
ORDINARY MEETING

OF

CITY STRATEGY COMMITTEE

MINUTE ITEM ATTACHMENTS

Time: 9:30am
Date: Thursday, 14 February 2019
Venue: Committee Room 1
Ground Floor, Council Offices
101 Wakefield Street
Wellington

Business

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Public Participation City Strategy Committee

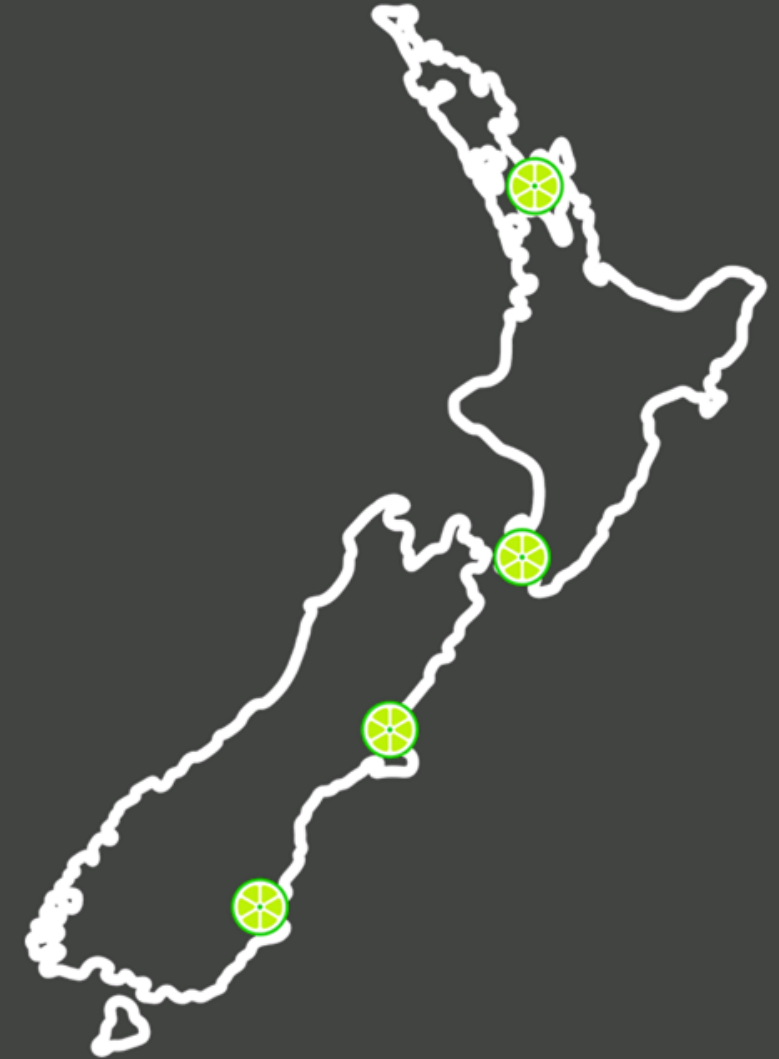
Speaking Points for Distribution

Paul Hutcheson

- 1) Footpaths are sanctuaries
- 2) On voluntary codes
- 3) Speed
- 4) Acceptance some streets are dangerous
- 5) Trials/evaluations
- 6) Abandoned clutter
- 7) A solution
- 8) Consequences



