



E-scooters Survey Report

Prepared by Corporate Research Unit
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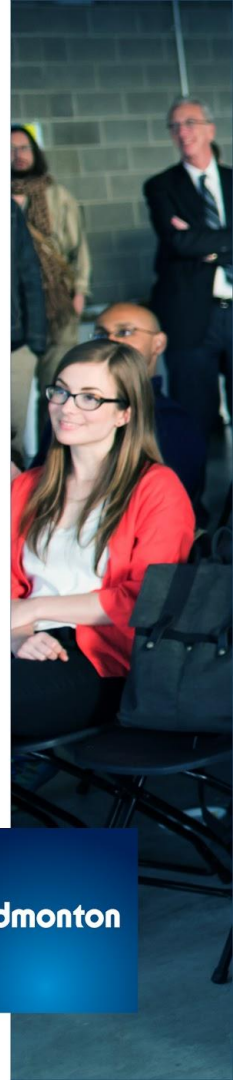
Methodology and Objectives

- Online survey was distributed to the members of the Insight Community and was also made available on edmonton.ca/surveys between December 9th, 2020 and December 20th, 2020. 1,553 citizens responded to the survey.
- Objectives.
 - Understanding public perception of e-scooters
 - Understanding experience with e-scooters (both users and non users)
 - Understanding public education on e-scooters (focused on users)
- The survey was developed by Corporate Research in collaboration with e-scooters program team
 - Data analysis and reporting has been done internally by the Corporate Research team

Find out more by going to: edmonton.ca/engagement

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Summary

Perception of the program:

Overall, there is support to encourage usage of shared bicycles and e-bikes. While both users and non-users indicate a need for education on safe e-scooter use and etiquette, non-users also want more enforcement on how to use shared active vehicles.

Perception of e-scooters:

The majority of respondents (69%) agree that e-scooters provide an alternate way for people to get from point A to point B. Users of e-scooters have more positive opinion about e-scooters compared to non-users.

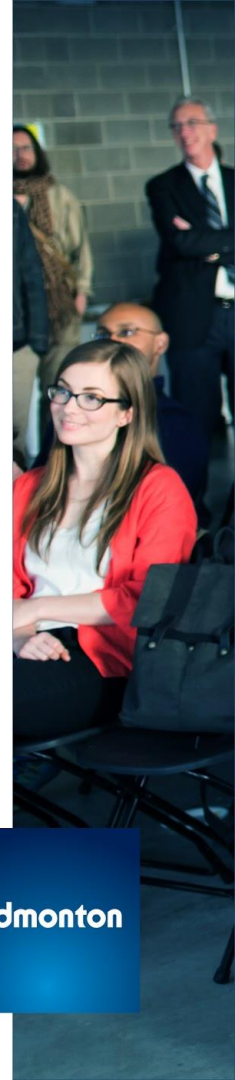
- More than half of respondents agree that e-scooters help connect people to their city (58%) and e-scooters are enjoyable (54%).
- Less than half of respondents agree that e-scooters help connect people to each other (47%)

Feeling unsafe (in general and related to COVID-19) was the main reason for not using an e-scooter. Not knowing how to use it, not wanting to pay for the service, lack of availability in their area were the other key reasons.

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Summary

Information Sources about e-scooters:

Word of mouth, vendor websites / apps were the most commonly used information sources about e-scooters. Majority of those (66%) who used the COE website (to find information about e-scooters) indicated that the information available on e-scooters was easy to understand.

Future opinion about e-scooters:

60% of the respondents would like the number of e-scooters available to remain the same (30%) or reduced (30%) in 2021. Users would like to see more e-scooters while non-users would like the number of e-scooters available to be reduced.

User Behaviour:

Recreation or as an alternative mode of transportation in congested areas were the primary reasons for using e-scooters. People usually rode e-scooters on bike lanes or shared paths. Close to half (45%) rode on sidewalks (where e-scooters are not allowed). There is an opportunity to tell users more about the parking and riding regulations of e-scooters.

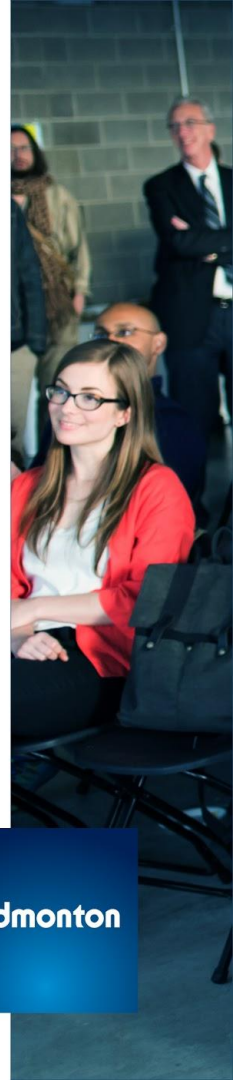
Information about e-scooter usage:

The majority of users received information from the e-scooter company after signing up. The information received helped the users (85% agree) learn more about e-scooter usage and safety.

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Summary

User Experience:

Overall, users indicated there were adequate parking options for e-scooters. There are opportunities to communicate more about the City regulations about using e-scooters. There is also room to enhance e-scooter cleaning practices.

Interaction with e-scooters:

Blocking the travel path, not parked in upright positions and too many e-scooters parked in one location were the most common issues reported around e-scooters parking.

From the perspective of a sidewalk user, encountering e-scooters driven on sidewalks and not receiving advance warning were the most common issues.

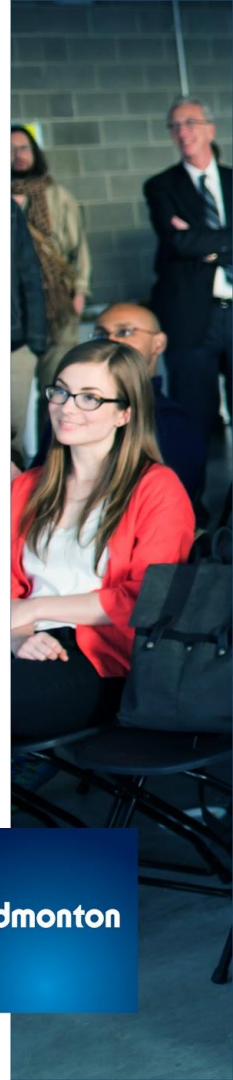
At times, drivers or cyclists found their paths blocked or not provided enough room to pass by e-scooters.

The feedback on e-scooter interactions is similar among those who identified themselves as persons with disabilities and those who did not.

