

Hello, Saskatoon



2022

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
Airdrie
Okotoks
Red Deer
St. Albert
Ottawa
Windsor
Medicine Hat
Leduc



Our evolution as mobility pioneer



BirdZero
2018



BirdOne
2019



BirdTwo
2020



BirdThree
2021



BirdBike
2021



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.

Skid Detection

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

Industry's Longest-Lasting Battery

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

Performance

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

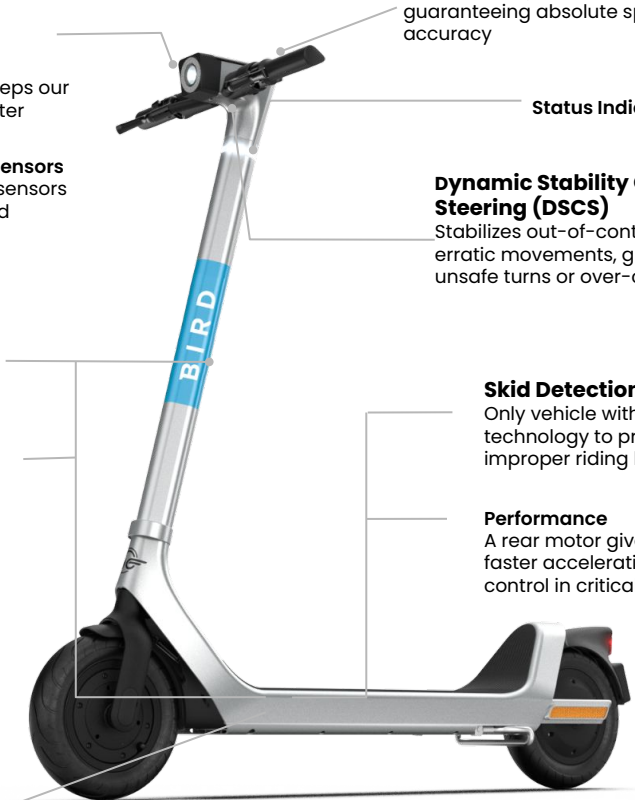
Tip Detection Technology

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.



Proposed Change

If Transportation Committee/City Council should adopt staff recommendations for an e-scooter pilot, **I'd propose that the Committee consider directing staff to select 2 companies via an RFP to participate in the e-scooter pilot rather than 1 company.**

Selecting two e-scooter companies via an RFP rather than one is better because:

- If one company is unable to fulfill the regulatory requirements of the pilot or exits Canada at some point post-RFP (as two other major e-scooter companies did recently), there is another company operating so that the pilot continues
- Two e-scooter companies rather than one that provides greater competition to the riding public
- It is common for larger municipalities to select two e-scooter companies via RFP:
 - Calgary
 - Edmonton
 - Ottawa

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

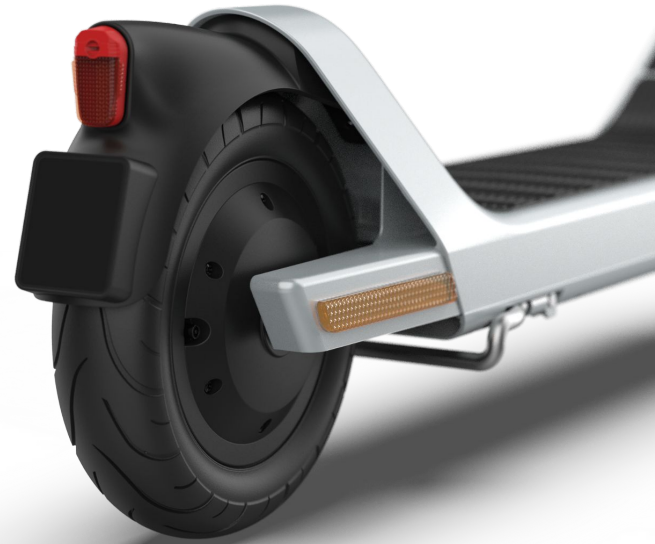
New Research Finds Every Rental E-Scooter Contributes Over CDN \$11,000 to Local Economies in Canada Each Year