4 Months
1.5 Million rides
60X Around the globe

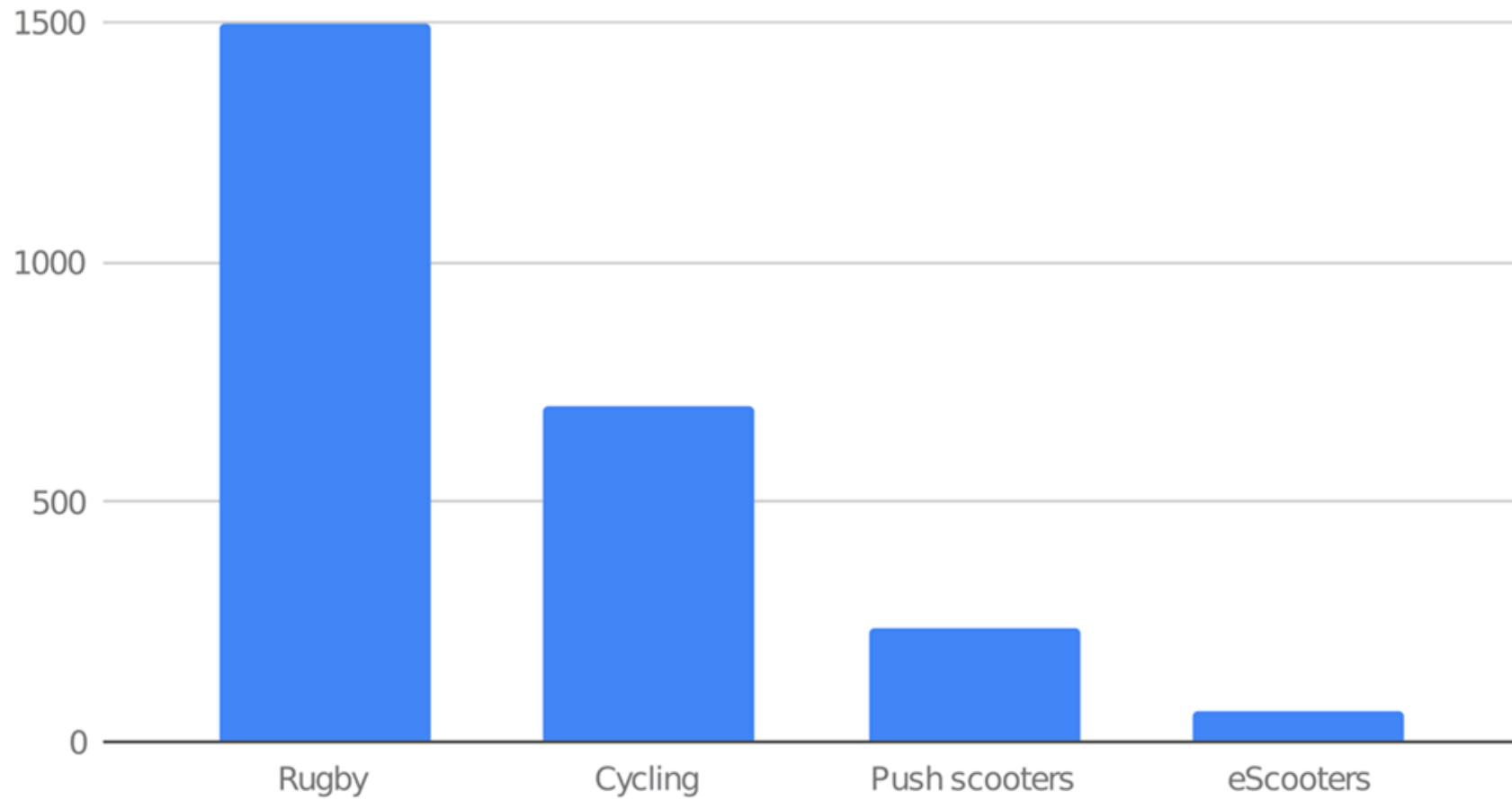


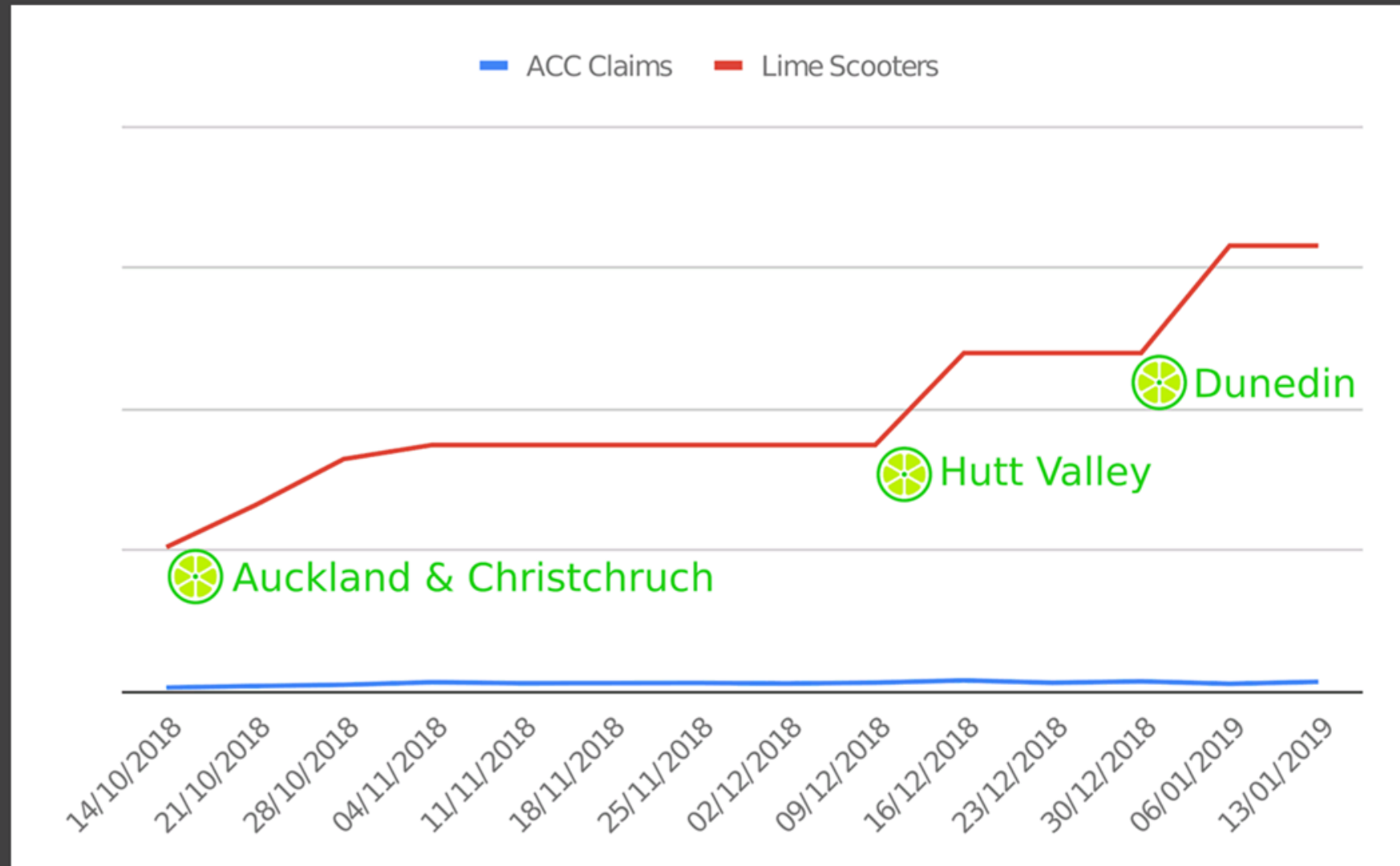




Safety

Weekly ACC Claims









91%

PREFER TO RIDE OFF THE FOOTPATH



2%

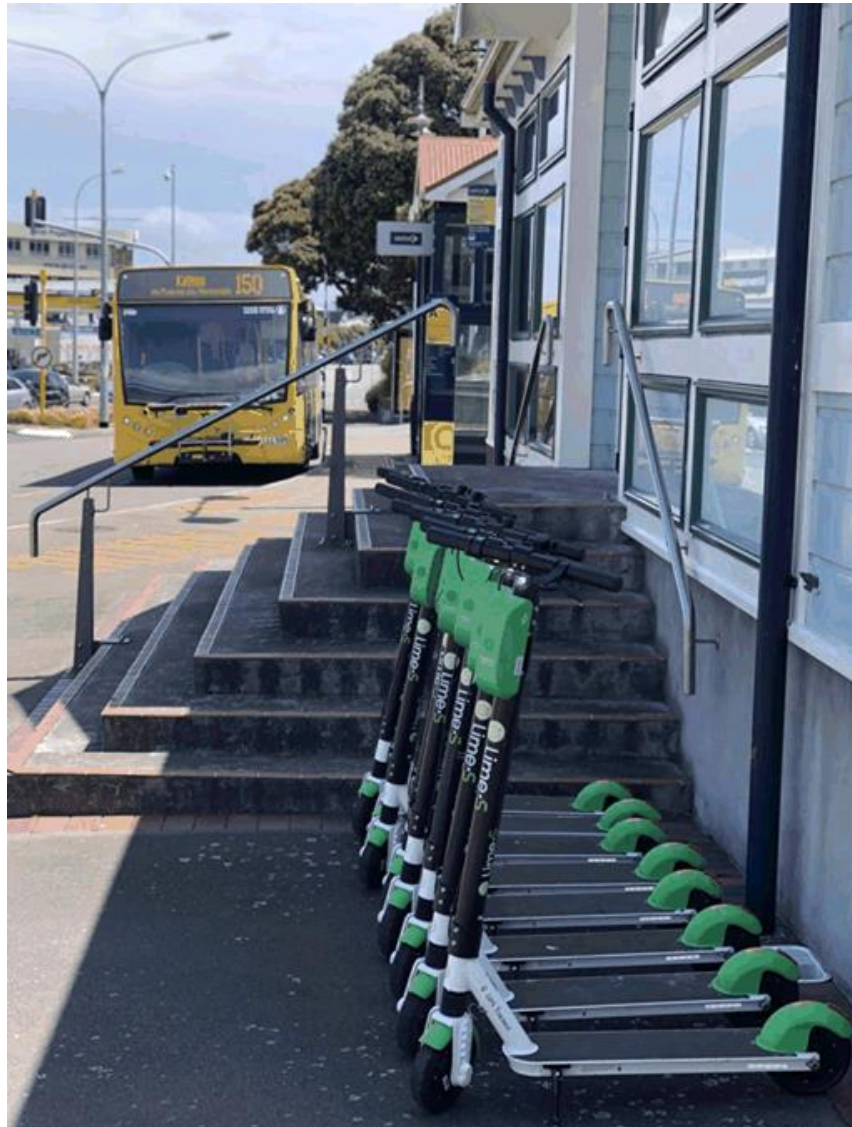
ACC CLAIMS INVOLVE A COLLISION



Benefits



3,000
FEWER WELLINGTON CAR TRIPS/DAY



20%
**TRIPS CONNECTING WITH
PUBLIC TRANSPORT**







25%

RIDERS ENGAGING WITH LOCAL BUSINESS

“I haven’t seen this much activity and buzz in and around the city since before the quake - people are out and about and they’re riding with big smiles on their faces.”

- Lianne Dalziel



Sharing > Private

Strong Local Presence

Resources

Good Partner

Should pedestrians enjoy
walking in a liveable Wellington?



Do e-scooters use footpaths overseas?

- Not in Lime hometown or many places in the USA – not in San Francisco and Portland, Oregon
- Not in London - being banned with use only in private spaces
