

Operational Playbook

1 Document Revisions

- 1.1 The playbook outlines the headline rules that providers will need to adhere to from the outset of the trial. However, it will remain a working document throughout the trial period, so additions and changes can be made and agreed to adapt to trial findings and needs in the different zones.
- 1.2 Updates to this document will be managed through the Governance process at either the zonal or regional monthly board meetings. Updates must achieve the backing of the constituent trial stakeholders with updates disseminated to all relevant parties.

2 Users

Elements governing the users is covered in the Deployment Specification (Annex – 1A)

3 e-scooters

Elements governing the e-scooter vehicles is covered in the Deployment Specification (Annex – 1A)

4 Fleet size

- 4.1 Phased rollout and scaling must conform to the requirements detailed in the Deployment Specification but specifics that require detailing in the Operational Zonal Playbook include:

4.2 Initial, minimum and maximum fleet sizes

- 4.2.1 The Operator's maximum number of allowed e-scooters shall be 50

4.3 Fleet launch or deployment schedule

- 4.3.1 The Operator will launch
 - (a) 25/50 scooters on Week 1 of the trial;
 - (b) 30/50 scooters on Week 2 of the trial
 - (c) 35/50 scooters on Week 3 of the trial;
 - (d) 40/50 scooters on Week 4 of the trial;
 - (e) 45/50 scooters on Week 5 of the trial

- (f) 50/50 scooters on Week 6 of the trial

4.4 **Dynamic fleet capping and minimum utilisation rates**

- 4.4.1 After launch, Operators may increase their initial fleet size requirement through relevant governance procedures by reference to the utilisation rates per e-scooter, which will be the guiding rationale for fleet expansion (as per 4.5 of the Deployment Specification).

4.5 **Rebalancing and redistribution**

- 4.5.1 As set out in 4.6 of the Deployment Specification, Operator's will be expected to 'rebalance' e-scooters throughout the period of allowed operations (see 7.2.1).

4.6 **The trial zone**

- 4.6.1 The extent of the trial zone is outlined in Appendix B. This area will be geofenced to prohibit the use of e-scooters outside of the zone.
- 4.6.2 Any new areas, not agreed as part of the initial plan will be assessed against criteria including (but not limited to):
 - (a) Market potential (inc. rates of use locally);
 - (b) Existing coverage;
 - (c) Rates of loss/vandalism/complaint or misuse in that area.

5 **Other road users and the public**

- 5.1.1 Communications will be facilitated through multiple channels as required to enable access and inclusion for all. Operators will provide an immediate response to any enquiry containing acknowledgement and explaining the context of the Trial and will provide a specific individual response to the enquiry within no more than one working week.

5.2 **Outreach and public education**

- 5.2.1 Providers are strongly encouraged to create and launch campaigns during all phases of the trial that address safe riding, safe and compliant parking, how to share cycle lanes/shared pavements and what to do in the event of an accident.
- 5.2.2 Providers are strongly encouraged to partner with local police, fire and other emergency services and the LHA's Road Safety/Safer and Sustainable Travel Teams to engage in local safety campaigns or community events.
- 5.2.3 Providers are strongly encouraged to develop tailored and specific education, engagement and outreach communications and activities for users that face significant economic, health, social or accessibility barriers to e-scooter riding (e.g.

how users can access scooters via cash payment options or without smartphone access).

5.3 Reporting accidents

5.3.1 Where an e-scooter user is involved in an accident with a pedestrian, animal or vehicle that results in personal injury or property damage, the operator shall report the accident to the LHA no later than 24 hours after the event, providing information concerning the accident as may be required.

6 Parking and operations

6.1 Parking requirements

6.1.1 Operators will require users to park e-scooters upright on hard surfaces at back of footway.

6.1.2 As well as being prohibited from parking in designated 'no ride zones'. User will also be prohibited from parking scooters in designated 'no park zones listed Section 6.6.

6.1.3 E-scooters must be parked in compliance with the guidelines as detailed in Section 6.2.2-6.2.5 of the Deployment Specification:

- *users shall not park e-scooters in such a manner as to block the pedestrian thoroughfare, any emergency facility or utility pole or box;*
- *users shall not park e-scooters in such a manner as to impede or interfere with the reasonable access to or from any building;*
- *users shall not park e-scooters in such a manner as to impede or interfere with the reasonable use of any bicycle rack; and*
- *users shall not park e-scooters in the landscape/furniture zone directly adjacent to or within the following areas, such that access is impeded:*
 - o *transit zones, including bus stops, shelters, passenger waiting areas, and bus layover and staging zones, except at existing bicycle racks; loading zones; disabled parking zone; street furniture that requires pedestrian access (for example - benches, parking pay stations, bus shelters, transit information signs, etc.); curb ramps; entryways and driveways.*

6.1.4 E-scooters parked in violation of these rules and regulations must be relocated within the timing guidelines set out in 6.3 of the Deployment Specification:

The Operator shall respond to reports of incorrectly parked e-scooters, or reports of unsafe/inoperable e-scooters by relocating, re-parking, or removing the e-scooters, as appropriate, within the timing guidelines below:

- a) *If reported between 6am-midnight: 2 hours*

b) *If reported between midnight- 6am: 4 hours*

Performance and geo-spatial statistics will be recorded by the Operator in a system accessible to the TfWM/LHA shared on incidents and response time.

