



City of
Kelowna

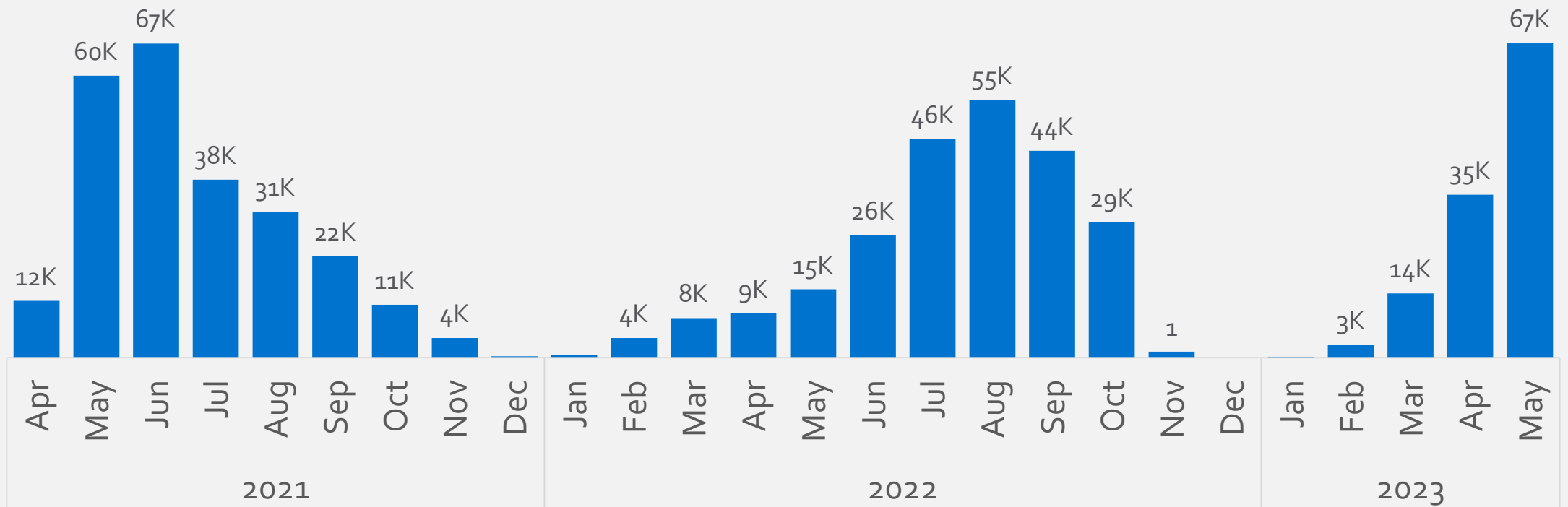
Micromobility Permit Program Update

July 2023

Ridership

Over 600,000 trips have been made on shared micromobility in Kelowna

Monthly trips on shared e-scooters and e-bikes, in thousands

