



ATLANTA E-SCOOTER SURVEY

2019 RESULTS



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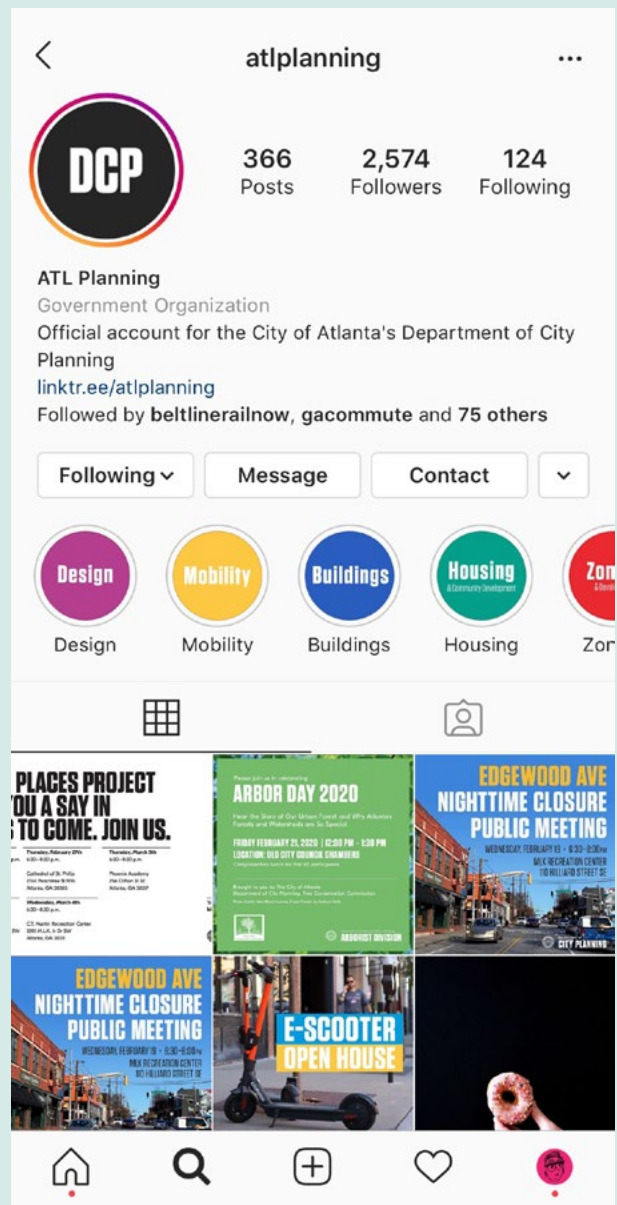
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2019 ATLANTA E-SCOOTER SURVEY RESULTS

THE BIG PICTURE

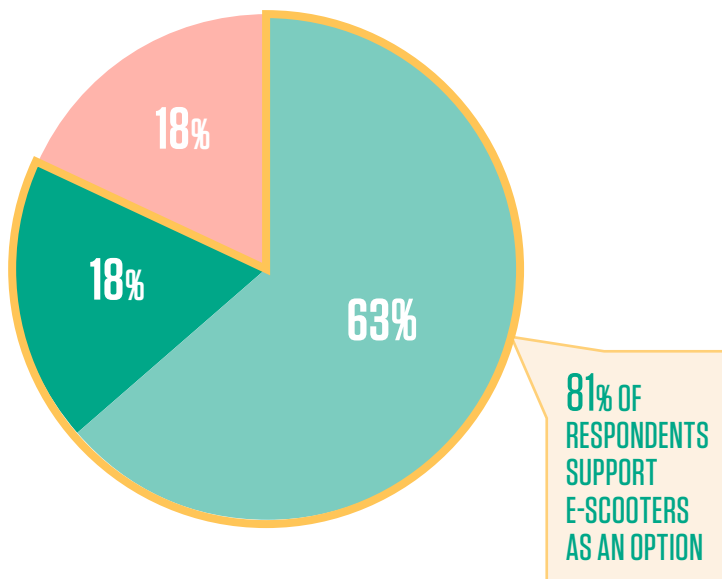
Between November 18th and December 8th, 2019, the Atlanta E-Scooter Survey collected feedback from **2,640 people** about the use and opinions of e-scooters in Atlanta.




The results showed **support for continuing the e-scooter program** while also emphasizing the many **opportunities for improvement**. The results of this survey were used in conjunction with the

feedback we received over the last year and extensive research into other cities' best practices to inform changes to our e-scooter permit program in 2020 and beyond.

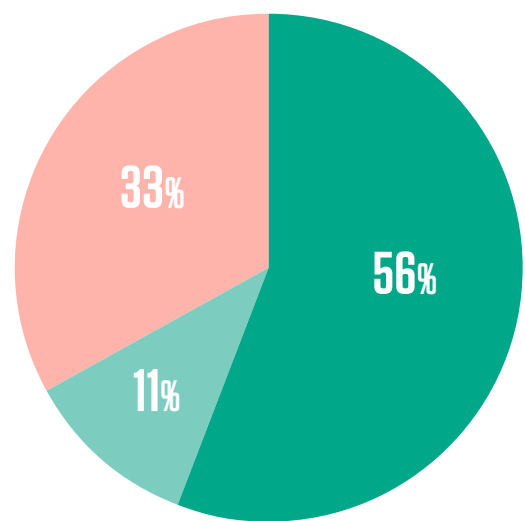
Most respondents **supported the use of e-scooters as a transportation option** in Atlanta. Over half of respondents had previously ridden an e-scooter, and even more were interested in trying one out.




SHOULD E-SCOOTERS BE A MOBILITY 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 IN ATLANTA?



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

EVERYONE AGREES THAT CHANGES ARE NEEDED.



Many respondents gave similar feedback for the needed changes to Atlanta's e-scooter program. The most common request was that we **build safer places to ride**.

Other common changes to improve behavior were **creating designated parking** and **improving educational programming**.

A **decrease in the number of companies and scooters** was stated as a critical regulatory improvement, especially from respondents who have not ridden scooters. Other critical regulatory improvements identified in the survey, especially from respondents who have ridden scooters, included **establishing larger and more equitable service areas** and **increased maintenance requirements** of e-scooters.

