

evolve™

# Evolve E-Scooter



CREATED BY **BCAA**



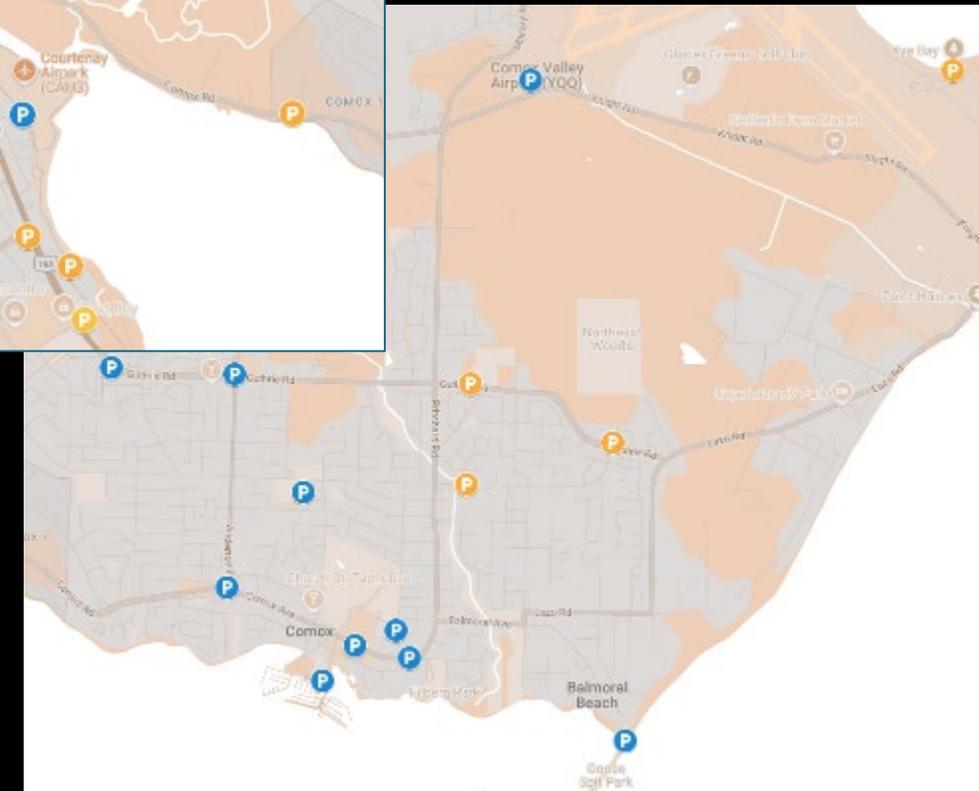
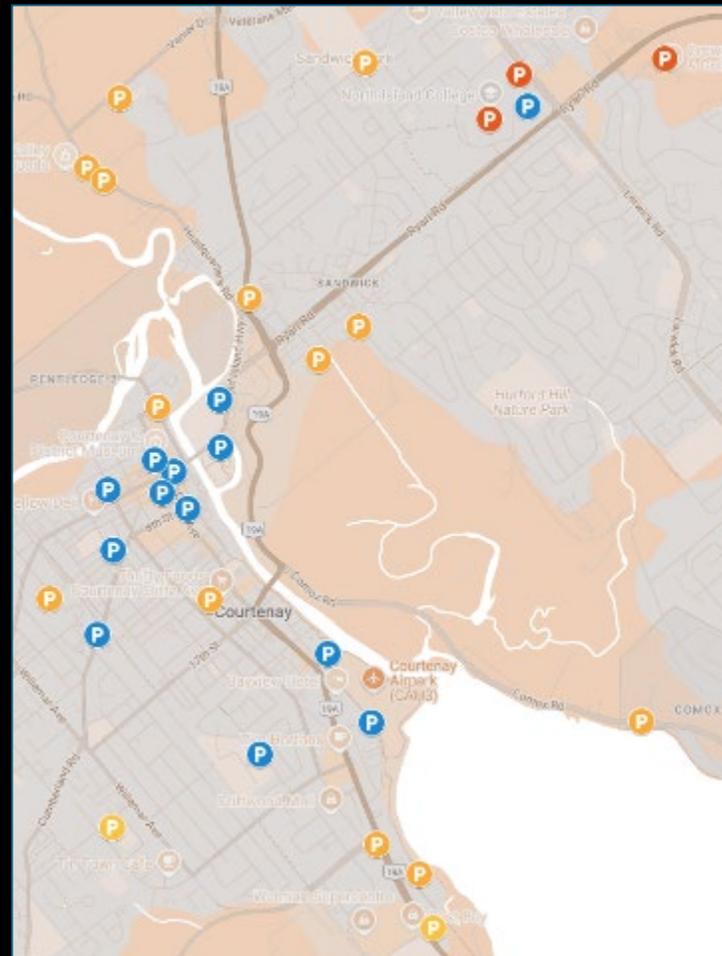
## Agenda

