Slough E-Scooter Rental Trial Evaluation
December 2022

1. Purpose

The purpose of this evaluation is to assess the e-scooter trial's performance against the SBC's original objectives of the trial, and is for SBC's internal purposes only.

The Department for Transport (DfT) will separately be making their own evaluation of all e-scooter trials across England including this trial in Slough to inform potential national legislation. For the two separate evaluations, there are both common and separate data sources.

Due to the changed trial end dates made by the DfT, this evaluation has been undertaken to evaluate Slough's scheme between October 2020 and 30 November 2022. The findings of this evaluation will inform any future Cabinet recommendations.

2. Background and Context

As of June 2020, electric scooter ('e-scooter') trials were permitted in local areas across the UK, as part of an emergency response to meet the transport and mobility needs of local areas and people, whilst also supporting a green recovery. These trials are within the scope of the Department for Transport's (DfT) Emergency Active Travel Plan.

The Council submitted a successful application to participate in the trial.

Since October 2020, SBC has been hosting an e-scooter trial on behalf of the DfT. Rules of operation are defined centrally. The DfT will determine the legislation of e-scooters once all their data has been evaluated, and in the meantime, continue to regulate all aspects of e-scooter trials nationwide.[1]

Through a (no cost) Invitation to Tender exercise carried out between August and October 2020, nine suppliers tendered to run the trial for Slough. Eligible operators submitted their tender response to the Council's Invitation to Tender (Technical and Quality Questions) and the Council selected the Operator, Neuron Mobility to run the e-scooter trial in accordance with the terms of the Agreement, dated 13 October 2020. The Parties (SBC and Neuron Mobility) agreed that the terms of the Agreement were legally binding and agreed to comply with the terms of this Agreement for a nominal amount of one pound (£1).

The Agreement (1 year + 6 months) came into effect on the 16 October for twelve months, with a provision to extend the Agreement by a further six months. The Agreement lapsed in March 2022 and was extended for a second time until 30 November 2022. Both these extensions are a direct result of the DfT extending the end date for all trials across England to allow them to gather more evidence to inform national legislation. The latest date for the trial to end has been revised to 31 May 2024.

The DfT sets the reporting requirements that must be submitted periodically and which SBC coordinates. Under the current contract, the Operator retains any revenue generated through e-scooter use. While there are no cost implications for SBC, significant officer time is spent on reports, monitoring, and meetings paid for currently via the Capability grant – a revenue grant paid by the DFT to promote and facilitate active and sustainable travel. No further grant funding has been identified beyond March 2023 at this time.

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[1] https://www.gov.uk/government/publications/e-scooter-trials-guidance-for-local-areas-and-rental-operators/e-scooter-trials-guidance-for-local-areas-and-rental-operators

3. Strategic Alignment and Objectives of the Trial

Under-pinning all Transport and related policies is a commitment to deliver modal shift away from single occupancy vehicle use. E-scooters can be used to replace cars as the mode of choice for many short trips made within the borough. This is expected to contribute to a reduction in congestion on the road network, improved air quality and reduction in CO^2 emissions.

The e-scooter trial objectives were set out when the scheme was introduced in 2020, and evaluated in a follow up Significant Decision report titled Notice of the Department for Transport's extension to the e-scooter trial duration and SBC's continued participation (September 2021). The e-scooter scheme objectives support almost all of the outcomes of Slough's 5 Year Plan (2020-2025), and Slough's Recovery Plan (2022-2025). The mapping and the supporting evidence is shown in the Appendix 1.

The objectives of the e-scooter trial are to:

1. Offer an alternative to making short journeys by car (addressing Climate Change Strategy, LTP4 objectives, contributing to improving local, regional and national social, economic and environmental outcomes)

2. Expand the choice for short journey connectivity to/from transport hubs, (addressing connectivity and accessibility issues)

3. Provide an alternative travel option where other transport services may be difficult to access (addressing accessibility and equity issues)

4. Offer an introduction to active travel by providing users with greater confidence to try out alternate options (addressing public health objectives to encourage active travel)

