Atlanta

- From: Zoo Atlanta, 800 Cherokee Avenue SE, Atlanta, GA
- To: Peachtree Center Transit Station, 216 Peachtree St
- Time: 2:51 PM - 3:18 PM (27 min)

- Schedule Explorer
- Zoo Atlanta
- Walk: About 3 min, 469 ft
- 2:54 PM
- Cherokee Ave SE @ Augusta Ave SE
- 3:05 PM
- West End Station
- Walk: About 3 min

Hartford, CT

- From: Hartford, Connecticut
- To: UConn Health
- Time: 2:31 PM - 3:16 PM (45 min)

- Schedule Explorer
- Hartford
- Walk: About 10 min, 0.5 mi
- 2:36 PM
- Asylum St and Union Pl
- 2:41 PM
- UConn Medical Ctr and Main Rd

- UConn Health
- 253 Farmington Ave, Farmington, CT 06030
Task 1. Data and Workflow Assessment

• Assess the quality, accuracy, and reliability of each Transit Operator’s current GTFS and GTFS real-time data
• On site assessment of current GTFS and GTFS real-time data flows, systems and tools, sues and causes of poor feed quality will be identified.

Task 2. Recommendations for Feed Improvement

• Work with stakeholders at the Transit Operators and with CAD/AVL and scheduling-run-cutting to improve data issues.
• Develop recommendations for adopting best practice GTFS and GTFS real-time standards, improving the data pipeline, and unifying regional feeds.

Task 3. Regional Policy Recommendations

• Establish regional transit data architectures and governance that will support the development of regional trip planning, regional real-time information, and MaaS forward solutions.
• Make policy recommendations for a regional transit data policy for consideration by the ATL Board.
RFP Release
July 23

Proposals due
August 13

Notice of
Contract Award
September 9
Next Steps

► Move to Open Portal hosting for consumption by apps
► Contract for post-processing of CAD/AVL data and GTFS static feeds into GTFS Real-Time
► A second phase of technical assistance
Thank You.

Lori Sand
404.893.6130 (office)
lsand@atltransit.ga.gov
www.atltransit.ga.gov
Integrated Mobility Innovation (IMI) Demonstration Grant Opportunity
Regional Grant Application

ATL Regional Technology Committee
August 1, 2019
Integrated Mobility Innovation (IMI) Funding Opportunity
INTEGRATED MOBILITY INNOVATION (IMI) GRANT OPPORTUNITY

► Overall Program Goals:

1) Exploring new business approaches and emerging technology solutions that support transformational mobility services

2) Enabling communities to adopt innovative mobility solutions that enhance

3) Facilitating the widespread deployment of proven mobility solutions that foster expanded personal mobility

► Federal Funding Availability

- $15 million nationally

► Application Due Date:

- August 6, 2019 11:59 p.m. EST
Strategic Partnerships:
- Applicants must identify **one or more strategic project partner(s)** with a substantial interest and involvement in the project.

Selection Criteria:
- Project Impact and Outcomes
- Innovation
- Transferability and Technology Transfer
- Project Approach
- Team Capacity, Experience, and Commitment
Atlanta Region IMI Application Scope & Development
IMI APPLICATION – DEVELOPMENT & COORDINATION

- Coordinated regional process to develop project scope and grant application

- Regional coordination will continue until application submission on August 6th and throughout project if funding is awarded
INTEGRATED MOBILITY INNOVATION (IMI) SCOPE

► ADVANCING MOBILITY ON DEMAND (MOD):

• Develop an open-source and open-architecture journey planning app for web and mobile

• Allow for seamless trip planning and live navigation across all Atlanta region transit services

• Support multi-modal connections to/from public transit, private auto, ride-hailing, and micro-mobility

• Expand features to support various preferences including accessibility needs and language settings
INTEGRATED MOBILITY INNOVATION (IMI) SCOPE

► INTEGRATING FARE PAYMENT:
  • Provide customers with full cost and fare information within the trip planning app
  • Link to mobile fare payment solutions for regional public and private mobility services

