

# Public Engagement Report



**Project Name: Micromobility in Whitby (E-scooters, E-bikes and More)**

**Town of Whitby  
September 2024**



# Public Engagement Approach

---

The Town of Whitby conducted public engagement to collect opinions from residents on the use of micromobility devices, e-bikes, e-scooters and other small micromobility devices, in the Town. The engagement was via a set of survey questions. The objective of the public survey was to seek community's feedback on:

- community interest in micromobility
- perceived risks and barriers related to the use of micromobility modes
- which/where micromobility devices should be allowed within the Town's transportation network

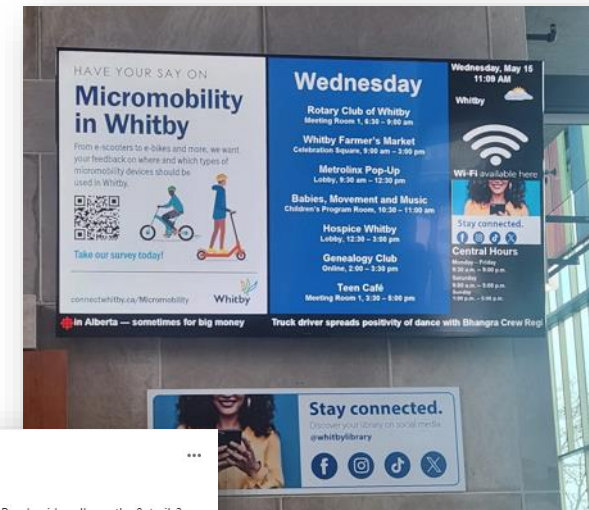
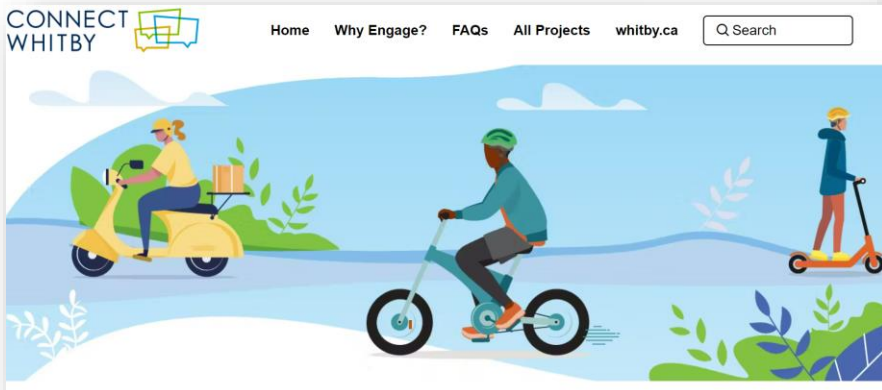
The Connect Micromobility in Whitby webpage was created. The page included the following:

- Background on Micromobility project.
- Frequently asked questions about the project.
- The online survey for the public to provide feedback on the micromobility in Whitby.

Survey questions were prepared with inputs from Park Services staff and Active Transportation and Safe Road Advisory Committee. The online survey was made available on [connectwhitby.ca/micromobility](https://connectwhitby.ca/micromobility) between May 8<sup>th</sup> and May 31<sup>st</sup>, 2024. A total of 370 people responded to the survey, of which 95% were residents within the Whitby area.

# Public Engagement Approach (cont.)

The tactics used to share the opportunity to complete the survey included digital and print advertising, curbex signage along paths and roadways, eNews, digital screens and social media messaging.



# Summary of Survey Response

---

## Demographic Information

- 95% of the survey respondents live in Whitby. Responses were fairly distributed across the Wards.
- The majority of respondents were from the 25 to 55 age group (56%), followed by those above 65 (20%)
- More than half of the participants learned about the survey through the Town's social media posts. Other means of survey notification included the Town's newsletter, emails, committee work, Curbex signs, community centers, and posters placed at various locations.

## Ownership and Usage of Micromobility Devices

- Among micromobility devices, e-bikes are the most commonly owned device (22%), while the 'other' category of micromobility devices (e.g., electric hoverboards, electric skateboards, etc.) is the least owned (3%). The majority of respondents (60%) do not own or plan to own a micromobility device in the future.
- 84% of respondents would use micromobility devices for recreational purposes. Similarly, 48% would use them for commuting to/from work or school, and 26% to connect to transit.

# Summary of Survey Response (cont.)

---

## **Ownership and Usage of Micromobility Devices (cont.)**

- More than half of the respondent (55%) would ride their micromobility devices often (multiple times a week).
- 61% of respondents mentioned they have no reasons preventing them from either owning or using micromobility devices more frequently.