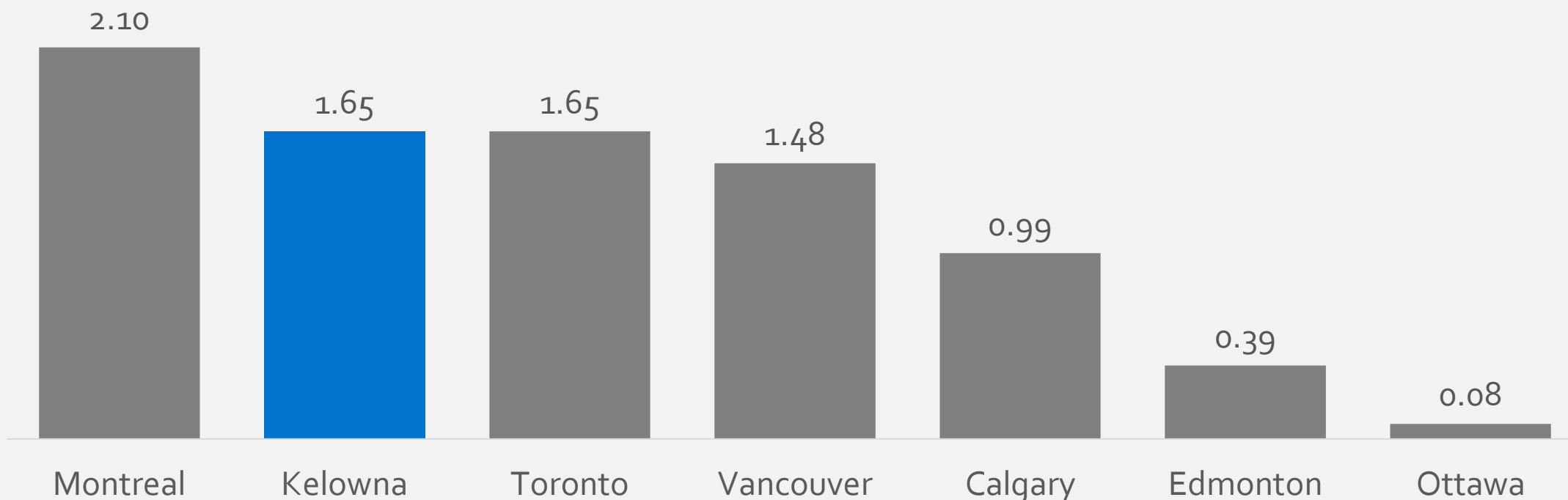


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Per capita ridership

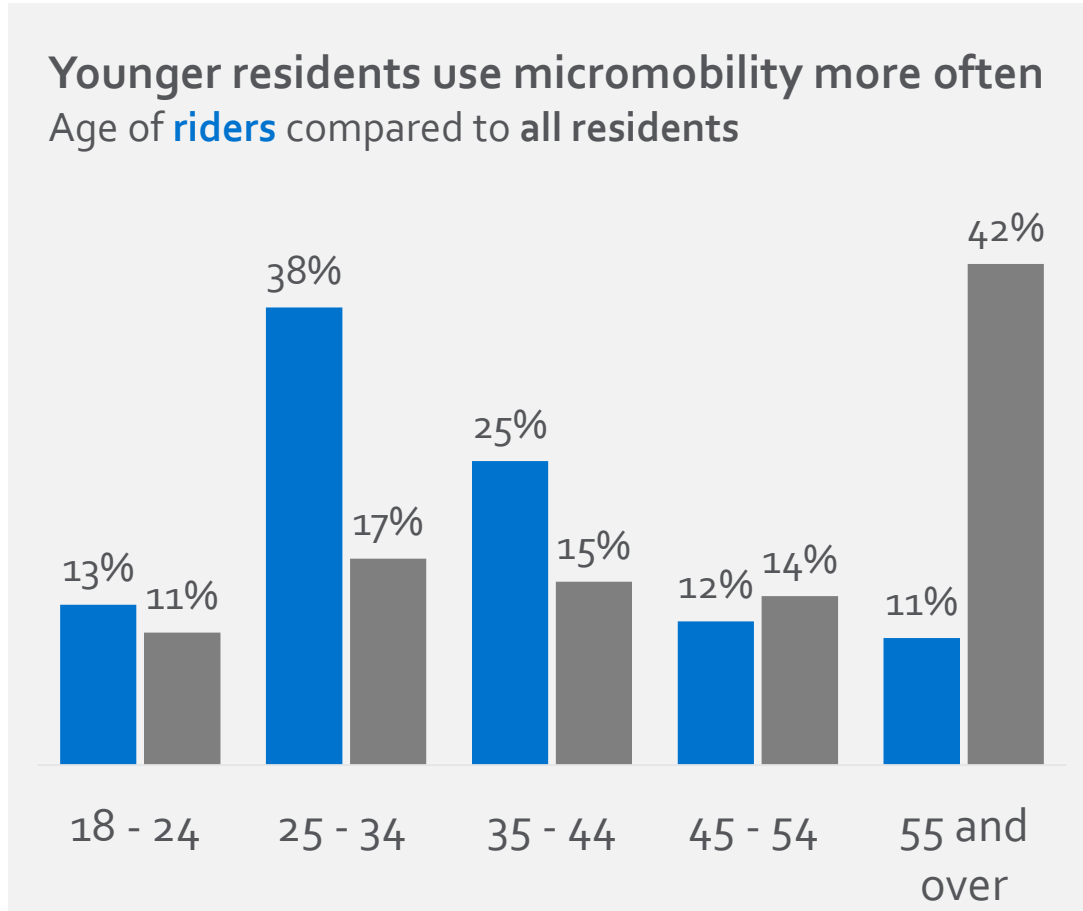
Kelowna's per capita ridership is one of the highest in Canada

