



City of
Mount Gambier

Civic Centre, 10 Watson Terrace
Mount Gambier SA 5290

PO Box 56
Mount Gambier SA 5290

Telephone 08 87212555
Facsimile 08 87249791
city@mountgambier.sa.gov.au

mountgambier.sa.gov.au

I hereby give notice that a Council Meeting will be held on:

Date: Tuesday, 14 December 2021
Time: 6.00 pm
Location: Council Chamber
Civic Centre
10 Watson Terrace
Mount Gambier

CONFIDENTIAL AGENDA

**Council Meeting
14 December 2021**

Sarah Philpott
Chief Executive Officer
10 December 2021

26.4 MICROMOBILITY DEVICE PROPOSAL – REPORT NO. AR21/73765

Committee:	Council
Meeting Date:	14 December 2021
Report No.:	AR21/73765
CM9 Reference:	AF13/64
Author:	Tim Coote, General Manager City Growth
Authoriser:	Sarah Philpott, Chief Executive Officer
Summary:	The City of Mount Gambier and Beam Mobility to work with the South Australian State Government for approval of micromobility devices (electric scooter) operations in Mount Gambier to enable a 12-month trial with electric scooters to be made available for hire in Mount Gambier.
Strategic Plan Reference:	Goal 1: Our People Goal 2: Our Location Goal 3: Our Diverse Economy Goal 4: Our Climate, Natural Resources, Arts, Culture and Heritage Goal 5: Our Commitment

The Council is satisfied that, pursuant to Section 90(2) & (3) of the *Local Government Act 1999*, the information to be received, discussed or considered in relation to this agenda item is:

- (b) information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the Council is conducting business; or proposing to conduct business; or to prejudice the commercial position of the Council
- (d) commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected: to prejudice the commercial position of the person who supplied the information, or to confer a commercial advantage on a third party
- (g) information concerning matters that must be considered in confidence in order to ensure that the Council does not: breach any law, order or direction of a court or tribunal constituted by law, breach any duty of confidence, or breach any other legal obligation or duty.

REPORT RECOMMENDATION

1. That Council Report No. AR21/73765 titled 'Micromobility Device Proposal' as presented on 14 December 2021 be noted.
2. That Council resolve for City of Mount Gambier staff and Beam Mobility work with the South Australian State Government for approval for micromobility devices (electric scooters) operations in Mount Gambier
3. That on approval from the South Australian Government, Council resolve to enable a 12-month trial of micromobility devices (electric scooters) to be made available for hire in Mount Gambier.



TYPE OF REPORT

Corporate

BACKGROUND

Beam Mobility approached the City of Mount Gambier to propose micromobility devices (electric scooters) to be made available for hire in Mount Gambier.

Beam Mobility is the largest operator of public micromobility devices in Asia-Pacific with their fleet including market leading E-Scooters and E-Bikes. With the goal of providing safe, sustainable and affordable transportation to cities such as Mount Gambier, this aims to improve overall accessibility for tourists and residents alike through a fleet of 150 vehicles.

With operations stretching from large cities such as Brisbane (2,400 vehicles) to picturesque tourist hotspots like Magnetic Island (50 vehicles), and currently across South Australia in the City of Adelaide, City of Norwood Payneham and St Peters, City of Port Adelaide Enfield, City of West Torrens, City of Unley, Beam comes equipped with industry leading expertise to help create a solution tailored specifically to the needs of Mount Gambier.

In order to maximise reliability and efficiency Beam a proprietary operational task system - QuestBox. QuestBox helps Beam deliver the most reliable and responsive operation possible, and ensures vehicles are where people need them the most. It runs on algorithms that automatically generate and prioritise operational tasks to on ground staff instantly, based on live data flowing from the multiple sensors in the scooters.

Through the utilisation of Questbox, Beam can optimise battery swaps, vehicle repairs, helmet replacement and community reports in real time, ensuring that 100% of the fleet is safe, rideable and reliable at all times.

PROPOSAL

Beam Mobility is seeking Council resolution to enable a 12-month trial of micromobility devices (electric scooters) to be made available for hire in Mount Gambier.

To enable this approval Beam is proposing the City of Mount Gambier staff and Beam work with the State Government to have a Gazette approved for e scooter operations in Mount Gambier after which Beam would require 2-4 weeks to commence operations.

LEGAL IMPLICATIONS

Beam has presented an unsolicited proposal to the City of Mount Gambier which proposes to start the process to allow the use of e-scooters in the City of Mount Gambier. Approval would allow the City of Mount Gambier and Beam to enter into a trial period which would enable the community to adopt or otherwise the initiative.

