

Shared Micromobility Readiness Study

Active Transportation Advisory Committee

January 16, 2020

HALIFAX

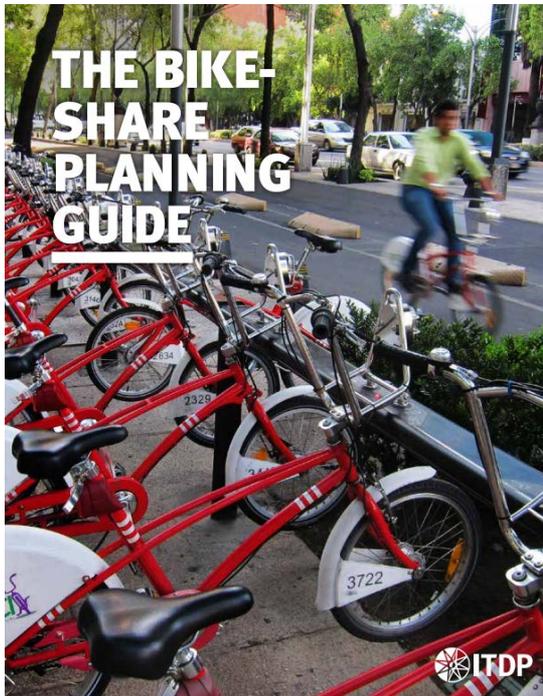
Project Outcomes

What is “shared micromobility”?



Project Outcomes

- Transportation Standing Committee (TSC) direction to prepare a report on shared micromobility (Phase 1)
- Integrated Mobility Plan direction for a feasibility study (Phase 2)
- Shared Micromobility Readiness Report



Engagement Update: Residents

Shape Your City

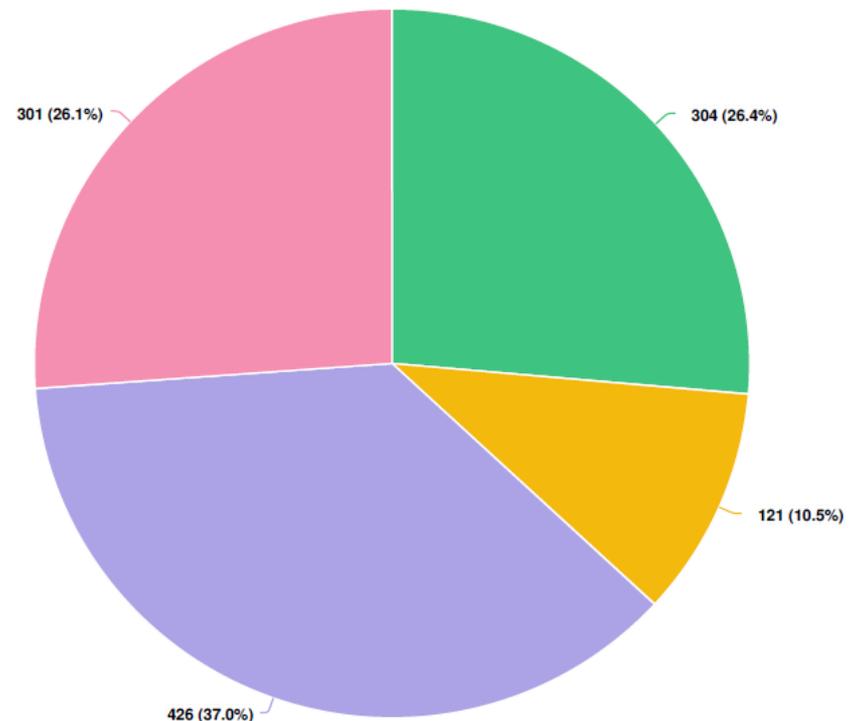
- 1,152 survey completions
- 90% agree with the Vision statement
- Generally see all Principles as important
- People who completed the survey currently primarily:
 - Drive (48%)
 - Walk (18%)
 - Transit (17%)
 - Bike (12%)

Please tell us about yourself
Would you use a shared micromobility service and if so, which kind would you use?

