Hello, Brampton

2022

Agenda

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1	**Background on Bird Canada**
2	**Accessibility**
3	**Canadian e-scooter pilots**
4	**Geo-fencing**
4	**Sidewalk Protection**
5	**Parking Strategies**
6	**Other Technologies**

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.
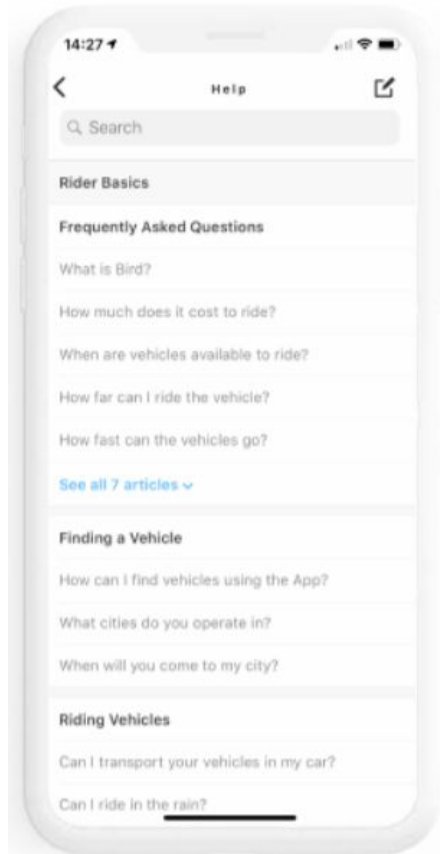

Images of deployed e-scooters in Ottawa and Calgary

Accessibility
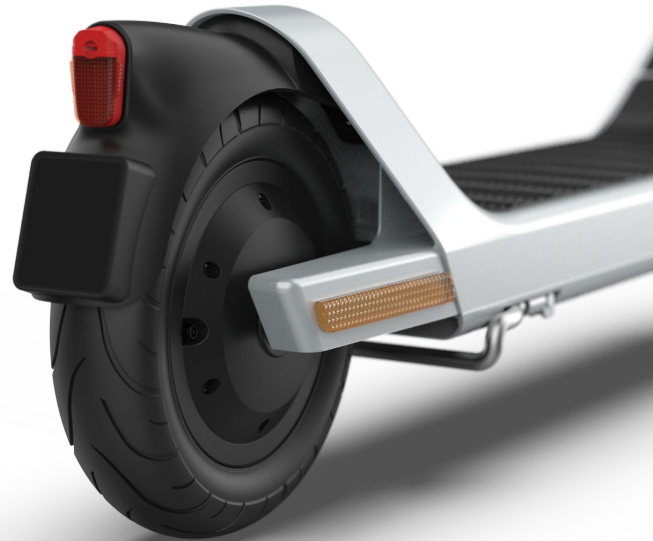
General Accessibility

APP ACCESSIBILITY
- **Micro-mobility company apps are accessible and compatible with screen readers.** It offers voiceover support for both iOS and Android users, on-page navigation, captions and text alternatives to images, and closed captioning for all videos.

WEBSITE ACCESSIBILITY
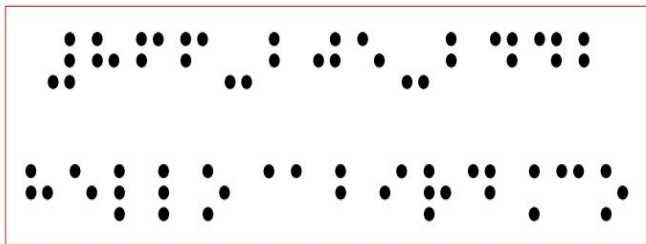- Micro-mobility company websites adhere to accessibility standards.

PHONE SUPPORT SERVICE
- Staffed, toll-free customer service line (1-866-205-2442) provides support 24 hours a day, 7 days a week. Translation services are available in dozens of languages, including Spanish, Polish, Korean, Arabic, Hindi and Mandarin.
- It also **accommodates TTY relay services.**

In-app image from e-scooter company

Braille/Raised Lettering & Sound Emission
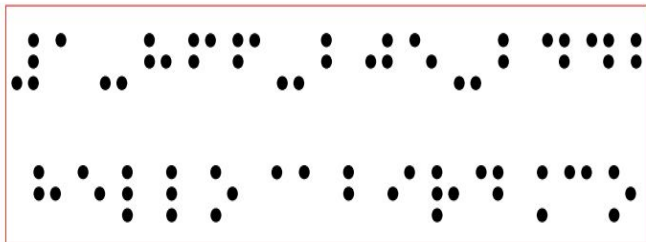
1-866-205-2442
hello@bird.co

