

Evaluation Report

overview

From November 2018 until October 2019, Auckland Council and Auckland Transport held two consecutive trials around licensing rental e-scooter operations under our respective Trading and Events in Public Places bylaws.

These trials gave us time to gather data and produce an evaluation report that enabled us to understand:

- the compliance levels of rental e-scooter operations against the requirements of the Trading and Events in Public Places bylaw,
- the role e-scooter rental schemes have played in the Auckland transport network during the trial period and
- how well their operation has aligned with the strategic objectives of the council.

The report was presented to the E-scooter Programme Steering Committee in October 2019, to provide an evidence base for the committee's decision making around whether or not to proceed with standardising e-scooter licensing following the trials. Here is a summary of the report's key components.

Stakeholder reports

- **Micromobility symposium**

In September 2019, Auckland Council in partnership with Auckland Transport and LGNZ hosted the first national micromobility symposium. The symposium brought together experts from areas impacted by micro-mobility to discuss the range of opportunities and challenges from these new and emerging modes of transport.

- **Stakeholder survey**

Feedback from our stakeholder survey was broadly supportive of continued rental e-scooter licencing.

- **KANTAR survey**

Just over half of respondents (55 per cent) said that when the current trial ends, they would like to see a trial extension or a permanent scheme in place. 23 per cent felt that rental e-scooters should not be allowed. 82 per cent supported a code of practice for rental e-scooter operators.

Public opinion of the trial was precisely split between positive and negative opinion (37 per cent each) with those who were positive largely put this down to convenience, fun, and providing an additional transport option. Those with negative opinions largely cited safety including rider behavior, pedestrian safety, risk of injuries in general and speed.

Ridership reports

- **Trip purpose**

The ridership data indicates that rental e-scooters are primarily being used for short trips within the city centre and adjacent suburbs.

- **Parking survey**

About 70 per cent of e-scooters surveyed during trial were parked in compliance with the bylaw criteria.

Safety reports

- **Rider and pedestrian safety**

Responses to the KANTAR survey showed that collisions and reported injuries involving pedestrians and e-scooters are low, with three per cent of rental e-scooter users saying they had collided with a pedestrian in the last three months and three per cent of weekly pedestrians saying they had been hit by a rental e-scooter in the last three months. Anecdotal and public survey evidence suggests that despite low incident rates, e-scooters are perceived as being unsafe around pedestrians.

- **ACC claims**

Claims involving e-scooters appear comparable to skateboards and other scooters. ACC claims in Auckland involving e-scooters (private and rental) increased in October 2018, coinciding with the start of trial one. Since then, the highest proportion of claims were made in the first week of February 2019. There was a drop in late February 2019, which coincided with the temporary suspension in the trial of Lime e-scooters. Claims have trended downwards from March to September.

Strategic Evaluation

A [strategic evaluation report](#) was completed as part of trial one, which offers insight into how rental e-scooter operations fit with Auckland Council's wider strategic goals. Of note is the potential for rental e-scooters to better connect people, places, goods and services.

Best practice

The council worked with international company Ride Report, who benchmarked our e-scooter programme against other cities around the world. Ride Report commended the framework that the council had established during the trial and said the council has undertaken "one of the most rigorous and thorough evaluations of any city who has overseen a shared e-scooter programme".

Decision making process

Overall, the report suggests requirements of the bylaw have been complied with and the outcomes of the trial are in line with the strategic goals of the council and Auckland Transport.

The Steering Committee endorsed most recommendations from the report and [agreed to continue offering licences to successful applicants](#), however, some of their final decisions differ from the report. Here's a summary of decisions about the [next phase of rental e-scooter licensing](#):

- The council will licence up to a maximum of 3,200 rental e-scooters across Auckland. A flexible allocation cap was not considered appropriate due to the potential for nuisance.
- Licence hours will be between 5am and 11pm. All e-scooters must be deactivated outside of licenced hours.
- When applying for a licence, an operator must confirm and provide a copy of their safety and risk management plan/s. The plan/s must be audited by an appropriately qualified third party within three months of the licence being issued.
- Maintenance will continue to be required on a weekly basis, unless specified by the scooter manufacturer.
- Operators must provide a plan to influence user parking and riding behaviour.
- Reports of non-compliant parking must be resolved by the operator within two hours.
- Operators will be encouraged to deploy in Auckland Transport parking corrals, continue geofencing in slow speed zones, and implement a curfew of 9pm in certain entertainment areas.
- The council will meet with operators at least once per month to discuss compliance. Trends in non-compliance may see enforcement action taken. Utilisation would not be considered as a measure of compliance.
- The council will implement an hourly monitoring and compliance charge to recover costs.