



Bird Canada & the City of Ottawa 2023 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 between Nov 2nd through Nov 7th, 2023.

- **Gender:** 34% Female; 64% Male; 1% Non-Binary: 1% Prefer not to say (2023 Bird Canada survey)
- **Age:** Canadian Rider Age Distribution (2023 Bird Canada survey)

Age Group	Percentage of Riders
16-19	10.1%
20-29	32.5%
30-39	29.2%
40-54	22.9%
55+	5.3%

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

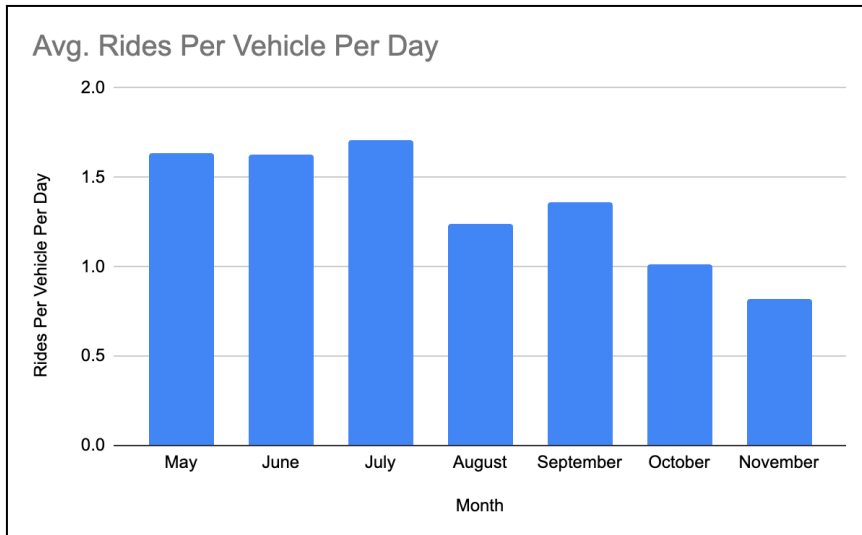
City	Rides Per Deployed Vehicle Day	Average Daily Deployed Vehicles
Ottawa	1.33	323

Reporting Period May 1st - Oct. 31st, 2023

Month	Average Daily Deployed Vehicles
May	133
June	332
July	364
August	437



September	435
October	346
November	87

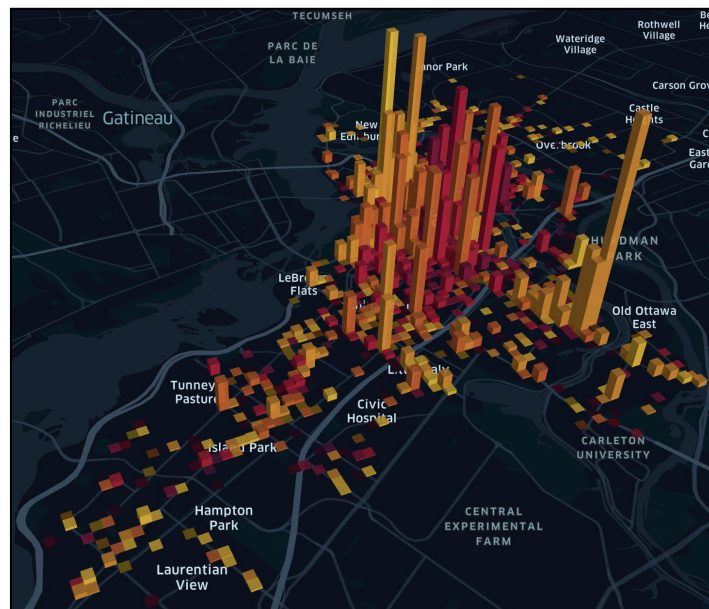


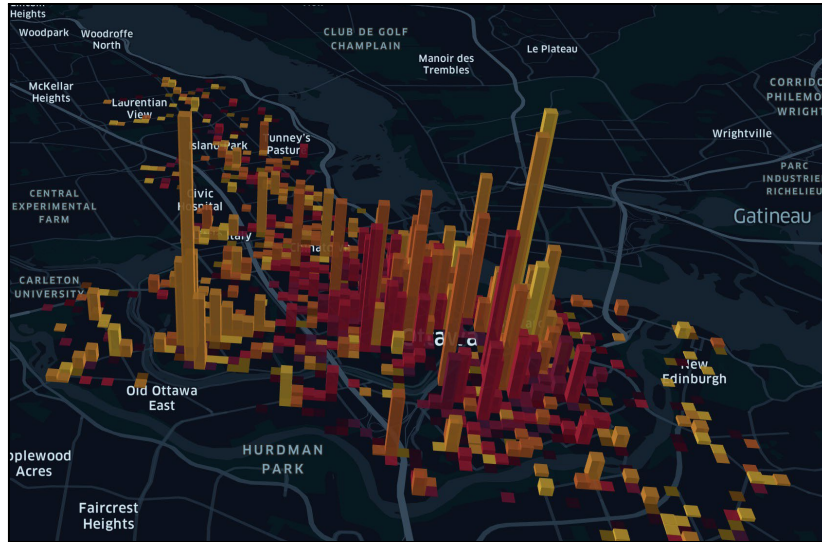
3. Trip origins and destinations by street segment/zone (to be specified by the City)

See data and visuals provided below.

Ride Starting Points:

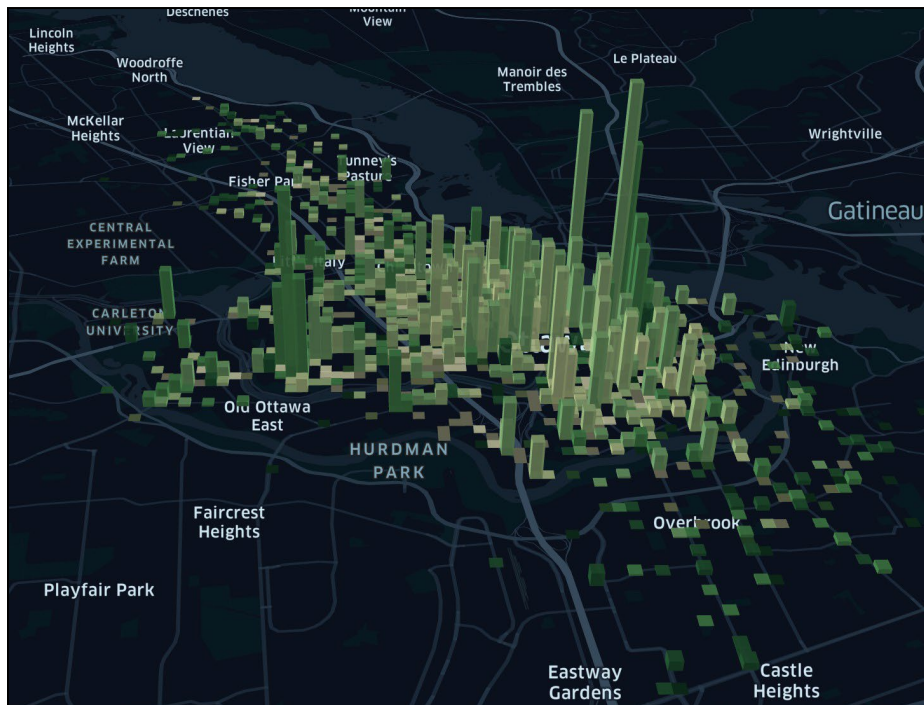
- The vast majority of Ottawa residents started their rides at: 1) Byward Market 2) Lansdowne 3) Elgin St 4) Centretown (Bank & Somerset) and 5) UOttawa
- Compared to 2022, there were more equal distributions of rides across Bank and Elgin neighbourhoods

