

# PBOT E-Scooter Pilot Program

*Portland City Council*



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**PBOT**  
PORTLAND BUREAU OF TRANSPORTATION

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# Overview

## Agenda:

- E-Scooters in Portland
- Changing perceptions of E-Scooters
- PBOT's Timeline for moving beyond the pilots
- 2019 Findings Report & Recommendations
- Questions & Discussion





# Background: E-scooters in Portland



# Why e-scooters?

Test whether & how e-scooters could meet city goals:



**Reduce traffic congestion** by shifting trips away from private motor vehicle use



**Prevent fatalities and serious injuries** on Portland streets



**Expand access** to opportunities for underserved Portlanders



**Reduce air pollution,** including carbon emissions



# Background: E-Scooter Pilot #1 (2018)

- Permitted 3 companies for 120-days
- Key findings from 2018 Pilot:
  - Majority of Portlanders viewed e-scooters positively
  - Portlanders primarily used e-scooters for transportation
  - Challenges around illegal sidewalk riding and improper parking
  - Challenges around equitable access
- Recommendation to conduct a second pilot to collect more data & test new solutions to challenges



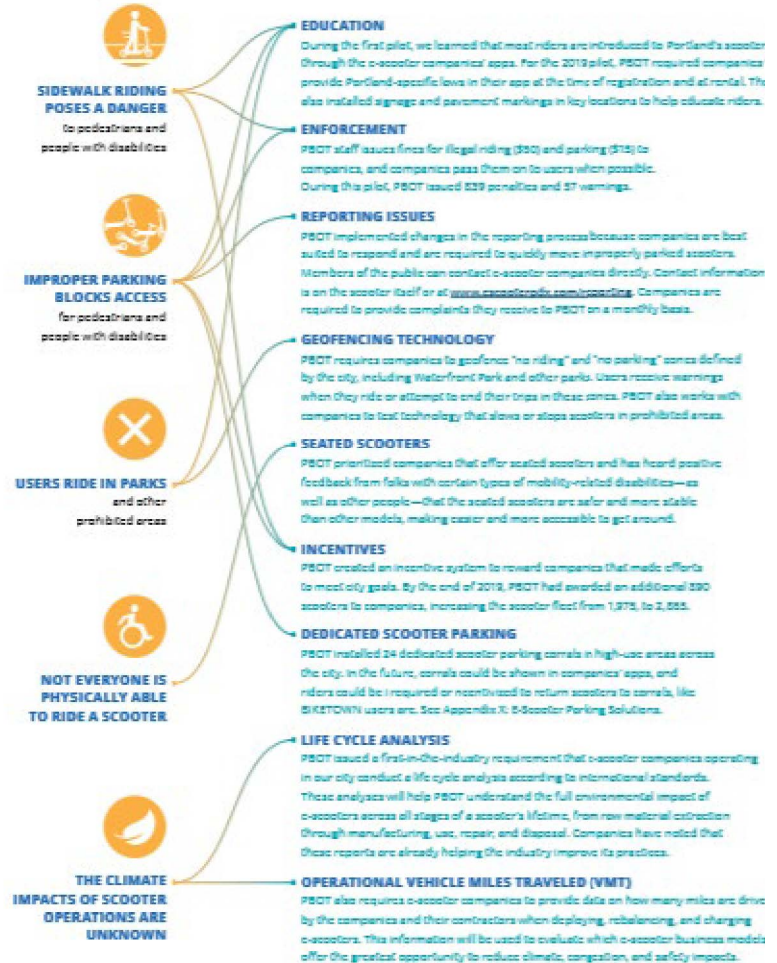


# Background: E-Scooter Pilot #2 (2019)

- Tested new strategies to respond to 2018 challenges
  - Increased compliance
  - Seated scooters
  - Life Cycle Analysis
- Competitive permit process to select companies committed to City goals
- 6 companies permitted to operate, only 4 today
- Pilot was set for 1-year; extended to allow more time to track market volatility

