

Community E-Scooter Survey

November 2021

Rationale

The City conducted the public survey to better understand how Kelowna residents view the service and identify opportunities for improvement.

Survey Conduct and Promotion

The survey was conducted on the City's Get Involved platform between Oct 25th – and Nov 7th. To promote survey completion, an ad was scheduled on Facebook to run the entirety of the campaign, as well as an organic post on Instagram, Twitter and Facebook. The ad received a variety of comments directly on the post, but also resulted in 660 clicks to the Get Involved page. The organic posts saw over 60 clicks to Get Involved combined.

These were supplemented with a Castanet ad and a highlight on the homepage of Kelowna.ca. The Castanet ad generated over 400,000 views from Oct. 25 to Nov 7 and 250 link clicks to the survey page.

The original news release was sent to media outlets and picked up by Kelowna Capital News, KelownaNow and Castanet. To encourage last minute survey responses, a reminder e-bulletin was sent to "engagement" subscribers list which was opened by over 300 unique users.

The two e-scooter operators choose to promote the survey through an email to their customers.

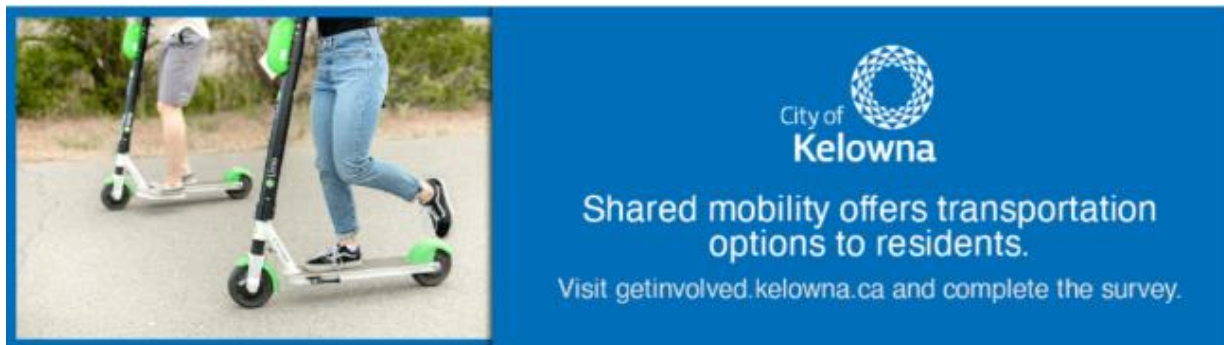
Overall, 698 responses were received. A total of 65

responses from outside Kelowna are summarized separately at the end of this report.



The image shows a Facebook advertisement. At the top left is the City of Kelowna logo with the text "City of Kelowna Sponsored". To the right of the logo is a three-dot menu icon. Below the logo is the text: "Whether you have used a shared e-scooter or not, complete the survey and tell us about your experience." The main image of the ad shows two people riding e-scooters on a paved path. At the bottom of the ad, there is a call to action: "GETINVOLVED.KELOWNA.CA/ Help us refine the e-scooter program." and a button that says "LEARN MORE".

Facebook Ad



The image shows a Castanet advertisement. On the left is a photograph of two people riding e-scooters. On the right is a blue background with the City of Kelowna logo at the top. Below the logo is the text: "Shared mobility offers transportation options to residents." and "Visit getinvolved.kelowna.ca and complete the survey."

Castanet Ad

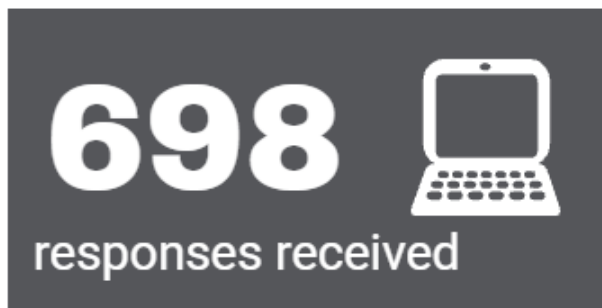
Weighting and Limitations

Responses skewed toward younger and more Central Kelowna (V1Y) residents. A slightly higher share of men also responded compared to women. To make the results of this survey more representative of Kelowna's population, responses were weighted by age, gender, and neighbourhood (three-digit postal code).

