

E-Scooter Pilot Program

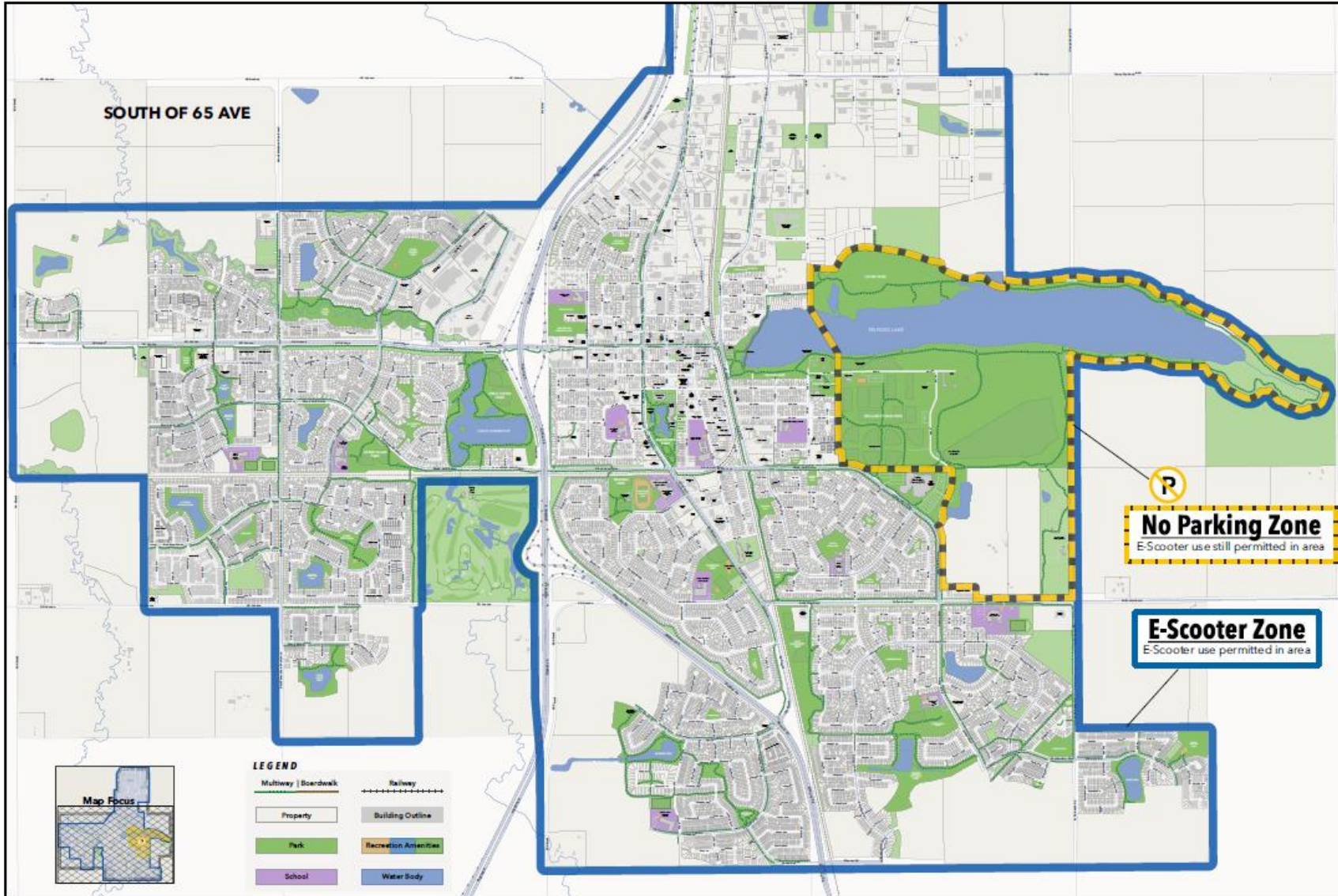
www.leduc.ca



Example of a Bird E-Scooter

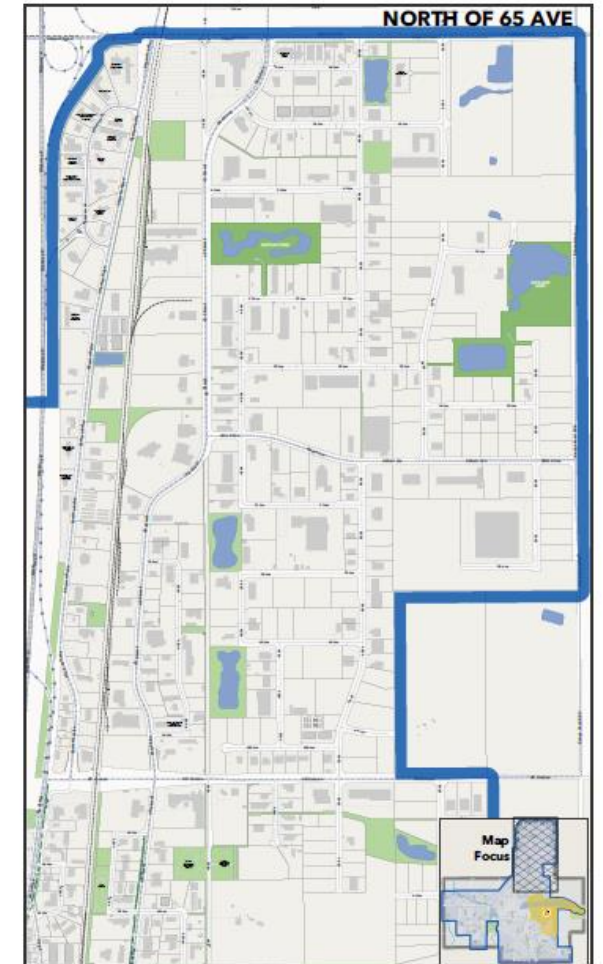


E-Scooter Map



E-SCOOTER USAGE & PARKING

City Of Leduc



Public Consultation Process

- In-person/virtual event: November 30, 2021
- Survey: November 19th – January 10th
 - 1107 Respondents (562 For and 545 Against)
- Survey 2: August 1 – October 31, 2022
 - 521 respondents (337 for and 184 against)
 - Most common responses:
 - Increase e-scooter speed
 - More orderly parking of e-scooters
 - Reduced costs for resident use

Next Steps/Ongoing Consultation

- Next Steps:
 - Continue with Pilot Program through Summer 2023.
- On-going Consultation:
 - Online feedback form: Fall 2023.
 - Bird Canada App:
 - A feature to input real-time concerns monitored by Bird Canada
 - Occasional targeted surveys upon request
- Permanency of the E-Scooter Program after 2-year Pilot
 - Council to determine: Q1 2024