866-205-2442
hello@bird.co

Image of Braille of e-scooter company customer service contact information
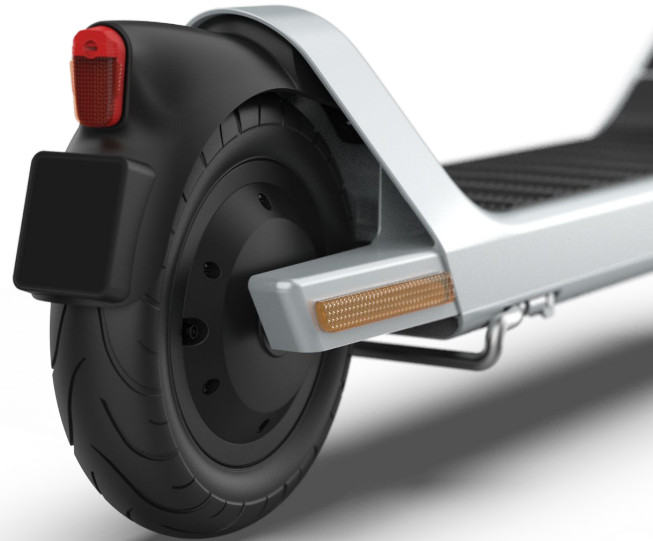
Braille and Raised Lettering

- Micro-mobility companies have worked with accessibility groups and advisory committees across Canada

- Braille and/or Raised Lettering can be placed on e-scooters

Sound Emission

- Sound emission technology was piloted on e-scooters in Ottawa in 2021.

BIRD
CANADA

Canadian
E-scooter Pilots

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
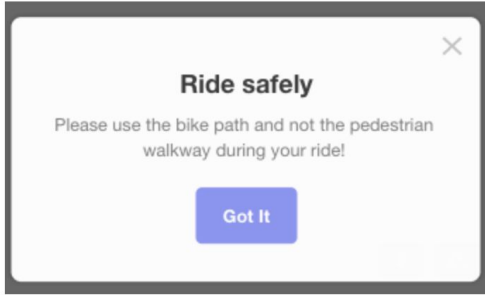
Shared E-scooter Programs in >100 Cities Globally

Europe	Ludwigshafen	Vienna	Lincoln
Antwerp	Madrid	Villemomble	Little Rock
Aprilia	Malaga	Viry-Chatillon	Los Angeles
Basel	Marseille	Winterthur	Louisville
Bergen	Milano	Würzburg	Memphis
Berlin	Munich	Zaragoza	Miami
Bordeaux	Neckarsulm	Zurich	Minneapolis
Bretigny-sur-Orge	Neu-Ulm	**Middle East**	Montgomery County
Brussels	Oldenburg	Givatayim	Nashville
Canterbury	Orange	Ramat Gan	Orlando
Chemnitz	Oslo	Tel Aviv	Portland
Cologne	Palermo	**United States**	Richmond
Darmstadt	Pesaro	Arlington	Roanoke
Dortmund	Pforzheim	Atlanta	Sacramento
Dusseldorf	Porto	Austin	Salt Lake City
Erfurt	Redditch	Bakersfield	San Antonio
Firenze	Regensburg	Boise	San Diego
Frankfurt	Reutlingen	Charlotte	San Francisco
Gelsenkirchen	Rimini	Cincinnati	San Jose
Gothenburg	Roma	Cleveland	Santa Monica
Göttingen	Rostock	Columbus	Scottsdale
Hamburg	Stockholm	Denver	St. Louis
Hannover	Tarragona	Detroit	Tampa
Heidelberg	Torino	Durham	Tucson
Heilbronn	Troisdorf	Fairfax	Tulsa
Karlsruhe	Ulm	Harrisonburg	Washington DC
Kassel	Verona	Indianapolis	Wichita
Lisbon	Viareggio	Kansas City	Yonkers

List above is cities Bird operates in globally

Canadian Municipalities

Kelowna
Vernon
Richmond
Calgary
Edmonton
Okotoks
Red Deer
St. Albert
Medicine Hat
Leduc
Cochrane
Saskatoon
Winnipeg
Ottawa
Mississauga
Hamilton
Brampton
London
Windsor
Vaughan
Montreal
Westmount
Waterloo Region
Halifax

Bolded Canadian cities = hosted/will host shared e-scooter programs
Unbolded Canadian cities = different stages regulatory development towards potential shared e-scooter programs

On-going Rider Education

Ride safely

Please use the bike path and not the pedestrian walkway during your ride!

