

# Scooter and Bike Share Program Updates

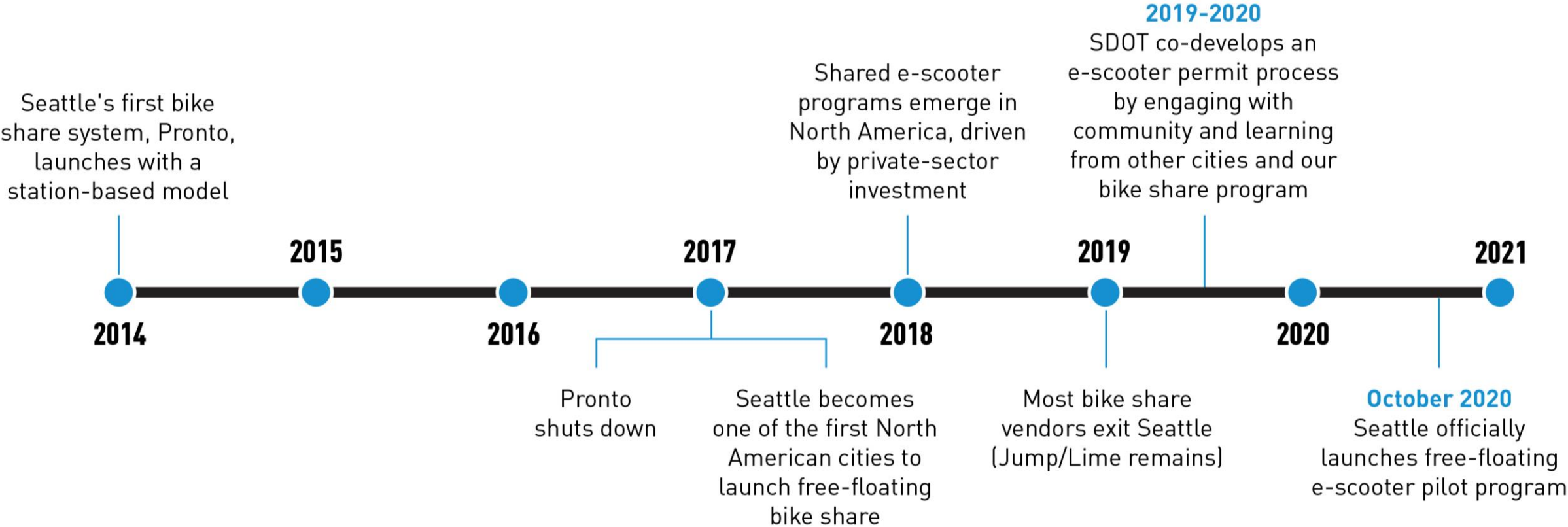
Seattle Bicycle Advisory Board

# Agenda

- Overview of micromobility
- Bike share program
- Scooter share pilot
- What's next
- Q&A