Leduc End of Season Recap

November 2022



Agenda

1 General Program Info

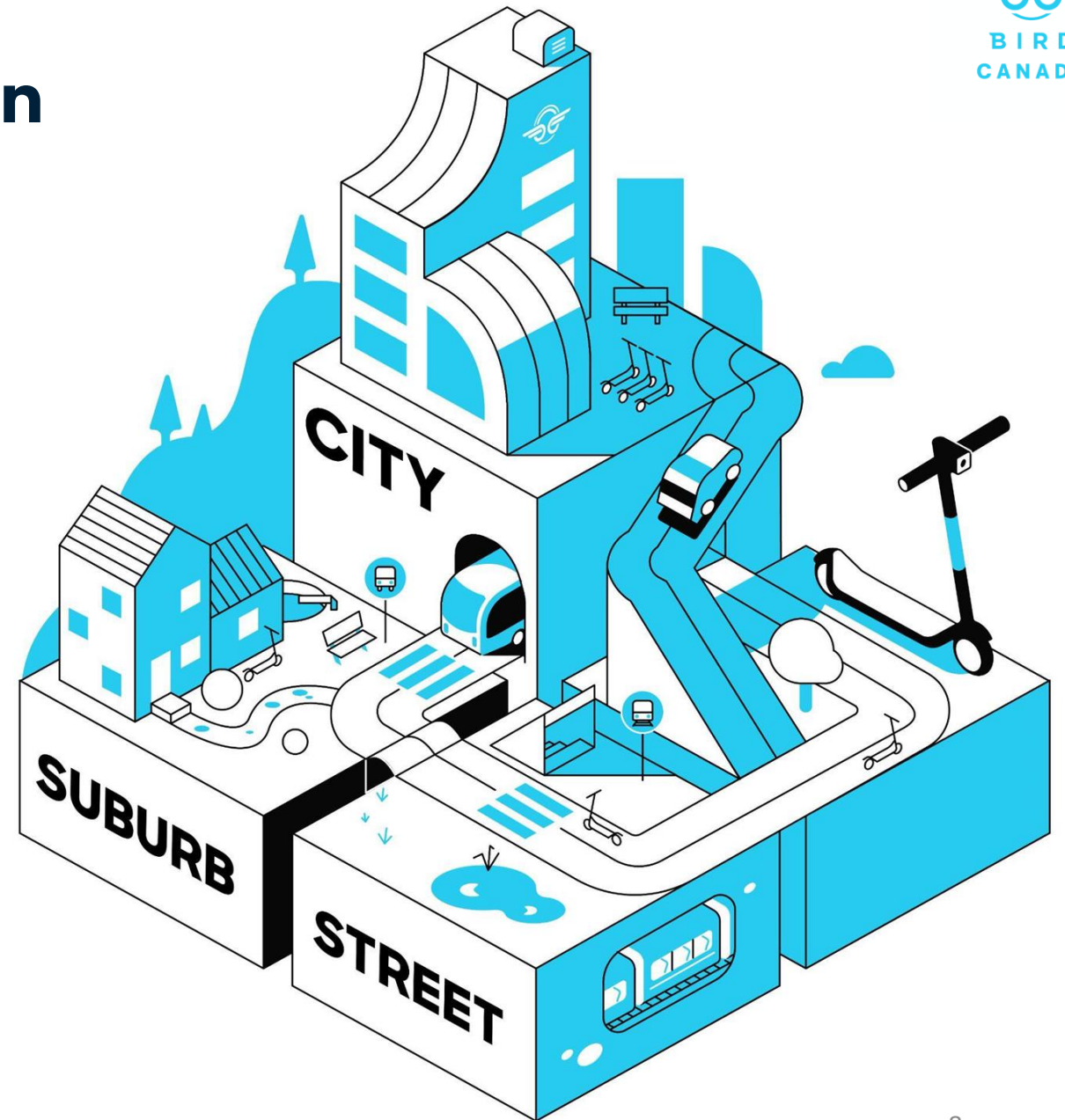
2 Ridership Metrics

3 Highlights of 2022

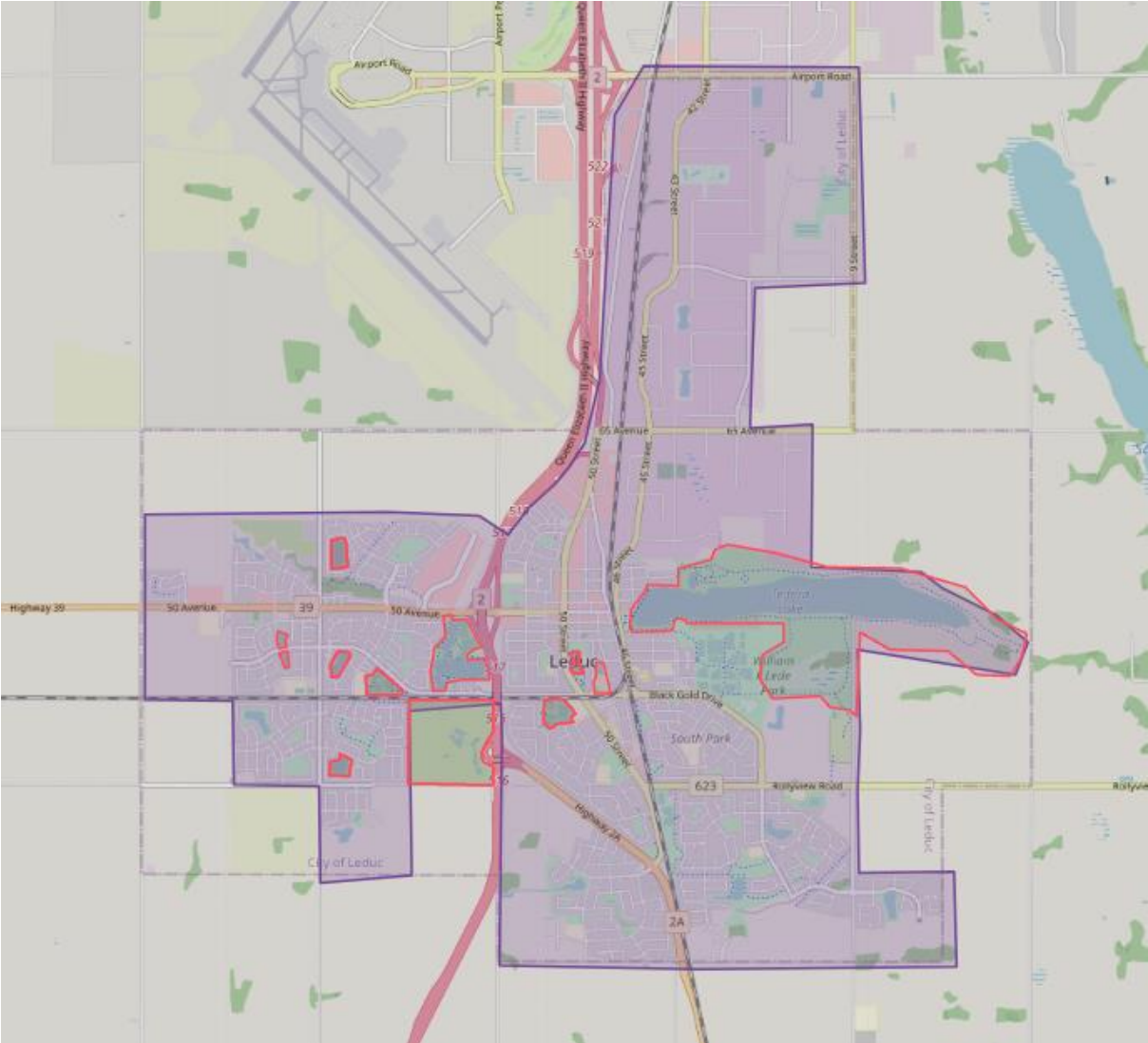
4 2023 Outlook

General Program Information

- **> 100 e-scooters available at all times**
- **4 local jobs created**
- **Free rides for local City staff with program oversight of e-scooter program**
