Sent via email: <advisorycommittee@london.ca> and <jbunn@london.ca>

May 21, 2021

London Accessibility Advisory Committee
City of London
300 Dufferin Avenue
London, ON
N6B 1Z2

RE: 2.2 Transportation Demand Management - E-scooters and Cargo E-Bikes

Dear London Accessibility Advisory Committee,

Bird Canada Inc. is a first KM / last KM, electric scooter sharing company dedicated to bringing affordable, environmentally friendly transportation solutions to Canadian municipalities. We provide shared e-scooter services in cities across Canada including Edmonton, Calgary, and Ottawa, and Windsor.

What is a Municipally Regulated Shared E-scooter Program?

(Page contains a picture of a Bird Canada e-scooter with a rider with one foot on the e-scooter, smiling with a helmet on his head).

Shared e-scooter programs in Canada are regulated provincially and municipally with robust regulatory frameworks in place. A municipal shared commercial e-scooter program is offered to cities at no direct cost to the City.

A municipal shared e-scooter program enables local residents to simply download a free app onto their smartphone, locate a shared e-scooter, scan the QR Code located on the shared e-scooter via the smartphone app to unlock the e-scooter, ride the shared e-scooter to their local destination where they would lock the e-scooter via the app and park it in compliance with local municipal regulations, ready for the next rider.

To date, regulated shared e-scooter programs are present in over 150 cities globally and in Canada, e-scooter share operations have existed in cities across the country, including Kelowna, Calgary, Edmonton, Waterloo, Ottawa, Windsor, and Montreal. A number of other municipalities are at various stages of regulatory development towards shared e-scooter pilot

programs including Richmond, Vernon, Red Deer, Lethbridge, Saskatoon, Winnipeg, Hamilton, Mississauga, Brampton, London, Waterloo (Waterloo Region), and Halifax.

Why Municipally Regulated Shared E-scooters?

A municipally regulated shared e-scooter program is beneficial to cities because it:

- **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).

- **Reduces Greenhouse Gas Emissions:** Shared e-scooters are electric and do not emit greenhouse gas emissions like cars do.

- **Facilitates Socially Distant Open-air Transportation:** During COVID-19, shared e-scooters provide an alternative transportation choice for local residents that a host of cities, including San Francisco, have deemed "essential".

- **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).

- **Economic development/recovery:** During the 2019 and 2020 Calgary e-scooter pilot, city staff reported that over 50% of e-scooter trips ended in a BIA and Ottawa city staff reported that during their 2020 e-scooter pilot, 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.

Canadian Provincial E-scooter Regulatory Development

To date, British Columbia, Alberta, Ontario, and Quebec have adopted provincial regulation to permit e-scooters municipally. While the form these rules take vary by Province, they all have the same purpose of permitting the shared use of e-scooters in municipalities that wish to make them available to local residents (in addition to individually owned e-scooters in Ontario).

- **British Columbia** has an Active Transportation strategy "Move Commute Connect". On Oct. 7, 2019, the BC government introduced amendments to the Motor Vehicle Act to permit e-scooters and pilots which were passed into law in late 2019. In January 2020, the BC government announced it was accepting applications from municipalities with respect to micro-mobility (shared e-scooters) with approval via Order in Council recently.

- **Alberta** has issued a regulatory exemption for electric scooter companies that is issued upon a municipality issuing a permit to an e-scooter company to operate locally. Bird Canada was granted a regulatory exemption by the Province in 2019 to operate an e-scooter share by the Province.

- **Quebec** Minister of Transport on June 19, 2019, authorized a "Pilot project concerning electric scooters for self-service rental". This was the first province in Canada to provide a regulatory framework for electric scooter share in Canada. Bird Canada has been authorized by the Province to participate in this Pilot.

- **Ontario** Minister of Transportation introduced amendments to the Highway Traffic Act to permit a 5-year e-scooter pilot that came into force on Jan. 1, 2020 that permits municipalities to have e-scooters on public roads (both shared scooters from companies like Bird Canada and individually owned and used scooters on public roads).