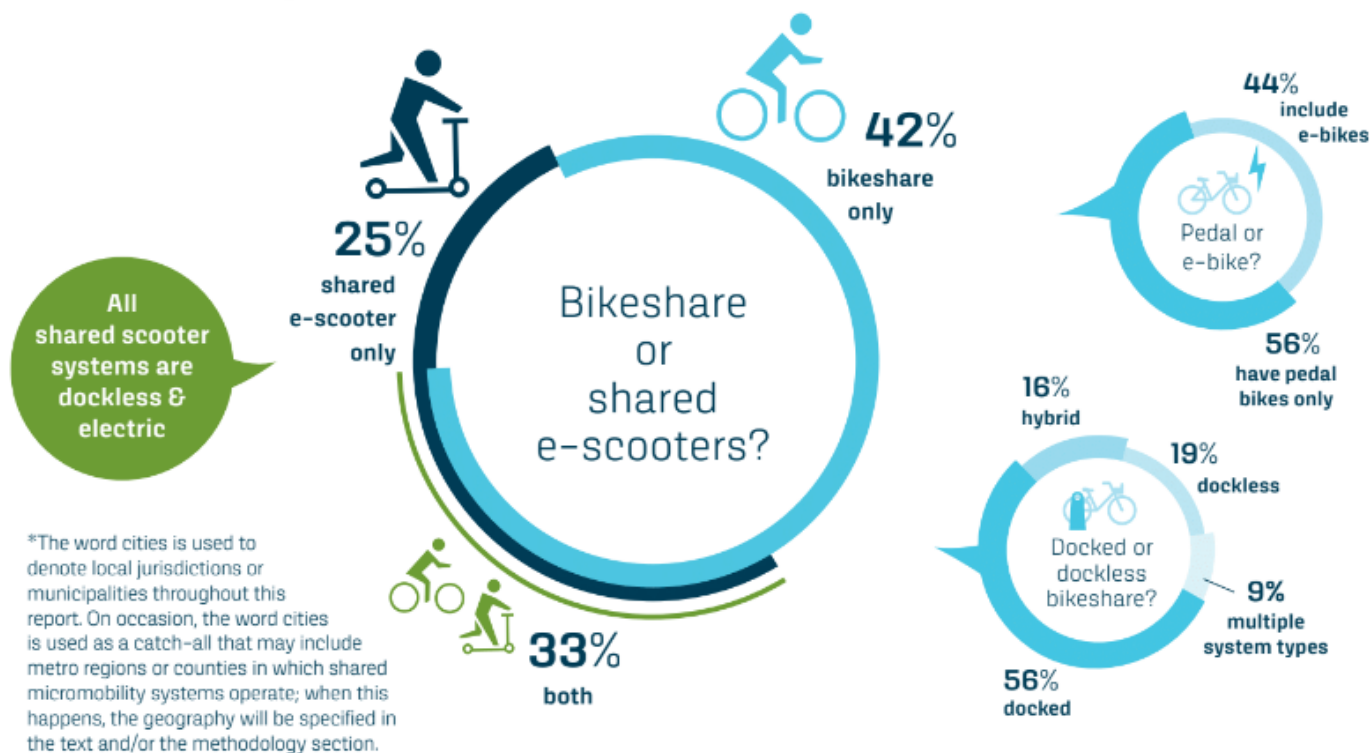


# Micromobility in Seattle through the years



# Micromobility in North America

At least 224 cities in North America have a **shared scooter** or **bikeshare** system



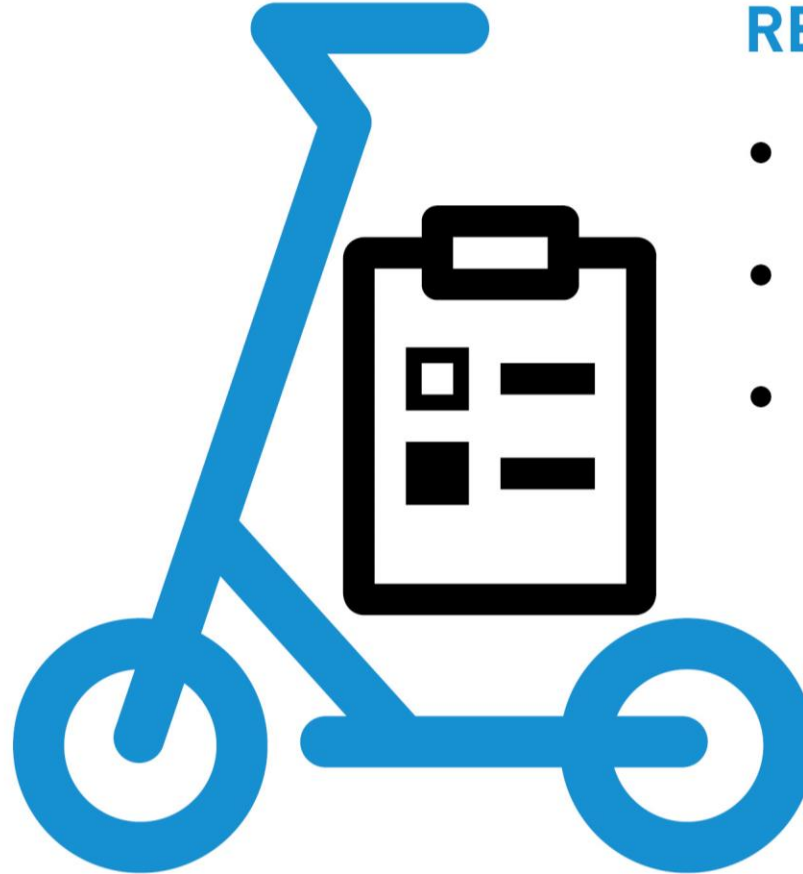
NABSA | 2020 STATE OF THE INDUSTRY REPORT



# Bike and scooter share program management

## PROGRAM MANAGEMENT

- Digital tools
- Vendor relationships
- Infrastructure
- Evaluation and continuous improvement
- Outreach and engagement
- Access and affordability



## REGULATORY OVERSIGHT

- Permit conditions
- Compliance
- Code changes

# Bike share program

- Free floating bike share since 2017
- All e-assist now
- Currently no cap on vendors
- Two current vendors: Lime (legacy) and Veo (new)



