

Waterloo's eScooter Pilot

MIKE PEREIRA
MANAGER, R+T PARK



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AGENDA

- Introduction to R+T Park
- What are we talking about?
- How and why?
- How did it work?
- How did it work out?
- What did we learn?



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WELCOME TO R+T PARK



- 120 Acres
- 10 Buildings
- 1 Million Square Feet
- 250 Acre Environmental Reserve



- 5.5 KM Trail Network
- Sustainable Design
- ION Light Rail Transit, Bus
- Ample Parking



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WELCOME TO R+T PARK



- Located Beside the University of Waterloo



- 100 Companies, including Global Enterprise, Scale-ups & Startups



- Nonprofit and Government



- World –class Research Institutes



- Over 3500 people + Coop Students



- Billions in R&D and Economic Impact



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A COMMUNITY OF INNOVATORS



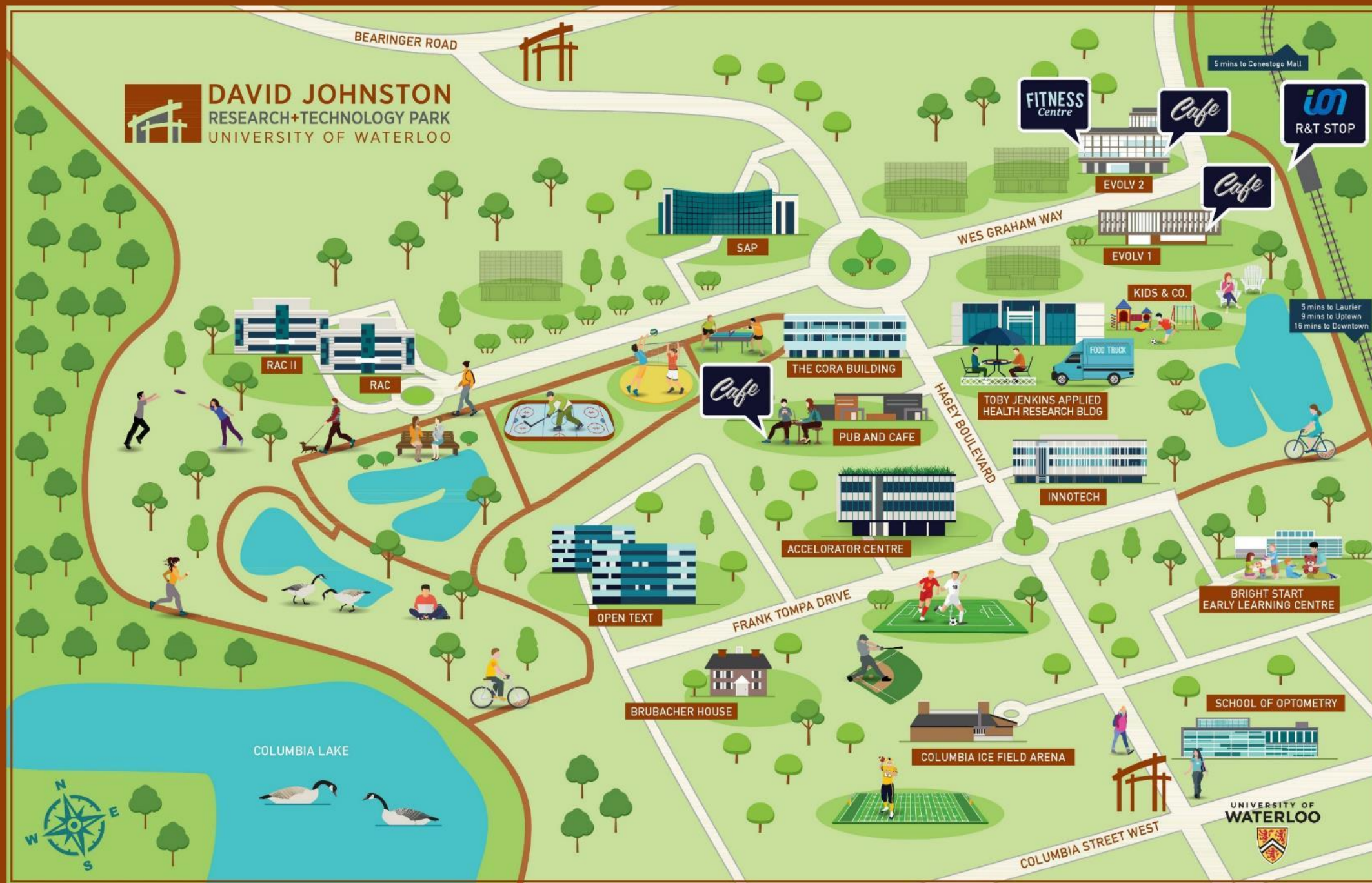
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A LANDMARK ADDITION TO R+T PARK

