

**Melbourne**  
**Shared E-Scooter and E-Bikes Trial**  
**Balancing risk management and success**  
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Micromobility conference  
26 November 2022  
Damon Rao

# Managing risk

- Everyone was waiting for e-scooters to fail.
- Melbourne was badly burnt by oBike
- Victoria was the second last state to trial e-scooters
- Cautious trial: 20kph, No footpaths, 18+, Strict drink riding rules

**Need to balance risk management  
and striving for success**

# Success

## 2.3 million e-scooter trips!

1,500 e-scooters, since 1 February 2022

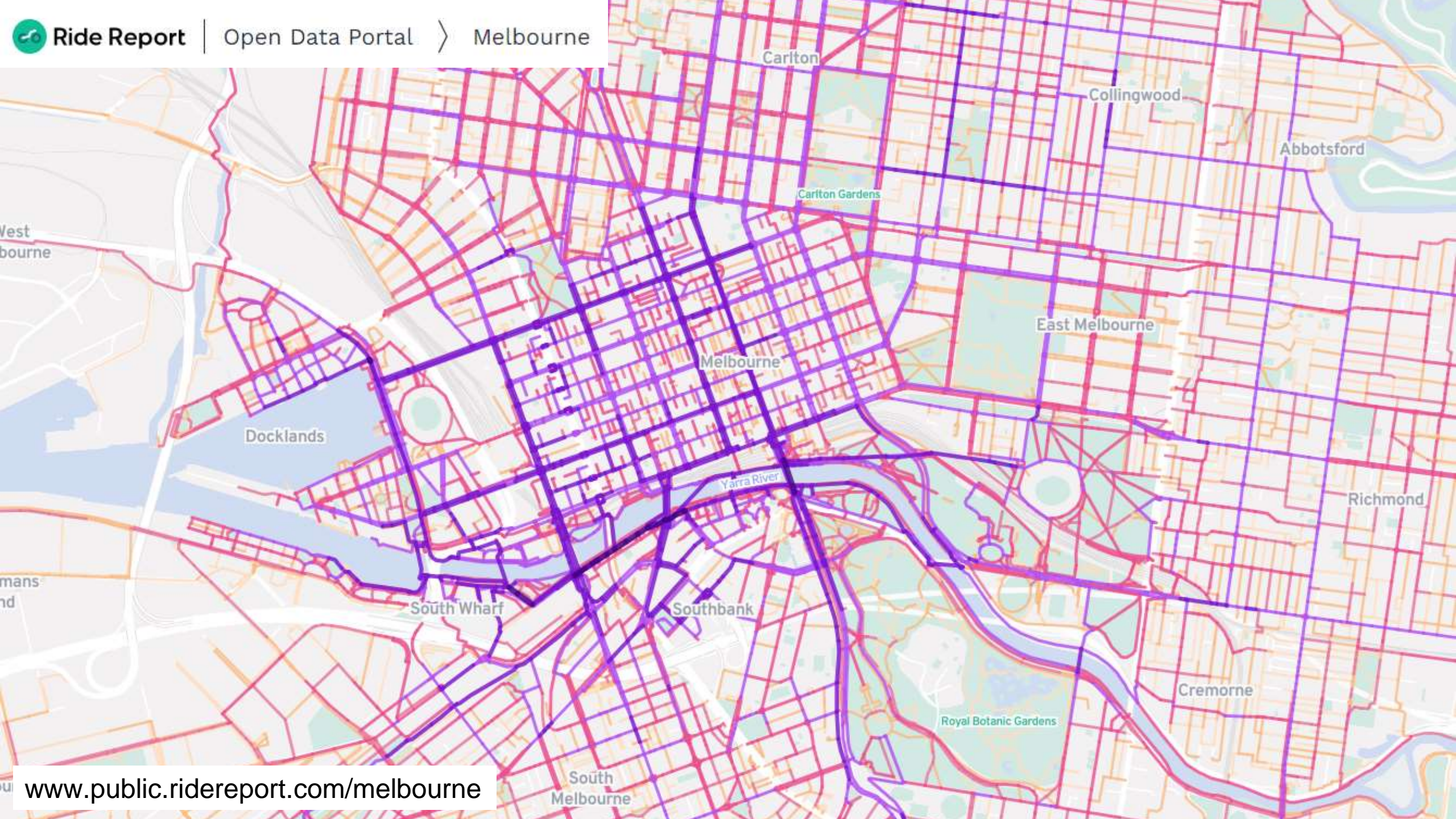
+

1,000 e-scooters recently added to meet demand

## 440,000 e-bike trips

Since December 2020, 1,000 e-bikes





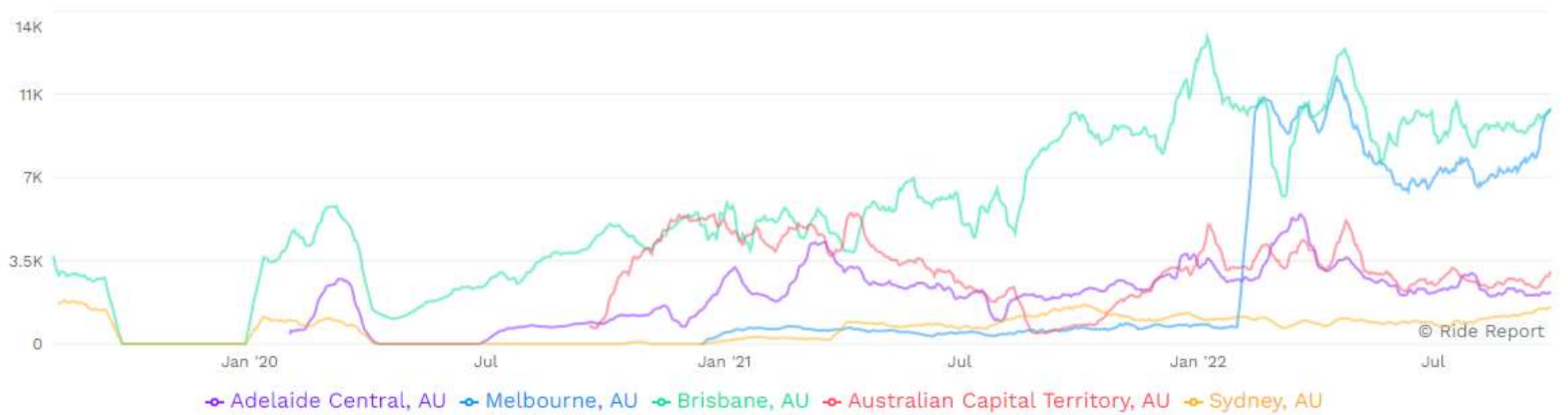


## Shared Mobility Index

Trips per Day

Distance per Day

\* 14-day rolling average

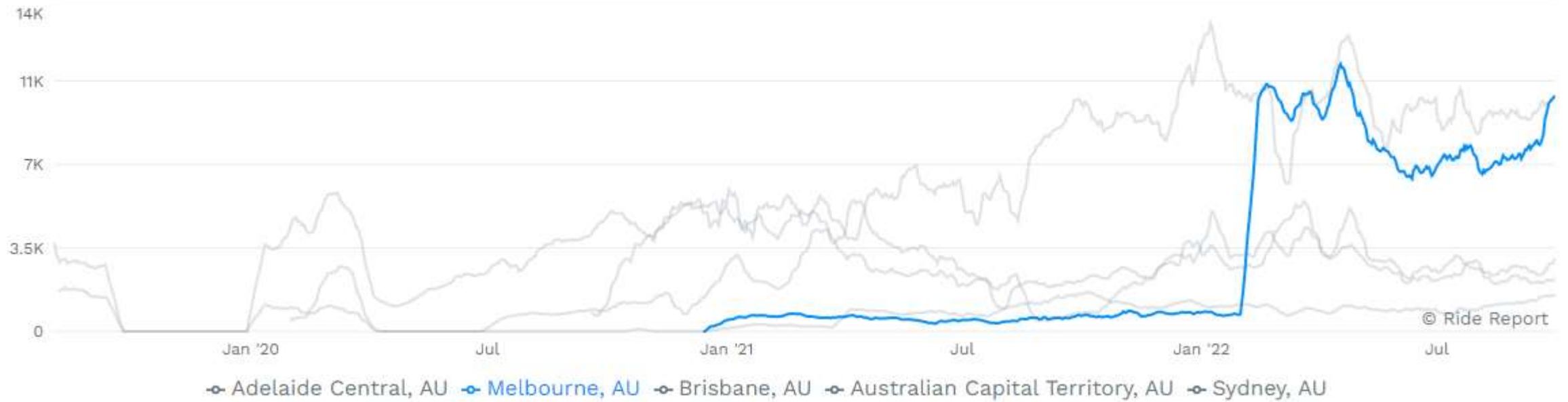


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# Risk Management

## What could go wrong?

We anticipated

- Vandalism (River dumping)
- Road Trauma
- Amenity
- Public acceptance. Earn the social license to operate

We learnt

- Night time noise
- Artificial grass
- Motorway tunnels

# Get hands on

- From the very beginning
- Include vehicle demonstration in operator selection.
- Try them. Give internal and external stakeholders user experience.
- Visit the warehouses



# Be proactive and responsive

- Welcome and listen to complaints and feedback
- Be responsive In the first weeks this information is invaluable.
- Meet with local forums to open communication.
- Create working groups to address anticipated risks.
- Demonstrations at local events.
- Mandatory designated parking (bad name, great idea)

# Work at every level

- From Strategy & Policy
- Parks and Infrastructure
- Street cleaning and operations

## Communicate internally

- Local laws, Customer service, Media

# Thank You

