



## **Windsor Bicycle/E-scooter Sharing Program Pilot Project**

**Chris Schafer, VP Government Affairs**

**Bird Canada**

April 27, 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.



Images from Ottawa and Calgary

# Bird Canada



## STEWART LYONS

Stewart founded Bird Canada in 2019 with the goal of bringing micro-mobility to Canadians by leveraging all-Canadian funding, management, and expertise.



## CHRIS SCHAFAER

Chris is responsible for government relations across Canada, working with provincial and municipal governments on regulatory frameworks and related issues in the e-scooter sharing space. Previously, Chris worked in similar positions with another micromobility company (Lime) and Uber Canada.



## ALEX PETRE

Alex has managed Canadian active markets since 2019. She ensures Bird Canada markets meet the highest operational & safety standard. Additionally, Alex ensures we build sustainable, long-term relationships with city stakeholders, city services and local businesses in all markets.

Our combined years  
of expertise:

Experience across  
all 3 active Canadian  
scooter markets

3

8+

Combined years of  
operational  
experience

Experience in over 26  
international scooter  
markets

26+



*Windsor*

ENJOY THE RIDE



# Bird Two E-scooter



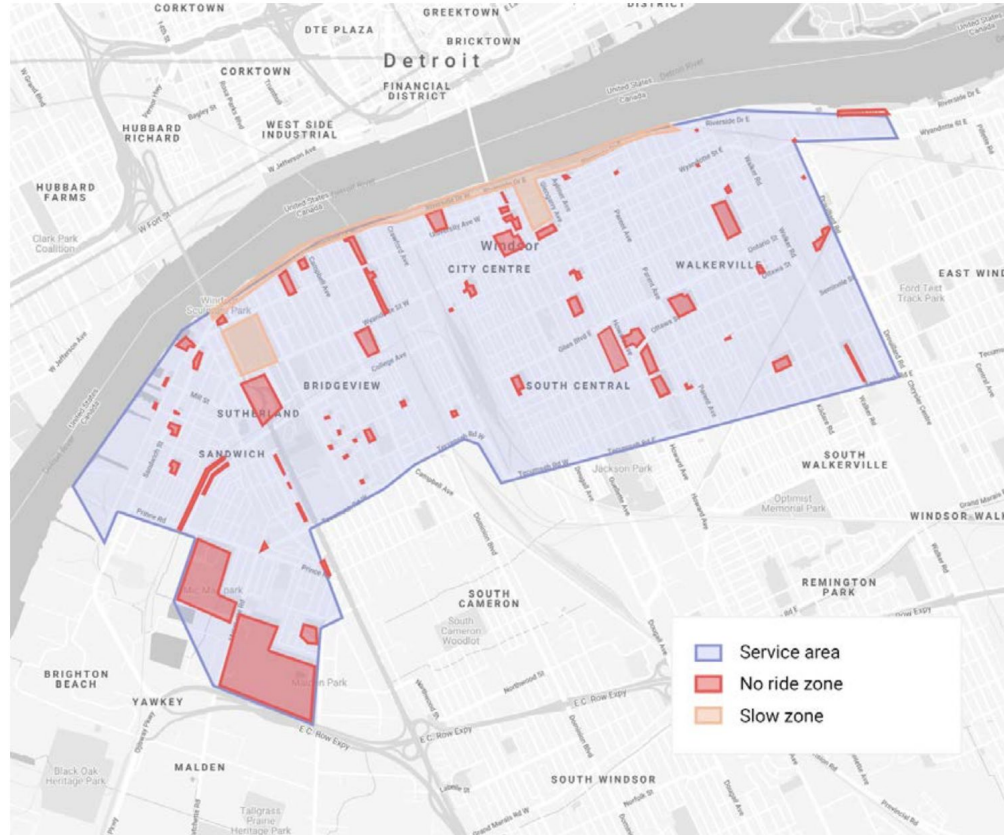
# Bird e-Bike



# Using the Bird app



# Windsor Operational Service Area



*Proposed service area*



# Calgary E-scooter Highlights



City staff reported:

- 1.9 million trips and over 200,000 unique users were recorded during the two-year shared e-Bike and e-Scooter pilot that ran from October 2018 to October 2020.
- 1 in 3 e-scooter trips replaced a trip by automobile.
- >50% of trips by e-scooter ended in a BIA or BRZ (Business Revitalization Zone).

