

PWS-04-26 Appendix A - Survey Results



Survey Results and Insights

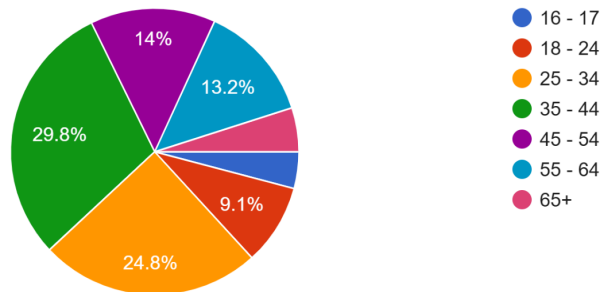
Insights:

- Demand is consistent: 38.8% of respondents indicated they ride as often as they can
- There's a desire for expanded riding area: 59.5% of respondents indicated they would ride more with an expanded service area
- There's a wish for more parking zones: 38.8% of respondents indicated that they want more parking zones
 - Top 6 suggested additional parking zone locations (compiled):
 - Burlington Waterfront/Lakeshore/Spencer Smith Park
 - Downtown/Art Gallery/Joseph Brant Hospital
 - Community Centres, Libraries and Parks
 - GO Stations
 - Local Malls (Mapleview, Burlington Mall)
 - New Street/Robert Bateman

Rider Demographics

Age

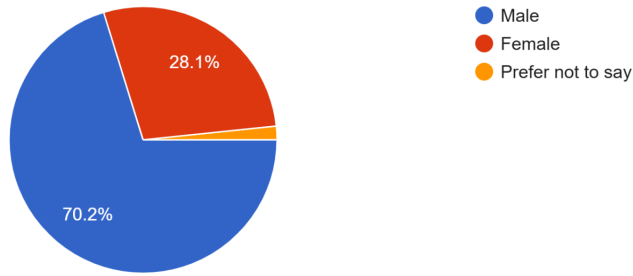
121 responses



- 16-17 (4.1%), 65+ (5%)
- Takeaway: The majority of SCOOTY riders in Burlington are ages 25-44, and 5% are over 65, suggesting that demand has reached across age brackets

Gender

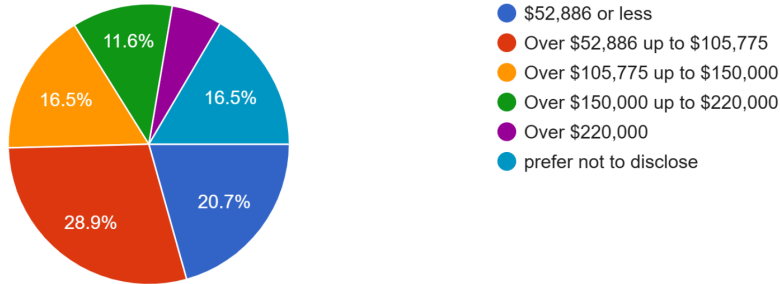
121 responses



- 70% of riders identified as male, 28% female

What is your income bracket?

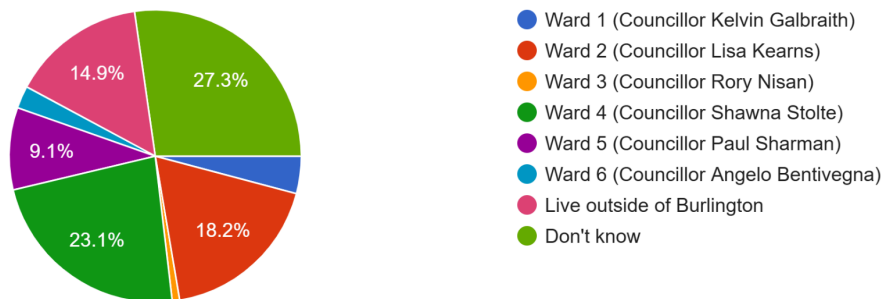
121 responses



- Takeaway: SCOOTY riders in Burlington cross the income spectrum

Select the ward you reside in the City of Burlington.

