Outreach Summary
E-Scooter Long-Term Program Planning
December 2020

Executive Summary

During Portland's 2018 and 2019-20 e-scooter pilot programs, the Portland Bureau of Transportation (PBOT) has heard a lot from Portlanders who hold a variety of opinions about e-scooters. PBOT engaged Portlanders about e-scooters at pop-up events and community organizations' meetings and through focus groups with Black, Indigenous, People of Color (BIPOC) Portlanders, East Portlanders, and Portlanders with disabilities; questionnaires; emails; phone calls; and a representative city-wide survey.

In October 2020, PBOT presented its 2019 E-Scooter Findings Report to Portland City Council and received direction from Council to develop a long-term e-scooter program. **In fall 2020, PBOT conducted community outreach to understand stakeholder perspectives on specific management strategies the agency should consider to ensure a long-term e-scooter program benefits as many Portlanders as possible. Below is a high-level summary of what PBOT heard from the community during its outreach activities.**

The document that follows describes in greater detail PBOT's outreach approach and more detailed findings.

Cost and payment

- Desire for **loyalty programs** and **membership/subscription programs**
- **Fear of being overcharged** is an important concern
- **Low-income plans** need to be **streamlined** and **better publicized** in community
- Need **deeper engagement** and **partnerships** with BIPOC communities, immigrant communities, low-income Portlanders, and others the City has historically underserved
- Require scooter companies to redistribute a **percentage of profits** toward local BIPOC organizations
- Waive or reduce fees for people with **Tribal Membership**
- **Integrate payment with TriMet's Hop card** or similar system
- **Pricing**, including requirements and incentives, should be **used as a tool to achieve city goals** for ridership, mode shift, and equitable access

First-time rider education

- New riders need to **learn how to ride the scooter** (demos, lessons) before picking one up off the street
- Need education/lessons for **rules of the road** (online during COVID, then in person when possible)
- Any **quizzes** or **interactive in-app activities** riders must complete before renting **must be accessible** to those with learning disabilities

Parking

- A "**lock-to**" requirement is popular solution to support sidewalk access, better rider behavior, and theft prevention
- Support for a lock-to system **everywhere in the city** (as opposed to only downtown/in the Central City)
- Lock-to is very popular among BIPOC Portlanders who have not ridden a scooter in Portland, and less popular among e-scooter riders

E-scooter infrastructure

- E-scooting would feel **safer** with **more places to ride separated from traffic**
- Need for **bike infrastructure investment**, especially in **East Portland**, for e-scooter feasibility as well as accessibility for people using sidewalks

Scooter models and safety

- Desire for **safe scooter models** with **wheels large enough** to withstand city streets as well as **seats** or other "form factors" that make them **stable** enough for older adults and people with certain types of disabilities
- E-scooter **models** that could help more people ride include **three-wheeled seated scooters**, **three-wheeled standing scooters**, and e-scooters with a **basket**.
- Require **better lights**
- Riding would feel safer with **more helmet availability**

Role in the transportation system

- Need to consider e-scooters as one part of the **mobility ecosystem**, not to think of different modes in isolation, and to **integrate e-scooters with transit**
- Desire for **higher numbers of e-scooters** in Portland in order to make e-scooters feel like a consistent and available option—particularly in in **East Portland, Northeast Portland, Southeast Portland**, and **Downtown**.
- Support for allowing e-scooters on multi-use recreational and transportation paths.
- Some **BIPOC respondents** experience **threats to their personal safety**—like discrimination, harassment, and violence—as a barrier to e-scooters and other modes of active transportation
- Continue requiring **equitable distribution** of scooters in neighborhoods
- Improve car **driver education** to make the streets safer for e-scooters

Rider behavior

- Consider **geofencing, speed governing, other technology**, and **pricing incentives/disincentives** to address improper parking and sidewalk riding, **especially in high-conflict areas, like Downtown**
- **Continue enforcement** to improve rider behavior and consider **disproportionate impact of fines and enforcement** of sidewalk riding, parking, and helmet laws on **BIPOC riders**
- Questions about **insurance coverage** and **liability** for e-scooter riders, pedestrians, and the City

Complaints and customer service

- Complaint process needs to be **accessible**
- Desire for **better customer service** from e-scooter companies and **improvements to the complaint process**

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Outreach Approach

Over the two e-scooter pilot programs in Portland in 2018 and 2019-20, PBOT has heard a lot from Portlanders who hold a variety of opinions expressed through a variety of channels, including online surveys, online feedback forms, email, phone, focus groups, in-person events, and more. As PBOT plans for a longer-term e-scooter program that will result in a smaller number of companies for two- to three-years, outreach conducted in fall 2020 focused on specific management strategies PBOT should use ensure a long-term e-scooter program benefits as many Portlanders as possible and minimizes burdens on BIPOC Portlanders and people with disabilities.

Throughout the 2018 and 2019-2020 e-scooter pilot programs, PBOT has heard feedback from Black, Indigenous, and People of Color (BIPOC) Portlanders in a variety of ways, including focus groups, rider surveys, a citywide representative poll, company engagement with community-based organizations, and PBOT engagement with affordable housing providers through the Transportation Wallet for Residents of Affordable Housing pilot program.

The challenges of 2020—the myriad impacts of COVID-19, racial justice demonstrations during the latest uprising of the Black Lives Matter movement, wildfires, and more—made conducting outreach difficult, as in-person events were not possible and community-based organizations and individuals are extremely strapped for capacity as they respond to these overlapping crises, which disproportionately harm BIPOC Portlanders. Additionally, these crises mean e-scooter program planning was not top of mind for the people PBOT is prioritizing in program planning.

For this reason, PBOT built upon its past engagement with BIPOC Portlanders as well as people with disabilities. PBOT conducted focused outreach in 2020 with community-based organizations involved in e-scooter programming in the past in order to hone in specific management strategies that can address the concerns we have heard over the years from BIPOC Portlanders and people with disabilities.

This document describes findings from the following outreach activities:

- Document review of existing plans and feedback
- Focus group with BIPOC Portlanders
- Focus group with seniors and people with disabilities
- Online questionnaire
- Agency advisory committee meetings
- Central City stakeholder meetings

Document Review of Existing Plans and Feedback

A review of past outreach and documents produced by community-based organizations related to transportation and micromobility was conducted to avoid asking BIPOC Portlanders and low-income Portlanders about issues the City has already asked them about in the past, particularly in light of external pressures on these communities due to COVID-19, racial justice uprisings, wildfires, and other events of 2020. The review also included national work on equity in micromobility.