► LEVERAGING BIG DATA:
  • Develop a connected data environment that can be utilized by ATL and regional partners
  • Utilize customer feedback and other opt-in data provided through the app for continuous improvement
  • Better understand user preferences, travel choices, transfer behavior, and operational challenges
  • Use data generated from the app along with other data to inform transit planning and operations
IMI Application Next Steps
IMI GRANT OPPORTUNITY – NEXT STEPS

► ATL Regional Technology Committee Resolution:
  • Resolution will illustrate the Board’s support and interest in the project being submitted for IMI Program funding

► Continued Application Development
  • Regional project team will continue to coordinate on the development and finalization of application
  • Application will undergo final review on August 5th with coordination between regional partners and private partner

► Final Submission:
  • Application submission on August 6th
Thank You.

Jonathan Ravenelle
404.893.3010 (office)
jravenelle@srtagov
www.atltransit.ga.gov
E-Scooters Overview and Discussion

a. Legislative Update – Michael McPherson
b. Industry Overview – Nima Daivari
Dock-Free Mobility Systems

Subsidy-Free, sustainable transportation solutions
How Shared Mobility Systems are Changing the Way Cities Move

- More efficient, affordable and healthier transportation
- Complements existing transit options, reducing congestion and freeing up parking
- Supports more vibrant local economies
- Reduces pollution caused by short, inefficient local trips
- Provides optimum transportation to address the first/last mile void
Lime - 2018 Year in Review

Timeline to 26M Rides

- **2017**: Lime passes 1M rides globally
- **2018 Jan**: Lime introduces e-assist bike sharing
- **2018 May**: Lime launches US military's 1st dock-free micro mobility service
- **2018 Jun**: Lime active on 5 continents, launches first e-scooters in Paris
- **2018 Jul**: Lime passes 6M rides globally
- **2018 Oct**: Lime goes carbon free, passes 1M rides in Paris
- **2018 Dec**: Lime active on 6 continents, passes 26M rides globally

● 65,000,000 Total rides globally
● 20 million car miles & 8,000 metric tons of carbon emissions avoided
● 25% of Lime riders report an age of 37 or older
● >50% of Lime riders income <$75,001 (Nat'l avg $81,000)

● 33% female v. 28% cyclists
● 36% POCs v. 27% of U.S. POC
● 74% less than the cost of owning and operating a personal vehicle
  ○ $28.18 vs. $7.27

Notable Lime Atlanta numbers:

- **1.1M+ rides/342K+ riders**
- **40%** of Lime riders in Atlanta reported commuting to/from work or school during their most recent trip
- **37%** of Lime riders in Atlanta displaced a car trip with their most recent Lime ride
- **35%** of Lime riders in Atlanta reported traveling to/from dining or entertainment during their most recent trip
- **17%** of Lime riders in Atlanta reported traveling to/from shopping or errands during their most recent trip

Notable COA DCP numbers:

- ~**645,000** trips between 2/1/19 - 4/23/10
- ~**11,500+** trips/day
- ~**11,200** miles traveled per day
- **676,466** trips vs **2,579** complaints = **0.38%** complaint rate when comparing trips v. complaints
- **$3.06** average cost per trip
Lime Access

We believe in mobility solutions that are shared, affordable and accessible

Lime Access members receive a 50% discount on all Lime-S electric scooter rides

Our PayNearMe partnership allows riders to use cash to purchase their rides and a text-to-unlock feature means SMS can be used to unlock a bike or scooter.
Key Feedback For Dock-Free Systems

1. Vehicle Parking
2. Vehicle Riding & Pedestrian Safety
3. Data Sharing
1. Vehicle Parking

- Mandatory onboarding process educates first time users & remains prominently displayed anytime the app is open

Geofencing parking areas that are off-limits to riders

Available Bikes & Scooters

Recommended Parking Spots
2. Sidewalk Riding & Pedestrian Safety

Unless required by local ordinances, operators emphatically discourage riding electric scooters on sidewalks.

