

Overview of Shared Micromobility in Kelowna – Report to Council

Attachment 2 - Other Considerations

June 15th, 2020

Potential for Pedal Bikeshare

Council has asked about the possibility to bringing pedal bike share back to Kelowna. With almost a year of this permit program which allows for a variety of different vehicle types to be shared, we have seen few operators come forward looking to share traditional pedal bicycles. In 2019, private companies were overwhelmingly interested in sharing e-scooters compared to other options. There have been significant changes based on the appetite of the private market in terms of providing shared e-bike and pedal bike services. Reporting in micromobility industry landscape from the North American City Transportation Officials (NACTO) in 2018 highlighted that "e-scooters overtook bikes as the preferred vehicle for dockless micromobility vendors. As of the end of 2018, over 85,000 e-scooters were available for public use in about 100 U.S. cities. In contrast, dockless pedal bikes, which once numbered in the tens of thousands, have largely disappeared from city streets." The graph from 2018 on the respective North American market share on different vehicle types paints shared e-scooters as having staggering growth, which has continued up until the COVID-19 crisis. Locally, minimal potential to attract pedal bikeshare exists without subsidies.

Staff have found that the scale of subsidy a private operator would require to provide a 300-bike pedal bikeshare service to Kelowna would be roughly one million dollars per year. There exist opportunities to lower that cost through corporate sponsorship and revenue sharing.

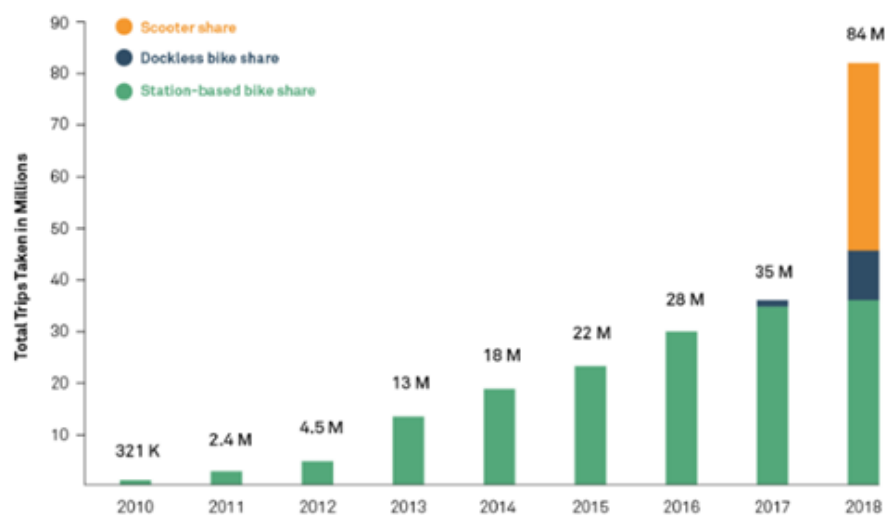


Figure 8 – The shared e-scooter market has grown at an alarming rate due to favourable ridership numbers, their propensity to attract a wider audience and better profitability than other options.²

E-scooter User's Perspective

The City delivered a user survey that was open for a 2-week window in November 2019, the survey had 331 responses and was distributed through bikeshare permit holders, all of which exclusively delivered shared e-scooters. This survey provided insights into user attitudes about shared e-scooters and individual permit holders' performance. A focus was placed on asking respondents about their

