

# Shareable Dockless Mobility Devices

February & March 2019



Department of  
**CITY PLANNING**



# Permits *As of 4/17*

February

	Annual Permit	Temporary Fleet Expansion (Super Bowl, Feb 1-4)	Fee
<b>Bird</b>	2,000 Scooters	1,000 Scooters	\$91,100
<b>Jump</b>	2,000 (1,200 Bikes, 800 Scooters)		\$87,100
<b>Lyft</b>	1,000 Scooters		\$37,100
<b>Lime</b>	2,000 Scooters	1,000 Scooters	\$91,100

Source: Permit Applications, Office of Mobility Planning

March

	Annual Permit	Fleet Size Expansion	Fleet Type Rebalancing	Fee
<b>Gotcha</b>	500 (250 Bikes, 250 Scooters)			\$12,100
<b>Spin</b>	2,000 Scooters			\$87,100
<b>Jump</b>			1,000 Bikes, 1,000 Scooters	\$0
<b>Lyft</b>		1,000 Additional Scooters		\$50,000

Source: Permit Applications, Office of Mobility Planning



# Micro-Mobility Statistics *As of 4/01*

10,500 Devices Permitted

8,000 Devices Launched

\$455,600 collected in Permitting Fees

- **February**

- Trips: 310,000+
- Miles: 289,000+
- Maximum Deployed in one day: 6,308

- **March**

- Trips: 360,000+
- Miles: 370,000+
- Maximum Deployed in one day: 5,042

Source: Monthly Operator Reports, Office of Mobility Planning



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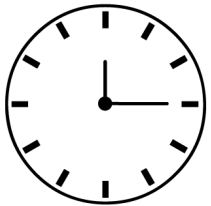


# Average Day for Micro-Mobility in Atlanta



- Average Trips/Day: 11,534
- Average Miles/Trip: 1.0 miles
- Average Trips/Device: 2.9 Trips

Source: Monthly Operator Reports, Office of Mobility Planning



- Average Minutes per Trip: 15.4 minutes

Source: Monthly Operator Reports, Office of Mobility Planning



- Average Cost per Trip: \$3.06
- Average Cost per MARTA Trip: \$2.50 or less

Source: Monthly Operator Reports, Office of Mobility Planning



# #ScootSmart Campaign

Follow the Department of City Planning's social media this summer to see information on scooters and e-bikes and tips for how to park and ride safely.

Check out our [kick off video](#) to get started!



### LEAVE 5 FEET. KEEP IT NEAT.

Your Guide to Parking Scooters and Bikeshare in Atlanta

- ✓ DO park on sidewalks with over 5 feet of space.
- ✓ DO park upright and off to the side.
- ✗ DO NOT park on narrow sidewalks without 5 feet of space.
- ✗ DO NOT leave scooters or bikes tipped over or in the walkway.

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**DO**  
Ride in bike lanes or on the street

#Scootsmart  
Department of CITY PLANNING

### RIDE SAFE, ATLANTA

When riding scooters or bikes, make sure to follow the rules:

- ✓ Obey all traffic laws
- ✓ One rider at a time
- ✓ Ride in the bike lane or the street
- ✓ Be sure to wear a helmet
- ✗ Do NOT ride on the sidewalk

#SCOOTSMART Department of CITY PLANNING

**DON'T**  
Leave scooters tipped over

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Department of CITY PLANNING



# Parking Complaints and Impounding

	Company 1		Company 2		Company 3		Company 4	
	February	March	February	March	February	March	February	March
<b>Direct Reports to Companies (via App, email, social media)</b> <small>Source: Monthly Operator Reports</small>	153	106	131	81	14	10	88	52
<b>Impounds from DPW Street Scans</b> <small>Source: DPW Reports</small>	123	58	565	285	175	53	443	184
<b>Reports to 311 System</b> <small>Source: 311 Reports</small>	58							
<b>Total</b>	2,579 Parking Complaints and Impounds							



# Safety

Companies report monthly updates of documented safety concerns from users, as well as any reported crashes or injuries.

## Reported Crashes and Injuries by Company, February-March 2019

	Crashes, February	Crashes, March	Injuries, February	Injuries, March
<b>Company 1</b>	10	5	7	1
<b>Company 2</b>	16	31	5	11
<b>Company 3</b>	7	2	[A]	2
<b>Company 4</b>	7	10	4	4
<b>Total</b>	40	48	16	18

