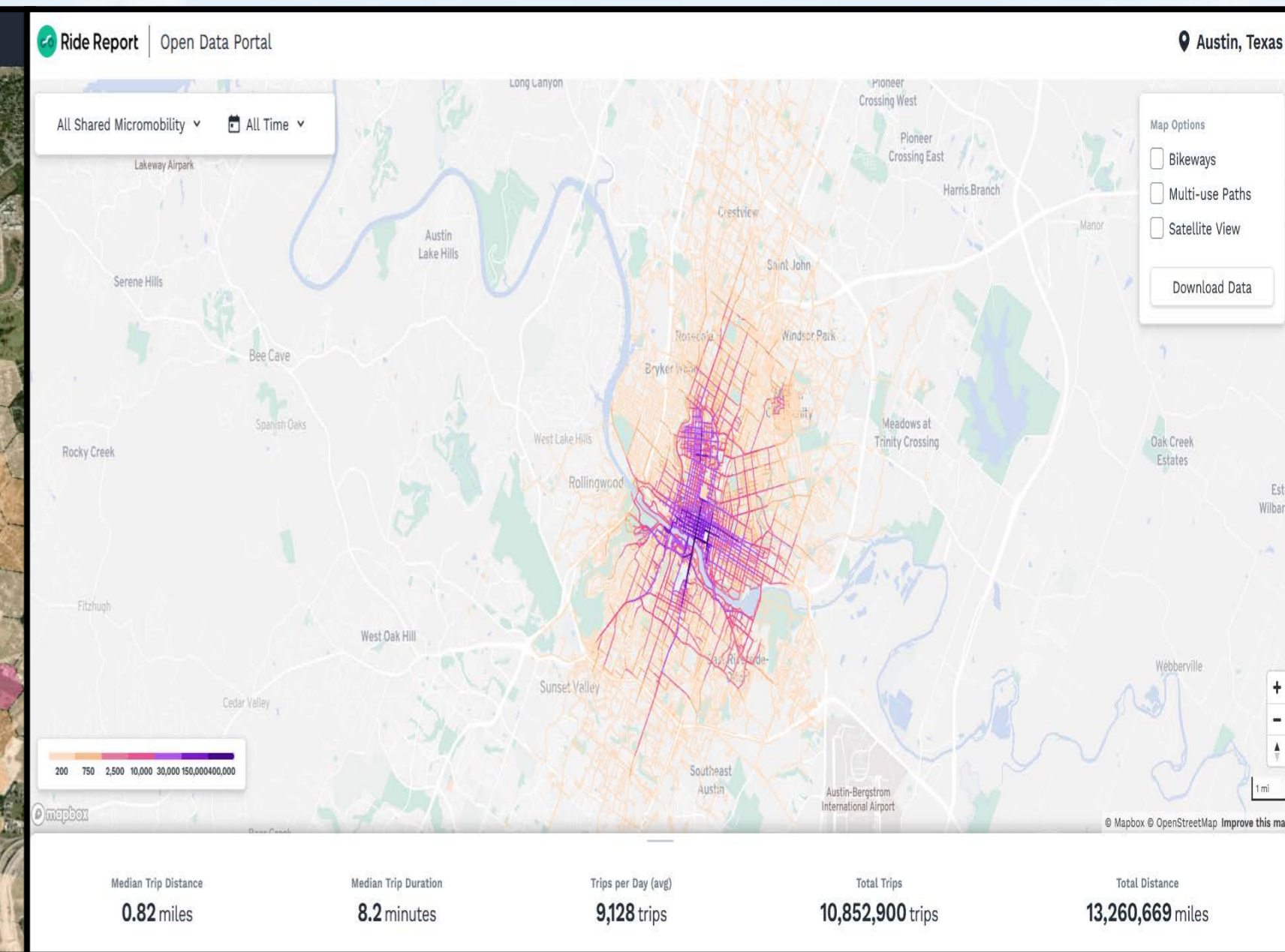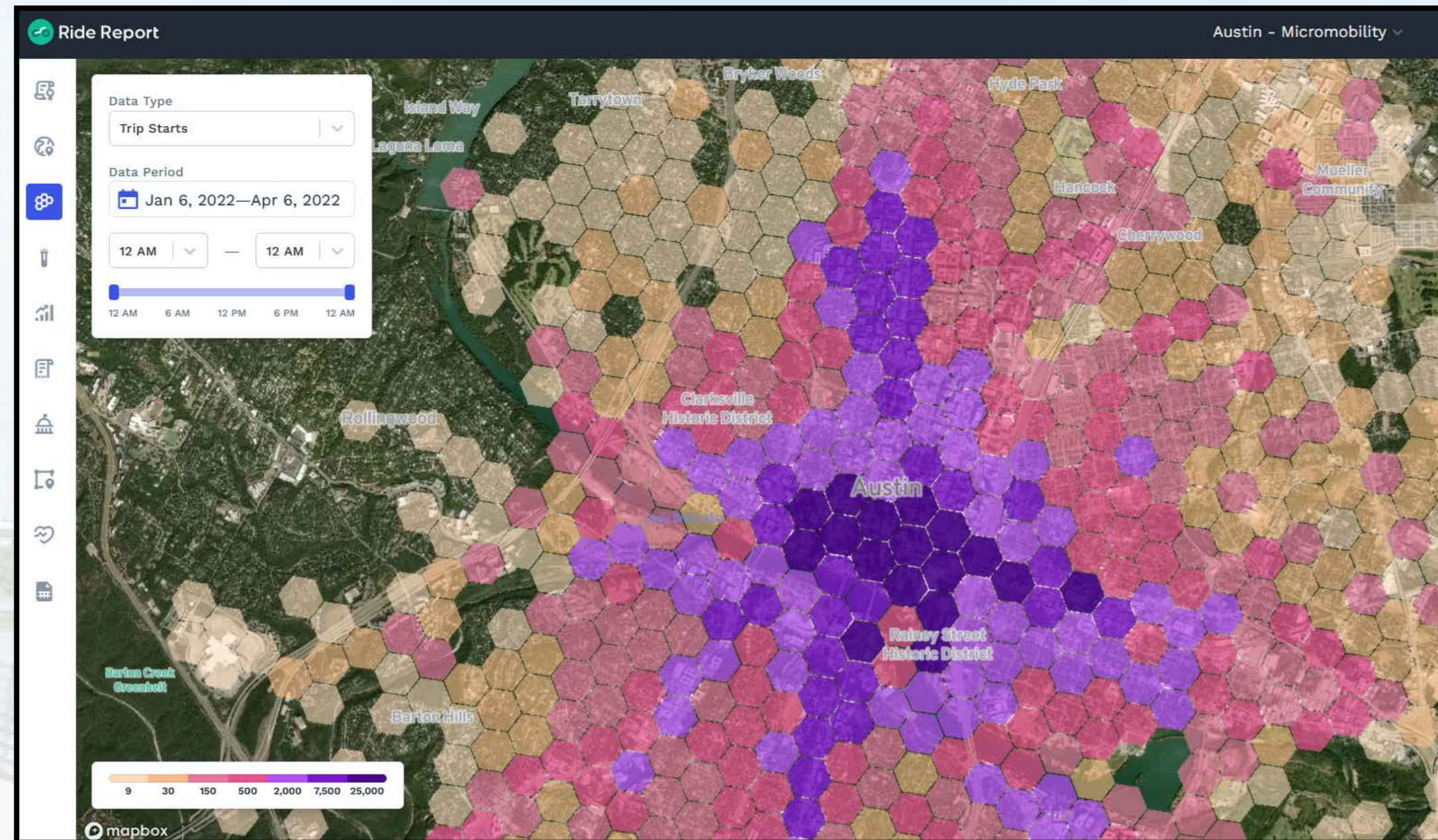| Median Trip Distance	Median Trip Duration	Trips per Day (avg)	Total Trips	Total Distance
0.82 miles	**8.2** minutes	**9,128** trips	**10,852,900** trips	**13,260,669** miles