Question options

● Bike share
 ● Scooter share
 ● Both
 ● Neither

(1152 responses, 0 skipped)



Engagement Update: External Stakeholders

Stakeholder Engagement

- Major Themes:
 - Safety
 - Clarity
 - Affordable/Accessible
 - Integrating with other modes
 - Users: Visitors vs. Residents
 - Area of operation
 - Seasonality
 - Public realm
- Public and private sector insights
- Agreement with Vision, Principles, and Goals
- Alignment with stakeholder goals

Review of Background Report

- Vehicle Types
 - Bicycles
 - E-scooters
- System Ownership and Operation
 - Procurement
 - Permitting



Figure 1. Dock-based equipment in Montreal



Figure 2. Dockless smart-bike in Toronto



Figure 3. Lock-to hybrid smart-bike in Hamilton (Sunnie Huang/CBC)

Review of Background Report

Industry Outlook

- History and development
- Trends and direction

Table 1. E-scooter evaluation

Metric	Portland, OR ³	Calgary ^{4 5}
Pilot Evaluation Method	Operator data, surveys, polls, focus groups, online feedback, hospital-visits	Operator data, 311 correspondence, survey, Alberta Health Services data
Pilot Length	4 months	4 months
Trips Taken	700,369	750,000
Distance Travelled	1,290,512 km	1,390,000 km
Trip Replacement	34% of residents and 48% of visitors used e-scooters instead of driving or taking a taxi, Uber, or Lyft	33% of trips replaced a car trip
New Riders	74% of residents never used BIKETOWN (Portland's bike share system), and 42% reported to never cycle	Over 40% of survey respondents never ride a bike. 86% said that they preferred e-scooters over e-bikes
Facility Preference	Preference to use bike lanes and low-speed streets	Preference for pathways, bike lanes or cycle tracks
E-scooter Injuries/Hospital Visits	Total of 176 emergency room visits, with 83% result of falling - likely minor injuries	Total of 33 emergency visits, with no major injuries
Economic	Not available	Over 50% of e-scooter trips ended in a Business Improvement Area or Business Revitalization Zone

Review of Background Report

- Local and Provincial Policy and Regulations
 - E-scooters are a grey area
 - The review notes potential gaps / barriers
 - Expansion of AT facilities in recent years – IMP mode share goals

Review of Background Report

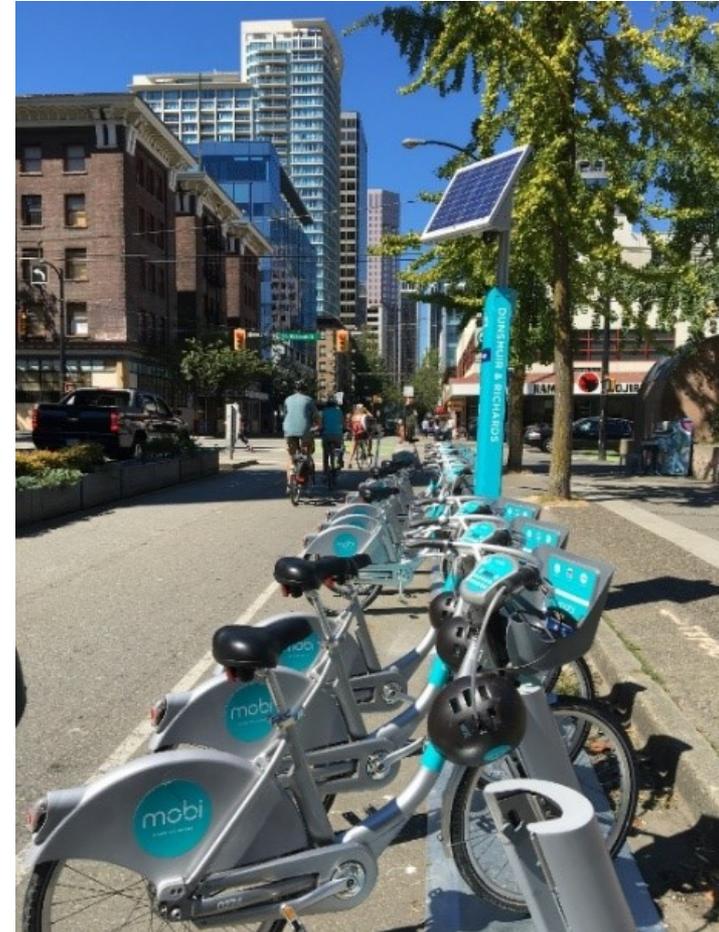
Table 3. Summary of background documents

Document	Constraints for Micromobility Operation
Provincial Documents	
Access by Design 2030	No noted constraints
HRM Charter	No noted constraints
Motor Vehicle Act	Mandatory helmet law is considered a barrier to use of bikeshare/micromobility system E-scooters do not meet the definition of personal transporter due to the wheel configuration
Traffic Safety Act	Mandatory helmet law is considered a barrier to use of bikeshare/micromobility system
Halifax Regional Municipality Documents	
AT Priorities Plan 2014-2019	No noted constraints
Integrated Mobility Plan	Year round clearing of the AAA cycling network is subject to budget process and Council approval, potentially limiting the seasonal use of the system
HRM By-laws	By-laws do not explicitly align with micromobility services, and may need to be adapted, or exceptions granted
Halifax Transit Policies & Guidelines	No noted constraints
Centre Plan	No noted constraints

