

City of Ipswich

Shared E-Scooters in Ipswich

Community Engagement Report

February 2025



CONTENTS

EXECUTIVE SUMMARY.....

3

BACKGROUND

4

WHY WE ENGAGED

5

HOW WE ENGAGED.....

5

WHAT THE COMMUNITY TOLD US

9

FINDINGS

15

APPENDIX

16

Disclaimer: Quantitative and qualitative data was collected from participants during the engagement, in accordance with council’s Information Privacy Policy. Quantitative data was downloaded from the various digital platforms and/or transcribed into a master Excel database by project staff. The data was cleaned, de-identified, aggregated and charted in the master database. Open thematic analysis of qualitative comments was carried out using Excel. For the purposes of this report, percentages are rounded to the nearest whole number, which may result in a total not equal to 100%.





EXECUTIVE SUMMARY

As part of the iGO Intelligent Transport Systems Strategy, council identified electric scooter (e-scooters) as an area of investigation.

From October 2020 to May 2021 council engaged with the community, industry, government, and non-government agencies on the inclusion of e-scooters as a potential transport option in Ipswich, which generally received support.

Based on this engagement, an e-scooter trial ran from July 2023 – November 2024 within areas of Springfield Central, Springfield Lakes and Spring Mountain. The e-scooter trial operating area can be seen in Appendix 1. The

trial was managed by the company, Beam Mobility.

The community were asked to provide their feedback throughout the duration of the trial.

The themes and stakeholder insights from this engagement have been summarised in this report and will help inform decision making regarding the use of e-scooters in Ipswich moving forward.

Within this trial, e-scooters refer exclusively to the shared devices provided by Beam Mobility. These findings do not apply to private e-scooter users in Ipswich.

BACKGROUND

E-scooter technology has been expanding across Australia in recent years and council wish to encourage sustainable and active forms of transport. The City of Ipswich iGO Intelligent Transport Systems Strategy (2019) committed to further investigate shared e-scooters as an active transport mode.

The timeline figure to the right shows the engagement that has been undertaken to date for this project.

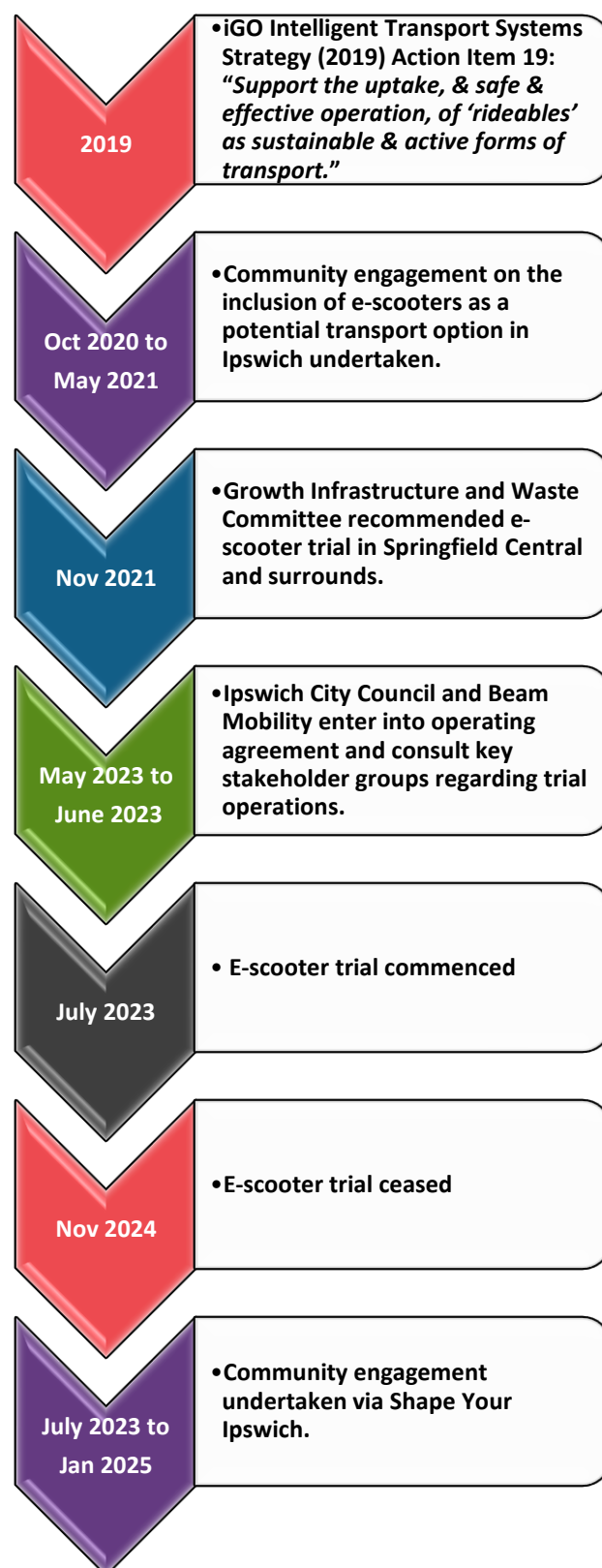
Within this trial, e-scooters refer exclusively to the shared devices provided by Beam Mobility. These findings do not apply to private e-scooter users in Ipswich.

