

# E-scooter trial and the challenges of their introduction

City of Adelaide

IPWEA SA State Conference

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# The beginning of shared mobility in Adelaide

- Adelaide has had shared mobility services for more than 10 years
- Adelaide Free Bikes available from nominated locations around the City and surrounding suburbs
- The scheme is popular with tourists and averages around **1,400** trips per month



<https://www.surveymonkey.com/r/AdelaideFreeBikes>

# Dockless shared mobility in Australia

- First dockless bike share schemes appeared in Australian cities in mid-2017 with Melbourne being the first to launch
- Bikes tracked via GPS and are hired using mobile phone apps.
- Provided a new form of flexible transport for people to move around busy cities
- The first dockless bike share company (oBike) launched more than 1,000 bikes on Melbourne streets



<https://www.theguardian.com/lifeandstyle/2018/jun/25/bike-sharing-company-obike-to-immediately-cess-all-operations-in-singapore>



# Dockless shared mobility in Adelaide

- The management of mobility share schemes in South Australia is different to other states
- Under Section 222 of the *Local Government Act SA 1999*, undertaking a business activity on a public road requires a **permit**
- In October 2017, two bike share companies were issued with permits and each launched 100 bikes in the City of Adelaide



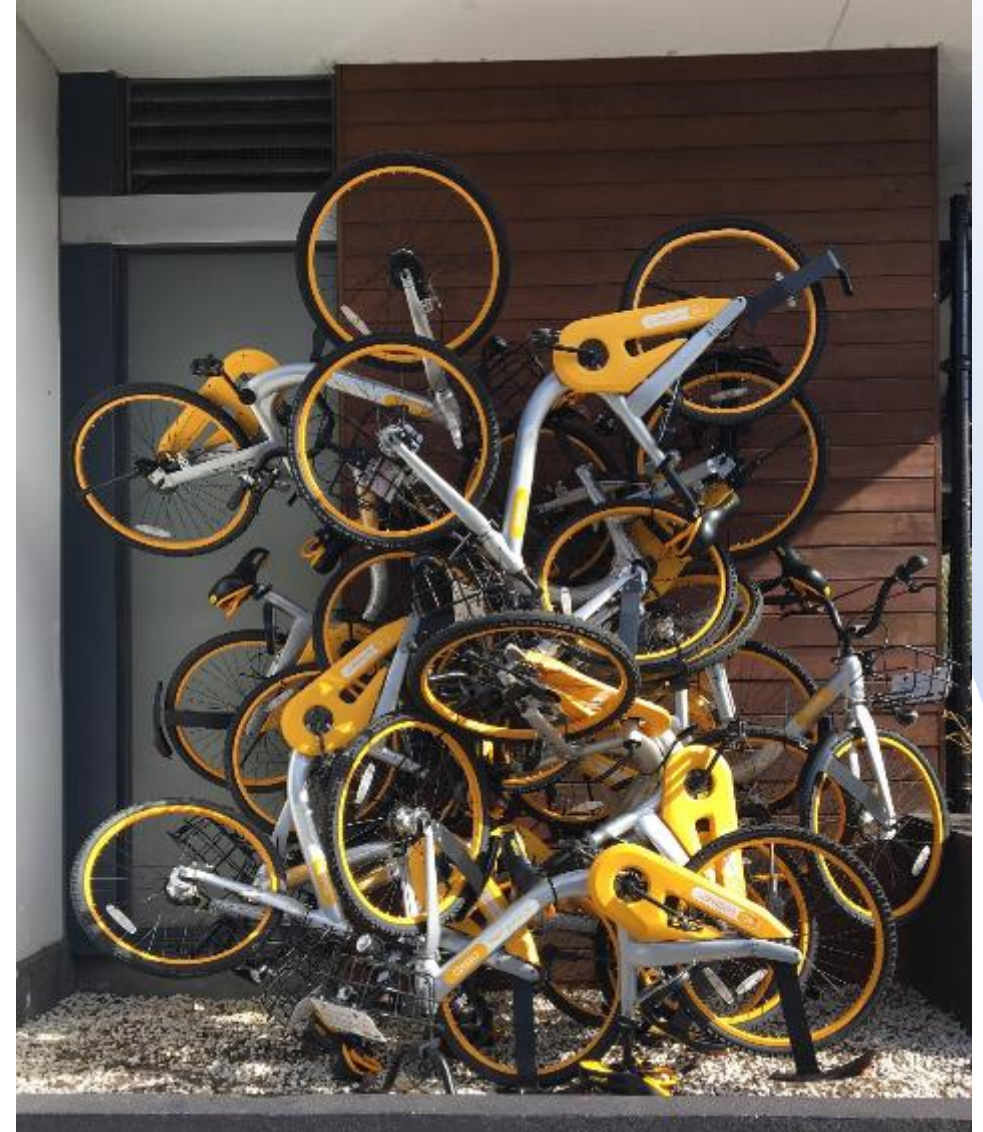
<http://anthillonline.com/worlds-largest-bike-sharing-platform-ofo-launches-australia-adelaide-first-city/>



