



City of Dallas

Dockless Vehicle Program Proposed Changes

**City Council Briefing
June 15, 2022**

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Presentation Overview



▷ PURPOSE

▷ BACKGROUND

- PROGRAM EVALUATION: FALL 2021-SPRING 2022
- IDENTIFIED ISSUES
- FUNCTION OF CITY CODE & DIRECTOR RULES
- DEVELOPING THE RECOMMENDATIONS

▷ RECOMMENDATIONS

▷ NEXT STEPS

▷ DISCUSSION & FEEDBACK

Purpose



Brief City Council on the proposed changes to Sec. 28-41.1.1. and Chapter 43, Article X of the Dallas City Code and the proposed Director Rules, in preparation of the Dockless Vehicle Program relaunch and receive Mayor and City Council feedback.



Program Evaluation: Fall 2021-Spring 2022



PHASE 1: ESTABLISH 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 (12/7/2022)

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 DIRECTOR RULES

Identified Issues

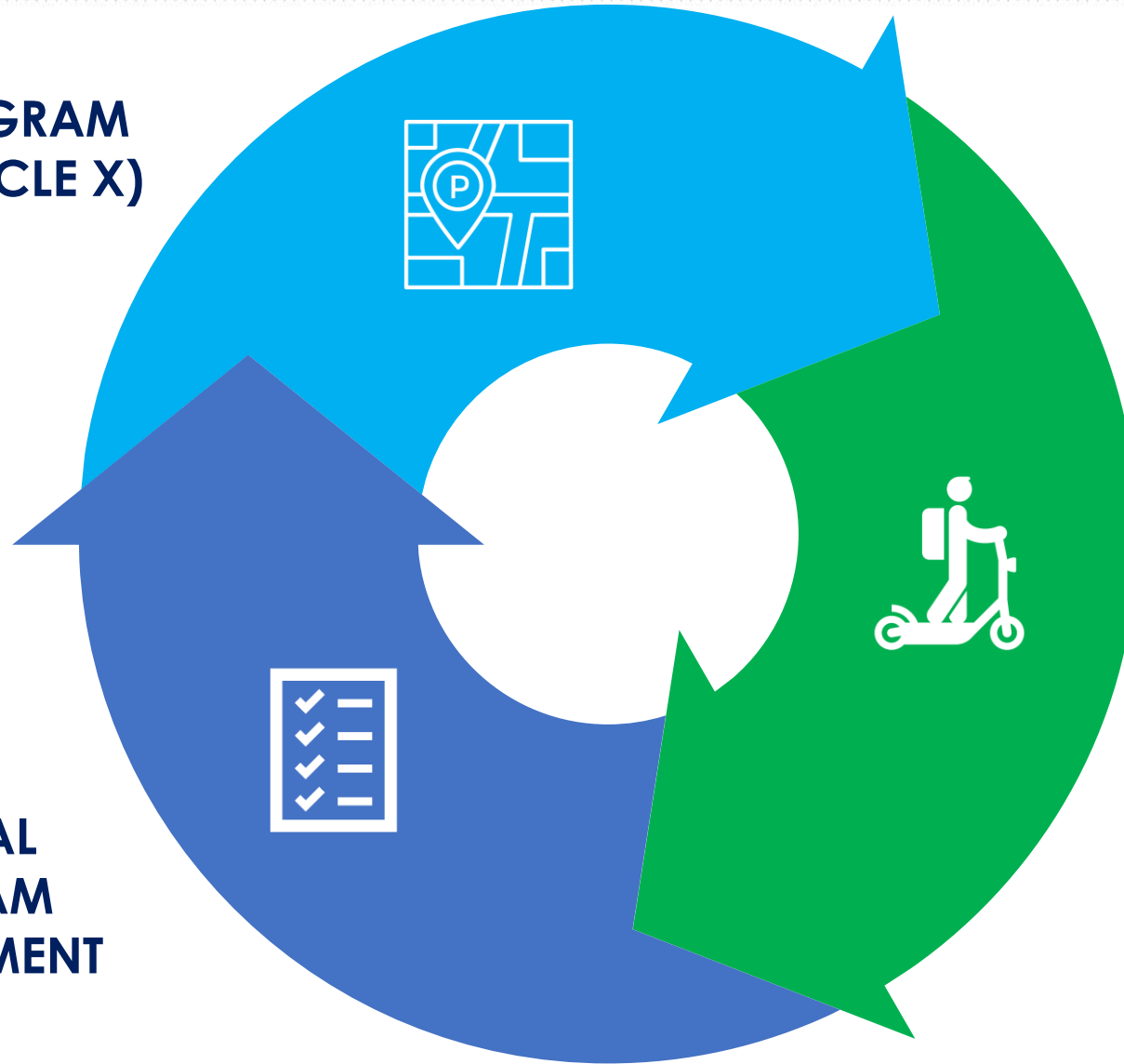


**PERMIT PROGRAM
(CH. 43, ARTICLE X)**

17 Issues
Broken down into
3 Categories*

*The full list of identified issues is attached to the appendix of this presentation

**GENERAL
PROGRAM
MANAGEMENT**



**RIDER & DEVICE
OPERATION
(SEC. 9.1,
SEC. 28-41.1.1.)**

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

Function of City Code & Director Rules



▷ **Sec. 9.1**

- Establishes traffic regulations for the use of bicycles and electric bicycles.

▷ **Sec. 28-41.1.1**

- Establishes traffic and parking regulations for the use of motor-assisted scooters and similar devices, whether privately owned or rented.

▷ **Chapter 43, Article X**

- Establishes the Dockless Vehicle Permit and makes it illegal to operate a dockless vehicle service without a permit.
- Establishes general regulations that operators must abide by.
- Gives the director of the department overseeing program authority to develop Director Rules and establishes rules adoption and appeals process.

▷ **Director Rules (Proposed)**

- Establishes specific rules for the Permit Program and specific rules that operators must adhere to.

Developing Recommendations



Best Practices: Case Study Cities

STUDY CITIES:

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



Working Group Recommendations

Current Recommendations



Operator Feedback



TRNI Committee Feedback

Recommendations

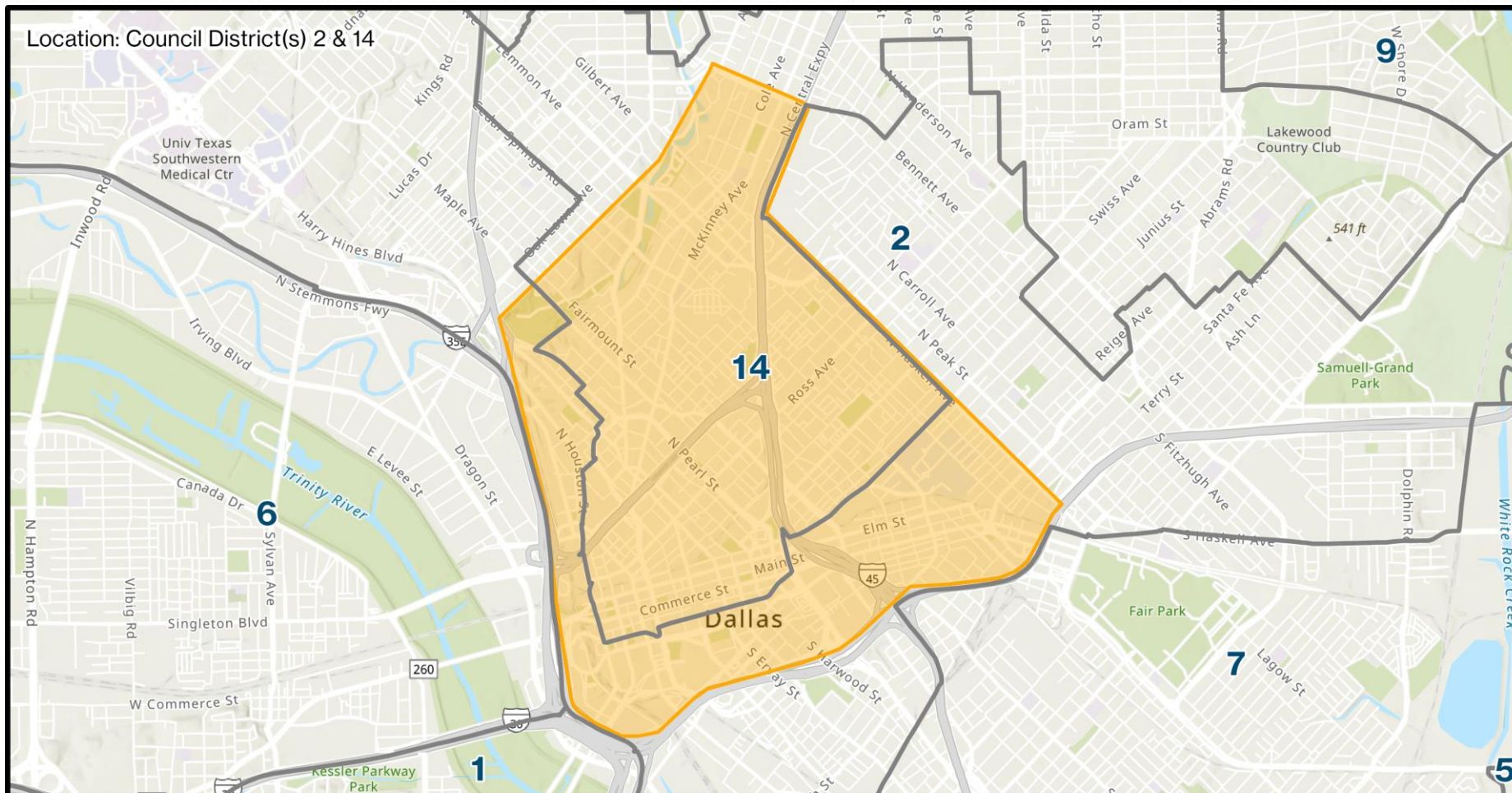


Key Issue #1: Too many vehicles and operators to effectively manage

Recommendation: Under proposed changes to Ch. 43 & proposed Director Rules...

- ▶ Give the director authority to limit the number of operators and units per operator.
- ▶ 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



0 0.25 0.5 1 Miles

- Council District Boundary
- Central Dallas Deployment Zone



City of Dallas



Recommendations



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

Recommendation: Under proposed changes to Ch. 43 & Director Rules...

- ▶ Open a call for applications once a year, to put all operators on the same permit, fee collection, and compliance monitoring schedule.
- ▶ Hire a data vendor to collect trip data from operators and submit a report to City staff every month, allowing staff to send operators a monthly invoice to collect the Per Trip fee (\$0.20/trip).

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

Recommendation: Under proposed Director Rules...

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

Recommendations



Key Issue #4: Difficult to quickly incorporate lessons learned

Recommendation: Under proposed changes to Ch. 43 & Director Rules...

- ▶ Move most of the regulations governing operators' dockless vehicle deployment, data sharing, user education, specific triggers for penalties, etc. to the Director Rules

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

Recommendation: Under proposed changes to Ch. 43, Director Rules...

- ▶ The director can establish rules for rebalancing requirements
- ▶ Operators are required to deploy 15% of their fleet in Equity Opportunity Zones daily (*proposed zones, next slide*).

