



# Hello, Mississauga



# Most Experienced & Popular Micromobility Provider across Canada



- **Founded in 2019 and longest standing operator in Canada**
- **Generated over 7 million rides nationally**
- **Most popular choice for riders in all 23+ Canadian markets we operate in**
- **Prevented 2800+ tons of CO2 emissions since 2019**
- **Created 500+ jobs for Canadians**

# Mississauga x Bird Canada

2024 Season Data

**29,896**

Unique Riders

**86,260**

Total Rides

**296.3 K**

KMs Travelled  
By Riders

**3.18 KM**

Average Trip  
Distance

**26**

Metric Tons of CO2  
Saved

**5.6 K**

Liters of Gasoline  
Saved

## Bikes and Scooters Double Click

Rides Per Day

Rides

Avg Distance



**1.15**

**78,928**

**3.49 KM**



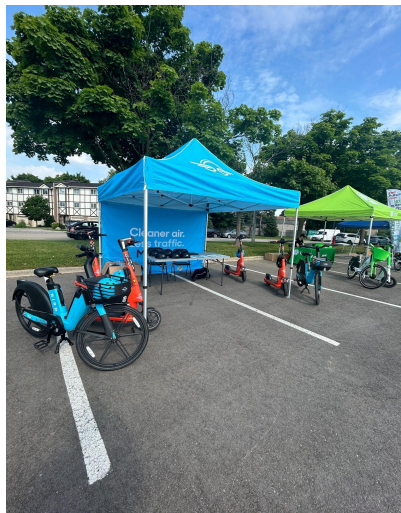
**0.39**

**7,332**

**2.86 KM**

# Local Events

- ✓ Launch event
- ✓ Mississauga BikeFEST
- ✓ Mississauga's Community EV Day
- ✓ Jack Darling Park Canada Day
- ✓ Cooksville SNAP Open House
- ✓ Mississauga Miway Event
- ✓ Pop up at Rivergrove Park



## Upcoming Events

Date	Event*
Tuesday, August 13th	<b>Erindale Park</b>
Wednesday August 28th	<b>Lake Aquitaine</b>
Wednesday, Sept 4th	<b>Port Credit Memorial Park</b>

## When Residents Ride

- Peak hours are 6-10PM
- Current ride behaviour indicates a use case where riders are running errands after work or are commuting home after a shift

SUM of rides Hour of Day	Day of Week						
	1- Monday	2- Tuesday	3- Wednesday	4- Thursday	5- Friday	6- Saturday	7- Sunday
0	414	292	267	216	246	505	655
1	260	189	175	149	149	359	415
2	156	85	113	77	71	269	310
3	97	68	60	39	26	100	103
4	48	35	20	30	25	42	102
5	21	15	19	16	27	39	44
6	36	28	20	24	29	39	30
7	36	36	45	43	31	27	37
8	34	50	38	38	55	29	50
9	78	66	48	51	71	55	80
10	94	67	55	70	85	90	113
11	161	80	59	97	123	141	173
12	192	131	124	110	110	166	230
13	205	151	121	180	159	228	297
14	298	235	161	198	203	288	311
15	289	218	168	206	296	346	372
16	325	268	213	304	228	389	423
17	358	320	231	327	266	501	549
18	484	383	319	377	291	549	619
19	605	495	398	472	435	718	850
20	687	621	451	573	538	832	913
21	669	591	477	587	624	811	865
22	596	533	411	513	596	777	645
23	506	404	314	359	595	800	576

