



City of Dallas

Proposed Shared Dockless Vehicle Program Rules

**Public Hearing
July 21, 2022**

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Presentation Overview



- ▷ **PURPOSE**

- ▷ **BACKGROUND**

- PROGRAM EVALUATION: FALL 2021-SPRING 2022
- CITY CODE REGULATIONS VS PROGRAM RULES
- IDENTIFIED ISSUES

- ▷ **OVERVIEW OF THE PROPOSED RULES**

- ▷ **NEXT STEPS & PUBLIC COMMENT**

Purpose



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





BACKGROUND

Program Evaluation: Fall 2021-Spring 2022



PHASE 1: ESTABLISH TRANSPORTATION & INFRASTRUCTURE COMMITTEE (TRNI) MICROMOBILITY WORKING GROUP

- ▷ TRNI Committee Briefing Memo (9/16/2021)
- ▷ Working Group Meeting #1 (11/22/2021)

PHASE 2: IDENTIFY OUTSTANDING ISSUES TO BE ADDRESSED

- ▷ Working Group Meeting #2 (12/6/2021)
- ▷ Request for Operator feedback (12/7/2021)

PHASE 3: REVIEW BEST PRACTICES, DEVELOP RECOMMENDATIONS

- ▷ Working Group Meeting #3 (12/10/2021)
- ▷ Working Group Meeting #4 (1/10/2022)
- ▷ Working Group Meeting #5 (1/31/2022)
- ▷ Request for Operator feedback (2/7/2022)
- ▷ TRNI Committee Briefing (2/22/2022)
- ▷ Working Group Meeting #6 (2/28/2022)

PHASE 4: FINALIZE RECOMMENDATIONS, EDIT PROGRAM MATERIALS

- ▷ Working Group Meeting #7 (5/2/2022)
- ▷ Working Group Meeting #8 (5/12/2022)
- ▷ Request for Operator Feedback (5/17/2022)
- ▷ City Council Briefing (6/15/2022)

PHASE 5: ADOPTION OF CITY CODE CHANGES AND NEW SHARED DOCKLESS VEHICLE PROGRAM RULES

- ▷ City Council adopts City Code updates (6/22/2022)
- ▷ **Public Hearing on Proposed Shared Dockless Vehicle Program Rules (7/21/2022)**
- ▷ Shared Dockless Vehicle Program Rules go into effect (7/31/2022)

PHASE 6: RELAUNCH THE PROGRAM

Identified Issues



Key Issues

1. Too many vehicles and operators to effectively manage
2. Lack of efficient permitting/fee collection process
3. Late night riding leading to illegal activity
4. Challenges with quickly incorporating lessons learned, responding to changing conditions
5. Low scooter availability in low-income
6. Need to establish No Ride and Slow Ride Zones
7. Improperly parked vehicles and sidewalk clutter
8. Illegal rider behavior
9. Operator non-compliance – need to better define graduated penalties

Developing Recommendations



Best Practices: Case Study Cities

STUDY CITIES:

Denver, CO
Austin, TX
Portland, OR
Washington, D.C.
Chicago, IL
San Fransico, CA
San Antonio, TX
Atlanta, GA
Seattle, WA
Minneapolis, MN



Working Group Recommendations

Current Recommendations



Operator Feedback



TRNI Committee Feedback

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 (Proposed)**
 - Establishes specific rules for the Permit Program and specific rules that operators must adhere to.