- Not in Paris or Madrid
- Singapore registers e-scooters
- This business model has only been around for 2 years
- Do they replace petrol motor-vehicle trips? Lime self-reported data shows that only 22% replace car trips – 78% replace walking, public transport or are only for recreation

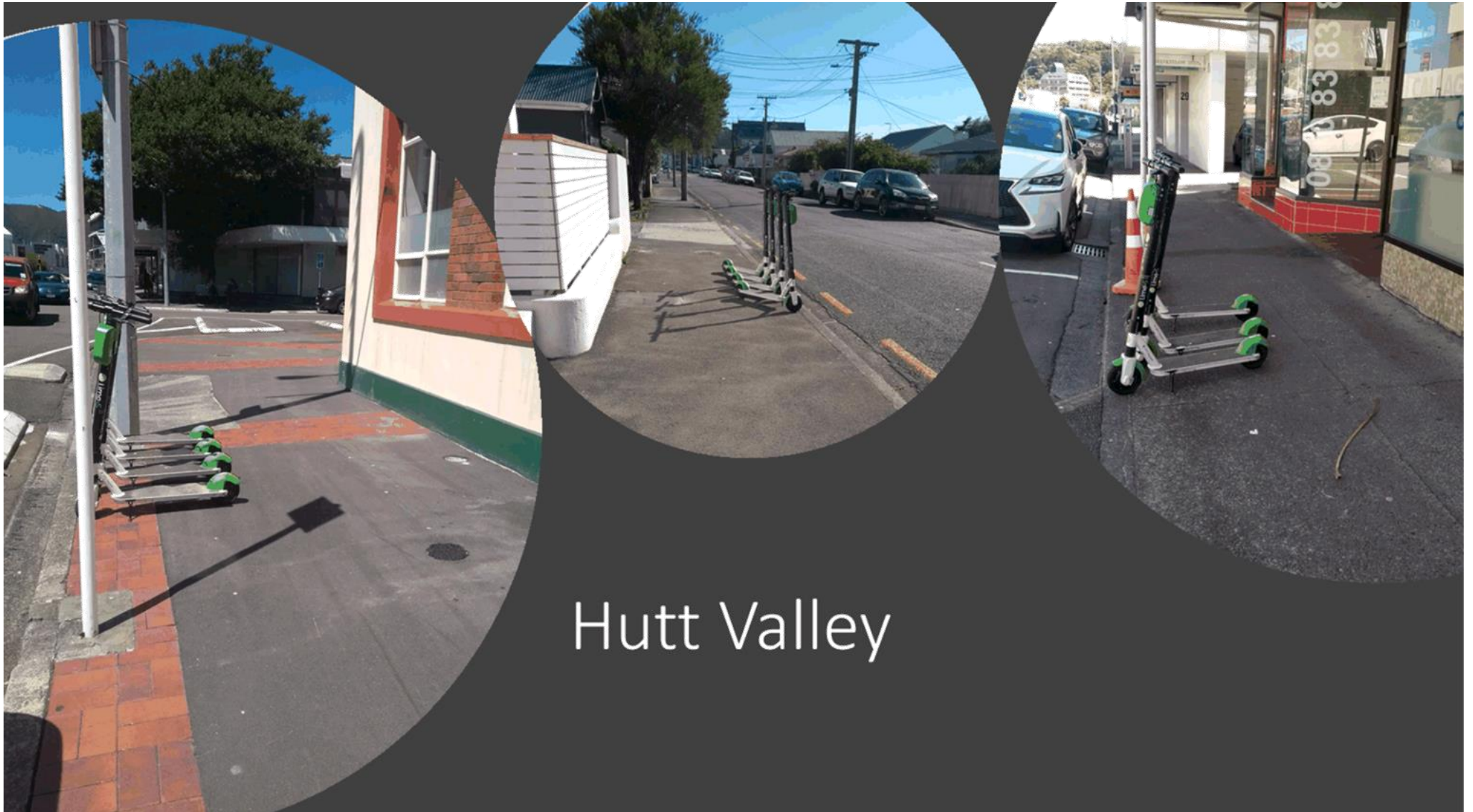
Why are e-scooters on NZ footpaths?



- The NZTA made a declaration in 2018 that these electric motor-scooters are not motor-vehicles, and as recreational vehicles can therefore travel on footpaths – no consultation
- NZTA dumped the tricky controversial decisions on local government
- They travel up to 27km hour
- A fast walker goes 5 km hour
- They have a motor and do not rely at all on people power – they are not active travel (not power assist)
- If they weren't electric would we even consider them?
- NZ government needs to urgently reconsider its decision

What is the effect of e-scooters on footpaths?