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

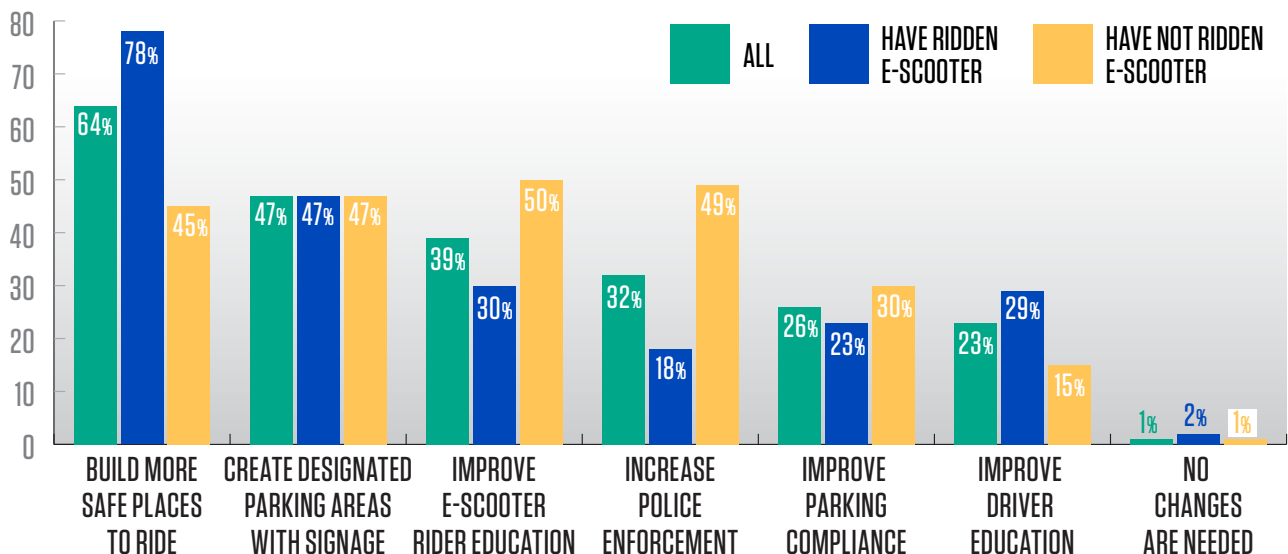
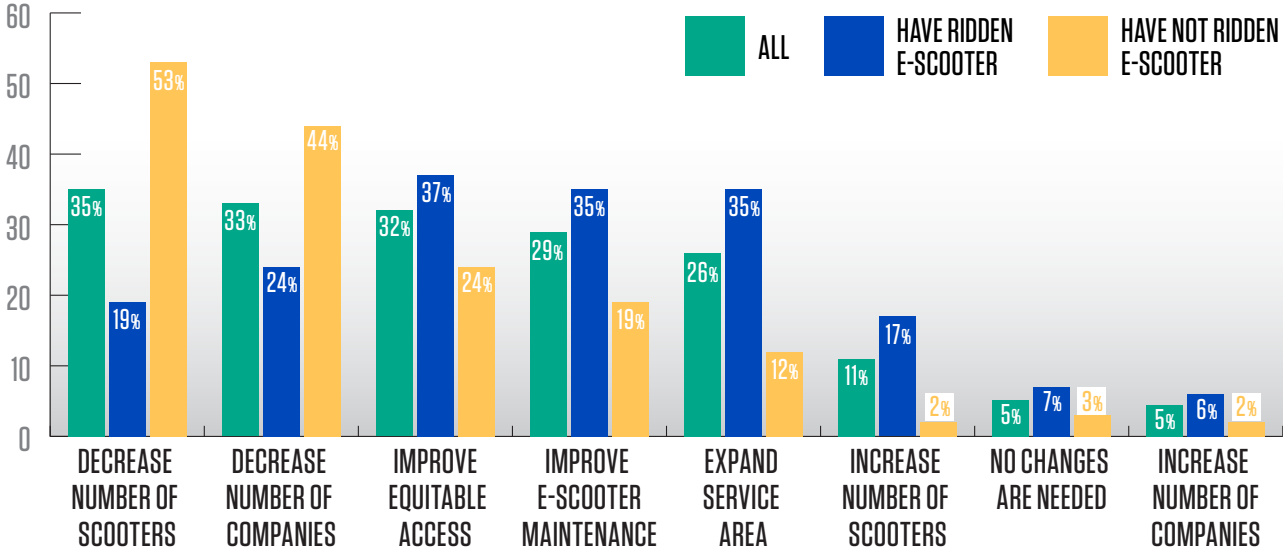


PHOTO BY DDP STAFF



WHICH REGULATIONS ARE MOST CRITICAL FOR MAKING E-SCOOTERS SUCCESSFUL IN ATLANTA?

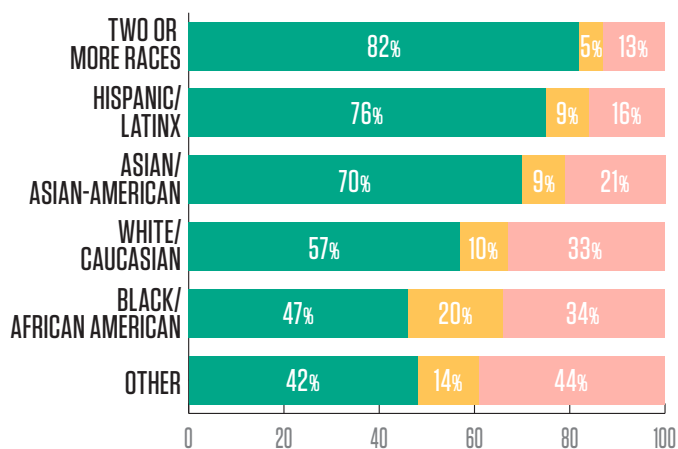
SELECT UP TO 3



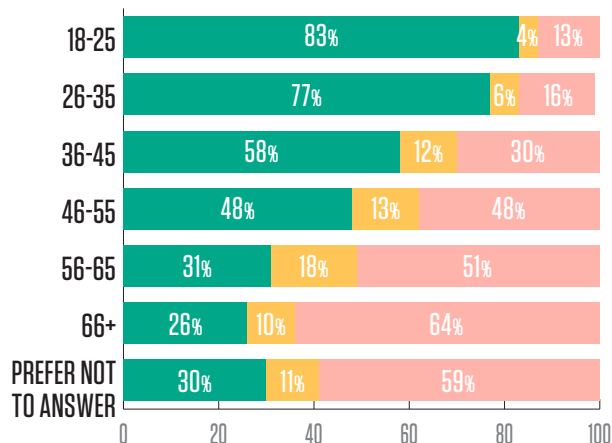
WHO IS RIDING E-SCOOTERS IN ATLANTA?

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 more 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.

