



Administrative Regulations for Shareable Dockless Mobility Device Permit Holders

Effective Date: January 24, 2020

I. Introduction

The purpose of the Administrative Regulations is to provide a set of rules and regulations to be adhered to by all Dockless Mobility Device Permit holders per City of Atlanta Code of Ordinances (City Code) Sections 150-400, et seq. These regulations are designed to provide the flexibility needed to respond and quickly adapt to the changing mobility environment.

These regulations are subject to amendment as the City works with Operators to make data-driven decisions prioritizing public safety and accessibility. A key to the success of the Shareable Dockless Mobility Device Permit is an open dialogue between the City and Operators in which Operators are responsive to concerns relating to public safety and accessibility of the public-right-way.

II. Definitions

- (a) "Administrator" shall mean the Commissioner of the Department of City Planning or their designee.
- (b) "Operator(s)" shall mean any person or business meeting the definition of "Dockless Mobility Device System Operator" as established in City Code Section 150-400. .
- (c) "Permit(s)" & "Permitting" shall refer to the "Shareable Dockless Mobility Device Permit" as defined in City Code Section 150-400.
- (d) "Device(s)" shall mean any permitted transportation device defined as a "Shareable Dockless Mobility Device" in City Code Section 150-400.

III. Shareable Dockless Mobility Device Permit

The Permit will be issued by the Department of City Planning Office of Zoning and Development. The Permit application will be posted online. Approved Permits will be valid for a period of one year from the date of issuance. The City will not refund any fees for Devices that are required to be removed from deployment.

Operators shall ensure that all of its permitted devices are painted the same color, such color to be chosen by the operator and approved by the department and shall have all of its devices marked with a uniform logo or insignia. Operators shall submit as part of the Permit application a company logo and identification scheme. The Commissioner of the Department of City Planning shall approve such logos and identification scheme which are not be the same or substantially similar to any other permitted Operator's logo and identification scheme.



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A. Permit Fee

The Permit costs include the following

- (a) Permit application fee is \$100
- (b) Shareable Dockless Mobility Device Permit fee is \$12,000 annually for up to 500 Devices
- (c) Additional per Device fee for Devices over 500 is \$50 per Device annually

For example, the fee for Permitting 600 Devices would be:

\$100	Application Fee
+ \$12,000	Permit Fee for 500 Devices
+ \$50 x 100	Additional Devices
= \$17,100	to Permit 600 Devices

Operators must pay all Permit fees prior to issuance.

B. Fleet Expansions

Permits may be amended to accommodate fleet expansions. Additional Devices may be permitted up to any fleet maximums set forth in these regulations.

Per Device fees for any Devices permitted after the initial launch will be prorated based on the schedule below. The City will not refund any fees for Devices that are required to be removed from deployment.

Prorated Fee Schedule for fleet expansions:

- Within first three months of initial Permit approval \$50.00 per Device
- Within four to six months of initial Permit approval \$37.50 per Device
- Within seven to nine months of initial Permit approval \$25.00 per Device
- Within ten to twelve months of initial Permit approval \$12.50 per Device

C. Temporary Fleet Expansion

Upon administrative declaration, temporary fleet maximums may be established by the Commissioner of City Planning for a specific time period. In advance of any temporary fleet maximum, all Permit holders will be notified directly and instructed on how to apply for a temporary fleet expansion.

Applications shall be approved or denied administratively through the Department of City Planning. Prorated fees of \$4.00 per additional Device must be paid in full prior to any approval of additional Devices.

Temporary fleet expansions will expire at a specific date and time. Prior to that expiration, Permit holders are responsible for removing any temporarily permitted Devices.

D. Temporary Permit Extension

Upon administrative declaration, an operator with a valid permit may apply to extend their permit expiration date by one month. Applicants must show proof of settlement and payment of any previously outstanding fees or fines to the City.

Prorated fees of \$1,000 per month for 500 Devices plus \$4.16 per additional Device must be paid in full prior to receiving a valid Permit Extension. The application fee of \$100 shall apply to Temporary Permit Extensions.



