



City of Hamilton

PUBLIC WORKS COMMITTEE ADDENDUM

Meeting #: 21-011
Date: August 11, 2021
Time: 1:30 p.m.
Location: Due to the COVID-19 and the Closure of City Hall (CC)

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Pages

6. DELEGATION REQUESTS

- *6.1. Delegation Requests respecting Item 10.1 - Commercial E-Scooters Operations (PED20134(b)) (City Wide) (for today's meeting):
 - *6.1.a. James Kemp, Advisory Committee for Persons with Disabilities 2
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Added Item 6.1(a)

Request to Speak to Committee of Council

Submitted on Wednesday, August 4, 2021 - 12:32pm

==Committee Requested==

Committee: Public Works Committee

==Requestor Information==

Name of Individual: James Kemp

Name of Organization: Advisory Committee for Persons with Disabilities

Contact Number: [REDACTED]

Email Address: [REDACTED]

Mailing Address:
[REDACTED]

Reason(s) for delegation request: To speak to Committee in regards to E-Scooters and Report PED20134(b).

Will you be requesting funds from the City? No

Will you be submitting a formal presentation? No

Good Afternoon Madame Chairperson and Members of the Committee, thank you for taking the time to hear from me today. My name is James Kemp and I am here representing the Advisory Committee for Persons with Disabilities with regards to report (ped20134(b)) and commercial rental E-Scooters.

We came before you in May with serious reservations to the Commercial E-Scooter pilot project as it was presented in the previous report (ped20134(a)). We raised a number of concerns and made recommendations to this committee accordingly. While not all of our concerns were addressed, an effort was made to consider a number of them.

The disabled community will probably never be fully supportive of E-Scooter technology. It isn't designed for us, feels like an existential threat to our safe mobility and until helmets are fully mandated by the province, we fear that they will only make more disabled people. However, we also understand that technology is always changing and we have to learn how to adapt to those changes. The ACPD feel more positive about this new report and think it's a step in the right direction to make E-Scooters equitable for as many people as possible.

We have studied how other cities, in Canada, the United States and throughout Europe, have introduced E-Scooters and they all seem to make the same assumption: If riders are educated on how to ride properly and safely, then they will follow the rules and we can leave enforcement to the companies themselves. What actually happens is that after a few months, the Cities realize that an enforcement arm is required to keep riders in line. For the most part, this is addressed through blitz style enforcement drives, but some have also tried training officers to operate and incorporate E-Scooters as specialized units and these units have had measurable success.

Based on this report, the ACPD can make the following suggestions in order to be helpful and increase the odds of a successful rollout:

1. This report mentions data collection. We suggest that the City collect hospital data during the same period, paying particular attention to how, where and why people were injured from E-Scooter interactions. This would help by not only giving information on E-Scooter safety, but also where there are issues that need to be addressed. For example, if people are getting injured in a particular area due to poor road conditions, the City can use that data to address the issue and improve safety; or if there is a rash of pedestrians getting hit by E-Scooters in a particular area, perhaps that is an area that requires a dedicated bike lane.
2. The City plans on designating certain park paths as acceptable E-Scooter paths. We would suggest painting large images of E-Scooters in high contrast on the paths; something that would alert the visually impaired that they are on a path with fast moving vehicles so that they can be on their guard. Signage is not effective for some people and even this method will not warn everyone. Urban Braille is our preferred method of alerting the visually impaired to potential danger, but we recognize that it isn't possible during a pilot project. We highly recommend that Urban Braille be incorporated if E-Scooters are approved past the pilot project.
3. While the City cannot mandate helmet use for all riders, the ACPD would suggest that the City of Hamilton ask the province to amend the Highway Traffic Act to require helmet use at all times as they do with motorcycles. Studies from across the world have shown that this alone could greatly reduce the number and severity of injuries. E-Scooters often pitch their riders forward causing face and mouth injuries as well; for this reason we also suggest face or mouth guards, but recognize that this would be a personal choice.
4. While this report asks E-Scooter companies to try and address the digital divide and provide access without a smartphone, we would also suggest that they look into reporting improperly parked vehicles without a phone. This could be done by a "call

home” button that would alert home base that it needs to be picked up.

