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E-Scooters Pilot in Springfield Central
**Workshop**

Josh Ellis – Principal Engineer (Traffic Operations)

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## Presentation Overview

- Purpose
- Private Ownership vs Public Scheme
- Springfield Central Area
- Risks
  - E-scooter Safety Riders and Observers
  - Operational Matters – Parking, Regulation and Geo-fencing
  - Stakeholder Management
  - Insurance and Liability
  - Communications
- Proposal for Consideration and Discussion

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## Purpose

The purpose of this workshop is to further discuss and develop a policy position in relation to E-Scooters and mobility for the Ipswich local government area. To do this we will review the risks associated with a proposed Pilot Scheme in Springfield Central.

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## Private Ownership vs Public Scheme

### Private Ownership

- E-scooter growth continues locally and currently occuring
- Have to abide by QLD legislation but QPS have advised that they are being modified
- Current issues are all own private scooters (i.e. Riverview incident)
- Unable to collect data on their use
- Limited understanding of use and issues associated with the mode choice

### Public Scheme

- Chance to manage and operate public usage
- Have to abide by QLD Legislation
- Learn and respond to mistakes and incidents as data is available
- Rich data collection opportunities
- Tourism opportunity
- Economic Development and job creation
- High amount of larger Councils proposing schemes

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## Springfield Area

Considerations:
- SGA & Parkway Construction
- Park and Ride Construction
- Brisbane Lions Stadium Construction
- Various Developments
- City Events (Street Closures etc.)
- Highway Interaction
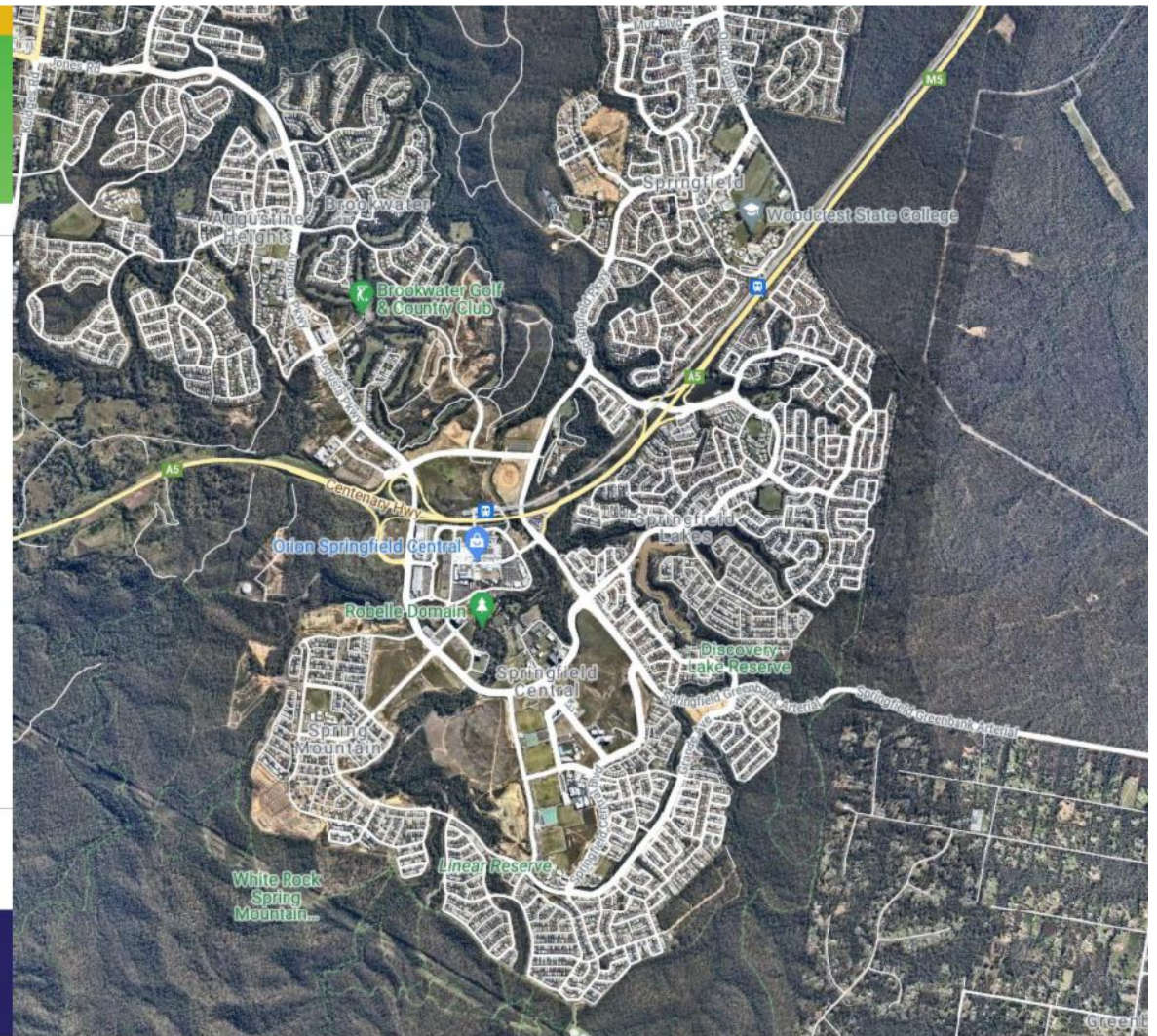
## Pilot Scheme Risks

