



E-Bikes and E-Scooter Trial

To: Transport & Infrastructure Committee

Meeting Date: Wednesday 08 September 2021

Public report: Public Report

Lead Member: Mayor Dr Nik Johnson

From: Rowland Potter, Head of Transport

Key decision: No

Forward Plan ref: Not Applicable

Recommendations: The Transport & Infrastructure Committee is recommended to:

- a) Note the results of the e-scooter trials.
- b) Recommend to the CA Board the extension of the e-scooter trial from October 2021 to March 2022 to continue our learning.
- c) Recommend expanding the current E-bike network region wide and to work with officers in constituent authorities and cycle groups to agree the exact location for the installation of the electric bike sites.

Voting arrangements: For item (a) Note only, no vote required.

For item (b) and (c) a simple majority of all Members.

1. Purpose

- 1.1 This paper sets out the outcome of the Department for Transport (DfT) e-scooter trial operating in Cambridge City Centre since October 2020 and the potential for extending the trial to March 2022. In addition this paper sets out the potential to expand the e-bike network region wide and to investigate locations in our market towns.

2. Background

- 2.1 To support a green restart of local transport in the UK and help mitigate reduced public transport capacity, the DfT fast tracked e-scooter trials in the summer of 2020, with many already successfully operating. The CPCA have been part of the e-scooter trials since October 2020 with e-bikes in circulation since February 2021.
- 2.2 This has given local residents the opportunity to enjoy a new mode of transport that provides a convenient and socially distanced way of getting from A to B.
- 2.3 In October 2020 CPCA launched the e-scooter trial service in partnership with micromobility operator Voi Technology for a 12-month trial. In addition, as part of the overall aspirations in January 2021 Voi also added e-bikes to the service in Cambridge and Peterborough.

3. Evidence and Insights

- 3.1 Since October 2020 there has been emerging trends and lessons learned that has enabled the Combined Authority and the community to better understand the trial and acquire feedback on the trial for submission to the DfT.
- 3.2 In Cambridge we are already seeing clear evidence of e-scooter and e-bike usage. The scheme so far has tracked more than 224,000 trips that has travelled a distance of over 1million kilometre (equivalent to 25 times around the equator). The trial has been used by more than 36,000 active users.
- 3.3 Evidence from Voi UK surveys shows that 31% of Voi users choose to ride on an e-scooter instead of driving a car. This does not necessarily translate into a persons change in behaviour but it does show good take up of the Voi service. In the first 10 months of the Cambridge trial, it is estimated that 73,000 fewer car journeys have taken place which equates to a 66 tonne reduction in Carbon Dioxide emissions.
- 3.4 Expansion of the scheme has been gradual. Figure 1 below represents the phased growth of the area in Cambridge and the e-bike area in Peterborough. This includes 700 e-scooters and 150 e-bikes. Whereas in Peterborough they have 125 e-bikes which operate within an area of 35km².

