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Eugene E-Scooter Trips Exceed Expectations by 50 Percent in First Month with 20,000 trips

PeaceHealth Rides bike share rides increased 15 percent

EUGENE, OR – Since e-scooters hit the streets on March 31, riders have taken more than 20,000 trips on the bright yellow Superpedestrian scooters, beating projections by about 50 percent. At the same time, PeaceHealth Rides bike share ridership has increased by 15 percent over this time last year.

The [Superpedestrian](#) e-scooters are operated by nonprofit [Cascadia Mobility](#), who also operates the PeaceHealth Rides bike share system. In response to the scooters' popularity, the City of Eugene, Superpedestrian and Cascadia Mobility are making some changes to ensure scooters are available where riders are using them the most, and to ensure that riders have abundant access to orderly parking. This will include the City of Eugene adding more scooter parking hubs where riders receive a \$1 credit for parking in areas specifically designated for scooters.

"E-scooter share is fulfilling a previously unmet need here in Eugene", says **Shane Rhodes, City of Eugene Transportation Options Program Manager**. "There are clearly many people that would like to use shared mobility whose needs were not being met from bicycles. Yet, this immediate demand for e-scooter share seems to have also increased demand for bike share. I think we are reaching a threshold of normalization for shared mobility – more people ride when they see people riding! The first month of our pilot has been incredibly encouraging. At the same time, we have a big opportunity for the system to work better for everyone by improving parking compliance. That means adding more scooter parking hubs."

"Improving scooter availability and reducing parking issues will help us achieve our collective goal of long term programmatic success for e-scooter share here in Eugene," said **Brodie Hylton, Executive Director of Cascadia Mobility**. "We anticipate growing the number of parking hubs to over 100 this summer, making it possible for most people to find a scooter hub within 1000 feet of where they stand."

"We knew Eugene was excited for scooters, but it's been extraordinary to see the service take off like this," said **Jamie Perkins, Communications Director at Superpedestrian**. "With this high level of demand, we're ensuring the service is working for everyone with more parking hubs. This should make our scooters even more accessible and keep Eugene's streets and walkways clear."

In response to the unprecedented demand and to improve scooter parking compliance, Cascadia Mobility and the City are adjusting the scooter system area to better serve the public until additional parking hubs are added. The system area will be expanded to additional neighborhoods as new parking

hubs are installed. Riders can always see the current system area boundaries live in the Superpedestrian app. Scooter parking hubs are represented in the app as a green “P;” and on the street with designated ground markings.

Discounts and Promotions: Riders will be charged \$2 to unlock a scooter, plus \$0.39 a minute. Riders who park in a designated parking hub receive \$1 back toward their next ride. Residents receiving local, state, or federal assistance can qualify for a 70 percent discount under the “LINK-Up” program.

How to Ride: Download the Superpedestrian mobile app from your iOS or Android app store, then locate a scooter via the app. Once you find a scooter, be sure the throttle LED is GREEN, this means the scooter is available to rent. Scan the scooter’s QR code (located on top of the handlebars) via the Superpedestrian app to unlock. Wait up to 10 seconds for the throttle LED to turn WHITE, indicating the scooter is unlocked and ready to ride.

[About Superpedestrian:](#) Superpedestrian was spun out of MIT in 2013 with the mission to develop the world’s smartest and safest light electric vehicle fleets. In 2020, Superpedestrian debuted the LINK Scooter, heralded as “The Volvo of e-Scooters” for its patented Vehicle Intelligence platform that actively prevents costly mechanical and electrical hazards that beset other e-scooter operators. Superpedestrian has become a world-leader in transportation robotics and human-scale mobility, holding over 40 patents in autonomous failure protection for vehicles, automated maintenance software, fleet optimization, and vehicle context awareness. In 2022, Superpedestrian was named one of Fast Company’s Most Innovative Companies in Transportation.

[About Cascadia Mobility:](#) Launched in 2021, headquartered in Eugene, Cascadia Mobility is a 501(c)(3) nonprofit and professional shared transportation operator whose mission is to provide equitable access to shared and active transportation programs at scale in partnership with small to mid-sized Oregon communities. Cascadia Mobility also operates the PeaceHealth Rides bike share program in Eugene.

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