Annual rides on shared micromobility per capita in 2022, based on municipal population



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Demographics



- ▶ 70% of riders are Central Okanagan residents

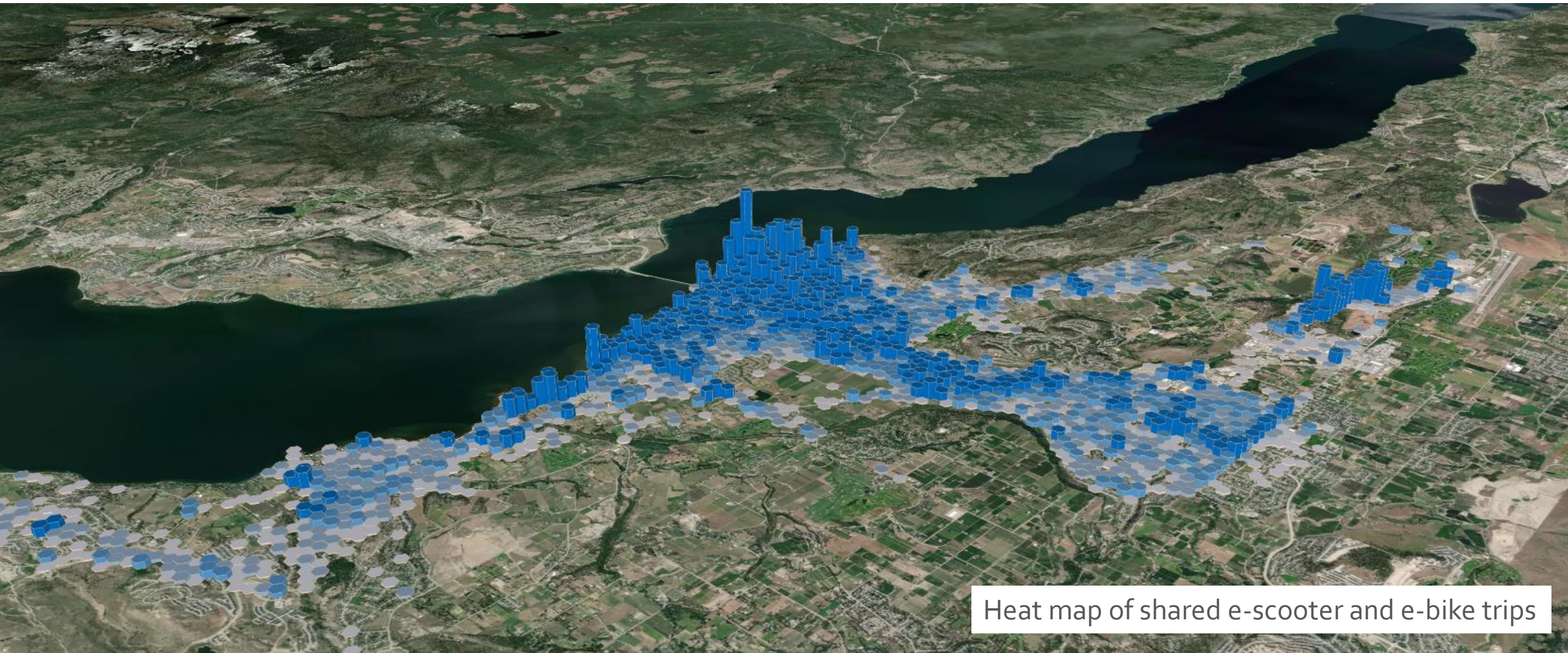
- ▶ 86% of people who have ridden e-scooters support continuing program
 - ▶ Consistent across demographic groups

Increasing transportation options

- ▶ Average trip is 2km
 - ▶ Too far to walk
 - ▶ Too short for transit or ridehail
- ▶ 60% of trips happen outside Downtown
- ▶ Ridership in Rutland is up 6 times year-over-year