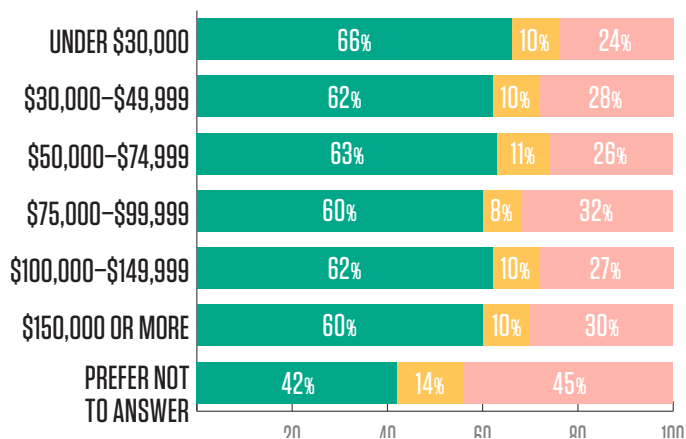
BY RACE/ETHNICITY



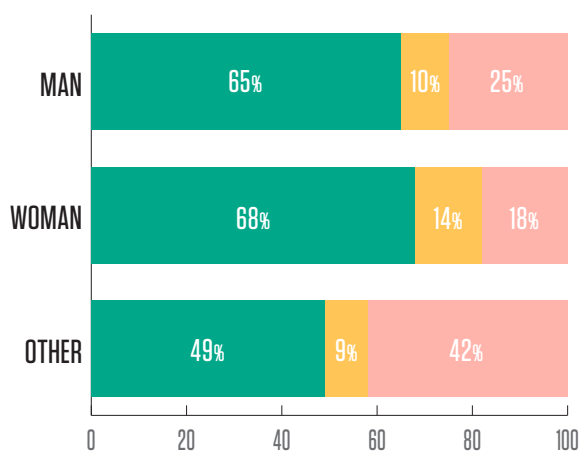
BY AGE



BY INCOME



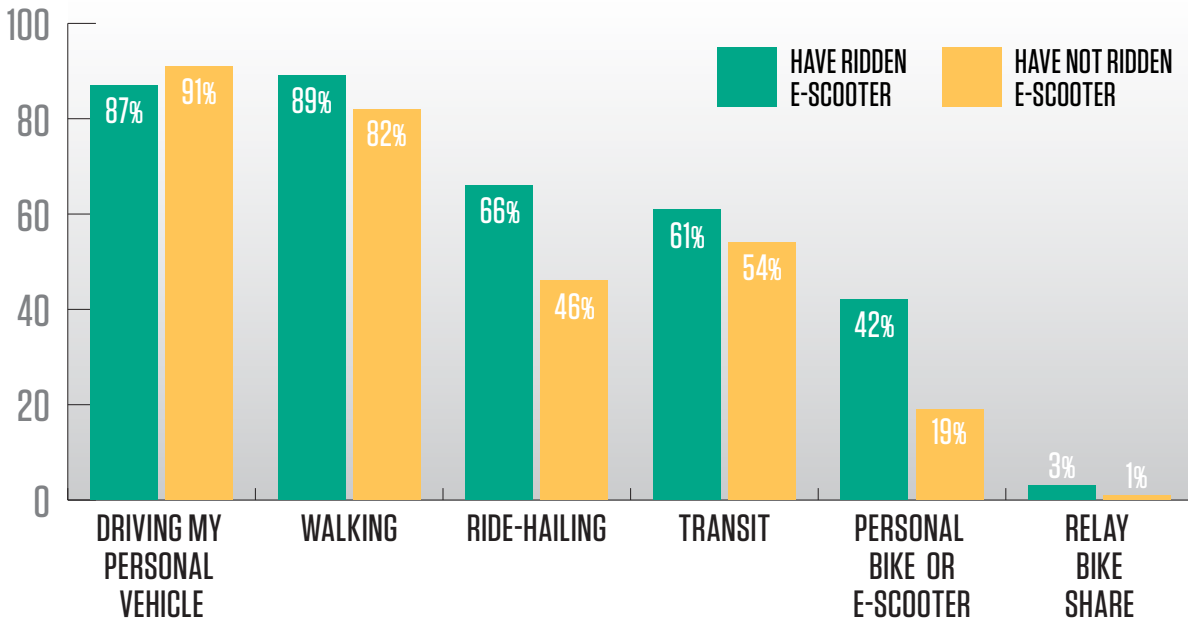
BY GENDER



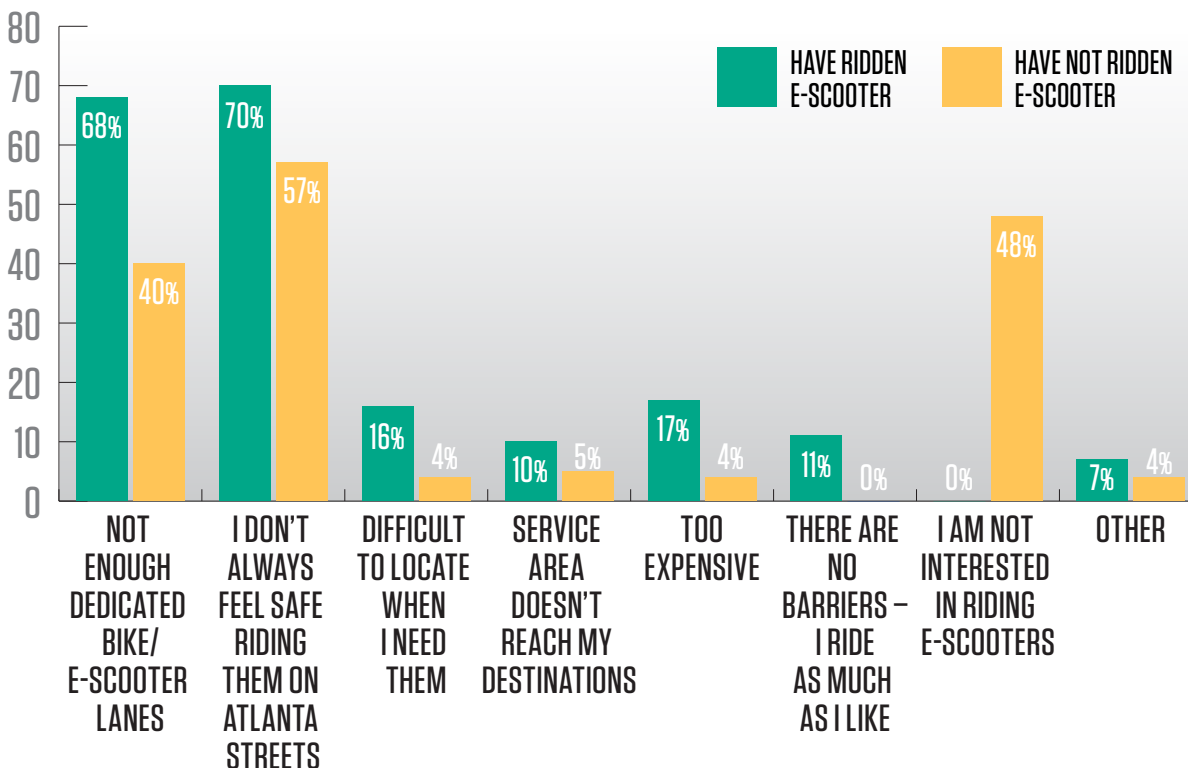
■ YES, I HAVE RIDDEN AN E-SCOOTER
 ■ NO, BUT I WANT TO TRY IT
 ■ NO, AND I DO NOT WANT TO TRY IT

E-scooter riders walk and drive at approximately the same rate as non-scooter riders. However, e-scooter users have taken other forms of transportation more frequently in the last month such as **transit, ride-hailing, and biking**. The most common barrier to riding e-scooters more often is the **lack of safe street infrastructure**.

WHAT OTHER FORMS OF TRANSPORTATION HAVE YOU TAKEN IN THE LAST MONTH? SELECT ALL THAT APPLY



WHAT BARRIERS, IF ANY, PREVENT YOU FROM USING E-SCOOTERS AS MUCH AS YOU WOULD LIKE? SELECT UP TO 3



HOW DO PERSPECTIVES ON E-SCOOTERS DIFFER?

