




# COMMUNICATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	March 27, 2023
<b>SUBJECT:</b>	Launch of the Commercial E-Scooter Pilot Program (Wards 1, 2, 3 and 13)
<b>WARD(S) AFFECTED:</b>	Wards 1, 2, 3 and 13
<b>SUBMITTED BY:</b>	Brian Hollingworth Director, Transportation Planning and Parking Planning and Economic Development Department
<b>SIGNATURE:</b>	

The Commercial E-Scooter Pilot Program Framework was approved by City Council on August 13, 2021 (Report PED20134(b)). The Program Framework allows an operator to deploy e-scooters for an initial one-year term, with up to three, one-year extensions at the City's discretion. Bird Canada was selected as the commercial e-scooter operator through a competitive Request for Proposal (RFP) process.

Staff have been working with Bird Canada to prepare for the pilot program launch since the last Communication Update in December 2022. This has included a local demonstration that has confirmed that the devices and mobile application meet the requirements contained in the Program Framework, as well as the receipt of the initial funds from the operator, including the security deposit. Bird Canada has also secured a local warehouse and hired the necessary staff to operate and maintain the system. Staff are of the opinion that all the conditions have been met to launch the system.

## Commercial E-Scooter Launch Event

Bird Canada, and the City, will host a launch event on **April 3, 2023, at 12:30 p.m., in the City Hall Forecourt**. The event will include, remarks from the City and Bird Canada, information on the system, and a demonstration of the devices.

## **Launch Plan**

E-Scooters will begin to be deployed on April 3, 2023 in accordance with the Program Framework. A representative photo of the device is shown in Appendix “A” attached to this Communication.

The initial launch will cover the Hamilton Bike Share service area within Wards 1, 2, 3 and 13 (“the core service area”). Bird Canada will initially deploy 150 e-scooters and, in the following weeks, will begin to ramp up to the maximum permitted 350 devices in the core service area. The additional devices will be added when high compliance with the rules and regulations exist. For comparison, the Hamilton Bike Share system operates 825 pedal bikes within the same service area.

Staff will work with the operator during the launch phase to make sure that the Program Framework is complied with. The Vendor can apply to expand the service area in the future, which will be subject to City approval.

## **Complaints About Misparked Devices**

Bird Canada has committed to addressing any misparked device or other complaints within 30 minutes, shorter than the 60 minutes in the Framework. Anyone can submit a complaint through three channels that will be monitored 24-hours a day, seven days a week:

- Directly through the app;
- Email at [hello@bird.co](mailto:hello@bird.co); and,
- Phone at 1-800-205-2442.

The City has received a \$15 K security bond that will be used to recoup any costs the City may incur removing or relocating devices should Bird Canada not respond within the required timeframe. The bond will be replenished should it reach \$5 K.

If you have any questions regarding this communication, please contact Peter Topalovic, Program Manager – Sustainable Mobility at (905) 546-2424 Ext. 5129 or by email at [Peter.Topalovic@hamilton.ca](mailto:Peter.Topalovic@hamilton.ca).

## **APPENDICES AND SCHEDULES ATTACHED**

Appendix “A” - Photo of Bird Canada Version 3 E-Scooter, including “lock-to” mechanism

Photo of Bird Canada Version 3 E-Scooter, including "lock-to" mechanism