- A cutting-edge building that is a leader in sustainable design
- Canada's first certified Zero Carbon building
- Ultra-high efficient heating and cooling systems
- Solar and geothermal energy, solar EV charging stations
- Three-story atrium with living wall
- Targeting LEED Platinum





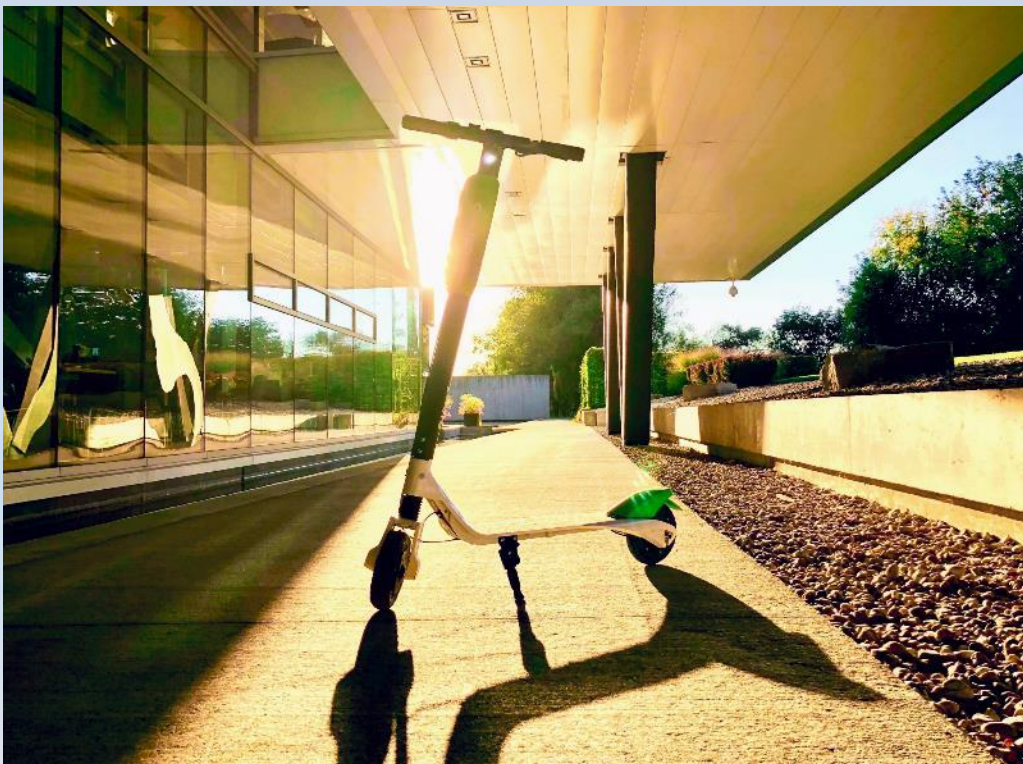
No, not those scooters

WHAT?



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WHAT?



- Upright positioned kick stand scooter
- Battery-powered motor
- Travels at a speed of up to 24km/h
- Range of approx. 32km if battery is fully charged
- 3G and GPS connected
- Don't require docking
- Unlocked using app on a smartphone
- Managed fleet



