



Bird Canada & the City of Ottawa 2024 Season-End Report

1. User profiles (age, gender)

Given strict domestic and international data protection legislation and requirements, e-scooter companies only collect the information necessary to provide our service to riders. Nevertheless, we can provide the following general data below from a Canadian national rider survey Bird Canada conducted in November which had over 731 respondents from riders in Ottawa.

- **Gender:** 31% Female; 65% Male; 2% Non-Binary: 2% Prefer not to say (2024 Ajax respondents in Bird Canada survey)
- **Age:** Canadian Ottawa Rider Age Distribution (2024 Bird Canada survey)

Age Group	Percentage of Riders
16-19	8.32%
20-29	27.91%
30-39	28.86%
40-54	25.72%
55+	9.19%

2. E-scooter availability, utilization, turnover, parking duration, and charge, by location (including specific neighbourhoods and in close proximity to transit stations)

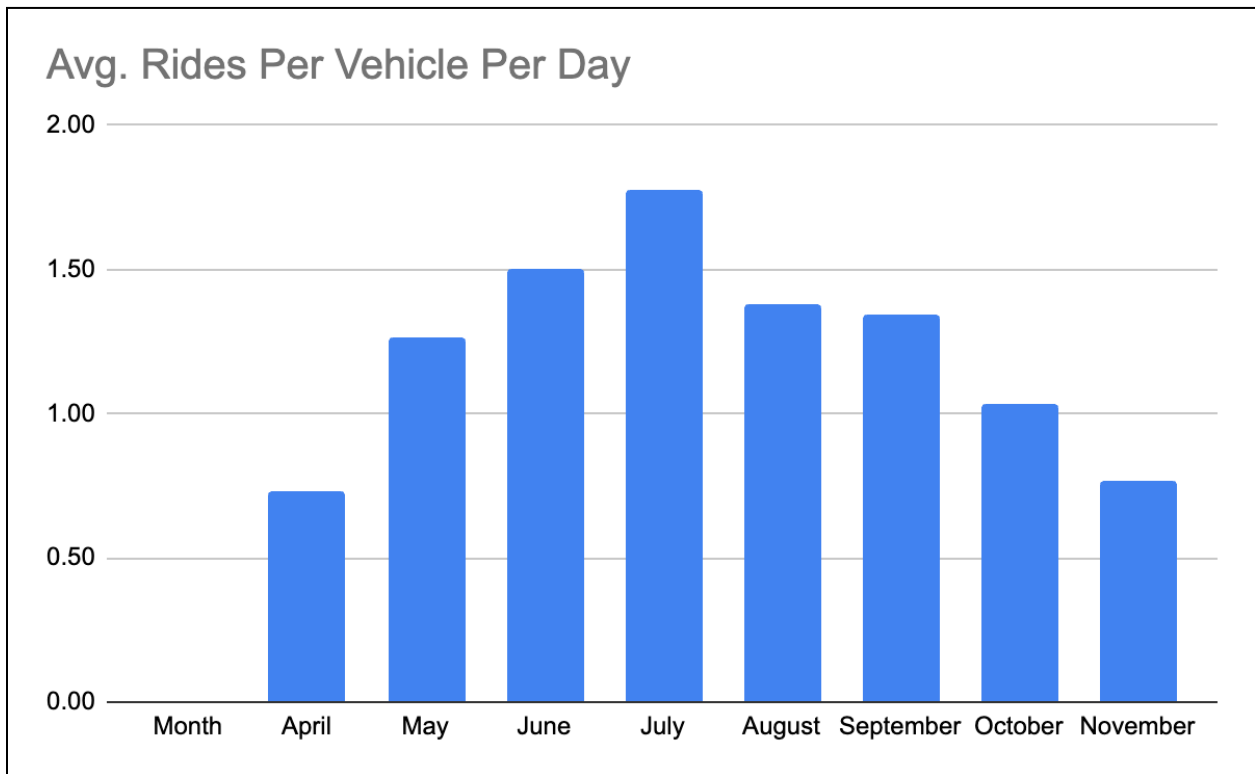
City	Rides Per Deployed Vehicle Day	Average Daily Deployed Vehicles
Ottawa	1.30	438

Reporting Period April 15th - Nov 15th, 2024

Month	Average Daily Deployed Vehicles
April	352
May	419
June	434



July	430
August	430
September	462
October	484
November	457



3. Trip origins and destinations by street segment/zone (to be specified by the City)

See data and visuals provided below.

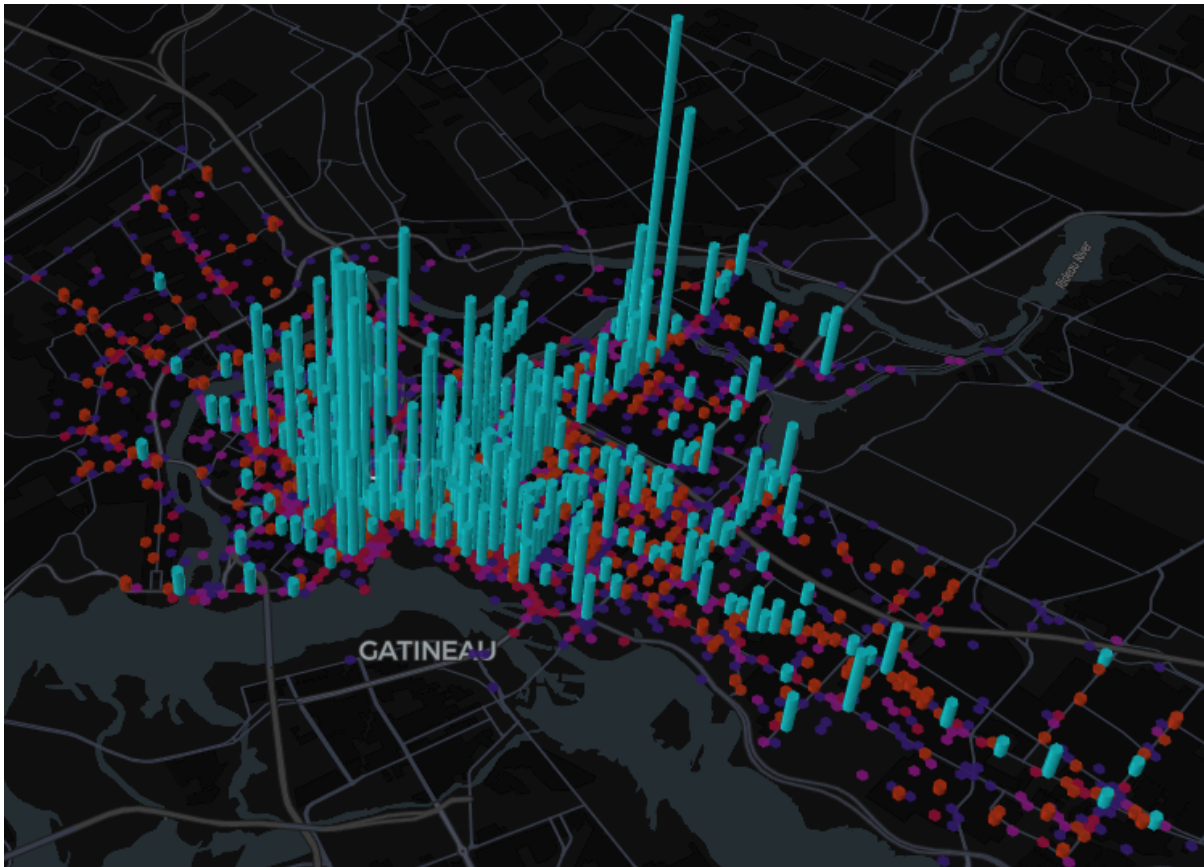
Ride Starting Points:

- The vast majority of Ottawa residents started their rides at:
 1. Centretown
 2. Lansdowne
 3. Byward Market
 4. Sandy Hill
- Compared to 2023, there were more equal distributions of rides across West Centretown and Sandy Hill



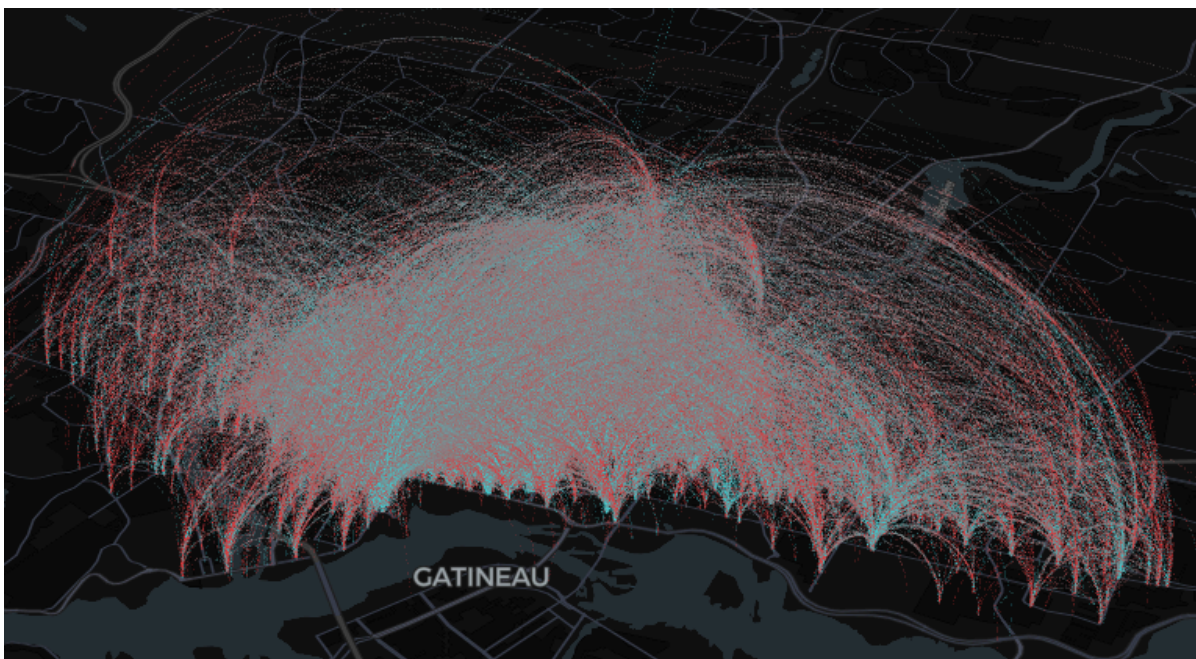
Ride Ending Points:

- The vast majority of Ottawa residents ended their rides at:
 1. Centretown
 2. Sandy Hill
 3. Byward Market
 4. Lansdowne
- Compared to 2023, there were more equal distributions of ride ends across West Centretown, the community of Westboro



Aerial View of Ride Starts & Ends: ride starts are in blue and ride ends are in red

- The majority of the rides start in Centretown and end in outskirts of the City of Ottawa



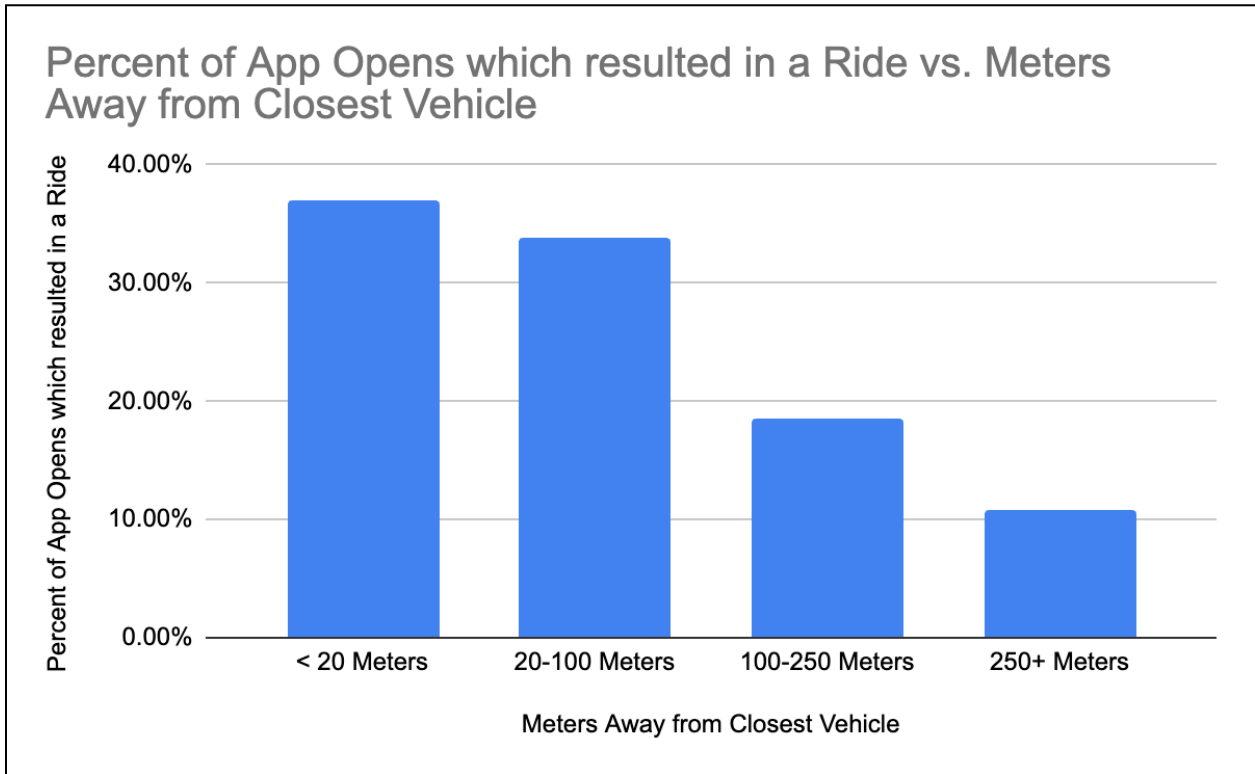


Ottawa Neighbourhood Metrics

Neighbourhood	% of Total Rode Starts by Neighbourhood
Ottawa - Centretown	34.03%
Ottawa - Sandy Hill	20.89%
Ottawa - Byward Market	9.62%
Ottawa - Glebe Dows Lake	7.41%
Ottawa - West Centretown	6.83%
Ottawa - University of Ottawa	5.80%
Ottawa - Lansdowne Park	2.83%
Ottawa - Island Park Wellington Village	1.89%
Ottawa - Old Ottawa East	1.75%
Ottawa - Carleton Operating Map	1.70%
Ottawa - Hintonburg Mechanicsville	1.27%
Vanier Neighborhood Zone	1.01%
Ottawa - Lebreton Development	0.89%
Ottawa - Lowertown	0.30%
Ottawa - Civic Hospital-Central Park	0.13%