# Issues with dockless shared mobility



<http://www.trulydeeply.com.au/2017/12/obikes-technology-good-intentions-meet-real-world/>



[https://www.reddit.com/r/melbourne/comments/74t3ui/obike\\_art/](https://www.reddit.com/r/melbourne/comments/74t3ui/obike_art/)



# Issues with dockless shared mobility



<https://www.theaustralian.com.au/nation/politics/melbourne-lord-mayor-robert-doyle-puts-breaks-on-obikes/news-story/6e9a37a64364fb547ff57ee04140285e#&gid=null&pid=1>



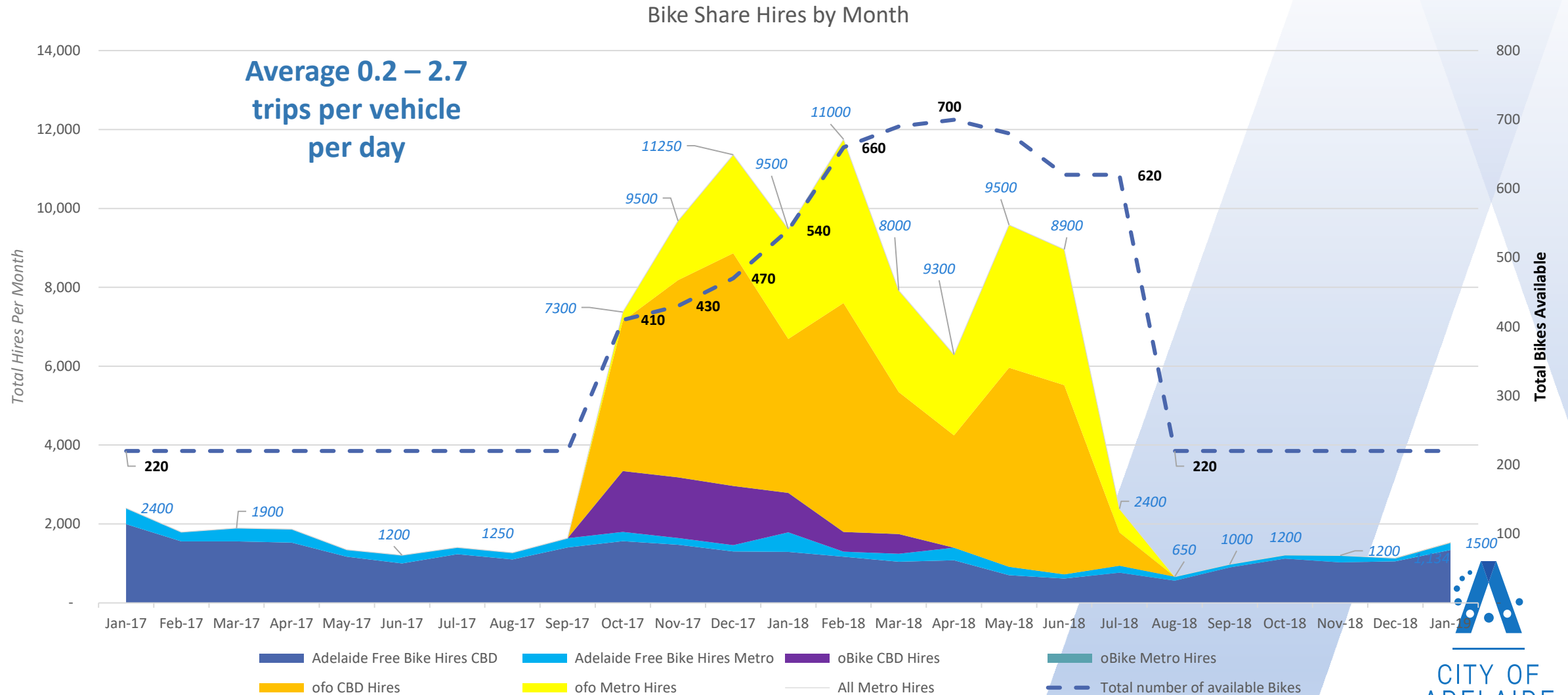
# Addressing the issues

- In late October 2017, the City of Adelaide placed an immediate freeze on the issuing of bike share permits
- **This effectively capped the number of bike share operators to two**
- Both operators continued to provide their schemes in the City of Adelaide, and continued to expand to the surrounding suburbs, increasing their fleets



<http://anthillonline.com/wp-content/uploads/2017/10/ofo-Adelaide-3.jpg>

# Bike share statistics





# Introduction of e-scooters

- The exit of dockless bike share saw an opportunity for new electric scooters (e-scooters) to fill the void
- Other disruptive technology companies (such as ride share) proved people are prepared to pay for short trips
- While e-scooter schemes commenced around 2012, in 2017 and 2018 operators quickly began to appear
- E-scooter launched in Auckland, New Zealand in October 2018



<https://qz.com/1558033/a-software-malfunction-is-injuring-lime-riders-around-the-world/>