- Portland sources:
    - 2018 E-Scooter Findings Report
    - 2018 E-Scooter Findings Report Appendix J: DHM Research E-Scooter Pilot Project Survey Report
    - E-Scooter User Survey, 2018
    - E-Scooter User Survey, Summer 2019
    - E-Scooter User Survey, Winter 2020
    - Transportation Wallet for Residents of Affordable Housing Pre-Survey Results, July 2020
    - PAALF People's Plan, 2017
    - Living Cully Community Mobility Needs Assessment, presented by Verde, 2018
- National sources:
    - "National Scan of Bike Share Equity Programs," Transportation Research and Education Center, July 2019
    - "Breaking Barriers to Bike Share: Insights from Residents of Traditionally Underserved Neighborhoods," National Institute for Transportation and Communities, June 2017
    - "Seeing and Believing in Bike Equity," Adonia Lugo, League of American Bicyclists, November 25, 2014

Focus Group with BIPOC Portlanders

Background

Throughout the 2018 and 2019-2020 e-scooter pilot programs, PBOT has heard feedback from Black, Indigenous, and People of Color (BIPOC) Portlanders in a variety of ways, including focus groups, rider surveys, a citywide representative poll, company engagement with community-based organizations, and PBOT engagement with affordable housing providers through the Transportation Wallet for Residents of Affordable Housing pilot program.

Outreach conducted in fall 2020 focused on specific management strategies PBOT should use ensure a long-term e-scooter program benefits as many Portlanders as possible and minimizes burdens on BIPOC Portlanders and people with disabilities.

About the focus group

2020 provided significant challenges, and PBOT recognized that e-scooter program planning would not be top of mind for everyone—particularly BIPOC Portlanders, who have been disproportionately impacted by COVID-19 and at the forefront of racial justice demonstrations in the wake of the latest uprising of the Black Lives Matter movement. Community-based organizations were working extremely hard to address these issues at all levels.

However, PBOT wanted to create as many avenues as possible for BIPOC Portlanders to help shape the future of e-scooters in the city. PBOT reached out to about 20 contacts at BIPOC-led community-based organizations and some individuals who had either participated in an e-scooter-related program in the past or expressed interest in e-scooters. Due to the capacity issues mentioned above, some contacts did not respond, while others responded with their interest and attended or invited others to attend. PBOT staff also made themselves available for one-on-one meetings and created an online questionnaire for organizations' staff or constituents to fill out if interested.

A focus group was hosted virtually by PBOT to connect with Black, Indigenous, and People of Color (BIPOC) Portlanders on Wednesday, October 21 from 5:30 to 7:30 pm. The goal of the meeting was to share information about the e-scooter program and discuss strategies to address cost barriers and personal safety for BIPOC in Portland's streets.

About 20 people participated, 4 of whom identified as students/youth and many of whom were recent immigrants connected to IRCO. Attendees identified as Iraqi, Vietnamese, Native American, Somali, and Latinx. A $25 gift card was provided to each participant as a small appreciation for their time.

PBOT staff provided a summary of the e-scooter program as well as what PBOT has heard from BIPOC Portlanders about their experience with e-scooters over the two pilot programs. JLA broke the group into breakout rooms without staff present and then facilitated the large group discussion in which participants shared what they discussed in the breakout rooms.

Summary of themes from the focus group

These themes emerged throughout the various breakout discussions:

- Need to **learn how to ride the scooter** (demos, lessons) before picking one up off the street
- Need education/lessons for **rules of the road** (online because of COVID, in person when possible)
- Cost is too high; need **low-income plans to be known in community**
- Would like **integration with Hop card** (or, secondarily, a Hop card-like system) as well as **membership, loyalty programs**.
- Support for **lock-to** both for sidewalk access and theft prevention

Discussion Notes

Icebreaker: What words come to mind when you think of "e-scooter"?

Many people responded with the words "joy" and "fun." Others mentioned "transportation" and "lower carbon footprint."

Discussion on addressing cost barriers

- **Shouldn't cost more than the bus**
- The cost is a little too high, depends on the population using it, maybe they don't care. But for the people she works with in her community, it would be a burden. **Having a bus pass type approach (subscription) would be good. Partner with IRCO and NAYA and have them issue passes or subscriptions**. Companies aren't putting it out there for lower income families or communities. **People need to know that if they are on SNAP, WIC, TANF, etc. they can ride for lower cost. Needs to be more user friendly for lower income people.**
- The price is too expensive, however, **membership like program may help to reduce the burden a bit**. Working with **local CBOs** might help get the word out. Also, should users always have helmets of their own?
- Should be **$2 for 30 minutes**. More people could afford this and it could help you get to where you need to go.
- How will you know if someone has **insurance?** Some of the youth we serve are homeless, or houseless.

Discussion on addressing safety, including personal safety

- E-scooters are good, but you don't know what will happen. Accidents and damages. The price might be. "You never know what might happen." It could be going as planned, but then things change.
- E-scooters aren't well known. Aren't advertised. Safety of people matters. People are using these because they don't have a bike or a car, and their safety depends on this device.
- Immigrants and refugees are **afraid** of using scooters. Even the youth. It's new. Scared about crashing it. Getting stolen. **Need more instructions. Show families how to use them. More trainings.**
- Safety of e-scooters. Head injuries. Young and inexperienced riders. Going too fast. Can't stop fast enough. Increase brakes. Better equipment.
- Concerns about riding during the winter, when it's wet
- Talked about safety. Sanitizing for the pandemic. Provide wipes on scooters or at stations. This is most important.
- Had a client who fell off a scooter.
- If the person riding has an accident, is there **insurance** for the people riding it?
- I think **users should have helmets of their own, although it might not be required it still should be important** for users to wear helmets.
- Put cameras or sensors on the e-scooters to prevent theft (like Teslas).
- More discussion about theft. Not really discussion about personal safety.
- Location tracker to help prevent theft. **Lock to system to help make sure they're locked up and can't be stolen**. Finger print technology to unlock.
- Personal safety. Importance of lessons and education for people to understand the rules and how to ride. This should be free.
- Personal safety. Riding downtown. Full of people. **Vehicle traffic downtown. Fear of getting hit,** even worse if you are inexperienced in riding scooters. Rush hour.

