BIRD CANADA

Hello, Mississauga

Agenda

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

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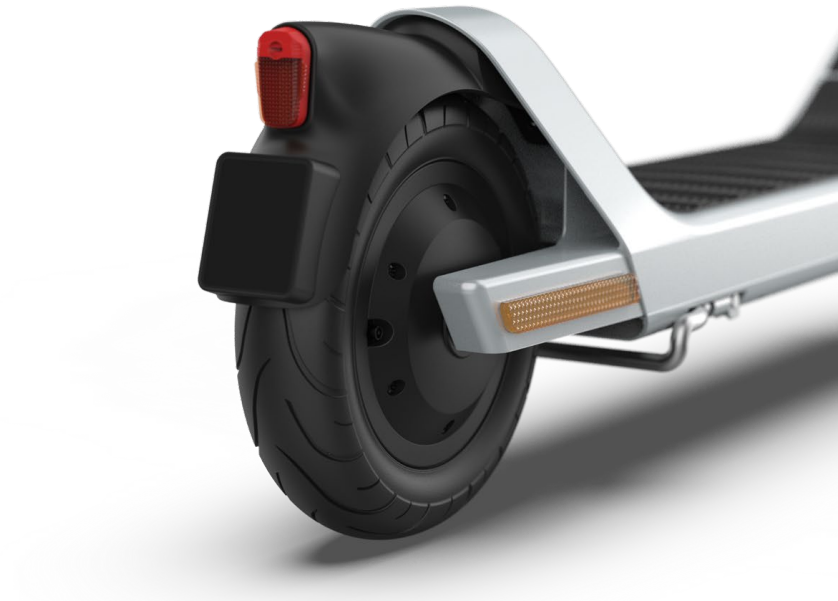
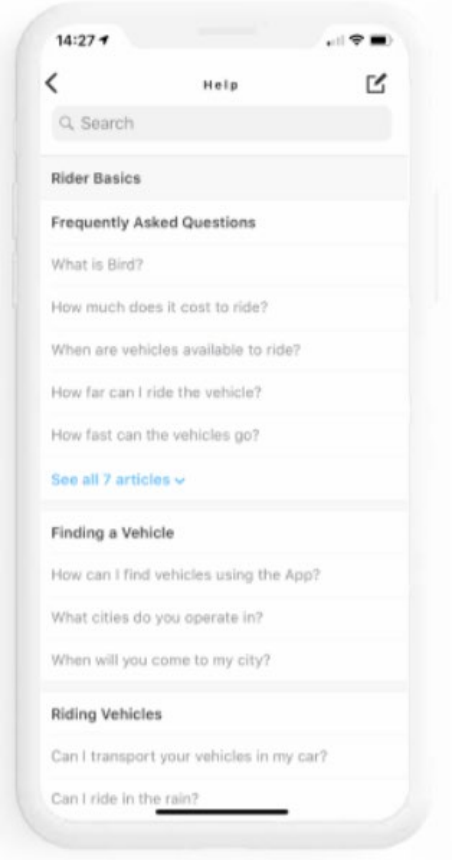
Accessibility



General Accessibility



In-app image from e-scooter company

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.**

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Braille/Raised Lettering & Sound Emission

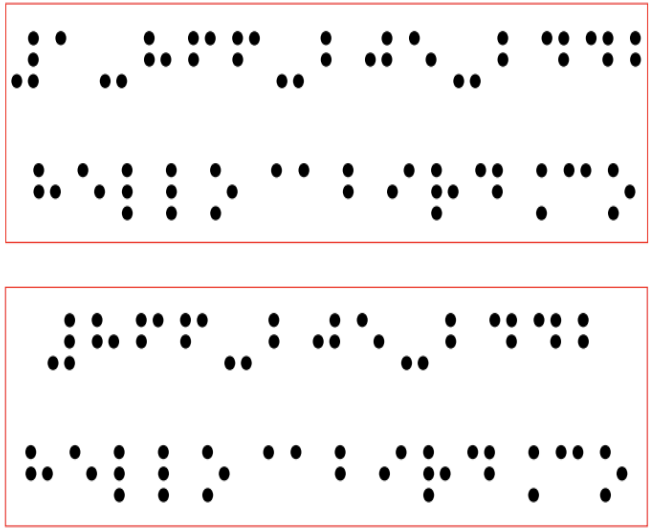

Image of Braille of e-scooter company customer service contact information

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.