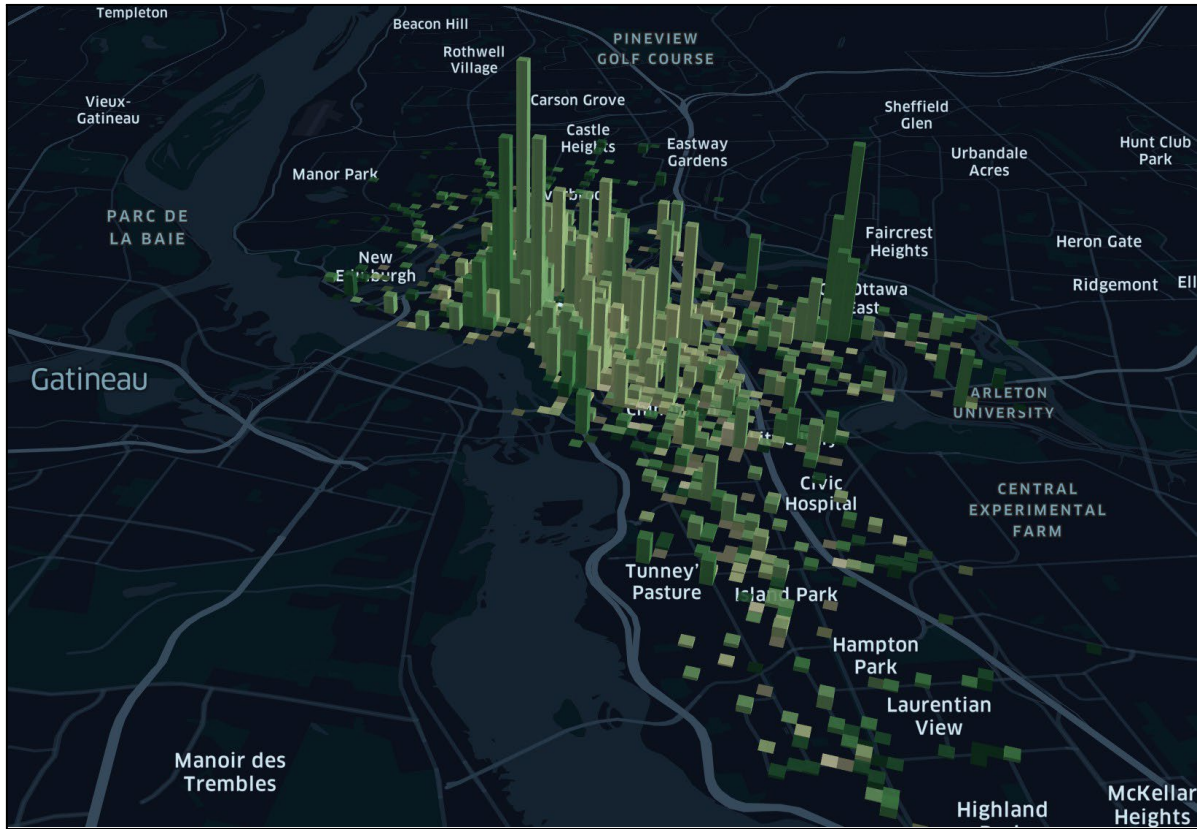




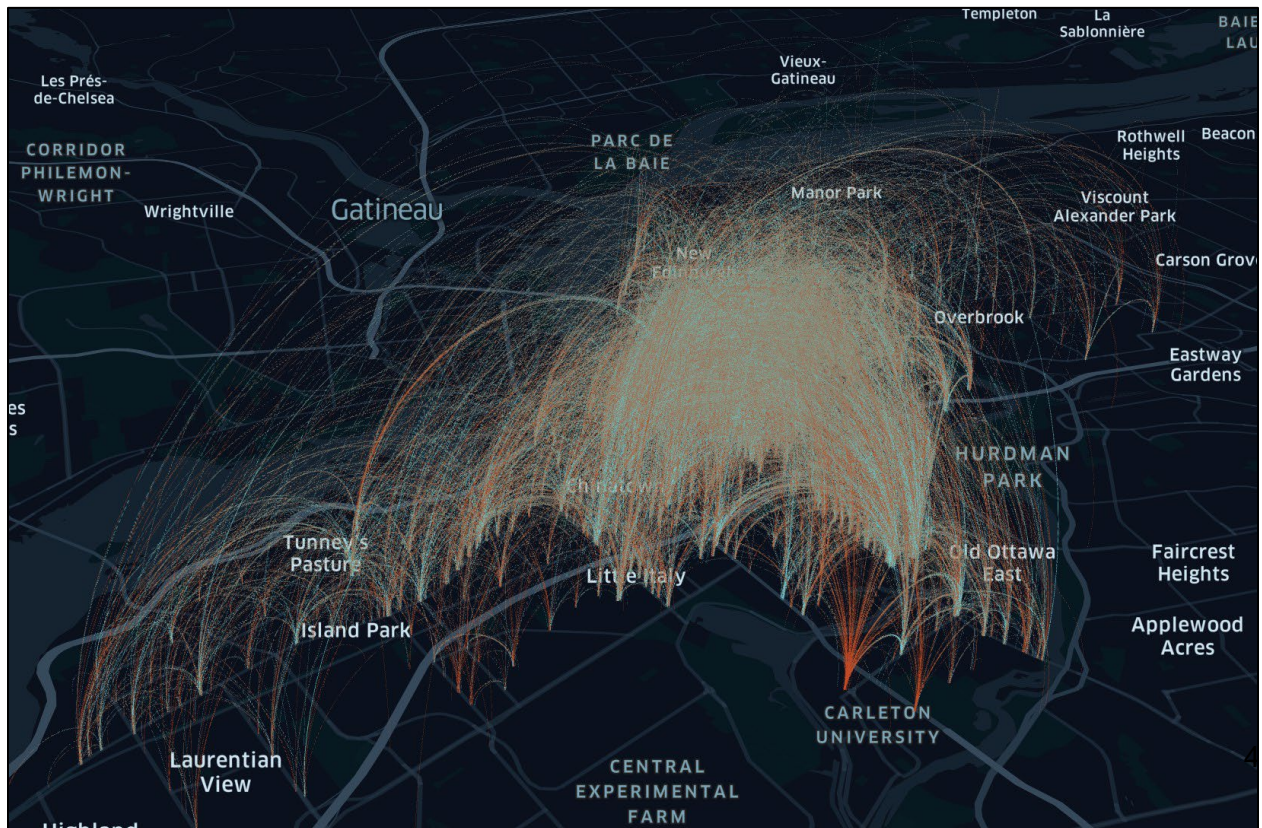
Ride Ending Points:

