

Update on Dockless Mobility Program

**Transportation and
Infrastructure Committee**
February 18, 2020

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Overview

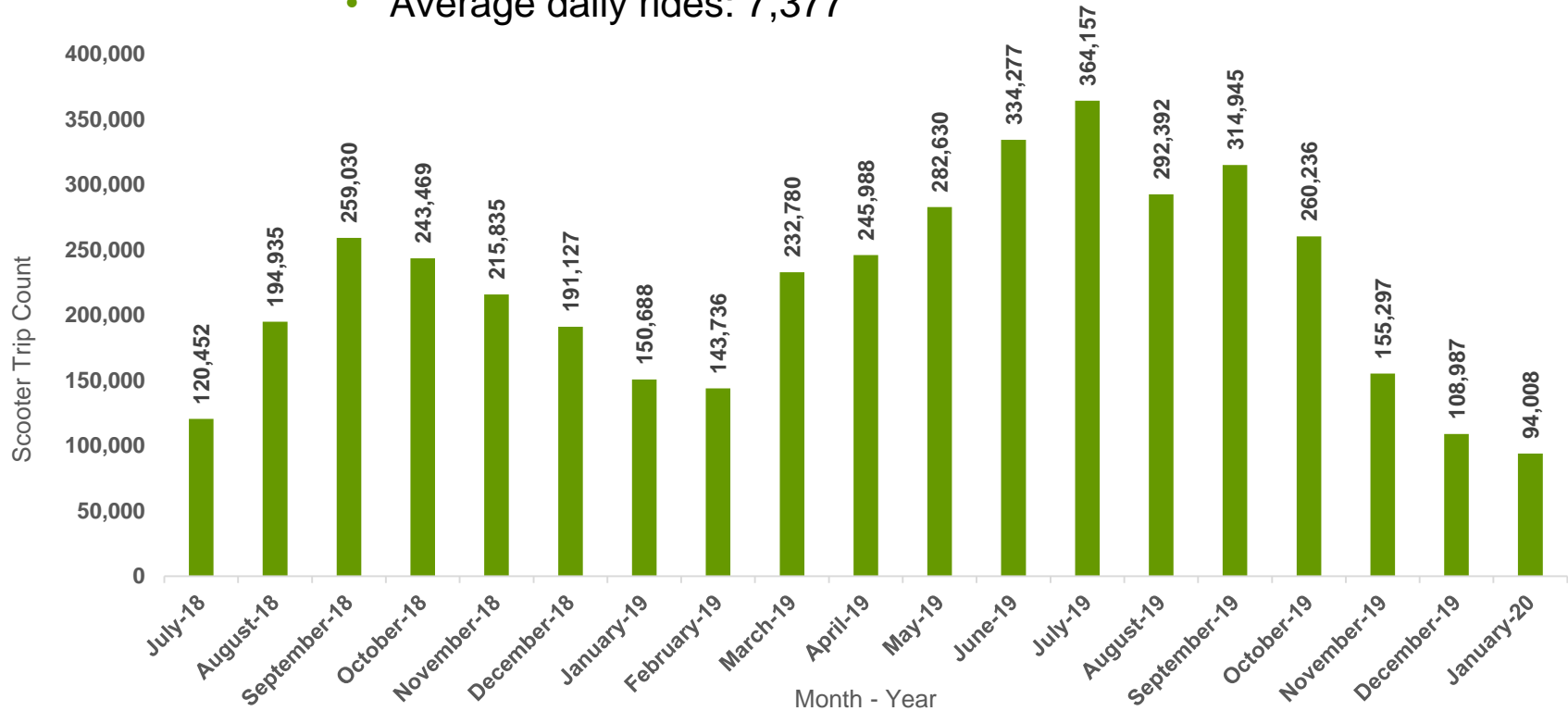
- Background on the Dockless Mobility Program
- Staff's Efforts to Address Concerns
- Discussions with Operators and Stakeholders
- Recommendations to Address Disorderly Parking
- Next Steps

