



City of Dallas

Status Update on Dockless Vehicle Program

**City Council Briefing
October 7, 2020**

Michael Rogers, Director
Department of Transportation
City of Dallas

Presentation Overview



- Background on the Dockless Mobility Program
- Dockless Mobility Program Concerns
- Discussions with Operators and Stakeholders
- Staff's Efforts to Address Concerns
- Recommendations
- Next Steps



Background



- Beginning in June 2018, the City conducted a bike and scooter pilot program called the Dockless Mobility Program
- On November 28, 2018, the City Council extended the Dockless Mobility Program pilot for one year to better define the program's elements and ensure optimum effectiveness of its operation; In November 2019, the pilot was extended by the City Council for an additional 4 months to expire on March 31, 2020
- In March 2020, the City Council approved a revised ordinance guiding the use of dockless vehicles.



Background, continued



- The City of Dallas had 4 approved vendors with a total of 9,100 permitted units:
 - Bird (3,000 units)
 - Lime (3,000 units)
 - Ojo/Gotcha (600 units)
 - Wheels (2,500 units)
- All permits expired as of September 12, 2020
- The City does not currently have any restrictions on the number of operators, or the number of units permitted
- Approximately 5,000 units are available daily, mainly located downtown (Source: Populus Mobility Manager (free city dashboard, as of 8/27/2020))

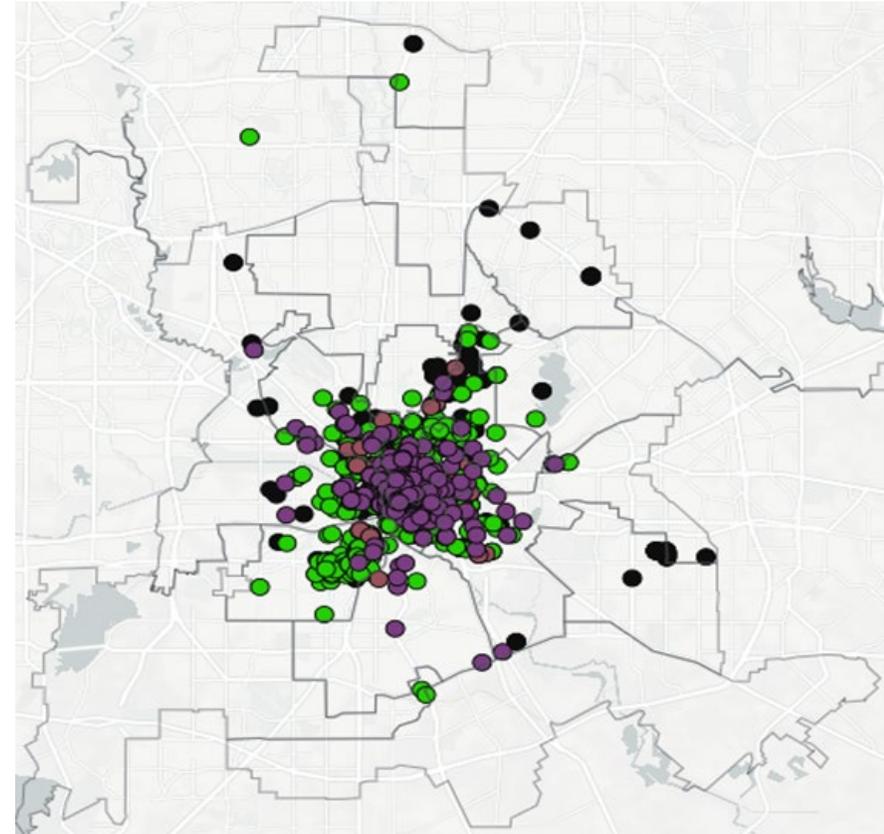


Background, continued



- Top 5 Districts with most E-Scooter Units:
 - District 14: 2,830 units
 - District 2: 1,458 units
 - District 6: 338 units
 - District 1: 124 units
 - District 7: 98 units

(Source: Populus Mobility Manager (free city dashboard, as of 8/27/2020))





Background, continued

- Scooter data shows a 90% decrease in trips during the month of April 2020 (COVID-19 pandemic) as vendors removed vehicles from the streets
- The City saw an increase of trips (71%) from January 2020 to July 2020 for all scooter vendors combined.