# Bike share by the numbers (through 2019)



## TYPICAL TRIP DURATION

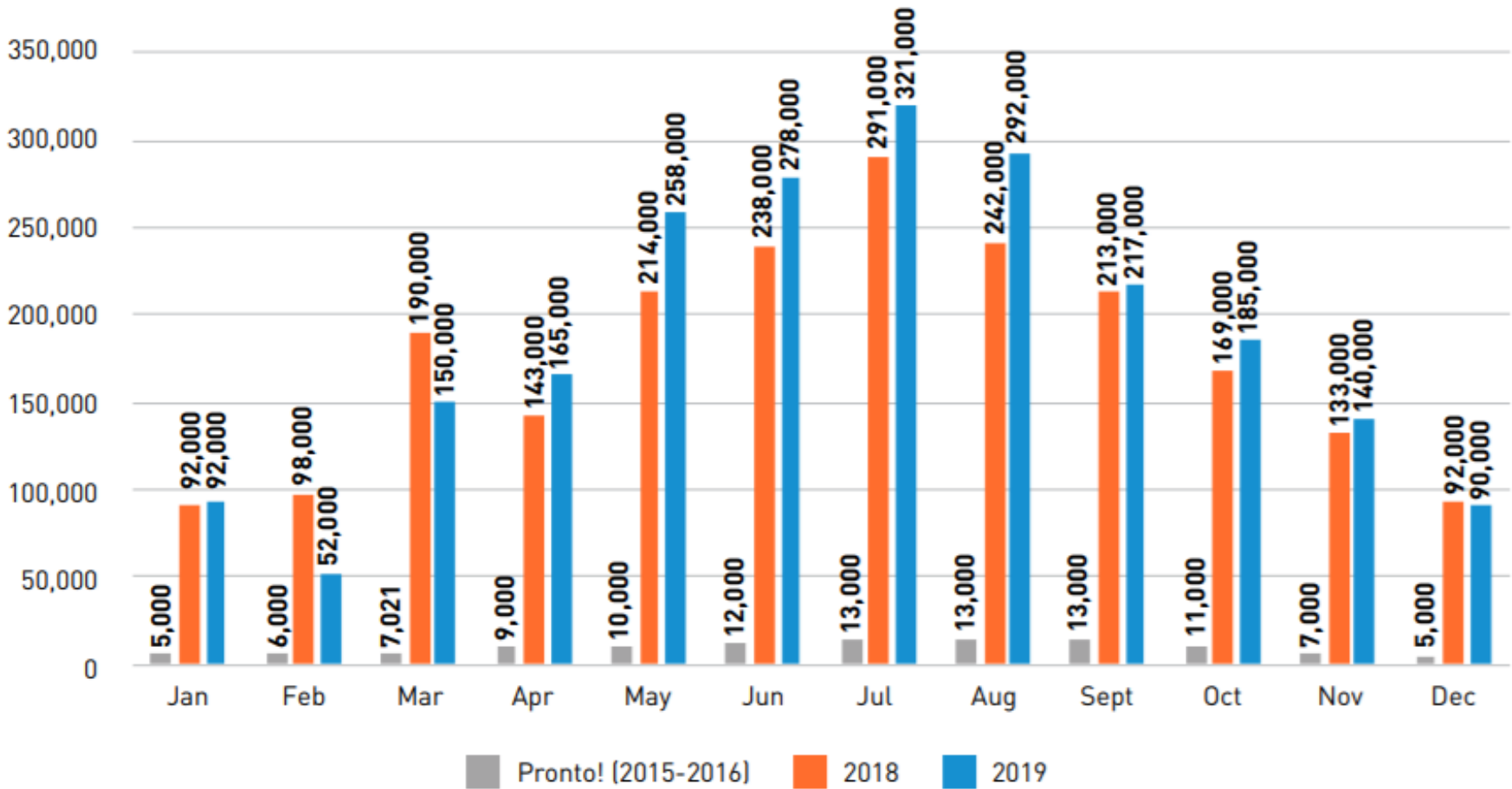
- The average trip duration is 14 minutes
- The median duration is 9 minutes
- 92% of trips are under 30 minutes

## TYPICAL TRIP DISTANCE

- The average trip distance is 1.2 miles
- The median distance is 0.8 miles
- 90% are under 2.5 miles

