



City of Dallas

Shared Dockless Vehicle Program Rule Changes

**Public Hearing
April 10, 2024**

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Department of Transportation

Presentation Overview



- ▷ **PURPOSE**
- ▷ **2023-2024 RELAUNCH SUMMARY**
 - Defining “Shared Dockless Vehicles”
 - City Code Regulations vs Program Rules
 - Relaunch Summary: May 2023-March 2024
- ▷ **OVERVIEW OF PROPOSED PROGRAM RULE CHANGES**
- ▷ **NEXT STEPS & PUBLIC COMMENT**

Purpose



Present an overview of the proposed Shared Dockless Vehicle Program Rules changes and receive public comment.

Proposed changes were vetted by the Micromobility Working Group.





2023-2024 RELAUNCH SUMMARY

Defining “Shared Dockless Vehicles”



- ▶ Motor-assisted scooters or electric bicycles available in the public right-of-way for members of the public to rent.
- ▶ “Dockless” signifies that vehicles do not require fixed “stations” for riders to start or end rides.
- ▶ Used for short point-to-point trips to commute, connect to public transit, visit local businesses, and more.

City Code Regulations vs Program Rules



- ▶ **City Code Sec. 9.1 and Sec. 28.41.1.1**
 - Establishes traffic and parking regulations riders of bicycles, electric bicycles, motor-assisted scooters and similar devices, whether privately owned and rented.

- ▶ **City Code Chapter 43, Article X**
 - Establishes the Shared Dockless Vehicle Permit and makes it illegal to operate a shared dockless vehicle service without a permit.
 - Gives the director of the department overseeing program authority to develop rules, and it establishes rules adoption and appeals process. Allows the director to limit the number of devices and operators.

- ▶ **Shared Dockless Vehicle Program Rules (Changes Proposed)**
 - Establishes specific rules for the Permit Program and specific rules that operators must adhere to.

Relaunch Summary



- ▷ “Soft launch” of dockless vehicles occurred on 5/24/23.
- ▷ Official relaunch of dockless vehicles occurred on 5/31/23.
- ▷ Permitted companies were Lime, Bird, and Superpedestrian.
- ▷ Each operator was permitted to deploy 500 vehicles.
- ▷ Operators have not met current qualifications for fleet increases.
- ▷ Superpedestrian has filed for bankruptcy and ceased operations as of 12/31/2023.
- ▷ Program Rules and deployment allowances were not amended for Bird or Lime with the departure of Superpedestrian.
- ▷ Applications for 2024-2025 operating permits opened 4/3/24 and will close 4/22/24.
- ▷ 2024-2025 operating permits will take effect on 5/24/24.

2023-2024 Ridership



Total Rides (6/1/23-3/31/24):

- ▷ 294,584 Trips
- ▷ 327,945 Miles

Average Trip:

- ▷ 1.13 Miles
- ▷ 14.5 Minutes

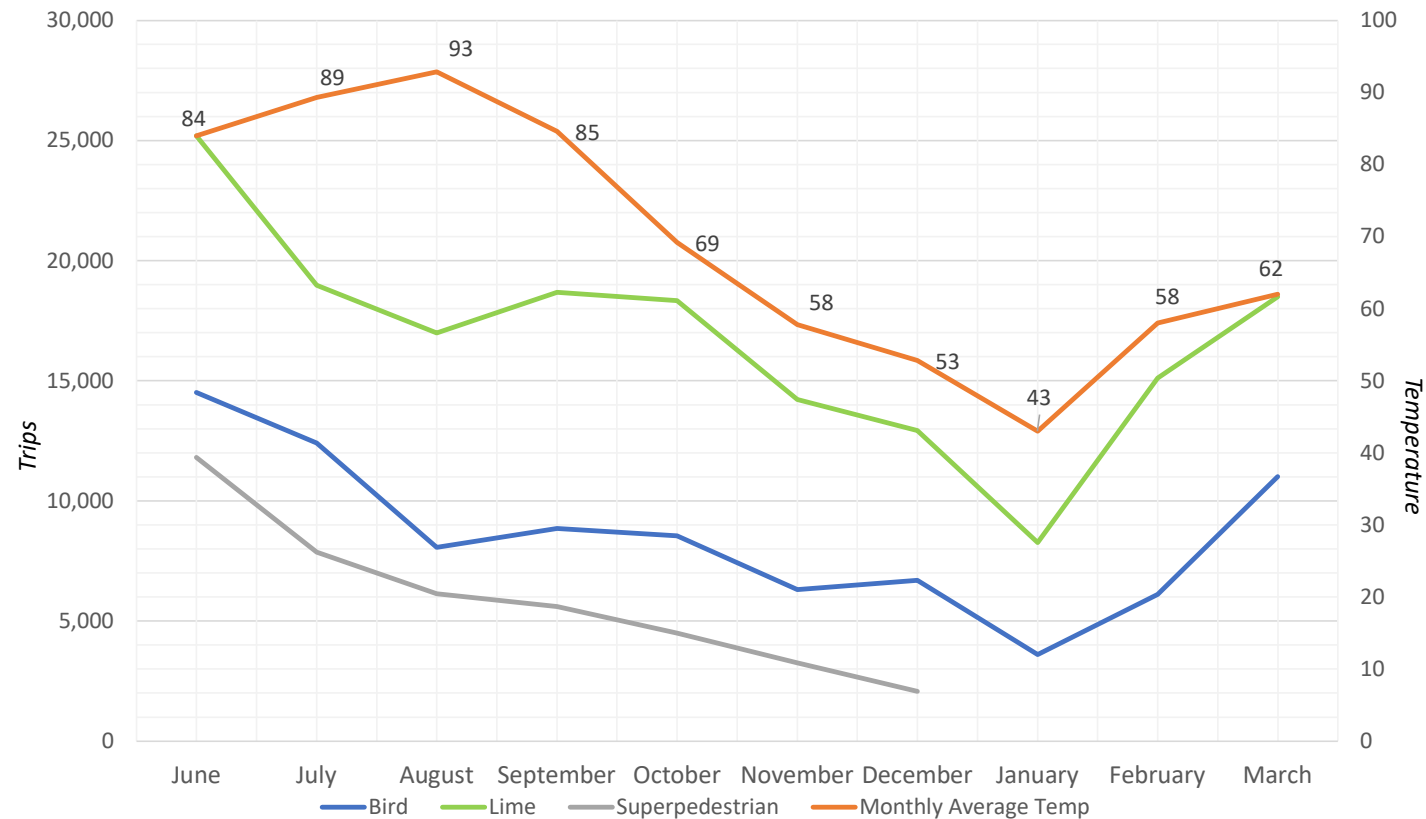
Highest Ridership:

- ▷ June 2023
- ▷ Average Temperature: 84 Degrees*

Lowest Ridership:

- ▷ January 2024
- ▷ Average Temperature: 43 Degrees*

Rides By Month and Average Monthly Temperature* (6/1/23-3/31/24)



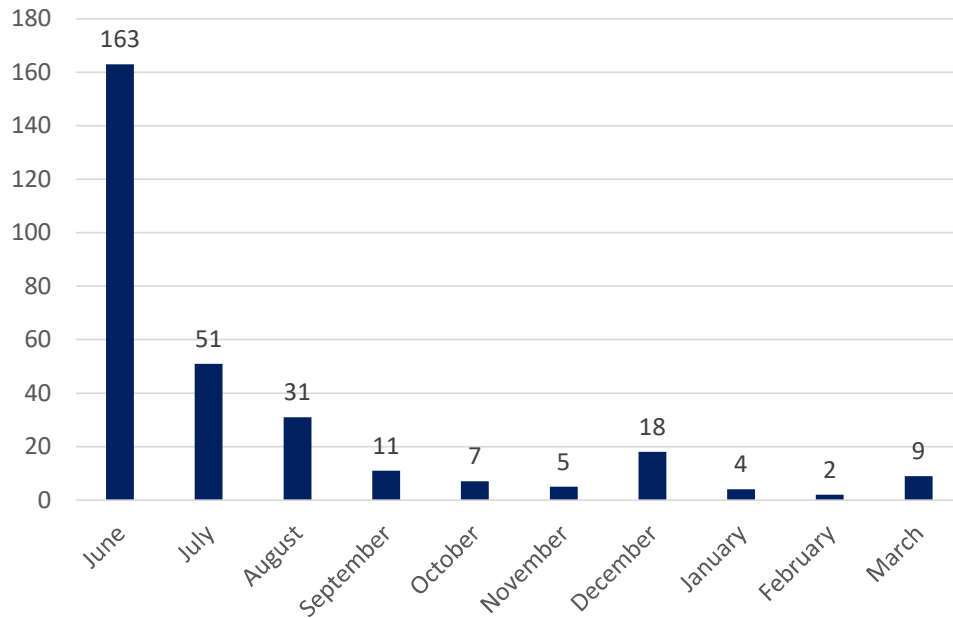
*Source: National Weather Service DFW Monthly and Annual Average Temperatures

