

Hamilton: Commercial E-scooter Operations

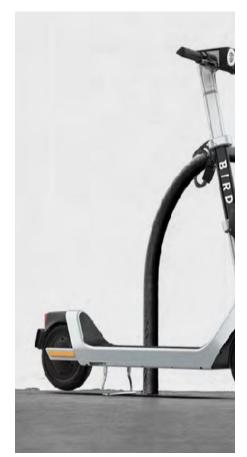
Chris Schafer, VP Government Affairs Bird Canada August 11, 2021



Who We Are

Bird Canada Inc. is a first KM / last KM, micro-mobility sharing company dedicated to bringing affordable, environmentally friendly transportation solutions to Canadian municipalities.

We are a **Canadian owned and operated** venture that provides – in conjunction with Bird Rides Inc. in the United States – e-scooter sharing programs globally.







Bird Canada supports Hamilton Staff Report, Recommendations and Approach

HAMILTON	OTHER CANADIAN CITIES
Council Already Approved Personal E-scooters in Hamilton	A number of Canadian cities such as Mississauga and Vancouver, among others, have legalized personally owned e-scooters in advance of a commercial shared e-scooter program.
RFP Recommended for Commercial E-scooters	Canadian cities such as Calgary, Ottawa, Windsor, Lethbridge, Richmond, Vernon, have all held an RFP to select commercial e-scooter operator(s). An RFP enables Hamilton to control the # of commercial e-scooter operators permitted in a City which is ideal to prevent too many companies with too many e-scooters.
Fees to Offset Impact to Bike Share Program	This is a novel approach recommended by Hamilton. With that said, during the shared commercial e-scooter program in Montreal in 2019, e-scooters had no impact on bikeshare (BIXI) profitability. According to Montreal's Bixi bike share operator, they are "ending its 2019 season on a high note, celebrating what it says was a record-breaking year, despite e-scooters and bike-sharing competitors making their Montreal debut. Bixi said that 320,000 people took more than 5.8 million trips on its network. That's an increase of eight per cent over last year."



HAMILTON	OTHER CANADIAN CITIES
Shared Commercial E-scooter	Shared commercial e-scooter programs operate in hundreds of cities globally, including Chicago, New York, Miami, San Francisco, Portland, Seattle, Sweden, Paris, Munich, etc.
Programs Operate in more than 125 cities across the U.S.	In Canada, shared commercial e-scooter programs have operated in Vernon, Calgary, Edmonton, Red Deer, Okotoks, Ottawa, Windsor, Montreal and Westmount.
	Shared commercial e-scooter programs are in different stages of regulatory development in a number of other Canadian cities including Victoria, Richmond, Lethbridge, Saskatoon, Regina, Winnipeg, Mississauga, Brampton, Vaughan, London, Halifax, etc.
Accessibility	If approved, Hamilton will be the first Canadian city to require specialized equipment or techniques to alert (visually and audibly) the presence of an e-scooter for members of the accessibility community.
Lock-Up E-Scooters	If approved, Hamilton would be the first city in Canada with lock-up e-scooters, following the lead of cities like San Francisco and Washington, DC.
	A <u>study</u> by the San Francisco Municipal Transportation Agency (SFMTA) found that a shared commercial e-scooter program with "lock up" e-scooters:
	Complaints about sidewalk riding and improper parking were significantly reduced

maximum of 20 with commercial e-scooter programs. This speed is comparable to a bicycle. km/h and geo-fenced slow Geo-fenced slow down zones are also a common feature of shared commercial e-scooter programs. This speed zones of means that upon entering the geo-fenced zone, the e-scooter safely reduces speed in compliance with local 10 km/h rules. A slow down zone can be combined with a "no park" geo-fenced zone so that an e-scooter is unable to be

parked in certain designated areas as desired by the City.

addition to reminder emails + in-app pop up messages and push notifications to smartphones. Management and E-scooter companies have "Safe Streets" patrols of uniformed staff out in the public in key areas of the City Enforcement daily to ensure e-scooters are parked properly and riders are riding safely and providing general public education. This team also enforces by issuing warnings, fines and or bans from the service.

on a typical visit, 18% spent between \$51 and \$100, 36% spent between \$21 and \$50.

OTHER CANADIAN CITIES

A maximum speed of 20 km/h for shared commercial e-scooters is consistent with jurisdictions across Canada

Shared e-scooter programs include in-person and in-app education on how to ride and park responsibly, in

Encourages Economic Development: In 2020, Ottawa city staff reported that of the 34% of e-scooter riders

who visited a local business and the 33% who visited a local restaurant: 6% reported spending more than \$100

Encourages "Mode Shift": Shared e-scooters provide local residents with a choice to not take a personal car

Facilitates First and Last KM Connections with Public Transit: During the 2019 Montreal shared e-scooter

program, city staff reported that 27% of e-scooter trips started or ended at public transit (metro stations).

which contributes to traffic congestion. (In <u>Calgary</u>, 1 in 3 shared e-scooter trips replaced a car trip).



HAMILTON

Operating Speed

Parking

E-scooters as a

Means for

Improving

Mobility and Sustainability

Calgary

© CBC 1-in-3 Calgary

1-in-3 Calgary e-scooter trips replaced a trip with a car: report

RED DEER ADVOCATE

E-scooters are bringing more Red Deerians downtown, say business owners

Restaurants have seen a boost in business



'This is one of those things that gives us a bit of cool': E-scooters are on a roll in Ottawa





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