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Results

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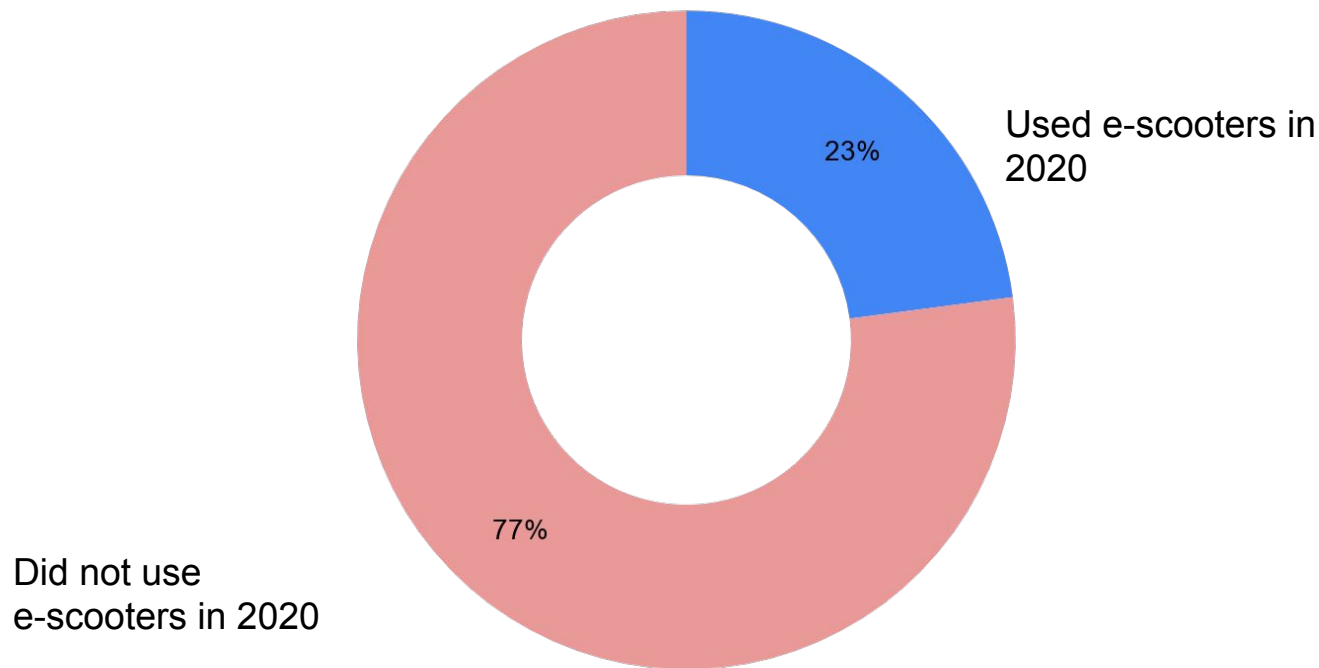


Overall

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23% of the survey respondents have used e-scooters in Edmonton in 2020.



Did not use
e-scooters in 2020

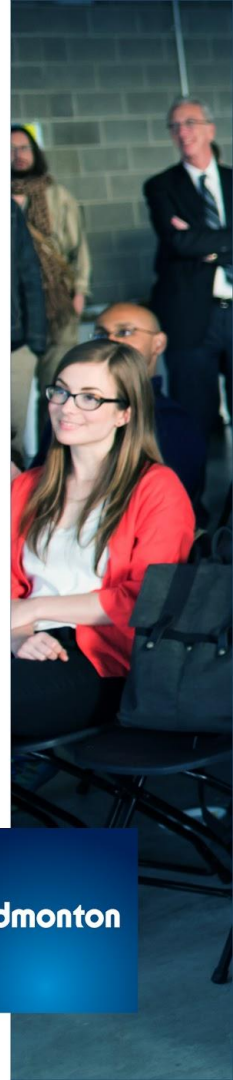
Used e-scooters in
2020

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Q1. Did you use an e-scooter service in Edmonton in 2020? (n=1,553)

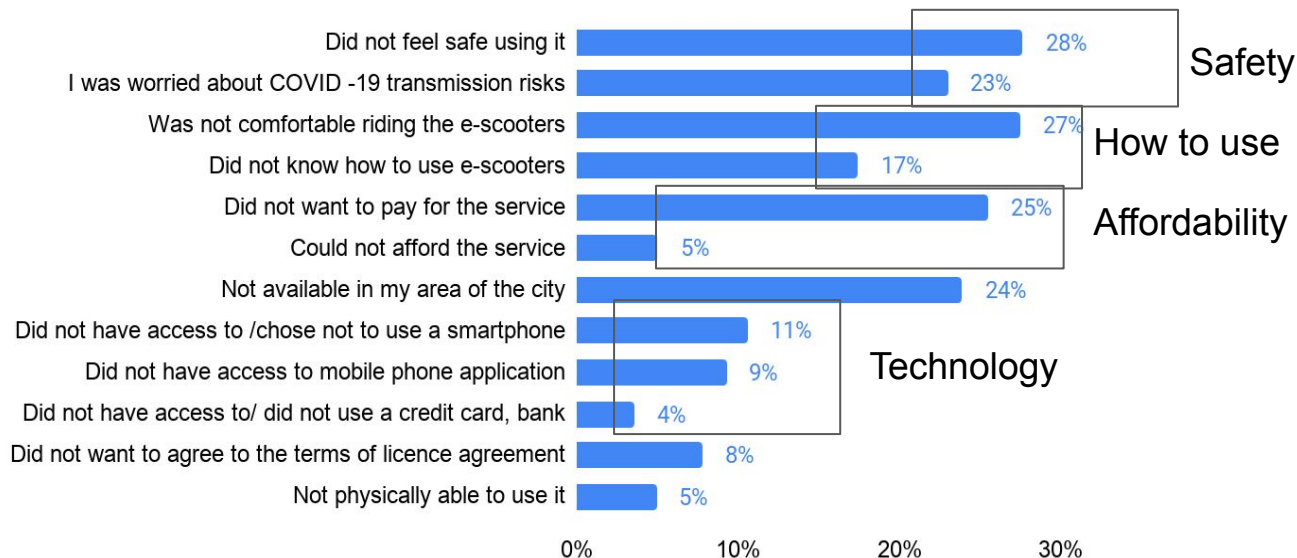
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Feeling unsafe (in general and related to COVID-19) was the main reason for not using an e-scooter. Not knowing how to use it, not wanting to pay for the service, lack of availability in their area were the other key reasons.

Reasons for not using e-scooters...



Q11. Why didn't you access the service? (n=1197)

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Overall, there is support to encourage usage of shared bicycles and e-bikes. While both users and non-users indicate a need for education on safe e-scooter use and etiquette, non-users also want more enforcement on how to use shared active vehicles.