When the ACPD presented in May, a Councilor remarked that we didn’t want to be left behind by other Canadian cities. I would offer an alternative perspective to that. We should strive to be the first city that gets E-Scooters right, both for the drivers and the pedestrians around them; to make this program equitable to as many people as possible. Hamilton has a history of being at the forefront of disability issues and E-Scooters should be no different.

If Council accepts this amended report and decides to go forward with the pilot program the ACPD will support the changes. We would request that we be consulted periodically throughout the Pilot Program to address any unforeseen issues and allow us to provide suggestions for improvement. The changes in the RFP, while not perfect, are a vast improvement over the last report. I would ask that Transportation, Public Works and Council think of us as a resource in this. We are at your disposal.

We would also offer our assistance to any E-Scooter company that is submitting a proposal. Please think of us as a resource during this process. We would gladly work with you to improve the safety of your vehicles.

We wish to thank Brian Hollingworth, Peter Topolovic and everyone else involved in the preparation of this report for giving our concerns and recommendations serious and sober consideration. We also wish to thank this committee for recognizing that this issue is of great concern to our community. We ask for your continued patience and understanding as we navigate this new technology.

Thank you for your time and attention,

James Kemp

Advisory Committee for Persons with Disabilities

Added Item 6.1(b)

Request to Speak to Committee of Council

Submitted on Wednesday, August 4, 2021 - 1:18pm

==Committee Requested==

Committee: Public Works Committee

==Requestor Information==

Name of Individual: Chris Schafer

Name of Organization: Bird Canada

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161 Bay Street

Suite 2300

Brookfield Place

Reason(s) for delegation request: Speak to Item: 10.1
Commercial E-Scooters Operations (PED20134(b)) (City
Wide) (Outstanding Business List Item)

Will you be requesting funds from the City? No

Will you be submitting a formal presentation? Yes



Hamilton: Commercial E-scooter Operations

Chris Schafer, VP Government Affairs

Bird Canada

August 11, 2021



Who We Are

Bird Canada Inc. is a first KM / last KM, micro-mobility sharing company dedicated to bringing affordable, environmentally friendly transportation solutions to Canadian municipalities.

We are a **Canadian owned and operated** venture that provides – in conjunction with Bird Rides Inc. in the United States – e-scooter sharing programs globally.



Bird Canada supports Hamilton Staff Report, Recommendations and Approach

HAMILTON	OTHER CANADIAN CITIES
<p>Council Already Approved Personal E-scooters in Hamilton</p>	<p>A number of Canadian cities such as Mississauga and Vancouver, among others, have legalized personally owned e-scooters in advance of a commercial shared e-scooter program.</p>
<p>RFP Recommended for Commercial E-scooters</p>	<p>Canadian cities such as Calgary, Ottawa, Windsor, Lethbridge, Richmond, Vernon, have all held an RFP to select commercial e-scooter operator(s). An RFP enables Hamilton to control the # of commercial e-scooter operators permitted in a City which is ideal to prevent too many companies with too many e-scooters.</p>
<p>Fees to Offset Impact to Bike Share Program</p>	<p>This is a novel approach recommended by Hamilton.</p> <p>With that said, during the shared commercial e-scooter program in Montreal in 2019, e-scooters had no impact on bikeshare (BIXI) profitability. According to Montreal's Bixi bike share operator, they are “ending its 2019 season on a high note, celebrating what it says was a record-breaking year, despite e-scooters and bike-sharing competitors making their Montreal debut. Bixi said that 320,000 people took more than 5.8 million trips on its network. That's an increase of eight per cent over last year.”</p>

