



**CAMBRIDGESHIRE  
& PETERBOROUGH**  
COMBINED AUTHORITY

Agenda Item No:2.2

## E-Scooter Update and Next Steps

To:	Transport and Infrastructure Committee
Meeting Date:	14 September 2022
Public report:	Yes
Lead Member:	Mayor Dr Nik Johnson
From:	Anna Graham, Transport Programme Manager
Key decision:	No
Forward Plan ref:	N/A
Recommendations:	<p>The Transport and Infrastructure Committee is recommended to:</p> <ul style="list-style-type: none"><li>a) Note the outcome of the e-scooter report and,</li><li>b) Recommend Combined Authority Board approval to extend the e-scooter trial in Cambridge to 31 May 2024</li></ul>
Voting arrangements:	<p>A simple majority of all Members present and voting</p> <p>To be carried, the vote must include the vote of the Mayor, or the Deputy Mayor when acting in place of the Mayor.</p>

## 1. Purpose

- 1.1 To seek approval from the Combined Authority Board for the extension of the e-scooter trial in Cambridge to 31<sup>st</sup> May 2024

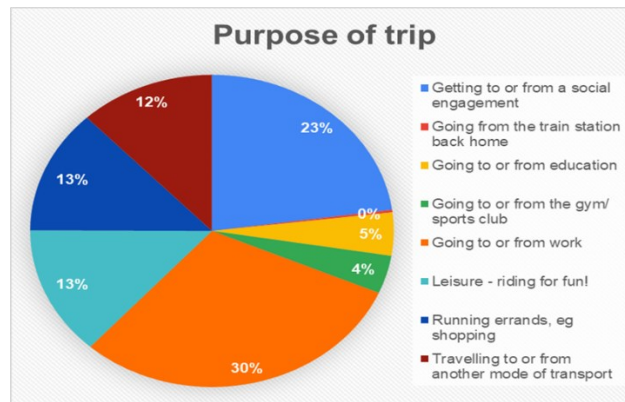
## 2. Background

- 2.1 In the summer of 2020 the Department for Transport (DfT) fast tracked the introduction of trials for e-scooters to support a green restart of local transport. The Combined Authority with its partners and operator VOI, launched in October 2020 the e-scooter trial in Cambridge with e-bikes in circulation since February 2021.
- 2.2 The Cambridge e-scooter trial has been extended twice, with approval from the Combined Authority Board (29<sup>th</sup> September 2021 and 30<sup>th</sup> March 2022) and is due to expire on 30<sup>th</sup> November 2022.
- 2.3 In late June the Department for Transport (DfT) wrote to e-scooter trial areas asking for the trials to be extended to enable DfT to gather further evidence where gaps are identified, building on the findings of the DfT current evaluation.
- 2.4 The correspondence from DfT also included an overview of the intention to introduce a new vehicle category. The Queen's Speech in May this year the government announced its intention to introduce legislation on the future of transport in the new parliamentary session as part of a Transport Bill.
- 2.5 A new independent low-speed, zero emission vehicle (LZEV) category is expected to be created and subsequently make regulations that will legalise e-scooters under new rules, as well as proposing new powers for local transport authorities to manage rental operations for pedal cycles, e-cycles, and e-scooters through a rental permit scheme. Timescales for the new legislation is not yet known, however, DfT will continue to engage with trial areas while legislation is being developed and will also consult publicly before any secondary regulations for e-scooters and the rental schemes are made.
- 2.6 Whilst local authorities can withdraw from the e-scooter trials, the move towards new legislation means that the trials continue to have significant value, as well as providing a practical example of how better regulation can encourage responsible use. DfT continues to gather trip data and monthly incident reports to inform policy development. As part of the improvement plan for the service, the Combined Authority will continue to review the contract with VOI and understand where lessons can be learned, and enhancements made. As part of this process, the Combined Authority will be challenging the current provider to demonstrate continued value for money and ability to implement the necessary improvements in a timely and effective manner.

## 3. E-Scooter Extension

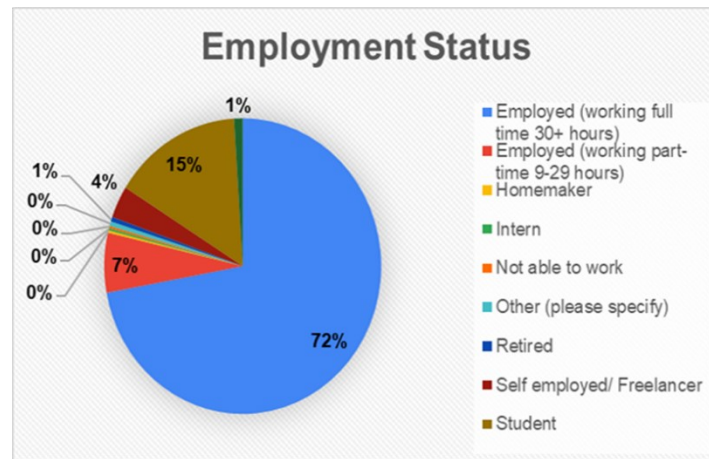
- 3.1 The Combined Authority's Analysis and Evaluation Team, commissioned by the Transport Team, undertook a review of data for the e-scooter trial in Cambridge. The review focused on who rides the e-scooters, where are users of e-scooters going, safety of e-scooters in Cambridge and modal shift.