- E-scooter Safety of Riders and Observers
- Operational Matters – Parking & Regulation
- Stakeholder Management
- Insurance and Liability
- Communication



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## E-scooter Safety of Riders and Observers

- For Riders:
  - Tend to be related to rider behaviour:
    - Non-use of helmets
    - Excessive riding speeds
    - Drink riding

- For Pedestrians
  - Being hit by a rider
  - Tripping over parked e-scooters

- Review process and engagement with QPS



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## Operational Matters - Parking and Regulation

### Main Issues

- Parking and general approach to the way e-scooters are left in different locations
  - Parking Management Strategy
  - Zone Management
- Regulation in relation e-scooter rider behaviour such as speed management, parking and non-use of helmets
  - Helmet use requirements
  - Enforcement (QPS and Vendor)
  - Geo-fencing
- Speeding is a major risk factor.
  - Geo-fencing areas for lower speeds
  - Consultation with key land use areas in relation to speed matters
  - Enforcement (QPS and Vendor)
  - Education (Vendor and ICC)
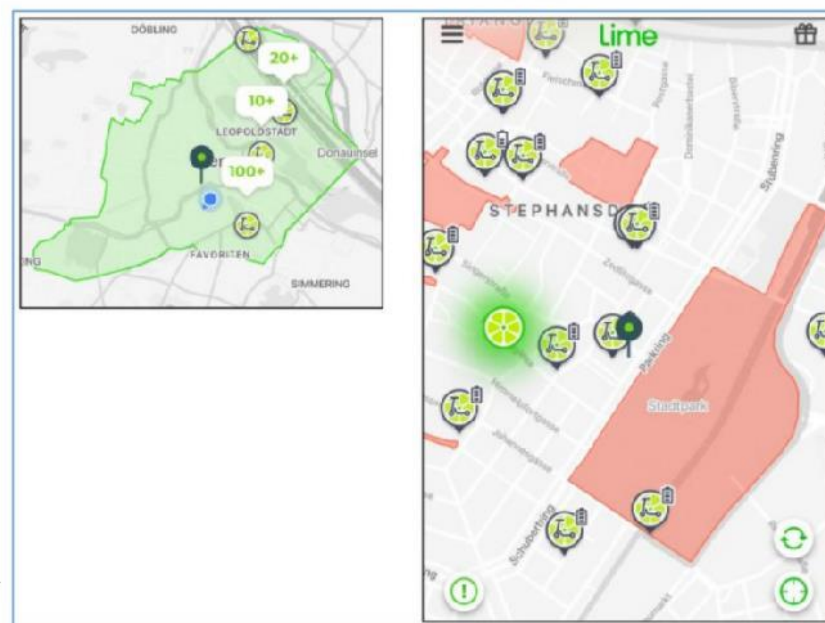  - Operational oversight and management

Figure 2. Geofencing example

# Stakeholder Management

## Stakeholder Consultation (to date)

| Ipswich City Council Stakeholders | |
| --- | --- |
| 1. Transport and Traffic Team | 5. Works and Field Service Branch |
| 2. Open Space and Facilities Team | 6. City Design Branch |
| 3. Local Laws and Regulation Team | 7. Insurance and Risk Team |
| 4. Sustainability Team | 8. Workplace Safety and Wellbeing Team |

| Local Ipswich Stakeholders | |
| --- | --- |
| 1. Queensland Police Service | 3. Orion Springfield Centre |
| 2. RACQ | 4. Transport and Main Roads |
| - Safety and Traffic Team<br>- Transport Planning and Infrastructure Team | - Road Rules and Data Licensing and Policy Unit<br>- Mobility as a Service Team<br>- Cycling and Walking Team<br>- Traffic Engineering Team |

| Electric Scooter Companies | |
| --- | --- |
| 1. Beam Scooters | 3. Lime Scooters |
| 2. Neuron Scooters | 4. Bird Scooters |

| Local Governments | |
| --- | --- |
| 1. Brisbane City Council | 2. Adelaide City Council |

## Identified Key Pilot Stakeholders:

- Department of Transport and Main Roads
- Queensland Police Service
- Queensland Health
- RACQ
- Orion Springfield Shopping Centre
- Springfield City Group
- University of Southern Queensland
- Springfield Chamber of Commerce
- Local schools in the area
- Mater Hospital
- Queensland Ambulance Service
- Aveo
- Operator Orion Lagoon

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## Insurance and Liability

- Due to the risk of crashes associated with E-scooters and as the industry continues to grow Insurance cover has continued to change.