Recommendations








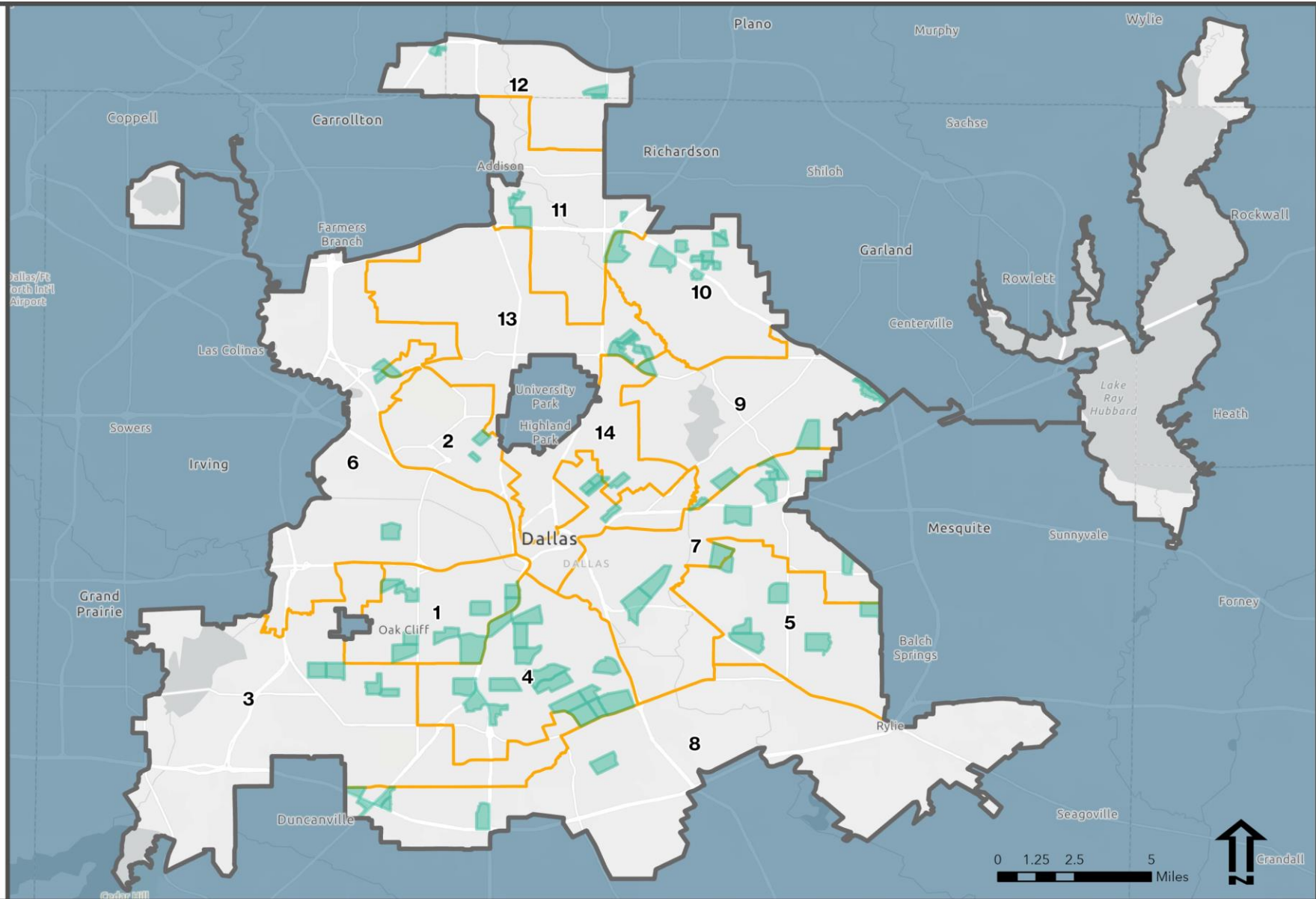
Proposed Equity Opportunity Zones

Legend

-  EOZ
-  City Boundary
-  Council District Boundary

MEDIAN STATISTICS FOR EQUITY OPPORTUNITY ZONES

-  TOTAL NON-WHITE POPULATION (%) **92.43%**
-  TOTAL POPULATION **1,812**
-  POPULATION DENSITY **10,472.44**
-  PUBLIC TRANSIT USE (%) **7.98%**
-  FAMILIES BELOW OR AT POVERTY LEVEL (%) **26.86%**



Recommendations



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

Recommendation: Under proposed changes to Sec. 28-41.1.1 & Director Rules...