- The vast majority of Ottawa residents ended their rides at: 1) Byward Market 2) Lansdowne 3) Centretown (Bank & Somerset) 4) Elgin St





Aerial view of ride starts and ends. Ride Starts are in blue and Ride Ends are in red. Many rides start & end in Byward market but commence from all over the operating area.



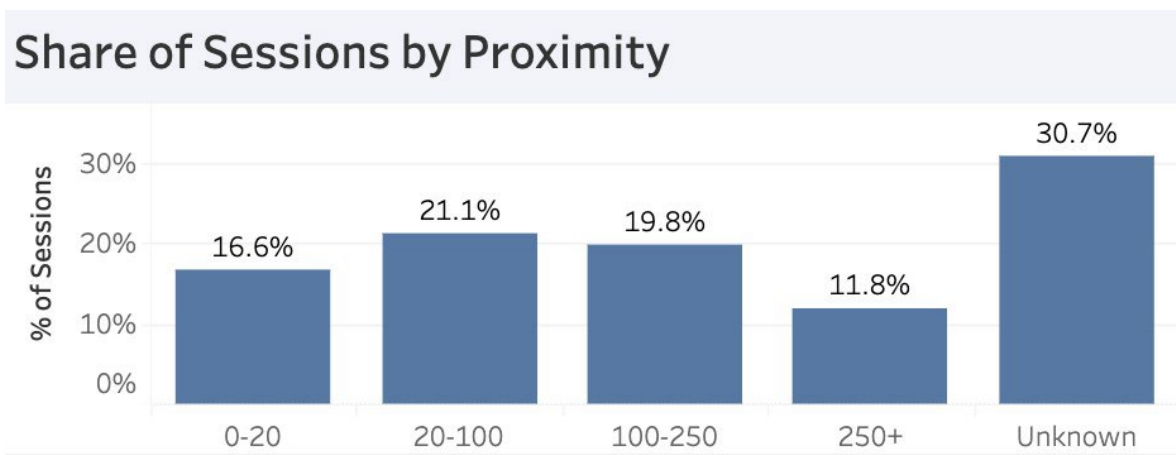


Ottawa Neighbourhood Metrics

Neighborhood	Rides	% of Total Rides	Avg. Zone Size (Km ²)
Ottawa - Centretown	34,780	41.33%	3.82
Ottawa - Byward Market	11,342	13.48%	1.37
Ottawa - Sandy Hill	10,156	12.07%	2.12
Ottawa - Glebe Dows Lake	7,388	8.78%	2.90
Ottawa - West Centretown	6,656	7.91%	2.05
Ottawa - Lansdowne Park	3,525	4.19%	0.24
Ottawa - University of Ottawa	3,094	4.68%	0.37
Ottawa - Hintonburg Mechanicsville	1,794	2.13%	1.98
Ottawa - Old Ottawa East	1,641	1.95%	1.97
Ottawa - Carleton Operating Map	1,306	1.55%	1.95
Ottawa - Lebreton Development	965	1.15%	0.84
Ottawa - Lowertown	304	0.36%	0.87

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

Provided in metres below



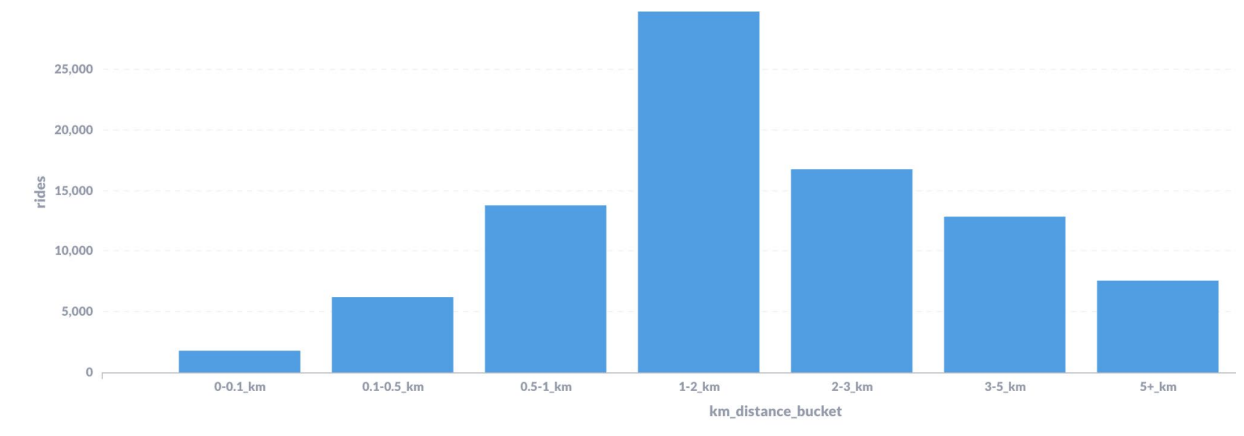
**X-axis outlines number of metres the rider was away from the closest Bird e-scooter when first opening the Bird app*

