

# Transportation Committee Update

Mayor Keisha Lance Bottoms  
Commissioner Josh E. Rowan, PE

# Outline

Safety Moment

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ATLDOT Accomplishments

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Scooter Update

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Projecting the future of ATLDOT

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**ONE ATLANTA**



# Safety Moment

## TOP 10 REASONS TO STOP ON RED



1. It is 100% preventable. **Just STOP ON RED.**
2. In 2019, **846 people died** and **143,000 were injured** due to red-light running
3. In 2020, the U.S. witnessed the largest motor vehicle deaths in the U.S. since 1924.
4. **One in three Americans** know someone who has been injured or killed in a red-light running crash.
5. Between 2008-2019, an estimated **9,227 people were killed** in red-light running related crashes.
6. On average, **two people died each day** in red-light running-related crashes in the U.S. in 2019.
7. Over half of the deaths in red-light running crashes are pedestrians, bicyclists and occupants in vehicles other than the vehicle running the red light.
8. The most common type of urban crashes involve drivers who run red lights, stop signs and other traffic controls.
9. **86% of AAA's 2019 surveyed drivers** say it is unacceptable to go through red-lights.
10. Red-light running can be fatal.

**National Stop On Red Week: AUG 1-7**  
**#StopOnRed2021**

Sources:  
2 & 8) IIHS 3) NSC 4) US Dept of Transportation  
5 & 6) NHTSA 7 & 9) AAA



# One Atlanta: Strategic Transportation Plan

NOVEMBER 2019



## Strategic Transportation Plan

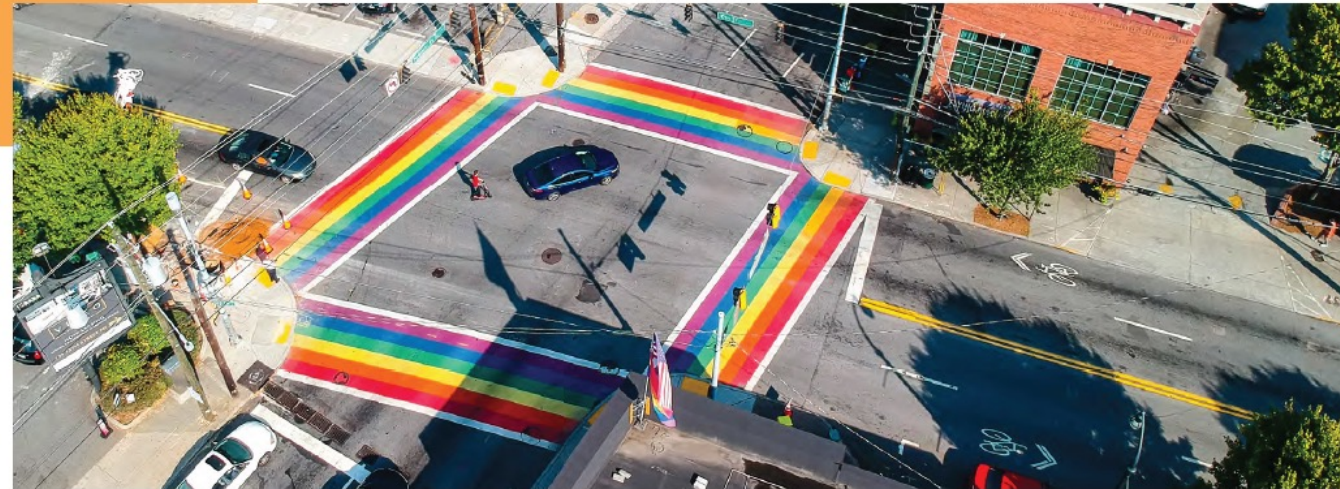
MAYOR KEISHA LANCE BOTTOMS



## ABOUT THIS PLAN

Whether redefining our transportation system, building a more affordable city or crafting new strategies for diversity and inclusion, we are always striving to become One Atlanta, where everyone has the opportunity to compete and succeed.

The Strategic Plan for Transportation is organized around the Mayor's One Atlanta pillars. Each chapter explains the City's goals and strategies for achieving each goal. The benchmarks section (pages 44 - 79) outlines one- and three-year milestones for each strategy, both to guide the City's work and ensure accountability.



### A SAFE, WELCOMING & INCLUSIVE CITY

- Develop a Vision Zero program for Atlanta
- Take every opportunity to make Atlanta's streets safer
- Reduce injuries and fatalities on Atlanta's streets
- Use data to guide Vision Zero street safety interventions
- Develop a safety education and messaging strategy
- Make walking safer and more pleasant
- Make bicycling and micromobility safe transportation options for more Atlantans

### THRIVING NEIGHBORHOODS, COMMUNITIES & BUSINESSES

- Build a 21st century transit network for Atlanta
- Manage public parking to balance the diverse needs of Atlanta's merchants, commuters and residents
- Leverage technology and partnerships to better manage congestion
- Make it easier to access jobs and services without a car
- Implement neighborhood-focused interventions that make our communities safer and more vibrant
- Improve the movement of goods through the city

### WORLD CLASS EMPLOYEES, INFRASTRUCTURE & SERVICES

- Improve the condition and maintenance of Atlanta's roads
- Make ATLDOT a great place to work
- Recruit a talented and diverse workforce
- Enhance employee safety
- Improve workplace culture and support innovation
- Bring all transportation assets into a state of good repair
- Improve street lighting throughout the city
- Improve the City's response to emergencies

### ETHICAL, TRANSPARENT & FISCALLY RESPONSIBLE GOVERNMENT

- Plan and distribute resources based on equity, safety and conditions
- Deliver transportation projects faster and more efficiently
- Strengthen regional and local partnerships
- Use innovative tools and methods to communicate with and engage the public
- Make city contracts more competitive and consistent
- Improve departmental coordination of work in the city right of way

# ATLDOT Accomplishments



# Accomplishments

## PLANNING & STRATEGY

- Vision Zero
- 25 mph speed limit
- Traffic calming ordinance
- Project prioritization model
- Updated scooter permitting process

## CAPITAL PROJECTS

- MLK has reached substantial completion
- Spring Street bridge work has commenced
- DeKalb and Cascade are ready for construction
- Howell Mill – 90% design

## TIM

- Barricade traffic calming
- Post storm support
- Snow/Ice prep during COVID
- New sign equipment
- New striping equipment
- New barricades
- Hutchens Road safety improvements



# Accomplishments

## COMMUNICATIONS

- Launched ATLDOT website
- Held 1<sup>st</sup> ATLDOT Anniversary Celebration via Zoom
- Launched VZ #Drive25 to #SaveLives campaign
- Produced sidewalk justice video
- Hosted 3 "Coffee with Commish" virtual events
- Distributed ATLDOT emergency prep swag
- Refined construction/closure notification tools
- Held 2 communications trainings for ATLDOT staff.

