APPENDIX F:
OPPORTUNITY AREAS
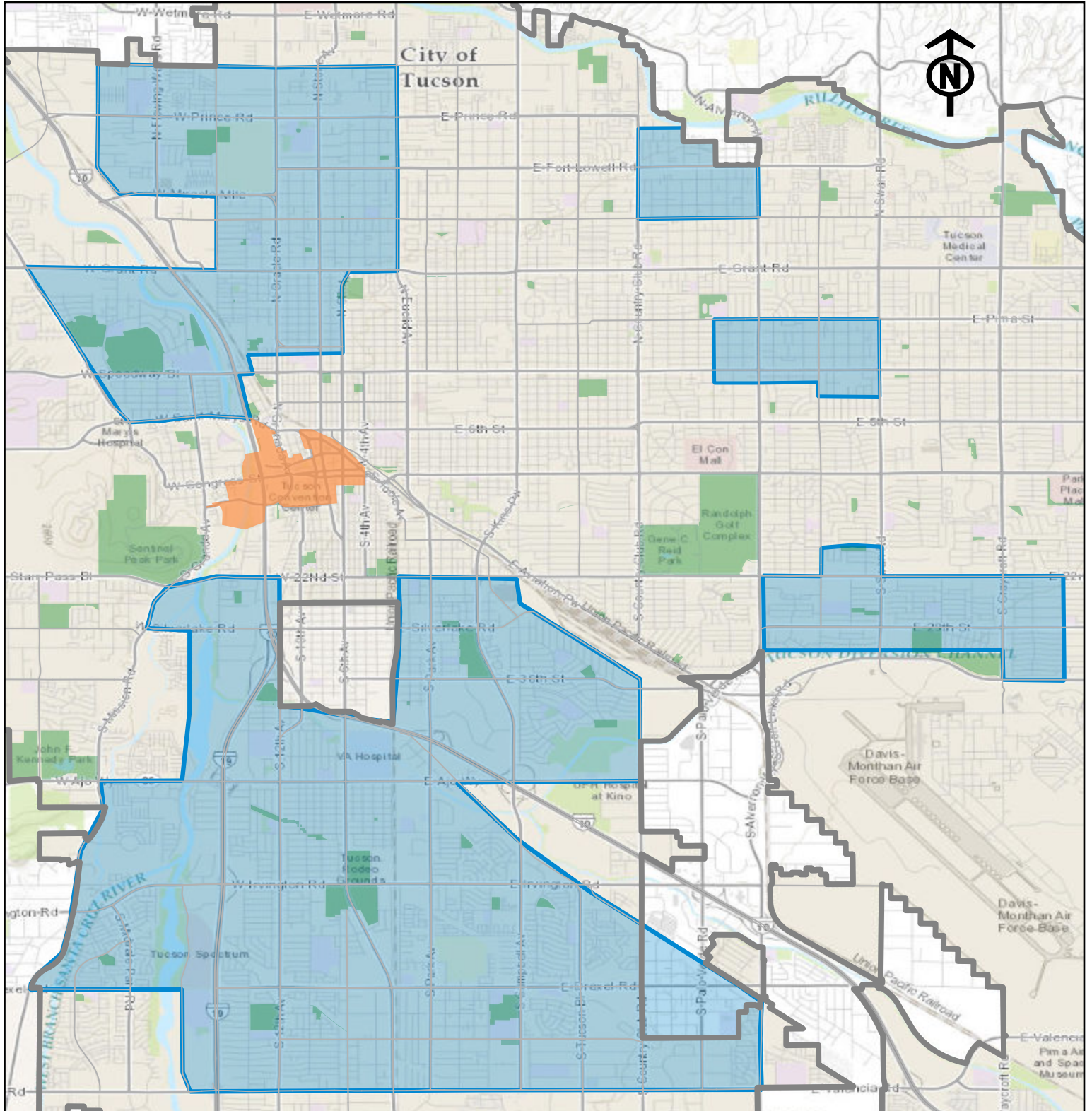
LEGEND

- ⬜ **City of Tucson Boundaries**
- 🟧 **Downtown Core**
- 🟩 **Parks**
- 🟦 **Opportunity Areas**

2019 OPPORTUNITY AREAS METHODOLOGY

To incentivize a more equitable distribution of electric scooters, and help make scooters available to lower income areas, permittees can deploy an additional 250 vehicles in Opportunity Areas.

Opportunity Areas were selected based on several factors, including socioeconomics, access to transit and vehicle ownership statistics. Using American Community Survey (ACS) Census Data (2012 -2016), four main themes were analyzed to spatially interpret areas that could benefit from new mobility options:
1. Socioeconomic Status
2. Household Composition & Disability
3. Minority Status & Language
4. Housing & Transportation