

E-SCOOTER STUDY: *Findings and Conclusions*

March 2020

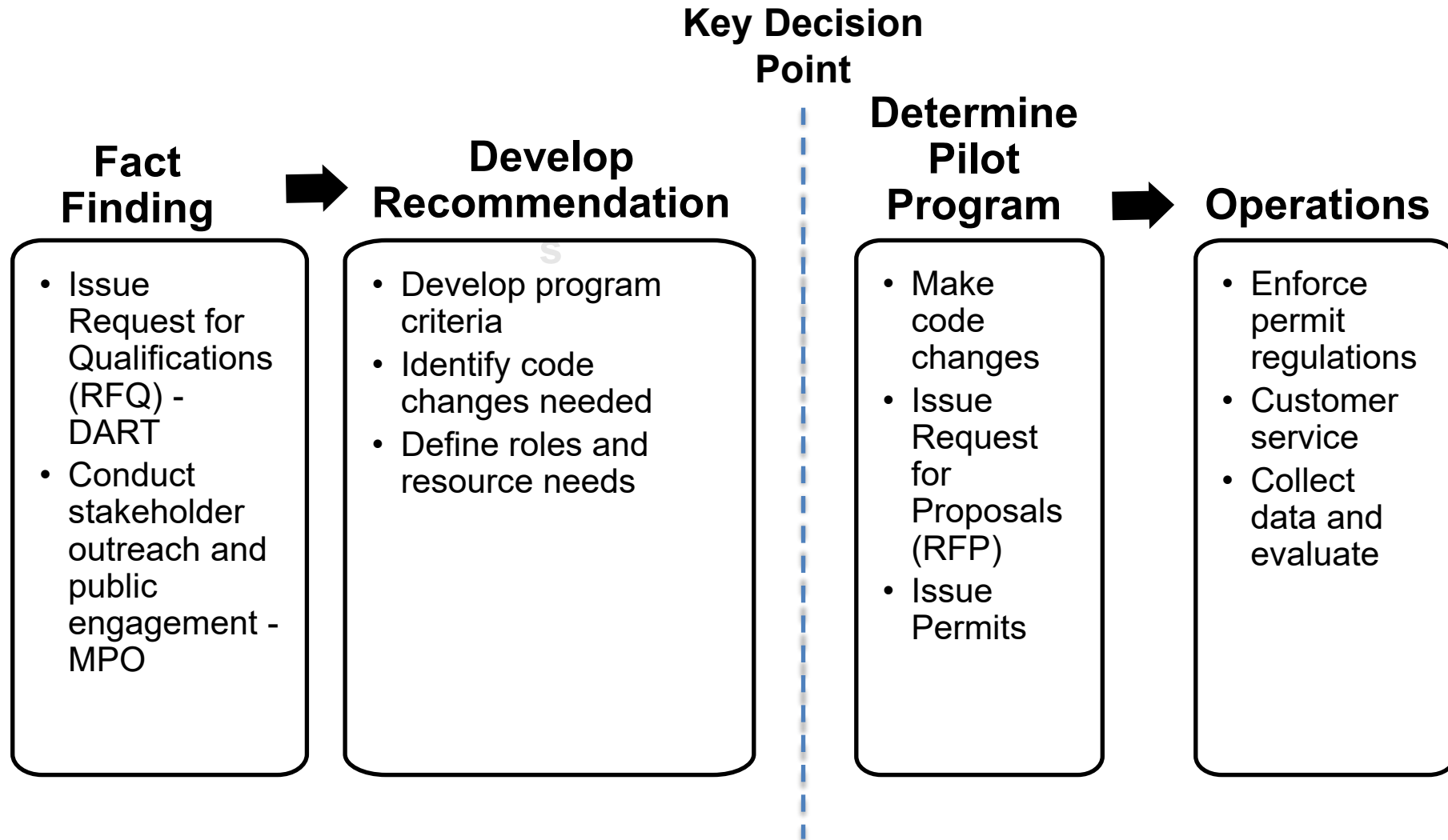


EXPLORATORY GROUP



Process

Process



Fact Finding: Multiple Sources



Stakeholder Groups, Regional Agencies, Disability Groups, City Departments, Public Health and Safety Advocates, Neighborhood Associations, Economic Development Agencies, Legislators



Peer City Review – Omaha, Kansas City (MO), Minneapolis, Cedar Rapids, Columbia (MO), Wichita (KS)