2023-2024 Compliance

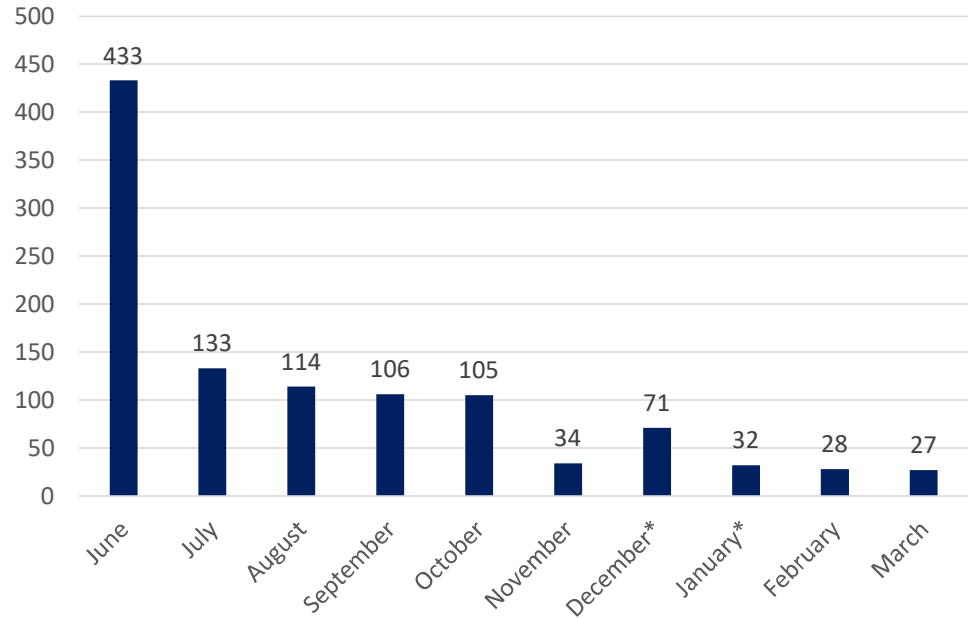


- A formal warning letter was sent to all operators in July 2023.
- Compliance has continued to improve with Bird and Lime.

Curfew, Vehicle Cap, Central Dallas Rebalance, and Equity Zone Deployment Violations by Month



311 Submissions by Month

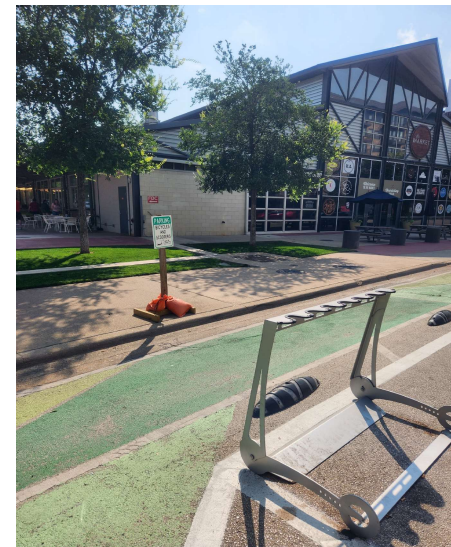
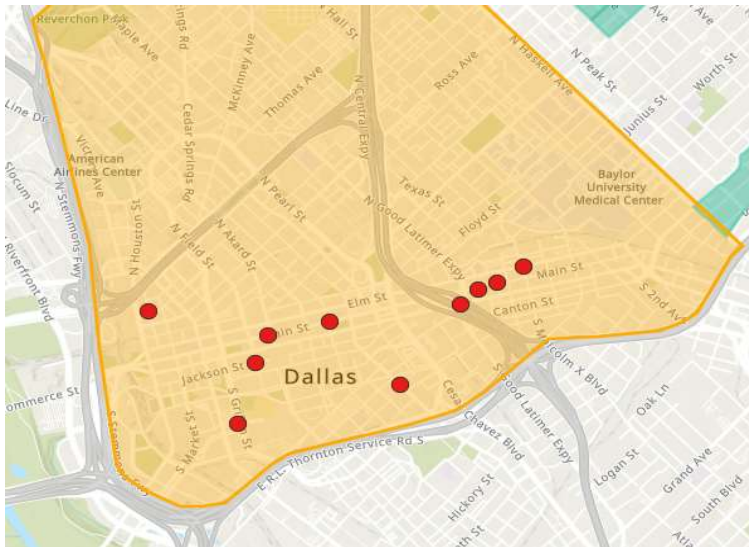


