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Calgary

## Calgary e-scooters used nearly 10,000 times per day in August



City says Bird and Lime combined for more than a quarter-million trips before month even ended

TRANSPORTATION

URBANIZED

## Calgarians have been having some fun with the new electric scooters




Chandler Walter | Aug 2 2019, 4:56 pm



**Don't drink and ride**

Drinking and riding is dangerous and often illegal, just like drunk driving. Respect your community and stay safe by not riding under the influence. Are you safe to ride?

I'm safe to ride




**Riding Reminders**

Please do not ride Lime with more than one person at a time.

You must be at least 18 years old to ride Lime.

OK




**Rope your ride**

Parking for all Lime products is only allowed in designated parking corrals duration of the Calgary Stampede until July 14th, 2019.

Lime products can be parked at 1 of 4 parking corrals located at or near each entrance to the Stampede as well as close to the C-Train stations.

2 parking corrals are conveniently located on the east and west side of Olympic Way near the main entrance on 14th Street. A corral is located east of the Victoria Park C-Train station near the entrance to the BMO Centre.



**Safe Riding Reminders**

Riders need to be 18 years of older. Never ride with more than one person on the scooter. Please do not drink and scoot.

OK

01:54



**Don't drink and ride**

Drinking and riding is dangerous and often illegal, just like drunk driving. Respect your community and stay safe by not riding under the influence.

Before continuing, ask yourself: 'Am I safe to ride?' Type in "YES" to confirm.

Y E S

# Calgary

“First Ride” &  
Community Outreach  
2019



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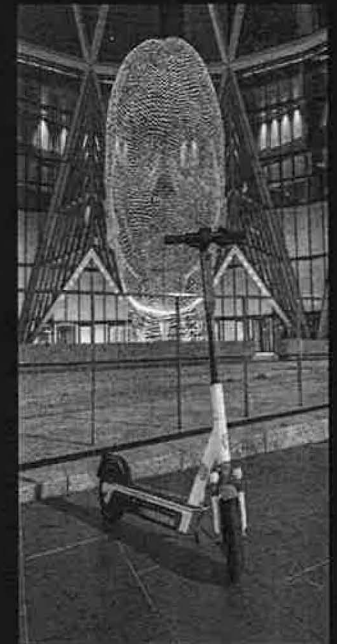
## Events

- Eau Claire/Princess Island Park (x2)
- Calgary Association for the Deaf
- Canadian Country Music Awards (x4)
- Calgary Parks & Rec (x2)
- Calgary Pride (in-kind scooters)
- Calgary Flames home matches (x4)





- *"It is very important to me that we all do our part to help the environment and I feel Lime has done a great job of making an eco friendly alternative easy and accessible to all."* **Dylan V., Calgary Confederation**
- *"It's a shift towards the future and eco friendly transportation."* **Gab L., Calgary Forest Lawn**
- *"Lime has changed the way I get around my city. It's fun, affordable, and easy to use!"* **Dakota, T., Calgary Midnapore**
- *"Makes it so I can park for free and ride to wherever I need to go, parking downtown comes with a hefty price!"* **Julia P., Calgary Nose Hill**
- *"As a kid, I always loved riding a scooter or a bike. I'm a person who suffers from a lot of joint pain while walking and I have found that this has been my best Mode of transportation. Not only is it such a fun experience, but very useful for days I'm running late for work, meetings, or just meeting up with a friend along the river. It has made this summer more enjoyable not just for me, but to the many people I see with the biggest smiles on their faces really living it up :)"* **Vanessa S., Calgary Centre**
- *"As someone who is a young adult in a world where everything is so expensive, and as someone who is environmentally conscious, I struggled with finding a way to get around the city for short trips. With the scooters being around, I am able to get to appointments or to work for cheap and knowing my ride was carbon free. Besides the practical purposes, it is a fun and exciting product that I have already spent so much time having fun with. I love the scooters and I can't see myself stopping using this service."* **Sarah C., Calgary Centre**
- *"I live in an irritating part of Calgary... let me tell you why. I live in Bridgeland and work downtown. The commute to work is a 40 minute walk which is too far. I could take the train but it was cost \$3.20 and I still have to walk to the trainstop which takes 15 minutes and then it still takes 25 minutes door to door. I tried biking which takes 15 minutes but I get all sweaty... it's been frustrating especially in hot summer days with having no great way to commute. Then I discovered Lime! the ride to and from work now takes 15 minutes with no effort and costs me around \$4. Better yet, I can now charge the scooters and essentially get free rides!!! I am wondering how the winter will fair but so far I couldn't be happier with Lime!"* **Charles L., Calgary Confederation**
- *"I am an air bnb cleaner in downtown Calgary and I regularly rely on my own two feet to get me around the city between my cleans. It provides an incredibly active lifestyle for me! However, it can be very hard on my feet and I have recently developed some foot problems from the amount of walking I do. I started using taxi service and local transit options to assist with this. Time consuming and expensive! With incredible timing, along came the lime scooters! I have been using the scooters to get around recently and first and foremost they are absolutely the most fun I've had in a long time! They are so easy to use, pick up and go, park and go. I find the service to be perfect for someone like me who needs to get around the city with efficiency and better cost!"* **Stephanie N., Calgary Centre**



