

E-Scooter Company Survey Results

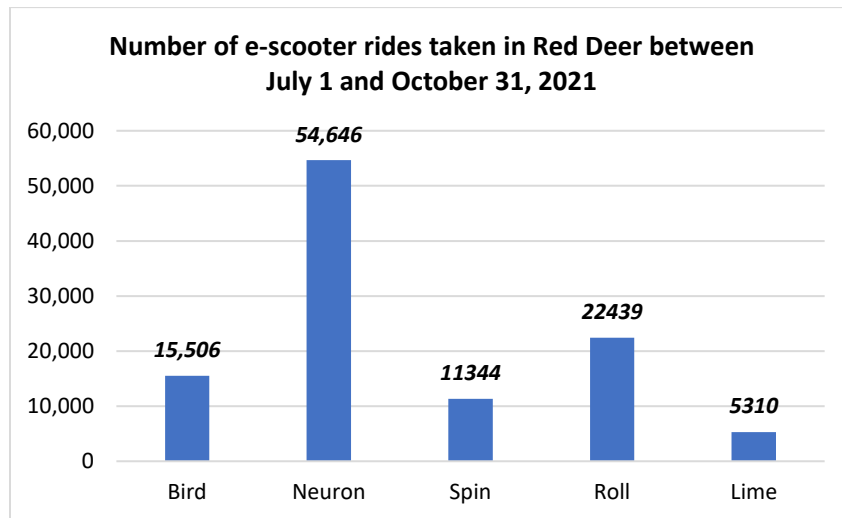
Introduction

The City of Red Deer surveyed local e-scooter companies in November 2021. Each company was sent a link to the survey. Of Red Deer's six scooter companies, the five that responded were: Bird, Neuron, Spin, Roll, and Lime. Link did not respond to the survey. The following is a summary of their responses.

