

ATLDOT Shared Micromobility Program Update July 2021 - September 2022

CITY OF ATLANTA



DEPARTMENT OF TRANSPORTATION

Mayor Andre Dickens

ATLDOT Interim Commissioner Marsha Anderson Bomar

Executive Summary

- Dockless shared micromobility ridership continues to grow with September 2022 being one of the highest ridership months in 2022
- ATLDOT and Ride Report launched a Public Dashboard in May 2022 with key dockless ridership metrics and spatial heatmaps available to the public
- Dockless e-bikes launched since July 2021 offer another popular shared mobility option for Atlantans and have been used for 75,712 trips so far
- Ridership data and improved on-device technology offer important insights for planning and policy-making
- Atlanta continues to be a competitive and successful market for dockless shared micromobility



ATLDOT Dockless Shared Micromobility Program

- Dockless e-bikes and e-scooters expand mobility choices for Atlanta residents and visitors
- **3 Permitted Operators in 2021 and 2022:** [Bird](#), [Lime](#), and [Spin](#)
- In May 2022, the Atlanta City Council approved legislation extending existing annual permits for dockless shared micromobility (Legislative Reference [No. 22-O-1275](#))





Examples of Shared Dockless Micromobility Devices operating in the City of Atlanta



Between July 2021 and September 2022, Atlanta's shared micromobility trips equaled more than **14 trips** to the moon, **136 trips** around the Earth, or **154,326 trips** around the completed Beltline



2021-2022 Dockless Shared Micromobility Data

July 2021 - September 2022

Total Trips: 2,199,494 trips

Total Trip Distance: 3,395,176 miles

Median Trip Duration: 9.52 minutes

Avg. Miles Per Trip: 1.47 miles

Avg. Daily Total Trip Distance: 7,428.79 miles

Max Daily Trip Distance: 22,700 miles on 7/4/21

Max Daily Trips: 12,100 trips on 9/3/22

Avg. Trips Per Day: 4,900 trips

E-Bike Trips: 75,712 trips



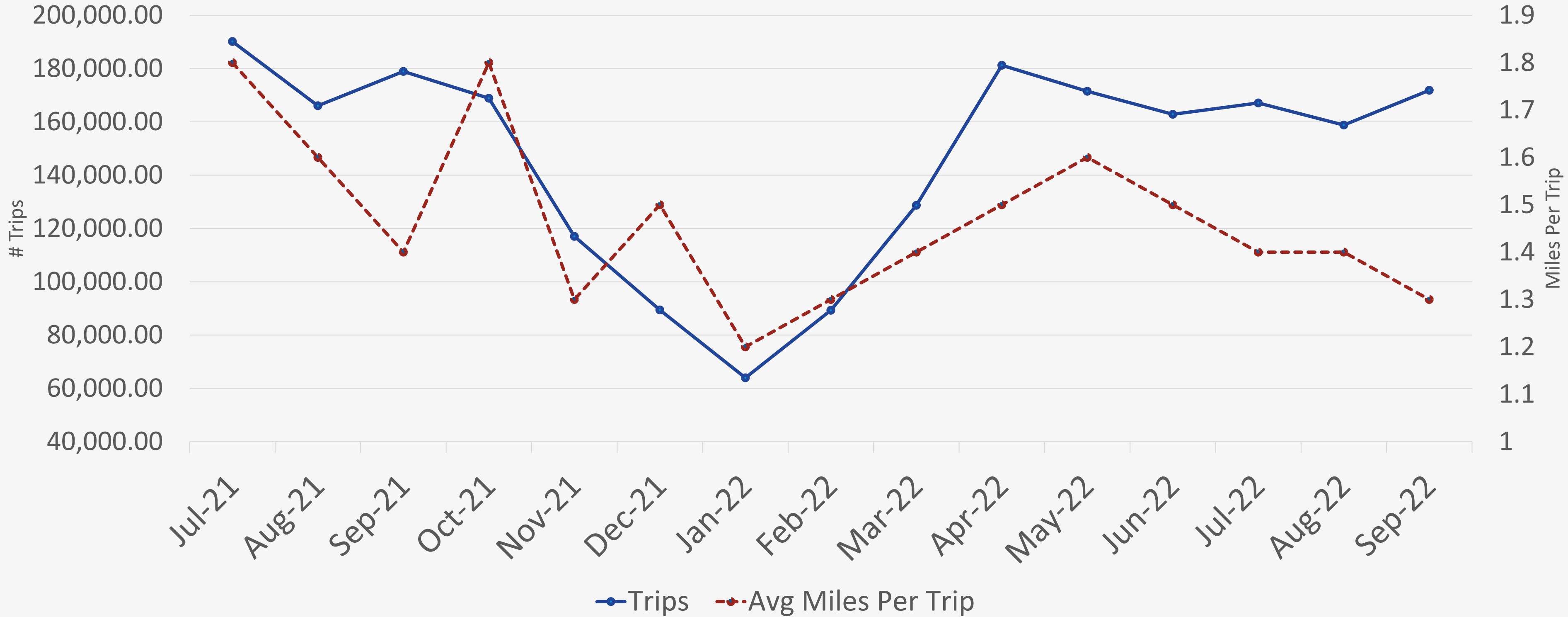
Shared Micromobility operator surveys in ATL have estimated 30-40% of trips replaced car trips