# Introduction of e-scooters in Australia

- E-scooters launched in Brisbane November 2018 with the Queensland Minister for Transport providing an exemption/amendments to legislation to permit e-scooter use
- E-scooters launched on the Gold Coast soon after but without permission from Council
- Several e-scooter operators approached the City of Adelaide and State Government seeking to launch, however, due to State legislation, e-scooters were not legal to operate



<https://www.abc.net.au/news/2019-03-30/two-people-ride-lime-scooters-along-the-brisbane-river-on-decem/10956202>



# City of Adelaide's approval

- In January 2019, the City of Adelaide approved e-scooters to be trialled in the City during the busy Adelaide Festival Season, subject to changes to State Regulations
- Approval included a single operator with 500 e-scooters
- Council approached the market for e-scooter operators in parallel with Regulation changes by the State Government



<https://www.abc.net.au/news/2019-01-30/lime-scooter-in-use-in-adelaides-cbd-1/10764178>

# Regulation change and e-scooter rules

- On Thursday 14 February 2019, the State Government amended the Regulations that govern e-scooters and permitted their use, including where they could be ridden and the rules
- Rules include:
  - Approved geographic area
  - Limited to 15km/h (vehicle controlled)
  - To be ridden on footpaths\*
  - Not to be ridden in bike lanes or on roads\*
  - Must be at least 18 years old
  - Must wear a helmet
  - Must not drink and ride or be under the influence of drugs
  - Not to be taken on public transport