- **E-scooters all the time at these locations: Operations building, Civic Centre, Leduc Recreation Centre, Leduc Chamber of Commerce, Telford Lake and Fred Johns Park**
- **Close event coordination and with local stakeholders to understand & address any potential issues**



General Program Information



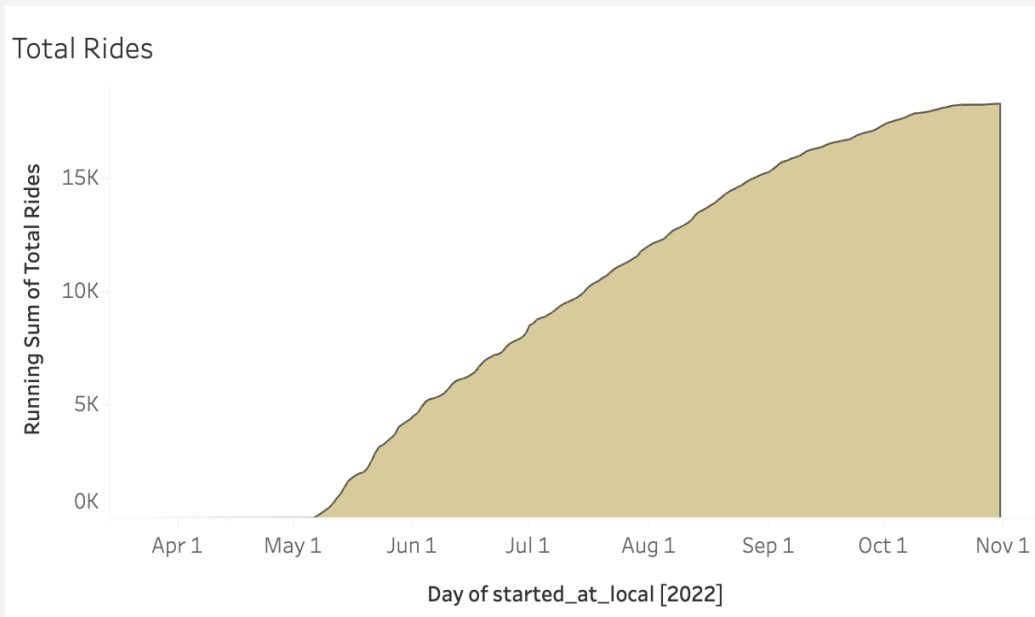
Operating Zone (Purple)
No Ride/No Park Zones (Red)
Slow Zones (Yellow)