From July 2021 - September 2022, between 660,000 and 879,000 car trips may have been replaced by shared micromobility in ATL



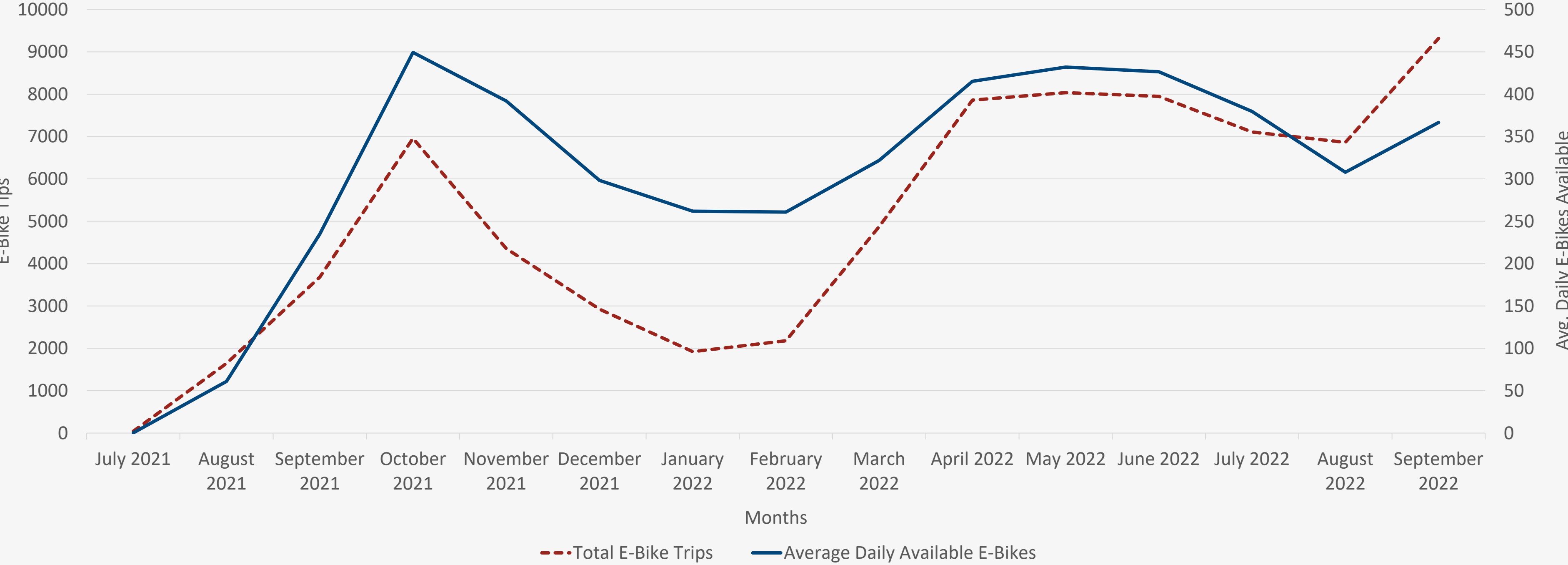