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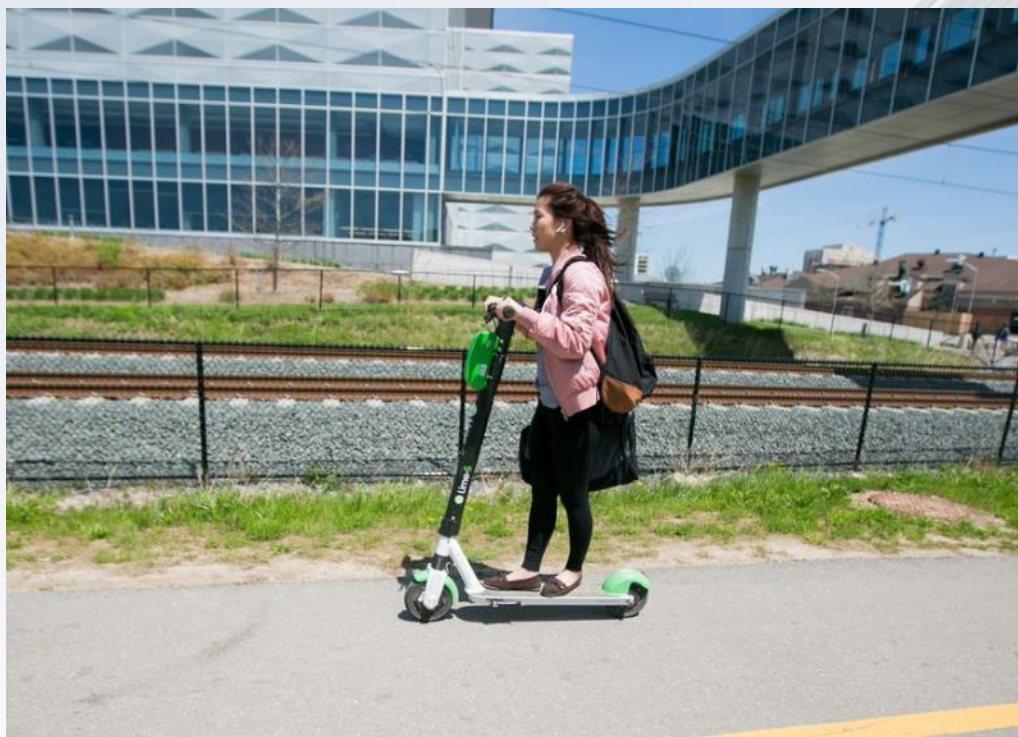
WHY?

- We're no strangers to innovative new technologies.
- Opportunity to leverage R+T Park as a “living lab”
- There was a lot of excitement and curiosity
- The Region and the City have significant research efforts going into alternative transportation



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HOW?



- The pilot was initiated by the City of Waterloo and Lime, who approached R+T Park
- Phase One: October 2 to November 30, 2018
- Phase Two: April 1, to August 12 2019
- Cost: \$1.00 to unlock and \$0.30/minute
- eScooters were “geo-fenced”
- Pilot expanded to UW main campus May 2019
- eScooters slowed to 15km/hr on campus for safety



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CONSULTATION

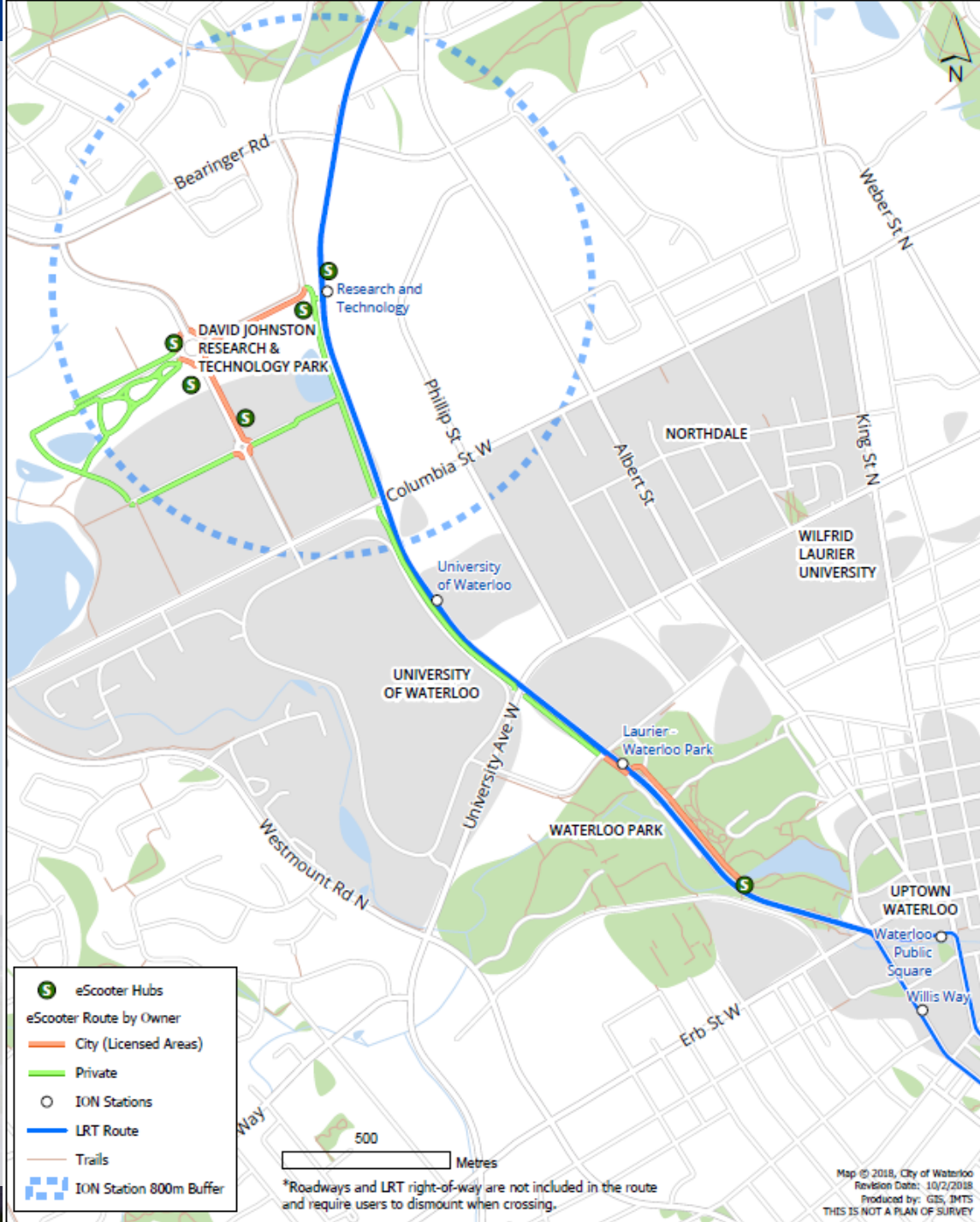
- City Council
- Police
- By-law
- Campus Police
- University Administration
- University Grounds and Parking
- Affiliated Colleges
- R+T Park Tenants
- Student Union