Province of Ontario and Municipal Regulatory Frameworks for Shared E-scooters

The Province of Ontario and municipalities with shared e-scooter programs have robust regulations in place to govern shared e-scooters. I encourage the Advisory Committee to click the links in this section and review the exhaustive regulations in place provincially and for example, in the Ottawa shared e-scooter pilot.

The province's pilot regulations for e-scooters has an array of regulations concerning the operation of e-scooters (i.e. no double riding), the e-scooter equipment itself (i.e. weight, etc.), etc. Other sections of the provincial regulations for cities that permit e-scooters locally include:

- Where electric kick-scooters permitted
- Roadway use
- Safe operation
- General rules re operation
- Equipment
- Operator to stop for police officer
- Duty to report accident

Municipal programs for shared e-scooters (permit agreements) in cities such as Kelowna, Calgary, Edmonton, Ottawa and Windsor have extensive regulations in place for shared e-scooter programs. For example, in Ottawa, each shared e-scooter operator permitted by the City, has a signed binding agreement with the City of Ottawa. Bird Canada's agreement with the City of Ottawa for the provision and operation of shared e-scooter services can be viewed here. General information on Ottawa e-scooter rules: https://ottawa.ca/en/parking-roads-and-travel/cycling/e-scooters.

Bird Canada's agreement with the City of Ottawa for the provision and operation of shared e-scooter services is almost 30 pages of regulatory requirements that cover a thorough host of various mandated regulatory requirements including but not limited to:

- Fees and Securities (pg. 3)
- Parking of shared e-scooters (pg. 5)
- Removal of shared e-scooters (pg. 7)
- COVID-19 related sanitation (pg. 8)
- Communication and Education (pg. 8)
- Non-performance (of contractual obligations) (pg. 9)
- Data Reporting to the City (pg. 10)
- Indemnity (pg. 10)
- Insurance (pg. 11)

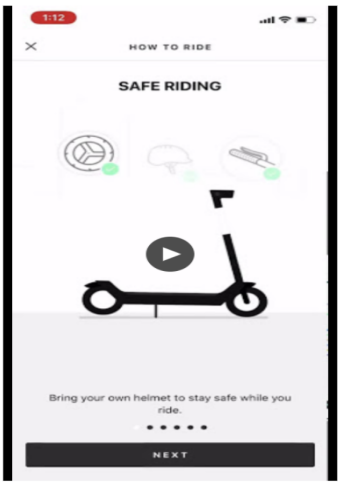
Common Questions & Answers about Municipal Shared E-scooter Programs

Ottawa's shared e-scooter program in 2020: "*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*," said **Tim Tierney, Ottawa City Councillor**, Chair Transportation Committee.

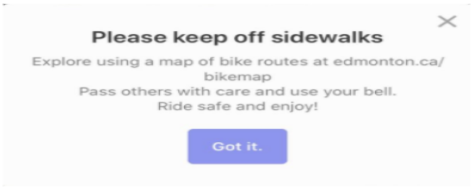
E-scooter Item	Bird Canada Response
What technology does an e-scooter come equipped with?	Below is the Bird Two shared e-scooter model. This new model e-scooter features a higher maximum load capacity, larger 10" tire diameter, front and rear brakes, pneumatic tires, improved ability to operate in diverse weather conditions and on various surfaces with improved geofencing accuracy and all around improved robustness and durability/longevity.

	
Cost to City?	Bird Canada as a micro-mobility provider, provides its services to cities across Canada at no direct cost to the City or local taxpayers. Bird Canada does not request a subsidy to provide e-scooter services to local residents. Bird Canada was awarded the exclusive contract to provide shared e-scooters and e-bikes this week in Windsor, Ontario: "The bike/e-scooter share pilot program will run without any capital or operating funding required from the city," says an administration report going to council Monday. See more here. Ottawa city staff reported earlier this year that their municipal insurance pool has had no impact from their shared e-scooter program pilot to date.
Speed?	Unlike the other vehicles (human powered pedal bikes) which can travel at speeds well in excess of 25 km/h, Provinces have generally mandated that e-scooters be set at a max speed of 24 km/h. Municipalities in Canada (i.e. Edmonton, Calgary, Ottawa, Windsor and Montreal) with shared e-scooter pilot programs to date have mandated a maximum speed of 20 km/h for shared e-scooters. Bird Canada has a speed governor on it's e-scooters which sets them at the locally required speed. Also, through geo-fencing technology, Canadian cities have required slow down zones, for example in highly pedestrianized areas of the City, so that shared e-scooters travel slower in these zones (i.e. 15 km/h in Calgary, 8-15 km/h in Ottawa).
Safety?	Internationally, studies show the risk profile of e-scooters is akin to bicycles. No deaths from e-scooters have been reported in Canada to riders or pedestrians.

