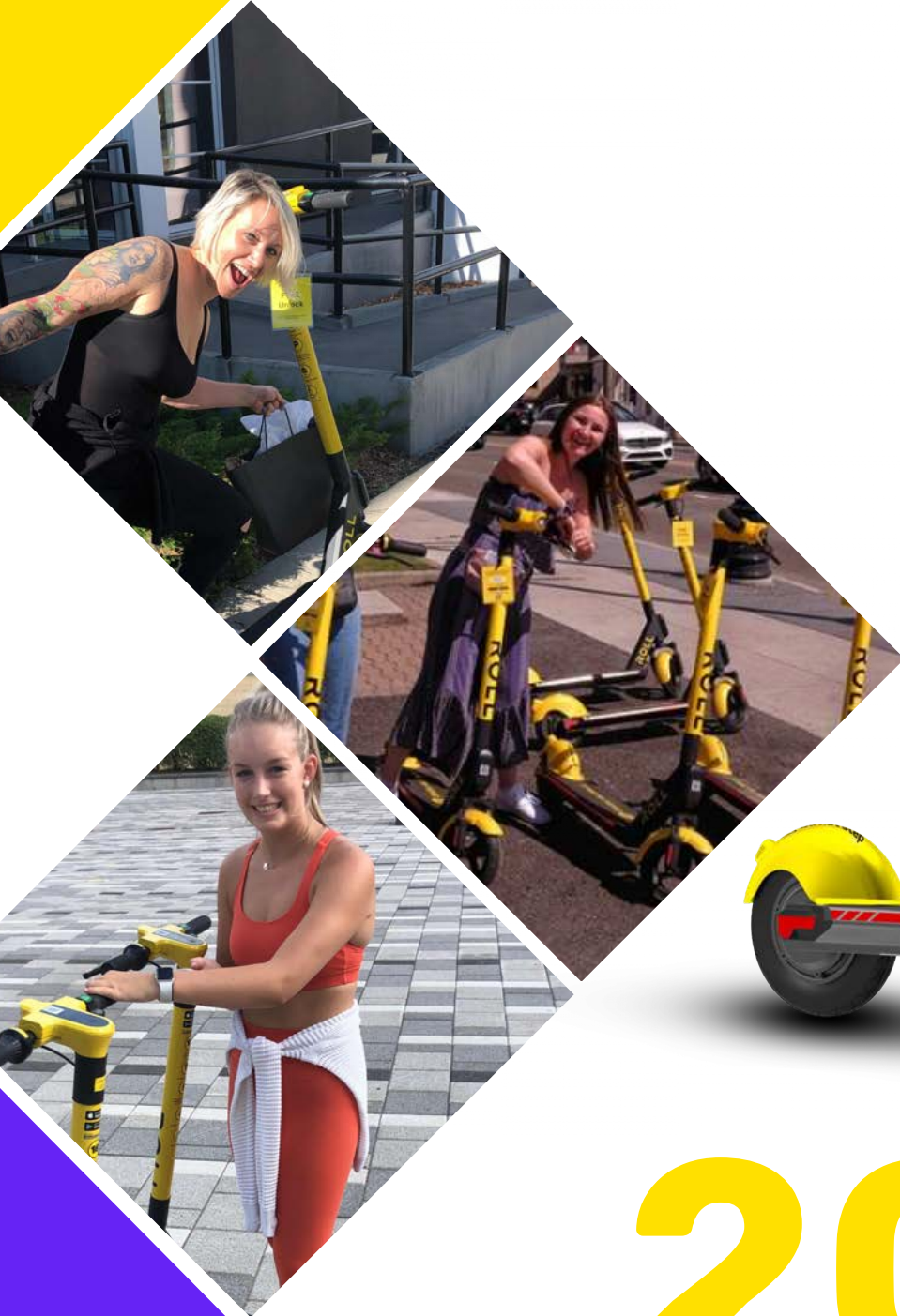


# ROLL



# 2020

## Final Report

Ottawa



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# MESSAGE FROM THE EXECUTIVE TEAM

It is our honor to present Roll's 2020 Ottawa Shared E-Scooter Pilot Program Report. The report highlights some important numbers in terms of the ridership and our user education efforts throughout the pilot.

We put all our efforts to provide a safe, fun, and sustainable mode of transportation in the midst of a global pandemic. We would like to thank everyone at The City for all the hard work to make the pilot a success.