- Saw lots of scooters laid down in the sidewalk and streets without locks. Would be good to have a place for scooters to park or be locked so people in wheelchairs can get through. Need something like this because it's not good to have the sidewalk blocked. Affecting other people's lives.
- I think that the lock system is good. It's low cost. Doesn't involve a lot of new technology, which will help keep the cost of rental down. Might need more paths for people to ride, like bike paths. **Wouldn't feel comfortable riding after dark as a woman of color. Don't take dogs out after dark. Don't feel safe in her neighborhood now. Don't feel safe with the tensions being so high right now. Personally wouldn't feel safe riding a scooter downtown right now.**
- How do you know if someone is riding under age?
- **Free class for people to ride and take lessons to learn how, to learn the rules.** Easy.
- Have someone do an **online registration, learn the rules, an hour to do a training before they can ride**.
- What happens when people break the rules?

Discussion on other ideas PBOT should hear
- Make the speed faster? 30 mph?
- **Online videos, training, rules** so people can learn and watch
- More classes for immigrant and refugee people because they've never used them before
- Whatever is done in the future, **it has to be affordable. If PBOT is focusing on BIPOC using e-scooters, that population is the most disenfranchised.** Need to make sure it is affordable and safe. Need to have assurance that people on scooters know what they are doing. Need instruction. We have rules for bikes and motorcycles. Need to do more education.
- Why East Portland?
- Not many people know about the low-income plans.
- What does more affordable mean?
- Cost should be on par with the bus
- Get a pass, honored citizen, monthly
- Partner with CBOs to give out discounted rides
- "It has to be affordable."
- **CBOs helping immigrant and refugees load HOP cards. Teaching people.**
- **Use HOP card for e-scooters too. Upload the money into one card, one place.**
- **Use 5 times, 6th is free. Rewards program.**
- Safety – Check the tires and breaks every day. Maintenance.
- People who use scooters should be **required to do a lesson,** and know the rules. Be responsible for their behavior.

Focus Group with Seniors and People with Disabilities

A focus group was hosted virtually by PBOT to discuss strategies to make the e-scooter program best serve and minimize burdens to seniors and people with disabilities in Portland.

The goal of the meeting on Wednesday, October 28 from 3:00 to 5:00 pm was to share information about the e-scooter program and discuss strategies to address e-scooter parking issues, sidewalk safety, accessible scooter models, and other ideas.

Nine contacts at community-based organizations and City programs were invited, and focus group attendees represented the following:

- City of Portland Bureau of Planning and Sustainability Age-Friendly Portland Program
- City of Portland Office of Equity and Human Rights Title 2 Compliance Program
- PBOT ADA Coordination
- Disability Rights Oregon
- PBOT Maintenance Operations
- Portland Community College Active Transportation and Grants

PBOT staff provided a summary of the e-scooter program as well as what PBOT has heard from seniors and people with disabilities about their experience with e-scooters over the two pilot programs. JLA then facilitated a large group discussion about each topic.

Summary of themes from the focus group

- Support for **lock-to**, alongside **need for bike infrastructure investment**, especially in East Portland (where there are also fewer sidewalks for parking)
  - Would help with several stories we have heard of blind Portlanders having issues with canes not catching scooters
  - E-scooters should not be locked to pedestrian signals (push buttons), garbage cans, or ramps/access routes to buildings
- Consider also **geofencing and other technology** to improve parking and riding behavior **and pricing incentives/disincentives** to address improper parking
- Consider **negative impacts of fines and enforcement**, especially in places where the infrastructure does not support lock-to
- **Complaint process needs to be accessible**, as do any quizzes or interactive in-app activities people have to do before they can rent

Discussion

Discussion on addressing e-scooter parking issues

- Lock-to and corrals
  - Lock-to should be required everywhere, but then city needs to install infrastructure equitably.
  - One issue that seems to occur that may be addressed by "lock to" parking is what occurs after an e-scooter is parked appropriately. Lock to parking may reduce the number of times that a scooter is kicked over or moved into a pedestrian right away.
  - Do not lock to signalized ped crossings, railings near ramps, or garbage cans.
  - Lock-to is a good solution, especially in heavily trafficked or high demand areas, like sidewalk cafes.

- o Support for corrals, especially with charging capabilities. Look at Centers and Corridors as places for corrals because these are higher-use areas and more problematic.
  - o One participant broke his cane on a scooter here, and needed to call people to pick him up so he could get around. Sidewalks in most places downtown aren't wide to begin with and there are places where they just won't fit, especially as sidewalks are also being used for cafes.
  - o Comment about person in wheelchair with child in lap, who couldn't move it
- Need for parking infrastructure
  - o Many areas of the city don't have sidewalks which makes parking difficult; as well as general mobility issues for people with disabilities and equity concerns for low-income residents. Would like to see more sidewalks, bike lanes and other services in east county which are very under served.
  - o One participant lives in East County, near Gresham; there are places near his home with no sidewalks. Scooters are left on side of the road, he had to go out into the street to get around it. What are we going to do in areas with no sidewalks? Some people didn't come to this focus group because they don't think the city will listen or is listening and will do this anyway.
  - o Eastside inequities mean one size fits all solution might not work. Need to allocate money to build up infrastructure in the east side.
  - o If the City doesn't invest in more bike racks, people might attach scooters to pedestrian benches, signs near pedestrian ramps, trees, businesses, or fences. Need to install more infrastructure.
  - o Parks parking lots have space; park scooters there. Other spaces in East Portland could be schools.
- Incentives/disincentives
  - o Create incentives for people to follow the rules, not just disincentives/fines.
  - o Is there a way to continue to charge someone until it's been parked appropriately?
    - ▪ Consider also that people could then become desperate and lock to other things we don't want them to lock to. Geofence areas where must lock-to within, like centers and corridors. Might need to be enforcement/penalties for locking to things like fire hydrants.
- Communication/education
  - o Need communication and education about parking requirements
  - o Consider user experience; make communications simple. In-app. Show person walking with cane and parent with stroller so they understand negative impacts of poor parking.