HAMILTON	OTHER CANADIAN CITIES
<p>Shared Commercial E-scooter Programs Operate in more than 125 cities across the U.S.</p>	<p>Shared commercial e-scooter programs operate in hundreds of cities globally, including Chicago, New York, Miami, San Francisco, Portland, Seattle, Sweden, Paris, Munich, etc.</p> <p>In Canada, shared commercial e-scooter programs have operated in Vernon, Calgary, Edmonton, Red Deer, Okotoks, Ottawa, Windsor, Montreal and Westmount.</p> <p>Shared commercial e-scooter programs are in different stages of regulatory development in a number of other Canadian cities including Victoria, Richmond, Lethbridge, Saskatoon, Regina, Winnipeg, Mississauga, Brampton, Vaughan, London, Halifax, etc.</p>
<p>Accessibility</p>	<p>If approved, Hamilton will be the first Canadian city to require specialized equipment or techniques to alert (visually and audibly) the presence of an e-scooter for members of the accessibility community.</p>
<p>Lock-Up E-Scooters</p>	<p>If approved, Hamilton would be the first city in Canada with lock-up e-scooters, following the lead of cities like San Francisco and Washington, DC.</p> <p>A study by the San Francisco Municipal Transportation Agency (SFMTA) found that a shared commercial e-scooter program with “lock up” e-scooters:</p> <ul style="list-style-type: none"> • Complaints about sidewalk riding and improper parking were significantly reduced

Operating Speed maximum of 20 km/h and geo-fenced slow speed zones of 10 km/h

A maximum speed of 20 km/h for shared commercial e-scooters is consistent with jurisdictions across Canada with commercial e-scooter programs. This speed is comparable to a bicycle.

Geo-fenced slow down zones are also a common feature of shared commercial e-scooter programs. This means that upon entering the geo-fenced zone, the e-scooter safely reduces speed in compliance with local rules. A slow down zone can be combined with a “no park” geo-fenced zone so that an e-scooter is unable to be parked in certain designated areas as desired by the City.

Parking Management and Enforcement

Shared e-scooter programs include in-person and in-app education on how to ride and park responsibly, in addition to reminder emails + in-app pop up messages and push notifications to smartphones.

E-scooter companies have “Safe Streets” patrols of uniformed staff out in the public in key areas of the City daily to ensure e-scooters are parked properly and riders are riding safely and providing general public education. This team also enforces by issuing warnings, fines and or bans from the service.

E-scooters as a Means for Improving Mobility and Sustainability

Encourages Economic Development: In 2020, Ottawa city staff reported that of the 34% of e-scooter riders who visited a local business and the 33% who visited a local restaurant: 6% reported spending more than \$100 on a typical visit, 18% spent between \$51 and \$100, 36% spent between \$21 and \$50.

Encourages “Mode Shift”: Shared e-scooters provide local residents with a choice to not take a personal car which contributes to traffic congestion. (In [Calgary](#), 1 in 3 shared e-scooter trips replaced a car trip).

Facilitates First and Last KM Connections with Public Transit: During the 2019 Montreal shared e-scooter program, city staff [reported](#) that 27% of e-scooter trips started or ended at public transit (metro stations).

Calgary

1-in-3 Calgary e-scooter trips replaced a trip with a car: report

E-scooters are bringing more Red Deerians downtown, say business owners

Restaurants have seen a boost in business

‘This is one of those things that gives us a bit of cool’: E-scooters are on a roll in Ottawa



RED DEER ADVOCATE

TORONTO STAR



Chris Schafer, VP Government Affairs
Bird Canada

chris.schafer@birdcanada.co



Added Item 6.1(c)

Request to Speak to Committee of Council

Submitted on Wednesday, August 11, 2021 - 2:09am

==Committee Requested==

Committee: Public Works Committee

==Requestor Information==

Name of Individual: Ashley Brown

Name of Organization: Spin Mobility Inc.