RED DEER ADVOCATE

NATIONAL POST

Sidewalks & Parking



Geo-zone technology

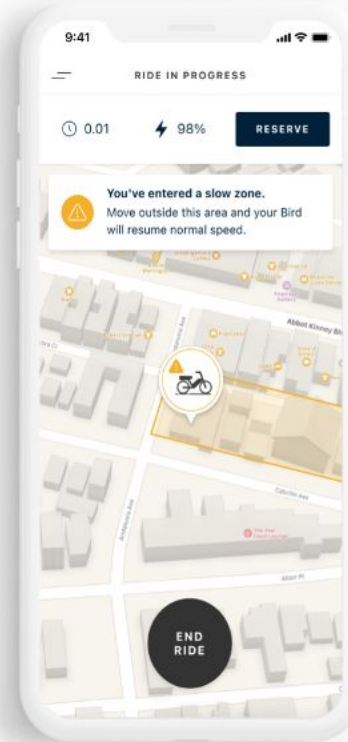
All vehicles are tracked with GPS.

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

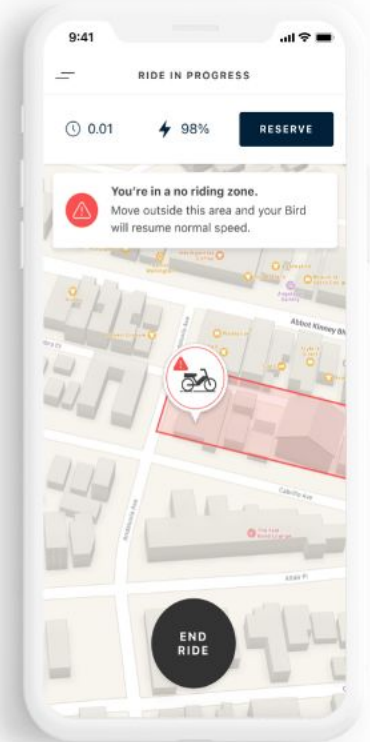
Vehicles will slow down or stop, and riders are notified by a vehicle sound and an in-app notification.