RFQ Responses – Spin, Lime, VeoRide Inc., Bird, Koloni, Maven, Drop



E-Scooter Online Survey - 2,360 Total Responses



Priority Issues
Lessons Learned
Recommendations

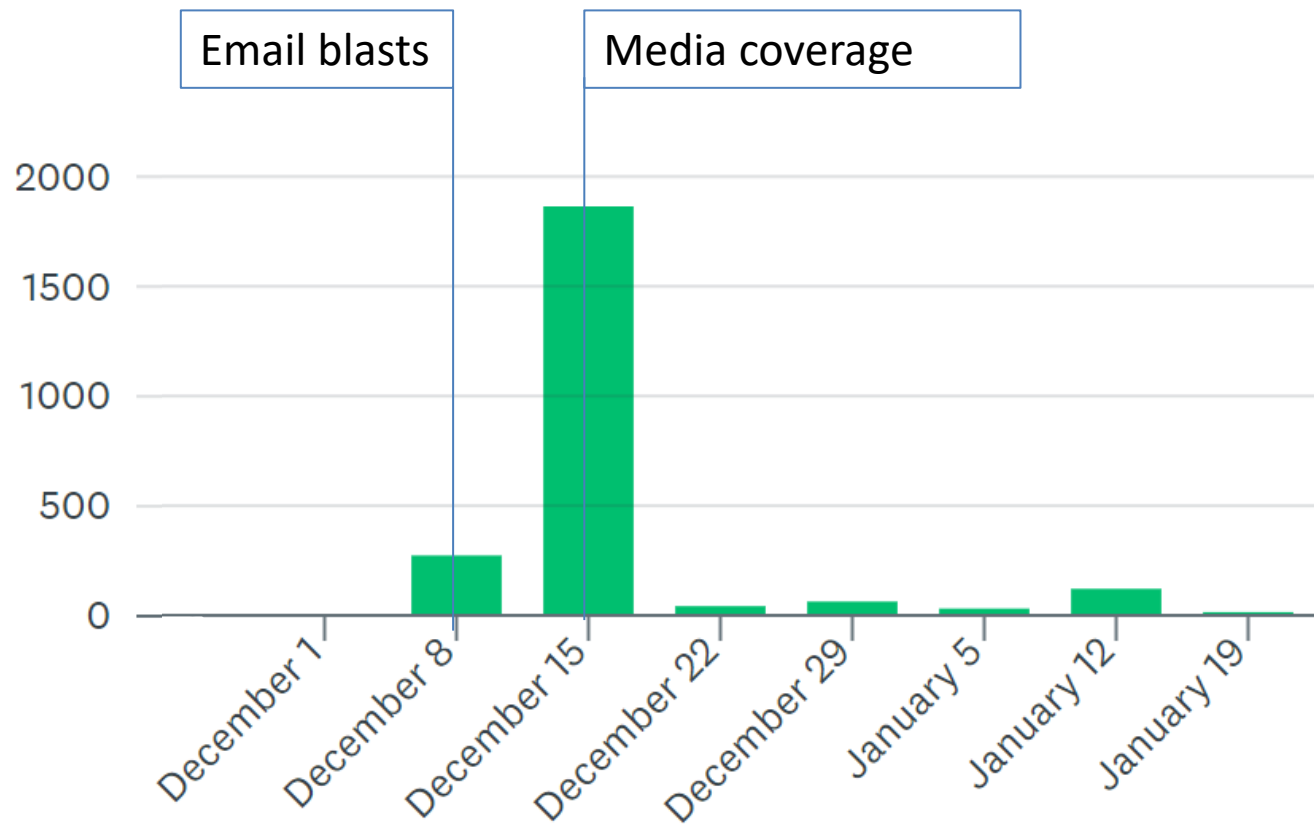
Findings



Survey Results

E-Scooter Survey Results

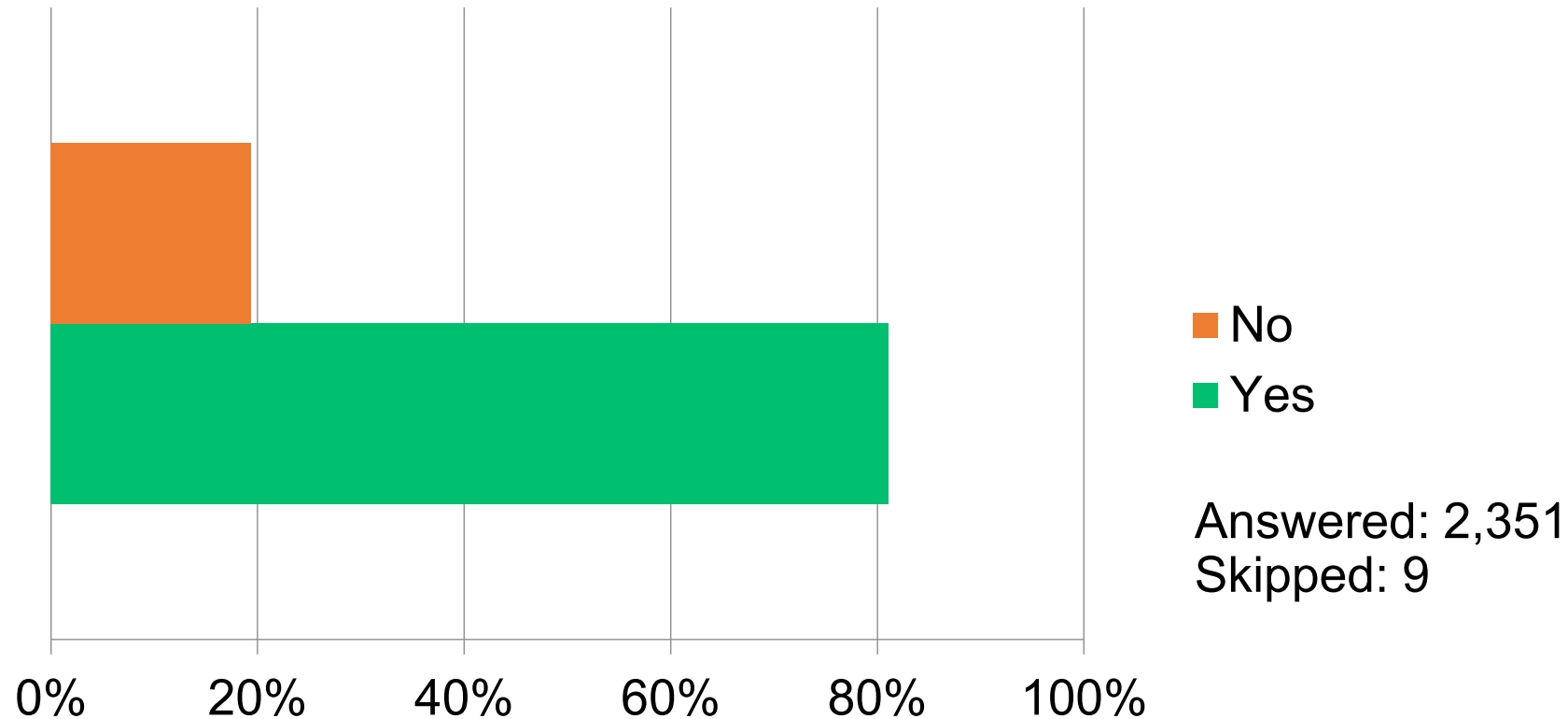
- Open December to January
- 2360 responses