Contact Number: [REDACTED]

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Mailing Address:

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Reason(s) for delegation request: 10.1 Commercial E-
Scooters Operations (PED20134(b)) (City Wide) (Outstanding
Business List Item)

Will you be requesting funds from the City? No

Will you be submitting a formal presentation? No



Prepared Deputation Remarks
Public Works Committee
August 11, 2021

Item 10.1 Commercial E-Scooters Operations (PED20134(b)) (City Wide)

To Chair VanderBeek, Public Works Committee Members, and staff:

My name is Ashley Brown and I am the Head of Government Partnerships at Spin, a shared micromobility company and subsidiary of Ford Motor Company. We thank you for your consideration and exploration of a commercial e-scooter pilot program in the City of Hamilton. We fully support the recommendations provided in the staff report.

At Spin, our mission is to create a world full of 15-minute cities—and to bring those cities to life by moving people freely through their streets. As a recognized industry leader, we have mastered the modern micromobility system through design, operation, and marketing schemes. We operate e-scooters and e-bikes in over 100 cities throughout North America and Europe, including Edmonton and Red Deer.

Our partnership with Ford provides us with resources to move our mission forward in exciting ways. We share Ford's core values: earn trust; do the right thing; make an impact; carry the torch; and create a better tomorrow. We exemplify these values as we work to help cities achieve their overall climate and transportation targets. In line with City's 2016 – 2025 Strategic Plan, we believe commercial e-scooters can become an integral part in the broader transit

ecosystem for complete trip linkages and contribute to the City's quest for healthy and safe communities.

We also believe that one person's mobility cannot compromise another's. Pedestrians, people living with disabilities, and seniors deserve to move hazardfree in their communities. At Spin, we recognize new mobility requires a multi-pronged approach to:

- Work with disability groups and residents and develop new technologies that meet unresolved concerns; and
- Explore how e-scooters can serve varying mobility needs through an adaptive vehicle program.

We at Spin are delighted to see a recommendation for commercial e-scooters to have a "locking" mechanism that will require the devices to be fastened to a rack or pole. This proposed operational model will be the first of its kind in Canada, providing a solution to address the issues often experienced in other jurisdictions. As an experienced e-scooter operator in successful lock-up operational models as seen in both San Francisco and Chicago, we at Spin have seen this technology improve the clearance of sidewalks and obstructions in the public right-of-way. In the City of Chicago, for example, the lock-up e-scooter pilot program led to improved operations and a 75% reduction in the number of 311 reports made.

The recommendation to provide an operating offset to support the operation of the base bike share program is a brilliant approach. We at Spin have experience working with and supporting existing local bikeshare programs like SoBi Hamilton. These partnerships take the form of financial subsidies, strategically identifying riders who might qualify for our Spin Access program, which provides access to our services for people without smartphones, mobile location services, or credit cards. Spin Access also provides discounted fares for those who qualify.

In our experience, safe and successful commercial e-scooter programs are tied to strong teams that provide on-the-ground support. We at Spin attribute much of our safety success to our entirely in-house, employee-based Operations teams. We never outsource safety, training, or maintenance to independent contractors

or gig-economy workers (who may only receive limited training). Spin is one of very few companies that does not outsource labor to supplement our services. We opt to use in-house employees in every city where we operate because we believe hiring local employees with fair wages and proper benefits shows a clear commitment to the City, and contributes to long-term employment opportunities for residents.

As the Committee considers next steps, we leave you with the following best practices for the Request for Proposals (“RFP”) framework that complements the recommendations provided in the staff report:

1. Require vendors to hire permanent in-house employees with fair wages and prohibit the use of independent contractors to support local operations.
2. Require bidding providers to demonstrate how the e-scooter lock-up technology operates prior to executing an agreement. The City of Ottawa, for example, made equipment demonstrations a formal stage in their recent RFP evaluation process.
3. Develop expectations of launch timelines and minimum fleet deployments for selected providers to ensure commercial e-scooters are made available for community members and visitors.
4. Align the evaluation areas of the RFP (as stated on pages 10-12) with a scoring grid or rubric to guide responding bidders with the City’s priorities and serve as a review tool for the evaluation committee. Report out high-level scoring categories in the next set of staff recommendations to the entire City Council.

In closing, we believe commercial e-scooters bring communities and their urban environment closer together.

Thank you. I would be happy to answer any questions you may have.