## 2018 e-scooter pilot concern

## PBOT response



# Summary statistics

## 2018 Pilot

1st e-scooter pilot

**2,043**  
E-SCOOTERS

  
from three  
companies

**700,369** TRIPS

between July and November 2018

## 2019 Pilot

Peak of  
2nd e-scooter pilot

**2,887**  
E-SCOOTERS

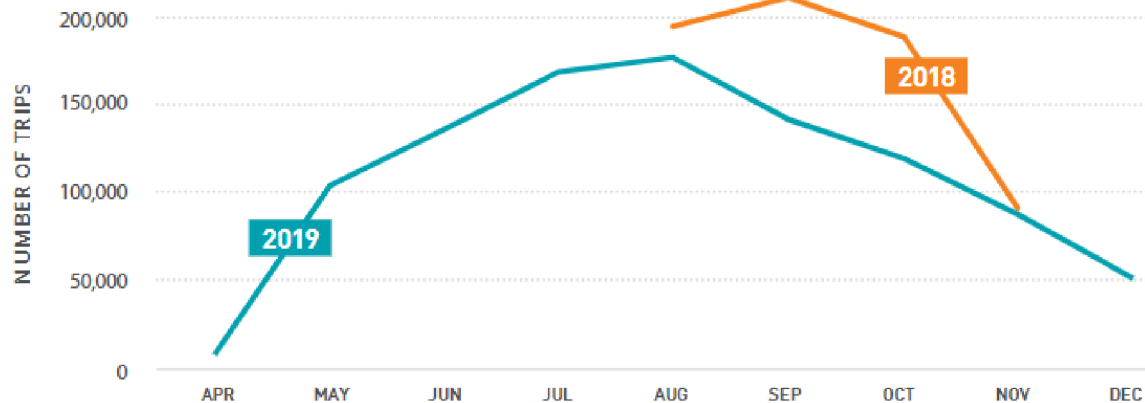
  
from six  
companies

Over

**1** MILLION TRIPS

in 2019

Total trips by month (2018 and 2019)