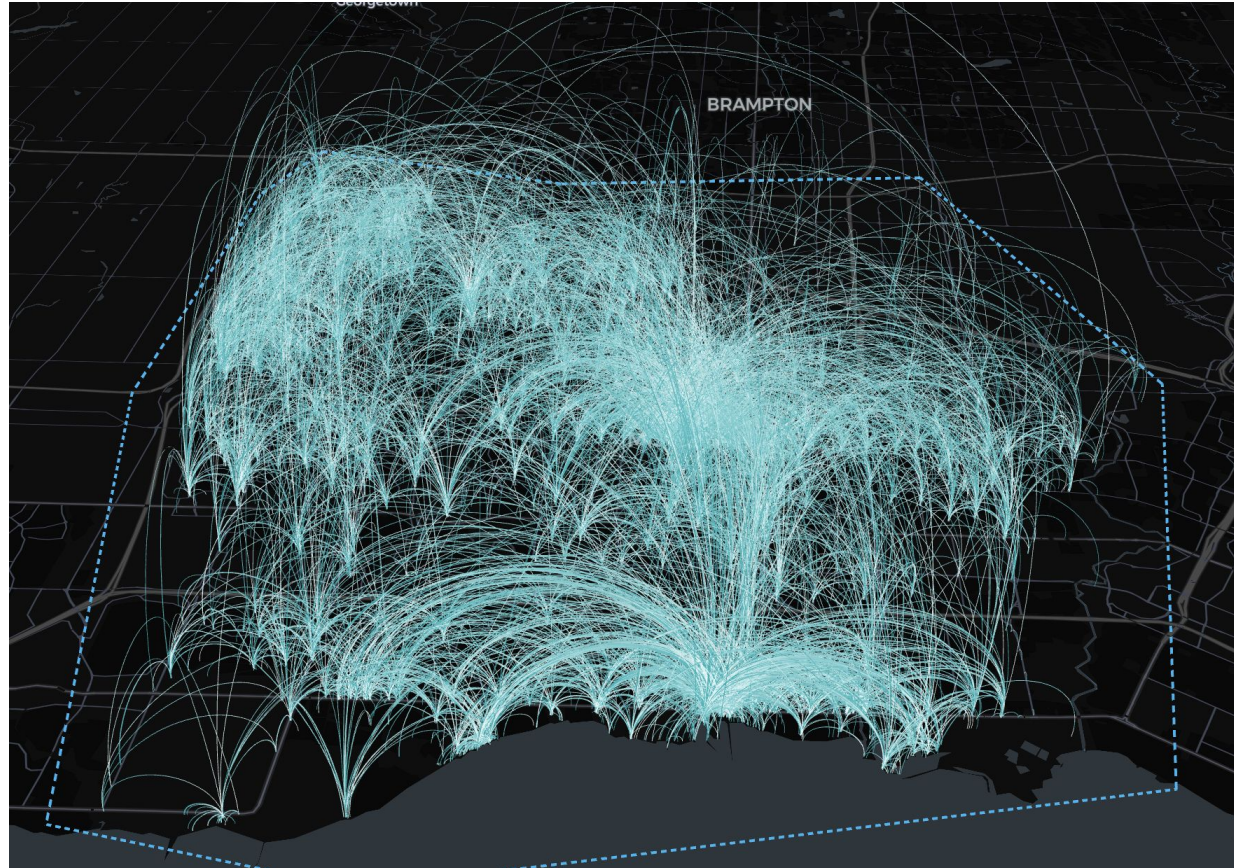
## Where Residents Ride

- Bird riders flock to bike lanes as major distance corridors where they are available (i.e. Mississauga Rd to get from neighbourhoods into Port Credit)
- Micromobility can serve the City of Mississauga by helping determine bike lane infrastructure prioritization
  - Sidewalk riding tech helps us ensure proper behaviour, but is also a symptom of discomfort with road conditions



# Commuting Behaviours

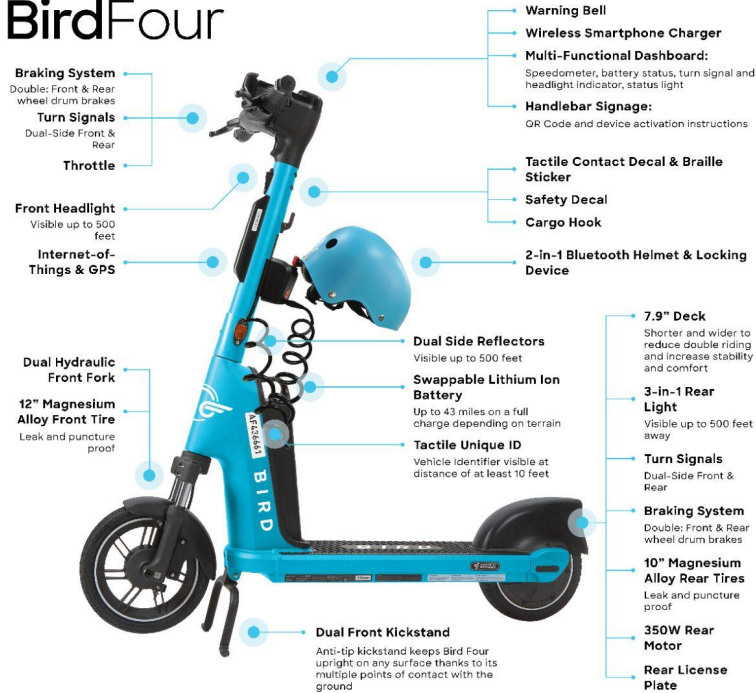
- Most rides start 1KM around City Hall, then Port Credit, then Churchill Meadows / Meadowvale area
- Rides then go all throughout the city! It's awesome
- There is some intra neighbourhood commuting but many rides go great distances (Port Credit to Downtown and vice versa, and downtown to Churchill Meadows)





