

# **E-scooter Focus Groups Report**

Prepared for the City of Toronto's Transportation Services Division  
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Written and compiled for the City of Toronto's  
Transportation Services by Swerhun Inc.





Focus group focused on understanding pedestrian & transit riders' knowledge, attitudes, and perceptions about e-scooters. (Thursday, February 14, 2020, 192 Spadina Avenue).

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# Overview and background

This e-scooter Focus Groups Report is an integrated summary of five focus groups commissioned by the City of Toronto to help inform its decision-making about if/how to consider a role for e-scooters in Toronto. It was prepared by Swerhun Inc., third-party facilitation firm retained by the City of Toronto to design, facilitate, and report on the focus groups. The intent of this report is to capture feedback and advice shared by focus group participants and is not intended to imply consensus of opinions. This report should be read in concert with other reports prepared as part of the City’s research / exploration into e-scooters.

As of January 1, 2020, the Government of Ontario has given cities the option to test electric kick-scooters or “e-scooters” on public roads, trails, parks and sidewalks (if they choose to participate through changing their municipal by-laws). An e-scooter is a two-wheeled electric-powered device, where the rider stands on a narrow board holding a handlebar (see picture below).

Staff from the City of Toronto’s Transportation Services are preparing a report for City Council with advice on if/how to proceed with exploring a role for e-scooters in Toronto. To inform the staff report, Transportation Services commissioned five focus groups to better understand the public’s knowledge, attitudes, and perceptions about e-scooters. The focus groups are **one of multiple research inputs** informing the staff report. Other inputs include an online survey of Toronto residents (~1,000 residents), stakeholder consultation, consultation with representatives of the e-scooter industry, and research by City staff and policy considerations.



# Recruitment overview

## Recruitment objectives

The City's recruitment approach was guided by an objective to assemble groups of individuals representing five interest-specific groups: cyclists, drivers, local business owners/managers, local retailers of electric mobility devices, and pedestrians/transit riders. The City's rationale for choosing these groups was to understand the perspectives of the different road users in Toronto, including their thoughts about e-scooters relationship to public realm, streets, sidewalks, entrances (as related to businesses with a "bricks and mortar" establishments, such as restaurants or stores selling goods/services), and businesses selling or repairing e-scooters and/or similar mobility devices.

The City also wanted to ensure a diverse range of perspectives was represented, including diverse age groups, ethnicities, genders, income levels, geographies, and different levels of first-hand experience with e-scooters (see Appendix B for anonymized demographics of selected participants across all focus groups). The City also wanted to speak with individuals who have not been otherwise consulted or engaged by the City about e-scooters through another mechanism. Finally, the City wanted to speak with individuals over the age of 16 to consult only those that are legally allowed by the Ontario Highway Traffic Act (regulation 389/19) to operate an e-scooter.

## Recruitment & selection process

Working closely with the City of Toronto, Swerhun Inc. led the recruitment and selection process of the focus groups. Outlined below is the sequence of events for executing the recruitment process.

- An independent website was developed for the sole purpose of recruiting focus group participants. The website included background information, purpose of the focus groups, key information about the focus groups (including focus group dates, times, and general location, compensation of \$40 for selected participants, eligibility to participate, submission deadline, and contact person), and a webform with questions to collect information about interested participants to determine their eligibility. The recruitment questions were reviewed by City staff. See Appendix A for sample images of the recruitment website.
- A contact list drawn from publicly available information was developed. **Over 750 organizations and businesses** with an interest in urban issues and mobility were identified. The organizations and businesses identified **represented a range of sectors**, including: area-specific and/or interest-specific advocacy groups (residents associations, "friends of" groups, faith-based groups, dog walkers, recreation, environmental advocacy groups, seniors, youth, heritage organizations, economic development organizations, arts organizations, Indigenous organizations, food banks, and many more; community service, shelter, and support (community services and health); accessibility; active transportation and transportation; local businesses and local retailers of electric mobility devices, and; academic organizations.
- Invitations to participate in the focus groups were emailed to organizations and businesses. They were asked to either fill out the webform attached in the email or share it with others

that might be interested. Recipients had the opportunity to opt-out of receiving further emails and request removal from the email distribution list.

- The initial recruitment website and invitation email required interested individuals to be between the ages of 16 – 70 and to have completed the webform to be eligible to participate in the focus groups. Based on feedback received from email recipients, the maximum age limit was removed, meaning participants were eligible to participate if they were over the age of 16.
- By the end of the submission deadline, approximately 187 people registered their interest to participate.
- A three-step screening process was developed to identify who was eligible to participate:
  - Step 1: screen out those who were not available on either evening identified in the website, those affiliated with groups already consulted by the City through other means, and those whose self-identification answers did not qualify them for the target focus group categories.
  - Step 2: ensure the remaining eligible individuals represented a range of demographics, such as age group, gender, ethnicity, income range, geographies and first-hand experience with e-scooters.
  - Step 3: for focus groups that received a high volume of eligible participants (pedestrians/transit riders, cyclists, and drivers), further screening was done to ensure selected individuals represented a range of characteristics (e.g. if they used assistive devices such as a cane/walker/motorized wheelchair to get around, if they had any visual/hearing impairments, if they frequently travelled with baby carriers/strollers, if there were any children below the age of 16 in their household, and if anyone in their household owned a dog).
  - NOTE: The first priority with recruitment was to ensure as much participation as possible from each interest-specific group.
- After the selected participants were identified and reviewed by the City, they received an email notifying them that they were selected to participate in a particular focus group and requesting their confirmation to attend. Key information participants needed to know before the meeting was also provided (e.g. confirmed date, time, and location).
- Individuals who were not selected to participate were also notified by email. They were informed that although they were not selected to participate, they could still share their thoughts on e-scooters and what the City should consider as it explores if/how there could be a role for e-scooters in Toronto by emailing Janet Lo, Transportation Services, City staff leading the e-scooter research study.

# Focus group process

Between February 12<sup>th</sup> and February 13<sup>th</sup>, approximately 27 people participated in the focus groups. The focus groups were organized to represent five interest-specific groups: cyclists, drivers, local business owners/managers, local retailers of electric mobility devices, and pedestrians/transit riders. Each focus group was 55 minutes long and consisted of an overview, introduction, facilitated discussion, and information sharing (see Appendix C for focus group agendas). In each focus group, the discussion was organized into three parts: discussion about participants' experiences and perceptions of e-scooters; discussion about if/how to pilot e-scooters, and; discussion about changes to perceptions (if any) based on information and statistics shared about e-scooters. The information and statistics shared was provided by City staff and included statistics highlighting potential benefits, potential risks, and neutral information about e-scooters (see Appendix D).



## Overall observations

The following points summarize the facilitation team's observations about which topics emerged consistently across all five focus groups as well as the range of perspectives participants shared within those topics. These observations are drawn from the five individual focus group summaries, also written by the facilitation team, which were subject to participant review prior to being finalized. They should be read in conjunction with the individual meeting summaries that follow and are not intended to imply consensus between participants, either within or across any given focus group(s).