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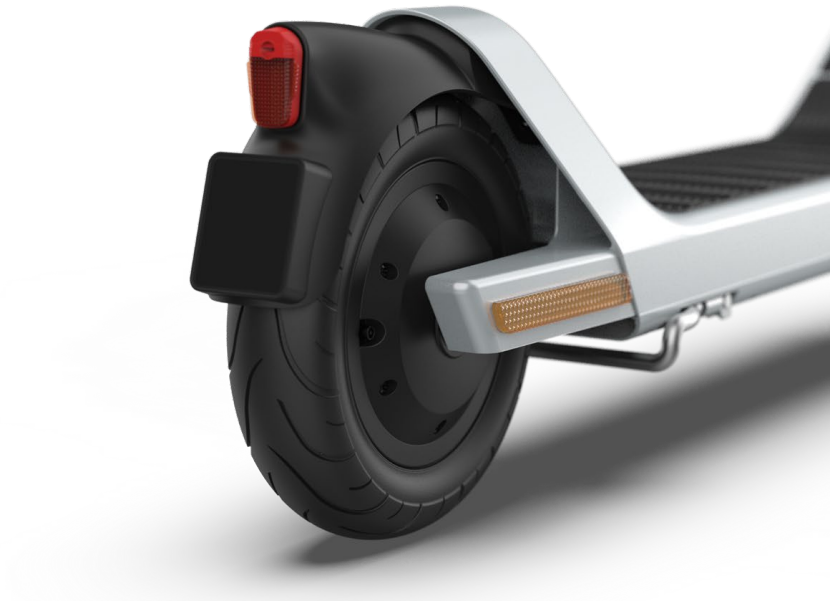
Hamilton Accessibility Advisory Committee

- **Scooter Platform Visual Alert**: E-Scooters will be required to have a high-contrast treatment on the handlebars and the deck (the part on which riders stand) that helps to visually alert individuals with low vision of potential obstructions in their path;
- **Acoustic Vehicle Alerting System**: Operators will be required to include specialized equipment or techniques that create a sound automatically to alert pedestrians of the presence of an E-Scooter on a sidewalk or pathway. This alert system is in addition to the provision of a bell, which is a legal requirement for operators; and,
- **All commercial E-Scooters will be required to have a "locking" mechanism and will be required to be fastened to a rack or pole, similar to the existing bikeshare system**. This aims to address the issues experienced in other jurisdictions where E-Scooters could be left anywhere.

Canadian E - scooter Pilots



CBC

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

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Shared E-scooter Programs (>100 Cities Globally)

Europe
Antwerp
Aprilia
Basel
Bergen
Berlin
Bordeaux
Bretigny-sur-Orge
Brussels
Canterbury
Chemnitz
Cologne
Darmstadt
Dortmund
Dusseldorf
Erfurt
Firenze
Frankfurt
Gelsenkirchen
Gothenburg
Göttingen
Hamburg
Hannover
Heidelberg
Heilbronn
Karlsruhe
Kassel
Lisbon
Ludwigshafen
Madrid
Malaga
Marseille
Milano
Munich
Neckarsulm
Neu-Ulm
Oldenburg
Orange
Oslo
Palermo
Pesaro
Pforzheim
Porto
Redditch
Regensburg
Reutlingen
Rimini
Roma
Rostock
Stockholm
Tarragona
Torino
Troisdorf
Ulm
Verona
Viareggio
Vienna
Villemomble
Viry-Chatillon
Winterthur
Würzburg
Zaragoza
Zurich

Middle East
Givatayim
Ramat Gan
Tel Aviv

United States
Arlington
Atlanta
Austin
Bakersfield
Boise
Charlotte
Cincinnati
Cleveland
Columbus
Denver
Detroit
Durham
Fairfax
Harrisonburg
Indianapolis
Kansas City
Lincoln
Little Rock
Los Angeles
Louisville
Memphis
Miami
Minneapolis
Montgomery County
Nashville
Orlando
Portland
Richmond
Roanoke
Sacramento
Salt Lake City
San Antonio
San Diego
San Francisco
San Jose
Santa Monica
Scottsdale
St. Louis
Tampa
Tucson
Tulsa
Washington DC
Wichita
Yonkers

Canadian Municipalities

Kelowna
Vernon
Richmond
Calgary
Edmonton
Okotoks
Red Deer
St. Albert
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

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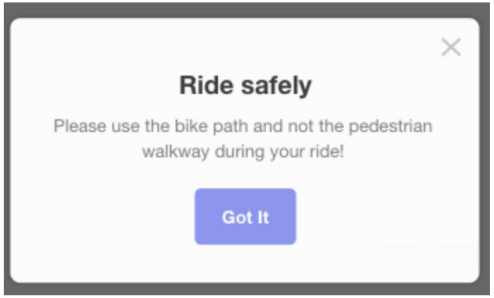
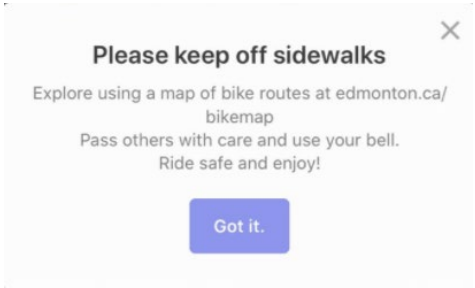
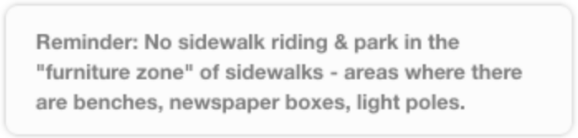
On - going Rider Education