Got It

Geofenced to Eau Claire area in Calgary

Please keep off sidewalks

Explore using a map of bike routes at edmonton.ca/bikemap
Pass others with care and use your bell.
Ride safe and enjoy!

Got it.

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)

On-screen images of on-going rider education in app.

1:12

HOW TO RIDE

SAFE RIDING

Bring your own helmet to stay safe while you ride.

NEXT
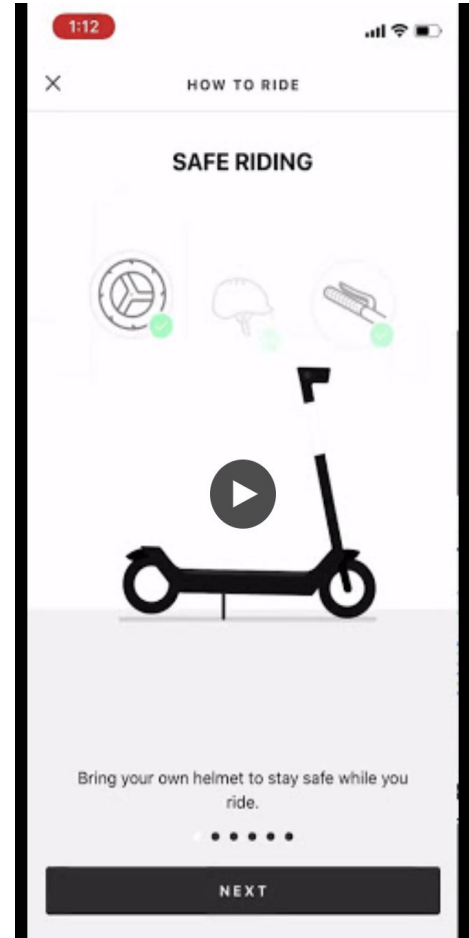
E-scooter Rider/Public Education

Ottawa

- Providing residents an opportunity to test ride an e-scooter at no cost

- Educating residents on safe and responsible riding including local rules like no sidewalk riding in Ottawa

- Free helmets given away to local residents

Calgary

Images from Ottawa and Calgary of e-scooter public education safety events.

Public / Rider Education: Safe Streets Patrol

Ottawa

Edmonton

- Uniformed staff physically patrol on foot key areas of the city identified in collaboration with City staff.

- Safe Streets Teams educate the public on local rules for safe and compliant parking and riding in cities with shared e-scooter programs.

Images from Ottawa and Edmonton of Safe Street Patrols educating the public about safe riding and parking of e-scooters.

E-scooter "Licence Plates"

Image of unique identifier number on neck of e-scooter

- "Licence Plates" enable the public and e-scooter companies to hold riders accountable while riding e-scooters.

Geofencing

Image of a downtown core with geo-fencing of a school zone where e-scooters can be slowed down or excluded from being ridden

Geo-zone technology

All vehicles are tracked with GPS.

When riders enter a designated geo-zone, vehicles follow set rules.

Vehicles will slow down or stop, and riders are notified by a vehicle sound and an in-app notification.

Slow Zone
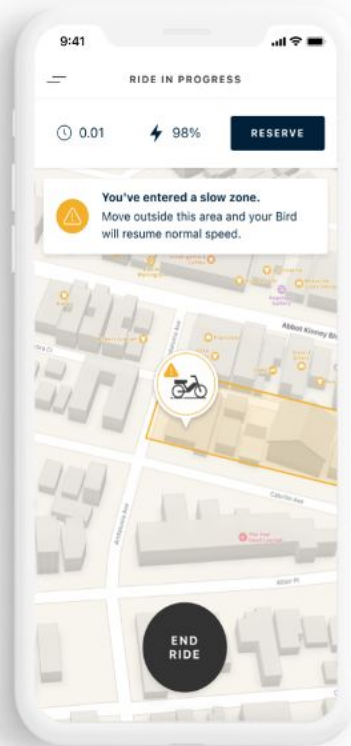
No Ride Zone
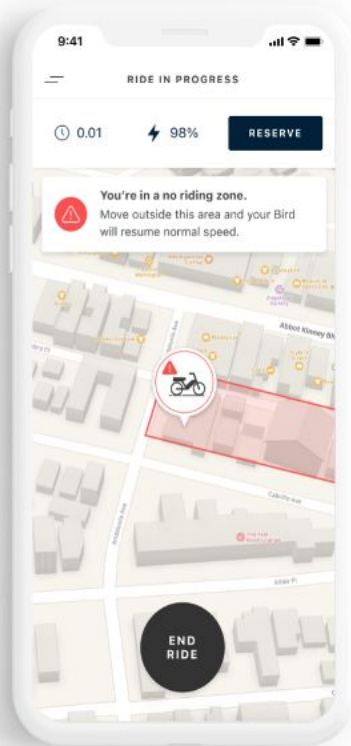
Image from app of geo-fencing