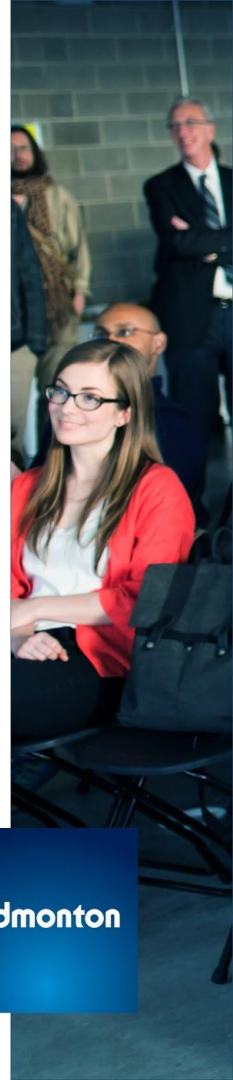
Total agree (4/5 ratings)	All respondents n=1553	Users n=356	Non-users n=1197
In addition to e-scooters, the City should also encourage usage of shared bicycles and e-bikes.	70%	88%	64%
The City should do more to enforce how shared active vehicles, such as e-scooters, should be used.	68%	44%	75%
The City should do more to educate the public, users and non-users, on safe e-scooter use and etiquette.	77%	70%	79%

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Q22.. Rate your level of agreement to the following statements

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The majority of respondents agree that e-scooters provide an alternate way for people to get from point A to point B.

In general, users have more positive opinion about e-scooters compared to non-users

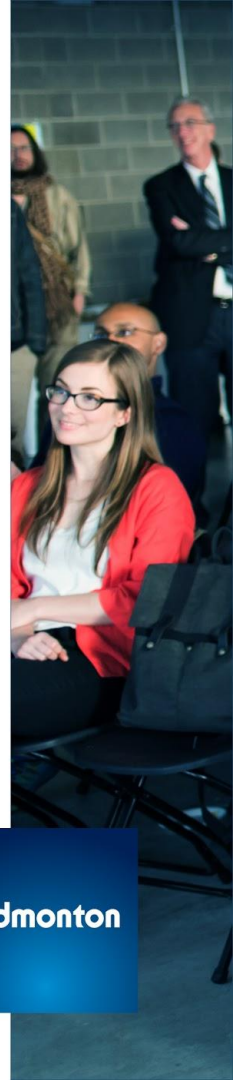
Total agree (4/5 ratings)	All respondents n=1553	Users n=356	Non-users n=1197
e-scooters are beneficial because they provide another way for people to get from point A to point B	69%	91%	63%
e-scooters help connect people to their city	58%	91%	49%
e-scooters are enjoyable	54%	94%	43%
e-scooters help connect people to each other	47%	84%	36%

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Q12. Rate your level of agreement to the following statements

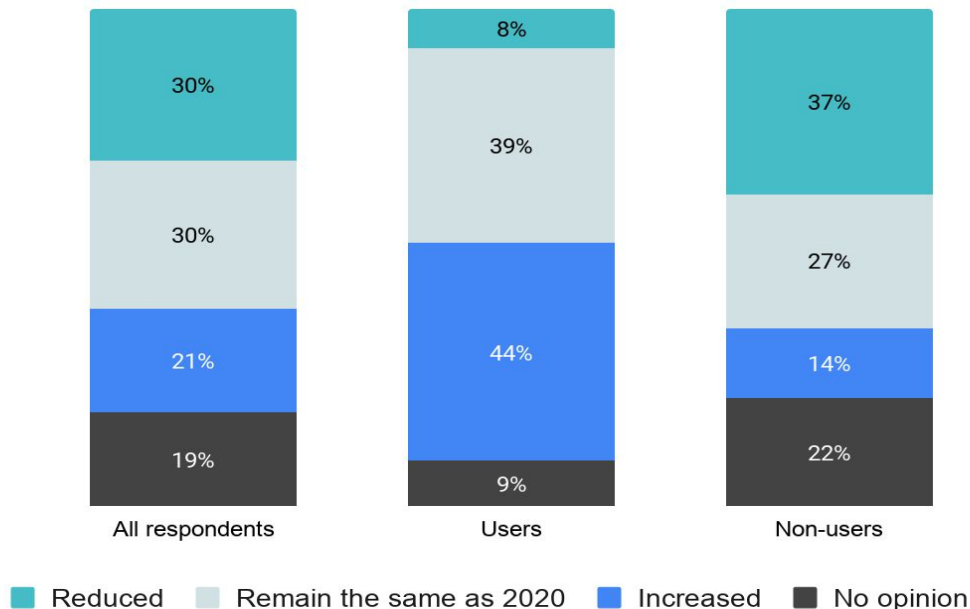
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Overall, 60% of the respondents would like the number of e-scooters available to remain the same (30%) or reduced (30%) in 2021. Users would like to see more e-scooters while non-users would like the number of e-scooters available to be reduced.

In 2021, the number of e-scooters available for users should be...



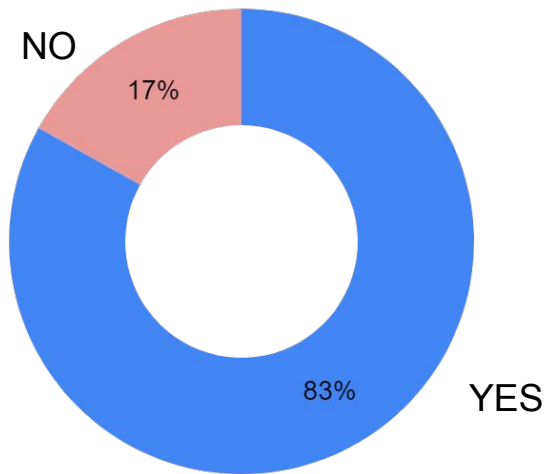
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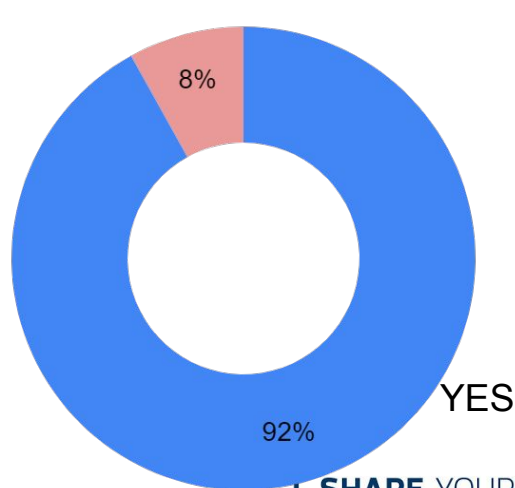
Q19. In 2020, the City allowed the service providers to increase the number of e-scooters available for users compared to 2019. Do you think in 2021... (all respondents=1553, Users = 356, non users = 1197)

The designated parking spots receive positive feedback from both users and non-users of e-scooters.