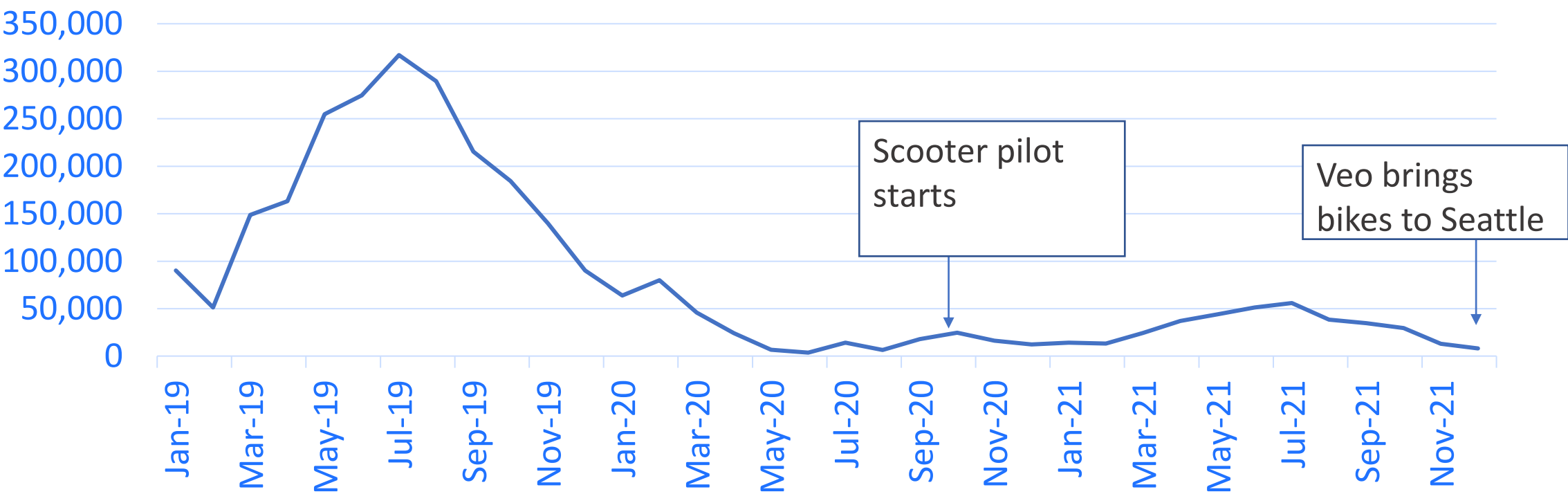
# Bike share by the numbers (through 2019)

Figure 7. Total Trips Taken by Month



# Bike share by the numbers (2019-2021)

Total Bike Share Trips by Month 2019-2021



# Scooter share pilot design

- We spent 1.5 years developing the scooter pilot, co-designing objectives with community and advocacy organizations, especially the disability community
- Took lessons learned from bike share, other cities, and vendors
- Grappled with key decisions such as sidewalk riding (not allowed)
- Legislation approved in September 2020 by Council and Mayor

# Pilot design - Four scooter vendors



- Also operates bike share
- Launched September 15, 2020
- Up to 2,000 scooters



- Standing style
- October 30, 2020
- Up to 2,000 scooters



- Sitting style
- November 6, 2020
- Up to 2,000 scooters



- Innovative Drover AI technology
- July 15, 2021
- Up to 1,000 scooters



# Scooter pilot objectives

- 1 Reduce Seattle's carbon emissions by providing active, low-carbon, and congestion-reducing mobility options
- 2 Ensure accessibility for and expand use by Black and Indigenous people, non-Black people of color, low-income people, immigrants and refugees, and people with limited English proficiency
- 3 Be safe and advance our Vision Zero objectives
- 4 Ensure sidewalks are safe and accessible for people of all ages and abilities
- 5 Provide accessible and adaptive mobility options and expand use by people with disabilities

# Evaluation process

Evaluated scooter pilot from October 1, 2020, through September 30, 2021, using many data sources:

- Trip level data feeds from vendors
- Aggregated membership reports from vendors
- Citywide device parking audits collected by SDOT staff
- User survey with 5,189 respondents, about safety and rider behavior, November 2021
- Police reports
- Constituent feedback

