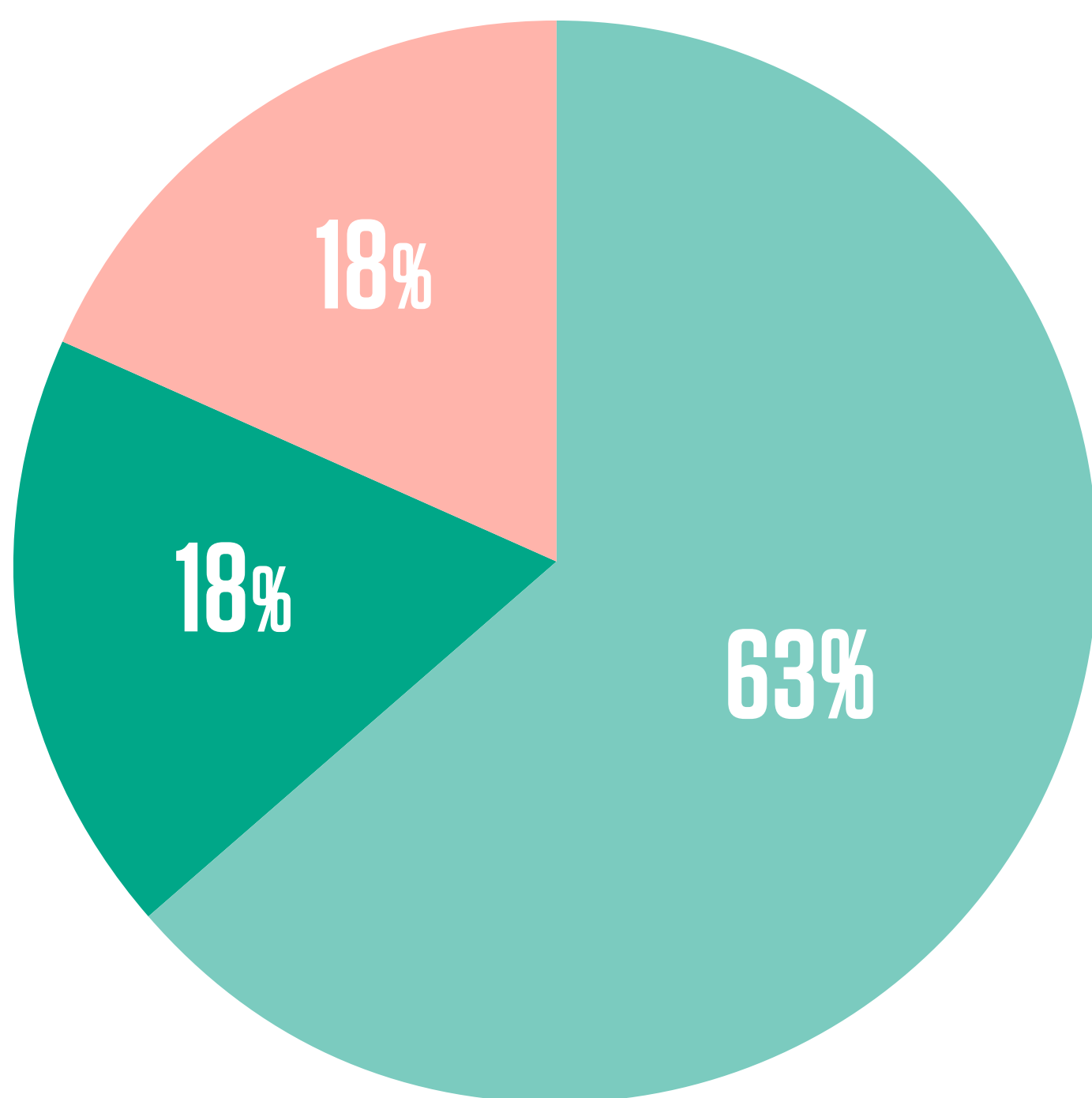


## 2019 ATLANTA E-SCOOTER SURVEY RESULTS

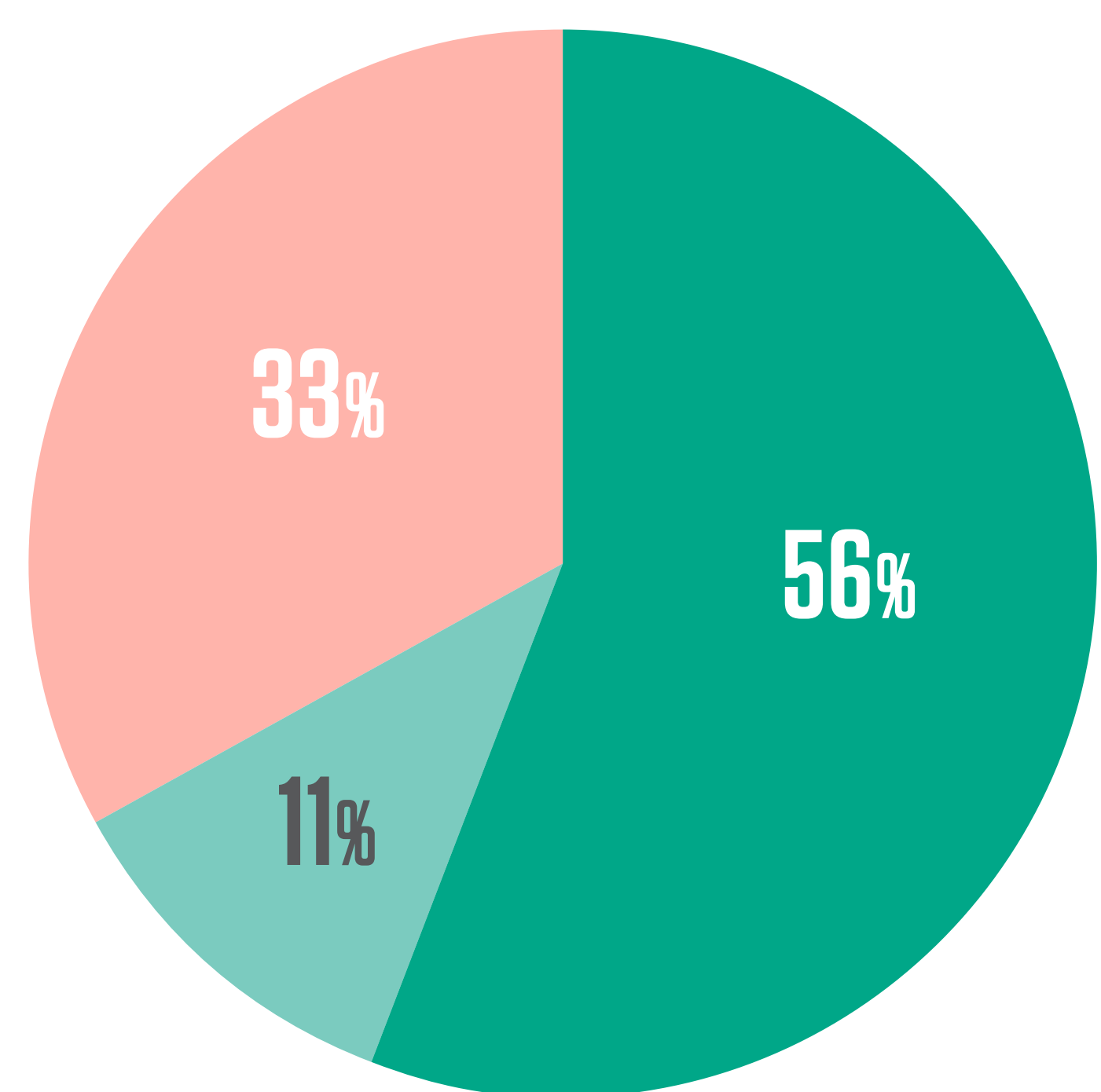
# THE BIG PICTURE

### SHOULD E-SCOOTERS BE AN OPTION FOR ATLANTA?



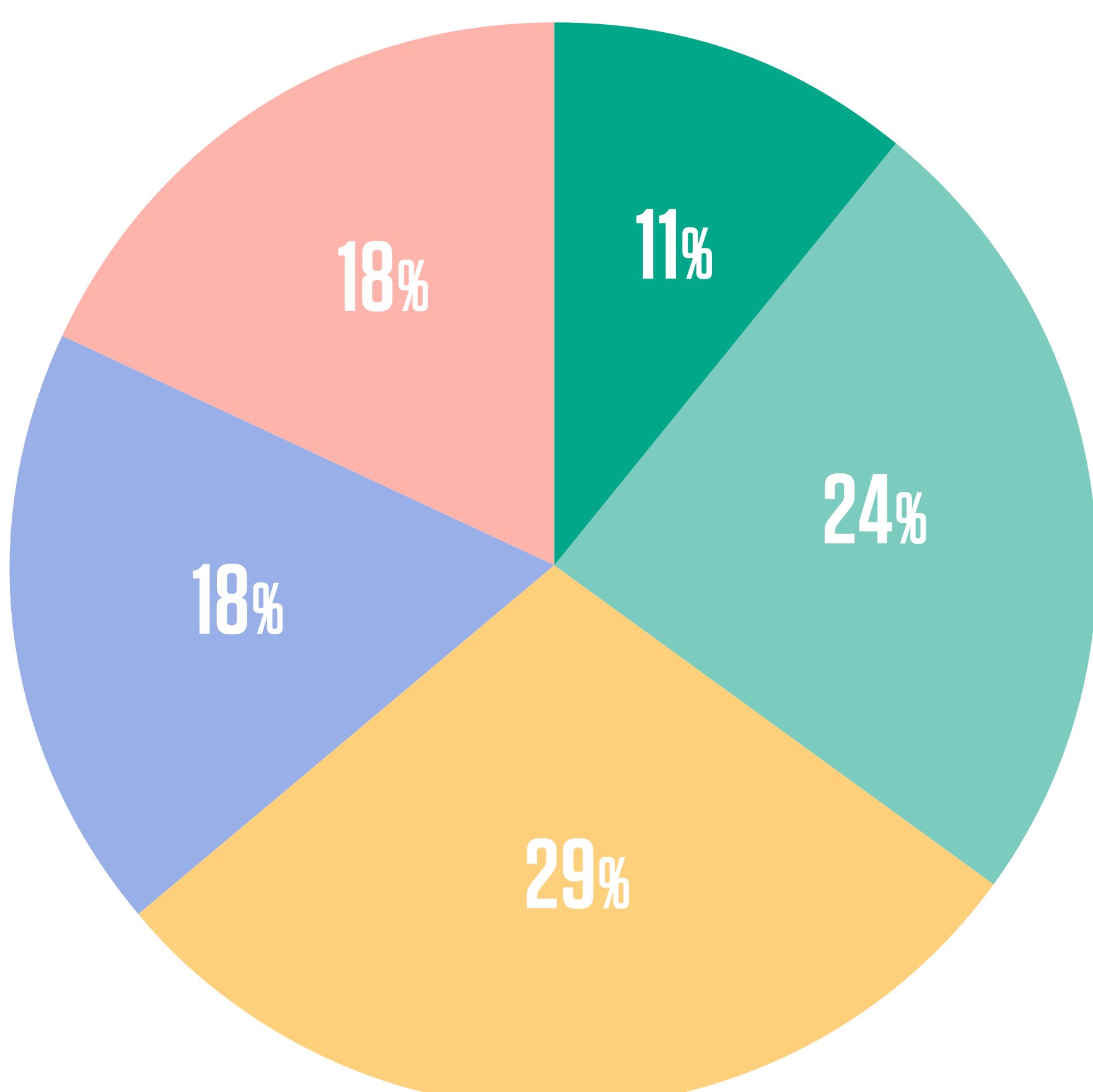
- E-SCOOTERS SHOULD BE AN OPTION FOR ATLANTANS. THE CURRENT E-SCOOTER SYSTEM SERVES ATLANTA'S NEEDS WELL.**
- E-SCOOTERS SHOULD BE AN OPTION FOR ATLANTANS. HOWEVER, THE CURRENT E-SCOOTER SYSTEM NEEDS IMPROVEMENT.**
- E-SCOOTERS SHOULD NOT BE AN OPTION FOR ATLANTANS.**

### HAVE YOU RIDDEN AN E-SCOOTER?



- YES**
- NO, BUT I WANT TO TRY IT**
- NO, AND I DO NOT WANT TO TRY IT**

## E-SCOOTER SURVEY USER PROFILES



**Power Users (11%):** Frequent Riders who ride once a week or more.

**Building Confidence (24%):** Casual Riders who ride a few times per month

**Interested but Concerned (29%):** Non-riders who are interested in riding; Casual Riders who have ridden only once or ride less than once per month

**Supportive Non-Riders (18%):** Non-riders who are not interested in riding e-scooters themselves, but agree they should be an option for others