The parking places are placed appropriately within public space.
(Opinion of Non-Users of e-scooters)



The parking places convenient for e-scooter users
(Opinion of Users of e-scooters)



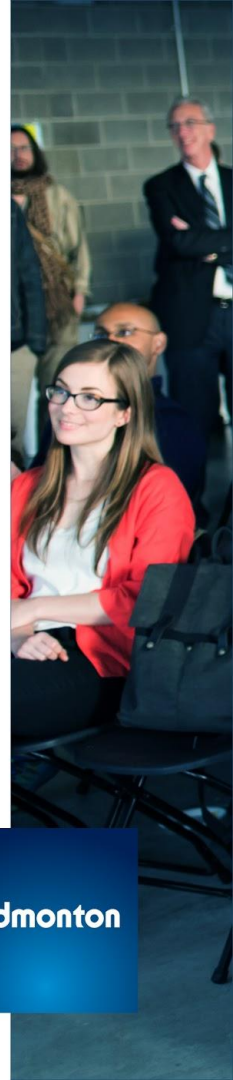
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Q21. Do you think these designated parking spaces are placed appropriately within public space? (n=438)

Q21a. Do you think these designated parking spaces are convenient for e-scooter users? (n=236)

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Word of mouth, vendor websites / apps were the most commonly used information sources about e-scooters. Those who used the COE website indicated that the information available on e-scooters was easy to understand.

Source of information used	
Word of mouth	38%
Vendors (Lime, Bird) apps, websites, and/or social media accounts	34%
News media	31%
City of Edmonton website	30%
Independent social media accounts and websites	14%
City of Edmonton social media accounts	10%
311	3%

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*Opinions about the City website...
(among those who used the City Website to look
information about e-scooters, n=462)*

% Agree

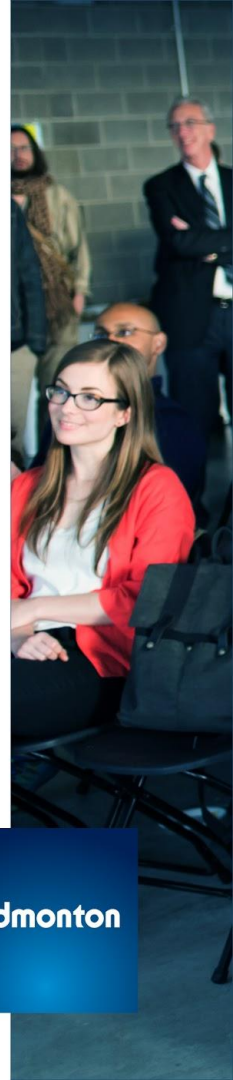


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Q16. Did you use any of the following sources to access information about e-scooters? (n=1553)

Q18. To what extent do you agree or disagree with the following statements? (n=462)





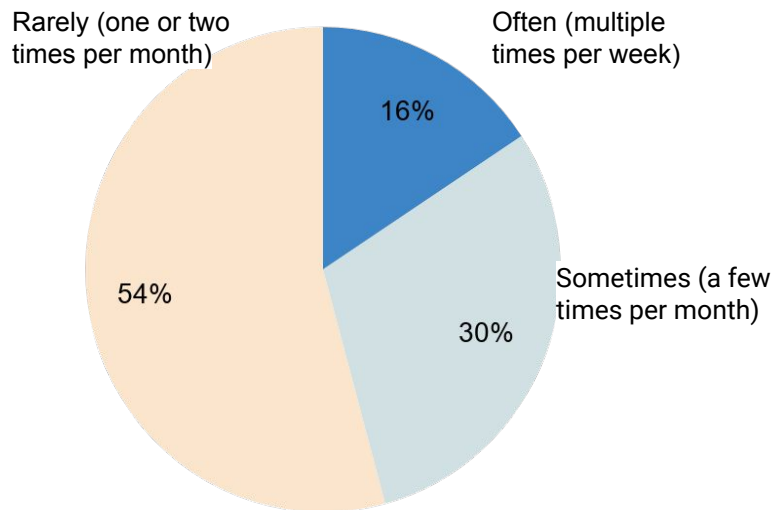
User Behaviour and Experience

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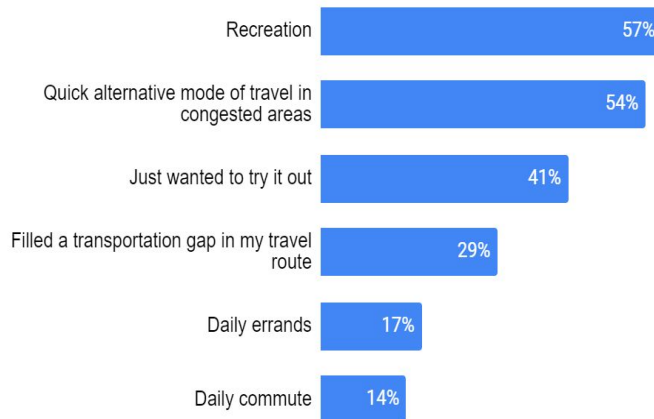
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**Most used e-scooters a few times per month or less frequently.
Recreation or as an alternative mode of transportation in congested areas were
the primary reasons for using e-scooters.**

How often did you use it..



For what purpose..



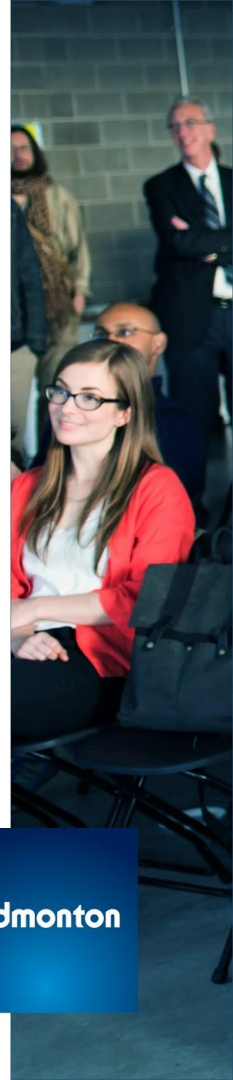
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Q2. How often did you use the service? (n=356)

Q3. What was your primary reason for using the service? (n=356)

