

Re: Item 9.1.1

HALIFAX

Shared Micromobility Pilot Project Update

Active Transportation Advisory Committee- November 20, 2025

Brittney MacLean, Project Manager, Shared Micromobility

Background

- (2023) Council approved two-year shared micromobility pilot project.
- Format: HRM oversee privately owned shared micromobility operator through an agreement.
- Recommendation for the pilot was based on a Readiness Study published in 2021.
- (2023) New By-law M-300 approved to enable e-scooter use, micromobility share, and establish “rules of the road”.

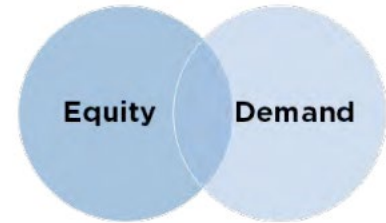
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Readiness Study

Equity and Demand Model Heat Mapping

Data inputs were based on:

- Residential density (where people live)
- Employment density (where people work)
- Transit (where people catch the bus and ferry)
- Education (where people learn)
- Play (where people gather and recreate)
- Shop (where people shop)
- Canadian Index of Multiple Deprivation (index which measures residential instability, situational vulnerability, economic dependency and ethno-cultural composition)
- Areas with high populations of African Nova Scotians



Recommendation:

Communities facing high levels of deprivation should be included in plans to provide a high density of shared micromobility vehicles and parking facilities.

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SHARED MICROMOBILITY READINESS STUDY

HALIFAX REGIONAL MUNICIPALITY

CYCLING NETWORK

- All Ages and Abilities
- Other Facilities

LEVEL OF DEMAND

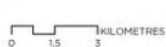
- Higher
- Lower

The level of demand is calculated based on where people live, work, study, recreate, and shop.