Still, this is an opt-in survey and not a random sample of Kelowna residents. It should be expected that people with stronger opinions on e-scooters were more likely to choose to respond.

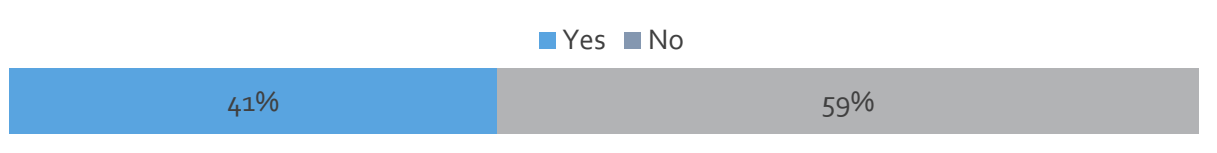
Key Highlights

- Overall, public support for the e-scooter program was at 53 per cent, compared to 42 per cent against and 5 per cent unsure.
- Support for e-scooters varied significantly by age. Respondents under the age of 55 were more likely to support continuing the program (66 per cent), compared to those 55 or older (34 per cent).
- Respondents that had tried an e-scooter were more likely to support continuing the program (86 per cent) compared to those who had not tried an e-scooter (30 per cent). Notably, this was a consistent trend across all demographic groups. For example, 79 per cent of people 55 or older who had tried e-scooters were in support of continuing the program.



Responses by Question

"Have you used a shared e-scooter in Kelowna?"



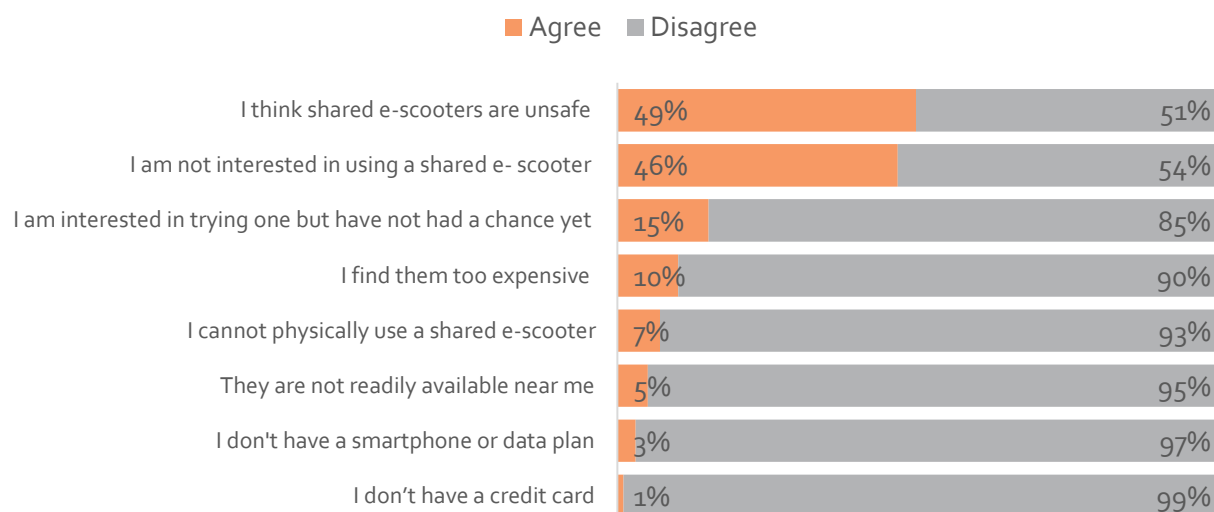
After weighting for age, neighbourhood, and gender, 41 per cent of respondents said they had tried e-scooters. The true percentage of Kelowna residents who have tried the e-scooter program is unknown. Based on available information, we estimate that it is between 20 and 30 per cent.