Community Involvement
throughout the season

Ridership Metrics

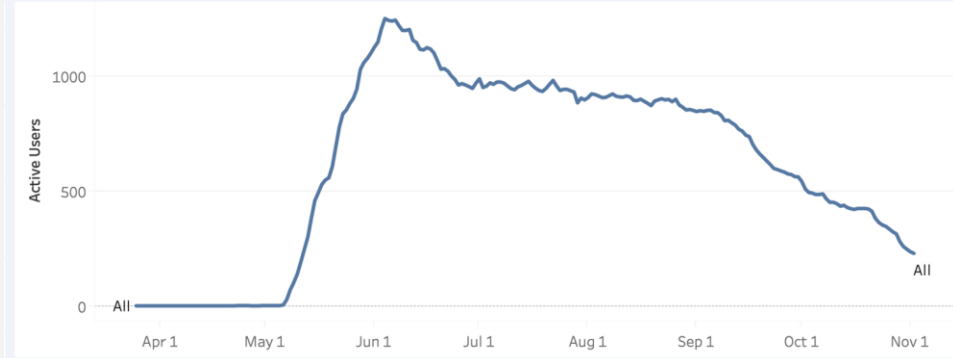
Total Rides 2022: 18,336



Over 1000 active users

Active User Population Trends

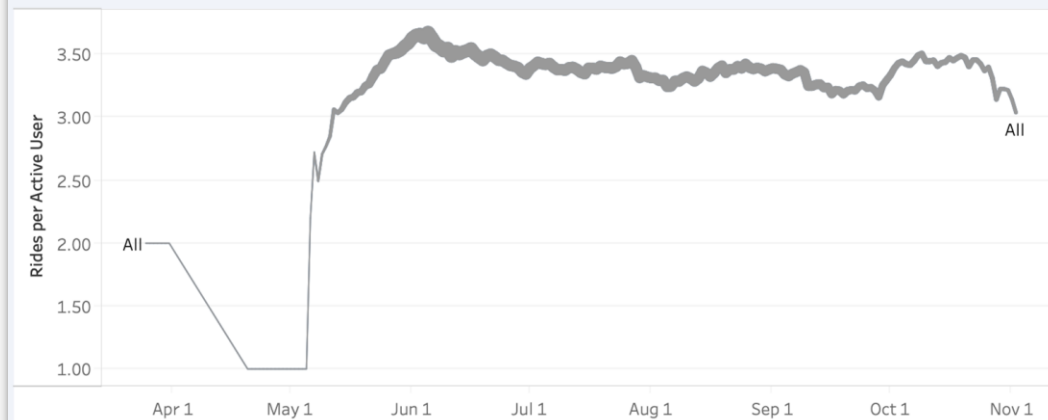
How many active riders do we have across the business, on a Monthly basis? Chart cut by Nothing - View All



Over 3.5 rides per active user/ month throughout the season

Rides per Active User

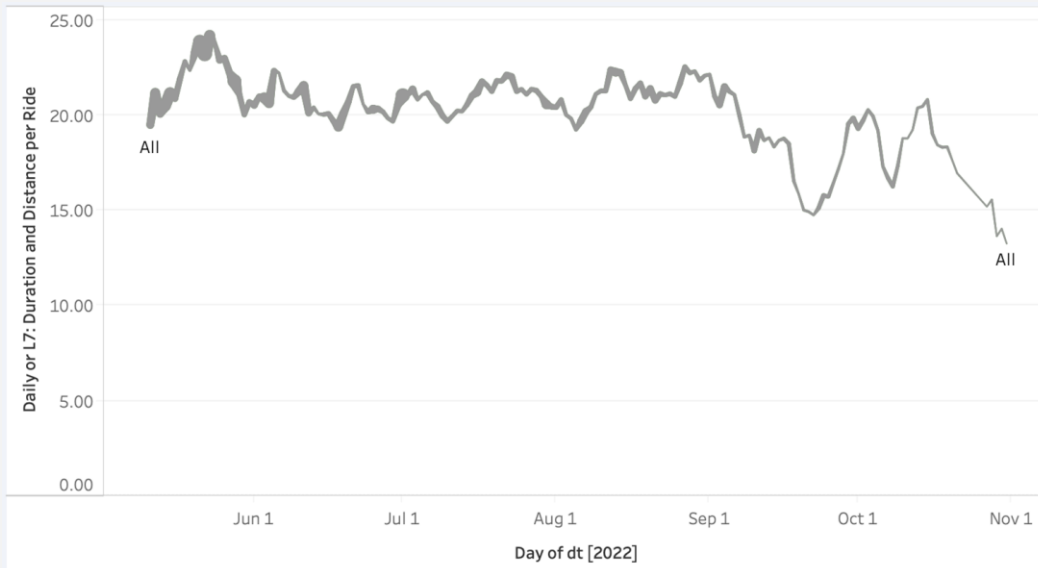
When users are active on a Monthly basis, how many trips do they take? Chart cut by Nothing - View All