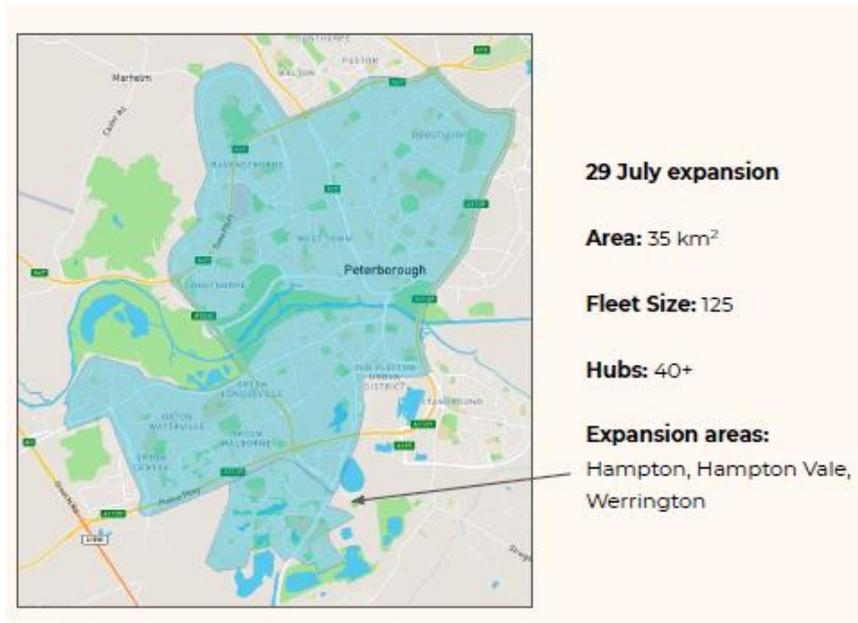
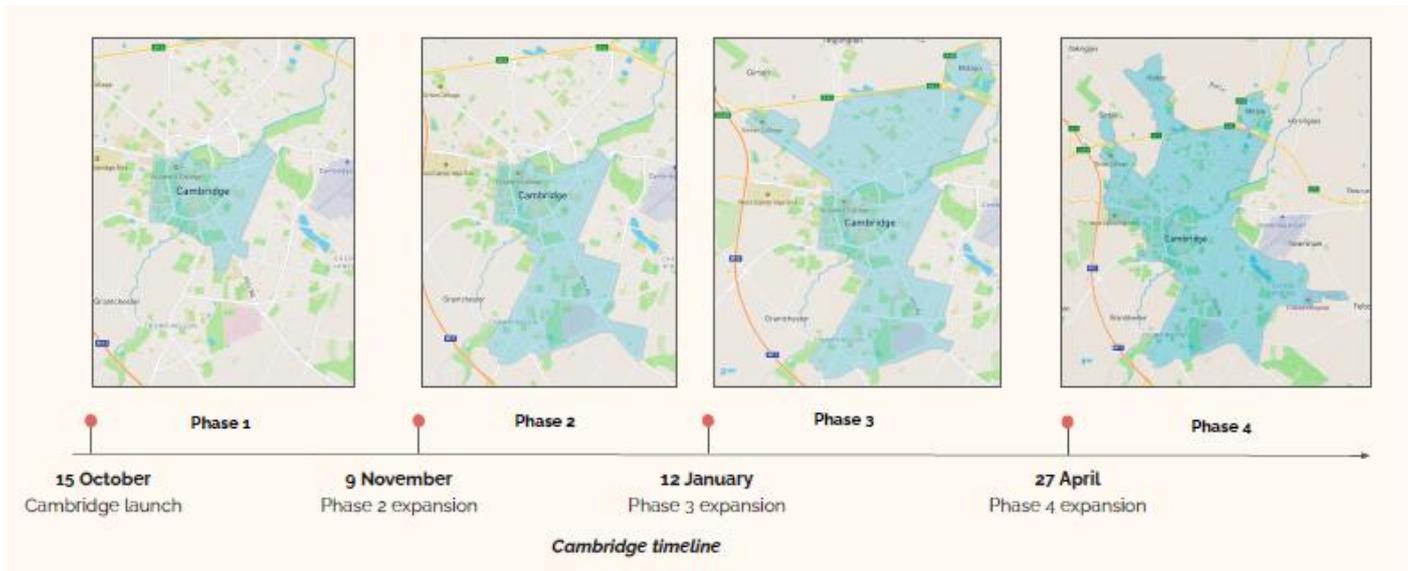


Figure 1 – Service expansion in Cambridge and Peterborough – E-scooter and E-Bikes

3.5 E-scooter trials nationally are due to end on March 2022. Ministers have confirmed that after this date the trial areas will each be given the opportunity to become pilot deployment schemes. As with the trial extension, the guiding principle for the transition to pilot schemes is one of continuity and continued learning through doing, rather than expansion or market development. Pilots will allow the DfT to review evidence from trials and make any necessary changes in response to concerns from vulnerable road users, and to incorporate wider learnings. The DfT hope that trial areas will make the transition to pilots, although there is no compulsion to do so. The exact details of how the pilot schemes will operate will be agreed with ministers when they return from recess and will be communicated to local areas and operators as soon as possible.