DATA MANAGEMENT/ ANALYSIS

Third Party Data Management

Data Quality / Planning Tools

Increased Public Data Availability & Protection of PII

SAFETY AND INFRASTRUCTURE

- Upgrading micromobility parking corrals – Increasing visibility and awareness using 2020 Mobility Bond.

- Use of new combined data to better understand critical safety and infrastructure enhancements.

- Contributed to device standards for commercial electric scooters to define required safety standards for devices.

- Geofencing and in-app approaches to limit speeds, inform riders of parking areas and where not to leave devices.

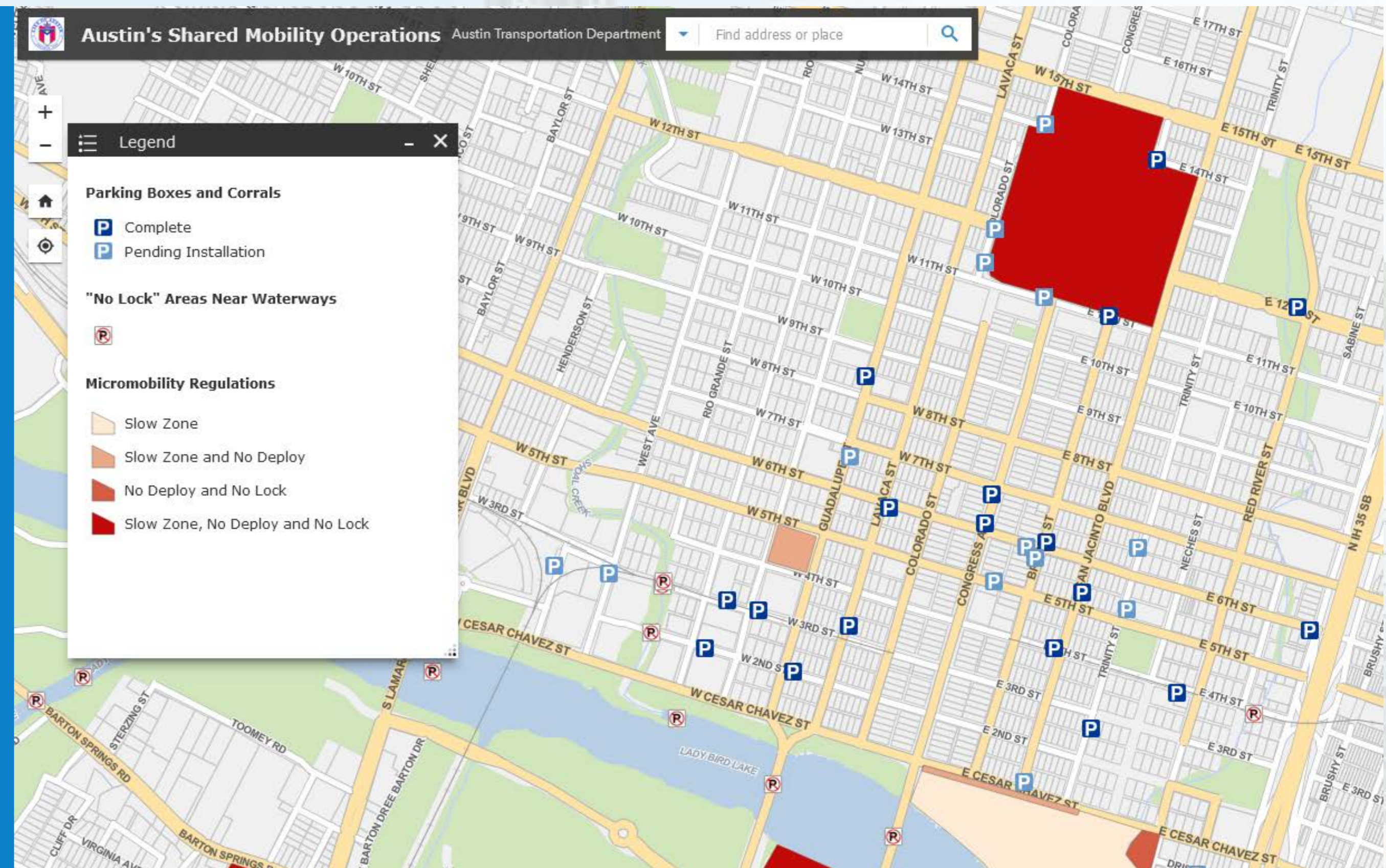- Increased enforcement in high-use areas

ENFORCEMENT/ COMPLIANCE

How ATD Monitors/ Enforcement

- Third-party data management
- Geofencing/device performance restrictions
- Calls/Customer Service Requests (CSR)
- CSR response audits
- Staff device audits
- Shared communications channel during special events

Results of Enforcement of Director Rules

- Impounds
- Reduction in Service
- Denial of license and/or device permits

Austin's Shared Mobility Operations — Austin Transportation Department — Find address or place

Legend

Parking Boxes and Corrals
- Complete
- Pending Installation

"No Lock" Areas Near Waterways

Micromobility Regulations
- Slow Zone
- Slow Zone and No Deploy
- No Deploy and No Lock
- Slow Zone, No Deploy and No Lock

PROGRAM SUCCESSES

- Refined internal administrative processes to analyze, regulate, track, and report more efficiently.

- Waterway awareness through signs and geofences, and internal processes for retrieval from watercourses

- Refined data management to ensure quality within data, protect privacy, increase planning tools, and open more data to the public.

- Better 311 coordination between providers/ City staff.