OVERVIEW OF THE PROPOSED RULES

Recommendations

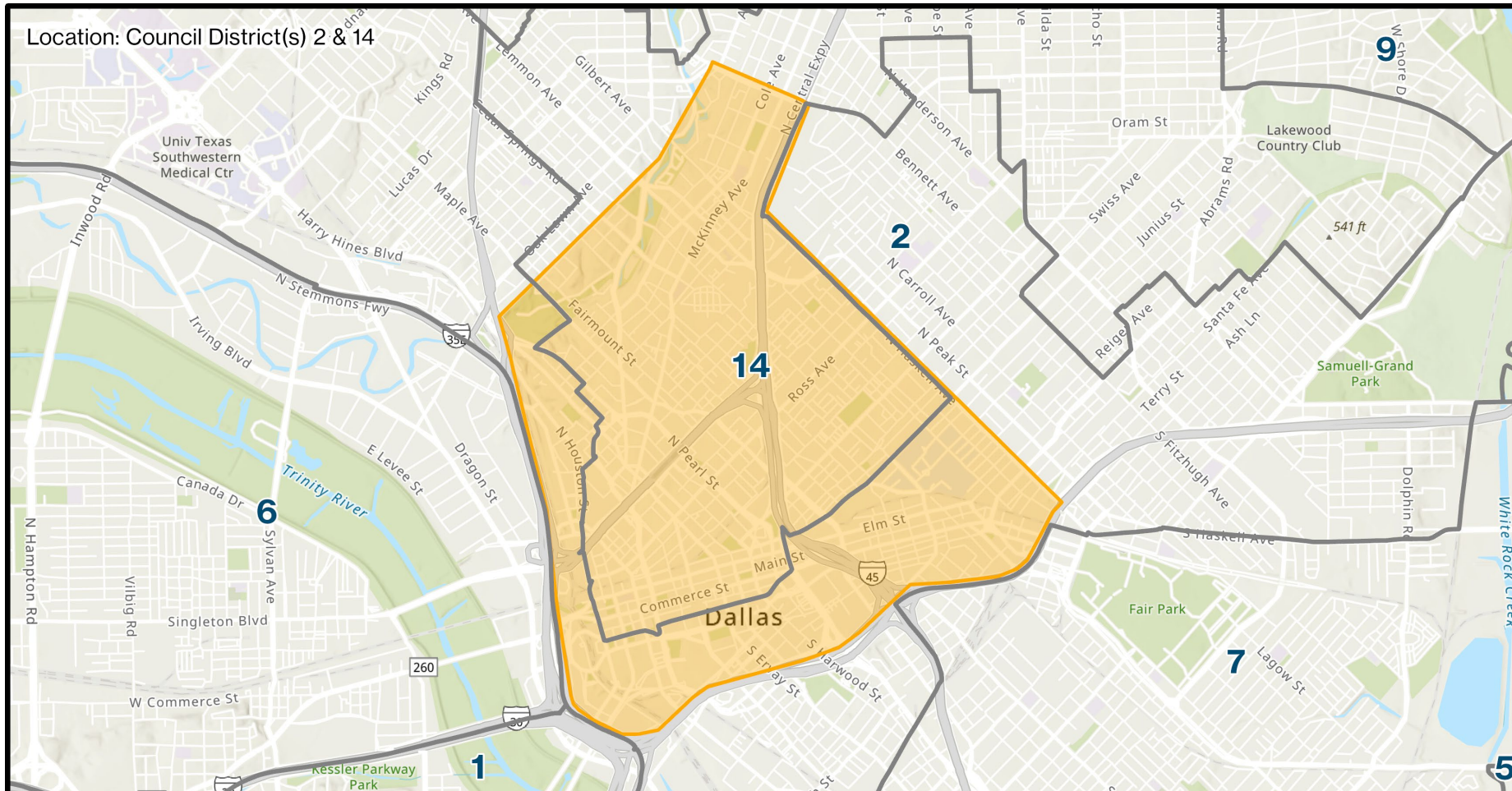


Key Issue #1: Too many vehicles and operators to effectively manage

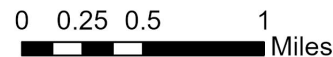
Proposed Rules:

- ▶ Max. 3 operators, up to 500 deployable units (any type) per operator at launch.
- ▶ Operators may be allowed to increase fleet size by 250 units every 3 months, up to a max. of 1,250 units, if they meet utilization and incident (complaints) metrics.
- ▶ Operator may be required to reduce fleet size if they do not meet minimum utilization metric (average trips per day is ≥ 2)
- ▶ Only 25% of an operator's fleet is allowed in the Central Dallas Deployment Zone (*definition, next slide*)

Recommendations



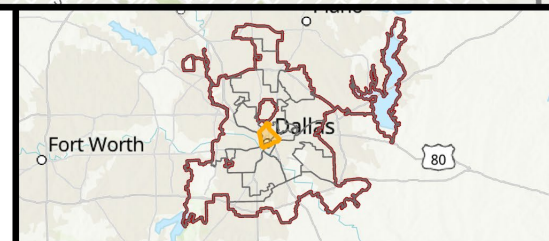
Central Dallas Deployment Zone



- Council District Boundary
- Central Dallas Deployment Zone



City of Dallas



Recommendations



Key Issue #2: Lack of efficient permitting/fee collection process

Proposed Rule:

- ▶ Open a call for applications once a year, to put all operators on the same permit, fee collection, and compliance monitoring schedule.