# Scooter share by the numbers

1,489,985



Total scooter trips in Seattle from 10/20-9/21

2,646



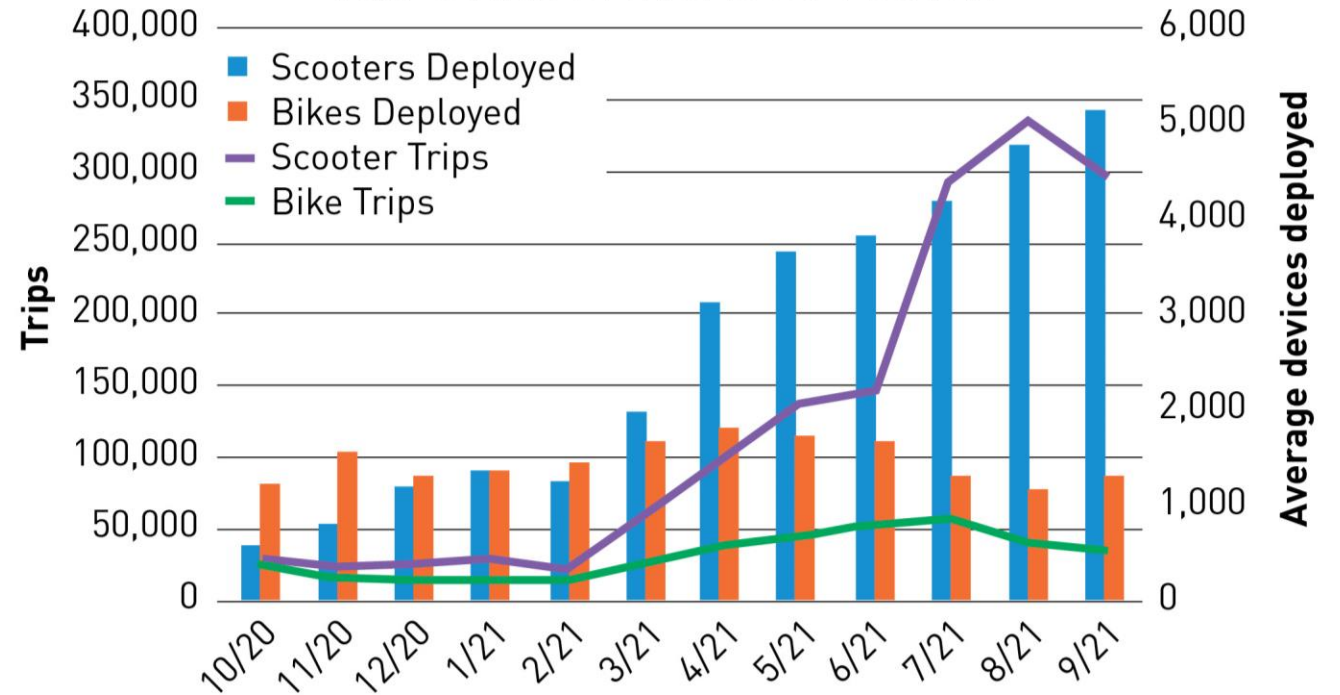
Average scooters deployed per day

5,134

Peak daily scooter deployment in 9/21



TRIPS AND DEVICES BY MONTH







# Scooter share by the numbers

The average scooter trip was



How many people ride?

	Total Unique Riders
	262,825
	121,317
	78,326
	22,965

Average of around 3 trips per user over the pilot period

# User survey

- We conducted a survey in November 2021 targeted to people who had used scooter share or bike share
- Survey was promoted through vendor emails and apps and was voluntary
- 5,189 respondents reported having used scooters\*
- This informs us about who uses scooters, as well as their experiences and behaviors



