




COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	September 11, 2023
SUBJECT:	Update on the City's Shared Micromobility Program (Wards 1, 2, 3, 4 and 13)
WARD(S) AFFECTED:	Wards 1, 2, 3, 4 and 13
SUBMITTED BY:	Brian Hollingworth Director, Transportation Planning and Parking Planning and Economic Development Department
SIGNATURE:	

The purpose of this Communication Update is to provide an update on the City's Shared Micromobility Program since the launch of the Commercial E-Scooter pilot program on April 3, 2023.

Hamilton's Shared Micromobility Program comprises two complementary programs: the Hamilton Bike Share system and the Shared Commercial E-Scooter pilot program. A summary of each program is provided in Table 1.

Table 1: Summary of Hamilton's Shared Micromobility Programs

Program	Commercial E-Scooter Pilot	Hamilton Bike Share
Equipment Type	Electric Kick-Scooter	Smart Pedal Bike
Launched	April 3, 2023	March 20, 2015
Asset Owner	Bird Canada Inc.	City of Hamilton
Operator	Bird Canada Inc.	Hamilton Bike Share Inc.
Funding	Operator pays fees to offset staff time, offset the potential loss of bike share ridership, and to support the Everyone Rides Initiative.	City provides an annual operating and capital subsidy to the operator.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

Shared Commercial E-Scooter Pilot Program

The Shared Commercial E-Scooter program was launched on April 3, 2023, with the e-scooters owned and operated by Bird Canada Inc. The service area initially matched that of the Hamilton Bike Share system and expanded in July eastward into Ward 4, from Ottawa Street to Kenilworth Avenue. Bird Canada Inc. was awarded exclusive rights to operate through a competitive Request for Proposal process. The vendor is required to pay fees to offset staff time, offset potential ridership impacts to the Hamilton Bike Share system, and support bike share equity initiatives.

Hamilton Bike Share System

The Hamilton Bike Share program serves an area that spans Wards 1, 2, 3 and 13. The program is operated by Hamilton Bike Share Inc., a local not-for-profit, which has received an annual contribution from the City since 2022 to support its operations. Hamilton Bike Share Inc. also operates the Everyone Rides Initiative, an equity bikeshare program, which the City and the e-scooter vendor financially support.

Micromobility Program Usage to Date

The performance measures for both programs since April 3, 2023 are summarized in Table 2.

Table 2: Micromobility Program Usage (April 3 to August 31, 2023)

Shared Mobility Program	Shared Commercial E-Scooter Pilot	Hamilton Bike Share
Distance Travelled (km)	232,414	324,939
Average Trip Length (km)	2.7	2.4
Average Number of Devices Deployed Per Day	274	854
Service Area (km²)	27.25	25

Staff continue to monitor feedback submitted to the City since the Commercial E-Scooter pilot. Feedback has primarily been received through the dedicated email (escooters@hamilton.ca), the Customer Contact Centre, and Ward Councillor offices. Over half of the comments received to date were in the first two months of the pilot, and comments have since declined as awareness of the pilot program has increased.

Table 3 provides a summary of the topics raised in comments as of August 31. Staff continue to work with Bird Canada Inc. to address operational issues raised through the feedback.

Table 3: Summary of Feedback Received as of August 31, 2023

Topic Raised	Number	Typical Comment
Parking (Specific Site)*	13	Concern about a device parked in a specific location on municipal property/right-of-way
Accessing the Bird E-Scooter System	8	General questions about the program (e.g. how to sign-up, service area)
Supportive of the Pilot	7	Feedback supportive of the pilot
Fare Programs	6	Accessing reduced fare programs; general cost
Not Supportive of the Pilot	5	Feedback not supportive of the pilot
Parking (Private Property)	5	Instances of e-scooters parked at bike racks or other locations on private property
Availability of Bike Racks	5	Feedback on the number of e-scooters parked at public bike racks
Sidewalk Riding	3	General concerns about potential to ride on sidewalks; request to permit sidewalk riding
Other Comments	4	Future expansion, geofencing technology, potential for theft

Note: Some submissions raised multiple topics and were tabulated separately above

*Complaints about parked Bird e-scooters should be submitted directly to Bird Canada Inc. by email, phone or the app (see hamilton.ca/sharedescooters). Bird Canada Inc. operates local teams 24/7 and will respond immediately. The City email is monitored during business hours.

Next Steps

The City will send out the annual user survey this fall to e-scooter and bike share users, which will provide insights into the programs' use. Staff will report back with an analysis of the programs' operations in 2023 as part of the Sustainable Mobility Annual Report. Staff are also installing public bike parking based on the e-scooter usage data.

If you have any questions regarding this communication, please contact Peter Topalovic, Manager, Active Transportation and Mobility at (905) 546-2424 Ext. 5129 or by email at Peter.Topalovic@hamilton.ca.

APPENDICES AND SCHEDULES ATTACHED

N/A