

## **Research and Collaborations**

At HFX e-Scooters, our mission is to eventually provide on-demand transportation solutions that help people move seamlessly throughout their communities. Collaborating with local government authorities, universities and other research partners is a central tenet of achieving our transportation and sustainability goals. HFX e-Scooters could have a profound impact on improving transportation in Halifax by, for example, eliminating transit deserts or providing more equitable transportation access. As a core component of this, we share information with partners such as departments of transportation, city planning groups and universities to improve and inform infrastructure.

## **How it works**

All HFX e-Scooters Net Scooters have built-in 3G/GPS-enabled technology. This allows us to acquire ridership data, such as number of kilometers travelled and the number and specific routes of trips taken. We remove certain identifiers, such as your name, phone, and e-mail address (where provided), and we combine the resulting information with similar information from other users. We share the resulting information, including individual trip records and trip location (journey) history, sometimes linked to an individual scooter identification number, with third parties for research, business or other purposes. Ridership data helps to paint a picture of how people ride and move throughout the streets and how that behavior changes at certain times of year, days of week, times of day or after infrastructure is built. This allows local government authorities, universities and other research partners to understand navigation traffic and travel patterns in a city like Halifax.

## **How can this help local government authorities decide where to build or improve transportation infrastructure?**

With this shared data, local government authorities can better understand the general flow of people and traffic across their streets over time. The data provides insights such as:

- Usage (daily/quarterly/annually)
- Total miles (daily/quarterly/annually)
- Summary of distribution and GPS-based natural movement
- Time saved by residents and commuters
- Greenhouse gas emissions reduced

Better data analytics is a catalyst for change. The result is better decision-making, smarter planning, safer streets and more people scooting and biking.