LEVEL OF DEPRIVATION

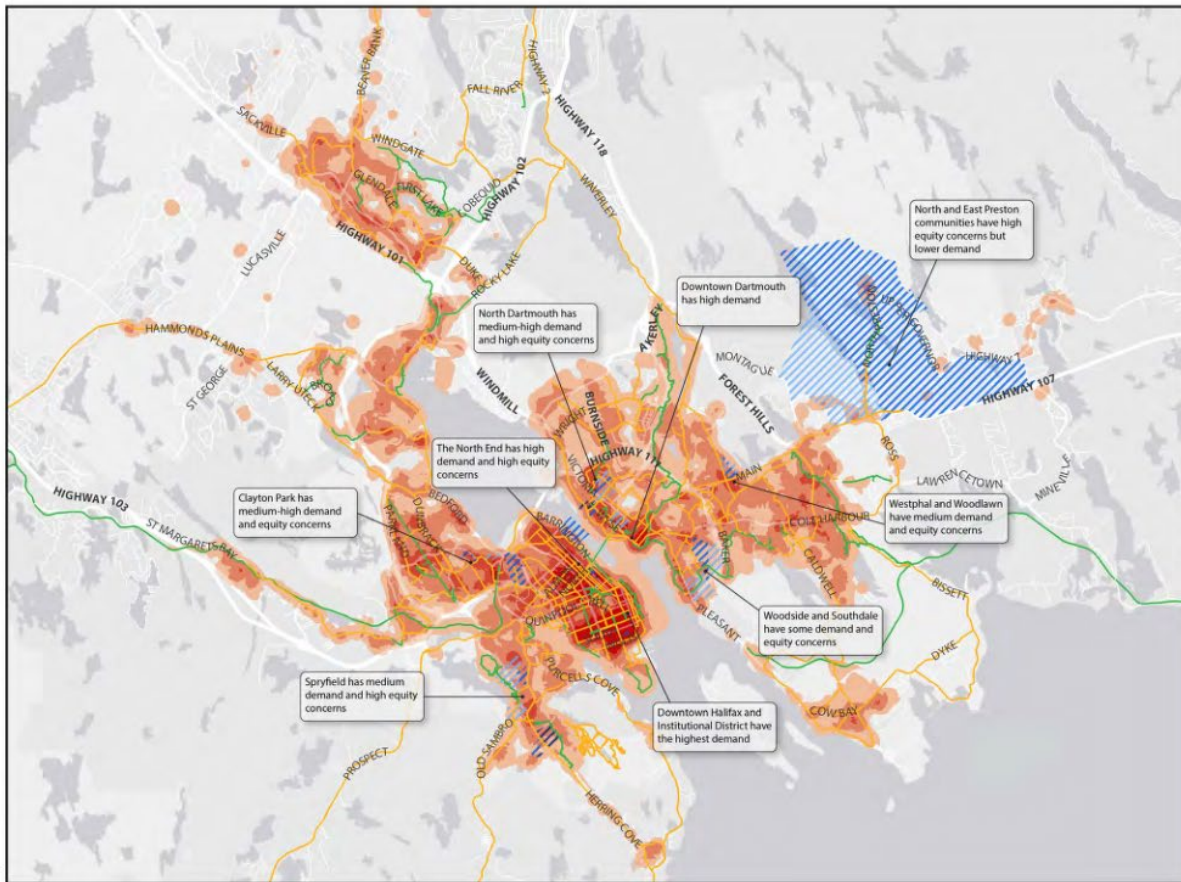
- Highest
- High

The level of deprivation shows the areas with the three highest levels from The Canadian Index of Multiple Deprivation. Deprivation is calculated based on 17 variables that consider residential instability, economic dependency, ethno-cultural composition, and situational vulnerability using data from the Canadian Census at the dissemination area level.



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Data provided by Halifax
Regional Municipality,
Nova Scotia, and Statistics Canada.
Map produced September 2020.



Readiness Study

Service Area bikes per population (based on Institute for Transportation and Development Policy (ITDP) Bike Share Planning Guide)

Table 2. ITDP Targets

METRIC	ITDP TARGET
<i>Bikes per 1,000 residents (in Service Area)</i> Ensures that there are enough bicycles for the population so that bicycles are readily available	10-30 bikes per 1,000 residents

* At the time of the Readiness Study, the province had not yet released the new regulations under the Traffic Safety Act that will enable and regulate e-scooters.

Recommendation:
A system with 1,500 bikes in HRM

Bird Canada

- Two-year pilot was awarded to highest scoring proponent, Bird Canada, a Canadian company operating in over 25 Canadian cities.

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Service Area

Phased Approach

Phase 1 - May 2025

300 e-bikes
300 e-scooters
Flex Fare Zones

Phase 2- September 2025

300 e-bikes
600 e-scooters
Flex Fare Zones
Expanded service area

Phased expansion to Phase 2 is based on at minimum:

- 2+ rides per device per day over a two-month period.
- Fewer than 0.1 public complaints per device over a monthly period.
- Strong performance on equity goals (device deployment within flex fare zones).
- Minimum of 2 safety community events per month.

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Service Area

(Phase 1)

300 e-scooters
300 e-bikes

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Service Area

(Phase 2)