*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

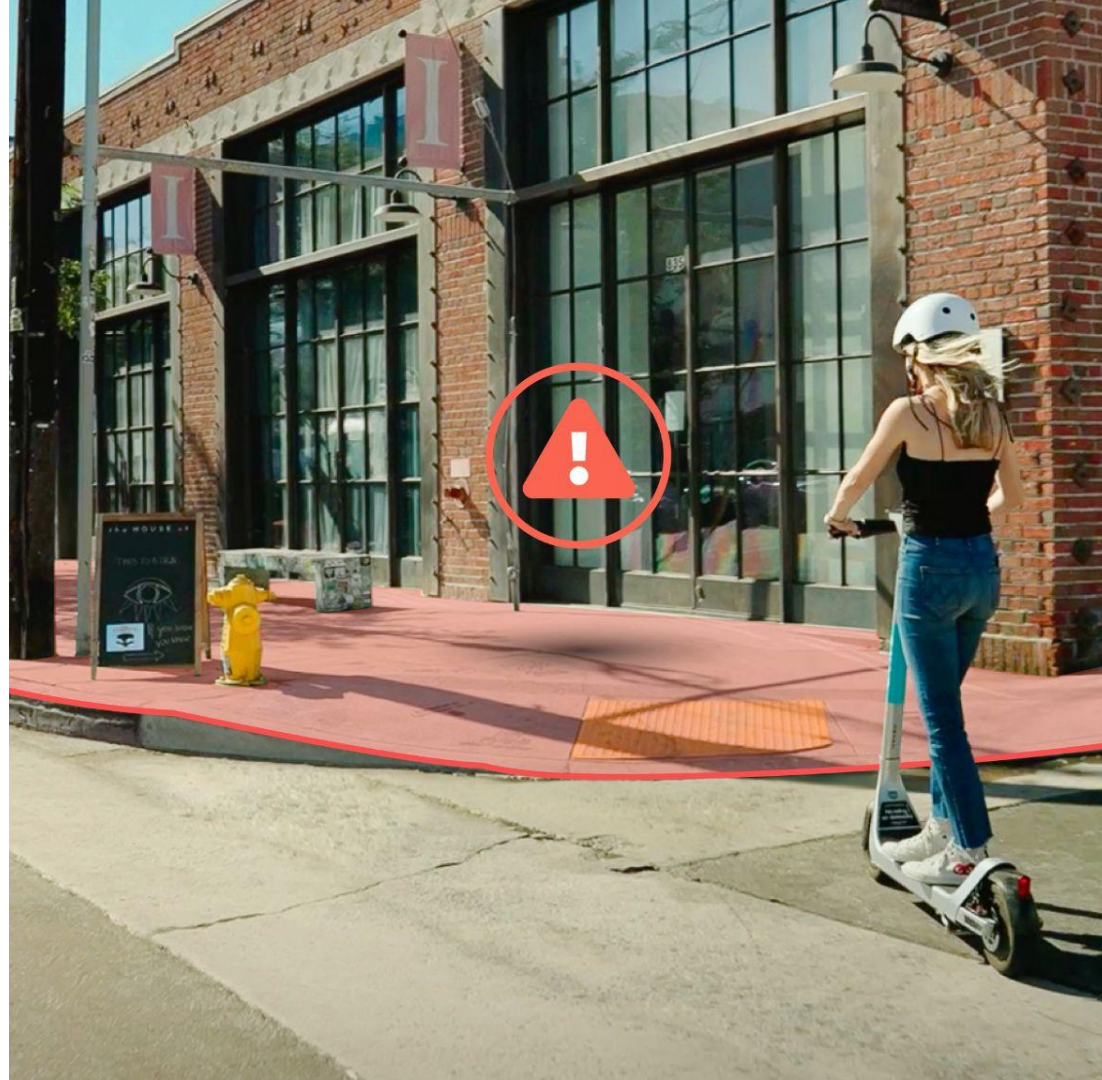


No Ride Zone and/or No Park Zone

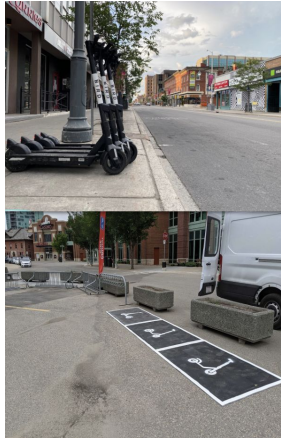
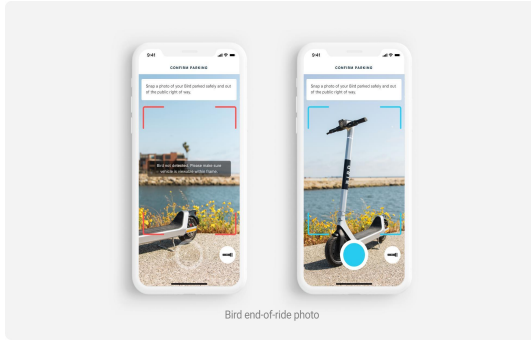


