



BIRD
CANADA

**Brampton Micromobility Pilot Program
Shared Electric Kick Scooter**

Stewart Lyons, CEO
Bird Canada
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Who We Are

Bird Canada Inc. is a first KM / last KM, electric scooter sharing company dedicated to bringing affordable, environmentally friendly transportation solutions to Canadian municipalities.

We are a **Canadian owned and operated** venture that provides – in conjunction with Bird Rides Inc. in the United States – e-scooter sharing programs globally.



BirdThree: Safe E-scooters

Battery	36 V, 21.0 Ah 10S6P
Charge Time	5.8 hrs
Range	35 miles
Braking	Regen; Drum (front), disc (r)
Wheels	10" pneumatic
Top Speed	15 mph
L x W x H	47.7" x 19.3" x 46.8"
Weight	52.9 lbs (24 kgs)
Lights	Front/Rear LEDs



Calgary

1-in-3 Calgary e-scooter trips replaced a trip with a car: report

E-scooters are bringing more Red Deerians downtown, say business owners

Restaurants have seen a boost in business

‘This is one of those things that gives us a bit of cool’: E-scooters are on a roll in Ottawa



RED DEER ADVOCATE

TORONTO STAR

Calgary E-scooter Highlights

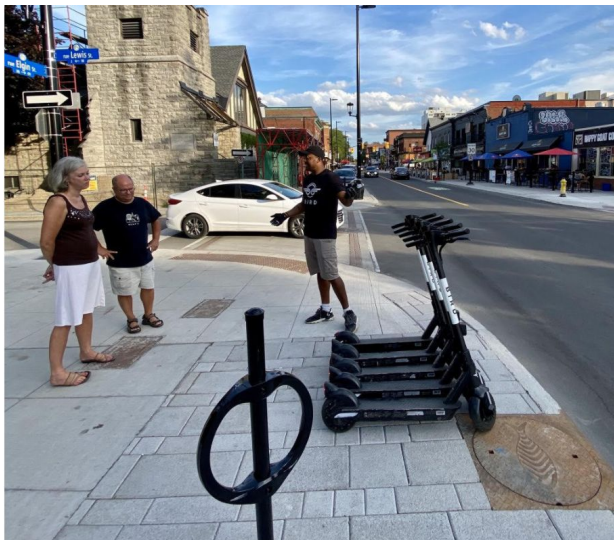


City staff reported:

- 1.9 million trips and over 200,000 unique users were recorded during the two-year shared e-Bike and e-Scooter pilot that ran from October 2018 to October 2020.
- 1 in 3 e-scooter trips replaced a trip by automobile.
- >50% of trips by e-scooter ended in a BIA or BRZ (Business Revitalization Zone).

Calgary City Council recently voted to make their 2-year e-scooter pilot permanent.

Ottawa E-scooter Pilot Highlights



Environment

- 27% indicated that they chose to use an e-scooter to reduce GHG emissions
- Reduction in GHG emissions: 46% reported driving less and 33% reported travelling less as a car passenger.

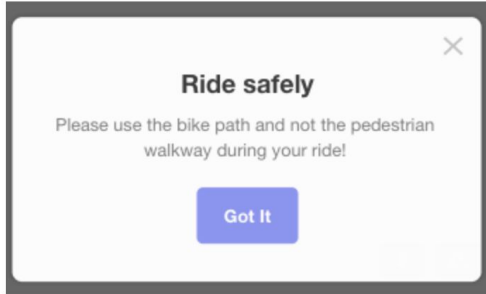
Economic Impact

- 48% of e-scooter trips started in a BIA and 45% ended in a BIA, bringing residents to local businesses and supporting Ottawa's economic recovery during COVID-19.
- Of the 34% of e-scooter riders who visited a local business and the 33% who visited a local restaurant:
 - 6% reported spending more than \$100 on a typical visit
 - 18% spent between \$51 and \$100
 - 36% spent between \$21 and \$50.

Tourism

- E-scooters appear to also support tourism in Ottawa: residents reported that e-scooters motivated them to take more local trips to see the sites.

On-going Rider Education



Geofenced to Eau Claire area in Calgary

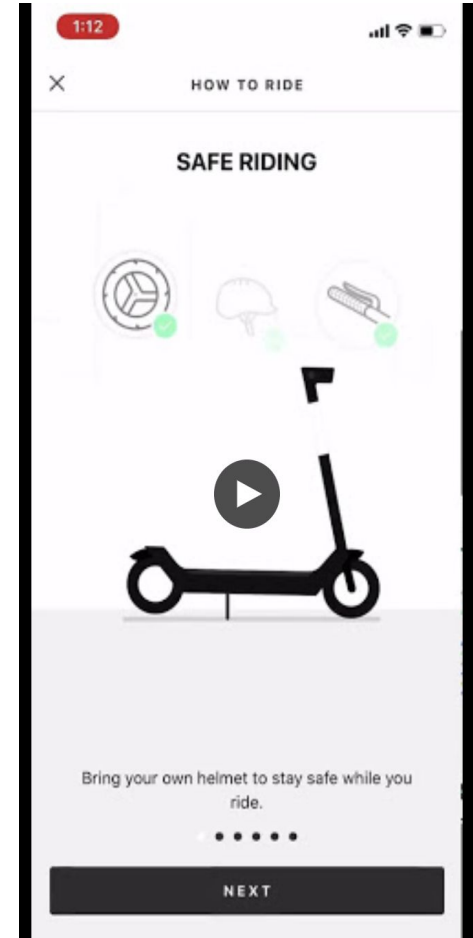


Edmonton

Reminder: No sidewalk riding & park in the "furniture zone" of sidewalks - areas where there are benches, newspaper boxes, light poles.

