E-Scooters: The Good, the Bad, and the Ugly

ITE Western District Annual Meeting
Section 6C – Scooters

Hassan Ahmed
Kittelson & Associates, Inc.
Quick Survey
Quick Survey
# Emerging Technologies

<table>
<thead>
<tr>
<th>Replace</th>
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<th>Support</th>
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<td>Replace the need for personal travel</td>
<td>Enable better use of system resources</td>
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Emerging Technologies

- Replace: Replace the need for personal travel
- Enable: Enable better use of system resources
- Support: Support better management of systems
E-Scooters – A History Lesson

- First launched in September 2017
- In more than 48 cities by summer of 2018
- 100+ cities and growing
“There was a significant dork factor. It was never truly socially accepted.”

MATT GELBWAKS, EARLY SEGWAY EMPLOYEE

E-Scooter Pilot Programs
Portland’s TSP Goals

- Reduce private motor vehicle use and congestion
- Prevent fatalities and serious injuries on Portland streets
- Expand access for underserved Portlanders
- Reduce air pollution, including climate pollution
Portland’s First E-Scooter Pilot

- July to Nov (120 days)
- 145 sq mi area
- 2,043 scooters
- 700,369 rides
- 801,887.84 miles ridden
- 1.15 miles per trip
- 5,885 trips per day
Selected Operators

[Logos for selected operators]

Lime
Portland’s Key Findings

- Majority viewed the scooters positively
- Majority used the scooters for transportation and a third used them for recreation
- E-scooters replaced driving and ride-hailing trips
  - 34% among residents and 48% among tourists
- Riders preferred riding in bike lanes on low speed streets
  - Riders generally only rode on the sidewalk if no bike lane was available and they felt unsafe
- E-scooters attracted new people to active transportation
San Francisco’s Guiding Principles for Evaluating Emerging Technologies

- Collaboration
- Safety
- Transit
- Congestion
- Sustainability
- Equitable Access
- Accountability
- Labor
- Disable Access
- Financial Impact
## San Francisco’s E-Scooter Pilot

<table>
<thead>
<tr>
<th>Oct 2018 to Oct 2019 (12 months)</th>
<th>50 sq mi area</th>
<th>1,250 scooters</th>
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<tr>
<td>242,398 rides</td>
<td>&lt;1 mile per trip</td>
<td>1,357 trips per day</td>
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Selected Operators

scoot

|skip|
San Francisco’s Key Findings

- 40% of scooter trips may be replacing personal automobile trips
- Scooters are serving as a valuable last-mile solution
- Complaints about scooters were significantly reduced after the initiation of the pilot program
- Demand for powered shared scooters is strong, and scooters may reduce private auto use and VMT
- Powered scooter share systems can serve the public interest when properly regulated
Santa Monica Pilot’s Goals and Objectives

- Diversify mobility options for residents, employees and visitors to Santa Monica.
- Protect public health and safety.
- Reduce sidewalk, pathway and Americans with Disabilities Act (ADA) blockages.
- Reduce emissions from short trips and connections to transit.
- Maximize user awareness of safe and legal behaviors for operating shared mobility devices.
- Create an enforceable framework for managing shared mobility services.
- Ensure use of Public Right of Way (PROW) benefits public mobility.
- Ensure private Operators respond to pervasive issues and service complaints.
Selected Operators
Santa Monica’s Key Findings

- Ridership skews to young, affluent males
- Higher non-resident ridership (35% resident and 65% either LA County or out of County)
- A slight majority (~60%) are familiar with shared mobility and utilize more than once a week
- More than 50% of scooter trips may be replacing personal automobile trips
- Riders trend toward using car modes less
- Most riders are aware of the rules
Industry Trends

Opportunities

• E-Scooters generally welcome and perceived positively
• Encourage increased use of active transportation modes
• TDM measures and reduction in VMT

Challenges

• First/Last mile and user costs
• Safety and helmet use
• Riding on sidewalks and bicycle lanes
What to do?

SELF-ASSESS  GET DATA  GET SMART

BE NIMBLE