Background on the Dockless Mobility Program

- The pilot for the Dockless program was set to expire on November 28, 2019, but was extended by the City Council for additional 4 months which will expire on March 31, 2020
- The City of Dallas currently has 5 approved scooter operators, with a total of 12,000 permitted units
- Staff has identified 3 major concerns during this pilot program:
 - Safety
 - Compliance
 - Infrastructure needs
- Current Fees:
 - \$808 annual operator permit fee
 - \$21 per unit annual fee

Background on the Dockless Mobility Program (continued)

- Total rides from July 2018 to January 2020: 4,204,969
- Average monthly rides: 221,314
- Average daily rides: 7,377

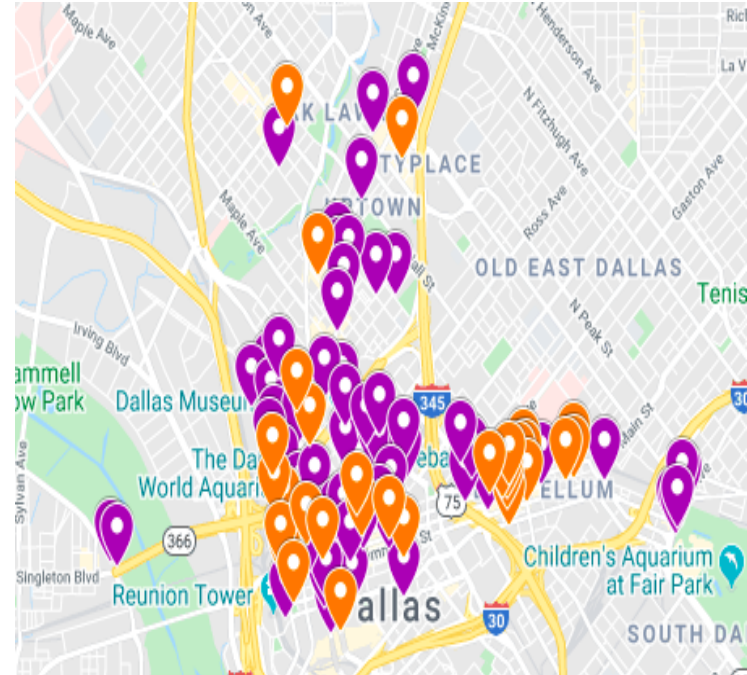
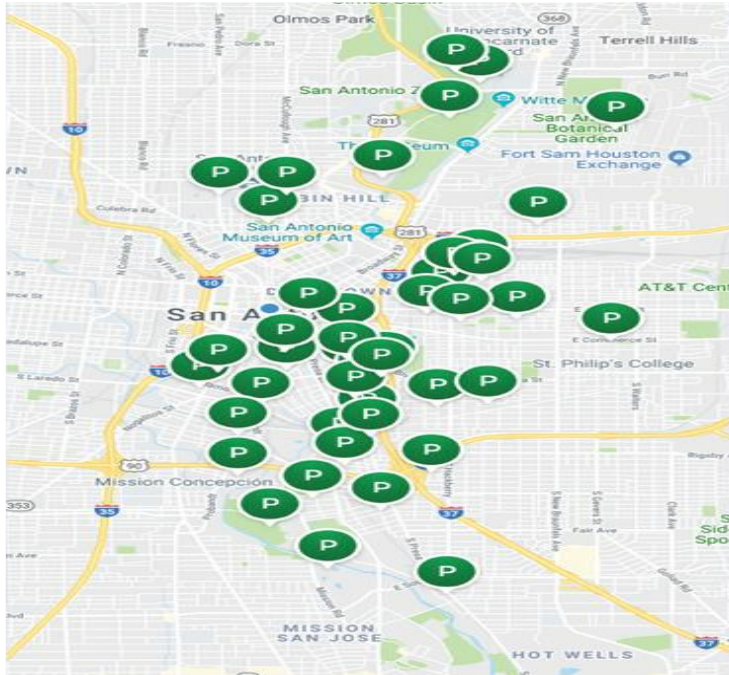


Staff's Efforts to Address Concerns

- Staff met with the following parties to discuss concerns, exchange ideas, and gather feedback to shape the program
 - Several Public Improvement Districts (PIDs)
 - Greater Dallas Planning Council
 - Scooter operators
- Topics of discussions were:
 - Hours of operation
 - “No Ride Zones”
 - Data sharing with the City
 - Enforcement
 - Collaboration between the City, operators, and the PIDs
 - Fee structure
 - Disorderly parking concerns