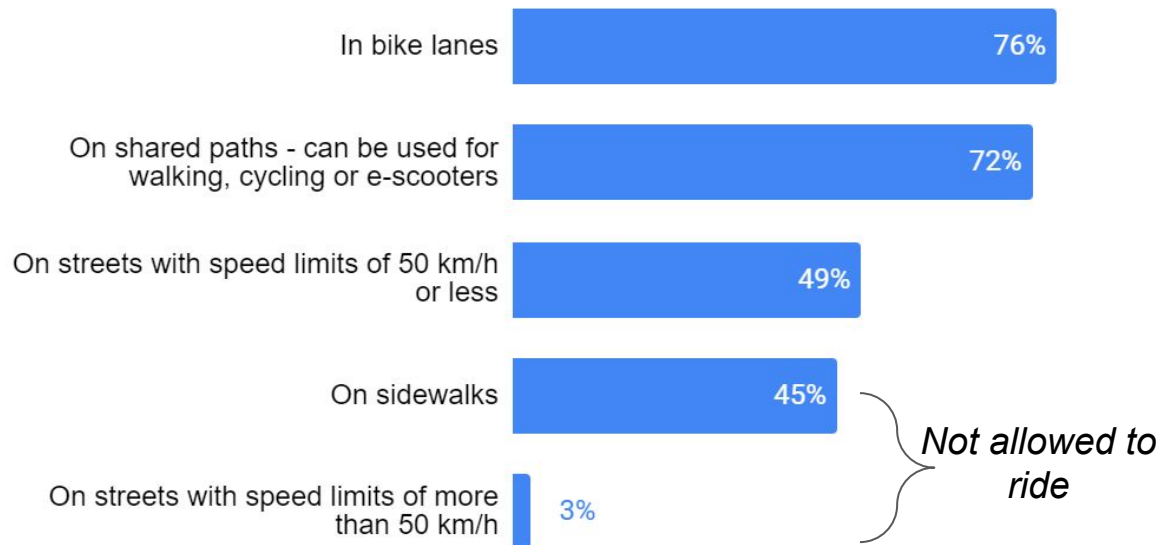
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People usually rode e-scooters on bike lanes or shared paths.
Close to half (45%) rode on sidewalks (where it is not allowed).
A few (13%) wore helmets while riding an e-scooter.

13%
wore a helmet
at least once
while riding an
e-scooter



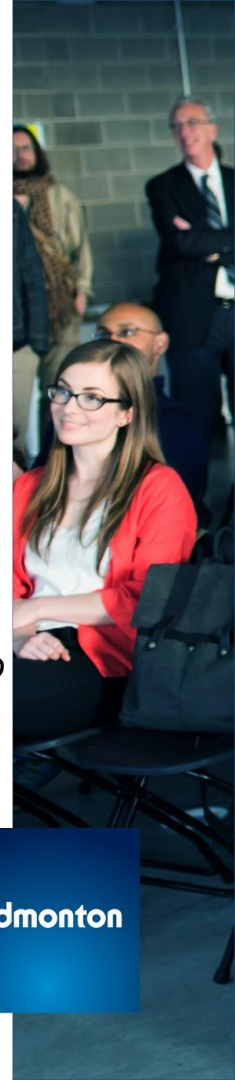
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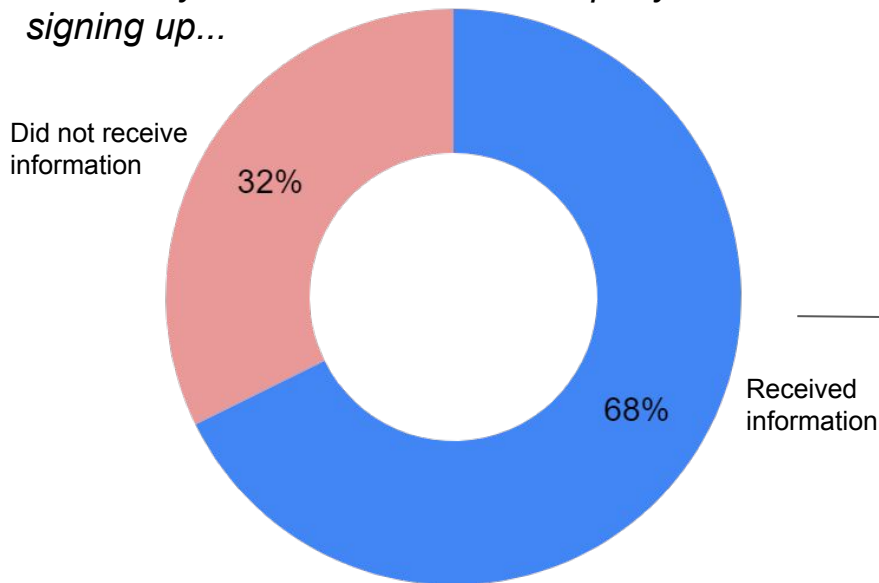
Q4a. How often did you wear a helmet while riding an e-scooter? (n=356)

Q4. Where did you primarily ride the service? (n=356)



The majority of users received information from the e-scooter company after signing up. The information received helped the users learn more about e-scooter usage and safety.

Did you receive information about e-scooter use and safety from the e-scooter company after signing up...



Among those who received information, 85% said the information helped them learn more about e-scooter use and safety

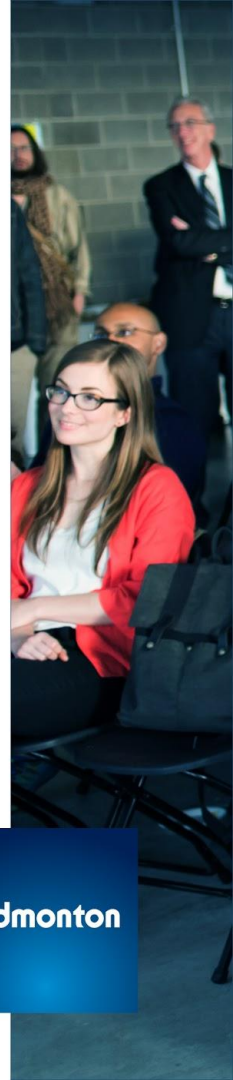
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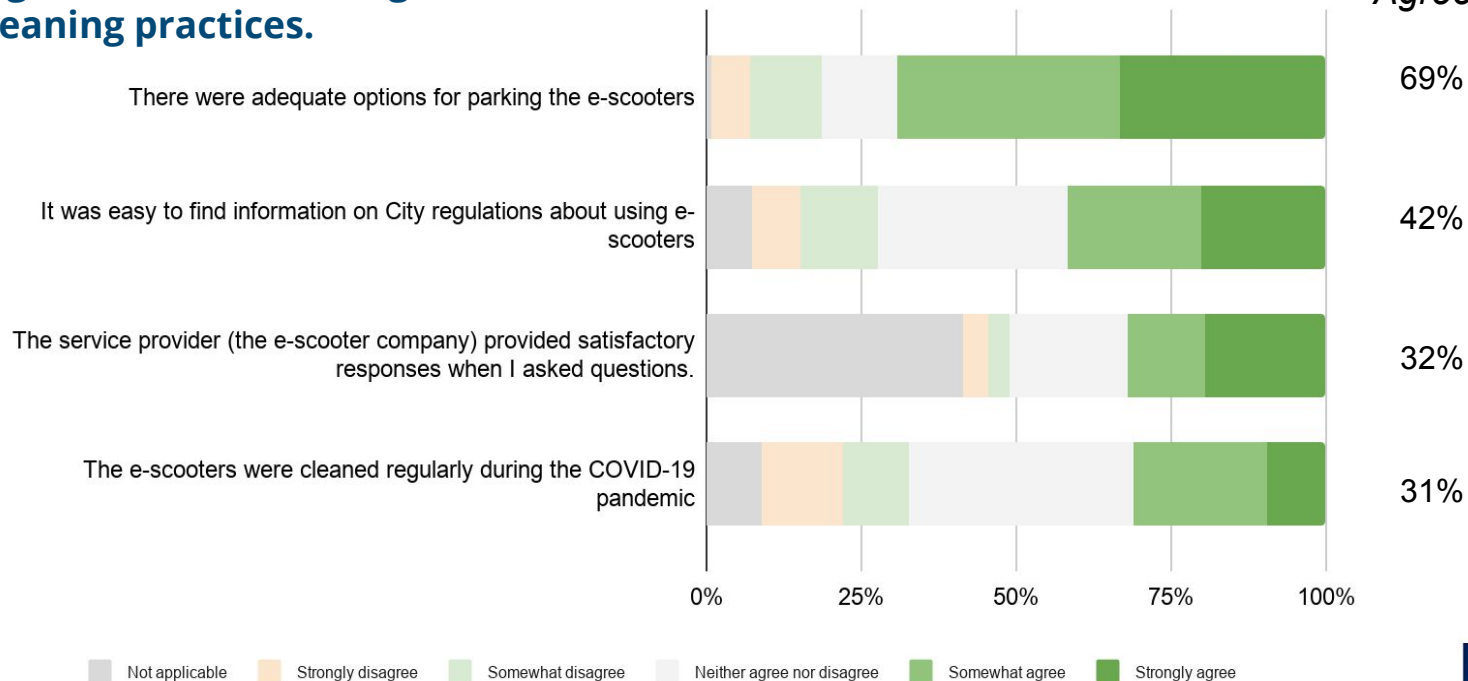
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Q9 Did you receive information about e-scooter use and safety from the e-scooter company after signing up, such as through emails, pop-ups, texts, or other forms of messaging? (n=356)

