



AGENDA
Windsor BIA Advisory Committee
held Thursday, September 16, 2021
at 3:30 p.m.
via Zoom Video Conference

1. **Call to Order**
2. **Declarations of Conflict**
3. **Adoption of the Minutes**
Adoption of the minutes of the meeting held April 27, 2021 – *attached*.
4. **Presentation - My Main Street Grant Program**
Janette MacDonald, Community Manager, My Main Street to provide a verbal presentation.

The FedDev Ontario Joint Announcement for Economic Developers Council of Ontario (EDCO) and Canadian Urban Institute (CUI) – *attached*.
5. **Business Items**
 - 5.1 **2022 Hanging Baskets & Planters - Increase to municipal budget allocation**
Wanda Letourneau, Manager of Horticulture to be in attendance.
 - 5.2 **University Avenue Environmental Assessment**
Jeff Hagan, Transportation Planning Senior Engineer and Tiffany Pocock, Engineer III to be in attendance.
 - 5.3 **2021 Bright Lights**
Michelle Staadegaard, Manager, Culture & Events to be in attendance.

5.4 Garbage Collection Contract – No collection on Saturdays.

Anne Marie Albidone, Manager of Environmental Services to be in attendance.

6. New Business

7. Date of Next Meeting

To be determined.

8. Adjournment

Windsor BIA Advisory Committee

Meeting held April 27, 2021

A meeting of the Windsor BIA Advisory Committee is held this day commencing at 3:00 o'clock p.m. via Zoom video conference, there being present the following members:

Councillor Chris Holt, Chair
Councillor Rino Bortolin
Councillor Ed Sleiman
Debbie Croucher, Downtown Windsor BIA
Mary Ann Cuderman, Sandwich BIA
Tom Coke, Sandwich BIA
Brandi Myles, Erie Street BIA
Mike Osborne, Ottawa Street BIA
Shane Potvin, Ford City BIA
Filip Rocca, Erie Street BIA
Howard Spinner, Walkerville BIA
Terry Yaldo, Pillette Village BIA

Also present is the following resource personnel:

Karen Kadour, Committee Coordinator

1. Call to Order

The Chair calls the meeting to order at 3:00 o'clock p.m. and the Committee considers the Agenda being Schedule A attached hereto, matters which are dealt with as follows:

2 Declaration of Conflict

None disclosed.

3. Adoption of the Minutes

Moved by Councillor Sleiman, seconded by M.A. Cuderman,
That the minutes of the Windsor BIA Advisory Committee of its meeting held
January 28, 2021 **BE ADOPTED** as presented.
Carried.

4. Presentation – Bicycle/E-scooter Share System

Chris Schafer, Vice President, Government Affairs, Bird Canada provides a PowerPoint presentation entitled “Windsor Bicycle/E-scooter Sharing Program – Pilot Program”, *attached* as Appendix “A”. The highlights of the Presentation are as follows:

- Bird Canada Inc. is a first KM / last KM, micro-mobility sharing company dedicated to bringing affordable, environmentally friendly transportation solutions to Canadian municipalities. Some municipalities include Calgary, Edmonton, Ottawa, Montreal and Waterloo.
- *E-scooter Rider Education* - 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
- Free helmets given away to local residents
- *Rider Education: Safe Streets Patrol* - Uniformed Bird Canada staff physically patrols on foot key areas of the City identified in collaboration with City staff
- *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:** There are no ride zones where upon entering the zone the scooter slows down gradually and stops safely to discourage riding.
- **No Park Zones:** There are no park zones where upon entering the zone, the scooter is unable to be parked/trip ended.
- The beginner mode on the e-scooter automatically softens a Bird scooter’s acceleration, allowing riders to slowly work their way up to full speed.
- Fifty percent e-scooters end up in a BIA zone.
- Individuals under 18 years of age must wear a helmet, however all riders are encouraged to wear helmets.

The Chair thanks Chris Schafer for the presentation. A question and answer period follows.

In response to a question asked by M.A. Cuderman regarding who is funding this program, C. Schafer responds that Bird Canada funds their operations and adds that people pay for the trips.

M.A Cuderman refers to the Gordie Howe Bridge and adds that it will be bicycle friendly. She asks if there will be a partnership to allow the bicycle/e-scooters to travel on the bridge.

C. Schafer responds that currently bicycles are not allowed on the bridge, but this partnership would be ideal if there were some connectivity.

D. Croucher asks what the anticipated timeline for this initiative is.

C. Schafer responds they are looking to launch in early May 2021. The service will run until October 2021.

In response to a question asked by D. Croucher regarding who retains the information provided by the riders and are there any privacy issues, C. Schafer responds that each city has contractual agreements to follow the dictates of the privacy law. He notes that they only collect information that is required for the service.