- Standard Insurance (as advised from industry)
  - $20 Million Public Liability where Council is named as party (assists with claims against Council)
  - Rider Accident Insurance
    - Covers non-riders involved incidents as well as the riders

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## Communication

### Planned Consultation

- Education Campaigns
  - Test and play opportunities
  - Explain the road rules with E-scooters
  - Explain how they operate in Pilot area
  - Vendor Training and Campaigns
- Media Campaigns
  - Launch Campaign
  - Education
  - Stats and Reporting

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## Proposal for Consideration and Discussion

**For consideration and discussion**:

1. Determine a Policy Position – That Council support the uptake of E-scooters within the Ipswich Local Government Area; and

2. That Council consider a Pilot E-Scooter scheme in the area of Springfield Central.

**Planning**
- Further research and problem defining
- Permit and Legal planning
- Jan 2022

**Consultation**
- Undertake stakeholder engagement
- Further community consultation
- February 2022

**Procurement**
- Market Scan
- Assessment of Potential Candidates
- Selection
- June 2022

**Engagement**
- Allowance for engagement
- Set-up and testing
- Commissioning
- August 2022

**Trial**
- Trial starts
- Education
- Community Engagement
- September 2022

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Doc ID No: A6631028

ITEM:       3

SUBJECT:    E-SCOOTERS IN IPSWICH

SUBMITTED BY:   JOSHUA ELLIS; BERTO SANTANA

## EXECUTIVE SUMMARY

This is a report concerning electric scooters (e-scooters). In particular, the report has been prepared to facilitate further discussion in relation to e-scooters for the Ipswich local government area, including the development of a policy position and consideration of a trial for e-scooters across the City.

☐ Briefing Session

☒ Workshop

## PRESENTERS

Main Presenter
Josh Ellis (Senior Engineer (Traffic Systems))
Supporting Officers
Tony Dileo (Manager, Infrastructure Strategy)Berto Santana (Team Lead (Transport and Traffic))
Dallas Smith (Graduate Engineer)
Mary Torres (Infrastructure Strategy and Planning Manager)

## ATTACHMENTS

## ATTACHMENTS AND CONFIDENTIAL BACKGROUND PAPERS

| 1. | E-Scooter Shape Your Ipswich Survey Results |
|----|---------------------------------------------|
| 2. | E-Scooters in Ipswich Presentation          |

## BACKGROUND

Over the past few years, e-scooters as an emerging technology has been expanding across Australia and there has been interest from the industry and community regarding Council's position on implementation in the area. This report provides background information on Council's current policies and strategies, an understanding of what is an e-scooter, literature review commentary, review of the infrastructure investigation and feedback from the community and industry engagement.

### Policy

The *City of Ipswich Transport Plan* (iGO) is Council's masterplan for Ipswich's transport future. To meet the vision and objectives of iGO, aspirational sustainable transport mode share targets have been set and a list of actions for each element of the transport system provided. Furthermore, iGO promotes the need to target traditional attitudes towards transport and consider the need for travel behaviour change for certain trips and the development and uptake of new transport related technology. To this end, the need to consider and to form a position on the use and implementation of rideables such as electric scooters (e-scooters) is an important step towards Council achieving its sustainable transport targets. This is further supported by industry as there has been a strong push to implement an e-scooter scheme in Ipswich for several years.

The iGO Intelligent Transport System Strategy, being a child strategy of iGO, has identified rideables as an area of investigation. Specifically it states that Council should '*support the uptake, and safe and effective operation, of 'rideables' as sustainable and active forms of transport*.' Further to this, the iGO Strategy also recommends that other forms of shared mobility should also be investigated such electric bicycles (e-bikes) however this has not been included in the scope of this report.

### What is an E-Scooter?

In Queensland e-scooters are categorised as rideables and are required to abide by rules and regulations for personal mobility devices. Figure 1 below shows the design requirements set by the Queensland State Government for e-scooters and other personal mobility devices to be legally rideable.
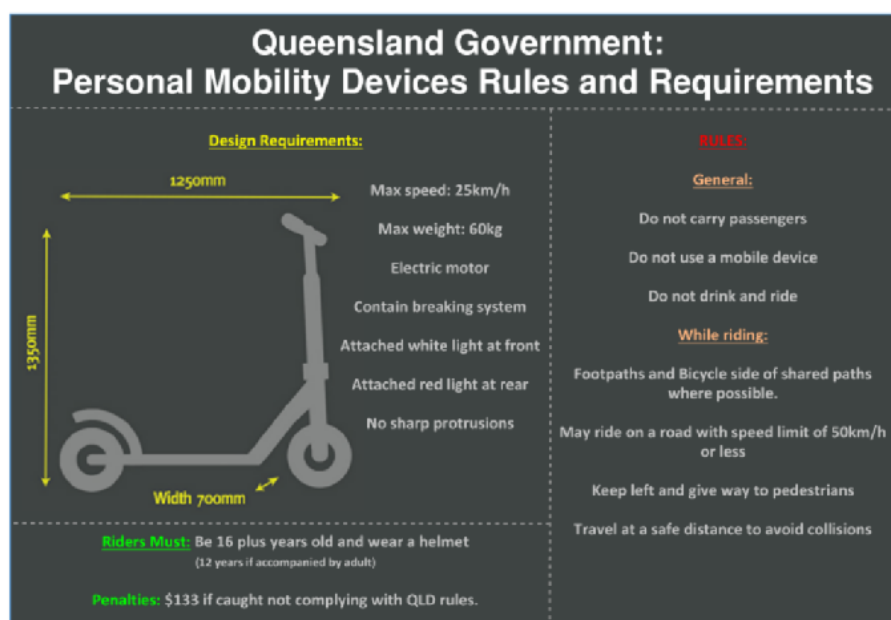


