

A woman and a man are riding e-scooters on a city street in Oakland. The woman is wearing a blue helmet, a light blue button-down shirt, and blue jeans. The man is wearing a black helmet, a white patterned shirt over a black t-shirt, and black pants. They are both smiling and looking towards the camera. The background shows a city street with parked cars, trees, and buildings.

# E-Scooters in Oakland

January 29<sup>th</sup>, 2019



City of  
Oakland

Department of  
Transportation

City of Oakland  
Department of Transportation  
**Strategic Plan**



## Goals Include:

- Lower transportation costs for Oaklanders
- Improve transportation choices and minimize parking demand, congestion and pollution
- Expand access to shared mobility services



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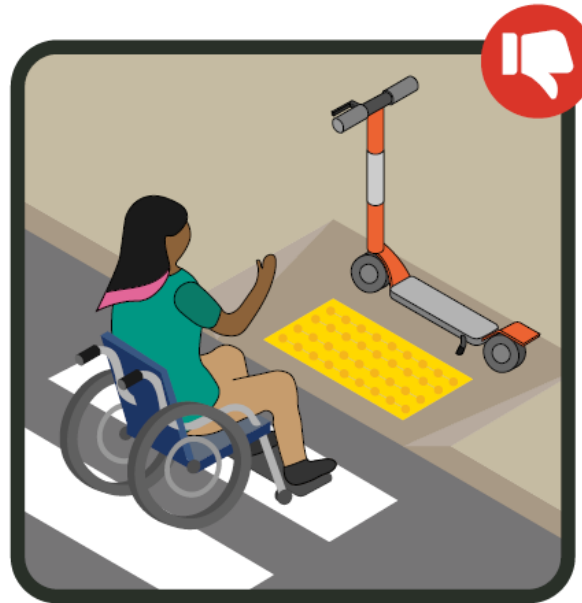
# What are the rules?

Follow these simple steps for a safe and convenient ride



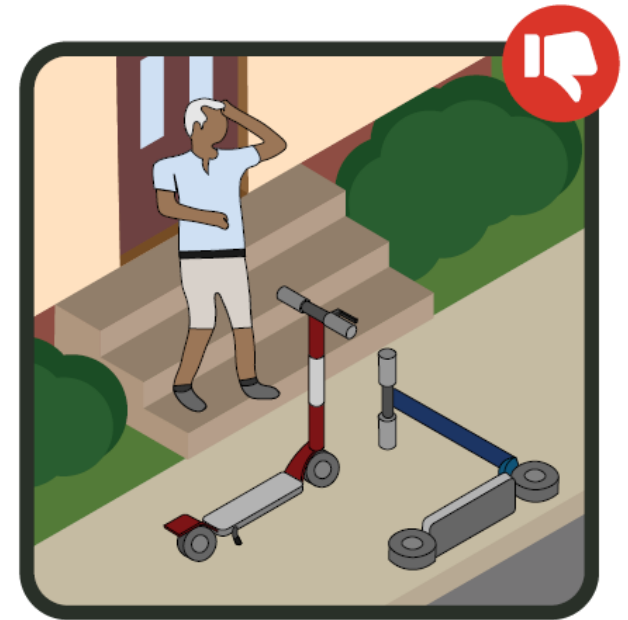
## Don't ride on sidewalks.

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.



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# What are the rules?

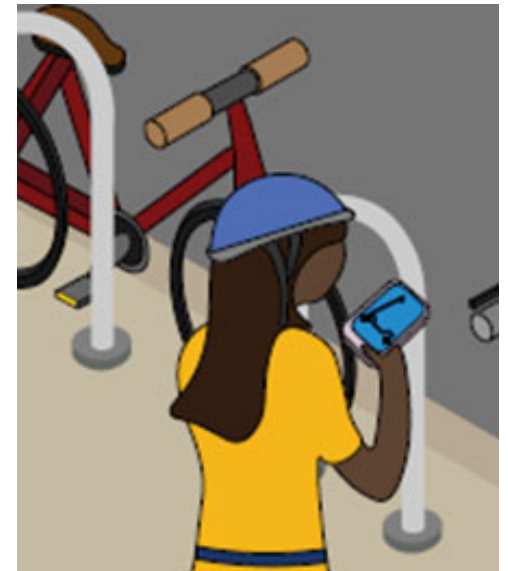
Follow these simple steps for a safe and convenient ride



One rider per scooter



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



Helmet required if under 18

## How is it going so far? 2018 summary

**150,000+**  
unique  
riders

**1,000,000**  
trips

**1,200,000-**  
miles ridden

**1.2 mile avg.**  
distance



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# What concerns have you heard?