6.1.5 In the event a reported e-scooter is not relocated, re-parked, or removed within the timeframe specified herein, or any e-scooter is parked in one location for more than 24 hours without being returned to a designated parking area, such e-scooters may be removed by local crews and taken to a local facility for storage.

6.1.6 Operators should consider offering some LA staff the option of 'admin unlock' so that they can remove and reposition e-scooters if needed.

6.1.7 Any temporary parking restrictions need to be defined and agreed at least 2 weeks in advance of the event. These must be communicated to the e-scooter users in that area, 4 hours in advance and during the event via appropriate channels.

6.1.8 To ensure safe and compliant parking, Operators will be required to create and reinforce responsible parking through supporting actions including (but not limited to):

(a) Complying with 2.1.3.1 and 2.1.3.4 of the Deployment Specification:

- *riders must agree to rules about where to ride, how to ride and how to park at the first time of use with appropriately timed reminders. Operators are encouraged to use clear and creative messages to make rules memorable.*
- *operators are required to inform and train users about how to safely park e-scooters without obstructing other road users, especially people with disabilities. Operators are encouraged to specifically inform e-scooter users on the potentially negative impacts of e-scooters on people with disabilities and the importance of following parking (and riding) rules;*

(b) highlighting and showing all incentivised parking areas in their respective app/ platforms to allow users to easily find them;

(c) highlighting any No Parking areas in their respective app/platforms to allow users to easily avoid them;

(d) educating users how to park responsibly per trial requirements and boundary limits through appropriate means including in-app guidance and user flows;

(e) implementing a package of incentives for parking appropriately or reporting poorly parked e-scooters;

(f) implementing a package of disincentives (e.g. warnings, fines, account suspensions) for users not parking in designated parking areas;

(g) responding to reports of incorrectly e-scooters as per the timing guidelines set out in 6.3 of the Deployment Specification;

6.1.9 The LHA reserves the right to adopt an approach to permit parking outside designated dockless parking areas. However, Operators will be required to leverage a service fee, directly payable by the user to allow the rapid retrieval of the e-scooter and relocation to a designated dockless parking area. Users must be warned prior to hiring of all liable charges, fines and consequences of not parking e-scooters in designated dockless parking areas.

6.1.10 The LHA reserves the right to determine and designate areas where parking is allowed and where parking is prohibited.

Usage guidance

6.1.11 Within each area the operators must agree with the Local Highway Authority specifically which areas e-scooters can be used. This must be in accordance with the Deployment Specification.

6.1.12 Any temporary riding restrictions need to be defined and agreed at least 2 weeks in advance of the event. These must be communicated to the e-scooter users in that area, 4 hours in advance and during the event via appropriate channels.

6.2 Operations within the trial area

6.2.1 E-scooters will operate only within the trial zone from 6am to 8pm. E-scooters shall not be available for rent outside of these operating hours.

6.2.2 An operator must retrieve any e-scooter located outside of the trial zone within 4 hours, and e-scooters shall be not available to rent until returned to the trial zone and the operators shall not make such e-scooters visible for rent to users.

6.2.3 E-scooters shall not be deployed or operated at any other time when, due unfavourable weather conditions, persons and e-scooters are not clearly discernible at a distance of 150 metres or less.

6.3 No Ride/No Parking Zones

6.3.1 As stated in the deployment specification (2.1.6) 'e-scooters are to be ridden only public roads of 30mph speed limits or lower and where available, in bike lanes and bike paths.' For the West Bromwich Trial Zone, this in effect means **that e-scooters can only be ridden on carriageway and on the Metro Parkway** within the specified trial zone.

6.3.2 No Ride and No Parking zones will be designated by the LHA and communicated to operators at the launch of the trial or at any time they are determined by the LHA. Operators will be responsible for marking these areas appropriately and clearly in their platforms as well as making sure users are educated on how to treat these areas.

- 6.3.3 E-scooters are not permitted to be used in Parks and are not permitted to enter or be parked on park land.

6.4 **Riding Permissions, Restrictions and Safety Information**

- 6.4.1 E-Scooter operating in the trial area will be limited to 10mph.