More **trips** throughout the city



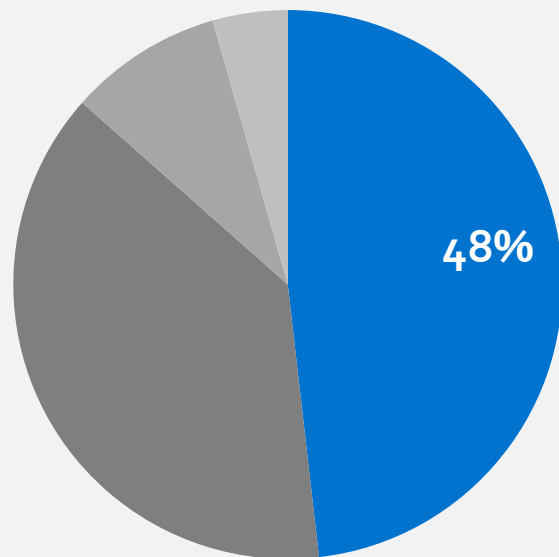
Heat map of shared e-scooter and e-bike trips

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Reducing congestion and emissions

"If e-bikes and e-scooters weren't available, how would you have gotten to your destination?"

- Driving, taxi, or ridehail
- Walk or bike
- I would not have made this trip
- Transit



- ▶ 48% of trips replace driving
 - ▶ Consistent with North American average

- ▶ Most popular in summer, when pressure on our road network is highest

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Key changes since 2021

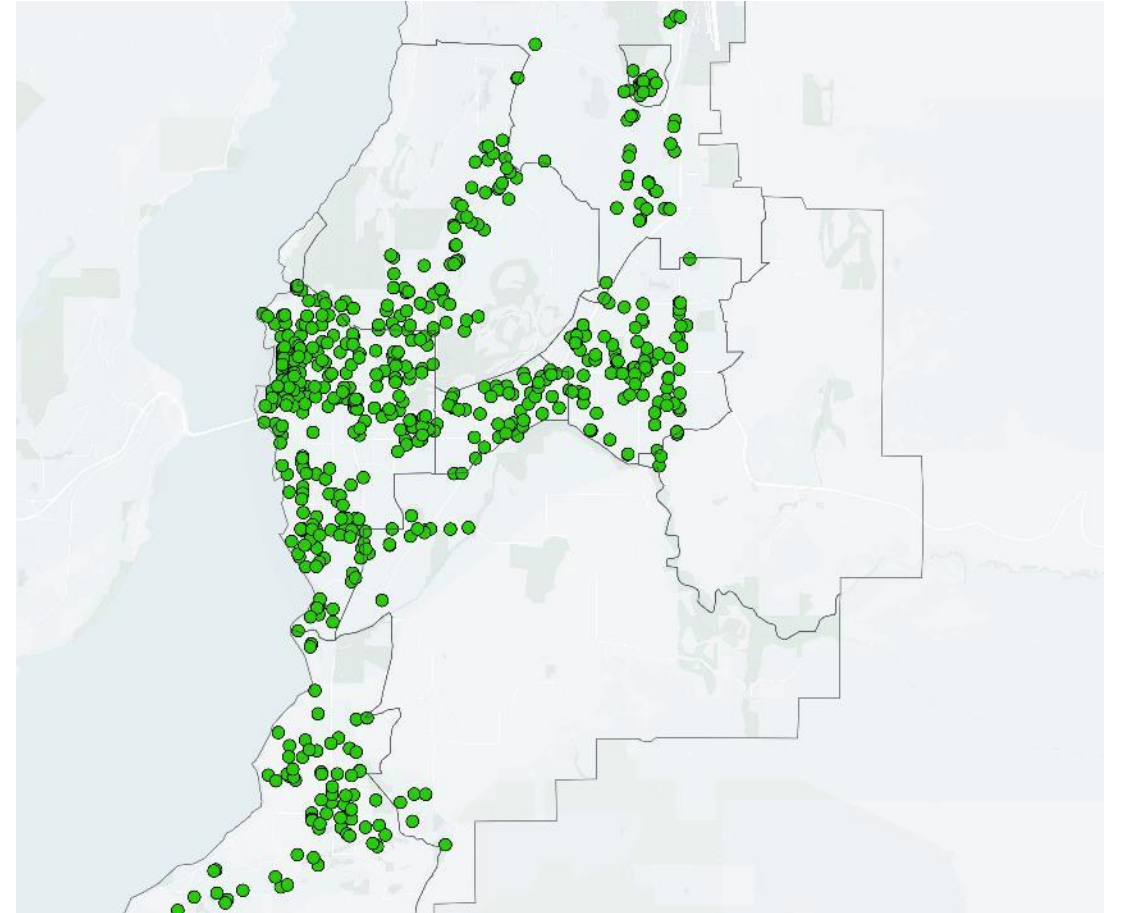
Issue	Example actions
Too many e-scooters or providers	Limited number of operators (2) Downtown fleet cap (200) Citywide fleet cap (700)
Riding and parking on sidewalks	Sidewalk riding detection 1-hour response time for improperly parked vehicles Preferred parking areas Parking audits and fines
Underage riding	ID verification Disabled group ride
Intoxicated riding	Suspended service downtown after 10:30pm In-app cognitive test