Calgary City Council recently voted to make their 2-year e-scooter pilot permanent.

# Edmonton E-scooter Highlights



**Shared E-Scooters Help Edmontonians Travel Safely During COVID-19**



Ride Report analyzed more than 600,000 individual shared e-scooter trips in Edmonton from June 1, 2020 to October 31, 2020, and compared it with 2019. The found that:

- Edmonton saw consistently strong utilization rates, averaging more than 2 trips per shared e-scooter per day
- More than half of all trips started in the city's Business Improvement Areas (BIAs)
- The proportion of rides taken outside of typical workday hours increased in 2020, indicating usage shifting from commuting to running errands and recreation, likely as a result of the pandemic
- Trips longer than 10 km grew from 0.5% of all rides in 2019 to 4% of all rides in 2020

Edmonton has renewed their shared e-scooter program in 2021 for a 3rd straight year.

# Ottawa E-scooter Pilot Highlights



## Environment

- 27% indicated that they chose to use an e-scooter to reduce GHG emissions
- Reduction in GHG emissions: 46% reported driving less and 33% reported travelling less as a car passenger.

## Economic Impact

- 48% of e-scooter trips started in a BIA and 45% ended in a BIA, bringing residents to local businesses and supporting Ottawa's economic recovery during COVID-19.
- 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.

## Tourism

- E-scooters appear to also support tourism in Ottawa: residents reported that e-scooters motivated them to take more local trips to see the sites.

# TORONTO STAR

CANADA

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

By **Gloria Galloway** Special to the Star  
Mon., Oct. 19, 2020 | 4 min. read



Calgary

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



There's also an economic benefit, the city report found



[Sarah Rieger](#) · CBC News · Posted: Dec 14, 2019 2:53 PM MT | Last Updated: December 14, 2019

***“There’s a been a lot of thought put into this and, touch wood, it’s probably been one of the more successful pilot scooter projects across the country if not throughout North America”***

~ Councillor Tim Tierney, Chair Transportation Committee, Ottawa City Hall

## OTTAWA SUN

Ottawa

### City wants to double number of e-scooters in 2021

Jon Willing  
Jan 25, 2021 · 19 hours ago · 4 minute read

***There are “many positive highlights in our pilot, especially how we managed to put limits in place to ensure scooters would not be laying everywhere and now we’ve become a new gold standard for other municipalities looking to implement.”***

~ Councillor Tim Tierney, Chair Transportation Committee, Ottawa City Hall



January 28, 2021

**Re: OCOBIA's support of expanding the e-scooter program in Ottawa**

Dear Chair Tierney, Vice-Chair Leiper, and the transportation committee,

On behalf of our 19 BIA members, I am pleased to offer our support of building on the success of the 2020 e-scooter pilot project in Ottawa's core and the proposed expansion of the project in 2021.

E-scooters have quickly become a new transportation mode for accessing our mainstreet businesses. They offer numerous environmental and economical advantages. Of most importance to our members is that they are nimble, don't require finding a parking spot, and allow customers to move further from transit hubs into our BIA commercial zones.

BIA members served by the 2020 pilot project have noticed a positive impact on traffic to their locations, as well as an overall ability to draw new customers. Data provided and analysed by one of the 2020 partners show that just under half of all trips that were made by someone on an e-scooter resulted in an average spend of \$36.10 in our local economy. Factored in an expanded pilot project, the total spend would easily surpass several millions of dollars spent locally. In an era where e-commerce giants draw sales from our local retail, this is an encouraging and very necessary contribution to our pandemic-affected businesses.

It is also recognized that many of the challenges faced by some cities in earlier e-scooter program implementations have not been seen here to the same degree - a testament to the responsible partners that were selected to operate in Ottawa. We would encourage you to continue to use companies that espouse these values in order to maintain the high level of accountable service we were fortunate to have in 2020.

## OCOBIA Supports Expanding the E-scooter Program

*“BIA members served by the 2020 pilot project have noticed a positive impact on traffic to their locations...It is also recognized that many of the challenges by some cities in earlier e-scooter program implementations have not been seen here to the same degree...”*

It is our hope that this project be continued and expanded in the hopes of a city-wide implementation.

Thank you,

A handwritten signature in black ink, appearing to read "Mark Kaluski".