# Who is using scooter share?

**15%**

of scooter users identified as having a disability

**65%**

of users identified as men

**33%**

as women

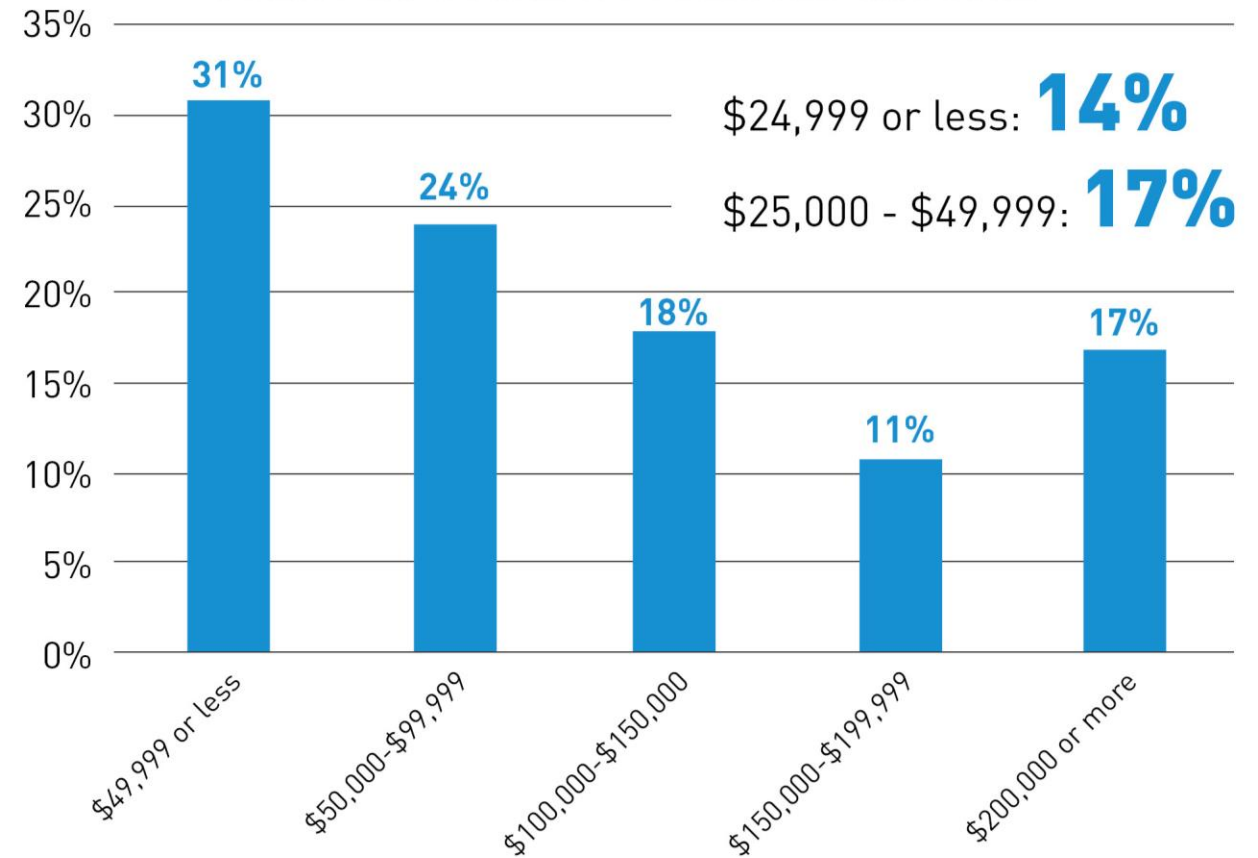
**4%**

as another gender (could select more than one)

Racial demographics generally align with Seattle's demographics

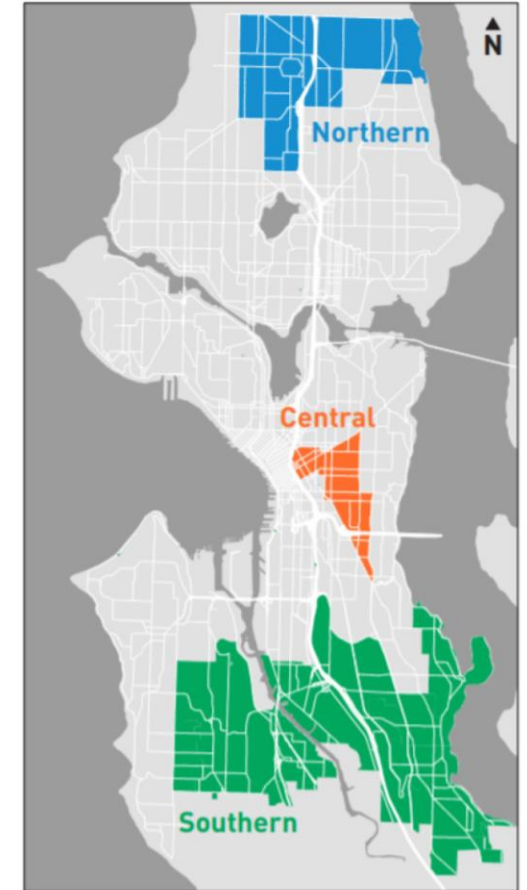


## USERS BY TOTAL HOUSEHOLD INCOME



# Equity: Geographic deployment

- Vendors are required to deploy 10% of their fleet to the equity focus areas on the map
- Overall, 15.5% of devices were deployed in equity areas during the pilot



# Equity: Required reduced-fare plan usage

Vendors are required to offer reduced fare plans. The structure of the fee varies by vendor with a required cap of \$1.50 per hour.

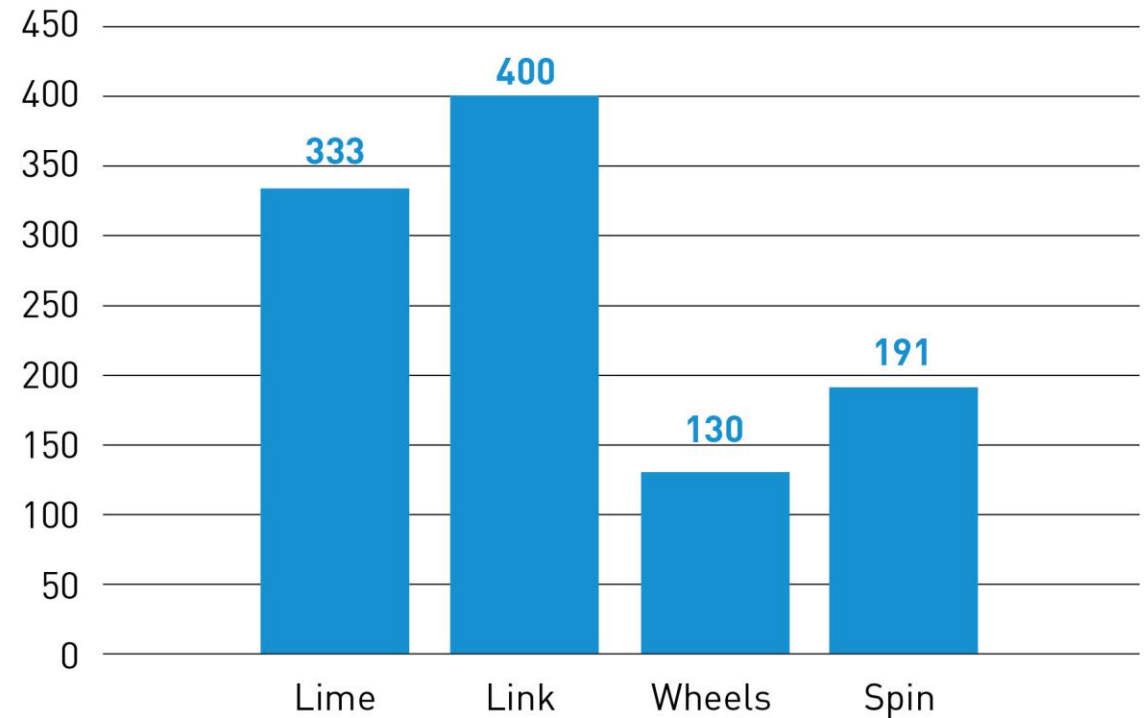
Reduced-fare riders took **67,706** trips