Addressing Challenges

3.6 There have been some challenges with the initial operation which was expected, and these have been discussed amongst others Local Authorities.

3.7 The following areas are those which are currently being closely monitored:

1) Parking and clutter

a. Challenge: Solving Parking Clutter –

- i. **Action Taken:** implemented Mandatory Parking Zones to declutter specific areas. Potential installation of parking racks space permitting and floor vinyl markings to provide clear areas for parking. Refer to Figure 2 of potential examples of managing clutter and enabling responsible parking:

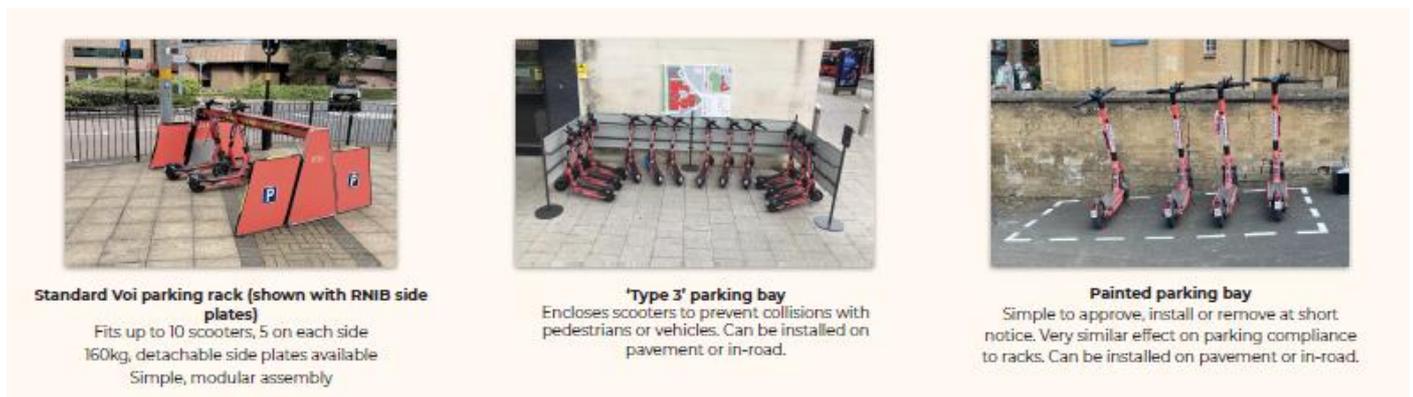


Figure 2 – Parking Infrastructure options for reducing clutter and irresponsible parking

2) Pavement riding

a. Challenge: Observations suggests pavement ride is still a problem

- i. **Action Taken 1:** e-scooter awareness through the Ride Like Voila traffic school and increase incentives;
- ii. **Action Taken 2:** Email and in-app additional safety messaging reminding users not to ride on pavements;

Action to be taken 3: Pavement and pedestrian riding detection currently being piloted, and a strict strike policy:

- a. After 1 strike users will now receive a 7 day ban and be required to complete the online riding school, RideLikeVoila
- b. After 2 strikes users will receive a 30 day ban
- c. After 3 strikes users will receive a permanent ban