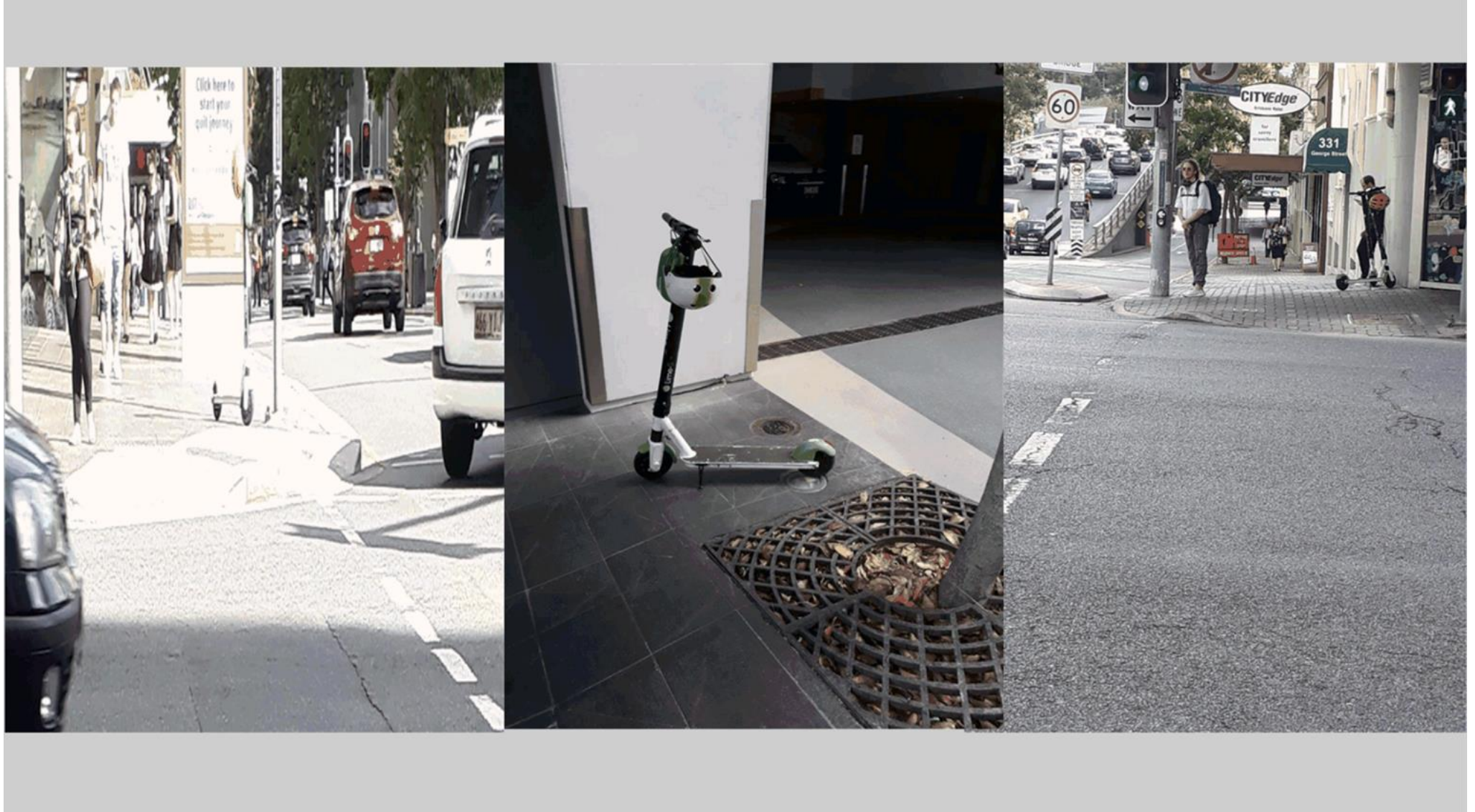




Hutt Valley



Auckland



Should pedestrians enjoy walking in a liveable Wellington?



- YES pedestrians should be able to walk safely
- Defer the decision, there is no urgent need for a trial
 - LGWM first
 - Parking policy and scooter policy first
- Lobby the government for appropriate regulations with on-road use for scooters
- Make our roads safer for all vehicles – 30km hour in CBD, keep going with the cycleway network – we expect LGWM will support this
- Ask the public what we want for our key public spaces = footpaths
- Ngāi Tātou o Pōneke, me noho ngātahi Whāia te aratika

RECOMMENDATIONS FOR THE WELLINGTON SHARED ELECTRIC SCOOTER SERVICE ROLLOUT

*Prepared for Wellington Council Strategy Committee, February 14th, 2019
By Oliver Bruce*

Context: I used to work for Uber as an Operations and Logistics Manager in Australia/New Zealand and now cohost the [Micromobility Podcast](#), which is a leading information source globally for the emergent shared scooter/e-bike industry. I also was part of the team that ran the [Micromobility Summit](#) in California which saw 650 of the leading industry, investment, academic and government experts come together from around the world to learn about best practice globally.

Disclosure: I am a shareholder in Uber (via employee options that I earned while I worked there) who has a small shareholding in Lime. I am not receiving any compensation from operators. I'm a passionate citizen who wants to see New Zealand become the micromobility capital of the Asia-Pacific region.

Recognising the benefits to Wellington:

- **Convenience:** Electric micromobility services like this [tend to work best in highly dense cities](#) like Wellington providing a highly personalised point-to-point transport.
- **Cost:** Transport is New Zealanders third largest expense category. These services are very cheap and there are [strong arguments that they help address mobility poverty](#).
- **Climate:** Electric bikes and scooters produce only [1-3% of the emissions of comparable car trips](#) - if we're *really* serious about dealing with climate change (as I am), then this should be as actively encouraged as possible.

Acknowledging the differences between traditional bike share and shared e-scooters in the Dockless Mobility space:

I highly encourage Wellington city officials to recognise the difference between standard bike share (ie. the Onzo trial) vs. the electric powered vehicle operators such as Lime, Bird, Jump and others. They are not the same and therefore should not be treated as such. They have:

- **Substantially higher utilisation:** The data from Austin, Texas during their trial of both showed that electric powered vehicles do on average 6x the trip volumes of standard bikes. Comparing Onzo to Lime is not an accurate comparison. They're fundamentally different businesses/dynamics.

- **Daily charging/repairs/repositioning:** operators of electric powered services typically collect the vehicles every night to be charged and then reposition them in the city in the morning. Because they're collected, they're not out during drinking hours/less prone to vandalism. When they're placed again on the streets in the morning, they're able to load balance to where the demand is (ie. around public transit).
- **Substantially improved vehicle economics:** There is a reason that nearly all free floating-bikeshare style operators (of which Onzo is one) have gone bankrupt in ANZ - their economics are terrible. Because they charge so little per ride, they can only afford low-quality bikes, and therefore 'churn' through the bikes rather than repair them. Micromobility operators like Bird, Lime, Jump etc. have substantially more expensive vehicles (ranging from \$500-2000/unit) but also earn far more, meaning they can invest in repairing vehicles, building good working relationships with the city and being better corporate citizens.