Looking specifically at different demographic groups, younger residents and people living in Central Kelowna (V1Y) and East Kelowna (V1X/V1P) were more likely to have tried e-scooters.

Percentage of respondents who have tried share e-scooters

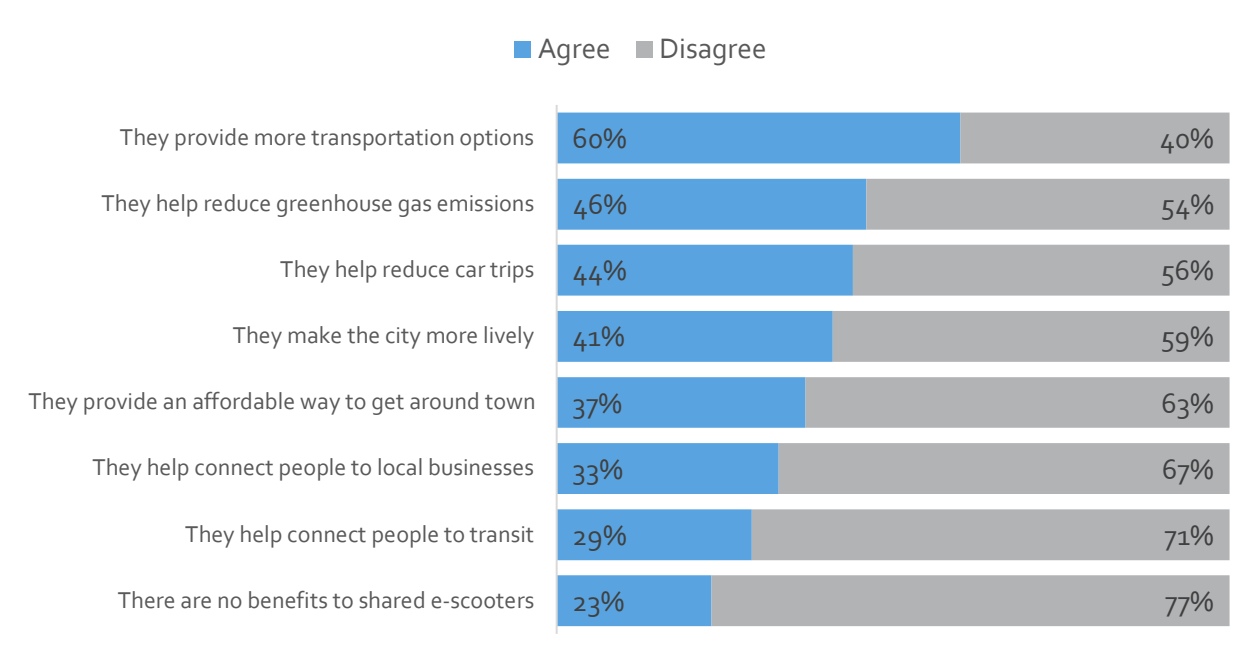
		Neighbourhood				
		Central (V1Y)	East (V1X/V1P)	South (V1W)	North (V1V)	Overall
Age	Under 34	90%	62%	83%	60%	75%
	35 to 54	58%	65%	43%	32%	52%
	55 Plus	20%	15%	5%	15%	13%
	Overall	52%	45%	31%	31%	41%

"If you have not used a shared e-scooter in Kelowna, why not?"