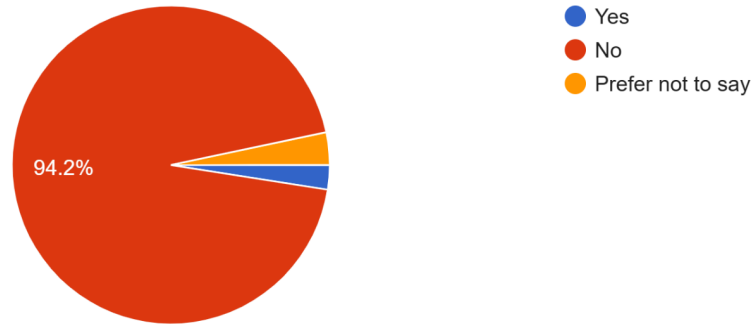
121 responses



- Ward 1 (4.1%), Ward 2 (18.2%), Ward 3 (0.8%), Ward 4 (23.1%), Ward 5 (9.1%), Ward 6 (2.5%), Live outside of Burlington (14.9%), Don't Know (27.3%)

Do you have a disability or mobility impairment?

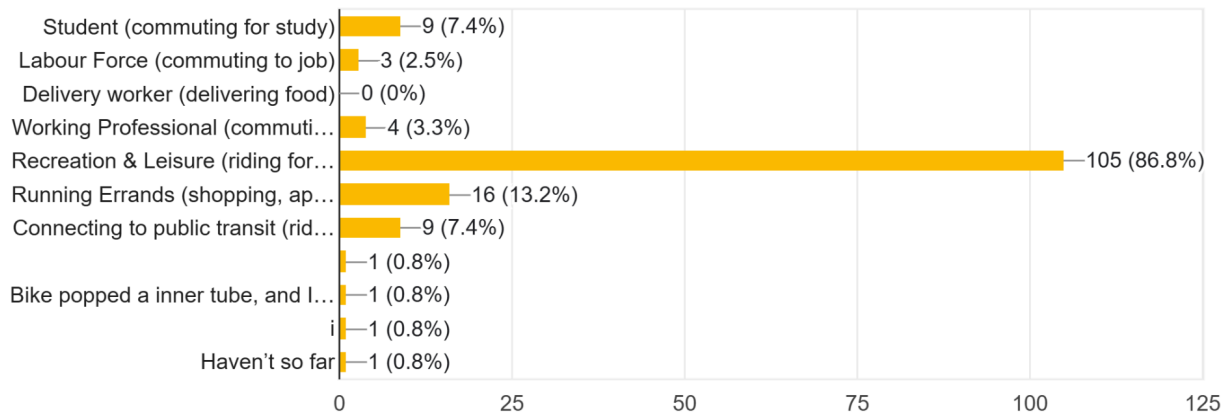
121 responses



Rider Profile and Trip Insights

Select the rider profile that best describes you and the trips you take with SCOOTY. (select all that apply)

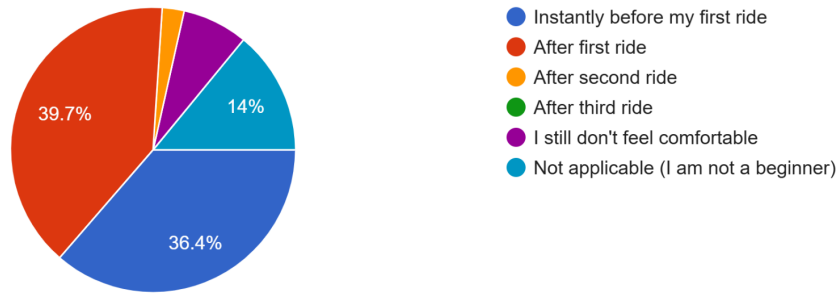
121 responses



- Student (7.4%), Labour Force (2.5%), Delivery Worker (0.0%), Working Professional/Commuter (3.3%), Recreation & Leisure (86.8%), Running Errands (13.2%), Connecting to public transit (7.4%)
- Takeaway: Burlington riders are riding for recreational purposes, but there are significant cohorts who are riding for purposes other than leisure
- These purposeful riders would likely make more trips with additional permitted routes, parking zones, transit connections, and promotion of the program

If you are considered a beginner, how long did it take to feel comfortable riding an e-bike/e-scooter?

