



IE14.10.12

Toronto

Infrastructure and Environment Committee

IE14.10 “E-Scooters - A Vision Zero Road Safety Approach”

Chris Schafer, VP Government Affairs, Bird Canada

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Who We Are

Bird Canada Inc. is a first KM / last KM, electric scooter sharing company dedicated to bringing affordable, environmentally-friendly transportation solutions to Canadian municipalities, including the City of Toronto.

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.



How Can a Shared E-scooter Program Help Toronto Achieve its Goals?

1. **Helping to eliminate fatalities and serious injuries on city streets** to create a safe and healthy city (Vision Zero).
2. **Supporting the TTC** as a first- and last- KM solution for public transit. **In Montreal, 27% of e-scooter share trips started/ended at public transit.**
3. **Reducing local greenhouse gas emissions**, as 38 percent of Toronto's GHG emissions in Toronto are generated by transportation, with 80 per cent of those emissions attributed to personal cars.
4. **Reducing traffic congestion** by getting Torontonians out of their cars. **In Calgary, 1 in 3 e-scooter share trips replaced a car trip.**
5. **Supporting local business** by connecting riders to commerce. **In Calgary, over 50% of e-scooter share trips ended in a BIA or BRZ.**



E-scooter Safety

“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.” ~ OECD Int’l Transport Forum

The Island of Montreal saw 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.

Transportation Injuries Requiring an Ambulance between July 8 and Oct. 1, 2019

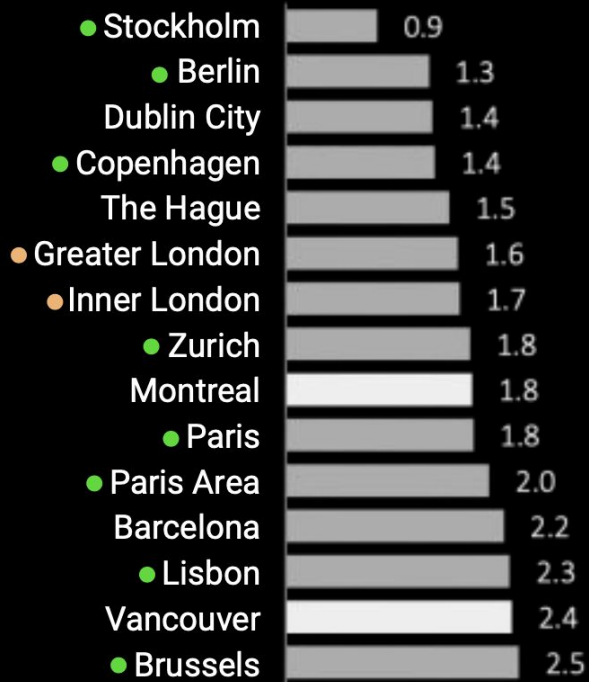
E-Scooters			Bicycles			Motor Vehicles		
Emergency	ICU	Fatality	Emergency	ICU	Fatality	Emergency	ICU	Fatality
33	0	0	197	4	1	463	10	1





10 out of 15 Cities with the Safest Roads have or will have an E-scooter Share Program in 2020

Traffic Deaths per 100,000 population, 2011-2015



Safer City Streets
Global Benchmarking for
Urban Road Safety



● **Launched**

● **Launching by Fall 2020**

E-scooter Parking Compliance



Transportation Research Interdisciplinary
Perspectives

Volume 4, March 2020, 100099



The most comprehensive study to date investigated e-scooter, bike and car parking behavior in Austin, Texas; Portland, Oregon; San Francisco & Santa Monica, California; and Washington, D.C.:

- Less than 1% of bicycles and scooters were improperly parked
- Nearly one-quarter (24.7%) of motor vehicles were improperly parked
- Ride-hail, taxi, delivery, and commercial vehicles accounted for 64% of motor vehicle violations.