- 1. Potential benefits and opportunities of e-scooters.** Participants identified a number of potential benefits and opportunities e-scooters could bring to the city, including (but not limited to): a new, convenient mode of transportation; an alternative to driving (that could help address congestion); a first-and-last-mile solution; an opportunity to improve mobility equity across the city (if they are deployed in areas with limited or infrequent connections to transit, like the suburbs), and; transit relief, both generally and as a supplement to shuttle buses during significant delays.
- 2. Potential risks of e-scooters.** Participants identified a number of potential risks e-scooters could bring to the city, including (but not limited to): safety and injury issues due to a lack of appropriate road infrastructure for e-scooters and potential for pedestrian collisions if e-scooters are ridden on sidewalks; additional “chaos” on Toronto’s streets, especially if there is no increase in enforcement; competition and conflicts with other road users depending where they are allowed (e.g. bike lanes); clutter from lack of designated parking for dockless e-scooters; small tires of e-scooters hitting potholes, debris or snow; concerns about potential criminal behavior (e.g. impaired e-scooter); and risk of losing control because of the minimal effort required by users to operate them (i.e. use of a throttle button).
- 3. Key considerations participants said the City should keep in mind as it explores a potential role for e-scooters in Toronto.**
  - Public safety. While participants generally agreed safety was important, they shared a range of perspectives on if/how the City should consider safety when exploring a role for e-scooters in Toronto. Some said the City should not consider a new mode of transportation unless/until enforcement and/or infrastructure improves on Toronto’s streets. Others said the City could explore a role for e-scooters in Toronto as long as it considered/developed controls for things like: where e-scooters should and should not go; whether protective gear (e.g. helmets) is required or not; what type of education/training might be required (both for e-scooter riders and for the broader public), and other topics.
  - Enforcement. Participants generally agreed that enforcement of the rules of the road is important whether the City decides to pilot e-scooters or not. Many participants said that existing traffic enforcement is lacking, and they were concerned that the lack of enforcement would be a challenge for e-scooters as well. Enforcement-related topics participants suggested the City consider when exploring a role for e-scooters included e-scooter licensing and/or “identifiers” (with mixed opinions on whether these types of approaches would be effective and/or feasible) and the cost of enforcement (whether paid for by e-scooter companies or the public).



- What role e-scooters should have in the broader transportation system. Many participants said they saw potential for e-scooters to have a role in Toronto's transportation system, though some were concerned that City resources dedicated to accommodating e-scooters might draw resources from other transportation modes, like cycling. Among those that supported the City exploring a role for e-scooters, some said the City should be strategic in thinking about what specific role(s) e-scooters should have in the context of the City's broader transportation objectives and then design the pilot to fulfill that role(s).
- If/how to use Toronto's existing street infrastructure. Participants said that, because Toronto's streets were not designed for vehicles like e-scooters, the City should think carefully about if/how there is room for them. Some participants felt that Toronto's streets are already struggling to accommodate existing modes and that adding e-scooters to the mix could make matters worse. Others suggested (but did not necessarily agree on) other ways to accommodate e-scooters, including identifying dedicated lanes for e-scooters and other alternative mobility devices and/or re-allocating space from other uses (such as car and/or parking lanes),
- Protecting public space. Most participants agreed that the City would need to consider and identify ways to protect public space if it allows an e-scooter pilot. Several participants said they perceived e-scooter "clutter" and/or "litter" to be big issues in jurisdictions that have allowed them, while others said some cities have addressed these challenges through strategies like identifying dedicated parking areas, software geofencing, and "pick up staff" that collect discarded e-scooters. Several said that the City should consider requiring e-scooter parking in private spaces and/or parking spaces (as opposed to sidewalks and/or parks).
- A tailored approach to different areas. Among those that were willing to consider a role for e-scooters in Toronto, there were suggestions for the City to consider the influence of different road characteristics in different areas (e.g the fact that sidewalks are wider in the suburbs, the fact that some streets are used for recreation while others are for transportation) when determining if/how to accommodate them.
- Sustainability and environmental considerations. Participants shared a range of opinions on e-scooters' potential sustainability and environmental benefits/drawbacks. Some said e-scooters could be a great way to get people out of cars and reduce vehicle emissions; others were skeptical of e-scooters' purported environmental benefits and said they would like the City to analyze e-scooters' whole life cycle, including manufacturing, how long they typically last, if/how they're recycled, and e-scooter companies' operational impacts (e.g. driving cars to redistribute e-scooters).

## Feedback shared in the **CYCLISTS** focus group

### Experiences, understanding, and perceptions

Participants had a range of experiences with e-scooters, including having visited cities where they are in use, seeing them on social media, having friends who own one, and from seeing kids riding them in Toronto's sidewalks. Participants who saw e-scooters in other cities did not try riding them because they looked unsteady, "made me feel unsafe," and the rental system would not take their credit card for payment. They used words like "surprisingly fast" and "surprisingly quiet" to describe them. They also saw dockless e-scooters littering sidewalks and in bike lanes.

**Potential benefits / opportunities** participants identified included: e-scooters could be an alternative to cars; a first-and-last mile solution, and; could help reduce traffic congestion.

**Potential risks / concerns** participants identified included: lack of motor noise makes e-scooters difficult to hear, which could pose a safety risk for cyclists and pedestrians (particularly for the elderly); unpredictable movements, high speeds, and the differential in speed between throttle and human-powered cycling; clutter on streets; safety issues due to challenging road conditions (e.g. snow banks, potholes, debris) and the small wheels of e-scooters being vulnerable to these road conditions, and; riding e-scooters in areas with narrow spaces.

When asked whether they would feel comfortable recommending a loved one use e-scooters, participants mostly said "no" because of the lack of safe and connected infrastructure in Toronto to support e-scooters and lack of training to use e-scooters. One participant said that if e-scooter speed was limited to 10 km/h on multi-use paths like Martin Goodman Trail and e-scooter use was limited to off-peak times when it is not crowded with pedestrians, kids and tourists/busy event times, they would be comfortable recommending them.

Participants also shared thoughts about e-scooters from the **perspective of a cyclist**:

- **E-scooters could compete with bikes and pedestrians for space.** Cyclists already compete with e-bikes in bike lanes — e-scooters would be another vehicle taking space intended for cyclists. E-scooter riders will also likely ride on sidewalks, even if not allowed.
- **Road infrastructure needs to change, regardless of whether e-scooters are introduced.** Participants were concerned about the safety of Toronto's streets for pedestrians and cyclists and said adding a new mode of transportation to Toronto's streets without improving the infrastructure is risky and would increase already highly stressful conditions on streets. Some said the City should focus first on stronger enforcement to better protect pedestrians and cyclists and on creating a minimum grid of cycling infrastructure rather than finding a way to accommodate e-scooters.

### Advice on if/how to accommodate e-scooters

Participants suggested considerations for the City to keep in mind as it explores if/how there is a role for e-scooters in Toronto:

- **The City needs to provide adequately wide, safe, dedicated infrastructure for e-scooters/micro-mobility.** The City recently declared a climate emergency. E-scooters could be a great way to get people out of cars and reduce vehicle emissions. However, proper infrastructure is needed for people to feel safe getting around on e-scooters. Road space in Toronto is limited, so if the City decides to create space for e-scooters, something will have to give (e.g. space for cars) — the City cannot "squish" more modes into limited

space. Consider giving a tax break or credit to people who use bikes, transit, and other non-car modes.