- 6.4.2 The riding of e-scooters is permissible only within the designated trial zone on carriageways and on the Metro Parkway. For the purposes of clarity, explicit 'No Ride Zones' (areas where e-scooters are prohibited) are outlined below:

- (a) **West Bromwich High Street** to avoid conflict with pedestrians
- (b) **Garden of Remembrance** to avoid conflict with pedestrians
- (c) **New Square** to avoid conflict with pedestrians
- (d) **Oak House Park** to avoid conflict with pedestrians
- (e) **Metro Plaza,**
- (f) Private Land, including but not limited to:
 - i **Sandwell College** (including the section of the metro plaza it owns)
 - ii **Astle Retail Park**
 - iii **West Bromwich Bus Station**
 - iv **Kings Square Shopping Centre**
 - v **Queens Square Shopping Centre**
- (g) **Metro Station walkways and platforms:** Black Lake; Dudley Street Guns Village; Dartmouth Street; Lodge Road; West Bromwich Central; Trinity Way; Kenrick Park; The Hawthorns.

- 6.4.3 All no ride zones outlined above are also designated no park zones

- 6.4.4 As well as the areas outlined in 6.6.2 the below are also designated 'no park zones'.

- (a) The Metro Parkway
- (b) Bromford Lane
- (c) Westbourne Road (after the junction with Caroline Street).
- (d) The southern side of Caroline Street
- (e) Margaret Street
- (f) Cambridge Street

- (g) Oak Road between Cambridge Street and Margaret Street
 - (h) Lodge Road up to Oxford Road/Izons Road
- 6.4.5 Where possible, it is expected that the 'No Ride Zones' outlined in 6.6.2 will be geofenced, with motors automatically being disabled when users enter these zones.
- 6.4.6 *Potentially hazardous junctions just outside of trial zone.* The lead up to these junctions needs to be carefully monitored by the operator and reported on to the LHA. Users need to be clearly alerted that they are approaching a dangerous junction outside of the trial zone.
- (a) The approach to Bromford Lane Roundabout. The roundabout has heavy traffic volume, an uneven gradient and is often used by Heavy Goods vehicles.
 - (b) The approach to All Saints Way/A41 Expressway Roundabout on Cronehills Link Way. This junction experiences high volumes of traffic at speed.
 - (c) The Approach to The Albion Roundabout (A41) on Carters green. This junction experiences high volumes of traffic at speed.
- 6.4.7 *Unfavourable Junctions and Stretches (use with caution).* The use of e-scooters in these areas needs to be carefully monitored by the operator and reported on to the LHA:
- (a) The Crossing from Claypit Lane to Millward St via Woods Lane is potentially hazardous and needs to be considered in relation to ongoing plans being proposed as part of cycling and walking infrastructure improvements;
 - (b) Bromford Lane, from Cambridge St to the trial boundary at the roundabout (this stretch has limited capacity with parked vehicles and regular bus services).
 - (c) West Bromwich Ringway up to and including Congregation Way Roundabout, including Bull Street, Walsall Street and Reform Street and associated junctions onto Overend Street, High Street and Spon Lane. Vehicle volume on this stretch can be high and at times exceed speed limits. The 'hard' traffic engineering focus of the street scene may also be intimidating to some users.
 - (d) West Bromwich Bus Station access/egress onto West Bromwich Ringway and St. Michael's street, including St. Moor St./Price St. Gyratory. This area experiences high volumes of bus traffic, narrow carriageway and occasionally limited site lines.
- 6.4.8 *Junctions that lead out of trial area.* Users need to be made aware that these junctions lead out of the trial area.

- (a) Johnstone Street onto Kelvin Way
- (b) Dawes Avenue onto Kelvin Way
- (c) Albion Road onto Brandon Way

7 Ticketing and payments integration

- 7.1.1 Elements governing the payments integration is covered in the Deployment Specification (Annex – 1A)

8 Equality aspects

- 8.1.1 Elements governing the equality aspects of e-scooters is covered in the Deployment Specification (Annex – 1A)
- 8.1.2 Where relevant and appropriate, LHAs reserve the right to define specific priority or opportunity areas within trial zones where high proportions of potential users face barriers to access or are historically underserved by other transport options. LHAs may define specific scooter deployment and balancing requirements in these areas.
- 8.1.3 Providers are strongly encouraged to develop their workforces by employing locally and developing relationships with local/national workforce training initiatives or employment programmes.
- 8.1.4 Providers are strongly to engage with relevant community-based organisations, cultural organisations or non-profits found within the local area and trial zone.

9 Vandalism and Theft

- 9.1.1 The operator is to prescribe the anti-theft and anti-vandalism measures available and intended for deployment in each area.
- 9.1.2 In the event of repeated incidents the LHA, enforcement authorities and suppliers will be called to review and implement solutions to mitigate anti-social behaviour against vehicles.

10 Testing and Assurance

- 10.1.1 Prior to launch, the operator will have to test and demonstrate to the LHA effectiveness of all hardware and geofencing capabilities.
- 10.1.2 Prior to launch, the operator will have to outline its commitment to employing trial ambassadors within the trial zone.

