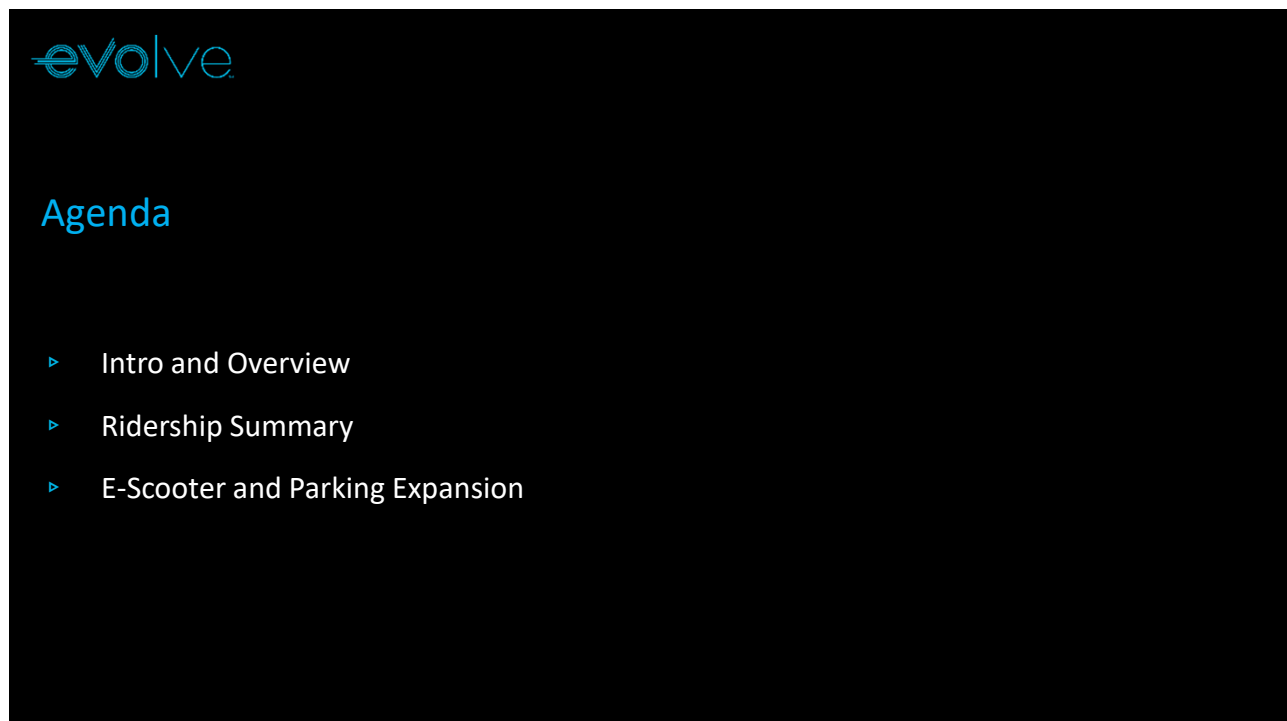
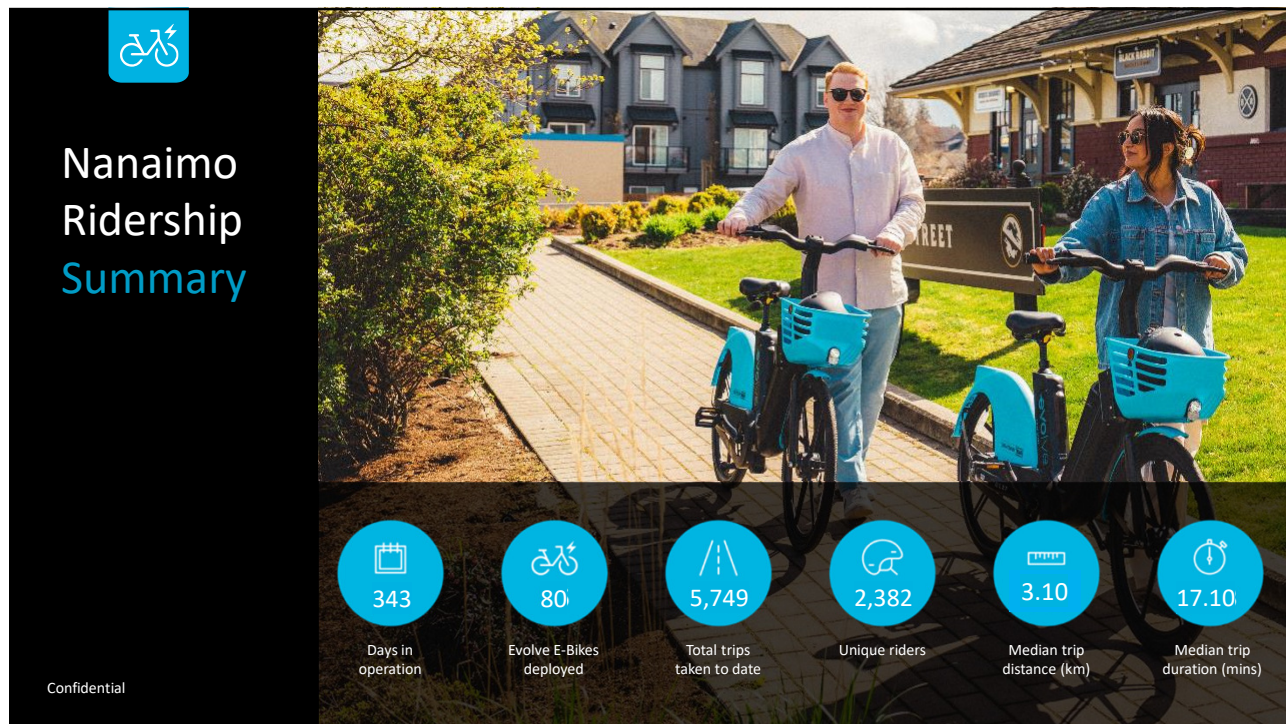