- **Provide dedicated parking spaces or docking stations** to avoid e-scooter clutter on streets and provide more predictability about where they are parked. E-scooter parking should be on streets and car parking spaces, not sidewalks.
- **The City should create a safe space and provide training before piloting e-scooters** to avoid accidents or injuries to riders and conflicts with other road users.
- **Tailored approaches for different areas.** Instead of taking a blanket approach to accommodating e-scooters, the City should take a tailored approach for different areas that considers factors like pedestrian and vehicle traffic, what a street is commonly used for (e.g. mobility or recreation), width of the street, the speed limit, and driver behaviour.
- **Consider using e-scooters as transit relief vehicles and as a last mile solution.** E-scooters could help alleviate congestion on the Yonge subway and supplement shuttle buses during significant delays. Consider providing e-scooter fleets at transit stations and explore integrating payment with the PRESTO system.
- **Consider the acceleration profile of e-scooters versus the average cyclist in safety standards for e-scooters.** E-scooters accelerate by throttle, not human power and this affects their interaction with cyclists when starting up at intersections after being stopped at traffic lights, and also the passing behaviour of e-scooter riders in bike lanes.
- **Do not make helmets mandatory**, since that could deter use.
- **Rely on e-scooter data from North American cities** instead of European cities; North American cities design and transportation patterns are more relevant to Toronto.
- **Consider a role for other mobility devices that would support the growing ageing population**, including a fleet of tricycles.
- **Required lighting on e-scooters.** The City should require e-scooters' lights are always on.
- **Consider a role for e-scooters on campuses** to help students travel between classes.

### How e-scooter statistics influenced participants' perspectives

After hearing some statistics about e-scooters, some participants reinforced their feedback that the City needs to improve existing infrastructure before introducing e-scooters. Participants also asked questions about the statistics, including questions about: which areas of other cities e-scooters have been deployed; the cause of e-scooter rider injuries (e.g. collisions with cars vs. with other modes); whether there is information on what modes were replaced by the 2/3 of trips that did not replace car trips; the road surface type where accidents happened, and; who is promoting e-scooters as environmentally-friendly modes of transportation (e.g. does this claim come only from e-scooter companies?).

### Other feedback

The City should invest resources on concrete infrastructure for plans that are already well-researched and supported (e.g. 10 Year Cycling Plan) before investing those resources on adding micro-mobility devices like e-scooters. Research has shown that 76% of people are too afraid to ride a bike and both Vision Zero and Vision Zero "2.0" are not changing this fear.

# Feedback shared in the **DRIVERS** focus group

## Experiences, understanding, and perceptions

Participants had a range of experiences with e-scooters, including having visited cities where they are in use, seeing videos of them on social media, and having learned of them for the first time through the focus group notice. They said they understood e-scooters are used for things like food delivery, entertainment, tourist transportation, and short trips for locals in cities. They used words like “fun,” “erratic,” “tempting,” “fast,” “clutter,” and “scary” to describe them, reflecting attitudes ranging from curiosity and interest to concern.

**Potential benefits / opportunities** participants identified included: the fact that a rider doesn't need to worry about parking; speed and convenience, and; the potential to provide more transportation options to help get people out of cars. **Potential risks** participants identified included: decreased pedestrian safety (due to e-scooters' speed, quick acceleration, weight, and unpredictable movements); potential for more “chaos” on Toronto's streets (given the city's on-going struggles with road safety and the lack of enforcement); competition and conflicts with other road users (since Toronto's road network is not designed for e-scooters and e-scooter riders may want to use bike lanes and/or sidewalks), and; clutter (especially from dockless e-scooter rental services).

When asked whether they would feel comfortable recommending a loved one use e-scooters, participants responses were mixed. Most said “no,” saying e-scooters are unsafe, especially if the rider isn't wearing a helmet and/or is riding Downtown or in a busy area. Some said “yes,” saying they would feel comfortable as long as the rider had been properly trained and/or was riding in a designated/restricted safe area.

Participants also shared thoughts about e-scooters from the **perspective of a driver**:

- **E-scooters could result in increased driver anxiety.** It is scary to be a driver in Toronto, especially Downtown. Drivers are already afraid of injuring other, erratic road users, and adding unpredictable e-scooters may make this anxiety worse.
- **There's potential for more collisions,** especially if e-scooters do not handle well in snow and when people have poorer visibility such as when it is raining or dark outside.
- **Risks of an aging population.** As baby boomers age, their vision and reaction times decrease. Mixing e-scooters with this demographic seems risky.

## Advice on if/how to accommodate e-scooters

Participants suggested considerations the City keep in mind as it explores if/how there is a role for e-scooters in Toronto:

- **Public safety and education.** If the City decides to allow piloting e-scooters, there would need to be a safety and education campaign reminding everyone to share the road and teaching people to ride e-scooters safely.
- **Enforcement mechanisms.** If the City and/or police are not willing to increase enforcement resources, the City either should not allow e-scooters or should require e-scooter companies to subsidize enforcement costs.
- **Public space protections,** including preventing clutter from dockless e-scooters and protect older pedestrians (e.g., my grandmother) on narrow sidewalks from e-scooter riders. For e-scooter systems that uses docks, the City should ensure docks are installed in parking spaces or private property, not public spaces (like parks or pedestrian clearways).

- **Learn from the experiences of other cities**, like Paris, New York City, and Chicago.
- **Understand what real benefits (if any) e-scooters bring.** How many car trips do they displace? E-scooters may actually remove more bicycles and/or transit trips than car trips. Consider piloting/restricting e-scooters to where they might be most effective at removing cars (like university campuses, GO parking lots).
- **Consider different approaches for different areas of the City.** Sidewalks in the suburbs are wider and less-used compared to Downtown, so it might be safer to allow people to ride the e-scooters on sidewalks in the suburbs (but not downtown).
- **Pilot outside Downtown** to fill a first mile / last mile gap, improve transportation equity, and demonstrate a different kind of approach to e-scooters to the world.
- **Have fewer operators or integration of multiple private operators' services on one same app** so multiple vendors are not competing for and/or cluttering the city.
- **Avoiding legal challenges from e-scooter companies.** E-scooter companies have taken municipalities to court to allow their operation, citing the need to allow competition. Any pilot should be designed to prevent this type of legal challenge.
- **Adapting road infrastructure**, such as “smart” streetlights that brighten during the darkest and busiest times of the year.
- **Preference for a BikeShare model for a pilot**, which gives the City more control.
- **Explore dedicated “alternative transportation” lanes** to reduce conflicts.
- **The role for helmets.** Some felt helmets for e-scooters should not be mandatory (since they are not mandatory for cyclists and could create a barrier); others thought they should be.

### How e-scooter statistics influenced participants' perspectives

After hearing some statistics about e-scooters, participants reiterated the importance of having dedicated and separated lanes for cyclists and e-scooters, enforcement, penalties, and training if the City decides to identify a role for e-scooters in Toronto. Participants were also concerned about people riding e-scooters while impaired; the City would need to think through ways to prevent this behaviour. Participants reinforced the potential of piloting e-scooters where they have the greatest potential to reduce car trips, especially the suburbs.