Sidewalk Protection

Image of woman on e-scooter approaching a sidewalk that is geo-fenced to prevent sidewalk riding
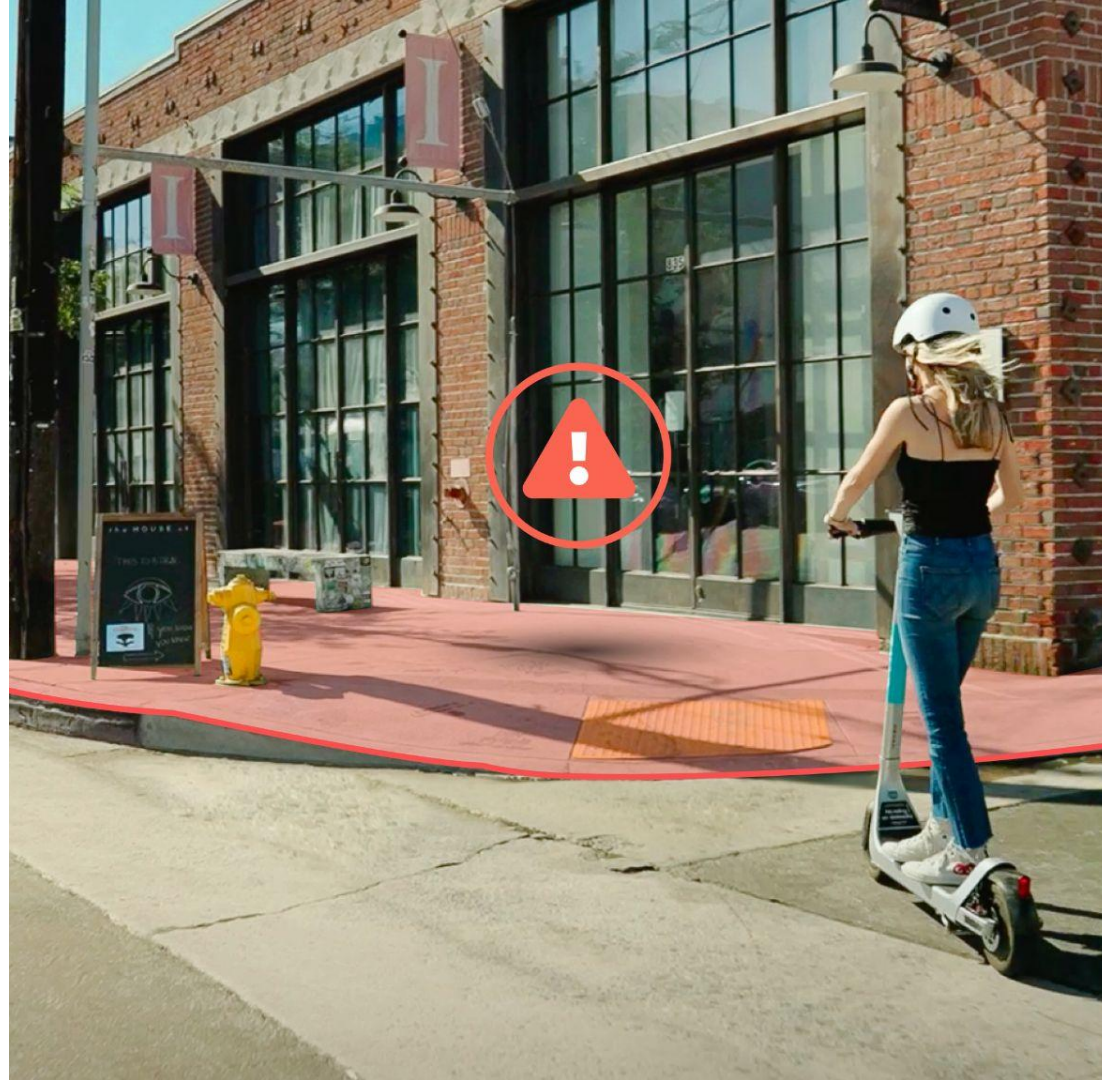
Parking Strategies

Image of parked e-scooters in
street furniture zone of a sidewalk

Municipalities across Canada permit street furniture zone parking (areas of the sidewalk that do not block the pedestrian thoroughfare).