3) Private versus e-scooter rental

a. Challenge: Illegal use of private e-scooters

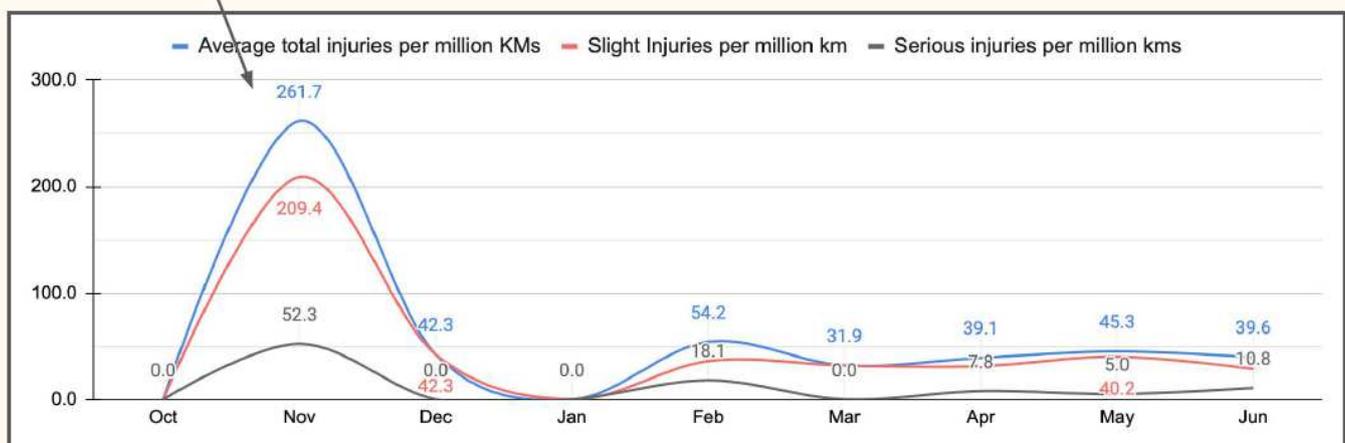
- i. **Action Taken 1:** Working closely with the DfT to ensure that the message of private use of e-scooters is illegal;
- ii. **Action Taken 2:** Working with the local Constabulary to get the message out to the public explaining the illegal use of private e-scooters. In some cases, confiscation.

Delivering a Safe Service

3.8 Safety has been a key aspect of concern and one that has been managed closely by Voi. As demand has increased, the overall rate of injuries has reduced. Prior to the summer months, and as demand continued to increase, injury rates have remained stable. As the understanding has matured over time the current results show declining accident rates. Figure 3 below shows the rate of all reported injuries which presents a declining rate of injuries over the period of the trial.

4 slight injuries,
1 serious

Injuries per million KMs travelled



This graph shows the rate of all reported injuries (including unverified) that have occurred per 1 million KMs travelled, in the city, each month

Figure 3 – Injuries per million KMs travelled

4.0 Region Wide Expansion of an E-Bike Network

4.1 Results from the scheme have shown that e-bikes are a good choice if you want to ride faster, keep up with friends, want help up hills or on your commute to work. E-bikes are

incredibly versatile and are getting lighter and easier to use. Through the trial, the CPCA have gained insights into the demand and how they are being used in both Peterborough and Cambridge.

- 4.2 E-bikes can improve air quality through ultra-low emission commuting, support healthy lifestyles, and open access to opportunities. They can achieve this by attracting a wider range of people cycling and increasing the number of trips people can make by bike.
- 4.3 It has been proven through other case studies that e-bikes can support longer trips, hilly trips and shorter travel times. The average distance of trips is 5 miles, compared to 3 miles by traditional bikes.
- 4.4 Currently, Voi are operating the scheme with only 300 e-bikes across both cities. It has always been an ambition to grow the e-bike network to the market towns in the region. Some initial calculation of cost to implement this network has been completed and comparisons have been made to similar schemes in other regions. These costs also include an initial assessment of specific infrastructure to service the e-bikes. But further collaboration with Cambridgeshire County Council, Greater Cambridge Partnership, District Councils and local cycling groups are required so we develop the right network that is connected to travel hubs for onward journeys and main centres for access to work, social and leisure activities.