5. Distance travelled from the initial e-scooter “find query” to the e-scooter

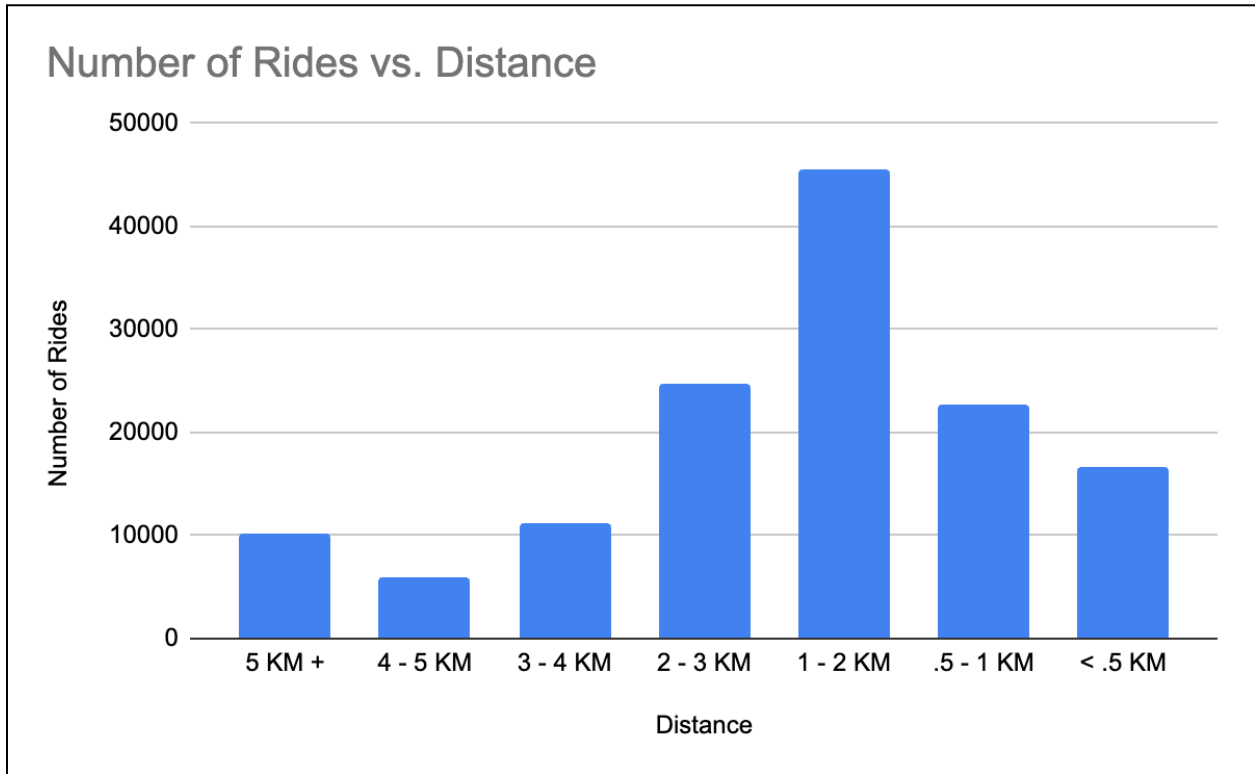
Provided in metres below



*X-axis outlines number of metres the rider was away from the closest Bird e-scooter when first opening the Bird app
*Y-axis is the percentage of app opens or sessions

6. Trip distance (average and distribution)

- Average ride distance: 2.22 KM
 - Total KM Travelled: 290,751
- Average Distribution of ride distance:



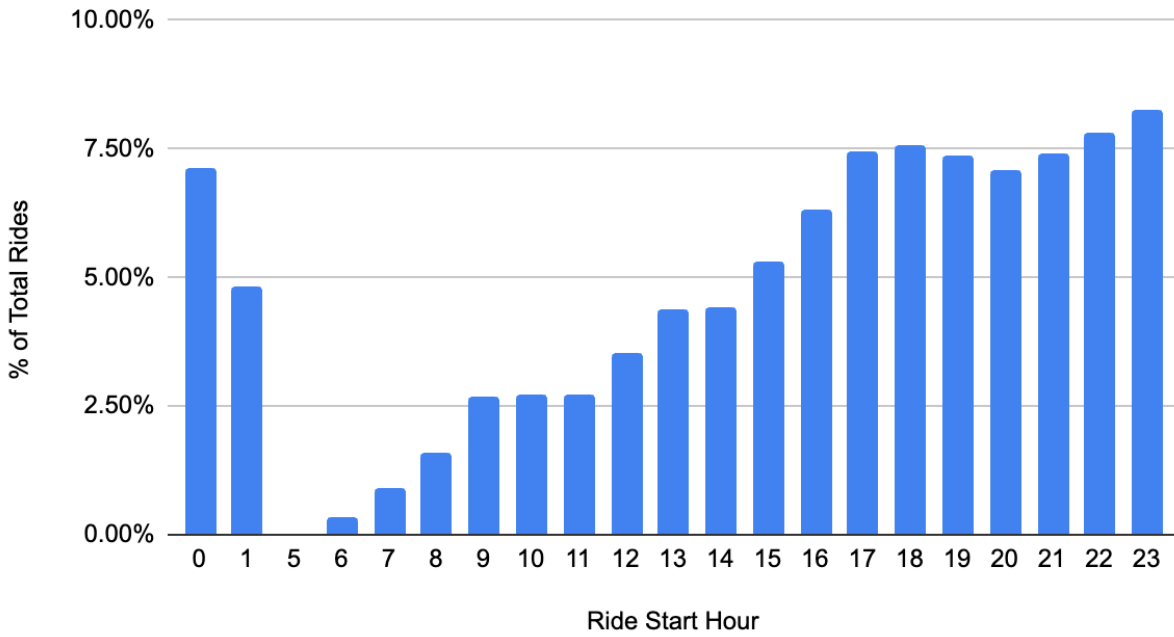
7. Total trips for the reporting period

- 131,116

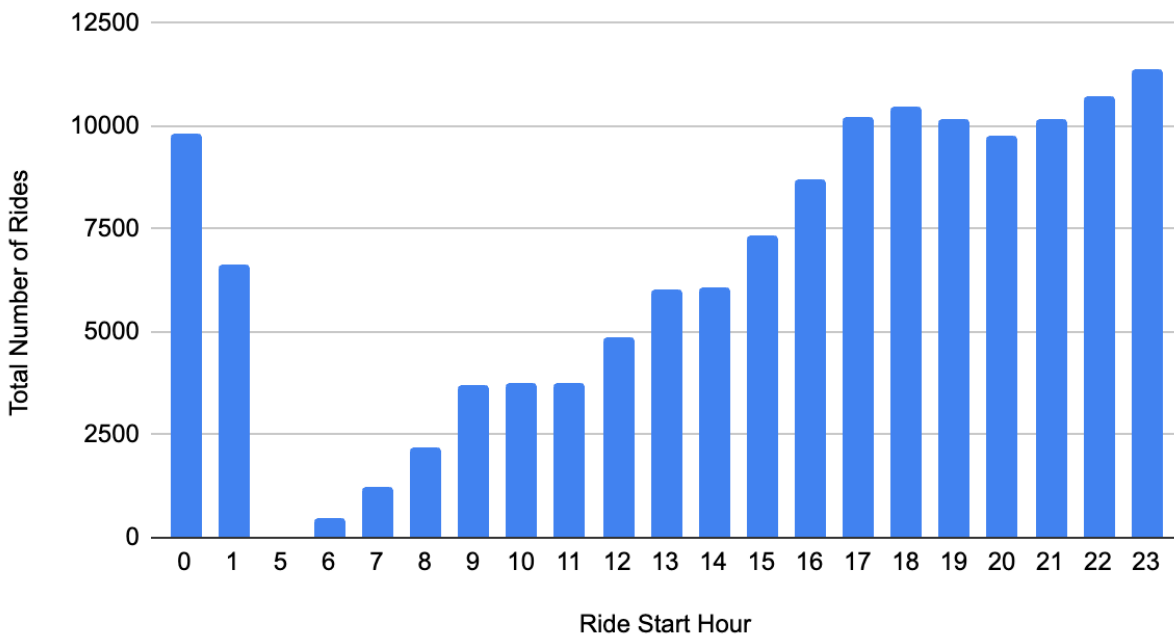
8. Trip profile by month, day of week, time of day (total trips, trips per vehicle)



