

Portland's E-Scooter Pilots

2019 APBP Presentation

WE KEEP PORTLAND MOVING.



Overview



- **Portland Bureau of Transportation (PBOT) Goals**
- **Internal Collaboration & Data Sources**
- **2018 Pilot & Findings**
- **2019-20 Pilot Improvements**
- **2019 Pilot Preliminary Review**
- **Putting it all together**

PBOT'S THREE STRATEGIC GOALS

**ASSET
MANAGEMENT**



Smart Investments to
Maintain Our
Transportation System

SAFETY



Take Urgent Action to
Make Our Transportation
System Safer

**MOVING
PEOPLE**



Provide Transportation
Options for Our Growing
City

Questions we
are always
asking

RACIAL EQUITY
Will it advance equity and
address structural racism?

CLIMATE ACTION
Will it reduce carbon
emissions?

E-Scooter Pilot goals



Assess the potential of a new transportation option.

Do e-scooters contribute to PBOT goals, including:

- **Increase the share of trips** using active and low-carbon transportation modes
- **Prevent fatalities and serious injuries**
- **Improve pedestrian safety**, accessibility, and convenience for all ages and abilities
- **Provide equitable transportation** services
- **Reduce air pollution**, including climate pollution

Internal Collaboration is Key



PBOT groups involved:

- Policy, Planning & Projects Group
 - Active Transportation & Safety (1.75 FTE)
 - New Mobility
- Regulatory Group (1 FTE)
 - Parking Enforcement (.25 FTE)
- Communications
- Technology Services & Analytics
- Director, Commissioner's office

2018 E-Scooter Pilot

July 23 – November 20

Data is Foundational to Evaluation



- Company-provided availability, trip, collision, complaint data
- Riding & parking observations
- User survey and public opinion poll
- Injury data – ER/Urgent Care visits and self-reported injuries/collisions
- Focus groups
- Community feedback and complaints

Portland's Findings: 700,000 trips and lots of potential



2018
E-Scooter
Findings
Report



- + 71% used e-scooters for transportation
- + 34% replaced driving and ride-hailing trips with scooter trips
- + 44% of users new to the bike lane
- + Positive response from 62% of Portlanders
- + Users prefer low-speed streets and bike lanes

Portland's Findings: Riding, Parking, Equitable Access Challenges



2018
E-Scooter
Findings
Report



- Sidewalk riding, improper parking, reduced comfort and accessibility
- Low performance in meeting equity goals
- ± Injury rate = 2.2 per 10,000 trips; 5% of all traffic injuries during the 2018 pilot
- ± Net environmental impact

Post-Pilot: What We Heard



- **More enforcement**, especially sidewalk riding and parking
- **More education**
- **Safer places to ride**
- **Dedicated parking**
- **More access to scooters** in more parts of the city
- **Accessible scooter designs** – seated or three wheeled options

2019-20 Pilot Improvements



- **Competitive permitting process**
- **Offering incentives to grow fleets**
- **Dedicated parking**
- **New in-app education requirements**
- **Enforcement**
- **Geofencing requirements**
- **Required sustainability reporting on Life Cycle Analysis and Vehicle Miles Traveled**
- **Surcharges to companies and users to fund pilot administration and safe infrastructure**

Beyond Regulations: Incentives

Developed a thorough review process with performance metrics.

Five performance categories:

1. Safety
2. Utilization
3. Equity
4. Emission Reduction
5. Commitment to partnership



2019 Early pilot status review

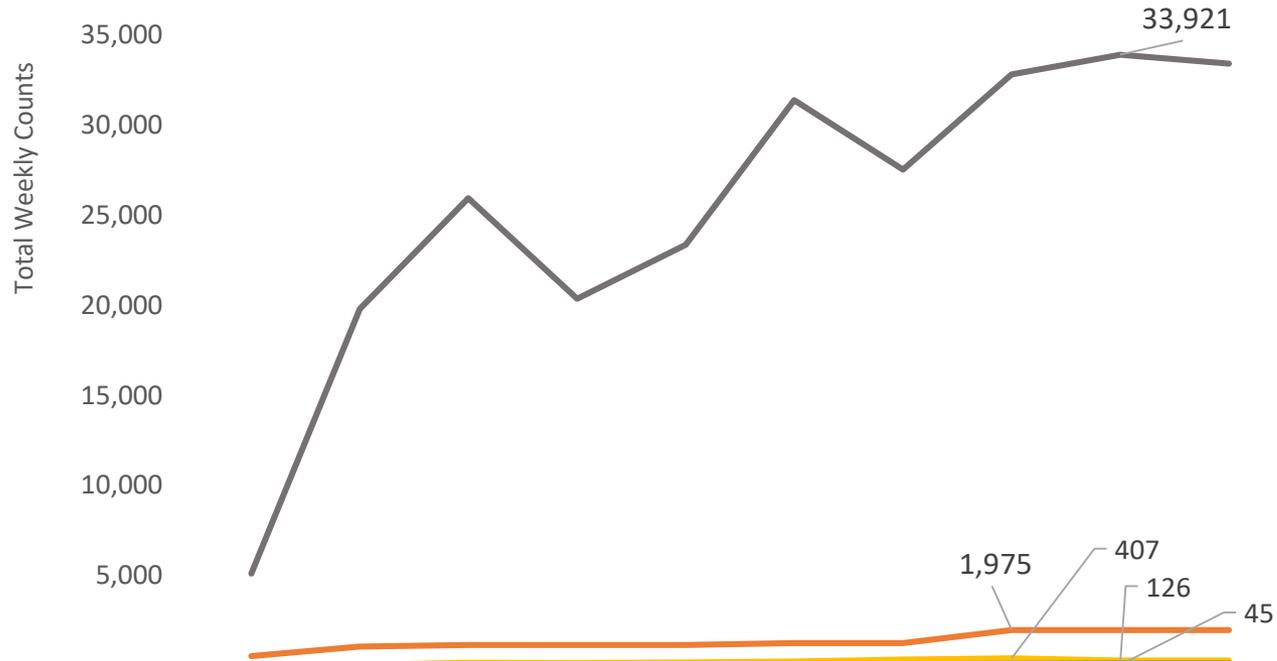
April 26 – June 30

2019: Six Permitted companies



Weekly trips, scooters, reports

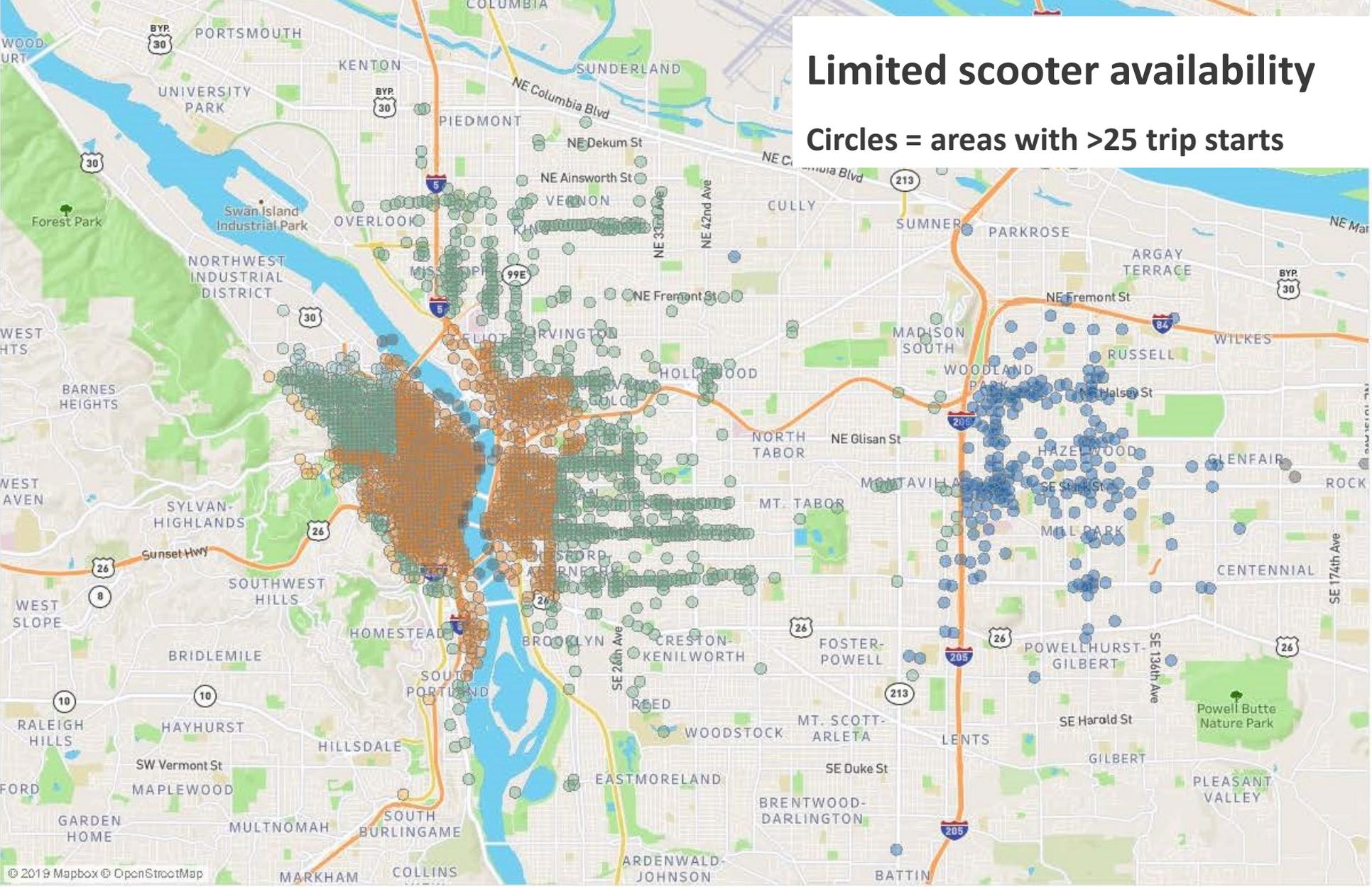
April 26 - June 30, 2019



	26-Apr	29-Apr	6-May	13-May	20-May	27-May	3-Jun	10-Jun	17-Jun	24-Jun	Total
Permitted Scooters	525	1,050	1,150	1,150	1,150	1,250	1,250	1,975	1,975	1,975	1,975
Weekly trips	5,103	19,806	25,948	20,362	23,356	31,402	27,546	32,824	33,921	33,422	253,690
Weekly customer service reports	9	29	150	148	173	224	342	407	289	289	2060
Weekly rider behavior report	6	21	32	31	36	34	40	40	45	40	325
Weekly other report		2	23	24	38	56	76	104	126	120	569