**64** trips per rider for the year, compared to just 3 trips per rider overall

**4.5%** of total trips were taken using a reduced-fare plan



REDUCED FARE PROGRAM UNIQUE RIDERS



# Equity: Outreach with community partners

- We resourced BIPOC community organizations to conduct focus groups
- Some barriers identified:
  - Lack of knowledge about how to use
  - Access to helmets, safe places to ride
  - Affordability and knowledge about reduced fares
  - Language access needs
- Held targeted outreach events, staffed by SDOT and vendors
  - Included helmet giveaways, hands-on instruction for first-time riders, and sign-ups for reduced-fare plans



*APALA outreach and demonstration event on 10/30/2021*

# Equity: Adaptive cycling and accessibility

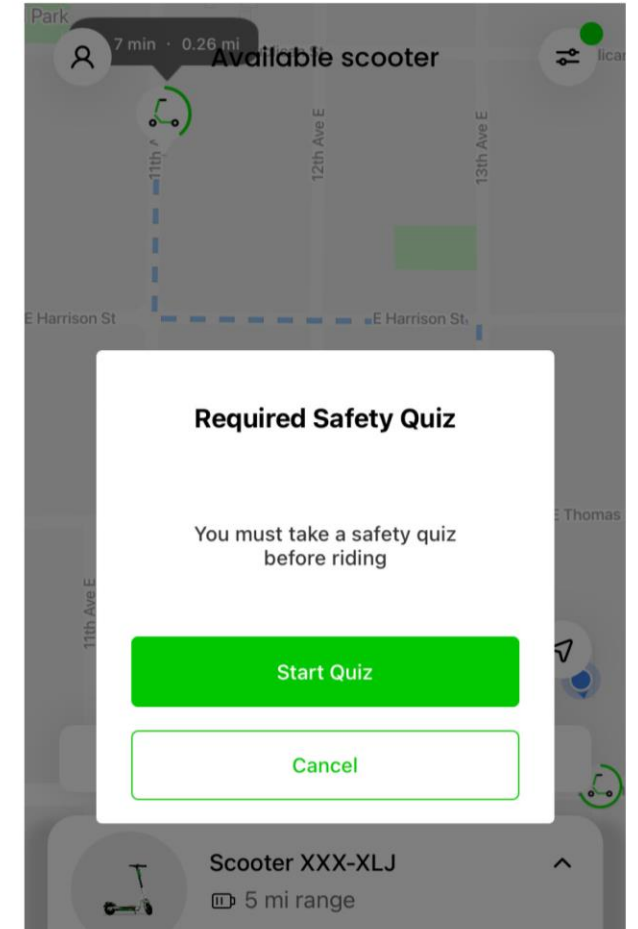
- Outdoors for All
  - Permit fees were used to expand existing adaptive cycle program to increase options for people with disabilities
  - Council budget added additional funding to expand this program further in 2022
- Seated scooter option
  - Pilot prioritized a seated scooter offering (Wheels) to offer an option that may be more accessible for certain users



*Emily gets ready to try an adaptive bike (right). Image courtesy Outdoors for All.*

# Safety: Rider experience

- Vendors implemented numerous safety requirements:
  - Reduced speeds for first ride; riding and parking behavior quizzes
- City implemented helmet requirements
  - However, in survey, 70% of riders reported never or almost never wearing a helmet
- City disallowed sidewalk riding in most circumstances
  - 73% of surveyed users rode most of their last trip in bike lanes, in the street, or on bike trails and paths
  - 22% rode on the sidewalk for most of their trip
  - 69% of users said they chose to ride where they felt safest