*Figure 1. Rules for personal mobility devices in Queensland*

E-scooters should be used on paths wherever possible however in some specific circumstances limited access to roads is permitted. For example, you can use your rideable to cross a road or avoid an obstruction on a path for up to 50m. In addition, riders are allowed to stay on the e-scooters to cross a road at a designated crossing.

Riders are also able to use e-scooters on local streets, where it is safe to do so. A local street is a road with a speed limit of 50km/h or less. It must have no dividing line or median strip and if it is a one-way road, it can't have more than one lane. Where permitted to ride on a street, riders must keep as far to the left side of the road as practicable. Just like bicycles, riders may ride alongside one other person or vehicle travelling on a road in the same direction. However, riders must not cause a traffic hazard by moving into the path of a driver or unreasonably obstruct the path of any other road user.

### *Literature Review*

Firstly, given the emerging nature of e-scooters and the mobility industry as a whole in Australia, there is a shortage of Australian specific literature on e-scooters and how this transport mode performs in local conditions. Therefore, the majority of the literature reviews have been based on international learnings to assist in informing this report.

Although the initial use of e-scooters by most people seems to be motivated by fun, research from New Zealand and France suggests that for subsequent uses the motivation changes to e-scooters being more convenient and efficient as an alternative transport mode, suggesting they will become an increasingly legitimate transport option over time, as bicycles did. Research suggests e-scooters should be encouraged as a new form of transport as they have proven to reduce congestion and carbon emissions. There is clear agreement throughout the literature that e-scooters can provide a valuable part in 'multi-modal' trips when used as a 'first and last mile' transportation connection to other transit options (e.g. bus stops and train stations). In particular, the San Francisco Municipal Transportation Agency (SFMTA) states "e-scooters are serving as a valuable last mile solution" for their city in the 2019 Powered Scooter Share Pilot Program (SFMTA, 2019). Another study highlights that 46% of car traffic in the US is from trips shorter than three miles (approximately 5km) in length, indicating the significant potential of e-scooters as an alternative micro-mobility transport mode. Further to this, reported data from Lime scooters (primarily used within the Brisbane local government area) showing 30% of their riders used an e-scooter to replace a car trip, and 27% used them to connect to public transport.

Results from literature across the globe found similar results when surveying users in relation to e-scooters being used alongside other public transit options, with SFMTA (2019) finding 34% of respondents used e-scooters as a last mile option both to and from public transport connections (bus or train), with 28% saying they would not have taken public transport if the e-scooters were not available and that "scooters induce transport trips at roughly 4 times the rate they replaced transport trips". Similarly, a user survey conducted in France found similar results, with 23% of users combining trips with other forms of public transit. Likewise, a technical report from New Zealand found e-scooters facilitate public transport connections, with 28% of e-scooters being used alongside public transport.

E-scooters have been found to be most useful and cost effective for trips around 3km and 5-15 minutes in duration, and therefore not suited to replace longer distance car or public transportation trips as illustrated within Figure 2 below. Also more recent local research suggests that e-scooters have eased the difficulties in traversing Brisbane's variable terrain.
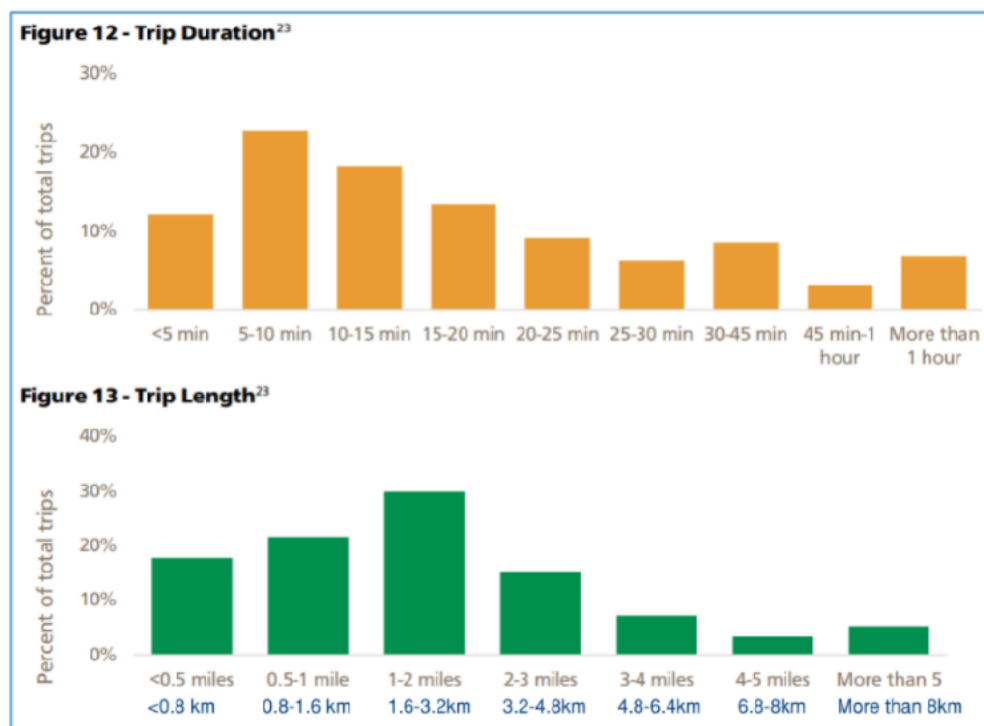