We look forward to serving the residents and visitors of Ottawa again next year! We welcome the City of Ottawa's feedback and are available to answer any questions.





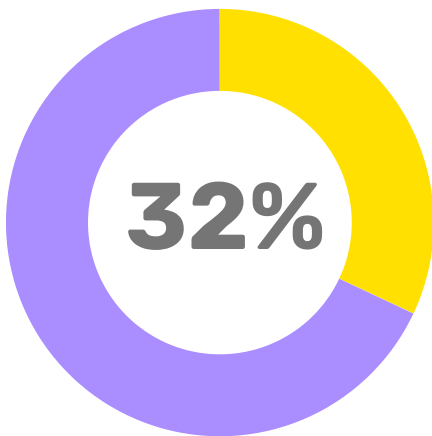
# RIDERSHIP

**19 minutes**

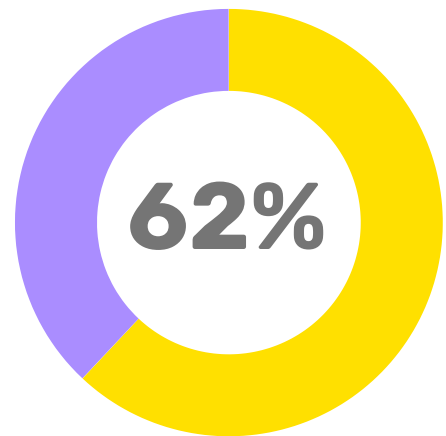
Average riding duration

**2.3 kilometres**

Average ride distance



32% of the trips were **over 4 kilometres!** Ottawans enjoyed Rollin' around the city while practising physical distancing during COVID-19.



About 62% of the Roll trips were **under 2 kilometres!** This shows that Ottawans used Roll scooters to commute within the city, solving the first and last mile problem!



# COVID-19

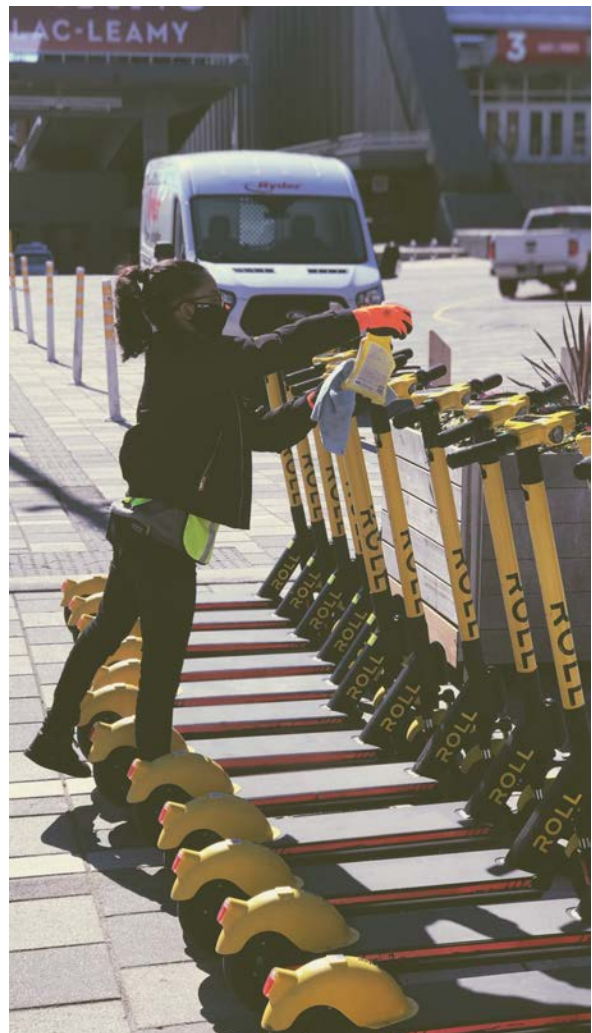
Coronavirus changed the way we move. The City's decision to allow e-scooters this summer amid the COVID-19 pandemic has set a strong example for other jurisdictions to explore new transportation alternatives during these unprecedented times.