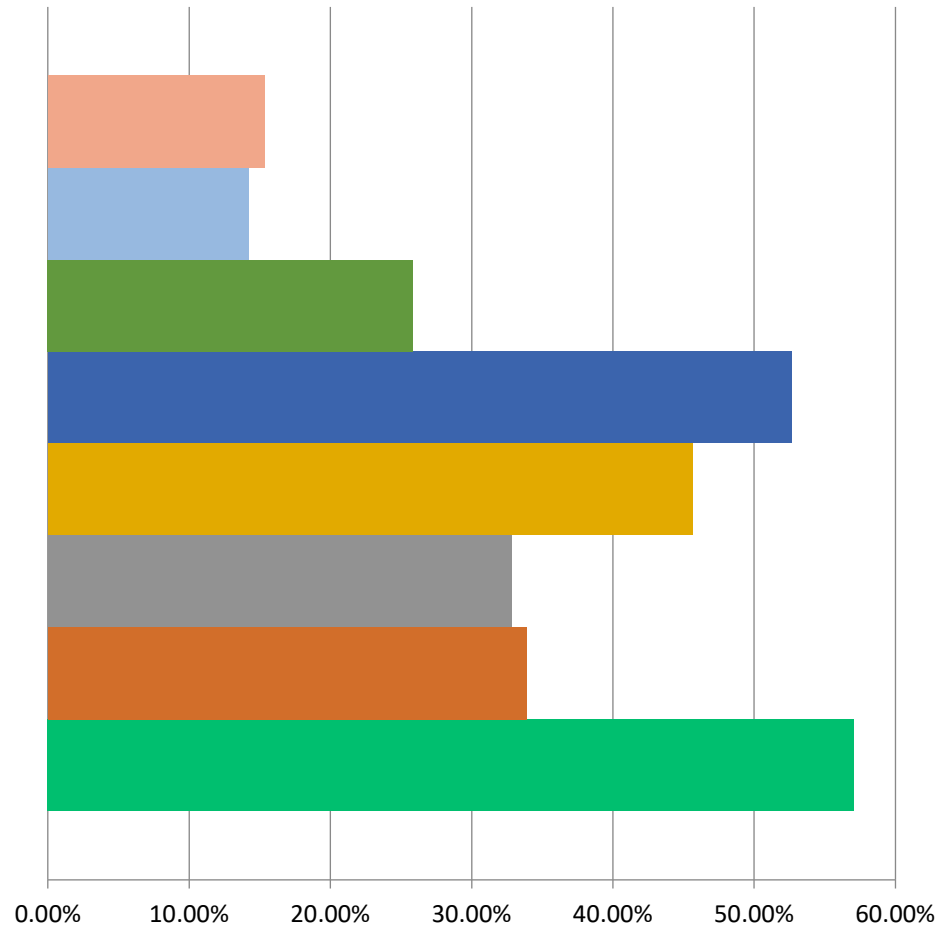
Q1. What is your level of familiarity with e-scooters?



Q2. There are currently no regulations about e-scooters in the Des Moines metro area. Do you think the cities should adopt regulations about e-scooters?



Q3. Where would you like to see the e-scooters allowed?

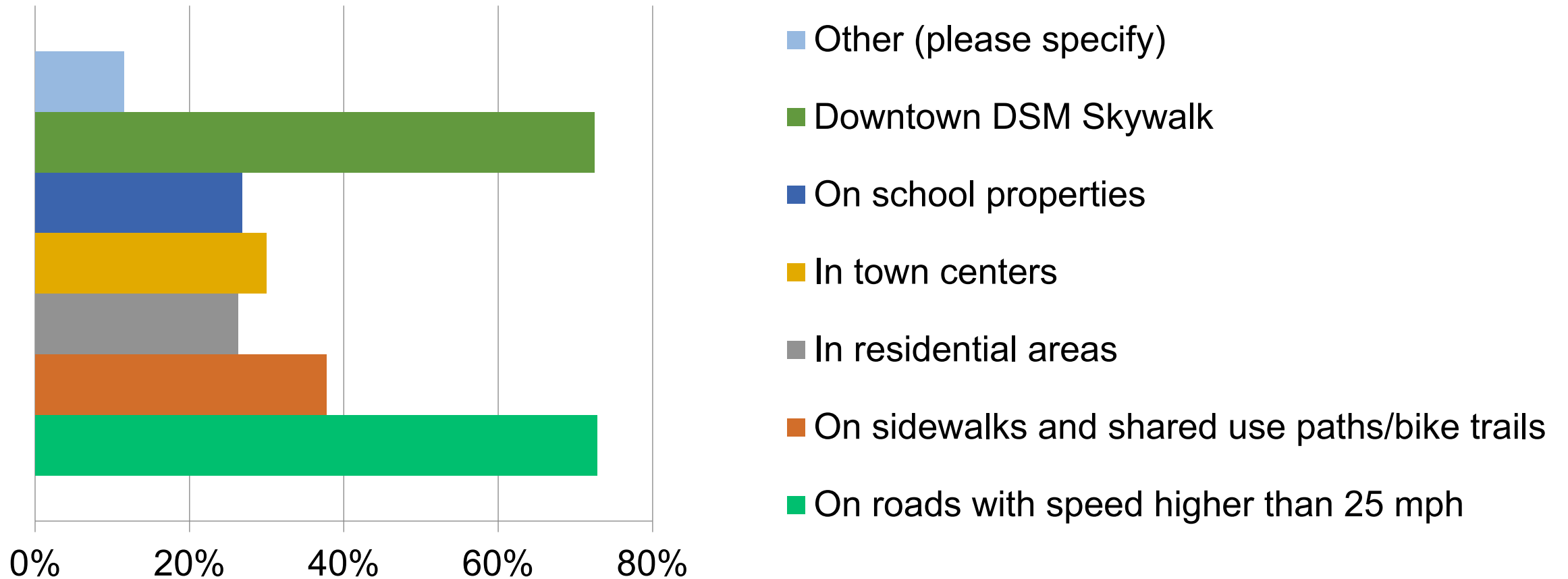


- Other (please specify)
- Downtown DSM Skywalk
- Suburban community centers
- School/College campuses
- Recreational Trails and Parks
- Commercial/Shopping and Employment Areas
- On all roadways with speed limits 25 mph or less
- Everywhere bicycles are allowed

