



**Toronto: DI14.1 Electric Kick-Scooters  
(E-scooters) - Accessibility Feedback (Ward All)**

**Chris Schafer, VP Government Affairs  
Bird Canada**

February 25, 2021



(Image of a Bird Canada e-scooter  
and a Canadian maple leaf. Bird  
Canada is a Canadian company)

# Who We Are

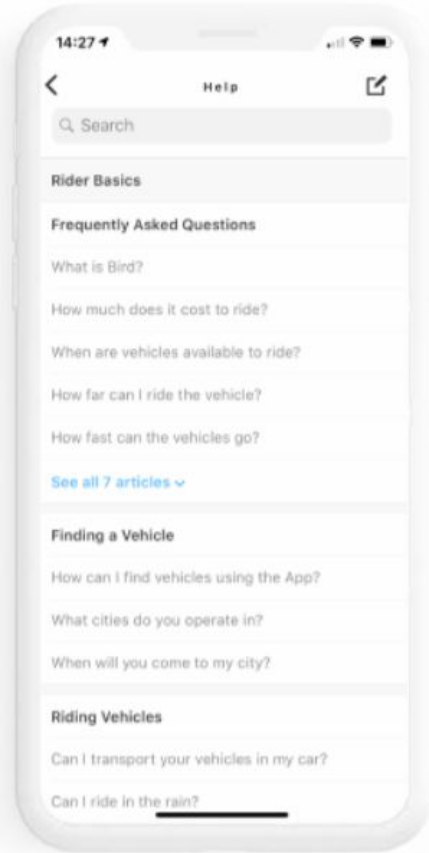
**Bird Canada Inc.** is a first KM / last KM, electric scooter sharing company dedicated to bringing affordable, environmentally-friendly transportation solutions to Canadian municipalities, including the City of Toronto.

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.



(Image is of a pop-up event held by Bird Canada in Toronto's Distillery District where the public could test ride an e-scooter)

# Accessibility



(Image of the Bird Canada app)

## ACCESSIBILITY

- The Bird app is accessible and compatible with screen readers. It offers voiceover support for both iOS and Android users, on-page navigation, captions and text alternatives to images, and closed captioning for all videos.

## WEBSITE ACCESSIBILITY

- Bird's website adheres to accessibility standards.

## PHONE SUPPORT SERVICE

- Our staffed, toll-free customer service line (1-866-205-2442) provides support 24 hours a day, 7 days a week. Translation services are available in 21 languages, including Spanish, Polish, Korean, Arabic, Hindi and Mandarin.
- It also accommodates TTY relay services.

# Bird E-scooter



**Kick stand + tip over technology**

**Manual warning bell**

**Front & rear lights - visible up to 300 feet.**

(Image of a Bird Canada e-scooter)

# Shared E-scooter Programs in >100 Cities Globally

## Europe

Annecey  
Antwerp  
Barcelona  
Berlin  
Bordeaux  
Cologne  
Frankfurt  
Hamburg  
Krakow  
Lisbon  
Lyon  
Madrid  
Marseille  
Munich  
Paris  
Redditch  
Rimini  
Rome  
Sevilla  
Stockholm  
Torino

Verona

Vienna

## Middle East

Givatayim  
Ramat Gan  
Tel Aviv

## North America

Mexico City

## South America

Santiago – Las Condes

## United States

Alexandria  
Arlington  
Atlanta  
Austin  
Bakersfield  
Bloomington  
Boise  
Brookline  
Charlotte  
Cincinnati  
Cleveland

Columbia

Columbus

Coral Gables

Culver City

Dallas

Denver

Detroit

Durham

Fairfax

Fort Collins

Ft. Lauderdale

Harrisonburg

Indianapolis

Kansas City

London

Long Beach

Los Angeles

Louisville

Memphis

Meridian

Miami

Milwaukee

Montgomery County

Nashville

Norman

Oakland

Phoenix

Portland

Richmond

Salt Lake City

San Diego

San Francisco

San Jose

Santa Monica

Scottsdale

St. Louis

Tallahassee

Tampa

Tempe

Tucson

Tulsa

Virginia Beach

Washington DC

## Kelowna

Richmond

**Calgary**

**Edmonton**

Saskatoon

Winnipeg

**Ottawa**

Mississauga

Hamilton

Brampton

London

Windsor

Vaughan

**Montreal**

**Westmount**

**Waterloo Region**

Halifax

List above is cities Bird operates in globally

**Bolded** Canadian cities = hosted shared e-scooter programs

Unbolded Canadian cities = different stages regulatory development towards potential shared e-scooter programs