Sidewalk Protection

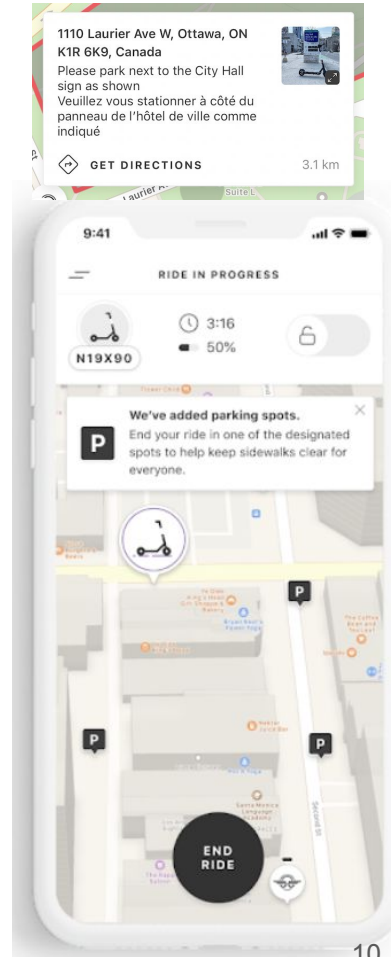
Technology to safely slow
e-scooters to a stop on select
sidewalks with a history of
bicycle riding on them



Parking of e-scooters



- ✓ 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” - unique identifier # on e-scooter so rider is not anonymous
- ✓ Geo-fencing for no-park zones
- ✓ Warnings, fines, suspensions by Bird Canada for misparking/poor riding

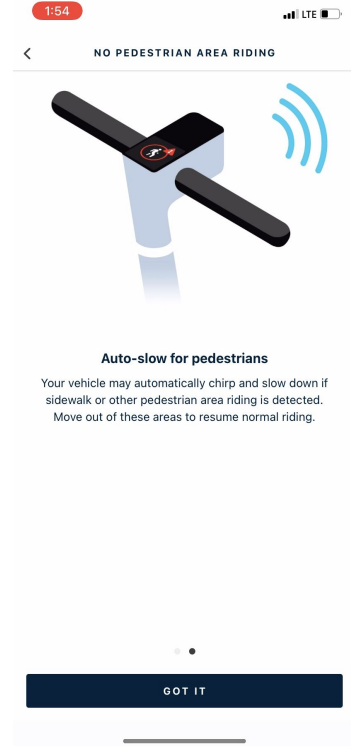
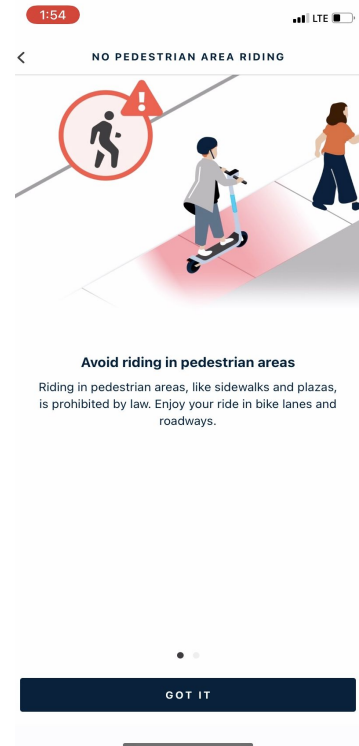
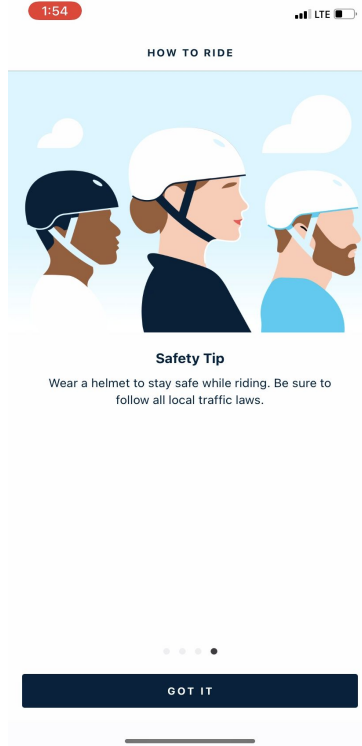
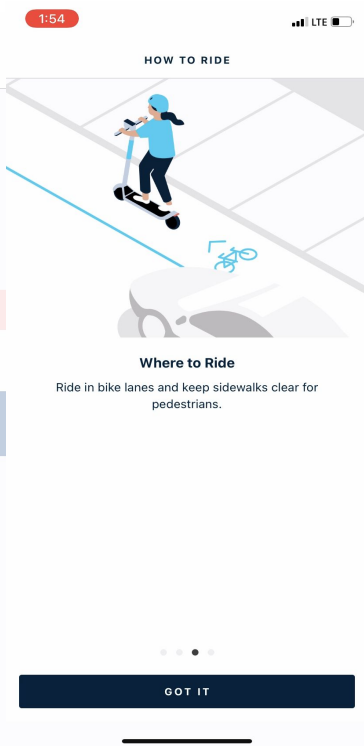
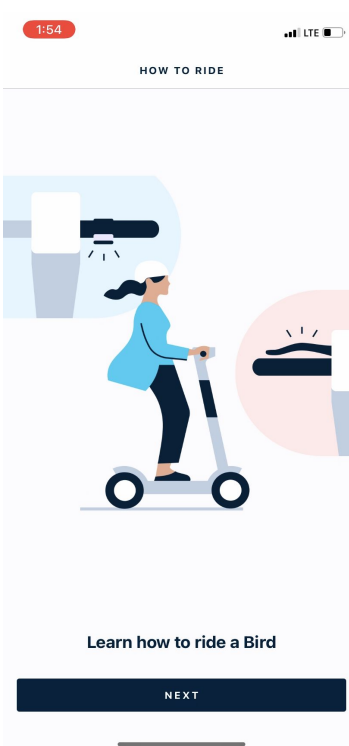