Solutions include extensive education outreach such as in-app, online, and in-person.
Education & Outreach
Education & Outreach

Ride Carefully
✓ wear a helmet
✓ ride defensively
✓ don’t ride under the influence of drugs or alcohol
✓ stay in full control of your scooter and moderate your speed when riding downhill

Rider Safety Classes
Beginning in March Lime will offer monthly 30 minutes classes in Atlanta and Decatur that will include the following:

1. Review rules and recommendations for safe riding
2. Provide an opportunity to ask questions
3. Include a free test ride on a Lime scooter

Please contact georgia@li.me for more information.
3. Data Sharing

We use data to make urban mobility smarter

- Data transparency is a core component of Lime's approach to building trusted partnerships; we recently partnered with transportation data platform Remix to provide standardized data to LADOT
- Real-time Mobility Data Specification (MDS) feed gives cities visibility into current fleet
- Retrospective reporting on trip activity, safety, customer service, and operational metrics
- Data dashboard with insights available to track, visualize, and download fleet activity
Fully Committed to Sustainability

Launched October, 2018 Lime Green is our initiative to encompass the full range of our sustainability efforts.

This included establishing the industry’s first 100% carbon-free electric fleet, the creation of an internal Head of Sustainability, and the addition of former EPA Administrator and “climate czar”, Carol Browner, as Sustainability Advisor.

Through our partnership with NativeEnergy, Lime is proud to be investing in new renewable energy projects as we lead the way forward in smart, sustainable micro mobility.

Atlanta Snapshot (June 2018 - July 2019)

- Over 195 metric tons of CO₂ saved worldwide
- Over 484,520 miles of driving avoided
- Over 22,000 gallons of gas saved
- 476,154 car trips avoided
The ATL Subcommittee Request

1. Impact On Transit
2. Global Best Practices
3. GA State & City Regulations
1. Impact on Transit

Lime enables Mexico City riders to reduce their reliance on cars:

- On their most recent Lime rides, **33.3% of riders** used Lime rather than a car (personally owned, taxi, or ridehailing).
- **64.2% of riders** used Lime to get to or from public transit within the last month.
- Due to our riders’ shift away from car trips, we estimate that Lime saved roughly **97 million grams of CO2** that would have otherwise been emitted (as of June 2019).

Lime helps Mexico City riders fulfill their everyday transportation needs. On their most recent Lime rides:

- **59.9% of riders** used Lime to commute to or from work or school.
- **21.1% of riders** used Lime to travel to or from dining or entertainment.
1. Impact on Transit

Consistent with our first mile/last mile use case, almost 40% of users are combining Lime scooters with public transit.

For my most recent trip on Lime, I also used the following additional transportation:

<table>
<thead>
<tr>
<th>Transportation Type</th>
<th>Responses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Only Lime</td>
<td>303</td>
<td>50.5%</td>
</tr>
<tr>
<td>Public Transit (BART, Muni, Caltrain)</td>
<td>234</td>
<td>39%</td>
</tr>
<tr>
<td>Lyft, Uber, or Taxi</td>
<td>108</td>
<td>18%</td>
</tr>
<tr>
<td>Dock-Based Bike Share</td>
<td>30</td>
<td>5%</td>
</tr>
<tr>
<td>Personal Bike</td>
<td>20</td>
<td>3.3%</td>
</tr>
<tr>
<td>Personal Car</td>
<td>54</td>
<td>9%</td>
</tr>
<tr>
<td>Vehicle Share (e.g. Zipcar, Car2 go, Sco...)</td>
<td>20</td>
<td>3.3%</td>
</tr>
</tbody>
</table>
1. Impact on Transit

Google Maps can now direct you to Lime scooters and bikes

U.S.:

Arizona (Mesa, Scottsdale), Arkansas (Little Rock), California (Monterey, Mountain View, San Marcos, Santa Barbara), Colorado (Denver), Florida (Miami, Orlando), Georgia (Atlanta, Statesboro), Idaho (Boise), Indiana (Bloomington, South Bend), Kentucky (Louisville), Massachusetts (Arlington, Bedford, Belmont, Chelsea, Everett, Malden, Medford, Melrose, Milton, Needham, Newton, Revere, Waltham, Watertown, Winthrop), Michigan (Lansing), Nevada (Reno), Missouri (St. Louis), New Jersey (Keyport, Metuchen, Plainsfield), New York (Ithaca, Queens, Rockaways), North Carolina (Charlotte, Greensboro, Greenville, Jacksonville, Raleigh/Durham), Ohio (Columbus, Oxford), Oklahoma (Oklahoma City, Tulsa), Rhode Island (Providence), Tennessee (Memphis, Nashville), Texas (Corpus Christi, Lubbock), Utah (Salt Lake City), Virginia (Harrisonburg), Washington (Tacoma), Washington DC.

International:

2. Global Best Practices

- **Number of Operators**
  - 3-5 operators
  - 2,000 vehicle minimum
  - Automatic mechanism for fleet increases at 2+ TVD

- **Fleet Sizing**
  - History of 25M+ trips globally
  - Service 10+ cities of 475,000+ residents
  - Monthly fleet review tied directly to actual performance metrics
2. Global Best Practices

- Data
  - Mobility Data Specification

**Mobility Data Specification**

*Information Briefing*  
*October 31, 2018*

**Introduction**

Similar to a common language, the Mobility Data Specification (MDS) gives cities an elegant and cost-effective tool to actively manage private mobility providers and the public right-of-way. MDS allows cities to collect valuable insights through a shared data vocabulary and to communicate directly with product companies in real-time using code. Today, it enables cities to manage dockless scooters, bikes, taxis, and buses. Tomorrow, that could be autonomous cars, drones, and whatever else the future may hold.
2. Global Best Practices

**Hardware**

- Require speedometer
- Prohibit consumer grade scooters (e.g., Ninebots) from shared fleets
  - Electronic brakes are less reliable
  - Speed glitches are more likely
  - Poor durability and lifespan
2. Global Best Practices

- **Local Commitments**
  - Address improperly parked vehicles within 3 hours
  - 2+ on-the-ground full-time equivalent employees per market
  - Low-income discount program, cash payment options, and non-smartphone access
  - Minimum 1-year lease on local warehouse space within 25 miles of City limits
  - Regular safety training events

- **Enforcement**
  - Statutory fines for rider violations (e.g., sidewalk riding)
  - Clear notice-and-cure protocol for improperly parked scooters

Violations can carry a fine up to $1,000 and up to six months in jail. Atlanta Police tell CBS46, they do not set the fine amounts, but they doubt courts will issue severe punishments for scooter violations. Either way, the department wanted to launch an awareness campaign first.
2. Global Best Practices

**Limited Provider Markets**
- *Minneapolis/St. Paul* - 4 providers each; electeds pleased with the program; demand & ridership are both successful & sustainable.
- *Los Angeles* - 5 selected operators are providing service across the community in a controlled and effective manner.
- *Portland* - 3 companies; fleet expansions for meeting program metrics and milestones.

**Transitioning Markets**
- *San Antonio* - Unlimited provider, uncapped model to 3 companies with a dynamic cap.
- *Paris* - Uncapped model to 3 permitted operators with a dynamic cap.
- *Nashville* - Uncapped model to no more than four providers.
3. GA State & City Regulations

Atlanta
- Open market capped at 2,000 vehicles per operator; moratorium on additional operators issued 7/25/19

Decatur
- Interim operating agreement while the City of Decatur drafts an ordinance

Statesboro
- Exclusive private agreement with Georgia Southern University

Georgia
- SR479- Senate Study Committee on Evaluating E-scooters and Other Innovative Mobility Options for Georgians
  - Sen. Steve Gooch
  - Sen. John Albers
  - Sen. Frank Ginn
  - Sen. Brandon Beach
  - Sen. Butch Miller
The Future
People self-organize

This is the Future, Today
Thank You

Nima Daivari
nima.daivari@li.me
ADJOURN