



# Rider Choice for Calgary



CITY OF CALGARY  
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IN COUNCIL CHAMBER

MAR 17 2021

ITEM: 7.2 JT2021-0291

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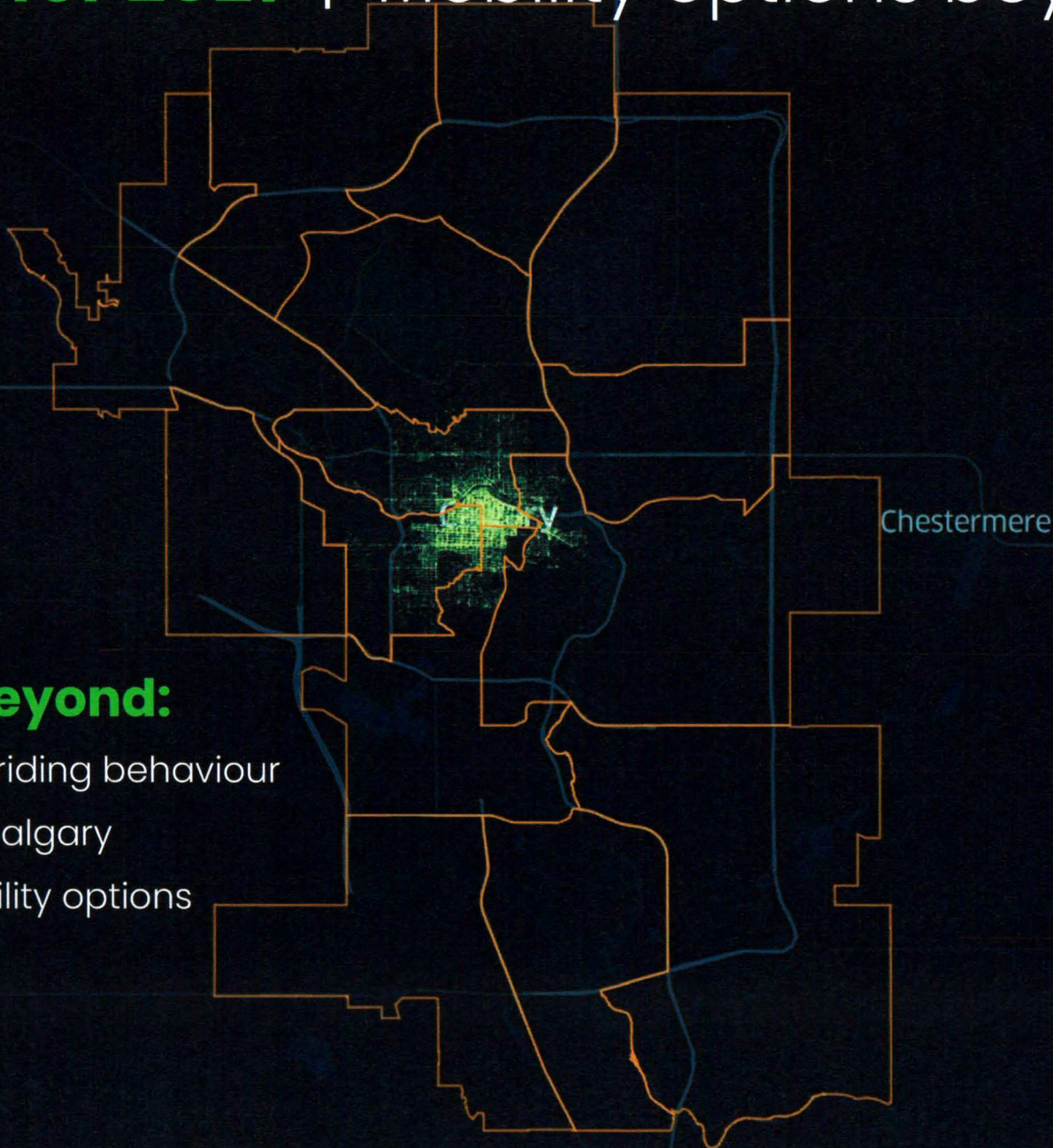


# Calgary as a Global Leader





# Opportunities for 2021 | Mobility options beyond the core



## Goals for 2021 and beyond:

- ✓ Innovations for parking & riding behaviour
- ✓ Scaled to serve more of Calgary
- ✓ Increase freedom of mobility options