*A 311 reporting outage affected submission counts from about 12/20 to 1/10 9

2023-2024 Fees



- ▶ Per-ride fees have generated \$62,522.60 between relaunch and 3/31/24 (\$0.20/ride).
 - ▶ Funds used for parking corral installation, data vendor, and staff costs.
- ▶ Eight parking corrals have been installed in Downtown and Deep Ellum since program relaunch.
- ▶ Staff is working with key stakeholders to install more corrals within the city.





OVERVIEW OF PROPOSED PROGRAM RULE CHANGES

Section 4 – Fleet Size and Distribution



Part C. Maximum number of units an operator may deploy

Problem:

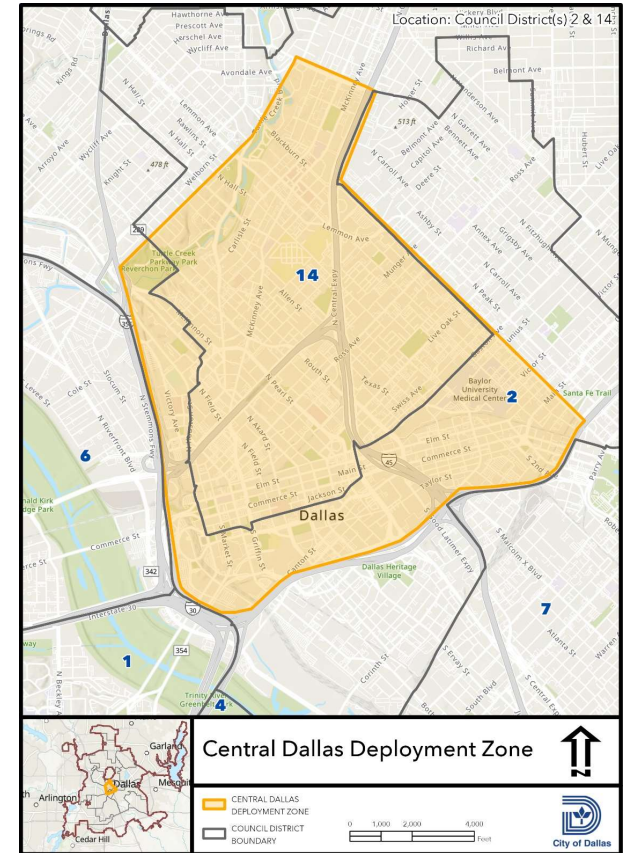
- ▶ Current requirement to increase maximum deployment (3-month average of 3 rides/vehicle/day for entire city) is too high for current state of dockless vehicle use in the city and country.
- ▶ The national average rides/vehicle/day is 0.6 rides/vehicle/day (NACTO, 2023).
- ▶ Since relaunch, rides/vehicle/day per-operator city-wide has ranged from 0.29 to 1.74 monthly.

Edit:

- ▶ Change the threshold for increasing the maximum deployment to a **3-month average of 1.5 rides/vehicle/day in the Central Dallas Deployment Zone.**

Goal of Proposed Edit:

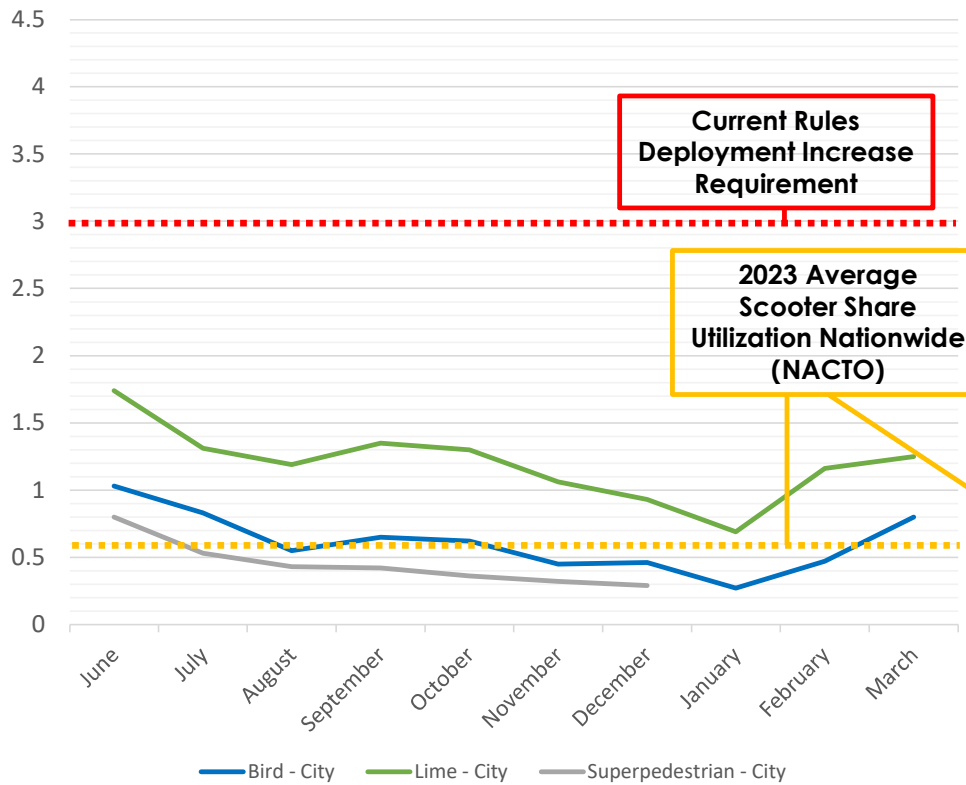
- ▶ Focus on the area of the city with the greatest demand and highest rates of ridership as metric of success.
- ▶ Align with peer city program rules (Seattle uses 1.5 rides/vehicle/day).



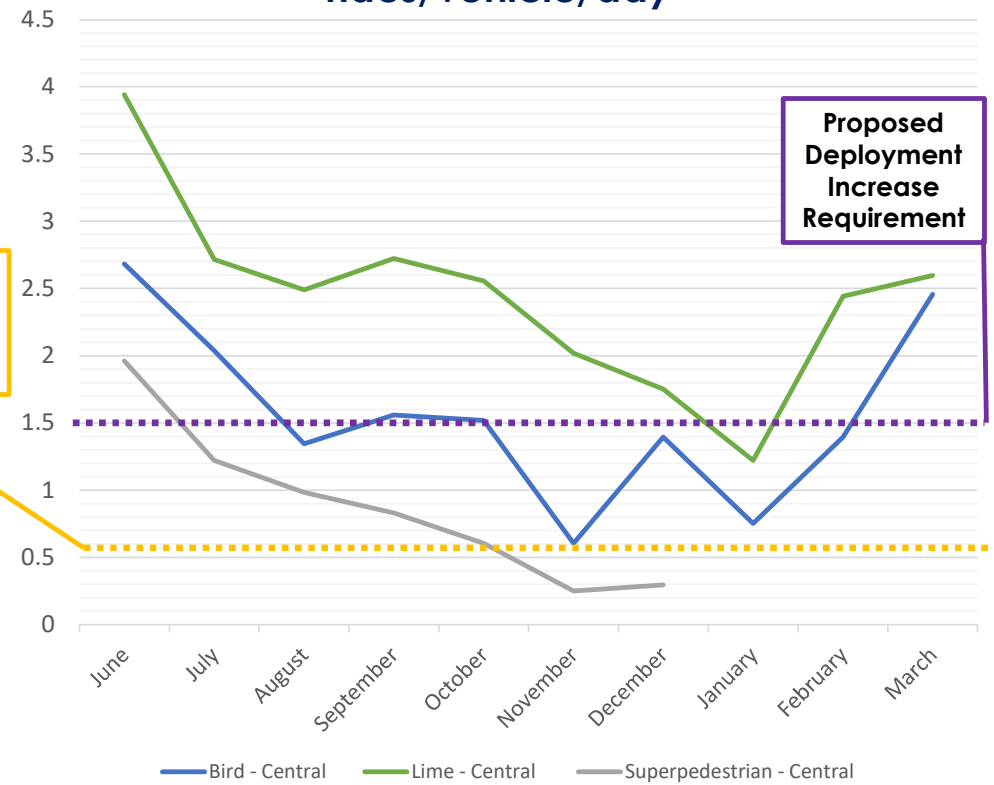
Utilization (rides/vehicles/day) By Month