# Launch of e-scooters in Adelaide

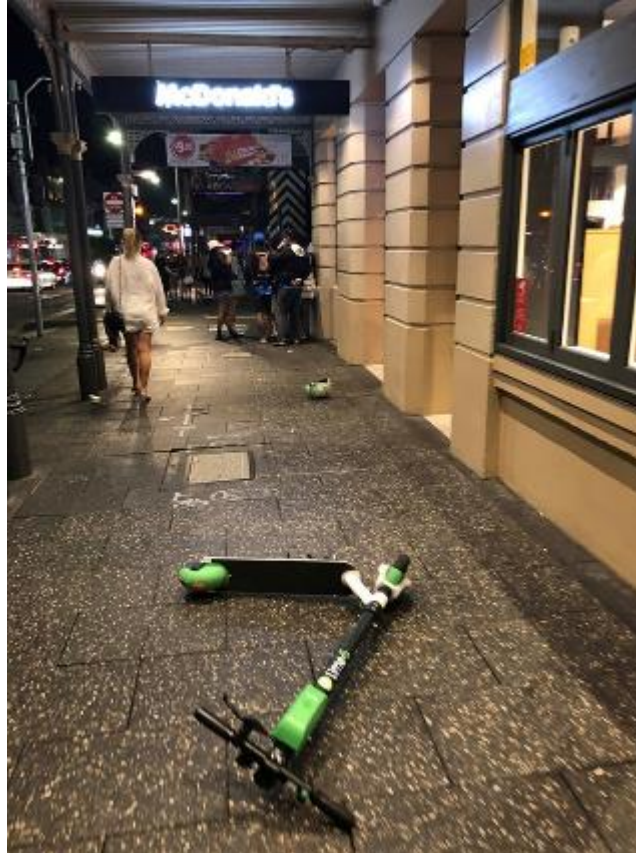
- Change in Regulations enabled the City of Adelaide to issue a permit to a single operator under the provisions in the Local Government Act
- On Friday 15 February 2019, e-scooters first appeared on city streets
- Trial for a period of 4½ weeks to cover the Festival Season
- Operator launched with an initial 220 e-scooters and expanded to the full 500 fleet within the first week



<https://www.weekendnotes.com/lime-scooters-adelaide/>



# Reported issues



City of Adelaide

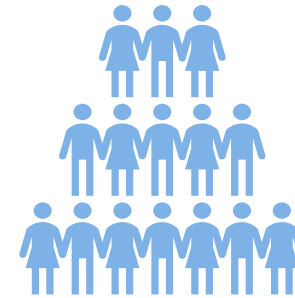
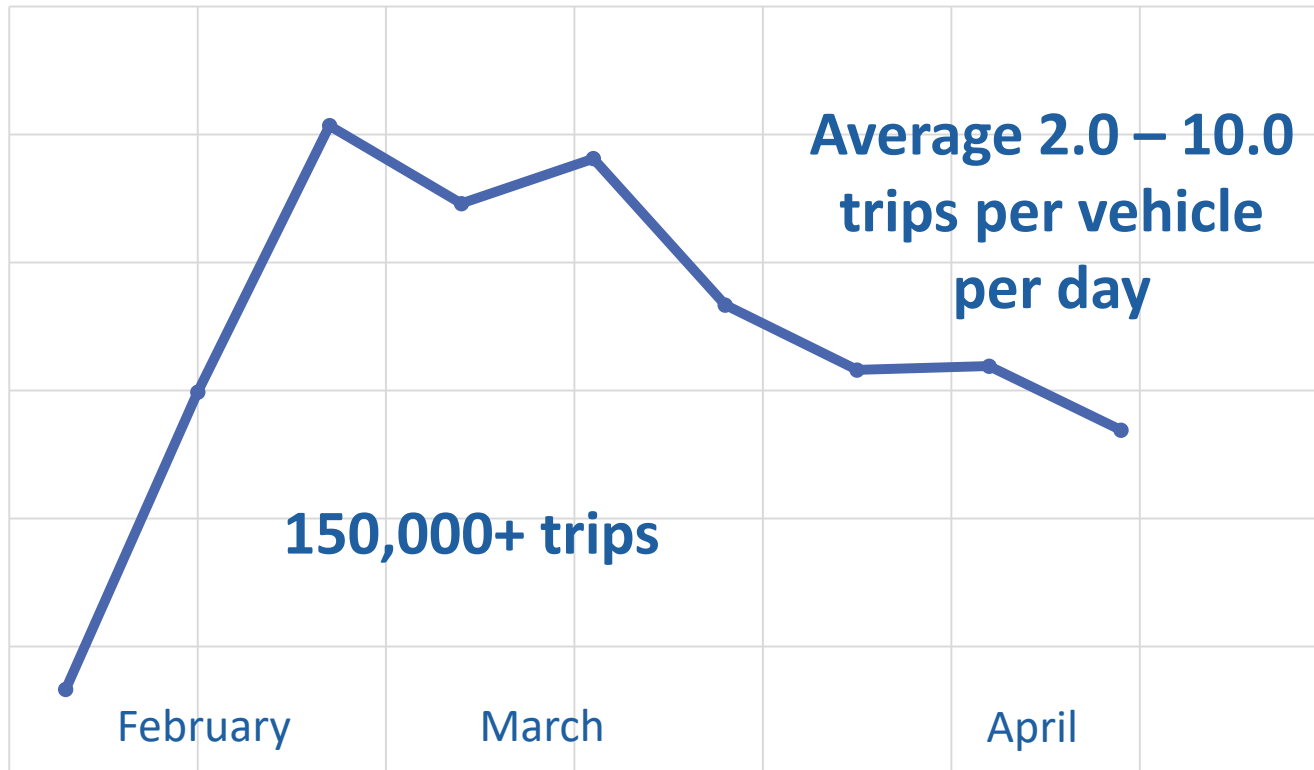
<http://www.mix1023.com.au/newsroom/adelaide-lime-electric-scooter-woman-loses-drivers-licence-dui-alcohol>