Recommendations for Wellington based Dockless Mobility based on Best Practice Internationally:

The below recommendations are pulled from the [Shared Active Transport Guidelines](#) from the National Association of City Transport Officials (NACTO) from the US and the [Austin Dockless Mobility Rules](#) (attached). There are a few tweaks I'd make specific to Wellington. The key points are:

Infrastructure and business regulation:

- **Per trip 'Bike Lane Infrastructure fee' of 25c/ride (similar to [Portland, Oregon](#))** - this will be paid monthly into a ringfenced fund to be deployed towards infrastructure (bikelanes, places to lock vehicles etc.). [These operators have indicated internationally](#) that they would do this, but neither Auckland or Christchurch opted for this and could track into the millions \$/year *very* quickly.
- **Dynamic vehicle cap based on utilisation (similar to [Austin, Texas](#))** - Would recommend a minimum of 3-4 rides/day over the fleet, based on a 7 day rolling average reviewed monthly similar to St Louis, Missouri and Austin, Texas. This is different from the Auckland and Christchurch models of having set caps during the pilot phase, and then has found that most vehicles are flat by 3-4pm because they're being used so much and there's no way to increase supply.
- **Non-limited market for operators (similar to [Austin, Texas](#)):** I'd highly encourage to not limit the city to 1 or 2 exclusive operators in each category. Austin has 7 operators (between e-scooters, e-bikes and traditional bikes) starting at low caps and dynamically scaling up based on performance. This allows the market to choose the best services in a way that's fair to everyone.

- **Vehicle locks (similar to San Francisco, California):** This is *not* in the NACTO guidelines, but is being adopted by the best operators in the space (Scoot in SF etc.). This minimises vandalism but needs to be met with sufficient infrastructure. See a photo of this in action here:



- **Performance Bonds (similar to [Austin, Texas](#) and [St Louis, Missouri](#)):** Require operators to pay a performance bond of a minimum of \$100/vehicle in their cap that will be used in the event that the company winds down operations and requires a cleanup in the city (see attached details on this from the City of Austin).

- **No low-income/subsidized user provision** - (per the NACTO guidelines) - This is a US specific recommendation that does not have parallels to New Zealand, where everyone (other than SuperGold cardholders) pays the same for public transit.

Safety/operation guidelines:

- **Helmets are opt-in rather than required**- this is allowed under NZTA and otherwise present a substantial barrier to driving adoption. Highly encourage us to follow Auckland and Christchurch's lead on this, and work with scooter companies to be proactive about this.
- **No use of the scooters on footpaths** along highly pedestrianised areas, enforceable through a bylaw, as long as there is lower-speed road alternatives next to it (ie. Lambton Quay footpath and 30kph zone).

Things that the Wellington Council should also be considering:

- **Getting a third party data company to assist with monitoring:** the data that is currently provided by operators like Lime or Bird comes locked up in spreadsheets. This data can be more effectively assessed by companies like [Ride Report](#) and [Populus](#) that both regulators and operators can trust to provide compliance and monitoring services. Christchurch and Auckland are looking at [Ride.report](#) AFAIK.
- **Paid parking provision:** working to set up dedicated parking every 1-2 blocks etc. within the deployment areas (using retrofitted parking spots) that can then be charged back to operators ([Populus has tech to do this](#)). Santa Monica has just deployed something like this - it looks like this:

If you would like to discuss the details of the above further, please contact me on oliver.bruce@gmail.com to arrange a phonecall or meeting.

Micromobility in Wellington

Recommendations to the WCC Strategy
Committee

Oliver Bruce
14th February, 2019



Who am I?

Uber



What is Micromobility?

Three things:

Electric



Utility



Lightweight

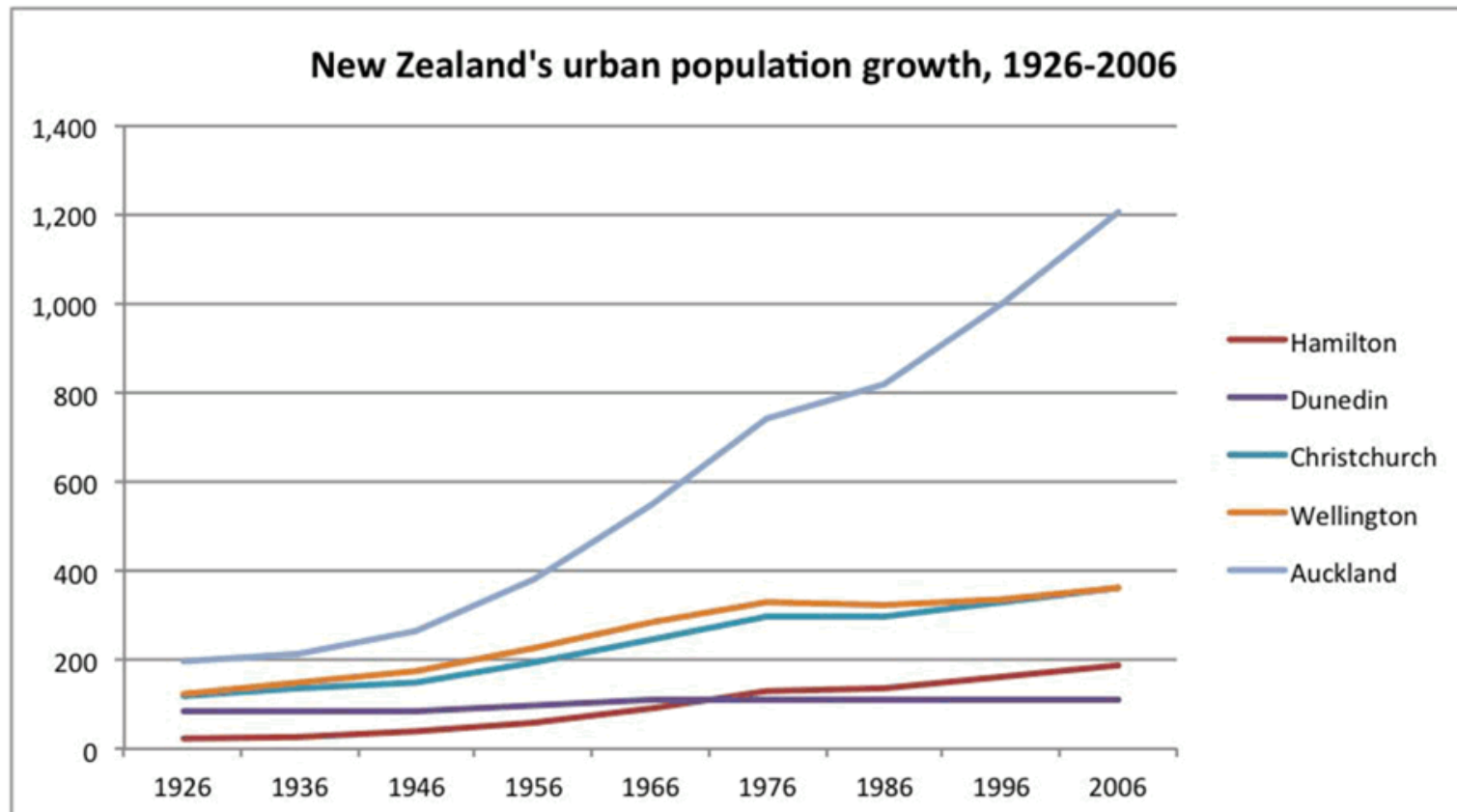


What does this look like?