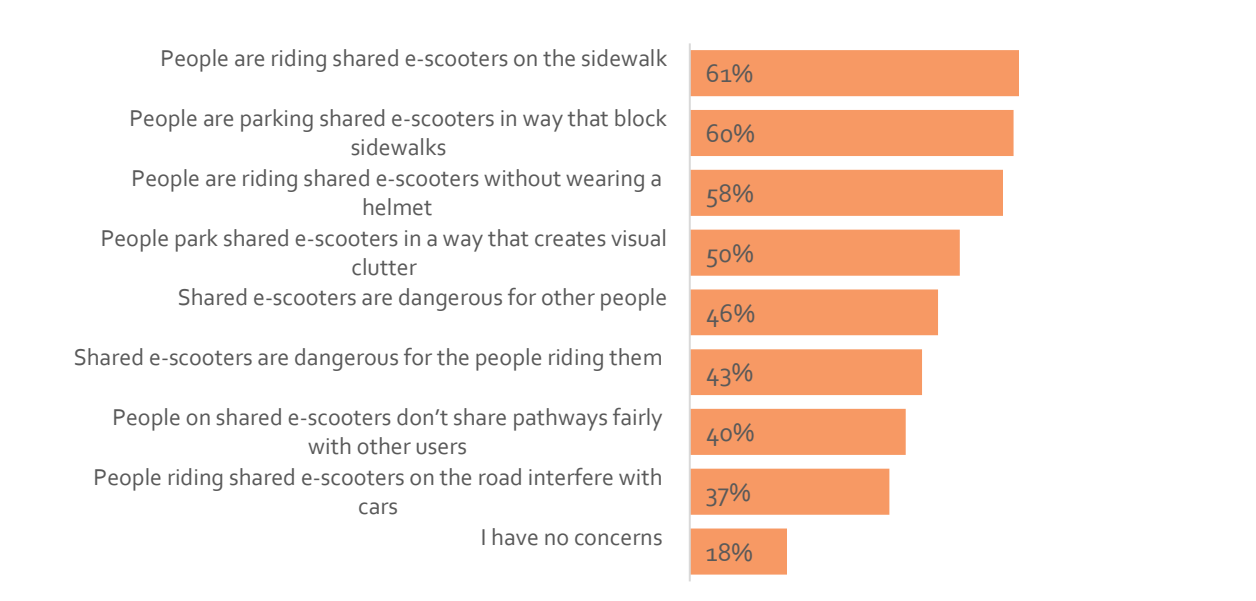
Concerns about safety was the most common reason for not trying e-scooters among all demographic groups. Roughly half of respondents who had not used an e-scooter said they thought e-scooters were unsafe. Cost (27 per cent) and physical ability (12 per cent) were more frequently mentioned by lower income residents.

"In your opinion, what are the main benefits of shared e-scooters in Kelowna?"



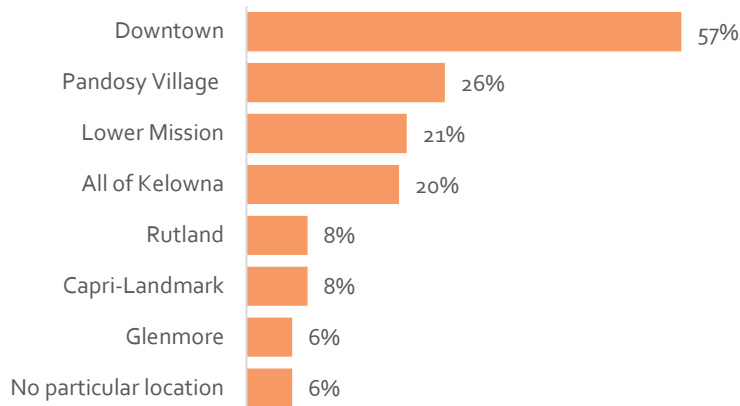
People who have tried e-scooters were more likely to agree that they provide transportation options (85 per cent), make the city more lively (72 per cent), and reduce car trips (71 per cent).

"The following are some concerns we have heard from the community. What are your top concerns with shared e-scooters?"



The most cited concern was e-scooters riding and blocking sidewalks. People over 55 were more likely to be concerned about helmet use (82 per cent) compared to people under 55 (41 per cent).