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PHASE 1 PILOT AREA

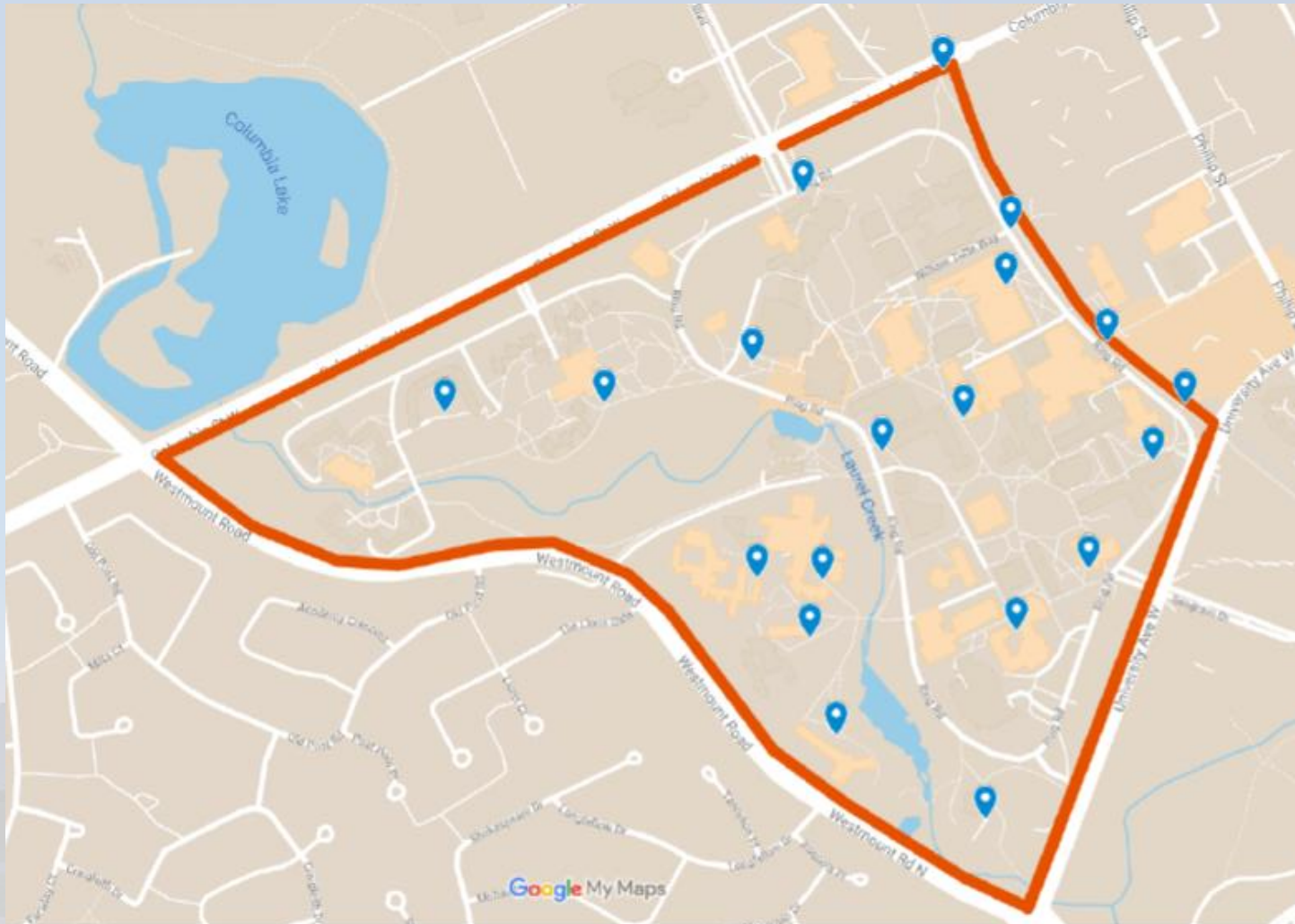
- Trail Network within R+T Park
- Trail through UW Main Campus connecting to Waterloo Park