Month-Year	All E-Scooter Operator Trips
Jan-20	67,940
Feb-20	90,050
Mar-20	60,075
Apr-20	4,117
May-20	42,619
Jun-20	51,430
Jul-20	116,246
Total Trips	432,477

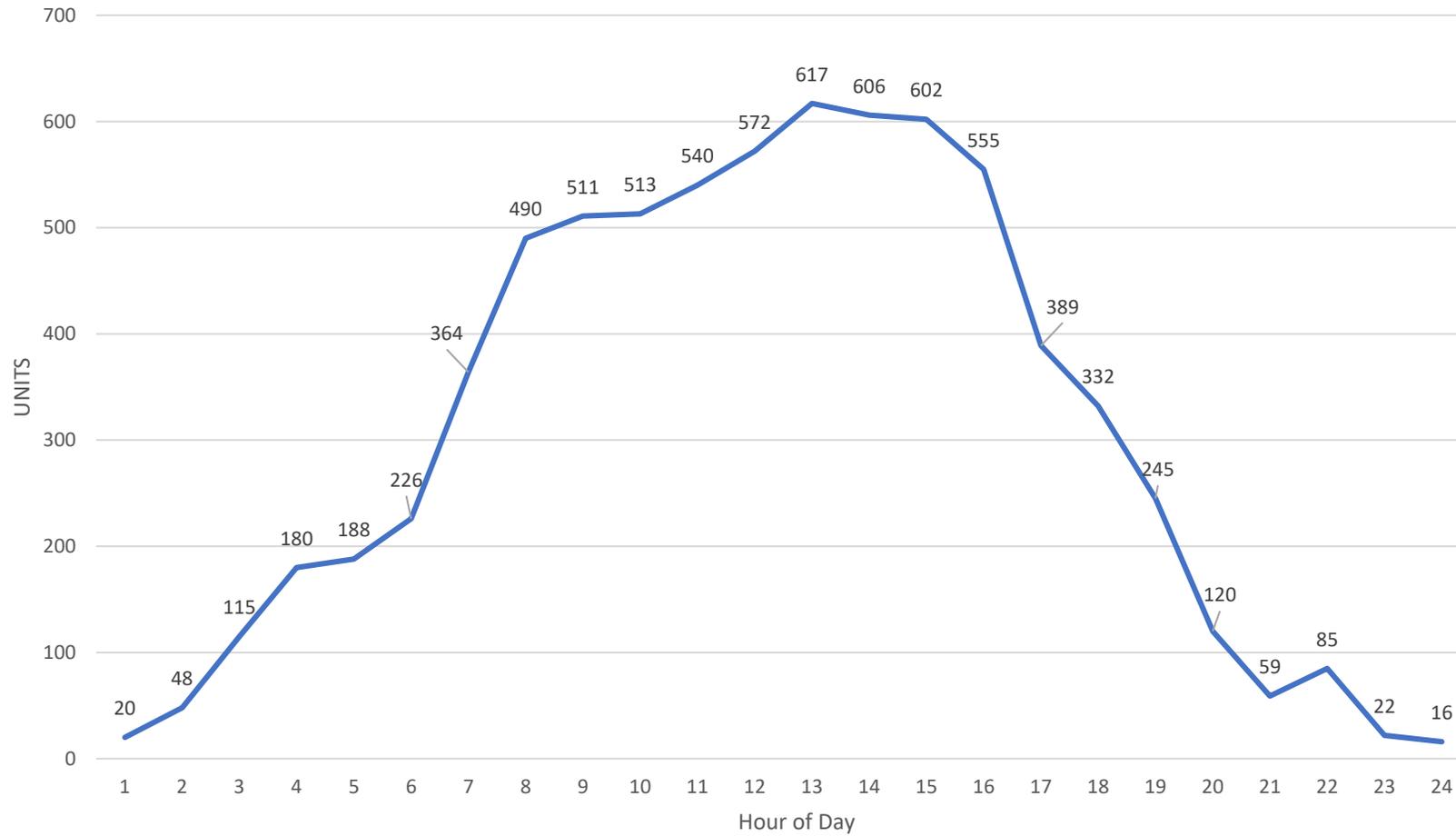
(Source: Populus Mobility Manager (free city dashboard, as of 8/27/2020))