**Ban Them! (18%):** Non-riders who have not ridden an e-scooter, and do not think they should be an option for others

# 2019 ATLANTA E-SCOOTER SURVEY RESULTS

## MOST PEOPLE AGREE: CHANGES ARE NEEDED

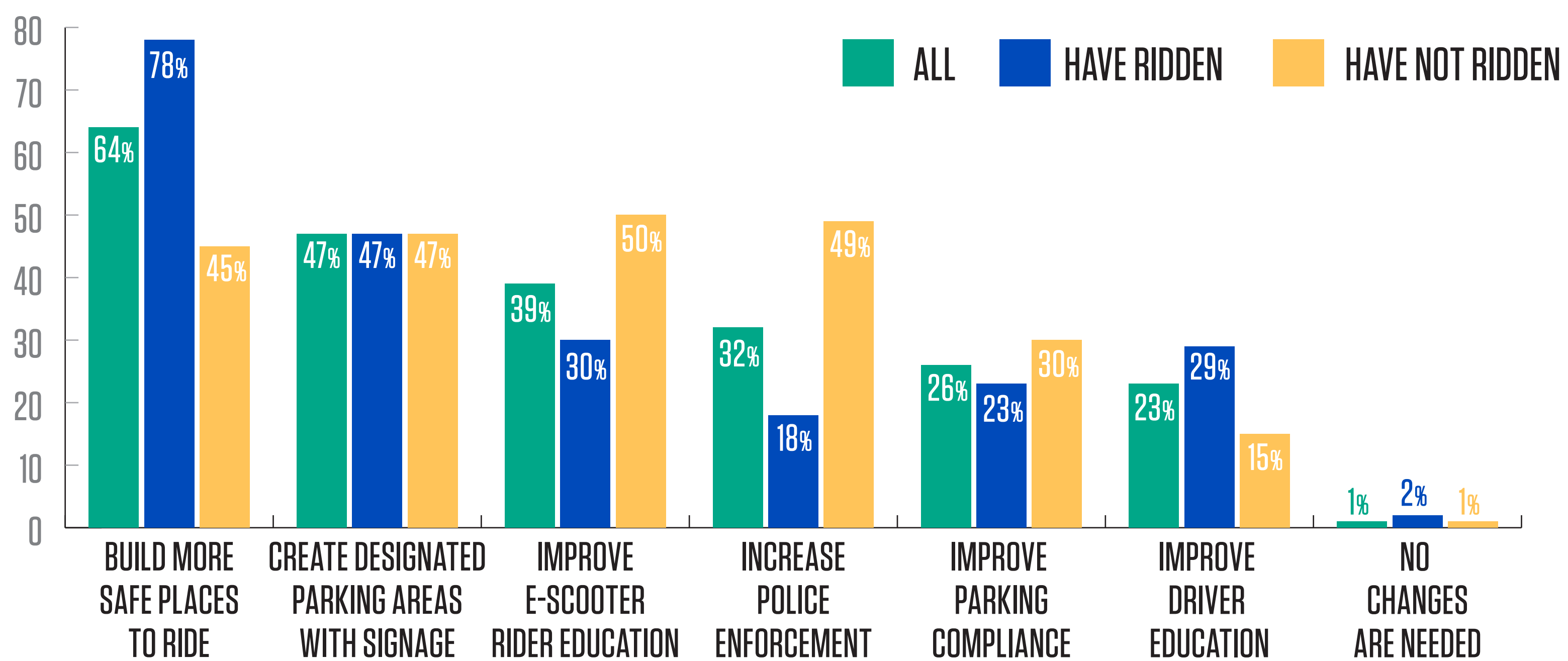
Many respondents gave similar feedback for the needed changes to Atlanta's e-scooter program. The most common change requested: **Build safer places to ride.**

Other popular ideas included: creating designated parking, improving educational programming,

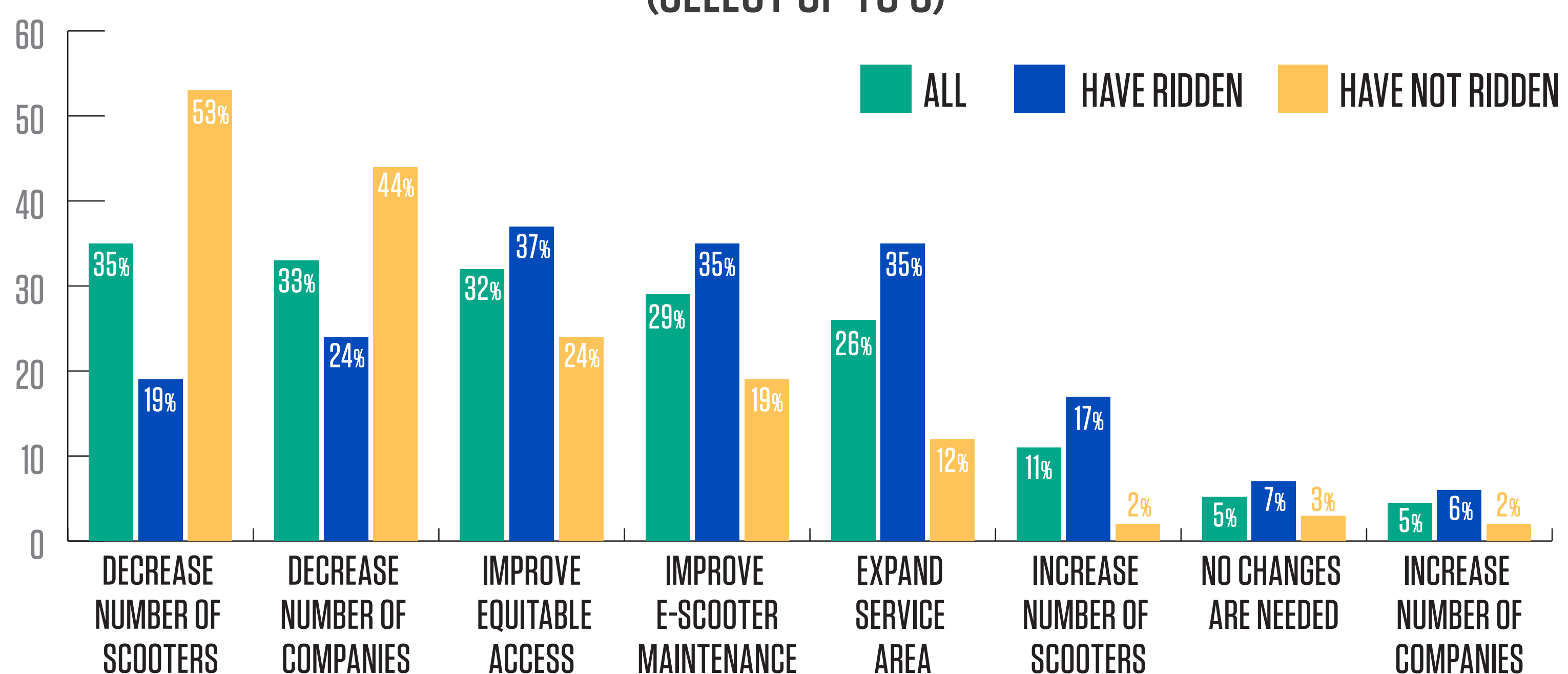
decreasing the number of companies and scooters, larger and more equitable service areas, and increased maintenance of e-scooters.

Ideas for how to best approach e-scooters varied based on whether or not a respondent had previously ridden an e-scooter.