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PHASE 2 PILOT AREA

- Added UW South Campus
- eScooters geo-fenced to 15km/h



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COMMUNICATION



- Media Engagement & PR
- Signage along pilot route
- Tenant and community messaging
- Information sessions
- Ambassador program
- Social media
- Dedicated City web page
- Routine stakeholder updates in person and via email
- Regular calls and meetings with operator

SIGNAGE



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RECEPTION

- Substantial media coverage with over 30 stories in Local and National media
- Phase One ridership was very high:
 - Trips completed: 18,309
 - Unique riders: 6,373
 - Total distance travelled: 19,544 km
 - Trips per rider: 2.87
 - Median trip time: 6 minutes
 - Median trip length: 0.74 km
- Numbers dropped substantially after the weather turned colder.
- Phase Two & Campus expansion was also highly successful



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WHAT DID WE LEARN?



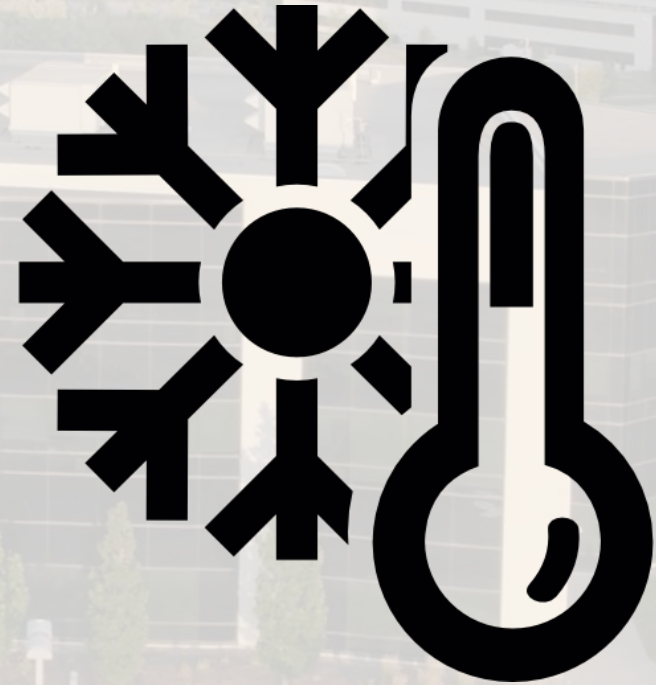
eScooters are very
popular



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WHAT DID WE LEARN?

Cold is a challenge



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WHAT DID WE LEARN?



Engage early;
engage often;
with many people.



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WHAT DID WE
LEARN?

Over communicate



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WHAT DID WE LEARN?



Lead with safety and
accessibility



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WHAT DID WE LEARN?

Think about the whole
system.



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WHAT DID WE LEARN?



Embrace the discussion.



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THANK YOU

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