E-scooter Fleet Cap | **CALGARY**

# San Diego & Spokane | **CALGARY**

## Similar Sized Cities as a Comparator to Calgary

### **San Diego**

(1.4 M population)

- San Diego has 19.5K permitted scooters (Bird 9k, Lime 4.5k, Lyft 3k, Skip 2k, Spin 1k).
- Calgary has 1k from Lime and 500 from Bird currently.

### **Spokane**

(200 K population)

- Spokane has 1.5K permitted scooters.
- With the same ratio, Calgary should be able to host at least 10k vehicles, without considering the fact that Calgary is a way bigger and metropolitan city than Spokane.

8. How often could you find a shared scooter when you wanted one? (n=6,136)

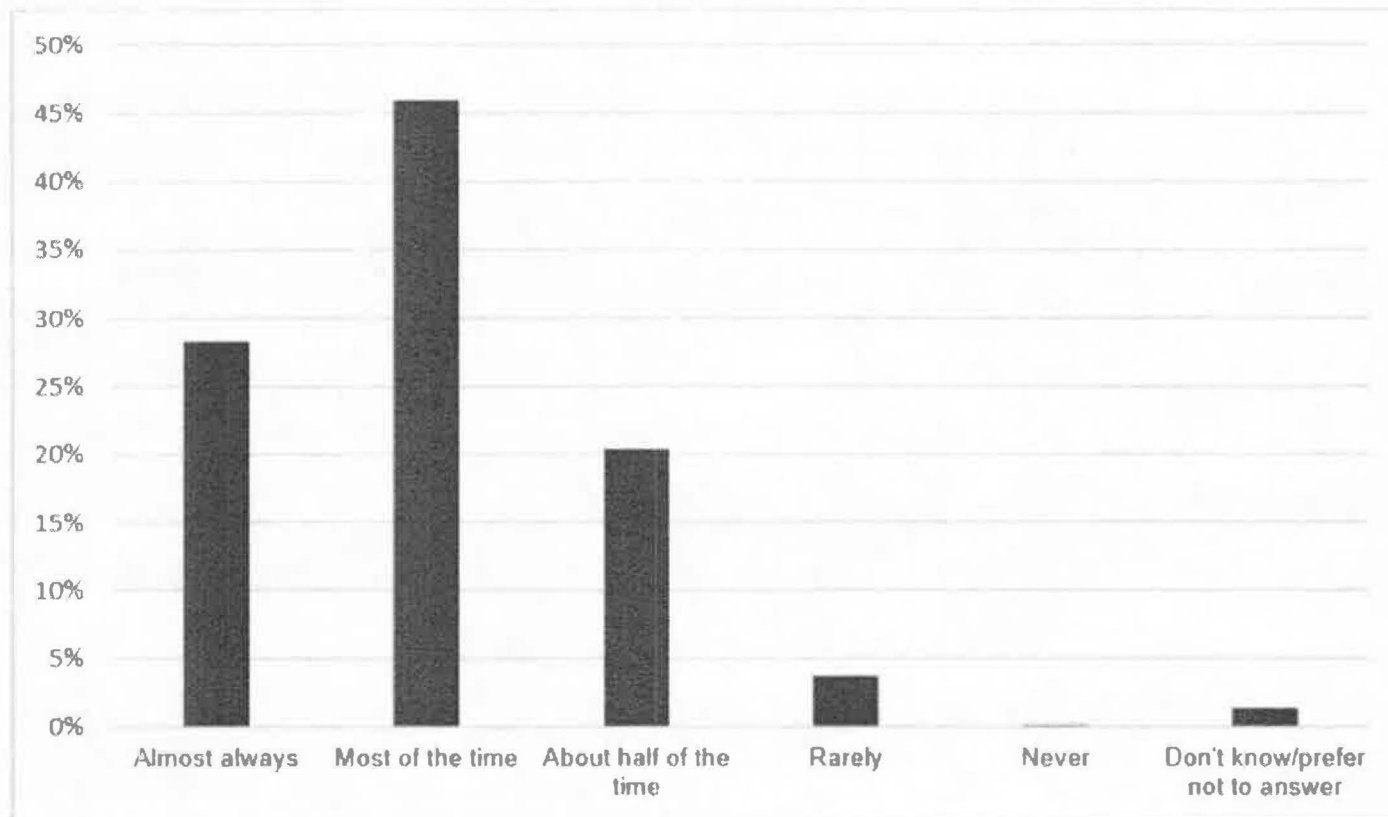


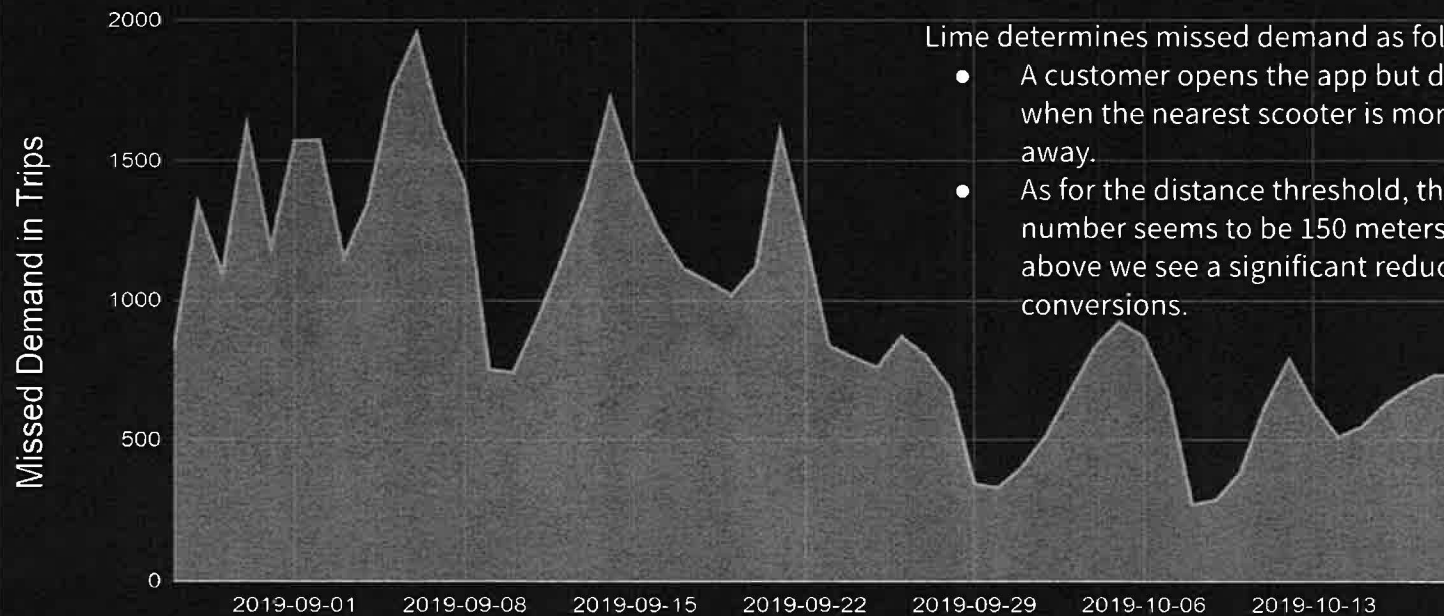
Figure 12: How often e-Scooter users could find an e-Scooter when they wanted one.