- ▶ Intro and Overview
- ▶ Parking Zone Expansion
- ▶ E-Scooter Approach
- ▶ Safety Education
- ▶ Marketing and Communications Plan



## Expanding the **Service Area**

- ▶ 26 new parking zones
  - ▶ 11 Courtenay
  - ▶ 3 Comox
  - ▶ 4 CVRD
  - ▶ 1 K'omoks First Nation
  - ▶ 6 Cumberland
  - ▶ 1 Royston
- ▶ City-wide access – if approved, both devices available at all parking zones





# Why Adopt E-Scooters?

- ▶ Higher usage rates facilitating better mode shift results
  - ▶ 94% of 104,000 trips in Coquitlam are on e-scooters.
  - ▶ 1/3 of e-scooter trips replaced a car trip in Coquitlam
  - ▶ Kelowna reports 48% of e-scooter trips replace a car trip
- ▶ Trips results in purchases from local business.

## BCAA's E-Scooter Goals

- ▶ Operate an e-scooter program that is safe and accepted by the community
- ▶ Drive more mode shift in the community





## Expansion Objectives

- ▶ Promote safe use and ensure devices are parked properly and maintain pedestrian right of ways
- ▶ Provide speed limited e-scooters to residents
- ▶ Collect and assess data and community feedback

## Proposed Expansion

### Step 01

Limited number of E-Scooters added to the Evolve Fleet

### Step 02

Use the same parking zones as Evolve E-Bikes

### Step 03

Launch in Summer 2025

### Step 04

Will instantly become available to all users in the Evo App

### Step 05

Additional community engagement and marketing

## Device Specifications

- ▶ 12" tire for stability on uneven ground
- ▶ Short platform to discourage double riding
- ▶ Helmet attached to every device
- ▶ Device ID clearly visible
- ▶ Braille decal

## Program Features

- ▶ Speed limited to 25 km/h
- ▶ All trip data and usage tracked
- ▶ 24/7, 365 call centre



▶ Helmet attachment

▶ Short platform to discourage double riding



## Daily operations

Increased patrol during peak usage times:  
**Thursday to Monday 13:00-20:00** to maintain device balance and avoid overcrowding at parking zones