- People not wearing helmets
- Children as young as 12 riding e-scooters (minimum age is 18)
- Multiple people on one e-scooter (including parents with children)
- Riding on the roads, in bike lanes and disobeying road rules
- Riding in Rundle Mall (prohibited)
- Riding outside of the approved area



# E-scooter usage statistics

- Due to the popularity of the trial, in March, Council endorsed for the trial to be extended for 4 weeks to enable the development of the second trial



**20,000+  
unique  
users**



**14,000+  
website  
Visits**



**9 injuries**



**1.25km**

# Second e-scooter trial

- An Expression of Interest (Eoi) process was undertaken for a second trial
- Two operators with 500 e-scooters each for 6 months
- Competitive process and extensive evaluation which included State Government
- Included demonstrations of the proponents' e-scooter products and their abilities to meet the requirements



<https://www.adelaidenow.com.au/messenger/city/beam-or-ride-we-roadtest-adelaides-new-scooters/news-story/2aa1995bb499ac55f1858d3e78dc9a>

**Current Average  
2.0 –6.0 trips per  
vehicle per day**



# Learnings from e-scooter introduction

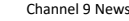
- Effective geofencing areas (Rundle Mall)
- Conflicting information
- Educating users about responsible riding
- Lack of awareness of the rules
- Conflict between pedestrians and e-scooter users
- Parking of e-scooters
- Uncertainty for non-e-scooter users
- Contending with a new mode of transport
- Festival period saw higher than anticipated demand





# Identified issues

- Geofencing and prohibited areas
- Vandalism
- Littered helmets
- Inappropriately parked e-scooters by users
- Congregation of e-scooters in busy areas





# E-scooter safety

- Globally there is a focus on e-scooter safety
- A number of jurisdictions are recording increases in reported injuries attributed to e-scooters
- The media has reported high injury rates in Auckland (1964 in 6 months) and Brisbane (80 injuries in two months)
- Comparisons often standalone and not against other modes
- A recent Austin, TX study identified 33% of e-scooter related injuries recorded on their first trip and estimated **20 injuries per 100,000 trips**