Q9a Did the information help you learn more about e-scooter use and safety? (n=241)



Overall, users indicated there were adequate parking options for e-scooters. There are opportunities to communicate more about the City regulations about using e-scooters. There is also room to enhance e-scooter cleaning practices.

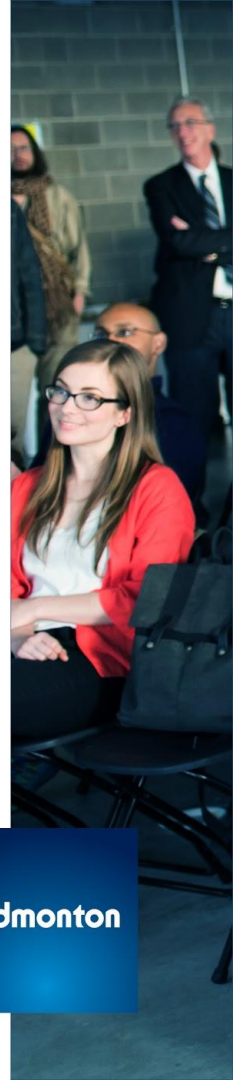


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Q10. To what extent do you agree or disagree with the following statements regarding your experience with e-scooters in 2020? (n=356)



There is an opportunity to tell users more about the parking regulations of e-scooters.

Allowed as per Regulations AND Users think it is allowed

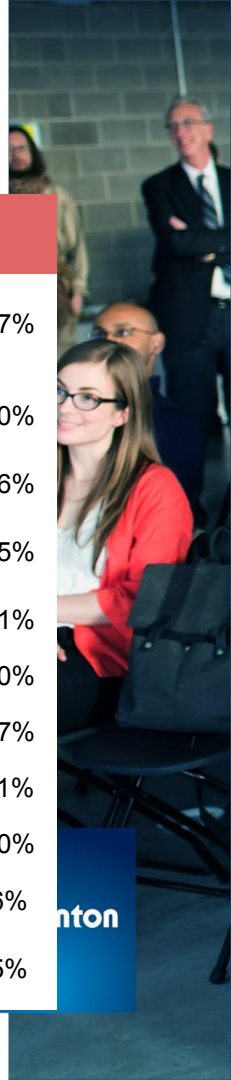
On a sidewalk within 0.5m from curb and allows 1.8 of clearance for pedestrians	88%
Within a metre from a shared pathway or trail	80%
Bike park areas at transit centres or rec centres	79%
Parking lanes, when sidewalks are less than 1.8m	52%
Parkland	38%
Onto a train during operating hours	6%

NOT Allowed as per Regulations BUT Users think it is allowed

Within a metre of a shrub bed, tree, or other vegetation aside from grass	57%
With 1.5m of benches, E-Park pay stations, transit signs, call boxes, crosswalk buttons, utility boxes or poles	40%
Parking lanes, where available	36%
Parking spots set aside for E-Park, no parking zones, no stopping zones, disabled parking zones, loading zones	25%
Within 5m of a fire hydrant or fire department connection	21%
In a bike lane, shared pathway, alley or loading area	20%
Anywhere on a sidewalk	17%
Car stalls	11%
On a bridge or in a median island	10%
Inside a Transit Centre or rec centre, on a LRT platform, onto a bus	6%
In doorways or emergency exits, on ramps, or next to handrails, bus benches or bus shelters	5%

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Q7 To the best of your knowledge of City regulations and guidelines, where are e-scooters allowed to be parked? (n=356)



Notable proportions of users are unaware that it is not allowed to ride e-scooters on park trails not maintained by the City and on sidewalks - an opportunity for communication.

Allowed as per Regulations AND Users think it is allowed

Bike lanes	98%
Shared pathways	98%
Shared streets	95%
Roads with a posted speed limit of 50km/h or less	94%

NOT Allowed as per Regulations BUT Users think it is allowed

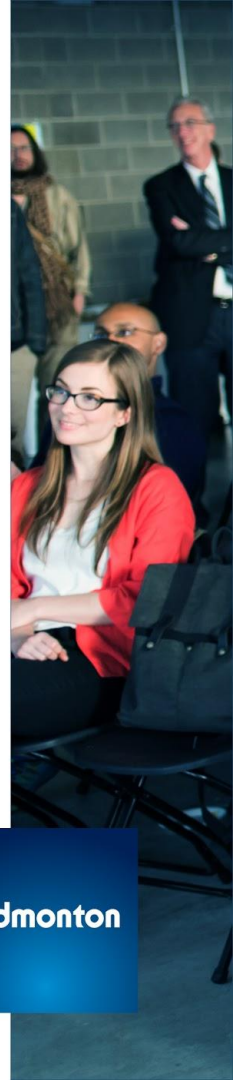
Park trails not maintained by the City	31%
Sidewalks	22%
Vehicle lanes designated for patio use	16%
Roads with a posted speed limit over 50 km/h	9%

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Q8 To the best of your knowledge of City regulations and guidelines, where can e-scooters be ridden? (n=356)

