

**Subject:** FW: Email - Request to Speak - Arda Erturk - Roll Technologies - Electric Scooters - File CK 7000-1  
**Attachments:** roll\_-\_saskatoon\_spc\_on\_transportation\_06\_04\_21.pdf

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**From:** Web NoReply <[web-noreply@saskatoon.ca](mailto:web-noreply@saskatoon.ca)>

**Sent:** Monday, April 5, 2021 11:43 AM

**To:** City Council <[City.Council@saskatoon.ca](mailto:City.Council@saskatoon.ca)>

**Subject:** Email - Request to Speak - Arda Erturk - Roll Technologies - Electric Scooters - File CK 7000-1

--- Replies to this email will go to [REDACTED]

Submitted on Monday, April 5, 2021 - 11:42

Submitted by user: Anonymous

Submitted values are:

Date Thursday, April 01, 2021

To His Worship the Mayor and Members of City Council

First Name Arda

Last Name Ertürk

Phone Number (647) [REDACTED]

Email [REDACTED]

Address [REDACTED] College Street

City Toronto

Province Ontario

Postal Code M5G [REDACTED]

Name of the organization or agency you are representing (if applicable) Roll Technologies

Subject Speaking Request

Meeting (if known) SPC on Transportation

Comments

I am requesting to speak at the SPC on Transportation meeting on April 6th regarding the e-scooter item. Please find attached our slide deck.

[REDACTED]

[REDACTED]

[REDACTED]

# ROLL

City of Saskatoon  
SPC on Transportation

**Arda Ertürk**  
**Co-founder & CCO**

April 6, 2021

Roll Technologies Inc.



# About Roll

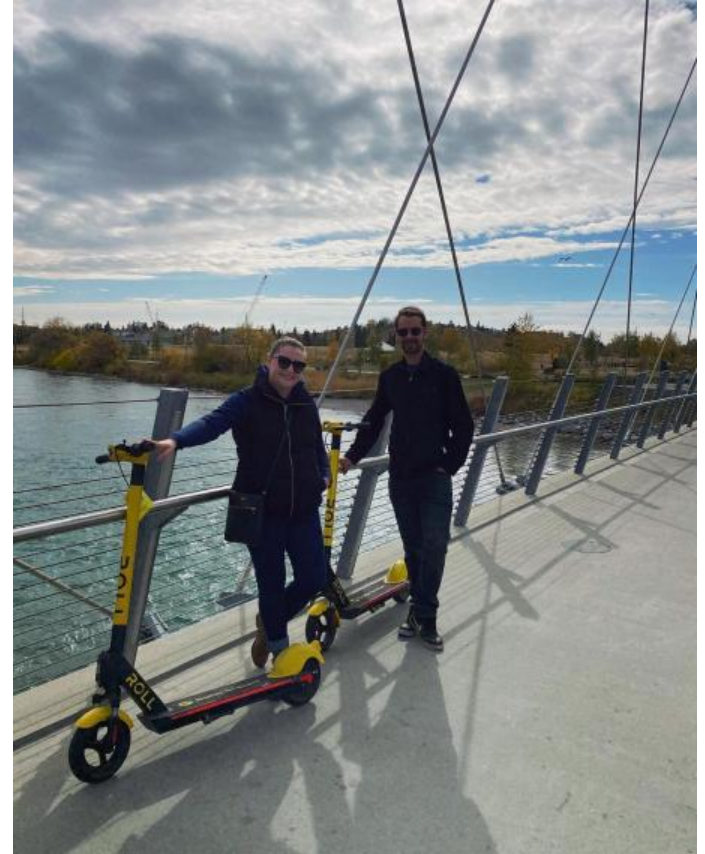


- Roll is a Canadian-owned, developed, and operated shared micro-mobility provider incubated in the University of Toronto Entrepreneurship Hub.
- Backed by Techstars.
- Roll operated in Calgary, Ottawa, and Kelowna.



# Roll Platform

- Roll Platform is a franchise model that allows local business owners and entrepreneurs to bring Roll into their communities in a safe and responsible manner.
- Q Group, a local Saskatoon business, will be managing the Roll fleet in Saskatoon.



# Successful Pilots in Calgary, Ottawa & Kelowna

- Shared e-scooters play an important role in economic recovery during COVID-19
- Public transit connection
- Reducing dependency on cars
- Helping to eliminate fatalities and serious injuries on city streets



# Safety

## Montréal

The Island of Montréal saw 4 minor injuries from electric scooters between Aug 13th and Nov 15, 2019 out of 226,000 rides whereas e-bikes saw 360 injuries out of a significantly smaller 146,000 rides.

## Ottawa

During the pilot in 2020, riders took more than 238,000 rides and the injury rate was 0.003 percent.

## Calgary

Type	2019 (July 8 to October 31)				2020 (May 22 to September 30)			
	E-Scooter	Bicycle	Vehicle	Motorcycle	E-Scooter	Bicycle	Vehicle	Motorcycle
Emergency	33	197	502	103	42 <sup>1</sup>	484	617	166
ICU	0	4	17	3	0	3	11	5
Fatality <sup>2</sup>	0	1	3	0	0	3	4	1
Surgery	8	33	51	35	24	109	79	57

<sup>1</sup> There were an additional 25 e-Scooter injuries requiring EMS that did not contain detailed patient records in 2020.

<sup>2</sup> Fatality numbers do not include those who died on site. There were no e-Scooter fatalities.

# Smart Geo-fencing

- Slow-Speed Zone
- No-park No-ride Zone
- No-park Zone
- No-ride Zone
- Preferred Parking Zone
- Highways can be designated as no ride zones
- Geofencing can be created within seconds through Roll Fleet Management Dashboard.