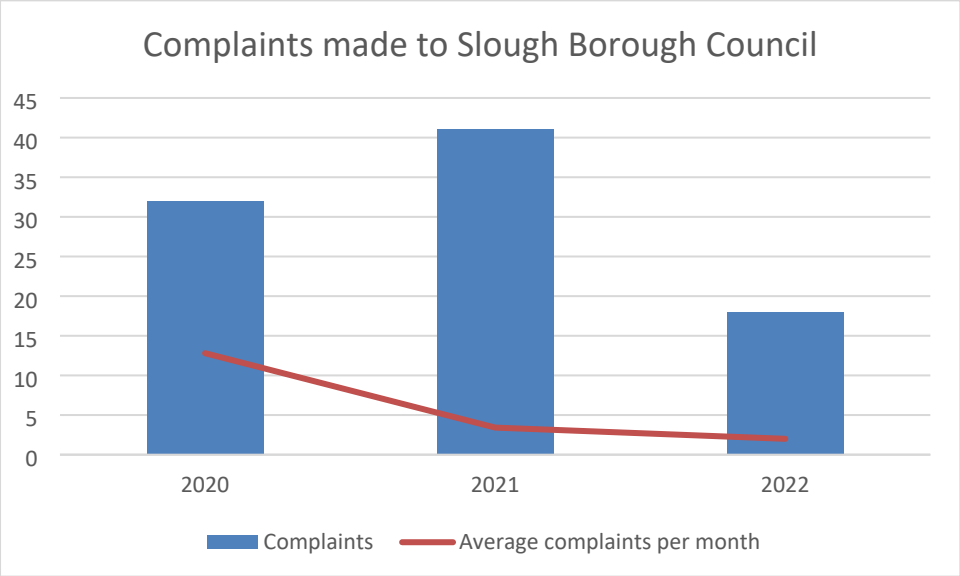
5. Provide information and evaluation data to guide future development of future mobility schemes (addressing wider national objectives relating to environment, health and economic outcomes)

4. Consultation and key metrics

Survey data has been captured to understand the value of the scheme to riders and residents more generally. This section shows the data capture and insights from the Council, with Section 5 showing insights derived from data sourced by Neuron.

Complaints

The graph below shows the 91 complaints that have been emailed directly to the Council throughout the scheme, rather than via Neuron. As 2020 and 2022 represent part years, the average complaints per month has been shown. Almost 13 complaints per month were received in 2020 immediately following the introduction of the scheme. The volume of complaints has steadily fallen to an average of 2 complaints per month in 2022.



The main themes of the complaints have been: parking, underage riding, and general objections to the scheme. Additional information on the themes of complaints have been gathered through the SBC survey and are shown in section **Error! Reference source not found..**

Rider and Non-Rider Survey Results (conducted by SBC)

SBC conducted an online survey between March and August 2022. The aim was to understand how e-scooters were used, who used them and concerns from non-users around their use. Over 600 responses were received of which 86% were Slough residents. Exactly a third of respondents had used the Slough rental e-scooters while two thirds had not.

The key findings from the survey below are highlighted.

4.1. The majority of e-scooter trips were for commuting

Question: For what purpose(s) do you use the Slough e-scooter rental trial scheme?

Option	Total	Percent
To / from work	110	18.27%
To / from the shops	67	11.13%
To / from social / leisure activities	69	11.46%
Personal business / health related visits	23	3.82%
Accompany a child to / from school	5	0.83%
To / from college/university	11	1.83%
Visit friends / family	28	4.65%
Other (please specify)	31	5.15%
Not Answered	401	66.61%

The two thirds of respondents who did not answer the question can be assumed to be the non-riders. Of the 33% of rider respondents, over half said they used the e-scooters for commuting. This is supported by Neuron's rider survey which shows that 46% of trips were for commuting.

The high proportion of shopping, social and leisure visits suggests that e-scooters can contribute to an economic boost to the town.

Question: On average, how long is each of your one-way journeys using the Slough e-scooter rental trial scheme?

Option	Total	Percent
Less than 1 mile	31	15.4%
Between 1 and 2.9 miles	136	67.66%
Between 3 and 4.9 miles	24	11.94%
5 or more miles	10	4.98%

This supports the telematics data in the Neuron survey that shows the average journey is 2.0 km (1.3 miles), and indicates that respondents are answering the survey thoughtfully and truthfully. In Transport terms, congestion is worsened due to the number of short car journeys on Slough's roads. A focus of Transport and Planning policy is to encourage a switch from private car, to more sustainable modes for these types of journeys.

4.2. Slough has the highest car displacement rate of any UK e-scooter trial

Question: If you could not use the Slough e-scooter rental trial scheme, what other mode(s) of transport would you use?

