



Letter to Mississauga Accessibility Advisory Committee

May 16, 2022

5045 Orbitor Drive, Suite 300
Bldg 11, Mississauga, ON
L4W 4Y4

To the Members of the Mississauga Accessibility Advisory Committee:

I write this letter to introduce myself as CEO of SCOOTY, a Mississauga-based local micromobility company. Micromobility and local mobility are the next step in creating accessible, people-focused communities and providing alternatives to automobiles for local & short distance trips. Being Mississauga-based helps us understand the importance of being part of a community and bringing benefits to community members.

SCOOTY is working at the forefront of micromobility policy in Canadian cities, identifying the best practices in introducing micromobility technology, and bringing forward important community benefits as part of our *Safety, Courtesy, Partnerships* approach to shared e-Scooters and micromobility.

A successful introduction of e-Scooters and shared micromobility in different Canadian cities requires detailed understanding of their approaches, motivations and objectives to implement these programs. It was also clear that to address the key challenges that cities would have to overcome, cities have to develop access to scholarly research and best practices, and tailor their proposals to municipal policies and needs.

Consultation matters in this tailored conversation. I am committed to consultation and being a good neighbour and community member. I personally started using an e-Scooter so I would not have to drive to the GO station. Using an e-Scooter in Toronto meant I would not be taking up space on transit for short trips. I used bike lanes and roads and walked when it was necessary. I

appreciated the benefits of easy mobility and made sure that I was a responsible courteous user. I commit to bringing that approach to shared micromobility wherever SCOOTY goes.

SCOOTY is carrying out research to understand which technological improvements most effectively address the concerns that cities, the public and Advisory Committees like yours have, and help us focus on successfully implementing those technological improvements in the field. I support the City of Mississauga in introducing more bike lanes and doing what is necessary to prevent unsafe and improper riding and parking of e-Scooters and other vehicles. We know that improvements in technology have been used in an attempt to address and resolve many of the challenges related to e-Scooter use, especially with respect to safe and courteous riding. Still, our approach is to emphasize courtesy and partnership and consultation first.

Addressing concerns relating to economic sustainability, social equity, curbside management, multimodal integration, and public safety as they relate to micromobility in general, is an important business practice that will help to bring micromobility to more cities and communities. Aside from the direct benefits for SCOOTY, access to more micromobility will displace automobile trips, bolster local businesses, improve transit connections and reduce carbon emissions and local air pollution. This is an important demonstration of our values and the best way to create success from our operations.

I look forward to continuing this conversation.

Sincerely,

A handwritten signature in black ink, appearing to read 'Shoaib Ahmed', written in a cursive style.

Shoaib Ahmed
Founder and CEO
Scooty Mobility Inc.

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