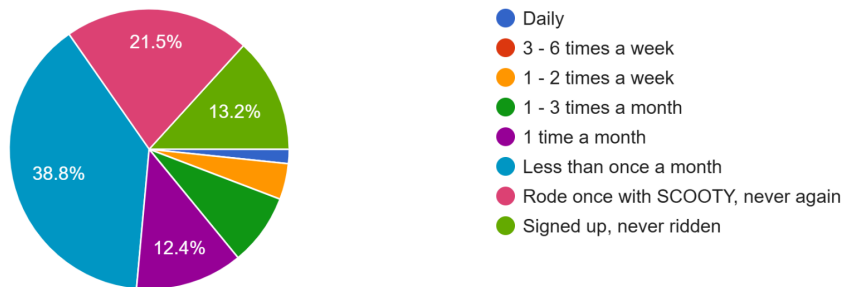
121 responses



- An important part of the shared micromobility pilot program in the City of Burlington is the safe, controlled introduction of e-scooters to Burlington residents
- Responses show that more than 75% of riders were comfortable with SCOOTY e-scooters by the end of their first ride

How often do you ride with SCOOTY?

121 responses

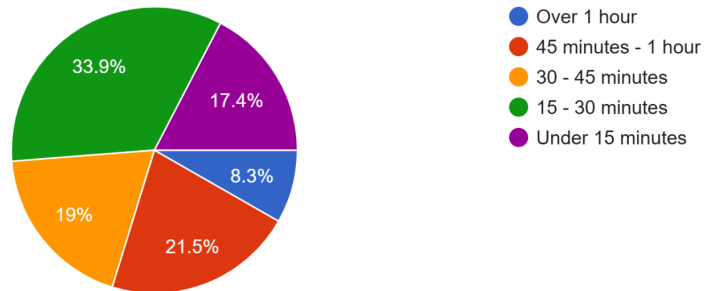


- Daily (1.7%) and Multiple rides per week (4.1%) account for 5.8% of rides
- This number is correlated with the season starting in July and the newness of the service

- A larger service area and more connections to/from transit would likely result in a higher frequency of trips

On average, how long are you riding for?

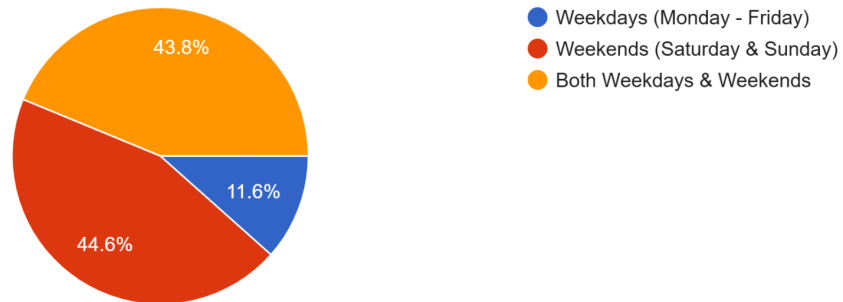
121 responses



- 51.1% of riders are riding for under 30 minutes; 31.5% of riders are riding for 30 mins - 1 hour

When do you normally ride?

