



Hamilton Public Works Committee:

Item 9.2 - Regulation of E-Scooters
(PED20134/PW20050) (City Wide)

Chris Schafer, VP Government Affairs

Bird Canada

Dec. 7th, 2020



Staff Recommendation

(g) That staff be directed to report back to Public Works Committee with a strategy for regulating commercial operations of E-Scooters and their integration with the bike-share system.

Bird Canada supports this recommendation and in this presentation outlines in brief:

- Why cities are enabling commercial operators to obtain the ability to operate micro-mobility (shared e-scooter programs), particularly in light of COVID-19
- Common elements of shared e-scooter programs in cities like Ottawa



How Can a Shared E-scooter Program Help Hamilton Achieve its Goals?

1. **Helping to eliminate fatalities and serious injuries on city streets** to create a safe and healthy city (Vision Zero).
2. **Supporting public transit** as a first- and last- KM solution for public transit, and as a socially-distant supplemental option during COVID. **In Montreal, 27% of e-scooter share trips started/ended at public transit.**
3. **Reducing local greenhouse gas emissions**, as transportation and emissions attributable to personal cars contribute to sizeable pollution levels in cities. E-scooters are electric.
4. **Reducing traffic congestion** by getting Hamilton residents out of their cars. **In Calgary, city staff reported 1 in 3 shared e-scooter trips replaced a car trip.**
5. **Supporting local business** by connecting riders to commerce. **In Calgary, city staff over 50% of e-scooter share trips ended in a BIA or BRZ.**

COVID-19 presents an opportunity to reshape the way cities move

*"During this crisis, we have all learned that we can be outside for walks or bike rides. Biking and walking will be our safest way to get to and from work. **Bike lanes should be expanded, and bike and scooter sharing programs should be, too.**"* – University of Toronto Professor Richard Florida, Globe and Mail April 2, 2020

*"When these temporary restrictions end, this could be used as an opportunity for governments to change how we get around cities. **They could invest more in transit, electrification and active transportation, including cycling, e-scooters and e-bikes.**"* – University of British Columbia Professor Lawrence Frank, Globe and Mail, March 25, 2020

*"Cities such as Mexico City and London are seeing the benefits of many years spent growing their cycling networks, and are moving to make temporary cycling measures permanent. **Anecdotally, there are stories everywhere of people switching from transit trips to cycling and e-scooters, where these modes are available.**"* – Institute for Transportation and Development Policy, March 24, 2020

*"Micro-mobility as we know it today is a descendent of the e-bike surge in the early 2000s. That surge was aided by a demand for large scale mobility that still allowed for SARS-related personal distancing. **Shared micro-mobility today, as a part of a diverse transit network, can help enable resiliency in the transportation system while limiting personal contact.**"* - Chris Cherry, professor at the University of Tennessee and member of the Institute of Transportation Engineers, April 14, 2020



CANADA

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

By **Gloria Galloway** Special to the Star
Mon., Oct. 19, 2020 | 4 min. read

“There’s a been a lot of thought put into this and, touch wood, it’s probably been one of the more successful pilot scooter projects across the country if not throughout North America”

~ Councillor Tim Tierney, Chair Transportation Committee, Ottawa City Hall



Calgary

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



There's also an economic benefit, the city report found



[Sarah Rieger](#) · CBC News · Posted: Dec 14, 2019 2:53 PM MT | Last Updated: December 14, 2019

E-scooter Rider Education



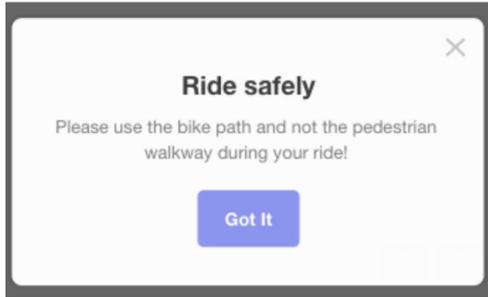
Ottawa

- Providing residents an opportunity to test ride an e-scooter at no cost
- Educating residents on safe and responsible riding including local rules like no sidewalk riding
- Free helmets given away to local residents