Option	Total	Percent
Car	107	24.77%
Taxi	82	18.98%
Motorbike	12	2.78%
Public bus	47	10.88%
Train	24	5.56%
Wheelchair	1	0.23%
Walk	121	28.01%
Other (please specify)	28	6.48%
None – I would not have travelled at all	10	2.31%

43.8% of respondents said that they would otherwise use a car or taxi instead of an e-scooter. This is broadly consistent with Neuron's two surveys (38.4% and 48.9%) and represents the highest car

displacement of any trial in the UK. It can be attributed in large part to the higher proportion of commuters than leisure users relative to other towns and cities.

The 28% that would have otherwise walked is a concern, where one sustainable mode is replaced by another. Greater work to encourage walking for short journeys may be required to reiterate the associated health benefits. However, provision of a low-cost travel option for residents remains important particularly in areas not well served by buses.

4.3. Most riders believed the scheme provides good value for money

Question: Do you consider that the Slough e-scooter rental trial scheme fees provide good value for money?

Option	Total	Percent
Yes	85	42.3%
Not sure	43	21.4%
No	73	36.3%

More respondents believed that the scheme provided good value for money than those who thought otherwise. This may be in part due to the passes (3 day, weekly and monthly) which provide progressively better value for money than the pay as you go rate. The passes include 90 minutes of riding per day, with the PAYG rate applying from 91 minutes. However the allowance on the monthly pass was reduced from 90 minutes to 30 minutes per day in April, which resulted in some negative feedback:

"The monthly pass was great until they changed the time limit from 90 mins a day to 30 minutes a day. I live on the edge of Burnham, walk to the Britwell area and then travelled by e scooter to my work place in Central Slough. The journey is around 20 minutes each way, and was cheaper and easier than using a car. Since changing to 30 minutes a day then a charge of 18ppm is uneconomical so I have reverted back to driving every day."

The implication for future micromobility schemes in Slough is that value for money is important, not only through passes, but also through loyalty discounts, concessions, pre-pay and subscriptions.

Any contract renewal should ensure that changes to the rates must be agreed with the Transport team and the commercial nature of the arrangement rebalanced to ensure continued value for money for Slough's residents.

4.4. The overwhelming majority of riders believed they understood the rules

Question: Do you understand the rules relating to the Slough e-scooter rental trial scheme (e.g. minimum age, holding of a driving licence, helmets, where you are allowed to ride and park)?

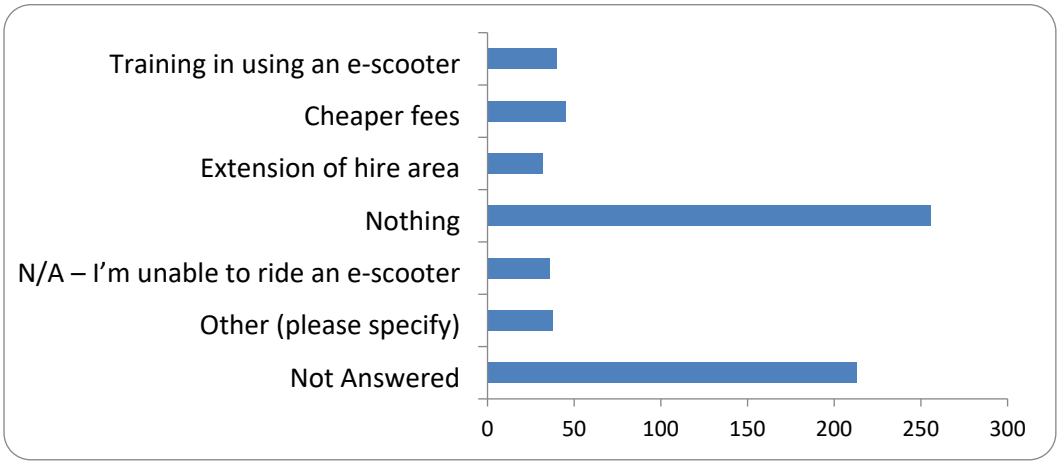
Option	Total	Percent
Yes	189	94.0%
Not sure	6	3.0%
No	6	3.0%

It should be noted that there may be some selection bias here, i.e. those riders who have responded to this survey are more likely to be engaged with the scheme and know the rules, than those who are less engaged. But if the result is credible (and 0 suggests minimal bias) then this is a very positive outcome for the scheme, and suggests that the education and awareness activities are having an effect. Neuron ran three ScootSafe events per year with Council officers, undertake some partnering with Thames Valley Police and also educate riders using the app, with quizzes and notification reminders.