Shared Micromobility Ridership

Monthly Trips and Trip Length



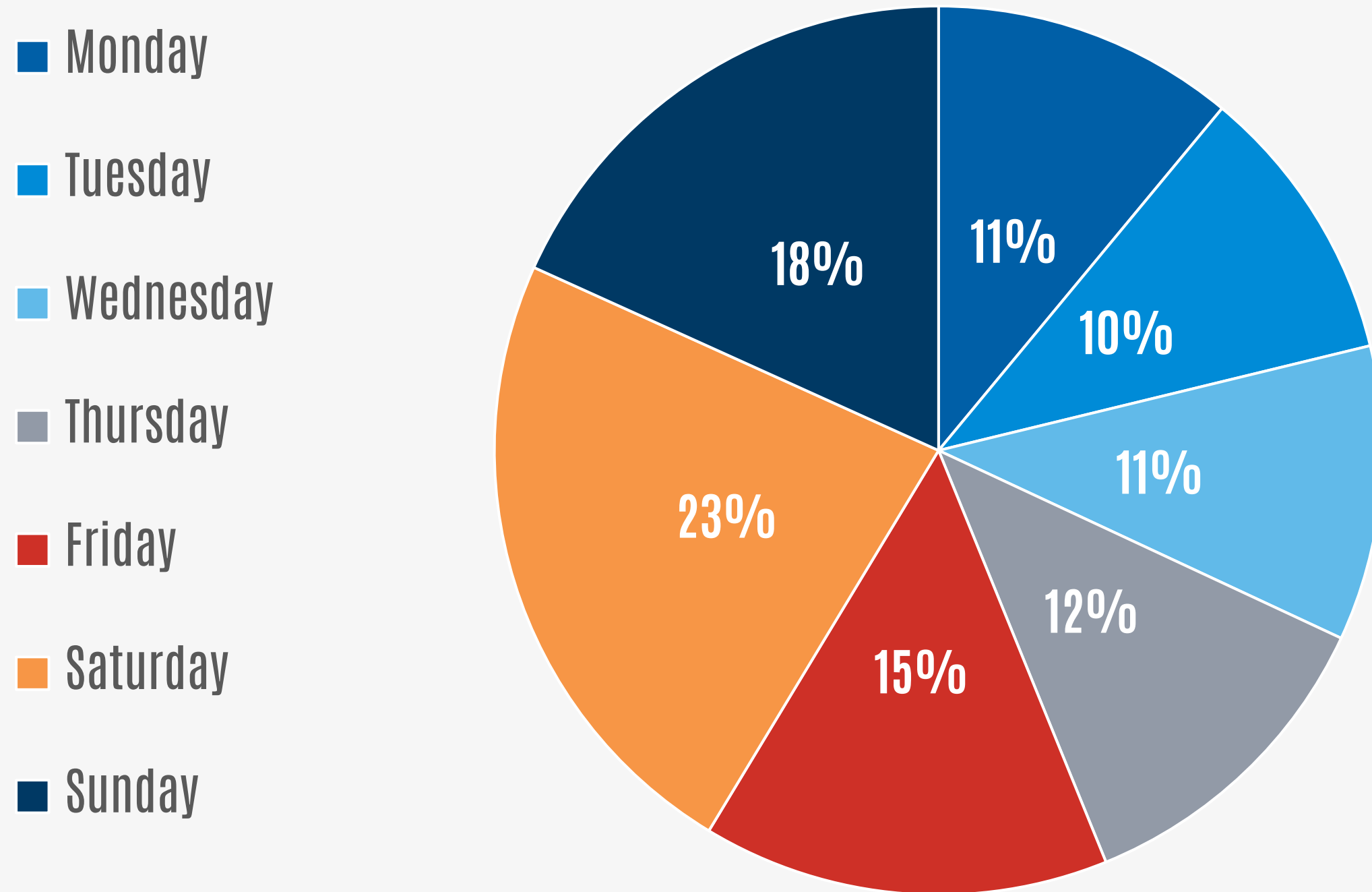
Dockless E-Bike Ridership by Month and Available Bikes