### WHICH CHANGES ARE MOST CRITICAL TO MAKING E-SCOOTERS SUCCESSFUL IN ATLANTA? (SELECT UP TO 3)

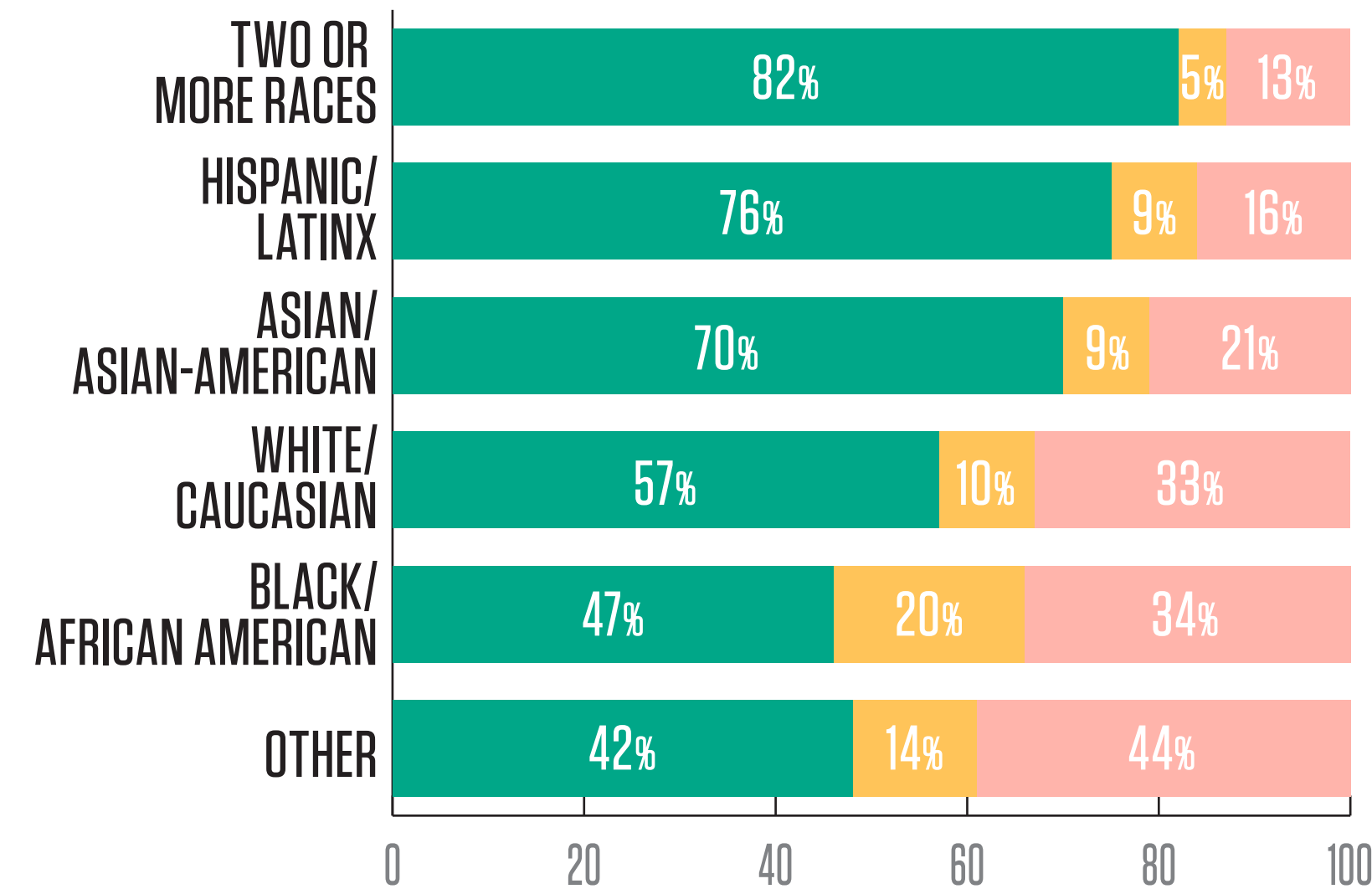


### WHICH REGULATIONS ARE MOST CRITICAL TO MAKING E-SCOOTERS SUCCESSFUL IN ATLANTA? (SELECT UP TO 3)

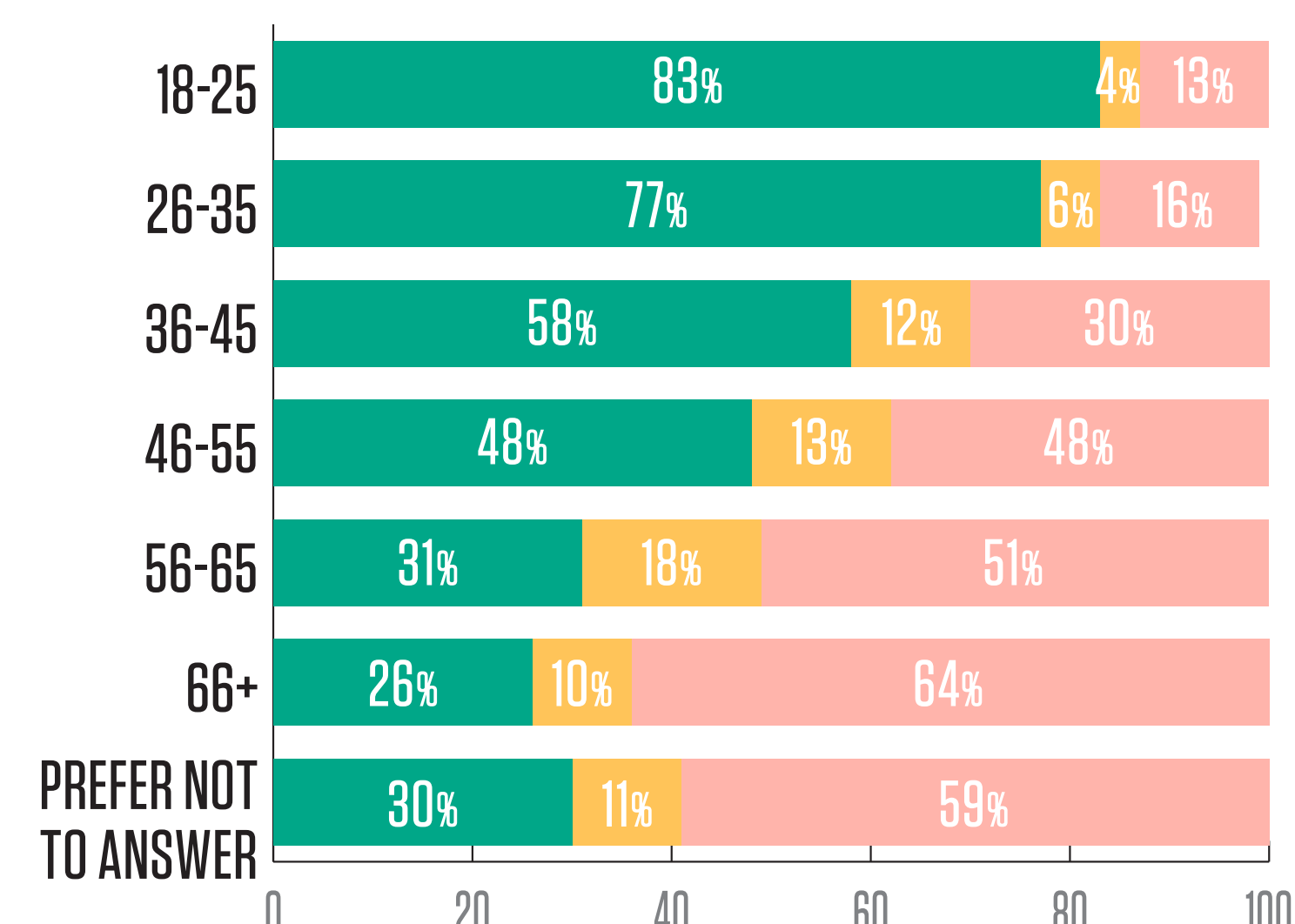


# WHO IS RIDING E-SCOOTERS?

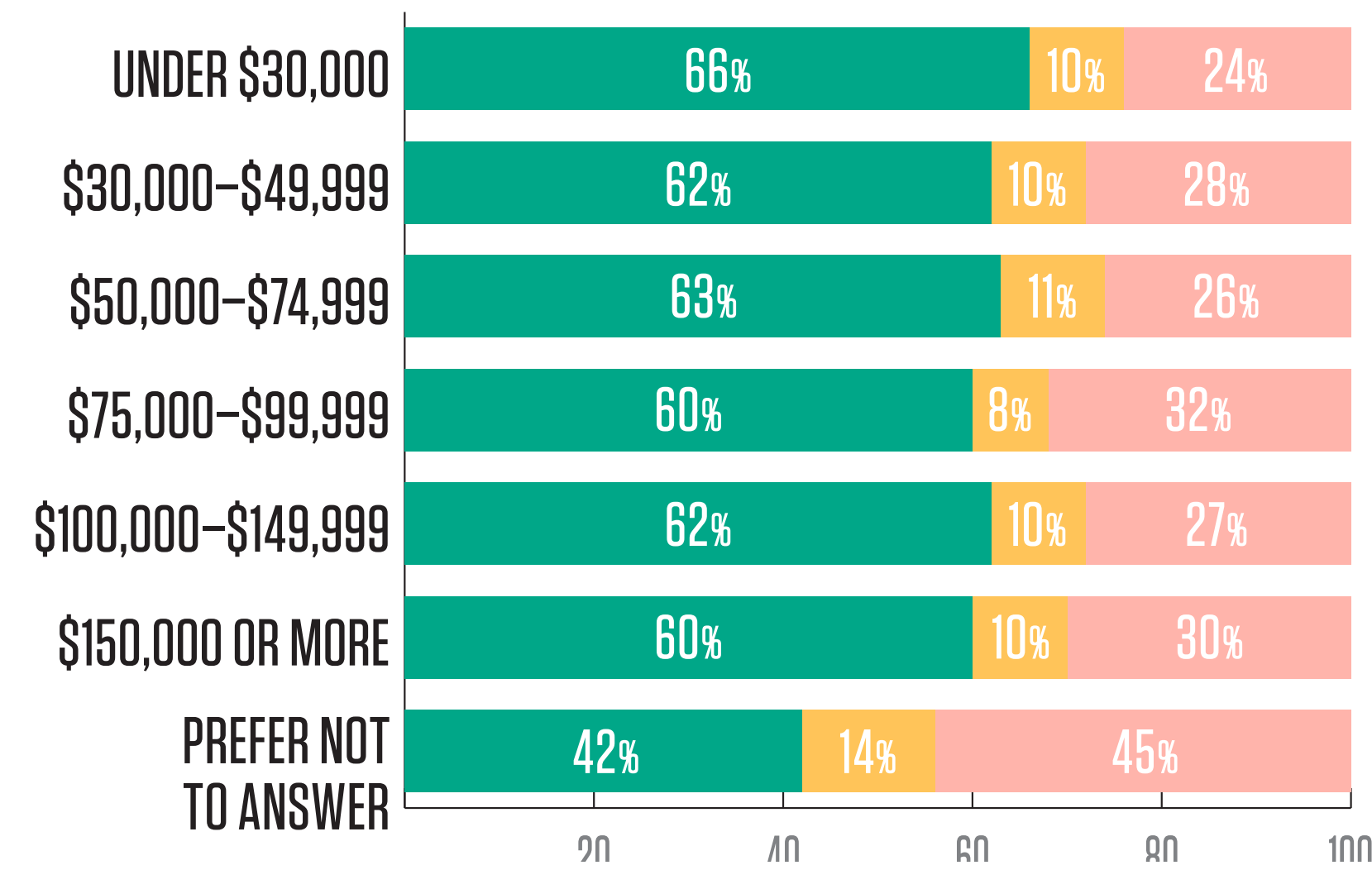