The implication for future micromobility schemes in Slough is that once the operator has sufficiently invested in rider education, their resources should then be focused on rider penalisation to target poor behaviour. Careful procurement and contract management should be exercised here because the incentives of the operator and Council may not be aligned: the operator will be less willing than the Council to impose penalties on riders, given they stand to lose future revenue from doing so, and do not suffer the associated negative externalities on the wider community.

4.5. Almost half (49%) said that nothing would ever persuade them to ride an e-scooter

Question: What would encourage you to use the Slough e-scooter rental trial scheme?



This response is surprising as it suggests that increased affordability, training and geographical reach would only encourage 19% of people to ride an e-scooter. Almost half will never be won over.

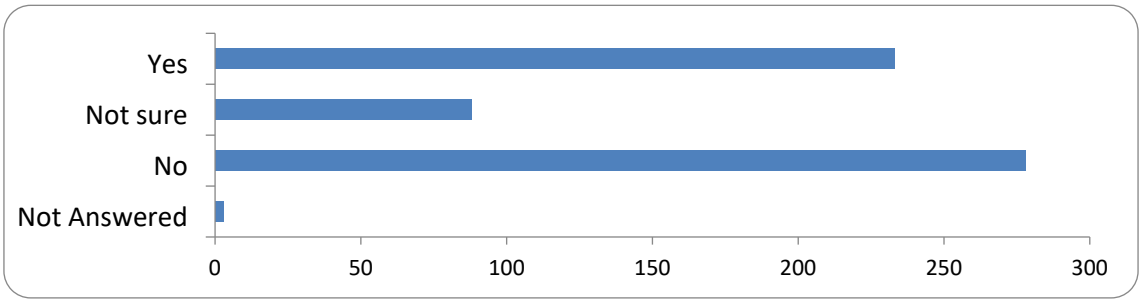
The implication for future mobility schemes is to have a range of options (e.g. e-scooters and (e)bikes) to broaden the appeal of micromobility. It also strengthens the case for further active travel infrastructure.

4.6. Most people said e-scooters should not be encouraged relative to cars

Question: Should e-scooters be encouraged, as a cleaner, more sustainable and less congesting mode of transport than cars?

This result is broadly reflective of the answer to the question "Should e-scooters continue to be allowed in Slough after the trial scheme ends?" with ~40% of respondents answering yes to both questions.

Many of the respondents quoted the use case as a reason for why e-scooters could not replace cars in all circumstances (e.g. group travel, young passengers, luggage, longer distance travel etc.).



This survey response goes against objective 1 of the scheme: to reduce car use and congestion by replacing short car journeys with sustainable modes.

4.7. To reduce parking complaints, a mandatory parking model should be adopted with visible markings on the ground (similar to London)

Question: In the future, where should rental e-scooters be allowed to park when not in use?

Option	Total	Percent
1. Anywhere within the relevant zone, with no restriction	34	5.65%
2. Anywhere within the relevant zone, if left in a tidy and safe manner and not obstructing anyone	206	34.22%
3. Not sure	12	1.99%
4. Only in designated locations, marked on the ground	117	19.44%
5. Only in designated fixed docking stations	230	38.21%
6. Not Answered	3	0.50%

While the most popular responses were options 2 and 5, there are risks to both. If 2 is selected, then there is a greater risk around parking compliance. i.e. riders leaving them inconsiderately, consciously or not. If 5 is selected, then the costs of the scheme increase (civils works to install e-scooter racks) and demand falls because the physical locking and unlocking of e-scooters makes the hire process more complex and less convenient.

Implication for future mobility schemes is that option 4 should be chosen. Designated, marked locations are a workable compromise between options 2 and 5, and should be supported with tough penalties for non-compliant parking.

4.8. Most riders did not have safety concerns

Question: Do you have any safety concerns about using the Slough e-scooter rental trial scheme?

Option	Total	Percent
Yes (please give more details in question 19)	72	35.8%
Not sure	12	6.0%
No	117	58.2%

4.9. But amongst the wider community, most had negative perceptions of safety issues

Question: Are you aware of any safety issues relating to the Slough e-scooter rental trial scheme?