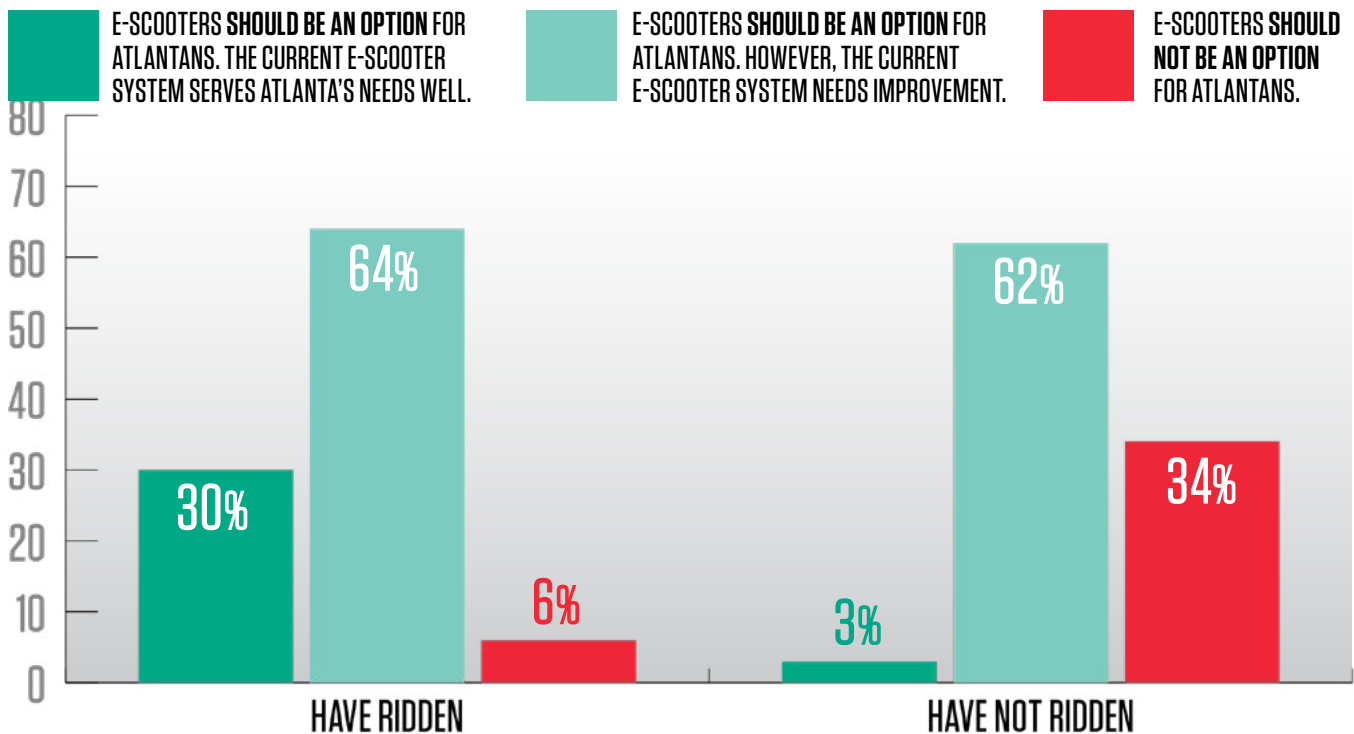


Different experiences with e-scooters lead to different perspectives of how to integrate them into the transportation network.

If you have ridden an e-scooter, you are more likely to think they **should be part of Atlanta's transportation mix**. You are also more likely than non-riders to think that **riding and parking behavior has improved** over the last year.

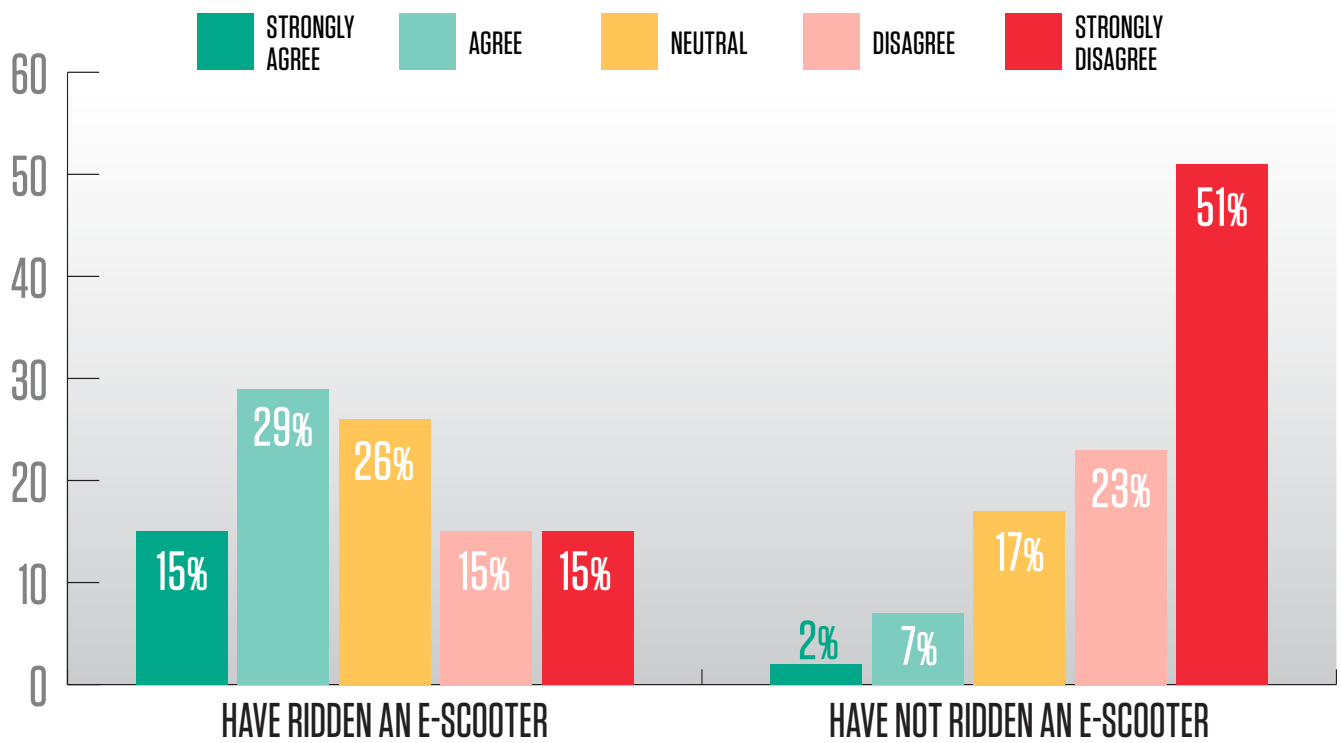
Most people of all age groups support e-scooters as an option, but younger people are most likely to support them. However, respondents' different income levels **did not show different levels of support** for e-scooters.

WHO SUPPORTS E-SCOOTERS? SHOULD THEY BE AN OPTION?

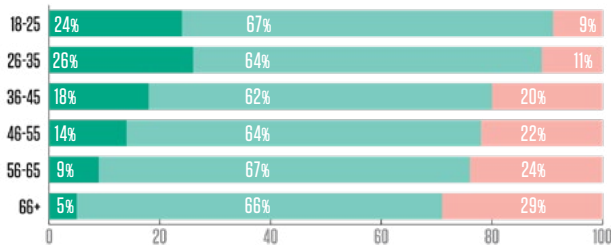




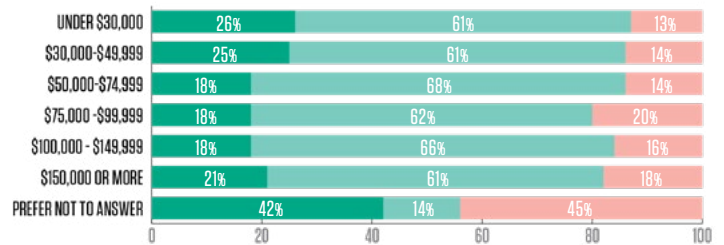
AGREE OR DISAGREE? PEOPLE ARE PARKING THEIR SCOOTERS MORE RESPONSIBLY THAN ONE YEAR AGO



