

Hello, Spruce Grove

About Bird Canada

Bird Canada Inc. is a “first kilometre / last kilometre” electric scooter and bike 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—electric scooter and bike sharing programs globally.

Bird is in over 350 cities worldwide. In Canada, we are currently active in 7 cities across Alberta and Ontario. We are excited to launch in several new cities across Canada in 2022.

Calgary
Edmonton
Okotoks
Red Deer
St. Albert
Ottawa
Windsor
Medicine Hat
Leduc



Introducing Bird Three

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
Dimensions	47.7 in. x 19.3 in. x 46.8 in.
Lights	Front / Rear LEDs

Throttle-Brake Interlock

Automatic safety actions to protect against accidentally holding the throttle.

Dual Wiper Throttle

Automotive-grade functional safety and guaranteeing absolute speed-control accuracy

Enhanced Lighting

Anti-Theft Encryption

Enhanced encryption keeps our riders safe and helps deter theft

Autonomous Damage Sensors

Self-reporting damage sensors and automotive-inspired diagnostic technology

Status Indicator

Dynamic Stability Control Steering (DSCs)

Stabilizes out-of-control, sudden or erratic movements, guards against unsafe turns or over-corrections.

Seamless Screws

Protection against injury and theft with no exposed screws

Puncture-Proof Tires

10" tires feature puncture-proof tech, higher traction, and decreased vibration.

Industry's Longest-Lasting Battery

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

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.

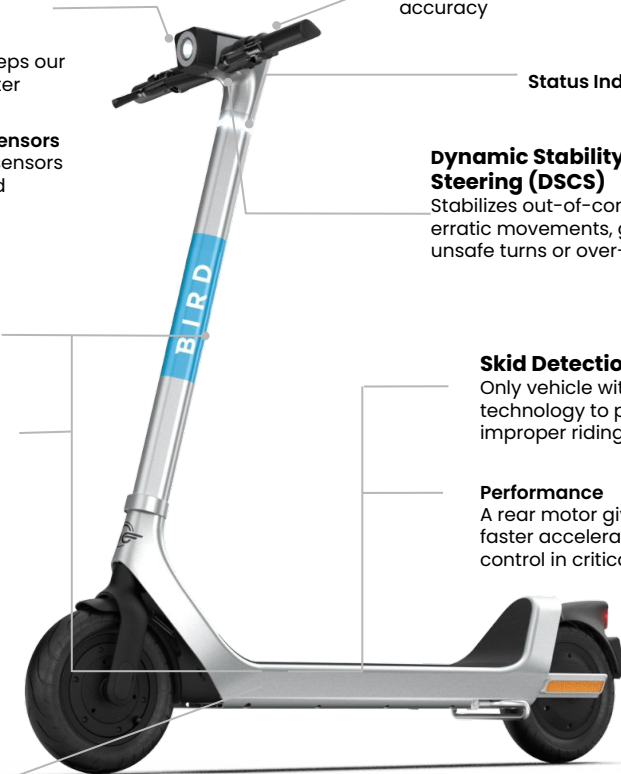
Tip Detection Technology

Anti-Tip Kick Stand

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

Performance

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

RED DEER ADVOCATE

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

Restaurants have seen a boost in business

TORONTO STAR

‘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

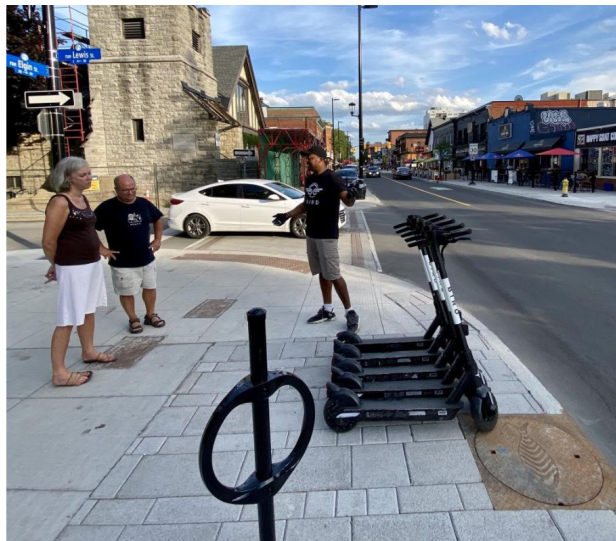


City staff reported:

- 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.