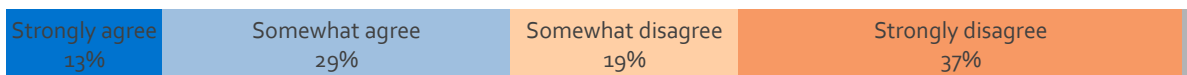
"Where are main areas where you have experienced these concerns?"



The location of concerns correlated strongly with the areas of highest use. Concern about e-scooters Downtown was similar between neighbourhoods. The exception was North Kelowna (V1V) which rated it at 68 per cent, compared to 57 per cent overall.

"Thinking about the day to day use of shared e-scooters, how much do you agree or disagree?"

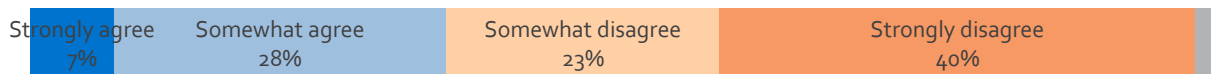
"Shared e-scooters are ridden in a considerate way"



Total Agree:	42%	Total Disagree:	56%
---------------------	------------	------------------------	------------

78 per cent of e-scooter users and 56 per cent of people under fifty-five said they think e-scooters are ridden in a considerate way.

"Shared e-scooters are parked in a considerate way"



Total Agree:	35%	Total Disagree:	62%
---------------------	------------	------------------------	------------

63 per cent of e-scooter users, 48 per cent of people under fifty-five, and 37 per cent of people with disabilities said they think e-scooters are parked in a considerate way.

"Thinking about the day to day use of shared e-scooters, how much do you agree or disagree?"

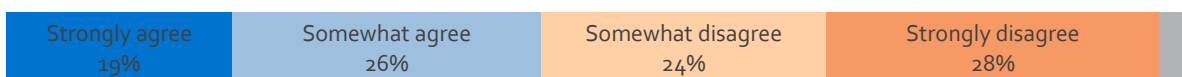
"I have seen educational information regarding the use of shared e-scooters"



Total Agree:	35%	Total Disagree:	51%
---------------------	------------	------------------------	------------

Fifty-one per cent of e-scooter users said they have seen educational information regarding the use of shared e-scooters.

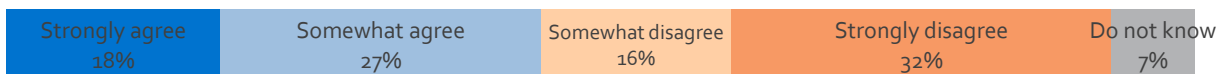
"There is enough infrastructure to ride e-scooters safely"



Total Agree:	45%	Total Disagree:	51%
---------------------	------------	------------------------	------------

People who bike daily or weekly were less likely to agree (46 per cent) compared to people who bike more occasionally (56 per cent).

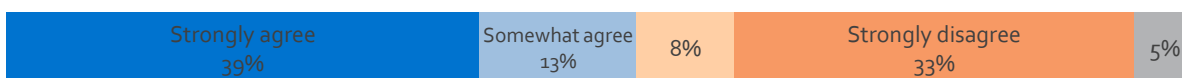
"Considerate riding and parking of shared e-scooter is improving over time"



Total Agree:	45%	Total Disagree:	48%
---------------------	------------	------------------------	------------

Sixty-two per cent of people under 55, and 53 per cent of residents in Central Kelowna (V1Y) said that riding and parking of e-scooters is improving over time.

"I want shared e-scooters to continue to be an option in Kelowna"



Total Agree:	53%	Total Disagree:	42%
---------------------	------------	------------------------	------------

The chart below summarizes program support by age and by neighbourhood. For example, while 85 per cent of Central Kelowna (V1Y) respondents under 34 supported continuing the program, only 24 per cent of older Eastern Kelowna (V1X/V1P) supported continuing the program.

