



Shareable Dockless Mobility Device Annual Permit Application Scoring Criteria

Updated 4/16/2020

Topic	Guiding Principle: Mobility (M), Safety (S), Equity (E)	Application Question	Criteria	Scoring	Multiplier
OPERATIONS PLAN. Provide operations plan that will increase compliance with Atlanta specific law and supports the Guiding Principles set by the program. Operations Plan is worth 54 points.					
Experience	M	1a. List all markets where Operator is currently operating (including Atlanta if relevant). Include: 1. Name of cities or jurisdictions 2. Device types(s) offered in each city 3. Number of permitted devices	Applicant demonstrates capacity to operate in a market similar to Atlanta through past or current operations in similar markets.	0 1 2	Score*2
Experience	M	1b. Provide a strategy for launching and scaling in Atlanta assuming your company is issued a valid permit effective June 1 st , 2020. Include a timeline for operationalizing in Atlanta (e.g. hiring, acquiring devices, and securing any local leases). Note: Minimum fleet size is 350 to be considered 'launched'.	Applicant demonstrates capacity to operate a minimum of 350 devices within the City of Atlanta within 30 days of receiving a valid permit. Applicant describes plan to launch in Atlanta including any time to scale fleets. Plans committing to launching larger or full fleets upon receiving a valid permit are preferred.	0 1 2	
Operations		E 1c. Provide pricing plan options.	Preference for multi-month commitment to lower pricing and/or membership options. (e.g. comparable to a MARTA fare).	0 1 2	
Operations	M	E 1d. Provide service area geography and include any expected adjustments and rational for service area adjustments based on ridership, seasonality, regulatory, or any other changes.	Service areas that include Equity Zones are required and preference for service areas that support a meaningful and continuous transportation option.	0 1	

Operations	M			1e. Provide hours of operation.	Longer hours of operation that do not conflict with administrative regulations are preferred.	0	1			
Operations	M	S	E	1f. Provide methods and frequency of deploying and redistributing devices.	Deployment strategies that prioritize compliance and proactive monitoring and increase compliance with Atlanta specific laws are preferred.	0	1	2	3	Score*3
Operations	M	S		1g. Provide methods and frequency of charging devices.	Charging methods that utilize formal or dedicated charging facilities are preferred (i.e., less reliance on in-home facilities).	0	1	2		
Operations		S		1h. Provide methods and frequency of storing devices during non-operational hours.	Storage methods that are not heavily reliant on in-home storage are preferred.	0	1	2		
Operations	M	S		1i. Provide plan for maintaining devices to high safety standard.	Maintenance plans that provide specific details for regular maintenance from a qualified mechanic are preferred.	0	1	2		
Operations		S		1j. Provide Sustainability Plan including strategy for disposing of batteries and broken devices.	Plans that prioritize reuse of materials and responsible recycling and disposal through a certified e-Stewards or Responsible Recycling (R2) vendor are preferred.	0	1	2		
City Service Response	M	S	E	1k. Detailed formal response process and plan to address city requests (City staff or partner emails, 311, other) within a timely manner. Include specifics around process, staffing, and response time.	Preference for actionable plans that prioritize responsiveness with sufficient staffing and demonstrate success while identifying strategies for continued improvement.	0	1	2	3	Score*3
Special Operations Plan	M	S		1l. Provide detailed plan for identifying and responding to systemic device safety issues. (i.e. major software malfunctions systemwide)	Plans that specify detailed processes for proactively identifying issues and for rapid responses prioritizing safety and correcting issues are preferred.	0	1	2		
Special Operations Plan	M	S		1m. Provide plan for responding to extreme events including public health emergencies and weather events such as flooding, high winds, snow, and ice	Plans with specific operational details that prioritize safety for users without sacrificing the transportation service are preferred.	0	1			

Special Operations Plan	M	S	1n. Demonstrate ability to respond to large scale special events including staffing accommodations and compliance with any temporary regulations (e.g., no ride areas, reduced speed areas, no/designated parking areas)	Applicant demonstrates capacity to comply with any temporary regulations. Plans that include ability to modify operations, implement innovative parking and deployment strategies, and increase staffing capacity for largest events preferred. (i.e. Music Midtown, Final Four or similar, etc.)	0	1	2		
Special Operations Plan	M	S	1o. Demonstrate ability to comply with requirements outlined in all of the Administrative Zones and the Atlanta BeltLine Eastside Trail.	Demonstrate ability to comply with requirements outlined in all of the Administrative Zones and the Atlanta BeltLine Eastside Trail.	0	1	2		
Data	M		1p. Demonstrate ability to provide access to data to the City consistent with Administrative Regulations including API access.	Qualification - Applicant demonstrates ability to provide API access consistent with Administrative Regulations and City of Atlanta law.					
Data	M		1q. Provide references from program regulators in 2 cities where you are providing data to a similar to Atlanta's data request specifications. Provide: City, Name of Person, Email, Phone Number	Applicant's references confirmed that Applicant's data capabilities meet City standards for data sharing.	0	1	2		Score*2
Data	M		1r. Demonstrate data sharing capabilities by including the completed data sharing details table with your PDF attachment. Download a copy here: bit.ly/sdmddatasharing	Qualification: Applicant has capacity to share requested data, while protecting consumer privacy.					
Staffing Plan	M		1s. Demonstrate staffing plan, provide timeline for hiring initial staff team as well as strategy to replace staff on an ongoing basis. Include the completed staffing details table with your PDF attachment. Download a copy here: https://bit.ly/staffingdetails	Providing staffing resources that effectively manage the safety and organization in the public right-of-way are preferred. This includes preferences for full time management level staff based in the Atlanta region and ROW focused staffing strategy that prioritizes local (City of Atlanta), non-contract labor.	0	1	2	3	Score*3