- 3.2 Three types of data were used, provided by the e-scooter operator VOI. The first type was 'ride' data, information recorded every time a scooter is used. The second was 'survey' data, in depth questions answered by a sample of riders in Cambridge during July 2021 and February 2022. The third is Incident data, which details all safety incidents that have occurred during the trial. The review also used secondary research to bring greater depth to the analysis.
- 3.3 The review of the data showed that since the beginning of the trial the number of rides taken has dramatically increased from the monthly count of 461 in October 2020, to a count in May 2022 of 95,410. Indeed, the introduction of this form of micro-mobility has been so successful that in just over two years the trial has surpassed its one millionth ride. The data in the review is up until May 2022. The data shows that a total of 82,365 people have taken an e-scooter trip. With 65% of these riders taking more than one trip in the city, e-scooters have become an important component of travel for residents and visitors.
- 3.4 The majority of the riders using the e-scooters are under the age of 34 and are male. The difference is male and female usage of e-scooters is consistent with national analysis of micro-mobility, including cycling. However, research local to Cambridge suggests cycling is closer to being gender neutral with 46% of cyclists being female.
- 3.5 Analysis of the time-of-day usage data showed that only 3.9% rides took place in the morning peak while 19.3% were in the afternoon peak period. This could indicate that individuals are taking one way commuter trips, or it could indicate leisure rides after work finishes. However, 22% of respondents to the July 2021 survey stated their purpose was commuting which has increased in the February 2022 survey to 30% which may support the view that one way commuting is taking place.



*Figure 1 shows February 2022 Survey responses trip purpose.*

- 3.6 Employment status was also considered to understand further the potential usage for commuting. The majority of users of the e-scooters are in full time employment followed by students. Figure 2 shows the February 2022 survey results of respondents employment status.



*Figure 2 February 2022 Survey results showing employment status*

- 3.7 The data review suggests that e-scooters are being used by those with disposable income and the trial could look to increase usage by those on lower incomes. It is important to note that VOI offer three discounts, one of which is 'VOI for All' that offers a 50% discount for low-income groups. Further promotion of the available discounts could increase usage among low-income groups.
- 3.8 Safety analysis was also a key section of the data review. In the July 2021 VOI user survey it asked, to what extent do you agree with the statement 'I Feel Safe riding a Voi E-Scooter' (on a graded scale) 29.7% of respondents chose the strongly agree end of the scale (with a minimal percentage choosing to disagree). This suggests that those that use e-scooters generally feel comfortable about their safety but there is further room for improvement. The DfT commissioned a report into the perceptions of current and future e-scooter use. The report shows that safety was seen as the overriding disadvantage among respondents, cited by 53%. Within this, 41% were concerned about the safety of pedestrians, while 35% mentioned rider safety.
- 3.9 The Safety data used categorises the severity of the incidents, Level 0 equates to damaged material items/ property (cars, bikes, property, phones). Level 1 is minor physical damages such as scrape, scratches and bruises. Level 2 are major injuries, including broken bones, sprains, lacerations, concussions. Level 3 are severe injuries, injuries requiring surgery or serious medical treatment and Level 4 are critical or fatal injuries.
- 3.10 In Cambridge, no incidents have occurred at Level 3 or 4 severity. The common most injury has been bruising. Analysis shows that Cambridge is around the UK average for slight and serious incidents.