Figure 2. E-Scooter effectiveness in relation to time and distance

### Safety

Most research identifies that the safety of e-scooters is the primary concern among the public, both prior to and following their introduction in many cities around the world. For example 62% of Portlanders approved of e-scooters following their 120-day pilot program. However, of those who did not approve, riders not obeying laws and riding on footpaths were their key concerns. Similarly, surveys in France found that 51% of people cited feeling unsafe as a key drawback to e-scooters. Likewise, a survey from New Zealand found over a third of respondents had not used an e-scooter due to safety concerns. Despite these concerns, two other studies found most people were in favour of e-scooters as a whole.

There also seems to be a clear difference in perceptions of e-scooters between those that have ridden one, and those that have not. A study found that 76% of people who had not ridden an e-scooter before felt unsafe as a pedestrian around e-scooters, while only 24% of people who had ridden one felt this way. Similarly, 80% of non-riders felt uncomfortable driving a car around e-scooters, whereas only 47% of e-scooter riders felt uncomfortable in this situation. Another study also found over 70% of people who had not used a shared mobility device felt unsafe as a pedestrian and uncomfortable as a driver around e-scooters.

This proportion was between 40-50% for e-bike riders, and 15-20% for e-scooter riders. As a result, they suggest that complaints and cynicism around e-scooters will gradually diminish as more people try them. These differences in perceptions are further supported by survey results from Santa Monica, California, following their shared mobility device pilot program which found 63% of users believe e-scooters had a positive impact on transportation, whereas only 9% of non-users held that opinion. Furthermore, users believed usage of e-scooters had improved throughout the pilot program, while non-users generally did not.

As shown above, the perceived lack of safety of e-scooters (particularly for pedestrians) is a key issue to be solved for the transport mode to continue to grow and benefit the community.

Additionally, there are safety concerns for riders due to the non-use of helmets, excessive riding speeds, drink riding and increasing injury risk. Pedestrians are also at risk either by being hit by riders or tripping over parked e-scooters on footpaths. Statistical results suggest most e-scooter rider injuries result from falls and not collisions with motor vehicles even in countries where most riding is on roads. Ambulance and emergency department data from Brisbane in early 2019 showed that most injured riders were aged 20- 34 years old and the numbers of males and females were similar. A comparison with the CARRS-Q study of the number of riders in the Brisbane CBD led the Royal Australasian College of Surgeons to conclude that the e-scooter riders were twice as likely to be injured as a bicycle rider. Among the patients for whom injury data was available, 10% had minor head injury, 3% had major head injury, 21% had upper limb fractures and 6% had lower limb fractures. Fractures were commonly reported in New Zealand and US studies. Inexperience appears to be a significant contributor to crash risk, particularly among riders of shared e-scooters. Use of alcohol, speeding and under-age riders have also been widely reported. Low rates of helmet wearing – even in Australia – among riders of shared e-scooters are contributing to frequent head injuries in crashes.

### *Regulation*

A Queensland survey in relation to e-scooter regulations found that less than 30% of respondents were confident they understood the rules, with over 50% not confident at all. However, as the Queensland survey was conducted by an insurance company its accuracy cannot be confirmed, and a more academically sound study would provide a more accurate reflection of the opinions of Queenslanders.

For everyone's safety, riders must ride in a safe and respectful manner, especially around pedestrians. Also worth noting that rideables do not need to be registered. In Queensland, riders must (Rules):
- be at least 16 years of age, or 12 with adult supervision
- wear an approved bicycle helmet, that is securely fitted, at all times (unless an exemption has been granted for medical or religious reasons)
- not carry passengers
- not use a mobile device
- not drink and ride
- Have a working flashing or steady white light on the front, and a red light and reflector at the rear when travelling at night or in hazardous conditions.