**Sidewalk  
riding**

**Riding  
without  
helmets**

**Underage  
riding**

**45 parking  
complaints  
through 311\***

\*From July 1 – September 1



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# What is OakDOT doing?

Planning  
designated  
parking areas



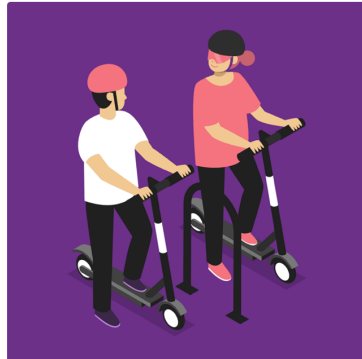
Photos from Santa Monica

# What is OakDOT doing?

Requiring  
user  
education

T-Mobile LTE 10:36 AM  
bird.co

## Rules of the Road

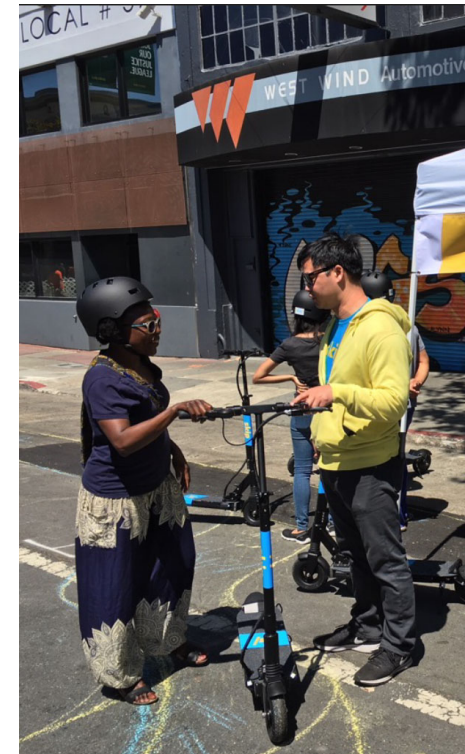


- You must be 18+ years old with a valid driver's license
- Bird is fun with friends, but only one rider per Bird is permitted
- Follow all traffic rules including street signs and stop signs
- Use caution at crosswalks

**In-app**



**On-scooter**



**In real life**



# What is OakDOT doing?

Planning  
better  
signage and  
education



Portland



Santa Monica



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# What is OakDOT doing?

Building  
more bike  
lanes



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# What is OakDOT doing?