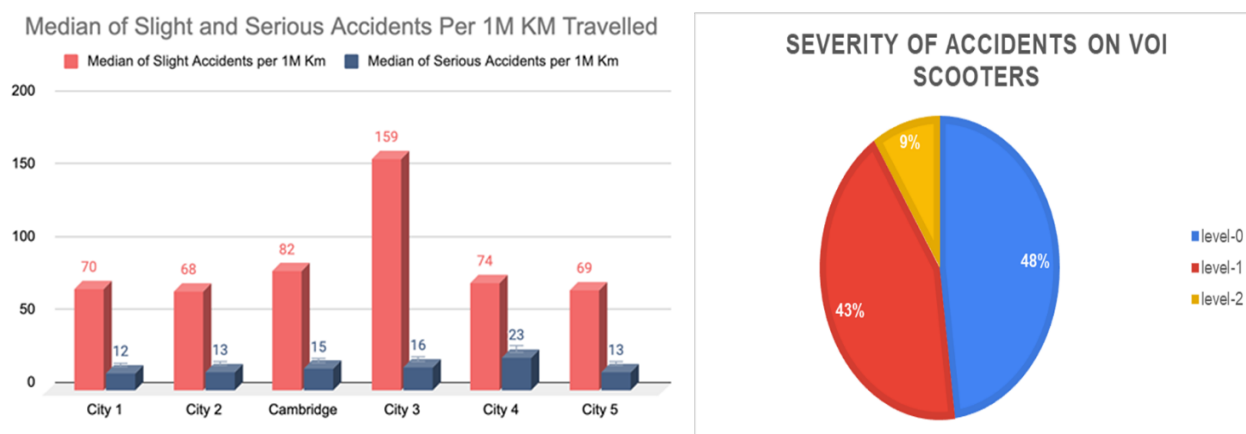


Figure 3 and 4 shows Cambridge City incidents compared to other cities. Figure 4 shows severity of incidents in Cambridge.

- 3.11 Reduction of all incident types is important and going forward thought for how future networks are designed to better cater for e-modes will need to be considered. However, in the meantime a number of safety measures are in operation including,
- Online safety test;
  - Online safety school;
  - New e-scooter fleet with turning indicators, a reinforced fender and improved suspension to aid shock absorption and impact of cobblestones;
  - In person safety events that include giving away free helmets;
  - The app has a reaction test to mitigate intoxicated use;
  - Helmet selfie which awards loyalty points for wearing a helmet; and
  - Users can opt to reduce the speed from 12.5mph to 9mph.
- 3.12 Analysis has shown that 51% of users are currently taking the opportunity to complete the safety school and the trial should look to build on this figure.
- 3.13 The average distanced travelled by e-scooter is 1.5 miles fitting into the first – last mile transport area. Analysis of modal shift showed that 32% of users would have used a car to make their journey if they had not used an e-scooter. A larger proportion would have either cycle or walked. Whilst e-scooters do not have the same health benefits as active travel, some activity in using an e-scooter is involved and appears to attract those who would not have considered micro-mobility previously to switch their use away from cars.
- 3.14 The data review concludes that e-scooters are a valuable addition to the urban transport scene that not only encourages a move away from polluting alternatives but expands convenience and encourages economic activity.
- 3.15 The Combined Authority continues to work closely with VOI, Cambridgeshire County Council and Cambridge City Council about the operation of the e-scooters, including identifying suitable locations for e-scooter parking racks.
- 3.16 Cambridgeshire Police have also been engaged, particularly about the extension of the existing trial and are supportive. The Police and the Combined Authority are exploring ways for the trial to share data with the police and to develop a communications strategy to target illegal use of privately owned scooters.

## 4. Financial Implications

- 4.1 None.

## 5. Legal Implications

- 5.1 Upon approval of the trial extension the Concession Contract between the Combined Authority and VOI shall be extended to 31<sup>st</sup> May 2024.
- 5.2 Upon approval of the trial extension the Department for Transport will issue an updated Vehicle Special Order (VSO) enabling the use of e-scooters as part of the trial.
- 5.3 Whilst the existing Experimental Traffic Regulation Order (ETRO) will continue to be valid enabling e-scooters to use cycle and busways it will expire before the end of the extension period of 31<sup>st</sup> May 2024. It is unlikely that another ETRO will be used and therefore, the Combined Authority and Cambridgeshire County Council will consider alternatives. Other trial areas have used Traffic Regulation Orders with a view that if the trial is not continued the order would be rescinded.

## 6. Public Health Implications

- 6.1 Whilst the data shows that a large proportion of e-scooter users would have walked or cycled as an alternative way to make their journey, a total of 32% would have used a car demonstrating that there is modal shift away from car use – contributing to improvements to air quality.
- 6.2 Analysis of incident data has shown that Cambridge is around the UK average for slight and serious incidents. There are a number of safety measures in operation, including in person events.

## 7. Environmental and Climate Change Implications

- 7.1 Analysis has shown a modal shift of 32% of respondents to surveys using e-scooters as alternative to the car.
- 7.2 In addition, within Cambridge city VOI uses electric vans and e-cargo bikes to carry out its operations.

## 8. Other Significant Implications

- 8.1 None.

## 9. Appendices

- 9.1 Appendix 1 – EScooter Data Review.

## 10. Background Papers

- 10.1 None.