Several questioned whether e-scooters are environmentally-friendly, saying the City should engage a third party to review this claim. This review should analyze e-scooters' whole life cycle, including their manufacturing, how long e-scooters typically last, if/how they're recycled, and e-scooter companies' operational impacts (e.g. driving cars to redistribute e-scooters).

### Other feedback

**Support for the City's careful approach**, including hosting these focus groups. Private e-scooter companies' business can have a significant public impact, so it is important not to take a knee-jerk reaction one way or the other.

## Feedback shared in the LOCAL BUSINESS focus group

### Experiences, understanding, and perceptions

Participants had a range of experiences with e-scooters, including having visited cities where they are in use, hearing about them in the media, and seeing people use them in the Beaches. One participant said that it seems cities are “still working out” where e-scooters should be in their mobility system.

**Potential benefits / opportunities** participants identified included: they are a convenient mode of transportation; an alternative to driving; a “happy medium” between car ownership and bikes; less physically intensive than bikes, and; there is no license requirement to use them. **Potential risks / concerns** participants identified included: Vision Zero safety and injury issues due to lack of appropriate road infrastructure for e-scooters and risk of sidewalk riding and pedestrian collisions; small tires of e-scooters getting stuck in potholes or snow banks; clutter from lack of designated parking spaces; concerns about potential criminal behavior; reduced user-control because of the minimal effort required to operate them; lack of education about how to use e-scooters, particularly for tourists; potential for accidents during late night use (due to reduced visibility and impaired riding), and; lack of accessibility to people with mobility issues (e.g. people who has difficulty standing for long periods).

When asked whether they would feel comfortable recommending a loved one use e-scooters, participants responses were mixed. Those that said “no” said they would not recommend using them because e-scooters do not have safety features like doors/airbag built into them; the only safety feature is a helmet (if a rider is even wearing one). They also said they wouldn’t recommend using them Downtown, on sidewalks, or in parks. Those that said “yes” would do so if they are used in a designated area and if the users are over a certain age, and that it’s no different than an e-skateboard. Others said they were “unsure,” saying it depends on the person and whether they are able to properly use and control the e-scooter.

Participants also shared thoughts about e-scooters from the **perspective of a local business owner/manager**:

- **The impact of e-scooters on businesses will depend on the business’ clientele/ audience.** E-scooters might help some businesses (e.g. where the customers don’t have to carry lots of bags) but won’t necessarily be either positive or negative for many businesses.
- **E-scooters could help customers get to businesses faster** by allowing customers to get around quickly and park anywhere, but this depends on their clientele (e.g. demographic).
- **Avoid impacting existing car parking.** If the City is designating parking areas for e-scooters, avoid removing car parking to avoid impacting customers who are drivers.
- **Being located on a street with dedicated infrastructure helps** (e.g. bike lanes on Richmond St).

### Advice on if/how to accommodate e-scooters

Participants suggested considerations for the City to keep in mind as it explores if/how there is a role for e-scooters in Toronto:

- **Education for all road users, not just e-scooter riders.** It is important for the City to educate all road users on where e-scooters fit in the City’s road infrastructure to reduce conflicts between different road users. Tourists should also be educated to reduce confusion

on how the road system works in Toronto. Consider hosting training (like Can-Bike courses) at City Hall/each civic centre to teach proper use of e-scooters to reduce injuries.

- **Do not allow e-scooters on sidewalks or in parks** for pedestrians' safety, particularly the elderly and children. E-scooters (and other e-mobility devices) should have dedicated lanes.
- **Explore creating limitations**, including limiting maximum speed and restricting night use.
- **Enforcement should be carefully planned.** There should be a place for people to report and have issues addressed. Toronto Police Services is already understaffed and would lack the resources to enforce rules for e-scooters, so the City should consider having a third party enforce e-scooter rules. Los Angeles might be a good model to consider for enforcement.
- **Designate different zones in the city with different speed limits** and have e-scooters automatically regulate the speed when they get into a certain zone (using geo-fencing).
- **Who is using them?** Are they used by younger people, older people, or a range of ages?
- **Consider how e-scooters impact other modes.** For example, if e-scooters are allowed in bike lanes, what is their impact on cyclists? If the City is investing resources into accommodating e-scooters, are there fewer resources allocated to cycling?
- **Understand the overall benefit and risk** to assess if the investment (e.g. cost to taxpayers related to enforcement and policing) is worth the benefit(s) they provide.
- **Road conditions.** Some streets in Toronto are bumpy and have many potholes (e.g. Dufferin St) and need repaving or it could present safety challenges for e-scooter users due to its small wheels.
- **Deploy e-scooters in the suburbs or less dense areas** to provide a first-and-last-mile solution and a convenient way to get around suburban neighbourhoods.
- **Provide docking stations or designated parking spaces** to prevent e-scooters from cluttering streets.
- **Require the use of helmets.** E-scooter riders should be required to wear helmets to protect against head injuries. Some acknowledged that requiring helmets could be difficult given the lack of a place to store them and the likely spontaneous use of e-scooters.
- **Require e-scooter sharing companies to have insurance coverage for users.** For example, Uber covers people who are injured or in an accident while using the service.
- **Consider requiring registration and insurance for privately owned electric mobility devices** (e.g. e-motorcycles, e-bicycles, and e-scooters).
- **Embrace change.** Some participants said e-scooter is like ride-hailing apps (e.g. Uber and Lyft) and the City should embrace change and figure out how it can work for everyone.

### How e-scooter statistics influenced participants' perspectives

After hearing some statistics about e-scooters, several participants said e-scooters could be a good idea in Toronto because they have the potential to replace a good percentage of car use, and could provide another mode of transportation for people who do not like cycling and/or do not own a car. However, some participants were concerned about the high number of head injuries and the possibility for severe trauma. They also said that e-scooters do not seem to replace car or bike use, but rather are another option to get from A to B faster for short trips (i.e. not replacing a 15min drive). Participants said the statistics reinforced their suggestion that education will be important in helping people get over the learning curve in the first few trips and understand the need for helmets.

# Feedback shared in the LOCAL RETAILERS OF ELECTRIC MICROMOBILITY DEVICES focus group

## Experiences, understanding, and perceptions

Two participants sold e-scooters in their stores (including both kids and adult models as well as e-hoverboards) while one sold bicycles and e-bikes, and provided repair services for bicycles. Participants' experiences with e-scooters also included seeing them in Prague. The retailers of e-mobility devices said customers ask questions about how long e-scooters' batteries last and how far they could go, what their warranty period is, whether their tires have tubes, the restrictions around riding them (e.g. minimum age), and how fast they go. They also said customers have typically already heard about e-scooters before they come into the store (usually through advertising or at school); the purpose of customers' visit is to see one in person. The e-scooters they sell do not have software applications and sell for \$499, which has not been an issue for customers. Customers tend to prefer lighter e-scooters and e-scooters that fold up, but do not have any preference for brand or tire type. Customers have been telling retailers that they use them for the first / last mile in their trips, recreation, and entertainment. The retailer whose shop does not sell e-scooters said that customers have not been asking about them.