Key Issue #3: Late night riding leading to illegal activity

Proposed Rule:

- ▶ Operators may only operate vehicles between 5:00 am – 9:00 pm.

Recommendations



Key Issue #4: Difficult to quickly incorporate lessons learned

Recommendation:

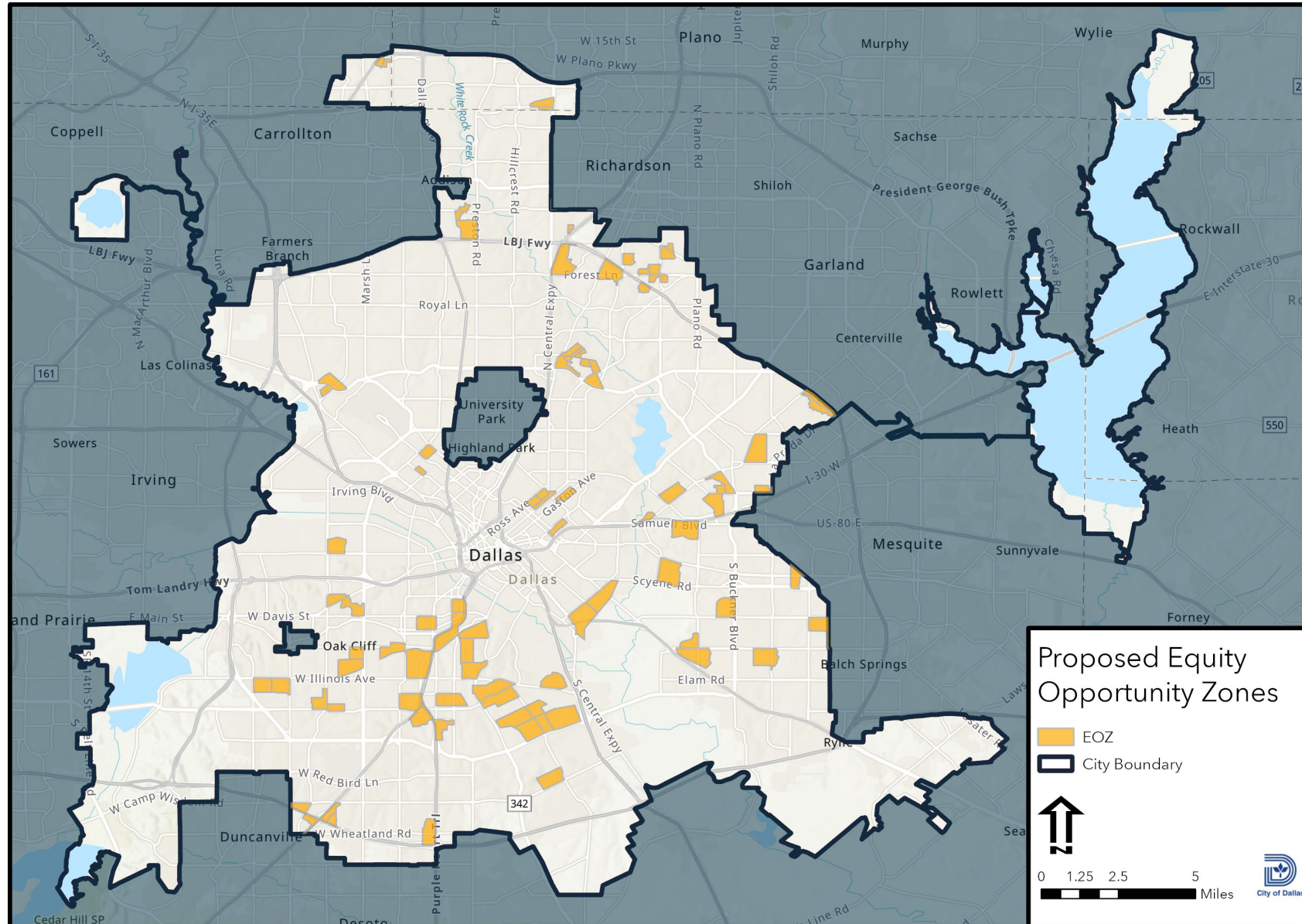
- ▶ Move most of the regulations governing operators' deployment, data sharing, user education, specific triggers for penalties, etc. from Chapter 43 of the City Code to the Program Rules. These items were removed from the City Code and now need to be added to the proposed program rules.