Smart Geofencing



Geo-zone technology

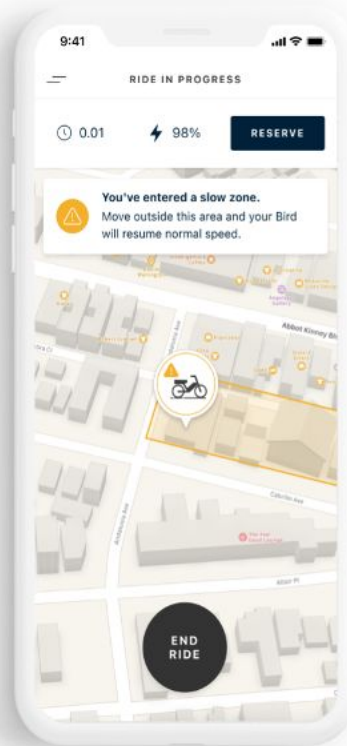
All vehicles are tracked with GPS.

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

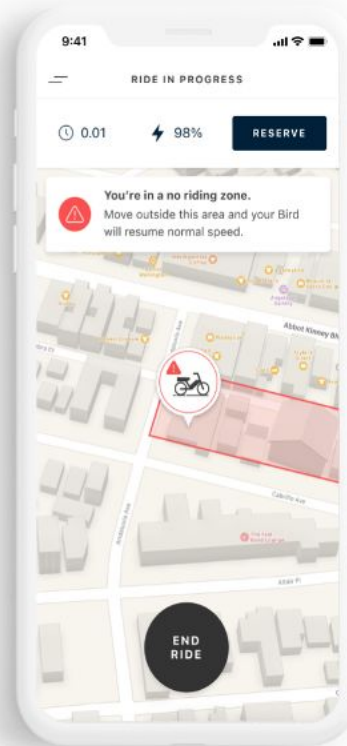
Vehicles will slow down or stop, and riders are notified by a vehicle sound and an in-app notification.

*Most Canadian cities have set 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.

