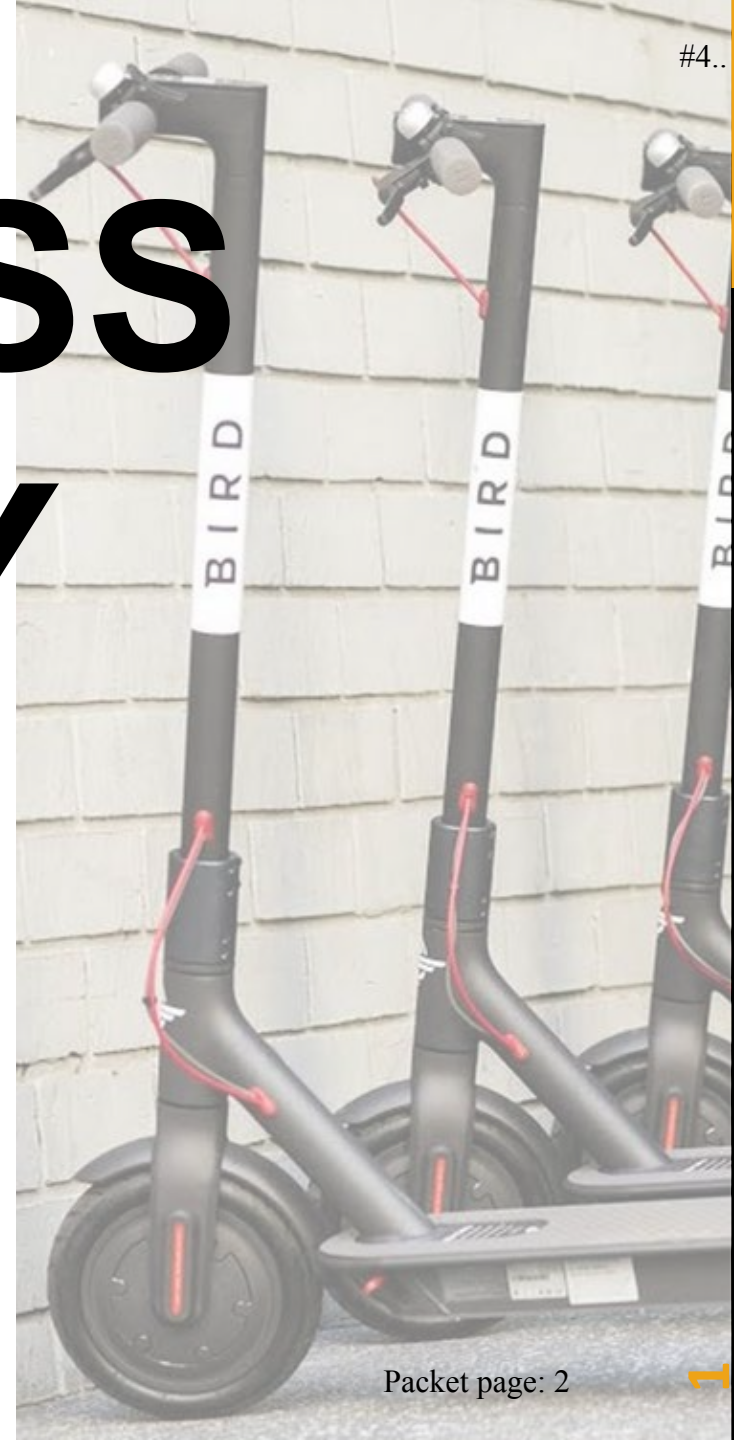


# DOCKLESS MOBILITY

PERIMETER  
**CONNECTS**  
options @ the center



City of  
**Dunwoody**  
Georgia



#4..

# DOCKED VS DOCKLESS



VS





# DIVERSITY OF PROVIDERS

## Electric Scooters:

- Lime\*
- Spin
- Bird\*

## Bike share:

- LimeBike
- Ofo\*
- Spin
- Jump

*\*Deployed in Atlanta*



# DISRUPTORS

Create a new market and displace established market-leading firms, products, and alliances.

