



## 2020 E-scooter Pilot Purpose and Objectives

### Pilot Purpose

To better understand if commercial shared e-scooters should be permanently permitted to operate in the City of Chicago, and, if so, how a permanent program should be operated and administered. More specifically, the 2020 pilot aims to determine:

1. Whether e-scooters can effectively improve mobility and accessibility for residents who face elevated economic, health, mobility and/or accessibility barriers.
2. Whether potential dangers to both e-scooter users and non-users, especially people with disabilities, as well as inconveniences caused to other street users by e-scooter operations, can be substantially limited.
3. Whether e-scooters can meaningfully reduce single-occupancy vehicle trips.
4. What practices, structures and policies would be needed to best administer a permanent program.

### Pilot Objectives

The following are more specific objectives of the 2020 E-scooter Pilot. E-scooter vendors will bear the primary responsibility for achieving most of the following objectives, although City cooperation will be important. Evaluation will be primarily led by the City, but vendor cooperation will be key.

*All objectives that are qualified (i.e. improve, reduce) are intended to be compared against the 2019 pilot.*

#### SAFETY:

- Test new policies, technologies and equipment to improve safety and comfort of riders and non-riders.
- Reduce dangers and inconveniences to people with disabilities.
- Mitigate conflicts and inconveniences caused to other street users, especially pedestrians and transit riders.
- Reduce illegal sidewalk riding.
- Improve parking compliance.

#### EQUITY AND ENGAGEMENT:

- Improve mobility and accessibility outcomes for residents who face elevated economic, health, mobility and/or accessibility barriers.
- Improve resident access to scooters *throughout the day* in equity priority areas.
- Achieve a more balanced geographical distribution of devices across priority areas *throughout the day*.
- Improve the ease of accessing e-scooters for unbanked or underbanked residents.
- Improve the ease of accessing e-scooters for residents without smartphones.
- Test new educational outreach strategies and methods.
- Involve new community stakeholders in developing the pilot, in engaging with and educating residents during the pilot and in evaluation.

#### OPERATIONS:

- Reduce administrative burden on the City.
- Understand opportunities and complications of operating e-scooters on a larger geographical scale.
- Test more intentional partnerships with CTA at stations and bus stops, including e-scooter parking.
- Improve geofencing effectiveness.
- Reduce the environmental impact of e-scooter company operations.
- Improved vendor compliance with data sharing and improved ease of accessing vendor data.
- Create and trial a clarified enforcement policy.

#### EVALUATION:

- Develop a reliable and meaningful assessment tool related to the pilot purpose.
- Deploy a public evaluation survey that gathers a more representative sample.
- Better understand purposes for e-scooter trips.
- Better understand which modes e-scooter trips replaced, where applicable.

#### **Pilot Concerns that the City Needs Vendor Support to Solve**

The following are specific concerns the City has based on the 2019 pilot results as well as anticipated issues that could arise based on new 2020 pilot terms if proper vendor protocols are not developed. The City needs vendor support and commitment to solving these concerns.

- E-scooters use was significantly skewed towards geographies with already robust existing transportation options and towards populations that were disproportionately whiter and wealthier.
- Devices can be a physical hindrance and danger to people with disabilities.
- Processes for accessing e-scooters without a bank account or smartphone were too onerous.
- Distribution within priority areas was not geographically well-balanced. Often, devices technically met priority area requirements but were concentrated in specific and small sections of the priority area.
- Company operations had a large environmental impact.
- Company education and outreach to communities was insufficient.
- Geofencing technology was not accurate enough to always keep e-scooters out of exclusion areas.
- Concern that a larger fleet size, without proper vendor management, could result in dozens or hundreds of devices being repositioned or left at the end of trips in small geographical areas.
- Concern that, without proper vendor management, allowing devices to stay out overnight could result in poorer rebalancing and distribution each day, in more devices piling up, in more devices being left blocking the right of way and in more dead devices being left out longer uncollected.
- Concern that, without proper implementation, potential strategies developed to discourage riding on the sidewalk could disproportionately impact residents in communities where those riders may feel disproportionately unsafe riding in the street.