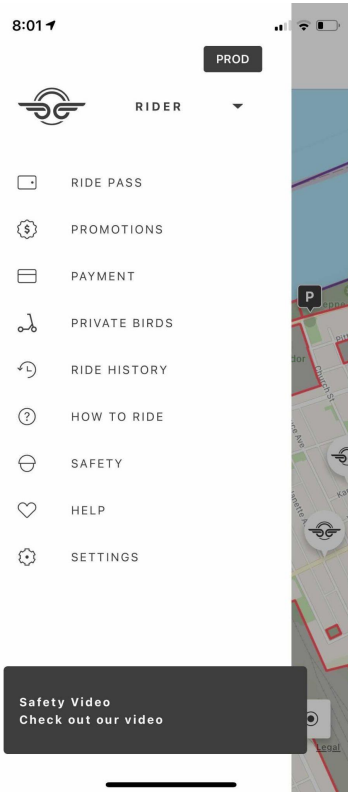
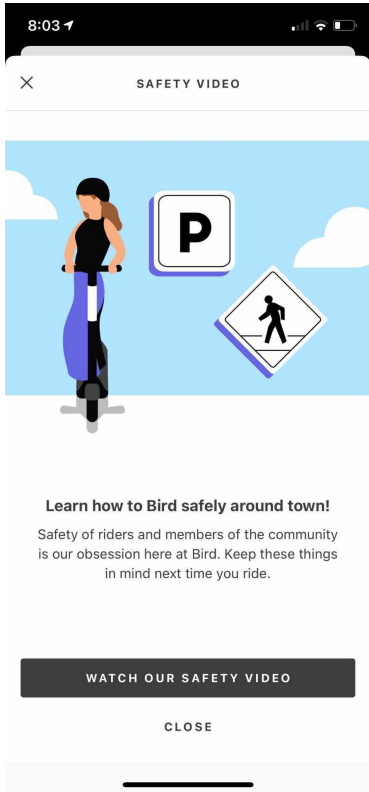
Safety First