Key Issue #5: Need to increase scooter access in low-income areas

Proposed Rule:

- ▶ Operators are required to deploy 15% of their fleet in Equity Opportunity Zones daily (*proposed zones, next slide*).

Recommendations



Recommendations



Key Issue #6: Need to establish no ride and slow ride zones

Recent changes to the City Code:

- ▶ No riding in public parks, public plazas, public trails, on private property, and the State Fair grounds
- ▶ No riding on sidewalks citywide (previous regulation)
- ▶ Riding will be allowed on some trails, if deemed necessary, ex: *Ronald Kirk Pedestrian Bridge*
- ▶ Gave the director authority to establish Slow Ride Zones with 10 mph limit

Proposed Rules:

- ▶ Establish Slow Ride Zones in the following areas during certain times, on certain streets:
 - *Bishop Arts District*
 - *Deep Ellum*
 - *Farmer's Market*
 - *Ronald Kirk Pedestrian Bridge*
 - *Victory Park*
 - *West End District*

Recommendations



Key Issue #7: Improperly parked vehicles & sidewalk clutter

Proposed Rules:

- ▶ Before trips can be ended in an app, users must take an end-of-trip photo to demonstrate that the vehicle is parked legally.
- ▶ If not in compliance with parking laws, operators shall fine the user \$20, to be used towards correcting the offense and other parking issues. After 5th offense, operator must suspend the user's account.
- ▶ Operators shall provide users with an overview of relevant laws when users sign up for an account.

Recommendations



Key Issue #7: Improperly parked vehicles & sidewalk clutter

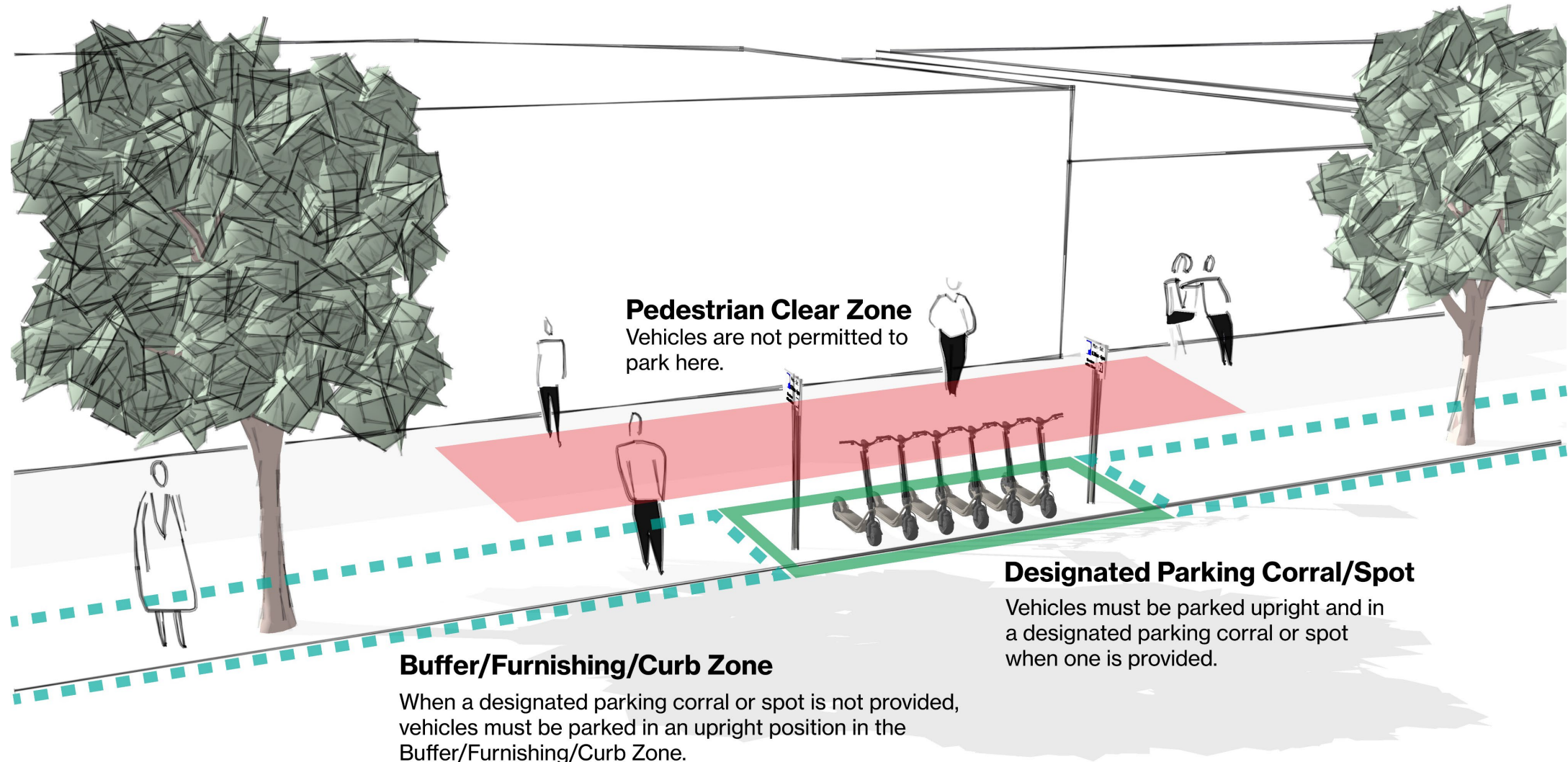
Proposed Rules (cont.):