The contractual and permit arrangements with the City of Mount Gambier would be negotiated as the initial process advances including the opportunities for other companies and other mobility devices to be considered.

Beam would request that the same Gazette used by the State Government be used to legalise the use of e-scooters in other council areas be applied in Mount Gambier.

STRATEGIC PLAN

Nil



COUNCIL POLICY

Nil

ECONOMIC IMPLICATIONS

Beam Mobility would hire local people to help run operations creating job opportunities. Beam have a culture of promoting from within with not only additional training but opportunities for people to do secondments in other markets and sectors within the business.

Beam also implements a “Booster” campaign which aims to showcase local businesses to the rider base in app. Through the creation of parking spaces near eligible business, Beam encourages riders to visit these stores with the Auckland program seeing a 40% increase in footfall for CBD businesses. This program is free of charge for business to participate.

ENVIRONMENTAL IMPLICATIONS

Transportation throughout Mount Gambier is currently heavily reliant on private motor vehicle usage with limited alternative options. By introducing micromobility to the central Mount Gambier areas, Beam propose an alternative form of transport that is environmentally friendly, efficient and affordable.

Micromobility aims to replace existing car trips of residents, to allow people to move between key areas of the city and open up the remainder of the city for tourists to explore Mount Gambier's natural and built assets.

SOCIAL IMPLICATIONS

Nil

CULTURAL IMPLICATIONS

Nil

RESOURCE IMPLICATIONS

Beam would not require financial contribution from Council. Beam are seeking support to help with some storage for charging facilities to would allow increased investment in staffing and marketing.

VALUE FOR MONEY

Nil

RISK IMPLICATIONS

Through two years of operations, Beam has consistently held the safest track record in the industry and have achieved this through a demonstrated commitment to both rider and public safety. Market leading processes, programs and technology are specifically engineered to promote and ensure safety which includes the provision of helmets to all riders, various educational initiatives such as real-world safety days and comprehensive insurance policies which include \$20m Public Liability, Personal Accident Insurance and 3rd Party Coverage.

Beam uses the most sophisticated vehicles in the global market, with key focuses on the safety of both riders and pedestrians. Sophisticated brake technology incorporates traditional manual brakes with an automatic drum brake, ensuring constant GPS based speed limitations, sophisticated downhill speed controls and constant 24/7 tracking of each vehicle to ensure parking and general street compliance.

Key features include;

- Helmet locks
- Downhill speed controls
- Internal wiring



- Anti-theft & vandalism sensors

Speed: Limited to 15km/h

Age: Riders must be 18 years

Where: Scooters are to be ridden on the footpath, shared path and only enter the road if there is no footpath and only for 50m. Through GPS technology, Beam can restrict where the vehicles are ridden, parked and the speed they travel. This means that the e-scooters that could be on the streets of Mount Gambier would be the most controlled vehicles.

Beam proposes to work with Council to set these zones and we have the ability to edit this instantaneously. This technology also allows Beam to change these zones within seconds, allowing the service offering to adapt to the dynamically changing nature of any city.

EQUALITIES AND DIVERSITY IMPLICATIONS

Nil

ENGAGEMENT AND COMMUNICATION STRATEGY

Opportunities can be facilitated in marketing and events with Beam to work with event organisers and Council to share learnings from other events as well as data to come up with the best strategy to address transport needs.

Beam was an official partner of the Fringe Festival in Adelaide last year. Beam also has the ability to promote Mount Gambier to other areas via the mobile app. Beam have successfully achieved this with other partner Councils to create awareness on local tourism initiatives.

IMPLEMENTATION STRATEGY

In Mount Gambier, Beam would implement a docked system that does not require hardware racks fitted on the pavements. Fixed parking docks can be created virtually, using technology and GPS to direct riders to appropriate parking spots which means that people cannot just leave them everywhere. This allows us to not only keep a tidy city, but not impede on the existing nature of Mount Gambier.