When asked whether they would feel comfortable recommending anyone use e-scooters, participants were unsure since they do not know what the rules are for using e-scooters. Some said that they would recommend others use them on the condition that e-scooters are not used on the sidewalk (since e-scooters weigh as much as bikes and should be treated like bicycles).

**Potential benefits / opportunities** participants identified included: e-scooters might provide more transportation options; e-scooters might be more theft resistant than bikes (since they fold up), and; e-scooters might be more convenient than a bike (since a rider could more easily fold one up and take it on transit even during rush hours). Participants said it is difficult to comment on the pros & cons of e-scooters in the abstract: the City should instead ask what its transportation objectives are and whether e-scooters help achieve them.

## Advice on if/how to accommodate e-scooters

Participants suggested considerations the City keep in mind as it explores if/how there is a role for e-scooters in Toronto:

- **Impacts of regulation on privately-owned e-scooters and local retailers.** The City should consider how its approach to regulating big e-scooter sharing companies might impact privately-owned e-scooters and local retailers of e-mobility devices. Participants said it would be unfortunate for private owners of e-scooters and retailers of e-scooters to be impacted by regulations aiming to fix issues from the big e-scooter sharing companies (as has happened in Alberta). Regulations developed based considerations like the size of e-scooter sharing companies' fleets, the durability of their vehicles, and wear-and-tear on their vehicles might overlook considerations unique to private owners of e-scooters and/or retailers of mobility devices.
- **The same rules should apply to bikes and e-scooters.** For example, if the City is going to allow them, e-scooters should be required to use the road and banned from sidewalks and parks because of the risk of collisions with people.
- **Industry standards.** Participants had mixed opinions about industry standards. While standards can be a headache for manufacturers, they could be beneficial to create



consistency and responsibility. If the City does pursue or advocate for industry standards (e.g. for turning radius, weight, material strength, durability, etc.), there should be different standards for different types of e-scooters (e.g. kids vs. adult e-scooters). There would also need to be a system to enforce standards, such as limiting 750 watt e-scooters (which are not legal).

- **E-scooter warranties and maintenance.** Participants said it is up to private individual e-scooter owners to obtain replacement parts and fix the e-scooters themselves. The existing warranty period for some products is two months.
- **Learn from others.** For example, the dockless e-scooter and e-bike pilot project has not been working well in other cities (companies did not conform to the City's requirements). Toronto should learn from that experience to avoid similar challenges.
- **Avoiding "clutter and scooter mayhem."** In many cities, e-scooters end up littering streets, public spaces, and lakes; so there needs to be some control to manage potential nuisances. Recommend that Toronto city staff learn from other cities to consider how to avoid similar negative impacts here.
- **Ways to prevent impaired riding.** Impaired riding of e-scooters has been an issue in some cities; Toronto should learn how other cities have approached and prevented this behaviour.
- **Different uses & users.** It's likely there will be two types of uses for e-scooters: commuting and entertainment/recreation. Most people will likely fit into the entertainment/recreation category since the speed and battery life of e-scooters make them less practical over the long distances faced by many commuters. The City should also consider who is using e-scooters (such as students, transit users, etc.).
- **Education will be important,** especially in terms of encouraging people to wear helmets and discouraging tourists from going at top speed in pedestrian zones/busy pedestrian areas.
- **Consider the political challenges of building infrastructure for e-scooters and/or bikes.** For example, some people may get upset if the City builds more dedicated lanes for bikes and/or e-scooters. However, without dedicated lanes, cyclists and e-scooter riders may be in danger of getting hit by cars.
- **The pros and cons of e-scooters will depend on the City's goals and objectives.** The benefits/risks of e-scooters will depend on the what the City is trying to achieve (e.g. to use along transit or replace transit) and who will use e-scooters (e.g. students, transit users, novice riders).
- **Limit the top speed.** Some said the 15 mph (24 km/h) top speed should be maintained.

### How e-scooter statistics influenced participants' perspectives

After hearing some statistics about e-scooters, participants said they were interested in understanding how the statistics compare to e-bikes, especially when it applies to injuries, to help put them in context. Some said the statistics were confusing and seemed to be mixing apples and oranges, such as statistics that compared the percentage of injuries between different municipalities even though each municipality might have different fleet sizes. Some said they would expect head injuries would be higher on e-scooters since people might be more inclined to use an e-scooter spontaneously.

# Feedback shared in the **PEDESTRIAN / TRANSIT RIDERS** focus group

## Experiences, understanding, and perceptions

Participants had a range of experiences with e-scooters, including having lived in and visited cities where they are in use (e.g. Tel Aviv, San Diego), seeing them in pop culture, having personally used them, and having no personal experience with them. Some participants saw them being used on either sidewalks or on the streets (depending on the city). Those that had personal experience riding them (all male) and/or lived in cities where they are used said that e-scooters are a wonderful, fast, and convenient way to travel. They said it's easier (and cheaper) to navigate an unfamiliar city via e-scooter than via public transit (especially where you don't speak the language and it's hard to navigate public transit). Participants also said e-scooters work best in cities that do not get snow (or where snow is cleared immediately) and in cities with wide streets or sidewalks. Those that had visited cities where they are in use but did not ride them said they had experienced e-scooters passing them quickly while cycling in bike lanes. Some said they saw e-scooters as "unnerving", "stealthy", "litter," "broken," and "abandoned" on streets; others said that, in some cities, private companies have developed ways to prevent the litter issue, including app / software updates (requiring e-scooters be left in designated areas), hiring staff to tend to e-scooters overnight, and identifying designated parking areas.

**Potential benefits / opportunities** participants identified with e-scooters included: they can be a cheaper transportation option when transit is not working or unavailable; they are a convenient and fast way to get around, and; may benefit from being integrated with transit. **Potential risks / concerns** participants identified included: lack of appropriate infrastructure (such as narrow, unprotected bike lanes); e-scooters are very quiet making them potentially dangerous for pedestrians (if allowed on sidewalks); impaired riding, and; lack of familiarity on how to use/control e-scooters, especially for novice riders.

When asked whether they would feel comfortable recommending a loved one use e-scooters, participants' responses were mixed. Those who said they would be comfortable said they would only do so if e-scooters were not allowed on sidewalks and were used on streets with safe, well-maintained ("as long as streets are cleaned") and appropriate infrastructure or in areas with no/little car traffic (such as the suburbs or King Street). Those who said they would not be comfortable cited the lack of infrastructure and having "no safety buffer", lack of traffic law enforcement on Toronto's streets, and the dangerous habits of drivers, cyclists, and pedestrians.

Participants also shared thoughts about e-scooters from the **perspective of a pedestrian / transit rider**:

- **E-scooters could be integrated into the TTC** to serve as a last mile solution for pedestrians / transit riders and/or could help distribute the load from the transit system.
- **Carefully consider the impact of e-scooters (using throttle) on people with mobility issues and people with baby strollers.**
- **Using e-scooters in the suburbs as a last mile solution is a good idea, but the City needs to identify where e-scooters would fit in the existing infrastructure.** If it's illegal to cycle on sidewalks, it should be the same for e-scooters, but riding on streets in the suburbs is unsafe since cars move faster and take up most of the street.

- **Potential for e-scooter riders to “blow past” open streetcar doors.** Enforcement would be needed to discourage this behaviour, which is already a problem with other road users.