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For example, the fee for Permitting 2,000 Devices for one month would be:

\$100 Application Fee
+ \$1,000 Permit Fee for 500 Devices
+ \$4.16 x 1,500 Additional Devices
= \$7,340 to Permit 2,000 Devices for one month

Permit extension applications will be provided directly to launched permit holders in advance of permit expiration and to unlaunched permit holders upon request. With the exception of February Permit Extensions, permit applications will be shared with Permitted Operators no less than 15 days before the current permit expiration and signed applications with proof of payment will be due to the City three (3) business days prior to permit expiration. Any late payments may result in permit suspension or revocation.

For any permit holders with permits expiring on February 1, signed permit applications will be due to the City by January 29th with payment to follow no later than February 28th. Any late payments may result in permit suspension or revocation.

E. Insurance and Indemnification

As part of the Permit application, Operators shall procure and maintain insurance against claims for which the Operator has indemnified the City for the duration of the Permit. Operator shall maintain General Liability limits no less than One Million Dollars (\$1,000,000.00) per occurrence for bodily injury, personal injury and property damage, and with an aggregate limit not less than Two Million Dollars (\$2,000,000.00). Each insurance policy shall name the City as an additional insured and it shall be endorsed to state that: (i) coverage shall not be suspended, voided, or cancelled by either party, or reduced in coverage or in limits except after thirty (30) calendar days prior written notice by certified mail, return receipt requested, has been given to City; and (ii) for any covered claims, the Operator's insurance coverage shall be primary insurance as respects the City and any insurance or self-insurance maintained by the City shall not contribute with it. The insurance required to be provided herein, shall have an A.M. Best Rating not less than A- and not less than Class VII.

IV. Permitted Operating Fleet Sizes

The maximum number of Devices allowed to be permitted per Operator may be adjusted by the Administrator on a monthly basis. This will allow the City to monitor public safety while also allowing Operators to increase the size of their fleets over time to meet demand. The Administrator will heavily consider market needs, overall utilization rates, overall regulatory compliance, and capacity of the right-of-way in adjusting any fleet maximums.

Any fleet maximums will be included in the Permit application and will be applicable for all Operators. All fleet maximum increases issued by the Administrator will apply to all permitted Operators not subject to any superseding fleet size reductions due to compliance issues. Permitted Operators who wish to expand their fleet to meet increases in the fleet maximum or for any other reason will need to submit for a Permit amendment and pay any and all fees that would be associated with those additional operating Devices at the time of permitting (See Fleet Expansion Fee Schedule above).

V. Device Removal

In the event that a Permit is revoked or an Operator is no longer willing or able to operate within the City, the Operator must immediately surrender its Permit(s) to the City and remove all Devices from the public right-of-way and private property immediately. The City will not refund any fees for Devices that are removed by the City of Atlanta.



VI. Device Specifications

All Devices shall comply with all applicable state law and design standards described in the Code of Federal Regulations and by the International Organization for Standardization. All Devices shall have vendor contact information and a unique identifier affixed to the Device per City Code Section 150-404 (f). This contact information should be posted in an obvious manner and should be highly visible to the public.

The City of Atlanta encourages Operators to include visible signage on Devices to inform users and non-users of parking and riding regulations. This could include clearly stating the following:

- Do not ride on sidewalks
- Follow traffic rules
- Park responsibly
- How to report maintenance and parking violations to the Operator

Operators must monitor and maintain Devices in their fleet to ensure all Devices are in good condition. Any Device determined to be inoperable for any reason, including low battery, must be taken out of service immediately and removed from the public right-of-way.

In addition to the above signage and upon request, Operators must work with the Department of City Planning to display temporary or semi-permanent messaging as developed by the City to provide standardized City issued information to users. Operators will fabricate and display any City issued messaging at their own expense.