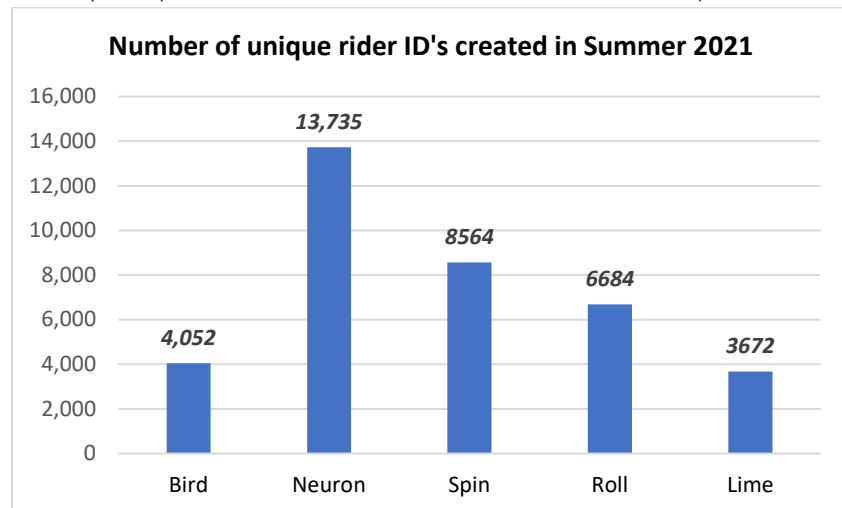
Survey Responses

E-Scooters use in Red Deer

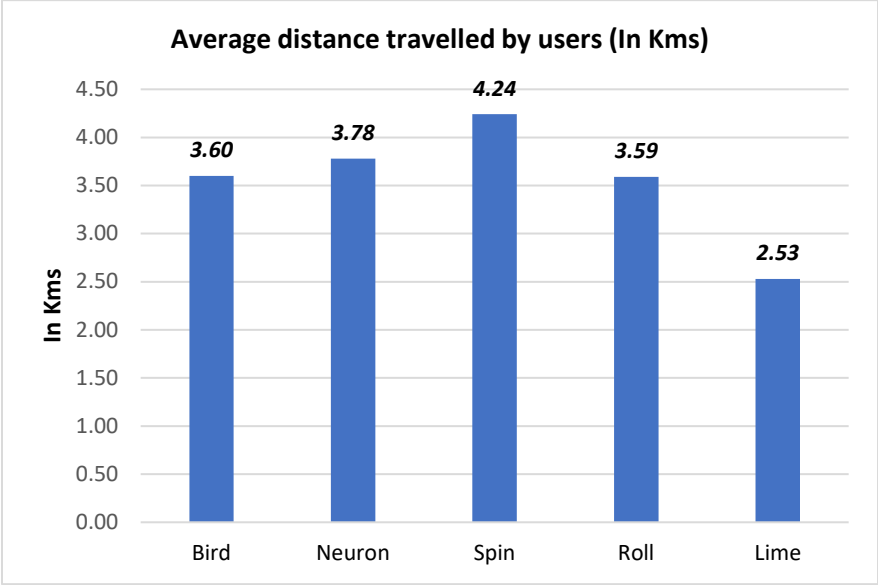
Question 1: How many e-scooter rides were taken in Red Deer between July 1 and October 31, 2021?



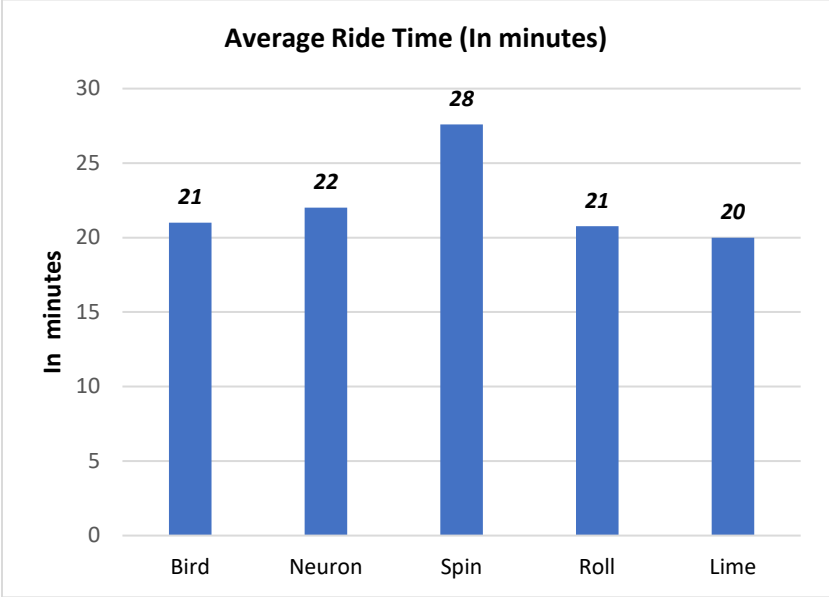
Question 2: How many unique rider IDs were created for this season (summer 2021)?



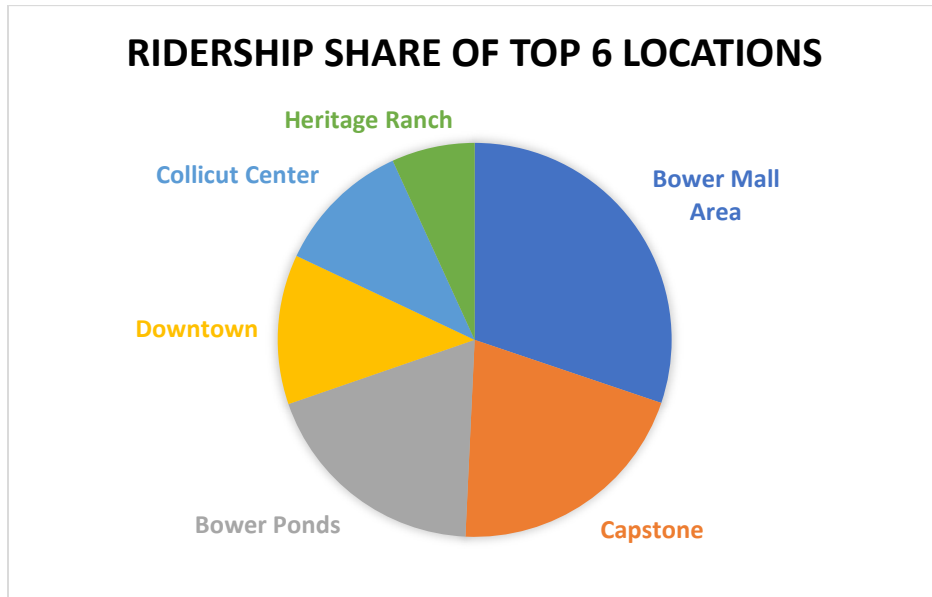
Question 3: What was the average distance users travelled?



