

Sunderland E-Scooter Trial

Scrutiny Committee
April 2022



E-scooter trial objectives

- 1 To assist the DfT in their decision to legalise e-scooters
- 2 To support the objectives of the City Council's **Low Carbon Framework**, to become a carbon neutral city by 2040 and a Carbon neutral Council by 2030.
- 3 Help our **local economy recover from COVID-19** by assisting residents' return to work in a socially-distanced, safe and sustainable manner.
- 4 **Commuter journeys** - trial will help provide capacity and support journeys on key employment and education routes from the City Centre to the Hospital & University sites.
- 5 **Leisure Journeys** - e-scooters used by visitors and tourists for leisure type journeys along the Seafront, linking with City Centre and Metro stations will help support first and last mile journeys on routes that have capacity limited public transport.

Data collected will contribute to deciding the long-term vision of Active Travel in Sunderland in conjunction with other NECA initiatives.

Confidential

Progress vs Objectives of the SCC Trial

SCC Trial Objective	Progress to Date
To assist the DfT in their decision to legalise e-scooters	<ul style="list-style-type: none"> DfT now receiving data automatically from users after each ride on i) demographics and ii) modal shift DfT receive monthly data via the Situational Reports Cabinet approval has been granted to extend the e-scooter trial to November 2022 in line with DfT guidance.
Support the City Council's Low Carbon Framework , Sunderland have declared a CLIMATE EMERGENCY .	<ul style="list-style-type: none"> 9.5% of riders wouldn't have taken the trip had the e-scooter not been there 63% of trips were integrated with another form of transport 32% of journeys replaced a car trip Over 109,000 miles travelled and an estimated 10 tonnes CO2 saved Over 82,000 trips since March 2021, helping to boost the local economy with 65% of rides resulting in a purchase at a local business 24% of users state they value scooters because they are more affordable transportation
Help our local economy recover from COVID-19 by assisting residents' return to work in a socially-distanced, safe and sustainable manner.	
Commuter journeys	
Leisure Journeys	<ul style="list-style-type: none"> Over 27% rides have started at seafront stations; and over 15% have started at one of the Metro Stations (first and last mile transport network integration)