SUPPORT BY AGE



SUPPORT BY INCOME



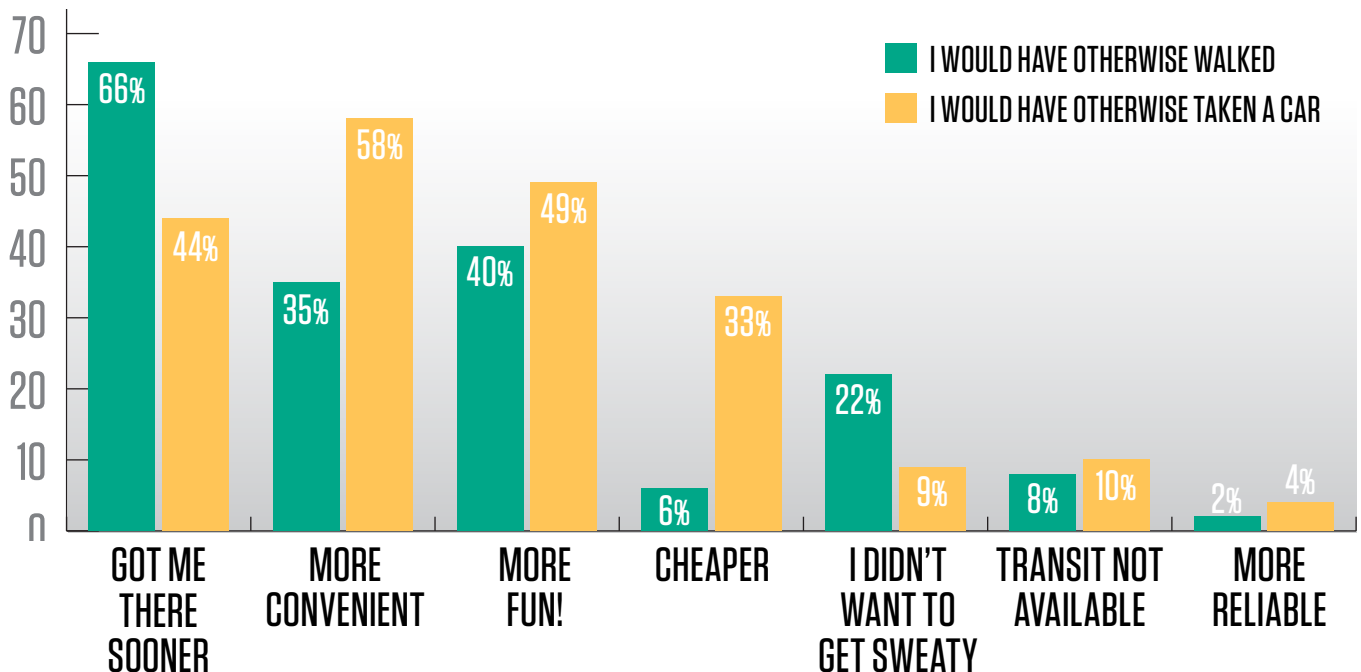
■ E-SCOOTERS SHOULD BE AN OPTION FOR ATLANTANS. THE CURRENT E-SCOOTER SYSTEM SERVES ATLANTA'S NEEDS WELL.
 ■ E-SCOOTERS SHOULD BE AN OPTION FOR ATLANTANS. HOWEVER, THE CURRENT E-SCOOTER SYSTEM NEEDS IMPROVEMENT.
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HOW ARE PEOPLE USING E-SCOOTERS?



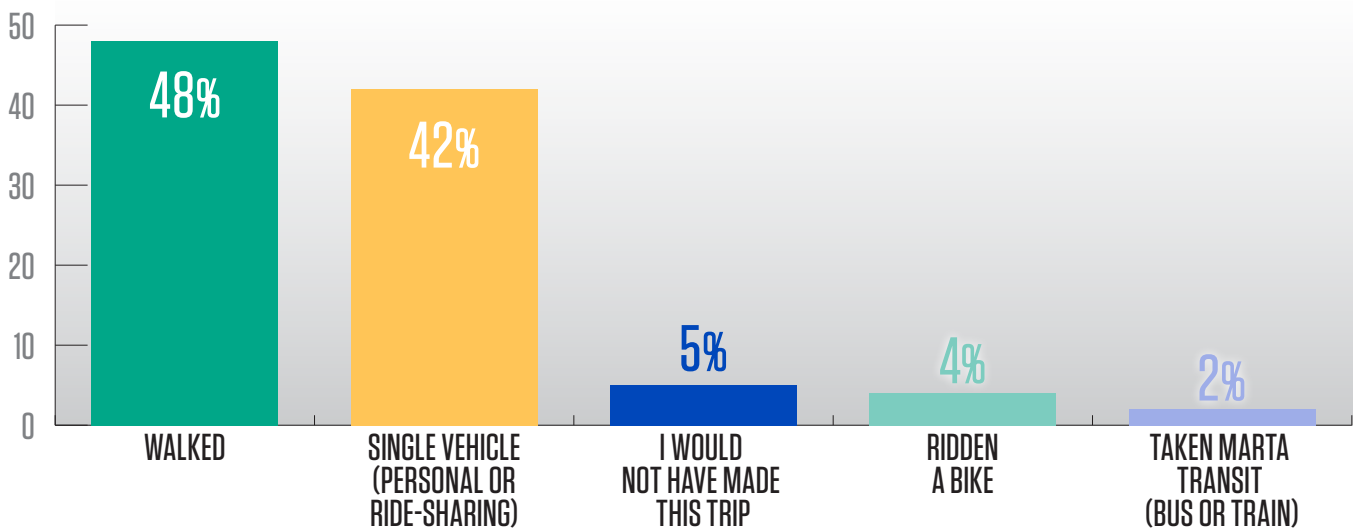
Most e-scooter trips in Atlanta are reported to be **replacing walking or single occupant car trips** (ride hailing and personally driven vehicles). Top reasons reported for using e-scooters instead of other modes of transportation are to get people to their destinations faster, more conveniently, and in a more enjoyable manner. Additionally, many of those who would have used a car report that e-scooters were a **cheaper alternative**.

WHY DID YOU CHOOSE TO TAKE AN E-SCOOTER FOR YOUR LAST TRIP OVER ANOTHER MODE OF TRANSPORTATION?





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



CASUAL RIDERS VS. FREQUENT RIDERS

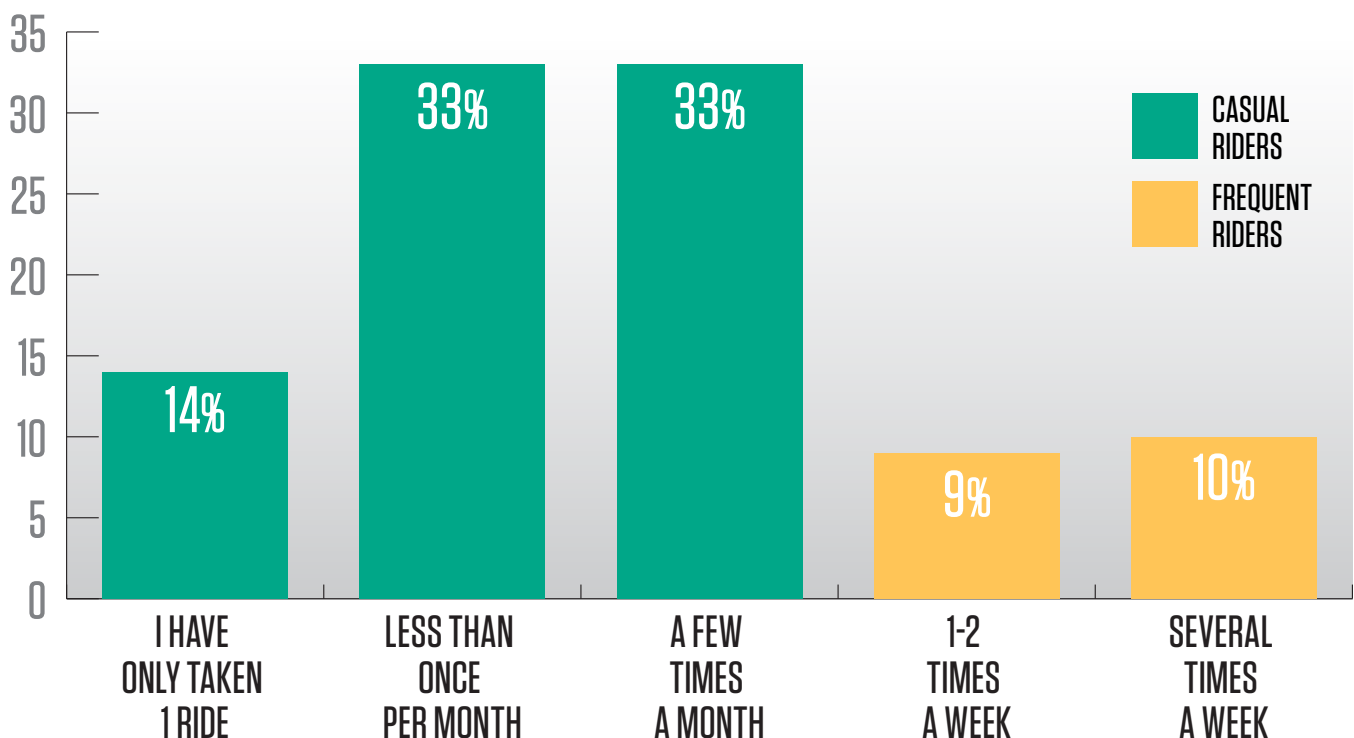
To get a better understanding of how people are using e-scooters, we classified riding respondents as casual riders or frequent riders.