## **Micromobility Perceived Safety**

- Lack of infrastructure (e.g., dedicated bike lanes, charging stations), feeling unsafe when riding the devices on roads, and the impact of weather were the top three reasons preventing Whitby residents from owning or using micromobility devices more frequently.
- The majority of respondents feel unsafe riding their micromobility devices on all roadways, including major roads (e.g., Dundas St., Brock St.) (55%), and sidewalks (44%).
- The majority of respondents feel safe or somewhat safe riding on bike facilities such as bike lanes, multi-use paths, and multi-use trails.

# Summary of Survey Response (cont.)

---

## **Where should E-scooters be allowed?**

- 20% of the respondents are in favour of the use of e-scooters on Town's all roadways including the major ones such as Brock Street and Dundas Street.
- Similarly, 41% support their use on local residential roads, 67% on bike lanes, 58% on multi-use paths, and 52% on multi-use trails.
- Only 35% of the respondents are in favour of their use on sidewalks.

## **Where should E-bikes be allowed?**

- 44% of respondents are in favor of the use of e-bikes on all Town roadways, including major ones and local residential roads.
- Similarly, 67% support on bike lanes, 48% on multi-use paths, and 40% on multi-use trails. Only 20% of respondents are in favor of their use on sidewalks.

## **Where should "Other" micromobility devices should be allowed?**

- Only 12% of respondents are in favor of the use of "Other" micromobility devices on all Town roadways, including major ones.
  - Similarly, 40% support their use on local residential roads, more than 50% support on bike lanes, multi-use paths and multi-use trails.
  - 38% of respondents are in favor of their use on sidewalks.
-

# Summary of Survey Response (cont.)

---

## Shared Micromobility Program

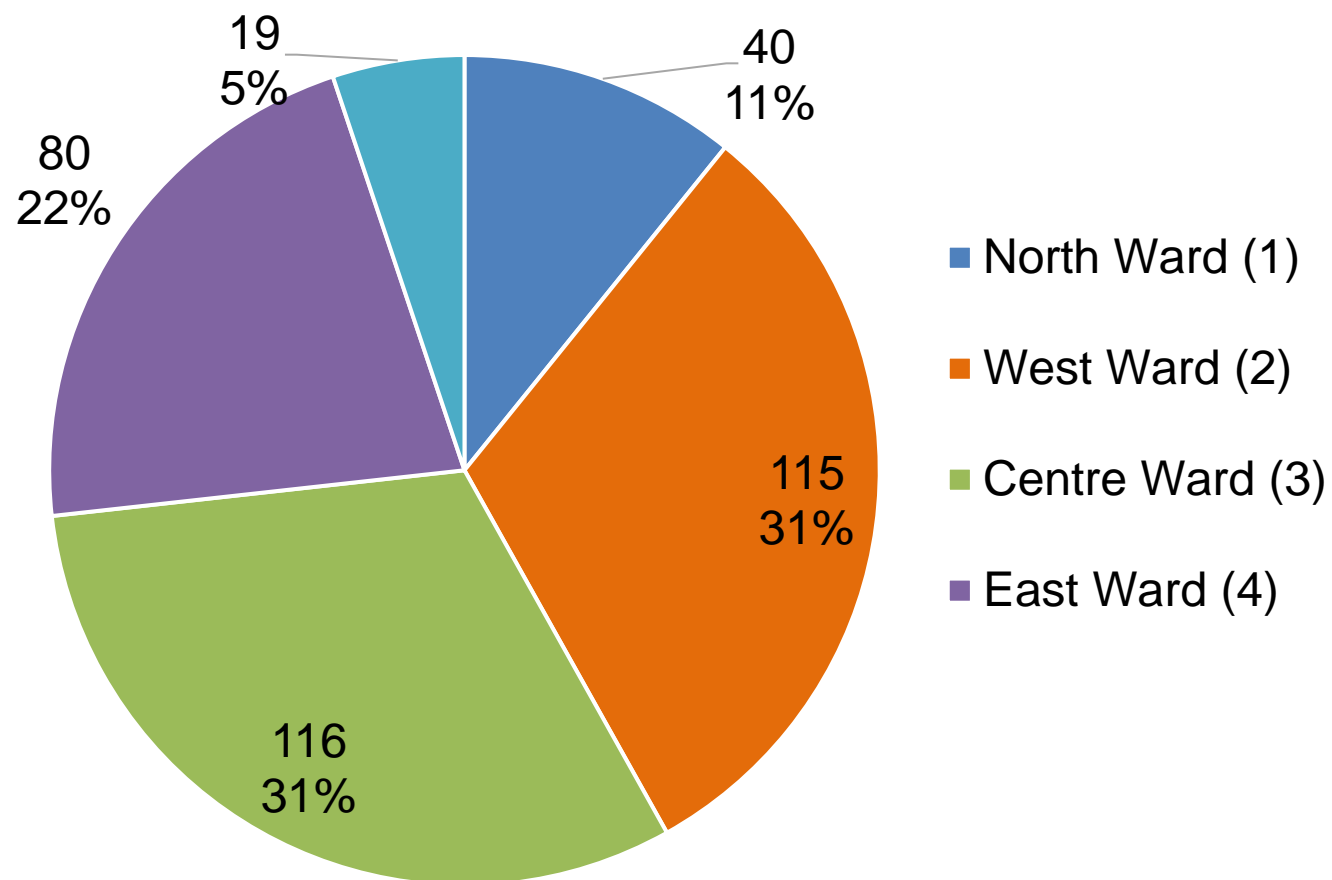
- Residents prefer to have both e-scooter and e-bike shared programs rather than just one or the other.
- More than 54% of the respondents are either not interested (39%) or not sure (15%) about the micromobility shared program.
- Most comments (18 out of 21) about the shared micromobility program in Whitby were related to opposition, expressing concerns about the shared program based on observations in the neighboring municipalities.