# Introducing Bird Four

## BirdFour



### TACTILE CONTACT DECAL



### BRAILLE STICKER



### SAFETY DECAL



### Dimensions

47" x 22" x 48"

### Payload Capacity

220.5 lbs

### Weight

71 lbs

### QR CODE



### 2-IN-1 BLUETOOTH LOCK & HELMET



### REAR LICENSE PLATE



### TACTILE UNIQUE ID

48 Point Font



Device Requirement	Confirmation
Two wheels (one in front and one in back) and brakes	
Platform to stand on	
Handlebar for steering	
Electric motor that does not exceed 500 watts	
Maximum speed of 24 km/h on a level surface	
Maximum weight of 45 kg	
Horn or Bell	
At least one white light on front, one red light on rear and reflective material on sides	
A maximum wheel diameter of 17 inches	
No pedals, seat, or basket	
On-device Helmet (Required for riders under 18 years of age)	

# BirdBike

## City Safe & Street Smart:

Designed uniquely for ride share, the Bird Bike is a Class 1 Pedal Assist E-Bike that's IOT connected and built to comply with local rules and regulations.

### SPECS

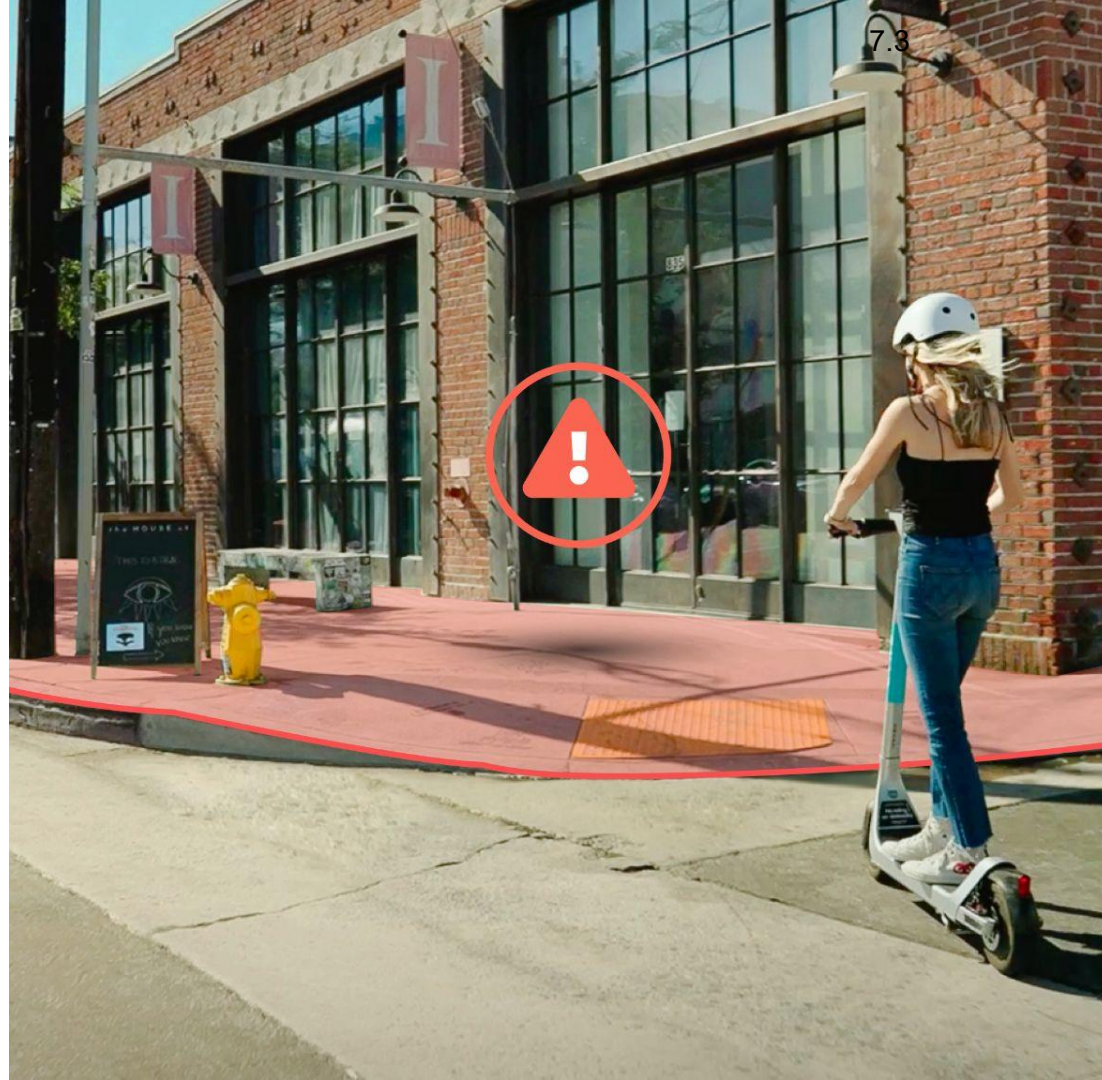
720Whr Swappable Battery (IP67 Rated)