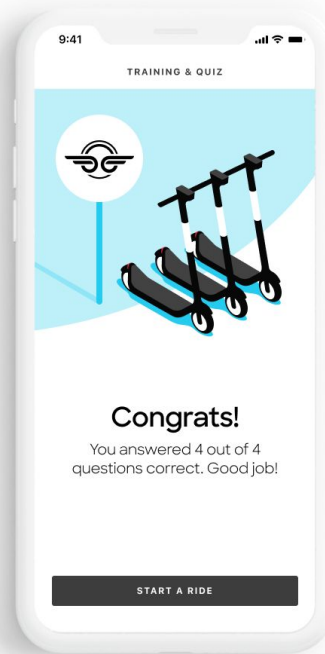
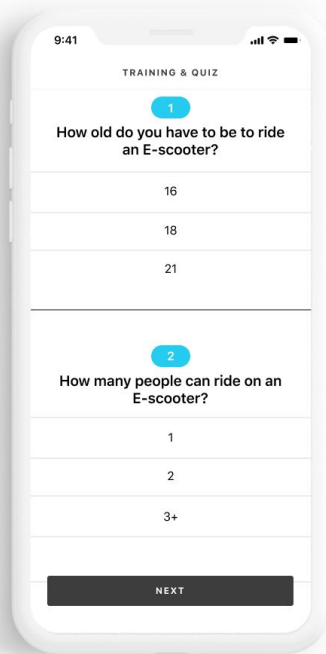
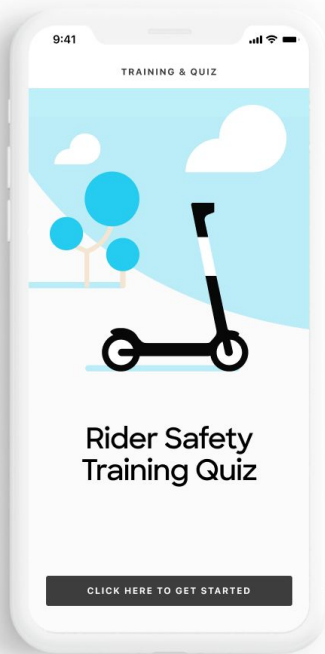
In-app Rider Education



Educational Video



Safety Quiz



Bird in-app safety quiz

In-person Rider Training



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



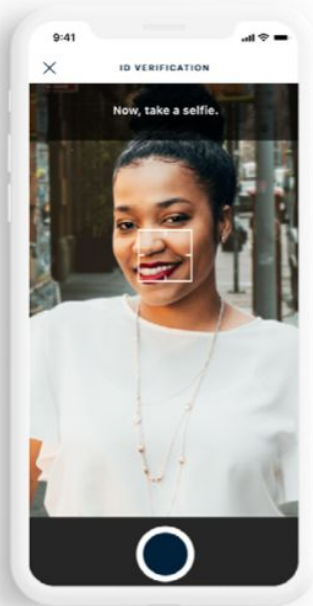
Free helmets given away to local residents



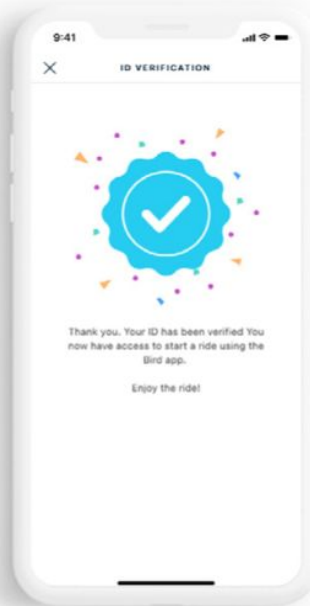
Ottawa



ID Verification



Bird in-app ID verification



Bird has zero tolerance for underage riding.