- Keep left and give way to pedestrians.
- Travel at a speed that allows you to stop safely to avoid colliding with a pedestrian.
- Travel at a safe distance from a pedestrian so you can avoid a collision.
- Keep left of oncoming bicycles and other personal mobility devices.
- Only use the bicycle side of a shared path.

Furthermore as previously noted, riders can also ride on local streets, where it is safe to do so. A local street is a road with a speed limit of 50km/h or less. It must have no dividing line or median strip and if it is a one-way road, it can't have more than one lane.

### Helmets

Interestingly, based on the few studies of e-scooter safety from Queensland, it was observed 61% of riders in Brisbane were correctly wearing a helmet. Similarly, based on 54 hospital reports from Brisbane, 25 riders (46%) were confirmed to be wearing a helmet. However, given that wearing a helmet is required by law in Queensland, this was still considered to be too low. Observations from Brisbane found it is difficult to ensure e-scooters always have helmets with them, and even if they do, they may or may not fit the rider which calls the safety of the helmet into question. Further to this the Queensland Police Service have found difficulty in enforcing helmet use in Brisbane.

### Private Ownership

A survey from Melbourne asked a series of questions, one of which was "would you rather purchase or rent an e-scooter?" With 1060 surveyed responses, they found 54% of people believe they would rather purchase their own device, 36% wanted to purchase their own device but also have the option of renting an e-scooter when needed, and 7% stated they would only use an e-scooter from a sharing scheme. Similarly from the same survey, the question was asked "would you consider purchasing an e-scooter for a friend or family member?" Of the 1321 participants, 63% responded positively to the question, 23% answering negatively, and 14% unsure. This suggests that a potential result of prolonged usage of dockless e-scooters could result in users committing to e-scooters as a viable long term option for transportation.

The option of private ownership for frequent users is supported by experts who agree it is more economical and would result in savings in the long run. Another positive of private ownership is that privately owned e-scooter riders are more likely to operate responsibly partly to protect their expensive investment, while shared e-scooter users can be less considerate as they are not burdened with the financial costs to repair damage. However, despite the advantages, research has found the respondents to that question in France would not purchase their own e-scooter due to the advantages of a dockless e-scooter outweighing the financial advantages of sole ownership. These advantages include: the flexibility of being able to use an e-scooter one way to a destination and another mode of transport for the return; not having to carry their own e-scooter around; and avoiding the risk of vehicle theft. The survey also found that since dockless e-scooters were introduced, only 4% of people had purchased a privately owned e-scooter, but these people still used dockless e-scooters when convenient. Furthermore, Brisbane City Council advised that for

every dockless e-scooter provided within a scheme there is 10 privately owned e-scooters and this number is continuing to have strong growth.

### *Parking*

During a study in San Jose, California, 530 parked scooters were observed for a two month period. This study found 72% were parked on footpaths (with most of the remainder parked on nearby properties), but 90% of these did not obstruct pedestrian or disabled access as they were parked on the edge of the footpath or next to other obstruction. As a result, they suggest regulating e-scooter parking may not be necessary at all or require relatively small efforts.

Similarly, in a study conducted in Virginia, 606 observed e-scooters only 16% were not properly parked, of which only 6% were obstructing pedestrian access. Another study in Washington DC found only 8% were improperly parked, and Seattle, where 4% of parked e-scooters impeded pedestrians. They also note that improper parking appears to be more prevalent in residential areas with narrower footpaths as it is more difficult to find appropriate parking locations.

Despite the above research, there is still thought among experts that parking continues to be a key issue for e-scooters. Due to the issues experienced during the initial unregulated use of e-scooters in San Francisco, the authorities prioritised implementation of a locking mechanism for all e-scooters, requiring them to be locked to fixed objects to reduce improper parking (which may also reduce the prevalence of having to fish e-scooters out of bodies of water). One provider uses an app-controlled mechanism, whereas the other simply provides a combination lock. Complaints and parking fines have reduced following implementation, as shown in Figure 3 below.
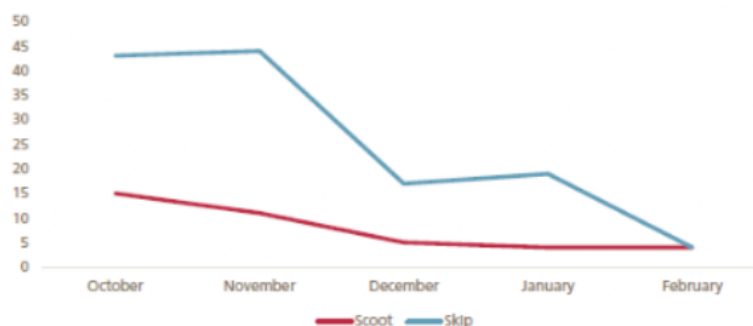


*Figure 3. Complaints and Parking Fine vs time Graph*

Based on the literature reviewed so far, other potential strategies to improve parking include:

- Geofenced areas that restrict riders from ending trips in these locations.
- Tipping sensors.
- Direct communication and education of riders

- Penalties for operators to encourage them to promptly remove incorrectly parked e-scooters.
- Confiscation of privately owned e-scooters if illegally parked.
- Clearly designated parking spaces as the most effective strategy to improve e-scooter parking, based on international experience.