CONCLUSION AND RECOMMENDATION

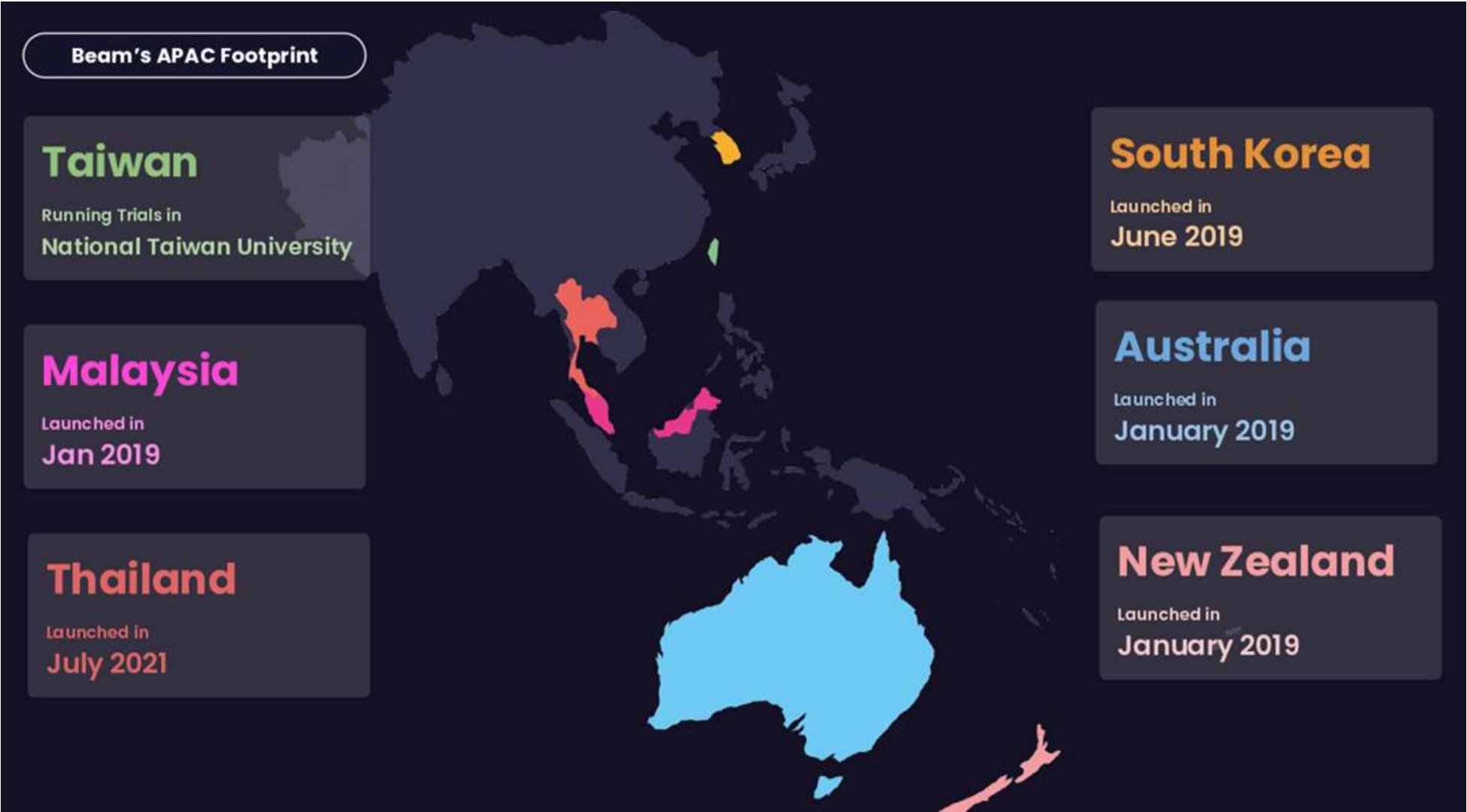
The City of Mount Gambier and Beam Mobility to work with the South Australian State Government for approval of micromobility devices (electric scooter) operations in Mount Gambier to enable a 12-month trial with electric scooters to be made available for hire in Mount Gambier

ATTACHMENTS

1. Beam Mobility - Presentation [↓](#)












Operational Expertise




Questbox




Virtual Docking



Event Planning



Servicing Strategy





OPERATIONAL EXPERTISE

QuestBox

In order to maximise our reliability and efficiency as an operator, we have built a proprietary operational task-system we call QuestBox.

QuestBox helps Beam deliver the most reliable and responsive operation possible, and ensures our vehicles are where people need them the most.

It runs on algorithms that automatically generate and prioritize operational tasks to our rangers instantly, based on live data flowing from the multiple sensors in our scooters.

How QuestBox works:

QuestBox is a specially designed version of the Beam app, configured for Rangers. (Rangers are the Beam team members who are responsible for managing scooters on the streets. They are fully employed Beam staff. We do not employ gig workers.)

