Memorandum

DATE October 12, 2018

TO Honorable Mayor and Members of the City Council

SUBJECT Dockless Vehicles Program and Motorized Scooter Ordinance Update

On Wednesday, October 17, 2018, you will be briefed on the status of the Dockless Vehicles Program and Motorized Scooter Ordinance. The briefing materials are attached for your review.

If you have any questions or concerns, please Michael Rogers, Director of Transportation, at 214-671-9596.

Majed Al-Ghafry
Assistant City Manager

[Attachment]

C: T.C. Broadnax, City Manager
Chris Caso, City Attorney (I)
Carol A. Smith, City Auditor (I)
Bilierae Johnson, City Secretary
Preston Robinson, Administrative Judge
Kimberly Bizon Tolbert, Chief of Staff to the City Manager

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
Nadia Chandler Hardy, Assistant City Manager and Chief Resilience Officer
M. Elizabeth Reich, Chief Financial Officer
Directors and Assistant Directors

“Our Product is Service”
Empathy | Ethics | Excellence | Equity
Overview

• Dockless Vehicle Program
• Current Operators and Fleet Composition
• 311 Trends and 911 Reports
• Education and Enforcement
• Staff Recommendations
• Next Steps
Dockless Vehicle Program

• In June 2018 the Dallas City Council passed the Dockless Vehicle Ordinance and amended an existing City ordinance to remove a ban on the use of motor-assisted scooters

• Since Ordinance Adoption:
  • Three companies left the Dallas market (Ofo, Mobike, Spin)
  • Lime reduced its bicycle fleet and introduced scooters
  • Bird entered the market with scooters
  • Razor USA entered the market with scooters
Current Operators and Fleet Composition

- **Bird**
  - 3,000 scooters
- **Lime**
  - 1,000 bikes
  - 2,000 scooters
- **Razor USA**
  - 1,000 scooters
- **VBikes***
  - 500 bikes

* Permit application is currently under review
Data From Operators

- Ridership Data: July 1, 2018 to September 20, 2018

<table>
<thead>
<tr>
<th>Vehicle Type</th>
<th>Total Number of Trips</th>
<th>Total Distance Ridden (miles)</th>
<th>Average Trip Length (miles)</th>
<th>Average Trip Time (minutes)</th>
<th>Total Number of Vehicles in Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scooter</td>
<td>450,514</td>
<td>595,437</td>
<td>1.05</td>
<td>13.23</td>
<td>3,212</td>
</tr>
<tr>
<td>Bicycle</td>
<td>31,956</td>
<td>41,973</td>
<td>.65</td>
<td>19.67</td>
<td>632</td>
</tr>
<tr>
<td>All Types</td>
<td>482,470</td>
<td>637,410</td>
<td>.85</td>
<td>16.45</td>
<td>3,844</td>
</tr>
</tbody>
</table>

Data provided by Bird and Lime
Data From Operators

- Ridership Comparison

<table>
<thead>
<tr>
<th>Vehicle Type</th>
<th>Total Number of Trips</th>
<th>Time Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scooter</td>
<td>245,758</td>
<td>Approx: 3 months</td>
</tr>
<tr>
<td>Bicycle</td>
<td>481,406</td>
<td>Approx: 11 months</td>
</tr>
</tbody>
</table>

Data provided by Lime
311 Report Trends

Bike Share Comments Received (9/17 - 9/18)
311 Report Trends

Scooter Comments Received (7/18 – 9/18)

- July 2018
- August 2018
- September 2018

Scooter Comments Received (7/18 - 9/18)
## 911 Reports

- All Reported Crashes since July 1, 2018

<table>
<thead>
<tr>
<th></th>
<th>Fatal</th>
<th>Injury</th>
<th>Property Damage Only</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motor Vehicle</td>
<td>23</td>
<td>1,707</td>
<td>3,578</td>
<td>5,308</td>
</tr>
<tr>
<td>Motorcycle</td>
<td>5</td>
<td>62</td>
<td>8</td>
<td>75</td>
</tr>
<tr>
<td>Pedestrian</td>
<td>8</td>
<td>93</td>
<td>2</td>
<td>103</td>
</tr>
<tr>
<td>Bicycle</td>
<td>2</td>
<td>35</td>
<td>6</td>
<td>43</td>
</tr>
<tr>
<td>Motorized Scooter</td>
<td>0*</td>
<td>4</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>38</td>
<td>1901</td>
<td>3,594</td>
<td>5,533</td>
</tr>
</tbody>
</table>

* Possible incident under investigation
911 Reports

• Electronic Patient Care Reports (ePCR)* Involving Bicycles and Scooters (May 2018 – September 2018)

<table>
<thead>
<tr>
<th></th>
<th>Bicycle Mentioned</th>
<th>Scooter Mentioned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Noted as Rented</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Unknown if Rented</td>
<td>41</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>43</td>
<td>13</td>
</tr>
</tbody>
</table>

* ePCR is the reporting system paramedics use to document their patient assessment
Enforcement and Education

- Trail Signage
- Public Service Announcements
- Targeted Sweeps
  - Address improperly parked bikes and scooters
  - Provide warnings for improper riding
- Continued coordination with stakeholders and other City departments
Staff Recommendations

• Extend the motorized scooter trial period for an additional six months to:
  • Continue to study key issues related to dockless bikes and scooters
  • Refine education and enforcement strategies
  • Collect ridership data
  • Engage a third party to ensure compliance and evaluate fees and expected performance metrics
Staff Recommendations

- Implement a third party pilot to provide visual & virtual verification of data including, but not limited to:
  - Analyzing and processing data provided by operators
  - Developing deployment/parking strategies
  - Developing a funding model/fee for scooters/enforcement
  - Developing performance metrics aligned with the City’s goals of mobility and safety
  - Recommending citation mechanism on ordinance requirements
Next Steps

• Mobility Solutions, Infrastructure & Sustainability Committee, approved a motion on October 8, 2018 to amend the motorized scooter ordinance to extend the duration of the program through June 2019.

• City Council consideration of the proposed motorized scooter ordinance amendment to be placed on a future agenda.
  • If no action, the current ordinance will ‘sunset’ on December 27, 2018.
Dockless Vehicles Program and Motorized Scooter Ordinance Update

City Council Briefing
October 17, 2018

Michael Rogers, PWLF Director
Department of Transportation