# missed demand | **CALGARY**

Calgary is undersupplied in terms of available scooters.

Lime can track missed demand by seeing when people opened the app but there was not a vehicle nearby.



Lime determines missed demand as follows:

- A customer opens the app but doesn't convert to a trip when the nearest scooter is more than 150 meters away.
- As for the distance threshold, the most significant number seems to be 150 meters, anything that and above we see a significant reduction in trip conversions.

## **Permit Responsible and Managed Scooter Fleet Increases Tied to Trips per Vehicle Per Day (TVD) Metrics and/or City goals**

### **1. Dynamic Fleet Cap - TVD**

- Cities allow fleet cap increases to better match supply of scooters with demand for scooter use in a City
  - City staff set threshold of so many trips per scooter per day (3-4) averaged over a certain period of time (1-3 months).
  - If a scooter operator can meet/exceed the threshold based on data shared with City, then fleet cap increase is granted.
  - The reverse is true, if a scooter operator can't maintain the trips per scooter threshold into the future, then fleet cap is decreased.
  - Dynamic fleet cap better matches supply and demand in the marketplace.
  - "Dynamic" style fleet cap increase/decrease mechanisms are routine in various e-scooter frameworks in the USA such as Norfolk, Salt Lake City, Miami, etc.

### **2. Incentive Fleet Cap - City Goals**

- Aligns City goals with those of scooter operators.
  - Portland, Oregon incentivizes scooter operators with fleet increases for advancing the City's interests, i.e. serving transit deserts, demonstrably enabling "mode shift" of car trips into scooter trips, conducting safety training sessions in the community, etc.

## Incentive Fleet Cap Increase tied to City Goals

<b>SAFETY</b>	A Permittee who implements innovative technology or business practices that eliminate sidewalk riding may be eligible for an up to 20% allotment increase.
	A Permittee who implements innovative technology or business practices that eliminate improper parking may be eligible for an up to 20% allotment increase.
	A Permittee who organizes free safety workshops in partnership with a local nonprofit organization during the review period may be eligible for a 2.5% allotment increase per 10 documented event participants, up to a total of 15%.
<b>UTILIZATION</b>	A Permittee who meets or exceeds an average of 3-4 trips per scooter per day outside of East Portland may be eligible for an up to 35% allotment increase.
<b>EQUITY</b>	A Permittee who meets or exceeds an average of 2-3 trips per scooter per day in East Portland may be eligible for an up to 35% allotment increase.
<b>REDUCE VMT</b>	A Permittee who works with a third-party researcher or consultant to provide an analysis and verifiably demonstrates a reduction in operational vehicle miles traveled and climate impacts during the third review period may be eligible for an up to 35% allotment increase. The allotment increase may be determined by the relative amount of the permittee's per scooter operational VMT to the aggregate per scooter VMT from all permittees submitting reports.
<b>GOOD PARTNER</b>	A Permittee who demonstrates a commitment to collaboration with the City and recognizes the importance of local control of regulation and management of the Public Right-of-Way may be eligible for a 15% allotment increase.

# Why are more scooter trips important?

Calgary

## 1-in-3 Calgary e-scooter trips replaced a trip with a car: report



There's also an economic benefit, the city report found



Sarah Rieger · CBC News · Posted: Dec 14, 2019 2:53 PM MT | Last Updated: December 14



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