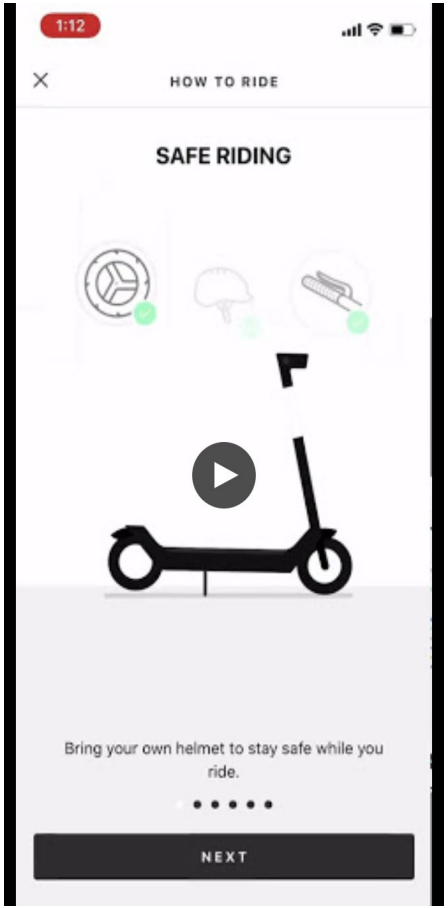






- In-app education on how to ride and park responsibly (right - image of in-app tutorial video)
- Reminder emails + in-app pop up messages and push notifications to smartphones (images to left)

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



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 like no sidewalk riding in Ottawa
- Free helmets given away to local residents

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

Public / Rider Education: Safe Streets Patrol

- 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

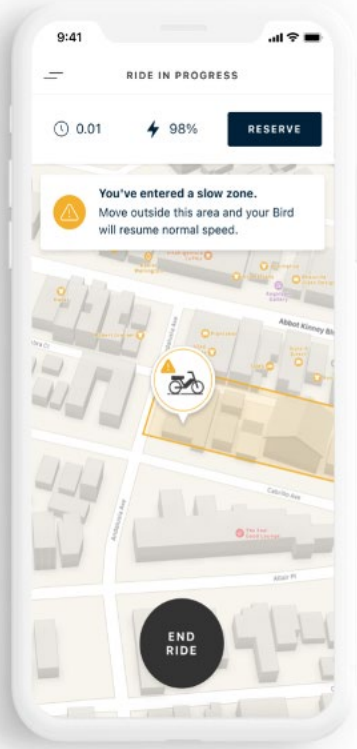
Geo - zone technology

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

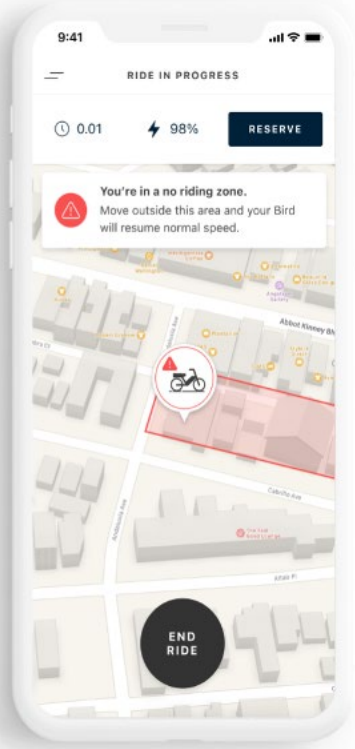
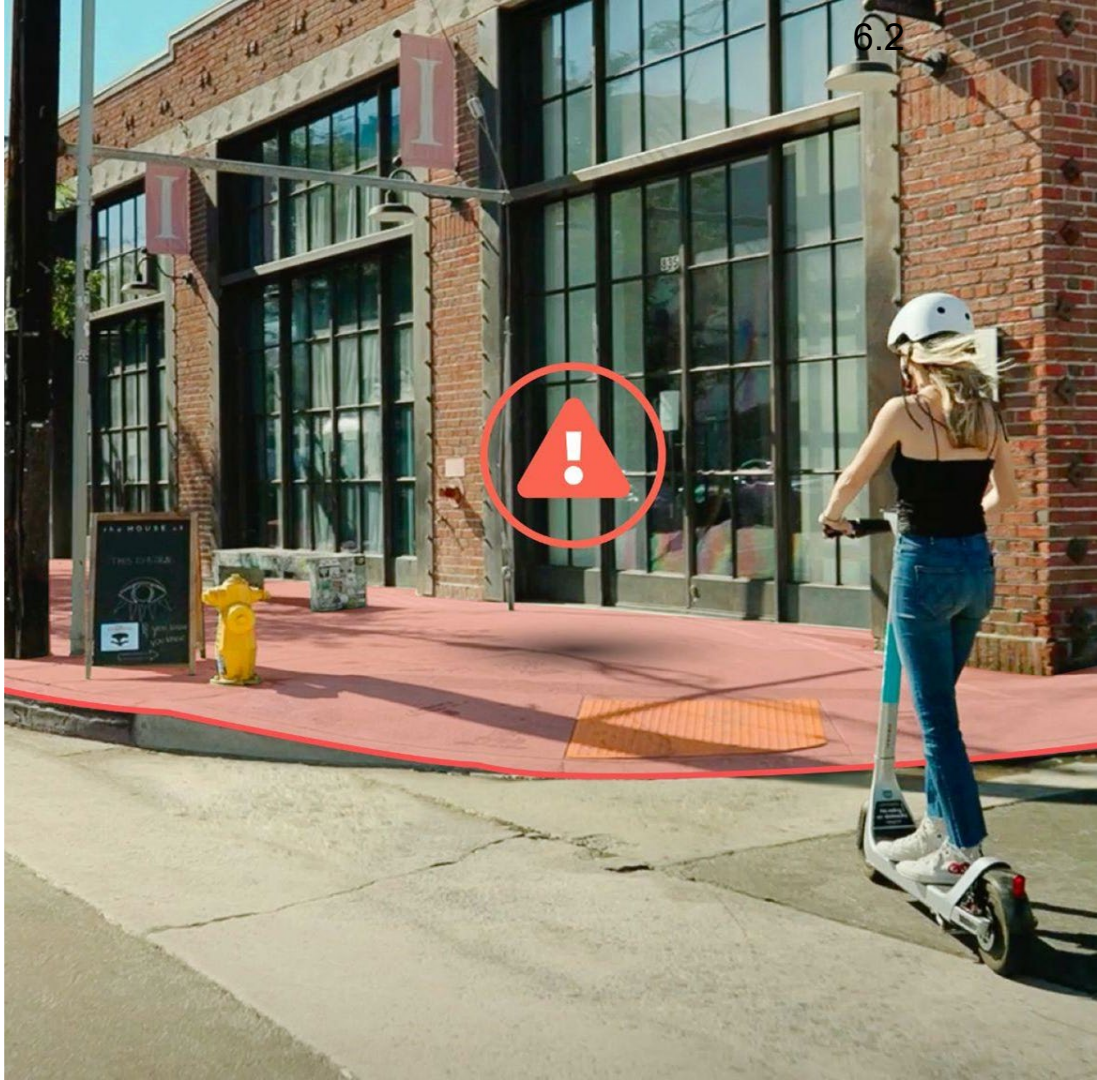