Max 20% Grade Hill Climb

Class 1 vehicle 250W Motor, 47N.m net torque



# Smart Sidewalk Protection



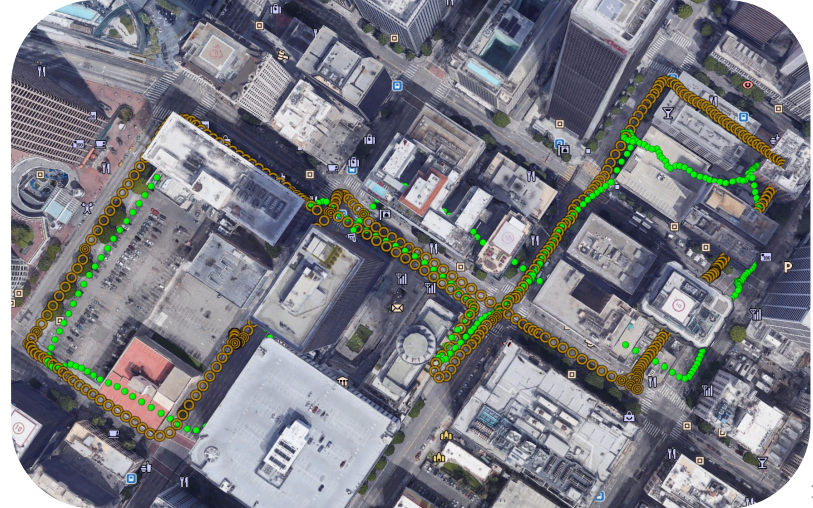
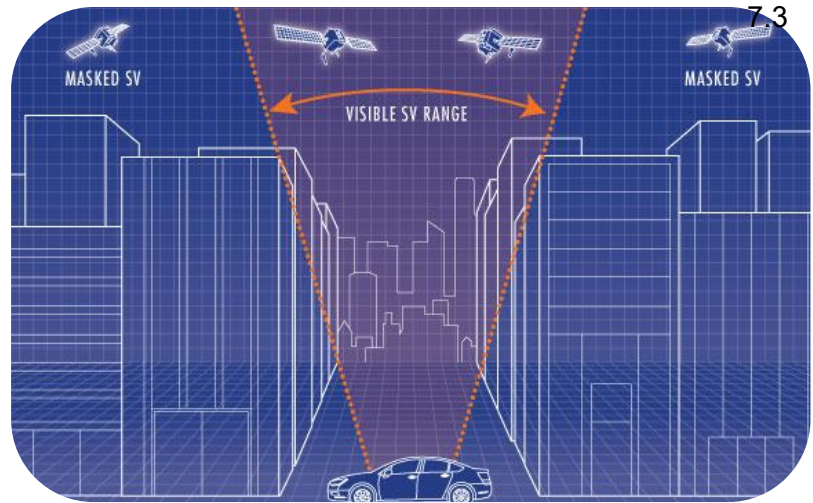
# Sidewalk Riding Detection