June 2023-March 2024
City-Wide rides/vehicle/day



June 2023-March 2024
Central Dallas Deployment Zone rides/vehicle/day



Section 4 – Fleet Size and Distribution



Part E. Minimum average of trips per day

Problem:

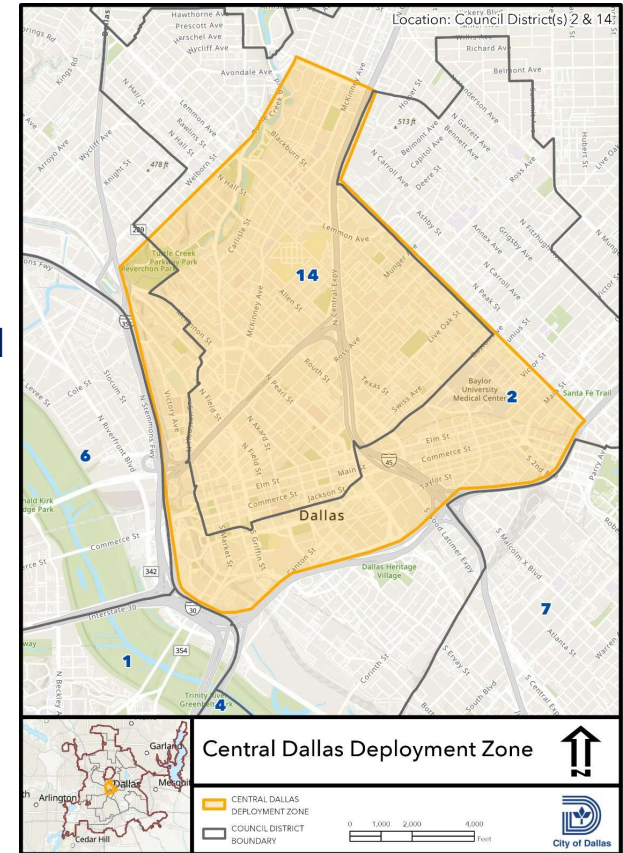
- ▶ The current minimum ridership threshold requirement that operators must meet is too high for current state of dockless vehicle use in the city and country.
- ▶ The national average rides/vehicle/day is 0.6 rides/vehicle/day (NACTO, 2023).
- ▶ Since relaunch, rides/vehicle/day per-operator city-wide has ranged from 0.29 to 1.74 monthly.

Edit:

- ▶ Reduce minimum average ridership threshold from 2 rides/vehicle/day city-wide to **1.2 rides/vehicle/day in the Central Dallas Deployment Zone**, determined by monthly usage, or operator may be required to relocate or remove a portion of their units.

Goal of Proposed Edit:

- ▶ Focus on the area of the city with the greatest demand and highest rates of ridership as metric of success.
- ▶ Better reflect observed ridership trends.



Section 4 – Fleet Size and Distribution



Part F. Rebalancing distribution requirements

Problem:

- ▶ Ridership and demand for vehicle availability are highest in the Central Dallas Deployment Zone.

Edit:

- ▶ A maximum of 25% of an operator's total number of **permitted** (edit from “deployed”) shared dockless vehicle units shall be deployed in the Central Dallas Deployment Zone (CDZ) at any given time.

Goal of Proposed Edit:

- ▶ “Hard number” ensures consistent compliance with vehicle cap for operators.
- ▶ Ensures consistent vehicle availability for riders in the Central Dallas Deployment Zone.



Section 4 – Fleet Size and Distribution



Part F. Rebalancing distribution requirements

Problem:

- ▶ The level of demand for vehicles to ride in the Central Dallas Deployment Zone is not always met by the current 25% cap.