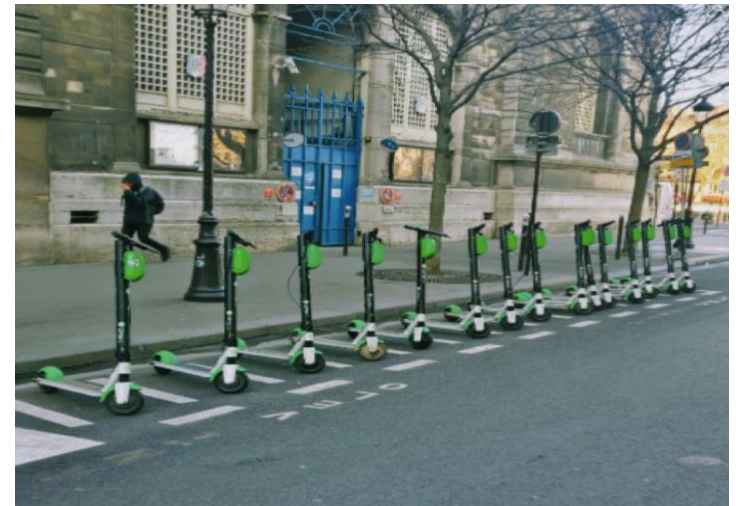
Staff's Efforts to Address Concerns (continued)

- City staff has identified over 100 locations throughout the Downtown, Deep Ellum, and Uptown areas for scooter and bike racks



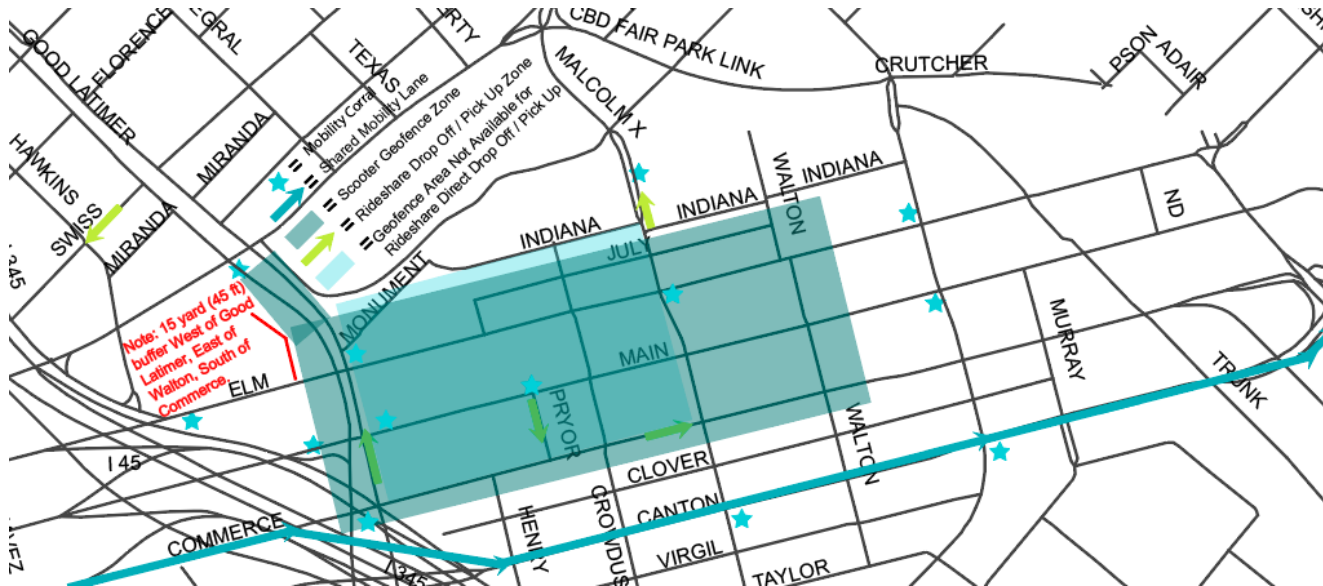
Staff's Efforts to Address Concerns (continued)