Question 4: What was the average ride time? (In minutes)



Question 5: What were the top 10 pick-up and drop off locations? Please list them all below.



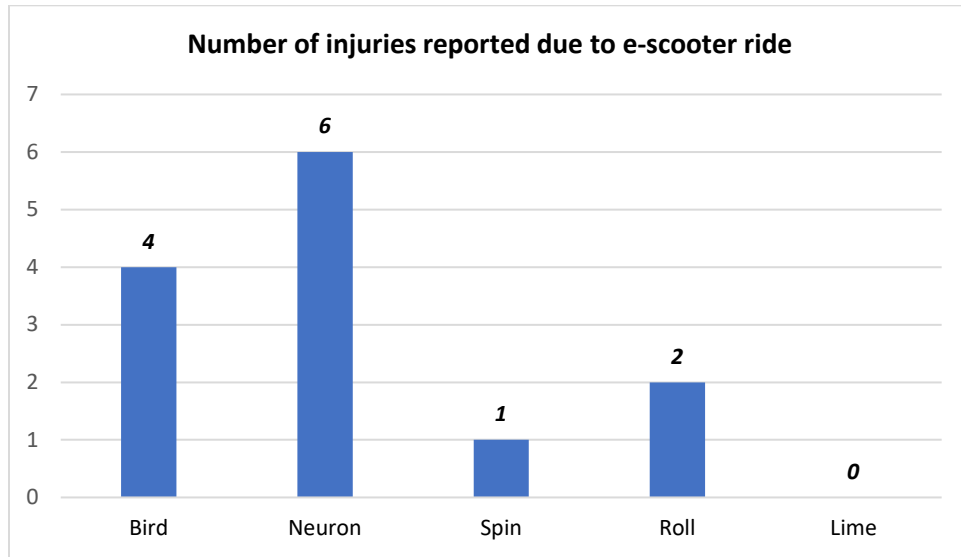
** This is an approximation based on rankings- it is for estimation only.

Concerns with E-scooters

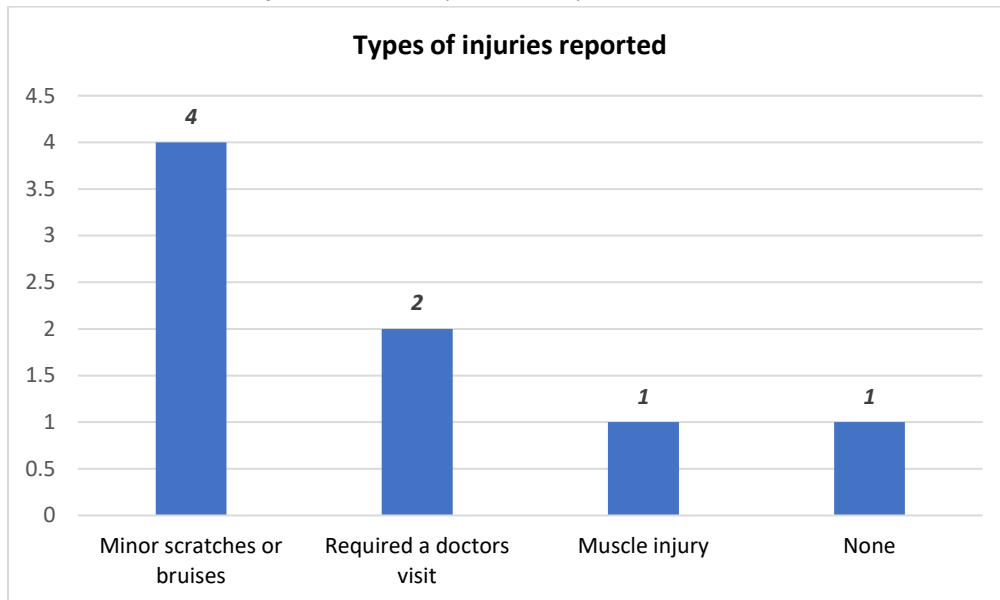
Question 7: What were the top three topics of complaints you received? (i.e. parking, speed, costs, availability, maintenance, etc.)



