E-Scooters In Oakland
April 11th, 2019

Oakland Context

425,000 – pop. (estimate)
56 sq mi
7,500 ppl/sq mi
Most racially and ethnically diverse city in America
OakDOT Goals

Lower transportation costs for Oaklanders

$  $  $

Improve access to jobs, education, training, and services

$  $  $  $  $  $

Minimize parking demand, congestion and pollution

$  $  $  $  $  $  $  $

Expand access to shared mobility services

$  $  $  $  $  $  $

Historical Context

“Shared mobility companies tend to locate their services in higher income areas to minimize financial risk, perpetuating the transportation injustices of the past.”

–TransForm, OakMOB 101 Report
Current shared mobility context

[Maps showing current shared mobility context]
As San Francisco banned scooter use, Oakland embraced the two-wheelers

Everything old is new again
Everything old is new again

Oakland, CA
1937

California Vehicle Code

“Motorized scooter” under CA Vehicle Code section 407.5

Handle bar

Floorboard

Two wheels

Electric or gas motor
Rulemaking process

1. Learning from our mistakes/ successes
   • Service area
   • Accessibility
   • Outreach
   • Low-income discounts

2. Researched best practices
   • Santa Monica, Los Angeles, NACTO, Portland, etc.

3. Passed two Ordinances through Council
   • Gave ourselves authority to create a new permit, with associated fees

4. Posted draft Terms and Conditions, gathered public input

Scooter Outreach

5 Council and Commission Meetings
7 Community Meetings
120+ Participants
Other things to consider

- Surface the unheard voices!
  - Engage young people of color, people with disabilities
- Safety first, but remember historical trends
- We have 12 years to avert catastrophic global warming
- Sometimes you have to get out of the way

How do I use an E-scooter?

Follow these simple steps for a safe and convenient ride

1. Check brakes and wheels before riding. Report damaged scooters to the appropriate company.
2. Wear a helmet and follow traffic rules. Stay to the right of traffic, and use bike lanes where available.
3. Park with care on the sidewalk. Park near bike racks or by the curbside.
Follow these simple steps for a safe and convenient ride

What are the rules?

Don't ride on sidewalks. Scooters are allowed on multi-use pathways, including Lake Merritt Trail.

Don't park in ramps or at blue, yellow, or white curbs. Blocked paths can be dangerous for people with disabilities.

Don't block sidewalks or building entrances. Leave at least 6 feet of sidewalk space.

What are the rules?

One rider per scooter

Must have a valid Driver's License or Learner's Permit

Helmet required if under 18
Tell me more about parking...

Park in the furniture zone: in line with bike racks, trees, trash cans, etc.

Don’t block the sidewalk! Leave at least 6 feet of sidewalk space.

That goes for cars too!

What is OakDOT doing?

Visit 311.oaklandca.gov

Scooters added to 311

Call 311

Email OAK311@oaklandca.gov
What concerns have you heard?

- Sidewalk riding
- Improper parking
- User behavior
- 45 complaints through 311

How does this compare? From July 1 – September 1

- 1,191 abandoned auto complaints
- 519 auto parking complaints
- 304 traffic engineering issues
- 501 traffic related issues
From concerns to opportunities: Sidewalk riding

Build better bike lanes

From concerns to opportunities: sidewalk riding

Plan even more bike lanes

Lets Bike Oakland! Proposed bikeways
From concerns to opportunities: improper parking

Install designated parking areas

Photos from Santa Monica

From concerns to opportunities: User behavior

Require user education

- In-app
- On-scooter
- In real life

- You must be 18 years old with a valid driver’s license
- Bird is fun with friends, but only one ride per Bird is permitted
- Follow all traffic rules including street signs and stop signs
- Use caution at crosswalks
From concerns to opportunities: access and affordability

Require equity

- 50% must be in underserved communities
- Low-income discount
- Ways to pay without a smartphone
- Adaptive scooters for persons experiencing disabilities

From concerns to opportunities: program management

Community liaison
- Organizes and attends community meetings and safety events
- Helps educate users
- Responds to complaints

Field inspector
- Issues fees for improper parking
- Implements scooter parking areas
- Confiscates dangerously parked scooters

Program Manager
- Oversees scooter program
Proposed permit + parking fees

$30,000 / Operator/ year
+ $64 / scooter / year
+ $0.10 / park in metered areas

2018 TOTAL TRIPS AND AVERAGE DISTANCE BY MODE

- Scooter Share 1.2 mi.
- Bike Share* 2.3 mi
- Free-Floating Car Share 2.4 mi.
- Dedicated Space Car Share 52 mi.
Total Miles Traveled by Mode

- **BIKE SHARE**: 564,000
- **SCOOTER SHARE**: 1,184,000
- **DEDICATED SPACE CAR SHARE**: 1,036,000
- **FREE FLOATING CAR SHARE**: 236,000

Trips by Month

- **BIKE SHARE**
- **CAR SHARE**

Scooters Launch
Thank you!

Learn more
www.oaklandca.gov/topics/e-scooters
www.Letsbikeoakland.com
Scootershare@oaklandca.gov
kolsen@oaklandca.gov
@OakDOT