Bird, an international e-scooter operator, has also implemented designated parking spaces in downtown (CBD) areas, as well as other strategies to improve parking, such as: allowing the public who do not ride e-scooters to report improperly parked scooters through the app; and requesting riders send end of ride photos to confirm how they have parked the e-scooter.

### Geo-fencing

Geofencing is currently used as a means of controlling where e-scooters can be used and parked. Geofencing is a virtual boundary that can be programmed to the e-scooters and communicated to riders via the e-scooter provider app to reduce speeds of the e-scooters in certain areas, prevent their use altogether in other areas and prevent users from ending trips (i.e. parking) in certain locations. An example of how geofencing can be communicated to riders through the e-scooter provider app, as shown below in Figure 4. The area shown in green indicates where riding is permitted, whereas the area shown in red is where parking and riding is not allowed. It should be noted that geofencing varies by provider and excludes privately owned e-scooters.
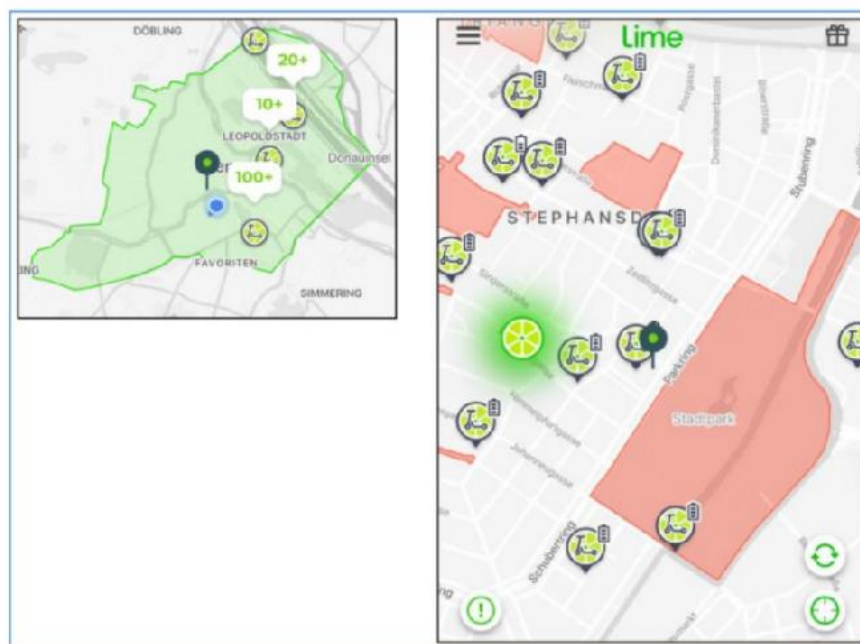


*Figure 4. Geofencing example*

### Financial

From a financial regulation perspective, research suggests tariffs can provide a crucial method for controlling e-scooter usage as well as an important source of income to improve infrastructure for the benefit of users. There are several different tariff approaches across cities in the United States. For example Portland have imposed a 25 cent tariff per ride to help fund administration, enforcement, infrastructure and accessibility improvements; Chicago and Seattle impose application fees; Reno and Aurora charge one-time or annual fees per device or group of devices; and other cities who have required performance bonds to protect the public from bankruptcy or contractual failure of the provider.

### Infrastructure

As part of this study the areas of the Ipswich CBD, Springfield and Ripley were considered. Ripley Valley was considered as part of the research element given that it is in early development stages to consider from stakeholders when they would consider Ripley ready for e-scooters and what infrastructure provision would need to be well-thought-out in the future to see success. It would not be anticipated that Ripley Valley is included at this time for consideration of e-scooters.

### Ipswich CBD

Ipswich CBD (CBD) is historically an old city that's foundations were not necessarily built around the needs of walking and cycling, and now mobility devices. After a review of the infrastructure in the area it is clear that continued investment is needed in the CBD for asset rehabilitation of footpaths to meet current standards as well as new paths to connect key destinations throughout the area. Furthermore, to assist with management of vehicle speeds within the CBD consideration needs to be given to using green infrastructure and policy assistance to CBD businesses. Examples of this is the implementation of landscaping and encouraging businesses to expand out on to the verge with on street dinning.

### Springfield Central

Springfield Central is a rapidly growing new area and given its young age, infrastructure meets current standards and is in a good condition from an asset management perspective. The area would need a lot less infrastructure investment as a result at this time to support any potential e-scooter program.

**CONFLICT OF INTEREST**

There have been no declared conflicts of interest regarding this report to date.

