# ROLL

**City of Brampton
Committee of Council**

**Arda Ertürk
Co-founder & CCO**

June 9, 2021

**Roll Technologies Inc.**

# About Roll



- Roll is a Canadian-owned, developed, and operated shared micro-mobility provider incubated in the University of Toronto Entrepreneurship Hub.

- Backed by Techstars.

- Roll operated in Calgary, Ottawa, and currently operating in Kelowna.

# Successful Pilots in Calgary, Ottawa & Kelowna

- Shared e-scooters play an important role in economic recovery during COVID-19
- Public transit connection
- Reducing dependency on cars
- Helping to eliminate fatalities and serious injuries on city streets
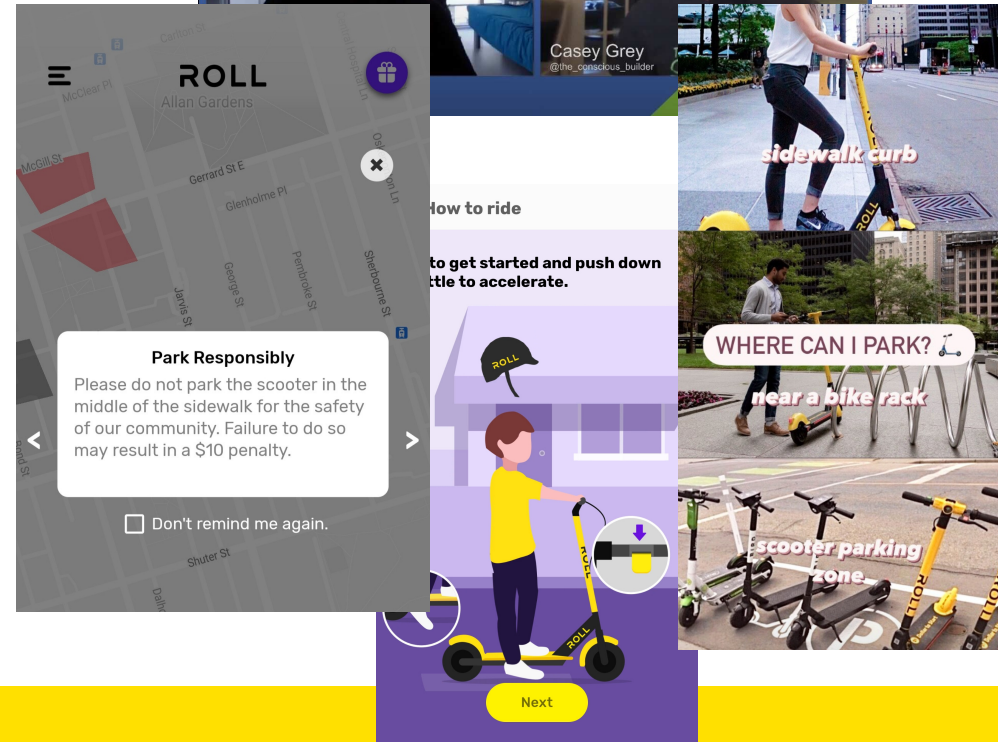
# Industry-leading Roll Gen 3

- Aircraft-grade aluminum frame
- Intelligent Dual-brake System
- Front-wheel Suspension
- Smart Diagnosis System
- 50 km range
- 24 months of lifespan

# User Education & Training

- Comprehensive in-app video tutorial every time a rider unlocks a scooter
- In-app, email, and push notifications
- Social media and traditional media

# Safety

## Montréal

The Island of Montréal saw 4 minor 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.

## Ottawa

During the pilot in 2020, riders took more than 238,000 rides and the injury rate was 0.003 percent.

## Calgary

| 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[1] | 484 | 617 | 166 |
| ICU | 0 | 4 | 17 | 3 | 0 | 3 | 11 | 5 |
| Fatality[2] | 0 | 1 | 3 | 0 | 0 | 3 | 4 | 1 |
| Surgery | 8 | 33 | 51 | 35 | 24 | 109 | 79 | 57 |

[1] There were an additional 25 e-Scooter injuries requiring EMS that did not contain detailed patient records in 2020.
[2] Fatality numbers do not include those who died on site. There were no e-Scooter fatalities.