Any device that is not equipped with a white headlight and red tail light may only be deployed and rentable during daylight as defined by one hour after sunrise through one hour before sunset.

As of August 9, 2019, the City of Atlanta is implementing a city-wide No Ride Zone from 9:00 PM – 4:00 AM daily. No Permitted Device shall be rentable during this time period.

As of June 21, 2019 at 6:00 PM, the City of Atlanta is implementing a Reduced Speed Zone along the portion of the Atlanta BeltLine between Monroe Drive and DeKalb Avenue to ensure safe operations of devices during congested periods. The Reduced Speed Zone will be in effect on weekday evenings (Monday – Thursday, 6:00 PM – 6:00 AM), weekends (from Friday at 6:00 PM until Monday at 6:00 AM), and state holidays (6:00 AM – 6:00 PM).

<https://georgia.gov/popular-topic/state-holidays>

Within the Reduced Speed Zone, the motor of the Shareable Dockless Mobility Device must not alone be capable of propelling the device in excess of 8 miles per hour.

Operators will be provided with a geographic file defining the extents of the Reduced Speed Zone as well as recommended Transition Zone:

- Reduced Speed Zone – Reduced speeds required at 8 mph or less within 50 feet of the Atlanta BeltLine Eastside Trail from Monroe Drive to DeKalb Avenue.
- Recommended Transition Zone – Recommended Transition Zone within 150 feet of the trail to allow users to safely approach, enter, and cross the Reduced Speed Zone.

VII. User Engagement and Responsiveness

Operators must work to continuously improve customer service programs and public awareness around rules and regulations.



A. Customer Service

The customer service program for each Operator must be highly responsive. The vendor contact information posted on each Device must be monitored throughout the day and all requests and responses must be documented. Documentation shall include the nature of the complaint including description, time of day, and location as well as a description and time of the response.