Background, continued



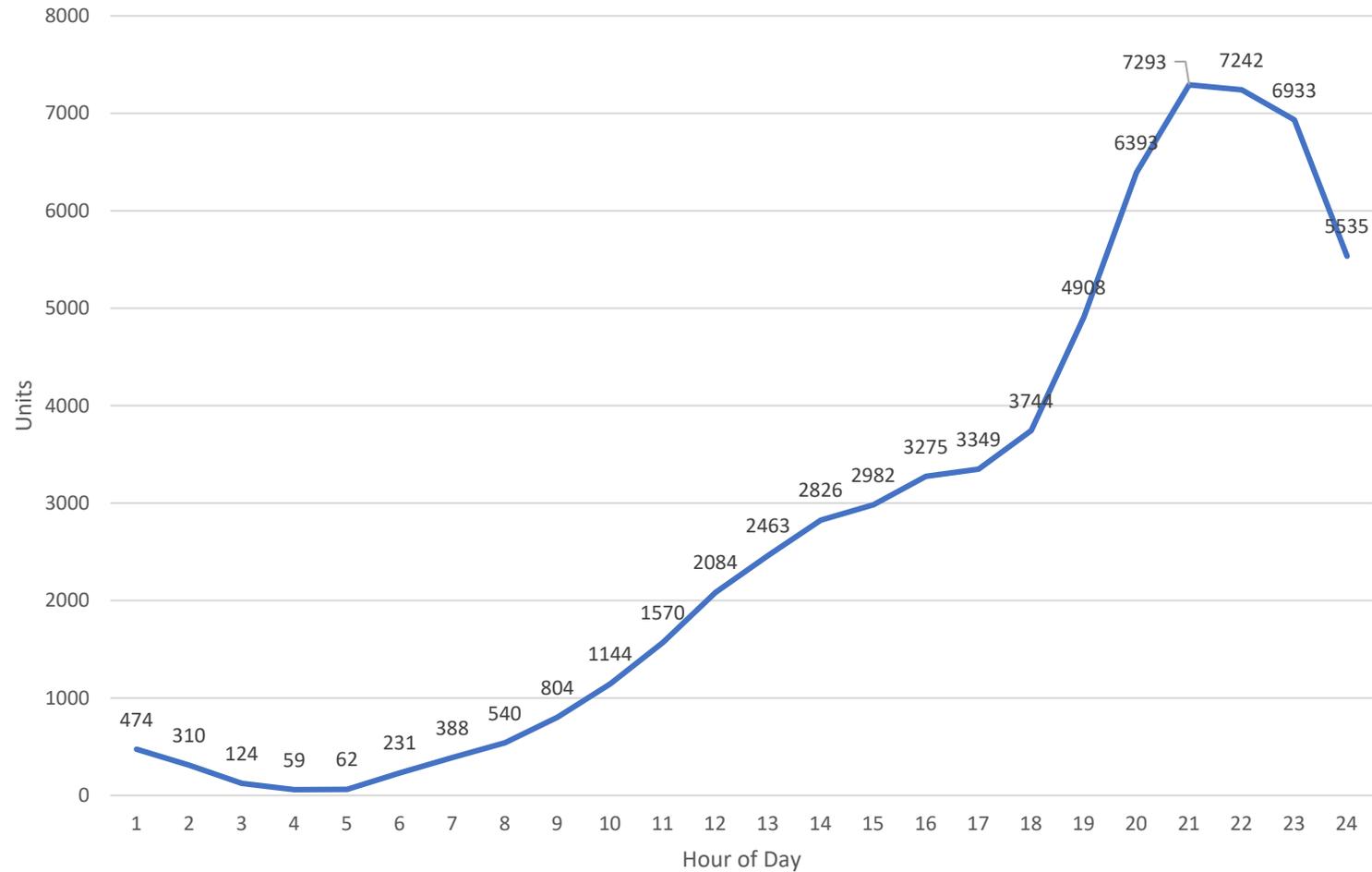
Average Scooter Trips Per Hour – Pre-COVID



Background, continued



Average Scooter Trips Per Hour – Post-COVID



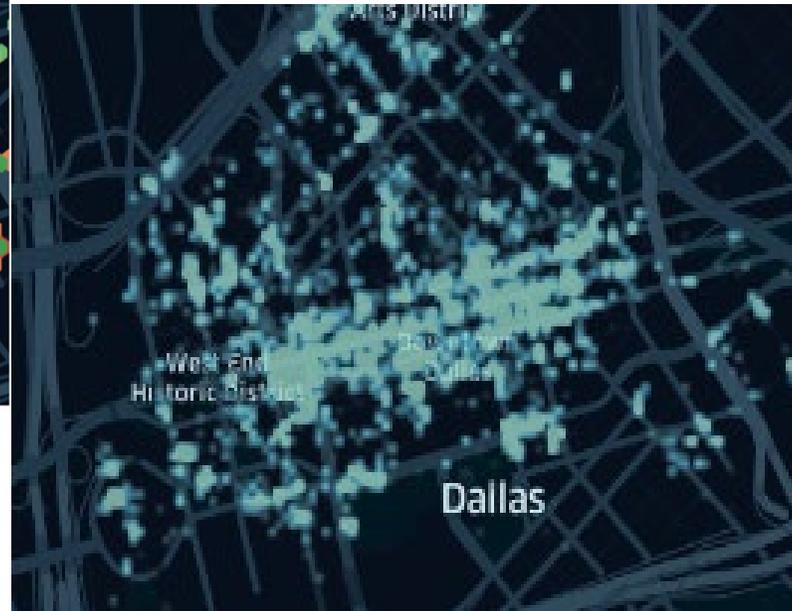
Background, continued



- Lime's Heat Map



- Bird's Heat Map



- Gotcha's Heat Map



Background, continued



Data Summary -

- Scooter operators provided the following hourly data:
 - Over 60% of trips in a day happen after 5PM
 - Bird's data reports trips after Midnight
 - Gotcha data reports "failed attempt" trips after Midnight
- July 2020 shows an increase in rides and units, especially in the downtown area
 - Main & Griffin
 - Main & Ervay
 - Main & Elm