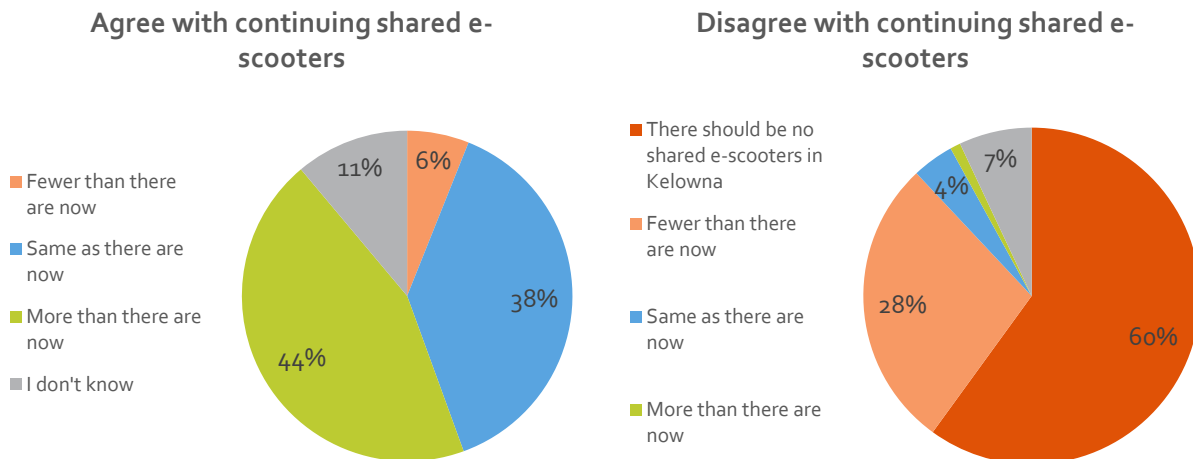
		Neighbourhood				
		Central (V1Y)	East (V1X/V1P)	South (V1W)	North (V1V)	Overall
Age	Under 34	85%	56%	68%	64%	70%
	35 to 54	69%	76%	56%	46%	64%
	55 Plus	41%	24%	39%	31%	34%
	Overall	62%	50%	50%	44%	53%

A much higher share of people who have tried e-scooters (86 per cent) supported continuing the program than those who had not tried e-scooters (30 per cent). This was a consistent trend across all demographic groups. Seventy-nine per cent of people over 55 who have tried e-scooters were in support of the program.

No significant difference in support was observed by income, gender, or disability status.

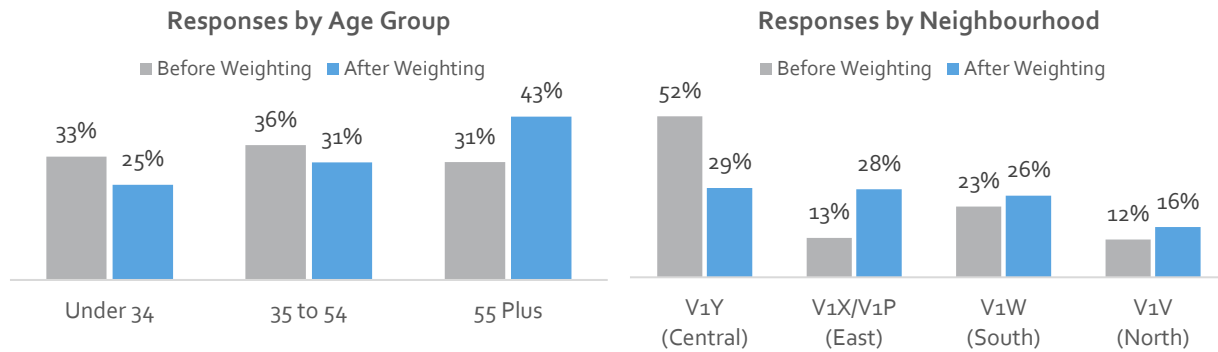
"What do you think is the ideal number of shared e-scooters in Kelowna?"

Responses to this question were highly aligned with peoples' support for shared e-scooters overall, and therefore are shown separately. People who supported the program were roughly evenly split between increasing the number of e-scooters or keeping it the same.