Scooter states

Normal

Scooter on Trip

Scooter needs Investigation

Scooter Critically Damaged

When a ranger looks at the QuestBox map, they can see that scooters are in different "states" depending on the information provided by the systems algorithm and the scooters own sensors

Scooters with task points

1-3 points

4-6 points

7-9 points

In addition to its "state", each scooter is also given a number, denoting its priority for action.

When a ranger taps a scooter, more information pops up, giving them details of the task to be completed, the scooter's condition, and a variety of shortcuts to other operational tools

Task Policy

Task Name (Context, Impact, Display, Demand)

Task Description

Vehicle event log

Sound the alarm, report lockers, report task

Click view vehicle information

Water taps this to dismiss task

When a ranger taps a scooter, more information pops up, giving them details of the task to be completed, the scooter's condition, and a variety of shortcuts to other operational tools

Task Policy

Task Name (Context, Impact, Display, Demand)

Task Description

Vehicle event log

Sound the alarm, report lockers, report task

Click view vehicle information

Water taps this to dismiss task

A ranger's workflow during their shifts is determined by the QuestBox system. They work through the tasks shown in the geo they are assigned, always completing high priority tasks before moving to medium or low important tasks. A ranger's performance is evaluated based on the volume of tasks they completed during a shift, and the standard to which those tasks were performed. Rangers are incentivised for efficiency and effectiveness with bonus remuneration on top of their salary.

Item 26.4 - Attachment 1

Page 480



OPERATIONAL EXPERTISE

Virtual Docking

We want an ever higher proportion of our e-scooters to end a trip parked in a designated parking spot, and have invested considerable resources in developing a seven-point system that encourages, and when appropriate, compels this behaviour in our riders. It's all part of our Virtual Docking feature.

- Parking Spot Selection and Creation
- Parking Locator tool for users at start of trip
- Parking Guidance tool for users at end of trip utilising incentives & disincentives
- Extra incentives for Users to Park in Spots
- In-App Guidance at the Moment of Parking
- Parking Photo & Validation Process



Large events is where we will showcase that Brisbane is a leader in e-mobility

The Beam Event Toolkit

Customised "Virtual infrastructure"

We work with event planners to adjust virtual docks, parking zones, slow zones and no-go zones so they align with the traffic management plan for the event

A hands-on approach

Marshall teams deploy vehicles at event egress and clear areas where they are undesired

Brand ambassadors to provide in-person help to new riders

Collaboration with councils & event organisers

Prior to an event we'll work closely with the event organisers and BCC to sharing learnings from other events as well as data to come up with the best strategy to address transport needs


Case study: Adelaide Fringe Festival

Beam was a major part of the transport strategy for Adelaide Fringe Festival 2021

City Council permitted a 25% increase in fleet size to meet the demand for the event
Beam used this allocation to fill designated parking areas outside venues with e-scooters during critical times

Safety

We have the best safety record in ANZ and that's not by chance. We focus on having the best processes, programs and technology to promote and ensure safety.



Comprehensive Insurance

Helmet Selfie

User Education

Beam Safe Academy

Smart IoT

Helmets for All

Vehicles Built for Safety

Safety Coach




SAFETY



Helmets for all for safer rides

Every Beam e-scooter will have a helmet attached by Bluetooth-enabled smart lock, ensuring all of our riders always have the option of using a helmet for every ride.



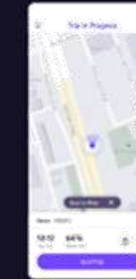
How we encourage the use of helmets:

- Pre-trip notifications
- Helmet Selfie
- User education
- Promotions, giveaways and campaigns