Discussion on sidewalk safety

- Injuries and helmets
  - o The injury rates were very high in the pilots. Very concerned about this as more scooters are added to the roadway.
  - o Compare minor injuries to cars; calls into question the safety of the program.
  - o Disclose information about injuries.
  - o More public education on helmets.
    - ▪ Incentives on helmet wearing. 10 trips in a row, get a discount. Positive encouragement
    - ▪ Awareness of helmet programs would be good; participant has learned a ton in the last couple months that many other people are probably not aware of.
  - o If a person is injured by a rider, the information about who was riding at the time is often protected by the company and should be disclosed.
  - o How would the city protect itself from lawsuits? If participant was hit, he would sue everyone (company, rider, City).
  - o Maybe include messaging that the person riding is liable.
- Knowing and following the rules
  - o "No dismount zone" (no riding on the sidewalks) not clear to scooter riders
  - o Engage a third party in citations and enforcement?
  - o When we look at the issue of people not wearing masks in public now, how will you get culture change? If you won't police, and won't put the infrastructure, then you're OK with disproportionate impacts on some people.

- o If required on pass a test in app, how to make accessible to people with learning disabilities? How to get accommodations?
  - o Educating young people about e-scooters; build the culture early
  - o People cited should be required to take an awareness/safety course. Include people who've been impacted in designing those courses.
- Complaint process
  - o Local customer service would be beneficial
  - o Be cautious about complaints decreasing; complaint process is not accessible to all
  - o Don't discount the ~50% of complaints who came from other people (not the 3 people who made up the majority of complaints)
  - o Accessibility of the complaint process – when participant broke cane, didn't know how to complain. Can't read the numbers of the scooter. Can't take photo because didn't know what to take photo of. Is there an accessible way to file a complaint? Braille. Standard location on the scooter. Fully accessible. Widely publicized complaint system. Track complaints from people with disabilities.
    - ▪ Only 10% of blind people read Braille.

Poll on accessible scooter models

One poll was launched via Zoom. Participants were asked: "**For those of you who would like to ride e-scooters, what types of e-scooters or other small vehicles would best suit your physical needs?**" Select all that apply.

- Three-wheeled e-scooters with a seat **67%**
- Three-wheeled standing e-scooters **67%**
- Two-wheeled e-scooters with a seat **67%**
- Two wheeled standing e-scooters (like most of the e-scooters available today **0%**
- E-scooters with a basket **67%**
- Vehicles/e-scooters with enough room for a passenger **67%**
- Vehicles/e-scooters that I can use to travel longer distances **0%**
- Vehicles/e-scooters that travel faster than 15 miles per hour **0%**
- None of these **33%**

Discussion on other strategies to make e-scooters work best for seniors and people with disabilities

- Ensure that enforcement is achievable and equitable; don't roll out a program that can't be enforced or pass along the fees to the scooter companies because they won't make changes or enforce safe riding.
- Complaint process must be accessible and responsive
- Infrastructure is a major equity issue
- Different approaches downtown vs. eastside, esp. on infrastructure
- Are the sidewalks capable of handling all the uses, including Healthy Business permits?
- Enforcement remains important. If city can't enforce, find 3rd party who should. If the city can't enforce at all, then maybe shouldn't have the program. Fees and fines should be passed onto the user. This is needed as a stick to help drive culture change.
- Need to manage expectations—shared bikes aren't door to door. You go to the bike rack. You go to the bus stop. You rarely get the parking spot right outside of where you are going.
- Need to create the conditions for the outcomes we want. People are not riding on sidewalks because it's fun, it's because they don't feel safe on the street with cars. More bike lanes. More traffic calming. More bike parking.

Agency Advisory Committee Meetings

PBOT staff presented a status update on the e-scooter pilot program and key questions for the development of a permanent e-scooter program to the following agency advisory bodies:
- **PBOT Bicycle Advisory Committee** September 8, 2020, and November 10, 2020
- **PBOT Bureau Budget Advisory Committee** September 17, 2020
- **PBOT Pedestrian Advisory Committee** October 20, 2020
- **TriMet Committee on Accessible Transportation** November 18, 2020

The following themes emerged from these meetings:
- Need to consider e-scooters as one part of the **mobility ecosystem**, not to think of different modes in isolation, and to **integrate e-scooters with transit**
- Concern about **disproportionate enforcement** of sidewalk riding, parking, and helmet laws on **BIPOC riders**, while recognizing significance of safety concerns
- Need for **deeper engagement** with BIPOC communities, immigrant communities, low-income Portlanders, and others the City has historically underserved through **partnerships** as well as **streamlining** and **better uptake** of **low-income pricing plans**
- Desire that **pricing**, including requirements and incentives, is **used as a tool to achieve city goals** around ridership, mode shift, and equitable access
- Some improvement in sidewalk riding behavior and encouragement for **technology that can reduce sidewalk riding**
- Some improvement in parking behavior and support of **"lock-to" requirement** that e-scooters come equipped with a lock and be locked to bike racks
- Desire for **safe scooter models** with **wheels large enough** to withstand city streets as well as **seats** or other "form factors" that make them **stable** enough for older adults and people with certain types of disabilities

Central City Stakeholder Meetings

Because most e-scooter ridership to date has occurred in the Central City, PBOT engaged several Central City stakeholders to listen to their perspectives and gather their feedback about key management strategies that PBOT is considering for a permanent e-scooter program.

During October and November 2020, PBOT engaged the following stakeholders in public meetings that were conducted through online platforms like Microsoft Teams or Zoom due to the COVID-19 pandemic:
- **Bike Loud** November 18, 2020
- **Downtown Neighborhood Association (DNA)** October 13, 2020
- **Go Lloyd** November 5, 2020
- **Portland Business Alliance (PBA)** October 22, 2020
- **Portland State University (PSU)** October 29, 2020

All stakeholders expressed general support for PBOT's E-Scooter Pilot Program, noting improvements between the first pilot and the second pilot. Stakeholders encouraged PBOT to continue to develop and advance strategies to **address the challenges with e-scooters, most notably issues around pedestrian safety**. Stakeholders expressed **support for a "lock-to" requirement** for e-scooters but did raise questions about implementation, including how PBOT could use mobility data to assess where infrastructure was needed, how PBOT might address deficiencies in bike parking infrastructure in places like East Portland, and whether certain e-scooter requirements should apply city-wide only in the Central City.