- ▶ Operators shall park and direct riders to park in designated parking areas in their app, when provided along a blockface (*definition, next slide*).
- ▶ Each operator may park up to 3 dockless vehicles on a blockface when no designated parking area is provided.
- ▶ On each vehicle, operators must display the vehicle registration number and information on how to submit a complaint to the operator and to 311.

Recommendations



How to Park Dockless Vehicles

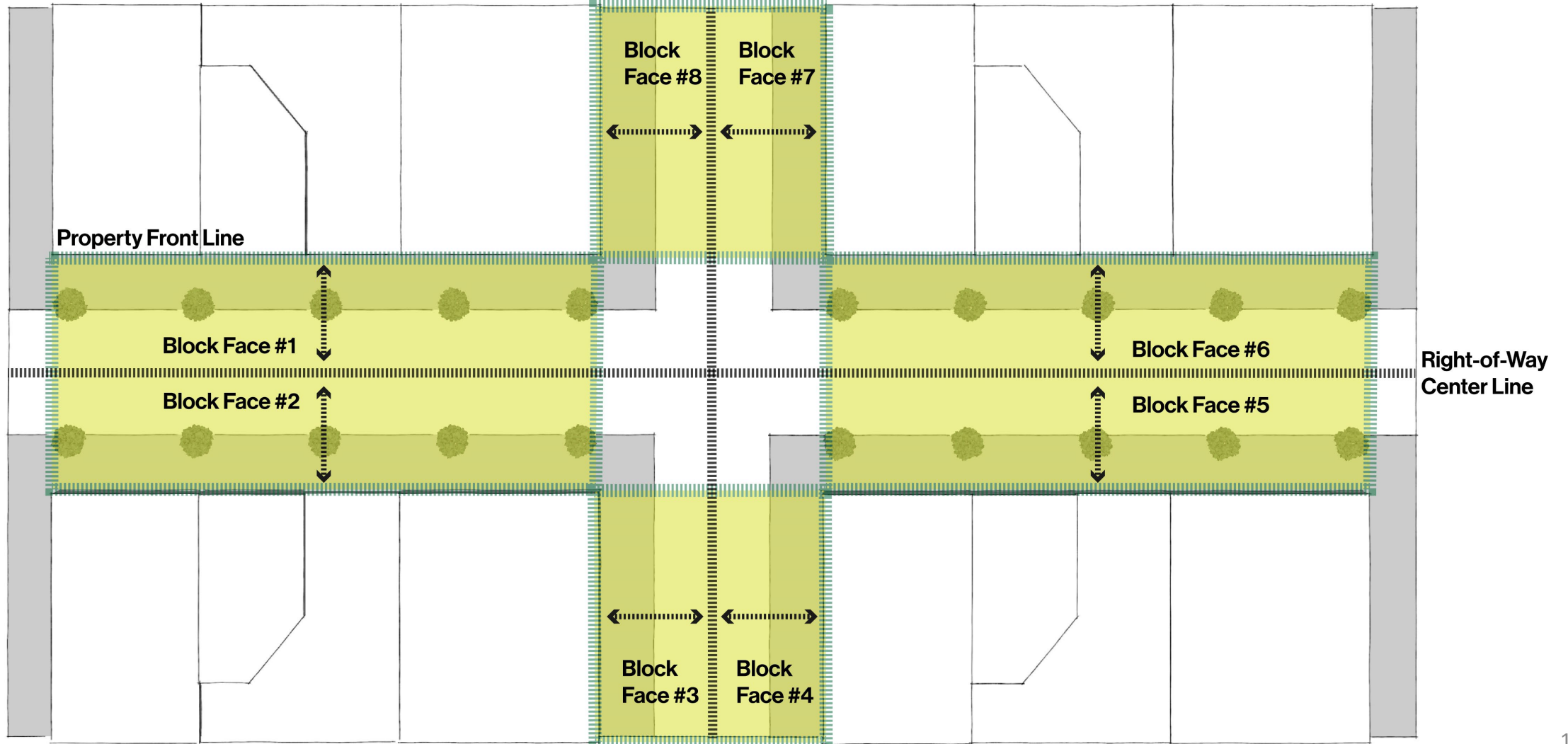


Recommendations



Blockface Definition

A blockface is the area from the front of the property line of a parcel to the Right-of-Way Center line.



Recommendations



Key Issue #7: Improperly parked vehicles & sidewalk clutter

Proposed Rules (cont.):

- ▶ Operators will be required to address complaints within the following timeframes:

Complaint or Issue	Timeframe
Sidewalk Obstruction	2 hours
Device in the Roadway	2 hours
Inoperable Device	2 hours
Other Emergency	2 hours
Device on Private Property	2 hours
Device in an Environmentally Sensitive Area	4 hours
Idle Device (<i>two or more consecutive days</i>)	4 hours
Other Corrections to Illegally-Parked Vehicle	4 hours

Recommendations



Key Issue #8: Illegal rider behavior

Proposed Rules:

- ▶ Operators shall use geofencing to ensure users of their rented vehicles comply with No Ride and Slow Ride Zones, speed limits, etc.
- ▶ Operators shall educate users in their smartphone app and test users at least once every 5 rentals on relevant riding and parking laws.
- ▶ Operators shall engage in community outreach and promote safety awareness in collaboration with the City.

Recommendations



Key Issue #9: Operator non-compliance – need to better define graduated penalties

Proposed Rules:

- ▶ An operator's permit will be automatically suspended if any of the following conditions apply, among others:
 - Their vehicles continue to operate outside of operating hours more than 3 times in a calendar week
 - They violate deployment requirements more than 2 times in a calendar week
 - Their vehicles are found to operate at a higher speed than allowed in a Slow Ride Zone more than 3 times in a calendar week
 - They deploy more units than are permitted to deploy

Recommendations



Key Issue #9: Operator non-compliance – need to better define graduated penalties

...Continued:

- The number of complaints against an operator exceeds an average of 20 per day in a seven-day period
- Fail to meet the timeframe for addressing a complaint more than 3 times in a calendar week
- ▷ Suspension ends when operator demonstrates to staff that the issue has been resolved.
- ▷ An operator's permit will be revoked if it continues to operate 12 hours after receiving notice of suspension, is suspended 3 times in the permit term.

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 August 1, 2022, the rules will go into effect
- ▶ The rules will also be posted on our Shared Dockless Vehicle Webpage: <https://bit.ly/DocklessVehicles>
- ▶ Members of the public can submit comments on the rules to: ddotplanning@dallascityhall.com

Next Steps



Program Rules to be adopted via public hearing



Ensure data vendor is set up for relaunch



Open call for operator applications & 3 permits awarded



Dockless vehicles begin operation

**Program Rules Adopted
July 2022**

**Data Vendor Setup
August 2022**

**Permit Applications
August/September 2022**

**Program Relaunch
October 2022**

Public Comment



- ▷ Comments
- ▷ Feedback





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