

## Public Engagement Summary and Results

The City of Edmonton launched the pilot Shared Micromobility Program in 2019 to enhance active transportation options through shared e-scooters and e-bikes, and support The City Plan’s vision of a connected, accessible city. The City wanted to hear from Edmontonians about how it could improve the program that provides shared e-scooters and e-bikes. The feedback was obtained by surveying the Edmonton Insight Community along with registered users from current vendors Bird and Lime.

## Public Engagement Approach

### How We Engaged

- An online survey was distributed to the members of the Edmonton Insight Community and was also made available on edmonton.ca/surveys between August 16th and August 30th, 2023.
- Current vendors, Bird and Lime, shared a unique survey link with their registered app users between August 18 to 30, 2023.
- In total, 5,013 residents responded to the survey, including 1,864 users of rental e-scooters and e-bikes.

### Survey Participants by Age and E-User

	EIC* n=3,880	Public Engagement Activities n=1,133	E-Scooter User n=1,791	E-Bike User n=782	E-Scooter & E-Bike User n=1,864	Non-Use r n=3,149	Total
18-24 years old	1.3%	9.4%	7.0%	6.9%	6.9%	0.9%	3.1%
25-34 years old	10.6%	31.7%	30.9%	32.6%	30.0%	6.7%	15.4%
35-44 years old	18.0%	30.1%	31.9%	30.1%	31.5%	14.4%	20.7%
45-54 years old	16.3%	15.5%	16.2%	13.2%	16.1%	16.1%	16.1%
55-64 years old	20.9%	8.1%	9.1%	9.1%	9.4%	23.1%	18.0%
65-75 years old	20.7%	2.6%	2.6%	4.9%	3.4%	24.5%	16.6%
75+	5.8%	0.2%	0.1%	0.4%	0.2%	7.1%	4.5%
Prefer not to answer	6.1%	1.9%	1.8%	2.7%	2.0%	7.0%	5.1%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*Gen-Z and Millennials (ages 25-44) show the greatest enthusiasm and support for the Shared E-Scooter & E-Bike Program. As this community ages, we anticipate more people will see the benefits and support will grow.*

\*Edmonton Insights Community

## What We Heard

### User Experience Insights

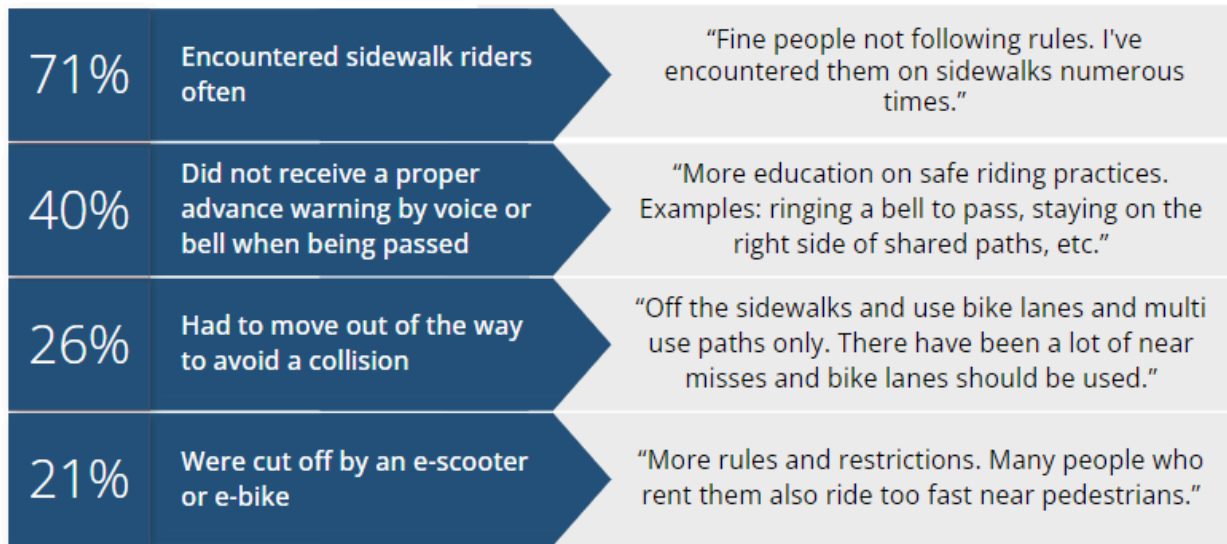
- 90 per cent of shared e-scooter and e-bike survey respondent users are enjoying their experience.
- 75 per cent of survey respondents agree that shared e-scooters and e-bikes are beneficial in providing another way to travel.
- 71 per cent reported often encountering sidewalk riders and 20 per cent encountered e-scooter and e-bike blocking an emergency doorway or pathway
- 64 per cent of survey respondents agree that shared e-scooters and e-bikes increase access to sustainable transportation options.
- 62 per cent of survey respondents agree that shared e-scooters and e-bikes help connect people to their city.
- 52 per cent of millennial (age 25-34) survey respondents use shared e-scooters and e-bikes as alternative modes of transportation.
- 28 per cent of the Gen-X and Boomer (age 55-65) survey respondents say they utilize shared e-scooters and e-bikes for recreational activities.
- 22 per cent of survey respondents have ridden a shared e-scooter or e-bike.



Users 1864 + Non Users 3149  
Total Survey Respondents n=5013

Safety Insights

- The majority of respondents (65 per cent) agree that safe riding rules should be encouraged through discounting future rides.
- 63 per cent of respondents agree that abiding by safe riding rules should be encouraged through fining problematic behaviours and banning repeat offenders. However, support was lower when looking only at e-scooter and e-bike user responses (39 per cent).
- A minority of respondents (43 per cent) support restrictions for helmets, network paths and trails, speed and hours of operation.
- Incidences of injuries are low. 8.5 per cent of users reported injuries and 70 per cent of those were minor in nature. Continued progress toward Vision Zero and targeting zero traffic-related serious injuries is necessary.



### Open Response Insights: Common Themes

The shared e-bike and e-scooter program has received mixed feedback from users and non-users. While many appreciate the program's convenience and sustainability, there are significant concerns regarding the behaviour of some riders and the lack of infrastructure to support safe riding. Common issues include riders on sidewalks, improper parking that obstructs walkways and ramps and a lack of identification for riders who break the rules.

Four common themes emerged amongst users and non-users in the open-ended question, "How could the e-bike or e-scooter program be improved?"

- Improvements and access to infrastructure, such as bike paths, shared-use paths and wider sidewalks were the top themes for non-users and users.
- Sidewalk use was ranked second for non-users as a concern, with much of the sentiment being negative and expressing a desire to restrict users from riding on sidewalks. Users' views around sidewalk use was positive and highlighted existing and improving infrastructure.
- Safety recommendations differed significantly between non-users and users. Non-users were not comfortable having e-scooters speeding past them on sidewalks or behaving unpredictably in traffic. Users were concerned about riding on roads with traffic and being unable to go fast enough to maintain traffic speed.
- Recommendations for rules and regulations were split unevenly. Non-users were concerned with parking, sidewalk use and passing on shared-use paths. Users were concerned by the survey questions about increasing regulations or rider penalties.