From October 2020 to May 2021 council engaged with the community through a Shape Your Ipswich survey and contacted key stakeholders on the inclusion of e-scooters as a potential transport option in Ipswich. There was general support of a trial and feedback indicated Springfield Central as the desirable location of a e-scooter trial.

At the Growth Infrastructure and Waste Committee meeting held on 4 November 2021, council endorsed an e-scooter trial in Springfield Central area.

Beam Mobility was appointed as the company to run the e-scooter trial and assisted council with prior engagement with key stakeholder groups.

The e-scooter trial ran from July 2023 – November 2024 within areas of Springfield Central, Springfield Lakes and Spring Mountain. The e-scooter trial operating area can be seen in Appendix 1. Feedback from the community was sought up until 31 January 2025.



WHY WE ENGAGED

The community were engaged with aims to:

- understand community experience of the shared e-scooter trial
- capture community sentiment on interest and support for a shared e-scooter program in the Ipswich Local Government Area.

HOW WE ENGAGED

Engagement channels

Community engagement was undertaken between 7 July 2023 and 31 January 2025. The community was able to contribute their feedback via an online survey on the project page, [E-Scooters in Ipswich](#), hosted on Shape Your Ipswich. Survey questions can be seen in Appendix 2.

While council did not advertise additional formal channels for providing feedback, comments on the trial were received through council channels such as phone, email and Snap Send Solve. These have been formally captured in this report, categorised as 'Other'.

It is noted that throughout this trial, Beam Mobility directly managed engagement with residents, businesses, government and non-government agencies on operational matters such as compliance and community concerns through their own channels. This report specifically addresses the feedback received through council channels.

Marketing

To maximise engagement, the following communication channels were used to reach the community and trigger awareness.

Ipswich City Council social media

Two posts were shared on Ipswich City Council's social media platforms for raising awareness of the project and encourage community to share their feedback. A screenshot of the posts can be seen at Appendix 3.

Social Media Channel	Date of posting	Impressions ¹	Clicks ²
Meta (Facebook and Instagram)	3-9 December 2024	57,908	615
Google	13-20 January 2025	56,145	1,455

¹ Total number of times a social media post was viewed.

² Total number of times a URL in a social media post was clicked.

Shape Your Ipswich email campaigns

Three email campaigns were sent out via Shape Your Ipswich.

The first campaign was sent on 18 December 2023 to members following the project page, *E-Scooters in Ipswich*. This campaign advised that the e-scooter trial period had been extended. The campaign was sent to a total of 177 members, of which 102 (58%) opened the email.

The second campaign was sent on 24 January 2024 to members subscribed to the Shape Your Ipswich general newsletter notifying members of various projects currently open for feedback. This campaign was sent to a total of 3,349 members, of which 1,576 (47%) opened the email.

The third campaign was sent on 29 November 2024 to members subscribed to Shape Your Ipswich general newsletter notifying members of various projects currently open for feedback. This campaign was sent to a total of 3,772 members, of which 1,621 (43%) opened the email.

Direct email

Direct emails were sent out to the following external stakeholders:

- Queensland Police Service
- Department of Transport and Main Roads
- Queensland Health
- Greater Springfield Chamber of Commerce (GSCC)
- Springfield City Group
- Orion Shopping Centre (Mirvac)
- University of Southern Queensland (UniSQ)
- RACQ
- Queensland Ambulance Service
- TAFE Queensland

An initial email was sent between 12-14 June 2023, raising awareness of the planned trial. Stakeholder groups were also offered in-person or online meetings, where council and Beam Mobility shared information regarding:

- the capabilities of the Beam e-scooters
- the Beam geofencing technology allowing control over the area to reduce the safety risk by implementing zones such as slow zones, no parking areas, no access areas
- stakeholder concerns and changes implemented based on local knowledge.

Further email updates were shared with the listed stakeholders during the trial. This included:

- 4 July 2023: confirming commencement of the trial
- 4 January 2024: invitation to share feedback on Shape Your Ipswich
- 22 November 2024: confirming conclusion of the trial.

Letter drop

Beam Mobility contacted local schools and some local businesses for feedback to assist in identifying any areas to prevent e-scooter access. These stakeholders were offered a meeting to discuss further. Schools contacted included:

- Springfield Central State School
- St Peters Lutheran College
- The Springfield Anglican College
- Spring Mountain State School
- Springfield Lakes State School.

Ipswich First

Three articles were distributed across Ipswich First.