Topic	Guiding Principle: Mobility (M), Safety (S), Equity (E)			Application Question	Criteria	Scoring				Weight
<p>USER COMMUNICATION AND EDUCATION PLAN. Provide user communication and education plan that will increase compliance with Atlanta specific law and supports the Guiding Principles set by the program. User Communication and Education Plan is worth 22 points.</p>										
Education Plan		S		2a. Provide strategy for out-of-app education (such as: outreach events, media strategy, email or written brochures, vehicle decals, partnerships, or other strategies and materials) to increase awareness and compliance with Atlanta specific laws.	Strategies that expand the reach of programs and use effective methods for behavior change are preferred.	0	1	2	3	Score*2
Education Plan		S		2b. Provide strategy for in-app education (such as: banners, link trees, rental process pop-ups, quizzes, or other examples) to increase awareness and compliance with Atlanta specific laws.	Strategies that expand the reach of programs and use effective methods for behavior change are preferred.	0	1	2		
Customer Service Response	M	S	E	2c. Provide plans and app functionality that allows anyone to report parking or maintenance requests directly to the Operator, regardless of whether that person rides the devices.	Customer service processes that make it easy for anyone to report issues directly to the Operator.	0	1	2		
Customer Service Response	M	S	E	2d. Detail process for how community requests directed to Operator customer service number/email will be addressed. Plans should specify target and guaranteed response times.	Plans that address community concerns and requests resolve issues in a timely manner are preferred.	0	1	2		Score*2

Incentive Program	M	S	E	2e. Provide details on any incentive program that will be in place at the time of fleet launch to incentivize lawful riding and parking behavior. Include the methods, processes, rewards, or other details of the program.	Programs that commit to using effective methods for behavior change and incentivize lawful user behavior are preferred. Staff understands that these programs may evolve over time and is looking for an ongoing commitment with preference for programs with meaningful forethought and adaptability.	0	1	2		Score*2
Helmet		S		2f. Provide plan to educate and incentivize riders to use a helmet.	Strategies that are effective in incentivizing users to wear a helmet are preferred.	0	1	2		
Safety		S		2g. Describe plans and process for enforcing any company rules or policies, whether or not they are Atlanta specific laws, including but not limited to: i. Rider Age ii. Helmet Use iii. Number of people riding on a device.	Effective strategies for enforcing company rules and polices around rider age, helmet use, number of people per device, and other rules are preferred.	0	1	2		

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FLEET DESIGN. Fleets should adhere to Atlanta laws and support the Guiding Principles set by the program. Fleet design is worth 17 points.									
Fleet Design	M	S	3a. Provide device specifications for all components of all device types included in this application.	Qualification - Devices must meet the following standards: 1. Device wheel size is 10 9 inches or larger in diameter. 2. Devices with motors must be in compliance with Motor Driven Speed requirements in the Administrative Regulations. 3. Device's front and rear tail lights can be seen from at least 500 ft away.					
Fleet Design	M	E	3b. For each device type, provide any additional description of: 1. Seating (if applicable) 2. User amenities (if applicable) 3. Accessible features (if applicable)	Citywide, having a diverse fleet is preferred. This could include fleets with a mix of device types, fleets with unique device types, or devices with unique features that increases access to micro-mobility for people of various needs, preferences, and abilities. Examples could include providing two device types, providing sit down options, providing human powered options, providing amenities such as baskets or other element to safely carry personal items, recumbent bicycles, tricycles, or hand cycles.					
Fleet Model	M		3c. Provide documentation of whether the model being proposed is the most advanced model in deployment in any of your launched markets.	Offering the most advanced device model from the company is preferred.	0	1			