Question 9: How many injuries were reported to you due to e-scooter use in Red Deer this season?

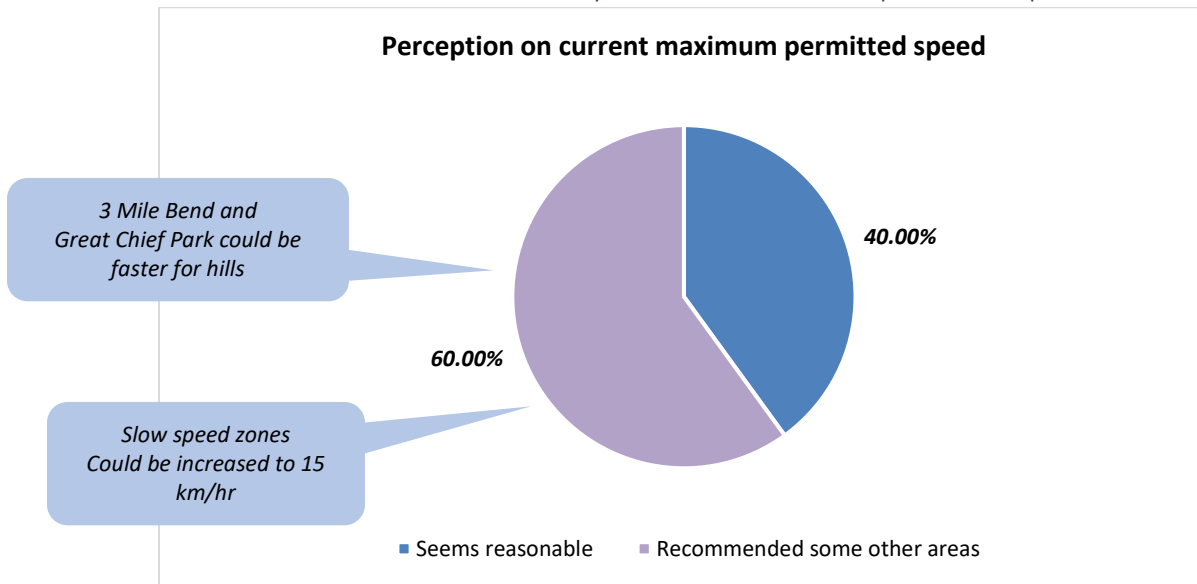


Question 10: What kinds of injuries were reported to you?