Supporting the SCC's Low Carbon Framework

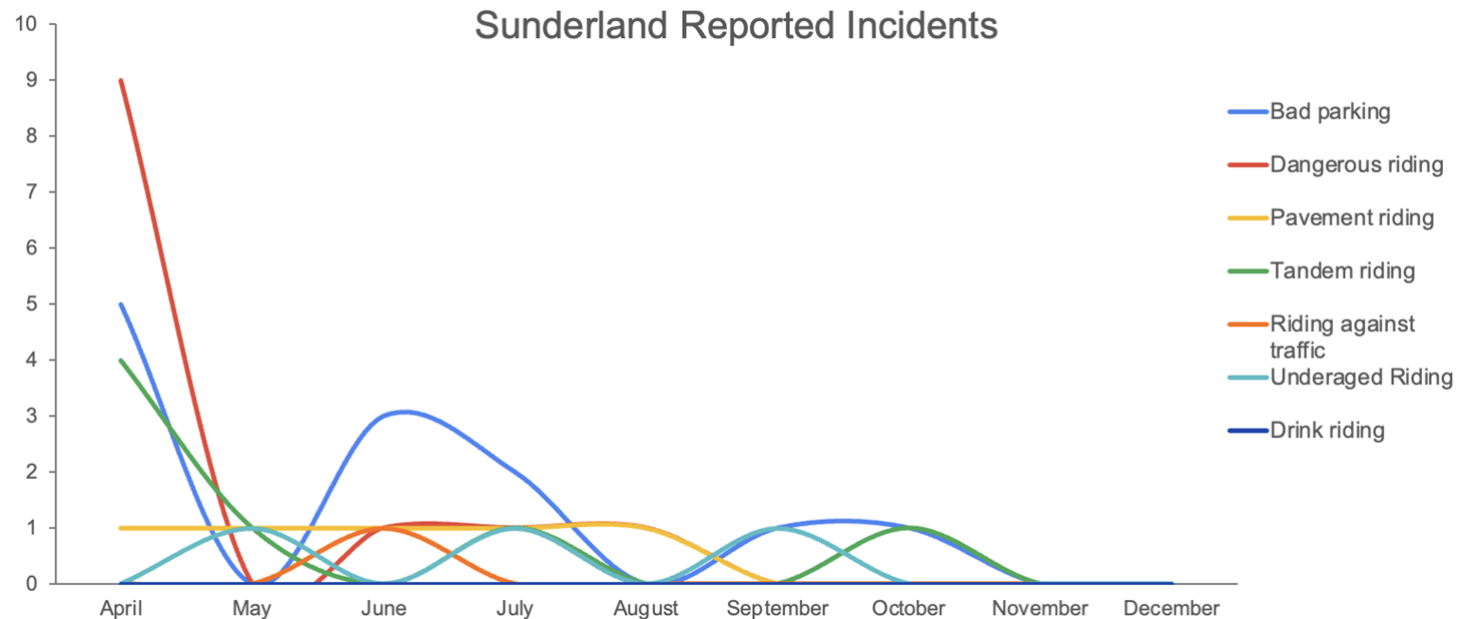
Sustainability at our core

- Neuron's proprietary N3 Scooters are designed to have a **5 year lifespan**; that is 2-5x longer than commercially available models
- Since launching in March 2021, Neuron's e-scooters have racked up over **175,000 kilometres** (>109,000 miles) in Sunderland, eliminating an estimated **10 tonnes of CO2 emissions**
- **100% battery-swapping fleet** which significantly reduces the reliance on heavy vehicles to return and recharge the scooters
- **Electric vehicles** for operations
- All powered by **100% renewable energy**
- **Carbon neutral** over the entire scooter lifecycle



Reports of antisocial behavior are still falling

As the scheme becomes more integrated into the city, cases of bad riding behaviours are trending downwards



- All types of antisocial behaviour are being actively managed down through:
 - ScootSafe campaigns (in-app, online, TV and in person) and
 - enforcement (suspensions and bans)

Notes: 1) data includes all reports to Neuron customer service centre (app, phone, email) and via the Council, Police and other stakeholders.
2) Rides have also been falling over the same period.

Safety campaigns

Road Safety Week



- Safety Ambassadors held events
- Ran a localised in-app safety quiz, testing the knowledge of our riders around map geofences and usable roads within the service area

May 2021

Summer of Safe Riding Campaign



- Falcons Safety Ambassador Video Campaign
- Multiple Scootsafe Events
- Partnership with Go Smarter Go Active

June-August 2021

Freshers Fair & TV Advertising



- University ScootSafe Events to New & Existing student users
- Social Media Safety Quiz to earn free ride credits
- Targeted TV advertising in partnership with Sky

September 2021

Safety campaigns (contd)

Helmet Safety Awareness Week



- 1st - 10th October
- “Wear a Helmet” Challenge on Instagram
- Scootsafe promoting wearing a helmet & interviews with public on the importance of helmets

October 2021

Festive Campaign



- Festive Safety Videos: “*Don’t Drink and Ride this Christmas*”
- Digital safety marketing at Seaburn Stack, Northern Spire and Sunderland St Marys Way (see next page)

Videos & Socials



- Targeted social media safety campaigns 18-35 year olds
- In app safety education videos



June-December 2021

Festive Safety Campaign

Neuron's commitment to safety continued over the festive period

- In partnership with Sunderland with Council ran a digital billboard safety campaign
- Targeted online safety videos
- Worked with Northumbria Police to alleviate any unnecessary pressure the force experiences over the festive period:
- Action taken to empty key city centre locations (targeting high footfall areas with bars and pubs) on "Black Eye Friday", Christmas Eve and New Years Eve.