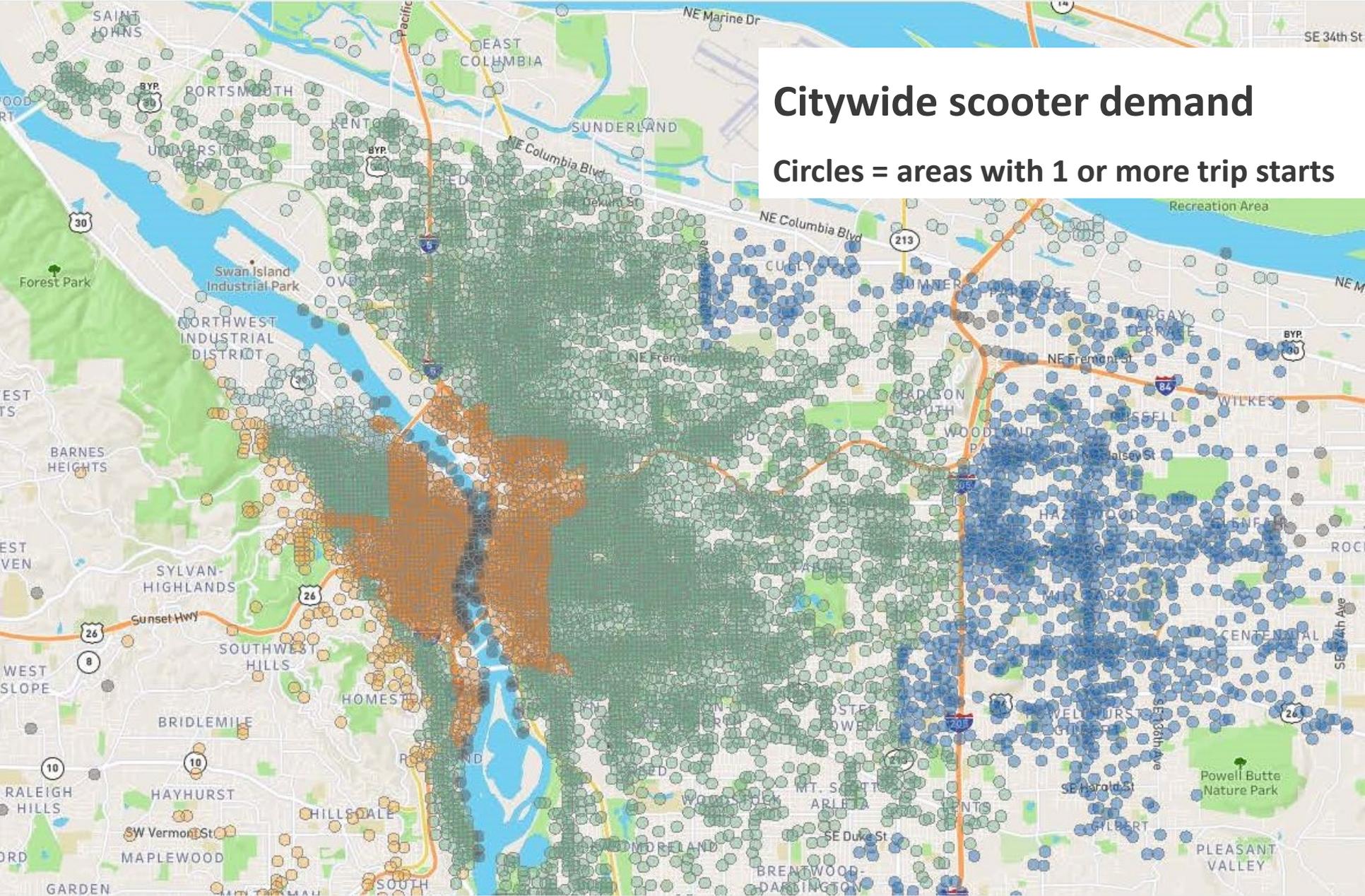
Limited scooter availability

Circles = areas with >25 trip starts