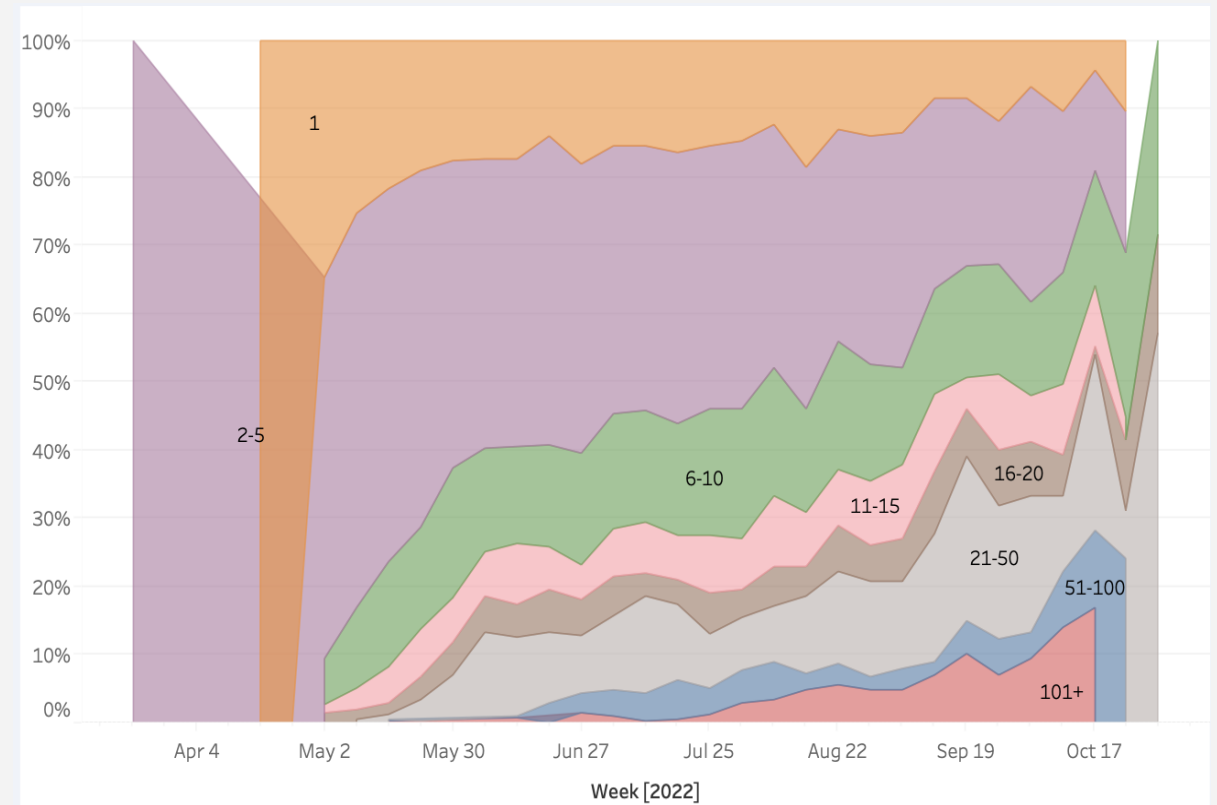
Ridership Metrics

Average Ride Duration is 15-25 minutes

Average Ride Duration dropped over the season as e-scooters were used less for joy riding and more for commuting



Over 90% of users are repeat users



Community Engagement

Program Launch

Education & promotion of Bird program

May 4th & 5th Safety Events

Distributed 100s of helmet to interested riders & helped educate Leduc community members on safe riding techniques

Earth Day Promotion

A special Leduc Earth Day ride unlock offer

 **Bird Canada** @BirdRideCanada · May 7

Our e-scooters are now available in @CityofLeduc! 🛴

It's never too late to try something new! — We welcome everybody to explore the multiway trails and downtown core in a fun and sustainable way.

