



June 22, 2021

Mayor Patrick Brown
City of Brampton
2 Wellington Street West
Brampton, ON, L6Y 4R2

Re: Item 11.2.5 City of Brampton Micromobility (E-Bike/E-Scooter) Pilot

Dear Mayor Brown and the Committee of Council Members,

On behalf of Spin Mobility Inc., a wholly-owned subsidiary of Ford Motor Company, I am writing to express our strong support for the staff report to enact by-laws “to permit and regulate the use of personal e-scooters in the City of Brampton” and to direct staff “to develop a pilot to assess the impact of an e-bike/e-scooter share system in the City”. We believe a micromobility pilot program has the potential to accelerate two of the Brampton 2040 Vision targets, specifically: fulfilling visions for the City to be a mosaic of sustainable urban places (Vision 1) and a place with safe, integrated transportation choices and new modes, contributing to civic sustainability, and emphasizing walking, cycling, and transit (Vision 4). The outlined proposed pilot objectives and potential impacts incorporate many best practices from successful micromobility programs in Canada and across the globe. Our mission is to create a world full of 15-minute cities—and to bring those cities to life by moving people freely through their streets.

Over the last four years Spin has established a successful track record as a shared micromobility company, operating e-scooters and e-bikes in over 80 markets across North America and Europe. We also recently launched operations in Edmonton, where we are proud to have raised the bar by committing to a net carbon neutral service managed exclusively by a local in-house team using no “gig-economy” workers. In this respect, our Ford ownership enables us to operate differently than our competitors and think long-term about what makes micromobility a value-add to cities and communities where we operate. Safety for all road users and pedestrians is always our number one priority, and we are committed to continuous improvement in the design of our vehicles and the local delivery of our service.

In line with Brampton 2040 Vision goals, we believe shared micromobility has the potential to integrate in the broader transit network, providing connections to the existing bus rapid transit system for complete trip linkages through the use of emerging technology in e-scooters and e-bikes. Shared e-scooters, in particular, complement existing transport options by filling gaps in service, engaging users who do not ride

bicycles, and by getting more people out of cars for short trips. Additionally, we applaud the vision to achieve 'one-planet' living through the Institute for Sustainable Brampton. Data from a shared micromobility program can contribute to the Institute's development of environmentally sustainable solutions and reforms to provide business stewardship of the local environmental agenda.

Looking ahead, we at Spin are excited for the opportunity to offer Brampton a shared micromobility service that is locally-tailored and designed to advance the City's broader climate and transportation goals. We support the report offered by staff, particularly the design of a competitive procurement process. In consideration of the City's demographics, we recommend a program with up to two (2) operators selected based on the general scope and terms described in the report. If the Committee decides to move forward, we welcome the chance to work with you and staff to further develop the program's framework and guidelines to better promote public safety and to adopt lessons learned from cities around the world.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Ashley Brown". The signature is written in a cursive, flowing style.

Ashley Brown
Head of Government Partnerships
Spin Mobility Inc.