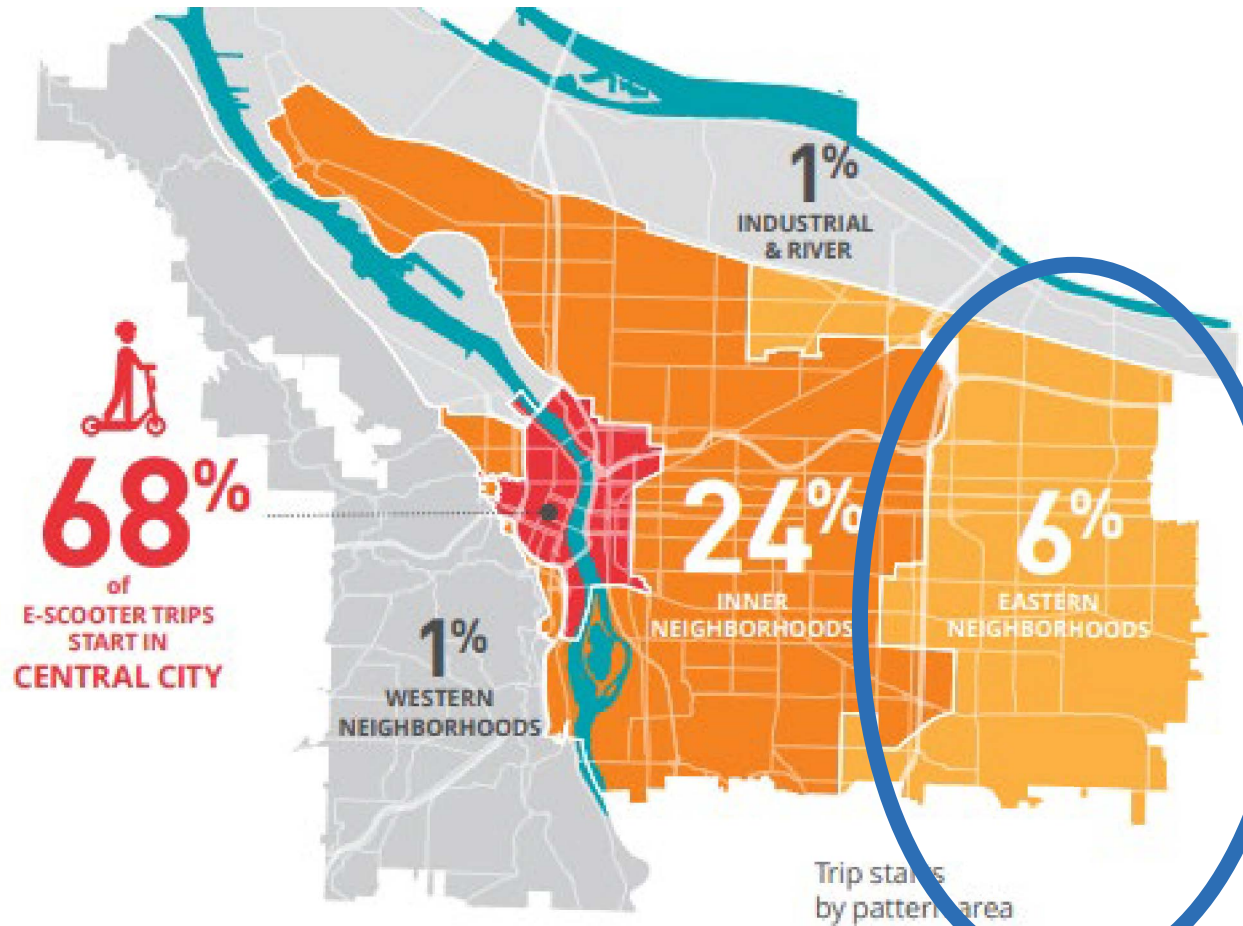
# Summary statistics for 2019

**1.06 miles** Average trip distance in 2019

**1.7 miles** Average trip distance during pandemic

**58%** Trips to work or school

**15%** of fleet required in East PDX





# Data show East Portland ridership grows with safe infrastructure

## Companies required to share data, which shows:

- Safe infrastructure investments boost ridership in places like East Portland
- Education and in-app rules help move riders out of places like Waterfront Park and onto dedicated bike lanes, like Better Naito

### 2018 vs. 2019 ridership on 102nd Avenue (total trips from NE Weidler St to Sandy Blvd)



This stretch of 102nd Avenue saw about 4,500 rides in 2018 and about 10,000 rides in 2019.

# Changing perceptions: E-scooters in Portland



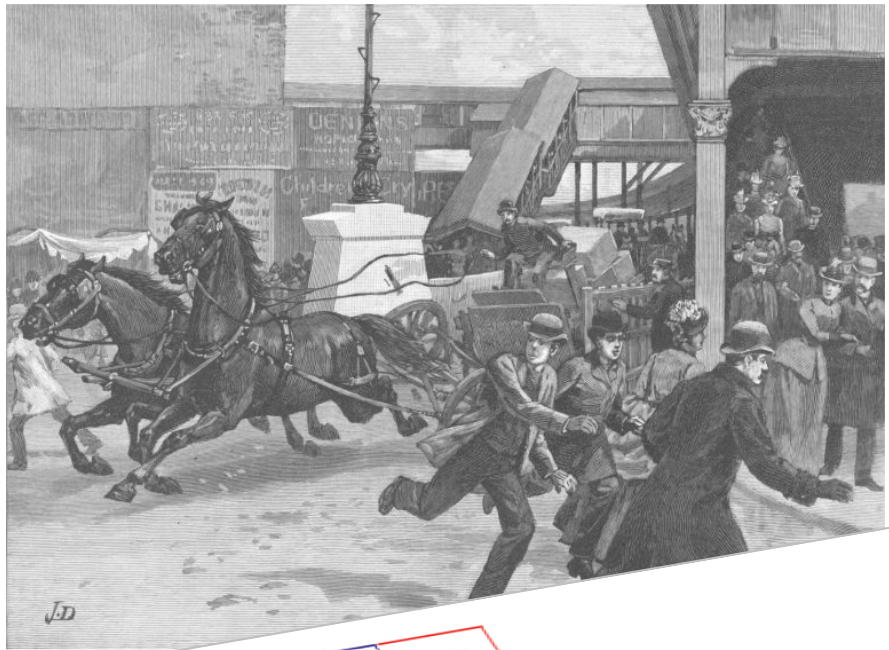


# Change often sparks resistance





# Our role is to manage disruption & change toward City goals



*“The automobile, so sleekly efficient on paper, was in practice a civic menace, belching out exhaust, kicking up storms of dust,... tying up horse traffic, and raising an earsplitting cacophony that sent buggy horses fleeing.”*

Excerpt from [redacted]