# Survey Responses

The following section provides analysis of survey responses for individual questions that were asked on **[connectwhitby.ca/micromobility](https://connectwhitby.ca/micromobility)**.



Q 1: In which ward do you live in? Not sure, use the Find my Ward tool.

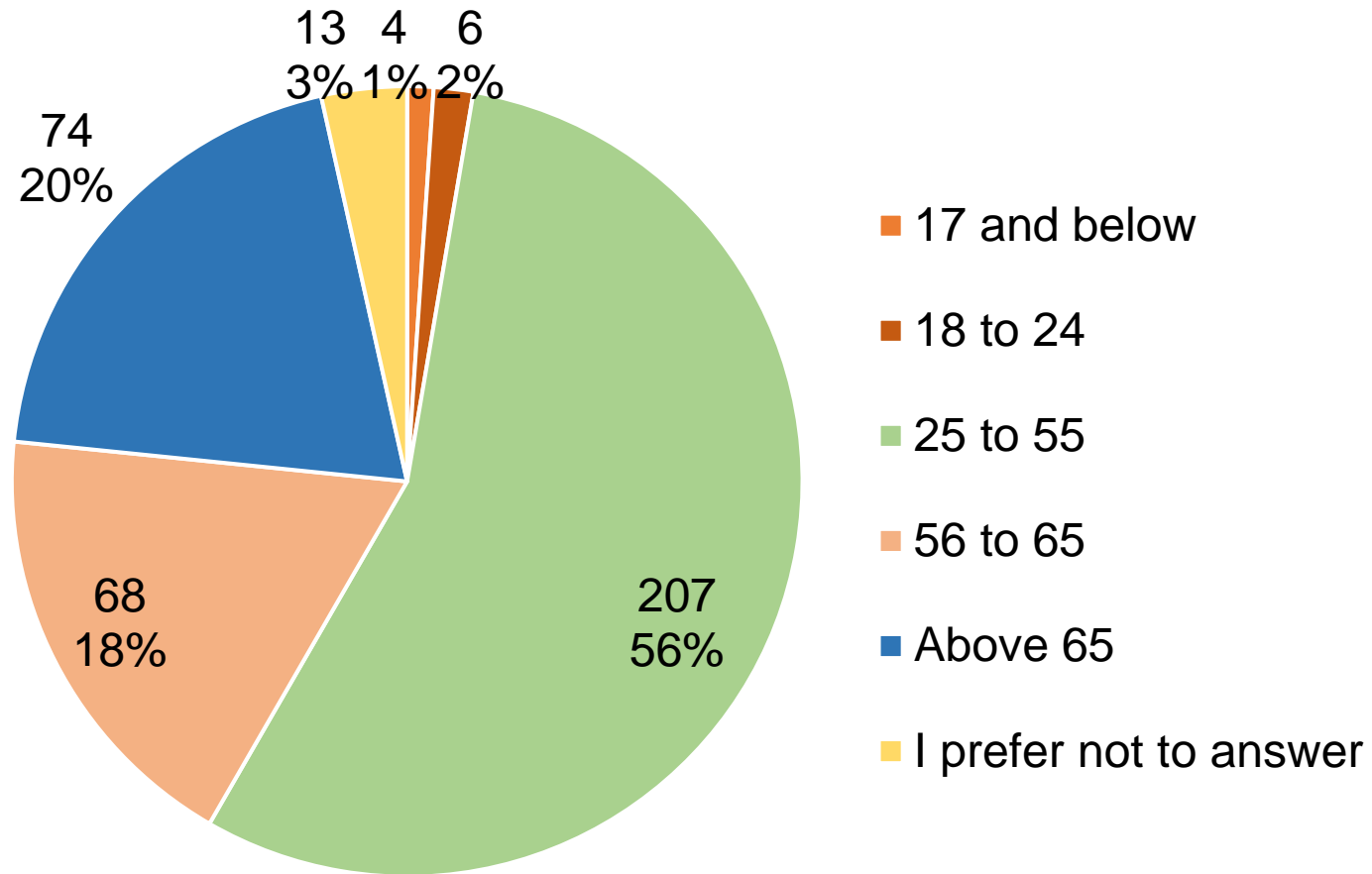


### Response Summary:

- 95% of the survey responded live in Whitby.
- Responses were fairly distributed across the Wards.