Total E-Bikes Trips and Average Daily Available E-Bikes



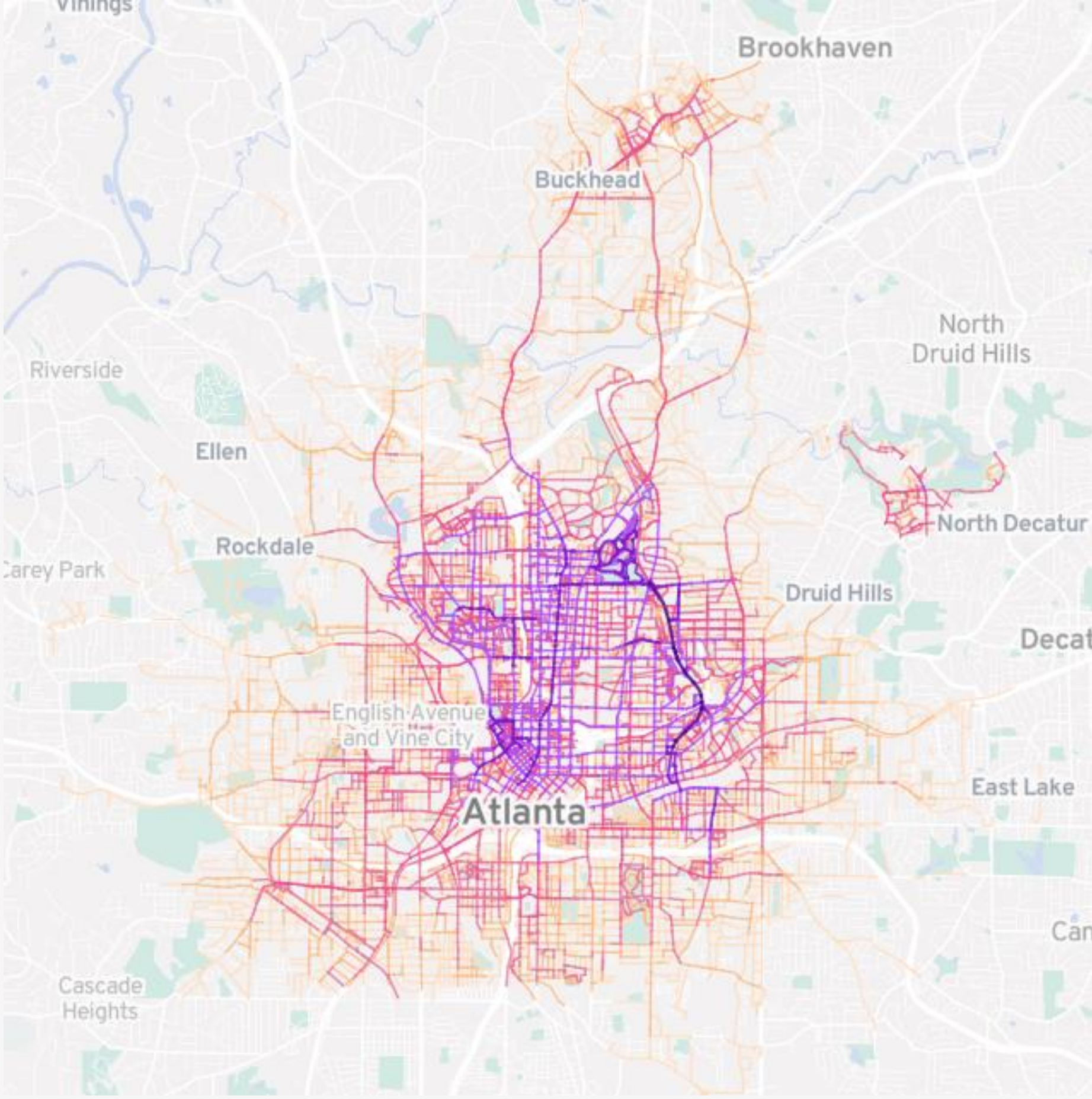
Weekday and Weekend Trips

Percentage of Trips by Day



- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday





Ride Report Micromobility Dashboard

- ATLDOT and Ride Report launched the [public Micromobility Dashboard](#) in May 2022
- Features include:
 - Quarterly data updates
 - Spatial heatmap of highest ridership segments
 - Vehicle and trip data metrics
 - Publicly available downloadable dataset
 - Ability to compare ATL data with other cities



Corridors with Highest Dockless Shared Micromobility Ridership

Atlanta BeltLine Eastside Trail	Greenwood Avenue Northeast	Ferst Drive Northwest
Sampson Street Northeast	Ponce de Leon Place Northeast	Luckie Street Northwest
Irwin Street Northeast	Andrew Young International Boulevard	Carnegie Way Northwest
Krog Street Northeast	5th Street Northwest	Elizabeth Street Northeast
Virginia Avenue Northeast	Peachtree Street Northeast	14th Street Northeast
Monroe Drive Northeast	10th Street Northeast	Estoria Street Southeast
Marietta Street Northwest	Centennial Olympic Park Drive Northwest	Techwood Drive Northwest
Baker Street Northwest	PATH Parkway	Ponce de Leon Avenue Northeast

Spatial map with data available on [Ride Report Micromobility Dashboard](#)



2021-2022 Dockless Shared Micromobility Data

July 2021 - September 2022

- Highest ridership routes on multi-use trails; corridors adjacent to or connecting to multi-use trails; protected bike infrastructure; corridors connecting to college campuses, and corridors connecting to dense areas in Downtown and Midtown
- 56% of trips occurred Friday-Sunday and 44% Monday-Thursday
- Highest ridership months in this time period were July 2021, September 2021, April 2022, May 2022, and September 2022



Image Credit: Midtown Alliance



Ride Report Global Micromobility Index

- [Publicly available tool](#) enabling users to compare shared micromobility data for 36 cities and 5 regions
- Able to compare ATL do cities of similar population size
- **Limitations:**
 - Data collected from different starting dates
 - Number of vehicles deployed vary widely by cities
 - Limited number of peer cities to compare to currently
- **Opportunities:**
 - Peer city data can help with policymaking, infrastructure insights, fleet right-sizing, and more program standardization
- ATL data shows high ridership and trips per day compared to similarly sized cities available in the Index
- ATL fleet size is larger than other cities with similar population sizes
- More populous cities like Austin and Denver see substantially more trips per day. Encourages further research into the whys – population/density, infrastructure investments, or program-specific factors?

