



February 1, 2022

Mayor Patrick Brown and City Council Members
Corporation of the City of Brampton
2 Wellington Street West
Brampton, ON L6Y 4R2

Re: Shared Electric Kick Scooter (Micromobility) Pilot Program – Item 8.2.4.

Dear Mayor Patrick Brown and Committee of Council Members,

On behalf of Spin, we would like to first praise the work of staff for developing a number of sensible policy recommendations included in the Shared Electric Kick Scooter (Micromobility) Pilot Program. We fully support the recommendations provided in the staff report and appreciate the opportunity to share additional insights on the effective methods for building a safer and successful micromobility program for the City of Brampton.

As a wholly-owned subsidiary of Ford Motor Company, we offer a range of multi-modal personal mobility options, including shared e-scooters and e-bikes, together with a high-quality community-based service. In the last five years, we have built a successful track record of responsibly operating in over 100 cities and college campuses across North America and Europe. This includes a number of cities in Canada, where we have operating experience in Edmonton, St. Albert, Red Deer, and Kelowna.

After closely reviewing the recommendations prepared by the Planning, Building and Economic Development, we would like to briefly address a few of the proposed policy recommendations designed to select the shared e-scooter operators through a competitive procurement process. Specifically, these considerations include:

1. Developing a scoring matrix to assess each bidder's submission;
2. Requiring all procurement bidders to interview and provide a live demonstration of e-scooters, as a component of the scored evaluation; and
3. Establishing an initial probationary one-year term that reviews the performance of each operator prior to a renewal term.

We strongly encourage that the competitive bidding process include a detailed scoring matrix as a guide to evaluate all components of the bidder's submission. The evaluation criteria is typically aligned with pilot objectives, with higher points assigned to the categories of significance. For example, if the City of Brampton desired operators that retained local in-house employees (as opposed to independent contractors) to manage their e-scooter fleet, the scoring matrix would indicate that as a priority and place greater weight in the staffing plan category to encourage bidders to prioritize that as a component of their service. A clear scorecard with outlined priorities and detailed point structures are a great tool to keep the pilot's goals in focus.

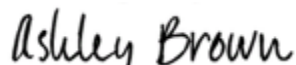
Beyond the written elements of a competitive procurement bid, many jurisdictions now require bidders to showcase their innovations to evaluate and score the strength of the submission. We find this is an excellent way to bring the innovations described in the written submission to life. This provides city stakeholders with the opportunity to test what bidders are offering before awarding agreements. **To that end, we strongly advise the City to require all bidders to perform interviews and provide a live demonstration of their e-scooters, as a scored component of the competitive bidding process.** This stage of the evaluation process ensures e-scooters and technologies function as described in the written submission, and aids the evaluation committee in determining if the bidder meets pilot objectives.

Finally, we know that every first-time micromobility pilot program may require some tweaks along the way. In our experience, we have seen policy adjustments made to program frameworks and changes to operators mid-way through a pilot term. **We recommend that the City establish a probationary term of one year to review the performance of each operator, prior to a renewal term.** The performance review provides the City with an opportunity to evaluate the operator's performance and ensure they are executing on the commitments outlined during the selection process. The City of Calgary, for example, has taken this approach by requiring operators to undertake an initial one-year probationary term prior to a renewal for the remainder of the 4-year final term. Once the probationary term and performance review has been completed, we support the City renewing operator agreements for longer multi-year terms until the conclusion of the provincial pilot period.

In short, we believe allowing a multi-faceted approach to operator selection will better enable the City of Brampton to achieve its guiding principles informing the Brampton 2040 Vision. A competitive procurement process that includes a robust scoring matrix, scored interviews, and live product demonstrations have been an approach embraced by municipalities like Ottawa and Calgary. Additionally, an initial probationary term provides the City of Brampton with the flexibility to evaluate the performance of operators and determine if pilot objectives are being achieved. A one-year probationary term holds operators accountable to deliver on the promises made in their written submissions prior to receiving a renewal for a longer term.

Thank you for your time and consideration. As the Committee of Council considers the best path forward for your micromobility program, we welcome the opportunity to work with you and staff to help develop shared micromobility rules that promote public safety and draw upon the best practices and lessons learned from cities across the globe.

Sincerely,



Ashley Brown
Head of Government Partnerships
Spin Mobility, Inc.

Cc: Nelson Cadete, Project Manager, Active Transportation
Planning, Building and Economic Development