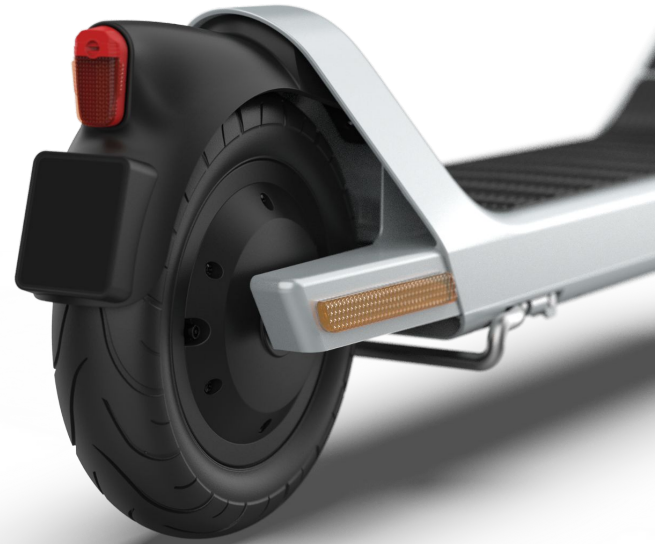
Slow Zone



No Ride Zone and/or No Park Zone



Parking Strategies





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

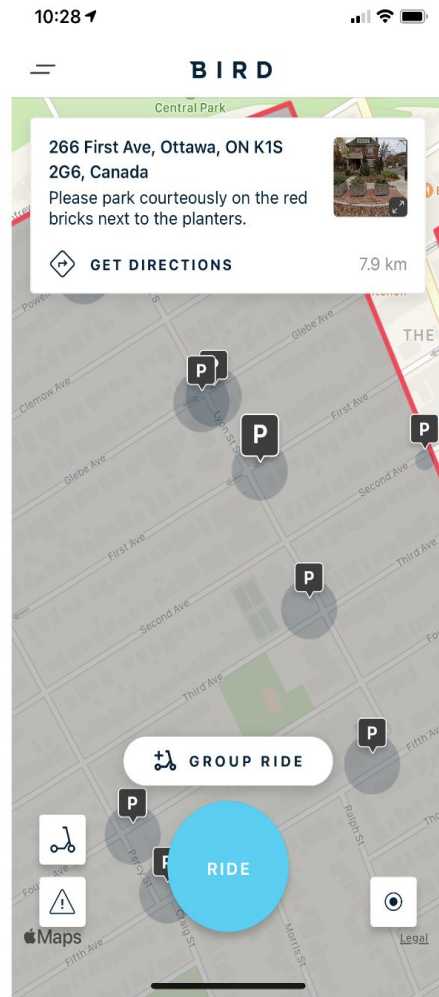
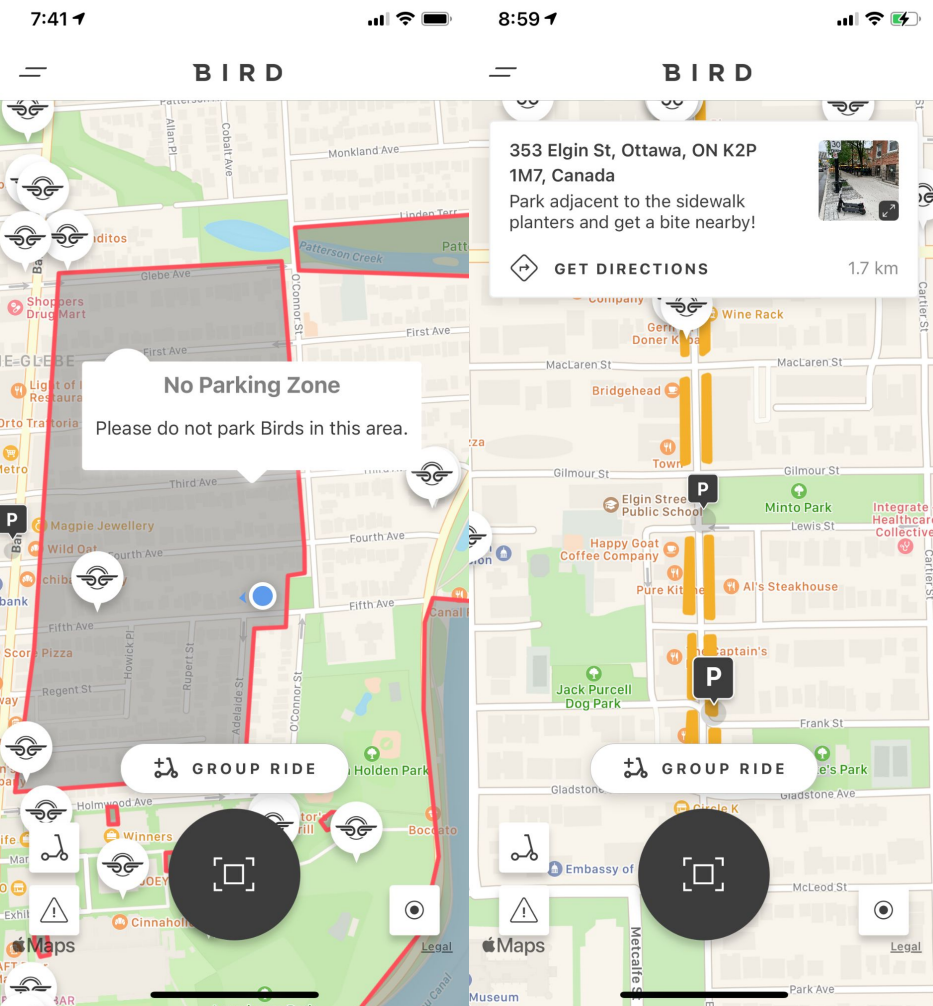
Canadian municipalities have then subsequently "layered" on or added additional parking options to the general "street furniture" parking model.