Aside from the areas of general agreement outlined above, different organizations also raised a variety of issues and questions:
- Questions about **how e-scooter trips may relate to certain land uses**, like hotels, restaurants, and small businesses.
- Desire for e-scooters to **integrate with transit and other modes** to ensure e-scooters better complement—rather than compete with—low-carbon modes, like transit.
- Desire for **higher numbers of e-scooters** in Portland in order to make e-scooters feel like a consistent and available option.
- Support for **City requirements for companies to share mobility data with PBOT** in order to inform city planning and programmatic decision-making. **Concern about transparency over how companies are using data** and whether companies are selling it.
- Request for PBOT to **engage large employers while developing the Request for Proposals** so these stakeholders can obtain better pricing rates for their transportation demand management programs.
- Concerns about use of personal bicycles, shared e-scooters, and shared e-bikes in **high-conflict areas** in the Central City, like Riverfront Place.
- Desire for **continued education and enforcement** to discourage improper parking and sidewalk riding.
- Desire for **more bike lanes in the Central City** so e-scooter riders can feel more comfortable riding in the street, instead of on the sidewalk. Questions about **how PBOT is using e-scooter surcharges** to support programming and infrastructure.
- Concerns that injuries to e-scooter riders and pedestrians may fall within **gaps in the insurance industry** and concerns **the City may not be well-shielded from liability.**
- Desire for **better customer service** from e-scooter companies and **improvements to the complaint process.**
- Desire for e-scooter companies to conduct **more robust outreach and engagement** and to offer **more incentives and programming**, like BIKETOWN.
- Concern over how **State policy creates material differences between e-scooters and e-bikes** that are confusing to users.
- Questions about how e-scooters might be represented in PBOT's **advisory committee structure.**

Online Questionnaire

In addition to direct engagement outlined above, PBOT created an online questionnaire tailored to specific questions about management strategies for a permanent e-scooter program.

These questions related to **safety and comfort**, including **personal safety for BIPOC Portlanders**; **scooter models; cost and payment options, "lock-to" parking, e-scooter availability**, and **riding on multi-use paths.**

A questionnaire was emailed to the groups listed above to share with their constituents, posted on PBOT's website, and shared in a news release.

Between September 9 and December 3, 2020, 170 people partially or completely filled out the questionnaire. Due to the sample size, **this questionnaire should be considered a snapshot of information, not a statistically significant representation** of people living in, working in, and visiting Portland.

This analysis breaks down questionnaire results by race and by respondents who have ridden e-scooters before versus those who have not.

Summary of Takeaways

The relatively small sample size makes summarizing questionnaire data difficult to summarize—especially between groups of respondents—and **results are generally not statistically significant**. This data should be taken as one source among many in this report. Takeaways include:

- E-scooting would feel **safer** with **more places to ride separated from traffic**, **higher availability of helmets**, and **more stable e-scooter models**.
- Some **BIPOC respondents** experience **threats to their personal safety**—like discrimination, harassment, and violence—as a barrier to e-scooters.
- BIPOC respondents provided **ideas to make e-scooters work better for BIPOC Portlanders**:
    - Require scooter companies to redistribute a **percentage of profits** toward local BIPOC organizations
    - Waive or reduce fees for people with **Tribal Membership**
    - **Partner with BIPOC groups** to develop programs and help apply for grants
    - Improve car **driver education**
    - Complete regional bicycle **trails network** build-out
    - Continue using images of **diverse users** in materials
    - Continue requiring **equitable distribution** of scooters in neighborhoods
    - Require **better lights**
- E-scooter **models** that could help more people ride include **three-wheeled seated scooters**, **three-wheeled standing scooters**, and e-scooters with a **basket**.
- Popular cost and payment options include **loyalty programs, subscription programs**, and **discounted fares for people living on low incomes**. **Fear of being overcharged** is an important concern, especially for BIPOC respondents.
- A "**lock-to" requirement is popular**, with a large majority of respondents strongly or somewhat agreeing lock-to would make Portland's system better. Lock-to is very popular among BIPOC non-riders at 83%. E-scooter riders support lock-to less.
- Most respondents said **lock-to** should be required **everywhere in the city**.
- People want to see more e-scooters available in **East Portland, Northeast Portland, Southeast Portland**, and **Downtown**. **BIPOC respondents** were more likely to choose **East Portland**, and e-scooter riders were more likely to choose Downtown.
- E-scooter riders and BIPOC respondents were more likely to want e-scooters to be allowed on **multi-use paths**, with majorities believing it is somewhat or very important that they be allowed.

Questions and Responses

Note: Number of respondents may not be consistent between questions because respondents could skip questions.

Have you rented an e-scooter in Portland?

Of **all respondents**, 28% had rented an e-scooter in Portland**.**

Of **BIPOC respondents**, 50% had rented an e-scooter in Portland.

Which of these would make you feel safer and more comfortable when riding e-scooters? Select all that apply.

Of **all respondents,** the most popular choice for improving safety and comfort was providing places to **ride separated from traffic** (45%), followed by a **helmet program** (25%) and **other** suggestions (24%). 34% of respondents said they **would not feel safe riding e-scooters at all**.

Of **e-scooter riders**, most would like places to **ride separated from traffic** (58%), followed by **more stable e-scooters** (31%) and a **helmet program** (21%).

BIPOC riders of e-scooters felt similarly, with a desire to **ride separate from traffic** (45%), followed by more **stable e-scooters** (23%), and a **helmet program**. BIPOC riders added these examples of "other" responses:

- "More protected bike lanes"
- "Driver education about road sharing"
- "A complete regional bicycle trails network build out within the next five years (e.g. TIGER grants pending renewal by Biden administration, PCEF, and other fund sources) with oversight by Metro Council where project delivery of the regional bicycle trails program including design, engineering, construction, and operations for all portions where local jurisdictions cannot deliver during this time frame."

BIPOC non-riders agreed that **riding separated from traffic** (47%) and a **helmet program** (29%) were important. 29% said they **won't ever feel safe riding e-scooters**.