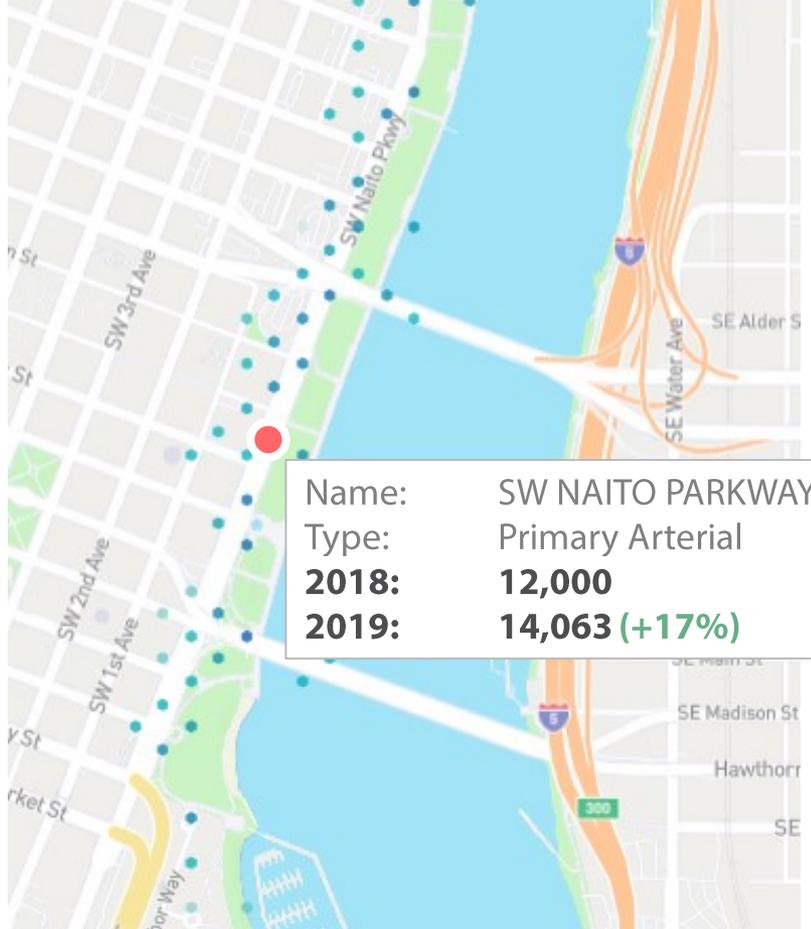
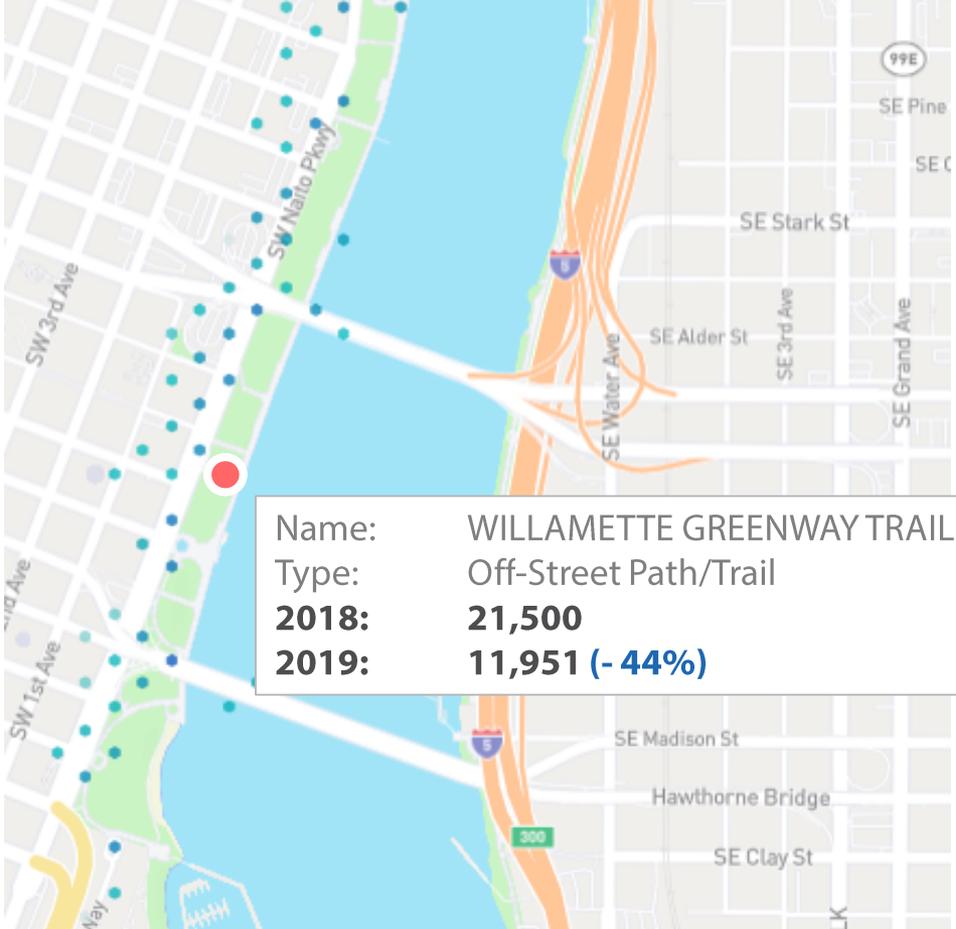
Citywide scooter demand