#NewCityPartner #HappyRiding #SafetyFirst




You Retweeted

 **City of Leduc** @CityofLeduc · Jun 7

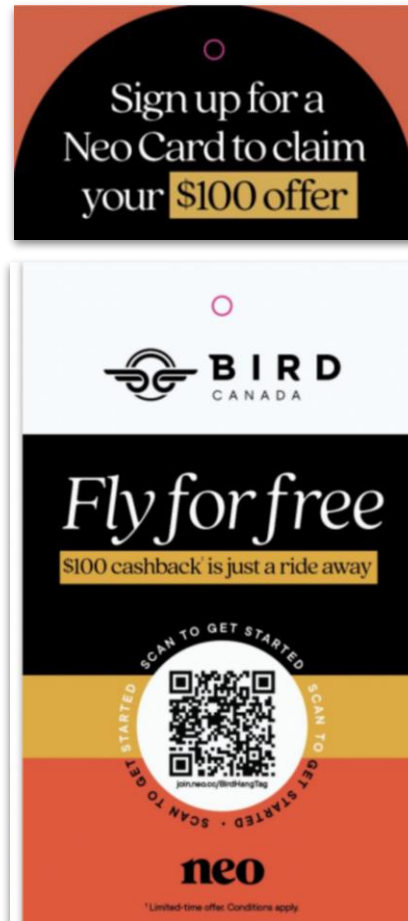
To celebrate Clean Air Day on Jun 8, @BirdRideCanada will be waiving the startup fee for e-scooter rides (use code: cleanairleduc). Also, Leduc Transit/LATS offers free transit to help encourage transportation that contribute to good air quality: leduc.ca/transit

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Pricing, Promotions & Offers