Impeding access: The frequency and characteristics of improper scooter, bike, and car parking

COVID-19 presents an opportunity to reshape the way Toronto moves

*"During this crisis, we have all learned that we can be outside for walks or bike rides. Biking and walking will be our safest way to get to and from work. **Bike lanes should be expanded, and bike and scooter sharing programs should be, too.**" – University of Toronto Professor Richard Florida, Globe and Mail April 2, 2020*

*"When these temporary restrictions end, this could be used as an opportunity for governments to change how we get around cities. **They could invest more in transit, electrification and active transportation, including cycling, e-scooters and e-bikes.**" – University of British Columbia Professor Lawrence Frank, Globe and Mail, March 25, 2020*

*"Cities such as Mexico City and London are seeing the benefits of many years spent growing their cycling networks, and are moving to make temporary cycling measures permanent. **Anecdotally, there are stories everywhere of people switching from transit trips to cycling and e-scooters, where these modes are available.**" – Institute for Transportation and Development Policy, March 24, 2020*

*"Micro-mobility as we know it today is a descendent of the e-bike surge in the early 2000s. That surge was aided by a demand for large scale mobility that still allowed for SARS-related personal distancing. **Shared micro-mobility today, as a part of a diverse transit network, can help enable resiliency in the transportation system while limiting personal contact.**" - Chris Cherry, professor at the University of Tennessee and member of the Institute of Transportation Engineers, April 14, 2020*



Support exists for a Regulated E-scooter Share Pilot in Toronto

City staff support “development of an RFP by the TPA, with support by Transportation Services, and for City staff...for an e-scooter pilot recommended for May 2021”. 69% of Torontonians support a coordinated approach to shared e-scooter services managed by Bike Share Toronto

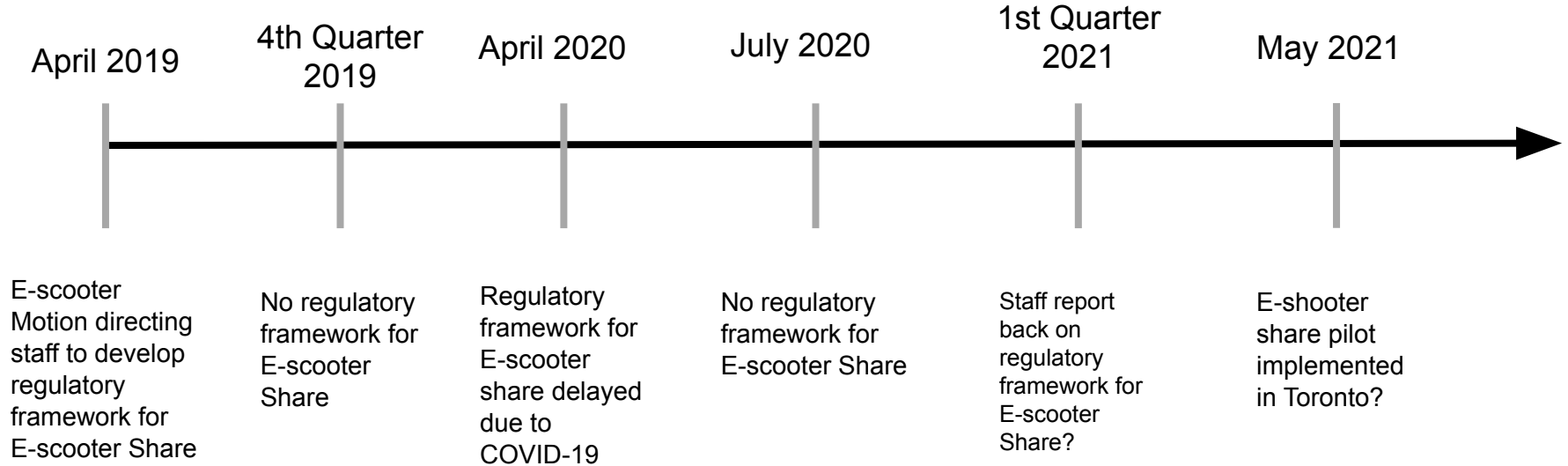
“We are supportive of a kick-style e-scooter pilot proposed by the Ontario Ministry of Transportation on Toronto roads and multi-use trails.” ~ Oct. 1, 2019 Letter to I&E Committee

CNIB has advocated sensible regulations in Toronto including sidewalk riding bans, maximum operating speed limits of no more than 24 km/h, etc. ~ Jan. 28, 2020 Letter to Accessibility Advisory Committee.

“The Downtown BIAs support the May 2021 e-scooter introduction timeline.” ~ July 7, 2020 Letter to I&E Committee



E-scooter Share History in Toronto





Chris Schafer, VP Government Affairs, Bird Canada
chris.schafer@birdcanada.co