- Bird - \$2 billion valuation
  - Launched 9/2017
- Lime - \$1 billion valuation, partly owned by Uber
- Spin - \$43 million+ valuation, being purchased by Ford

# SCOOTER SPECIFICS

## BIRD

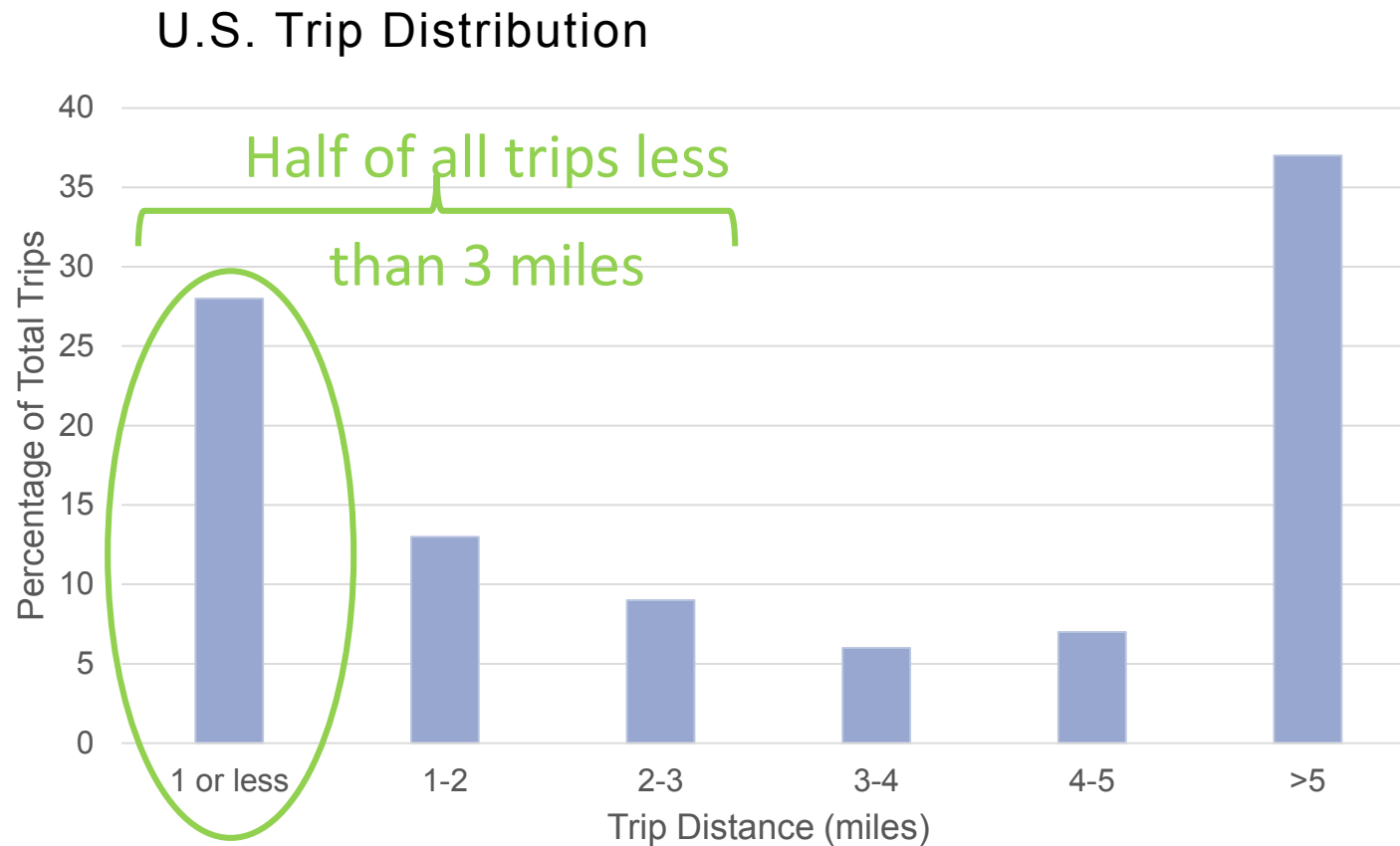
- Dockless scooter share via app
- \$1 flat fee plus \$.15/minute
- 15 mph top speed
- 7am-8pm (charged overnight)
- 20+ mile range on single charge