Casual riders are categorized as those taking e-scooters **a few times per month or less**.

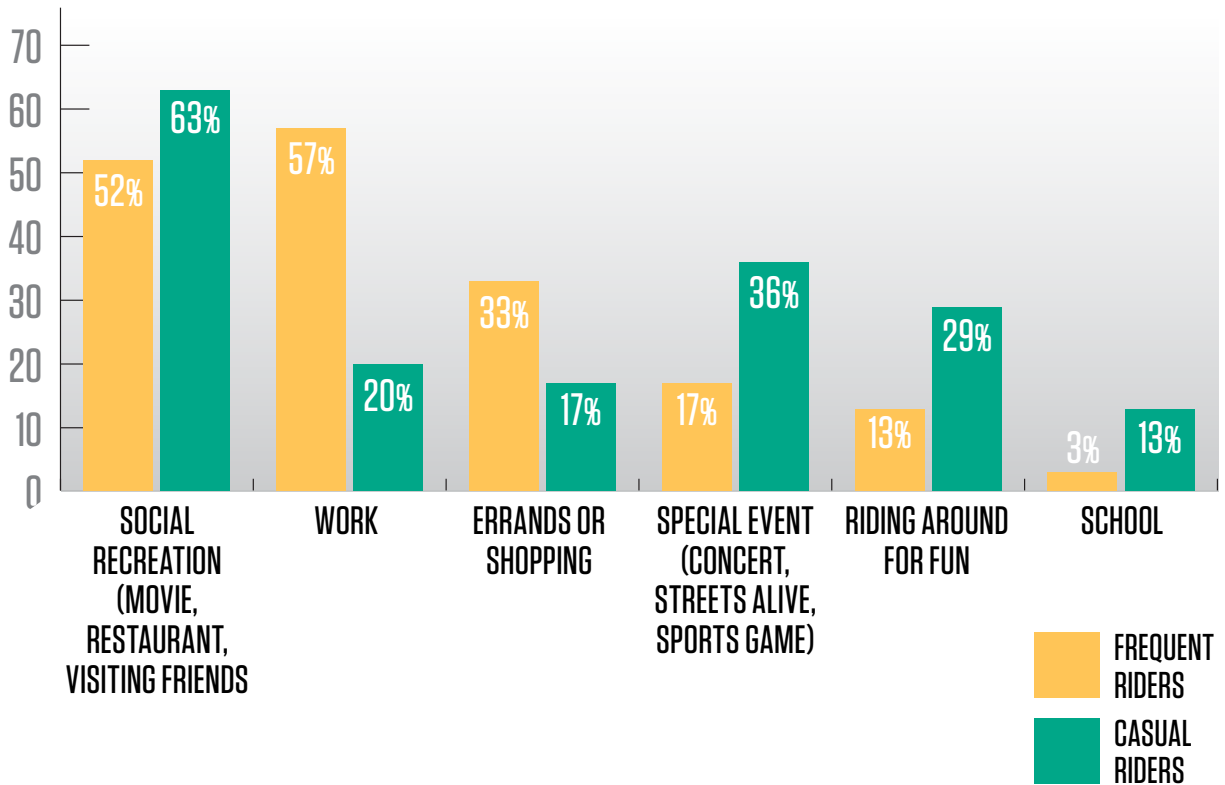
Casual riders report they are more likely to use

e-scooters for social recreation, special events, and riding around just for fun. Frequent riders ride **1-2 times per week or more**. They are more likely to use e-scooters for work and school trips, as well as shopping or running errands. Frequent riders also report more often that they rode in the street with cars or in a bike lane.

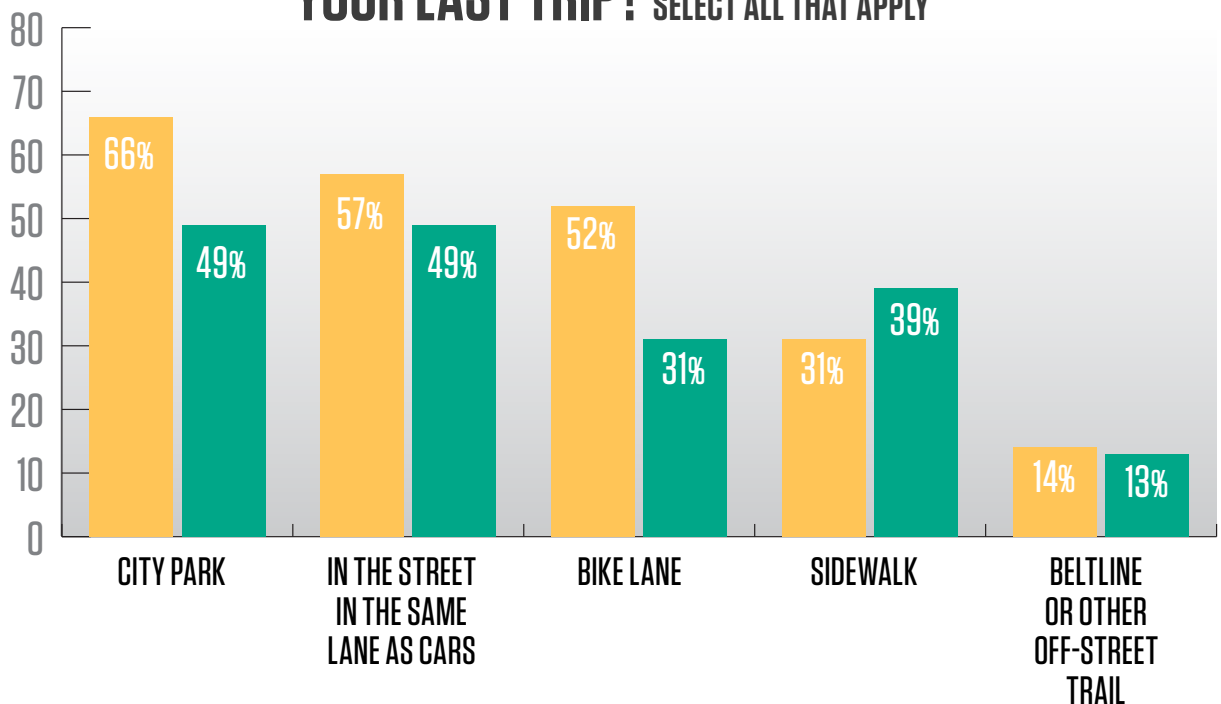
HOW OFTEN DO YOU RIDE E-SCOOTERS?