Key changes since 2021

Issue	Example actions
Conflicts on multi-use pathways	No riding areas on Waterfront, Meet Me on Bernard Slow speed zones in high conflict areas
Riders not wearing helmets	Helmets attached to vehicles Helmet selfie discount
Injury prevention	Slow speed first rides E-scooter features (e.g. bells, front and rear lights, reflectors, brake lights)
Unsafe riding	Safety education campaign

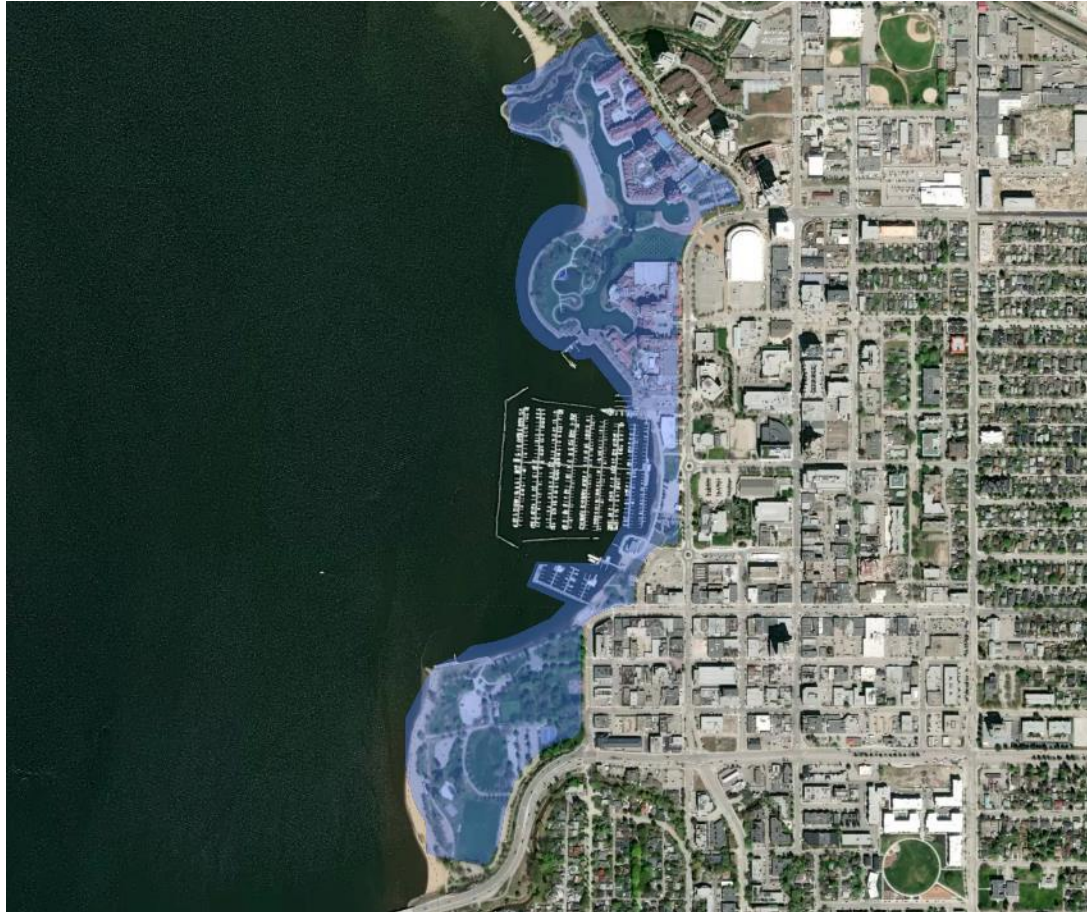
Program monitoring

- ▶ Live feed of device location and status
- ▶ Parking audits
- ▶ Self-enforcement reports
- ▶ Injury monitoring