Answered: 2,313

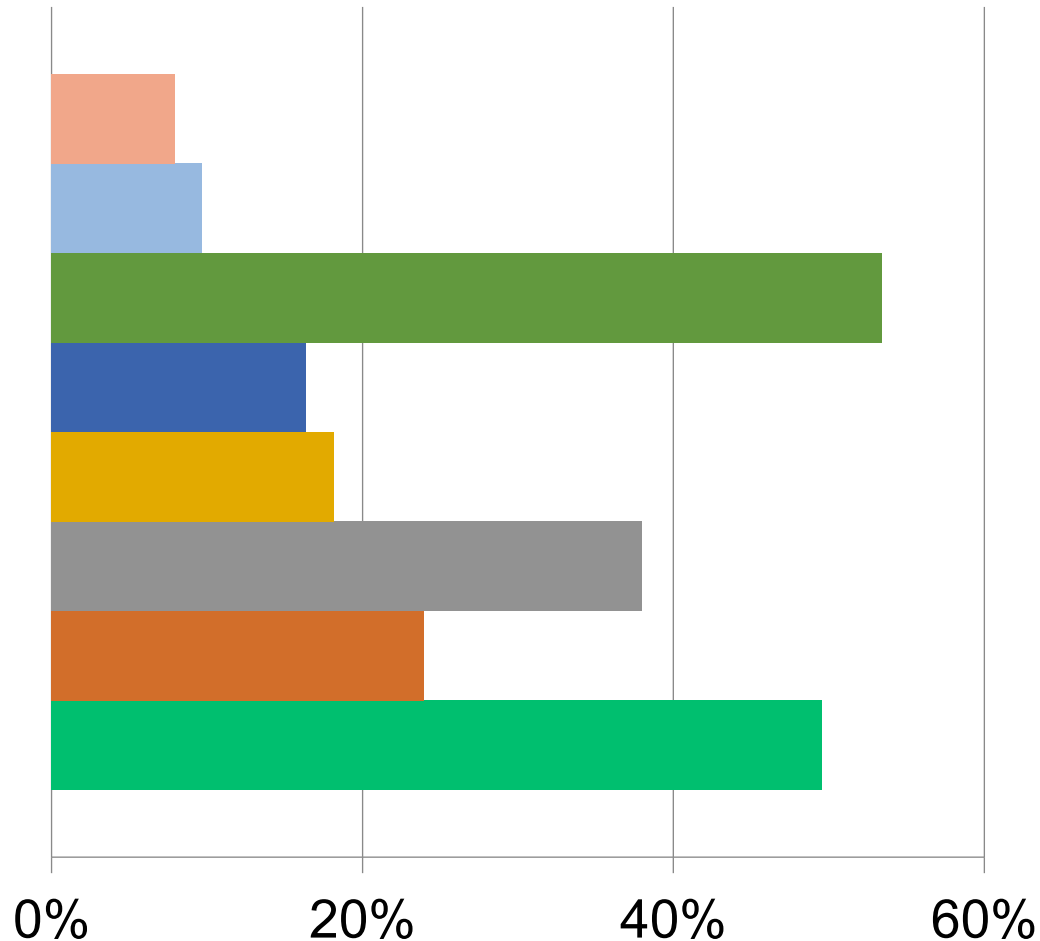
Skipped: 47

Q4. Where would you NOT want to see e-scooters allowed?



Answered: 2,258
Skipped: 102

Q5. Where do you think e-scooters should be parked?

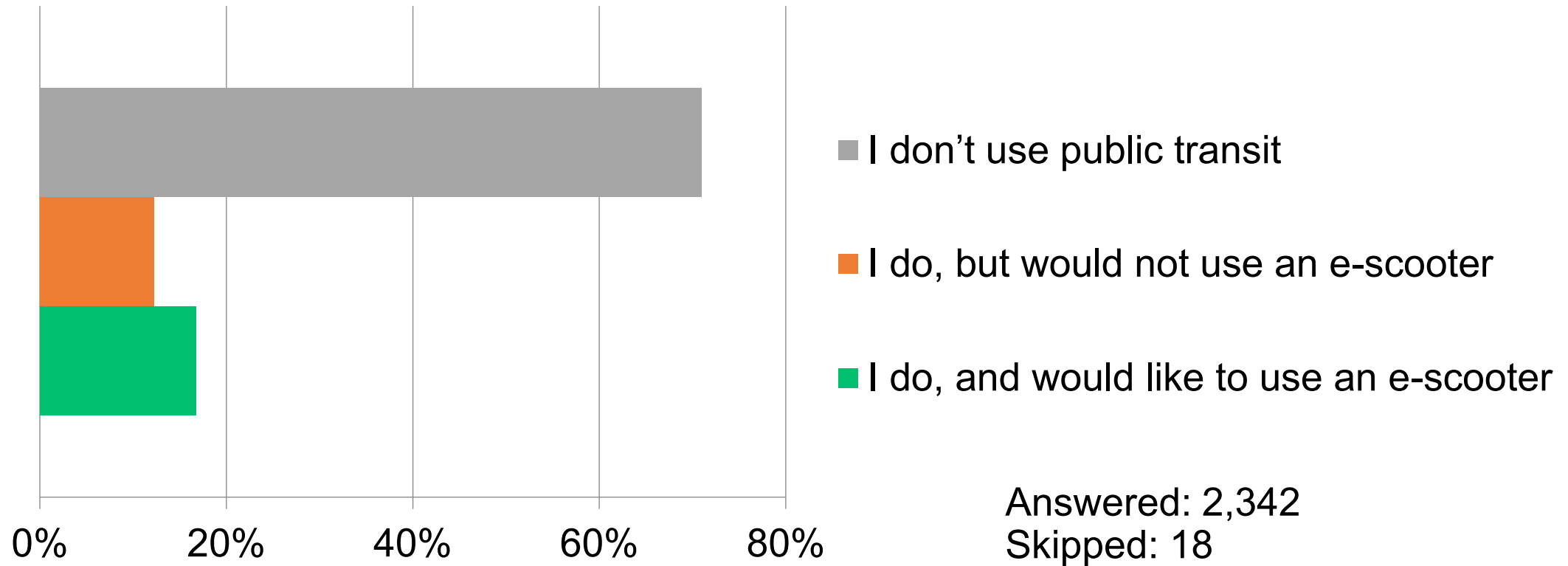


- Other (please specify)
- Locked to a fixed object within the public right of way
- Anywhere that does not affect public safety
- On private property
- In a public park or open space
- At a designated space on the sidewalk
- At a designated space on the street
- At a bike rack or bike corral