Bedford up
to Mill Cove

Clayton Park
West

Bayers Lake

600 e-scooters
300 e-bikes

Burnside

Montebello/Keystone/Port Wallace

Cherry Brook

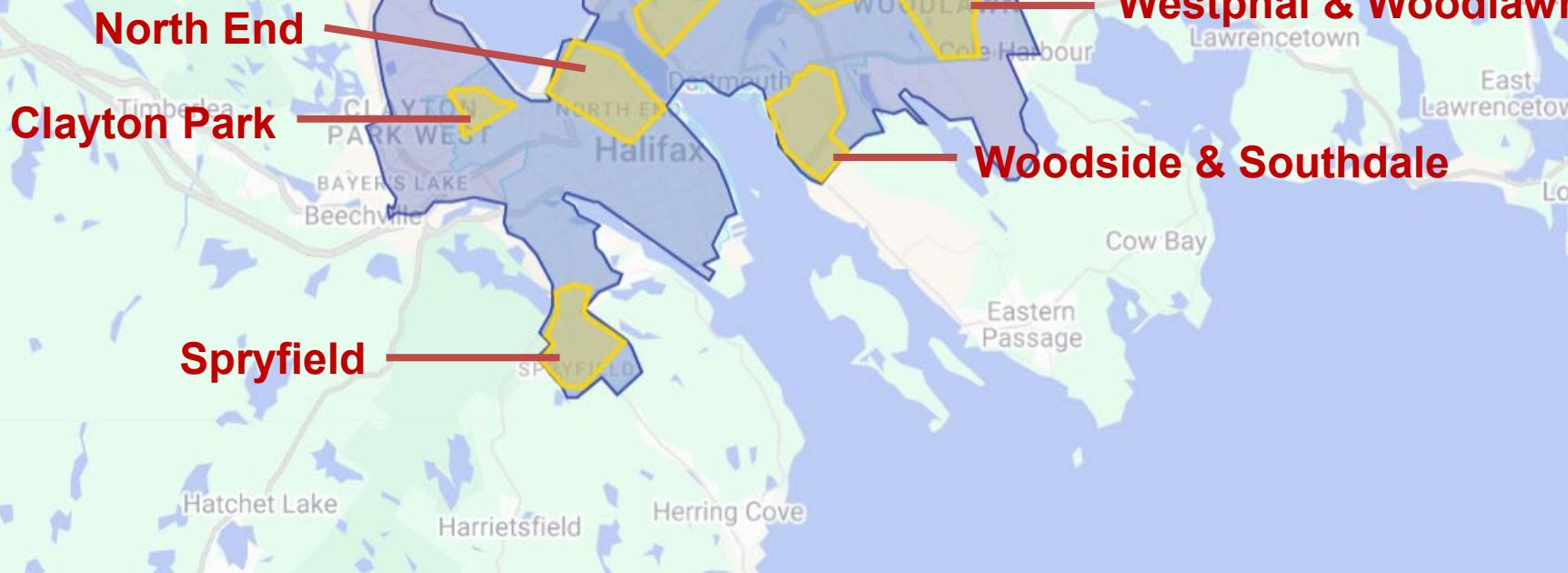
Cole Harbour

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Service Area

Flex Zones



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Pricing Programs

Flex Fare Zones

Zones within the service area where fares are automatically discounted 50% for rides beginning in zones.

Community Pricing Program

The Community Pricing Program offers enrolled users a 50% discount on all rides within the service area, including outside Flex Fare Zones. United Way Maritimes partnering with Bird to have community hub partners support users enroll in the program.



Pricing Program Enrollments and Flex Zone Stats

May 15- Oct 31

- 34 enrollments in the community pricing program

<u>Flex Zone Name</u>	<u>Ride Starts</u>
Clayton Park	621
Spryfield	578
Westphal & Woodlawn	720
Woodside & Southdale	1,565
North Dartmouth	2,240
North End	16,892

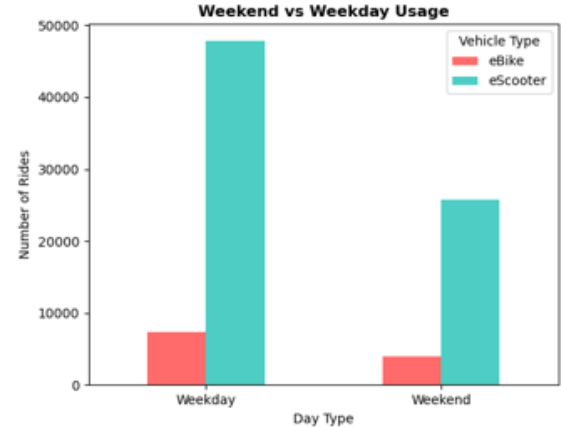
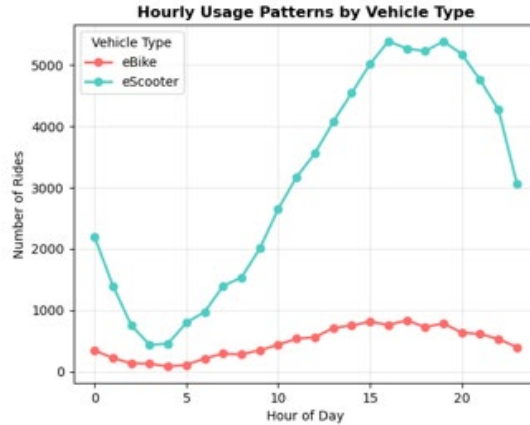
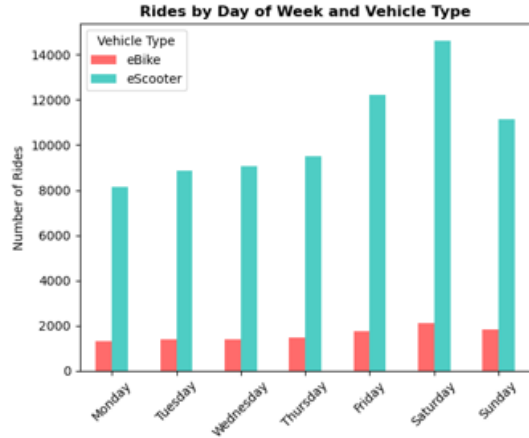
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Ridership Stats