# %99.9

of Roll Scooter trips were incident-free!

# 1000+ Helmets

# Helmet Distribution

- Riders can pick up a helmet at Roll's partner locations.
- Riders can request a free helmet shipped to them on the Roll website.
- Roll distributes free helmets during our educational events.
- The patrol team will carry helmets to distribute them to the riders.

# Smart Geo-fencing

- Slow-Speed Zone
- No-park No-ride Zone
- No-park Zone
- No-ride Zone
- Geofencing can be created within seconds through Roll Fleet Management Portal.

# Preferred Parking Zones

- Preferred Parking Zones can be implemented for crowded areas, such as major public transit hubs and popular attractions

- Incentivizing riders to park the scooters in these zones by providing discounts for their next rides to encourage users to park responsibly

# Automated Parking Enforcement (APE)

- End-of-trip pictures are analyzed by our machine learning algorithms on a real-time basis.
- Riders are notified if they park the scooter improperly.
- Riders are subject to the '3-strike ban'.
- Penalty for improper parking can be imposed.
- Riders will be incentivized if they take a picture of their helmet.
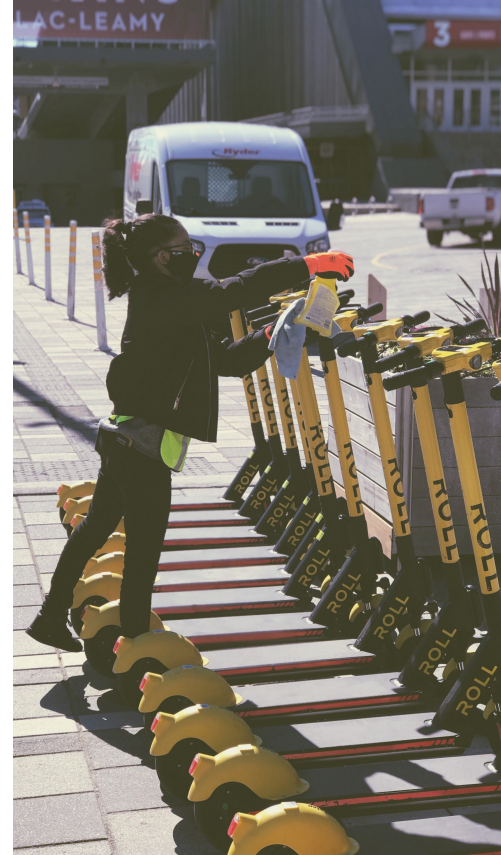
Alerting notifications

R Roll 11:14 a.m.

Improper Parking
Just a heads up that the scooter that you rode was not parked properly. For the safety and convenience of pedestrians and Rollers, please follow the parking instructions on the app.

# Patrol & Safety Team (Roll Squad)

- Ensures safe use and proper parking of the scooters.
- Trained to provide comprehensive training to our riders.
- Distributes helmets.
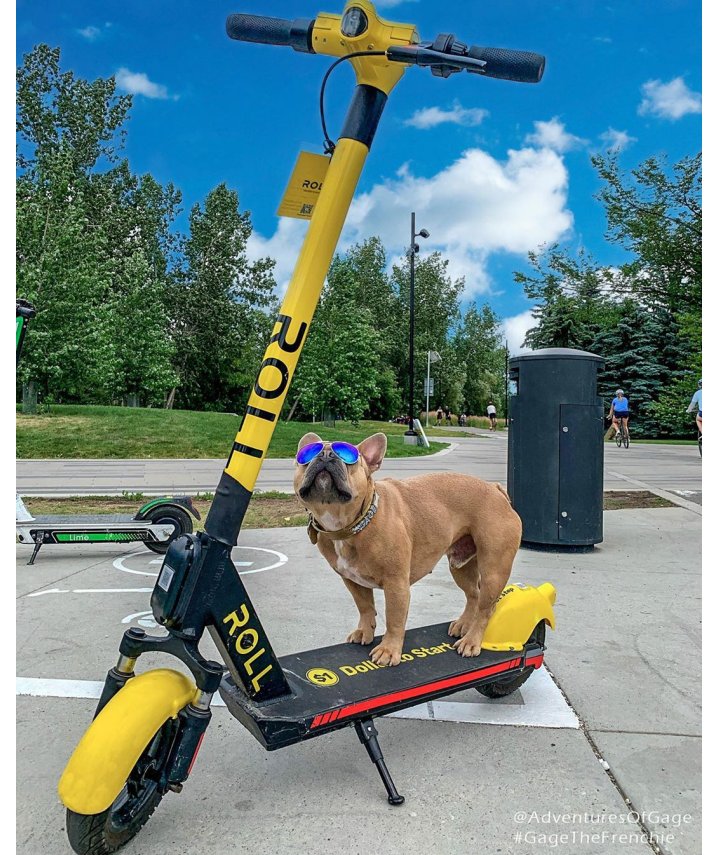- Relocates improperly parked scooters.