Image from app of geo-fencing

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.

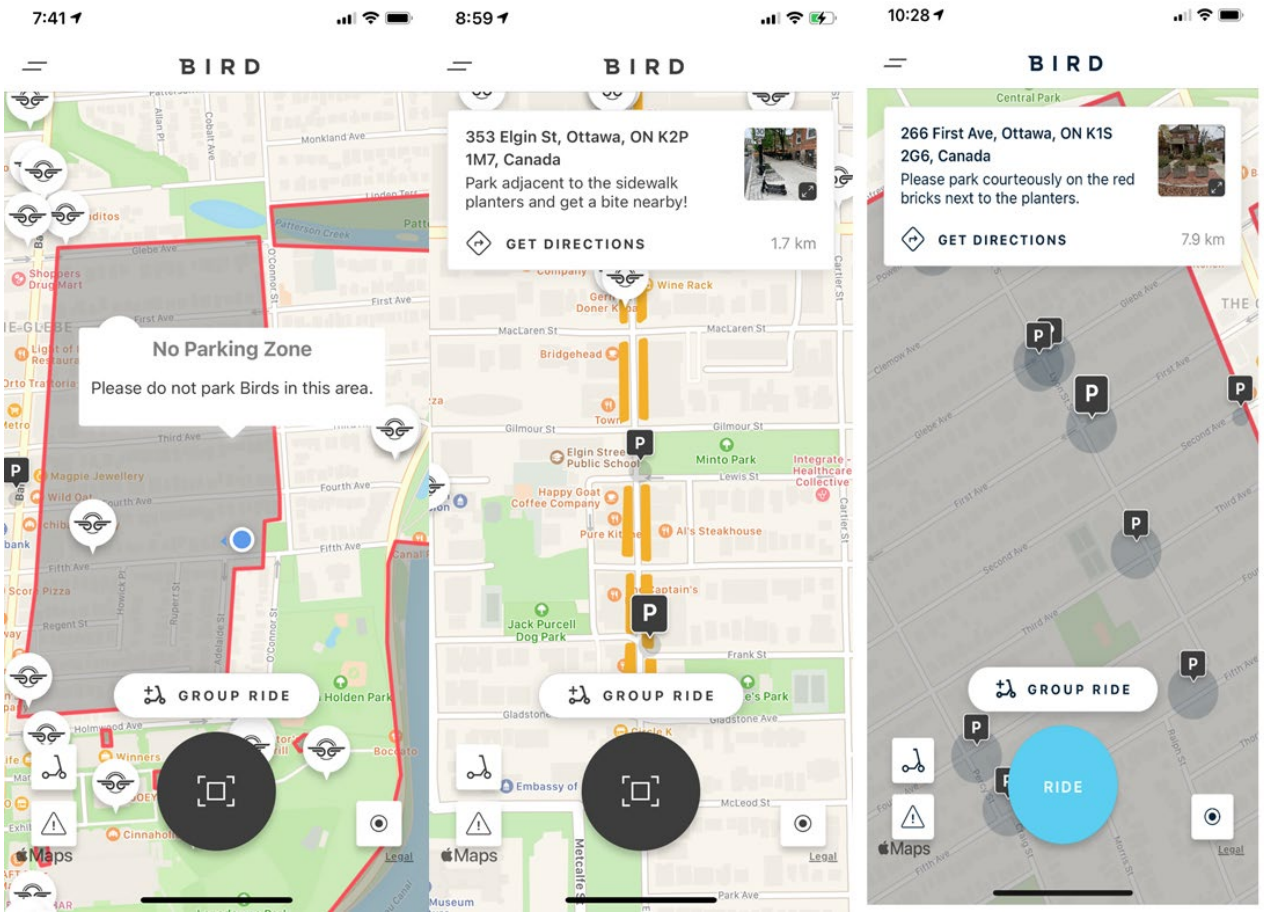
E-scooter riders can still park in the street furniture zone of sidewalks but in key areas of the City, additional parking options exist to improve proper parking outcomes.