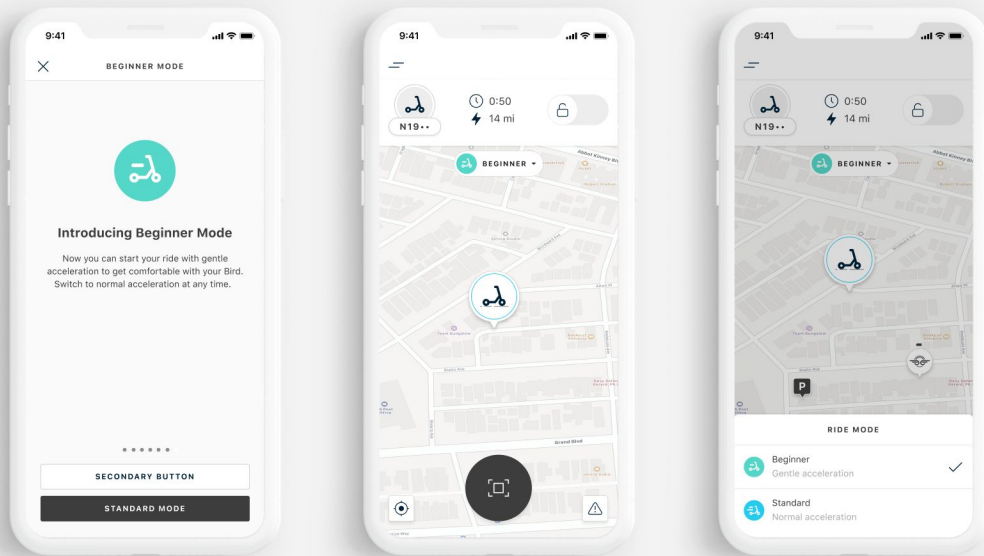
In advance of a new account unlocking a vehicle, an **ID verification** will be completed to verify the rider's age through the Bird App.

Users can provide driver's license, provisional driver's license, passport or other forms of identification.

A **selfie** is also used to ensure that the ID is truly belonging to the rider using it.



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.

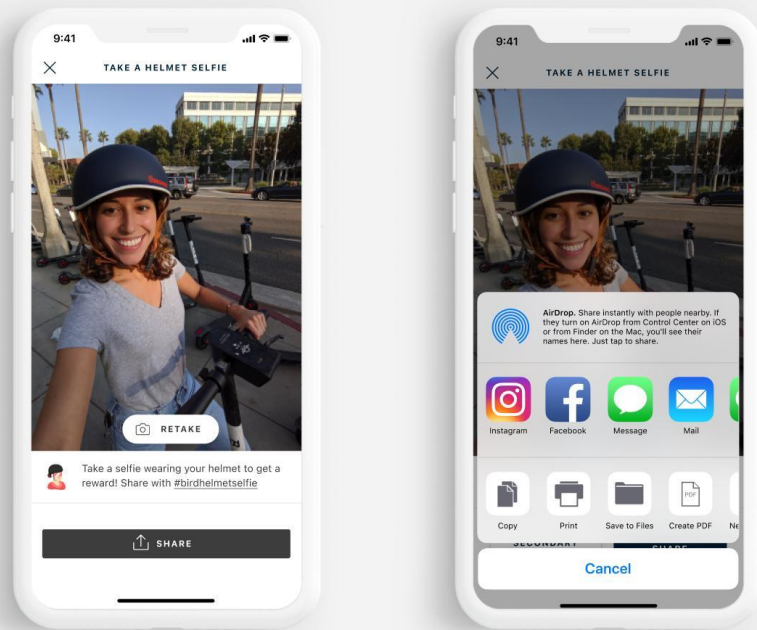
This can be mandated for first # of rides and at a lower maximum speed.