Answered: 2,336

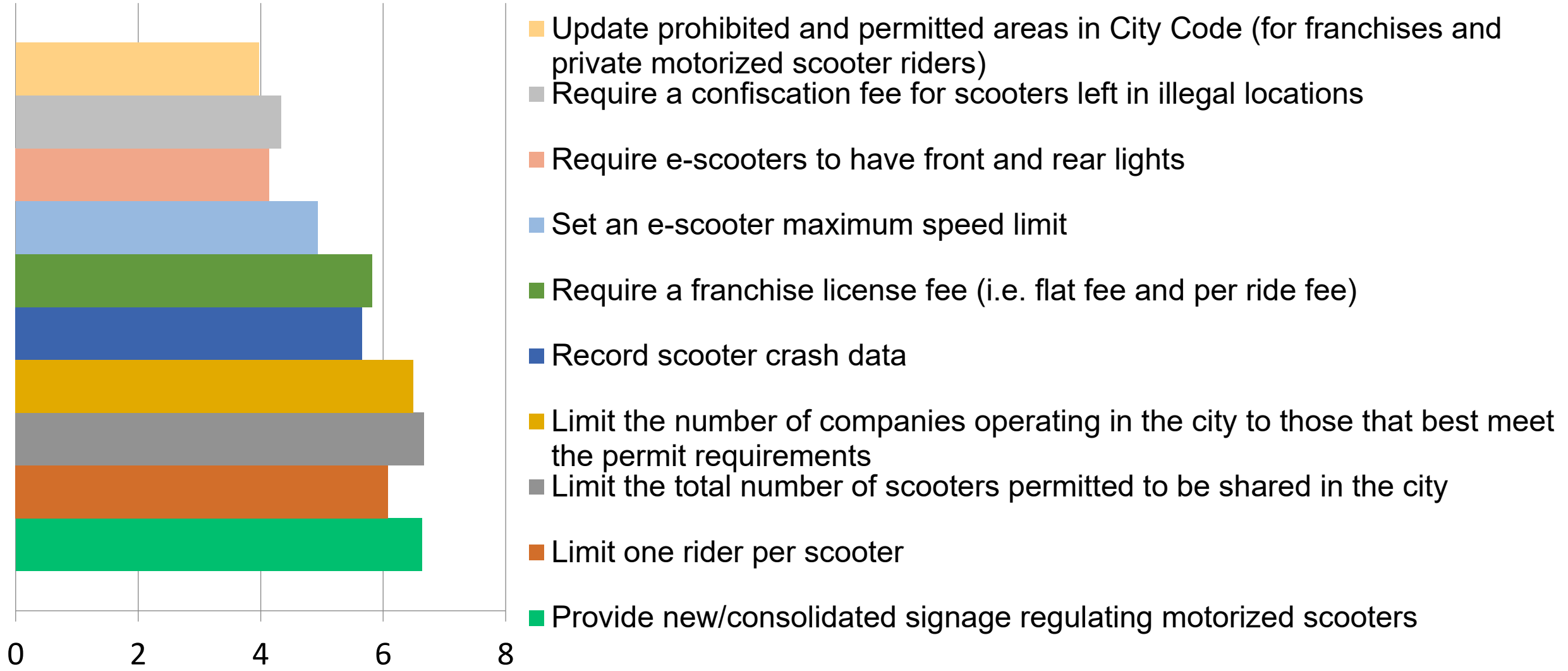
Skipped: 24

Q6. If you use public transit, would you use an e-scooter to connect to the transit stop?



Q7. Rank the following regulations the City should consider adopting.

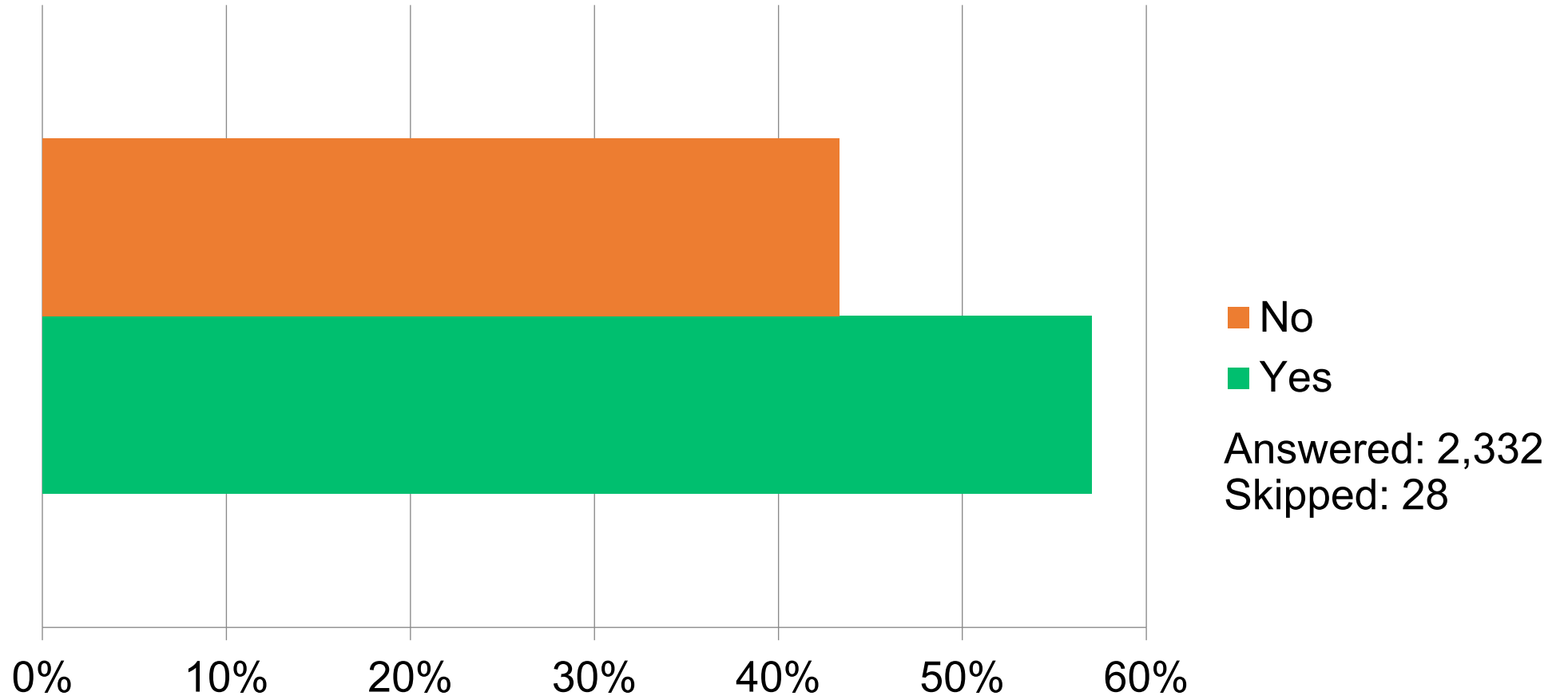
(The higher the score, the higher the priority.)