## LIME



# TARGET MARKET



# TRIP COMPARISON

## 1 Mile Trip

	Walking	E-Scooter
Speed	3 mph	6 mph
Travel Time	20 min.	10 min.
Cost	\$0	\$2.5

## One Way PM Commute from Dunwoody to Decatur

	Auto	Transit/Walk	Transit/E-Scooter
Distance	16 miles	2.3 mi. (walk)	2.3 mi. (scooter)
Travel Time	~60 min.	97 min.	75 min.
Cost	\$8	\$2.5	\$7

# LAST-MILE SOLUTION

## Benefits



- **On-demand, flexible mobility option for short within-district trips**
  - First-mile / last-mile asset
- **Low cost for users; no operation cost for public entities**



# LAST-MILE SOLUTION

- **Rider Safety**
- **Where to Ride**
- **Placement of Parked Vehicles**
- **Activity of independent contractors**

## Challenges



# SAFETY:

## WHERE SHOULD THEY BE RIDDEN?

**State Law:** Currently fall within the class of “Mopeds”, due to their dual wheels and motor. Mopeds require both a driver’s license and a helmet, and are not allowed to operate on sidewalks.

# SAFETY:

## Crash Data: Austin, Texas (May 7-Sep. 28, 2018)

	Fatal	Injury	Property Damage Only	Total Crashes
Motor Vehicle	10	2,336	2,907	5,253
Motorcycle	5	128	10	143
Pedestrian	14	112	7	133
Bicycle	0	81	8	89
Scooter	0	37	NA	37 <sup>1</sup>

1. Based on Austin EMS reports

Source: Dockless Mobility Program Update, Mobility Committee of Council;  
October 11, 2018

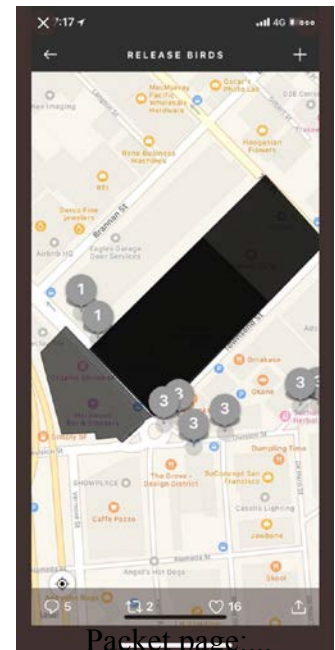
# RESPONSE STRATEGIES:

## Statutory:

- Cap deployment
  - Performance-based Permitting (utilization rate)
- Vehicle ordinances
- Enforcement procedures for violations for parking and operation
- Formalize business license requirements/permitting<sup>1</sup>

## Negotiated:

- Blacklist/Redlist agreements with providers
- In-app user interventions/incentives
- Data sharing agreements and reporting
- Outreach/education staff
- Trial agreements



# RESPONSE STRATEGIES:

## Property-specific:

- Enforce current sidewalk debris/maintenance for public sidewalks
- Allow private property owners to self-police; can give them tools to push back appropriately

## Built environment:

- Dedicated “dockless” approved spaces (visible to users)
  - Establish standard signage/markings
- Dedicated infrastructure (bike lanes)





# LESSONS LEARNED SO FAR

- **Get corporate agreements in writing**
- **Require data access as part of agreements**
- **Indemnity clauses**
- **Use blacklisting**
- **Chargers are NOT employees**
- **Clear process for managing violations**
- **Focus on performance**
- **Revenue sharing or cost reclamation**

# CITY OF ATLANTA DRAFT LEGISLATION

- **Vehicle Classification**
  - Creates new definitions for “Dockless mobility device” and “electric dockless mobility device”
- **Permitting**
  - Operators must obtain annual permit from city and pay fees
- **Safety**
  - Max speed of 15 mph
  - Vehicles must adhere to minimum safety standards
  - Operators will educate users and encourage use of helmets
- **Parking**
  - Prohibits blocking sidewalks and provides for impoundment of improperly parked vehicles
- **Operations**
  - Allows use in city parks and shared use paths and prohibits use on sidewalks
  - Allows for minimum and maximum fleet sizes
  - Operator must provide sufficient local staff to address issues and remove improperly parked vehicles