Review of Background Report

Jurisdictions with helmet laws use three approaches:

- Requiring the provision of helmets
 - Vancouver, Seattle Pronto, Melbourne Bike Share
- Requiring user acknowledgement to wear helmet
 - Calgary, Kelowna, Seattle
- Removing helmet requirements for shared micromobility users
 - Mexico City, Tel Aviv-Yafo, Spokane



Review of Background Report

- **NACTO Shared Micromobility Guidelines**
 - Regulating shared micromobility
 - General terms and conditions
 - Scope & operations insight
 - Public engagement
 - Mobility data & user privacy
 - Infrastructure
- **NACTO Guidelines and Conversations with Canadian Municipalities**
 - Canadian cities' regulations and operation agreements are generally aligned with NACTO's guidelines
 - Cities used other cities as a guide when developing their regulations and operation agreements

Transition to Phase Two

- **Phase One:** “Recommendations to implement a third party shared mobility system, which may include changes to by-laws or policies”.
- **Phase Two:** “Determine the feasibility of implementing a shared micromobility system in HRM”.



Transition to Phase Two: Vision

Draft Vision Statement

Shared micromobility in Halifax Regional Municipality will provide mobility options to connect people of all ages, abilities, and incomes to each other and to everyday destinations. It will be an environmentally sustainable travel option to safely support active lifestyles. The system will be affordable and easy to use for both residents and visitors.

Transition to Phase Two: Principles and Goals

- **Connect People and Places:**
 - Improve mobility for all community members, regardless of age, ability, or income.
 - Integrate with other modes, such as transit.
 - Improve connections to places to work, play, live, and learn.
 - Enable a year-round system.
- **Strengthen Public Health and Safety:**
 - Support active lifestyles for people of all ages and abilities.
 - Support HRM goals for transportation safety (e.g., 'Healthy' pillar of IMP).

Transition to Phase Two: Principles and Goals

- **Advance Environmental Sustainability:**
 - Reduce the environmental footprint of travel by reducing motor vehicle trips.
 - Enable a system that is resilient and adaptable to future change.
- **Make It Accessible:**
 - Make it affordable for people to get around the city.
 - Manage parking of micromobility vehicles to maintain safe and accessible streets and sidewalks.