PBOT knows that Black, Indigenous, and People of Color (BIPOC) face the threat of harassment, violence, and discrimination when traveling in Portland's streets. This can make biking, walking, taking transit, or riding e-scooters feel like or be an unsafe option. **Do these potential threats affect your willingness or ability to use e-scooters?**

Of **all respondents**, 12% said that these threats affected their willingness to use e-scooters.

For **BIPOC respondents**, 17% of e-scooter riders and 17% of non-riders said they were affected.

Please share your ideas about how PBOT and e-scooter companies can help address these threats for BIPOC Portlanders:

Relevant responses from BIPOC included:

Don't require credit cards or mobile phones to use them
Waive or reduce fees for people with Tribal Membership. Partner with BIPOC groups (e.g. APANO, Hacienda, PAALF, NAYA, etc.) to develop implementation programs and help apply for PCEF grants. Set targets for the scooter companies where 5-10% of profits (or whatever threshold the

industry will tolerate) must go towards local BIPOC organizations as a condition of being awarded a contract to the Portland area.
BIPOC Portlanders have so much more to worry about in terms of their public safety and health than recreational modes of travel for leisure. Surveys need to be focused and community work sessions to engage specifically with BIPOC in geographic target areas are needed to meet your equity targets.
making them available in east portland and thoughout the city. improving safety in lower-income areas. offering special discounts or programs to help familiarize people to using them
By ending this type of performative liberalism and supporting addressing actual root causes while limiting use of feeling based "facts" not supported by strong, valid, reliable and predictive data.
Don't feel like these are related at all
Don't focus on the color of people's skin! Making e-scooter use safer for all colors will also make it safer for BIPOC.
They can't. To suggest otherwise is absurd.
This is a very misleading question. How does PBOT know this? I'm African-American and have no issues riding e-scooters in Portland.
Treat everyone equally.
Well I would love to see bright colors on the E Scooters
Display #BlackLivesMatter decals on every e-scooter. E-scooter companies should hire more BIPOC. Support efforts to defund the PPB, civilian oversight of PPB, and hiring more police who reside within the city of Portland.
I am glad that this question is being asked, but unfortunately, nothing comes to mind at this moment.
I generally only see white people using these. So this makes me think this is something I can't afford.
Continuing use of images of a diversity of users in all materials, continued requirement for daily distribution of scooters in neighborhoods in ane equitable manner that reflects our regional diversity.
Na
I think there should be a safer place for users to use e-scooters without being judged for their race or where they came from or maybe even disability.

What types of e-scooters or other small vehicles would best suit your physical needs? Select all that apply.

Answer choices included:

- Two-wheeled standing e-scooters (like most of the e-scooters available today)
- Two-wheeled e-scooters with a seat [*photo included*]
- Three-wheeled standing e-scooters [*photo included*]
- Three-wheeled e-scooters with a seat [*photo included*]
- E-scooters with a basket
- Vehicles/e-scooters with enough space to fit a passenger
- Vehicles/e-scooters that I can use to travel longer distances
- Vehicles/e-scooters that travel faster than 15 mph
- None of these—no e-scooters or small vehicles could suit my physical needs

Of **all respondents**, the top three choices for meeting physical needs were **e-scooters with a basket** (40%), **two-wheeled standing e-scooters** (39%), and **three-wheeled e-scooters with a seat** (36%). 23% of respondents said that **no e-scooter** would suit their needs, and 17% said other.

Of **e-scooter riders**, the top three choices for meeting physical needs were **two-wheeled standing e-scooters**, **e-scooters with a basket**, and **three-wheeled e-scooters with a seat** (in order of preference).

BIPOC e-scooter riders and **non-riders** alike preferred **standing or seated three-wheeled e-scooters** and **e-scooters with a basket**.

What types of cost and payment options would help you ride e-scooters more? Select all that apply.

Of **all respondents**, the top three choices of cost/payment options were a guarantee to **that riders would not be overcharged** (33%), a **loyalty program** (26%), and a **discounted fare for low-income people** (26%). 33% said that **none of these options** would help them ride more.

Of **e-scooter riders**, the top three choices of cost/payment options were **loyalty program** (48%), a **subscription program** (42%), and **discount fare for low-income people** (38%).

BIPOC respondents said a **loyalty program** (58%), a **subscription program** (53%), and **ensuring they wouldn't be overcharged** (53%) would help them ride more.

Some cities have "lock-to" systems, where e-scooters have a cable lock and riders must lock them to bike racks. This can help keep sidewalks clear for pedestrians, including seniors or people with different levels of mobility, but can be less convenient for riders. **Please indicate how much you agree that a "lock-to" system would improve e-scooters in Portland:**

Of **all respondents**, 46% strongly **agree** and 23% somewhat **agree,** compared to 16% who strongly or somewhat **disagree**.

E-scooter riders were evenly split between strongly or somewhat **agree** and strongly or somewhat **disagree,** and **BIPOC riders** were also evenly split.

Of **BIPOC non-riders**, 83% strongly or somewhat agreed.

Where do you think a "lock-to" requirement should apply? [asked only to respondents who agreed that lock-to would improve e-scooters in Portland]

Of **all respondents**, 63% said **everywhere in the city** and 25% said **only in downtown** where sidewalks are most busy. Only 7% selected **everywhere in East Portland**, while 5% said other.

A majority of both **BIPOC riders** and **BIPOC non-riders** said everywhere in the city, with non-riders more likely to select it.

In order for e-scooters to be a reliable way to get around, there need to be a certain number of e-scooters available where people want to ride. **In what parts of the city do you think there should be more e-scooters available?** Select all that apply.

Answer choices included Downtown, East Portland, North Portland, Northeast Portland, Northwest Portland, South Portland, Southeast Portland, Southwest Portland, and none of the above.

Of **all respondents**, the top three choices were **Downtown**, **East Portland,** and **Southeast Portland**, while 34% said **none of the above**.