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”

“Lock to” Parking & Dock Solutions

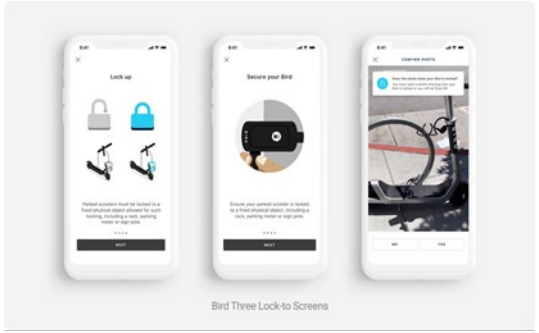


Image of e-scooter locked to a bike rack

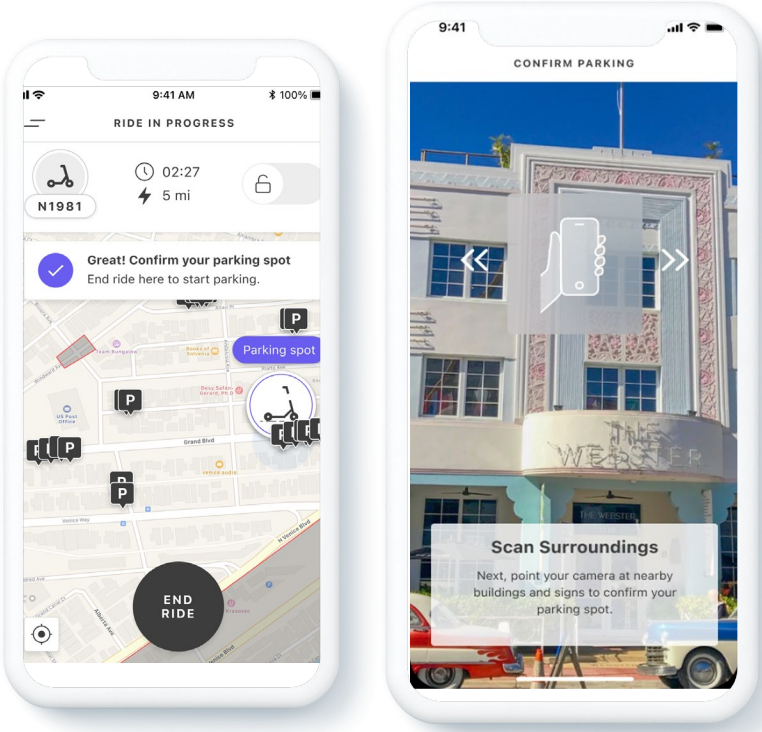
“Lock to”

- In San Francisco, shared e-scooters are required to have a lock attached to it like a bicycle lock that is unlocked via an e-scooter share company app.
- At the end of a ride, a rider locks the e-scooter to municipally approved infrastructure - this keeps sidewalks clear and safe
- Upon locking the e-scooter, riders are required to take a photo of the e-scooter locked to a bike rack or permitted infrastructure
- Ideal for cities with sufficient municipal infrastructure like bike racks.

Virtual Docks

Virtual Docks use a camera positioning system to verify when a vehicle is parked in a permitted area.

Intelligence software augments GPS Data with video captured by riders prior to parking to confirm the vehicle is parked in an approved location, or **Virtual Dock**.