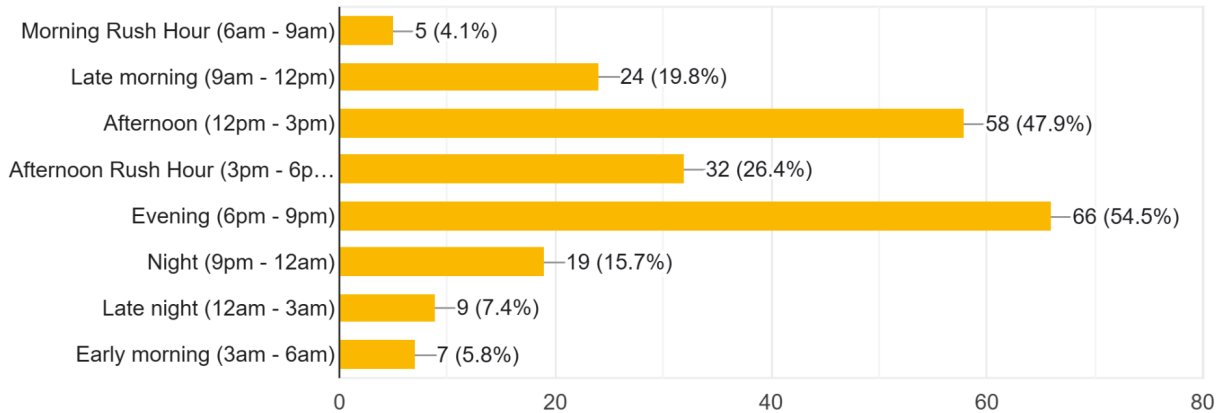
121 responses



- Riders are riding on weekdays and weekends

What time of the day do you normally ride? (select all that apply)

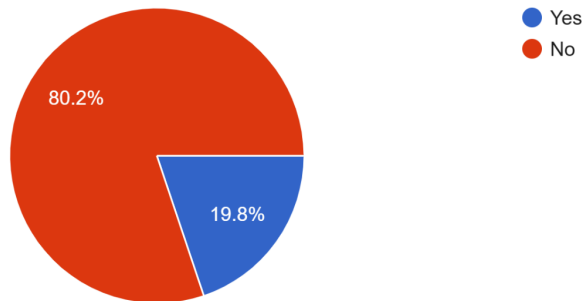
121 responses



Multimodal Trips and the Mobility Mix

Do you ride to/from public transit? (Bus Stop or Train Station)

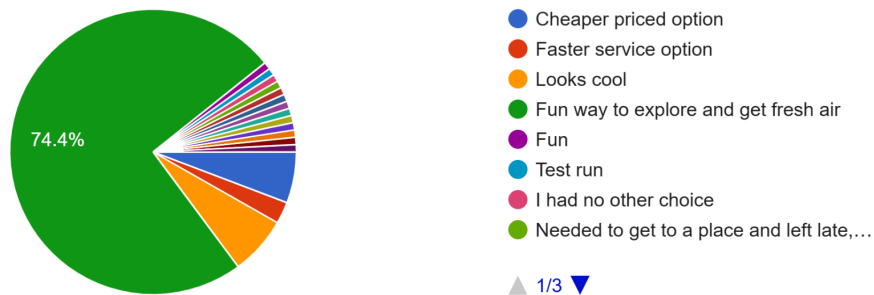
121 responses



- Nearly 20% of riders are riding to/from public transit, which is a very promising number considering the service area

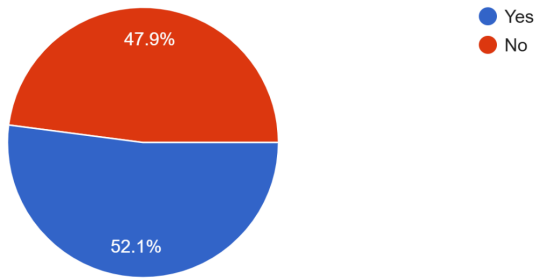
Why did you choose to ride with SCOOTY than another mode of transportation?