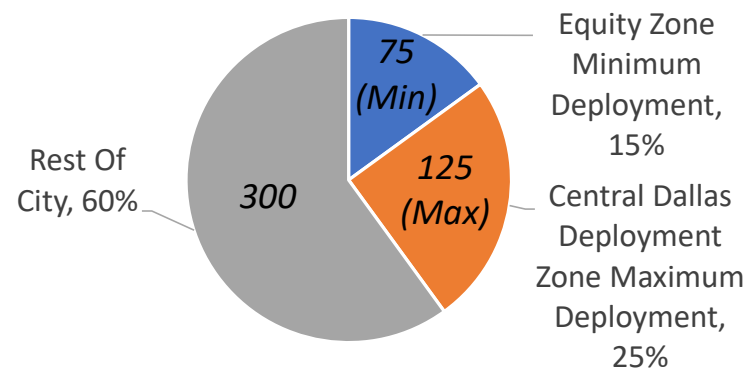
Edit:

- ▶ Add to Section: Program staff may implement a **one-time pilot** per permit cycle to increase the maximum percentage of an operator's total number of permitted vehicles allowed in the Central Dallas Deployment Zone from 25% to up to 35% with the director's approval for 45 days.
- ▶ A successful pilot includes: if the average number of trips per vehicle per day is greater or equal to 1.5, and the operator remains in good standing. A successful pilot **may** result in staff recommending a program rules amendment.

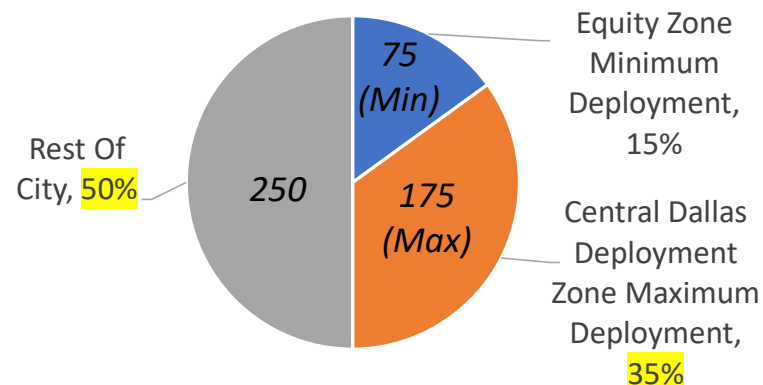
Goal of Proposed Edit:

- ▶ Allow program staff to test if ridership will increase with more vehicle availability on a pilot basis.

Current Rules (500 Vehicles):



Central Dallas Deployment Zone 45-Day Pilot (500 Vehicles):



Section 5 – Equipment



Part A. Design approval (New)

Problem:

- ▶ There is no formal requirement that staff confirm that vehicles display the required information in the Program Rules before being deployed on city streets.

Edit:

- ▶ Before the beginning of each permit cycle, as well as in the event of vehicle rebranding or redesign, operators must submit the design and placement of each of the required information on their vehicle as presented in Section 5 for staff approval before vehicles may be deployed in the City of Dallas.

Goal of Proposed Edit:

- ▶ Ensure that all required information is present on the vehicle as required, as well as legible to the public when a vehicle is both moving and parked.



Section 6 – Operations



Part A. Hours of operation

Problem:

- ▶ There are varying practices between operators regarding ride cut-off times to adhere to the 9:00 curfew that can cause public confusion on the official shut-off time of dockless vehicles.

Edit:

- ▶ Units may only be available to users to **start a ride** from 5:00 am **to 8:45 pm** daily. **All rides must end by 9:00 pm.**

Goal of Proposed Edit:

- ▶ Standardize the time that operators stop allowing new rides.
- ▶ Ensure all vehicles are adhering to the 9:00 pm curfew.
- ▶ Cut-off time of 8:45 pm is based on the average trip length of 14.5 minutes.



Section 7 - Parking



Part G. Idle devices

Problem:

- ▶ Operators have identified that the current rules regarding idle devices are detrimental to operations.
- ▶ Ridership outside of the Central Dallas Deployment Zone is lower and less frequent.