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Waterfront restriction



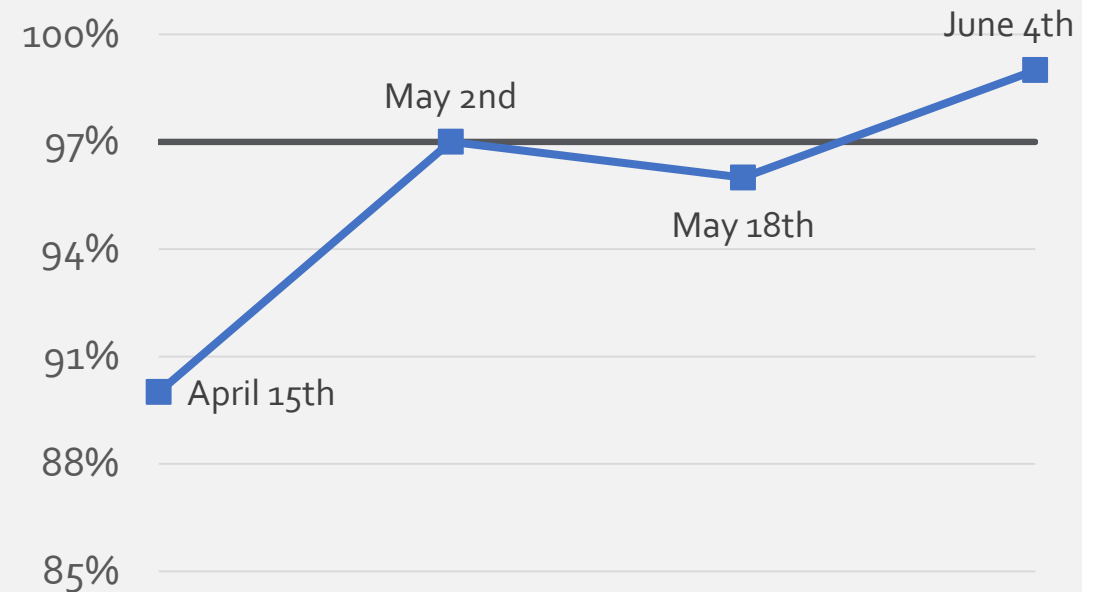
- ▶ Council resolution in June 2021
- ▶ Shared e-scooters and e-bikes lose all power
- ▶ GPS data shows 406 trips near Stuart Park in 2023 (0.3%)

Parking audits

- ▶ Random sample of 10 – 20% of fleet
- ▶ Permit standard is 97% parking compliance

Parking compliance is improving

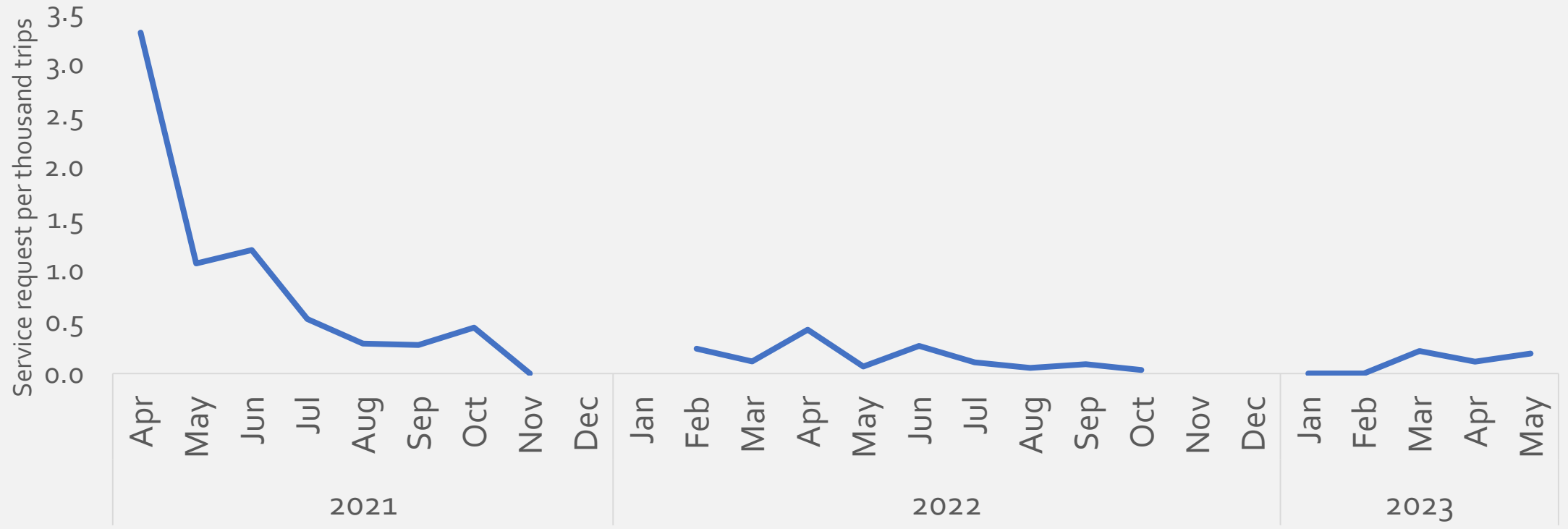
Compliance on random parking audits in 2023