**PROPOSAL**

Based on the research provided in this report it would be recommended that Council could support the implementation of an e-scooter scheme in the Ipswich Local Government Area (LGA) as a policy position. As part of the process it would be recommended that Council continue to engage with the community and stakeholders to help shape what the scheme would look like and to also work to educate the community and provide opportunities for

trials of the transport mode. Timing of a potential pilot and then a subsequent longer term e-scooter scheme would be subject to resourcing. If Council is amenable to progressing e-scooters as a project within the City, a project plan could be developed that would consider the intricacies of a rollout within the City including any resource requirements.

To deliver the project, a working group would be required and comprise of both internal and external stakeholders and along the journey provide regular feedback and gain sign off of required elements to the relevant Council Committee. The first action of the working group would be to provide a timeline and list of activities required to successfully deliver the project.

In summary, the proposal for consideration and discussion is as follows:

1. Determine a Policy Position – That Council support the uptake of e-scooters and continue with the view of implementing an e-Scooter scheme in Ipswich CBD and Springfield Central.
2. Develop a project plan as to how this could be implemented across the City.
3. Run a trial scheme.

**CONSULTATION AND COMMUNICATION**

As part of the research, Council engaged with the community, industry, government and non-government agencies to assist with future decision making. The list of who has been engaged has been provided below in Figure 5.

| Ipswich City Council Stakeholders | |
|---|---|
| 1. Transport and Traffic Team | 5. Works and Field Service Branch |
| 2. Open Space and Facilities Team | 6. City Design Branch |
| 3. Local Laws and Regulation Team | 7. Insurance and Risk Team |
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| **Electric Scooter Companies** | |
| 1. Beam Scooters | 3. Lime Scooters |
| 2. Neuron Scooters | 4. Bird Scooters |
| **Local Governments** | |
| 1. Brisbane City Council | 2. Adelaide City Council |

*Figure 5. Stakeholders engaged.*

Due to the COVID-19 pandemic some stakeholders including Queensland Health and Queensland Ambulance Service were difficult to engage with. It is recommended that as Council continues its research and progress we continue to engage with the community, industry, government and non-government agencies.

### Industry

Industry are the main drivers for e-scooters to be a reality in Ipswich as there is an eagerness to bring the new mode of transport to the area. It should be noted that of the various companies that Council met with, none of the companies have actually undertaken an analysis of the area and given consideration to the size of implementation that would work in the various precincts or if they would be economically viable. That being said, it would seem industry is primarily interested in gaining market share and this is a risk that would need to be managed.

Each of the companies that were consulted with have different approaches to operating in a city and it would be recommended that the working group would need to work through what is important to Ipswich. Examples of the differences include parking management where some companies require photos of where the e-scooter is parked to ensure it is acceptable. Another example is that some companies can rely on the support of the public to recharge the e-scooters and replace them onto the street whereas others will have staff pick up the e-scooters at the end of the day, service them and then implement them in the morning of the next day.

### Government and Non-Government Agencies

All the government and non-government agencies were very much supportive of the concept of e-scooters coming to Ipswich LGA except for the Queensland Police Service (QPS). QPS indicated that they are not supportive of the implementation of e-scooters to the LGA as they have limited resources for enforcement purposes. Although this is acknowledged, a lack of resources for enforcement should not be the defining factor that sees an e-scooter scheme proceed or not proceed. It would be recommended that several of the agencies are included to assist in development of an e-scooter scheme and also longer term during operations.

### Community Engagement

To assist with developing a position on e-scooters in the Ipswich LGA community engagement was undertaken using the Shape Your Ipswich platform. 366 participants undertook the survey. With support of Council's marketing team, a successful ad campaign saw just over 6,000 individuals click on to the Shape Your Ipswich e-scooter's survey page. However, there was a high bounce rate as only 6% of traffic to the site participated in the survey. This has been indicatively attributed to the need to sign up to the Shape Your Ipswich page and will need to be considered further for future surveys.

Attachment 1 provides the results from the key survey questions. The survey results indicate there is support for e-scooters and a trial occurring the LGA. This being said, given the issues associated with the Shape Your Ipswich page Council officers have also reviewed the commentary that was made to the social media ad campaigns. This review indicates that

social sentiment is slightly different to the results of the survey. It is advised that a lot of the commentary indicated a clear lack of understanding from the community in relation to several issues associated with e-scooters and their operations.

Given this, it would be recommended that as part of any process moving forward, there would need to be an education campaign for the community addressing these misunderstandings. For example comments were presented in relation to insurance and risk by the community. Industry has driven the need for e-scooter companies to provide insurance as part of their schemes when users sign up for the use of the scheme.

Another example is that this would be costly to Council, and Council should look to invest budget elsewhere. However, it should be noted that Council would not be paying for the service to occur on the network but to permit it and then ensure compliance. Although there is acknowledgement that this would still incur costs for Council, the likely benefits of e-scooters as well as the potential of additional revenue source that could be reinvested into the pedestrian and cycle network, is likely to outweigh the operational costs.