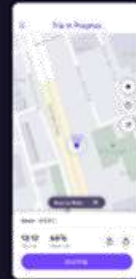

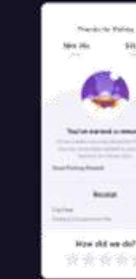



Start Trip

Scans QR code to activate scooter

End Trip

Before rider can end trip, they must re-attach helmet with lock



SAFETY



Industry leading safety initiative

1. Basic Safety Briefing
2. Half Beam Power Mode
3. Interactive Safety Quiz
4. Real-World Safety Training

20,000
Completions of the Beam Safety Quiz

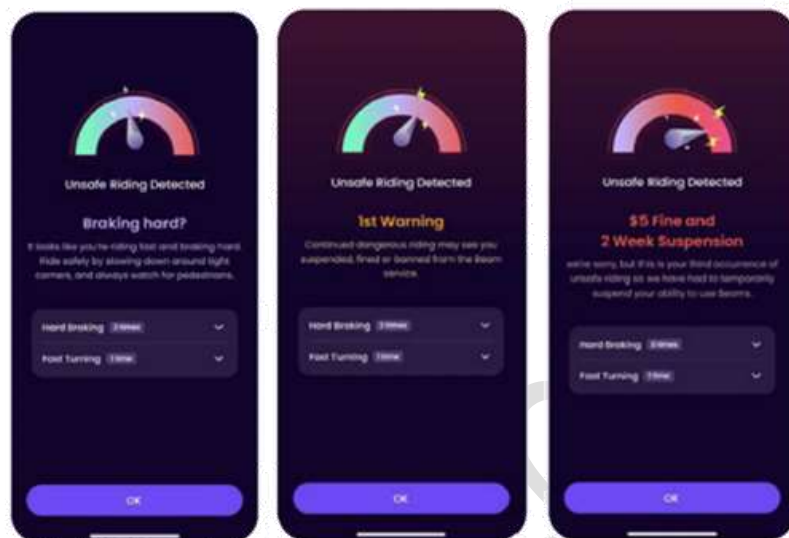
3,000
Attendees of the rider training program

\$100,000
free credit awarded to riders in ANZ

SAFETY

Rider Coach

Beam is the first e-mobility operator to develop a Virtual Riding Assistant using sensor technology in the hardware, and real-time feedback mechanisms in the software to advise users on their riding behaviour.



Comprehensive Insurance Coverage

Public and Products Liability

- AU\$20 million value

Personal Accident

- For every trip, at no extra cost
- Policies placed through local insurers
- No minimum age exception

SAFETY

Vehicles Built for Safety

Beam Saturn+

Beam Apollo

Shared Safety Features

Concealed wires and cables

Industry Leading Brakes System

Double-sided kickstand

Best-in-class swappable battery


Bluetooth enabled helmet lock


Smart safety lights

EXTRA SAFETY FEATURE ON THE E-SCOOTER

Hydraulic suspension system

Indicator lights










Local Benefits

The impact and benefits Beam can offer Brisbane, the economy and the local community.







Hiring Locally



Operation Booster




Accessibility



Tourism





LOCAL BENEFITS

Beam Booster for Retail Recovery and City Renewal

We have developed a unique program designed to assist local shops, restaurants and cafes in the cities where we operate, as they strive to reinvigorate their business after a difficult year.



LOCAL BENEFITS

12:33Find a Ride

ENJOY ONE HOUR OF FREE AXE THROWING WHEN YOU PARK AT LUMBER PUNKS
4 FERRY RD, WEST END
Please show this screen to the merchant to redeem this offer

Lumber Punks
4 Ferry Rd, West End

\$0.50 Parking Reward
Get credit for parking here.

A BOOSTER OFFER IS AVAILABLE NEAR HERE

Done

12:33Find a Ride

ENJOY A FREE UPSIZE ON ANY BEVERAGE WHEN YOU PARK AT VULTURE ST ESPRESSO
VMS VULTURE ST WEST END
Please show this screen to the merchant to redeem this offer

Vulture St Espresso
V05 Vulture St West End

\$0.50 Parking Reward
Get credit for parking here.

A BOOSTER OFFER IS AVAILABLE NEAR HERE

Done

beam

Boosting business in Brisbane with every ride

Operation Booster is riding thousands of new customers to the doors of Brisbane's best small businesses. Now live in the Beam app.

Download at ridebeam.com

Toss

Moss Coffee

Lord of the Fries

ButterFuel

Mad Mex

Yeah Bowl

LOTF

Item 26.4 - Attachment 1

Page 491

Driving Tourism Expenditure

E-mobility vehicles allow tourists and day trippers alike to move through a city not just pass it by.

We believe that e-mobility opens up cities allowing people to see more and immerse themselves in the local atmosphere.

With Beam e-scooters and e-bikes riders can move greater distances participating in more of the wonderful experiences Brisbane has to offer. We also have seen increased spending as they are often able to visit more establishments in a limited time, all adding to the local economy.

We believe we can play a major role to support increased tourism expenditure for Brisbane.