- More efficient special event response

FUTURE PROGRAM ENHANCEMENTS

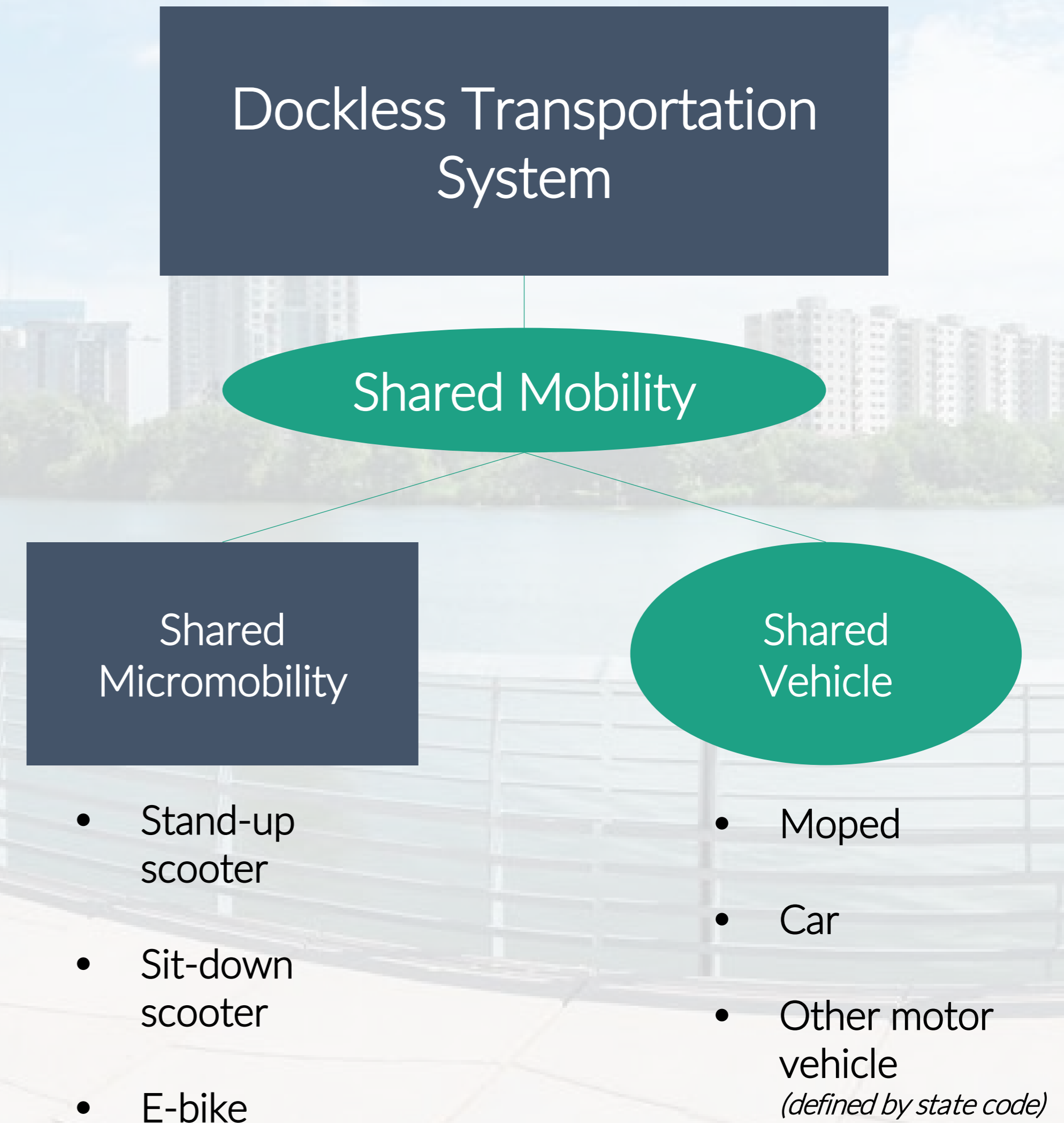## Update Director Rules *(Tentatively Spring 2023)*

- Update terminology to be consistent with industry terminology
- Account for emerging modes and standards
- Updated safety guidelines for devices allowed to operate
- Standardized reporting and accountability
- Clear and enforceable operation expectations, performance grading criteria.
- Incorporate moped and car-share specific rules

Infrastructure and Safety

- Standard on micromobility parking infrastructure
- Improving pathways in areas that lack infrastructure to support increased micromobility use.
- Increased public outreach/education on safe riding and proper parking

Contracting

- RFP in process to update current third-party mobility data management contract

Dockless Transportation System

Shared Mobility

Shared Micromobility
- Stand-up scooter
- Sit-down scooter
- E-bike

Shared Vehicle
- Moped
- Car
- Other motor vehicle *(defined by state code)*

Questions?