### Advice on if/how to accommodate e-scooters

Participants suggested considerations for the City to keep in mind as it explores if/how there is a role for e-scooters in Toronto:

- **E-scooters should not be allowed on sidewalks** for pedestrians’ safety, especially kids and the elderly. E-scooters should be restricted to streets and have the same regulation as e-bikes in terms of speed limit.
- **Plan for and provide enough infrastructure space**, especially if e-scooters are not allowed on sidewalks, and if more people use e-bikes and e-scooters, consider the threshold where more space is needed for micromobility infrastructure.
- **Provide education and training on e-scooters and promote an awareness campaign about general road safety.** Currently, there is a general lack of knowledge about road safety. Adding a new mode of transportation on the streets will require all road users to be properly informed on how to keep the road safe for everyone. Consider closing streets with bike lanes (e.g. Bloor Street) to car traffic in summer to allow people to learn how to properly use e-scooters since some participants said "at first it's shaky when learning to use e-scooters".
- **Consider whether there is a role for “identifiers” or license plates on e-scooters.** Some felt strongly that an identifier would be important in supporting enforcement of the rules of the road; others said requiring licensing of e-scooters could initiate a move to require licensing for every form of transportation, which has been proven to be impractical.
- **Prevent people from using e-scooters to bypass PRESTO fare machines.** A participant was concerned people would use e-scooters for fare evasion, especially in transit stations where the bus bay is easily accessed from the sidewalk (e.g. Bathurst Station).
- **Understand how e-scooters could impact the transportation habits of transit riders**, including whether e-scooters are intended to replace or supplement transit and whether e-scooters are suitable for longer distances or inclement weather. Understanding these impacts would help the City understand if e-scooters are replacing driving trips or are only being used instead of walking or short transit trips.

### How e-scooter statistics influenced participants’ perspectives

After hearing some statistics about e-scooters, participants generally said the statistics reinforced their thoughts about both the benefits and risks of e-scooters. Some said the statistics made them feel e-scooters are more of a novelty device than a new mode of transportation, while others said the statistics revealed that e-scooters are useful for day-to-day travel and could serve as a new mode of transportation (e.g. if you have a 5km commute or need to get to a transit station and buses are infrequent). Some said they are concerned about impaired or drunk e-scooter use. Some said that, if the City allows e-scooters in Toronto, riders should be required to wear a helmet but unsure how helmets would be distributed; others said they would not like helmet use to be required (given cyclists above the age of 18 are not required to wear helmets and requiring helmets for e-scooter use could present logistical and administrative barriers to their use). Participants also asked questions about the e-scooter statistics, including interest in understanding: absolute values (not just percentages); the cause of collisions reported, and; what percentage of the population in the cities surveyed used e-scooters.

# Appendices

## Appendix A – Recruitment e-mail, website, and questionnaire

### Recruitment e-mail

**Subject: Seeking Focus Group Participants: City of Toronto E-scooter Research**

*You're receiving this email because the City of Toronto and our Swerhun team think your organization or people in your organization's network may potentially be interested in participating in a focus group about e-scooters in Toronto. Our Swerhun team regularly works on consultations in Toronto and knows organizations and/or businesses like yours pay close attention to urban issues, including issues around mobility. We looked up your contact information online to send you this email — if you would prefer not to receive further emails about this e-scooter focus group research process, please respond and let us know so we can remove you from this email distribution list.*

Hello,

We are looking for Toronto residents and representatives of local businesses to participate in one of five one-hour focus groups to help the City of Toronto understand the public's knowledge, attitudes, and perceptions about electric kick-scooters or “e-scooters.”

**Dates and times:** One hour in the evening of either February 12 or February 13 (beginning at either 6:00, 7:00, or 8:00 p.m.)

**Location of focus groups:** Downtown Toronto (Queen and Spadina) – eligible applicants will receive detailed information

**Compensation:** Participants who attend an entire 1-hour focus group will receive a \$40 honorarium

**Eligibility:** Participants must be between the ages of 16-70 and have completed the web form linked below to be considered eligible to participate. Note that not all eligible participants will be necessarily invited to participate.

**How to register your interest:** Complete [this brief online](#) form no later than **Friday, February 7, 2020**

#### **More details:**

An e-scooter is a two-wheeled electric-powered device, where the rider stands on a narrow board holding a handlebar (see picture below). As of January 1, 2020, the Government of Ontario has given cities the option to test e-scooters on public roads, trails, parks and sidewalks. Staff from the City of Toronto's Transportation Services are preparing a report for City Council with advice on if/how to proceed with exploring a role for e-scooters in Toronto. The focus groups are one of multiple research inputs informing this report, including staff research, a phone survey, stakeholder consultation, and consultation with the e-scooter industry.



**If you are interested in participating** in one of the focus groups (or know someone between the ages of 16-70 who might be), please either share or complete the online web form. Click the link below to access the online web form – it only takes 2 minutes to complete. The focus group research team will notify eligible individuals no later than February 7.

[www.e-scooterfocusgroup.com](http://www.e-scooterfocusgroup.com)

Thank you for your interest. We look forward to your participation.

Khly Lamparero, Swerhun Inc.

*Firm retained by the City of Toronto to conduct the e-scooter focus groups*

(416) 572-4365

[klamparero@swerhun.com](mailto:klamparero@swerhun.com)

# Help the City of Toronto understand local perspectives about e-scooters.

We are looking for Toronto residents and representatives of local businesses to participate in focus groups to help the City of Toronto understand the public's knowledge, attitudes, and perceptions about electric kick-scooters or "e-scooters". To register your interest in participating, please scroll down and fill out the short form below. The focus group research team will review all submissions and notify eligible individuals no later than February 7.

**Focus group dates and times:**

One hour in the evening of either February 12 or February 13 (beginning at either 6:00, 7:00, or 8:00 p.m.)

**Location of focus groups:**

Downtown Toronto (Queen and Spadina) – eligible applicants will receive detailed information

**Compensation:**

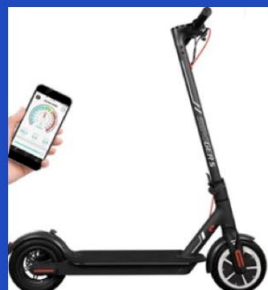
Participants who attend an entire 1-hour focus group will receive a \$40 honorarium

**Eligibility:**

Participants must be above 16 years old and have completed the form below.

**How to register your interest:**

Complete this online form by Friday, February 7, 2020



## More details:

*(Scroll down to fill out the form)*

An e-scooter is a two-wheeled electric-powered device, where the rider stands on a narrow board holding a handlebar (see picture). As of January 1, 2020, the Government of Ontario has given cities the option to test e-scooters on public roads, trails, parks and sidewalks. Staff from the City of Toronto's Transportation Services are preparing a report for City Council with advice on if/how to proceed with exploring a role for e-scooters in Toronto. The focus groups are one of multiple research inputs informing this report, including staff research, a phone survey, stakeholder consultation, and consultation with the e-scooter industry.