**Beam
the City**



**Guided
Tours**

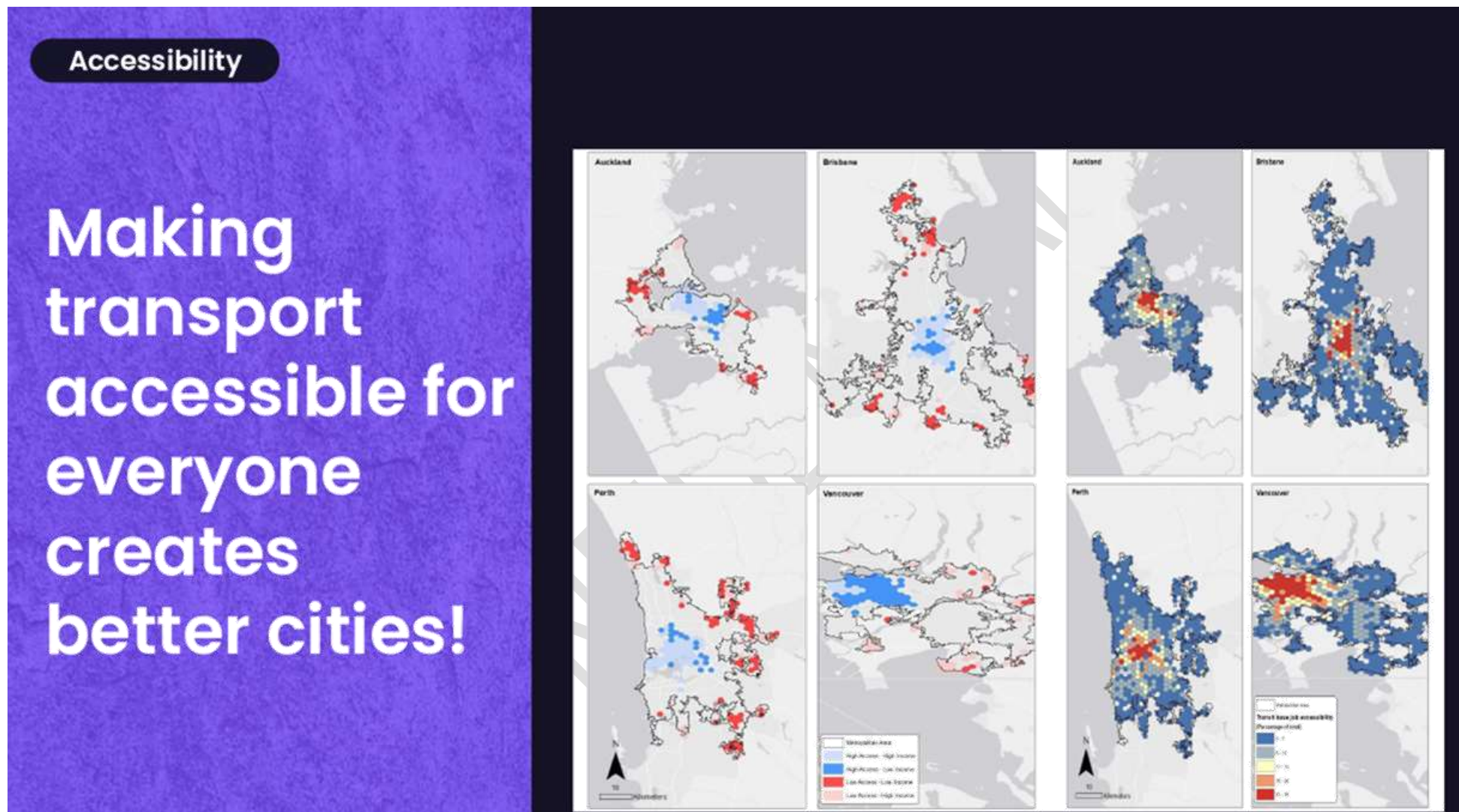


**Events
Promotion**



Leveraging Beam's user base to promote tourism for Mount Gambier





Affordable for everyone

LOCAL BENEFITS

Concession rates will be applied to any user who registered a **low-income health care card, student card or pensioners card** our website for #BeamForAll

Discounted **Subscriptions & Credit Packs** will make **make habitual usage affordable** - a special offer of this kind will be made to **existing CityCycle riders** allowing them **heavily discounted rides**

Discounted Pricing will be available **in particular areas** e.g. we give discounts to a university in South Korea

Accessible to anyone



Introducing E-bikes will allow many more people to cycle regardless of their age or physical fitness - but Beam is constantly exploring vehicle types that will service an even greater audience such as **3-wheel e-scooters** and **electric mopeds**

Beam has a close working relationship the the **Blind Society** for advise on deploying vehicles that **do not impede the visually impaired**



