

Chicago 2020 E-scooter Pilot: Mid-Pilot Report (Aug 12 – Oct 12)

TRIP METRICS:

Context: The first two months of the 2020 pilot have seen more total scooter trips than the first two months of the 2019 pilot. However, the 2020 pilot area is four times the size of the 2019 pilot, has four times the population and has so far seen five times as many devices deployed. Trip length and duration is longer in the first two months of the 2020 pilot than in the 2019 pilot. A larger share of trips are originating in the 2020 pilot equity priority area compared to the 2019 pilot's equity priorities areas. In the first two months of the 2020 pilot, 121,000 e-scooter trips have been taken in the Priority Area.

	2020 Pilot (2 Months)	2019 Pilot (2 Months)	2019 Pilot (Entire Pilot)
Total Trips	464,318	404,984	821,615
Avg Trips per Day	7,489	6,532	6,680
Avg Priority Area Trip Origins	1,925	1,306	982
Share Priority Area Trip Origins	25.70%	20.00%	14.70%
Avg Trips per Device per Day	1.12	4.14	3.3
Avg Trip Distance	1.87 miles	1.44 miles	1.4 miles
Avg Trip Duration	17.77 minutes	15.52 minutes	13.5 minutes

DEVICE METRICS:

Context: Per the pilot terms, vendors were permitted to ramp up device deployment over the first month of the pilot, so the average daily fleet size is not necessarily representative of what an average day in the most recent week would look like. In the last week of the first two months, all vendors combined deployed between 8,000-8,500 devices per day. The 2020 pilot requires 50% of vendor devices in the priority area—the same standard as the 2019 pilot. Vendor compliance with this rule has significantly improved in 2020.

	2020 Pilot (2 Months)	2019 Pilot (2 Months)	2019 Pilot (Entire Pilot)
Avg Daily Fleet Size	6,681	1,519	1,722
Fleet Size on Day 62	8,217	1,639	n/a
Avg Share in Priority Area	52.7%	35.2%	35.6%

311 REPORTS:

Context: Over the first two months of the 2020 pilot, 311 has received 64% fewer reports per day per device as the 2019 pilot. All reports requiring vendor action to correct have been relayed by CDOT staff to vendor operations teams. Of the 237 total reports so far in the 2020 pilot, only 151 (63%) reported a violation of the pilot rules. More than a third either included no specific infraction or reported a situation that was not in violation of pilot rules. The Department of Streets and Sanitation has not yet been required to remove and/or impound a device.

	2020 Pilot (2 Months)	2019 Pilot (2 months)	2019 Pilot (Entire Pilot)
Total 311 Reports	237	n/a	332
Avg 311 Reports/ Day	3.8	n/a	2.7
Reports/ Day/ 1,000 Devices	0.57	n/a	1.57

ENFORCEMENT:

Halfway through the pilot, a total of 14 Notices to Correct and 41 Administrative Notices of Violation (ANOVs) have been issued by the City for failure on the part of scooter companies to meet the pilot terms and conditions. Violations can be issued up to twice daily in certain cases.

Lime (6 Notices, 2 Violations)

- 1 Notice – Failed to rebalance designated share of scooters in each of the 20 Priority Sub-Areas
- 1 Notice – Failed to launch the required number of scooters for the program and for each vendor
- 1 Notice – Failed to correct scooter parked improperly within 2 hours of being reported
- 1 Notice – Failed to have an operational warning bell on one or more of the inspected scooters
- 1 Notice – Failed to have a clear opt-in policy for sharing data with third parties
- 1 Notice – Failed to display an app-based quiz that includes safety questions
- 1 Violation – Failed to relocate scooter not parked lawfully within 2 hours of being reported
- 1 Violation – Failed to have an operational warning bell on one or more of the inspected scooters

Spin (2 Notices, 1 Violation)

- 1 Notice – Failed to correct scooter parked improperly within 2 hours of being reported
- 1 Notice – Failed to have a clear opt-in policy for sharing data with third parties
- 1 Violation – Failed to relocate scooter not parked lawfully within 2 hours of being reported

Bird (6 Notices, 38 Violations)

- 1 Notice – Failed to rebalance designated share of scooters in each of the 20 Priority Sub-Areas
- 1 Notice – Failed to launch the required number of scooters for the program and for each vendor
- 1 Notice – Failed to relocate scooter parked outside of pilot area within 2 hours of notification
- 1 Notice – Failed to have an operational warning bell on one or more of the inspected scooters
- 1 Notice – Failed to provide information on scooter in braille and raised lettering
- 1 Notice – Failed to display an app-based quiz that includes safety questions
- 3 Violations – Failed to have the vendor's name and phone number in braille and raised lettering on three scooters
- 1 Violation – Failed to relocate scooter not parked lawfully within 2 hours of being reported
- 7 Violations – Failed to launch the required number of scooters for the program and for each vendor (once per day over seven days)
- 13 Violations – Failed to rebalance the designated share of scooters in the Priority Area (twice per day over seven days, except for one incidence)
- 14 Violations – Failed to rebalance the designated share of scooters in each of the 20 Priority Sub-Areas (twice per day over seven days)

COMMON CONCERNS – 311 & FEEDBACK SURVEY

On average, the City receives just under four 311 reports pertaining to e-scooters each day. Additionally, the City receives about two submissions per day on the e-scooter pilot's online feedback form. The following page includes common feedback the City has received so far.

DEVICE ATTACHED TO PRIVATE PROPERTY

There have been a few side effects to requiring that devices must be locked to a fixed object in the public right-of-way to end a trip. Generally, this has so far led to significant improvements in keeping sidewalks free of clutter and obstacles. However, the most common complaint has been e-scooters locked to private property, especially fences. When the City receives this feedback, it contacts the vendors directly and they have been quick to respond when contacted.

SIDEWALK RIDING / DANGEROUS RIDING

The City also hears reports of e-scooters improperly ridden on sidewalks or otherwise being ridden dangerously. The City takes this very seriously and is in constant communication with vendors to help mitigate this issue. Recently, vendors were required to attach a hangtag to devices telling riders that sidewalk riding is not allowed. Two vendors have also committed to rolling out technology trials that can detect sidewalk riding and warn riders to correct their behavior.

LONG CUSTOMER SERVICE WAIT TIMES

The City has heard from residents frustrated that they have had wait on hold for a long time with e-scooter vendor customer service representatives to make a report. The City has informed vendors that these long wait times are unacceptable, and that the City will be tracking this issue more closely.

E-SCOOTERS ATTACHED TO BIKE RACKS

Early in the pilot, the City received many reports of e-scooters taking up all bike racks on a corridor. The City immediately instructed e-scooter vendors to amend their approaches to keep more bike rack spaces open for bicycles. Further, the City has received specific reports of bike parking shortages since the start of the pilot and has worked to address those specific issues. The City has funding to install more bike racks, and specific feedback helps solve problems.

PRICING

Riders responding to the online feedback form report, among all facets of the pilot, the strongest dissatisfaction with the price of an e-scooter trip. The City did not dictate pricing requirements in the 2020 pilot, although the vendor selection process did consider whether vendors planned to provide discount plans for low-income residents. In the 2019 pilot, most vendors charged \$1 to unlock a device and 15 cents per minute. In the 2020 pilot, vendors are charging \$1 to unlock and 39 cents per minute—a 110% increase in the cost of a 15-minute trip. Lime is offering a 50% discount for any trip that starts in the Priority Area, and all three vendors provide discounts to low-income individuals who sign up and verify they are enrolled in an eligible local, state or federal low-income-assistance program.