



Prepared Deputation Remarks
Public Works Committee
August 11, 2021

Item 10.1 Commercial E-Scooters Operations (PED20134(b)) (City Wide)

To Chair VanderBeek, Public Works Committee Members, and staff:

My name is Ashley Brown and I am the Head of Government Partnerships at Spin, a shared micromobility company and subsidiary of Ford Motor Company. We thank you for your consideration and exploration of a commercial e-scooter pilot program in the City of Hamilton. We fully support the recommendations provided in the staff report.

At Spin, our mission is to create a world full of 15-minute cities—and to bring those cities to life by moving people freely through their streets. As a recognized industry leader, we have mastered the modern micromobility system through design, operation, and marketing schemes. We operate e-scooters and e-bikes in over 100 cities throughout North America and Europe, including Edmonton and Red Deer.

Our partnership with Ford provides us with resources to move our mission forward in exciting ways. We share Ford's core values: earn trust; do the right thing; make an impact; carry the torch; and create a better tomorrow. We exemplify these values as we work to help cities achieve their overall climate and transportation targets. In line with City's 2016 – 2025 Strategic Plan, we believe commercial e-scooters can become an integral part in the broader transit

ecosystem for complete trip linkages and contribute to the City's quest for healthy and safe communities.

We also believe that one person's mobility cannot compromise another's. Pedestrians, people living with disabilities, and seniors deserve to move hazardfree in their communities. At Spin, we recognize new mobility requires a multi-pronged approach to:

- Work with disability groups and residents and develop new technologies that meet unresolved concerns; and
- Explore how e-scooters can serve varying mobility needs through an adaptive vehicle program.

We at Spin are delighted to see a recommendation for commercial e-scooters to have a "locking" mechanism that will require the devices to be fastened to a rack or pole. This proposed operational model will be the first of its kind in Canada, providing a solution to address the issues often experienced in other jurisdictions. As an experienced e-scooter operator in successful lock-up operational models as seen in both San Francisco and Chicago, we at Spin have seen this technology improve the clearance of sidewalks and obstructions in the public right-of-way. In the City of Chicago, for example, the lock-up e-scooter pilot program led to improved operations and a 75% reduction in the number of 311 reports made.

The recommendation to provide an operating offset to support the operation of the base bike share program is a brilliant approach. We at Spin have experience working with and supporting existing local bikeshare programs like SoBi Hamilton. These partnerships take the form of financial subsidies, strategically identifying riders who might qualify for our Spin Access program, which provides access to our services for people without smartphones, mobile location services, or credit cards. Spin Access also provides discounted fares for those who qualify.

In our experience, safe and successful commercial e-scooter programs are tied to strong teams that provide on-the-ground support. We at Spin attribute much of our safety success to our entirely in-house, employee-based Operations teams. We never outsource safety, training, or maintenance to independent contractors

or gig-economy workers (who may only receive limited training). Spin is one of very few companies that does not outsource labor to supplement our services. We opt to use in-house employees in every city where we operate because we believe hiring local employees with fair wages and proper benefits shows a clear commitment to the City, and contributes to long-term employment opportunities for residents.

As the Committee considers next steps, we leave you with the following best practices for the Request for Proposals (“RFP”) framework that complements the recommendations provided in the staff report:

1. Require vendors to hire permanent in-house employees with fair wages and prohibit the use of independent contractors to support local operations.
2. Require bidding providers to demonstrate how the e-scooter lock-up technology operates prior to executing an agreement. The City of Ottawa, for example, made equipment demonstrations a formal stage in their recent RFP evaluation process.
3. Develop expectations of launch timelines and minimum fleet deployments for selected providers to ensure commercial e-scooters are made available for community members and visitors.
4. Align the evaluation areas of the RFP (as stated on pages 10-12) with a scoring grid or rubric to guide responding bidders with the City’s priorities and serve as a review tool for the evaluation committee. Report out high-level scoring categories in the next set of staff recommendations to the entire City Council.

In closing, we believe commercial e-scooters bring communities and their urban environment closer together.

Thank you. I would be happy to answer any questions you may have.