Helmet Selfies

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

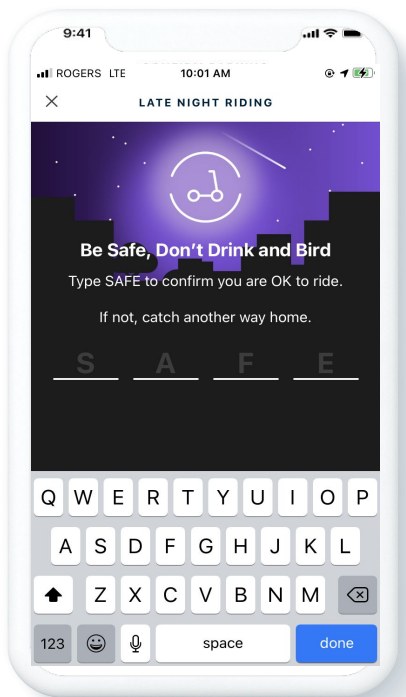
Riders can also share their selfie via social media and include **#BirdHelmetSelfie** to help promote broader adoption and use of helmets.



Bird Helmet Selfie



Safe Start



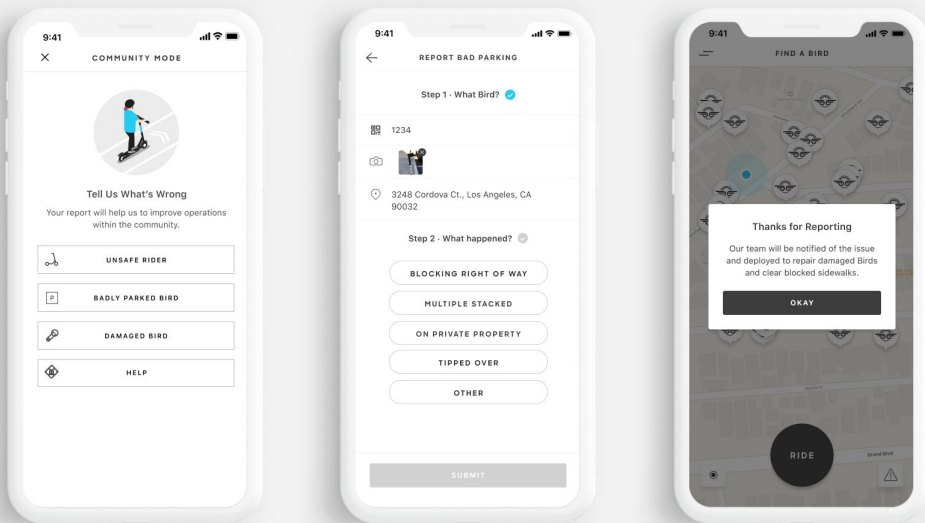
An in-app checkpoint, Safe Start is **designed to discourage** people from riding under the influence.

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.



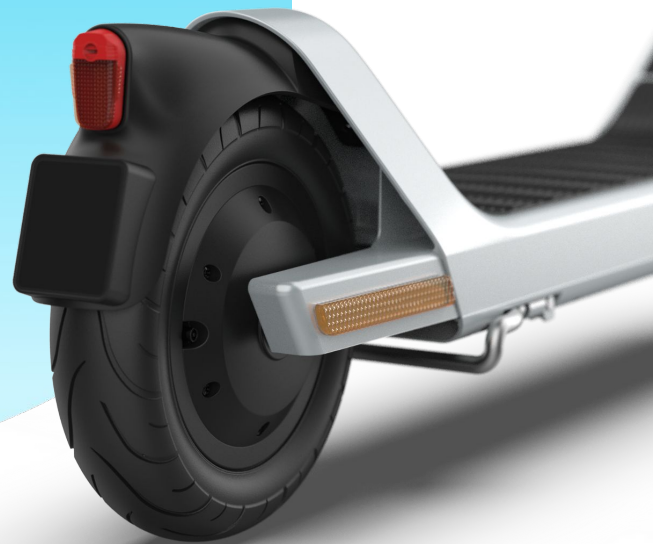
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Thank you.



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