The first article, [Beam e-scooter confirmed, setting wheels in motion for launch](#), announced the commencement of the trial and encouraged the community to share their feedback. The article was distributed on 6 July 2023 and received 924 views.

The second article, [E-scooter trial extended for six months](#), announced the extension of the trial and directed community to Shape Your Ipswich to learn more and provide feedback. The article was distributed on 2 January 2024 and received 361 views.

The third article, [E-scooter trial concludes in Springfield](#), confirmed the wrap up date of the trial period and encouraged community to visit Shape Your Ipswich to learn more. The article was distributed on 6 November 2024 and received 747 views.

Beam Safe Academy educational events

Residents were invited to attend the Beam Safe Academy event to officially launch the e-scooter trial on Saturday 8 July 2023. The event was held at the Robelle Domain carpark next to the Orion Lagoon from 9.00 am to 2.00 pm. Beam Mobility run these events to teach the community how to ride safely and confidently, learn local road rules and to encourage everyone to ride kind and park kind. Attendees were encouraged to visit Shape Your Ipswich to learn more and share their feedback on the trial.

A second Beam Safe Academy event took place at the Ipswich Sustainable Living Festival on the 21 October 2023.

Overall, these activities led to 3,771 views of the Shape Your Ipswich page and 267 contributions as outlined in the table below.

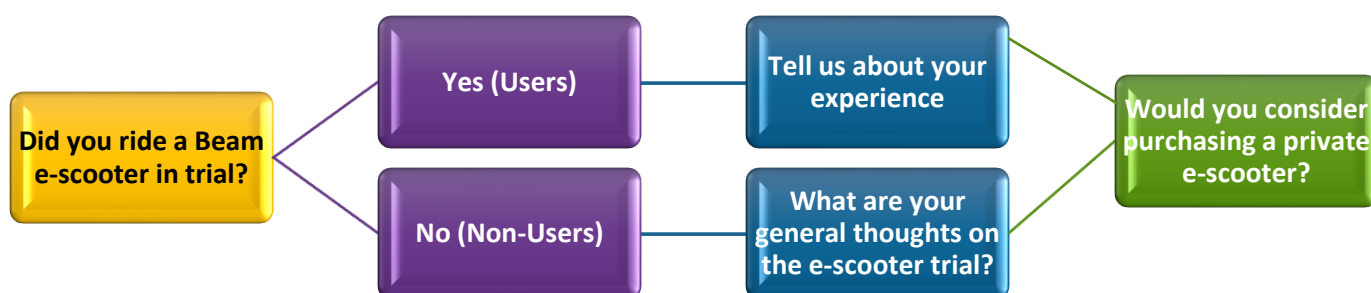
Engagement Channel	Contributions ³
Shape Your Ipswich	251
Other	16
Total	267

³ Total number of feedback submissions received through an engagement channel. Noting the same individuals may be counted multiple times if submitting multiple separate feedback submissions.

WHAT THE COMMUNITY TOLD US

Shape Your Ipswich

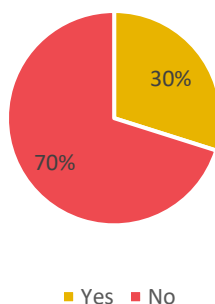
Survey questions used to capture data have been outlined below.



Did you ride a Beam e-scooter in Springfield Central, Springfield Lakes and Spring Mountain during the trial period?

251 respondents provided an answer to this question. 70% of respondents did not ride a Beam e-scooter during the trial (non-user), whereas 30% participated in the trial (user). This ensures survey results provide insight into the experience of the trial as both a Beam e-scooter user and non-user. Although non-users were the majority in this survey, this report separates the responses of users and non-users to offer a more detailed understanding of both perspectives.

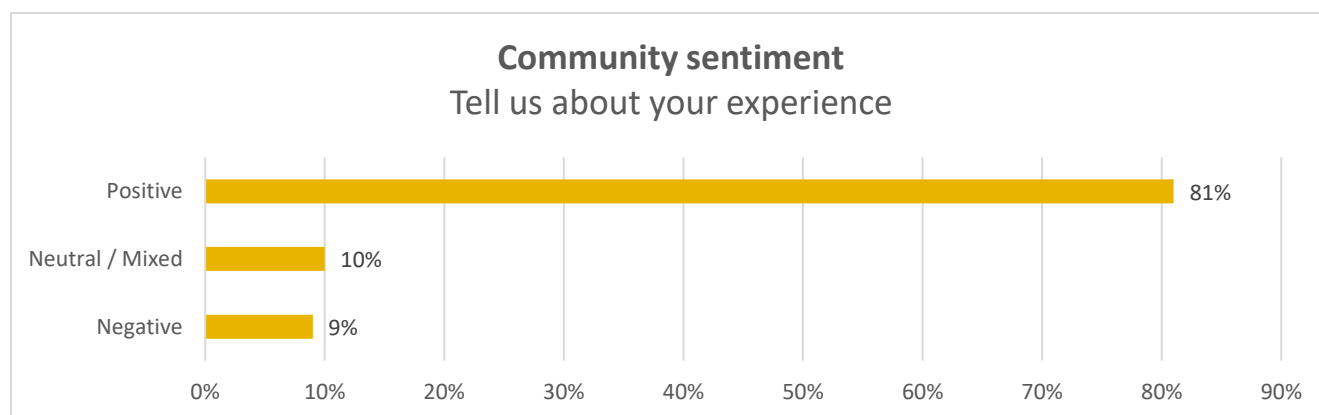
Did you ride a Beam e-scooter in Springfield Central, Springfield Lakes and Spring Mountain during the trial period?