Total response: 370

## Q2. Please select your age range



### Response Summary:

- The majority of respondents were from the 25 to 55 age group (56%), followed by those above 65 (20%)

Total response: 370

### Q3. How did you hear about this survey?

	Response Rate
Town of Whitby website (whitby.ca, connectwhitby.ca)	22%
Social media (Facebook, Twitter, Instagram, LinkedIn)	56%
Friends, family, or neighbour	5%
Other (please specify)	21%

#### Response Summary:

- More than half of the residents learned about the survey through the Town's social media posts.
- Other means of survey notification included the Town's newsletter, emails, committee work, Curbex signs, community centers, and signage at various locations.

Total response: 370

#### Q4. Which micromobility devices do you currently own?

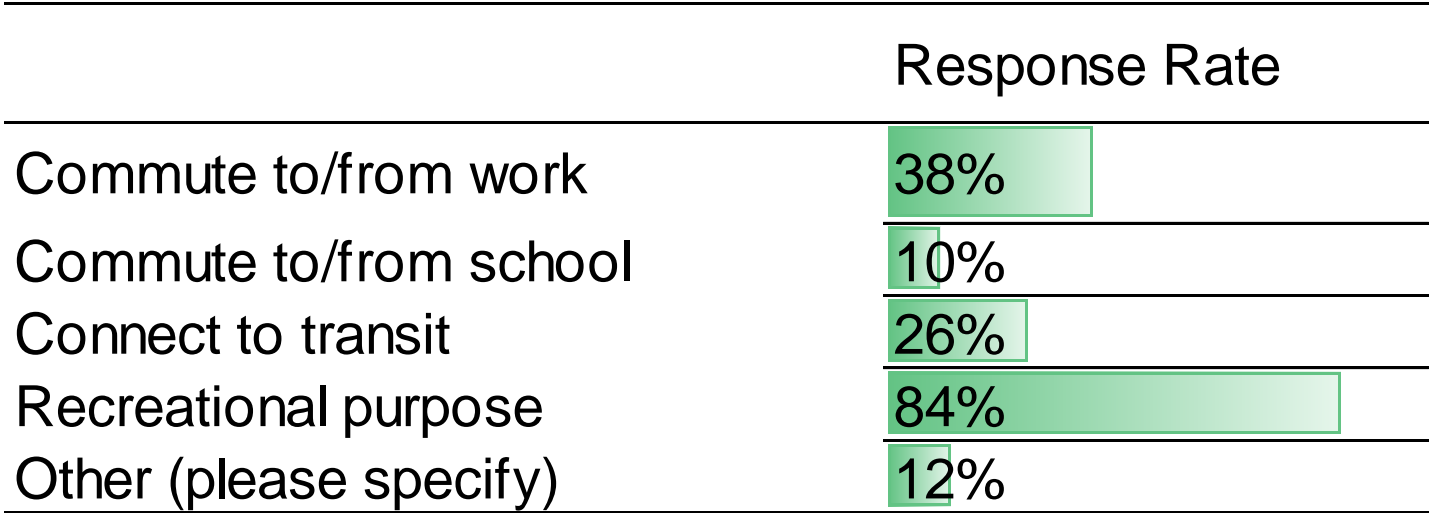
	Response Rate
E-scooter	8%
E-bike	22%
Other micromobility devices	3%
I plan on buying a micromobility device	14%
I don't own or plan to own a micromobility device	60%

#### Response Summary:

- Among micromobility devices, e-bikes are the most commonly owned device (22%), while the 'other' category of micromobility devices (e.g., electric hoverboards, electric skateboards, etc.) is the least owned (3%).
- The majority of respondents (60%) do not own or plan to own a micromobility device in the future.

Total response: 370

Q5. Where do you travel to with your micromobility device(s) or where would you travel when you purchase your micromobility device(s)?