Ottawa

- In-app education on how to ride and park responsibly (right - image of in-app tutorial video)
- Reminder emails + in-app pop up messages and push notifications to smartphones (images to left)



E-scooter Rider/Public Education



Ottawa

- Providing residents an opportunity to test ride an e-scooter at no cost
- Educating residents on safe and responsible riding including local rules
- Free helmets given away to local residents



Calgary

Public / Rider Education: Safe Streets Patrol

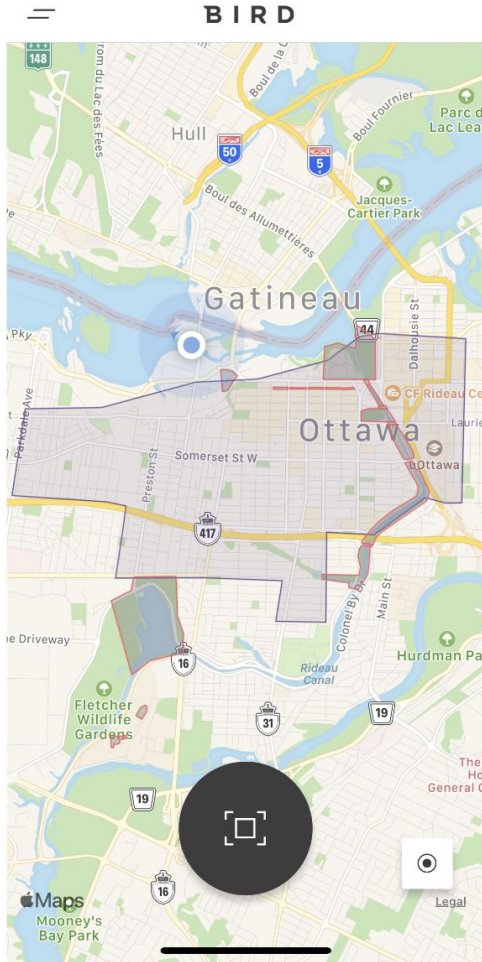


Ottawa



Edmonton

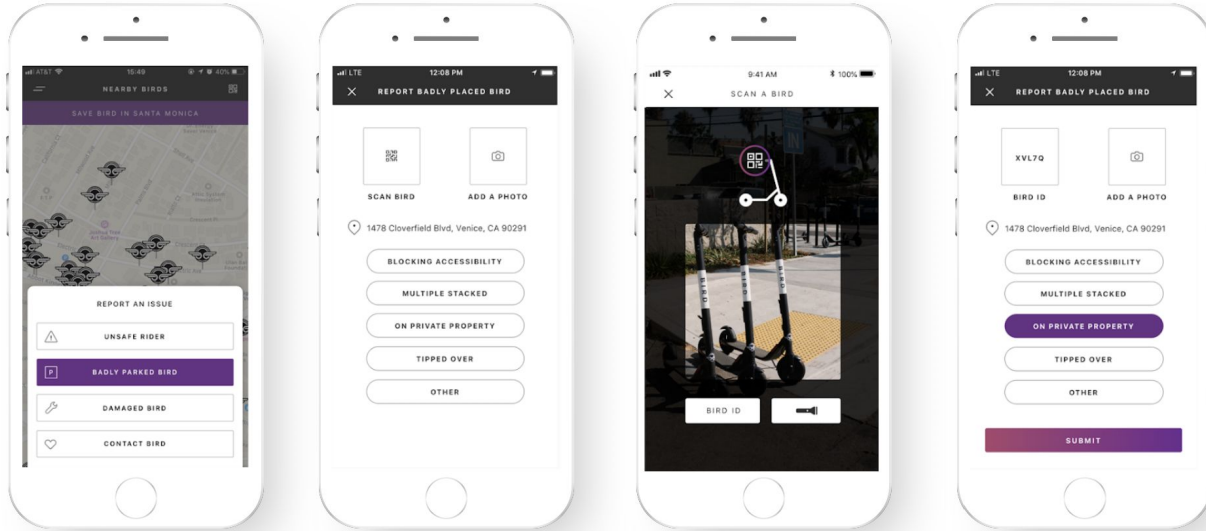
- Uniformed Bird Canada staff physically patrol on foot key areas of the City identified in collaboration with City staff.
- Purposes of patrols include public education, compliance and enforcement of local rules and regulations.



E-scooter Geofencing

- **Slow Down Zones:** Most Canadian cities have set e-scooters to a maximum of 20 km/h and slow down zones for highly pedestrianized areas of the City are generally set at 15 km/h.
- **No Ride Zones:** No rides zones are where upon entering the zone the e-scooter slows down gradually and stops safely to prevent riding.
- **No Park Zones:** No park zones are where upon entering the zone, the e-scooter is unable to be parked/trip ended. In Ottawa, these were combined with No Ride Zones (i.e. Parliament Hill Precinct).

Bird Canada Feature: Community Mode



Community Mode is an in-app reporting feature that allows anyone - whether or not they ride Bird - to report instances where an e-scooter is parked improperly, damaged, etc.

These reports help us take appropriate action such as deploying staff to reposition or remove an e-scooter, or taking further disciplinary action as needed.



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Stewart Lyons, CEO
Bird Canada

% Chris Schafer, VP, Government Affairs
chris.schafer@birdcanada.co