Graph based on 251 respondents

Tell us about your experience

The 75 respondents who stated that they had ridden a Beam e-scooter as part of the trial period were asked this follow-up question. 67 respondents provided an answer, with the overwhelming majority (81%) providing positive sentiment, with very minimal neutral/mixed (10%) or negative (9%) commentary on the trial.



Graph based on 67 respondents

When reflecting on the e-scooter trial, themes identified in the comments have been outlined below. Comments discussed using the e-scooters for a variety of purposes, inclusive of commuting to work, shops, or public transport. Others enjoyed recreational usage, particularly through the local parks.

Theme	Detail*
Accessibility	51% of user respondents referenced accessibility. Most comments were positive, noting: • ease of use and overall efficiency • availability of e-scooters in key locations • alternative option for those who cannot drive/distances too far to walk. There was mixed sentiment on the affordability of hiring e-scooters. Some found them affordable, while others saw the cost as a barrier.
Sustainability	19% of user respondents referenced sustainability as a positive aspect of e-scooters. Comments noted: • suitable alternative to less environmentally friendly transport modes such as cars • supports shift towards active transport • helps reduce road congestion.
Safety and regulation	18% of user respondents raised safety concerns. Comments noted: • concerns around inappropriate parking locations • users not abiding by e-scooter laws/disrespectful behaviour • city infrastructure not suitable to support safe use of e-scooters.

Future opportunities	18% of user respondents offered suggestions to improve the program. Comments noted: • increasing ride and park zones across different areas of Ipswich • more frequent servicing from Beam such as charging batteries, and restocking e-scooters in key ride locations • addition of e-bikes • mixed sentiment around e-scooter numbers, with comments varying on the number of e-scooters that should be available on the streets.
-----------------------------	---

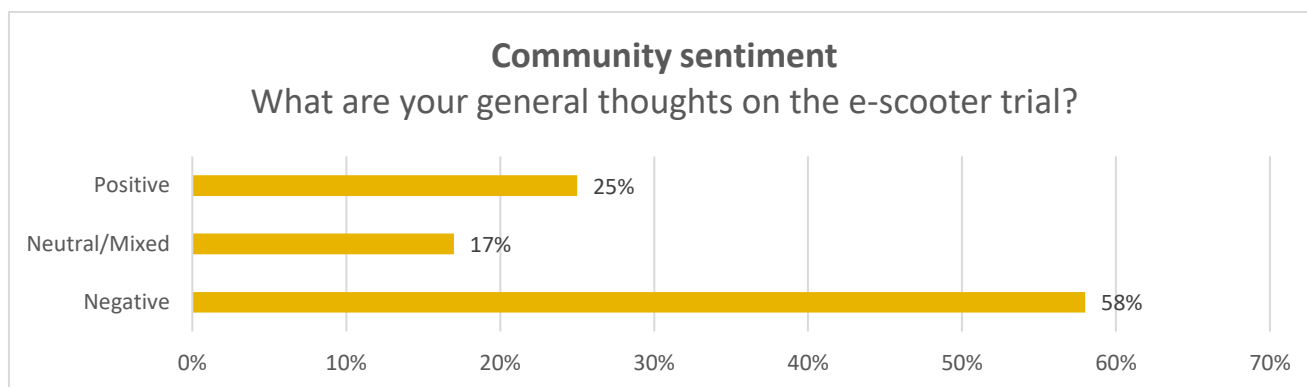
**Noting some comments related to multiple themes*

Quotes from respondents included:

- *"I loved the e-scooters. When are they coming back and will they be expanded all over Ipswich? I ended up buying my own but when family come to visit they used to hire the e-scooters and we would make a day out of it showing them around the place."*
- *"I found the scooters good to ride around Springfield Central, mostly to enjoy the parklands. It was annoying to see people parking the scooters in poorly placed areas. I don't live in the area but I go to the Sunday markets in Springfield and these scooters were a helpful tool for people to use to cover a bit of distance in Queensland heat. I didn't like that sometimes the scooters were nowhere near the train station and you had to go for quite a walk to find one. I think Beam could have been more active in the area, especially with restocking scooters and tidying up scooters parked over footpaths."*
- *"It really is a much more convenient and cheaper way of getting around local Springfield Lakes. Because pretty much everything you need is in the same couple of small suburbs, an e scooter is pretty much all you need. Better than getting ubers all the time to travel a short distance, and a bit of fun too."*
- *"The scooters are a great addition to the area and I strongly support them staying on permanently. Australia needs to shift towards more active transport, and this is a step in the right direction. There are plenty of ways to improve some of the problems people raise - like poor parking, etc. It'll be great if these continue so we can get more scooters in the area - so there are more available, especially near the two train stations."*

What are your general thoughts on the e-scooter trial?