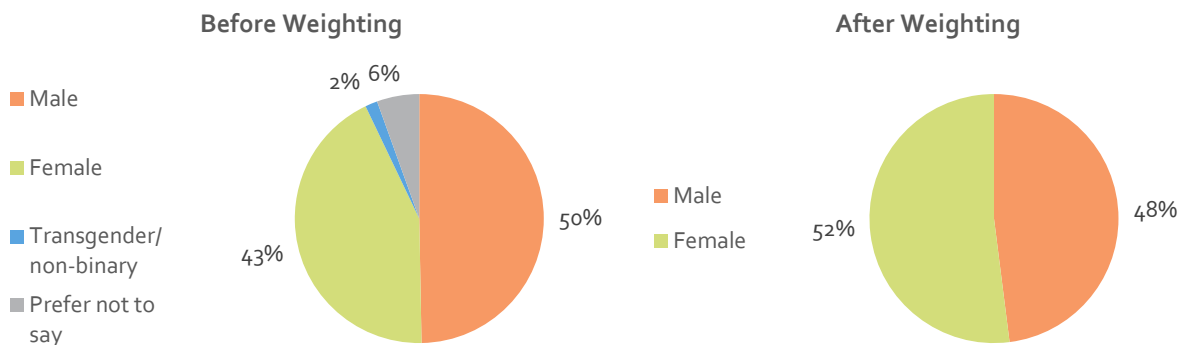


Survey Demographics

Survey responses were weighted to reflect the population by age, gender, and neighbourhood (three-digit postal code).

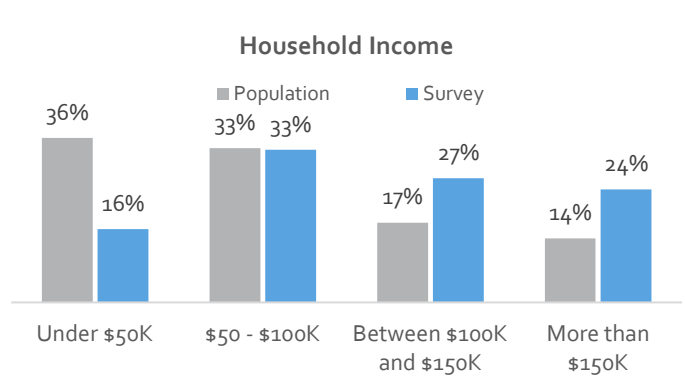


People who declined to provide their gender (n=38), or identified as transgender, non-binary, or other (n=11) were randomly assigned to male or female. This adjustment is solely for the purposes of weighting and to avoid discarding these responses.



Income

Roughly one out of five people declined to provide their household income. The responses received were skewed towards higher incomes than the overall population. However, no significant differences were observed in support for e-scooters between income groups.



Disability

We asked whether people identified with having or living with a disability. After weighting for age and neighbourhood, 11 per cent of survey respondents answered yes. The estimated share of Kelowna residents with some form of disability is 24 per cent¹.