Of **BIPOC respondents**, the top three choices were **East Portland, Southeast Portland**, and **Northeast Portland.**

Of **e-scooter riders,** the top three choices were **Northeast Portland, Southeast Portland,** and **Downtown.**

Some paved off-street paths in Portland do not allow for any use of e-scooters or e-bikes, whether they are personally owned or part of a shared/rental service. This includes the Springwater Corridor, Eastbank Esplanade, and Waterfront Park. This means people using electric bikes or scooters cannot access these recreational or transportation facilities. **How important do you believe it is that e-scooters and e-bikes be allowed on paved multi-use paths in Portland?**

Of **all respondents**, 48% of respondents said they **do not want e-scooters on multi-use paths** compared to 42% who said it was **somewhat important** or **very important** for them to be allowed on paved multi-use paths.

BIPOC respondents were **less likely** to say they **do not want e-scooters on multi-use paths** at 36%.

Of **e-scooter riders**, over 70% thought it was **somewhat important** or **very important** for e-scooters to be allowed on paved multi-use paths.

Which of the following describes your racial or ethnic identity? Select all that apply.
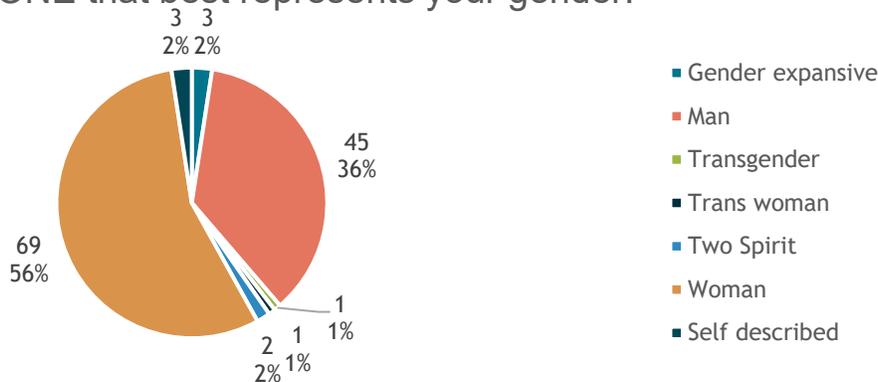
Note that percentages add up to more than 100% because respondents could select multiple options.
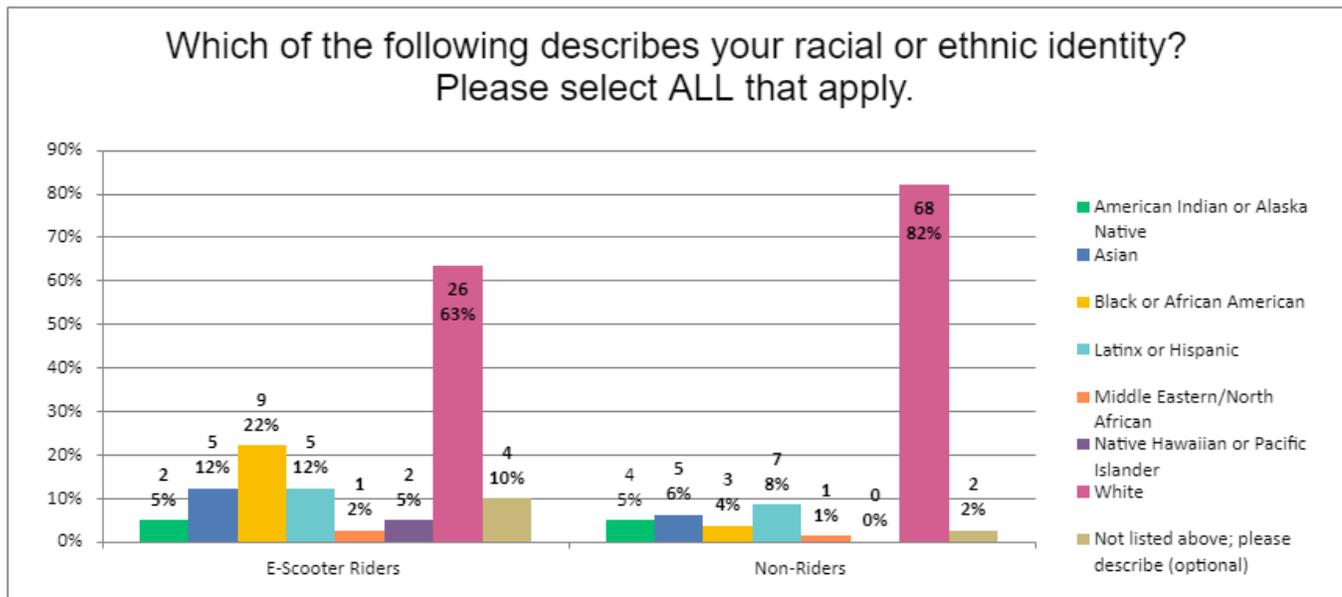
How do you identify your gender? Please select the ONE that best represents your gender:

**Of all respondents**, 36% identified as men, 56% as women, and 8% as gender expansive, transgender, trans woman, two spirit, or self-described.

Language(s) spoken or assigned at home (please select all that apply):