**BUSINESS** | **TRANSPORTATION** | **UBER**

## Uber launches in Portland, Oregon despite being completely illegal there

Local officials warn of massive fines for the company and drivers

By **Josh Lowensohn** | Dec 5, 2014, 9:29pm EST

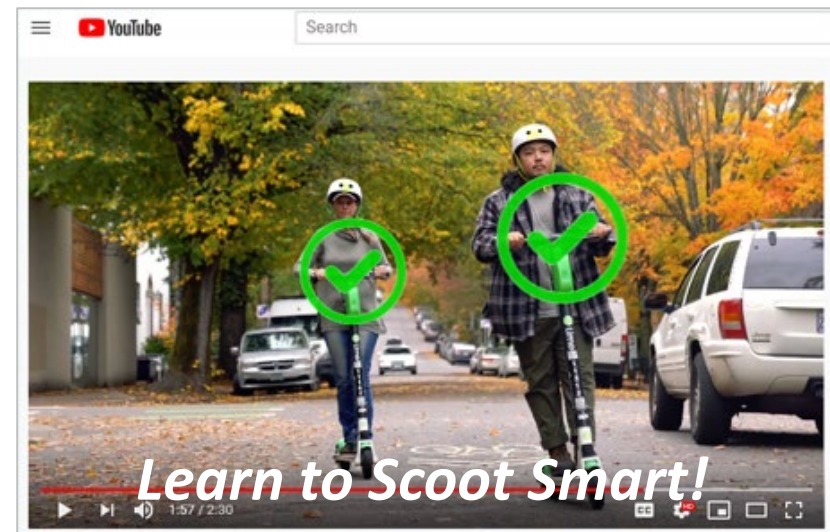
# Pilots have shown both support & concerns for e-scooters

- Majority of complaints were focused on improper parking and sidewalk riding
- 42% of PBOT complaints in 2019 were submitted by three (3) individuals
- Over time, complaints decreased as riders learned rules and community adapted to change



*"Hi, my partner had knee surgery a month ago, and she used the ADA seated Razor scooter with great results this morning. I tried it too, it was so fine."*

—Teresa & Nat from NE PDX

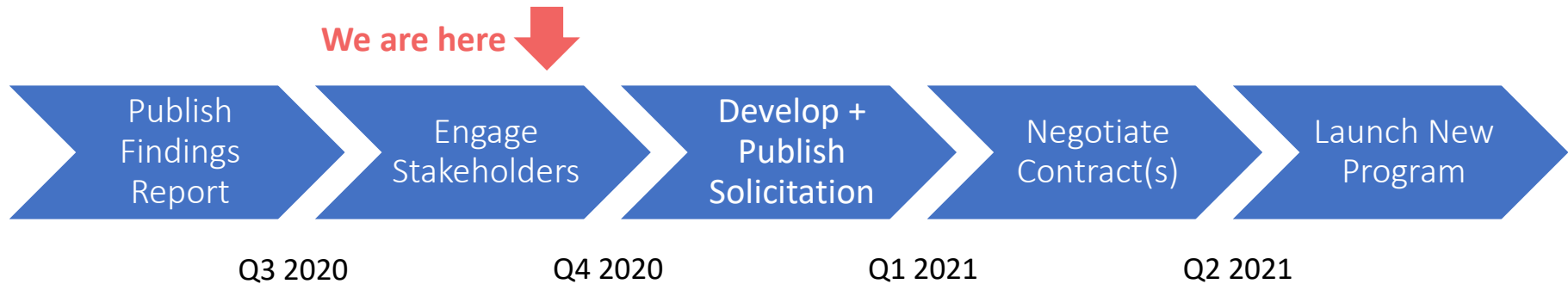


# Timeline: Moving beyond the pilot programs





## Process to move beyond the pilot program



- PBOT will select the company(s) with the highest scores and negotiate a contract(s) that delivers the greatest public benefits to Portlanders
- City Council will approve any contract(s) before a new program is launched in 2021

# Summary: 2019 E-Scooter Findings Report



## Key findings: **Safety**

### Crashes and injuries

- No deaths
- Majority of injuries are riders falling
- Injury rates consistent with other cities

### Helmet use remains low

- But better among Portlanders than visitors

### User behavior is improving

- In-app education requirement
- Users prefer safe infrastructure over sidewalks
- PBOT issued nearly 1,000 penalties & warnings for parking and sidewalk riding

### Strategies for the future:

- “Lock-to” requirement & parking corrals



In over

**1.7** MILLION  
E-SCOOTER TRIPS

taken during Portland's two e-scooter pilots through 2019, there have been no fatalities.