Option	Total	Percent
Yes (please give more details in question 19)	358	59.5%
Not sure	66	11.0%
No	175	29.1%
Not Answered	3	0.5%

Within the survey, there was an option to provide freeform feedback on the scheme in general. The word cloud below summarises the 500 comments submitted by respondents. The most common words receiving a larger font (note that the words e-scooter, e-scooters, scooter and scooters were excluded to better see the themes).

Theme 1: Where e-scooters are ridden. "Pavements and roads" was the most common theme, with many comments suggesting that segregated cycle lanes are an important part of the solution.

"I think in a place like Slough, with wide roads and cycle pavements, they are ideal…. I was surprised just how intolerant other road users are, especially buses while using the bus lanes."

"They are a danger to pedestrians when they ride on pavements. They use all pavements not just the ones that allow cycles. When they ride on the road they hold up traffic because they ride so far away from the kerb avoiding drain covers."

"The roads infrastructure creates conflict between e-scooter users and others like cyclists, pedestrians and motorists."

"If e-scooters use should continue then they require decent infrastructure to ride on. This would have to be a segregated cycle path as e-scooters and bikes will not be safe on the road unless drivers seriously change their behaviour"

Theme 2: Young people. The words "young", "kids" and "children" also came through strongly suggesting that more needs to be done to prevent children accessing the e-scooters.

"Young kids ride two a time, no helmets in the path, fast, no sound. I have nearly been run over on numerous occasions … Older teenagers pay for the kids to do it!"

"Seen up to 3 school kids on one e-scooter. No regard for their own safety or the public's… Under 16 years should not be allowed on e-scooters but still manage to bypass the system to use them."

Theme 3: Parking. Although the word “parking” was not common - and didn’t feature significantly in the word cloud - many respondents reported parking issues using other words (e.g. left, lying, dumped, abandoned etc.)

“The main problem with the scooters however in Slough is that they are just abandoned anywhere, normally in the middle of the pavement blocking the way.”

“The e-scooters get dumped anywhere, blocking pavements. If they are parked on the pavement and it is windy and they blow over, they can block part of the road.”

“e-scooters left lying around everywhere, especially on narrow pavements and become a trip hazard or elderly and kids.”

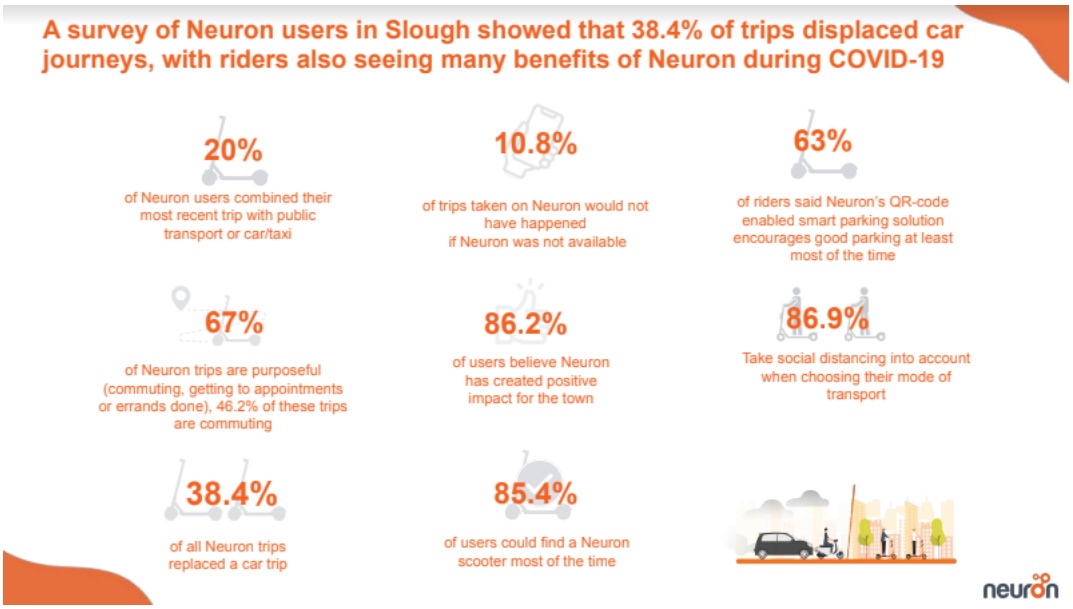
5. Neuron Mobility Survey and Data Collection

The following information should be only used for internal reference and remains commercially sensitive.

All data presented in Section 5 of this evaluation has been provided by the Operator, Neuron Mobility and is self-reported however, analysis based on the figures has been undertaken by the Transport team in Slough.