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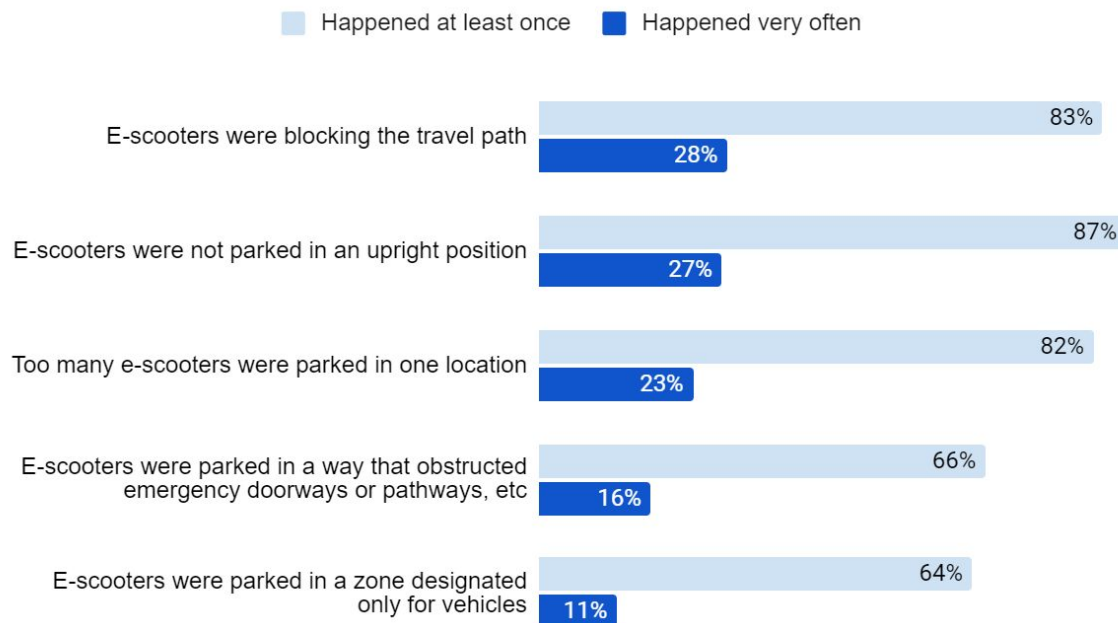


Encountering E-Scooters

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Blocking the travel path, not parked in upright positions and too many e-scooters parked in one location were the most common issues reported around e-scooters parking.

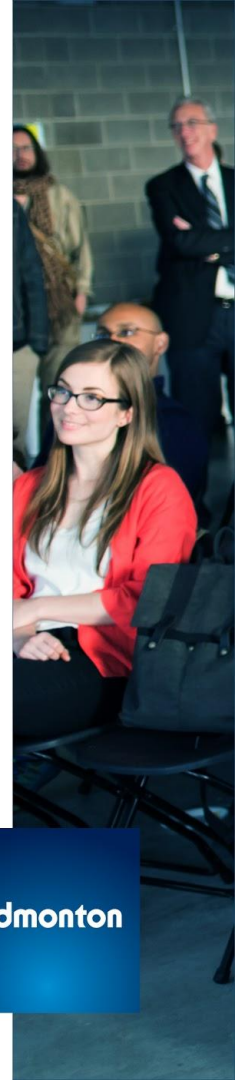


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Q13. How often did the following occur when you encountered parked e-scooters? (n=1553)

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Parked e-scooters

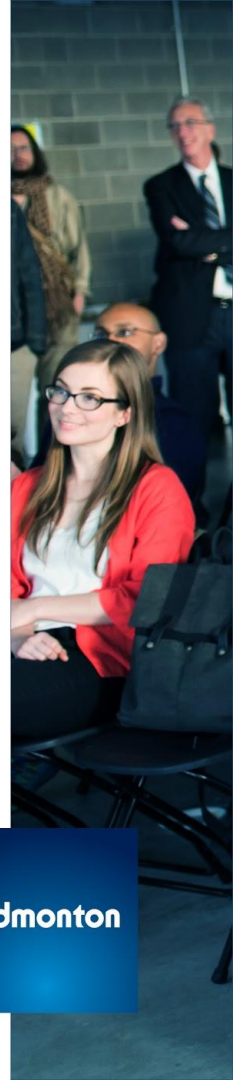
	Happened at least once		Happened very often	
	Identified as a person with disability (n=122)	Did not identify as a person with disability (n=1387)	Identified as a person with disability (n=122)	Did not identify as a person with disability (n=1387)
Too many e-scooters were parked in one location	76%	82%	25%	22%
E-scooters were not parked in an upright position	82%	87%	22%	28%
E-scooters were blocking the travel path	80%	83%	27%	28%
E-scooters were parked in a way that obstructed emergency doorways or pathways, etc	70%	65%	17%	17%
E-scooters were parked in a zone designated only for vehicles	66%	63%	11%	11%

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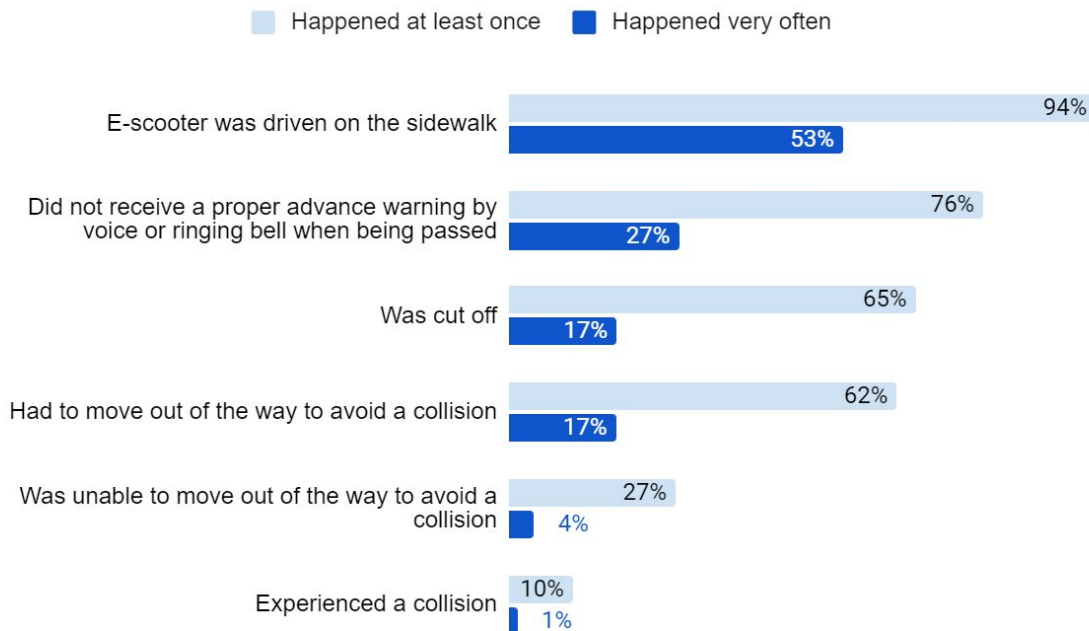
Q13. How often did the following occur when you encountered parked e-scooters? (n=1553)

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From the perspective of a sidewalk user, encountering e-scooters driven on sidewalks and not receiving advance warning were the most common issues.