- ▶ No riding in public parks, public plazas, and the State Fair grounds;
- ▶ No riding on sidewalks citywide (existing regulation)
- ▶ Riding will be allowed on some trails, if deemed necessary, ex: *Ronald Kirk Pedestrian Bridge*
- ▶ Give the director authority to establish Slow Ride Zones with 10 mph limit
- ▶ Establish Slow Ride Zones in Director Rule. The following areas are proposed to have Slow Ride Zones 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

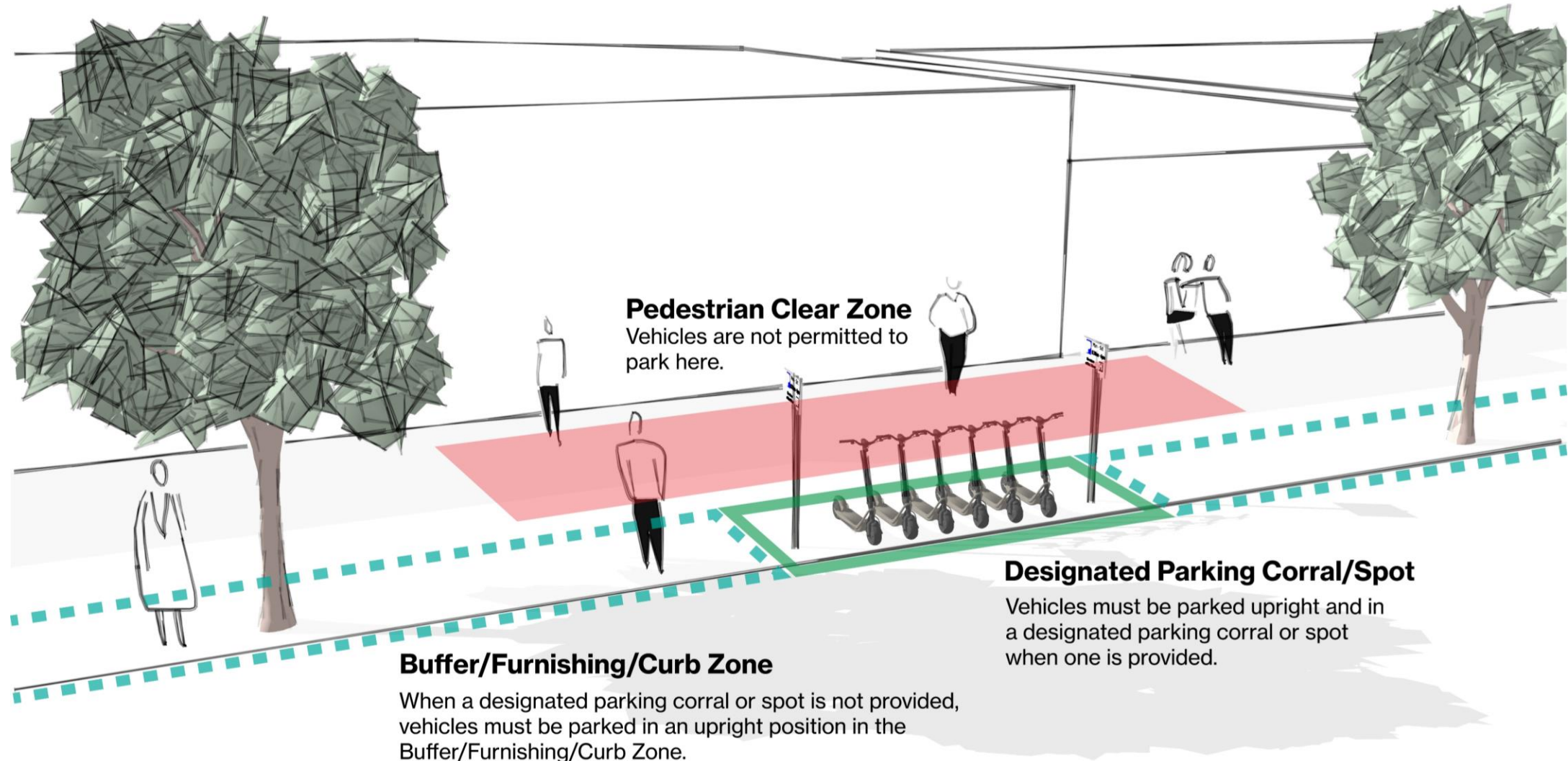
Recommendation: Under proposed changes to Sec. 28-41.1.1 & Director Rules...