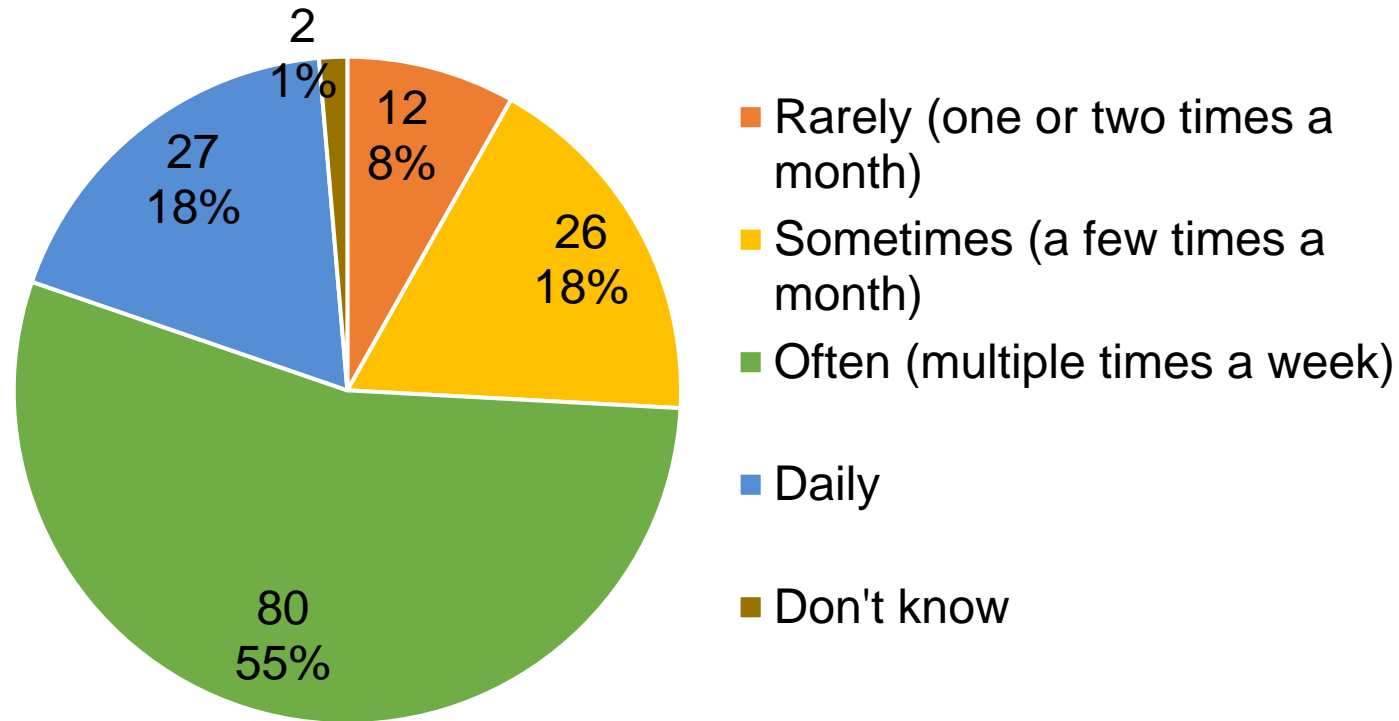


**Response Summary:**

- 84% of respondents would use micromobility devices for recreational purposes. Similarly, 48% would use them for commuting to/from work or school, and 26% to connect to transit.