# 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

# OTTAWA SUN

Ottawa

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

Jon Willing

Jan 25, 2021 • 19 hours ago • 4 minute read

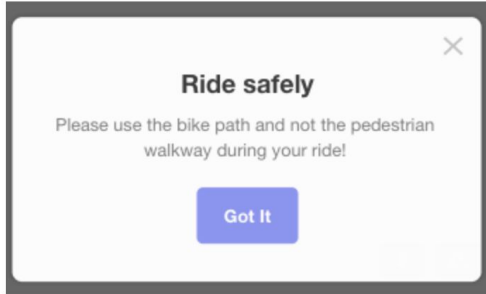
*“There’s a been a lot of thought put into this and, touch wood, it’s probably been one of the **more successful pilot scooter projects across the country if not throughout North America**”*

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

*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

# On-going Rider Education



Geofenced to Eau Claire area in Calgary

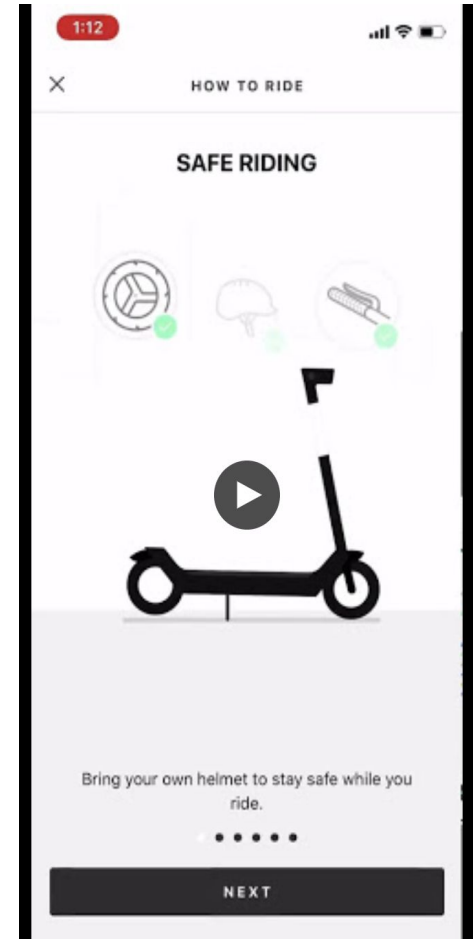


Edmonton

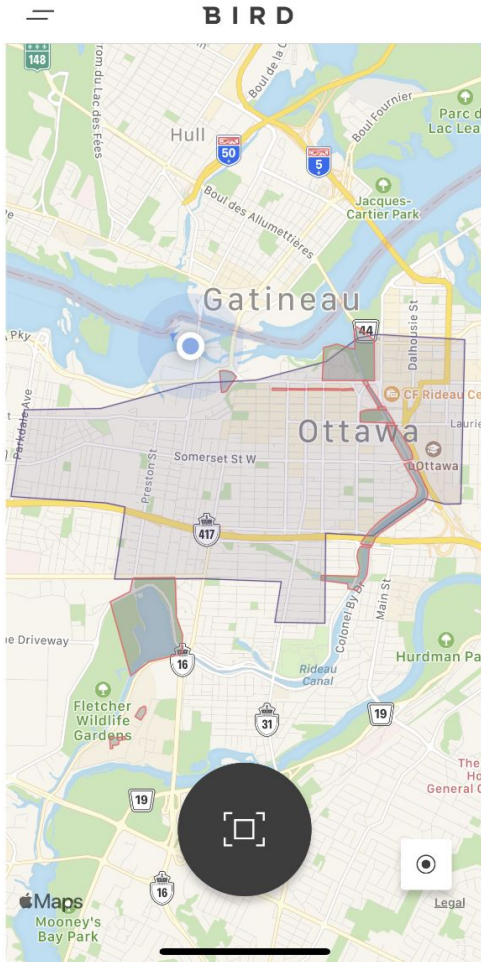
Reminder: No sidewalk riding & park in the "furniture zone" of sidewalks - areas where there are benches, newspaper boxes, light poles.