Mark Kaluski  
Chair | OCOBIA  
[info@ocobia.org](mailto:info@ocobia.org)  
613-276-4952

February 2, 2021  
Delivered via email

**Re: Ottawa Tourism support for the expansion of the City of Ottawa e-scooter program**

Dear Chair Tierney, Vice-Chair Leiper, and the Transportation Committee,

Ottawa Tourism is in support of providing a variety of transportation options for visitors to explore the destination and supports the expansion of the e-scooter program with this goal in mind. We are pleased to see positive feedback regarding the pilot program. The findings of the 2020 Electric Kick Scooter Strategy and Pilot Report provide data to support the expansion of the program, incorporating some proposed amendments to the program to better serve the community.

Ottawa Tourism supports the increased connectivity that e-scooters provide and further, that e-scooters were found to have played a role in connecting residents to local businesses, supporting Ottawa's economic recovery during the COVID-19 pandemic. As noted in the report, we acknowledge that 2020 was a drastically different year than others, seeing drastically lower visitation due to the COVID-19 pandemic and are pleased to see the City of Ottawa take this into account when planning the continuation of the program.

We are pleased to see positive feedback from the Elgin Street businesses who reported increased compliance with e-scooter regulations and welcome the addition of e-scooters to their area. It is our hope that other businesses in areas supported by the expanded e-scooter program report similar experiences.

Ottawa Tourism is invested in ameliorating visitor experience as well as resident experience, as we work alongside the City of Ottawa and other local stakeholders to make Ottawa a better place to live, work, and visit. The e-scooter program appears to add to the visitor and resident experience of our city while creating more opportunities for local business owners in areas served by the e-scooter program.

Sincerely,



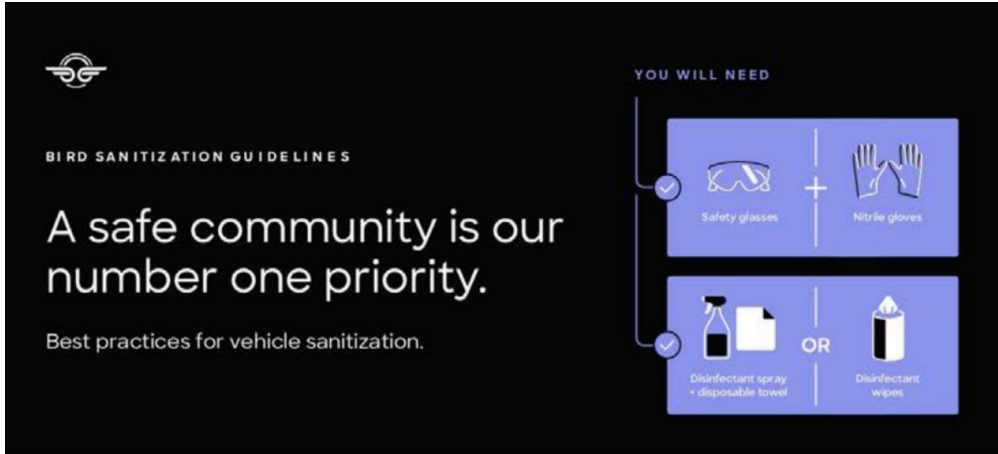
Catherine Callary  
Vice President, Destination Development  
Ottawa Tourism

CC: Mayor Jim Watson, Kathleen Wilker

## Ottawa Tourism supports e-scooter program

*“Ottawa Tourism supports the increased connectivity that e-scooters provide and further, that e-scooters were found to have played a role in connecting residents to local businesses, supporting Ottawa’s economic recovery during the COVID-19 pandemic”*