# Automated Parking Enforcement (APE)

- Riders are required to take a picture of how they park the scooter in order to end their trip.
- Pictures are analyzed by our machine learning algorithms on a real-time basis.
- Riders are notified if they park the scooter improperly.
- Riders are subject to the '3-strike ban'.
- Penalty for improper parking can be imposed.
- Riders will be incentivized if they take a picture of their helmet.

## Alerting notifications

**R** Roll 11:14 a.m. ^

### Improper Parking

Just a heads up that the scooter that you rode was not parked properly. For the safety and convenience of pedestrians and Rollers, please follow the parking instructions on the app.



# Patrol & Safety Team (Roll Squad)

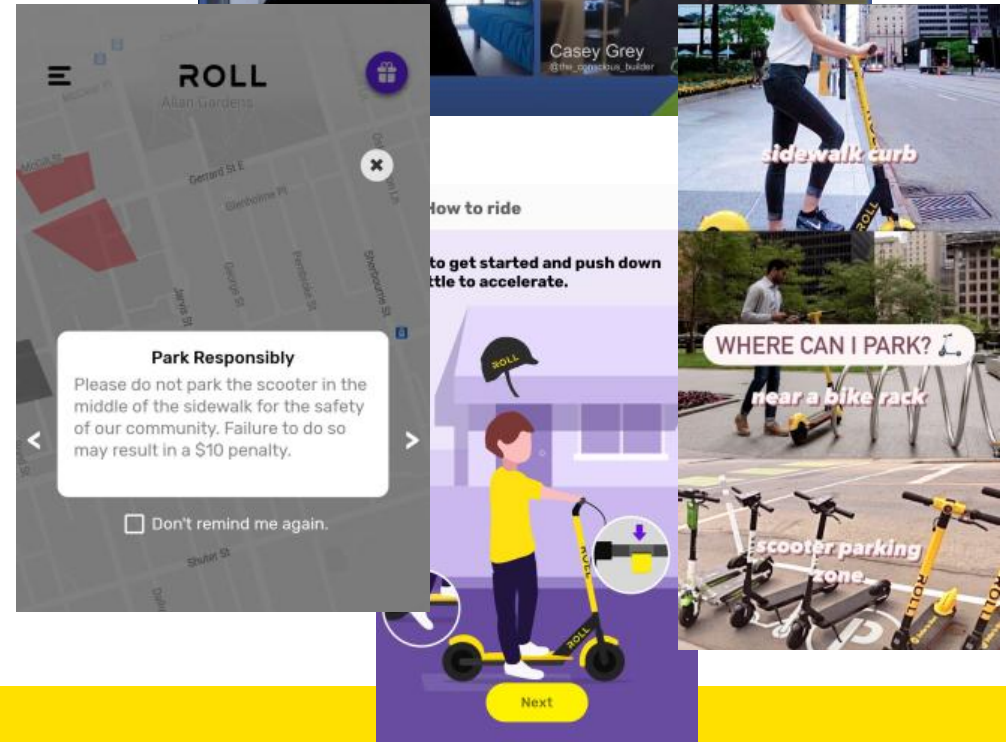
- Ensures safe use and proper parking of the scooters.
- Trained to provide comprehensive training to our riders.
- Distributes helmets.
- Relocates improperly parked scooters.



# User Education & Training

- Comprehensive in-app video tutorial every time a rider unlocks a scooter
- In-app, email, and push notifications
- Social media and traditional media

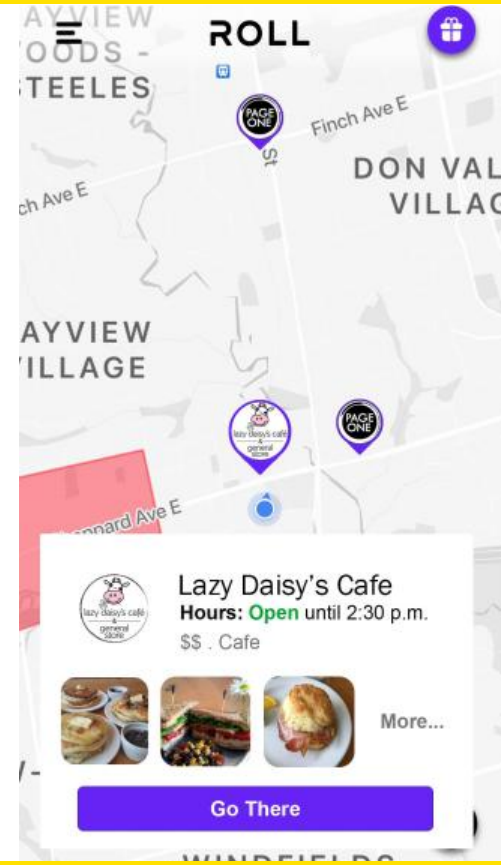
## Ottawa E - Scooter Roll out!



# Small Business Partnerships

## Featuring Local Businesses on the Roll App

- Promoting small businesses and encouraging riders to try their products by offering credits and discounts



**USD\$921** in spending  
created per e-scooter  
deployed on average over 6  
months

Source: Emory University



# Shared E-Scooter Pilot in Saskatoon

- Highways can be designated as no-ride no-park zones, removing the need for an amendment to The Traffic safety act.
- The pilot does not require a city subsidy.
- Companies have comprehensive education and communication plans.
- Important for economic development.



# ROLL

**Arda Ertürk**

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Roll Technologies Inc.

