RFP Recommendations & Interview insights

These recommendations are based off of the research and interviews conducted by Rufaro Mundangepfupfu (Thompson Rivers University) exploring micromobility in British Columbia.

1) Prioritize Public Engagement and Communication

a) There is potential for mixed public opinion on micromobility, particularly among older generations and non-users. Thus, it is important that proposals include robust public engagement strategies.
b) To help foster adoption in the city, bidders should include detailed plans for:
   i) **Community outreach and education** – E.g., hosting information sessions, workshops, and demonstrations to familiarize residents with e-scooter safety, rules, and benefits.
   ii) **Addressing concerns** - clear channels for receiving and responding to public feedback and complaints should be established. Educational campaigns and enforcement mechanisms to proactively address concerns around sidewalk riding, parking, safety, etc.
   iii) **Highlighting community benefits** – non-users often have little information around the benefits of micromobility. The program should be framed as a positive initiative aligned with Kamloops' sustainability and transportation goals, emphasizing the potential for e-scooters to support tourism, reduce traffic congestion, and improve accessibility.

2) Focus on Equity and Accessibility

a) There is growing importance being placed on equity and accessibility with both operators and academics beginning to explore equity-based programs.
b) Bidders should propose comprehensive equity programs that ensure access for a diverse range of residents, such as:
   i) **Subsidized memberships** - Consider offering discounted or subsidized memberships for low-income residents, students, and seniors.
   ii) **Language accessibility** - Ensure that app interfaces, safety materials, and support services are available in multiple languages to cater to Kamloops' diverse population.

3) Mandate Transit Integration Strategies

a) Effective integration with existing public transit systems is essential to maximize the impact of micromobility solutions and enhance user convenience, creating a more complete transportation system.
b) Bidders should outline specific plans for:
   i) **Co-located parking and service areas** - Encourage the placement of e-scooter parking hubs near transit stops and stations to facilitate first-mile/last-mile connections. The initial responses from the Kamloops survey show limited public transit use, and the majority of public transit users walk to and from public transit location. Thus there is strong potential for micromobility to fill in a gap in the transit system and improve first/last mile connections.

ii) **Fare integration** - Explore the possibility of incorporating e-scooter fares into existing transit passes or developing discounted fare bundles to incentivize multimodal trips.
iii) **Coordinated planning and communication** - Foster collaboration between the e-scooter operator and BC Transit on route planning, service schedules, and public awareness campaigns to promote combined use.

4) Set Clear Expectations for Data Sharing and Management

a) The most successful programs work very closely with their corresponding local governments. Robust data collection, analysis, and sharing of practices helps to inform program evaluation, infrastructure planning, and policy adjustments.
b) Thus, to maximize on the program's potential, bidders must be required to:
   i) **Adhere to privacy regulations** - Ensure compliance with Canadian data privacy laws and regulations in all data collection and handling practices.
   ii) **Provide open data access** - Encourage the use of open data standards and APIs to facilitate data sharing and analysis by the city and researchers.
   iii) **Develop data-driven reporting** - Require regular reporting on key metrics such as ridership, trip patterns, safety incidents, and environmental impact to assess program effectiveness and identify areas for improvement.

5) Encourage Sustainable Operations and Practices

a) To ensure alignment with the city's sustainable development goals and master plans, prioritize environmental sustainability in the RFP evaluation criteria.
b) Encourage bidders to demonstrate commitments to:
   i) **Responsible end-of-life management** - Outline plans for the recycling and disposal of e-scooter batteries and components to minimize environmental impact.
   ii) **Carbon offsetting** - Consider requiring or incentivizing carbon offset programs to compensate for emissions associated with vehicle manufacturing and operations.

Insights from interviews with Kelowna and the TAC

Lessons from the City of Kelowna emphasize the importance of a flexible and responsive regulatory framework that adapts to evolving challenges and public feedback. Regulatory adaptability can help balance program promotion with minimizing negative impacts. Additionally, Kelowna's experience underscores the need to proactively manage public opinion, recognizing potential for strong reactions to e-scooters, particularly during initial rollout phases. Engaging and educating the community is crucial for fostering understanding. By following such principles, Kelowna has been able to foster positive public perceptions and seen a significant decrease in their total micromobility-related complaints. Data-driven decision-making should be prioritized, using ridership surveys, complaint tracking, and safety incident reports to inform policy adjustments and enhance the program.

The discussions with the TAC and their consultants, Alta Consulting, highlighted broader trends and best practices in micromobility. The industry is seeing a shift from open permit models towards contract-based models, which provide greater stability for both operators and

municipalities and ensure a consistent user experience. Also, it is important to consider growing priorities in equity and transit integration and draw inspiration from examples like Hamilton's subsidized memberships and Montreal's regional integration initiatives.

Incorporating these insights will position the City of Kamloops to design a robust, adaptable shared micromobility program that aligns with best practices and addresses public concerns. Taking a proactive approach ensures the program will deliver meaningful benefits to the community while fostering long-term sustainability and integration.