Planning  
even more  
bike lanes

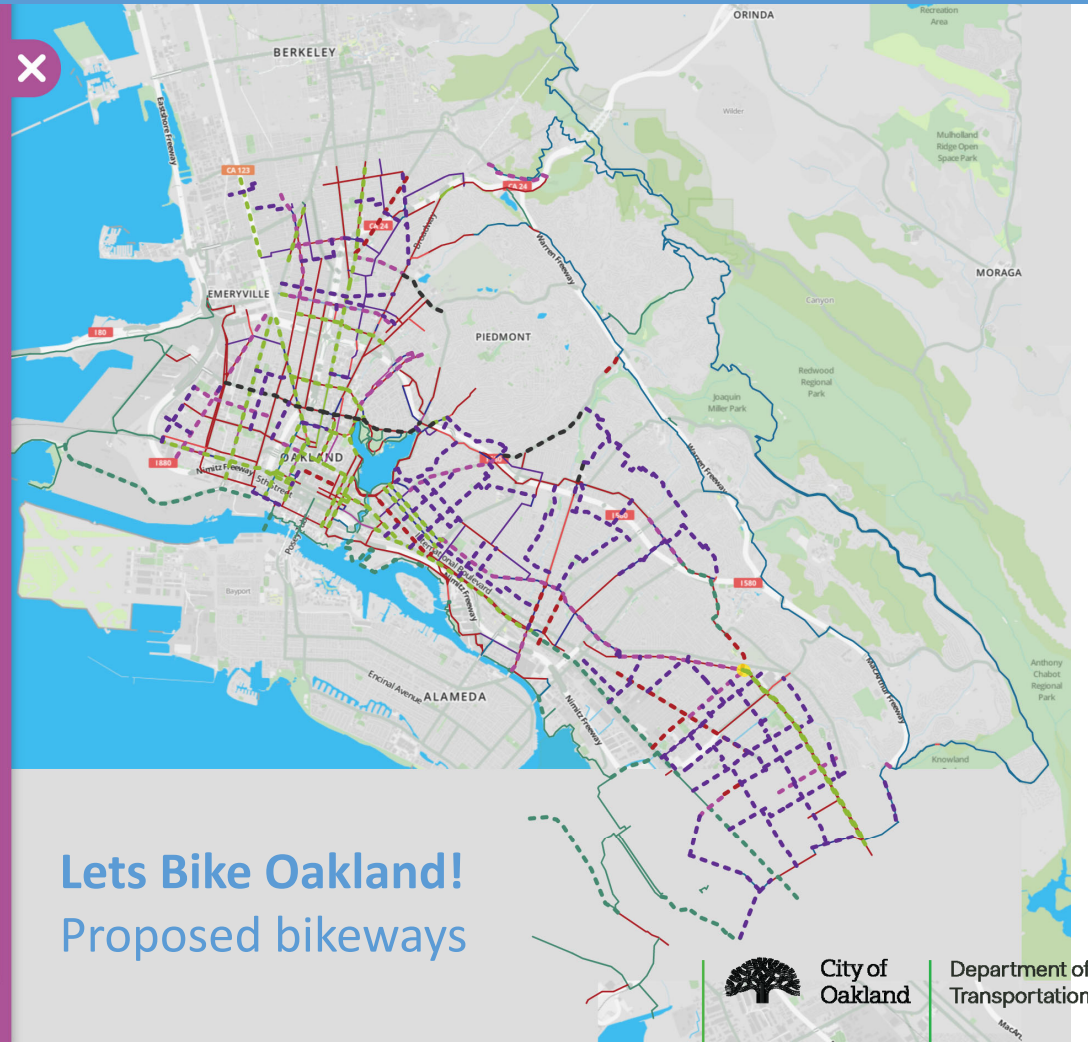
## Map Legend

### Recommended Bicycle Facilities

- Bike Path**  
Paths shared by people walking and biking completely separated from motor vehicle traffic.
- Bike Lane**  
Dedicated lane for bicycle travel adjacent to traffic that is separated from traffic or parking by painted lane.
- Buffered Bike Lane**  
Dedicated lane for bicycle travel adjacent to traffic that is separated from traffic or parking by a designated buffer space.
- Bicycle Boulevard**  
Signed bike route, sharing the roadway with motor vehicles on quiet neighborhood streets. Includes shared roadway road markings on pavement and additional traffic calming measures like speed bumps.
- Protected Bike Lane**  
On-street bike lane separated from motor vehicle traffic by curb, median, planters, parking, or other physical barrier.
- Corridor Study**  
The City of Oakland is currently conducting a planning study of this corridor.

### Existing Bicycle Facilities

- Arterial Bike Route
- Bicycle Boulevard
- Bike Lane
- Bike Lane on One Side Of Street Only
- Bike Path
- Bike Route
- Bike Route, Signage Only
- Buffered Bike Lane



Lets Bike Oakland!  
Proposed bikeways



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# How will you ensure everyone has access?



## Equity

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



# What is OakDOT doing?



## Hiring staff

### **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





## How will you pay for this?

Permit +  
parking  
fees

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



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# What is the timeline?

Fall 2018

Council Ordinance  
and draft regulations  
approved

Winter 2018

Community outreach  
and final regulations

**January- April**

Accept and review applications  
Begin permitted program



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