## ADMINISTRATION & FINANCE

- Successful FY22 budget season
- 90% transition to electronic processes
- 280+ employees merged under ATL DOT in FY21
- Invoice payments are trending under 30 days
- Held 3 Organizational Development trainings for ATL DOT staff
- Established the Safety & Mobility Fund, Streetlight Installation and Improvement Fund, and the Public Infrastructure Maintenance and Improvement Fund
- TSPLOST collections have exceeded \$247M, avg. \$5.7M a month in Year 5

## CONTRACTS & LEGISLATION

- General Engineering Services – Advertising
- Updated PMA established
- Conducted internal legislative training
- 100% digital legislative coordination
- Continued monthly reporting to Council Members

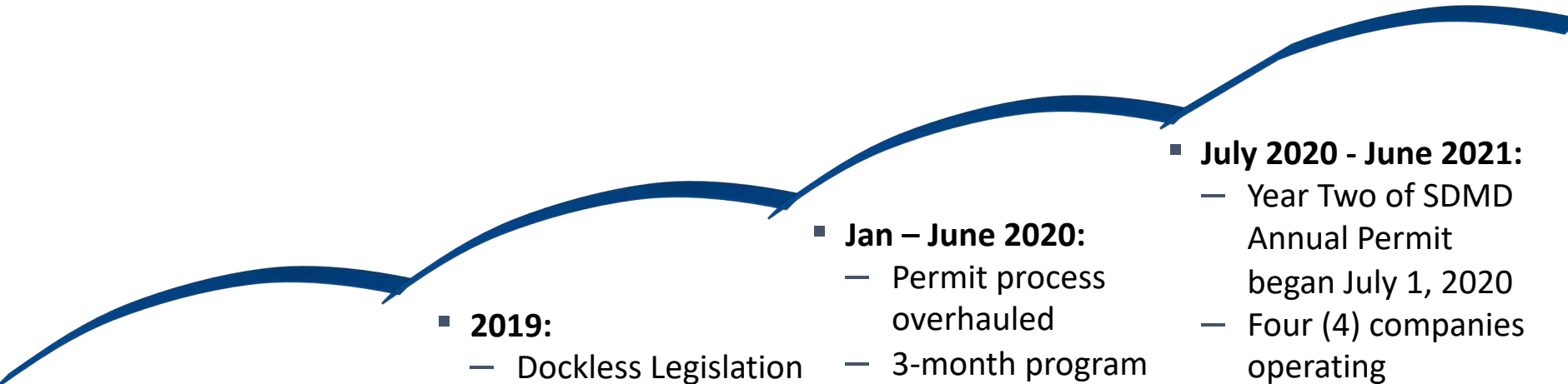


# Program Update: Shareable Dockless Mobility Devices



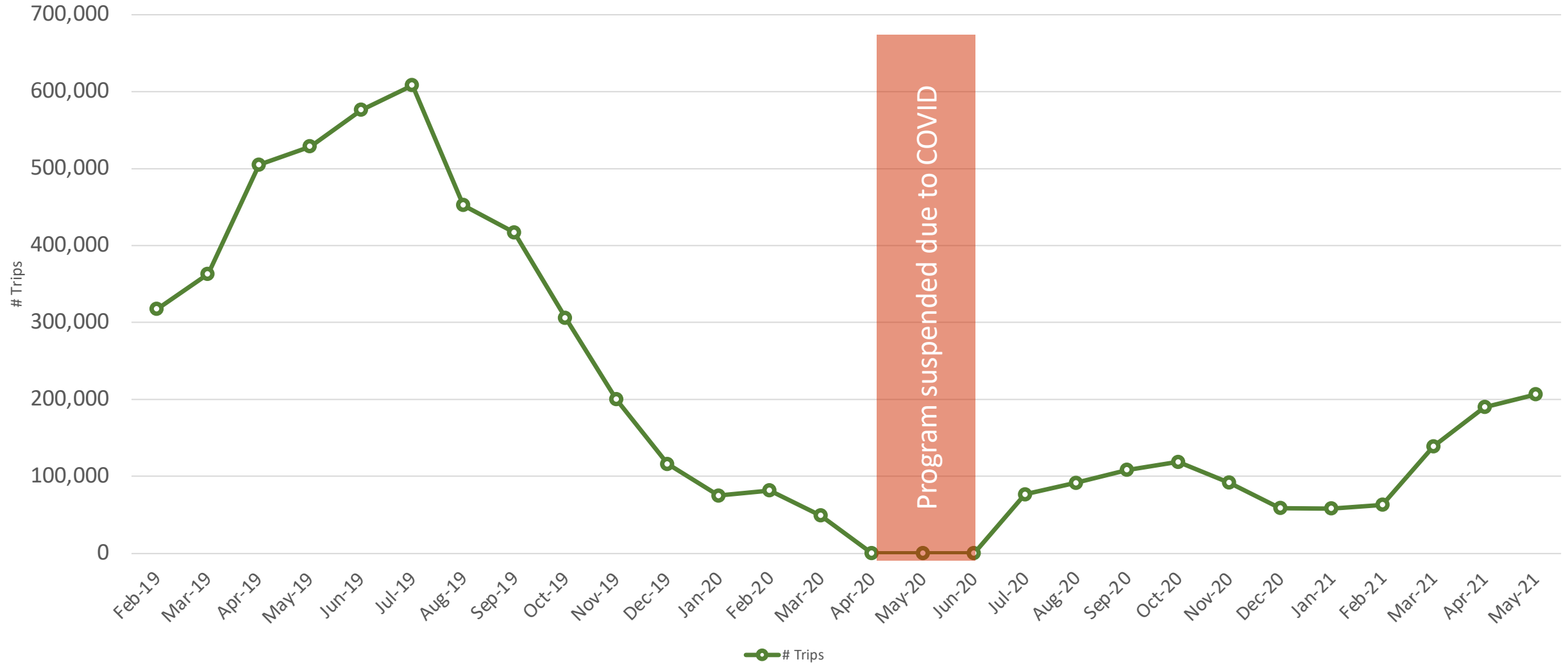


# Timeline - Until Now

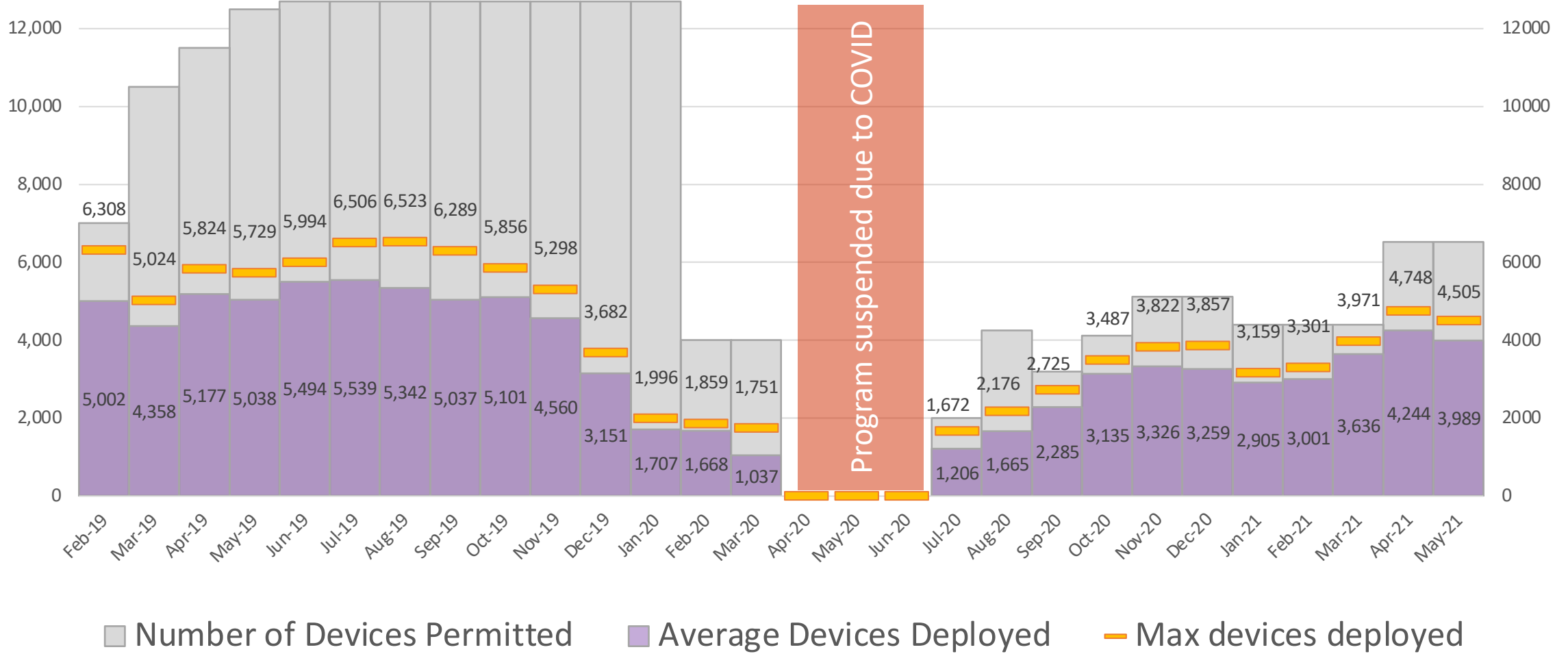
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- **May 2018:**  