% of Total Rides vs. Ride Start Hour



Total Number of Rides vs. Ride Start Hour

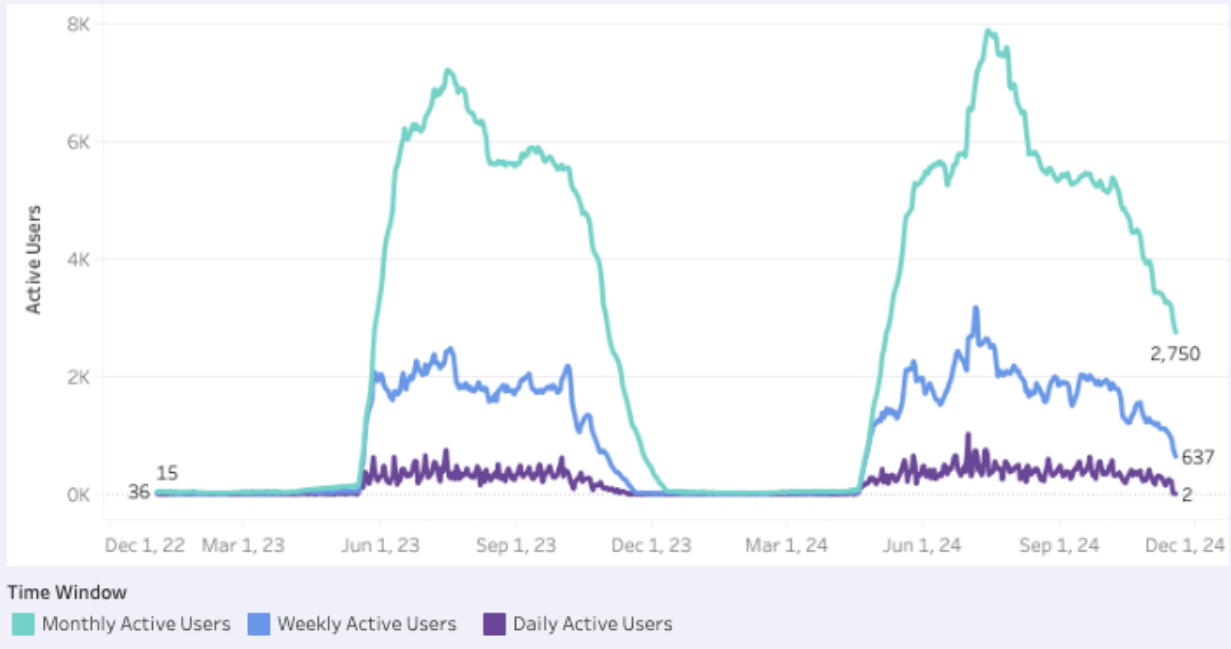




Riderbase Metrics

Daily, Weekly, and Monthly Active Riders

How many riders are currently active in a market? How many have been active in the last day, week, or month?



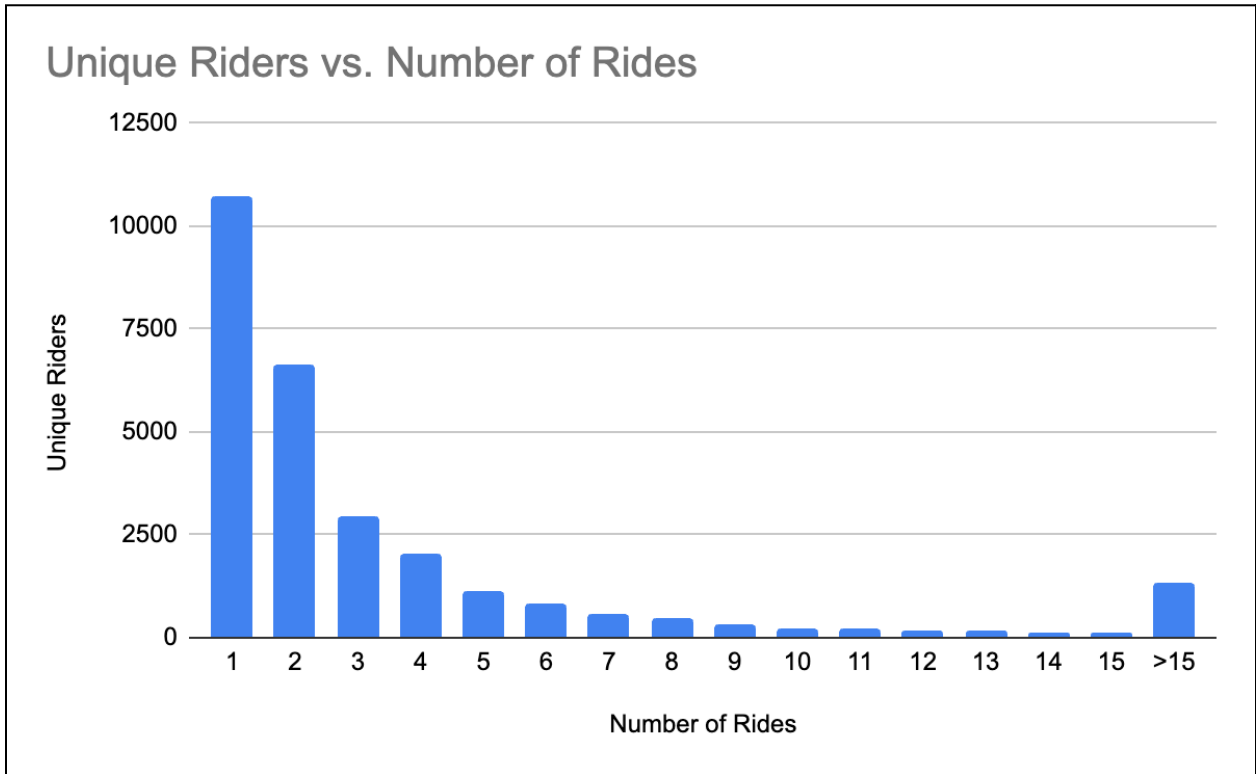
Monthly, Weekly and Daily Active Users in 2023 & 2024

9. Number of Unique riders for the reporting period

- 27,856 for the period from April 15th to Nov 15th, 2024.