The 176 respondents who stated that they had not ridden a Beam e-scooter as part of the trial period were asked this follow-up question. 154 respondents provided an answer, with mixed sentiment received compared to those who took part in the trial. In this case, the majority (58%) provided negative sentiment, followed by 25% positive and 17% neutral/mixed commentary on the trial.



Graph based on 154 respondents

It is noted that while these respondents did not use a Beam e-scooter in Ipswich during the trial, a number of them reflected on their experience using a private e-scooter or similar mobility devices as part of their response. When reflecting on the e-scooter trial, similar themes were identified by non-users as was identified by users, although with a much greater focus on safety and regulation. Themes have been outlined below.

Theme	Detail
Safety and regulation	63% of non-user respondents raised safety and regulatory concerns. Comments noted: • concerns around inappropriate parking locations, with many comments also noting poor visual appeal • users not abiding by e-scooter laws such as not wearing a helmet or speeding • both users and non-users behaviours creating an unsafe environment for each other • that it is perceived that city infrastructure is not suitable to support safe use of e-scooters • witnessing or being part of e-scooter related accidents/near-misses. It is noted that some comments regarding speeding may be more likely referencing private e-scooters as Beam e-scooters have a set maximum speed limit.
Future opportunities	23% of non-user respondents offered suggestions to improve the program. Comments noted: • need for improved infrastructure to support additional transport mode and improve overall safety for all e.g. dedicated paths for e-scooters, dedicated parking locations • education campaigns on e-scooters to both users and non-users • expanding ride and park zones across different areas of Ipswich • greater enforcement of e-scooter laws.
Accessibility	10% of non-user respondents referenced accessibility. Most comments were positive, noting: • alternative option for those who cannot drive/distances too far

	to walk • closes commuting gaps between key locations • affordable solution.
--	---

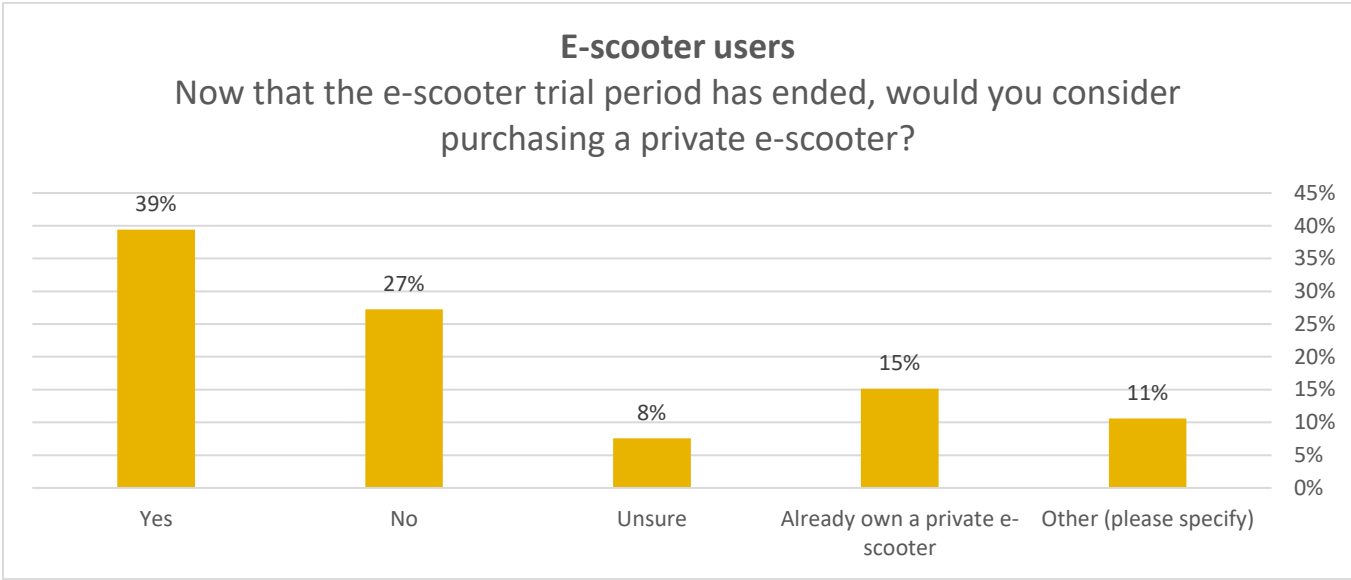
Quotes from respondents included:

- *"I walk daily around the streets in Springfield Central, including through Robelle Parklands and UniSQ. It was quite common to see scooters dumped in the middle of pathways and blocking them, without regard for pedestrians or those with walkers or wheelchairs. Also riding quite often without the helmets in the middle of pathways with no regard for other users of the path. If this scheme goes ahead then you need to seriously think about the demographics of people/children using them and have an education campaign on suitable behaviour and concern for other pathway users."*
- *"E-scooters and other personal mobility devices are a great way to reduce traffic and reduce pollution by having viable alternatives to driving. Cycling infrastructure really needs to be improved. I am forced to ride my Electric Unicycle on the road with car traffic every time I need to go somewhere, as there are nearly no veloways or cycle paths in Ipswich, and riding on the footpath is dangerous for pedestrians and the speed limit of 12km/h is too slow compared to the 25km/h limit on roads and on bikeways. It feels downright dangerous on the road as a PEV user, as drivers are very often antagonistic and angry at cyclists PEV riders for simply using the road. In my opinion, infrastructure is the current limiting factor for e-scooter and PEV ownership and use."*
- *"These things are very dangerous and attract anti-social behaviour. The number of times I have had to avoid hitting one is too numerous to remember. Speeds need to be lowered and rules enforced before anything else goes ahead."*
- *"Frustrating at times since there's just no place for them to be. More dedicated footpaths and "parking" areas are required"*

Now that the e-scooter trial period has ended, would you consider purchasing a private e-scooter?

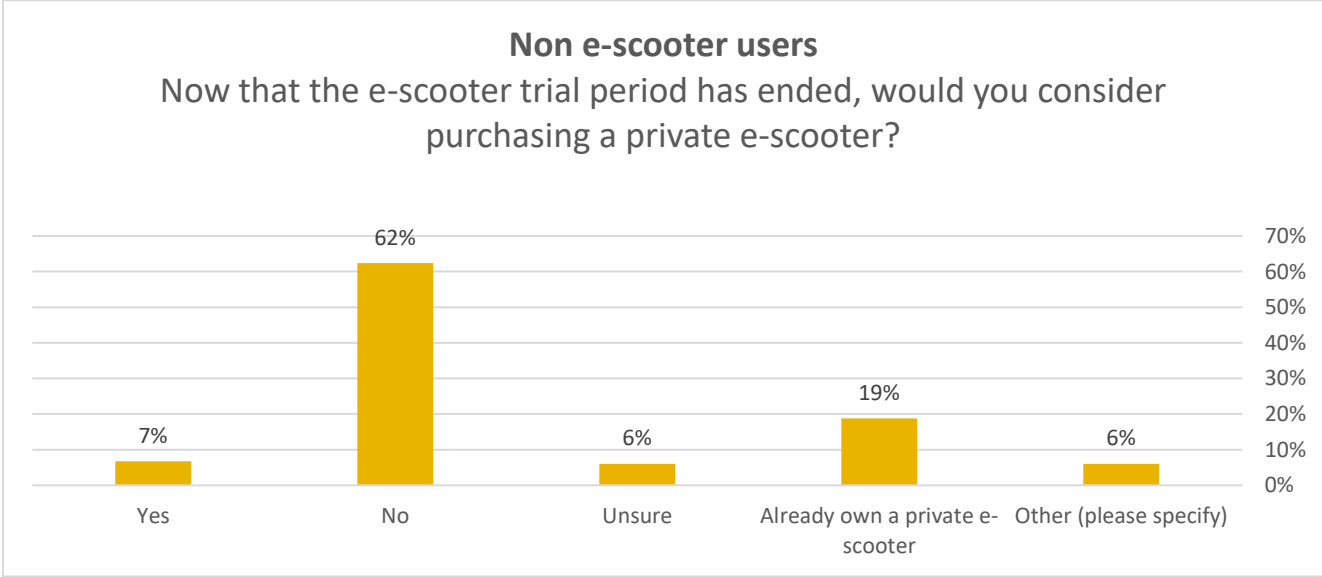
This question was added to the survey from 11 November 2024 once the trial period was confirmed it was ending.

Of the 75 respondents who trialled a Beam e-scooter, 66 provided an answer to this question. Most of these respondents (54%) stated they already own (15%) or would consider purchasing (39%) their own e-scooter. 27% stated they would not purchase a private e-scooter, and 8% were unsure. Of the 11% that selected 'Other', comments suggested a preference for hiring, or cost barriers preventing them from purchasing.



Graph based on 66 respondents

Of the 176 respondents who did not trial a Beam e-scooter in Ipswich, 133 provided an answer to this question. In contrast to users, the majority (62%) stated they would not purchase a private e-scooter. 19% stated they already own one, 7% would consider purchasing one, and 6% were unsure. Of the 6% who selected 'Other', comments generally indicated they would consider it if safety and infrastructure was improved, while others stated they already had access to alternative electric vehicles.