Dockless companies launched in Atlanta
  - **2019:**
    - Dockless Legislation enacted
    - Nine (9) companies Permitted
  - **Jan – June 2020:**
    - Permit process overhauled
    - 3-month program pause due to COVID-19
  - **July 2020 - June 2021:**
    - Year Two of SDMD Annual Permit began July 1, 2020
    - Four (4) companies operating
    - Enforcement processes overhauled
  - **July 1, 2021**
    - Year 3 of SDMD Annual Permits began
    - Three (3) companies operating



# E-scooter and E-bike Trips per Month



# Number of Devices in the City of Atlanta

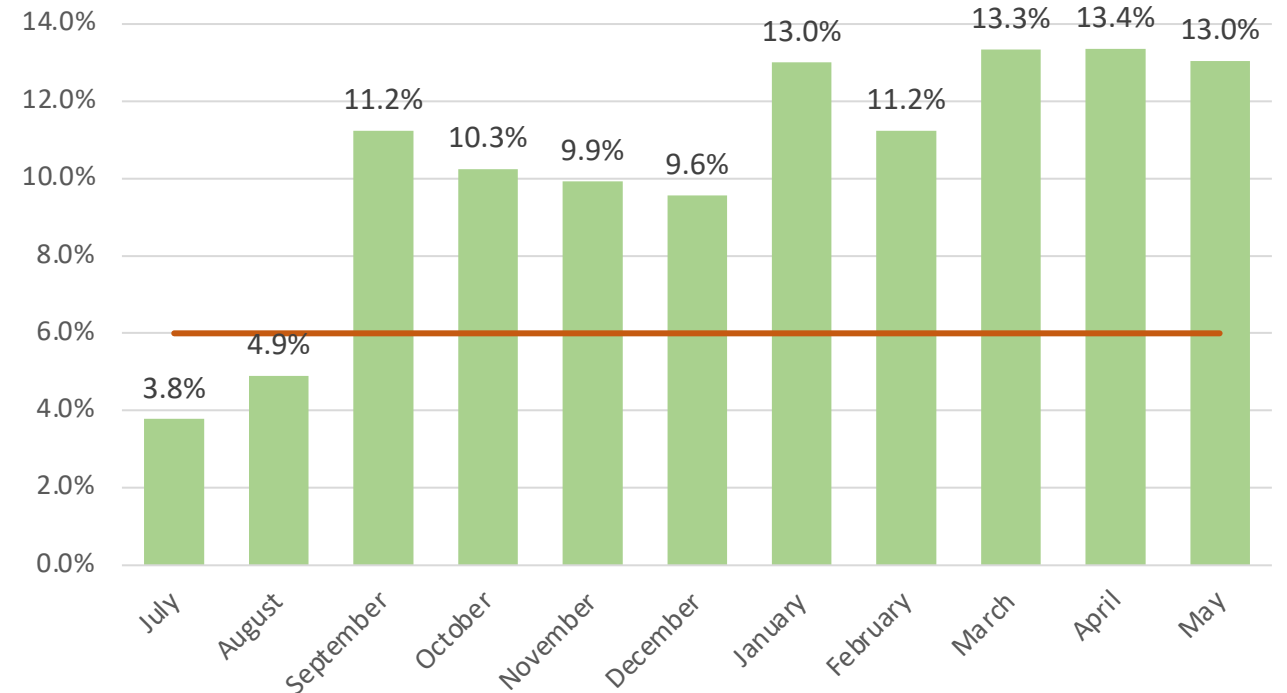


# Equity Statistics

From July 2020 – May 2021:

- Device Placement in Equity Zones typically exceeded requirements.
- Almost 1% of all rides in Atlanta were taken using a low-income pricing program.
  - Programs in other cities typically see fewer than 10% of all rides being taken through their low-income program.
  - However, this ranges widely from <0.2% to 34% of all rides.