# COVID-19 Protocols



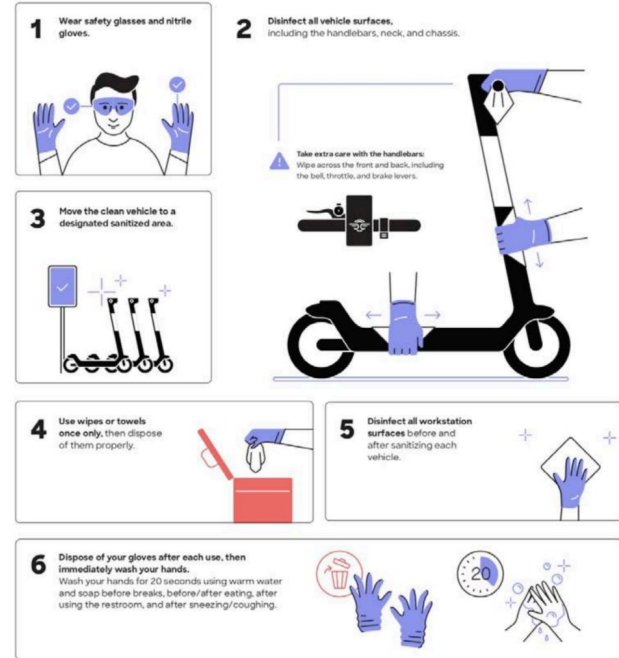
**BIRD SANITIZATION GUIDELINES**


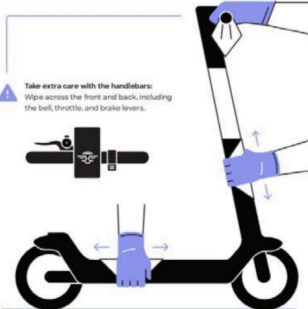
A safe community is our number one priority.

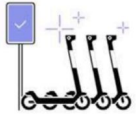



Best practices for vehicle sanitization.

**YOU WILL NEED**

- Safety glasses
- Nitrile gloves
- Disinfectant spray + disposable towel
- OR
- Disinfectant wipes



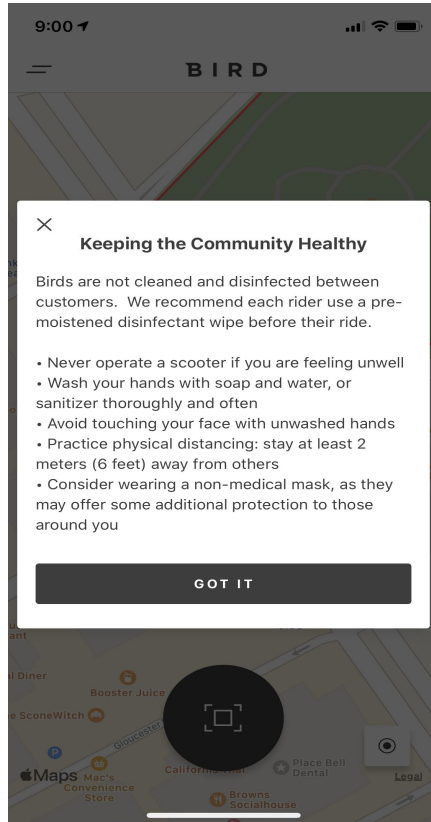
- 1** Wear safety glasses and nitrile gloves.  

- 2** Disinfect all vehicle surfaces, including the handlebars, neck, and chassis.  


Take extra care with the handlebars: Wipe across the front and back, including the bell, throttle, and brake levers.
- 3** Move the clean vehicle to a designated sanitized area.  

- 4** Use wipes or towels once only, then dispose of them properly.  

- 5** Disinfect all workstation surfaces before and after sanitizing each vehicle.  

- 6** Dispose of your gloves after each use, then immediately wash your hands.  
Wash your hands for 20 seconds using warm water and soap before breaks, before/after eating, after using the restroom, and after sneezing/coughing.  


For additional guidance, please reach out to [healthandsafety@bird.co](mailto:healthandsafety@bird.co)

Revised March 2020. © Bird Rides Inc.

# COVID-19 Protocols



- In-app COVID-19 messaging in Ottawa
- Bird Canada worked closely with provincial and municipal health authorities before launching service in 2020
- Bikeshare in Canadian cities continued to operate as well with enhanced disinfecting



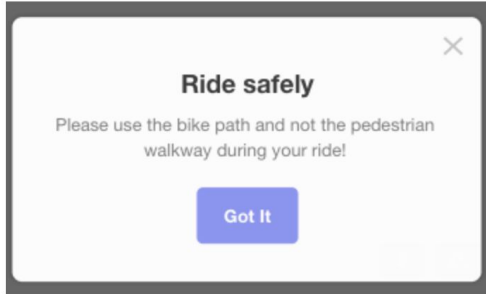
# Bird Canada in Warehouse Charging and E-scooter Mechanical Safety & Disinfection



Picture taken pre-COVID

In warehouse fleet e-scooter charging allows the local Bird Canada team to perform regular mechanical maintenance, repair and safety checks, including COVID-19 related disinfection.