City Population	Trips total	Trips per Day per 1k ↓	Vehicles per 1k	TVD avg	Vehicles avg
Across all cities	64,457,600	4.07	2.56	1.61	34,176
✓ Sacramento, CA 503,482	3,522,300	4.95	2.99	1.63	1,506
✓ Atlanta, GA 506,804	2,199,500	3.08	7.13	1.35	3,614
✓ Portland, OR 653,467	2,937,800	2.53	3.82	1.28	2,497
✓ Louisville, KY 617,790	849,300	1.20	0.92	1.21	569
✓ Milwaukee, WI 592,649	754,700	1.06	0.44	3.33	259

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✓ Denver, CO 727,211	11,079,000	10.77	3.29	3.50	2,396
✓ Austin, TX 979,263	12,892,100	9.34	7.00	1.35	6,859



Shared Micromobility Market in Atlanta

- Using data provided by the operators, ATLDOT estimates that the Atlanta market generated **\$16.5 million** in revenue between July 2021 and September 2022
- [Research from Emory University](#) published in 2021 examined the economic impact of micromobility on local economies in 2019. Researchers concluded that shared e-scooter systems contributed to an estimated **\$13.8 million** in additional sales across 370 food and beverage companies in four cities (including Atlanta) over six months



Image Credit: LoopNet

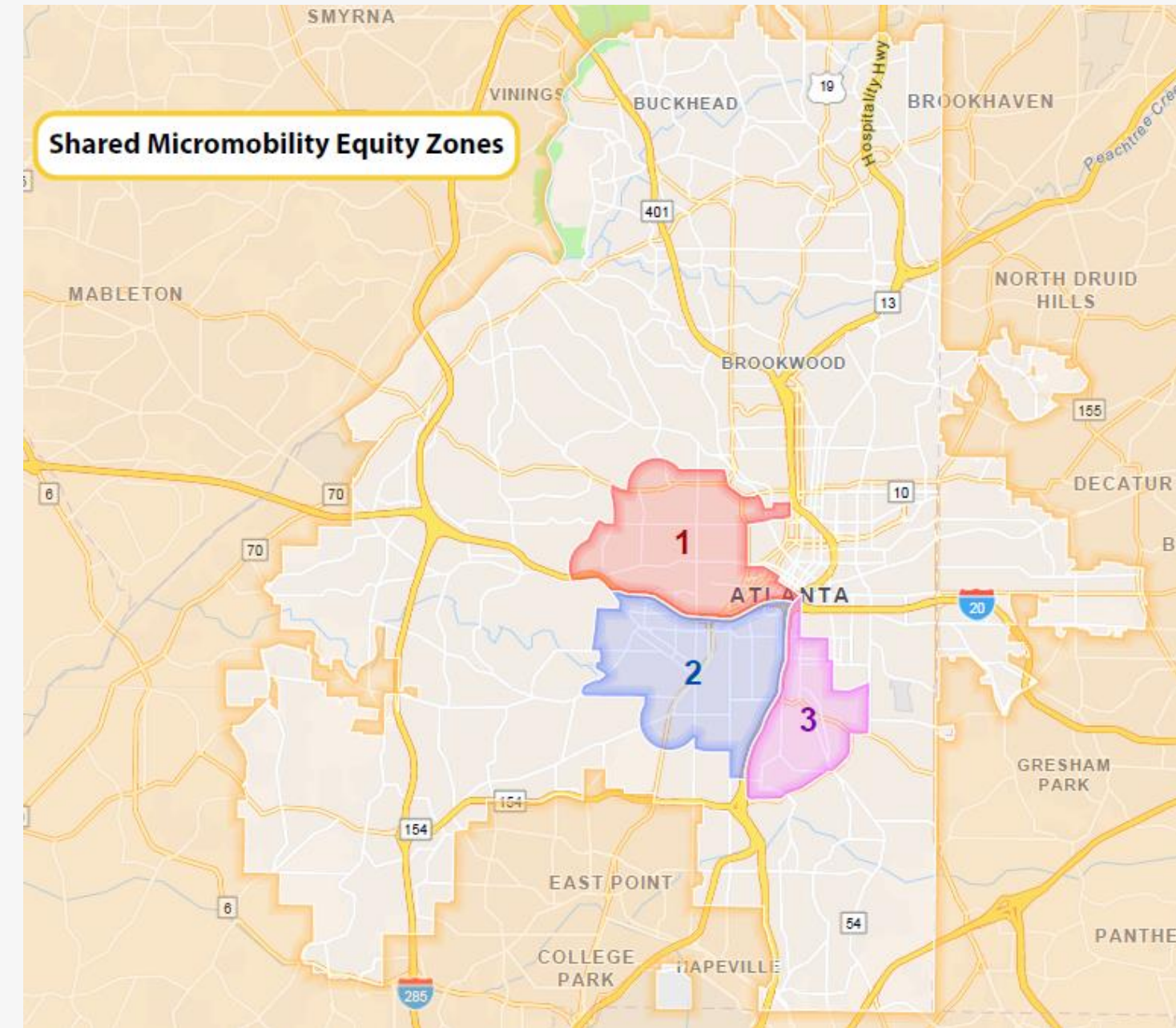


Equity Zones

ATLDOT established 3 **Equity Zones** within the City to ensure devices are distributed to geographic areas determined to include higher concentrations of communities potentially subject to equity and environmental justice issues

Permitted Operators are required to deploy a minimum of 2% of their Permitted fleet per day across each equity zone (6% total)

Equity Zone	Number of Trips (July '21-Sept '22)	% of Total Atlanta Trips (July '21-Sept '22)
Equity Zone 1	86,158	3.9%
Equity Zone 2	37,863	1.7%
Equity Zone 3	17,519	.8%
Total	141,540	6.4%



Sidewalk Riding Technology

- Bird deployed over 150 [Bird Three e-scooters with Vehicle Location System \(VLS\) technology](#) as part of a sidewalk riding detection pilot
 - Bird collected data on rider behavior specific to sidewalk riding in three high-ridership neighborhoods in Midtown, Old Fourth Ward, and Downtown.