Average Percent of Permitted Devices Deployed in Equity Zones



# Ridership Statistics



Almost **6 million trips** in since February 2019



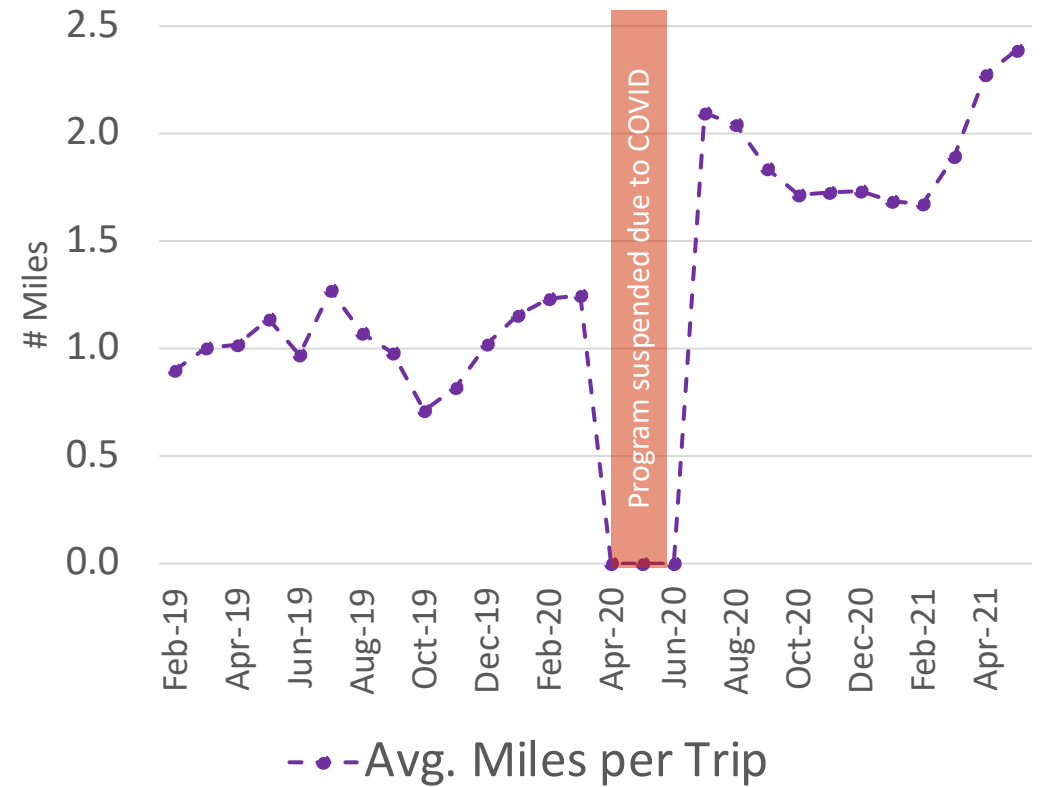
Over **7.4 million miles** traveled

~Estimated **reduction in 2.5 million vehicle trips**<sup>1</sup>

## Stand-Up versus Sit-Down devices (July 2020 – June 2021)

	Stand-Up Devices	Sit-Down Devices (sit-down scooters + e-bikes)
Percent (%) of all rides	88.2%	11.8%
Average number of rides per device	4.4 rides per device	1.8 rides per device
Average miles per trip	1.9 miles	2.2 miles

## Average trip distance roughly doubled from before COVID-19



# Annual Permits v. Sub-Permits

ATLDOT awards Annual Permits allow 500 devices per device type for each company awarded.

Sub-permits are designed to be short-term permits that allow ATLDOT to have dynamic control over fleet sizes.

Sub-permits can be raised or lowered based on performance/compliance measures.

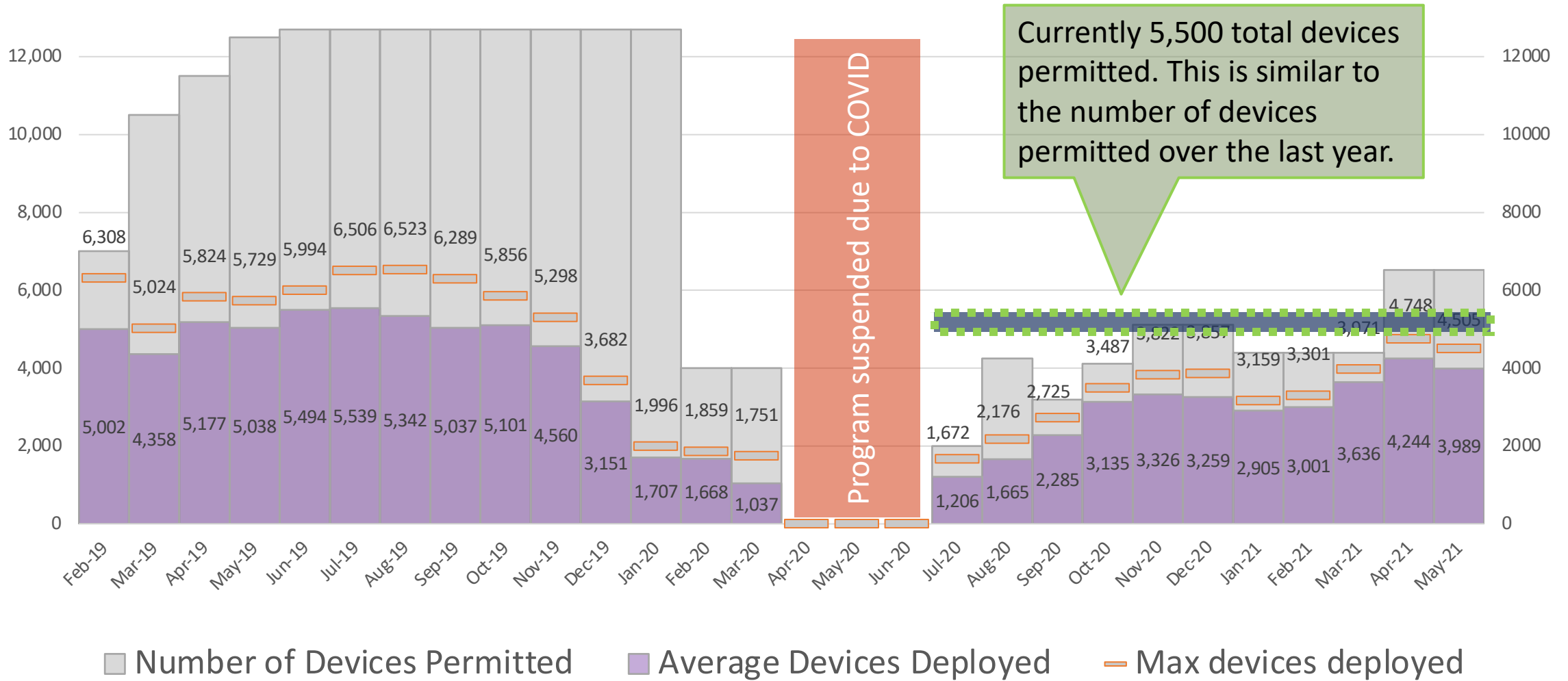
Performance/compliance measures that may contribute to sub-permit awards include:

- Parking violations
- Equity zone distribution
- Responsiveness to 311 requests and Administrative Audits
- Meeting minimum deployment requirements
- Market demand and device utilization
- On-time payments
- Overall capacity of the right-of-way
- Public health concerns

## 2021- 2022 Active Permits

Company	Annual Permit	Sub-Permit: July - Sept	Total
Stand Up Scooters	1,500	3,000	4,500
E-bikes	1,000	0	1,000
Total	2,500	3,000	5,500