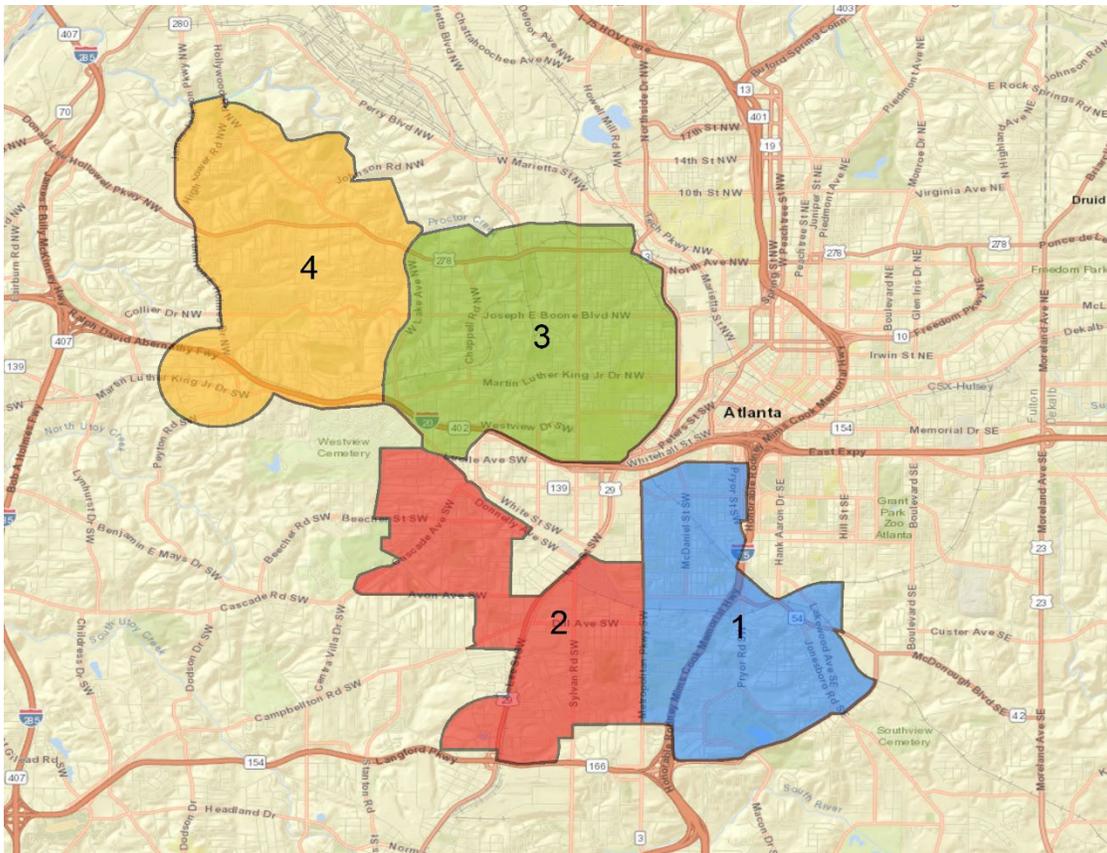
B. User Education

Operators must develop a user education program that informs users of the rules and regulations around parking and riding Devices. Operators should provide creative and effective education outreach programs. These programs will need to evolve over time to focus on problematic behavior and specific compliance issues.

VIII. Equity Zones

The Administrator has established Equity Zones within the City. These Equity Zones were based upon the Equitable Target Areas (ETAs) and *The Atlanta City Design*. ETAs have been established by the Atlanta Regional Commission and constitute geographic areas determined to possess higher concentrations of communities potentially subject to equity and environmental justice issues. The Equity Zones (Figure 1) are defined by the overlap of the most vulnerable ETAs, Urban Neighborhood characteristics as defined by *The Atlanta City Design* and access to MARTA rail stations.

Updated Equity Zone boundaries will be in effect as of August 1st, 2019 at 1:00AM. Operators will be provided with geographic shape files of the current Equity Zones upon receiving Dockless Permit approval.





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Figure 1. City of Atlanta Equity Zones

Additional information regarding ETAs can be found at: <https://atlantaregionsplan.org/resources/equitable-target-area-index-eta/>

Each Operator is required to submit an Equity Plan as part of the Permit application. As part of the Equity Plan, Operators are required to commit to distributing a stated portion of their fleet in each Equity Zone. The boundaries and nature of these Equity Zones may be adjusted by the Administrator on no more than a monthly basis.



IX. Parking Zones

The Administrator retains the right to designate areas as Parking or No Parking zones, either on a permanent or temporary basis. This may be accomplished through signage, painting, the use of geofencing, or any other appropriate means.

The location and nature of Parking/No Parking Zones will be based on availability of right-of-way, parking supply/demand, requests from the public and other stakeholders, and available resources.

Approval will be subject to review by the Department of City Planning, the Department of Public Works, or other appropriate approval agency.

Any established No Parking Zones will be communicated to Operators and posted to the public at least 10 days prior to taking effect.

The City of Atlanta is establishing official No Parking Zones and Allowed Parking Zones for Shareable Dockless Mobility Devices. Mapped Parking Zones and No Parking Zones will be posted online and geographic files will be provided directly to permitted Operators.

- **Allowed Parking Zones.** Operators may deploy up to a designated number of devices per company per zone into each Allowed Parking Zone based on the capacity of the space. Operators must monitor and rebalance devices to ensure they do not exceed the allowed number of devices. The Department of City Planning will monitor compliance and operations of these locations and increase or decrease the number of devices allowed per company while ensuring safety.
- **No-Parking Zones.** Neither Operators nor users may deploy devices, park a device, or end a ride in the No-Parking Zone.

X. Data Sharing and Reporting

Operators must work with the City to provide accurate data for enforcement and planning purposes.

A. Digital Dashboard

Operators must work with the City to provide a data dashboard interface to support the City in viewing, querying, and mapping data. The dashboard must allow the ability to locate Devices by ID number and quantify the number of Devices in pre-defined geographies including within the Equity Zones and within the City of Atlanta.