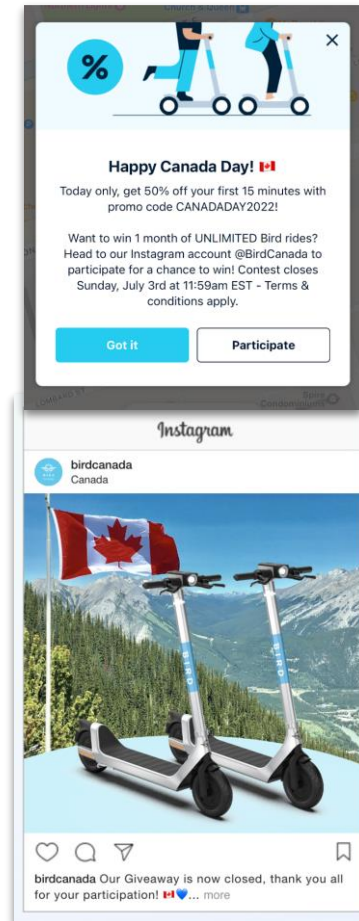
Partnership Offer

Offer visible on-scooter
from July - October



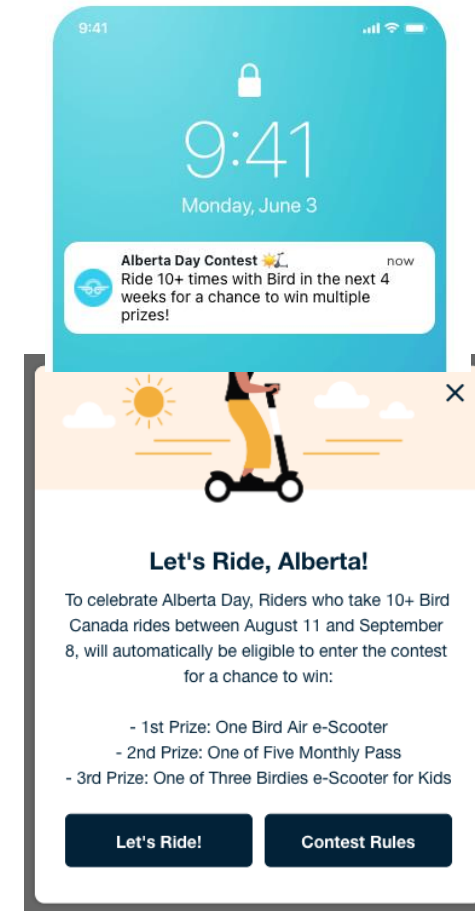
Canada Day Promotions

Special Offer on Canada Day
+ Special contest on social media



Alberta Day Contest

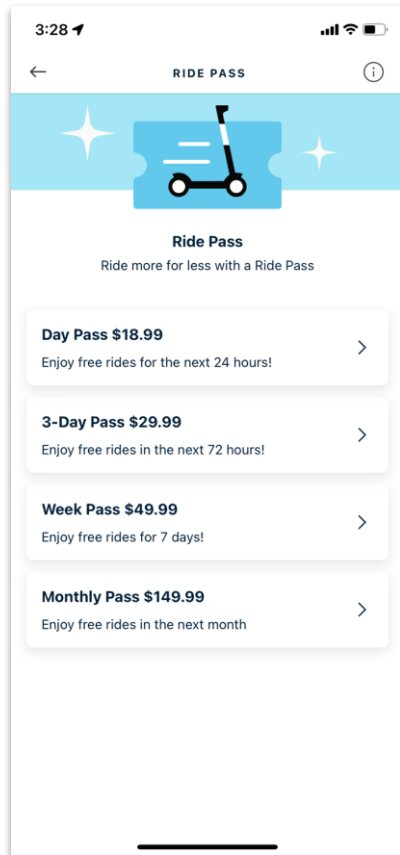
Multi-prizes Giveaway for riders who took 10+ rides - Alberta only



Additional Pricing Options

Discounted Ride Pass

Available all season through the Bird app, geo-localized in Leduc. Pricing below indicative, at Bird Canada's discretion.



Equity Accounts

50% discount on ride prices



MORE WAYS TO ACCESS BIRD

Pay with Cash
Add a cash balance to your Bird account across a network of participating retail locations.

Use Bird without a smartphone
Text-to-ride works on any phone with SMS Capability, including smartphones without data plans and basic phones.

Just a few minutes can help you save on a sustainable way to commute or explore your city.