## Heroes without Capes Initiative

We were a part of a global movement called #WeAllMove to connect the world with mobility solutions during this difficult time. We showed our sincere gratitude to our public health professionals by offering free scooter pass. With our *Heroes without Capes* program, we offered **free rides and helmets** to many healthcare professionals in Ottawa.

## New Cleaning Procedures

Health and safety have always been the top priorities at Roll. We are committed to providing our riders a safe ride. As such, we introduced new cleaning measures on top of our existing safety protocols. All of our safety protocols were in accordance with the Public Health Agency of Canada and Ottawa Public Health. All of our scooters were sanitized **at least twice a day**.







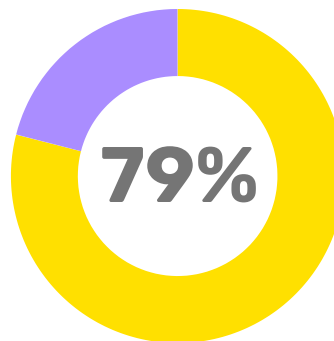
# ECONOMIC CONTRIBUTION

Shared e-scooters played an important role for the economic recovery from COVID-19. In addition to the jobs created, Ottawans had a convenient alternative to the public transit to Roll around and visit local businesses. As a proudly Canadian company, we are very proud of our support to the BIAs during this difficult time.



We hired 14 amazing talents to help us with our daily operations. These jobs include Logistics Associate, Patrol and Emergency Team Associate, General Manager, and Mechanics. We will add more jobs as we increase our fleet size!

**14**  
**jobs**  
**created**



About 79% of the Roll trips **were ended in a Business Improvement Area**, proving that e-scooters were an important part of the economic recovery from COVID-19.



# EDUCATION & OUTREACH

Education is an important component of the shared e-scooter program. Rider education was one of our main focuses this year.

## In-app Tutorial

We provide in-app training **every time** when riders unlock a Roll Scooter. This tutorial includes safety tips, where to ride, and how to park. Riders can also access this tutorial any time during their ride or before their ride.

## Offline Training

Although, it was challenging to hold events and provide offline trainings this year due to COVID-19, our Roll Squad (Patrol and Safety Team) regularly rolled around the city to observe riding behaviours and provided training and helmets.



## Social Media

We utilized our social media channels to educate our riders and provide safety tips. We also responded to improper parking reports via our social media channels. Our average response rate was 15 minutes!



# USER FEEDBACK

Our riders' feedback plays a crucial role in how we run our operations. After each trip, riders have the option to complete a brief feedback form. It includes the safety score, accessibility, price, and speed. In Ottawa, we received the following feedback;



Safety:  
**4.9/5**



Accessibility:  
**4.6/5**



Price:  
**4.5/5**



Speed:  
**4.8/5**

## Industry-leading Roll Scooter Gen 3

In addition to the end-of-trip feedback, we have received numerous calls and comments from our riders regarding their riding experience. The majority of these feedback was related to our industry-leading custom-designed scooter model. Our riders expressed their opinions about how they felt safer and more comfortable riding our scooters compared to other vendors' scooters.





# USER COMMENTS

Below are some of the comments that our riders provided to the Councilors.

*"As a tourist to Ottawa but also someone with a disability I found the scooters an awesome alternative and would definitely be using them again when I return."*

*"Beyond amazing and Canadian to boot. Love love the roll scooters. Please keep them!"*

*"Hello city councillors - I'd love to see the scooter program extended for next year as well. I've used all three companies extensively and I really like them. My preference is the Roll ones as they seem to be the smoothest ride."*

*"The scooters are amazing! If I miss the bus I can spend 5 bucks to get to work faster than the bus. Brilliant mode of transportation. Should be allowed to use these 24/7 so I can come home from work on them too"*

*"I can't express how much I love these scooters. Not only are they more environmentally friendly than cars are, but they're also super convenient when you're running late and randomly stumble across a scooter that helps you get to your destination much faster. The scooters are also a way to get some fresh air instead of having to ride an enclosed taxi with a stranger during this pandemic."*

*"Great initiative by the entire team that made this possible. I no longer need to take my car to work. fast, clean, and efficient way of getting around the downtown core. reduces traffic and carbon footprint."*

*"These scooters are amazing!!! Kinda brings Ottawa downtown a nice vibe. I loved riding this scooter! I vote to keep it going and increase the amount we have. My friends and I were looking for it everywhere one evening and was hard to find due to the popularity of it. Loved it! Please keep it going in Ottawa. One of the BEST things I have seen in My city in the past 18yrs!"*



# SAFETY REPORT

Safety is our top priority at Roll. We are committed to providing the **safest** experience for both pedestrians and our riders.