Post Ordinance Update



- Since the updated ordinance was implemented in March 2020, the City of Dallas has experienced:
 - Riots and protests where scooters were used as weapons
 - City staff removed all scooters from the right-of-way based on the direction of the Dallas Police Department (DPD)
 - Concerns from DPD about illegal activity using the scooters
 - Large groups of youth riding after hours
 - Continued concerns from Public Improvement District (PID) representatives about illegal and dangerous riding
 - Including wrong way riding and a disregard for pedestrians on sidewalks



Compliance & Safety Concerns



- Operating in restricted areas.
 - Since the establishment of the 5:00 AM to 9:00 PM operating time in Deep Ellum, City staff, business owners and residents have yet to see full compliance by all vendors
 - After meeting with City staff, all vendors signed a letter of acknowledgement and understanding of the hours of operation on August 6, 2020.
 - The following weekend, City staff conducted a roundup of scooters found to be operating out of compliance in Deep Ellum



Compliance & Safety Concerns, continued



- Other areas of concern:
 - Scooters are ridden on the sidewalk in pedestrian heavy areas like Deep Ellum, Central Business District, and Uptown
 - Scooters are present in parks and on trails
 - Scooters do not have the required identification numbers



Dockless Mobility Program Concerns



- After reviewing the compliance issues, receiving numerous community email complaints, attending two meetings with District 2 & 14 City elected officials, public safety officials, businesses, PID's, and residents, the Director called for the temporary halting of the program.
- SEC. 43-174 (b) - The director shall enforce this article. Upon observing a violation of this article or the rules or regulations established by the director, the director shall take necessary action to ensure effective regulation of dockless vehicles.



Dockless Mobility Program Concerns



- To temporarily halt the program:
 - Meeting with all vendors
 - Provided three days for vendors to remove scooters.



Discussions with Operators and Stakeholders



- Staff has met with the following Public Improvement Districts (PIDs) impacted by the scooter operations to discuss scooter-related issues and to obtain their feedback:
 - Uptown Dallas, Inc.
 - Downtown Dallas, Inc.
 - Deep Ellum Foundation
- Staff has also met with each vendor operating in the city of Dallas:
 - Bird
 - Gotcha
 - Lime
 - Wheels



Discussions with Operators and Stakeholders, continued



- Topics discussed include:
 - Adherence to the hours of operation
 - Underage riders
 - Identification numbers
 - Number of units deployed on one block
 - Enforcement and user education



Staff Recommendation



- To address safety and compliance concerns, staff recommends the following steps by the vendors:
 - Ensure understanding of, and ability to comply with, the established hours of operation
 - Develop an equitable way to verify user age
 - Implement identification numbers on all scooters
 - Limit the number of units deployed on one block to eight (8) units per permit holder
 - Vendors participate in enforcement and user education



Staff Recommendation



- To address safety and compliance concerns, staff recommends the following steps by City Staff, in coordination with the PIDs:
 - Increase number of corrals
 - Vinyl stickers to educate against sidewalk riding



Next Steps



- Public meeting to be held the week of October 12, 2020
- Staff will continue to meet with vendors in order to refine findings and recommend actions to be included in the development of an RFP to select a limited number of preferred vendors
- Data RFP to be published





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Appendix



- Dockless Vehicle Curfew Acknowledgement Letter



August 6, 2020

Dear Dockless Vehicles Partners,

Pursuant to the Dallas City code, I hereby formally notify the dockless vehicle program operators in the City of Dallas of the updated hours of operation for dockless vehicles as passed by the Dallas City Council (200468) on March 25, 2020.

All dockless vehicle operations are to adhere to the following hours of operation:

5:00 AM to 9:00 PM in the Deep Ellum District; and

5:00 AM to 12:00 AM city-wide (except Deep Ellum District).

Please ensure that the appropriate geo-fence buffers are in place immediately, so that dockless vehicles will not operate after the restricted times within City of Dallas.

Please sign this document acknowledging your full understanding and commitment to compliance.

X _____

Failure to adhere to the revised ordinance may result in suspension and/or revocation of your permit to operate within the City of Dallas.

The City of Dallas appreciates your cooperation. Please feel free to contact me with additional questions or concerns via email at Michael.Rogers@DallasCityHall.com.

Michael Rogers

A handwritten signature in blue ink that reads "Michael Rogers".

Michael Rogers Aug 6, 2020 16:16 CDT

Director,
Department of Transportation

Department of Transportation
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