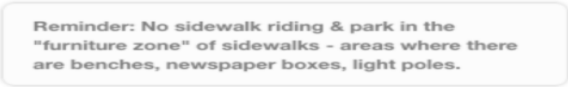
	OECD: "A road fatality is not significantly more likely when using a shared standing e-scooter rather than a bicycle. The risk of an emergency department visit for an e-scooter rider is similar to that for cyclists." **Montreal:** 4 light injuries from electric scooters between Aug 13th and Nov 15, 2019 out of 226,000 rides whereas e-bikes saw 360 injuries out of a significantly smaller 146,000 rides. **Ottawa:** 7 minor injuries caused by e-scooter falls or collisions. This represents an injury rate of 0.003 per cent **Calgary:** Significantly lower injuries sustained to e-scooter riders than bicycle riders during the two year e-scooter pilot. With sidewalk riding permitted in Calgary during the 2-year pilot, only 4 minor injuries to third parties (pedestrian/cyclist) were sustained as a result of an e-scooter). Table 4: AHS Data on Number of Transportation Injuries Requiring an Ambulance **Type** | **2019** (July 8 to October 31): E-Scooter | Bicycle | Vehicle | Motorcycle | **2020** (May 22 to September 30): E-Scooter | Bicycle | Vehicle | Motorcycle Emergency: 33 | 197 | 502 | 103 | 42[1] | 484 | 617 | 166 ICU: 0 | 4 | 17 | 3 | 0 | 3 | 11 | 5 Fatality[2]: 0 | 1 | 3 | 0 | 0 | 3 | 4 | 1 Surgery: 8 | 33 | 51 | 35 | 24 | 109 | 79 | 57 [1] There were an additional 25 e-Scooter injuries requiring EMS that did not contain detailed patient records in 2020. [2] Fatality numbers do not include those who died on site. There were no e-Scooter fatalities.
Insurance?	Cities across Canada with e-scooter share programs all require e-scooter operators to possess Commercial General Liability insurance and related insurances (cyber, etc.). All the required insurance is carried by e-scooter operators in Canada as required by municipalities with shared e-scooter programs to date in Canada.
Education?	Shared e-scooter programs include 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:



Geofenced to Eau Claire area in Calgary



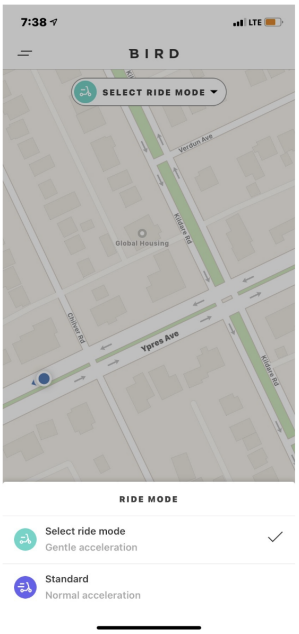
Edmonton

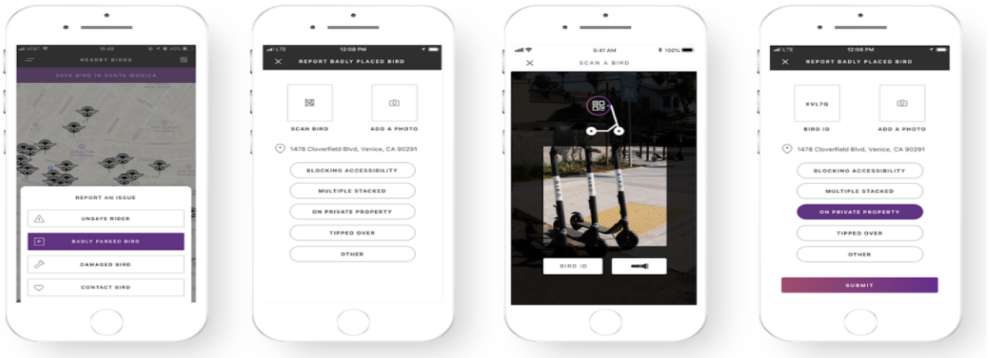


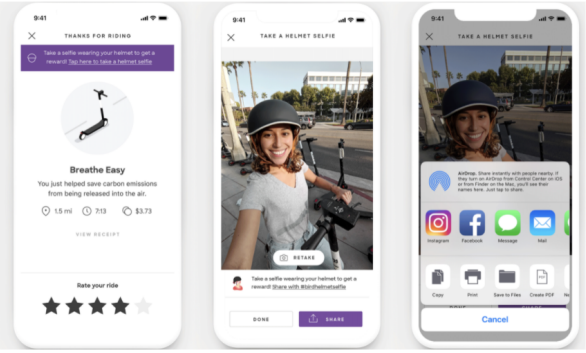
Ottawa

E-scooter companies provide public training information sessions:

- Bird Canada Safe Streets events are designed to promote responsible riding by:
  - Providing residents an opportunity to test ride an e-scooter at no cost (where permissible with local COVID-19 precautions)
  - Educating residents on safe and responsible riding including local rules like no sidewalk riding and how to park responsibly in the "street furniture zone" of sidewalks
  - Free helmets will be given away to local residents

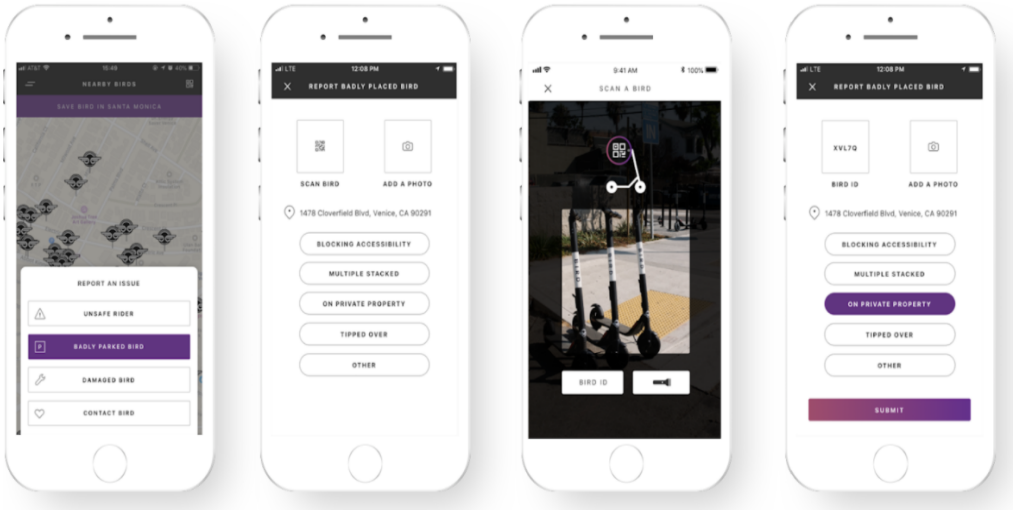
	“Beginner Mode” ● Beginner Mode automatically softens a Bird scooter’s acceleration, allowing riders to slowly work their way up to full speed. This is ideal for first time riders as they learn to get comfortable with riding an e-scooter. 
Management of Public Right of Way?	There are several features that city staff could recommend be part of a shared e-scooter program: ● **Slow Down Zones:** Most Canadian cities have set scooters to a maximum of 20 km/h and some cities have implemented slow down zones for highly pedestrianized areas of the City so that scooters travel slower in these zones (i.e. 15 km/h in Calgary). ● **No Ride Zones**: Some cities have established no rides zones where upon entering the zone the scooter slows down gradually and stops safely to discourage riding. For example, Ottawa has mandated this for all National Capital Commission (NCC) pathways in the City to prevent shared e-scooters from being ridden on these pathways (the NCC is currently re-examining this policy as it currently permits e-bikes on these pathways). ● **No Park Zones:** Some cities have established areas where shared e-scooters are not permitted to be parked. When a rider attempts to end a trip in a geo-fenced no park zone, they are unable to do so and receive instructions via the app to park in a permitted area. E-scooter companies like Bird Canada operate “Safe Streets” patrols of uniformed staff out in the public in key areas of the City to ensure e-scooters