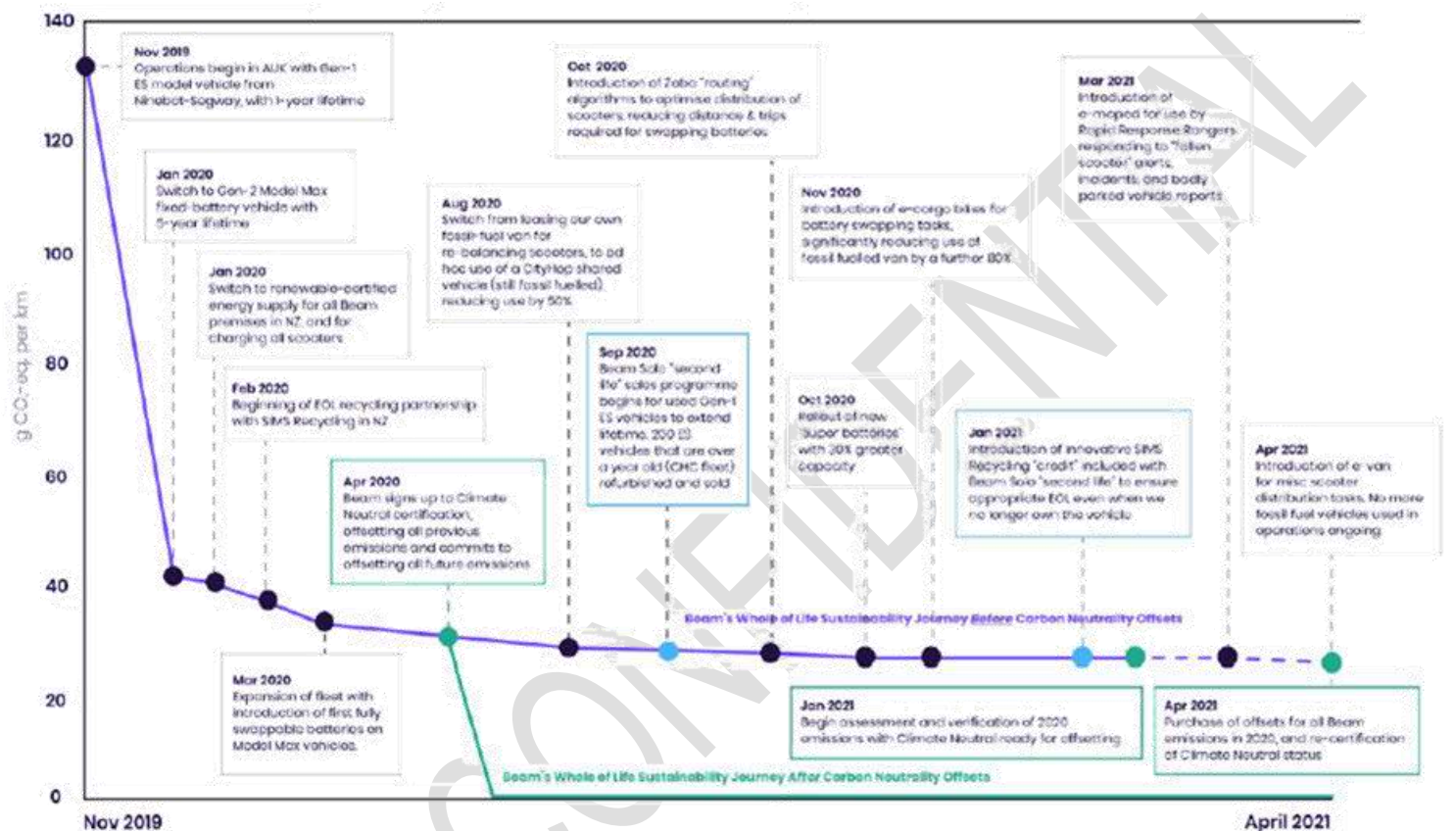
Sustainability

In Asia-Pacific, we are **the only e-mobility operator** to be independently certified as carbon neutral. We achieved Climate Neutral Certified status through independent measurement of our entire greenhouse gas emissions footprint, purchasing carbon credits to offset that footprint, and implementing plans to reduce emissions this year and beyond.



Emissions reductions in Auckland

LOCAL BENEFITS



CONSIDERATION FOR KEEPING ITEMS CONFIDENTIAL

1. In accordance with Sections 91(7) and 91(9) of the *Local Government Act 1999* the Council orders that the report 26.4 AR21/73765 Micromobility Device Proposal and its attachments, the discussion and the resolution/s and minutes arising from the report, having been considered by the Council in confidence under Section 90(2) & (3) (b), (d) and (g) be kept confidential and not available for public inspection until an agreement has been entered into in relation to the matter and Council has been released from its duty of confidence.
2. Further that Council delegates the power to review, revoke, but not extend the confidential order to the Chief Executive Officer in accordance with the provisions of Section 91(9)(c) of the *Local Government Act 1999*.