# Number of Devices (e.g. Scooters) in the City of Atlanta



# Companies Operating July 2021- June 2022

Company	# Devices	Deployed Device Types	Accessible/Adaptive Device Type Offerings
Bird	Annual Permit: 500 stand-up  Sub-Permit July-Sept: 1,000		Not currently offered but may pilot in future.
Lime	Annual Permit: 500 stand-up 500 e-bike  Sub-Permit July-September: 1,000 stand-up	 	Currently available: <a href="https://www.li.me/en-us/adaptive-vehicles/">https://www.li.me/en-us/adaptive-vehicles/</a>
Spin	Annual Permit: 500 stand-up 500 e-bike  Sub-Permit July-September: 1,000 stand-up	 	Available soon





# Prices: July 2021- December 2021

Company	Price	Low-Income Price	Other Discounts
Bird	<b>\$1.00 start + \$0.39/minute</b>	<b>50% Discount: \$0.50 start + \$0.19/minute</b>	Two (2) free thirty (30)-minute rides per day to healthcare workers and teachers nationwide.  Two (2) free rides to any vaccination site.  “Roll to the Polls” program to provide free rides to election sites .
Lime	<b>\$1.00 start + \$0.36/minute</b>	<b>70% Discount: \$0.50 start + \$0.07/minute</b>  <b>Automatic additional 20% discount zones</b>	Free rides to first responders, medical professionals, non-profit employees, Atlanta Public School teachers, and other essential workers.  Free ride to the closest vaccination location.
Spin	<b>\$1.00 start + \$0.39/minute</b>	<b>50% Discount: \$0.50 start + \$0.19/minute</b>  <b>Automatic 25% discount zones</b>	Free unlocks to Emory Students.  Five (5) free 30-minute rides per day to the healthcare professionals who are on the frontlines.

# Program Updates

## Fleet Design

- Updated brake requirements.
- Two new E-bikes added to city-wide fleet.
- Slow Mode/Education Mode offered by Bird, Lime.

## Regulations

- Required first ride for all users (new and old accounts) limited to 10 mph.
- Required incentive program for parking.
- Required fine for parking in Atlanta BeltLine No-Parking areas.
- Piedmont Park – New slow zone on weekends + required deployment zones.
- New No-Ride Zone on highways, on-ramps, off-ramps.

## Enforcement

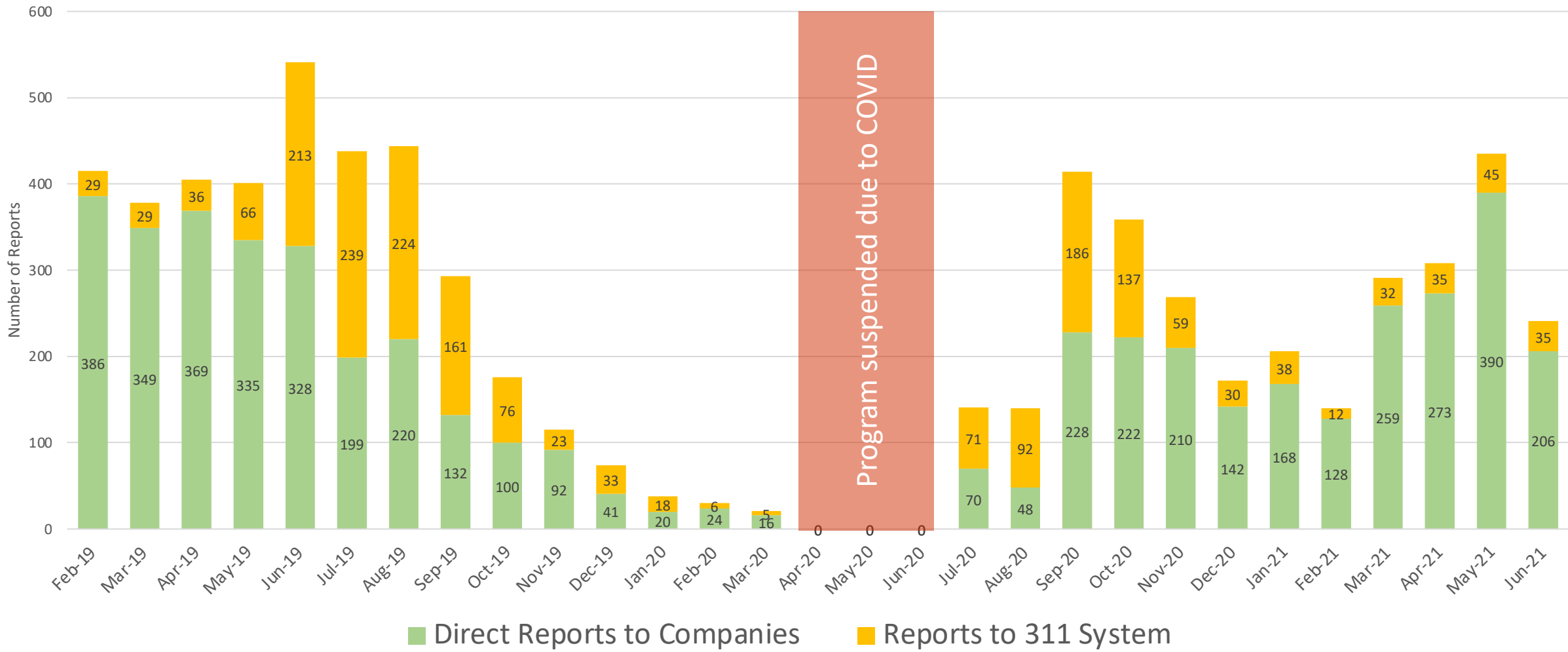
- Administrative Audits method successful.
- Currently introducing data management software to enhance enforcement.

# Enforcement Updates

- Enforcement Goals:
  - Maintain a compliant and safe public right-of-way.
  - Promote company responsiveness.
  - Address public concerns.
- Residents can contact [ATL311](#) to request a scooter relocation or report directly to companies in the app.