Ultimately, Operators will be required to provide the City or its designee with accurate, privatized, and real-time data on its entire city fleet through documented Application Programming Interfaces (APIs) built to Mobility Data Specification (MDS) or similar standards. Data specifications will be communicated directly to Permitted Operators.

B. Monthly Data Reporting

Operators shall provide the Department of City Planning with a monthly report within 14 days of the end of the calendar month. The report shall be submitted by completing all sections of the Monthly Report Template which will be provided to all Permitted Operators and linked on the website.

The monthly data report will allow the City to compare certain summary statistics across Operators over time, and provide the City with a qualitative summary of how each Company is working to ensure safe operations. The report



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will include:

- Ridership Report
 - Daily
 - Total Trips
 - Unique Users
 - Max # Devices Deployed
 - Total Minutes Ridden
 - Average Trip Duration
 - Total Miles Ridden
 - Average Trip Distance
 - Average Utilization Rate
 - Monthly
 - Unique Users
 - Average Trip Duration
 - Average Trip Distance
 - Average Utilization Rate
 - Number of Trips Taken Using Equity Program Cost Structure
- Equity Report
 - Number of devices deployed per day per zone
- Safety Report - for each incident reported to the Operator
 - Date
 - Description
 - Device Type (Scooter/Bike)
 - Crash (y/n)
 - Injury (y/n)
 - Fatality (y/n)
 - Description of Company Response
- Parking Report - for each parking complaint reported to the Operator
 - Date
 - Location
 - Description
 - Property Type
 - Device Type
 - Description of Company Response
 - Customer Report Time
 - Company Response Time
- Customer Service Report - by type of service complaint reported
 - # of Customer Service Complaints
 - Average Time (in minutes) until complaints are resolved
- Operations Report
 - Summary of any efforts to improve education around riding and parking Devices (e.g., outreach events, in-app modifications, other strategies)
 - Summary of activities to promote access to equity programming such as cash or non-smart phone access and discounted pricing
 - Summary of new technological strategies (implemented or under development) to improve safety and general compliance with the ordinance and regulations
 - Summary of other efforts in Atlanta and across the country to improve safety
 - Summary of any operational changes during month (staff changes, new device models, updates to data dashboard)



C. User Survey

The Administrator may develop an optional user-survey for Operators to distribute to their users and report the results to the Department of City Planning's Office of Mobility Planning. Participating in the administration of such a survey will be voluntary on the part of Operators.

XI. Partnership

The success of the partnership between Operators and the City will require Operators to proactively engage with City staff to resolve issues, develop solutions, and improve compliance. Operators will be responsible for informing the City of any operational changes or technology modifications that may differ from what was presented as part of the initial Permit.

Permitted Operators will be required to provide contact information for the general manager of the Atlanta fleet. This person shall be available to City staff during normal business hours and shall promptly respond to inquiries and requests. Both the City and the Operator shall make themselves available as requested for in-person meetings.

A. Special Events

Operators must cooperate with the Department of City Planning, the Atlanta Police Department, Mayor's Office of Special Events, Department of Parks and Recreation, the Department of Public Works, and any other relevant entity to ensure public safety during special events, construction, or emergency conditions. Cooperation to ensure public safety may include removing Devices from a specific area, prohibiting riding and/or parking in certain areas, or establishing reduced speed zones. Operators may be invited to participate in special event planning and must be prepared to submit temporary operation plans to the City for special events as requested.

B. Compliance and Enforcement

The City's enforcement program will be fairly applied to all permitted companies and will prioritize compliance. Operators will work with the City's 311 System to receive and respond to complaints. Operators will document responses and response times and provide the City with a summary of the response.

Devices found to be in violation of the City Code Sections 150-400 through 150-407 will be subject to impoundment and storage by the Department of Public Works at the Operator's expense. Any device impounded and stored by the City of Atlanta will be considered deployed by the Operator and will be counted as one of the Operators permitted devices.