121 responses

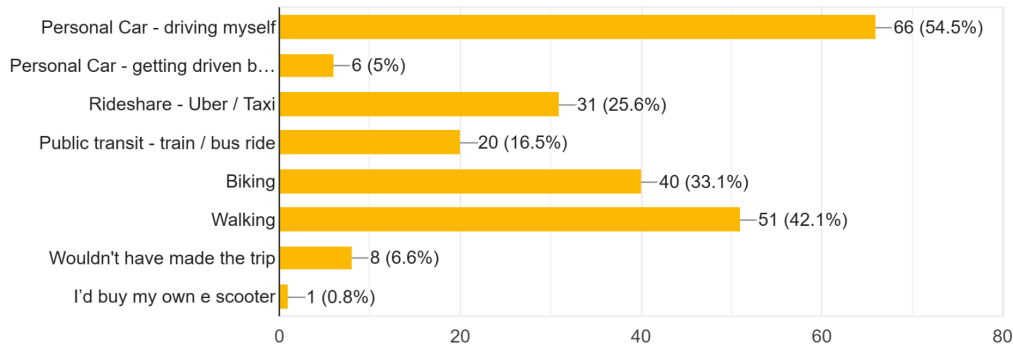


- 74.4% of respondents ride to get fresh air, 6.6% indicated “looks cool”, 5.8% indicated cheaper option, 2.5% indicated it was a faster option

Are you combining SCOOTY with other modes of transportation and taking multi-modal trips to get to your end destination? Ex: Walking + SCOOTY, Drivi...OTY, Bus + SCOOTY, Car Ride + Bus Ride + SCOOTY.
121 responses



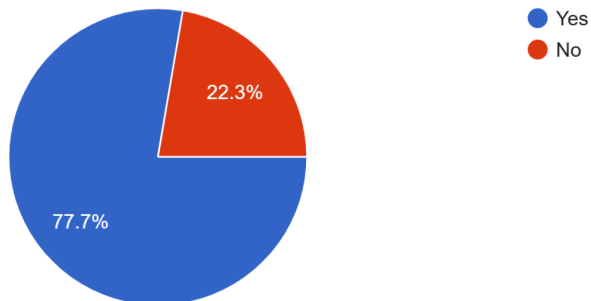
If SCOOTY wasn't available, what mode of travelling would best suit your trip? (select all that apply)
121 responses



- SCOOTY trips are replacing car rides for 85% of riders (private car & uber/taxi)

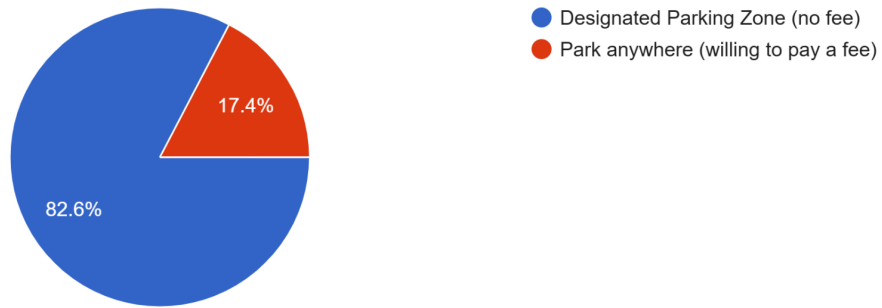
Availability and Infrastructure

Are there enough supply of available SCOOTY's nearby when you're looking to ride?
121 responses



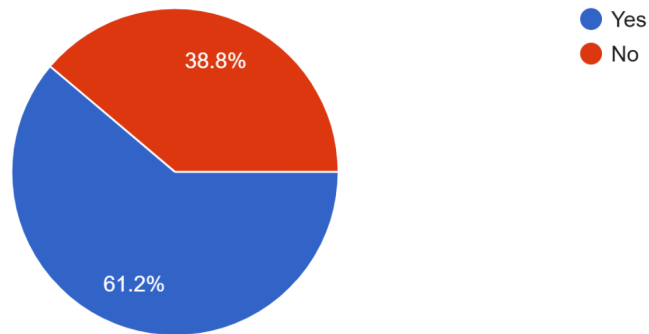
Do you prefer parking at designated parking zones (no fee) or park anywhere (willing to pay a fee)?

121 responses



Are there enough parking zones?

121 responses



Would you ride an e-bike/e-scooter in the winter if paths are cleared of snow?

121 responses