D. Croucher asks for the cost to utilize the e-scooters/bikes.

C. Schafer responds the cost is \$1.15 to unlock the vehicle plus thirty-five cents a minute. He adds that a short trip costs in the range of \$3.00 to \$5.00.

D. Croucher notes that she would like to minimize the number of no ride zones in the DWBIA.

Councillor Bortolin refers to the use of bikes for the residents as a means of transportation and adds that there has to be a reliability factor, i.e. to know that there will be a bike available to take to work or to an appointment. In looking at the numbers, there will be one hundred bikes and adds that we will not have bicycles for some time due to international shortage of bikes. He asks Mr. Schafer to comment on consistency, as there is not a set station for the bikes. He asks if there a plan to increase the number of bikes.

C. Schafer concurs that reliability is everything. Bird Canada has “nests” which are like a docking station except it is virtual. They create within the confines of local rules, nests based on data. Within a virtual nest, are 3-4 scooters or bikes together and those nests would be strategically placed in the city, but over time, the data will tell them particular things, i.e. that particular nest is a bad nest due to low demand. That nest will be switched to create that level of reliability that has been flagged as key. In terms of the bikes, they will arrive in the summer.

Councillor Bortolin asks if there will be an opportunity to add more bikes later.

C. Schafer responds that there is a mechanism in the rules locally to increase the fleet.

F. Rocca remarks that he rode Bird in Detroit and San Diego and adds that this is a great initiative for the City.

B. Myles states they are looking forward to getting it started.

M. Osborne asks C. Schafer to comment on the docking of the bikes.

C. Schafer responds that under that docking model, you have to go to a docking station, unlock it, pull the vehicle out, return it to a station and lock it back in. As this model is so expensive, there are only a limited number of those stations. Let us assume there is a docking station nearby and there is a vehicle in the docking station. The question is will there be a docking station at the end of the trip and will it be full.

C. Schafer comments on bikes in a free-floating or dockless model, which removes the docking station and provides the reliability factor. With this model, the volume of trips will increase because the scooters or bikes are near to where they need to be more times than it is with other models.

H. Spinner asks what the average age of the user is.

C. Schafer responds that the Ontario Government introduced a five year pilot under the *Highway Traffic Act* to allow for the age of 16 + and older to ride the scooters.

H. Spinner asks who is liable if someone is injured while using a scooter/e-bike.

C. Schafer indicates that people will sue all parties. In Ottawa, city staff reported that their municipal insurance was not capped during the e-scooter pilot in 2020. If Bird Canada is negligent in terms of the provision of the scooter or the manner in which the scooter was serviced, under their contractual arrangements with the city are ordered to hold liability insurance as coverage for that purpose. If a rider is negligent, that becomes a different question.

In response to a question asked by H. Spinner regarding if they provide helmets, C. Schafer advises that riders are expected to bring their own helmets. They do provide helmets at no cost at events that they host. He adds that riders 18 years of age or older are not required to wear a helmet, but they are encouraged to do so.

H. Spinner asks if the scooters and e-bikes can be used in all of the BIA's.

The Chair responds the scooters/e-bikes can be used in all of the BIA's with the exception of the Pillette Village and the Riverside BIA as they are not included in the catchment area.

S. Potvin asks for confirmation that all of Drouillard Road is included in the catchment area including both sides of the sidewalks.

C. Schafer indicates that their map was drawn based on the requirements by the city in the RFP.

S. Potvin states he is excited that scooters can assist people in travelling through the Ford City BIA and then get people from Erie Street, Ottawa Street, Walkerville and back to Ford City. He asks if there will advertising for events through the Apps to give

away helmets as Ford City has lower income neighbourhoods in general. He asks C. Schafer what sorts of things they will do in the future at a BIA or community level.

C. Schafer responds that they have low-income special fare options. They have a feature to be rolled out where they highlight local businesses in the App with routing to those businesses via scooter. If a BIA is hosting a festival or event, they would be happy to be present, have a booth, and provide a course so people can test ride the scooters.

In response to a question asked by Councillor Sleiman regarding the weight of an e-bike, C. Schafer responds the e-bikes weigh 34 kilograms.

C. Sleiman asks if there is a requirement for a licence. C. Schafer responds that a licence is not required to ride an e-bike or scooter

C. Sleiman asks which is friendlier for seniors – an e-bike or a scooter.

C. Schafer responds that the e-bike is friendlier because unlike a regular bike, which one has to power to make it go forward, an e-bike is e-assist. When you peddle an e-assist bike, the motor kicks in and helps one to propel forward with less exertion.