Total response: 147

## Q6. How often do you ride or would you expect to ride your micromobility device(s)?

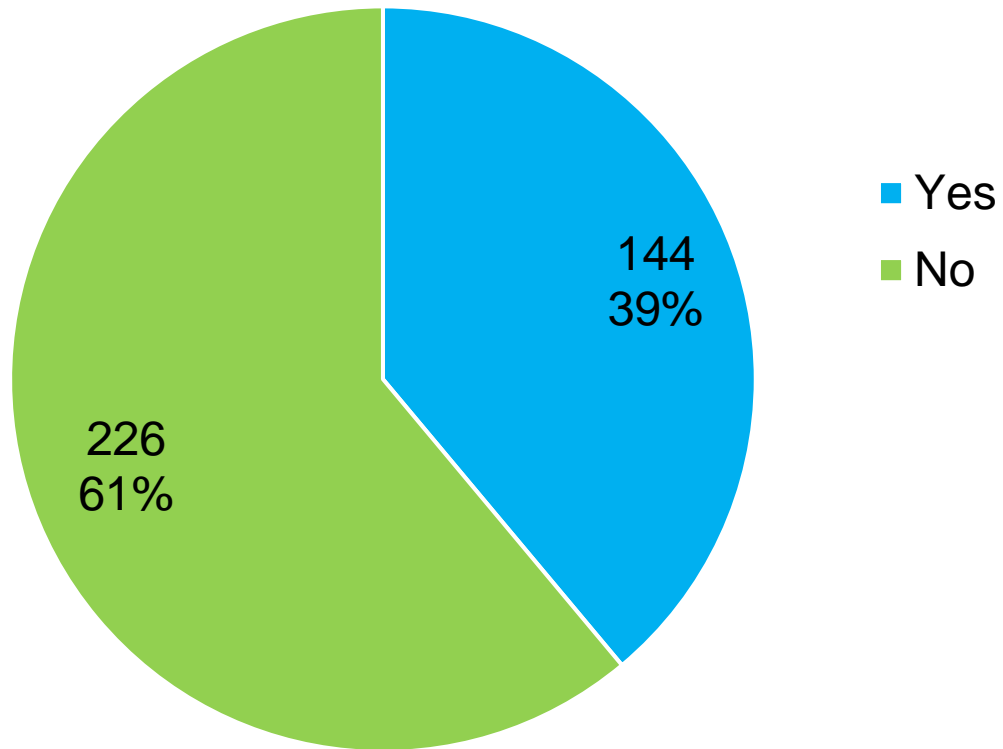


### Response Summary:

- More than half of the respondent (55%) would ride their micromobility devices often (multiple times a week).

Total response: 370

Q7. Are there any reasons preventing you from either owning or using your micromobility device more frequently?



#### Response Summary:

- 61% of respondents said they have no reasons preventing them from either owning or using micromobility devices more frequently.

Total response: 370

Q 8. Please choose the top three reasons preventing you from either owning or using your micromobility device more frequently.

	Response Rate
Lack of infrastructure (e.g. a dedicated bike lane, charging infrastructure)	56%
Feeling unsafe when riding the device on roads	63%
Feeling uncomfortable riding the device	17%
Lack of training to ride the device	10%
Physically not able to ride the device	6%
Weather impact (snow, rain, wind, etc.)	33%
Other (please specify)	35%

**Response Summary:**

- Lack of infrastructure (e.g., dedicated bike lanes, charging stations), feeling unsafe when riding the devices on roads, and the impact of weather were the top three reasons preventing Whitby residents from owning or using micromobility devices more frequently.

Total response: 144



Q 9. Considering safety, please rate your feelings towards allowing micromobility devices to be used in the following locations.

	All roadways including major Roadways	Local Residential Roads	Bike Lane	Multi-Use Path and Trails	Sidewalk
Safe	5%	17%	40%	32%	18%
Somewhat safe	11%	25%	30%	22%	17%
Neither safe nor unsafe	6%	10%	6%	6%	8%
Somewhat unsafe	22%	23%	10%	15%	13%
Unsafe	55%	26%	13%	25%	44%
Don't know / unsure	1%	0%	0%	0%	0%

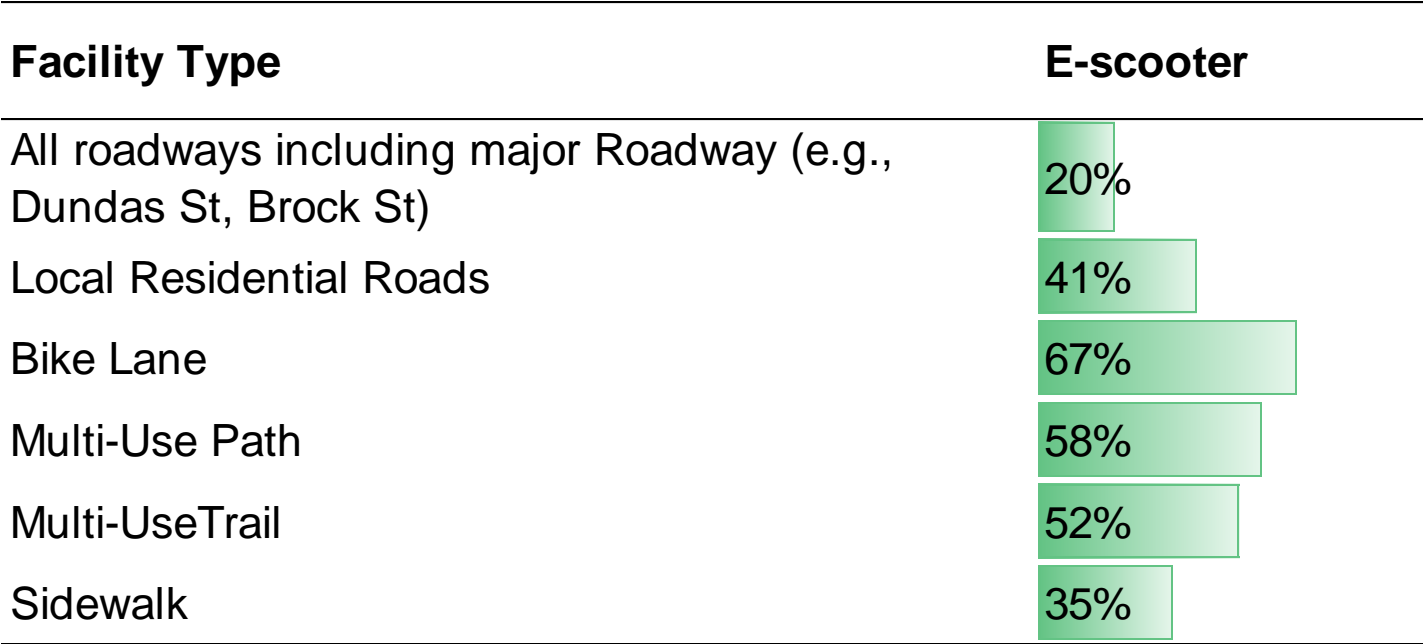
Note: Totals may differ slightly from 100% due to rounding.