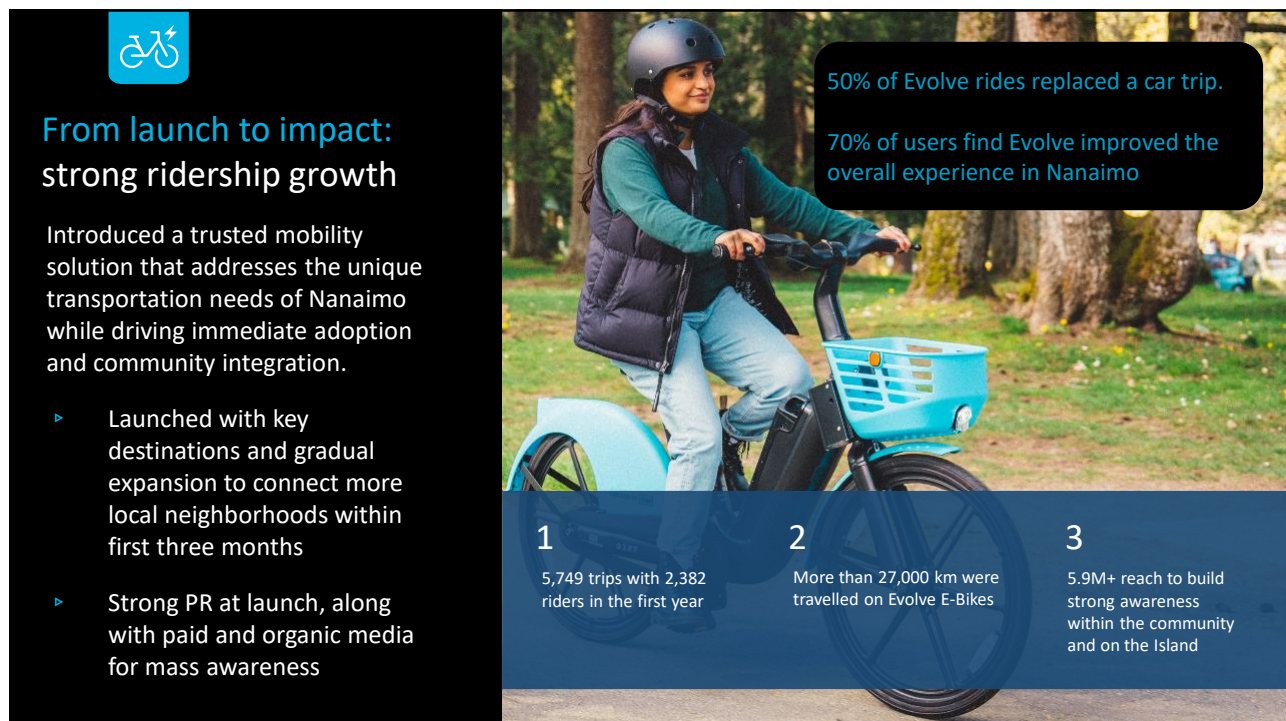
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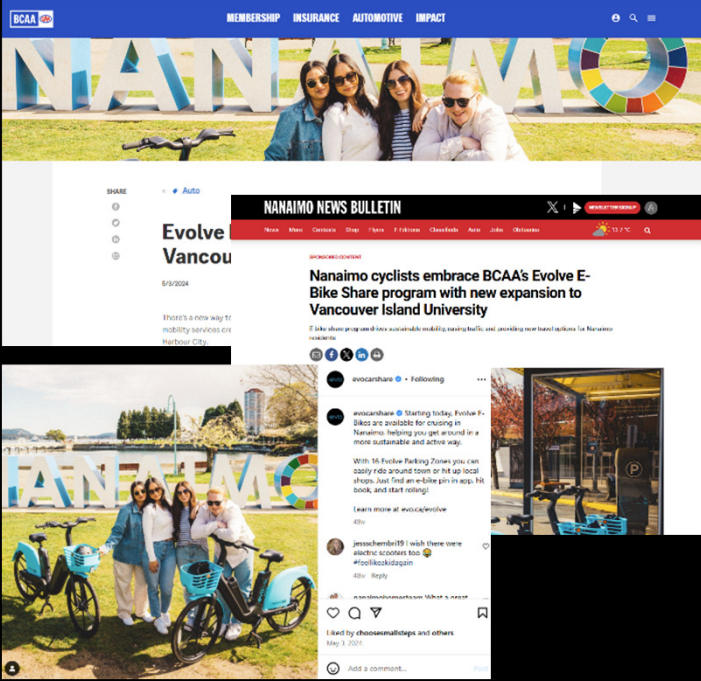
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Our footprint in Nanaimo