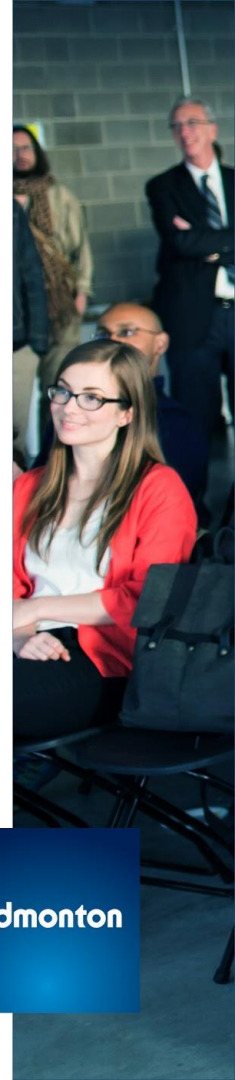


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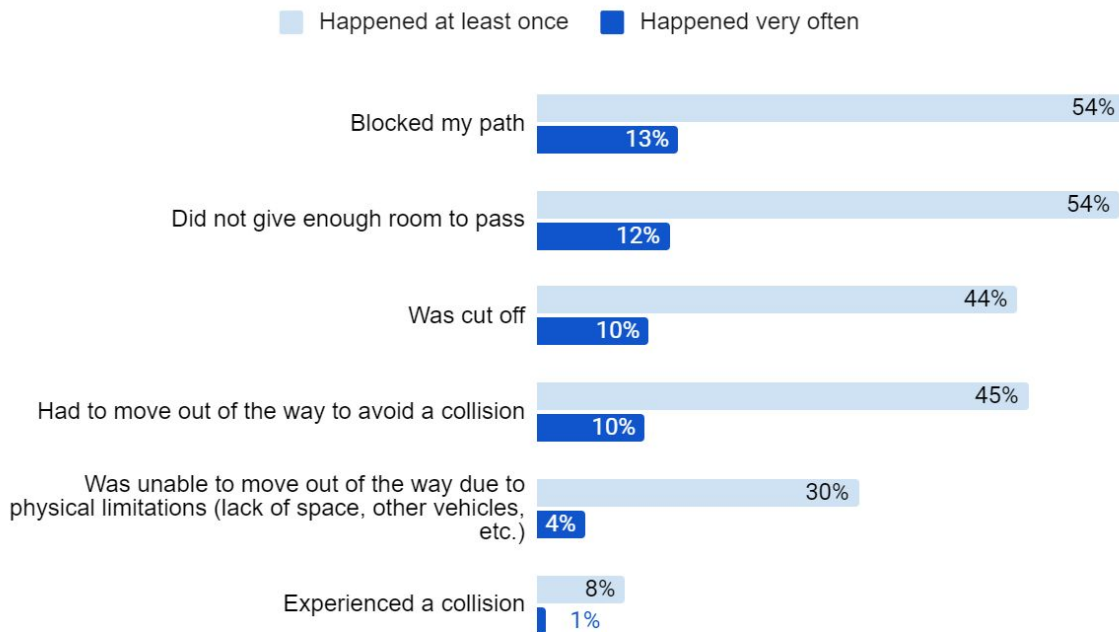
Q14. How often did the following occur when you encountered an e-scooter as a sidewalk user? (n=1553)



E-scooter on sidewalks

	Happened at least once		Happened very often	
	Identified as a person with disability (n=122)	Did not identify as a person with disability (n=1387)	Identified as a person with disability (n=122)	Did not identify as a person with disability (n=1387)
E-scooter was driven on the sidewalk	94%	94%	57%	53%
Was cut off	65%	65%	17%	17%
Did not receive a proper advance warning by voice or ringing bell when being passed	78%	75%	34%	27%
Had to move out of the way to avoid a collision	64%	62%	18%	17%
Was unable to move out of the way to avoid a collision	29%	26%	2%	4%
Experienced a collision	18%	9%	2%	1%

At times, drivers or cyclists found their paths blocked or not provided enough room to pass by e-scooters.

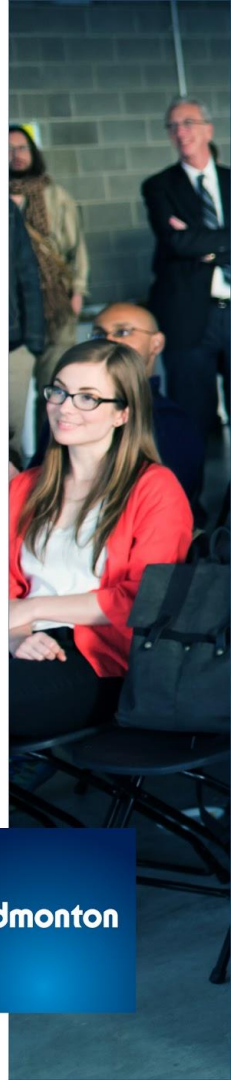


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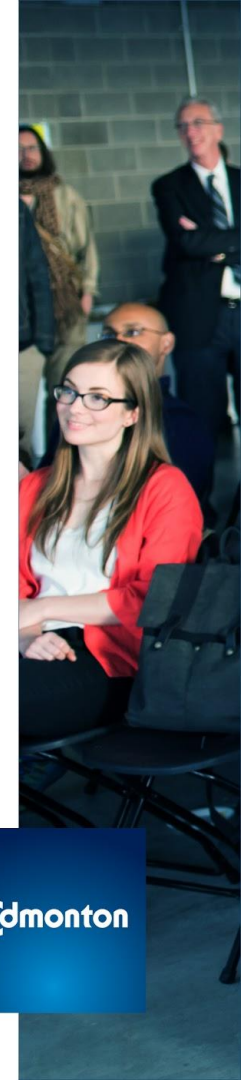
Q15. How often did the following occur when you encountered an e-scooter as a driver or cyclist? (n=1553)

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E-scooters encounters with drivers/cyclists

	Happened at least once		Happened very often	
	Identified as a person with disability (n=122)	Did not identify as a person with disability (n=1387)	Identified as a person with disability (n=122)	Did not identify as a person with disability (n=1387)
Blocked my path	56%	54%	19%	13%
Did not give enough room to pass	53%	54%	16%	12%
Was cut off	46%	44%	11%	10%
Had to move out of the way to avoid a collision	47%	45%	15%	10%
Was unable to move out of the way due to physical limitations (lack of space, other vehicles, etc.)	34%	29%	5%	4%
Experienced a collision	12%	8%	1%	1%





Questions?

E-mail research@edmonton.ca for more information, or visit www.edmonton.ca/surveys

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