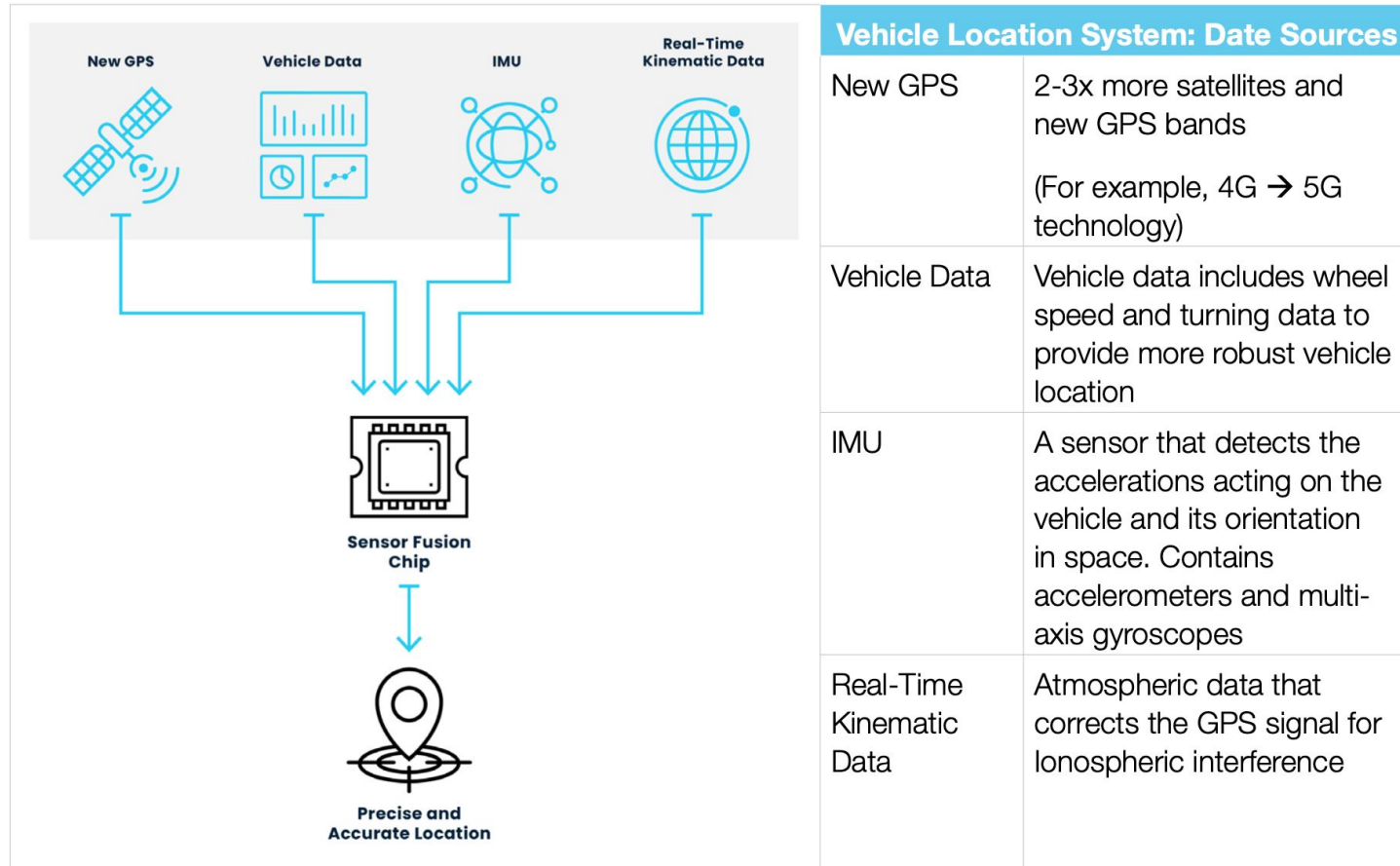
GPS can create blind spots, making it difficult to detect riding on footpaths and hard to stop as it's happening.



## Introducing: The Sensor Fusion Microchip

Bird uses a proprietary microchip which fuses real time data about the vehicle (e.g. wheel speed, turning history), with GPS signals to provide richer, more robust vehicle location information and position.





# We slow down faster

Cloud delays from GPS data make it difficult to enforce geozones – We have a solution.