5.9M+ reach to build strong awareness across Nanaimo, Vancouver Island, and within the local community.

- Public Relations
- Community Events
- Social Media
- BCAA Blog
- Paid Digital
- Email Marketing
- Contests & Giveaways
- Cross-promotion with Local Partners



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Build connections with local community

Build strong and authentic relationships with local communities, including residents, workers, and local businesses

- Attended key community events like Go By Bike Week and Pride for mass awareness
- Engaged VIU through events for demo and safety education to students
- Free minutes distribution to encourage immediate adoption



55% of rides resulted in a purchase at a local business

1

Set up bike demo and test rides at key community events

2

Distributed over 15,000 free minutes through events and paid media to community members

3

Partnered with VIU and Hullo Ferries to reach different community groups and set up parking zones

6



7



8



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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
- ▶ 55% of trips result in purchases from local business.

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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



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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

60 E-Scooters added to the Evolve Fleet

Step 02

Use the same parking zones as Evolve E-Bikes

Step 03

Launch in June 2025

Step 04

Will instantly become available to all users in the Evo App

Step 05

Additional community engagement and marketing

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Device Specifications

- ▶ 12" Front 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



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Expansion of Service Area

- ▶ Evolve to add 23 parking zones to existing 20
- ▶ Expanding in 2 phases this spring
- ▶ City-wide access to e-scooters available at all parking zones
- ▶ Combined parking zones with both devices
- ▶ Ability to set up Slow and No-Ride Zones in collaboration with City of Nanaimo
- ▶ Launch with a limited number of e-scooters (60)





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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 and during peak usage hours




Proactive rebalancing to prevent device clustering




Respond to emergency issues with a device within 20 minutes of report

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Parking Zone Changes

- ▶ Add painted boxes to popular spots to increase visual awareness of parking zone:
 1. Harbour Front
 2. Wesley St.
- ▶ Add bike racks at popular parking zones to increase visual cues to park correctly
- ▶ Update station signage

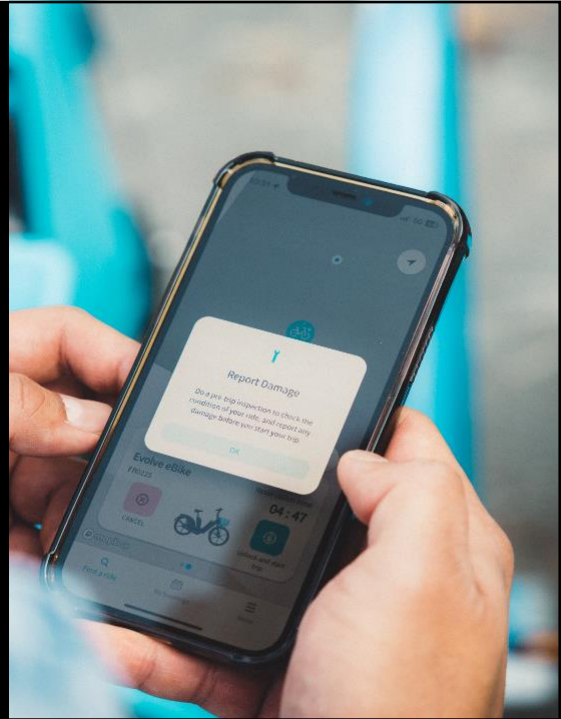


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Customer Support

- ▶ 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 20 minutes of an incident being reported



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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



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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



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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




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THANK YOU

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- APPENDIX -

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Slow and no-ride zones

- ▶ Zones can be established in any area identified by city
- ▶ Zones are possible for both e-scooter and e-bike riders