Fleet Design		S	3d. Show all signage on devices including any signage regulated in the Administrative Regulations, including: i. Company specific branding ii. Contact information for customer service iii. Unique company specific device identification numbers iv. Educational signage about not riding on sidewalks.	Qualification - Signage on Devices must meet standards set by the Administrative Regulations.					
Safety		S	3e. Provide documentation that each device type meets safety standards and has passed safety testing.	Devices that adhere to high safety standards, are manufactured with high quality materials, have passed rigorous safety testing, and provide safety features and amenities for all devices are preferred.	0	1	2		
GPS Accuracy	M	S	3f. Provide details of GPS technology used including technical specifications of degree of accuracy.	Devices are equipped with GPS technology in accordance with Administrative Regulations. Higher degrees of accuracy are preferred.	0	1	2		
Fleet Design	M	S	3g. Describe braking systems for each device type.	Devices equipped with advanced braking system such as dual-method braking are preferred.	0	1	2		
Correctability	M	S	3h. Provide device weight and any documentation of any wheel locking mechanism during periods of non-use. Include the distance devices can roll freely without the locking mechanism activating.	Devices that are able to easily be relocated or have their parking corrected are preferred (e.g. not too heavy, can roll freely for a short distance without being unlocked).	0	1	2		Score*2
Kickstand	M	S	3i. Document kickstand design and provide information on ability to keep the device upright under a variety of environmental conditions.	Heavy duty kickstands designed to keep device upright under a range of environmental conditions are preferred.	0	1	2		
Safety		S	3j. Provide details of any additional safety hardware or software on proposed devices not otherwise described or highlighted in application.	Features providing enhanced safety are preferred.	0	1	2		Score*2

Topic	Guiding Principle: Mobility (M), Safety (S), Equity (E)	Application Question	Criteria	Scoring	Weight		
EQUITY PLAN. Provide plan to provide equitable service that supports the Guiding Principles set by the program. Equity Plan is worth 13 points.							
Discounted Price Option		E 4a. Provide details for discounted price options offered. Include any qualifications for this option, alternative pricing structure, and the process by which qualified users sign up for the program.	Qualification - Applicant offers discounted price option for qualifying individuals. Scoring Criteria - Price options that increase financial access for a diverse range of communities and are easy to sign up for are preferred.	0	1	2	Score*2
Equity Plan		E 4b. Provide details for distribution strategy within Equity Zones, including committed percentage of fleet that will be deployed across Equity Zones each day (consistent with Administrative Regulations).	Strategies that exceed the requirements in the Administrative Regulations are preferred.	0	1		
Equity Plan		E 4c. Provide community outreach and education strategies to reach intended equity groups such as those living or working in Equity Zones, those who might receive discounted pricing options, or others.	Plans that substantially promote equity programs, facilitates sign-ups, and provide ongoing outreach and education to the intended equity groups are preferred.	0	1	2	Score*2
Increased access		E 4d. Describe payment options that do not require the use of credit cards.	Qualification: Applicant offers non-credit card payment option.				
Increased access		E 4e. Describe rental options that do not require the use of smartphones.	Preference for including non-smartphone unlock options.	0	1		
Increased access		E 4f. Describe process and identification needed required for users to verify age.	Processes that prevent duplicate sign ups while allowing users to verify age by using alternate forms of identification (other than a driver's license - such as a state-issued ID, passport, or passport card) are preferred.	0	1		
Increased access		E 4g. Describe extent of mobile application accessibility features. List any additional languages for which system general communications, education, and customer service provides translation services.	Mobile Applications that provide enhanced accessibility such as teletypewriter (TTY) options, multiple languages, or other accessibility features are preferred.	0	1		

Topic	Guiding Principle: Mobility (M), Safety (S), Equity (E)	Application Question	Criteria	Scoring	Weight
INNOVATION. Describe technologies that will increase compliance with Atlanta specific law and support the Guiding Principles set by the program. Innovation is worth 30 points.					
Compliance technology		S	5a. Describe any technology that will be provided in the deployed fleet that detects and eliminates sidewalk riding.	Fleets equipped with technology that detects and eliminates sidewalk riding are preferred.	0 1 2 Score*3
Compliance technology	M	S	5b. Describe any technology that will be provided in the deployed fleet that detects and eliminates improper parking.	Fleets equipped with technology that detects and eliminates improper parking are preferred.	0 1 2 Score*3
Safety		S	5c. Describe any options (i.e. mandatory for new users or voluntary for all users) to cap motor driven travel at speeds slower than 15 MPH.	Programs with an option for motor driven speed caps lower than 15MPH are preferred. Options that are mandatory for newer riders or available for all riders as an 'opt in' are preferred.	0 1 2 Score*3
Lock-to Method	M	S	5d. Provide any technical specifications that allow the devices to be locked-to a fixed object such as a bike rack.	Devices that allow device to lock to a fixed object, such as a bike rack, after each ride are preferred.	0 1 2 Score*3
Helmet		S	5e. Provide any documentation showing that a helmet is included as part of a user rental. Include method for attaching helmet to device while not on a ride.	Devices or programs that include a helmet as part of user rental are preferred. Helmet must be secured with a locking element that prevents it from accidentally detaching.	0 1 2 Score*3