**Y-axis is the percentage of app opens or sessions*



6. Trip distance (average and distribution)

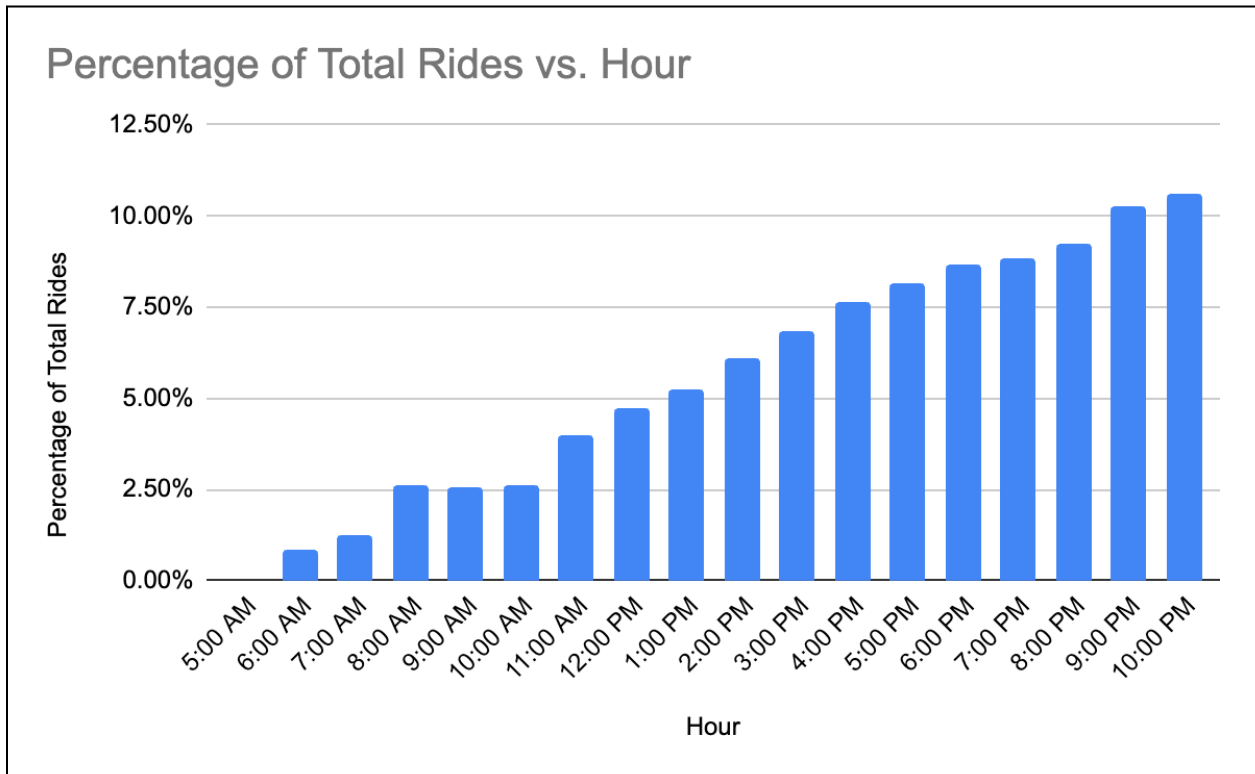
- Average ride distance: 2.3 KM
- Distribution of ride distance:

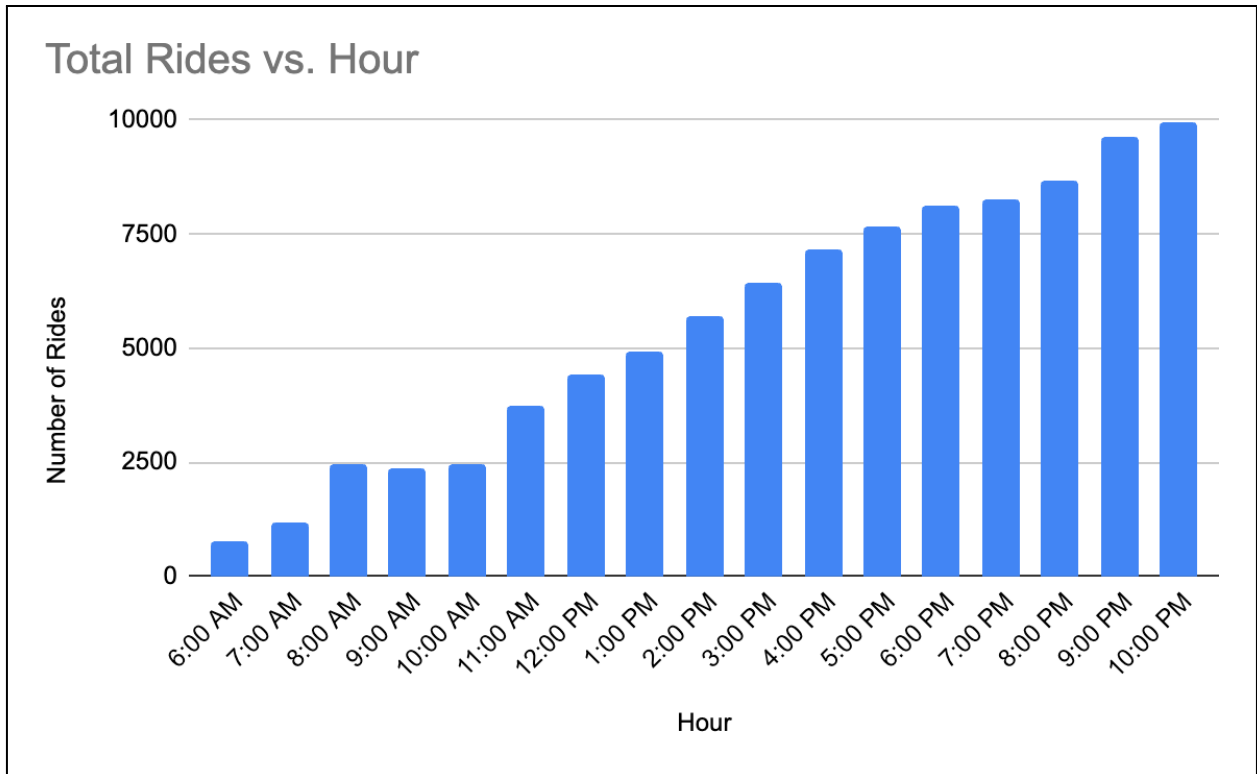


7. Total trips for the reporting period

- 89,908

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

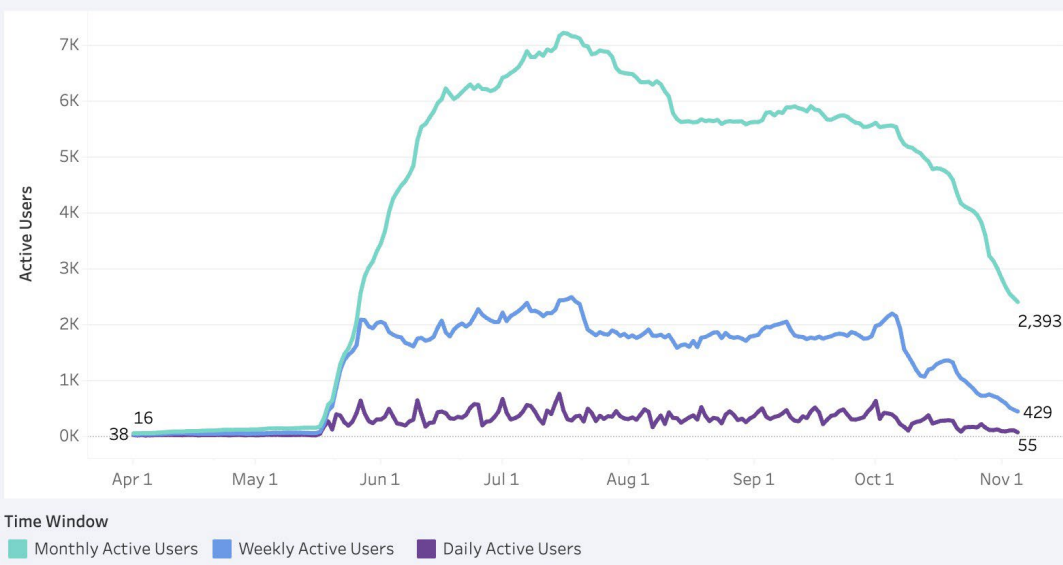




**The pilot operating hours in Lansdowne and Centretown, which became operational later in the year, were not taken into account. Therefore, including their ride starts totals within the new operating hours would result in an incomparable apples-to-apples comparison.*

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?



Green Line = Monthly Active Users

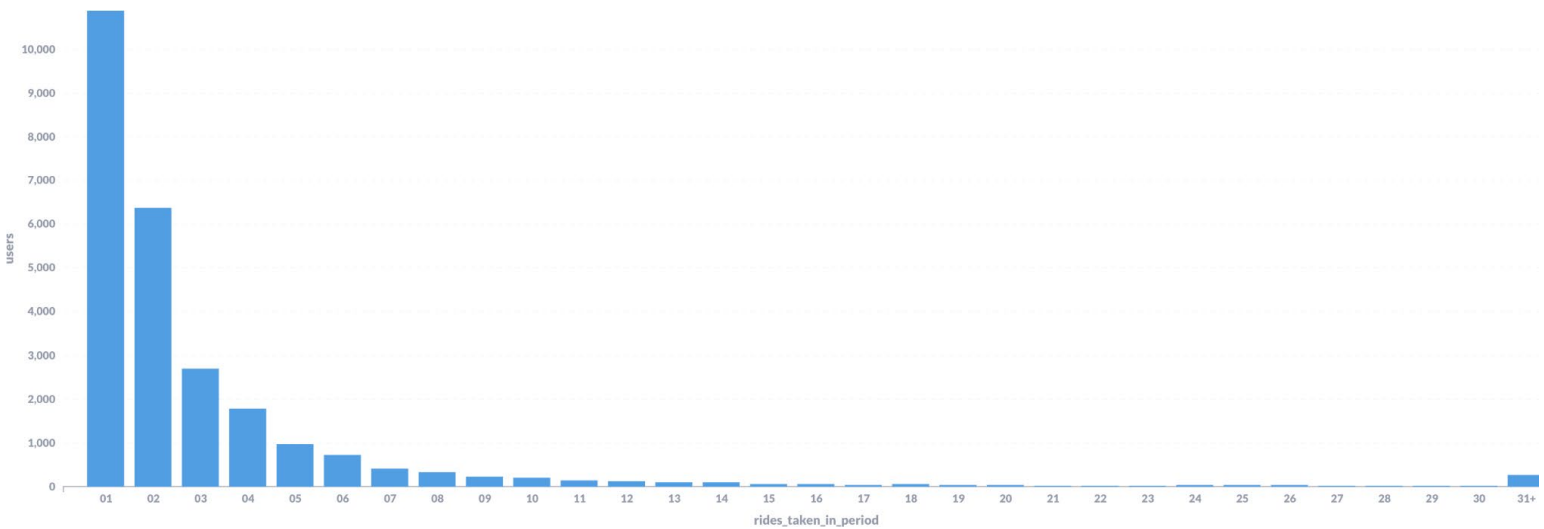


9. Number of Unique riders for the reporting period

- 25,859 for the period from May 15th to Nov 15th, 2023.

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

- Average number of trips per rider: 3.44



The above graph outlines the total number of rides taken per active user throughout the 2023 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.



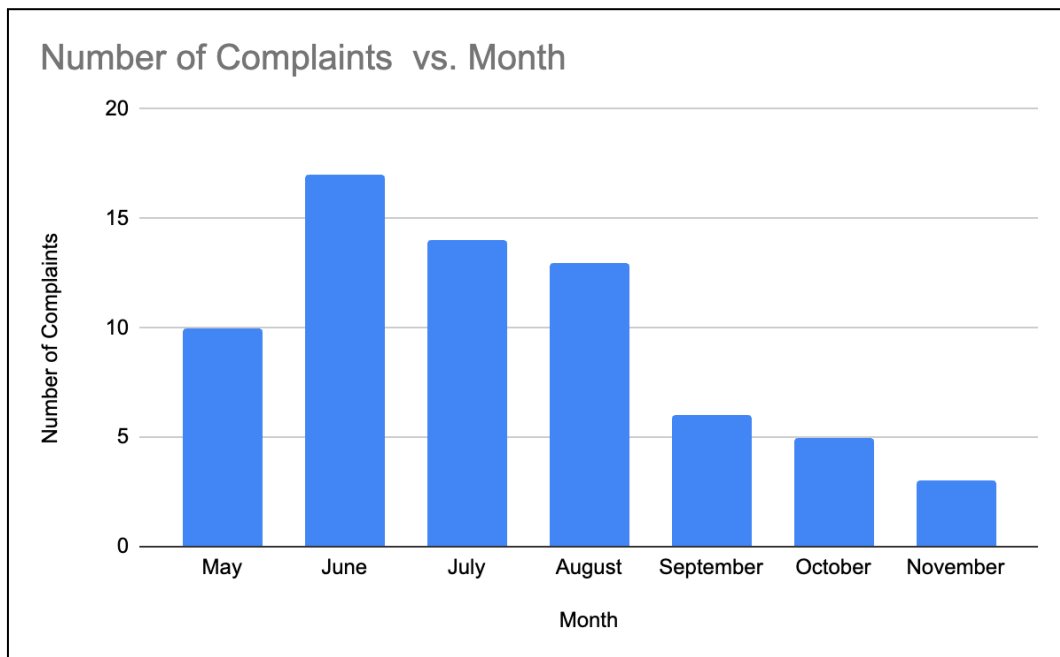
11 + 12. Number of riders using monthly passes vs riders who paid on a per trip basis

Month	% of Riders using Per Trip Pricing	% of Riders using Ride Passes
May	100%	0%
June	100%	0%
July	93.9%	6.1%
August	84.4%	15.6%
September	89.4%	10.6%
October	89.9%	10.1%
Total	91.5%	8.5%

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 & sidewalk riding. All other complaints were categorized as “Other”.