# Complaints Received by Month



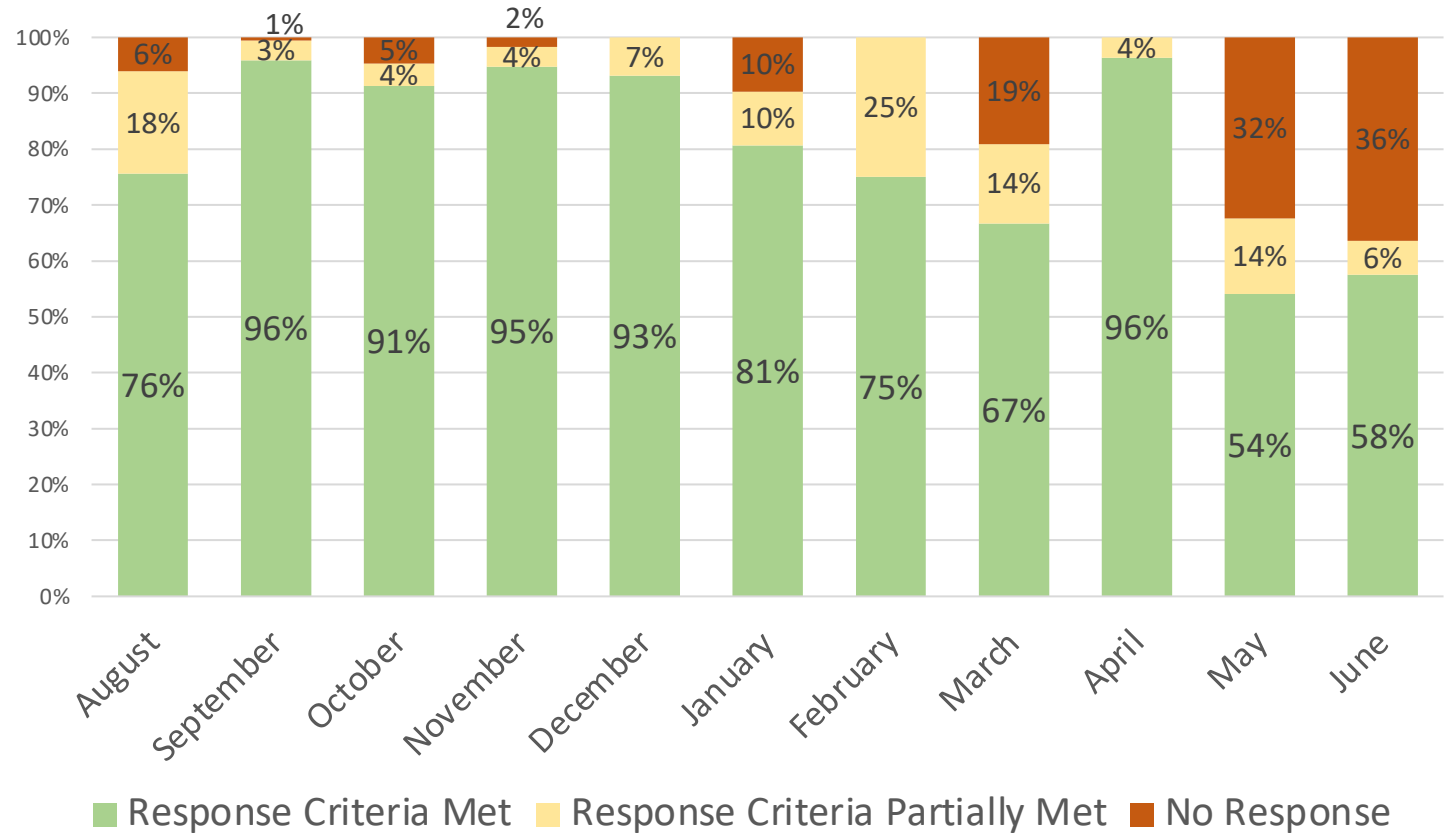
# Company Responsiveness to 311 Complaints

- Companies must respond to 311 relocation requests within 2 hours with photo documentation showing the violation has been corrected.
- Relocation requests that do not meet response criteria are assessed a fine according to the program's [Administrative Regulations](#).

**From July 2020 - June 2021, companies responded to 93% of relocation requests through ATL311.**

- On average, 86% of company responses fully met response criteria.
- On average, 14% of company responses partially met or did not meet response criteria.

Company Responsiveness, ATL311 Requests



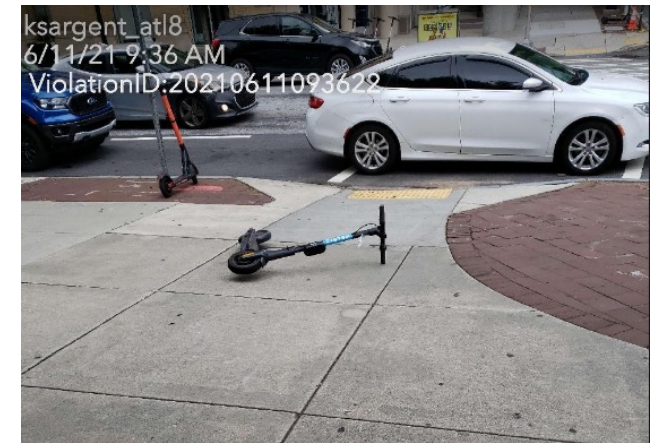
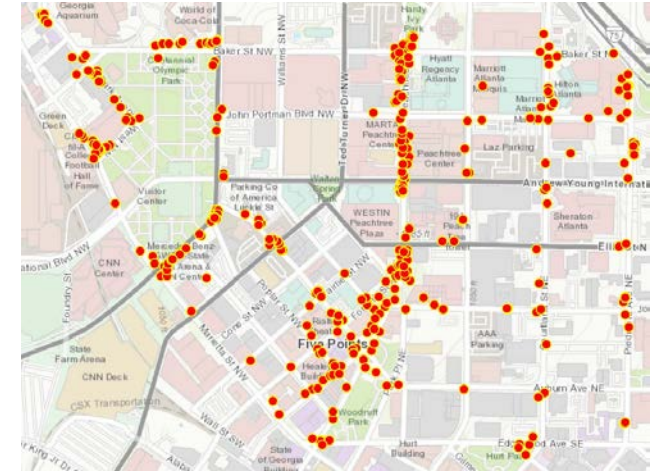
# Enforcement Updates

- Starting in July 2020, ATLDOT led enforcement of parking and permit conditions.
- Implemented new Administrative Audit system.
- Documented all devices found during audits.
- ATLDOT implemented fines for violations as well as any deficiency in company response.

The screenshot shows the 'Dockless Device Audit' field app interface. At the top, there is a teal header with a close button, the title 'Dockless Device Audit', and navigation icons. Below the header, the text reads: 'Field app used to audit dockless devices in the City of Atlanta for potential violations'. The form contains several sections with radio button options and a dropdown menu:

- Description \***
  - No Violation
  - Response Required
  - City Corrected
- Vendor \***
  - Bird
  - Spin
  - Other
  - Helbiz
  - Veo
- Device Type \***
  - E-scooter
  - Bike
  - Sit-down scooter
- Number of Devices \***
  - 1 (dropdown menu)
- Violation Photo(s) \***
  - Upload 1-10 photos

At the bottom of the form, there are icons for a camera and a folder, and a teal checkmark button on the right side.