## BY RACE/ETHNICITY



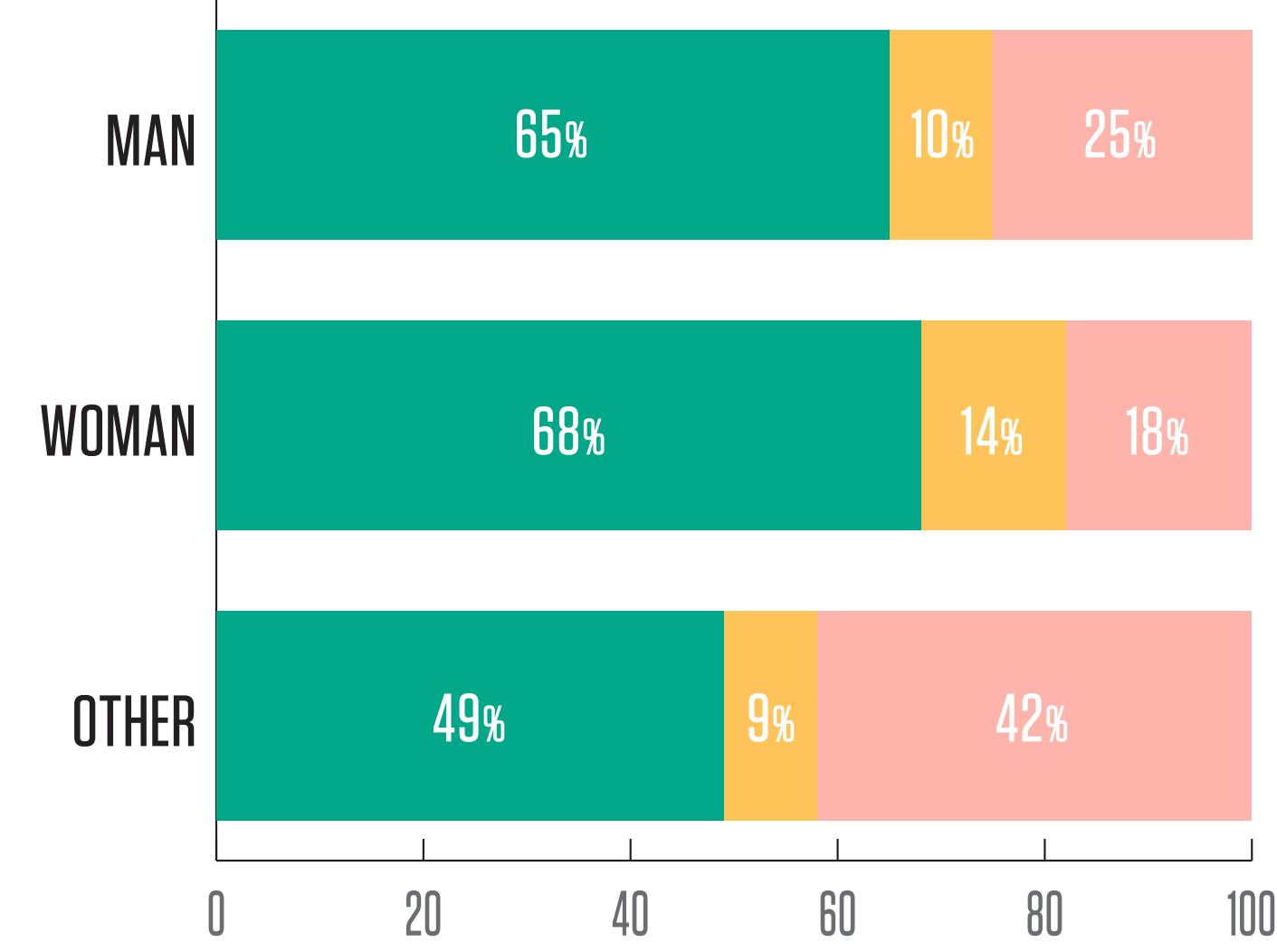
## BY AGE



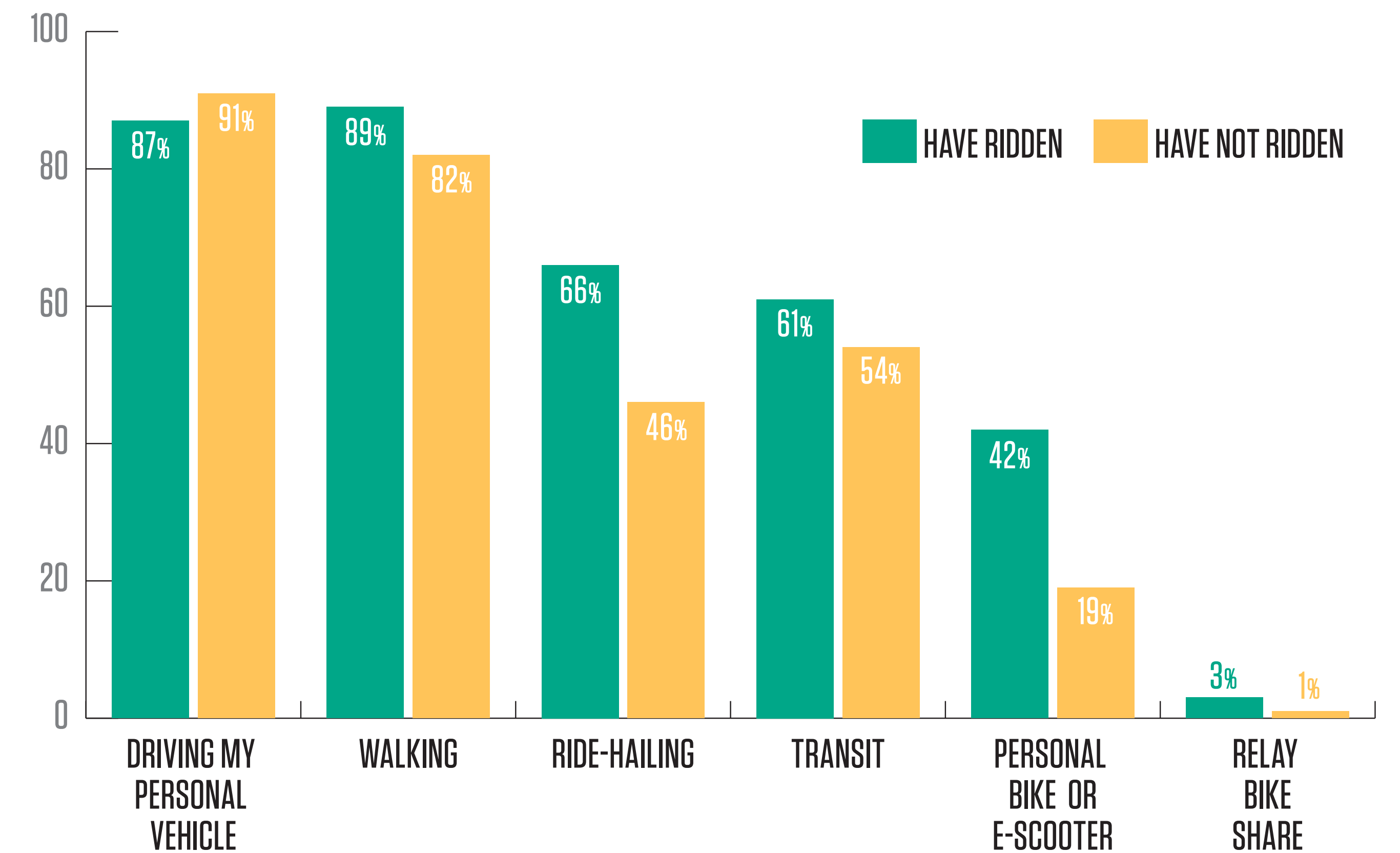
## BY INCOME



## BY GENDER



## WHAT FORMS OF TRANSPORTATION HAVE YOU TAKEN IN THE LAST MONTH?



■ YES   
 ■ NO, BUT I WANT TO TRY IT   
 ■ NO, AND I DON'T WANT TO TRY IT