Respondents spoke English, Spanish, ASL, Mandarin, Nepali, Somali, and Vietnamese. Ten respondents provided responses other than the 12 options listed. 125 respondents answered the question, and respondents could select multiple answers.
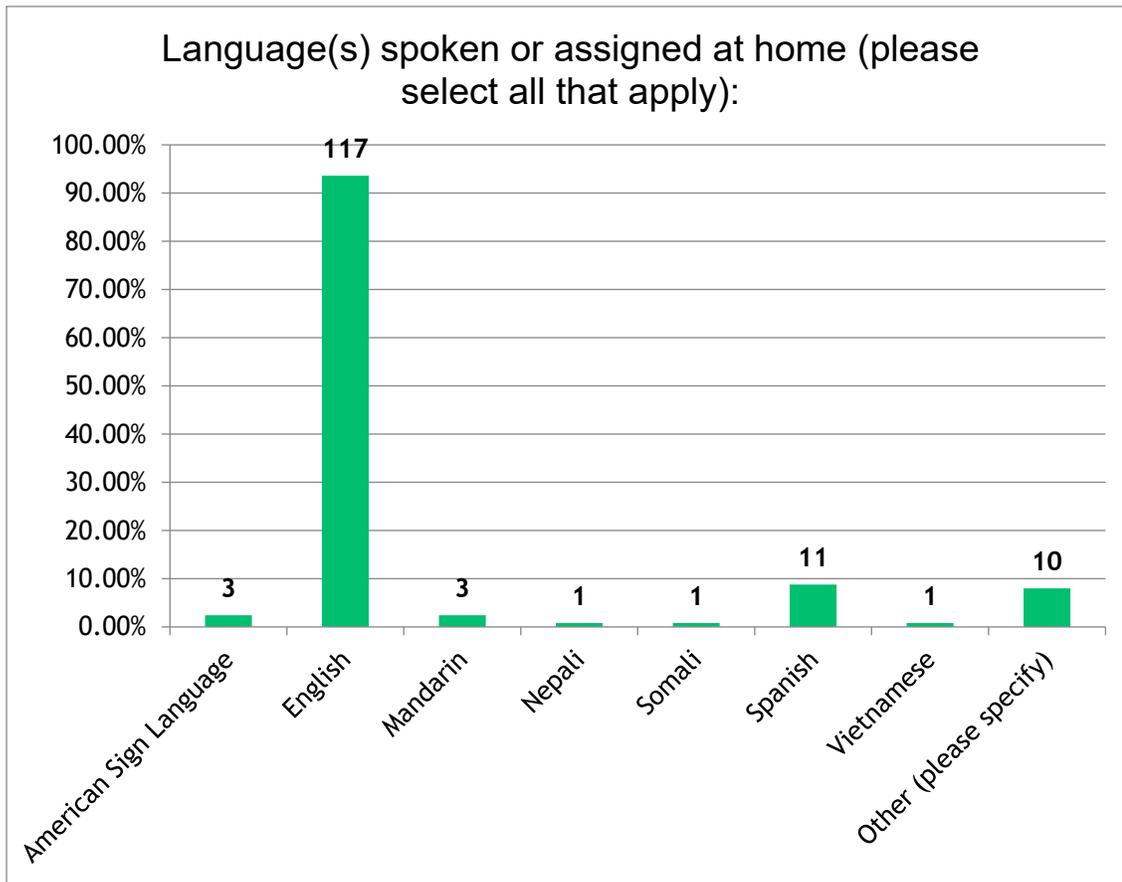

Do you identify with having or living with a disability?

Of all respondents, 24% (30 respondents) answered "yes." Of those who answered "yes," types of disability included mobility or other physical, hearing, mental health, visual, speech or communication, and other. Respondents could select more than one option.

E-scooter riders were less likely to report disabilities.

If you identify with having or living with a disability, please describe the nature of your disability. Select ALL that apply.
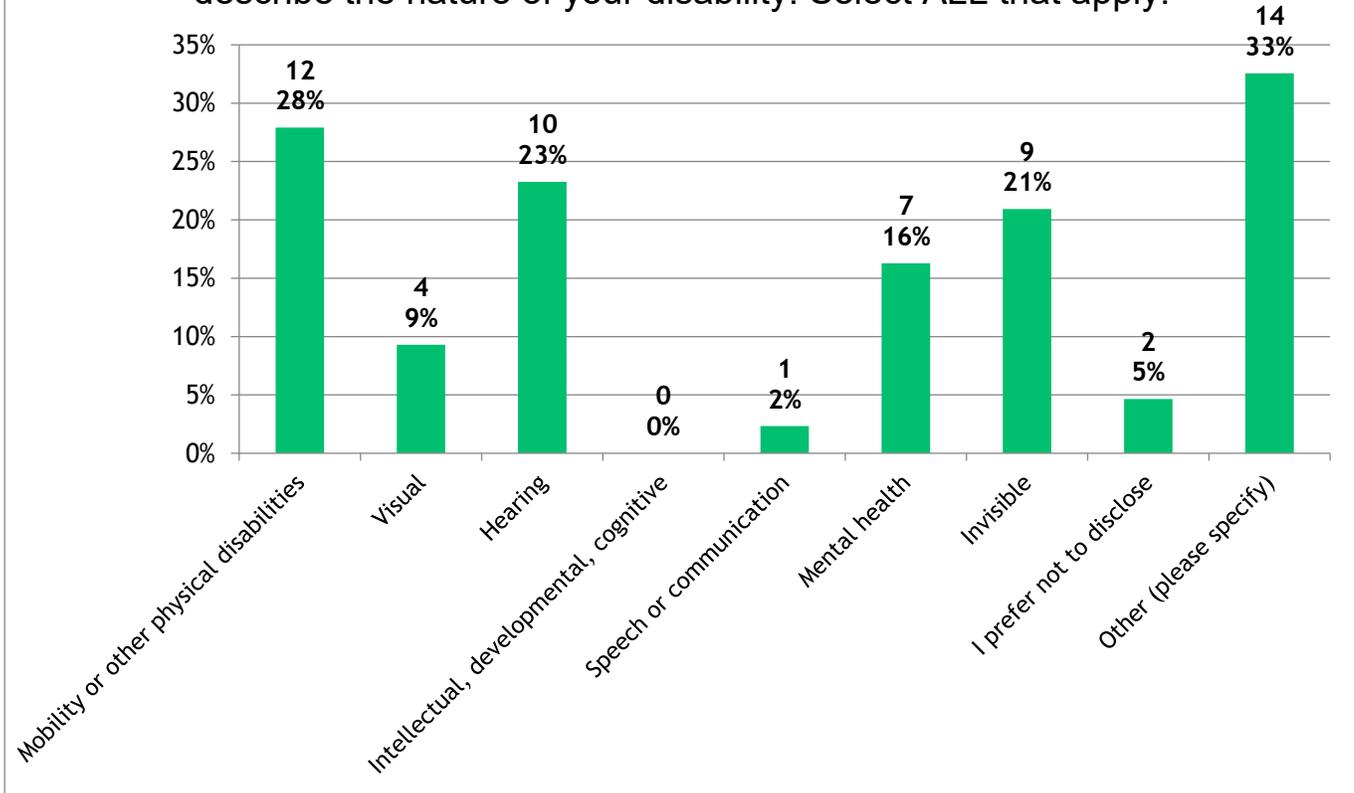
What is your total household income?

Of **all respondents,** 43% made over $90,000, 26% between $60,000-$90,000, 18% between $30,000-$60,000, and 13% made under $30,000.

BIPOC riders were **evenly split** in these income brackets while **white riders** were in the **top three income brackets.**

What is your total household income?