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"

E-scooter Rider / Public Education



Calgary

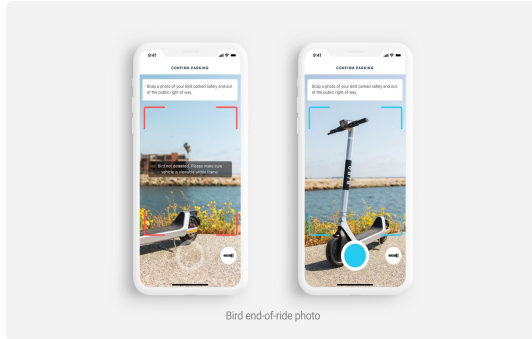
Uniformed Bird Canada staff physically patrols on foot key areas of the City identified in collaboration with City staff. To date, **Bird Canada's Safe Streets Team** has had thousands of conversations and interactions with local riders to educate them on local rules in cities in which we operate.

- ✓ 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



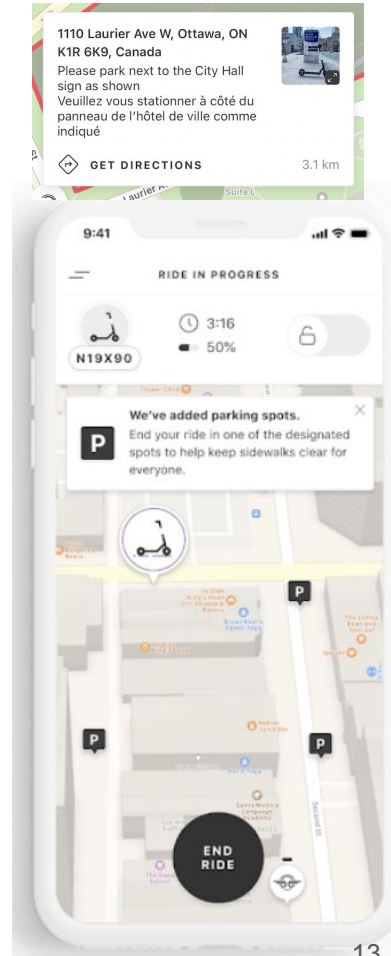
Ottawa

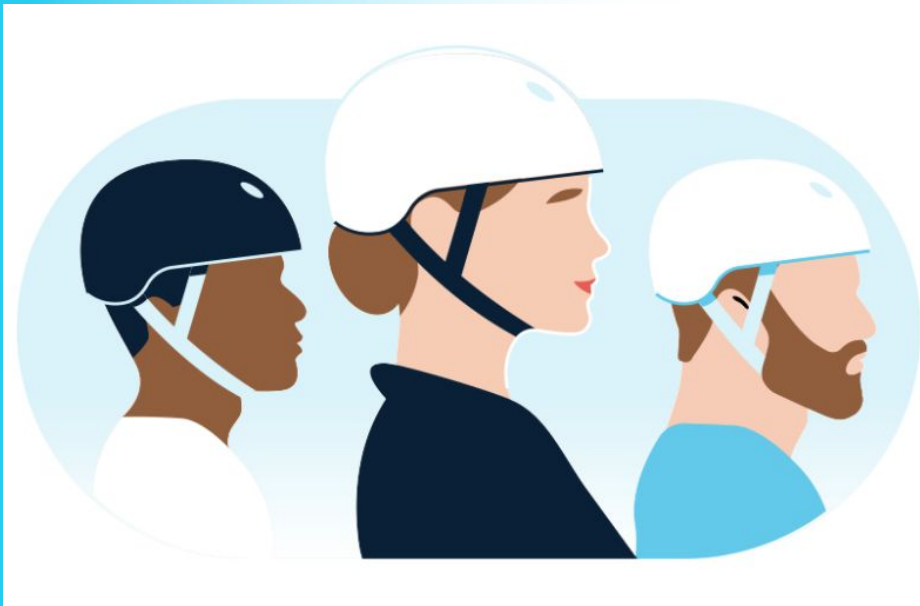
Parking of e-scooters



Ottawa

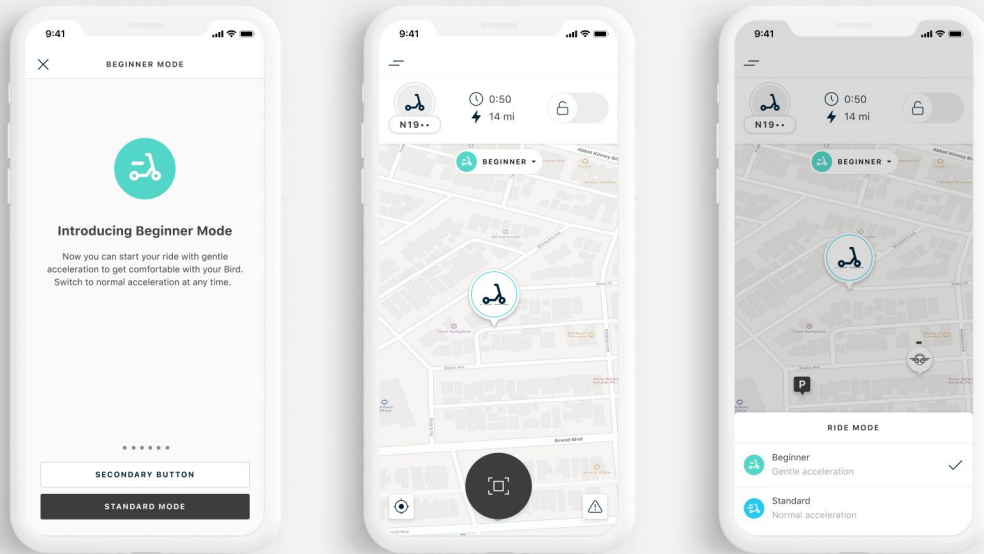
- ✓ In-app rider education
- ✓ Safe Street Patrols by Bird Canada staff