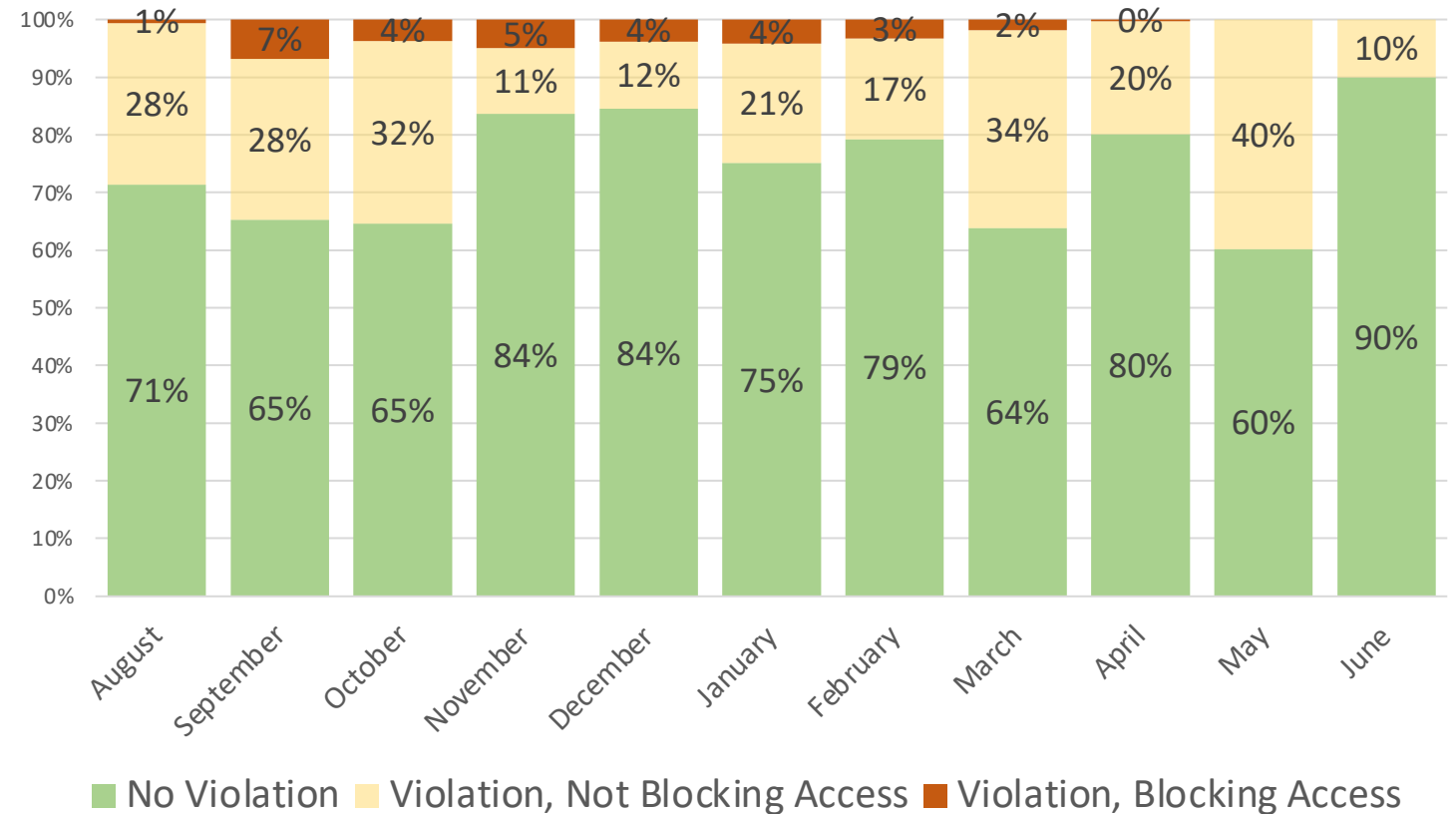


# Administrator Audits

**From July 2020 – June 2021,  
City staff audited 4,660 devices**

- 72.2% of devices were legally parked
- 3.5% of devices were blocking pedestrian and ADA access.
- 24.3% of devices were violating regulations but were not blocking pedestrian or ADA access.

Violations, Administrator Audits



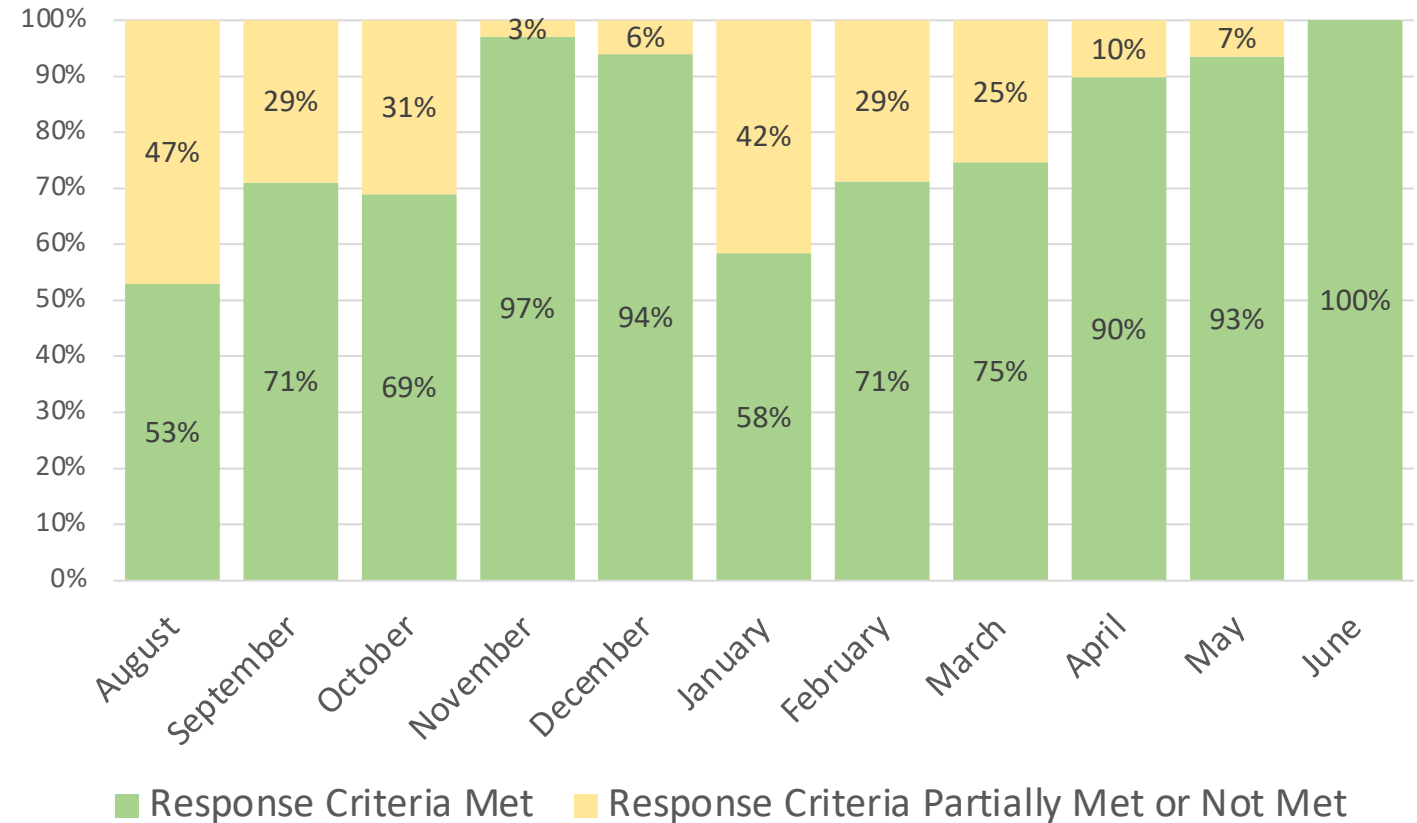
# Administrator Audits

- Companies must respond to violation notifications within 2 hours with photo documentation showing the violation has been corrected.
- Violation notifications that do not meet response criteria are assessed a fine according to the program's [Administrative Regulations](#).