10. Number of trips per rider (average and distribution)

- Average number of trips per rider: 4.71



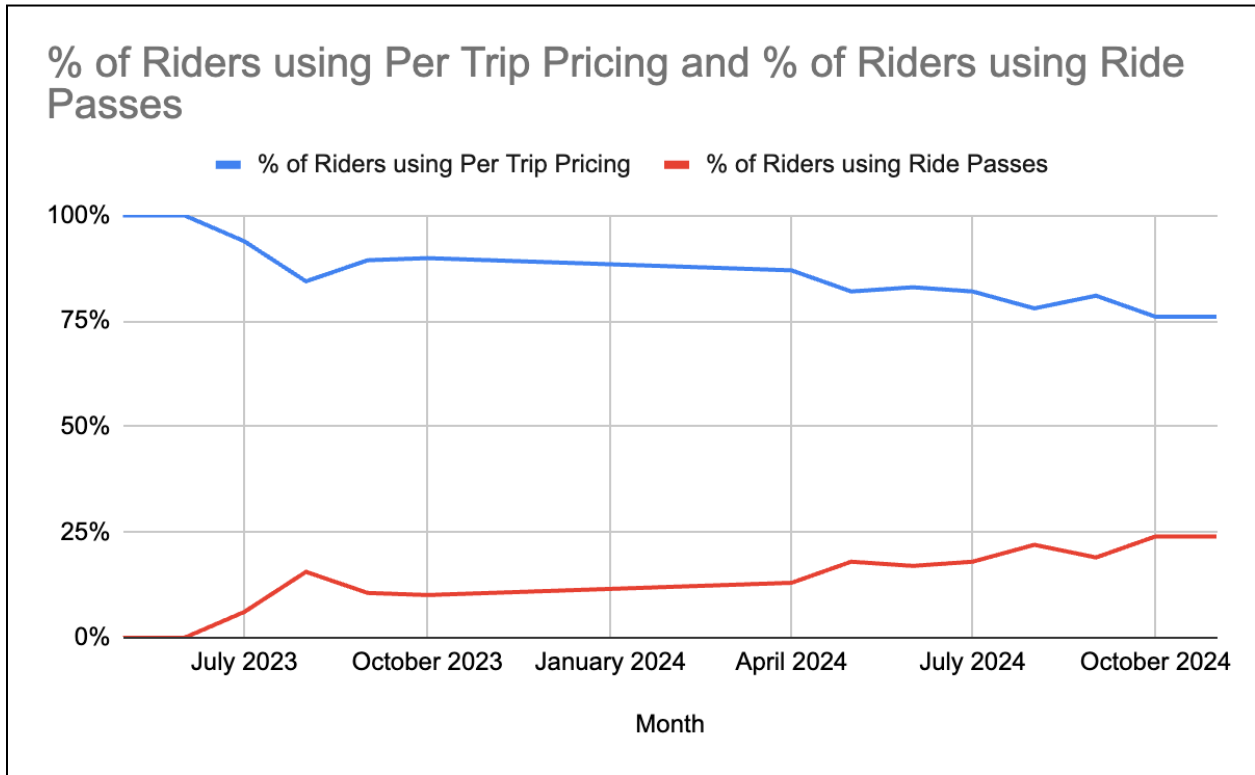
The above graph outlines the total number of rides taken per active user throughout the 2024 season. On the horizontal axis, we have the number of unique riders who each took the same number of rides & on the vertical axis, we outline the total number of rides these individuals took.

11 + 12. Number of riders using monthly passes vs riders who paid on a per-trip basis

Month	% of Riders using Per Trip Pricing	% of Riders using Ride Passes
April	87%	13%
May	82%	18%
June	83%	17%
July	82%	18%
August	78%	22%
September	81%	19%
October	76%	24%



November	76%	24%
Total	81%	19%



In 2024 Bird Canada passed on savings to riders by lowering the prices of their ride passes as a direct result of the City of Ottawa eliminating the per-ride fee from operators. As evidenced by the above the number of rides on ride passes (products geared towards power riders) in 2024 vs 2023. The ride pass price reduction was one of the main drivers of ride growth year over year from 2023. The price reductions are illustrated below.

Pass Option	2023 Price	2024 Price	% Discount Vs Regular Per Min Pricing
30 Minutes of Riding Time Valid for 24 Hours	Not Offered	\$8.99	39%
60 Minutes of Riding Time Valid for 72 Hours	\$14.99	\$12.99	55%

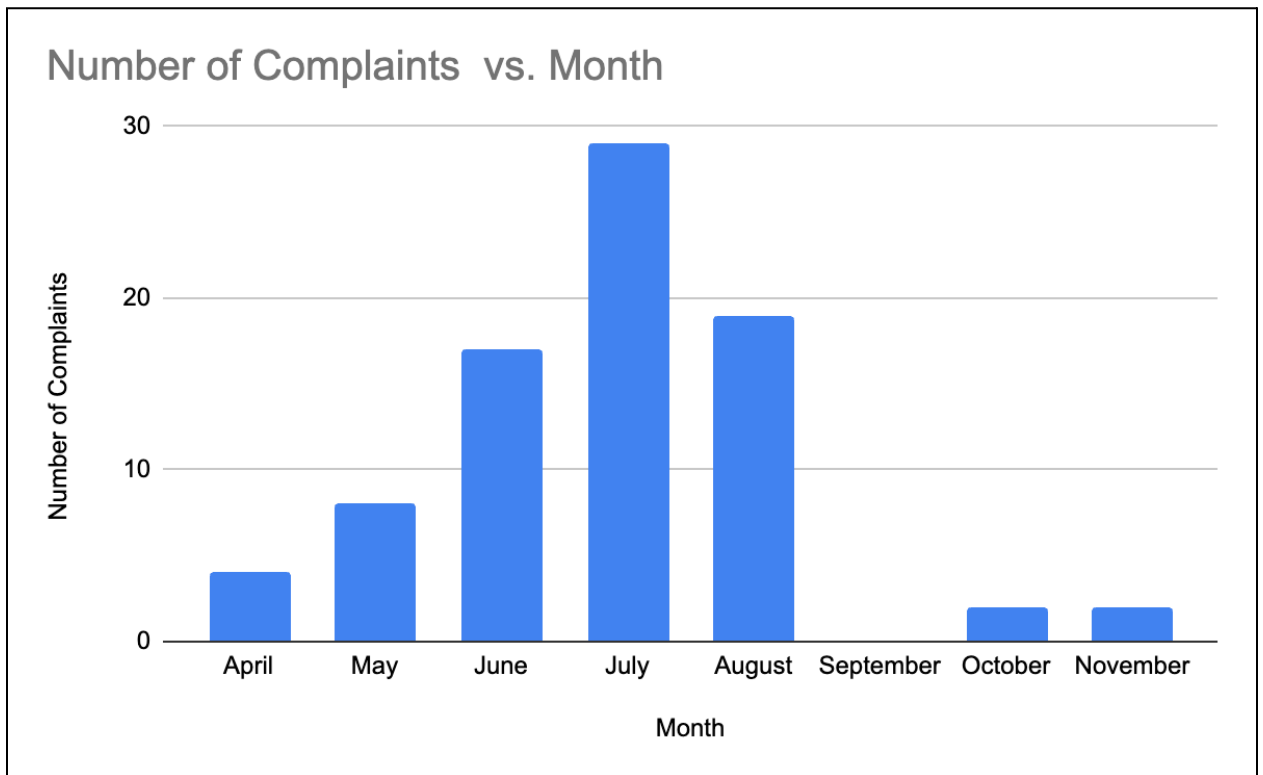


Monthly Commuter Pass (Free Unlocks & First 5 Mins Free) Valid for 30 Days	Not Offered	\$5.99	N/a
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13. Reported comments, complaints, and injuries

The below reported data on complaints & comments was collected by adding up all the messages we received to our 3-11 email address (311_ottawa@birdcanada.co) and comments or complaints that came directly from the City of Ottawa. We have categorized them based on what each comment or complaint was specifically about, as the majority of complaints we received are in reference to poor parking behaviour. All other complaints were categorized as “Other”.

- **Poor Parking: 72**
- **Sidewalk Riding: 3**
- **Vehicle Damage & Malfunction: 3**
- **E-Scooter Rider Issues: 1**
- **Other: 0**





14. Number of Reported Injuries

- 7 minor safety incidents were reported to Bird Canada in 2024. To the best of Bird Canada's knowledge, none of the injuries reported in 2024 resulted in a Hospital visit or serious injury by a rider.

15. Daily average response time to address mis-parked e-scooters

- Bird Canada is happy to report that for the majority of mis-parked scooter complaints, the average response time to mis-parked e-scooters was under the 30-minute required service level for the duration of the operating season.
- Examples:

[311 Ottawa] Misparked e-scooter ZDY External Inbox x

Stevens, Sparrow
Good afternoon There is a misparked escooter at 63 St. Andrew Street. Please remove ZDY from sidewalk. Thanks, Sparrow ' This e-mail originates from the City of

Thu, Jul 18, 12:23 PM

'Muhammed Jobe' via Bird Canada Ottawa Operations
Hi Sparrow, A driver is dispatched and the vehicle will be attended to shortly. Thank you, Muhammed Jobe. To view this discussion on the web visit <https://groups>

Thu, Jul 18, 12:25 PM

'Muhammed Jobe' via Bird Canada Ottawa Operations <311_ottawa@birdcanada.co>
to Sparrow, Bird, Escooter, Pat

Jul 18, 2024, 12:46 PM

Hi all,

The vehicle has been attended to and relocated.