Circles = areas with 1 or more trip starts



Changing user behavior

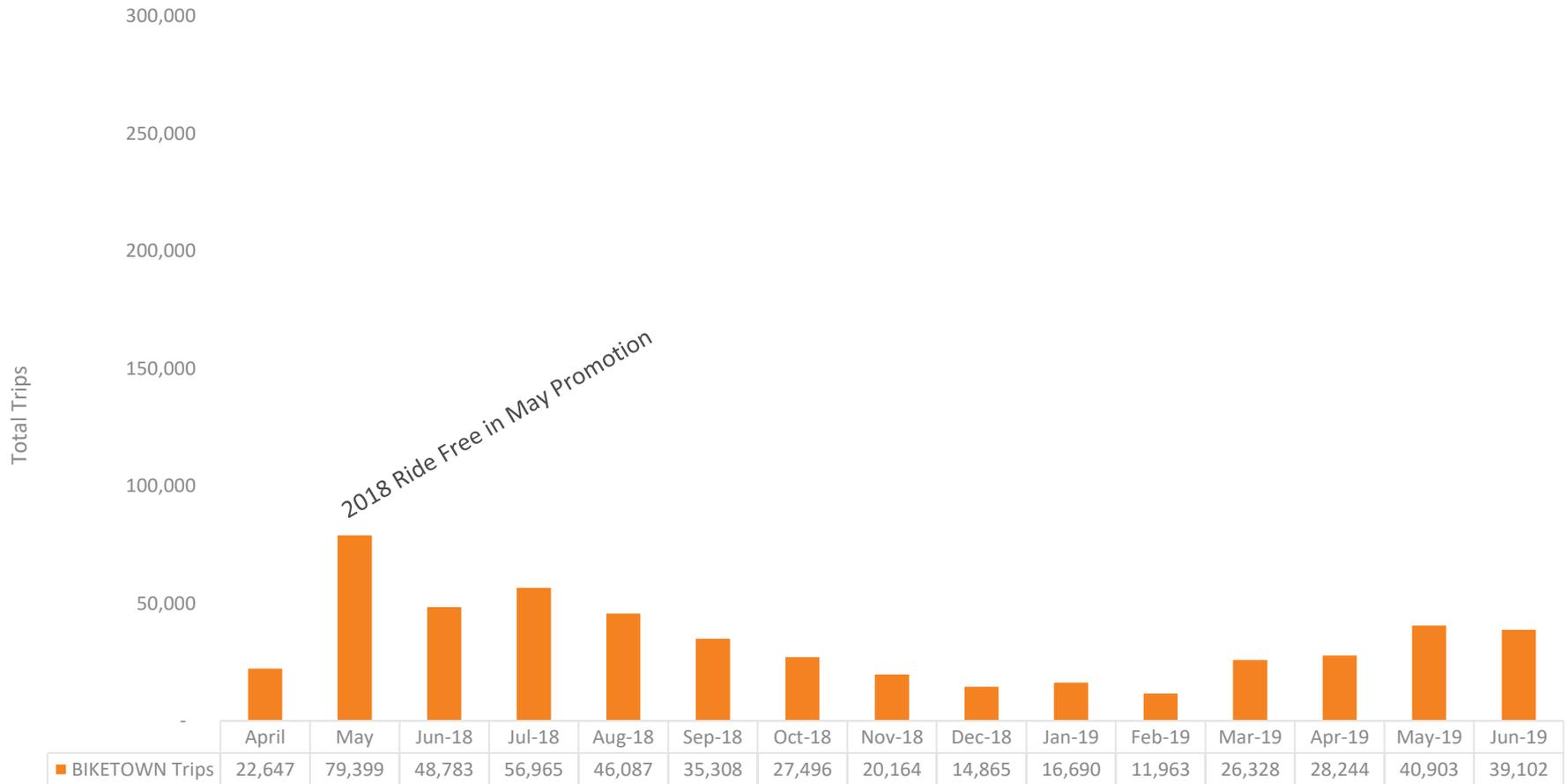
Infrastructure and education



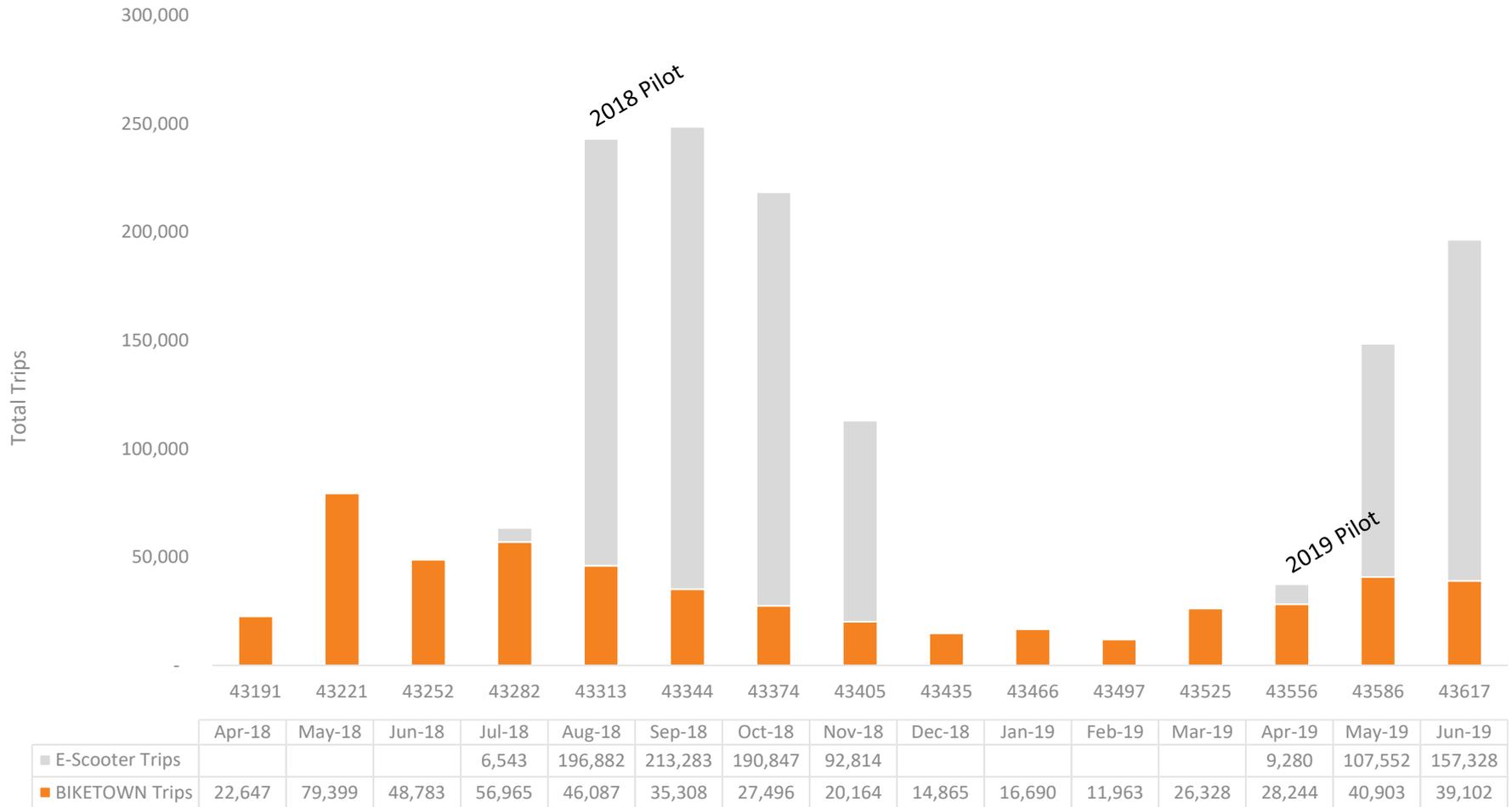
Micromobility in Portland

Putting it all together

Micromobility in Portland: BIKETOWN



Micromobility in Portland: +E-Scooters



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