Canadian municipalities have then subsequently "layered" on or added additional parking options to the general "street furniture" parking model.

E-scooter riders can still park in the street furniture zone of sidewalks but in key areas of the City, additional parking options exist to improve proper parking outcomes.

Images of parking for e-scooters in Canadian cities: street furniture zone parking, painted box with/without bollards on sidewalk/road, and a moveable mat for e-scooter parking
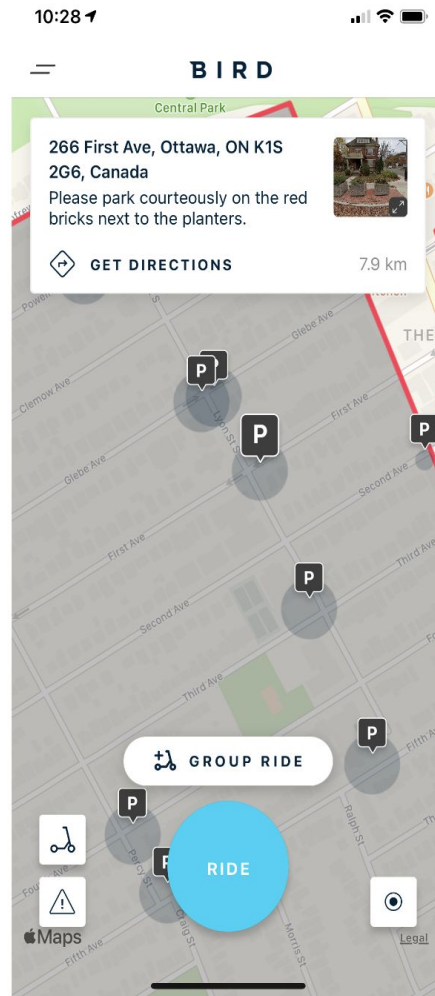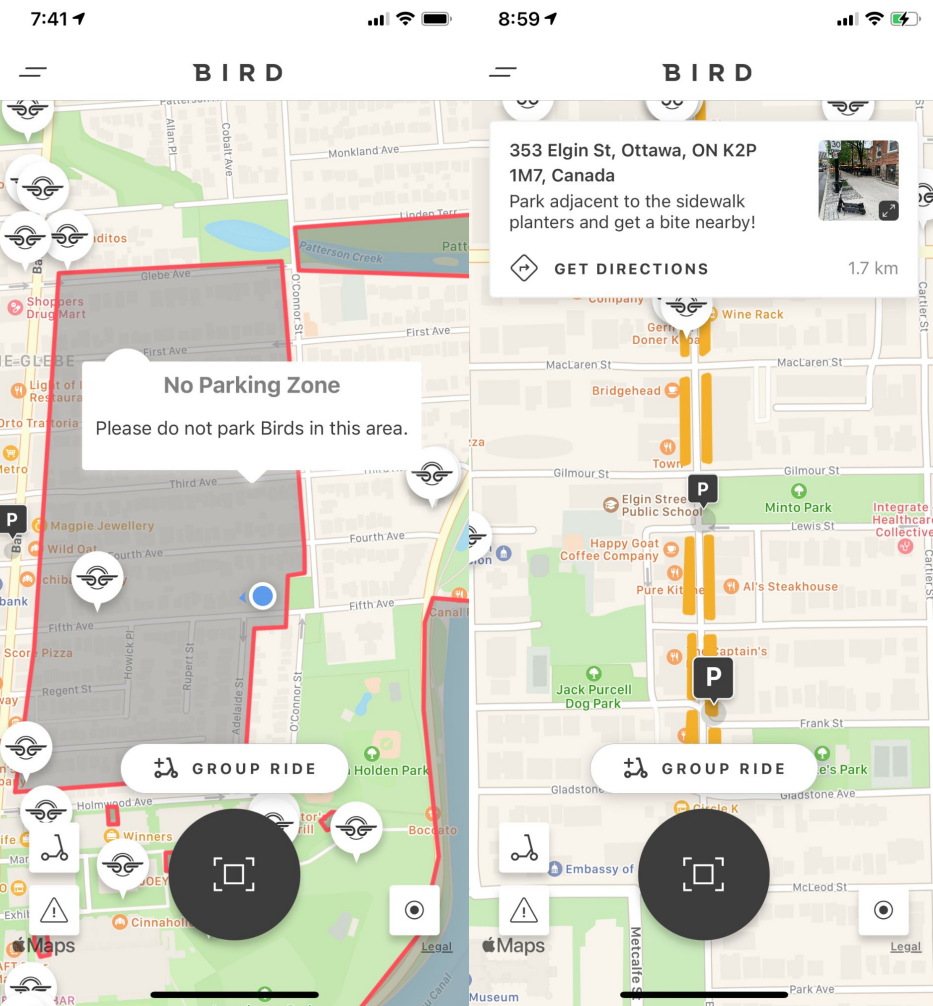
No Parking Zones + Preferred Parking