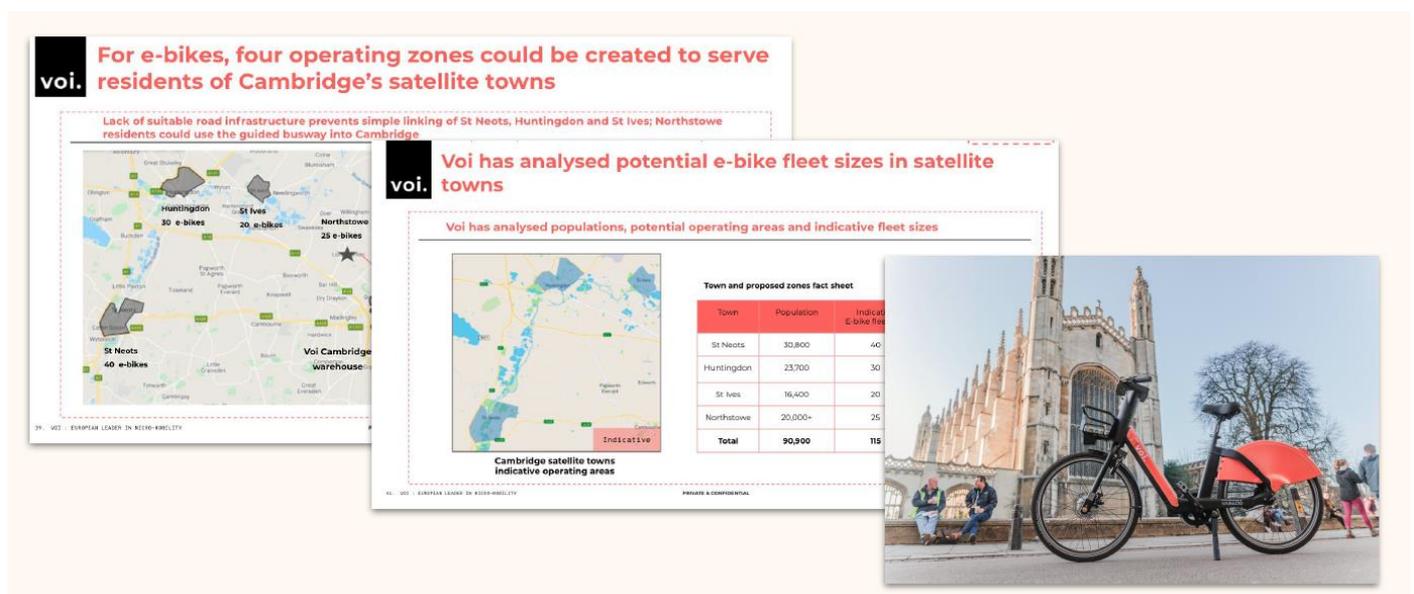


Figure 4 – E-Bike activities and assessment

5. Next Steps

- 5.1 If the recommendation is to approve the extension of the e-scooter trial to March 2022 it would be envisaged that the trial will concentrate on the current area in Cambridge with no additional vehicles added to the area so further data can be collated to feedback to the DfT.
- 5.2 In addition the CPCA will continue to work with Voi regarding managing the parking and issues with clutter with the addition of infrastructure where possible in discussions with the County and City Council colleagues. If it is not possible to provide infrastructure that

reduces these issues then the CPCA will impose limits on the service in the form of reducing the number of e-scooters.

- 5.3 The CPCA will also develop a programme to deliver a region wide e-bike network with Cambridgeshire County Council, Greater Cambridge Partnership, District Councils and local cycling groups.

5. Financial Implications

- 5.1 As the costs of operating the Voi e-scooter and e-bike network are met by Voi there are no direct financial implications to extending the scheme.

6. Legal Implications

- 6.1 The recommendations accord with CPCA's powers under Part 3 and 4 of the Cambridgeshire and Peterborough Combined Authority Order 2017 (SI 2017/251).
- 6.2 The meeting shall be conducted in accordance with Parts 2 and 3 of the Local Authorities and Police and Crime Panels (Coronavirus)(Flexibility of Local Authority and Police and Crime Panel Meetings)(England and Wales) Regulations 2020. See Appendix 2 for guidance.