Service requests

The City receives one service request per five thousand trips

Rate of service requests and other correspondence received

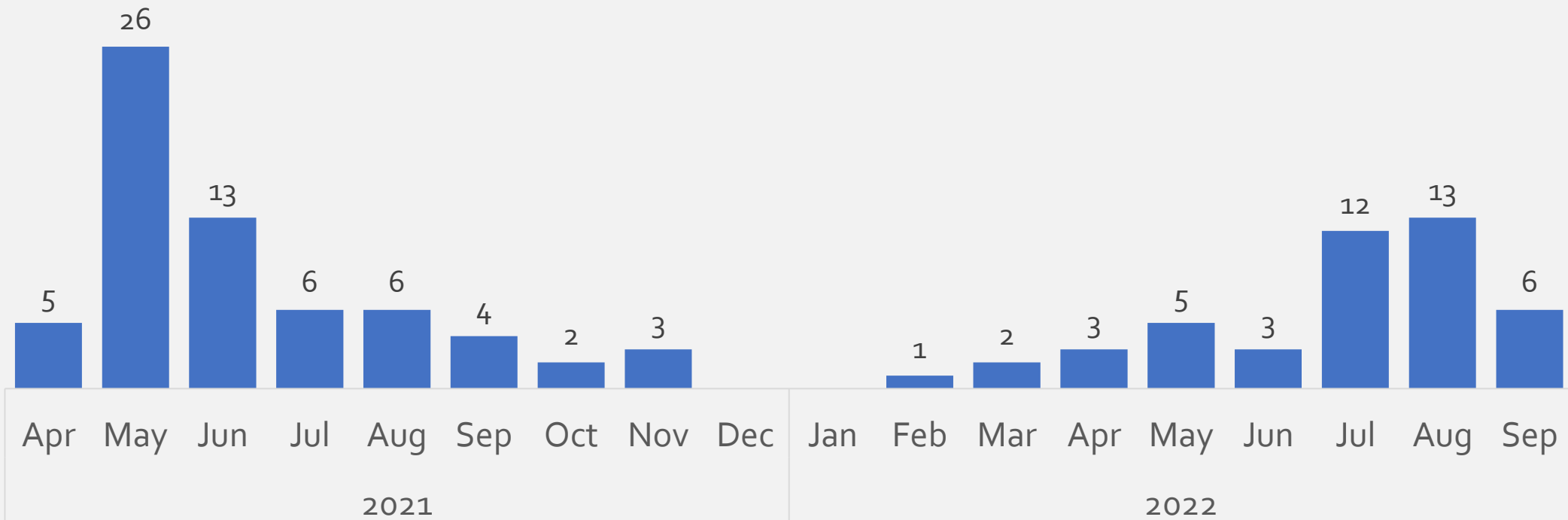


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Injuries

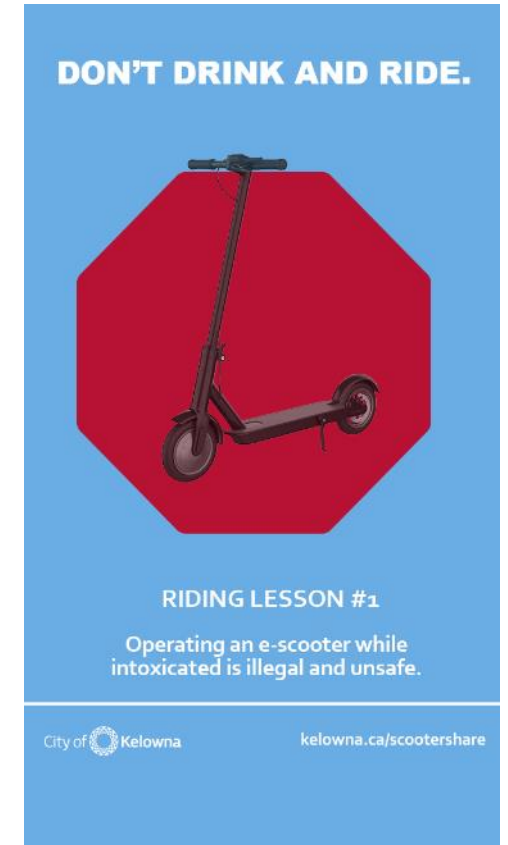
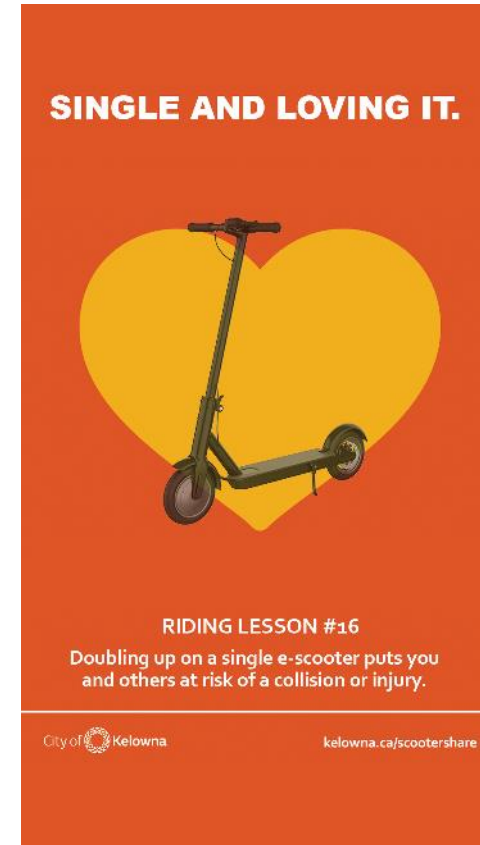
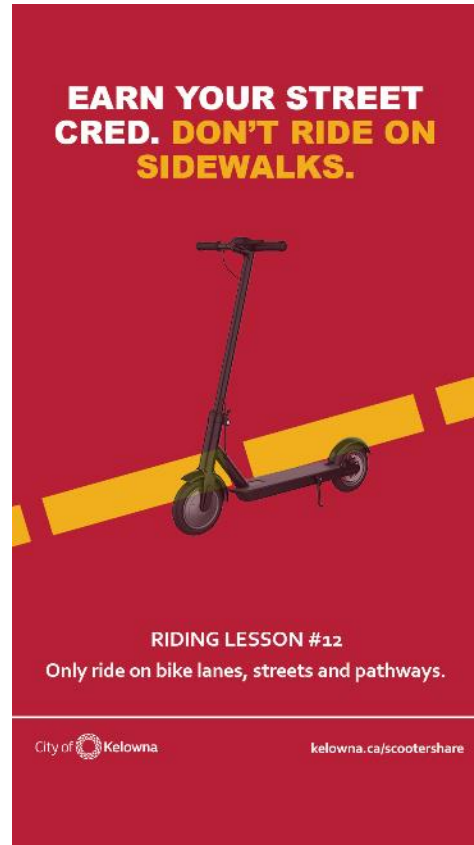
Injuries were highest in the first two months of the program

Number of confirmed e-scooter injuries at KGH



Education

- ▶ Safety campaign
 - ▶ Radio ads
 - ▶ Social Media
 - ▶ Outdoor advertising
 - ▶ Print and online news
- ▶ Sidewalk detection
- ▶ Street teams



Cost

- ▶ Self-funded
- ▶ Annual permit fee offsets costs to manage program
- ▶ Cost-effective way to reduce congestion and emissions



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Next Steps



- ▶ Continual monitoring through 2023
- ▶ Complete program evaluation for Council this fall
- ▶ Awaiting provincial decision regarding e-scooter pilot



Questions?

For more information, visit kelowna.ca.