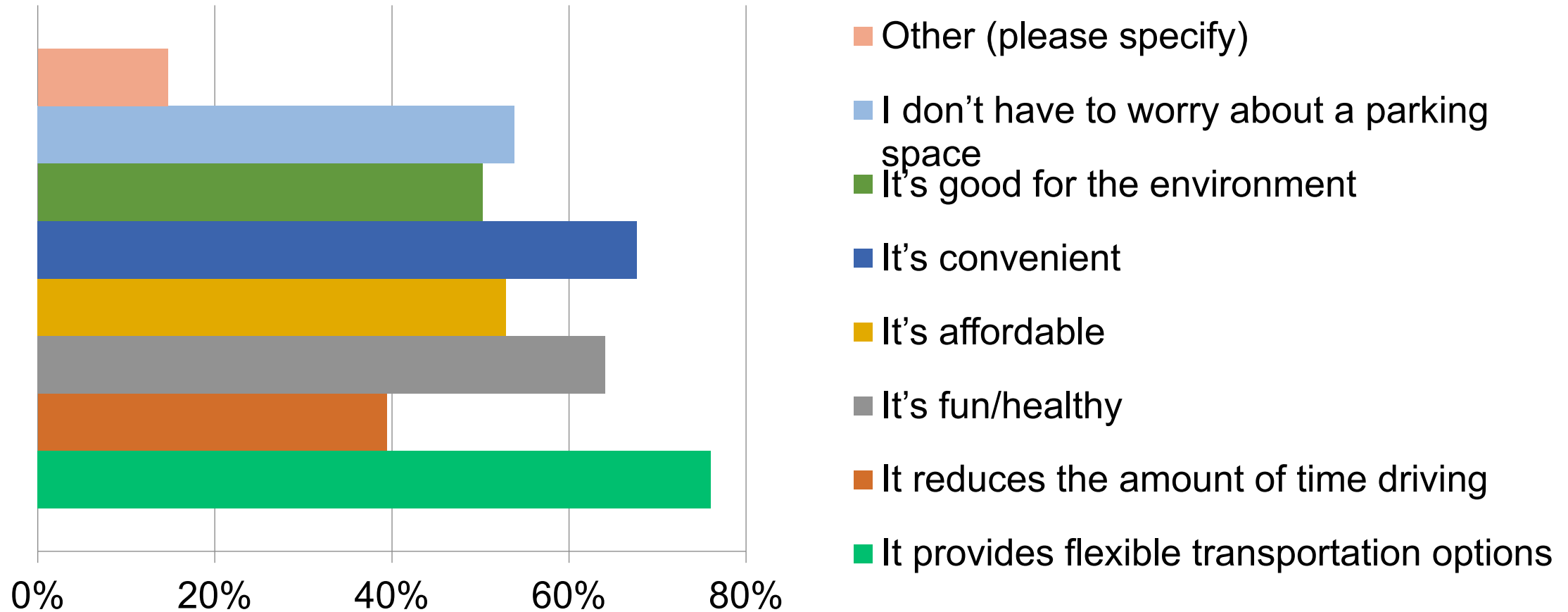
Answered: 2,251

Skipped: 109

Q8. Would you like to see a publicly available e-scooter share program within the Des Moines metro area?

