Motorized Foot Scooter Pilot

Transportation & Public Works Committee
2018 Scooter Pilot - Milestones

- Pilot began Aug 6th, 200 scooters total
  - Bird and Lime started at 100 scooters each
- Approved increase to 300 scooters total in Sept
  - Included Phillips, Cedar Riverside, and Near North Minneapolis neighborhoods
- City increased to 400 scooters total in Oct
  - Bird and Lime increased to 200 scooters each
- U of MN began its own pilot in Sept, 100 scooters total
  - Bird and Lime started at 50 scooters each
  - Increased to 200 scooters total in October
- At peak of both pilots, up to 600 scooters in Minneapolis
- Minneapolis and U of MN pilots both ended on Nov 30th
2018 Scooter Pilot – Role of Data

• Collaboration with IT’s Data & Analytics team was crucial to developing approach and use of data related to the scooter pilot

• Based on a broader strategy for enabling consistent, reliable, trustworthy City data
2018 Scooter Pilot – Data Privacy

- All trip data is processed and anonymized in memory, no raw data is ever saved, and the anonymized data is stored in a secure database
- The original trip IDs are discarded and a new unique City trip ID is generated and attributed to any stored data
- Trip times are rounded to the nearest half hour at the quarter hours, e.g. if a trip started at 12:04pm and ended at 12:23pm, those times would be rounded to 12:00pm and 12:30pm
- Trip start and end points are sorted and grouped to the closest of three points on the nearest street centerline
2018 Scooter Pilot – Compliance Data

- Developed dashboard which visualized location of idle scooters
- Enabled monitoring of the number and distribution of idle scooters

15-Minute Availability
2018 Scooter Pilot - Usage Data

July 10 – November 30

• 225,543 total rides
• 1,566 rides per day
• 74,877 unique users
• 302,326 total miles ridden
• Averaged 1.34 miles per ride
• 70,578 total hours ridden
• Averaged 18.7 minutes per ride
• High of 39 trips in one day on an individual scooter
• 92.7% of city streets and off-street trails were ridden on

Heat Map of Streets Ridden
User Behavior (987 respondents, 1.3% of users)

- 62% responded as using scooters multiple times per month, of those 19% responded as using multiple times per week
- 69% responded that scooter availability (lack of) prevented them from riding more often
- 35% responded as non-users of bicycles, likely indicating lack of familiarity or comfort with bikeway network
- 42% of responses stated decrease in use of personal vehicles, TNCs, or taxis with access to scooters
- In describing their most recent trip, 95% selected a real destination (home, work, etc..) rather than riding for fun
- 80% responded that they were either satisfied or very satisfied with scooter companies overall

What trips are scooters making?
### 2018 Scooter Pilot - Survey Data

**User Demographics (987 respondents, 1.3% of users)**

- 61% of respondents live in a Minneapolis zip code
- 25% of respondents live in a greater Twin Cities zip code
- 68% of respondents identified gender as male
- 88% of respondents identified race as white
- Average age of respondents was 30
- 70% of respondents reported household income of $50,000 or greater
- 19% of respondents reported household income of $25,000 or less
- 11% of respondents own zero cars, 34% one car, and 55% two or more
Complaints received via 311, email or phone call

- 85 complaints received
  - 46 parking complaints
  - 35 riding complaints
  - 4 damaged scooter complaints
- Of those complaints, 3 submitted by individuals with a self-identified disability
- 4 reported crashes involving scooters
  - No severe injuries reported
- 9 reported near-misses involving scooters

Map of Complaints Received via 311
2018 Scooter Pilot - Conclusions

In evaluating the 2018 pilot, Public Works has developed the following conclusions:

- **Climate** – Scooters contributed to a reduction in Greenhouse Gas Emissions and Vehicle Miles Travelled
- **Safety** – Safety and accessibility for all who interact with scooters was a primary concern
- **Equity** – Equitable access was lacking, both in geographic distribution of scooters and awareness of low-income pricing and alternative access options
- **Prosperity** – Scooters provided an additional transportation option to access education and jobs
- **Mobility** – Scooters were a meaningful mobility choice throughout the pilot
- **Active Partnerships** – Close collaboration with numerous internal and external stakeholders, partner agencies, peer cities, and transportation organizations contributed to the success of the pilot
2019 Scooter Pilot Proposal

After evaluation of the 2018 Pilot, Public Works has developed the following recommendations:

• Renew and extend initial pilot for 1 year term through March of 2020
• At least 2 but no more than 4 participants
• Interested vendors must submit application which would include:
  • Safe Riding and Parking Compliance Plan
  • Local Education and Outreach Plan
  • Scooter Availability and Distribution Plan
• Requires low income pricing and alternative access programs
2019 Scooter Pilot Proposal

• Minimum and maximum distribution requirements
  • At least 30% in Areas of Concentrated Poverty (min 600)
  • Not more than 40% in Downtown and surrounding neighborhoods (max 800)
• Initial maximum of 2,000 scooters
• Public Works may increase or decrease the maximum number of scooters based on performance targets
• Required fee of $100 per scooter
  • Support oversight and regulation of the pilot
  • Support infrastructure improvements
2019 Scooter Pilot Proposal

With the proposed 2019 pilot, Public Works intends to evaluate the following:

- **Climate** – Impact on Greenhouse Gas Emissions and Vehicle Miles Travelled
- **Safety** – Safety and accessibility for all who interact with scooters
- **Equity** – Scooters as a viable transportation option for all in Minneapolis
- **Prosperity** – Scooters as a contributor to economic growth
- **Mobility** – How scooters are used to connect with transit and other modes
- **Active Partnerships** – What types of collaboration are key to long term success
Questions

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