

OSINT Situation Report — Moncton E-Scooter Landscape

Operators and fleet scale: - MoVe Scooter Rental launched in Moncton with ~140 scooters, expanding by 100 more. - Helmet-locking systems to be added to 80% of fleet within weeks.

Municipal regulatory status: - Moncton City Council reviewing bylaws for scooter regulation, including helmet compliance. - No formal municipal bylaw yet mandates helmets for e-scooters, but safety policies are under development.

Rental company safety policies: - iRoll Scooter Rental requires helmet use per provincial law but does not supply helmets. - MoVe currently does not supply helmets but riders are legally required to wear them.

Local observations and sentiment: - Widespread helmet non-compliance observed among riders. - Community reports note frequent reckless riding, sidewalk use, and near-miss incidents. - Current rental practices rely on user self-compliance with limited enforcement.

Provincial helmet legal context: - NB's Motor Vehicle Act does not explicitly mention e-scooters, but existing bicycle helmet laws mandate helmets for all riders. - Fredericton is considering helmet-specific bylaws for e-scooters with fines up to \$1,100.

PSA — Mandatory Helmets for E-Scooters in New Brunswick

Helmets are legally required under New Brunswick's bicycle helmet laws for all e-scooter riders, including rental scooters. Riders operating without a helmet are subject to fines and legal liability. Rental operators must implement helmet-provision systems, ensure helmet-use compliance, and integrate rider education through apps and rental agreements.

Operators Best Practices: - Provide helmet-locking systems or direct helmet loans. - Mandate in-app safety tutorials on helmet laws. - Ensure rental agreements explicitly assign liability for helmet compliance. - Configure geofencing and speed governance to deter unsafe riding. - Collaborate with municipalities on safe parking and riding zones.

Riders Must: - Wear a CSA-certified helmet, properly fastened. - Bring their own helmet if none is provided. - Avoid sidewalk riding and adhere to traffic regulations. - Accept personal responsibility for legal compliance and safety.

Failure to comply exposes riders to provincial fines, insurance liability, and elevated injury risk. Helmet compliance is non-negotiable for lawful, safe e-scooter use across New Brunswick.