5.1. Rider Survey Results (conducted by Neuron Mobility)

The below infographic is from the latest survey of riders in Slough that was conducted by Neuron Mobility in May 2021 and received over 100 responses.



While riders are naturally more likely to support the scheme than non-riders, many of the results are encouraging, in particular:

- 10.8% of riders wouldn't have made the trip at all had it not been for the e-scooter.
- 38.4% of e-scooter trips replaced a car trip
- 20% of trips were combined with public transport or car

5.2. Trip volumes

The table below shows a strong demand for the e-scooter rentals with over 290,000 trips were made in 2021. There is considerably less seasonal variation than is typical of other e-scooter schemes across the UK. 2022 saw 40% more trips in July than January and demonstrates the extent to which residents and commuters now rely on this mode throughout the year.[2] This supports the survey responses in 4.1 that show at least half of trips were for commuting. The average trip time of 10.5 minutes and average trip distance of 2km is indicative of purposeful journeys potentially that would not otherwise have been walked[3]. This supports the survey responses that in 4.2 that show less than a third of e-scooter trips replaced walking trips.

[2] 2022 offers the best seasonality comparison as trip demand was less distorted by Covid restrictions than 2021.
[3] The DfT National Travel Survey 2020 shows that the average walking distance per trip is 0.8 miles (1.3km).

Year	Month	Trips	Avg trip duration (mins)	Avg trip distance (km)	Total trip distance (km)
2020	October	7,999	13.6	2.1	17,043
2020	November	17,567	11.6	1.9	33,720
2020	December	13,153	10.1	1.8	23,164
2021	January	8,185	10.0	1.8	15,127
2021	February	8,512	10.5	1.9	16,076
2021	March	15,417	10.7	2.0	30,478
2021	April	24,036	10.6	1.9	45,668
2021	May	27,348	9.9	1.9	51,961
2021	June	31,859	10.1	1.9	60,532
2021	July	36,853	10.0	1.9	70,021
2021	August	33,765	10.1	1.9	64,154
2021	September	31,006	10.1	1.9	59,380
2021	October	28,576	10.3	1.9	55,267
2021	November	24,541	10.7	2.0	48,178
2021	December	20,247	10.5	1.9	39,049
2022	January	17,872	11.1	1.9	34,705
2022	February	16,356	12.8	2.2	35,839
2022	March	21,687	12.4	2.2	48,091
2022	April	21,009	12.0	2.2	46,714
2022	May	22,388	10.3	2.1	46,868
2022	June	21,464	10.3	2.1	45,636
2022	July	23,628	10.0	2.1	49,951
2022	August	22,521	9.7	2.1	46,746
2022	September	22,845	9.3	2.0	45,580
2022	October	23,639	9.2	2.0	47,007
2022	November	1,332	9.1	2.0	2,628
Grand Total		**543,812**	**10.5**	**2.0**	**1,079,584**

5.3. Sustainability

The table below shows how during the trial, over 66 tonnes of CO2 have been saved and over 200,000 car trips were replaced by e-scooter trips. This is a very conservative estimate because:

i) the lowest of 3 car displacement rates, 38.4% has been applied (49%, 38.4% and 44% were taken from the 2 Neuron surveys and 1 SBC survey respectively); and

ii) no intermodal journeys have been considered. i.e. the additional CO2 savings arising from displacing a longer car journey with public transport plus an e-scooter for the first / last mile has not been factored in.

Metric		Notes
Trips to date	543,812	
Distance to date (km)	1,079,584	
Distance to date (miles)	670,821	
Car displacement rate	38.4%	Self-reported from the latest Neuron rider survey. More conservative than the SBC rider survey (43.8%) and the first Neuron rider survey (48.9%).
Car trips displaced	208,824	Trips to date x Car displacement rate

kg CO2 saved	66,330	e-scooter km travelled x car displacement rate x 160g per km

Neuron Mobility also operated electric vans to move the e-scooters around and service the fleet. Both these and the e-scooters run on 100% renewable energy. They also operate a 24/7 service – undertaking some of this activity at night further minimises congestion during peak travel times.

5.4. Safety

Both Neuron and the Council have worked closely together to promote safe riding and parking of e-scooters. This activity includes on-street education and awareness, in-app training and shock notifications, and publicity of both in local media outlets.