- ✓ “Preferred Parking” spots with incentives (these are located digitally in-app with instructions for how to locate and park with financial incentive to encourage good parking)
- ✓ Some cities provide supplemental Designated Parking spots that are located throughout the City (i.e. painted box, mat, etc.).
- ✓ End of Ride photos
- ✓ “License Plates”
- ✓ Geo-fencing for no-park zones
- ✓ Warnings, fines, suspensions by Bird Canada for misparking.





Safety First

Beginner Mode



Bird Beginner Mode

Beginner Mode automatically **softens** a Bird scooter's acceleration, allowing riders to **slowly work their way up** to full speed.

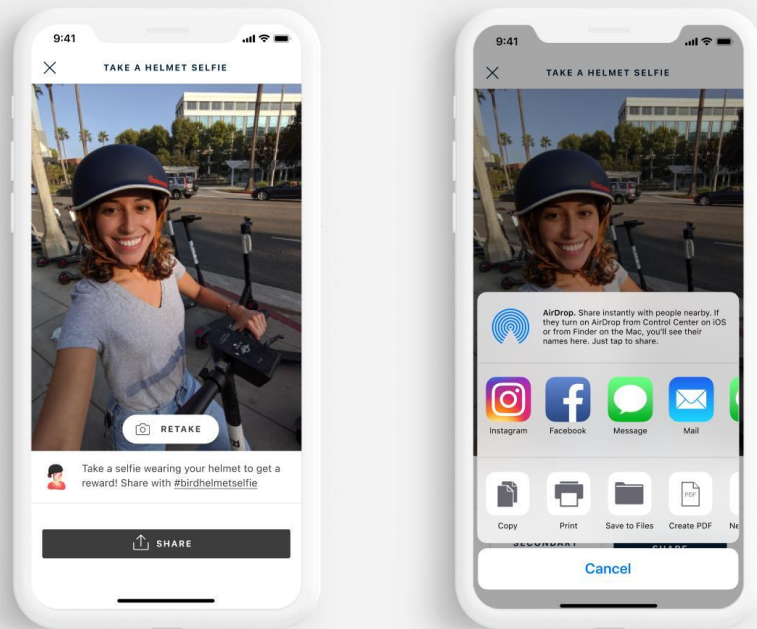
This can be mandated for first # of rides and at a lower maximum speed.



Helmet Selfies

Riders are asked to **take a selfie**.
Riders who demonstrate helmet usage
will receive **incentives** such as future
ride credits.