Increased patrol frequency during peak usage times



Expected daily battery swapping on e-scooter devices



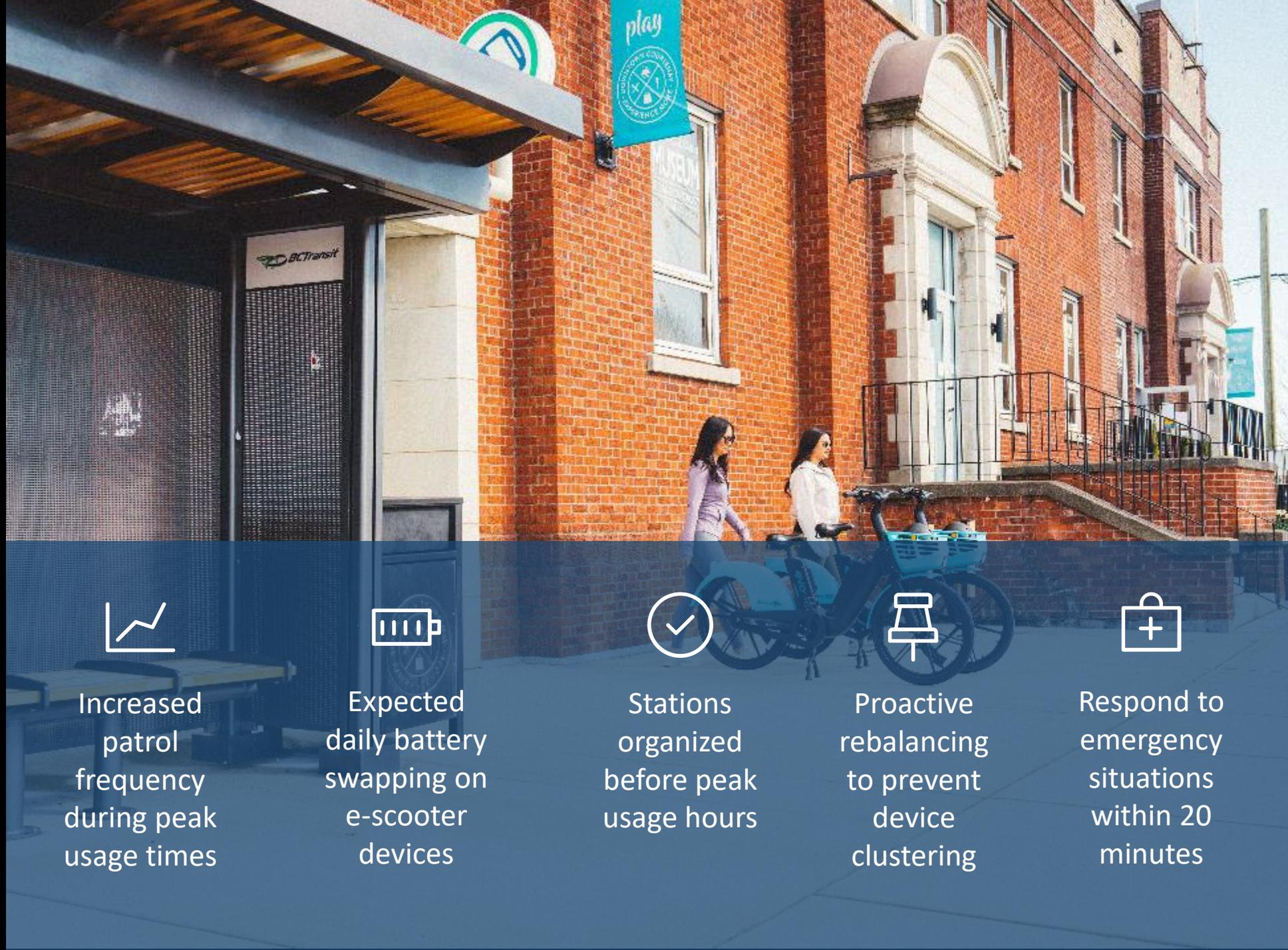
Stations organized before peak usage hours



