



SHAREABLE DOCKLESS MOBILITY DEVICE 2020 PERMIT PROGRAM

Background

The Atlanta Department of Transportation (ATLDOT) is tasked with the responsibility of regulating the public right of way, encouraging transportation options, and protecting public safety. The Shareable Dockless Mobility Device Program has been in effect since February 2019 and will be managed by ATLDOT moving forward.

The agency has created a set of [Guiding Principles](#) to guide this program, and a robust application selection process that takes into account our lessons learned over the [past year](#) of operations in Atlanta, public input (including several open house meetings, council hearings, emails, phone calls, and the [2019 survey](#)), and substantial research and learnings from staff and programs in other cities across the county. We used information from all sources to develop an improved program to regulate dockless e-scooters and e-bikes in our city that supports expanding our transportation choices while also prioritizing public safety.

Permit Selection Process

A new [Ordinance](#) and [Administrative Regulations](#) structure the program to award a base number of devices to awarded companies through an Annual Permit, with the option to offer Temporary Sub-Permits to expand a company's fleet size. The first round of Temporary Sub-Permits will be valid from June 1, 2020 to August 31, 2020 and will be subject to adjustments based on company performance and compliance with City regulations, overall market needs and utilization rates, and the capacity of our right-of-way. At the discretion of the Commissioner, Permitted Operators will be invited to apply for subsequent Temporary Sub-Permits in advance of August 31, 2020.

The application period for 2020 Shareable Dockless Mobility Device Annual Permit was open from April 6 through April 27, 2020. The City of Atlanta received eight (8) applications for Annual Permits¹, with many also applying for Temporary Sub-Permits (Table 1).

During the initial permit review, the electric bicycle option from Spin was disqualified due to concerns associated with safety, device weight (116 pounds), and zero operational experience. The decision was made that if Spin were to receive a permit, the City would continue to coordinate with Spin to better understand the safety implications of this novel device and determine its appropriateness as part of the program. This analysis did not impact the way in which the Spin stand-up scooter application was scored.

¹ Initially the City received nine (9) applications, but Jump withdrew their application on May 7, 2020.



Applications could receive up to 137 points total, in five categories: Operations Plan (41%) User Communication and Education Plan (16%), Fleet Design (12%), Equity Plan (9%), and Innovation (22%). The scoring results for each company are shown below (Table 2).

All companies met the basic operating qualifications to have their applications scored. Applications were scored based on the [Guiding Principles](#) and [Scoring Rubric](#) by an Application Review Panel consisting of seven (7) members with expertise in transportation, right-of-way management, the Atlanta BeltLine, enforcement, parks, innovation, sustainability, and equity.

After all applications were scored, the four applicants with the highest scores were selected to receive a permit – (in alphabetical order) Bird, Helbiz, Spin, Veoride (Table 2). The four Annual Permits being offered will permit a total of 2,000 stand-up scooters, 500 sit-down scooters, and 500 e-bikes. Permitted Operators will also receive approved Temporary Sub-Permits subject to ongoing administrative adjustments per the conditions of the Temporary Sub-Permits.

Table 1. Applications Received.

Company	Applications for Annual Permits (up to 500 per device type) Valid from 6/1/2020 to 5/30/2021			Applications for Sub-Permits. (up to 1,500 per device type) Valid from June 1 to Aug 31, 2020		
	Stand-up Scooter	Sit-down Scooter	E-Bike	Stand-up Scooter	Sit-down Scooter	E-Bike
Bird	500	0	0	1,500	0	0
Boaz	0	500	0	0	0	0
Bolt	500	0	0	0	0	0
Helbiz	500	0	500	500	0	0
Link	500	0	0	1,500	0	0
Spin	500	0	500 ²	1,000	0	0
Veoride	500	500	0	1,000	0	0
Wheels	0	500	0	0	500	0

Table 2. Application Scores – companies with approved permits are highlighted in green.

Application Section	Maximum points available	Bird	Boaz	Bolt	Helbiz	Link	Spin	Veoride	Wheels
Operations Plan	56	47	33	47	51	40	49	48	40
User Communication and Education Plan	22	20	17	20	22	11	22	18	14
Fleet Design	17	15	15	17	13	11	15	15	13
Equity Plan	12	12	9	10	12	11	12	12	12
Innovation	30	18	3	6	15	6	6	12	12
Total Score	137	112	77	100	113	76	104	105	91

² Spin applied for 500 e-bikes, but the device type was disqualified by the City.