Injuries related to e-scooters in 2019 was

**2.5** PER 10,000  
MILES

or

**2.3** PER 10,000  
TRIPS



# Strategies to manage improper parking of e-scooters



Required locking mechanism on scooters



Dedicated space for e-scooter parking and charging

## Key findings: Equity

Three years of PBOT rider surveys suggest that:

- **BIPOC Portlanders use scooters for transportation.** More likely to ride because they do not have a car (23% vs. 13% white)
- **BIPOC riders seek last-mile connections to transit.** Would ride more if scooters were available near transit (27% vs. 21% white). Difference was not present based on income.

In a 2018 citywide representative poll,

**74%** OF PEOPLE  
OF COLOR

and

**66%** OF PEOPLE  
LIVING ON  
LOW INCOMES

**VIEWED E-SCOOTERS  
POSITIVELY**

## Key findings: Equity

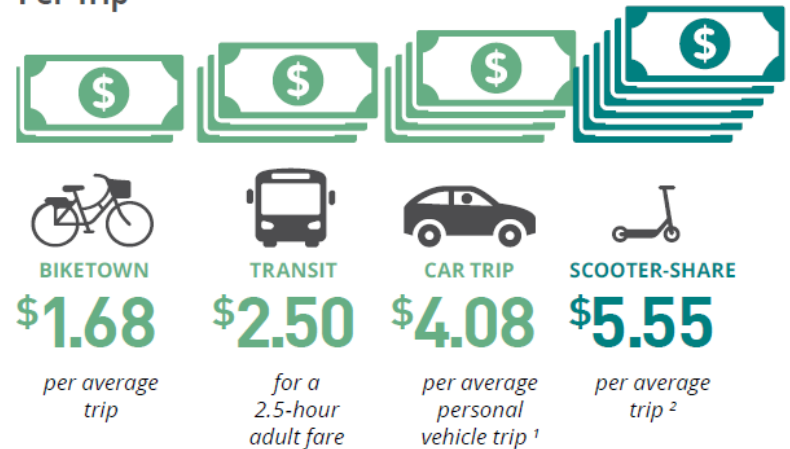
**Barriers:** Cost, road safety, travel needs, race-based harassment, and reliable access

**Deployment requirements** are useful, but not enough to sufficient

### Strategies for the future:

- Deeper partnership with CBOs
- Examine ways to reduce trip costs and expand access
- Safety in—and beyond—infrastructure

### Average Cost Per Trip





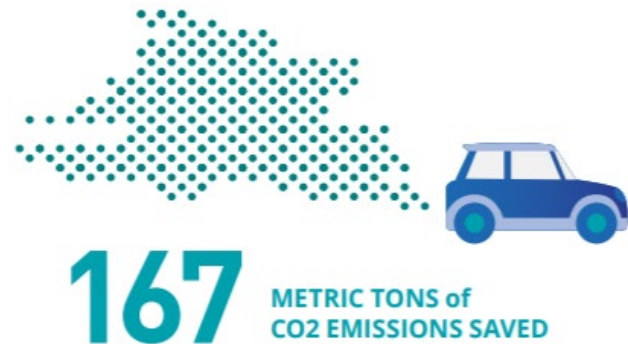
## Key findings: Congestion & climate

### About e-scooter trips:

- Some scooter trips replace car trips
- Some scooter trips replace low-carbon modes
- Trips are shifting from recreation to transportation

### Portland's first-in-the-nation requirement for Life Cycle Analysis

- Preliminary analysis suggests e-scooters have a net positive climate benefit
- **Strategies for the future:**
  - Increase vehicle trip replacement further
  - Integrate with transit and other services
  - Emissions reductions in manufacturing and operations



# Program design to advance City goals



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# Key considerations for moving beyond the pilots