Proactive rebalancing to prevent device clustering



Respond to emergency situations within 20 minutes



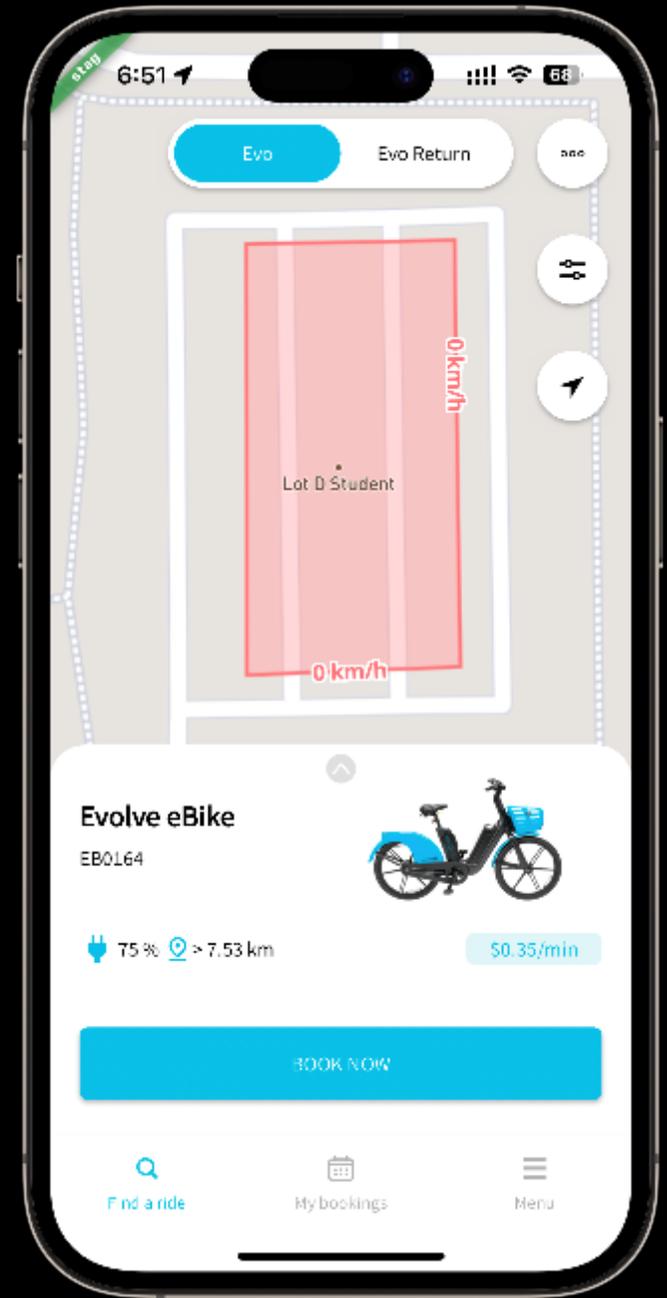
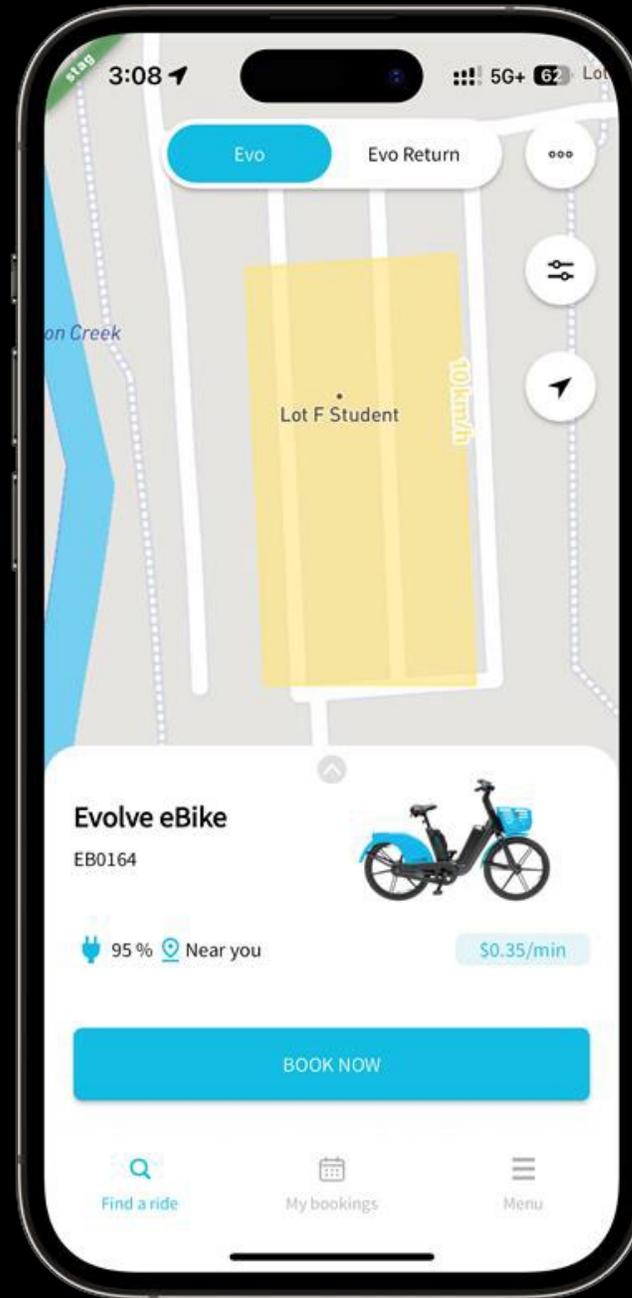
## Parking Zone Changes

- ▶ Add painted boxes to popular spots to increase visual awareness of parking zone:
  1. Anderton Park
  2. Riverway and 20<sup>th</sup>
- ▶ Add bike racks at popular parking zones to increase visual cues to park correctly
- ▶ Update station signage



