

Brampton Micromobility Pilot Program Shared Electric Kick Scooter

Stewart Lyons, CEO Bird Canada February 2, 2022



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 |
| LxWxH | 47.7" x 19.3" x 46.8" |
| Weight | 52.9 lbs (24 kgs) |
| Lights | Front/Rear LEDs |
| L x W x H Weight | 47.7" x 19.3" x 46.8" 52.9 lbs (24 kgs) |



Dual Wiper Throttle

Bird Three is the first MicroEV engineered with a dual wiper throttle – providing automotive-grade functional safety and guaranteeing absolute accuracy when it comes to speed control.

Dual Handbrakes

Dynamic Stability Control Steering (DSCS)

Stabilizes out-of-control, sudden or erratic movements by steadying the handlebars, guarding against unsafe turns or over-corrections. DSCS, coupled with the industry's only Autonomous Emergency Braking system, reduces risks presented by uneven surfaces, potholes and sudden stops.

Throttle-Brake Interlock

Throttle-brake interlock and other automotive-grade safety features ensure riding conditions are always safe. In the event of a panic stop, the vehicle will stop even if the rider accidentally keeps holding the throttle.

Status Indicator

Skid Detection

Only vehicle with skid detection technology to prevent improper riding behavior.

Performance

A rear motor gives Bird Three faster acceleration and more control in critical situations.

Industry's Longest Lasting Battery

10" tires feature puncture-proof

tech, higher traction, and

decreased vibration

Automotive-grade battery management system. Largest, safest, only operator with IP68 integrated battery.

Anti-Tipping Kickstand

With a dual anti-tipping kickstand, this Bird stands on its own two feet.

Autonomous Emergency Braking (AEB)

AEB brings the vehicle to a stop in the event of a brake failure

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







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



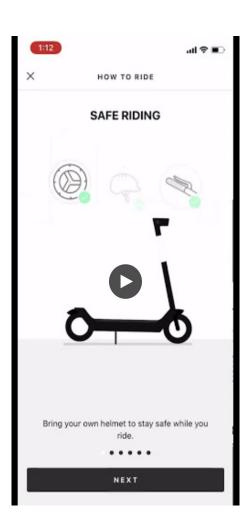
Edmonton

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

 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.



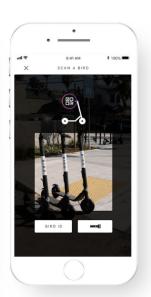
E-scooter Geofencing

- 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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