# On-going Rider Education



Geofenced to Eau Claire area in Calgary

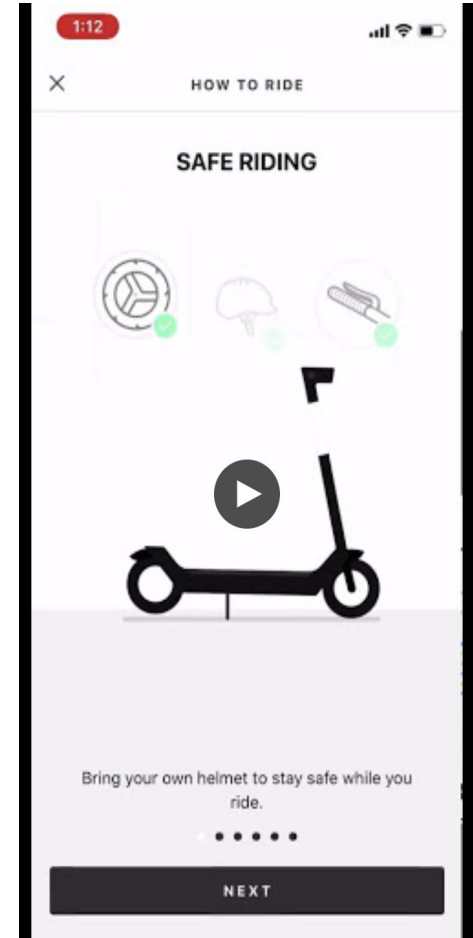


Edmonton

Reminder: No sidewalk riding & park in the "furniture zone" of sidewalks - areas where there are benches, newspaper boxes, light poles.

Ottawa

- In-app education on how to ride and park responsibly (right - image of in-app tutorial video)
- Reminder emails + in-app pop up messages and push notifications to smartphones (images to left)



# E-scooter Rider Education



Ottawa

- Providing residents an opportunity to test ride an e-scooter at no cost
- Educating residents on safe and responsible riding including local rules like no sidewalk riding in Ottawa
- Free helmets given away to local residents