Transition to Phase Two: Principles and Goals

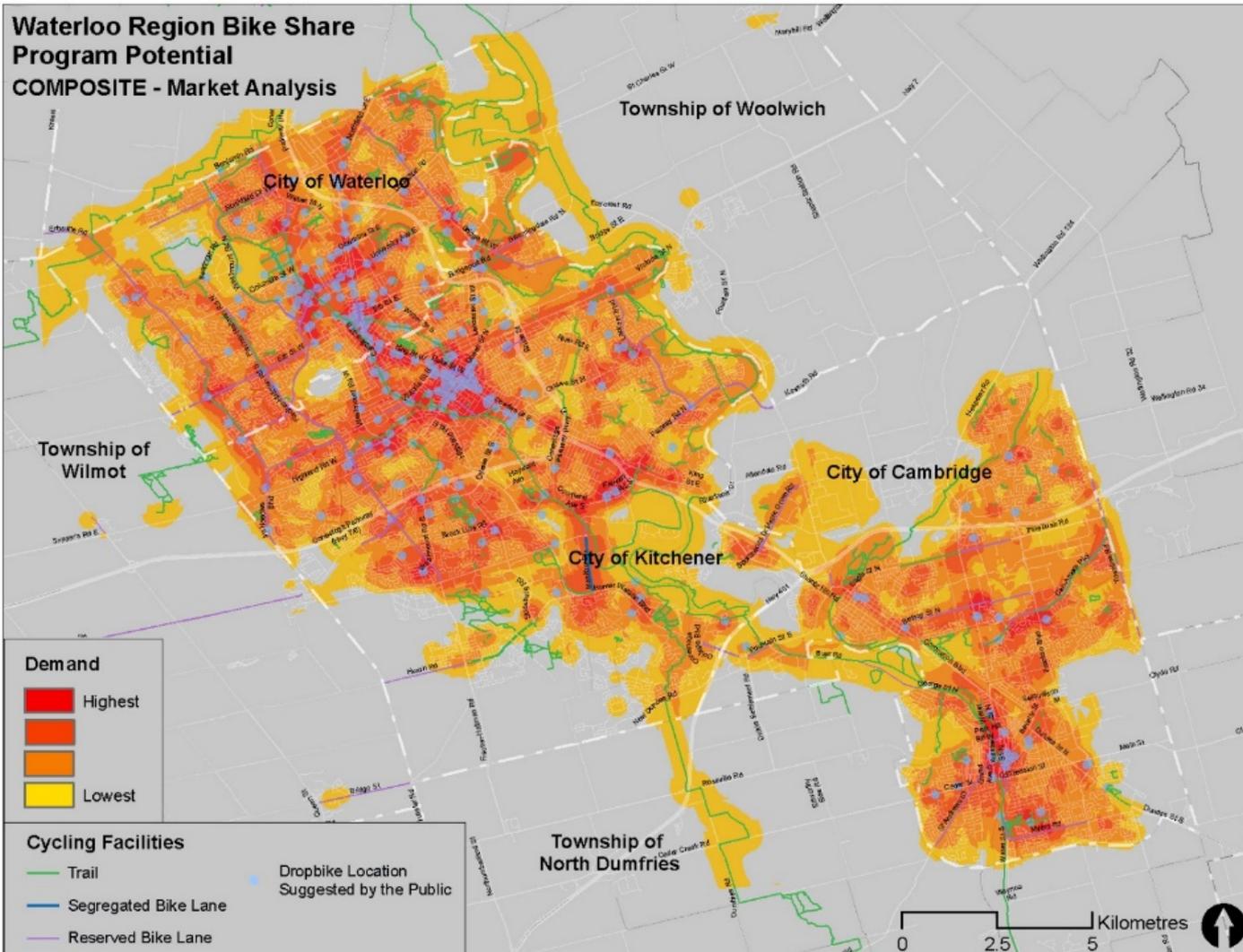
- **Ensure a High-quality Public Experience:**
 - Create a convenient, comfortable, and easy-to-use system for residents and visitors alike.
 - Ensure operators provide proactive and responsive customer service.
 - Make a system that is flexible and responsive to special events and tourism.
 - Ensure cost effective and responsible public spending.

Market Analysis

Identify demand “hotspots” for shared micromobility:

- **Where people live:** population data, building permits
- **Where people work:** employment data
- **Where people study:** post-secondary institutions and schools
- **Where people shop:** retail data
- **Where people take transit:** transit terminals and stops
- **Key destinations and amenities:** parks, libraries and community centres, places of interest, campuses, designated areas
- **Where people cycle:** trails and bikeways