## Companies responded to over 99% of violations requiring a response.

- 70.3% of company responses fully met response criteria.
- 29.7% of company responses either partially met or did not meet response criteria.

### Company Responsiveness, Administrator Audits





# Fees are supporting program needs and infrastructure

Permit Year	Permit Fees	Fines	Total
Permit Year 2019	\$571,300.00	\$1,169,523.00 (Impounds)	<b>\$1,740,823.00</b>
Permit Year 2020-2021	\$203,084.00	\$26,035 (New Audit System)	<b>\$229,119.00</b>
Permit Year 2021-2022	\$124,530.00	TBD	<b>\$124,530.00 + TBD</b>

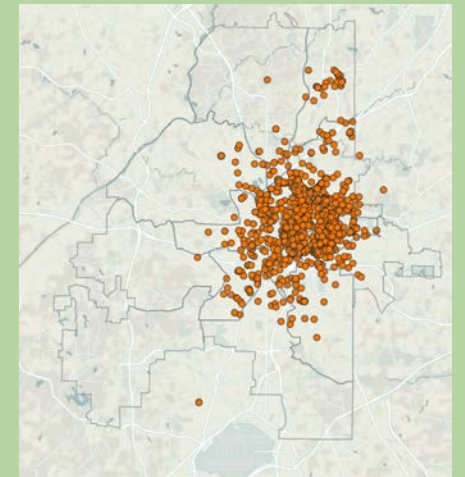
Infrastructure construction: Action Plan for Safer Streets and Cycle Atlanta 1.0



Dedicated program staff



Data Management Software



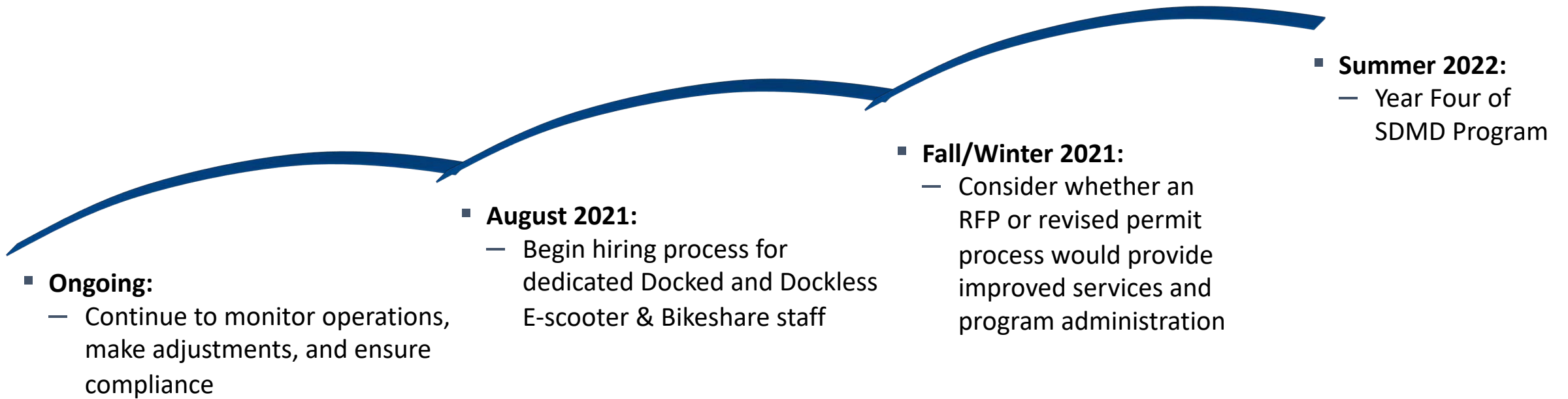
# Future Focus

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- Annual permit process and company turnover is challenging and unpredictable for companies and residents. It is also time-consuming for staff.
  - ATLDOT will consider an updated selection process and length of operation.
- Ensuring equitable access to service across the city.
  - Outreach to Equity Zones and Communities of Concern about alternative pricing programs and learn about infrastructure needs.



# Timeline - Future



# Projecting The Future



# Projected Construction



## COMPLETE STREETS

- Howell Mill Complete Street
- 5th Street Complete Street
- Fairburn Road Complete Street
- J E Lowery Boulevard Complete Street
- W. Peachtree St. & Spring St. QB Complete St
- Cascade Rd Complete Street
- RD Abernathy Blvd Complete Street
- Piedmont Ave Complete Street
- Juniper St Complete Street
- US19 Spring Street Pedestrian Mobility



## ROADWAY IMPROVEMENTS

- Piedmont Road Capacity Improvement
- Dekalb Ave Safety Improvements
- Peachtree Corridor Multimodal Phase 3
- LMIG Resurfacing
- Huff Road Widening
- Krog Street Tunnel Lighting
- Unpaved Roads – Phase I
- Quick Implementation Bicycle Projects
- 15th Street Extension
- Wieuca Rd Roundabout
- Stafford St SW-Concrete Pavement Rehab



## TRAFFIC SIGNALS

- Traffic Combo 1
- Peachtree Street TCC
- Piedmont Ave Pedestrian Safety
- Howell Mill Rd @ Moores Mill Rd Intersection Improvements
- Moores Mill Rd @ West Wesley Rd Intersection Improvements
- Midtown Atlanta Regional Activity Center
- Midtown Traffic Signals
- Traffic Signal & Communications – Group AA



## SIDEWALK AND MOBILITY IMPROVEMENTS

- Little 5 Points CID Improvements
- CDBG Sidewalks
- North Ave & Somerset Ter Pedestrian Beacon (AA)
- Deering Road Sidewalks
- Broad Street Boardwalk
- Deering Road Sidewalk
- Cheshire Bridge Rd
- Local District Sidewalks (Old Ivy, Edgewood, Putnam)
- Cherokee Ave Safer Streets
- Annual Sidewalk Maintenance & Repair
- Midtown CID ADA Sidewalk Repairs



## MULTI-USE TRAILS

- Eastside Trolley Greenway Trail
- PATH400
- Northside Drive Underpass

\* Construction Package in Procurement notated in green font



# Our Partners



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“The greatest danger in times of turbulence is not the turbulence; it is to act with yesterday’s logic.” – Peter Drucker