Please see attached photos.

Thank you.
Muhammed Jobe.

[311 Ottawa] Misparked E-scooter UXT External Inbox x

Stevens, Sparrow
Good afternoon There is a mispakred escooter on the road at 314 Elgin Street. Please relocate UXT to designated parking spot. Sparrow ' This e-mail originates f

Fri, Aug 9, 3:00 PM

'Muhammed Jobe' via Bird Canada Ottawa Operations
Good afternoon Sparrow, The vehicle will be relocated shortly. A driver is dispatched. Best, Muhammed Jobe. To view this discussion on the web visit <https://grou>

Fri, Aug 9, 3:02 PM

'Muhammed Jobe' via Bird Canada Ottawa Operations <311_ottawa@birdcanada.co>
to Sparrow, Bird, Pat, Escooter

Fri, Aug 9, 3:18 PM

Hi Sparrow,

The vehicle has been relocated.

Please see attached.

Thank you,
Muhammed Jobe.



16. Number of fines and/or suspensions issued

- Warnings: 168
- Fines: 0
- Suspensions (Account Bans): 5

17. Incidents of theft and vandalism

During the 2024 riding season, there were 24 incidents of theft or vandalism. Compared to last year incidents of theft and vandalism were relatively flat. However, in 2024 Bird Canada operated for a significantly longer period & had more vehicles available in 2023. So as a percentage of total available vehicles & total available vehicles days incidents of theft were significantly down vs 2023 and 2022.

For the majority of these incidents, we believe this is due to a few bad actors who are responsible for the majority of these incidents. We are actively working with the City of Ottawa Police to retrieve the stolen scooters & identify these bad actors.

18. Education and outreach activities completed

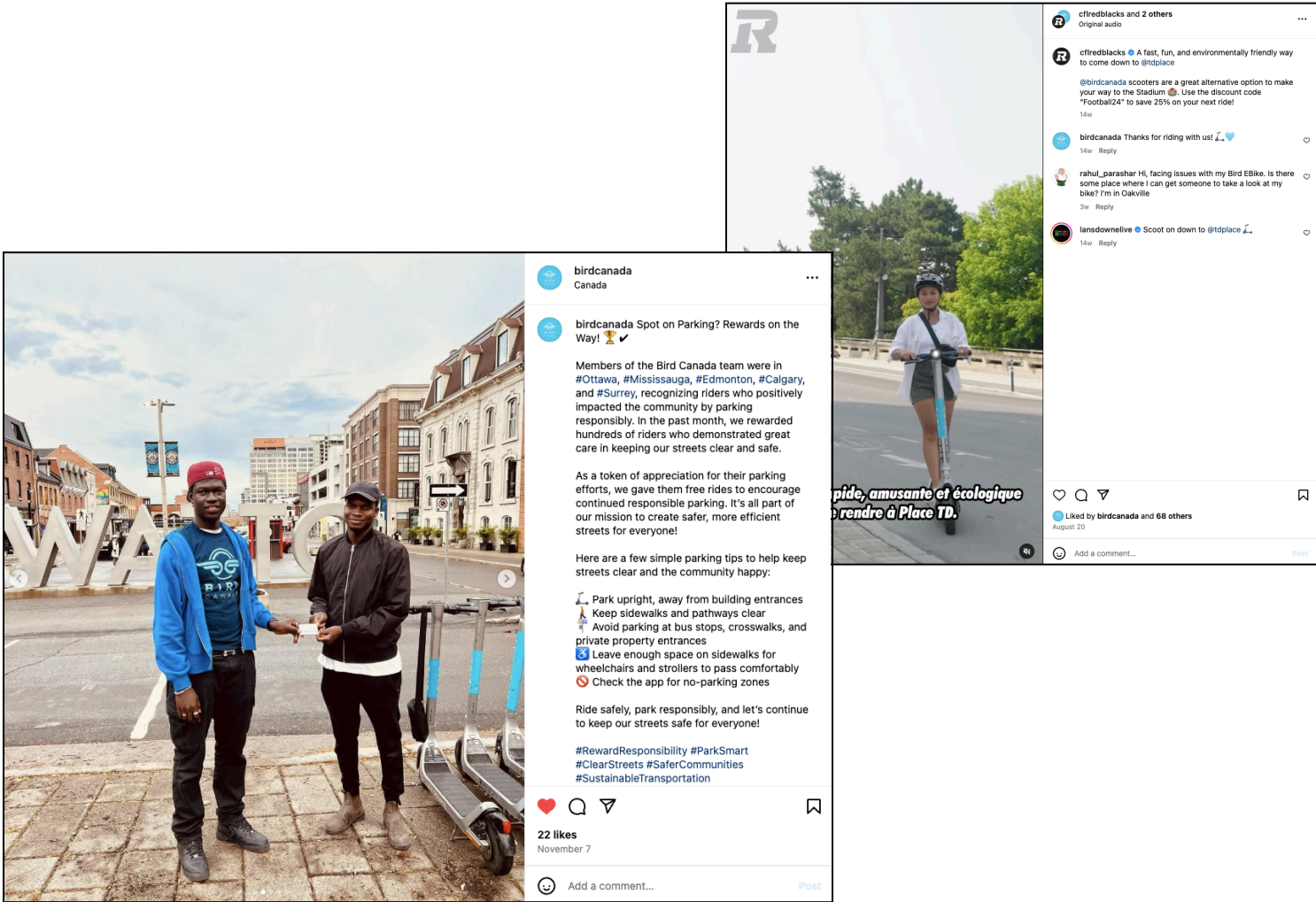
Education and outreach activities have encompassed the following:

Bird Canada Safe Street Team patrols

Bird Canada has uniformed staff out patrolling key areas of the City on foot. This team speaks to members of the public and educates them on local rules (no sidewalk riding, designated city-installed parking and virtual in-app parking locations etc.) in addition to addressing issues in real-time, such as a misparked e-scooter from any e-scooter company. The Team is out daily from 10 am to 11 pm in the Byward Market area, Eglin Street, Bank Street, Rideau St, Lansdowne, UOttawa, Carleton University, Centertown, etc. We estimate our Safe Street team had anywhere between 3,000 to 3,500 interactions/conversations with local residents and riders in order to help educate them on Ottawa's local riding rules.

Using the unique "license plate" # on each e-scooter, the Street Team issued warnings and account deactivations/bans to riders for sidewalk riding and other egregious behaviour.

Bird Canada also established 311_ottawa@birdcanada.co: when emailed, it forwards directly to our on-street local operations team. This is in addition to our toll-free phone # and in-app reporting via our "Community Mode" for riders and non-riders & our on-vehicle sticker QR code reporting feature.



Bird Canada Held "Safe Streets" Public Education Events

Bird Canada hosted 13 safety events throughout the 2024 riding season. Working with our community partners Carleton University, UOttawa, The Ottawa Police, and OSEG to co-host the events. Through these events, Bird Canada interacted with over 1,50 residents of Ottawa teaching them safe riding techniques and distributed 1,000 free helmets.

The events are As Follows:

- Lansdowne & OSEG Safety Events
 - June 30th, July 1st, August 24th, Sept 21st & Oct 25



- Bird Canada x Ottawa Police Safety Blitz in Byward Market
 - July 23rd
- ITE NCS E-Scooter Tour
 - July 12th
- CCTV Demo & Safety Blitz
 - April 29th
- In The Loop E-Scooter Workshop
 - Sept 13th
- Centertowne Safety Events
 - June 16th & August 11th
- Carleton Safety Event
 - Sept 6th
- uOttawa Safety Event
 - Sept 20th



birdcanada Bird Canada x Ottawa Police E-Scooter Safety Enforcement Day! 🇨🇦🇵🇨

The Bird Canada team had a great time hosting a booth in Ottawa in collaboration with the @OttawaPolice for a special enforcement day to promote E-Scooter safety in the City! 🇨🇦🇵🇨

It led to productive discussions with many residents and visitors in the @cityofottawa about local rules, fostering a safe and enjoyable riding environment.