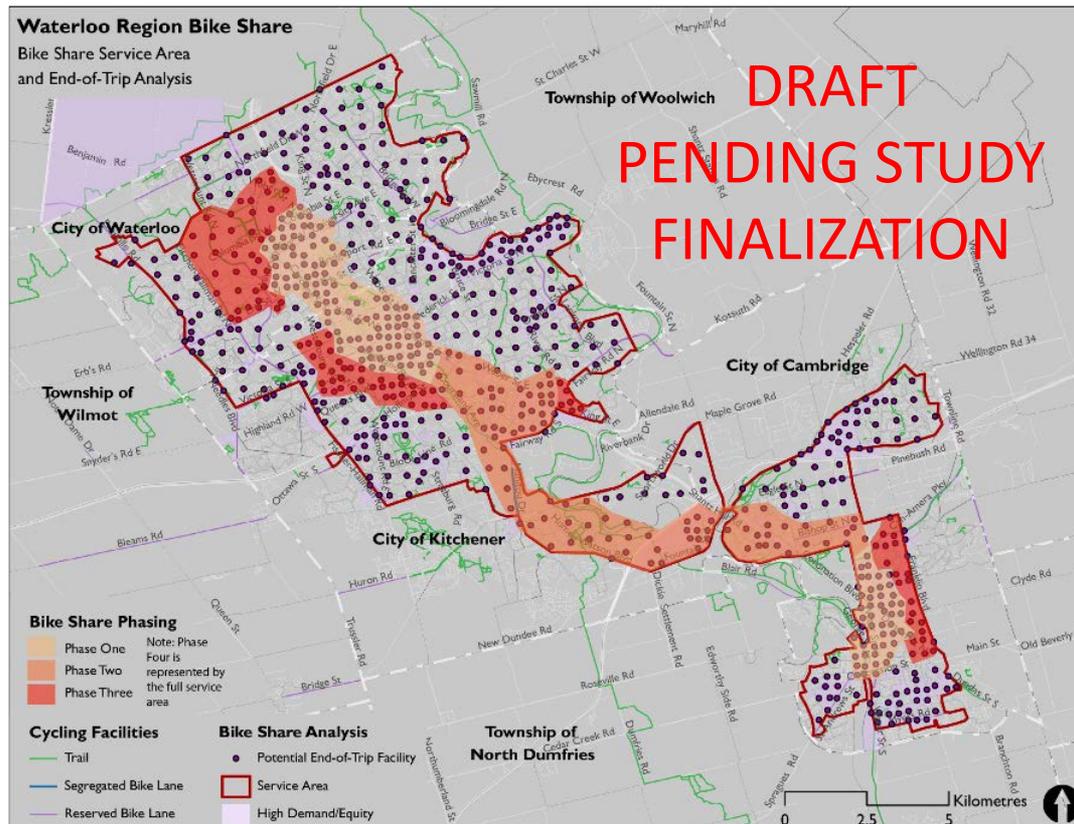
Market Analysis



Market Analysis

Define service area coverage

- Build from market analysis
- Phased service area expansion



Market Analysis

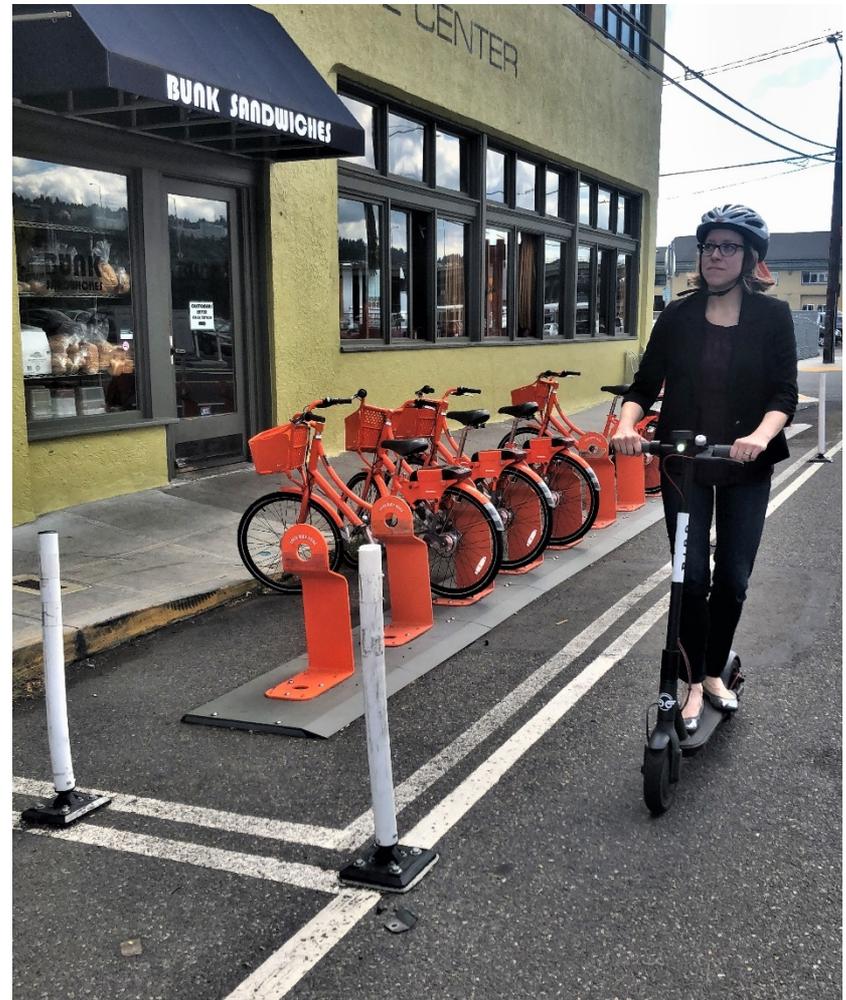
Define system type

- Alignment with vision, principles, and goals
- Industry trends and cost
- Potential for equity programming
- HRM and other stakeholder involvement



Additional Phase Two Tasks

- **Financial analysis**
Business Plan Memorandum:
Outline steps to make an informed decision about equipment, timing, funding, and system / ownership model
- **Identify barriers, risks, and opportunities**
Build from work completed during Phase 1



Next Steps

- Next steps
 - Finalize Background Report
 - Recommendations Memorandum
 - What We Heard Report
 - Market Analysis memorandum
- Questions?

Thank You!

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