Calgary

## Rider Education: Safe Streets Patrol

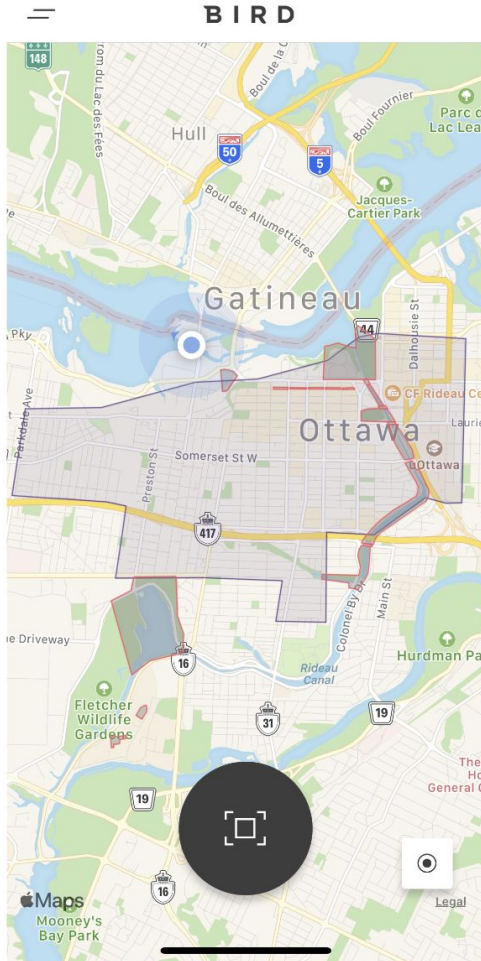


Ottawa



Edmonton

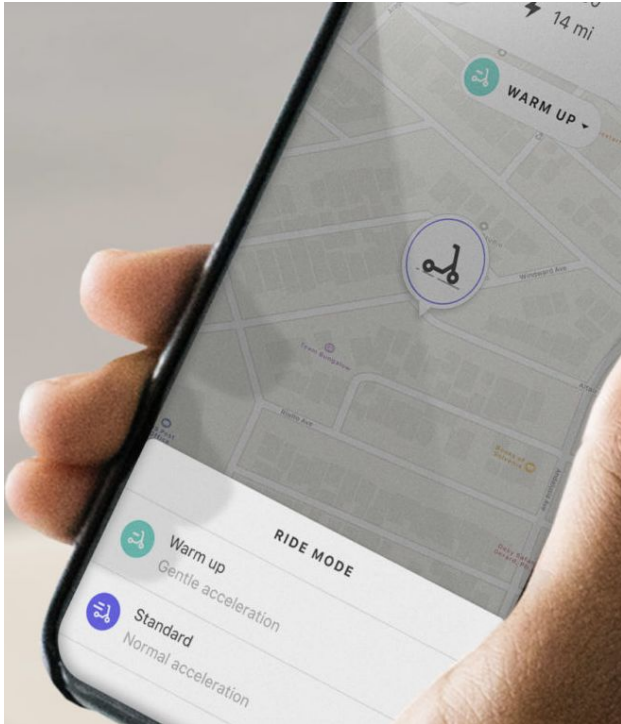
- Uniformed Bird Canada staff physically patrols on foot key areas of the City identified in collaboration with City staff.
- To date, Bird Canada's Safe Streets Team has had thousands of conversations and interactions with local riders to educate them on local rules in cities in which we operate.



## E-scooter Geofencing

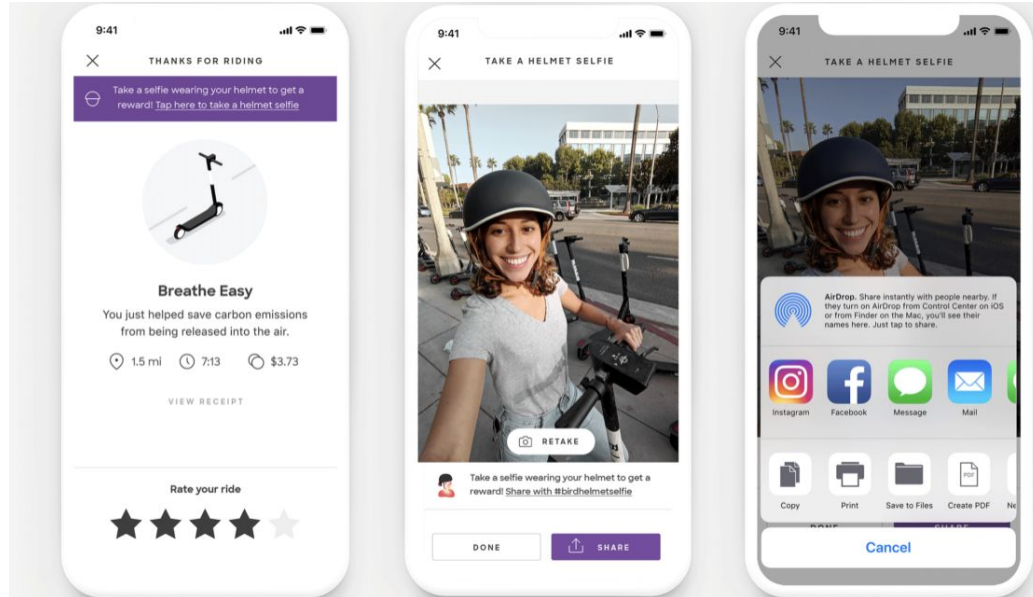
- **Slow Down Zones:** Most Canadian cities have set scooters to a maximum of 20 km/h and Ottawa implemented slow down zones for highly pedestrianized areas of the City so that scooters travel slower in these zones (8 km/h - 15 km/h in Ottawa).
- **No Ride Zones:** Ottawa established no rides zones where upon entering the zone the scooter slows down gradually and stops safely to discourage riding. For example, Ottawa mandated this for all National Capital Commission pathways in the City to prevent shared e-scooters from being ridden on these pathways (NCC may update their policy this year to permit e-scooters).
- **No Park Zones:** Ottawa established no park zones where upon entering the zone, the scooter is unable to be parked/trip ended. In Ottawa, these were combined with No Ride Zones (i.e. Parliament Hill Precinct, Byward Market)

## Bird Canada Feature: “Beginner” Mode



Beginner Mode automatically softens a Bird scooter’s acceleration, allowing riders to slowly work their way up to full speed.