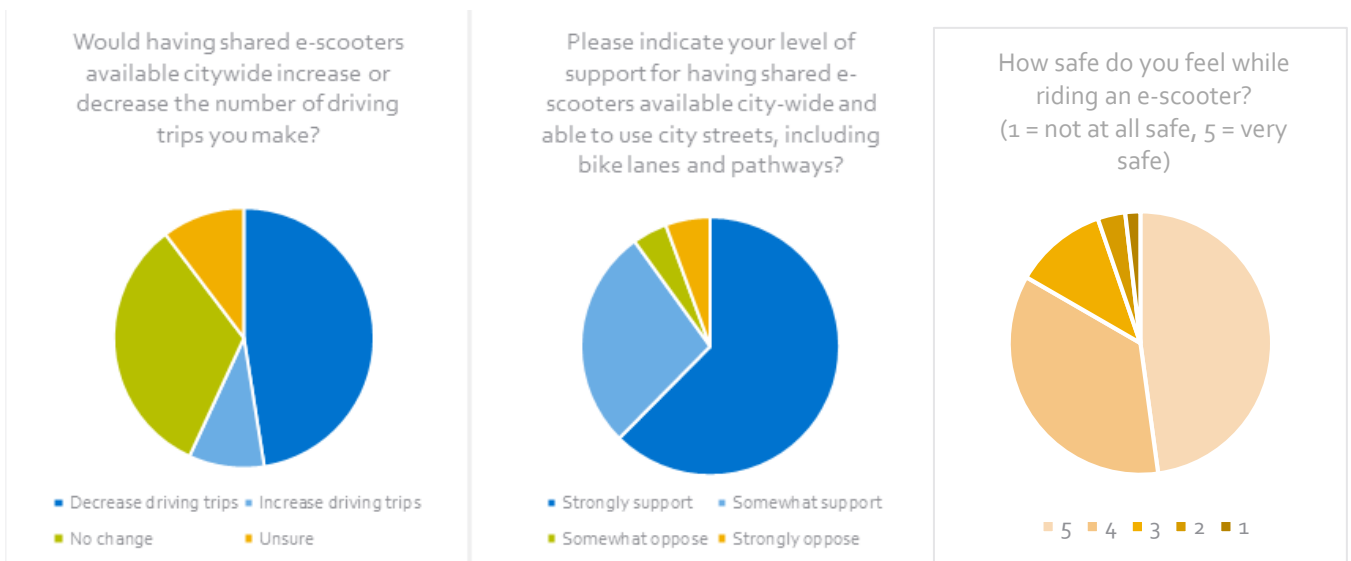
¹ "Shared Micromobility in the U.S.: 2018." National Association of City Transportation Officials, 17 Apr. 2019, nacto.org/shared-micromobility-2018/.

future behaviours should the Province grant Kelowna get the ability to allow e-scooters to be used on streets and bike lanes.

The survey was sent to all users, and the respondents were primarily local (55%), male (56%) and younger (55% were between the ages of 18 and 34). In general, survey respondents strongly supported shared e-scooters. 85% of respondents strongly or somewhat supported shared e-scooter services. Between locals and visitors,

there was a higher degree of local support for shared e-scooter services. Additionally, only 5% of riders indicated feeling unsafe while riding e-scooters.

The objective of this survey was to understand experiences on e-scooters this summer but also to understand the potential of allowing the services if e-scooters were permitted to use the road network. When asked respondents if they support e-scooters being available city-wide and able to use city streets, including bike lanes and pathways, 90% of respondents were strongly or somewhat supportive. When asked what the reasons were for this support, the two most popular answers were "fun/enjoyable" (75%) and for "trips too far to walk" (62%). Among all respondents, if e-scooters were available city-wide, 48% said they would decrease their driving trips as a result of having the service available.



When asked what other vehicle respondents would like to see shared in the same way as e-scooters, respondents' top choices were e-bikes, e-scooters with a seat, and e-mopeds.

There was more support for Roll and Zip, two companies that entered the market later in the fall. With open markets, more competent operators can drive higher quality service, and the market can evolve. Through the process of delivering a survey, Staff identified one of the operators was getting significant complaints in the open-ended final question. The City worked with the operator to have a customer service issue they were experiencing resolved and will be monitoring their performance closely this year.

Provincial Motor Vehicle Act Pilot Project proposal - Allowing e-scooters to be used like bicycles

In October 2019, the BC legislature adopted regulations that allow for a variety of types of pilots within the Motor Vehicle Act. In public releases, the Ministry of Transportation and Infrastructure highlighted e-scooters as one of the things that would be enabled under this legislation. In March, they allowed for pilots to be proposed by local municipalities. The City of Kelowna submitted a pilot proposal related to our Bikeshare Permit Program. The City's mirrors the request from Kelowna Council to the Premier and Minister Trevena related to e-scooters in May. In preparation for the possibility of Kelowna receiving the ability to allow e-scooters city-wide, Staff have been engaging critical internal and external stakeholders to understand any challenges or opportunities they anticipate with this change. The City has been in discussion with the Ministry of Transportation and Infrastructure and expects a decision to be made on our proposal by the end of June.