Calgary

On-going Rider Education



Geofenced to Eau Claire area in Calgary

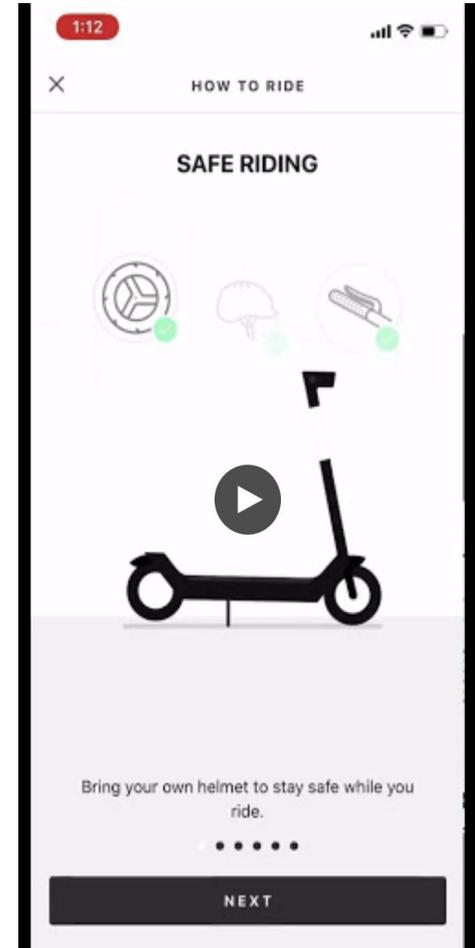


Edmonton

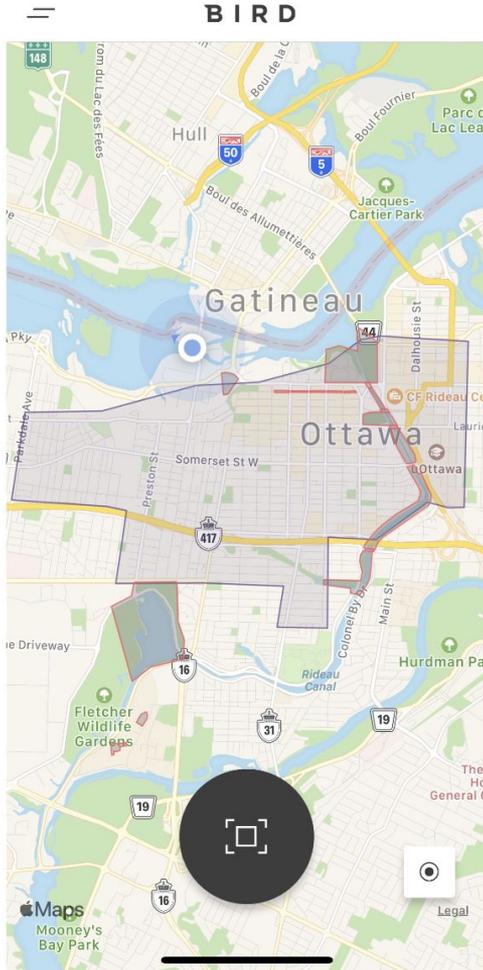
Reminder: No sidewalk riding & park in the "furniture zone" of sidewalks - areas where there are benches, newspaper boxes, light poles.

Ottawa

- In-app education on how to ride and park responsibly (right - image of in-app tutorial video)
- Reminder emails + in-app pop up messages and push notifications to smartphones (images to left)



Geofencing



- **Slow Down Zones:** Most Canadian cities have set scooters to a maximum of 20 km/h and some cities have implemented slow down zones for highly pedestrianized areas of the City so that scooters travel slower in these zones (i.e. 15 km/h in Calgary and 8 km/h - 15 km/h in Ottawa).
- **No Ride Zones:** Some cities have established no rides zones where upon entering the zone the scooter slows down gradually and stops safely to discourage riding. For example, Ottawa has mandated this for all National Capital Commission pathways in the City to prevent shared e-scooters from being ridden on these pathways (e-bikes are also currently prohibited).
- **No Park Zones:** Some cities have established areas where shared e-scooters are not permitted to be parked. When a rider attempts to end a trip in a geo-fenced no park zone, they are unable to do so and receive instructions via the app to park in a permitted area.

Rider Education: Safe Streets Patrol



Ottawa



Edmonton

Uniformed staff physically patrol on foot key areas of the City identified in collaboration with City staff to educate riders and the general public on local rules for shared e-scooters.



BIRD
CANADA

Chris Schafer, VP Government Affairs

Bird Canada

chris.schafer@birdcanada.co