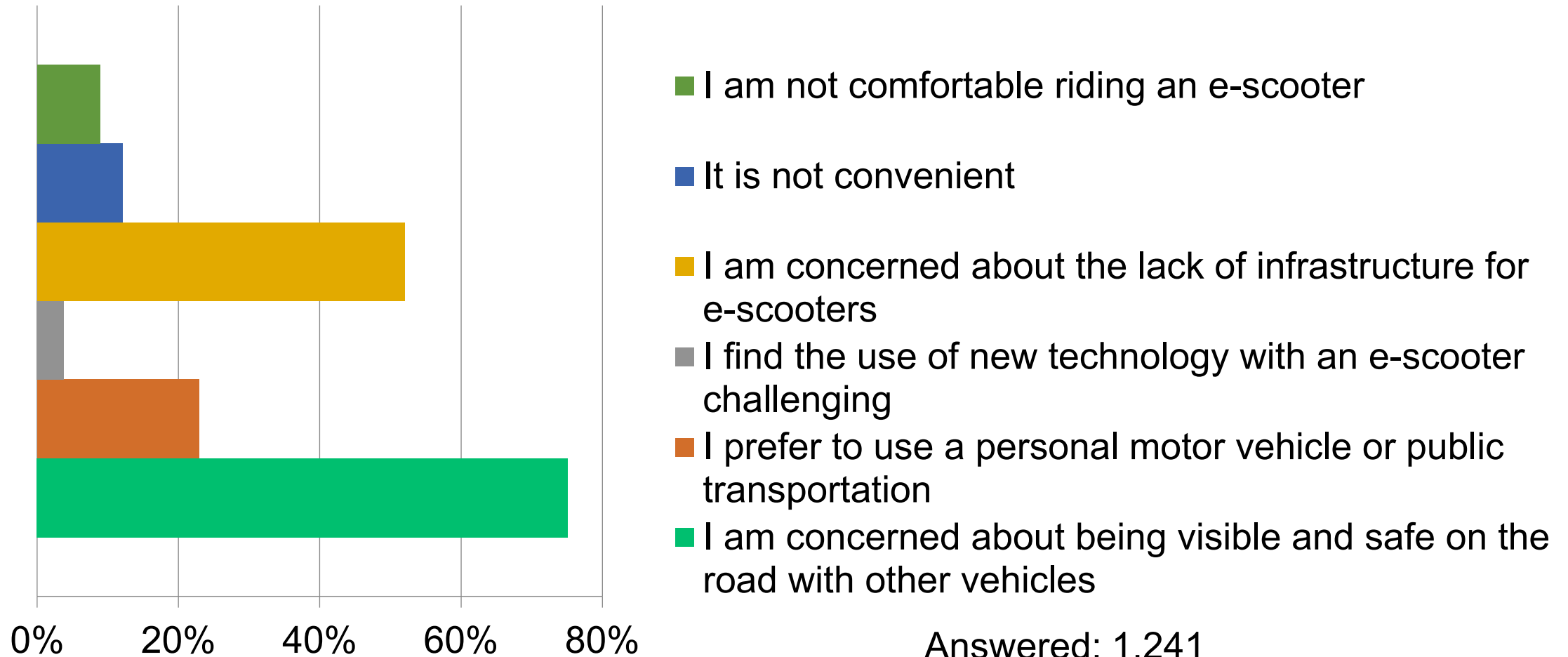


Q9. If yes, why would you like to see an e-scooter program?



Answered: 1,581
Skipped: 779

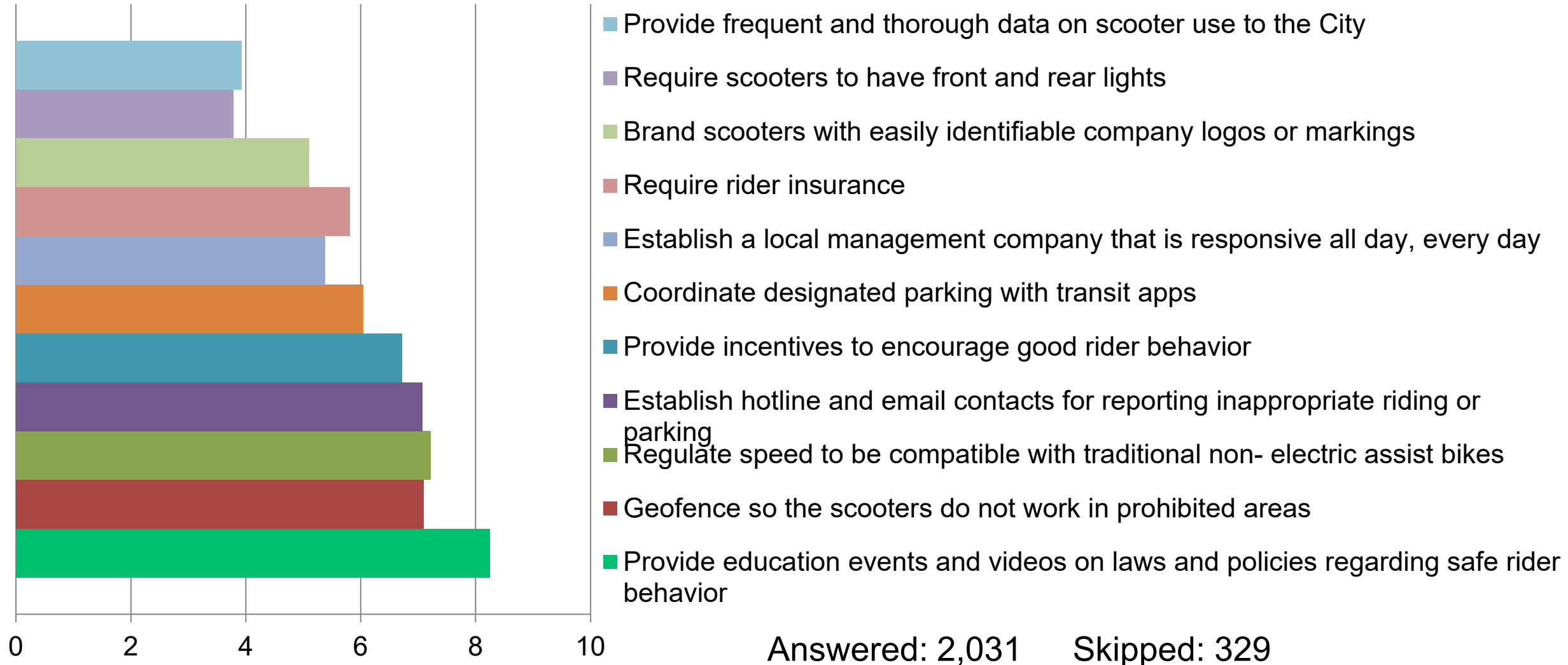
Q10. If no, why would you not like to see an e-scooter program?



Answered: 1,241

Skipped: 1,119

Q11. Rank the following measures that e-scooter companies can take to ensure safe rider behavior. *(Higher the score, higher the priority.)*



Answered: 2,031

Skipped: 329

***Operator Responses to
Request for Qualifications (RFQ)***

Interested Companies

RFQ Responses

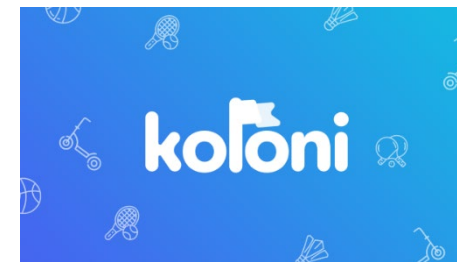
- Range of proposals, including companies with vast experience and those with local knowledge
- Larger operators propose an independently owned and operated model. Some smaller operators would seek local partners
- Proposals range from 100-500 E-scooters
- All proposals focus on downtown Des Moines or adjacent neighborhoods

The logo for 'drop' features the word in a lowercase, bold, sans-serif font. The letter 'o' is stylized with a circular shape inside it.