- From May 15, 2025 (launch date) until November 5th 2025:
- Total number of rides: **118,246**
- Total for e-bikes: **13,840**
- Total for e-scooter: **104,406**

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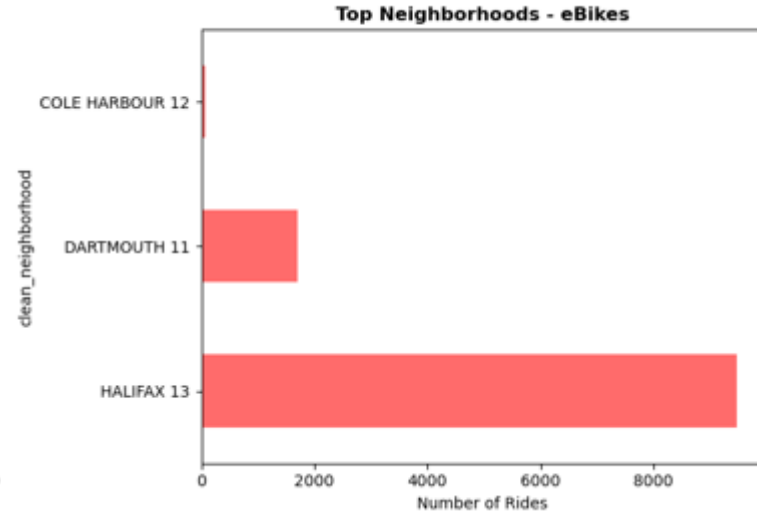
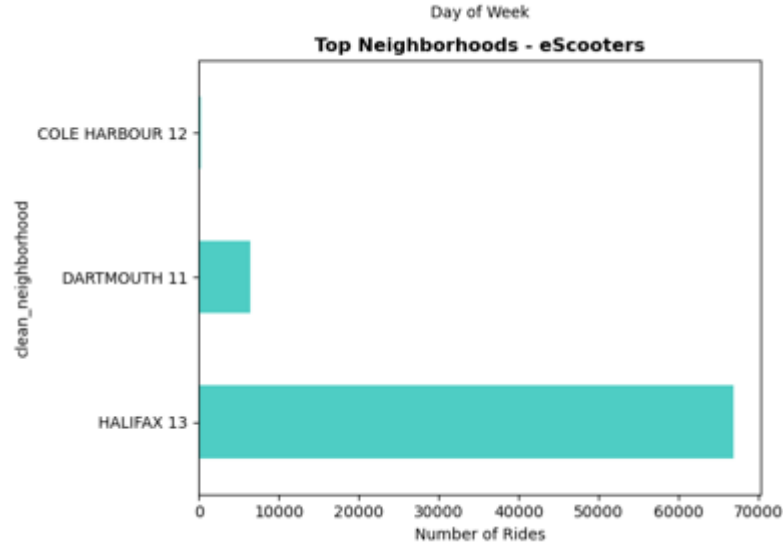
Ridership Trends May 15, 2025 - Aug 31, 2025