## Injuries

During the e-scooter season in Ottawa this year, we only reported **2 minor injuries**. Both riders were first-time riders and had problems with maintaining balance. Our emergency staff was dispatched to both incidents. There was no need for medical treatment as they were minor scrapes.

This shows that **99.9%** of Roll scooter trips were incident-free thanks to our industry-leading vehicle and our user education efforts!

**%99.9**  
**of Roll Scooter**  
**trips were**  
**incident-free!**

**200+**  
**Helmets**



## Helmet Distribution

Our Roll Squad distributed more than **200 helmets** in Ottawa! We are planning to increase this number as we increase our fleet size!

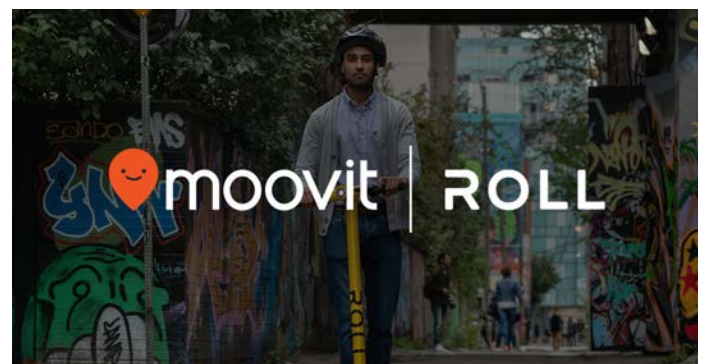
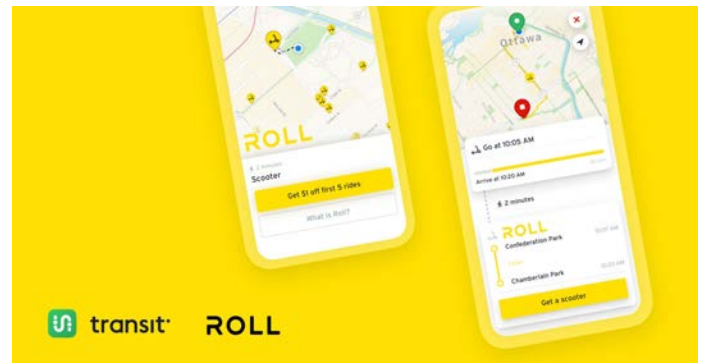


# PARTNERSHIPS

Throughout the pilot program, we developed strategic partnerships to maintain an accessible and equitable utilization of our shared electric scooters.

## Multimodal Trip Planning

We partnered up with transportation planning apps like Transit app and Moovit. With these partnerships, our Rollers conveniently planned multimodal trips with Roll scooters, making it that much simpler to get to a variety of destinations around town. We are the only shared e-scooter vendor in Canada that is available on multiple platforms.



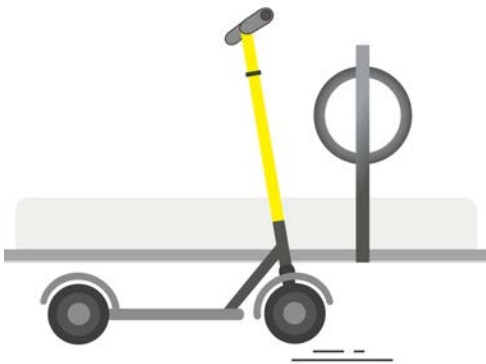


# THEFT & VANDALISM

Unfortunately, vandalism is one of the biggest threats of the shared e-scooter industry. Fortunately, we only had 3 instances in Ottawa.

## Stolen Scooter

One of our scooters was stolen and we were able to track the location via GPS in the IoT module. It was picked up and moved by a vehicle to an address in Gatineau. Our staff located the address and went there but no one was inside the unit. A few days later, it was moved to a location in Buckingham, QC. We filed a police report but have not received a response yet.



## Vandalism

Batteries of 2 scooters were stolen near Glebe. We could not find any evidence that the last riders of those scooters were responsible for these instances. This number is relatively low compared to other jurisdictions like Calgary.





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