Preferred parking spots have no physical infrastructure but can be added to e-scooter company apps to direct riders to park in "preferred" areas of the City.

These preferred parking spots are not mandatory for a rider to use but supplementary to permitted street furniture zone parking - they are designed to assist riders make better parking decisions in key areas of a city and can be incentivized to encourage use through credit on a future trip.

Screenshots of images from e-scooter company app showing no parking zone, and preferred parking spots shown in app with "P"

Other Technologies
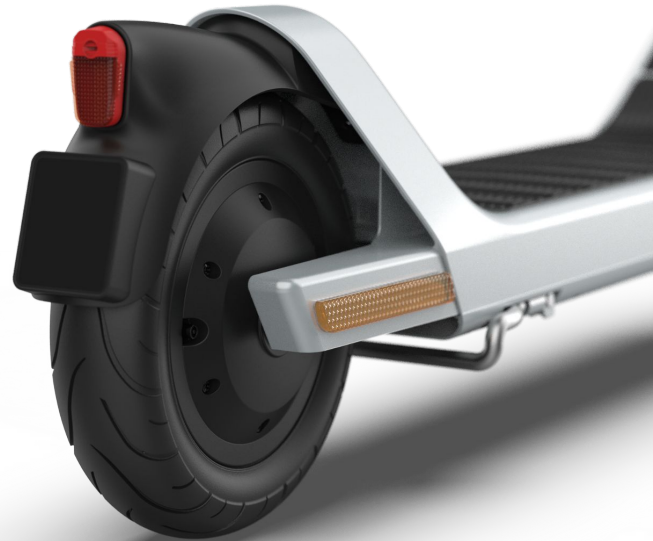
New Riders
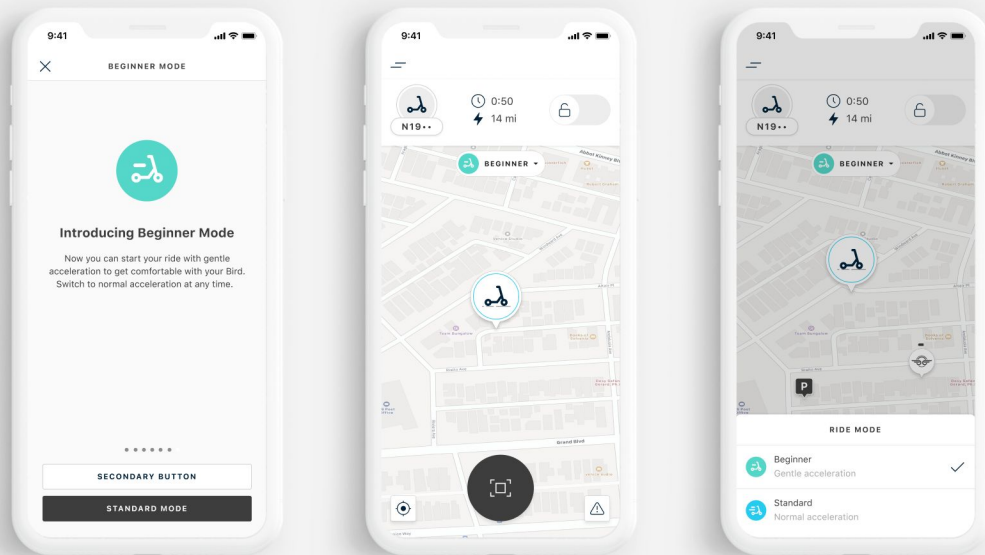
Bird Beginner Mode

