

Memorandum



CITY OF DALLAS

DATE March 21, 2025

TO Honorable Members of the Transportation and Infrastructure Committee

SUBJECT **Introduction of “Serve Robotics” Delivery Robots**

Last week the City was notified that Serve Robotics, a personal delivery device company, would initiate a soft launch of its operations in Dallas, through a partnership with Uber Eats, on March 17, 2025. The company’s initial rollout is focused in Uptown with potential future expansion to other parts of the City. Serve Robotics currently operates in Miami, Los Angeles, Glendale, West Hollywood, and Long Beach.

As communicated in a November 2024 [memorandum to City Council](#), a partnership between Uber Eats and Avride, launched a personal delivery device in Dallas. Section 552A of the Texas Transportation Code regulates these devices and can be found [here](#).

If you have questions or need additional information, please contact Ghassan (Gus) Khankarli, PhD, PE, Director of the Department of Transportation and Public Works, at Ghassan.Khankarli@dallas.gov.

Service First, Now!

A handwritten signature in cursive script that reads "Dev Rastogi".

Dev Rastogi
Assistant City Manager

c: Kimberly Bizzor Tolbert, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Billerae Johnson, City Secretary
Preston Robinson, Administrative Judge
Dominique Artis, Chief of Public Safety
M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager

Alina Ciocan, Assistant City Manager
Donzell Gipson, Assistant City Manager
Robin Bentley, Assistant City Manager
Jack Ireland, Chief Financial Officer
Elizabeth Saab, Chief of Strategy, Engagement, and Alignment (I)
Directors and Assistant Directors