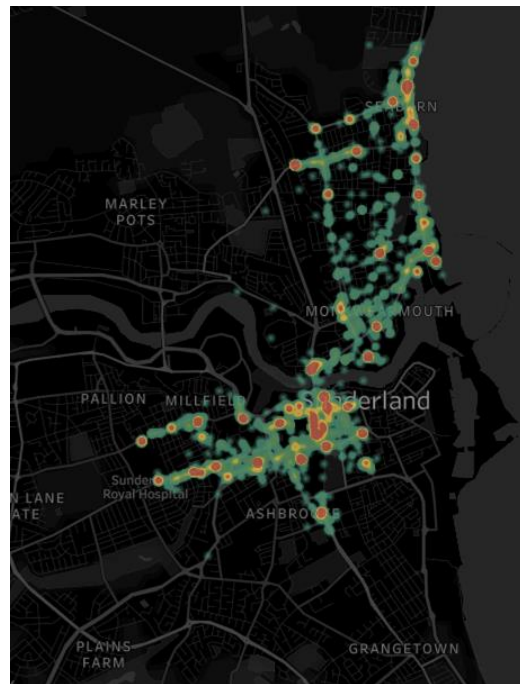


Supporting commuter and leisure journeys

Neuron's most popular stations remain at the seafront while support for first and last mile journeys remains strong at Metro Stations across the service area

33% of trips have ended or started at Seafront parking stations, 30% at City Centre stations and 18% at local metro stations*

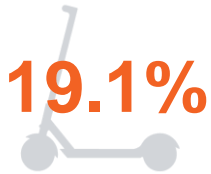
Trip Starts



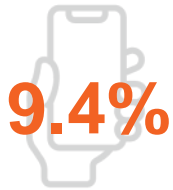
Trip Ends



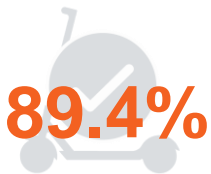
A survey of Neuron users in Sunderland showed that 31.8% of trips displaced car journeys, with 62.5% of those trips being combined with another transport mode



of users combined their most recent trip with public transport or car/taxi



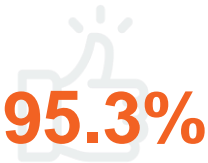
of trips taken on scooters would not have happened if Neuron was not available



of users could find a scooter most of the time



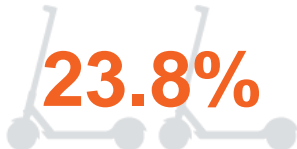
of trips are purposeful (commuting, getting to appointments or errands done), 24.1% of these trips are commuting



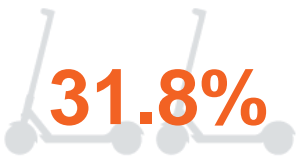
of users believe Neuron has created positive impact for the town



of users made a purchase as a result of their most recent trip



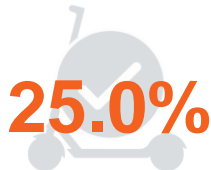
of users state they value scooters because they are more affordable transportation



of all trips replaced a car trip



of riders who used Neuron to replace a car journey combined the scooter with another mode of transport



of car journeys replaced were over 5 miles

Neuron in Sunderland

The November rider survey found that 95% of users thought the trial e-scooters have created a positive impact in Sunderland

1. The Seafront has accounted for 27% of trip starts - these are the high demand areas driven by leisure trips. The trial maintains tailored geofencing in place to allow safe access through slow speeds and no parking zones along the seafront. Enhancing the opportunity for commuting trips is a priority of Neuron

1. Multimodal Integration: Integrating into the wider public transport network has always been part of the multi modal objective of the trial, we are happy to report that St Peters Station, Seaburn Station and Market Square Station are in our top performing group of parking stations.