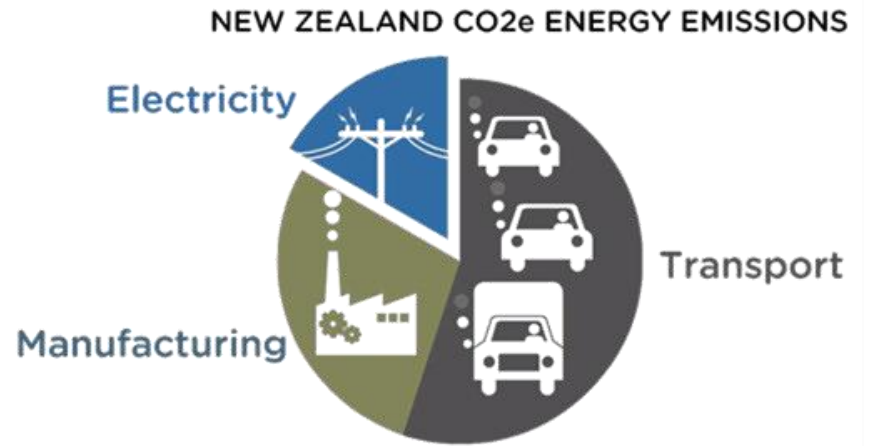


Why Micromobility Matters

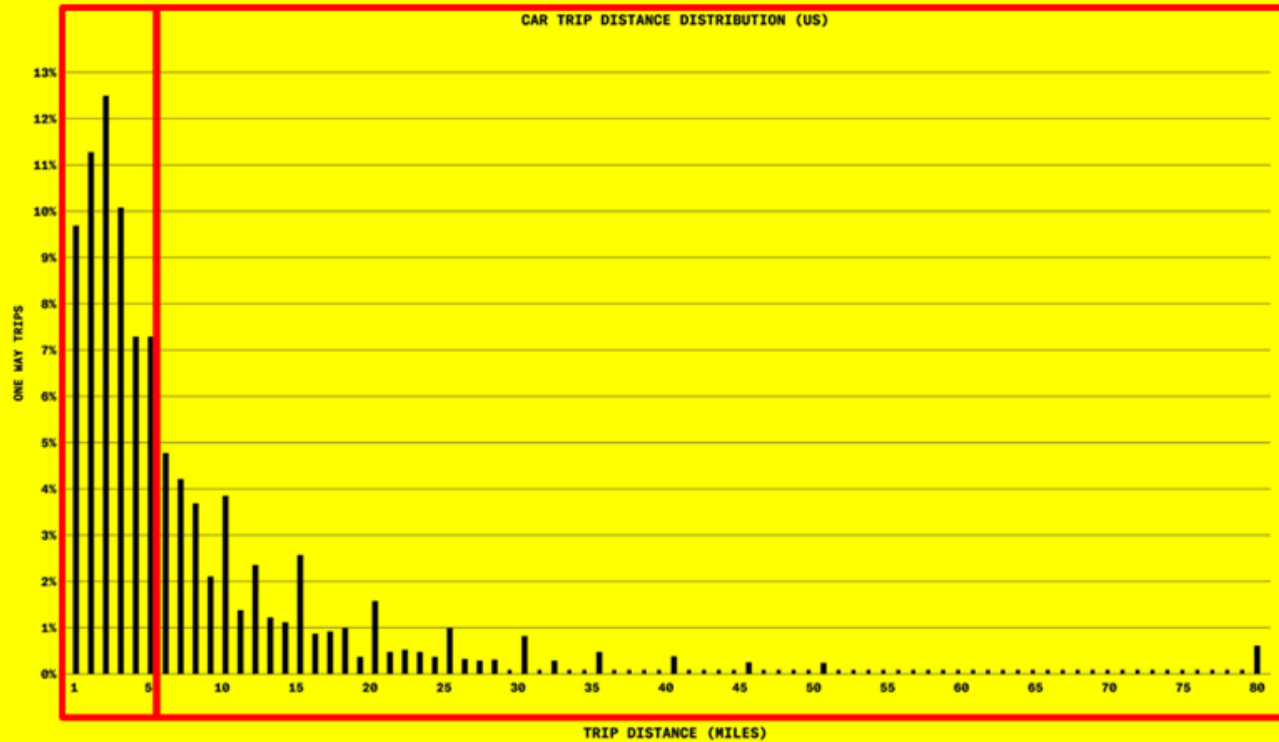
The world is urbanising



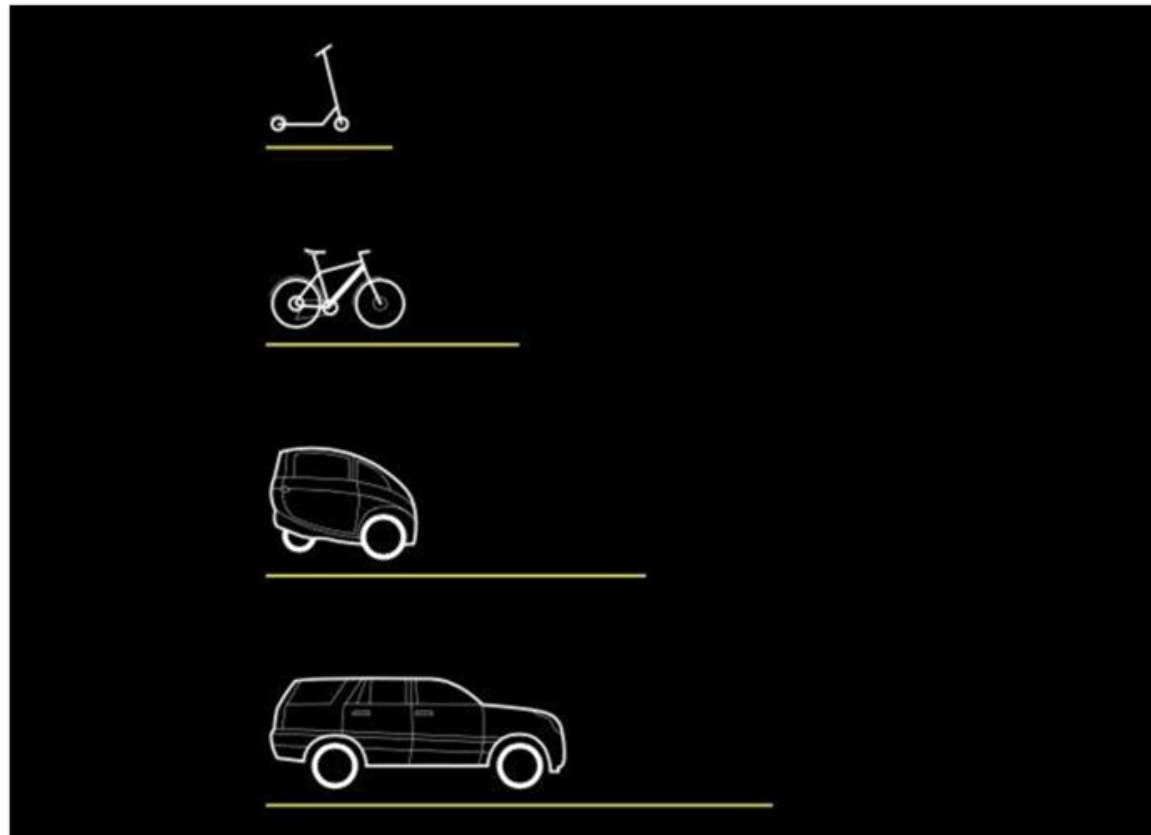
Urban transport needs to change



Most trips are small



Small vehicles, small trips. Big vehicles, big trips.



Why is Wellington well
suited to micromobility?

Factors that contribute to success

Dense



Good infrastructure



Early adopters



Key points Wellington can learn from global best practice

1) Performance Bonds Paid Upfront

Why?

- Operators bidding are unknown = risk to council
- Operations are hard/expensive
- Rent seeking for permits doesn't benefit community

How implemented?

- \$150/vehicle into escrow for cleanup
- Payable at receipt of permit to operate

Cities that have adopted this: [Austin, Seattle](#)



2) Dynamic Vehicle Number Caps

What?

- Cap by usage, not by operator
- Minimum of 3 trips/day across fleet
- Minimum deployment of 300 scooters/operator
- Reviewed monthly - increase/decrease in 50 unit increments

Why?

- Applicants for Wellington are unknown/unproven.
- Allows good operators to grow, and bad operators to be forced out.

Precedent

- Cities that have adopted this: [Santa Monica](#), Austin, St. Louis



Other Best Practice

3) Require Locks (and build infrastructure)

What?

- Build enough infrastructure to handle the number of vehicles on the road THEN
- Require operators to have locks on their vehicles.

Why?

- Increases life of scooter by 6x industry standards ([Scoot in San Francisco](#))
- Designated parking for charging operators going forward



4) Per-Trip Fees

What?

- Charge a \$0.25 fee to each trip that goes on in the city from each operator
- Dedicate the funds to cycle lane infrastructure

Why?

- 'Pay fair share' of roading
- Community buy in

Precedents:

- Portland, Oregon



Talking points around Blind Foundation's position on e-scooters in Wellington/NZ

- The Blind Foundation is pleased to see the trial of e-scooters putting the accessibility of footpaths into the spotlight, and commends Wellington City Council for taking a considered approach before introducing a trial in the city.
- By introducing e-scooters to footpaths, it is not only the riders who are susceptible to injury but also pedestrians, especially blind and low vision pedestrians and guide dogs as well as other more vulnerable pedestrians like the young, seniors and people with disabilities.
- Pedestrians who are blind or have low vision should feel confident and safe from vehicles and hazards when using the footpath.
- Many footpaths are not suitable in width or designed to be shared paths [share examples from personal experience]

Issues that e-scooters present to blind and low vision users include:

- E-scooters are quiet, making it harder for a blind/low vision pedestrian to detect their presence.
- E-scooters can go fast, appearing suddenly from any angle of approach, increasing the likelihood for poor decisions and dangerous consequences in sharing the path with other users.
- In other cities users are not required to leave the e-scooters in a specific place so they may be left standing or lying within the continuous accessible path of travel (adjacent to the building line), making them more hazardous for blind and low vision pedestrians who rely on this to navigate.
- There is a risk that blind and low vision pedestrians will lose confidence in travelling in some areas and restrict their activities.
- E-scooters are being ridden by underage users who may not be able to make appropriate quick decisions to avoid collisions with pedestrians. There is no monitoring system in place to ensure the users are over 18 years old.

The Blind Foundation would like:

- The accessibility issues outlined above for blind/low vision users and other vulnerable pedestrians to be addressed through regulation of e-scooters.
- Thorough stakeholder consultation be made in the development of regulation for e-scooters, which the Blind Foundation would like to be involved in along with Living Streets Aotearoa.
- The Blind Foundation sees a solution that would accommodate everyone might include classifying e-scooters as a motorised vehicle, requiring them to be used

in the road or cycle lanes. E-scooters should have designated parking areas that are sited out of the continuous accessible path of travel i.e. placed kerb side.

- Investigation as part of the development of regulations, to determine how to ensure the e-scooters can be heard by pedestrians. Electric vehicles are already an issue in determining safe road crossings. Fast moving silent vehicles on footpaths are a hazard

Flamingo

E-Scooter Sharing in Wellington

Trish Love - 14 Feb 2019



Low Carbon Capital Plan

56%

of emissions in the WCC
boundary are from transport



Electric scooters will change
the way Wellingtonians
move



Electric scooters add to
Wellington's high-quality
diverse transport system

Local Business Benefits

Scoot to Joe's Cafe

Ride a Flamingo to Joe's Cafe and get a coffee for \$2.



Local Business Deals

20%

of rides are to or from local food/shopping destinations

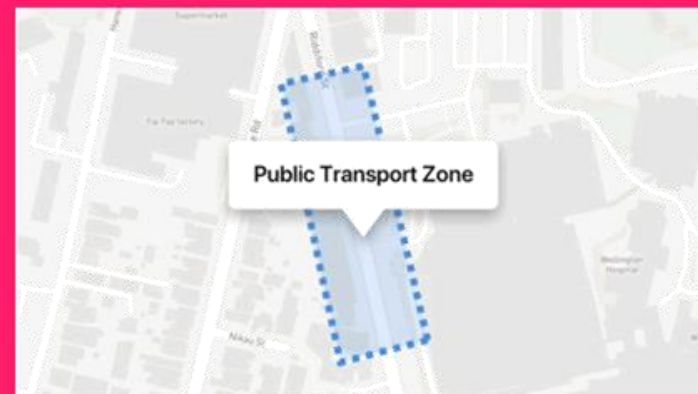
Public Transport Integration

27%

of rides connect to or from
public transport

Solves first and last mile
transport problem

Bridges the gap between
Wellington's train and bus
network and a traveller's final
destination



Public Transport Zones

Discounts on rides that end at
designated public transport
hubs.