A feature that automatically **softens** an e-scooter's acceleration, allowing riders to **slowly work their way up** to full speed.
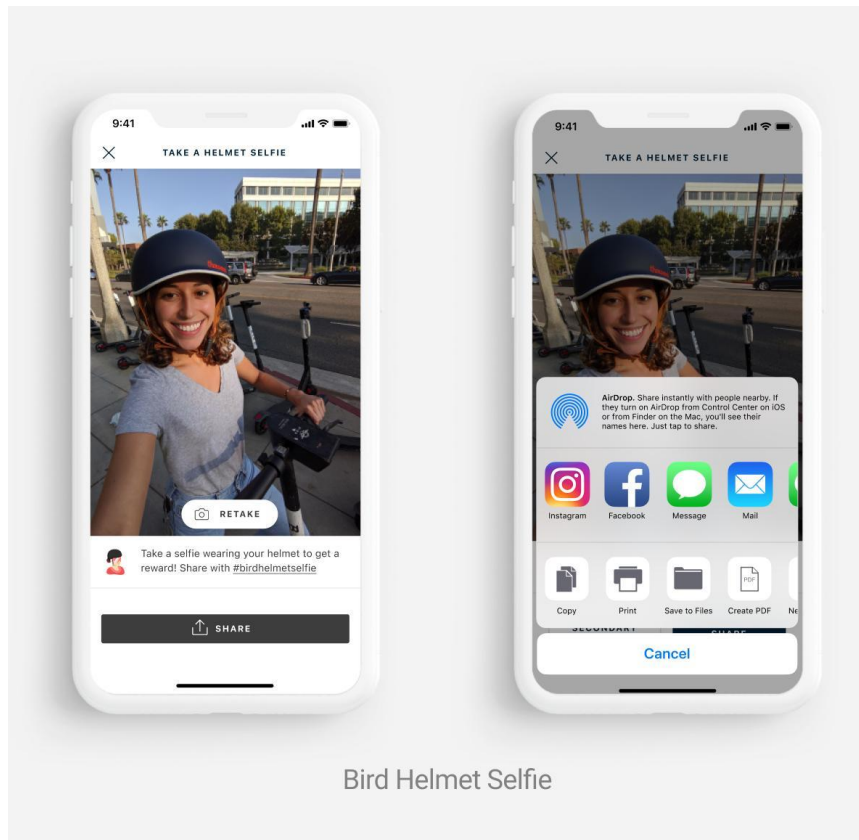
In-app images from e-scooter company app

Helmet Selfies

At the end of each trip, riders are asked to **take a selfie**. Riders who demonstrate helmet usage will receive **incentives** such as future ride credits.
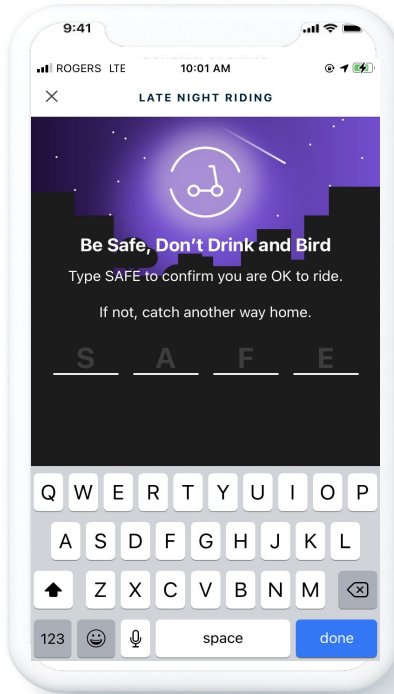
Riders can also share their selfie via social media to help promote broader adoption and use of helmets.

Bird Helmet Selfie

In-app images from e-scooter company app

Deterring riding under the influence


In-app image from e-scooter company app

An in-app checkpoint that is **designed to discourage** people from riding under the influence.

During late night hours, riders attempting to unlock an e-scooter are asked to verify that they can safely ride by correctly entering a keyword into the app.

Those who are unable to type the keyword correctly are encouraged to choose an **alternative method of transportation**, such as a taxi or ride-hailing service.