## Slow and no-ride zones

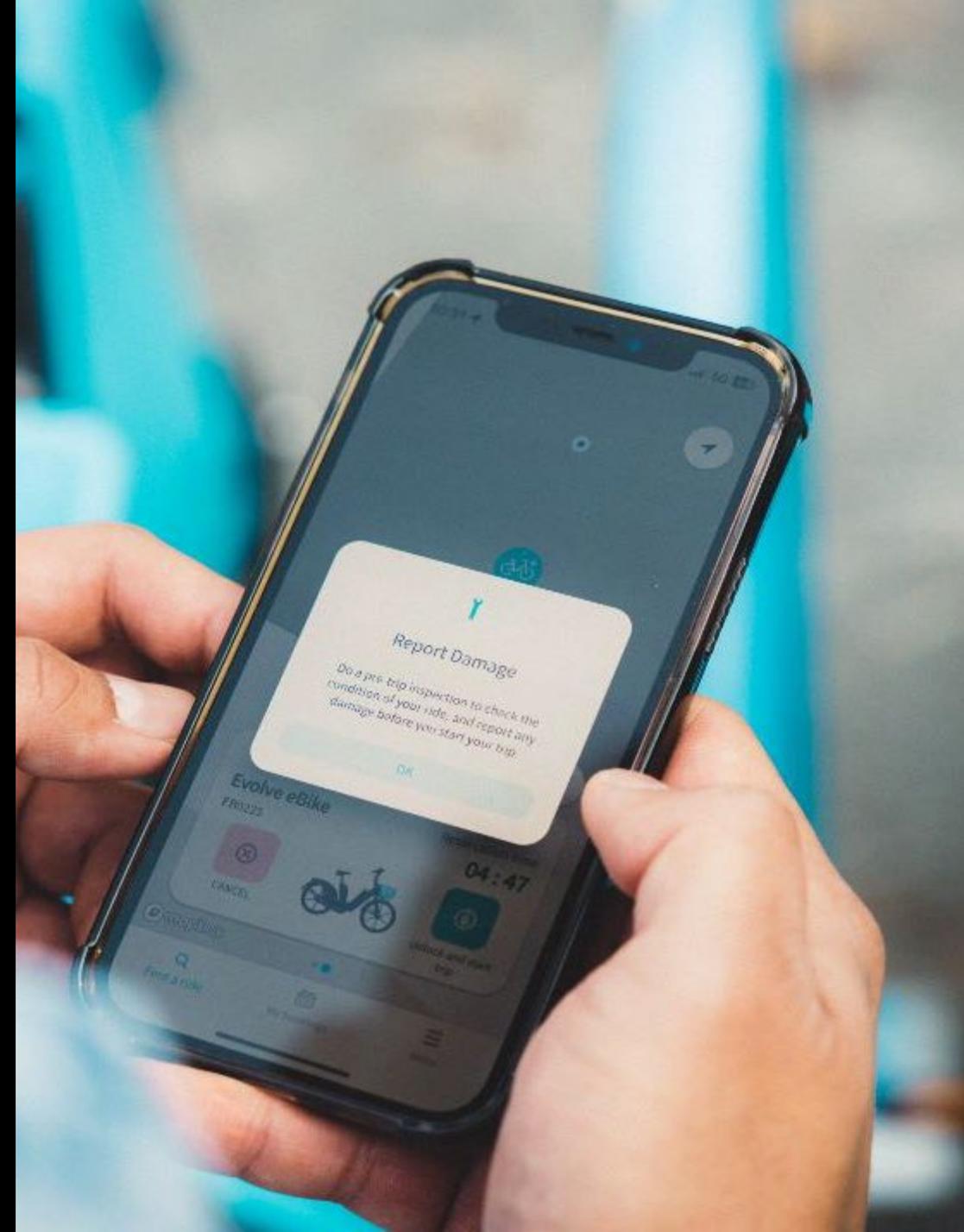
- ▶ Zones can be established in any areas as needed
- ▶ Zones will be effective for both e-scooter and e-bike riders





## Customer Support

- ▶ Customer service hotline, chatbot and email support 24/7, 365 days a year
- ▶ All reports are responded to within 5 minutes
- ▶ Resources are allocated within 30 minutes of an incident being reported



## User Behaviour Management

- ▶ Strict zero-tolerance policy for dangerous riding, including sidewalk riding, tandem riding, etc.
- ▶ Warnings and penalties for unauthorized parking
- ▶ Fraudulent accounts are blocked immediately