Edit:

- ▶ An operator shall remove or relocate any shared dockless vehicle **in the Central Dallas Deployment Zone** (edit from a city-wide requirement) that is left unutilized at the same location for two or more consecutive days.
- ▶ Add to Section: An operator shall remove or relocate any shared dockless vehicle **outside of the Central Dallas Deployment Zone** that is left unutilized at the same location for **five or more consecutive days**, unless the vehicle is reported as a 48 Hour Parking Violation. If the vehicle is reported, then it must be relocated within 311 service request timeframe (4 hours).

Goal of Proposed Edit:

- ▶ Allow for vehicles to be available for rides outside the Central Dallas Deployment Zone for longer amount of time.
- ▶ Ensure vehicles in the Central Dallas Deployment Zone retain the current rebalancing frequency.
- ▶ Allow for vehicles to still be removed at citizen's request after 2 or more days outside of Central Dallas Deployment Zone.



Section 7 - Parking



Part H. Complaint response times

Problem:

- ▶ City staff are expected to close out 311 Service Requests internally within two business days.
- ▶ Delays in operator communication in the past have resulted in late Service Request closings.

Edit:

Add: Operator Communication Time Requirements to Staff

- ▶ Operator must inform program staff of complaint's resolution in writing within **24 hours of completion** by email or by another method approved by program staff.
- ▶ Continuous overdue completion notifications may result in a reduction of the operator's allowable deployment units at the Director's discretion.

Goal of Proposed Edit:

- ▶ Formalize the communication time requirement between operators and staff.
- ▶ Provide timely responses to constituents once an issue has been resolved.



Section 7 - Parking



Part J. Parking audit (New)

Problem:

- ▶ Staff do not have a way in the current Program Rules to to evaluate if an operator is properly reviewing post-trip photos.

Edit:

- ▶ Program staff, at the Director's discretion, may trigger an audit of an operator's end-of-trip photos to ensure that photos have been properly evaluated for compliance with City policies on proper parking.
- ▶ Staff may request post-trip photos that were deemed as compliant parking (no action was needed to correct the device's parking in the field) from specific dates from an operator for evaluation.
- ▶ If more than 5% of submitted photos show non-compliant parking, staff may reduce the operator's total number of permitted vehicles.

Goal of Proposed Edit:

- ▶ Improve parking compliance and street tidiness.
- ▶ Policy will be based off Seattle's current parking audit policy (3% or more not in compliance fails). Higher threshold reflects the smaller ridership pool in Dallas.



Section 9 – Data Sharing



Part M. Monthly discipline report (New)

Part N. Monthly unique and repeat ridership report (New)

Problem:

- ▶ Staff do not have regular reports about discipline or unique ridership data to understand the state of dockless vehicle riding in the city.

Edit:

- ▶ Add requirement for operators to provide data about the number of warnings, fines, and suspensions issued to users in the past month.
- ▶ Add requirement for operators to provide ridership data for unique (first time riding in Dallas) riders from the past month, as well as repeat riders from the past month, three months, and twelve months.

Goal of Proposed Edit:

- ▶ Allow staff to have up-to-date discipline and ridership data available for public inquiry about the program.



Section 11 – Compliance & Enforcement



Part C-M:

Problem:

- ▶ Current Program Rules do not allow for flexibility in bringing enforcement action against operators when demonstrably false or incorrect complaints are submitted, there is an error by the City's data vendor, etc.

Edit:

- ▶ Change **“will” statements to “may” statements** and add qualifier **“Upon investigation”**.
 - ▶ Ex: Upon investigation, an operator's operating authority permit will may be automatically suspended if the number of incidents averages 20 per day in a seven-day period.

Goal of Proposed Edit:

- ▶ Provide flexibility if unforeseen situations arrive while maintaining specific metrics needed to enable objective enforcement.





NEXT STEPS & PUBLIC COMMENT

Next Steps



- ▶ The Shared Dockless Vehicle Program Rules will be posted on the City Secretary's Bulletin Board at City Hall for 10 days. After 10 days, on April 20, 2024, the rules will go into effect. No council approval is necessary for Program Rule changes.
- ▶ The rules will also be posted on the City's Shared Dockless Vehicle webpage:
<https://bit.ly/DocklessVehicles>.
- ▶ Members of the public can submit comments on the rules to: DDOTPlanning@dallas.gov until April 20, 2024.

Public Comment



- ▷ Comments
- ▷ Feedback





City of Dallas

Proposed Shared Dockless Vehicle Program Rules

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