**Riding e-scooters is popular with a diverse set of demographic groups.**

**People of all ages** have tried and are interested in trying scooters, but younger adults are most likely to ride scooters.

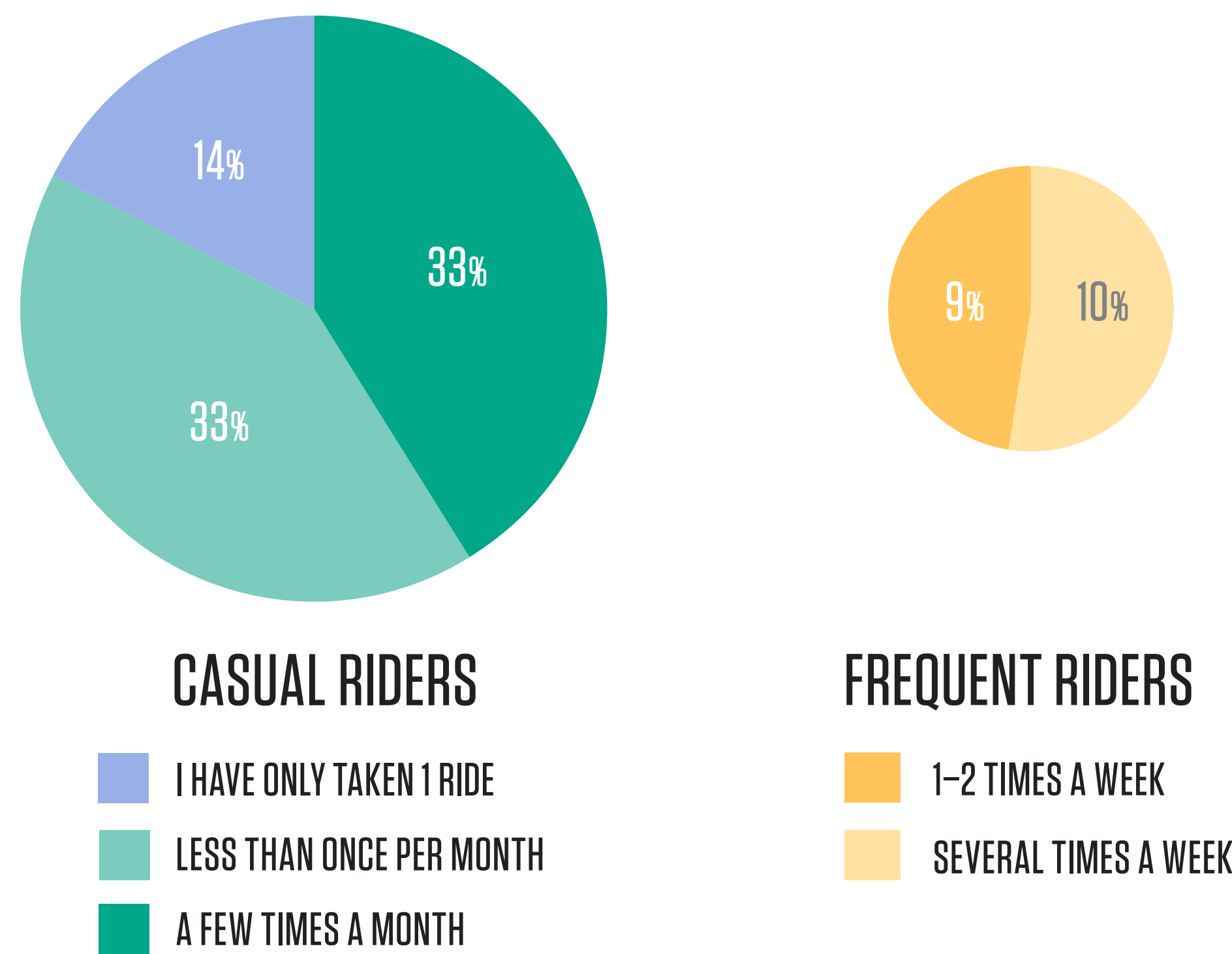
**Higher income** individuals are slightly less likely to ride e-scooters.