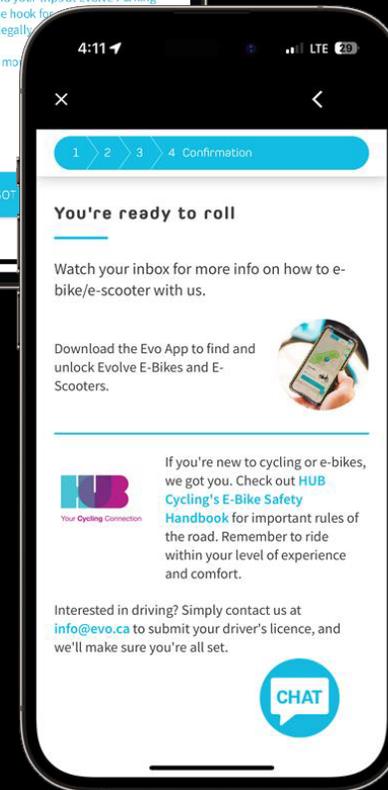
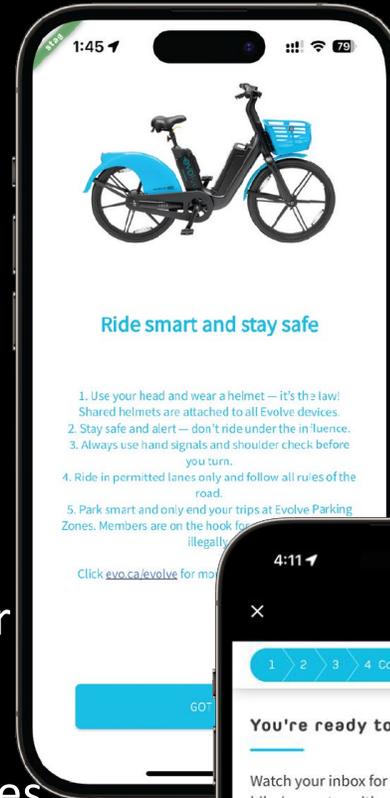
# Safety Education

## Objective

- ▶ Foster a culture of safe and responsible riding

## Tactics

- ▶ Safety demo and community events for education and e-scooter trial
- ▶ Update all existing parking zone signages with e-scooter instructions and safety tips
- ▶ Create new e-scooter education materials online and offline
- ▶ Ongoing social media tutorial and reminder content



### ALWAYS FOLLOW THE RIDING & PARKING RULES

- Riders must be 18+ years old
- One person to the bike at a time - carrying passengers is illegal
- Share the road respectfully with other users
- End trips only at Evolve E-Bike Parking Zones
- Ensure you do not impede pedestrians or other vehicles when parking your Evolve E-Bike
- Failure to follow all applicable provincial laws and municipal bylaws may result in fines and/or account suspension



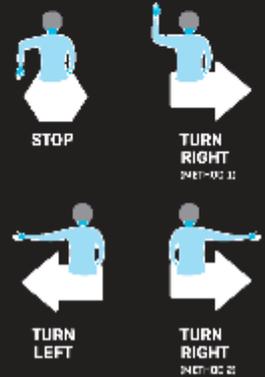
**BRAKE SLOWLY WITH BOTH LEVERS**

- WHEN MAKING A STOP:**
- Lock up your e-bike
  - Pause your trip on the app

**USE YOUR HEAD, WEAR A HELMET (IT'S THE LAW).**

Download the Evo app and get rolling!

### USE HAND SIGNALS



### HOW TO PAUSE YOUR TRIP

Need to make a stop during your trip? Simply hit "Pause" on the app to lock up the vehicle.

A fully charged vehicle can travel up to 70km.

Please always follow all Federal, Provincial, and municipal legislations and regulations when riding.

### CONTACT INFORMATION

24/7 support: 1.844.386.2308  
[info@evo.ca](mailto:info@evo.ca)

## Launch Communications

### Build trust & awareness

**Educate on safety:**

Promote safety measures, infrastructure and riding tips

Public Relations: Press releases, media interviews, launch event (e.g. ribbon cutting)

Organic Content: Social media, blog posts, ongoing updates & promos

### Engage the community

**Community events:** Host local activations, partner with local businesses and organizations

Viral moments: Creative campaigns and activations to generate buzz and visibility

### Drive ridership & adoption

**Promotions:** First-time ride offers, incentives to try the service

Paid Advertising: Focused messaging on ease of use, safety and benefits

Education: In-person demos and digital guides on responsible riding





# THANK YOU

## David Holzer

Business Development Manager,  
Evolve E-Bike Share

604.209.4865

David.Holzer@bcaa.com