# Safety: Injuries and fatalities

## POLICE REPORTS

- 17 scooter-related collisions filed as police reports (0.2% of over 8,000 police reports filed during the pilot period)
- All injuries reported to the police involved a collision with a motor vehicle

## USER SURVEY

- 2.6% of scooter users surveyed reported experiencing an injury for which they sought medical attention

## POLICE REPORT DATA

Injury Reported	Number of Collisions
No injury	1
Minor injury	10
Serious injury	5
Fatality	1

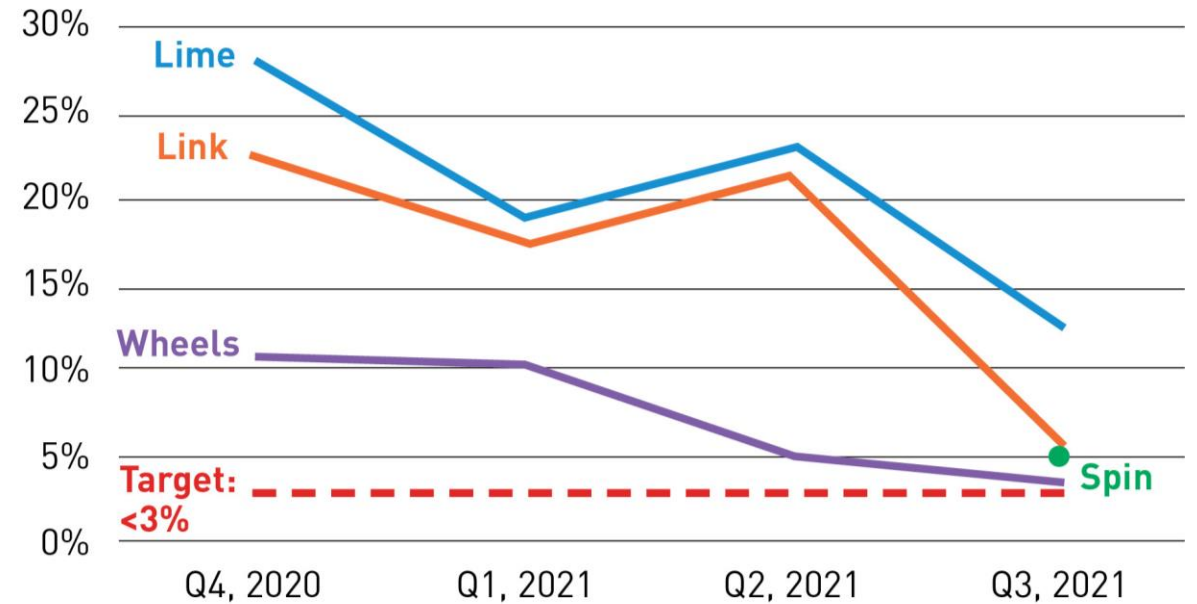


# Safety: Keeping sidewalks clear

- Team conducted in-person parking compliance audits on 68 days during pilot period, touching over 4,000 devices
- Designated parking areas (e.g. Alki) can be successful but not always scalable across the city
- Users appear to be learning and improving over time



**OBSTRUCTION HAZARDS BY VENDOR BY QUARTER**



# Climate: Zero emission options

- 100% of shared micromobility devices are zero emission
- There were over 2.2 million miles traveled on scooters in the pilot year
- Over 50% of trips start and/or end near a frequent transit stop
- 24% of scooter users surveyed said they would have driven a personal vehicle for their last trip, and 30% said they would have used ridehail or taxi, if they hadn't used a scooter



*Scooters at Roosevelt Light Rail Station*

# Key takeaways - how the pilot met our goals

- People are riding scooters for many different trip types, connecting to transit, and replacing car trips, even in a pandemic
- We need to continue to work to expand who has access to, feels comfortable with, and can afford scooter trips
- While there have been some injuries and collisions, we will continue to improve education about safety for users and non-users, including drivers
- Device parking improved over time, but we can still do more to ensure scooters aren't obstructing sidewalks, as well as reducing how much people ride on sidewalks
- Scooters provided a complementary climate-friendly option to the existing bikeshare program

# Next Steps for 2022

- Extend permits through Q1 2022, then continue the scooter share program in 2022 by way of a competitive application and permitting process
- Continue robust audit program for parking obstructions and add sidewalk riding data collection
- Expand public awareness campaigns to improve sidewalk riding, parking behavior, and helmet use
- Continue to improve education and outreach to increase use in equity focus communities
- Evaluate ways to improve affordability for users and ensure financial sustainability of program
- Expand our partnership with Outdoors for All – thanks to new funds in the 2022 budget

# Questions?

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