Graph based on 133 respondents

Other feedback

16 contributions were received from other channels. Feedback generally aligned with sentiment received through Shape Your Ipswich. Concerns centred around inappropriate parking of e-scooters causing safety issues and visual pollution. Some respondents also raised concerns around inappropriate behaviour of users.

FINDINGS

Review and analysis of the data from all engagement activities identified the following key findings from the community.

Findings as outlined in this report are to be shared publicly via Shape Your Ipswich, along with relevant project updates to show how the community's feedback has shaped this project.

Users (75 respondents)

- Among users, 81% had a positive experience, using e-scooters for both commuting and recreation. Comments generally highlighted the accessibility and sustainability of the transport mode.
- Responses from users indicated future growth in e-scooter riders across Ipswich, with 39% of users indicating they would consider purchasing a private e-scooter.

Non-Users (176 respondents)

- Non-users were particularly concerned about safety and regulation of the e-scooters, as well as poor visual appeal of e-scooters on the streets.
- There was less interest in purchasing a private e-scooter, with only 7% of non-users indicating they would consider purchasing a private e-scooter. However, respondents would be more inclined to use this transport method with improvements in dedicated infrastructure, and/or through the continuation of a hiring model.

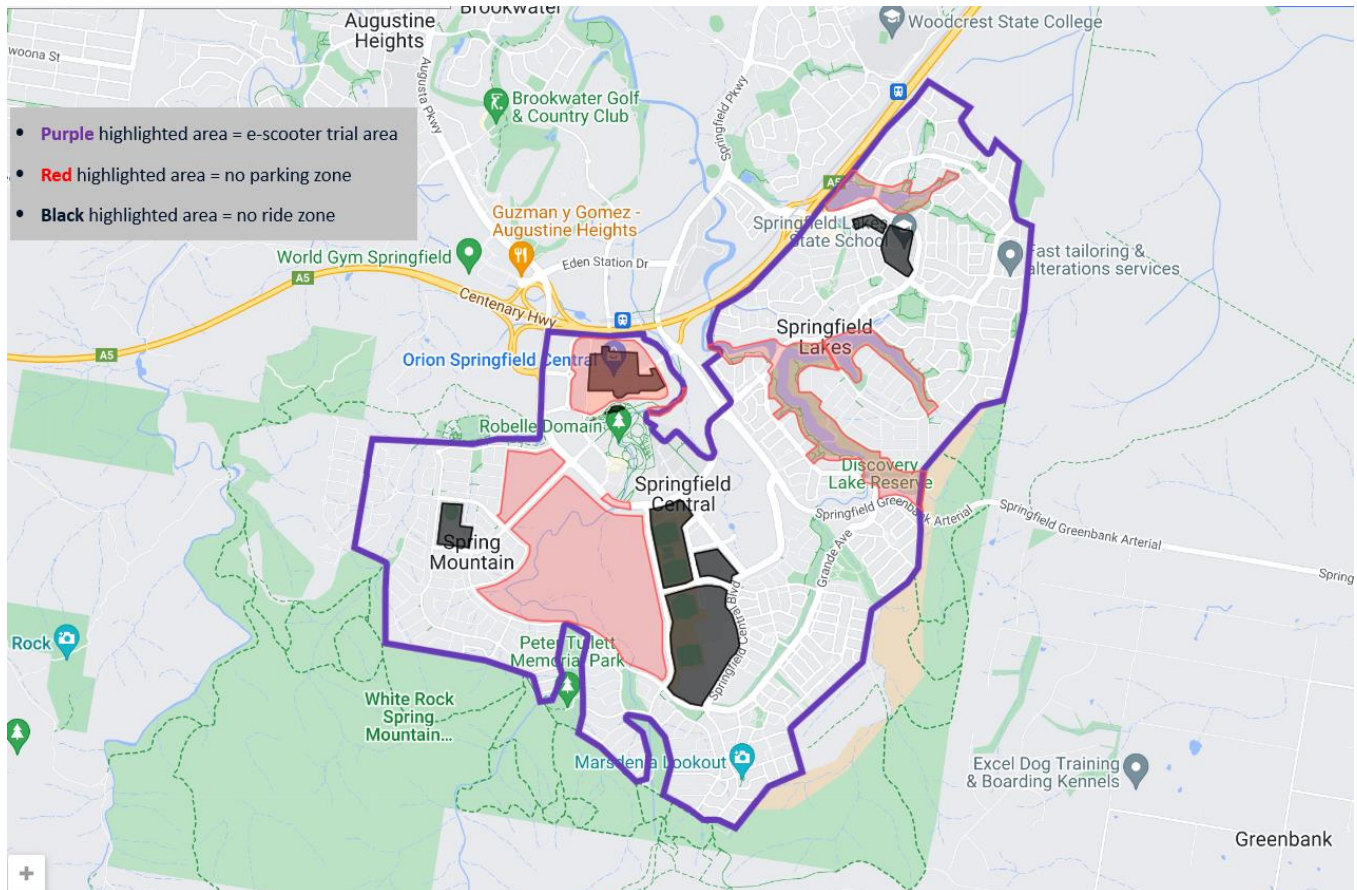
Both Users and Non-Users

- Both users and non-users recognised accessibility benefits of e-scooters, noting it as an alternative option for those who cannot drive/distances too far to walk.
- Proposed solutions to address the identified safety and regulation concerns by both users and non-users included increased regulation of usage, community education, and dedicated infrastructure.