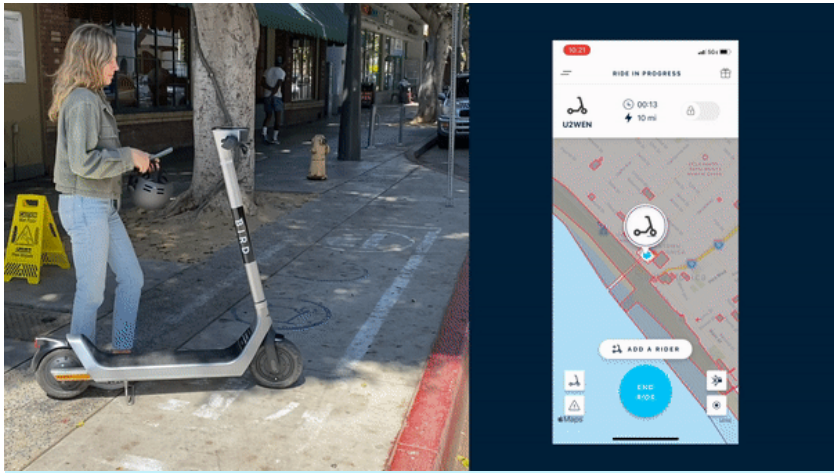
Images of e-scooter company app showing instructions for parking via “virtual dock”

Virtual docking stations

Virtual Docking Stations
A high - tech solution to complement infrastructure gaps

In cities with less space for physical parking stations, Virtual Docking solutions exist to augment infrastructure gaps that is powered by computer vision and personal smartphones.

A solution like this can work in conjunction with the general street furniture zone parking model.



Virtual Docking

Videos of “virtual docking” technology for e-scooter parking

Ottawa 2021 Lansdowne E - scooter Technology Demo

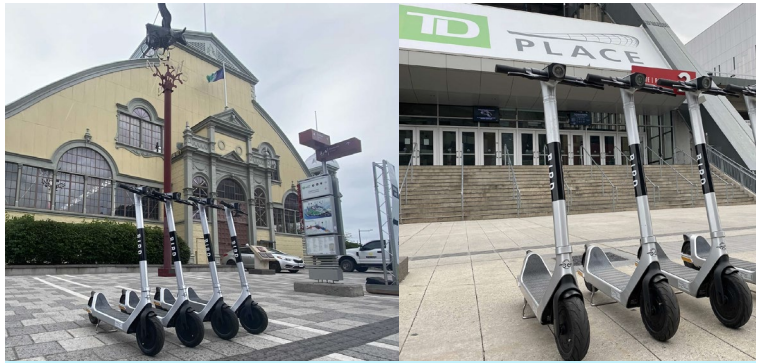
Sidewalk Riding Prevention

Virtual Docking Stations

Results: Lansdowne E-scooter Tech Demo

Sidewalk Riding Prevention: 98.8% of rides on a sidewalk were slowed down and prevented by our anti-sidewalk riding technology.

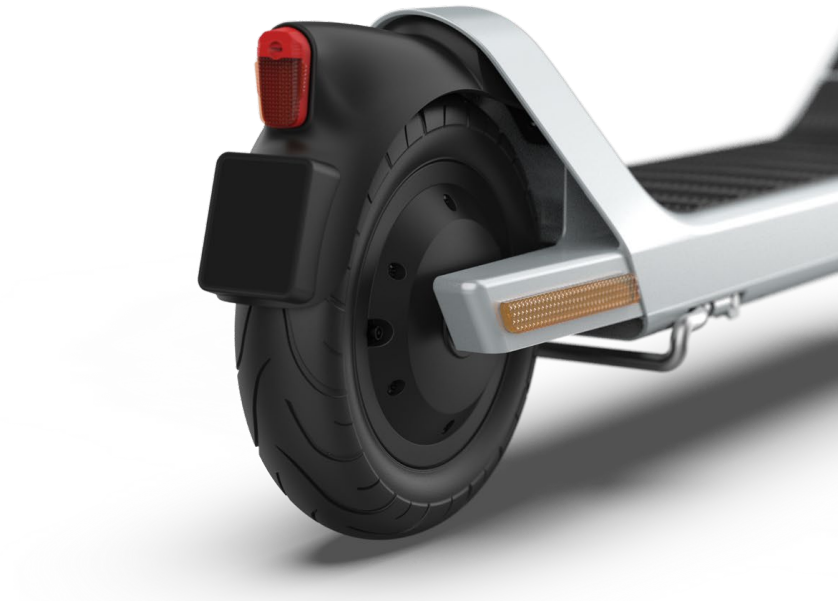
Precision AI-Verified Parking: 100% compliance with parking under this technology. (36 parking attempts outside of a designated virtual corral were attempted and not accepted by the technology. Each of the riders eventually ended the ride inside the virtual corrals. These riders followed the on-screen guidance to move the e-scooters towards a virtual parking corral and did so in order to finish their ride).