# Roll for Everyone

**Roll for Everyone - Equity Program**
- Eligible participants will receive 50% off every trip

**Roll Card**
- Allows the unbanked (those without a debit or credit card) to purchase a *Roll Card* with cash at partner locations
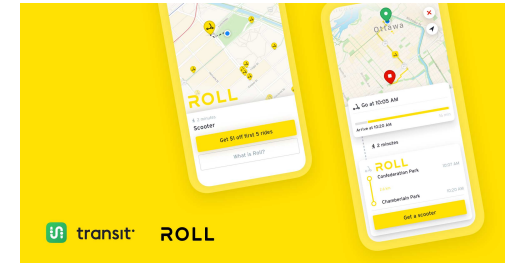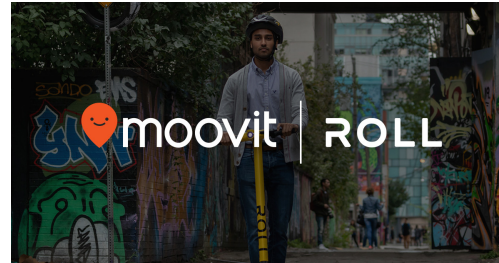
# Partnerships

**Multi-modal Trip Planning**

- Moovit
- Transit App

**Collaboration with Public Transit**

- Payment System Integration
- Fare Discounts

**Social Initiatives**

- Heroes without Capes
- Roll to Vaccinate

**USD$921** in spending created per e-scooter deployed on average over 6 months
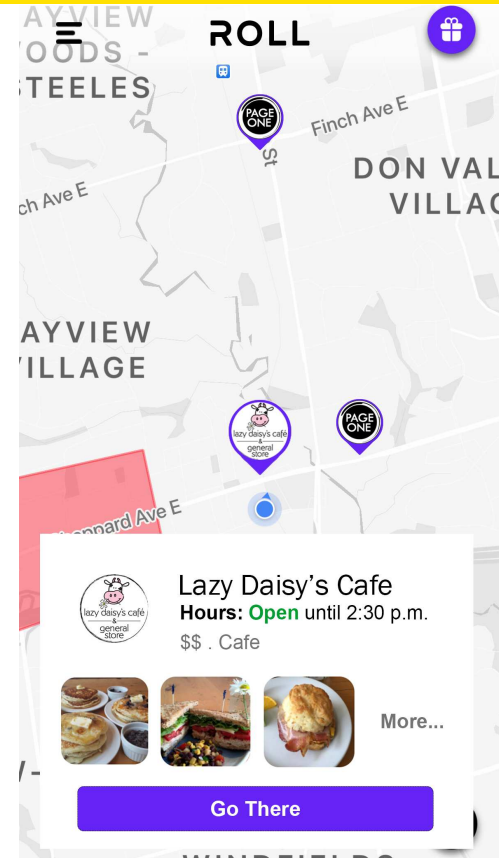
Source: Emory University

# Roll to Support

**Featuring Local Businesses on the Roll App**

- Promoting small businesses and encouraging riders to try their products by offering credits and discounts

# Shared E-Scooter Pilot in Brampton

- A shared e-scooter pilot project will not require a city subsidy.
- Education and enforcement will be done by operators.
- Shared micro-mobility is important for the economic development.

# ROLL

**Arda Ertürk**
arda@rollscooters.com

Roll Technologies Inc.