To date, Neuron Mobility have reported that there have been 60 rider-only collisions and slight injuries (no hospital treatment reported), 1 moderate injury (outpatient), one severe injury (inpatient) and one fatality. This equates to 0.28 hospitalisations per 100,000km travelled. Both the severe injury and fatality are under investigation.

5.5. Education and awareness

Neuron have run three safety awareness events per year, sometimes with SBC and/or Thames Valley Police. These aim to directly engage with riders and the wider community on safety-related themes (helmet safety, safe riding, safe parking etc). While in-person events have their place, they cannot match the reach of in-app education.

Riders must answer a safety quiz before their first ride, and are incentivised to do so periodically with discounts. Several changes have been made during the scheme for example:

- In response to public health concerns around Covid-19, in-app reminders were introduced to remind riders to wear gloves and wash their hands
- In response to bad parking reports, the end-trip parking checklist was changed so that every rider must take a photo of their parked e-scooter after every ride
- In-app shock notifications were introduced to remind riders that dangerous riding may lead to prosecution and points on their driving licence

However as can be seen in section 4.4, the vast majority or riders believed they understood the rules. So sanctions are crucial to promote responsible riding.

5.6. Rider behaviour, complaints and sanctions

With any transport mode user behaviour cannot be 100% controlled, and there are risks to riders as well as the wider community. One gauge of the community impact is the number of complaints received. These are received via two channels:

i) By email to the Council
ii) By email, phone, website or smartphone app

During the scheme, 91 reports have been received directly by the Council (with no formal complaints made) and 504 reports have been received by Neuron Mobility[4]. The vast majority (85%) are received by Neuron

[4] Note that included in these figures will be complaints made to both Neuron and the Council simultaneously, thus the two totals are not mutually exclusive.

because they have four reporting channels, and because these contact details are available on every e-scooter. The table below shows the action taken by Neuron in response to these reports.

Complaints received by Neuron and Action taken		Drop-off rate
Riding Breach Reports	504	31%
Actionable Riding Breach Reports	156	58%
Warning Emails	90	
Suspensions	19	
Bans	6	

5.7. Economic contribution

Neuron recently released a report on the economic contribution of e-scooters entitled "Shared Rides, Shared Wealth"[5]. Within it are a series of claims, including that riders spend £17.30 at local business per e-scooter trip. Upon request, Neuron were unable to provide evidence to support this claim.

Instead, we have taken the survey result that 45% of rides resulted in a purchase before or after the trip, and applied a more conservative assumption of £5 per average purchase. When applied to annual trip volumes, this produces an estimated contribution to the local economy of almost £0.5m p.a.

When combined with the £0.3m employment contribution (from Neuron employees), this represents a total economic contribution of £0.8m. The below table sets out the breakdown of this quantifiable economic contribution across two categories: employment and improved access to shops.

Purchases (access to shops)		
	x% of rides resulted in a purchase before or after the ride	45
	Trips / day	800
	Trips / day that resulted in a purchase before or after the ride	360
	£5 average purchase = £x average spent/day	£1,802
	Annual spending boost	£477,424
Trip types		
	x% of trips would not have happened if e-scooter was not avaliable	13.2%
	x% of trips were purposeful (commuting getting to appts etc)	78.4%
Employment (access to jobs and local employment by Neuron)		
	Scooters deployed	300
	Jobs created	10
	£29k / worker / year = £x paid to workers / year	£290,000
Getting people back to the workplace during/post lockdown		
	Number of business offered corporate discounts	250+ businesses
	Number of free NHS passes redeemed during lockdown	449

Source: Neuron Rider Surveys, Neuron trip and employment data, SBC analysis

[5] Shared Rides, Shared Wealth: Neuron Prosperity Report, September 2022

6. Conclusion and recommendations

The evidence shows that the trial is meeting its original objectives in terms of offering an alternative to short car journeys, increasing travel choice, offering an introduction to active travel and providing valuable lessons learned for future schemes. The scheme has experienced very strong uptake, which have supported these objectives, not least that more e-scooter trips replace car journeys in Slough (39%) than anywhere else in the UK.

However, like other trial e-scooter schemes in the UK, opinion is divided on its impact on the wider community. Almost 50% of survey respondents said that nothing would ever persuade them to ride an e-scooter, and most respondents said that e-scooters should not be encouraged relative to cars – a view contrary to the objectives of the trial, local policy and national policy. The fact that 94% of riders felt they understood the rules, yet only 23% of reports were actioned with as much as a warning email suggests that there may be many cases of riders knowingly breaking the rules without fear of any recourse.