## Recruitment questionnaire

1. How often do you walk to get to destinations or for recreation?
  - Daily
  - Several times a week
  - Weekly
  - Several times a month
  - Monthly
  - Less than once a month
  - Never
  
2. On most days, do you walk or use an assistive device such as a cane/walker/motorized wheelchair to get around?
  - Yes
  - No
  
3. How often do you take public transit?
  - Daily
  - Several times a week
  - Weekly
  - Several times a month
  - Monthly
  - Less than once a month
  - Never
  
4. Do you travel frequently with baby carriers/strollers?
  - Yes
  - No
  
5. How often do you ride a bike to get to destinations or for recreation?
  - Daily
  - Several times a week
  - Weekly
  - Several times a month
  - Monthly
  - Less than once a month
  - Never
  
6. How often do you drive?
  - Daily
  - Several times a week
  - Weekly
  - Several times a month
  - Monthly
  - Less than once a month
  - Never



7. Do you own or run a business establishment in the city of Toronto (e.g. restaurant or store selling goods/services)?
  - Yes
  - No
8. Do you own or run a business establishment selling bicycles, electric bicycles, kick-style e-scooters and electric motorcycles/e-mopeds?
  - Yes
  - No
9. Do you have any visual impairments?
  - Yes
  - No
10. Are there any children 16 or younger living in your household?
  - Yes
  - No
11. Do you or anyone in your household own a dog?
  - Yes
  - No
12. Are you a commercially licensed dog walker?
  - Yes
  - No
13. Among the following, which have you ever tried using? (Select all that apply)
  - BikeShare Toronto
  - Bike share system in another city
  - Pedal assist electric powered-bicycle
  - Electric-powered bicycle (no pedalling required)
  - Kick-style e-scooter
  - None of the above
14. Have you ever been in a city that allows kick style e-scooters?
  - Yes
  - No
15. Which of these groups do you identify with the most? (choose up to 3)
  - Pedestrian/transit rider
  - Cyclist
  - Driver
  - Local business owner/manager
  - Local retailer of electric mobility devices (e.g. electric bicycles, kick style e-scooters, electric motorcycles/e-mopeds)
16. Are you a member of any organization/advocacy group?
  - Yes
  - No

- Prefer not to say

17. If you answered yes above, please specify the organization/advocacy group.

---

18. What is your age?

- 15 and below
- 16 – 30
- 31 – 50
- 51 – 70
- 71 and over

19. What gender do you identify as?

- Male
- Female
- Non-binary/third gender
- Other, please specify
- Prefer not to say

20. Which area in the City of Toronto do you live in?

- Etobicoke York
- North York
- Scarborough
- Toronto and East York
- I don't live in the City of Toronto

21. Please specify your ethnicity.

- Black (e.g. African, African-Canadian, Caribbean)
- East Asian (e.g. Chinese, Japanese, Korean)
- First Nations (status, non-status, treaty or non-treaty) Inuit or Métis
- Latin American (e.g. Colombian, Cuban, Mexican, Peruvian)
- Middle Eastern (e.g. Afghan, Iranian, Lebanese, Saudi Arabian, Syrian)
- South Asian (e.g. Bangladeshi, Indian, Indian-Caribbean such as Guyanese, Pakistani, Sri Lankan)
- Southeast Asian (e.g. Filipino, Malaysian, Singaporean, Thai, Vietnamese)
- White (e.g. English, Greek, Italian, Portuguese, Russian, Slovakian)
- More than one race category or mixed race, please describe below
- Not listed, please describe below
- Prefer not to answer

22. What language(s) do you speak? (Select all that apply)

- English
- French
- Other, please specify

23. What is your annual household income?

- Under \$20,000
- \$20,000 - \$49,999
- \$50,000 - \$79,999

- \$80,000 - \$124,999
- More than \$125,000
- Prefer not to say

24. How many years have you lived in the City of Toronto?

- Less than 1 year
- 1 – 2 years
- 2 – 5 years
- 5 – 10 years
- 10 – 20 years
- Over 20 years
- Don't know/Prefer not to say

25. Please identify which evenings you would be available. Note, eligible individuals are only expected to attend one session.

- Wednesday, February 12, 2020
- Thursday, February 13, 2020
- I am available on both evenings
- I am NOT available on either evening

26. Please share your contact information below:

First Name:

Phone Number (optional):

Email:

*Please note this information will only be used to follow up with you about additional details if you are identified as being eligible to participate on the focus groups.*

Make sure to click “submit” to complete your registration.

This concludes the registration questions. Thank you for taking the time to participate. We will get in touch with you no later than Friday, February 7, 2020 if you have been identified as eligible to participate in a focus group.

**Notice of Collection:** The personal information is collected under the City of Toronto Act, 2006, s. 136(c) and the Municipal Freedom of Information and Protection of Privacy Act. Any personal information collected by a third party vendor acting as an agent for the City of Toronto will only be used for the purpose of scheduling and organizing focus groups to provide feedback to city staff related to e-scooters. With the exception of personal information, all comments will become part of the public record. For more on the City's commitment to protect the privacy of individuals, see our [Corporate Privacy and Security Statement](#).

## Appendix B – Summary of selected participant demographics

Outlined below is a breakdown of some of the City-identified key demographics of selected participants.

- **Age group.** Approximately 21% 16-30 year olds; 45% 31-50 year olds; 24% 51-70 year olds, and; 10% 71 and over.
- **Ethnicity.** Approximately 48% non-caucasian and 52% Caucasian.
- **Income.** Approximately 7% under \$20,000; 24% \$20,000 - \$49,000; 17% \$50,000 - \$79,000; 24% \$80,000 - \$124,000; 14% more than \$125,000, and; 14% preferred not to say.
- **Gender.** Approximately 42% female and 58% male.
- **Geography.** Approximately 79% from Toronto and East York; 14% from Etobicoke York; 3% from North York, and; 3% do not live in Toronto.
- **Experience with e-scooters.** Approximately 59% have been in a city that allow e-scooters, and 41% have not.

## Appendix C – Focus group agendas

### City of Toronto e-Scooter Focus Group

#### CYCLIST

Alterna Savings Room, CSI Spadina  
192 Spadina Avenue, Toronto, ON  
Feb 13, 2020

#### Focus group purpose

To help the City of Toronto understand cyclists' knowledge, attitudes, and perceptions about e-scooters.

#### Agenda

- 6:00 pm**      **Welcome, introductions, agenda review, quick orientation**  
Swerhun Inc. and City of Toronto
- 6:05**            **Discussion: your experiences and perceptions**
1. Where and how have you heard about e-scooters? How would you describe them and/or your experience with them?
  2. Based on your experience, would you be comfortable recommending a loved one use them? Why or why not?
  3. Do you have any specific experiences or perceptions to share from the perspective of a cyclist?
- 6:20**            **Discussion: if/how to pilot e-scooters**
4. The Province has given the City the ability to pilot e-scooters. What kinds of things do you think the City should consider when exploring if/how they might have a role in Toronto?
  5. Thinking as a cyclist, what specific issues, opportunities, or concerns do you want the City to consider (if any)?
- 6:35**            **Distribution of info and stats around e-scooters**  
Swerhun Inc.
- 6:40**            **Discussion: changes to perceptions**
6. Did any of the information shared change your opinion or attitude about e-scooters or your thoughts on if/how the City should consider exploring a role for them? If so, how?
- 6:55**            **Adjourn**

### City of Toronto e-Scooter Focus Group

#### DRIVERS

Alterna Savings Room, CSI Spadina  
192 Spadina Avenue, Toronto, ON  
Feb 12, 2020

## **Focus group purpose**

To help the City of Toronto understand driver's knowledge, attitudes, and perceptions about e-scooters.