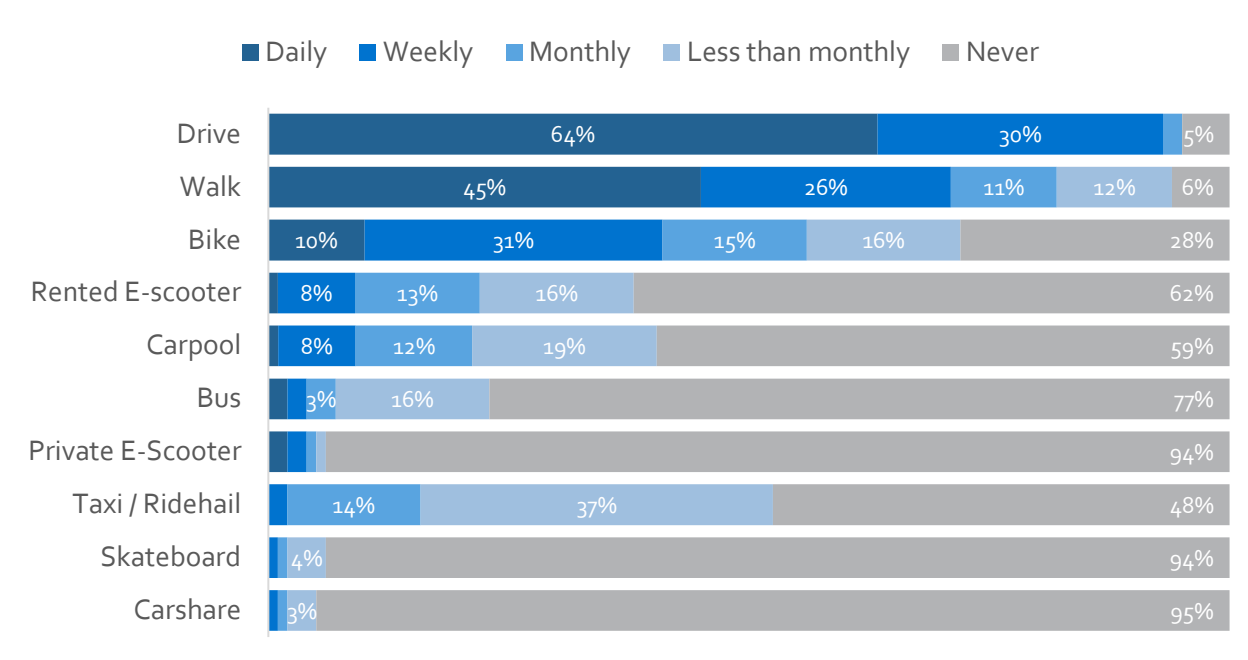
Seven per cent of respondents indicated they would be physically unable to use an e-scooter, which aligns with the share of Kelowna’s population who report having a *mobility-related* disability².

No significant differences were observed in support for e-scooters by disability status.

Access to a Vehicle

Ninety-four per cent of respondents said they had access to a vehicle, which matches the estimated share of Kelowna households with at least one vehicle³.

Travel Patterns



¹ Statistics Canada. [Table 13-10-0750-01 Persons with and without disabilities aged 15 years and over, census metropolitan areas](#)

² [2018 Okanagan Travel Survey Report #3. Table 8, p.63](#)

³ [2018 Okanagan Travel Survey Report #3. Table 6, p.53](#)

Responses from Outside Kelowna

A total of 65 responses were received from outside Kelowna. Roughly half of these were from other places in the Okanagan, mainly West Kelowna and Lake Country.

Area	Responses
Rest of the Okanagan	35
Rest of BC	19
Alberta	4
Rest of Canada	7

Responses from outside the Okanagan tended to be younger than responses from other parts of the Okanagan.

Age Group	Rest of the Okanagan	Outside the Okanagan
Under 34	34%	37%
35 to 54	43%	53%
55 Plus	23%	10%

"Have you used a shared e-scooter in Kelowna?"

Nearly all people who responded from outside the Okanagan had tried e-scooters. The share of people from the Okanagan who had tried was slightly higher than Kelowna residents in the survey (49 per cent vs 42 per cent). Note that these responses are unweighted for age or gender.

	Rest of the Okanagan	Outside the Okanagan
Yes	49%	97%
No	51%	3%

"I want shared e-scooters to continue to be an option in Kelowna"

People from other parts of the Okanagan were slightly more supportive than Kelowna residents (59 per cent vs. 52 per cent). Note that these responses are unweighted for age or gender. People outside of the Okanagan were overwhelmingly supportive, reflecting that nearly all respondents had tried e-scooters in Kelowna.

	Rest of the Okanagan	Outside the Okanagan
Strongly agree	50%	83%
Somewhat agree	9%	13%
Somewhat disagree	0%	3%
Strongly disagree	38%	0%
Do not know	3%	0%