- ▶ Users and operators...
 - ▶ Must park vehicles contained within the Buffer/Furnishing Zone of the Pedestrian Zone, or in a designated area when available (*ex: next slide*)
 - ▶ May not park on a block where the Pedestrian Zone is less than 8 ft wide
 - ▶ May not park within 10 feet of an intersection or crosswalk, unless in a designated space
- ▶ Before trips can be ended in an app, users must take an end-of-trip photo to demonstrate that the vehicle is parked.
- ▶ 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.

Recommendations



How to Park Dockless Vehicles



Pedestrian Clear Zone
Vehicles are not permitted to park here.

Designated Parking Corral/Spot
Vehicles must be parked upright and in a designated parking corral or spot when one is provided.

Buffer/Furnishing/Curb Zone
When a designated parking corral or spot is not provided, vehicles must be parked in an upright position in the Buffer/Furnishing/Curb Zone.

Recommendations



Key Issue #7 (cont.): Improperly parked vehicles & sidewalk clutter

Recommendation: Under proposed changes to Sec. 28-41.1.1 & Director Rules...

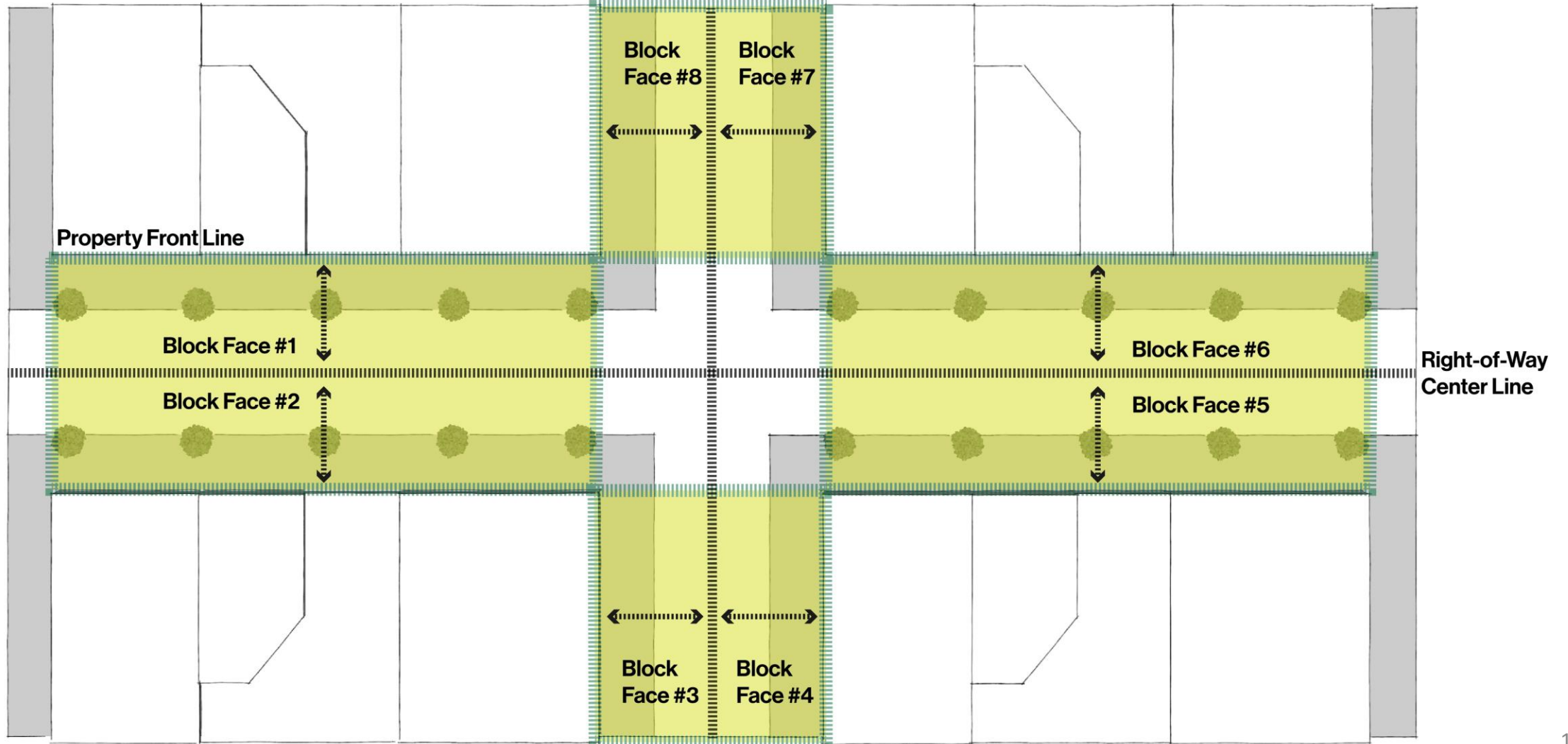
- ▶ Operators shall provide users with an overview of relevant laws when users sign up for an account
- ▶ On each vehicle, operators must display the vehicle registration number and information on how to submit a complaint to the operator and to 311
- ▶ Operators shall park and direct riders to park 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.

