



Hamilton: Commercial E-scooter Operations

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Bird Canada

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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	<p>This is a novel approach recommended by Hamilton.</p> <p>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.”</p>

HAMILTON	OTHER CANADIAN CITIES
<p>Shared Commercial E-scooter Programs Operate in more than 125 cities across the U.S.</p>	<p>Shared commercial e-scooter programs operate in hundreds of cities globally, including Chicago, New York, Miami, San Francisco, Portland, Seattle, Sweden, Paris, Munich, etc.</p> <p>In Canada, shared commercial e-scooter programs have operated in Vernon, Calgary, Edmonton, Red Deer, Okotoks, Ottawa, Windsor, Montreal and Westmount.</p> <p>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.</p>
<p>Accessibility</p>	<p>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.</p>
<p>Lock-Up E-Scooters</p>	<p>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.</p> <p>A study by the San Francisco Municipal Transportation Agency (SFMTA) found that a shared commercial e-scooter program with “lock up” e-scooters:</p> <ul style="list-style-type: none"> • Complaints about sidewalk riding and improper parking were significantly reduced

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<p>Operating Speed maximum of 20 km/h and geo-fenced slow speed zones of 10 km/h</p>	<p>A maximum speed of 20 km/h for shared commercial e-scooters is consistent with jurisdictions across Canada with commercial e-scooter programs. This speed is comparable to a bicycle.</p> <p>Geo-fenced slow down zones are also a common feature of shared commercial e-scooter programs. This means that upon entering the geo-fenced zone, the e-scooter safely reduces speed in compliance with local 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.</p>
<p>Parking Management and Enforcement</p>	<p>Shared e-scooter programs include in-person and in-app education on how to ride and park responsibly, in addition to reminder emails + in-app pop up messages and push notifications to smartphones.</p> <p>E-scooter companies have “Safe Streets” patrols of uniformed staff out in the public in key areas of the City 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.</p>
<p>E-scooters as a Means for Improving Mobility and Sustainability</p>	<p>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 on a typical visit, 18% spent between \$51 and \$100, 36% spent between \$21 and \$50.</p> <p>Encourages “Mode Shift”: Shared e-scooters provide local residents with a choice to not take a personal car which contributes to traffic congestion. (In Calgary, 1 in 3 shared e-scooter trips replaced a car trip).</p> <p>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).</p>

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

TORONTO STAR

‘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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