Here's what to remember:

- ✔ Riders must be 16 years or older.
- ✔ Max speed is 20 km/h or 12 km/h in designated 'slow zones'.
- ✔ Shared e-scooters can be used daily from 5 am to 1 am.
- ✔ Riders under 18 must wear a helmet. Ottawa Public Health strongly recommends all users wear a helmet to reduce the risk of injury.
- ✔ Each scooter is allowed a single rider at a time.
- ✔ Sidewalk riding is prohibited.
- ✔ Be sure to read all of the rules within the app before you begin your ride.

Thank you, @cityofottawa, for making safety a priority and for your continued support! Let's keep riding responsibly! 🇨🇦🇵🇨

#RideSafely #EScooterSafety #CommunityFirst

Edited · 41m





Bird Canada
@BirdRideCanada

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It led to productive discussions with many people in @OttawaCity about local rules, fostering a safe and enjoyable riding environment.

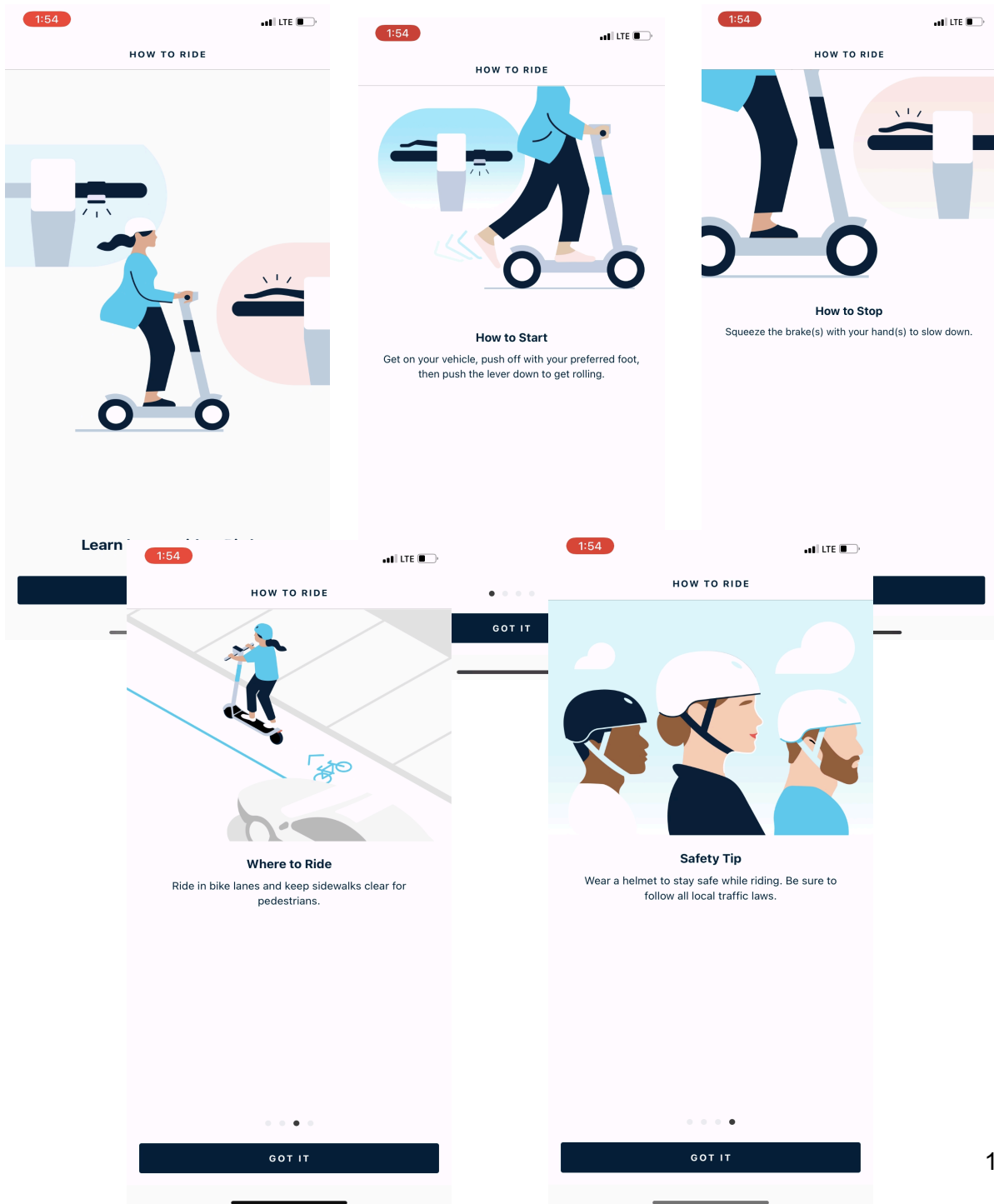


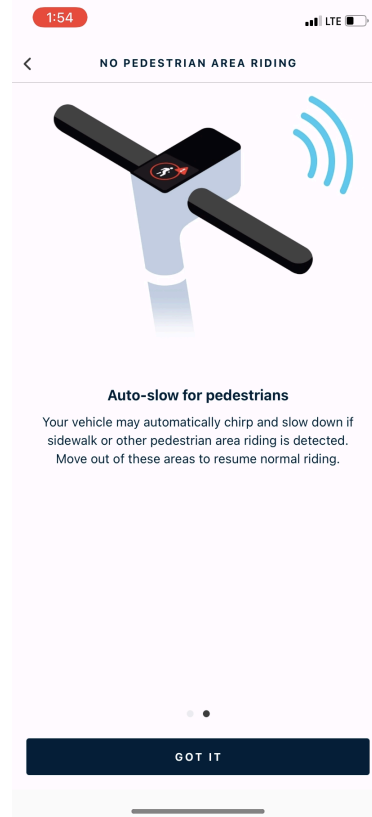
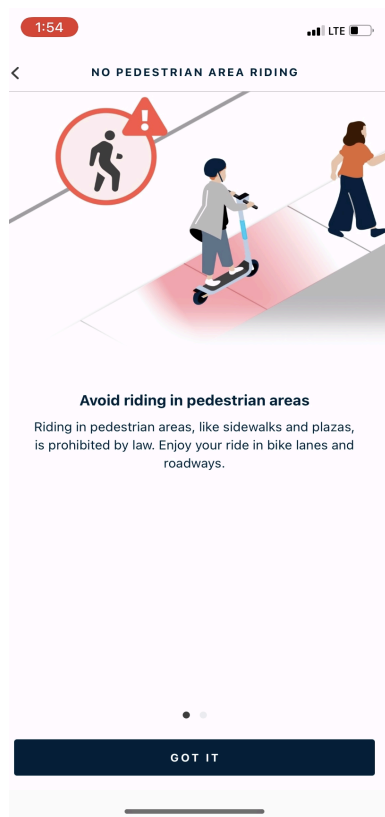
11:05 AM · Jul 24, 2024 from Ottawa, Ontario · 895 Views



Bird Canada On-Going In-App Education

Bird Canada used an in-app tutorial + reminder pop-up in-app messaging / push notifications, email, etc. to educate riders in Ottawa throughout the e-scooter season. Every rider in Ottawa goes through the same pre-ride education process meaning all 25,859 unique riders in Ottawa received this education this season. See examples below.