T. Yaldo, expresses concern that the Pillette BIA was not included in the catchment area and he hopes that the Pillette BIA and Riverside BIA will be included in the future.

The Chair remarks that in looking at the map, that the entire waterfront is a “slow zone” and he asks what the regulated speed is.

C. Schafer responds that the waterfront is a slow zone and given the volume of pedestrians, cyclists and people being down at the waterfront, it is definitely a slow-down zone to facilitate a safe experience for everyone. Generally across Canada, slow down zones are 15 km/hour.

The Chair asks hypothetically, if there was a huge event on Ottawa Street and people jump on scooters and descend on Ottawa Street, there would be no scooters available in the city at 2:00 on a Saturday. He asks if redistribution is handled throughout the day or only at night and how do they ensure that there are enough scooters to allow everybody access to all of the BIA’s.

C. Schafer responds that they work directly with the organizers of events to ensure they have extra staff deployed to that area to manage the parking of those scooters, key certain geofences would be drawn that organizers want to keep scooters out of certain areas of the festival. It is never good business practice to have all of the scooters in one place, so they have staff on the ground deploying and rebalancing scooters throughout the day, which is how they ensure reliability.

The Chair asks what the metrics are to determine if the pilot program is a success, will be permanent, and will expand.

C. Schafer responds that the metrics are aligned between the City and Operator. The City staff will report back at the end of the pilot to City Council and will outline the issues, challenges and success of the program along with recommendations. In terms of the Operator's metrics, they look at the number of trips per vehicle per day, the higher the better.

The Chair asks how the opportunities for the BIA's can be maximized.

C. Schafer responds that the city staff will have a direct line with the local operations team in Windsor. He suggests that he be used as a conduit to Bird Canada and city staff will have a direct line to the local operations team.

5. Date of Next Meeting

The next meeting will be held at the call of the Chair.

6. Adjournment

There being no further business, the meeting is adjourned at 4:54 o'clock p.m.

CHAIR

COMMITTEE COORDINATOR



SCENARIO NOTE -HYBRID EVENT

FEDDEV ONTARIO JOINT ANNOUNCEMENT FOR ECONOMIC DEVELOPERS COUNCIL OF ONTARIO (EDCO) AND CANADIAN URBAN INSTITUTE (CUI)

**THE HONOURABLE FILOMENA TASSI, MINISTER OF LABOUR AND MEMBER OF PARLIAMENT FOR
HAMILTON WEST–ANCASTER–DUNDAS,
ON BEHALF OF THE HONOURABLE MÉLANIE JOLY, MINISTER OF ECONOMIC DEVELOPMENT AND
OFFICIAL LANGUAGES AND MINISTER RESPONSIBLE FOR FEDDEV ONTARIO**

**FRIDAY, AUGUST, 13, 2021
8:30 A.M.**

VIRTUAL LOCATION: HAMILTON, ON

Purpose: The Honourable Filomena Tassi, Minister of Labour and Member of Parliament for Hamilton West–Ancaster–Dundas, will announce a \$23.2-million FedDev Ontario investment to support the recovery and renewal of neighborhoods across southern Ontario through the launch of the My Main Street initiative. The announcement will be made on behalf of the Honourable Mélanie Joly, Minister of Economic Development and Official Languages and Minister responsible for the Federal Economic Development Agency for Southern Ontario (FedDev Ontario).

The three-year initiative will bring together the Economic Developers Council of Ontario (EDCO) and Canadian Urban Institute to deliver programming to help support the revitalization of up to 200 neighbourhoods across southern Ontario. With a \$13.2-million non-repayable contribution, EDCO will hire local Main Street ambassadors to provide tailored advisory services to local businesses and attract a new generation of local entrepreneurs to fill vacant storefronts in these neighborhoods. The investment includes funding of up to \$10,000 for eligible businesses to implement their growth plans.

With a \$10-million non-repayable investment, the [Canadian Urban Institute](#) (CUI) will work with not-for-profit organizations in communities across southern Ontario to help reanimate neighbourhoods, through installations, events and activities that will help to drive foot traffic back to main streets. The funding delivered through CUI will also help communities develop main street recovery action plans, that will create a roadmap for neighbourhoods to recover post-pandemic.