 - As this technology continues to improve, ATLDOT will utilize shared micromobility rider behavior data to help inform policy and infrastructure decisions
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- Data is more nuanced than numbers show – much of the sidewalk riding on 10th St. was accounted for in the intersection transitioning to the protected bike lane
 - The Ponce de Leon Ave NE unprotected bike lane fronting Ponce City Market (PCM) saw 52% of riders using the sidewalk
 - In the Centennial Olympic Park area, portions of the observed route had higher compliance of riders using the bike lane when available, but 64% of riders chose to ride on the sidewalk instead of the road with a sharrow after the protected bike lane ended
 - Near the Georgia Tech campus, 43% of rides occurred in the unprotected bike lane on 5th Street and 39% of rides occurred on the sidewalk



Image Credit: Propel ATL

Results

Location	% Sidewalk	% Bike Lane
10 th Street Protected Bike Lane	32%	44%
Fifth Street NW from W Peachtree St to just past Fowler St NW (near GA Tech) Unprotected Bike Lane	39%	43%
Ponce de Leon Unprotected Bike Lane (portion near PCM)	52%	32%
Centennial Olympic Park Luckie St. Protected Bike Lane that transitions to sharrow	64%	7%



Program Highlights from Operators

- Bird has reported a **16%** increase in ridership in 2022 compared to 2021
- Bird averaged just under **10%** of total fleet in ATLDOT designated Equity Areas
- September 2022 was Lime's busiest month in Atlanta in more than two years
- **101 New riders** signed up for Bird Access for reduced community pricing in 2022
 - **73,196 rides** from users in the reduced community pricing program
- Spin had **97 users** in their Access reduced pricing program in 2022 that have taken over 1200 trips in 2022
- Lime estimates that their Access program has saved riders more than **\$56,000**
- Lime estimates trips in Atlanta replaced more than **142,000 car trips** and saved more than 9,000 gallons of gas



Happy Riding!

For more information or questions about the
Dockless Shared Micromobility Program contact:

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