### Response Summary:

- The majority of respondents (55%) feel unsafe riding their micromobility devices on all roadways, including major roads (e.g., Dundas St., Brock St.) and sidewalks (44%).
- The majority of respondents feel safe or somewhat safe Riding on bike facilities such as bike lanes, multi-use paths, and multi-use trails.

Total response: 370

Q10. Where do you think **e-scooters** devices should be allowed to be ridden in the Town of Whitby transportation network?

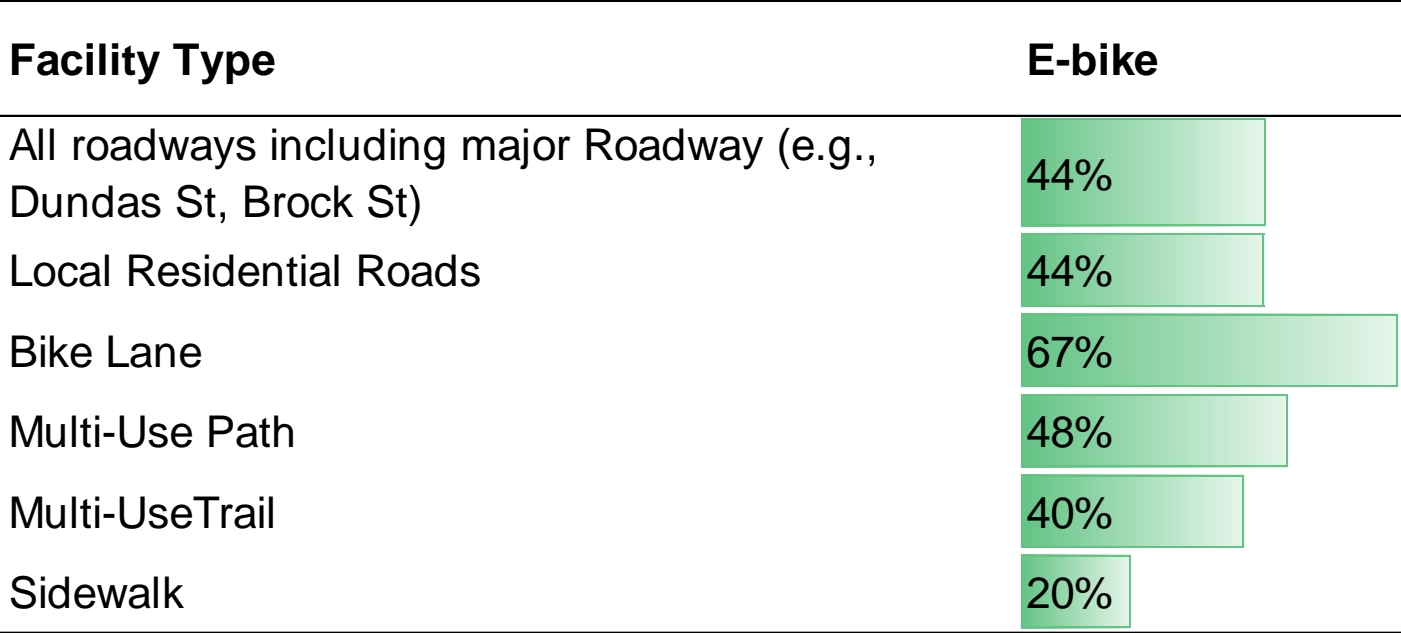


**Response Summary:**

- 20% of the respondents are in favour of the use of e-scooters on Town’s all roadways including the major ones such as Brock Street and Dundas Street.
- Similarly, 41% support their use on local residential roads, 67% on bike lanes, 58% on multi-use paths, and 52% on multi-use trails.
- Only 35% of the respondents are in favour of their use on sidewalks.

Total response: 370

Q11. Where do you think **e-bikes** devices should be allowed to be ridden in the Town of Whitby transportation network?



Traditional Style



Scooter Style



Motorcycle Style

**Response Summary:**

- 44% of respondents are in favor of the use of e-bikes on all Town roadways, including major ones and local residential roads.
- Similarly, 67% support on bike lanes, 48% on multi-use paths, and 40% on multi-use trails. Only 20% of respondents are in favor of their use on sidewalks.