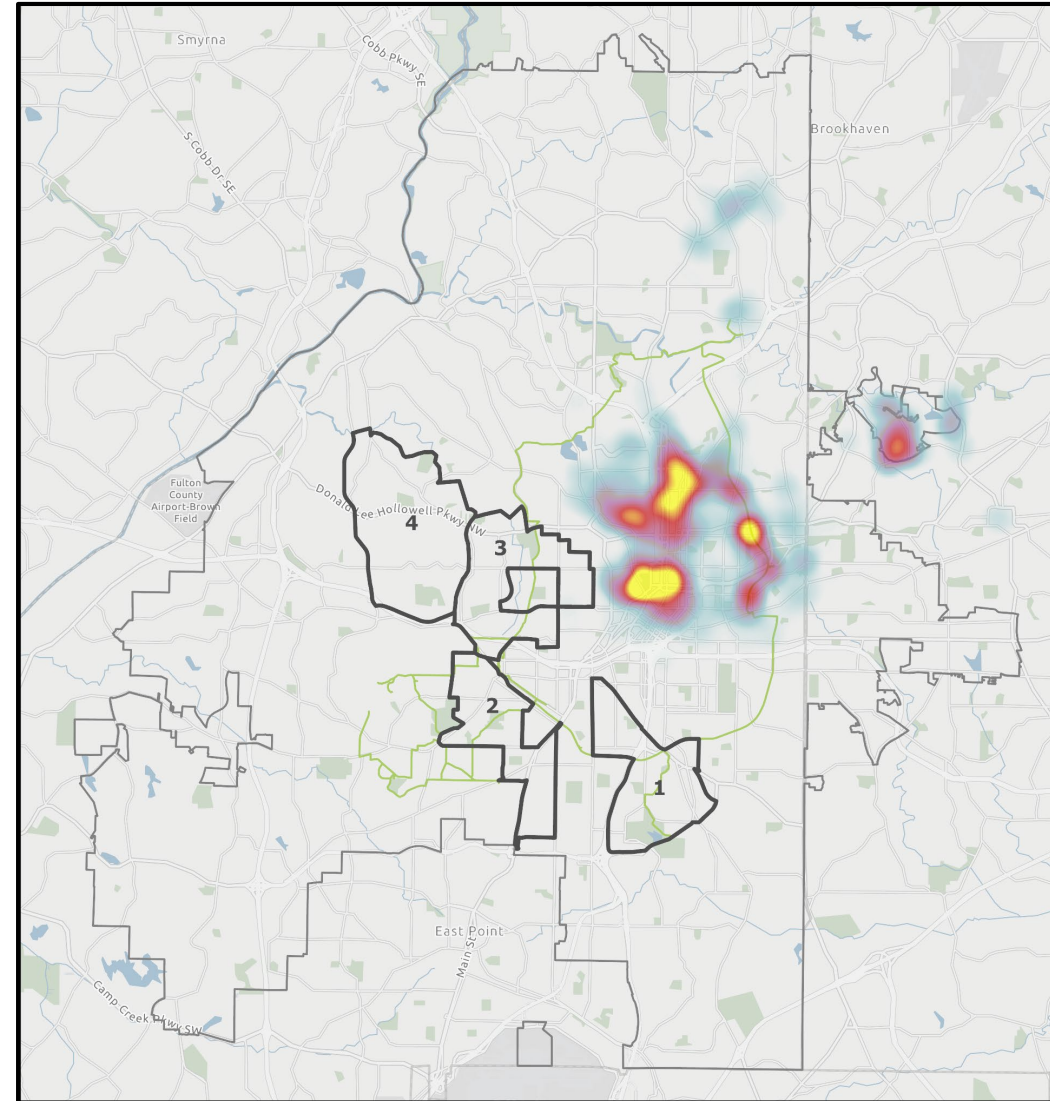
[A] The Operator indicated that injuries occurred but did not provide a number of injuries. DCP is working with the Operator to provide this data.

Source: Office of Mobility Planning, Monthly Operator Reports



# Service Area

- Primary Service area includes Atlanta's urban core central and eastern neighborhoods and has a strong focus on Midtown, Downtown, the Atlanta BeltLine, and the Emory campus.
- Secondary Service areas generally include the West and SW urban core neighborhoods of Atlanta, Buckhead, the north end of Grant Park.
- Equity Zones are outlined and numbered 1-4.
- The most heavily serviced areas cover over 152,000 Atlanta residents.



Source: Office of Mobility Planning, Monthly Operator Reports, Operator Data





# FAQs

- Can I ride on the sidewalk?  
No. Riding on the sidewalk is not allowed. You may ride in bike lanes or on the street.
- Where should I park?  
*Leave 5 Feet & Keep it Neat!* Be sure to leave 5 feet clear for people to walk freely. Park next to the curb and leave your scooter or bike upright.
- I found a device that is parked illegally or broken. Who should I call?  
Notify the company if a device needs to be fixed or moved. You can also contact 311 if the device presents an immediate safety concern.
- What if I get injured either while I ride or by another rider?  
Contact 911. Injuries may need to be treated by emergency services. The Atlanta Police Department will also document the location and circumstances of any crashes or injuries, which helps us improve safety.
- Is a helmet required to ride?  
We strongly encourage you to use a helmet while riding a scooter or bike, but it is not required by law for adults over the age of 16.
- Is there an age requirement for riding?  
The City of Atlanta does not have an age requirement. However, each company sets their own age policy. Check with each company to verify their requirements.



# FAQs

- Can my child or friend ride with me on the same device?

No. Only one rider per scooter or bike is allowed.

- Can I use my cell phone while I ride?

No. Using a cell phone while operating these devices leads to distraction and can create a dangerous situation. Wait until you park before using your cell phone for any reason.

- How is the City enforcing these laws?

- The Department of City Planning will issue Permits and enforce the conditions of the Permit for each company operating.
- The Department of Public Works will enforce appropriate parking of all devices. They will monitor the sidewalks and streets and remove devices as necessary.
- The Atlanta Police Department will monitor and enforce appropriate riding behavior.

- How are scooters and e-bikes being managed at community festivals and large events?

The Office of Mobility Planning is working with large and small community events and festivals to proactively address scooter and bike parking and riding in heavily visited pedestrian areas. Any event coordinators that wish to consult with the Office of Mobility Planning to this end can contact us at [mobility@atlantaga.gov](mailto:mobility@atlantaga.gov).





**For more information, contact:**

**[Mobility@AtlantaGA.gov](mailto:Mobility@AtlantaGA.gov)**



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