- **Poor Parking: 46**
- **Sidewalk Riding: 1**
- **Vehicle Damage & Malfunction: 7**
- **E-Scooter Rider Issues: 5**
- **Other: 9**





14. Number of Reported Injuries

- 7 minor Injuries were reported to Bird Canada in 2023. To the best of Bird Canada's knowledge none of the injuries reported in 2023 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.



16. Number of fines and/or suspensions issued

- **Fines:** 0
- **Suspensions (Account Bans):** 3

17. Incidents of theft and vandalism

During the 2023 riding season, there were 26 incidents of theft or vandalism. Compared to last year incidents of theft and vandalism were relatively flat. However, in 2023 Bird Canada operated for a significantly longer period & had more vehicles available in 2022. So as a percentage of total available vehicles & total available vehicles days incidents of theft were significantly down vs 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 2,000 to 2,500 interactions/conversations with local residents and riders in order to help educate them on Ottawa's local riding rules.

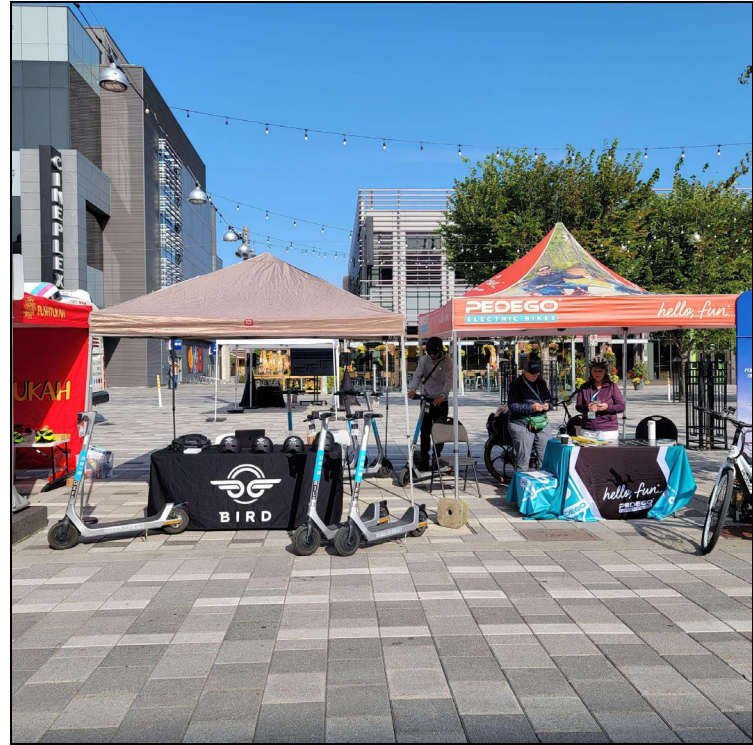
Using the unique "license plate" # on each e-scooter, the Street Team issued warnings and account deactivations/bans to riders for sidewalk riding and other egregious behaviour.

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.



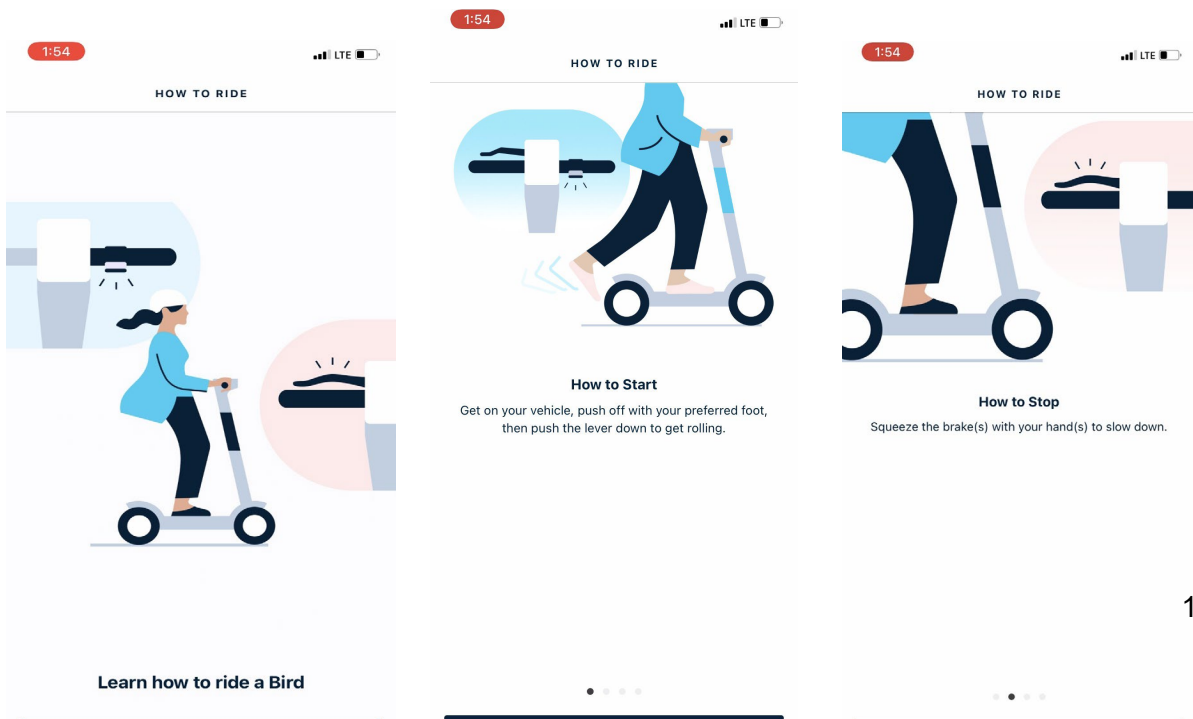
Bird Canada Held "Safe Streets" Public Education Events