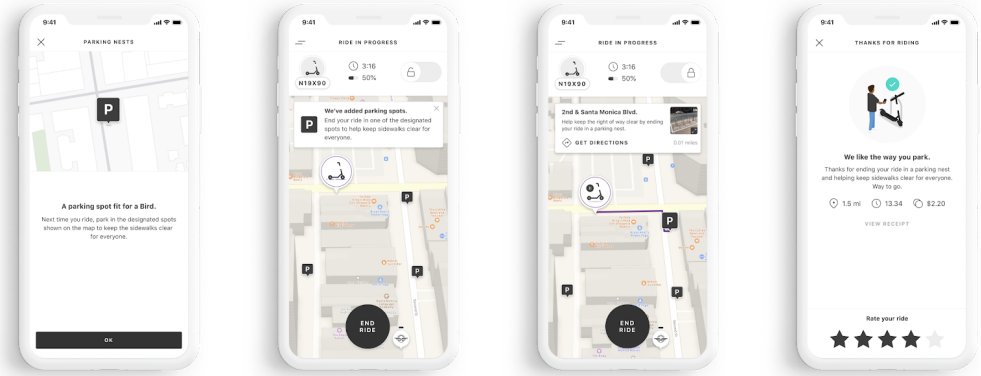
	are parked properly and riders are riding safely (not on sidewalks) and providing general public education:  **Community Mode**: An in-app reporting feature that allows anyone - whether or not they ride Bird - to report instances where a Bird is parked improperly, damaged, etc. These reports help us take appropriate action such as deploying staff to reposition or remove a vehicle, or taking further disciplinary action as needed. 
Helmets?	While provincial regulations with respect to helmets can vary across Canada, Bird Canada always recommends riders wear a helmet and we distribute helmets at no cost at public education events and via our website. We also use technology to encourage helmet use: **“Helmet Selfie”**

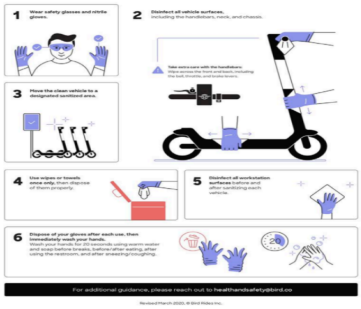
	• Riders are asked to take a selfie showcasing their helmet to receive an incentive. Incentives can include future rider credit, rewarding riders for best practices. 
What about e-scooters emitting a noise?	E-scooters are no different than traditional bicycles and e-bikes (in addition to electric cars) in terms of their quietness. However, unlike the other vehicles which can travel at speeds well in excess of 25 km/h, the Province of Ontario has mandated shared e-scooters be set at a max speed of 24 km/h (Municipalities with shared e-scooter pilot programs have mandated a max speed of 20 km/h for shared e-scooters). Shared e-scooter companies can add a consistent noise emission to their e-scooter while in operation if desired by a City. This would mean that while a shared e-scooter is being rented, the shared e-scooter would emit a noise at a regular interval. However, it should be noted that: • No other City in Canada with a shared e-scooter program to date has required e-scooters to emit a constant noise. Those cities include: Kelowna, Calgary, Edmonton, Waterloo, Ottawa or Montreal. • Other similar vehicles, although equally quiet are not required to emit a constant noise: e-bikes, pedal bikes, and even e-cars are all similarly quiet vehicles with no requirement to emit a constant noise. • A requirement to emit constant noise could raise 3-11 complaints about noise as there would be several hundred e-scooters emitting constant noise in the City (depending on permitted fleet size of a local shared e-scooter program).
High visibility e-scooter colours?	The City may wish to consider unique “City of London” co-branding which could incorporate some of these high visibility bright or contrasting colour elements (taking into consideration limited “real estate” on an e-scooter). Windsor required city branding which has high visibility colours.