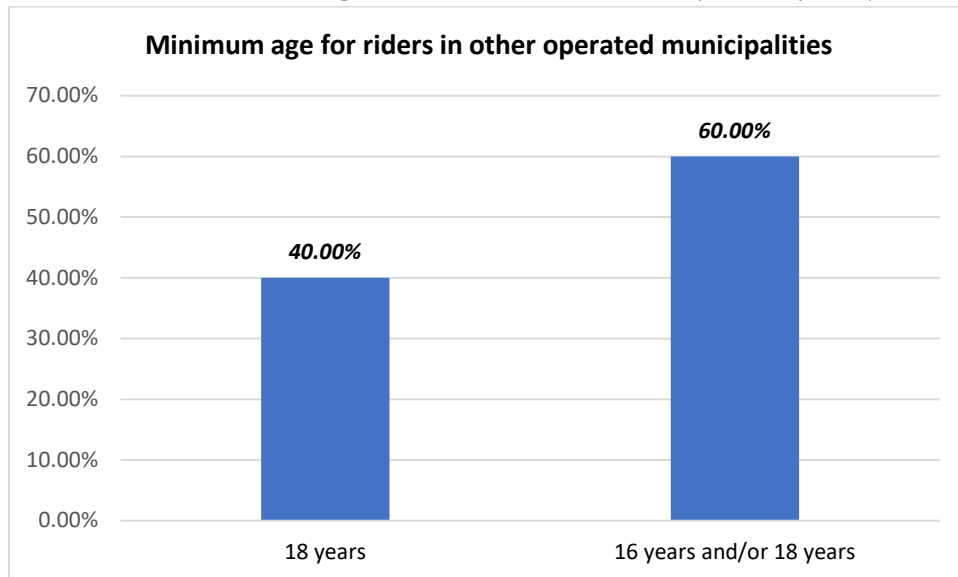


Perception on E-scooter rules

Question 11: The maximum speed for e-scooters is 20 km/hour in most areas, with some restricted zones at 10 km/hour. What do you think about these permitted speeds?

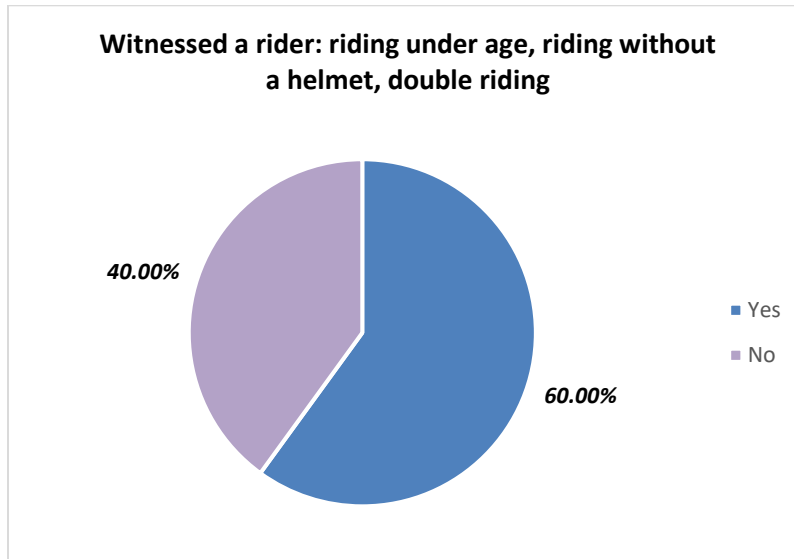


Question 13: What is the minimum age for riders in other municipalities you operate in?



Practices with E-scooters

Question 12: Did you at any time witness a rider: riding underage, riding without a helmet, double riding. If yes - what did you do about it?



If you any time witnessed a rider: riding underage, riding without a helmet, double riding, what did you do about it?

"The helmet is not mandatory; however, we provided financial incentives for those who submitted a helmet selfie. Double Riding and underage - even though the rate was low, our Patrol team warned people and fined repeat offenders."

-Roll

"When spotted and deemed safe to do so, our staff approached riders to educate them on proper and safe riding etiquette. Additionally, we've conducted nine Scoot Safe events in Red Deer throughout the season, where we educated the public on safe riding behavior and promoted helmet use through fun activities and interactive quizzes."