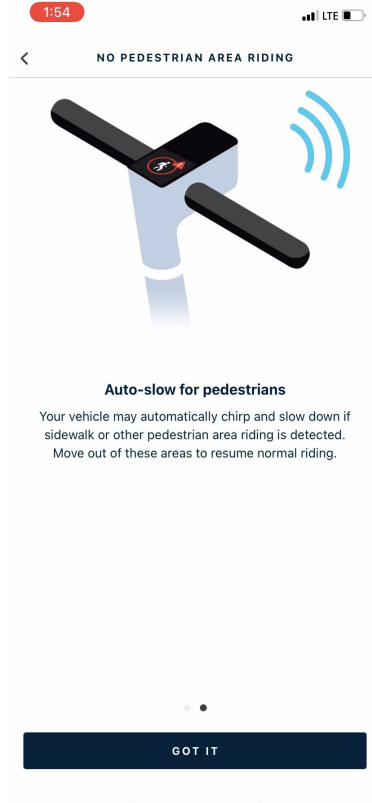
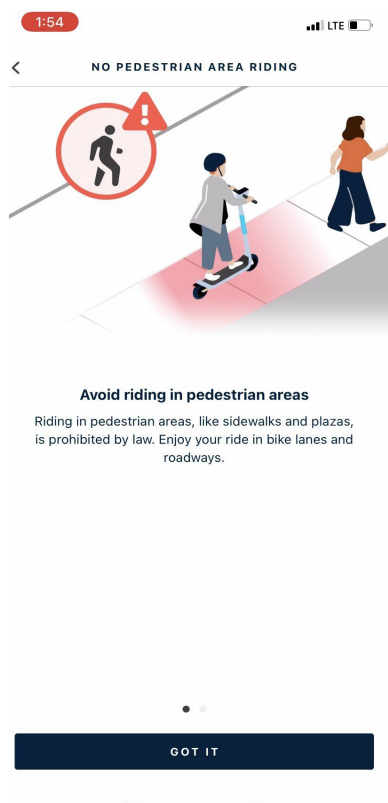
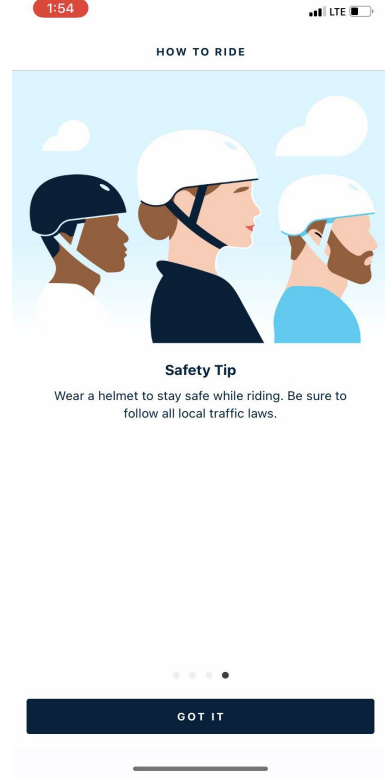
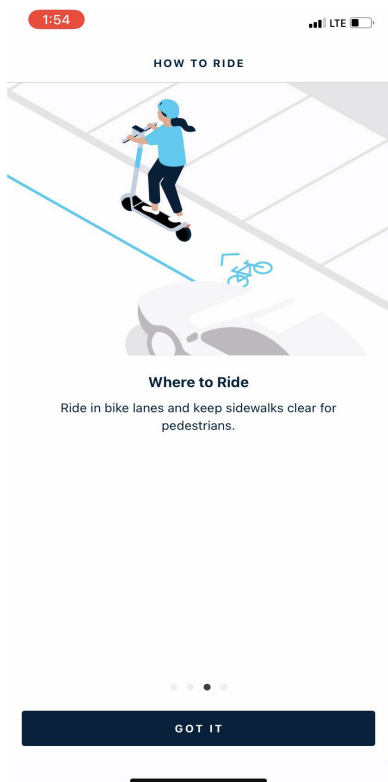
Bird Canada hosted three safety events throughout the 2023 riding season. Working with our community partners Carleton University, The Byward Market BIA, and The Smart Net Sustainability Coalition to co-host the events. Through these events, Bird Canada interacted with over 700 residents of Ottawa teaching them safe riding techniques and distributed 700 free helmets.



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 295 Metric tons of CO₂ in Ottawa by replacing car trips with e-scooter rides. In 2023 Bird Canada prevented 45 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. Data evaluating any innovations piloted during the season

In 2023, Bird Canada piloted an extension of operating hours in Lansdowne Park and a small section of Centretown. Bird Canada extended the operating hours until 12 AM in Lansdowne on Friday, September 1st, and in Centretown until 1 AM on Friday, September 8th.

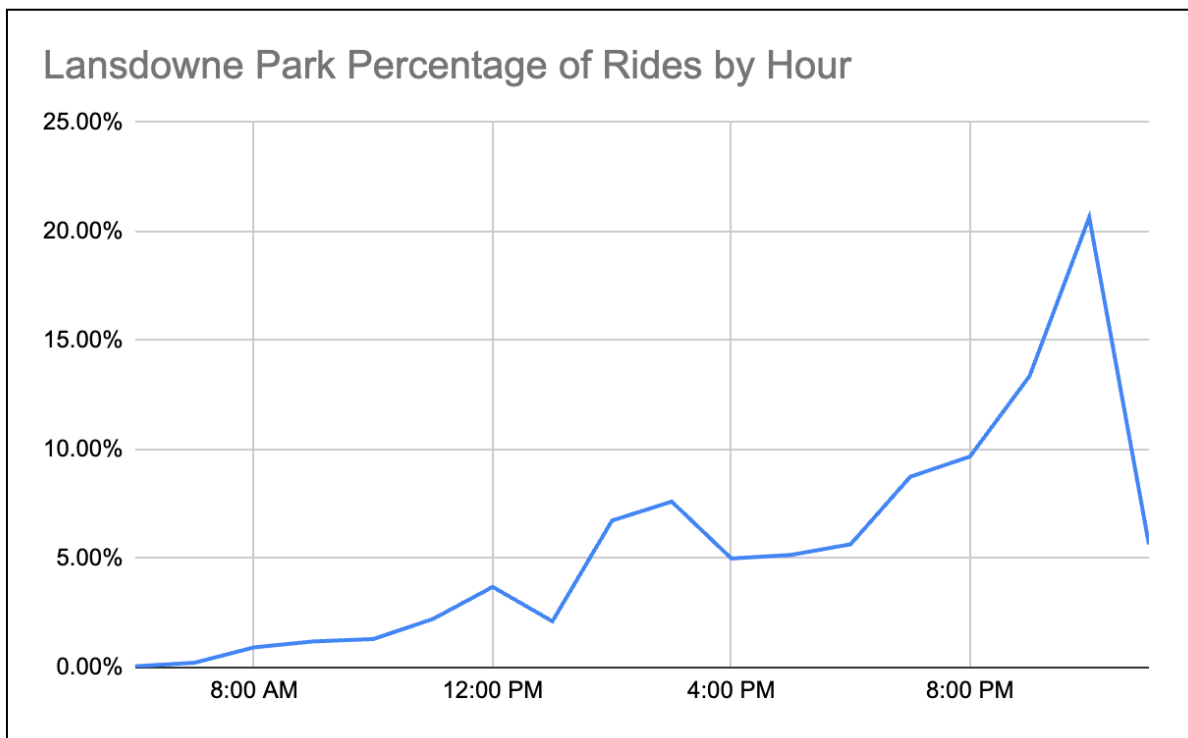
- In the Lansdowne pilot, 105 rides were started between 11 PM and 12 AM.
- In the Centretown pilot, 353 rides were started between 11 PM and 1 AM, and 10 rides were started between 5 AM and 6 AM.
- No safety incidents were reported during these time periods for either pilot.