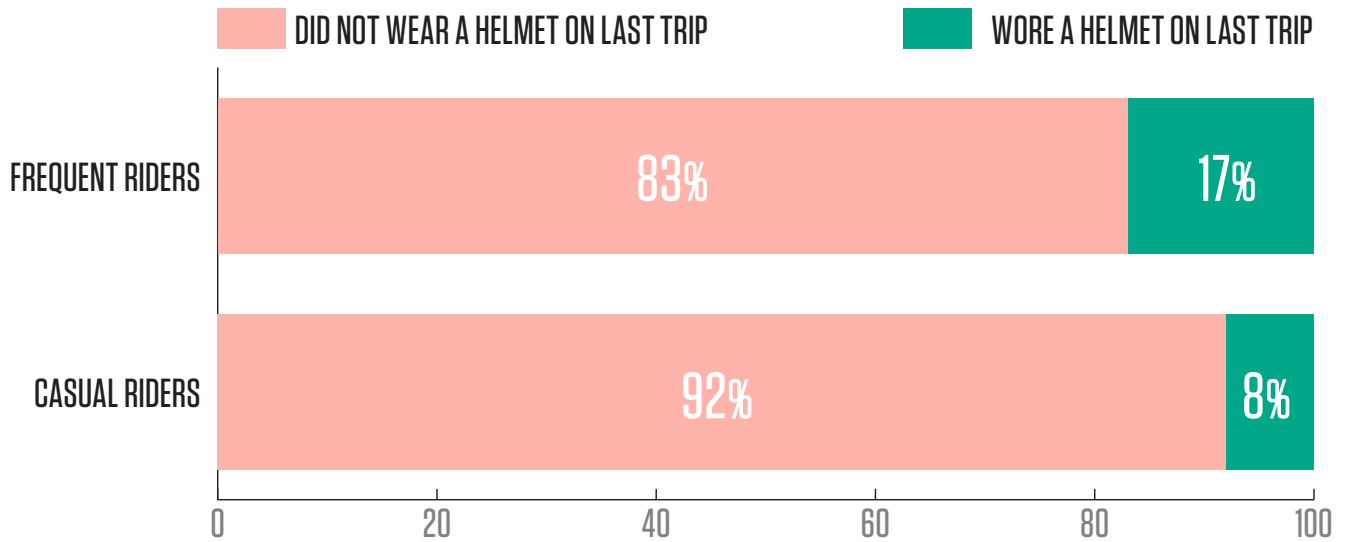
WHAT ARE YOUR TOP 2 DESTINATIONS WHEN RIDING?



WHERE DID YOU RIDE YOUR E-SCOOTER ON YOUR LAST TRIP? SELECT ALL THAT APPLY



HELMET USE, BY RIDER FREQUENCY



CRASHES

Of all respondents, 8.8% (233 people) were **personally involved** in an e-scooter crash while 44% (1,166 people) reported that they had **seen a crash**.

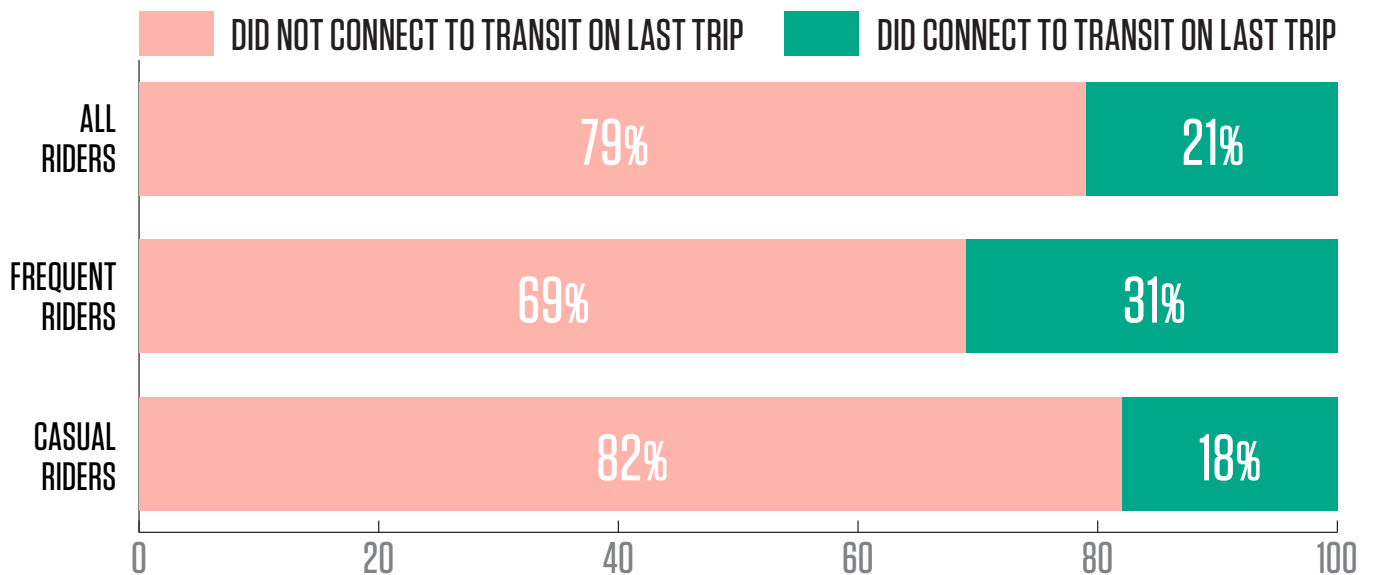
Of all respondents, around **13% of e-scooter riders report having been in a crash** while 4% of respondents who have not ridden have been involved in a crash.

Overall, 9% of riders reported **wearing a helmet** on their last trip. Frequent Riders were more likely than Casual Riders to report helmet use.



HOW DO E-SCOOTERS RELATE TO TRANSIT USE IN ATLANTA?

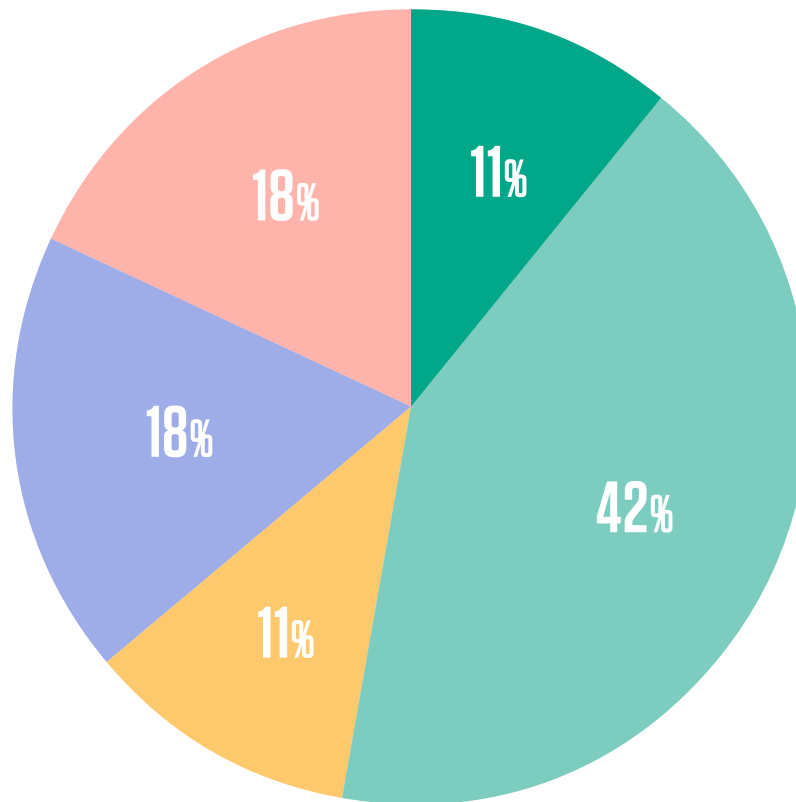
Over 20% of trips are reported to connect to transit as part of the trip. Frequent riders are more likely than casual riders to connect to transit.



2019 ATLANTA E-SCOOTER SURVEY RESULTS

PROFILES

To better understand the diverse perspectives of e-scooters in Atlanta, we broke down survey respondents by their broad opinion types and people's different riding behaviors.



