



July 8, 2020

Councillor James Pasternak
Chair, Infrastructure and Environment Committee
City of Toronto
100 Queen Street West
Toronto ON M5H 1N2

Deputation for 2020.IE14.10 - E-Scooters - A Vision Zero Road Safety Approach

Chair Pasternak, Vice-chair McKelvie and Committee members,

Thank you for this opportunity to speak on behalf of Scooty, a Toronto micromobility company, incubated out of Ryerson University's DMZ. We have been participating in the city's study of dockless e-Scooters and we begin by thanking city staff for their hard work and the report they have produced. Scooty started in 2019 because we saw the benefits of micromobility and e-Scooters and wanted to bring these benefits to Toronto. Our Safety, Courtesy, Partnership approach will realize more of the benefits of e-Scooters and address the challenges.

Scooty has demonstrated our commitment to safety by learning from the experiences of hundreds of municipalities that have seen e-Scooters on their roads. Our research has been shared with city staff and with the Ontario Traffic Council. We have extended our commitment to safety by sourcing what we feel is the safest e-Scooter on the market, from a company with decades of experience in low carbon electric micromobility. We even sourced bright yellow helmets to improve rider visibility, and have developed safety training programs and lessons which can be introduced in public schools.

We are very excited about the proposed May 2021 pilot. We know that a six-months or greater city-wide Toronto pilot would see ridership numbers far greater than last year's pilots in Calgary (750,000 trips in three months) and Chicago (800,000 trips in four months). Integrating the pilot with the Transportation Innovation Zone(s), TTC, Bike Share, and the ActiveTO program means we could get better ridership numbers and better quality data. This would improve connections to and between the subway lines, encouraging more local economic activity and supporting communities throughout the city. But rather than waiting for May 2021 and the city wide pilot, we ask the city to consider for this year a series of small, local micropilots tied to Transportation Innovation Zone(s). This will allow all of us to learn and adjust as needed to support and execute a successful e-Scooter rollout program.

We look forward to your supportive vote on the ideas I have put forward, and to meeting with you to demonstrate our safe, top-of-the-range e-Scooter before the Council vote at the end of the month.

Thank you again and I look forward to your questions and feedback.

Warmly,

Shoaib Ahmed

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SCOOTY

**SAFETY
COURTESY
PARTNERSHIP**

ABOUT US

We are a local team that understands Toronto and the needs of our communities, residents, workers, employers and visitors alike.

Our business model focuses on integrating with city services, emphasizing community benefits, and staying true to our values of Safety, Courtesy, and Partnership throughout.

Safety matters to us. We want users to ride safely on the appropriate streets, and not on sidewalks. We are committed to helmet use and have designed safety moments and safe riding programs. Our e-Scooter is the safest product on the market, and we will continue to invest in safety research.

Courtesy matters to us. From the start, we have asked city staff to implement e-Scooter corrals and designated parking spaces that do not block sidewalks. We will encourage safe and courteous riding and parking, through messaging and public service engagements.

Partnership matters to us. We have developed proposals to integrate e-Scooters and micromobility into transit and bike share systems, increasing mobility benefits and cutting costs.

To date, we have met with municipalities, the Ontario government, transit and tourism agencies, industry associations, developers, property owners, and BIAs. We sponsored the Ontario Traffic Council symposium on e-Scooters.

We have talked with community agencies across various Toronto neighbourhoods about local mobility needs and e-Scooter use plans, and will continue these initiatives under a City of Toronto pilot.

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The Scooty Anatomy

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