



May 3, 2021

Hamilton Public Works Committee
Hamilton City Hall
71 Main Street West
Hamilton, Ontario
L8P 4Y5

Re: Commercial E-Scooters Operations (PED20134(a))

Dear Chair VanderBeek and Members of the Committee,

On behalf of Spin, I am writing to express our strong support for the proposed commercial e-scooter operating framework under consideration. This pilot proposal incorporates many best practices from successful e-scooter programs in Canada and across the globe. As a two-year pilot with a competitive RFP procurement process, we are confident this well-informed policy framework will enable the City of Hamilton to select the most responsible e-scooter operators to fulfill local transportation needs.

As a wholly-owned subsidiary of Ford Motor Company, Spin has established a successful track record as a shared micromobility company, operating e-scooters and e-bikes in over 80 markets across North America and Europe. We also recently launched operations in Edmonton, where we are proud to have raised the bar by committing to a net carbon neutral service managed exclusively by a local in-house team using no "gig-economy" workers. In this respect, our Ford ownership enables us to operate differently than our competitors and think long-term about what makes micromobility a value-add to cities and communities where we operate. Safety for all road users and pedestrians is always our number one priority, and we are committed to continuous improvement in the design of our vehicles and the local delivery of our service.

In line with Vision Zero goals, we believe shared micromobility in Hamilton has the potential to become an integral first- and last-mile mode of transportation, and a sustainable way to replace car trips and reduce congestion. Shared e-scooters, in particular, complement existing transport options by filling gaps in service, engaging users who do not ride bicycles, and by getting more people out of cars for short trips.

We also want to acknowledge the important issues raised by the Advisory Committee for Persons with Disabilities (ACPD) and other accessibility advocates. These are valid concerns which deserve proper responses. One of the main principles of our *Partnership Promise* is to put safety first with meaningful actions, and we work closely with cities to this end. We are constantly innovating to address evolving city needs and public safety concerns. We are not only focused on the safety of our riders and employees, but also for non-users, particularly seniors and people with disabilities.



Looking ahead, we at Spin are excited for the opportunity to offer Hamilton a shared e-scooter service that is locally-tailored and designed to advance the City's broader transportation goals. We support the recommendations offered by staff, particularly the design of a competitive procurement process with up to three (3) operators selected based on the general scope and terms described in the report. If the Committee decides to move forward, we welcome the chance to work with you and staff to further develop e-scooter permit rules and guidelines to better promote public safety, directly address accessibility concerns, and to adopt lessons learned from cities around the world.

Thank you for your time and consideration.

Sincerely,

Brit Moller
Senior Public Policy Manager
Spin Mobility Inc.