The e-scooter trial provides valuable implications for future micromobility schemes in Slough. These recommendations are:

i) Ensure value for money by asking the operator to commit to a fixed user pricing structure during the tender process
ii) Enable a revenue return within any new contract to ensure SBC Officer time is funded
iii) User education should be predominantly in-app (as the medium with the highest reach), and ongoing
iv) Set detailed KPIs for all relevant metrics to drive improved operator performance. Particularly on sanctioning poor riding and parking behaviours
v) To reduce parking complaints, a mandatory parking model should be adopted with visible markings on the ground (similar to London) and funded by the Operator
vi) Offer a range of accessible affordable micromobility options (e.g. e-scooters and (e)bikes) to broaden the appeal of micromobility and maximise use of active travel infrastructure.
vii) Undertake regular surveys to understand the impact of the e-scooter scheme on the riders and wider community

Appendix 1 – Mapping of E-Scooter Scheme Objectives to Slough Borough Council's 5 Year Plan and Recovery Plan

	E-Scooter Scheme Objectives	Slough 5 Year Plan 2020-2025					SBC Recovery Plan 2022-2025				Evidence base
		Outcome 1 - Slough children will grow up to be happy, healthy and successful	Outcome 2: Our people will be healthier and manage their own care needs	Outcome 3: Slough will be an attractive place where people choose to live, work and stay	Outcome 4: Our residents will live in good quality homes	Outcome 5: Slough will attract, retain and grow businesses and investment to provide opportunities for our residents	Priority 1: A council that lives within our means, balances the budget and delivers best value for taxpayers and service users	Priority 2: An environment that helps residents live more independent, healthier and safer lives	Priority 3: A borough for children and young people to thrive	Priority 4: Infrastructure that reflects the uniqueness of Slough's places and a new vision for the town centre	
1	Offers an alternative to making short journeys by car. *Addressing: draft Climate Change Strategy, LTP4 objectives, contributing to improving local, regional and national social, economic and environmental outcomes.*	✓	✓	✓		✓	✓	✓		✓	• 77% of households have access to a car (2011 census). • 28.5% of carbon emissions in Slough derive from Transport (draft climate change strategy) • SBC has 4 Air Quality Management Areas (AQMAs) • 38.5% of e-scooter journeys replaced car journeys (most conservative estimate of 3 surveys) • Over 200k car trips replaced by e-scooter trips resulting in 66 tonnes of CO2 saved (most recent rider survey) • E-scooter scheme has been zero cost to the council, while offering significant economic benefits.
2	Expand the choice for short journey connectivity to/from transport hubs (i.e. rail to e-scooter. *Addressing connectivity and accessibility issues*	✓	✓	✓		✓	✓	✓		✓	• E-scooters offer convenient first / last mile options and connect residents and commuters with the bus and rail stations and to employer districts (Segro / Poyle) • 20% of e-scooter trips are combined with public transport (rider survey) • E-scooter journey patterns show how north-south connectivity has been improved particulary to / from Britwell
3	Provide an alternative travel option where other transport services may be difficult to access. *Addressing accessibility, equity issues.*	✓	✓	✓		✓	✓	✓			• Low car ownership within central Slough, south of Slough town centre and in Britwell. • Public transport connectivity is good but low frequency and congestion can lead to journey delays. • 10.8% of journeys made on e-scooters would not have happened at all had the e-scooter not been available. Demonstrates how e-scooters are filling an unmet need for many. • Most riders thought the scheme offered good value for money
4	Offer an introduction to active travel by providing users with greater confidence to try out alternat options. *Adressing public health objectives to encourage active travel.*		✓	✓		✓		✓		✓	• Levels of excess weightin in adults is worse than England agerage. • The under 75 mortality rate from cardiovascular diseases is worse than the England average • The % of physically active adults is 55.8% with the England average 66.3% • Over 10,000 riders have used the e-scooter scheme in Slough • DfT classes e-scooters as active travel
5	Provide information and evaluation data to guide future development of future mobility schemes. *Addressing: wider national objectives relating to environment, health and economic outcomes.*			✓		✓		✓			• 80 ETRO objections to the scheme relating to safety and use • The trip and demographic data supplied to the DfT will help shape direction on national legislation for e-scooters and other LZEV (low-speed zero emission vehicles) • Other lessons learnt are outlined in Section 6 of this report and will help guide future micromobility schemes in Slough