[https://www.washingtonpost.com/transportation/2019/03/15/cdc-is-studying-e-scooter-injuries/?noredirect=on&utm\\_term=.02e716695959](https://www.washingtonpost.com/transportation/2019/03/15/cdc-is-studying-e-scooter-injuries/?noredirect=on&utm_term=.02e716695959)

# Adelaide's record – are we safer?

- 9 injuries reported to date
- Injury rate of **6 per 100,000**

1x  
Broken  
Nose

1x  
Broken  
Arm

1x  
Head  
Trauma

3x  
Injured  
Shoulder/  
Back

3x  
Minor  
injury

## Possible explanations

- Limited speed - 15km/h
- Mainly using footpaths\* (not bike lanes like other countries)
- Geographically flat
- Mandatory helmet laws
- Wide footpaths



<https://www.adelaidenow.com.au/messenger/city/two-people-caught-riding-lime-escooters-while-drunk-one-loses-licence/news-story/0986b19db5c2f0ec7966b726e8d7c3f1>



# E-scooter benefits

- E-scooters have proven to be popular and not just amongst younger generations
- Feedback received from the community has been generally supportive (22% positive, 49% neutral and 29% negative)
- Main concerns related to e-scooters being ridden on footpaths and rider behaviour
- New commuter patterns have formed and people are reliant on e-scooters for their daily commute
- Improved access to less accessible areas of the city by providing convenient travel for short trips



<https://www.adelaidenow.com.au/messenger/city/beam-or-ride-we-roadtest-adelaides-new-scooters/news-story/2aa1995bb499ac55f1858d3e78dc9ace>

# E-scooter benefits

- Local businesses are supporting e-scooter riders and encouraging e-scooters to be parked at their business (incentives)
- New business partnerships have been formed
- E-scooters are providing an eco-friendly, low emissions transport option



Ride



# Considerations for Local Governments

- Managing e-scooters deployment
- Operator relationships
- Inappropriately parked / preferred parking areas
- Congestion on footpaths
- Quality of footpath and ramp infrastructure



# What next?

- Current permit for 4 months to October 2019
- Preferred/dedicated parking zones
- User survey and community engagement
- Joint user education campaign with State Government and South Australian Police
- Full review of e-scooter, permit and Regulations such as speed limits, where to ride and user conditions
- Considerations for impacts of expansion across the City of Adelaide and to surrounding Councils





# Thank you

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City of Adelaide

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[www.CityofAdelaide.com.au/e-scooter](http://www.CityofAdelaide.com.au/e-scooter)

[escootertrial@CityofAdelaide.com.au](mailto:escootertrial@CityofAdelaide.com.au)

# References

REOI Documents:

<https://www.cityofadelaide.com.au/online-services/permits-and-licenses/approvals-permits-licenses/e-scooter-mobility-services>

Council Report:

[https://dmzweb.cityofadelaide.com.au/agendasminutes/files08/Agendas/Council/2019/2019\\_03\\_12Council\\_Item\\_8.1\\_-\\_Distributed\\_Separately.pdf](https://dmzweb.cityofadelaide.com.au/agendasminutes/files08/Agendas/Council/2019/2019_03_12Council_Item_8.1_-_Distributed_Separately.pdf)

New Zealand (March 2019) Statistics

<https://www.rnz.co.nz/news/national/385406/scooters-2-point-9m-acc-bill-for-users-injuries>

Auckland (May 2019) Statistics

[https://www.nzherald.co.nz/business/news/article.cfm?c\\_id=3&objectid=12227078](https://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=12227078)

Brisbane (May 2019) Statistics

<https://www.abc.net.au/news/2019-05-09/man-dies-in-hospital-critical-lime-scooter-crash-brisbane/11098060>

Centers for Disease Control and Prevention and Austin Public Health Department Study (April 2019) Report

<http://www.austintexas.gov/edims/pio/document.cfm?id=318777>