The information may be used to inform next steps for this project.

APPENDIX

1. BEAM E-SCOOTER TRIAL OPERATING AREA



2. SHAPE YOUR IPSWICH SURVEY

Share your thoughts on the e-scooter trial

01. Did you ride a Beam e-scooter in Springfield Central, Springfield Lakes and Spring Mountain during the trial period?

Select one answer only
☐ Yes
☐ No

02. What are your general thoughts on the e-scooter trial?

Skip this question if

- you have not selected either "No" in question Did you ride a Beam e-scooter in Springfield Central, Springfield Lakes and Spring Mountain during the trial period?

03. Tell us about your experience

Skip this question if

- you have not selected either "Yes" in question Did you ride a Beam e-scooter in Springfield Central, Springfield Lakes and Spring Mountain during the trial period?

Share what you liked or didn't like so much.

Maximum of 1000 characters

04. Now that the e-scooter trial period has ended, would you consider purchasing a private e-scooter?

Skip this question if

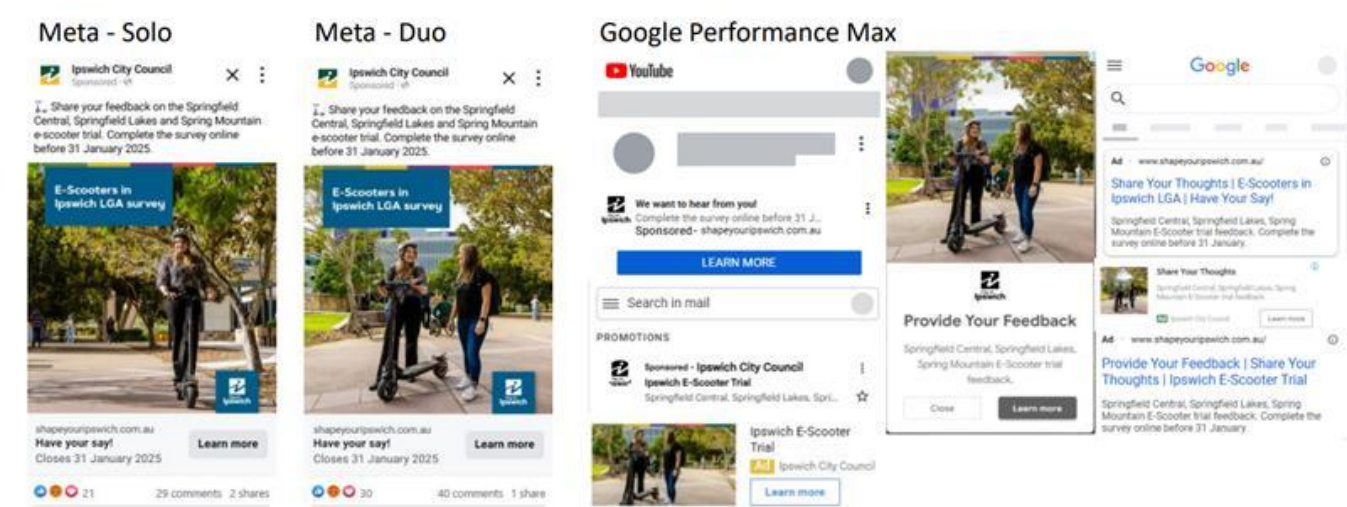
- you have not answered question Did you ride a Beam e-scooter in Springfield Central, Springfield Lakes and Spring Mountain during the trial period?

Select one answer only

☐ Yes
☐ No

☐ Unsure
☐ Already own a private e-scooter
☐ Other (please specify)

3. IPSWICH CITY COUNCIL SOCIAL MEDIA POSTS SCREENSHOT





Ipswich City Council
PO Box 191, Ipswich QLD 4305,
Australia

Phone (07) 3810 6666
council@ipswich.qld.gov.au
ipswich.qld.gov.au

Join us online:



[/IpswichCityCouncil](https://www.facebook.com/IpswichCityCouncil)



[/ipswich-city-council](https://www.linkedin.com/company/ipswich-city-council)



[/IpswichCityCouncilTV](https://www.youtube.com/IpswichCityCouncilTV)