CONFIDENTIAL

**MINUTES OF CITY OF MOUNT GAMBIER COUNCIL MEETING
HELD AT THE COUNCIL CHAMBER, CIVIC CENTRE, 10 WATSON TERRACE,
MOUNT GAMBIER ON TUESDAY, 14 DECEMBER 2021 AT 6.00 PM**

PRESENT: Mayor Lynette Martin (OAM), Cr Sonya Meziniec, Cr Kate Amoroso, Cr Max Bruins, Cr Christian Greco, Cr Paul Jenner, Cr Frank Morello

OFFICERS IN ATTENDANCE:	Chief Executive Officer	- Mrs S Philpott
	General Manager City Infrastructure	- Ms B Cernovskis
	General Manager Shared Services	- Mr D Barber
	General Manager City Growth	- Mr T Coote
	Acting General Manager Community Wellbeing	- Mrs G Davison
	Manager Governance and Property	- Mr M McCarthy
	Manager Finance	- Ms J Scoggins
	Media and Communications Coordinator	- Ms S McLean
	Councillor Support Officer	- Mrs M Telford
	Executive Administrator City Growth	- Miss T Chant

RESOLUTION 2021/396

Moved: Cr Sonya Meziniec

Seconded: Cr Max Bruins

CONSIDERATION FOR EXCLUSION OF THE PUBLIC

Pursuant to section 90(2) of the *Local Government Act 1999* the Council orders that all members of the public, except OAM L Martin, Councillors S Meziniec, K Amoroso, M Bruins, C Greco, B Hood, P Jenner, F Morello and S Perryman and Council Officers S Philpott, B Cernovskis, D Barber, T Coote, G Davison, M McCarthy, J Scoggins, S McLean, M Telford and T Chant be excluded from attendance at the meeting for the receipt, discussion and consideration in confidence of Agenda Item 26.4 AR21/73765 Micromobility Device Proposal.

The Council is satisfied that, pursuant to section 90(3) (b), (d) and (g) of the Act, the information to be received, discussed or considered in relation to the Agenda Item is:

- information the disclosure of which could reasonably be expected to confer a commercial advantage on a person with whom the Council is

- conducting business; or
 - proposing to conduct business; or
 - to prejudice the commercial position of the Council
- commercial information of a confidential nature (not being a trade secret) the disclosure of which could reasonably be expected:
 - to prejudice the commercial position of the person who supplied the information, or
 - to confer a commercial advantage on a third party
- information concerning matters that must be considered in confidence in order to ensure that the Council does not:
 - breach any law, order or direction of a court or tribunal constituted by law,
 - breach any duty of confidence, or
 - breach any other legal obligation or duty

The Council is satisfied that the principle that the meeting be conducted in a place open to the public has been outweighed in the circumstances because attachment and information regarding mobility devices contain commercial information of a confidential nature provided to Council in confidence, and the consideration of which if conducted in open could prejudice the position of Council or the party that provided the information or confer a commercial advantage on a third party.

CARRIED

RESOLUTION 2021/397

Moved: Cr Max Bruins

Seconded: Cr Christian Greco

1. That Council Report No. AR21/73765 titled 'Micromobility Device Proposal' as presented on 14 December 2021 be noted.
2. That Council resolve for City of Mount Gambier staff and Beam Mobility work with the South Australian State Government for approval for micromobility devices (electric scooters) operations in Mount Gambier
3. That on approval from the South Australian Government, Council resolve to enable a 12-month trial of micromobility devices (electric scooters) to be made available for hire in Mount Gambier.

CARRIED



RESOLUTION 2021/398

Moved: Cr Max Bruins
Seconded: Cr Sonya Meziniec

CONSIDERATION FOR KEEPING ITEMS CONFIDENTIAL

1. In accordance with Sections 91(7) and 91(9) of the *Local Government Act 1999* the Council orders that the report 26.4 AR21/73765 Micromobility Device Proposal and its attachments, the discussion and the resolution/s and minutes arising from the report, having been considered by the Council in confidence under Section 90(2) & (3) (b), (d) and (g) be kept confidential and not available for public inspection until an agreement has been entered into in relation to the matter and Council has been released from its duty of confidence.
2. Further that Council delegates the power to review, revoke, but not extend the confidential order to the Chief Executive Officer in accordance with the provisions of Section 91(9)(c) of the *Local Government Act 1999*.

CARRIED