DATA SOURCE: HALIFAX TRANSIT

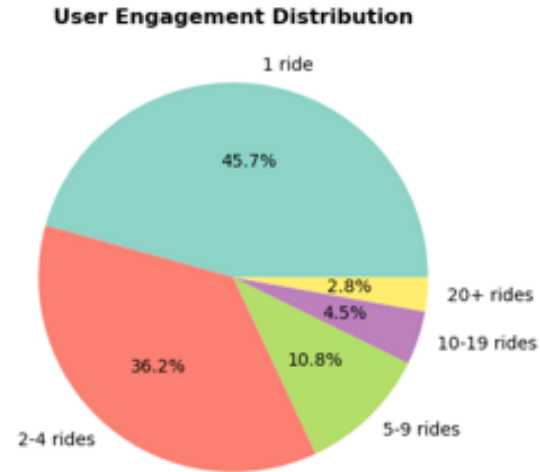
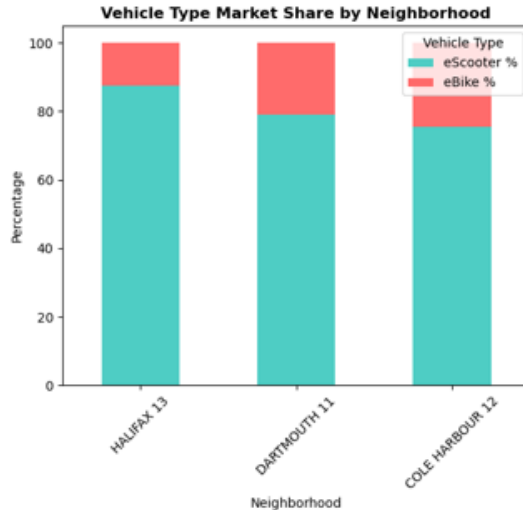
Ridership Trends

May 15, 2025 - Aug 31, 2025



Ridership Trends

May 15, 2025 - Aug 31, 2025



Complaints and Feedback

From May 15, 2025- June 30, 2025:

Topic of Complaint	Volume	First Response Time	Full Resolution Time
Device Movement Request/Improper Parked Device	28	6 mins	32 mins
Nest Removal	4	8 mins	38 mins
Slow Speed Zone	1	8 mins	7 mins

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Peak time for complaints: 6am - 8am

Peak day for complaints: Monday

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Complaints and Feedback

From July 1, 2025 – Aug 31, 2025:

Topic of Complaint	Volume	First Response Time	Full Resolution Time
Device Movement Request/Improper Parked Device	16	9 mins	42 mins
Nest Removal	2	12 mins	45 mins
Slow Speed Zone	0	--	--

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Peak time for complaints: 6am - 8am
Peak day for complaints: Monday ¹⁷

Complaints and Feedback

From Sept 1, 2025 – Oct 31, 2025:

Topic of Complaint	Volume	First Response Time	Full Resolution Time
Device Movement Request/Improper Parked Device	14	7 mins	46 mins
Nest Removal	5	11 mins	51 mins
Slow Speed Zone	0	--	--

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Peak time for complaints: 6am - 8am
Peak day for complaints: Monday ¹⁸

Complaints and Feedback

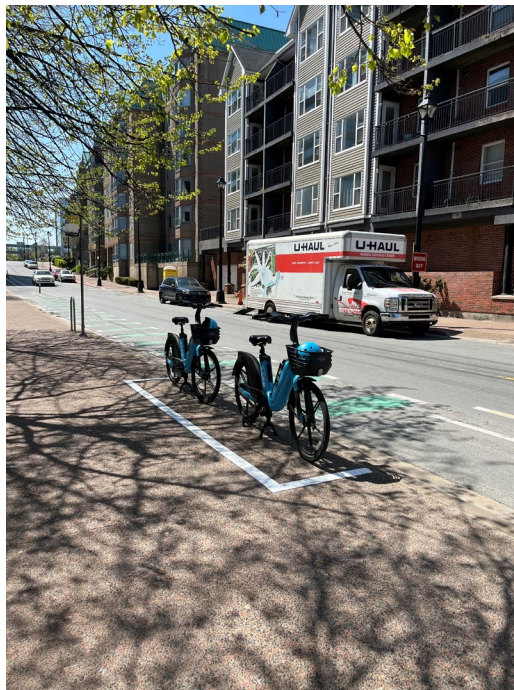
HRM 311: HRM received **65** service requests through 311 from **May 15, 2025- Oct 31, 2025**.

Topics included:

- Complaints of improperly parked vehicles
- Complaints of sidewalk riding
- General questions about the system

Municipal staff received approximately **61** inquiries via email with complaints and/or feedback from other municipal staff, members of Council, members of the public, and 2 pieces of correspondence forwarded from the Clerk's Office.