- Staff is working with the City Attorney's Office in developing the ordinance
- Staff has started drafting 3 different RFPs to obtain:
 - Scooter operators
 - Data vendor(s)
 - Scooter impound vendor



Discussions with Operators and Stakeholders

- City staff is recommending the following hours of operations based on the injury data:
 - 5:00AM to 11:30PM in the City of Dallas, with the exception of:
 - 5:00AM to 9:00PM for Deep Ellum (area shown below)



- Additional requests for restrictions:
 - Uptown Dallas, Inc. also requested “No Sidewalk Riding” for certain areas (they are still in the process of identifying the locations)

Discussions with Operators and Stakeholders (continued)

- No scooters shall be active or rentable outside of the allowed operational hours
- Scooter operators shall share live (Mobility Data Specification-MDS) data with the vendor(s) contracted by the City
- Staff can activate an area to be a “No ride” zone for a special event or special circumstances with a notice to the operators
- The hours of operation and the “No ride” zones will be digitally enforced through geofencing, and any dockless scooter found in violation will be impounded by the City or it’s contracted vendor

Discussions with Operators and Stakeholders (continued)

- Any units in violation of chapter 43, section 43-168 & 43-169 will be impounded by the City or its vendors if the violation is not addressed within the agreed upon time
- Any units in violation of ADA regulations, obstructing sidewalks, or causing a vehicular hazard, will be impounded if the violation is not addressed within the agreed upon time
- Staff and operators will collaborate and engage in community outreach to promote safety awareness for riders
- Operators will provide safety education to the riders and give out promotional safety gear (i.e. helmets) to the riders
- Staff will conduct periodic enforcement blitzes with parking enforcement team for rider's noncompliance



Discussions with Operators and Stakeholders (continued)

- Parking Enforcement team will enforce rider's compliance specific to the Dockless program (an amendment of the current ordinance is required. Currently DPD is the only entity allowed to issue moving violations in the City)
- A \$50 fee for impoundment, and \$25 daily storage fee after the first 24 hours will be charged to the operators to retrieve any impounded units

Utilization of Impound Vendor	
Name of the City	Impound vendor
Dallas	None
San Diego	Yes
Atlanta	Currently internal. In the process to contract vendor.
Phoenix	Yes
Denver	In Process
Santa Monica	Yes
Austin	In Process

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Recommendations to Address Disorderly Parking

- Recommendations to address disorderly parking concerns:
 - Designated parking locations for certain areas/ PIDs/ Districts, to pick-up or drop scooters. There is a fine for leaving a scooter outside the area and a “bounty” awarded to users who return scooter to a scooter parking location (Kelowna, British Columbia)
 - Certain block faces are prohibited from free-floating scooters (City of Aroura)
 - Certain blocks of the City require scooter rebalancing at the designated locations every 24 hours or less
 - Partnership with scooter operators, to gradually implement and enforce designated scooter parking areas digitally
 - Staff and scooter operators are notified of tipping events so that operators can address the issue immediately and align the scooter in proper way



Discussions with Operators and Stakeholders (continued)

- Staff and the operators have agreed on the following fee structure:
 - Operator's permit fee to be changed to \$1000 from \$808
 - Annual unit fee to be changed to \$30 from \$21
 - \$.20 per trip fee across The City

Fee Comparison with Other Cities

Name of the City	Dockless fee charged
Dallas	\$808 application, \$21/vehicle
Los Angeles	\$20,000 application, \$130/vehicle
Atlanta	\$12,000 application, \$200/vehicle
San Antonio	\$500 application, \$20/vehicle
Denver	\$15,000 application, \$30/vehicle
Portland	\$500 application, \$80/vehicle
Sacramento	\$4,440 application, \$136/vehicle
San Diego	\$5,141 application, \$75/vehicle
Austin	\$30,000 application, \$30/unit

Next Steps

- Continue to meet with all vendors and Council Members over the next two weeks.
- Refine findings and recommended actions to bring back to the Council Members.
- Prepare draft ordinance for the Dockless Mobility Program.
- Prepare RFPs to obtain scooter operators, data vendor and impound vendor.
- Provide recommendations to the full City Council for action on March 25, 2020.

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