# Good for Business | Can serve more people in more places





**Good for Business** | Help in a recovery

**\$1,047**  
**PER SCOOTER**

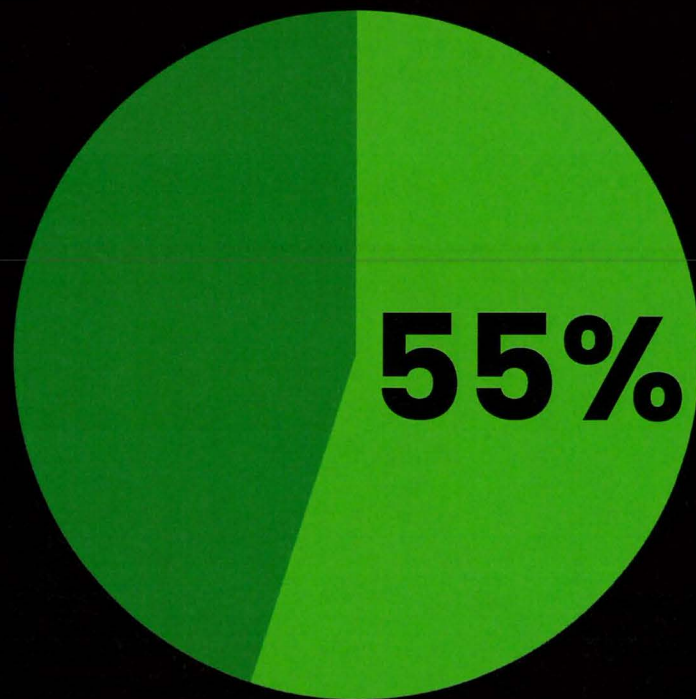
“We estimate that these e-scooter programs delivered approximately **\$921** [USD] in incremental revenue for companies in the **food and beverage sector per e-scooter available** across all four cities we study over the **six-month period.**”

—Kyeongbin Kim & Daniel McCarthy, *Wheels to Meals: Measuring the Economic Impact of Micromobility on the Local Economy* (March 10, 2021)

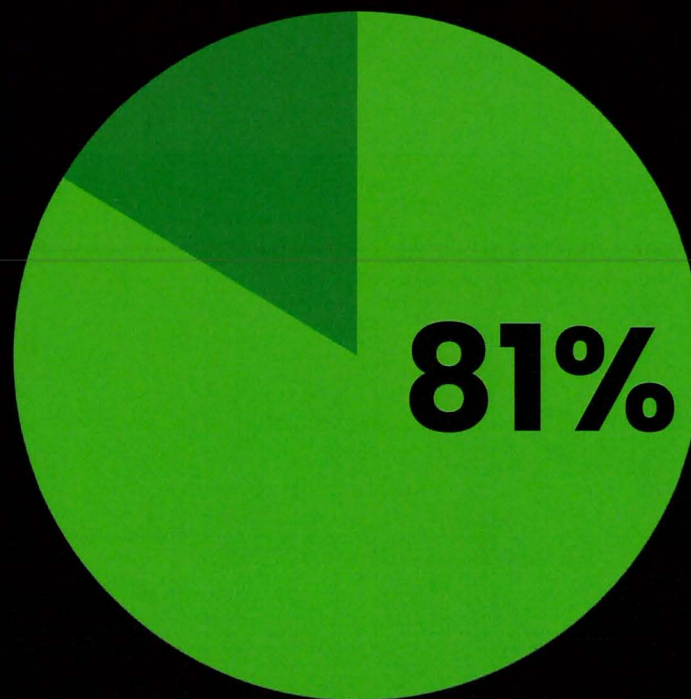




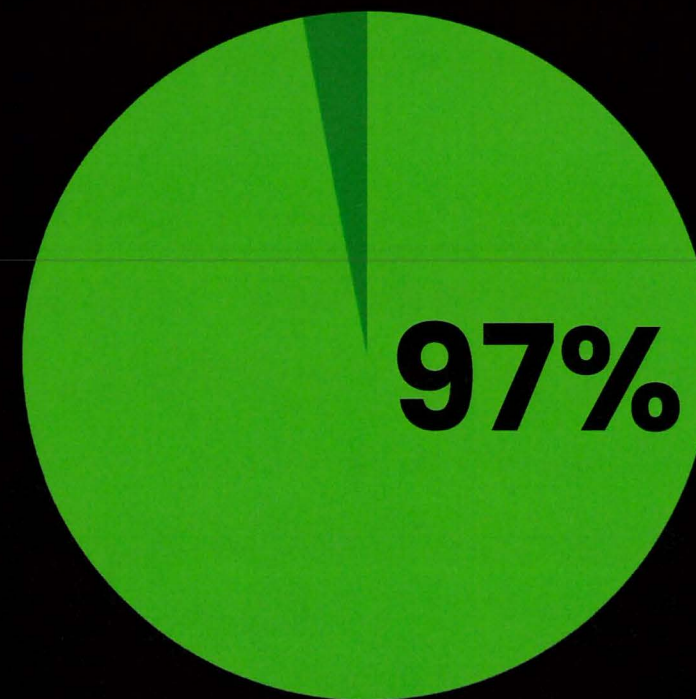
## Good for Business | Help in a recovery