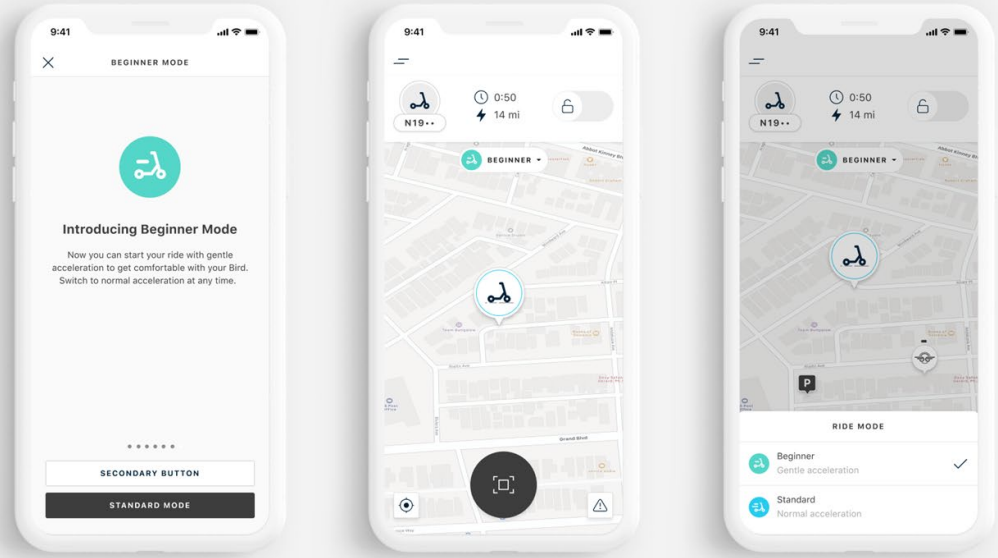
Lansdowne Park, Ottawa

Images of parked e-scooters at Lansdowne Park in Ottawa

Other Technologies



New Riders



Bird Beginner Mode

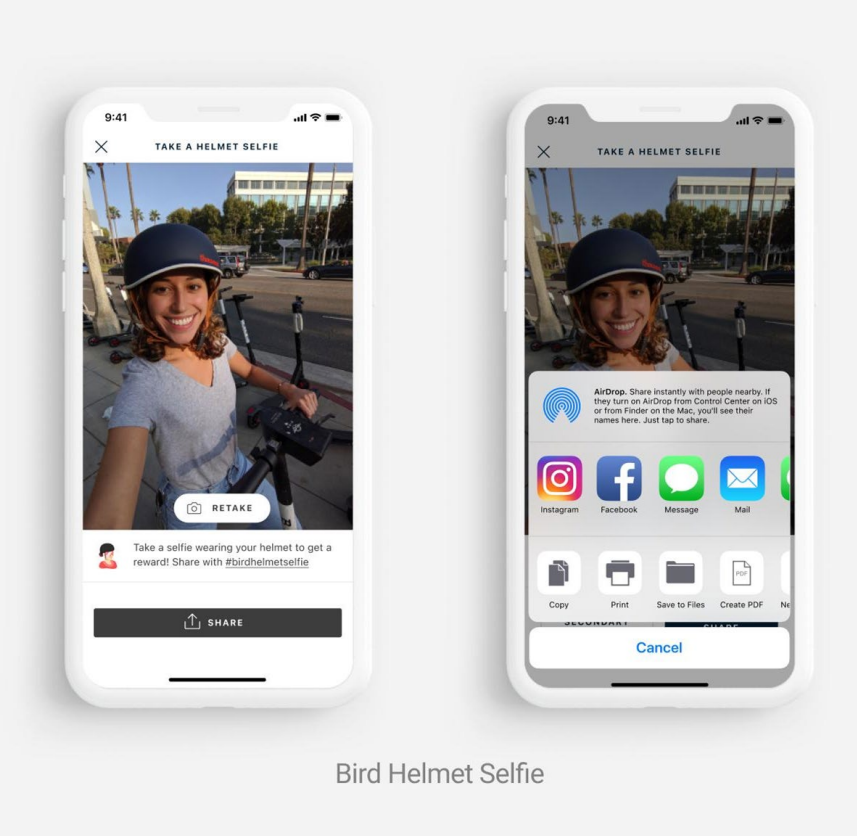
In-app images from e-scooter company app

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

Helmet Selfies

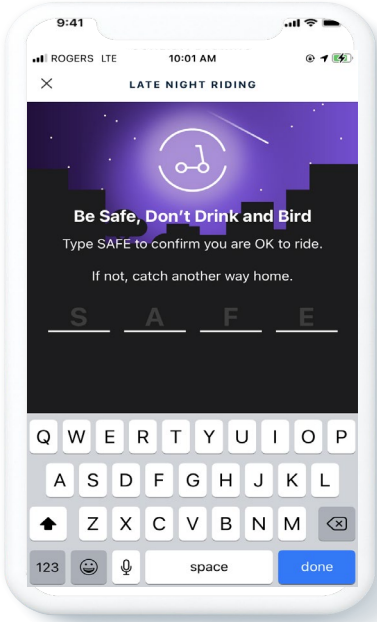
At the end of each trip, riders are asked to **take a selfie**. Riders who demonstrate helmet usage will receive **incentives** such as future ride credits.