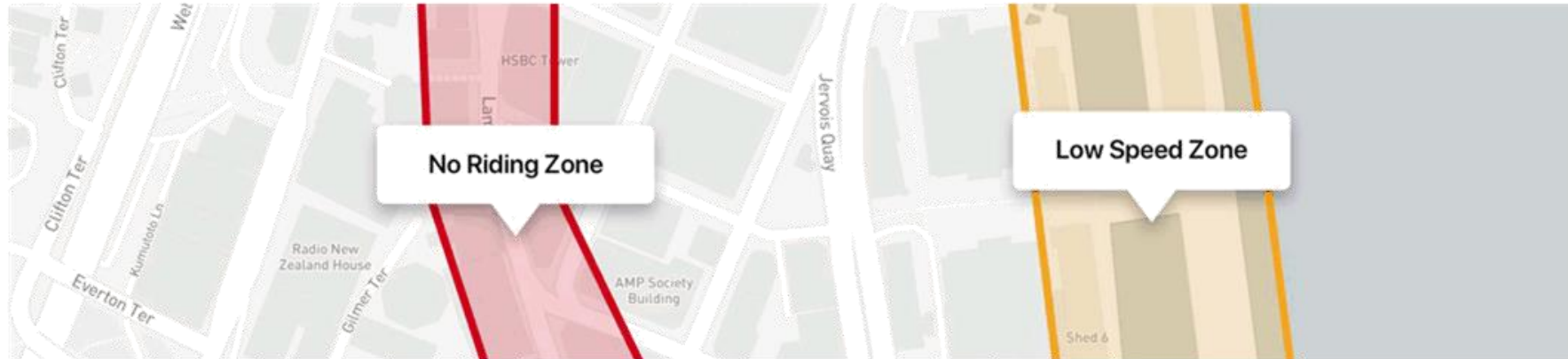
Safety Features



Dashboard Reporting

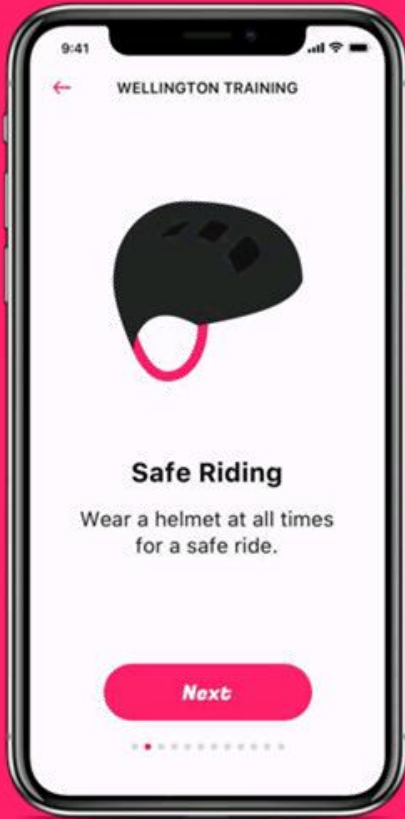


Scooters Collected Every Night



Safety Zones

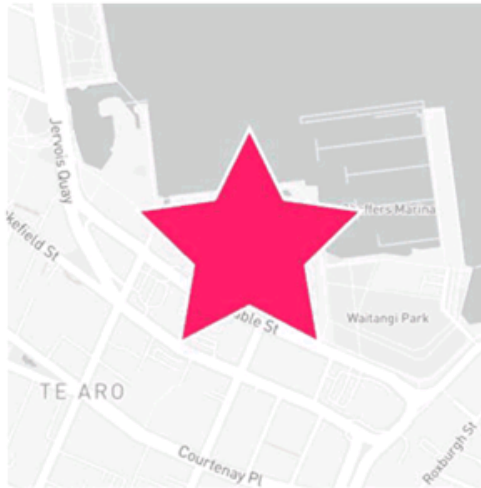
Rider Training



Safety Initiatives



Safe Parking



On Ground Team



Free Helmets



Trish Love

trish@flamingoscooters.co.nz



How to use scooters.



A quick google search will show the majority of riders do not ride with a helmet.

Rules and Regulations

By tapping "I Agree", you certify that you've read and agreed the following rules and conditions:

- A helmet is required
- Do not ride on the sidewalk
- Don't ride downhill
- Have a valid driver's license
- You are 18 years or older
- You are 18 years or older
- Ride at your own risk

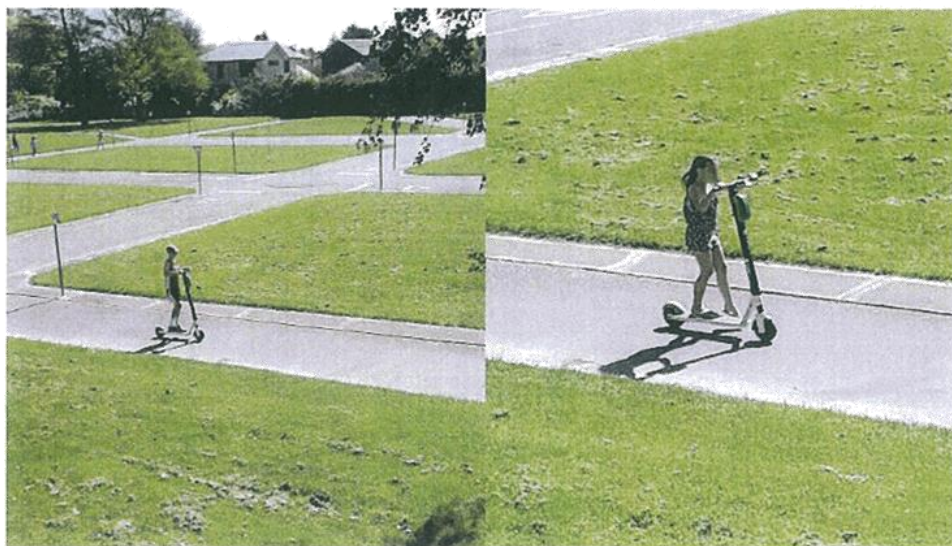
I Agree



DONE

So how do we see so many of these examples?

What does enforcement look like?



Individuals may be prepared to take a personal risk but our more vulnerable users of footpaths and pedestrian spaces may not want the risk factor.

Item 1.6 Attachment 8