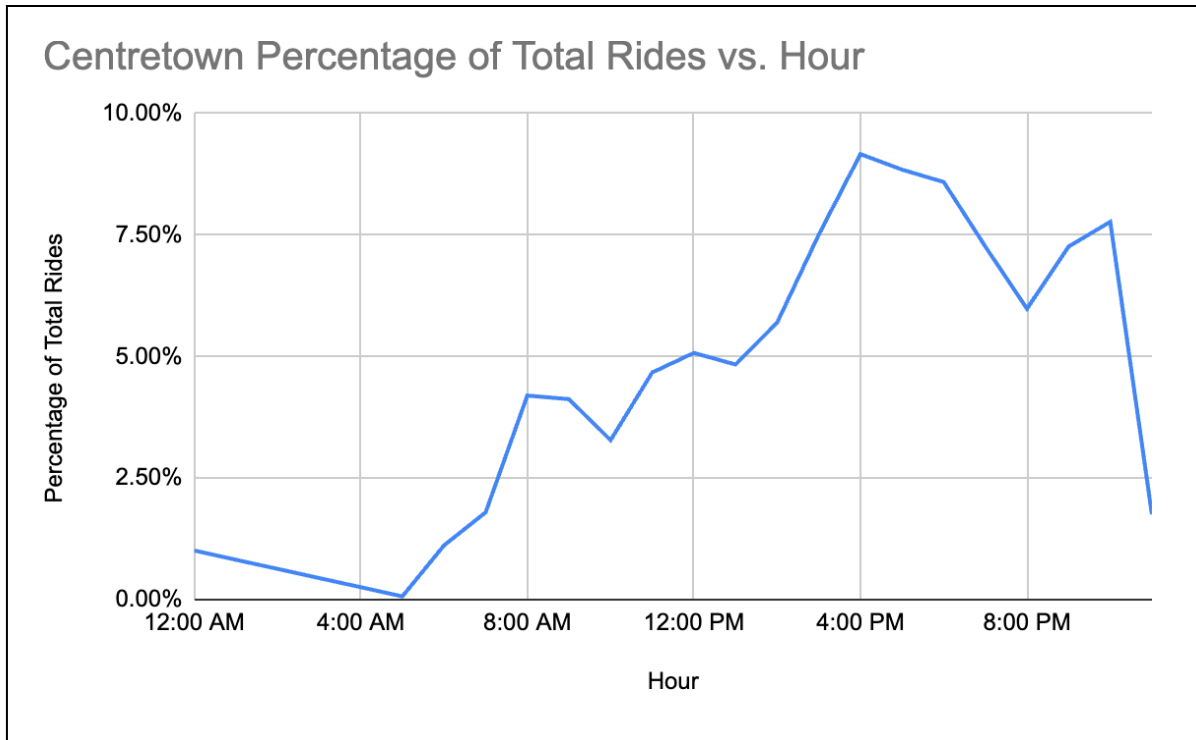
While a total of 468 rides may not seem like a large amount, it is important to remember that the majority of the operational zone continued to operate between 6 AM to 11 PM. Bird Canada focused the pilot communications on riders who were physically in the pilot zones during the pilot extension hours, as opposed to all riders to avoid confusion. Targeted in-app communications were sent only to riders that were in the expanded operating hours geofences



in Lansdowne and Centretown after 11 PM, informing them they could take rides later. It is very likely many riders were still unaware that they could take rides during the extended hours and likely planned alternative routes home if they were not in the expanded zone. For example, if a rider was in Centretown at 10:45 PM and left the Centretown pilot zone before 11 PM they would not have received this communication. This likely limited the total potential impact of both pilots.

Additionally, when isolating the total number of rides in each neighbourhood per hour during the time period of the pilot, it is clear that these time periods had high levels of demand for Bird e-scooters despite the conservative communication plan.






Note: The Centretown hours extension pilot did not include the entire Centretown neighbourhood, thus skewing the results of the above graph.

Based on the pilot results with a conservative outreach approach in 2023, Bird Canada believes there is a strong demand for extended hours. Bird Canada would recommend expanding the pilot in 2024 to allow for rides up until 1 AM throughout the entire City of Ottawa.

Some of the example communications Bird used to inform riders of the pilot extension are highlighted below.





Exciting News! Extended Hours in Ottawa

Bird Canada is thrilled to announce extended operating hours in Ottawa's downtown core! Enjoy rides from 5 AM to 1 AM when you start a ride between Wellington, Lyon, Laurier, and Elgin streets. Start your day early or explore late at night with Bird. Use code 'EXPANDOTTAWA' for a free ride unlock on your next ride.

Offer expires 09/17/2023


Ok



Operating Hours Extension

Bird has you covered on your way home from the big game or night out in Landsdowne Park as you can now start a Bird ride up until 12 AM in the Landsdowne area!

Ok



Early birds and night owls unite for extended riding hours!

Hi Cindy,

At Bird Canada, we are committed to making your daily commute and leisurely rides more convenient and accessible. We are excited to announce a major upgrade in our service in the heart of Ottawa, Ontario.

Extended Operating Hours Starting from Saturday September 9th, Bird Canada will be extending its daily operating hours for your riding pleasure. We're thrilled to inform you that you can now enjoy Bird rides from 5 AM to 1 AM in the downtown area between the streets of Wellington, Lyon, Laurier, and Elgin. That's right, an extra hour in the morning and an extra two hours at night!

Why We're Making This Change At Bird Canada, we are always listening to our riders' feedback and looking for ways to enhance your experience. We know that many of you have requested longer operating hours, especially for early risers and night owls. We've taken your suggestions to heart, and we're thrilled to fulfill your wishes.

What This Means for You With our extended hours, you can now:

- Start your day with a refreshing morning ride, avoiding rush-hour traffic.
- Enjoy late-night adventures or simply run errands without worrying about transportation.
- Make the most of your Bird scooter at your convenience, anytime between 5 AM and 1 AM when you start your ride in the area between Wellington, Lyon, Laurier & Elgin St.

Celebrate with Us To mark this exciting occasion, we have a special offer for you! Use promo code 'EXPANDOTTAWA' to enjoy a free ride unlock on your next rides anywhere in Ottawa. Simply enter the code in the Bird app when booking your ride.

Get Started Today Ready to take advantage of our extended hours and explore Ottawa in a whole new way? Download the Bird app if you haven't already and start your ride today!

Get ready to soar through Ottawa's streets, whether it's an early morning commute or a late-night adventure. We can't wait to see you on the road!

OPEN APP

love bird

Monday, June 6

9:41

Late night after a big game? now
Operating hours are now extended until 12am in the Landsdowne area!



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

N/A