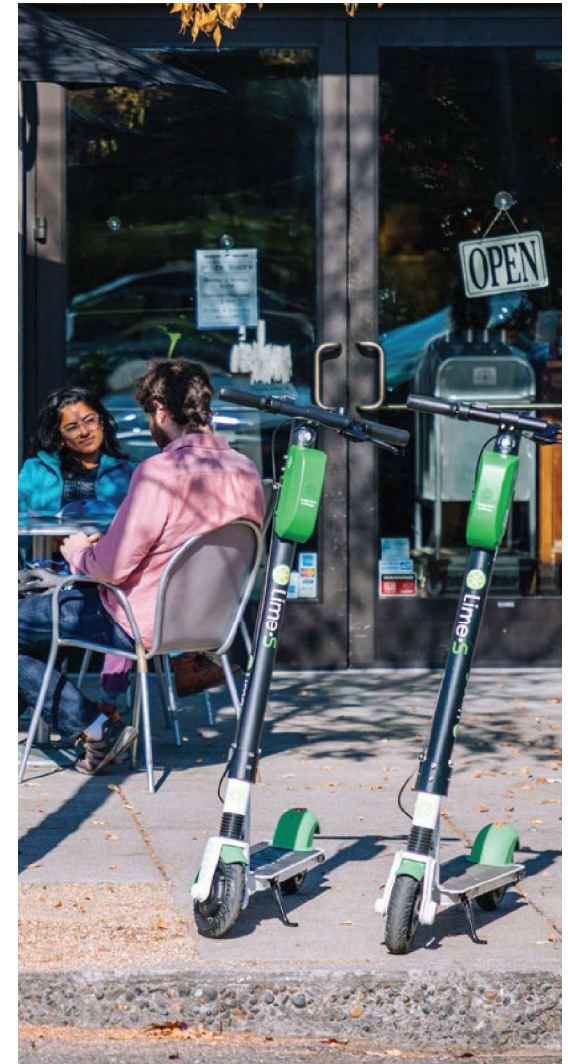
- **External Forces: The micromobility industry has changed.**
  - Venture capital flowed freely in 2018—it is sharply limited now
  - Focus on profitability, not growth
  - Market closures and company consolidation
  - On-going impacts and uncertainty from Covid-19
- **Internal Forces: Consider PBOT's skills and abilities.**
  - Limited capacity for new staff
  - Challenges engaging a half-dozen companies
  - Benefits of a different approach are seen through bikeshare





# Staff recommendation for a new management approach

- **Based on our findings and experience with BIKETOWN, PBOT recommends:**
  - Longer-term contracts
  - Limited to 1-3 companies
  - Stronger focus on partnerships and community benefits
- **A new management approach will enable:**
  - Better use of City resources
  - City staff to focus on innovation, safety and equity
  - Companies more stability and certainty to make investments
  - Companies can better focus on providing community benefits and meeting City goals



# Public engagement to solicit feedback

- PBOT engagement of **advisory committees**
- **Focused engagement with stakeholders** representing:
  - Seniors/elders
  - People with disabilities
  - BIPOC Portlanders
  - Central City
- **Questionnaire** on key management strategies available until mid-November:  
<https://www.surveymonkey.com/r/96P2B73>

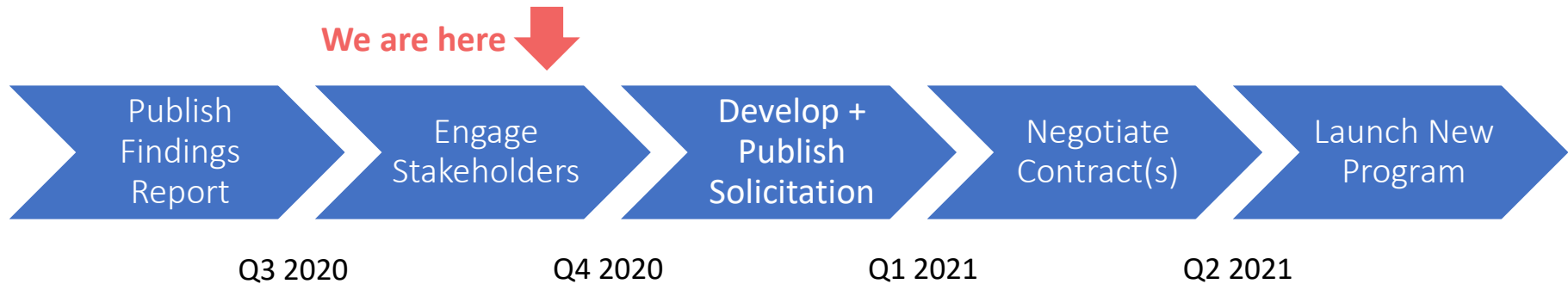


# Next steps





# Process to consider feedback moving forward



- Staff to create Council and stakeholder feedback memo
- PBOT to use feedback to inform call for proposals
- PBOT to share draft solicitation with Council staff
- City Council will approve any contract(s) before a new program is launched in 2021

# Questions & discussion