19. GHG Reporting

Bird Canada takes its environmental responsibility seriously in Ottawa:

- Since 2019, Bird Canada has prevented over 363 Metric tons of CO₂ in Ottawa by replacing car trips with e-scooter rides. In 2024 Bird Canada prevented 68 Metric tons of CO₂ in Ottawa through the usage of our e-scooter trips.
 - *Most cities report that [45 percent](#) of the time someone taking an electric scooter would have taken a vehicle. Using this assumption we can calculate the emissions prevented by extrapolating the average distance of a Bird e-scooter trip in Ottawa vs the average automobile emissions a trip of that length would admit. Doing so allows us to estimate the CO₂ emissions prevented by operating our e-scooter-sharing system.*
- Bird Canada e-scooters produce zero emissions which can help the City of Ottawa reduce its GHG emissions by 2050.



- Bird Canada has recycled 100% of our end-of-life batteries locally within Canada and 100% of our end-of-life spare parts in Ottawa.
- Bird Canada's warehouse re-uses all available e-scooter parts for repairs and general maintenance.

20. Economic Impact

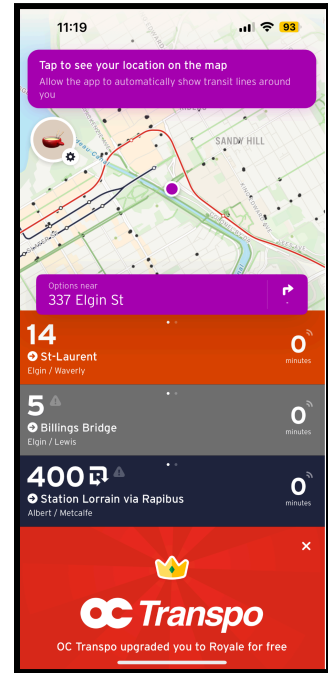
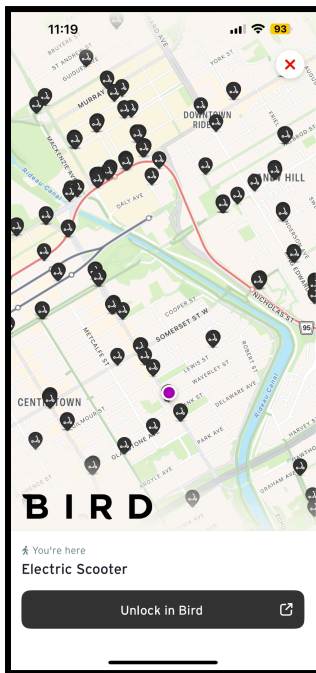
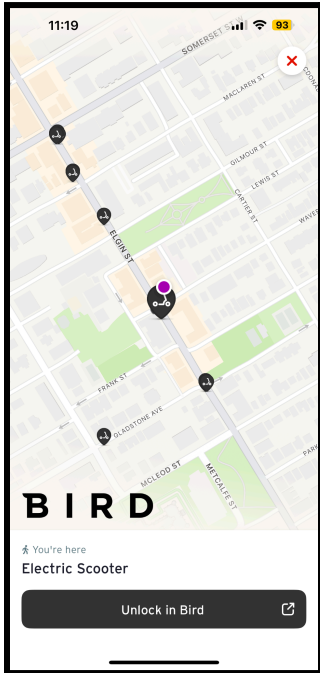
Of the 731 Ottawa resident respondents to the Bird Canada National rider survey 71% of them responded saying that they purchased a local storefront on their last ride with Bird Canada. The average purchase price was reported as \$32.87 from these riders. Extrapolating this ratio & average purchase price out to the total number of rides in Ottawa during this would mean Bird Canada has contributed \$3,059,945 to the local Ottawa economy beyond the jobs & ride revenue generated directly by the service.

Additionally, in 2024 Bird Canada created over 40 local jobs for students & residents of Ottawa during the riding season.

21. Data evaluating any innovations piloted during the season

In 2024, Bird Canada successfully piloted an extension of e-scooter operating hours in Ottawa, extending availability until 1 am. This extension proved to be a resounding success, with 26,517 rides—approximately 20% of all rides—occurring during the extended hours. During this period, only one safety incident was reported, which took place at 11:15 pm, just 15 minutes after the previous operating end time. Fortunately, the incident did not result in any serious injuries. This equates to an incident rate of 0.000003% for rides taken after 11 pm, which is significantly lower than the overall program incident rate of 0.00005%, highlighting the success and safety of the extended hours initiative.

Additionally, in 2024 Bird Canada integrated its MDS feed with the Transit App in Ottawa making Bird vehicles visible within the Transit App for riders. This resulted in 64% of all trips beginning & 55% of all trips ending within 100 feet of an Ottawa Transit Station. This is a 12% increase in ride starts and a 6% increase in ride ends as a percentage of total trips within a 100-meter radius of a Ottawa Transit Station vs 2023 highlighting the effectiveness of the integration supporting first & last-mile transportation in Ottawa.



22. Any additional data that the City may request from time to time to assess the pilot programs

Bird Canada's sidewalk geofencing technology in Ottawa is designed to enhance pedestrian safety by detecting and discouraging scooter riding on sidewalks.

In 2024, Bird Canada had reporting on major streets, including Bank St, Elgin St, and Queen St, to monitor and refine this system. These report audits revealed that 8% of all rides on these streets "hit" a sidewalk geofence, meaning the geofence was triggered due to riding behaviour that entered prohibited sidewalk zones. Over the year, the percentage of rides hitting these geofences decreased (11% at start of season to 5.9% at the season end), demonstrating the effectiveness of the technology in encouraging safe riding behaviour and promoting compliance with city regulations.

23. Ottawa Rider Survey Results

- Do you Identify As Disabled
 - No - 91%
 - Yes - 6%
 - Prefer Not to Say - 3%
- What do you use e-scooters and/or e-bikes mostly for? (check all that apply)
 - Commuting (to work or school) - 35%



- Leisure, entertainment and recreation (restaurants, cafes, events, shopping) - 80%
 - Getting to appointments and running errands - 29%
 - Connecting to public transport(bus, train, etc.) - 43%
- How often do you see misparked Bird Canada e-scooters and/or e-bikes?
 - Often - 8%
 - Sometimes - 37%
 - Rarely - 33%
 - Never - 22%
- For your most recent trip, if Bird was not available, what other mode of transportation would you have used instead?
 - I wouldn't have made the trip - 14%
 - Rideshare (ie. Uber/Lyft/Taxi) - 22%
 - Personal car or Motorbike - 37%
 - Public Transit - 16%
 - E-scooter or e-bike from another rental company - 11%
- What do you appreciate most about Bird e-scooters and/or e-bikes in your area? (Check all that apply)
 - Great alternative to public transport - 56%
 - Sustainable and Environmentally-friendly option - 42%
 - An easier way to explore a town or city - 56%
 - A faster way to get around and extend my range - 57%
 - More Fun/Enjoyment - 69%
- What overall impact do you think Bird has had in your city?
 - 5 - Extremely Positive - 37%
 - 4 - 34%
 - 3 - Somewhat Positive - 24%
 - 2 - 4%
 - 1 - Negative Impact - 2%

Survey Rider Quotes!

- *“Bird Canada makes my daily commute a breeze! I can hop on a scooter and get to the bus station in no time. It’s fast, convenient, and way more fun than sitting in traffic.” – Ottawa Rider*
- *“As a Carleton student, Bird scooters are a lifesaver. They’re an affordable and quick way to get to class, especially on busy mornings when I’m running late!” – Carleton University Student*
- *“Bird Canada scooters are perfect for weekend rides. It’s such a fun and relaxing way to spend time outdoors with friends and see different parts of the city.” – Ottawa Resident*



- *“Getting to the bus stop has never been easier! I love how Bird scooters make short trips fast and stress-free. Plus, they’re super affordable.” – Ottawa Rider*
- *“I use Bird Canada scooters every day to get from campus to my part-time job. It’s quick, eco-friendly, and much cheaper than other transportation options.” – uOttawa Student*