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 (cont.): Improperly parked vehicles & sidewalk clutter

Recommendation: Under proposed changes to Sec. 28-41.1.1 & Director Rules...

- ▶ 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

Recommendation: Under proposed changes to Sec. 28-41.1.1 & Director Rules...

- ▶ Only one user can ride a dockless vehicle at a time unless a second seat is provided
- ▶ Users must yield the right-of-way to pedestrians
- ▶ User may not ride a vehicle above the posted speed limit on a public street or trail
- ▶ 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

Recommendation: Under proposed changes to Ch. 43 & Director Rules:

- ▶ An operator's permit will be automatically suspended if any of the following conditions apply, among others:
 - ❑ If, in consultation with the chief of police, it is found that the service constitutes an imminent threat to public safety
 - ❑ They have violated federal or state law
 - ❑ They fail to maintain current contact information with the City
 - ❑ They fail to pay a fee within a given timeframe
 - ❑ Their vehicles continue to operate outside of operating hours more than 3 in a calendar week
 - ❑ They violate deployment requirements more than 2 times in a calendar week

Recommendations



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

...Continued:

- ❑ 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
 - ❑ The number of complaints against an operator exceeds 40 in one day
 - ❑ 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



**Incorporate Feedback
June 2022**

**Program Relaunch
October 2022**

**Incorporate Council's
feedback to ordinances
& program materials**

**Dockless vehicles
begin operation**

**Take City Code changes
to Council for adoption**

**Director Rules to be
adopted via
public hearing**

**Ensure data vendor
is set up for relaunch**

**Open call for operator
applications &
3 permits awarded**

**Council Adoption
June 22, 2022**

**Director Rules Adopted
July 2022**

**Data Vendor Setup
July/August 2022**

**Permit Applications
August/September 2022**

Discussion & Feedback



- ▷ Questions
- ▷ Comments
- ▷ Feedback





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Identified Issues



Issue	Category
1. Number of vehicles and operators allowed to operate	Permit Program
2. Lack of efficient permitting/fee collection process	Permit Program
3. Scooter availability in low-income/equity areas	Permit Program
4. Late night riding leading to crime (hours of operation)	Permit Program
5. Operating where scooter riding is prohibited	Permit Program
6. Operators parking too many vehicles in one area	Permit Program
7. Need to reduce issues with users improperly parking vehicles	Permit Program
8. Operators checking /enforcing minimum age requirements	Permit Program
9. Need to deter illegal rider behavior	Permit Program
10. Clear penalties for operators who violate rules or city code	Permit Program
11. Users parking scooters in ways that block or clutter sidewalks	Rider Operation
12. Users riding on sidewalks	Rider Operation
13. Minimum rider age	Rider Operation
14. Lack of dockless vehicle parking facilities	Program Management
15. Need for efficient process for updating rules	Program Management
16. Regulating privately owned motorized scooters	Program Management
17. Lack of dedicated program staff	Program Management