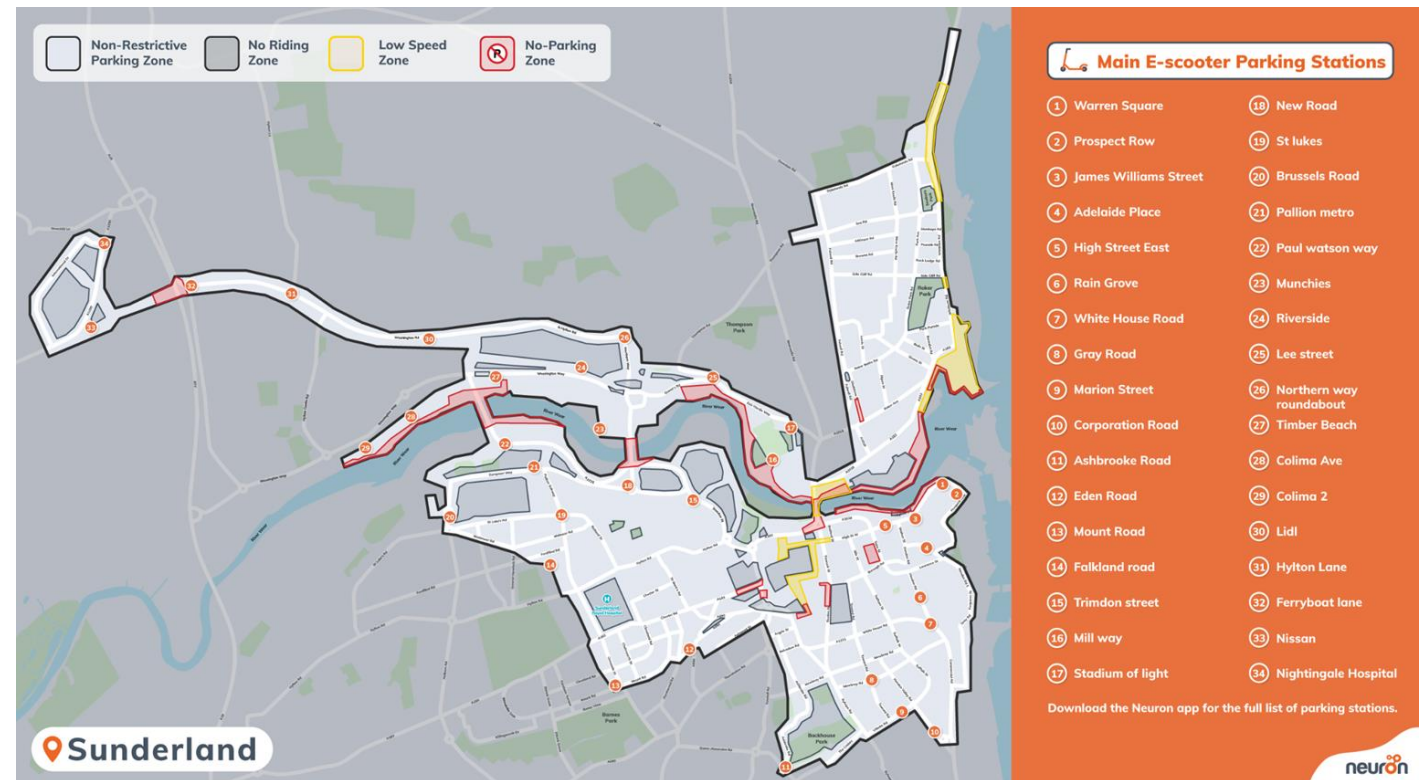


Continuing the trial into more areas of Sunderland

The Department for Transport recently granted the Council's request for change which could almost treble the size of the service area

1. Utilising key infrastructure in the city: Integration of Sunderland Strategic Transport Corridor ("SSTC"), and the surrounding areas allows for improved connectivity between employment, residential and retail zones. Provides more transport choice to deprived areas where car ownership rates and access to private vehicles are lower than the national average. Phase 3, or SSTC3, completed in November 2021, now connects and extends existing city cycle infrastructure, opening up further areas of Sunderland North and South of the River Wear which was not the case at the start of the trial.

1. New employers are moving to the Nissan Corridor and the newly established International Advanced Manufacturing Park ("IAMP") (and the Low Carbon Enterprise Zone). Sunderland City Council begun initial dialogue with Nissan and other local stakeholders around increasing travel choices given the recent changes to travel corridors that now connect these sites with more areas of Sunderland.



1. **Continue to partner** with Northumbria Police and other partners to **adapt scheme** for city events and public holidays
2. **Engaging with community** and transport groups to further improve the service. Currently recruiting a community manager to provide additional support.
3. **Educating users** and public via online and offline media (e.g. targeted TV and social media advertising, in-app safety school, and ScootSafe events)
4. Continue to issue **quarterly briefing** to Councillors & stakeholders



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