**Women** are slightly more likely to ride and be interested in riding e-scooters.

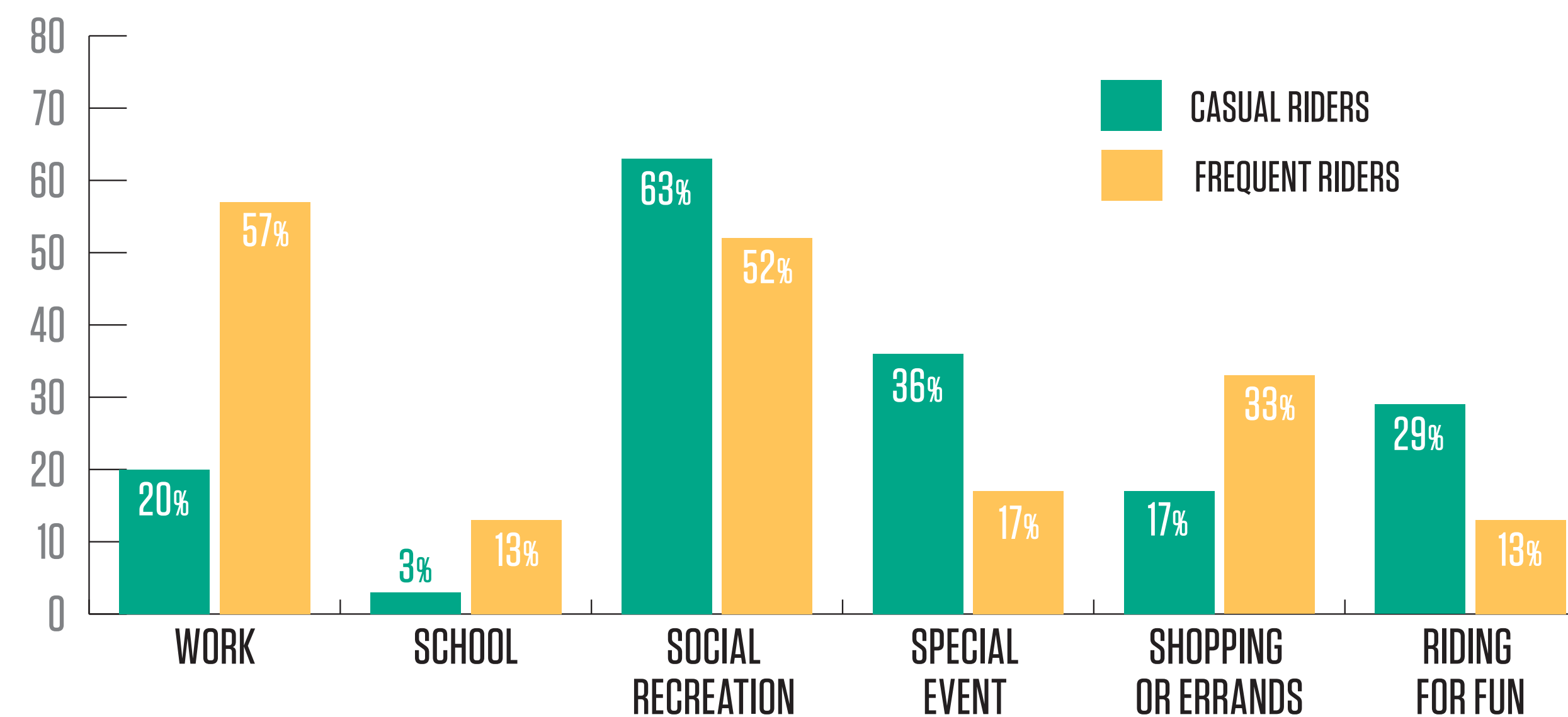
**E-scooter riders** walk and drive at the same rates as non-scooter riders. E-scooter riders are, however, more likely to also use rideshare, transit, or to use a personal bike/scooter.

# HOW ARE PEOPLE USING E-SCOOTERS?

## HOW OFTEN DO YOU RIDE?



## WHAT ARE YOUR TOP 2 DESTINATIONS WHEN RIDING E-SCOOTERS?



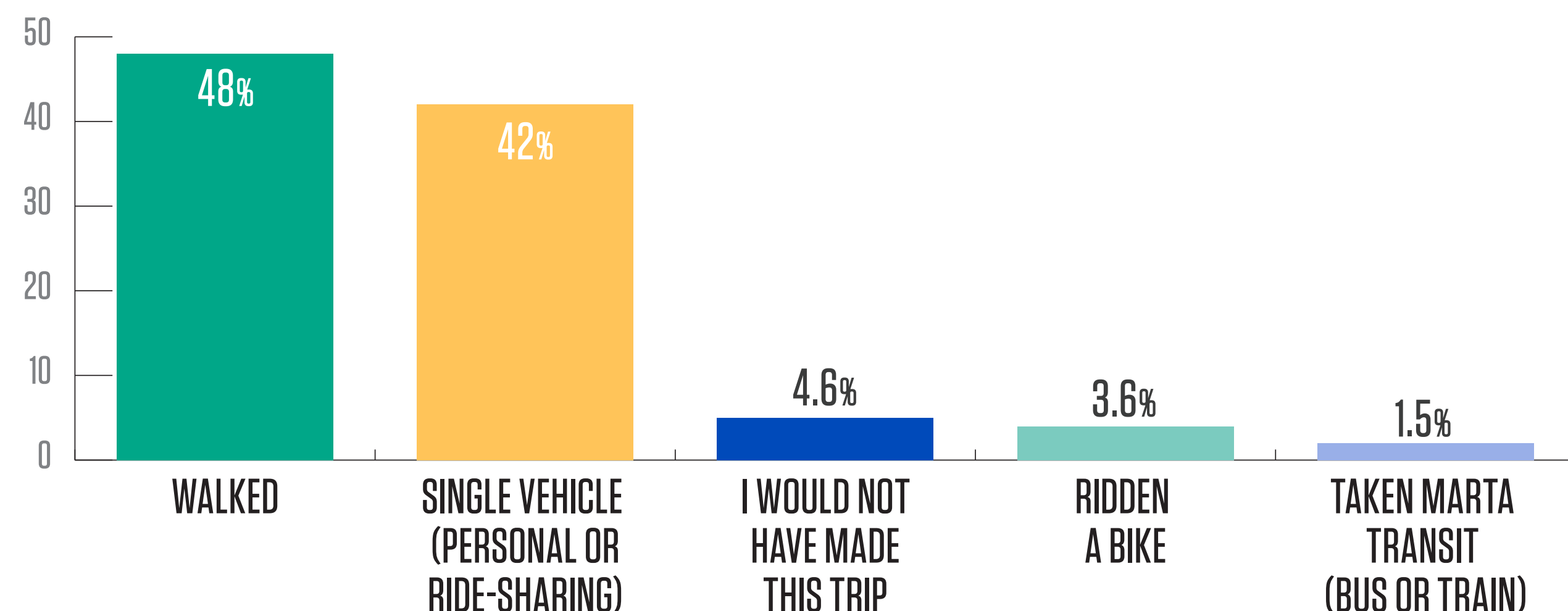
Since February 2019, e-scooters have travelled over 4.5 million miles in Atlanta and taken around **1.8 million cars off of our streets.**