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

Building Confidence (42%): Casual Riders who ride less than once per week

Interested but Concerned (11%): Non-riders who are interested in riding

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

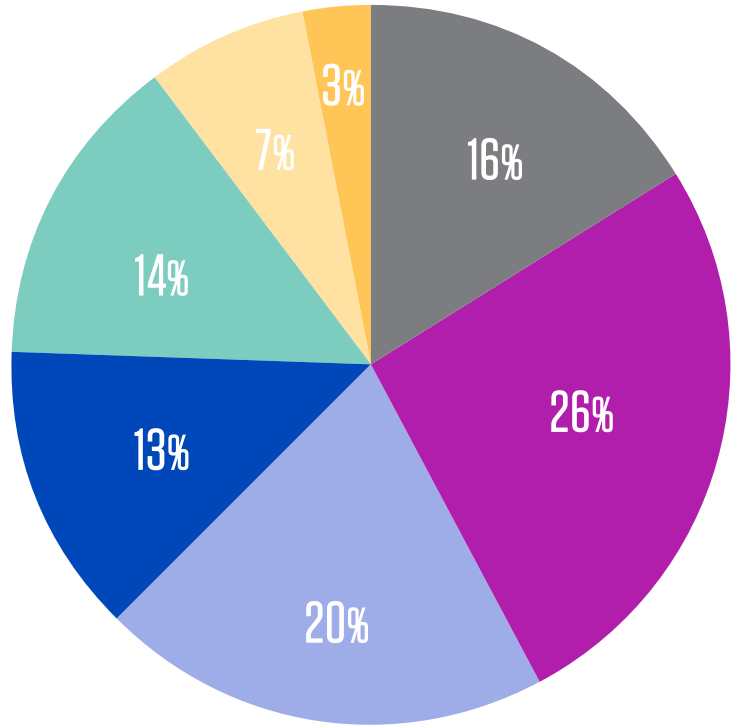
Ban Them! (18%): Non-riders who have not ridden an e-scooter, and do not think they should be an option for others



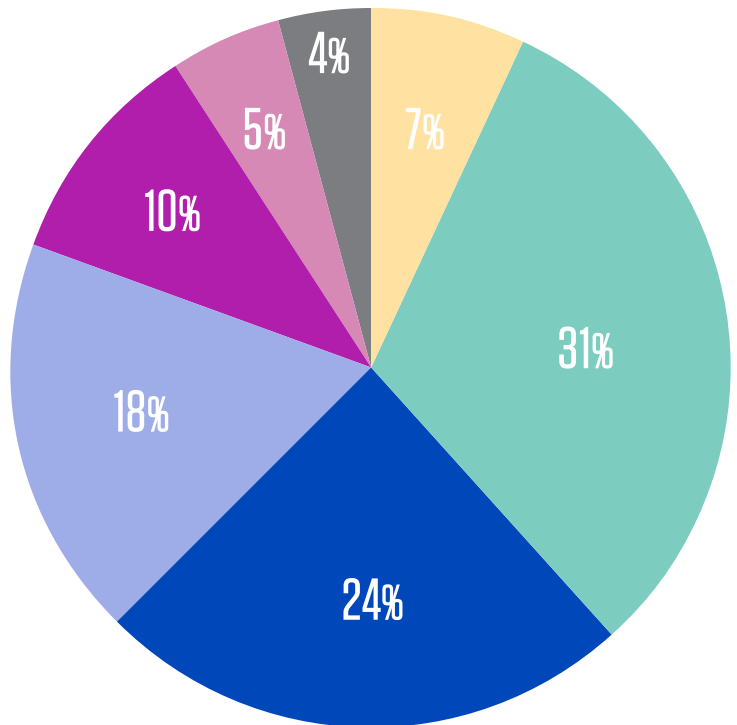
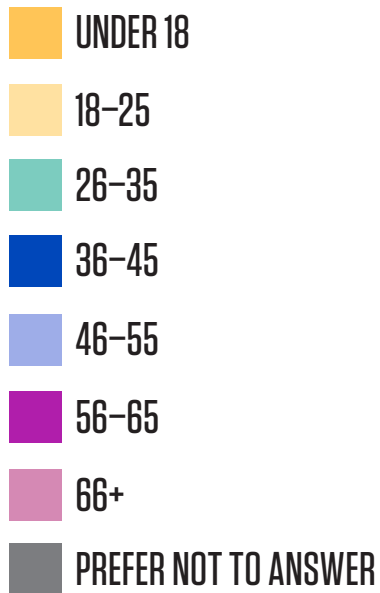
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SURVEY RESPONDENT DEMOGRAPHICS

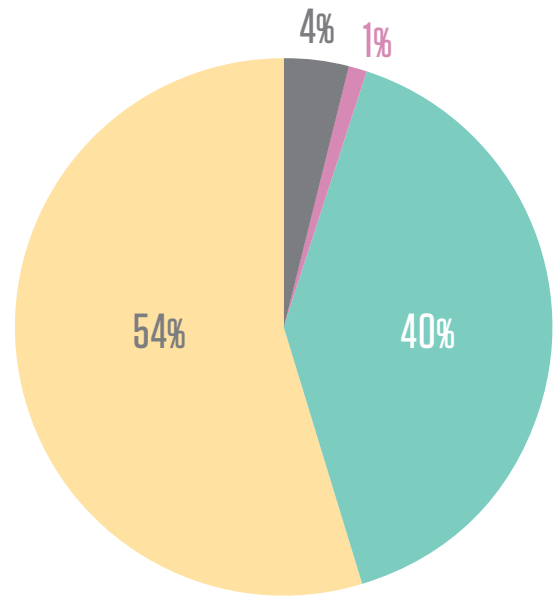
MY INCOME LEVEL IS:



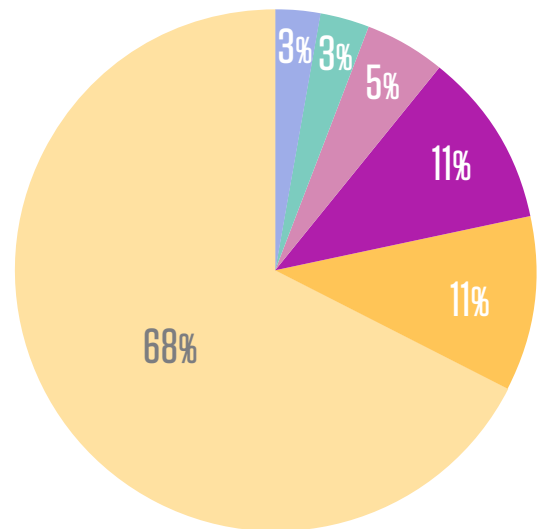
MY AGE IS:



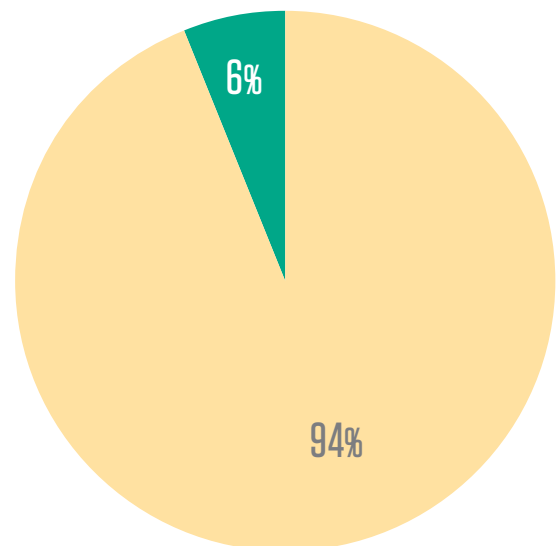
I IDENTIFY MY GENDER AS:



I IDENTIFY MY RACE/ETHNICITY TO BE:



DO YOU IDENTIFY WITH HAVING OR LIVING WITH A DISABILITY?



Scoot Smart.

Atlanta Loves You.



CITY OF ATLANTA



DEPARTMENT OF TRANSPORTATION