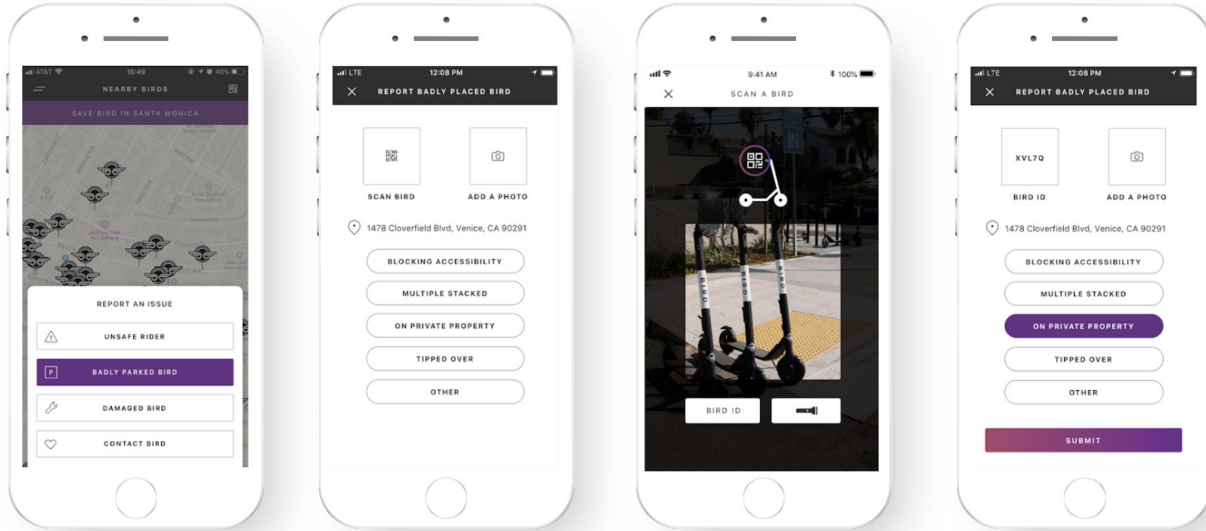
## Bird Canada Feature: “Helmet Selfies”



At the end of each trip, riders are asked to take a selfie. Riders who demonstrate helmet usage will receive incentives such as future ride credits.

Riders can also share their selfie via social media and include #BirdHelmetSelfie to help promote broader adoption and use of helmets.

# Bird Canada Feature: Community Mode



Community Mode is an in-app reporting feature that allows anyone - whether or not they ride Bird - to report instances where a Bird is parked improperly, damaged, etc.

These reports help us take appropriate action such as reposition or remove a vehicle, or taking further disciplinary action as needed.



# Bird Canada Community Involvement



- Top Left: Calgary Bump (Mural Festival 2020)
- Bottom Left: Ottawa Open Streets (2020)
- Bottom: AUMA Calgary (2020)
- Right: Edmonton Paths for People Open Streets (2019)



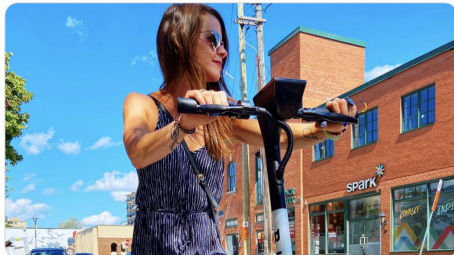
Downtown Bank @DowntownBank · Jul 18

Why walk when you can scoot? 🚲

Bank Street without vehicles on Saturdays makes for the perfect place to safely try out the new #Ottawa e-scooters! 🌟

Look our for pedestrians, go slow and be safe!

#MyOttawa #DowntownBank



1 1 14 1



City Hall School  
@CityHallSchool

Got to try a @BirdRide at @pathsforpp  
#openstreetsyeg .



11:56 AM · Aug 25, 2019 · Twitter for Android

1 Retweet 1 Quote Tweet 16 Likes

# Enjoy the Ride!

**Chris Schafer, VP Government Affairs**

Bird Canada, (647) 389-8052

[chris.schafer@birdcanada.co](mailto:chris.schafer@birdcanada.co)