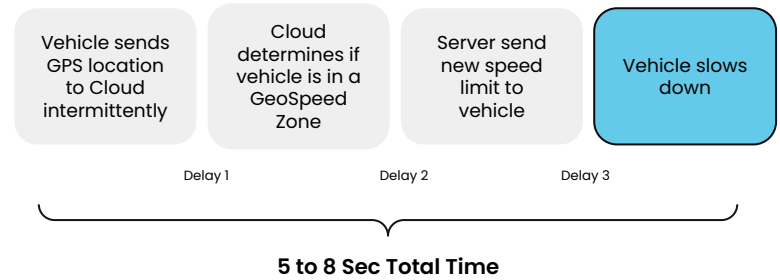


## All New: Advanced Vehicle Location System

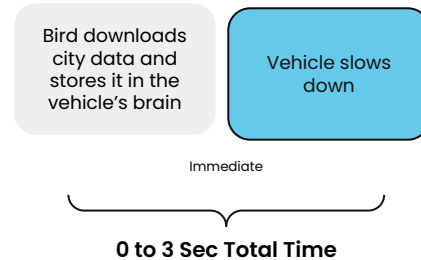
Our **Vehicle Location System** (VLS) combines downloaded map data with real-time data processing to speed up reaction time up to 4x standard technology.



### Standard Technology



### Bird's Geospeed Technology



# Smart Geofencing



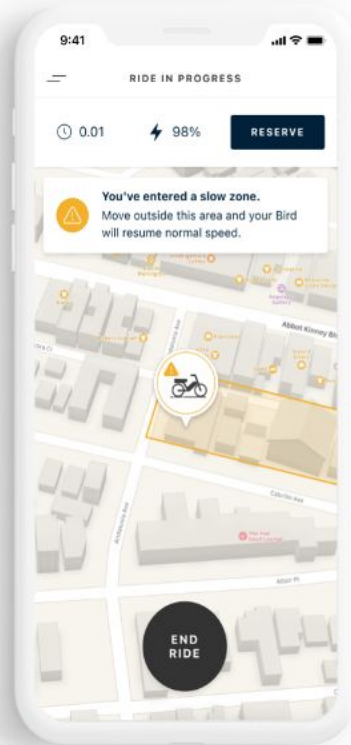
## Geo-zone technology

All vehicles are tracked with GPS.

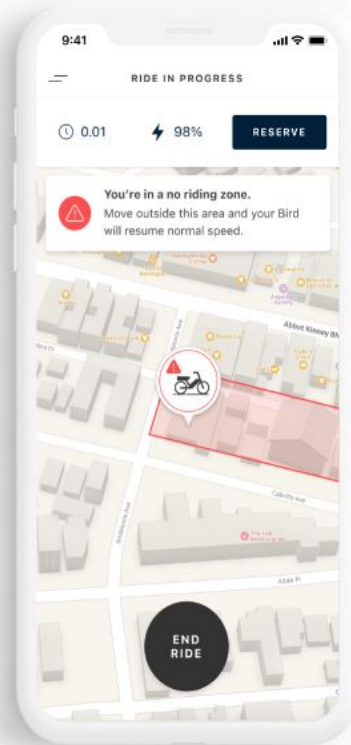
When riders enter a designated geo-zone, vehicles follow set rules.

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

### Slow Zone

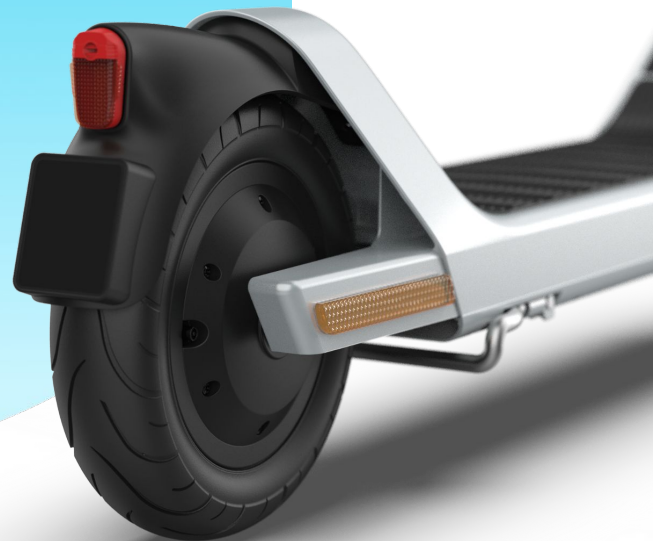


### No Ride Zone





# Thank you.



**Pat Graham**, General Manager  
**Austin Spademan**, Head of Government Partnerships