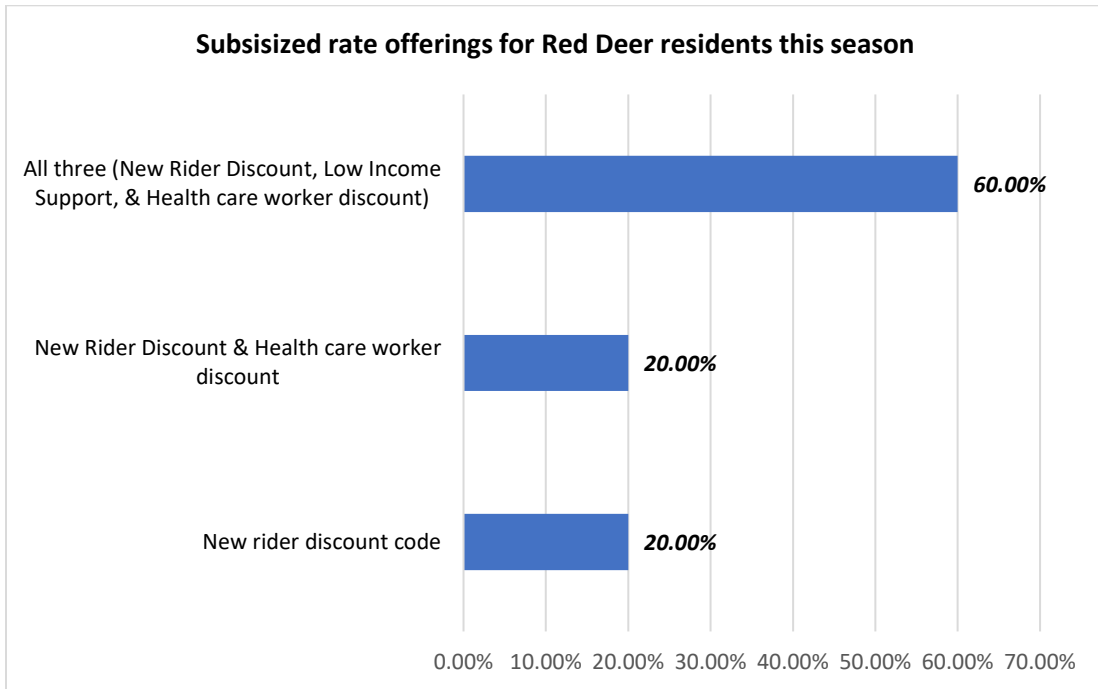
-Neuron

"Our foot patrol team was in the field, actively providing rider education on proper procedures and safety."