Total response: 370

Q12. Where do you think **other micromobility devices** should be allowed to be ridden in the Town of Whitby transportation network?

Facility Type	Other Devices
All roadways including major Roadway (e.g., Dundas St, Brock St)	12%
Local Residential Roads	40%
Bike Lane	51%
Multi-Use Path	51%
Multi-Use Trail	50%
Sidewalk	38%



Electric Hoverboard



Electric Skateboard



Segway



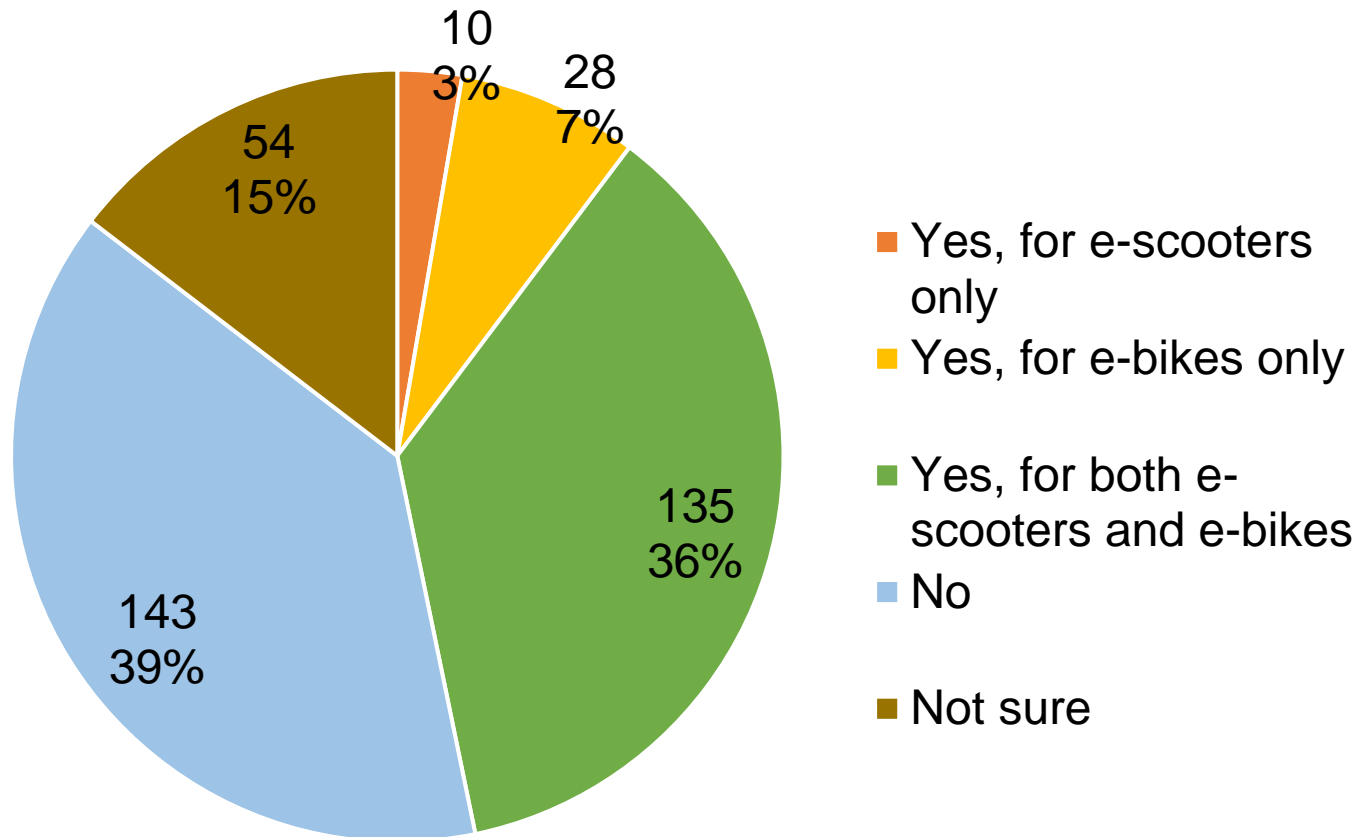
Electric Unicycle

**Response Summary:**

- Only 12% of respondents are in favor of the use of “Other” micromobility devices on all Town roadways, including major ones.
- Similarly, 40% support their use on local residential roads, more than 50% support on bike lanes, multi-use paths and multi-use trails.
- 38% of respondents are in favor of their use on sidewalks.

Total response: 370

### Q13. Would you like to see a shared e-scooter or e-bike program in the Town?



#### Response Summary:

- Residents prefer to have both e-scooter and e-bike shared programs rather than just one or the other.
- More than 54% of the respondents are either not interested (39%) or not sure (15%) about the micromobility shared program.

Total response: 370