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)



# Geofencing



- **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 and 8 km/h - 15 km/h in Ottawa).
- **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 pathways in the City to prevent shared e-scooters from being ridden on these pathways.
- **No Park Zones:** Some cities have established no park zones where upon entering the zone, the scooter is unable to be parked/trip ended.

Image is from Bird Canada app in Ottawa showing operational service area and geofencing



## 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.

(Images: Uniformed Bird Canada staff patrolling streets in Ottawa and Edmonton educating the public about e-scooters / addressing issues in real time)

# “Lock to” E-scooter Parking Solution Ideal for Large Cities



(Image of a woman locking an e-scooter to a bike rack via an integrated electronic lock attached to the e-scooter)

- If approved, Toronto would be the first Canadian City with this parking solution, which is ideal for large cities with sufficient parking infrastructure. (Bird operates under the “Scoot” brand in San Francisco)
- In San Francisco, shared e-scooters are required to have a lock attached to it like a bicycle lock that is unlocked via an e-scooter share company app
- At the end of a ride, a rider locks the e-scooter to municipally approved infrastructure
- Upon locking the e-scooter, riders are required to take a photo of the e-scooter locked to a bike rack or permitted infrastructure

# “Lock to” E-scooter Parking Outcomes



(Image of a e-scooter locked to a bike rack via an integrated electronic lock attached to the e-scooter)

- A [study](#) by the San Francisco Municipal Transportation Agency (SFMTA) found that:
  - Complaints about sidewalk riding and improper parking were significantly reduced under the [Shared E-scooter] Pilot
  - The lock-to design addresses major issues with sidewalk clearance and pedestrian safety
- Chicago Dept. of Transport. [found](#) 79% decrease in 3-11 complaints-per-day-per-device in 2020 with “lock-to” e-scooters compared to 2019 without this requirement.
- Data collected by Scoot in San Francisco indicate that with this system, scooters were parked properly 99.2% of the time
- While this parking technology enhances parking compliance, it will reduce overall trip volumes.

# Sidewalk Riding Detection Technology



(Image of a e-scooter rider)

- To encourage safe riding and to protect the public, Bird is developing technology that combines speed and brake fluctuation analysis to determine whether rides occur on sidewalks or streets.
- This allows us to monitor and influence rider's behaviour in accordance with local rules.

# E-scooter Insurance

		North America	European Union	Bikeshare TO	Comments
1	Commercial General Liability	✓	✓	✓	<ul style="list-style-type: none"><li>Insurance covers rider and public against negligence from e-scooter company</li></ul>
2	Insurance covering injury to rider from rider fault	✗	✗	✗	<ul style="list-style-type: none"><li>Like bicycle riders, insurance for this is not required globally</li></ul>
3	Insurance covering injury to public from rider	✗	✓	✗	<ul style="list-style-type: none"><li><b>A select few EU cities only</b></li><li>Insurance carriers are unwilling to make this same insurance available in North America currently</li></ul>

# 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.



Table 4: AHS Data on Number of Transportation Injuries Requiring an Ambulance

Type	2019 (July 8 to October 31)				2020 (May 22 to September 30)			
	E-Scooter	Bicycle	Vehicle	Motorcycle	E-Scooter	Bicycle	Vehicle	Motorcycle
Emergency	33	197	502	103	42 <sup>1</sup>	484	617	166
ICU	0	4	17	3	0	3	11	5
Fatality <sup>2</sup>	0	1	3	0	0	3	4	1
Surgery	8	33	51	35	24	109	79	57

<sup>1</sup> There were an additional 25 e-Scooter injuries requiring EMS that did not contain detailed patient records in 2020.

<sup>2</sup> Fatality numbers do not include those who died on site. There were no e-Scooter fatalities.

## Ottawa

To date, staff are aware of reports of seven minor injuries caused by e-scooter falls or collisions. These reports are from a combination of residents emailing staff, riders reporting injuries to e-scooter operators and OPS contacting staff. This represents an injury rate of 0.003 per cent.



**Calgary had close to 1M e-scooter trips in 2020 alone by over 200K unique riders with permitted sidewalk riding. During the 2019 and 2020 e-scooter pilot, only 3 incidents involved a pedestrian being injured by an e-scooter rider and 1 cyclist being injured by an e-scooter rider.**





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(Image of a Bird Canada e-scooter and a Canadian maple leaf. Bird Canada is a Canadian company)