The majority of e-scooter trips **replaced either a walk trip or a car trip** (which includes personal cars and ride-hailing such as Lyft or Uber).

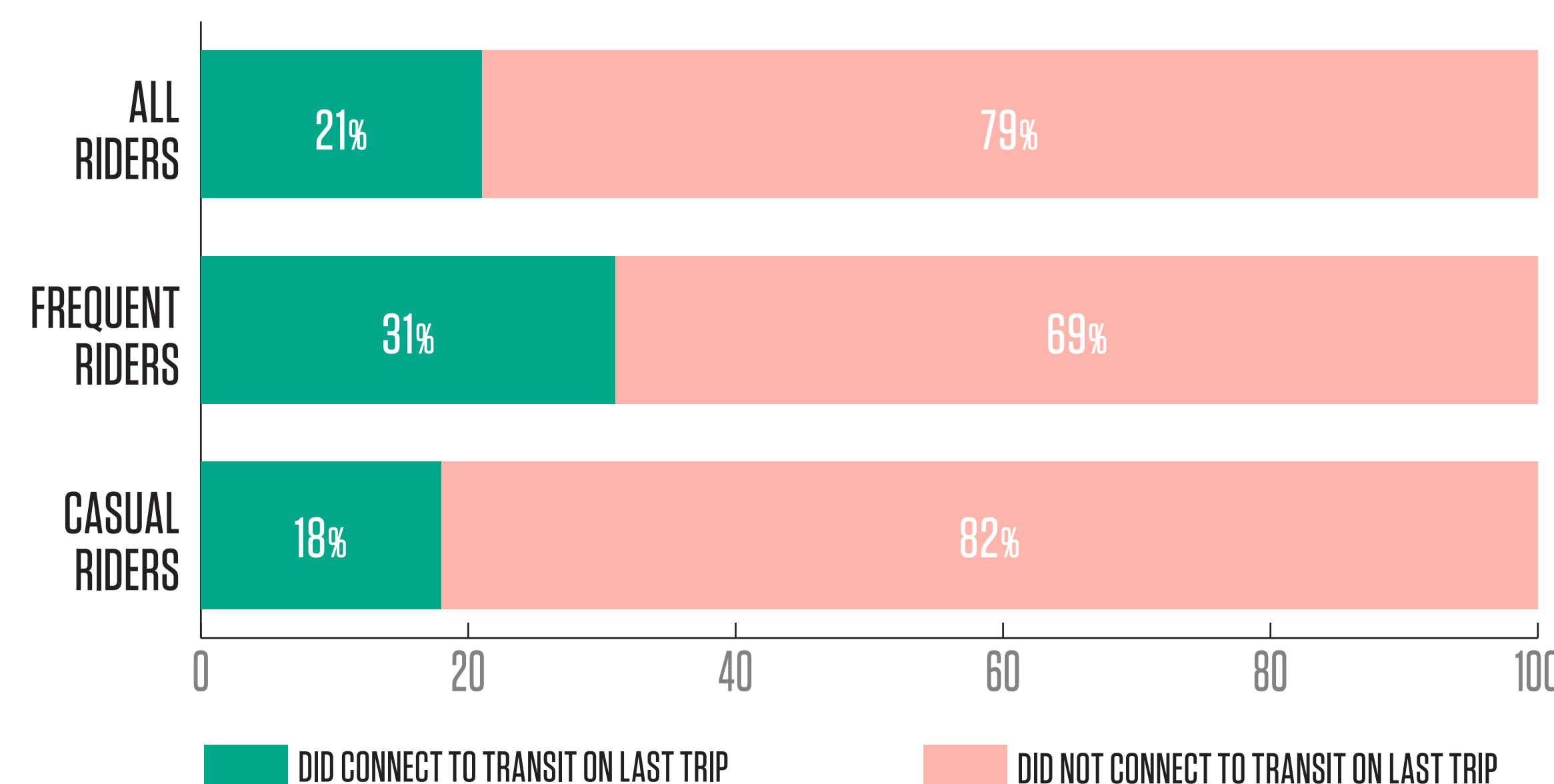
**Casual e-scooter riders** were more likely to use them for special events or social outings. **Frequent riders** were more likely to use e-scooters for work, school, or running errands.

Frequent riders were also more likely to use e-scooters to **connect to transit** during their trip.

## IF AN E-SCOOTER HAD NOT BEEN AVAILABLE, HOW WOULD YOU HAVE MADE YOUR LAST TRIP?



## CONNECTING TO TRANSIT



# PLANNED CHANGES FOR 2020, PART 1

## UPDATE PERMIT STRUCTURE

SUPPORT

NEUTRAL

DO NOT SUPPORT

MORE IDEAS HERE

Shift management and enforcement to ATLDOT			
Create competitive permit and award permits to the top two or three highest scoring companies			
Reduce initial number of devices allowed. Allow companies to expand fleets if they meet performance and compliance goals			

## REQUIRE MORE FROM COMPANIES

Create lighting requirements for devices			
Incentivize most advanced technology in permit application			
Set standards for company-led education and fleet maintenance			
Require reduced-price options for qualifying groups of people			
Incentivize high-performing equity programs with fleet expansions			

# PLANNED CHANGES FOR 2020, PART 2

## IMPROVE PARKING

SUPPORT

NEUTRAL

DO NOT SUPPORT

## MORE IDEAS HERE

Require companies to have adequate staff to manage fleets			
Create better designated parking and no-parking areas			
Conduct regular audits to monitor and document parking compliance system-wide			
Continue to direct 311 requests to companies to correct violations			
Establish administrative fines for different violation types			

## IMPROVE DATA MANAGEMENT

Refine data requests from companies			
Analyze data at a larger scale to monitor compliance and progress towards achieving City goals			