## **Agenda**

- 6:00 pm**      **Welcome, introductions, agenda review, quick orientation**  
Swerhun Inc. and City of Toronto
- 6:05**            **Discussion: your experiences and perceptions**
1. Where and how have you heard about e-scooters? How would you describe them and/or your experience with them?
  2. Based on your experience, would you be comfortable recommending a loved one use them? Why or why not?
  3. Do you have any specific experiences or perceptions to share from the perspective of a driver?
- 6:20**            **Discussion: if/how to pilot e-scooters**
4. The Province has given the City the ability to pilot e-scooters. What kinds of things do you think the City should consider when exploring if/how they might have a role in Toronto?
  5. Thinking as a driver, what specific issues, opportunities, or concerns do you want the City to consider (if any)?
- 6:35**            **Distribution of info and stats around e-scooters**  
Swerhun Inc.
- 6:40**            **Discussion: changes to perceptions**
6. Did any of the information shared change your opinion or attitude about e-scooters or your thoughts on if/how the City should consider exploring a role for them? If so, how?
- 6:55**            **Adjourn**

# City of Toronto e-Scooter Focus Group

## LOCAL BUSINESS OWNERS/MANAGERS

Alternata Savings Room, CSI Spadina

192 Spadina Avenue, Toronto, ON

Feb 12, 2020

### Focus group purpose

To help the City of Toronto understand local business owners' knowledge, attitudes, and perceptions about e-scooters.

### Agenda

- 7:00 pm**      **Welcome, introductions, agenda review, quick orientation**  
Swerhun Inc. and City of Toronto
- 7:05**            **Discussion: your experiences and perceptions**
1. Where and how have you heard about e-scooters? How would you describe them and/or your experience with them?
  2. Based on your experience, would you be comfortable recommending a loved one use them? Why or why not?
  3. Do you have any specific experiences or perceptions to share from the perspective of a local business owner?
- 7:20**            **Discussion: if/how to pilot e-scooters**
4. The Province has given the City the ability to pilot e-scooters. What kinds of things do you think the City should consider when exploring if/how they might have a role in Toronto?
  5. Thinking as a local business owner, what specific issues, opportunities, or concerns do you want the City to consider (if any)?
- 7:35**            **Distribution of info and stats around e-scooters**  
Swerhun Inc.
- 7:40**            **Discussion: changes to perceptions**
6. Did any of the information shared change your opinion or attitude about e-scooters or your thoughts on if/how the City should consider exploring a role for them? If so, how?
- 7:55**            **Adjourn**

# City of Toronto e-Scooter Focus Group

## LOCAL RETAILERS OF E-MOBILITY DEVICES

Alterna Savings Room, CSI Spadina

192 Spadina Avenue, Toronto, ON

Feb 12, 2020

### Focus group purpose

To help the City of Toronto understand local e-mobility device retailers' knowledge, attitudes, and perceptions about e-scooters.

### Agenda

- 8:00 pm**      **Welcome, introductions, agenda review, quick orientation**  
Swerhun Inc. and City of Toronto
- 8:05**            **Discussion: your experiences and perceptions as retailers**
1. Where and how have your customers heard about e-scooters? What kinds of questions do they ask about them?
  2. Based on your experience, would you be comfortable recommending everybody use e-scooters? Why or why not?
  3. Do you have any experiences or perceptions to share from the perspective of a local retailer of e-mobility devices?
- 8:20**            **Discussion: if/how to pilot e-scooters**
4. The Province has given the City the ability to pilot e-scooters. What kinds of things do you think the City should consider when exploring if/how they might have a role in Toronto?
  5. Thinking as a retailer of e-mobility devices, what do you see as the risks/benefits to retailers if municipalities and/or the province decide not to make e-scooters legal? (e.g., decide not to pilot or decide not to continue after the pilot period)
- 8:35**            **Distribution of info and stats around e-scooters**  
Swerhun Inc.
- 8:40**            **Discussion: changes to perceptions**
6. Did any of the information shared change your opinion or attitude about e-scooters or your thoughts on if/how the City should consider exploring a role for them? If so, how?
- 8:55**            **Adjourn**



# City of Toronto e-Scooter Focus Group

PEDESTRIANS / TRANSIT RIDERS

Alterna Savings Room, CSI Spadina

192 Spadina Avenue, Toronto, ON

Feb 13, 2020

## Focus group purpose

To help the City of Toronto understand pedestrian & transit riders' knowledge, attitudes, and perceptions about e-scooters.

## Agenda

- 7:00 pm**      **Welcome, introductions, agenda review, quick orientation**  
Swerhun Inc. and City of Toronto
- 7:05**            **Discussion: your experiences and perceptions**
1. Where and how have you heard about e-scooters? How would you describe them and/or your experience with them?
  2. Based on your experience, would you be comfortable recommending a loved one use them? Why or why not?
  3. Do you have any specific experiences or perceptions to share from the perspective of a pedestrian & transit rider?
- 7:20**            **Discussion: if/how to pilot e-scooters**
4. The Province has given the City the ability to pilot e-scooters. What kinds of things do you think the City should consider when exploring if/how they might have a role in Toronto?
  5. Thinking as a pedestrian & transit rider, what specific issues, opportunities, or concerns do you want the City to consider (if any)?
- 7:35**            **Distribution of info and stats around e-scooters**  
Swerhun Inc.
- 7:40**            **Discussion: changes to perceptions**
6. Did any of the information shared change your opinion or attitude about e-scooters or your thoughts on if/how the City should consider exploring a role for them? If so, how?
- 7:55**            **Adjourn**

## Appendix D – E-scooter statistics shared in focus groups

### E-scooter statistics

1. In Paris, a survey of e-scooter riders revealed that 7% rented one almost every day and 38% rented one at least once a week. About 68% said it was a pleasant and fun way to travel and saved them time.
2. Paris and Singapore banned e-scooters from being used on sidewalks. This ban occurred as a result of pedestrian deaths from e-scooter collisions on sidewalks.
3. In Calgary, 1 in 3 trips by e-scooters replaced a car trip. In Paris, 23% of e-scooter trips were combined with another mode like public transit.
4. In the City of Austin, 63% of injuries occurred within the first nine rides of using an e-scooter. About 50% are head injuries and 35% are fractures. Less than 1% wore helmets. (Centers for Disease Control & Prevention and City of Austin)
5. E-scooters are promoted as an environmentally-friendly mode and as a way to reduce car traffic.
6. In Chicago, 10 pedestrians were sent to the emergency room after being hit by e-scooter users in their 4 month pilot project. There was a total of 192 emergency room visits related to e-scooters in these 4 months.
7. In Paris, 44% of e-scooters riders used bicycle lanes, 35% used roadways, and 19% used sidewalks. 82% said they wanted to use bicycle lanes for e-scooters.