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



In-app images from e-scooter company app

Deterring riding under the influence



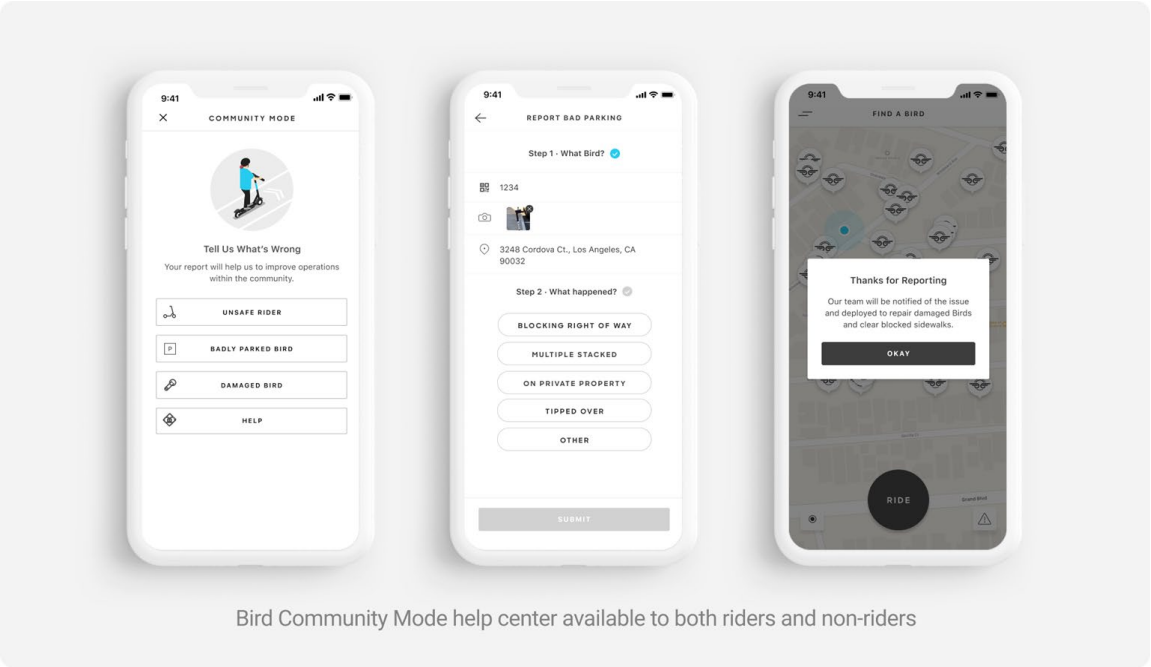
In-app image from e-scooter company app

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



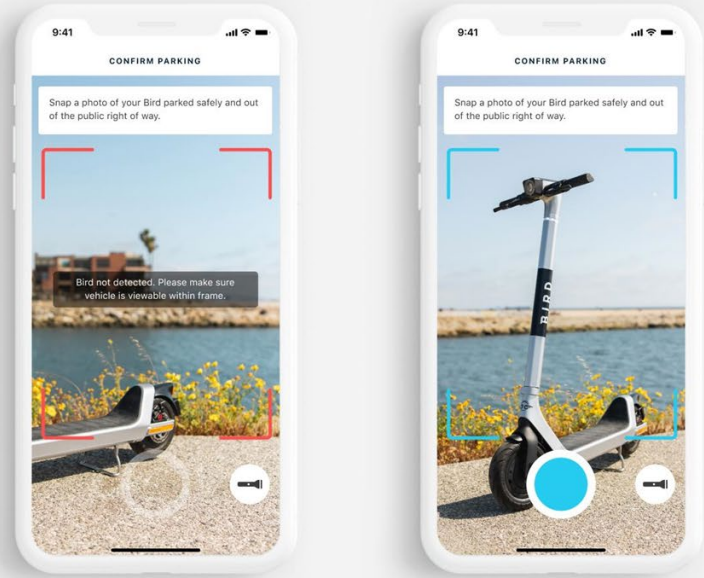
Bird Community Mode help center available to both riders and non-riders

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

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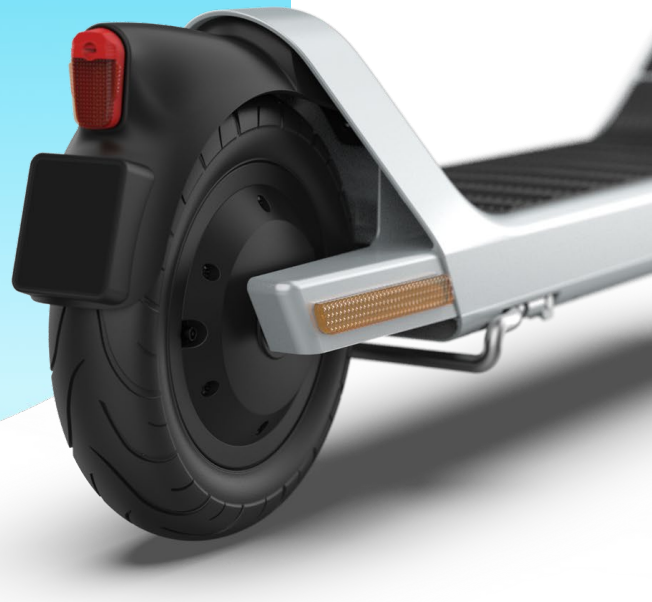
Thank you.



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chris.schafer@birdcanada.co