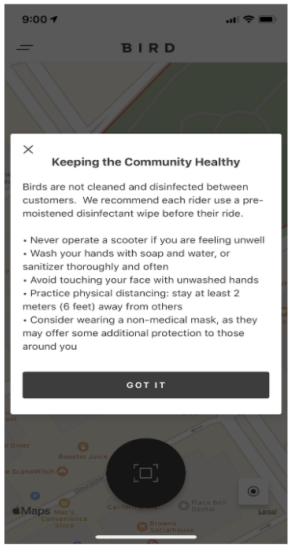
	
Identifying e-scooter riders?	Bird Canada pioneered this in Ottawa and is adding this feature in Edmonton and Calgary. A visible # on the e-scooter neck may deter bad rider behaviour such as sidewalk riding or bad parking behaviour or general poor riding behaviour because the visible # serves as a "licence plate" of sorts and may make riders feel as if they are identifiable. A visible # may enable a member of the public (or bylaw) to more easily identify a negligent e-scooter rider and report it to an e-scooter operator (we can then match the visible # in a photo or description with date/time of day to determine the rider and provide a warning, financial penalty or suspension of service).

	
Braille?	Some cities like Calgary have required shared e-scooters to have Braille to provide customer contact information on the e-scooter itself.  Shared e-scooter companies like Bird Canada also have a “Community Mode” feature for in-app reporting 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 deploying staff to reposition or remove a vehicle, or taking further disciplinary action as needed.

	
Sidewalk riding detection technology?	Bird's next-generation Sidewalk Detection technology relies on our Vehicle Location System (VLS) to detect and stop sidewalk riding in real time. Riders will trigger a pre-programmed response quickly upon mounting the sidewalk, which results in the e-scooter safely and slowly reducing its speed until it comes to a complete stop. Simultaneously, we use the on-vehicle display and audible alert system to remind riders sidewalk riding is not allowed and they must return to a bike lane or street to resume their ride.
E-scooter anti-tip over technology?	Bird Canada's dual-sided kick stands keep e-scooters standing upright. The "Bird Two" e-scooter model features an industrial-grade anti-tipping dual kickstand that is uniquely designed to withstand the demands of the shared micromobility market while reducing the chances of a vehicle being knocked over when parked. In addition, Bird Canada's e-scooters are equipped with tip-over technology to inform internal teams if an e-scooter has fallen over while parked. Bird Canada's local team can then respond and address this issue quickly in real time.
User parking verification and incentives?	For City designated parking locations, Bird Canada can implement our designated parking feature that uses advanced geofencing, in-app education, real-world visual reference points, real-time navigation, and GPS-enabled alerts to geolocate riders in designated parking locations and incentivise this parking behaviour through an incentive, financial or otherwise. When a rider initiates the end of their ride, our Vehicle-Location System uses horizontal accuracy, along with the latitude and longitude associated with the nearest geofenced drop-zone to determine if they are parking in a designated parking location:

	1. If the vehicle's location complies with a designated parking location, the Bird app instructs the rider to park in an upright position. Before the ride will end, riders must take a photo to verify proper parking. 2. If the vehicle's location does not comply with designated parking location, the Bird app can inform the rider they are attempting to park outside of a designated parking location. The app can then provide directions to the nearest available designated parking location in the area. 
Benefits of shared e-scooters?	A municipally regulated shared e-scooter program is beneficial to cities because it: ● **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). ● **Reduces Greenhouse Gas Emissions**: Shared e-scooters are electric and do not emit greenhouse gas emissions like cars do. ● **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). ● **Facilitates Socially Distant Open-air Transportation**: During COVID-19, shared e-scooters provide an alternative transportation choice for local residents that a host of cities, including San Francisco, have deemed "essential".
E-scooter program results?	**Calgary** City staff found: ● 1 in 3 shared e-scooter trips replaced a car trip. ● >50% of shared e-scooter trips ended in a BIA or BRZ.

	Ottawa City staff reported: ● 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. ● 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. **Montreal** City staff reported: ● 27% of shared e-scooter trips made in Montreal has as their origin or destination, a metro or train station
COVID-19?	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

Sincerely,

Chris Schafer
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