Lime



BIRD

The logo for SPIN, featuring the word in a bold, orange, sans-serif font with a slight slant.

Veoride

Summary of Proposals

RFQ Responses

- **Parking:** Some e-scooter operators require locking the vehicle at the end of each trip or parking only in designated zones.
- **Complaint processing:** Some proposals include 24/7 customer service and complaint support, and a commitment to resolve complaints in 2 hours or less.
- **Safety:** Some operators would lead safety trainings, promote (but not require) helmet use, and provide safety information to customers.
- **Equity:** Some operators provide low-income rates and information and customer service in multiple languages. Some operators could accommodate accessible vehicles such as tricycles or hand-powered vehicles.

Outreach Findings

Value Statements

- **SAFETY**: Every mobility investment is an opportunity to create safer streets and facilities.
- **CHOICE**: A suite of transportation options improves quality of life.
- **EQUITY**: Every mobility investment is an opportunity to improve the lives of those most in need.
- **STRENGTH**: Healthy, economically strong places prioritize people first.

Priority Issues & Potential Responses - Safety

- Sidewalk obstruction / visual clutter/sidewalk parking and storage
 - Accessibility and safety of people with disabilities, other vulnerable users
 - Safe riding habits – helmet use/speed/impaired riding/sidewalk riding
 - Liability, increase in crashes/serious injuries/complaints
 - Safety, theft/vandalism, and enforcement of traffic laws
-
- Create designated parking/drop off areas, require docking.
 - Implement safety education campaign up front.
 - Issue fines if e-scooter companies don't respond to complaints promptly.
 - Improve and invest in on street riding infrastructure/signage/ and striping.
 - Creative and consistent design within ROW to address need and safety.
 - Work with vendors to address safety, incentivize self regulation.

Lessons Learned – Safety

Peer City Review

- Crashes will likely occur– track and collect data.
- E-scooters will highlight gaps in existing or missing bike infrastructure.
- Enforcement is critical – use carrots over sticks when feasible.
- Improves overall road safety as drivers more alert/careful.
- Safety issues more often a perception.
- Upfront focus on safety education/campaign goes a long way.
- Road conditions matter, without good riding surface users opt for sidewalks.

Priority Issues and Potential Responses – Choice and Equity

- Target users, allowed service areas, flexibility in providing service
 - Does it address first/last mile options or transportation barriers
 - Design for universal use – disabled, low income/EJ, **women, children**
 - Policies - age restrictions, neighborhood/trail/sidewalk riding, seasonal/nighttime use, school campuses
 - Competing needs – transportation, recreation, tourism, special events
-
- Collaborate with agencies (DART, County Conservation etc.) and stakeholders to reach diverse users in DT and larger metro
 - Develop incentives for vendors to provide discounted service to EJ/low income areas, universal design options, safety provisions.
 - Develop flexibility within geo fencing criteria, and allowing services within priority areas for the community
 - Develop policies and regulations collaboratively

Lessons Learned – Choice and Equity

Peer City Review

- More to be done to ensure all residents have equal access.
- Serve larger metro and integrate into regional transit service.
- Invest in street infrastructure to improve safety of all users.
- For greater equity, don't mandate drivers license/credit cards.
- Build flexibility into the program, use geofencing sparingly.
- Require vendors to serve priority areas.

Priority Issues and Potential Responses – Strength

- A successful e-scooter/micromobility program
 - Tracking/reviewing/monitoring of pilot program
 - A transportation option that is integrated with other modes
 - Economically competitive with peer cities
 - Economic feasibility
-
- Ensure we define success of what a successful program would look like for our unique community.
 - Require regular data sharing from operators.
 - Continue to invest in infrastructure improvements for all modes of travel.
 - Gut check value statements, monitor data, market trends, and continue making improvements.
 - Allow flexibility in the program to make improvements/adjustments as needed.
 - Monitor sustainability of the program.

Lessons Learned – Strength

Peer City Review

- Build flexibility – add fines for non-compliance before termination.
- Money matters – charge fair price and identify appropriate use of funds.
- Empower citizens with transportation options.
- Be realistic about its impact on other mobility options.
- Collect and analyze data as a decision tool for prioritizing and funding future improvements.

Lessons Learned – General

Peer City Review

- Beg, Borrow and Steal! Don't reinvent the wheel.
- Build flexibility into the program. You are never prepared enough.
- Be prepared for increase in crashes, increase in complaints
- There will be lovers and haters of e-scooters in every community, listen to everyone's concerns.
- There will be inherent conflict between the goals/values of companies and cities.
- Spotlight will be on existing or missing bike infrastructure.
- More remains to be done to ensure equal access to residents who face barriers to transportation.

Fact Finding Highlights – SUMMARY

- E-scooters can be a polarizing topic, and people hold strong opinions on them.
- Survey found a strong majority (81%) in favor of e-scooter regulations.
- Survey found a moderate majority (57%) in support of a scooter share program (vs. 43% against).
- Supporters' attitudes can be summarized as cautiously optimistic.
- Sidewalk clutter and safety are the biggest concerns.

Conclusions



Conclusion No. 1

There is strong support for developing municipal codes to regulate e-scooters.

- The public spoke overwhelmingly in favor of e-scooter regulations.
- The many lessons learned from this research could help inform development of the regulations.
- Privately owned e-scooters are already here.
- Though unlikely, e-scooter companies could “drop” a program on the City.

Conclusion No. 2

There is broad interest in continuing to focus on improving micromobility in general:

- Several stakeholders called for more shared e-bikes.
- We found cautious support for an e-scooter pilot program.
- Regulations will help define parameters for improving micromobility.
- The evolving status of micromobility companies will likewise help determine how best to deliver micromobility.
- Finally, the conditions for personal electric transportation vehicles will become more favorable as on-street safety improvements are made.

Thank You