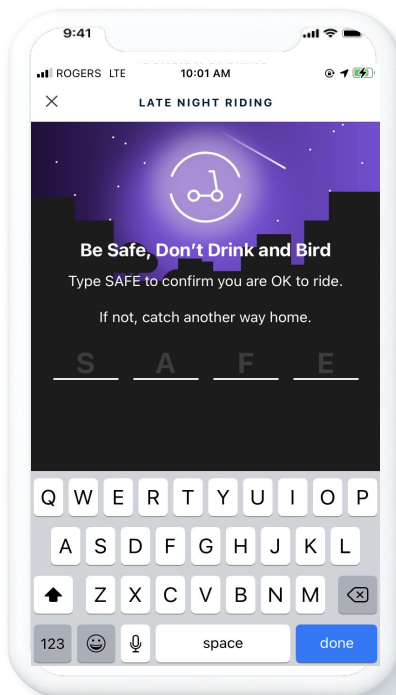
Riders can also share their selfie via
social media and include
#BirdHelmetSelfie to help promote
broader adoption and use of helmets.



Bird Helmet Selfie



Safe Start



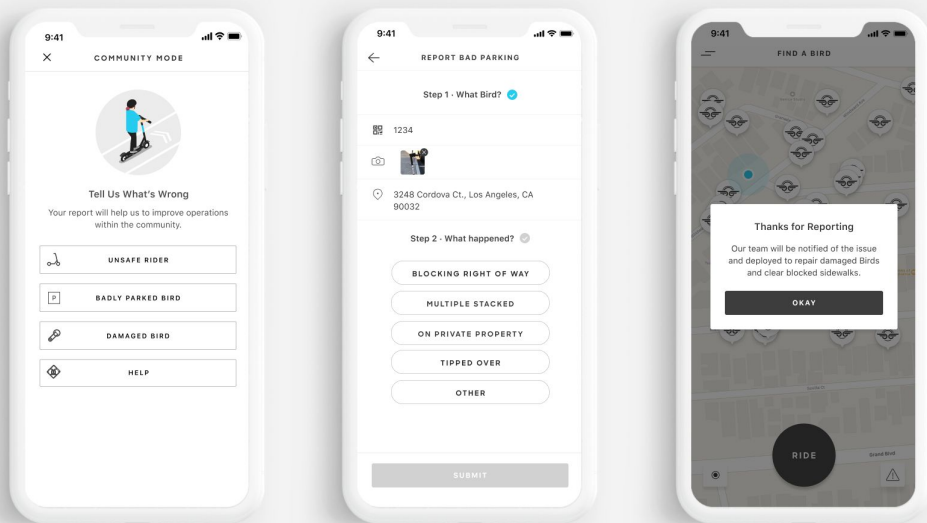
An in-app checkpoint, Safe Start is **designed to discourage** people from riding under the influence.

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.



Community Mode



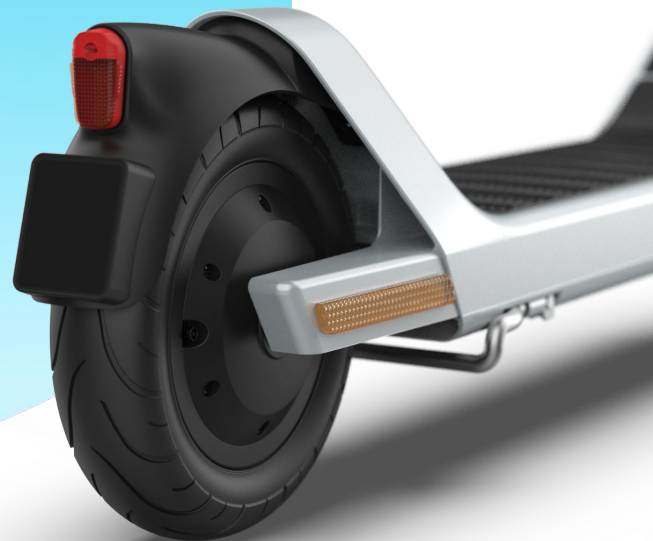
Bird Community Mode help center available to both riders and non-riders

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

These reports help us take appropriate action such as deploying staff to reposition or remove a vehicle, or taking further disciplinary action as needed.



Thank you.



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