Trips starting or ending  
in a BIA



Riders report **visiting local businesses more**  
when scooters are present

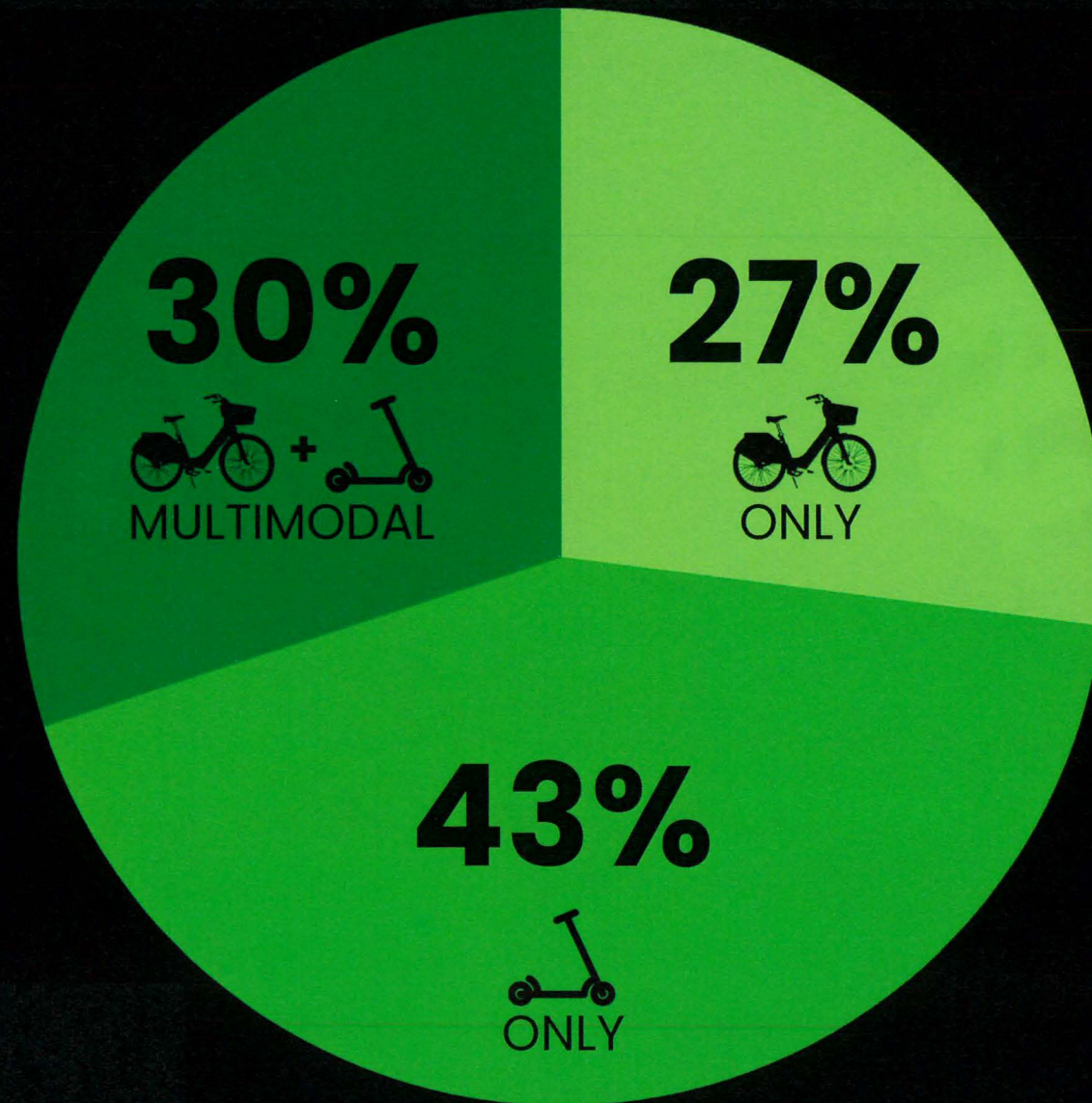


**Almost every rider has visited a local business**  
on a scooter





**Why have just a piece,  
when you can serve the whole pie?**





# **More Mobility Options** | A fiscally prudent approach

## **MOST OTHER CITIES**

AVERAGE COST TO THE CITY

**55%**

**OF TOTAL PROGRAM COSTS  
PRIMARYLY MANUAL BIKES**

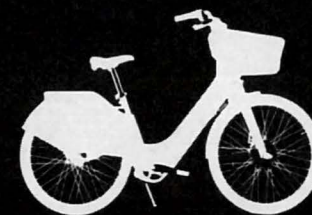


## **CALGARY** (proposed approach)

COST TO THE CITY

**\$0**

**100% E-BIKE SYSTEM**





# Calgary Leading the Way | Fostering smarter mobility

- ⦿ Investing in 5A Network
- ⦿ Safer speed limits
- ⦿ Less red tape = more innovation
- ⦿ Laying the groundwork for federal active transportation funding







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