- Senior citizens, individuals participating in federal or provincial assistance programs or other qualifying community members can qualify for 50% off Bird Rides.
- To enroll: Download the Bird app to create an account and then email proof of eligibility (license showing age, EI documentation) to hello@birdcanada.co

Looking forward towards 2023

What Worked this Season

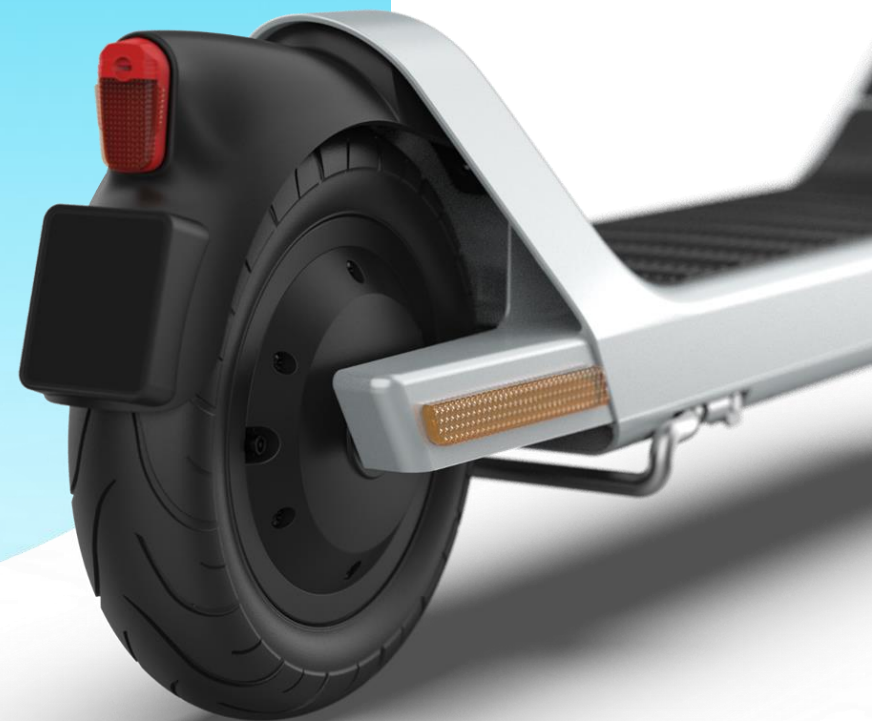
- Met city e-scooter cap
- Quick response time to any e-scooter related issues or questions in Leduc from city staff and residents
- High usage and adoption in the City of Leduc
- Trips distributed equally throughout the operational zone

Opportunities for Enhancement

- Consideration of increase of maximum permitted speed from 15 KM/H to 20 KM/H to align with a majority of municipalities with permitted max speeds of 20 KM/H (with slow down zones of 15 KM/H).



Thank you



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