Location: Westdale Village Theatre 1014 King Street West, Hamilton, ON

Participants:

Canadian Officials:

- **The Honourable Filomena Tassi**, Minister of Labour and Member of Parliament for Hamilton West–Ancaster–Dundas, on behalf of the Honourable Mélanie Joly, Minister of Economic Development and Official Languages and Minister responsible for FedDev Ontario
- **His Worship, Fred Eisenberger**, Mayor of the City of Hamilton



Other Representatives:

- **Master of Ceremonies (MC), Tracy MacKinnon**, Executive Director, Westdale Village BIA
- **Heather Lalonde**, Chief Executive Director, Economic Developers Council of Ontario (EDCO)
- **Mary Rowe**, President and Chief Executive Officer, Canadian Urban Institute (CUI)

Mary Rowe, President and Chief Executive Officer, Canadian Urban Institute (CUI)

Mary Rowe is a leading urban advocate and civil society leader who has worked in cities across Canada and the United States. Mary comes to CUI with several years of experience as an urban advocate and community leader, including serving as Executive Vice President of the Municipal Art Society of New York (MASNYC), one of America’s oldest civic advocacy organizations focused on the built environment. A mid-career fellowship with the US-based blue moon fund led her to New Orleans where she worked with national philanthropy, governments and local communities to support rebuilding after Hurricane Katrina. Prior, Mary was President of the Canadian platform Ideas That Matter, a convening and publishing program based on the work of renowned urbanist Jane Jacobs.

Mary has been a frequent contributor to national and international city-building programs, including UN Habitat and the World Urban Forum. She brings an extensive international network of practitioners from government, industry, community activism, and the city-building professions to strengthen CUI under her leadership.

Bios to follow

8:15 a.m. – Minister Tassi, Mayor Eisenberger, Tracy MacKinnon, Heather Lalonde and Mary Rowe meet on-site (outside Westdale Theatre/BIA) for a run through of the scenario provided by Saoirse Carroll, Senior Communications Advisor, FedDev Ontario.

Sequence of Events:

IN-PERSON AND VIRTUAL ANNOUNCEMENT - Hosted by FedDev Ontario	
8:15 a.m.	Minister Tassi, Mayor Eisenberger, Heather Lalonde and Mary Rowe meet on site outside Westdale Village BIA/Theatre. Saoirse Carroll,



	Senior Communications Advisor, FedDev Ontario will run through scenario.
8:30 a.m. – 8:32 a.m.	Welcoming remarks by Master of Ceremonies Tracy MacKinnon and introduction of Minister Tassi.
8:33 a.m. – 8:37 a.m.	FedDev Ontario funding announcement for EDCO and CUI by Minister Tassi.
8:38 a.m. – 8:40 a.m.	Thank you remarks by MC Tracy MacKinnon and introduction of Mayor Fred Eisenberger.
8:41 a.m. -8:43 a.m.	Remarks by Mayor Fred Eisenberger.
8:44a.m. -8:45 a.m.	Thank you remarks by MC Tracy MacKinnon and introduction of Heather Lalonde.
8:45 a.m. – 8:48 a.m.	Remarks on support for EDCO by Heather Lalonde.
8:48 a.m. – 8:49 a.m.	Thank you remarks by MC Tracy MacKinnon and introduction of Mary Rowe.
8:50 a.m.- 8:52 a.m.	Remarks on support for CUI by Mary Rowe.
8:52 a.m. – 8:54 a.m.	Thank you remarks by MC Tracy MacKinnon. Tracy MacKinnon will speak to the benefits as a local BIA representative and make closing remarks. MC Tracy MacKinnon will announce a media availability and a photo opportunity to follow.
8:55 a.m. -9:00 a.m.	Media availability begins moderated by TBC Office of Minister Tassi or Saoirse Carroll. On-site media will ask questions, followed by media on Zoom.
9:00 a.m.	Photo opportunity. Event ends. Minister Tassi departs.

In-Person and Virtual Announcement: FedDev Ontario will host the event. A limited number of guests will be invited to attend in person and a larger list via Zoom.

Public health regulations such as masks and social distancing must be adhered to at all times.

Location Set Up (Outdoors Westdale Village): The event will take place close to the theatre with picnic tables in backdrop /local stores in backdrop. There will be a microphone, podium, podium sign, media feed and speakers set up.

Indoor Option -Theatre



Media: Media will RSVP to FedDev Ontario prior to the event and will be asked to confirm in-person or virtual attendance. FedDev Ontario will provide either the event location or a Zoom link.

Virtual media: Media attending virtually will use the *raise hand option* via Zoom for the Q and A session.

On-Site Media: Media on-site will use microphone on stand to ask questions. The in-person portion of the media Q and A session will be moderated by TBC, Office of Minister Tassi. The virtual component will be moderated by FedDev Ontario.

The event will be also livestreamed through [FedDev Ontario's Facebook page](#) for guests to view and EDCO and CUI will share on their social media.

General Zoom link for announcement on Friday, August 13 at 8:30 a.m.

<https://us06web.zoom.us/j/84328813165>

CONTACTS:

On-site support

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Federal Economic Development
Agency for Southern Ontario

Agence fédérale de développement
économique pour le Sud de l'Ontario

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