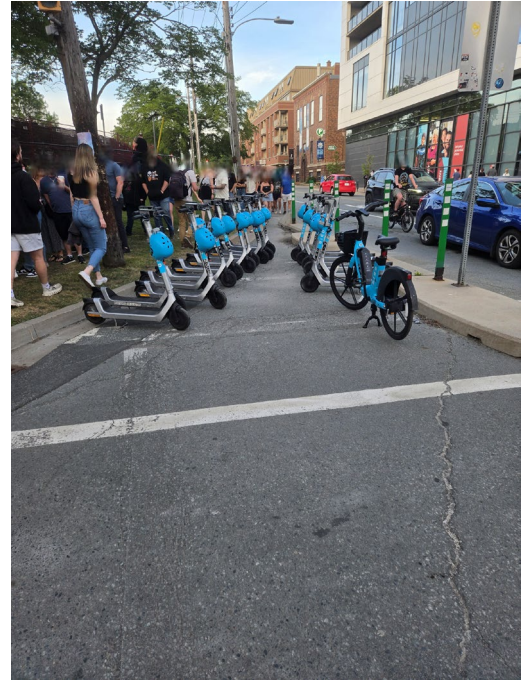
Parking Updates



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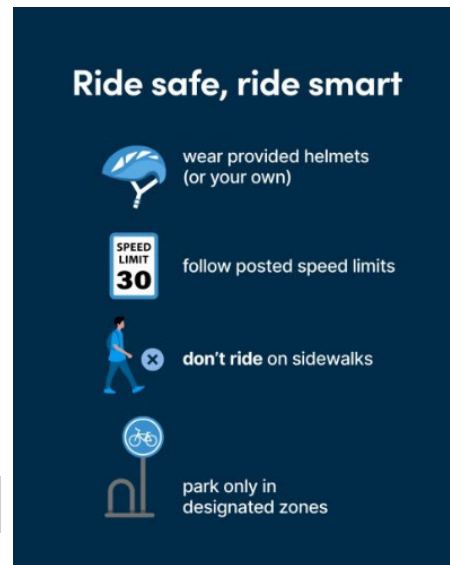
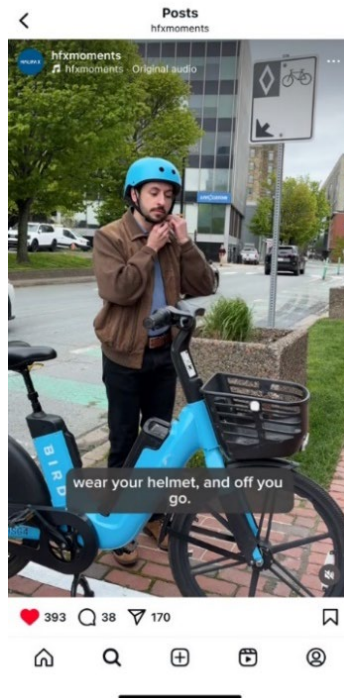
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Education Campaigns and Events

- Social Media campaigns
- Safety events at post secondary institutions (DAL, NSCC)
- Bird community safety events at public events (Switch, Canada Games Centre, Halifax Waterfront, Dalhousie Homecoming)



Pilot Evaluation

Short Term:

- Benefit of Pilot: Test out and evaluate parking areas, infrastructure treatments, no ride zones, slow ride zones, etc. and adjust as necessary.
- HRM holds Bird Canada to a set of service standards, including response times to improperly parked devices

Long Term:

- Evaluate outcomes against HRM's shared micromobility vision, goals and principles
 - Ridership
 - Accessibility
 - Availability
 - Integration with transit and existing active transportation infrastructure
 - Reduction of greenhouse gas emissions
- Access to mobility data from operator to help inform infrastructure upgrades

Thank you



BRITTNEY MACLEAN, LPP, MCIP
SHE/HER

**PROJECT MANAGER, SHARED MICROMOBILITY
PUBLIC WORKS**

halifax.ca/sharedmicromobility

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By-Law M-300

- Operation of electric kick-scooters in HRM only permitted on:
 - roadways with speed limit of 50 km/hr or less
 - bicycle lanes on any roadway
 - multi-use pathways within streets
- Operators of e-scooters are not permitted to ride:
 - in excess of 25 km/hr on a roadway or bicycle lane
 - in excess of 15 km/hr on a multi-use pathway
 - on a sidewalk
 - in a park (unless designated by the Executive Director of Parks & Recreation)
- Parking of e-scooters in a manner that obstructs the flow of pedestrian, cyclist, or vehicular traffic is prohibited



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