E-Scooters In Oakland
May 7, 2019
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

↑ 🛵 🚗 🚐 🚌 🚴 🚴
As San Francisco banned scooter use, Oakland embraced the two-wheelers

Rachel Swan | Sep. 1, 2018 | Updated: Sep. 2, 2018 11:51 a.m.

Stolen, burned, tossed in the lake: e-scooters face vandals' wrath

Environmentalists raise concern as Lime and Bird vehicles pile up in California lake

E-scooter companies to pay to operate in Oakland

Photos: Dan Telfis/The Guardian

E-scooter was seized. Photos: Dan Telfis/The Guardian

E-scooter is seen after being turned over. Photos: Dan Telfis/The Guardian
Total Miles Traveled by Mode

- **Bike Share**: 564,000 miles
- **Scooter Share**: 1,184,000 miles
- **Dedicated Space Car Share**: 1,036,000 miles
- **Free Floating Car Share**: 236,000 miles
Current shared mobility context
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
Proposed permit + parking fees:

- $30,000 / Operator/ year
- $64 / scooter / year
- $0.10 / park in metered areas
Use fees to hire 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
Require equity

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

Oakland, CA
1937