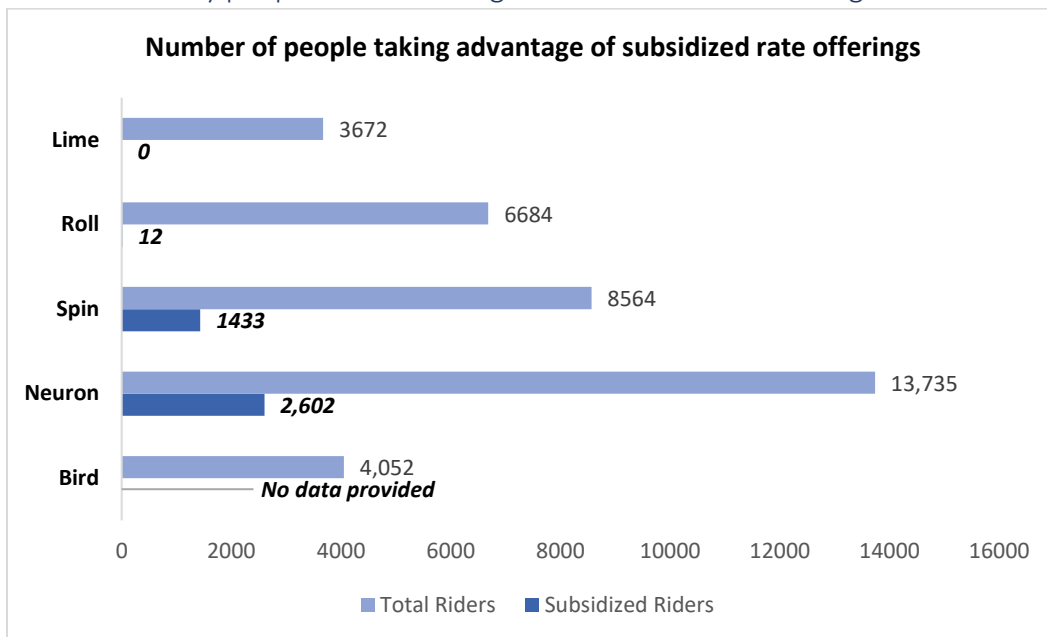
-Lime

E-scooter's subsidized rates and utilization

Question 14: What kinds of subsidized rate offerings did you offer Red Deer residents this season?

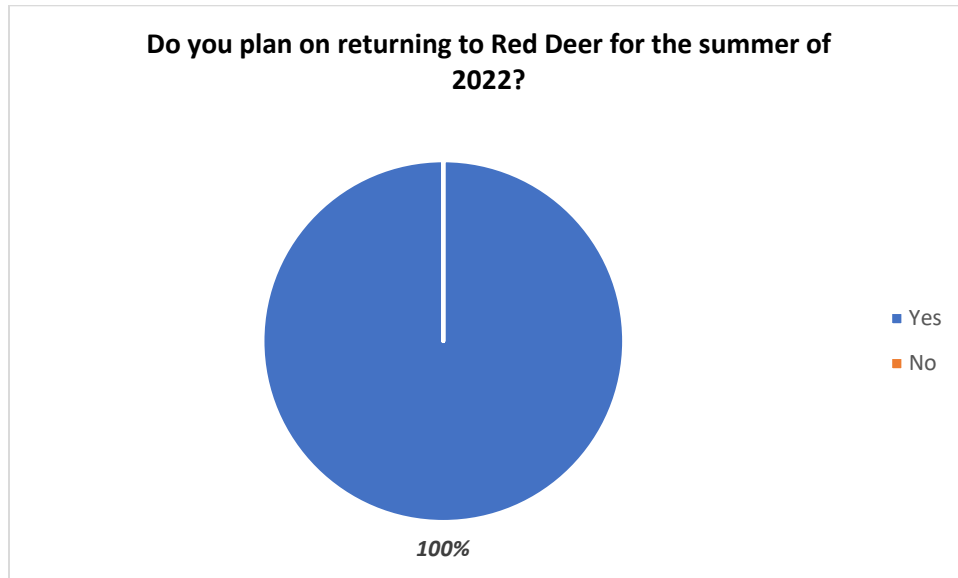


Question 15: How many people took advantage of subsidized rate offerings?



Further plan and recommendations

Question 16: Based on this first season operating in Red Deer (July 1 - October 31, 2021), do you plan on returning to Red Deer for the summer of 2022?



Question 17: Do you have any other feedback, or suggested improvements for the program you would like to share with us?

<p>Transitioning towards a capped operator model</p>	<p><i>“Neuron humbly requests Council to consider transitioning towards a capped operator model, as determined through a competitive process. A capped operator model would yield higher economies of scale for operators, empowering selected operators to reinvest in partnership with the City, our support for local businesses and community groups, and in their innovation cycle. A competitive process would allow the City to set the standard of safety and operational requirements based on local concerns (such as parking or helmet use) and ensure all operators in Red Deer are able to meet or exceed all the relevant standards.”</i></p> <p style="text-align: right;"><i>-Neuron</i></p>
<p>Limiting the number of operators in Red Deer.</p>	<p><i>“...Limiting the number of operators in Red Deer...”</i></p> <p style="text-align: right;"><i>-Spin</i></p> <hr/> <p><i>“We hope to highlight better the depths of our program, including higher levels of community engagement, low-income access, and educational safety training that we have at our disposal to the City of Red Deer in 2022. We believe that in order to do so and avoid overcrowding public spaces, Red Deer would benefit from narrowing the program down to 1-2 providers to best capture the city's transportation needs.”</i></p> <p style="text-align: right;"><i>-Roll</i></p>