



## **COUNCIL – AGENDA REPORT**

**Meeting Date:** 15 April 2025  
**Subject:** Shared E-Scooter Program  
**Directorate:** Strategic Growth and Investment

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### **Issue:**

Council is being presented with the results and metrics of the Shared e-Scooter Pilot Program, with the objective of providing the program on an annual basis.

### **Policy / Council Direction:**

Council Focus Area – Transportation. To meet our residents' desire to move around Airdrie safely in a variety of ways.

### **Background:**

On April 19, 2022, Administration presented a report titled "Micromobility and Shared Micromobility Framework Pilot". Council expressed support for an incremental approach to introducing shared e-scooters. On June 6, 2022, Administration followed up with a report on necessary bylaw amendments for the program. Council approved amendments to Traffic Bylaw No B-14/2016 and Business Licensing Bylaw No. B-52/2005.

### *Summary of Program*

The pilot program ran for three years from 2022 to 2024, and included two micro-mobility providers: Bird Canada and Neuron Mobility. Each provider maintained a fleet of 100 e-scooters within the city at any given time. The e-scooter program was user-pay which resulted in no costs to the Municipality.

Key highlights of the pilot program included:

- 299,325 km's travelled
- 116,242 trips taken
- 20,874 unique riders

Despite the promising highlights, the program did face complaints. The majority of complaints received by Administration pertained to riders improperly parking scooters, poor rider etiquette and seeing underage riders. The spike in complaints occurred at the onset of the pilot, as the public

was initially unaccustomed to the prevalence of e-scooters on the pathway systems. These complaints gradually decreased over the subsequent two years.

Administration reviewed the complaints to develop recommendations for future micromobility programs in Airdrie. The primary areas of concern for residents included user behavior, safety and parking.

### *User Behavior*

During the first year of service, there were reports of users not sharing sidewalks or pathways fairly and speeding past pedestrians. Administration addressed this behavior with educational messaging. Messaging consistently emphasized that e-scooters must always yield to pedestrians and demonstrate proper etiquette on sidewalks and pathways.

Notably, there were no user behavior complaints received in 2024.

### *Safety Concerns*

Data from Alberta Health Services indicated a 20% increase in e-scooter injuries across the province from 2022 to 2023. However, this data does not differentiate between personal and shared e-scooters and is not specific to Airdrie.

The rise in e-scooter injuries correlates with the increased popularity and usage of micromobility devices as more individuals adopt e-scooters for short-distance travel.

The majority of reported incidents were attributed to not using helmets, double-riding and riding under the influence.

Administration did not receive safety complaints in the final year of the pilot.

Administration will continue with an annual awareness campaign to address unsafe user behavior and will require service providers to supply helmets in future agreements.

### *Parking Concerns*

The primary complaint regarding the e-scooter program was related to improper parking by riders, which often resulted in blocking walkways or driveways, creating accessibility concerns for pedestrians and individuals using mobility devices.

Administration addressed these issues through several measures. E-scooter companies were required to relocate improperly parked scooters within 24 hours. Additionally, the Active Transportation Assistant position was utilized to handle more urgent requests. To further mitigate parking issues, Administration designated four e-scooter parking zones in high-use areas in 2024 to encourage proper parking. An annual awareness campaign was also conducted to inform users about designated parking locations.

Looking ahead, Administration plans to limit the number of e-scooters to 175 devices in 2025, which is expected to reduce parking and sidewalk clutter issues. Additionally, the full-time active transportation role will assist with any escalated concerns.

## **Council Committee Routed Through:**

This report did not go to any Standing Committees

**Administration Recommendation:**

That Council accepts this report for information and directs Administration to implement the e-Scooter program annually.

**Alternatives/Implications:**

1: Council could choose to provide alternative direction to Administration.

**Budget Implications:**

With the success of the pilot, Administration will continue to recover all municipal costs with the user-pay strategy. In addition, Administration is exploring options to implement an additional per-trip fee structure to be allocated towards improvements on pathways that would align with the long-term Active Transportation Plan. When more details are known regarding the per-trip fee structure, Administration will return to Council. At this time, users pay the provider directly, so there are no anticipated budget implications to the City.

**Communications and Engagement:**

A full communications plan will be developed in collaboration with Corporate Communications to provide an awareness campaign for E-Scooter education.

**Recommendation:**

That Council directs Administration to implement the Shared e-Scooter program on an annual basis.

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Staff Presenter:	Billie-Jo Arnott
External Presenter:	N/A
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Reviewed by:	ELT
Attachments:	#1: Future Proposal Scope