In-app Reporting
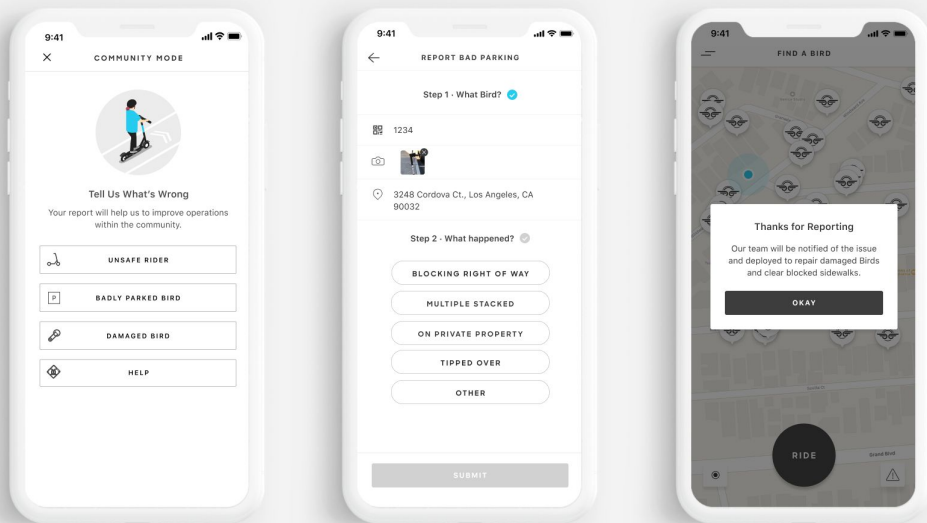
Bird Community Mode help center available to both riders and non-riders

In-app images from e-scooter company app

In-app reporting allows anyone - whether or not they ride an e-scooter - to **report instances where one is parked improperly, damaged, etc.**
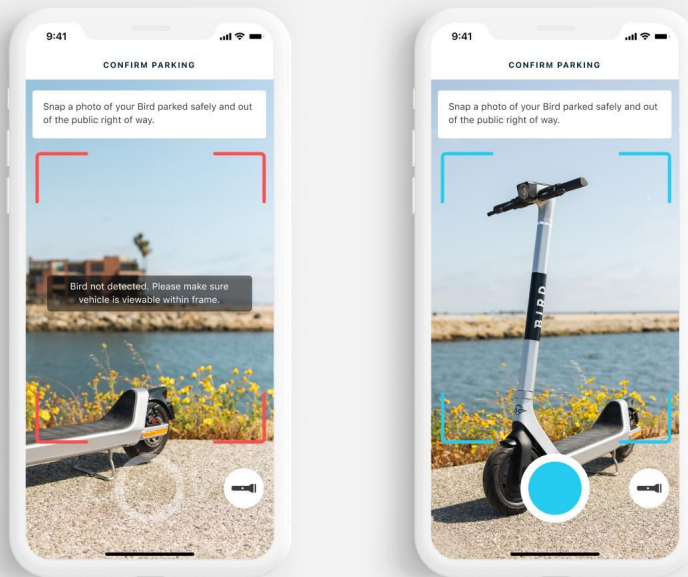
These reports help companies take appropriate action such as deploying staff to reposition or remove a vehicle, or taking further disciplinary action as needed.

End of Ride Photo

Bird end-of-ride photo

In-app images from e-scooter company app

Thank you.
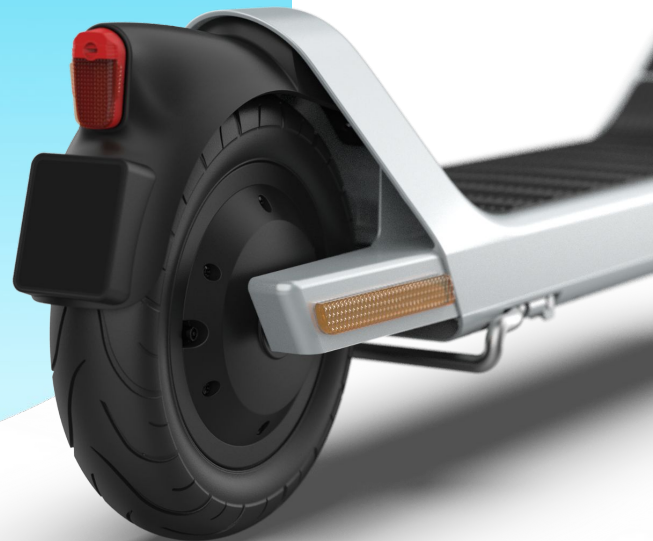
Chris Schafer, VP Government Relations, chris.schafer@birdcanada.co