



Final Data 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, 2022.

- **Gender:** 32% Female; 64% Male; 1% Non-Binary; 1% Prefer not to say (2022 Bird Canada survey)
- **Age:** Canadian Rider Age Distribution (2022 Bird Canada survey)

Age Group	Percentage of Riders
16-19	7.8%
20-29	31.1%
30-39	31.5%
40-54	23.8%
55+	5.8%

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

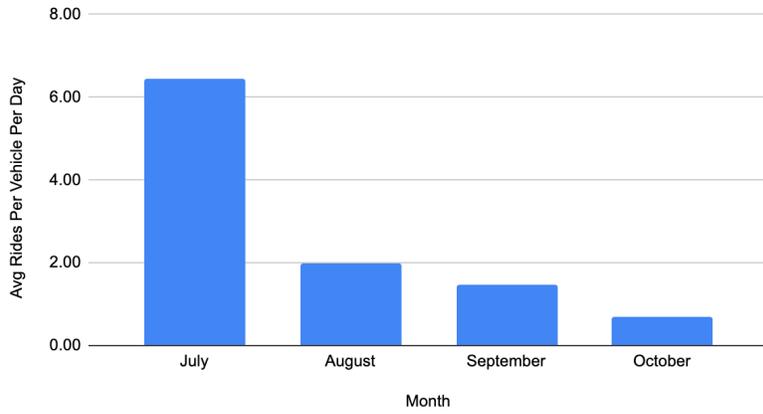
City	Rides Per Deployed Vehicle Day	Average Daily Deployed Vehicles
Ottawa	1.80	222

Reporting Period July 1st - Oct. 31st, 2022

Month	Average Daily Deployed Vehicles
July	97
August	356
September	318
October	199



Avg Rides Per Vehicle Per Day vs. Month



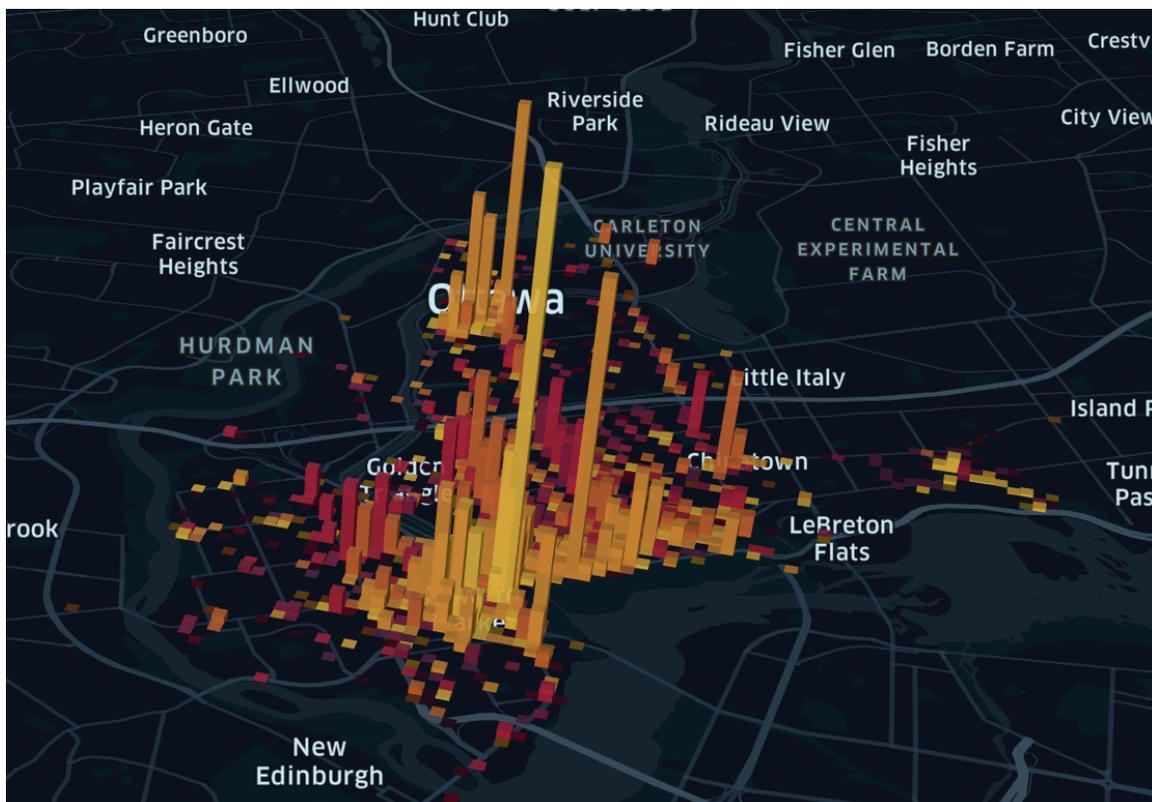
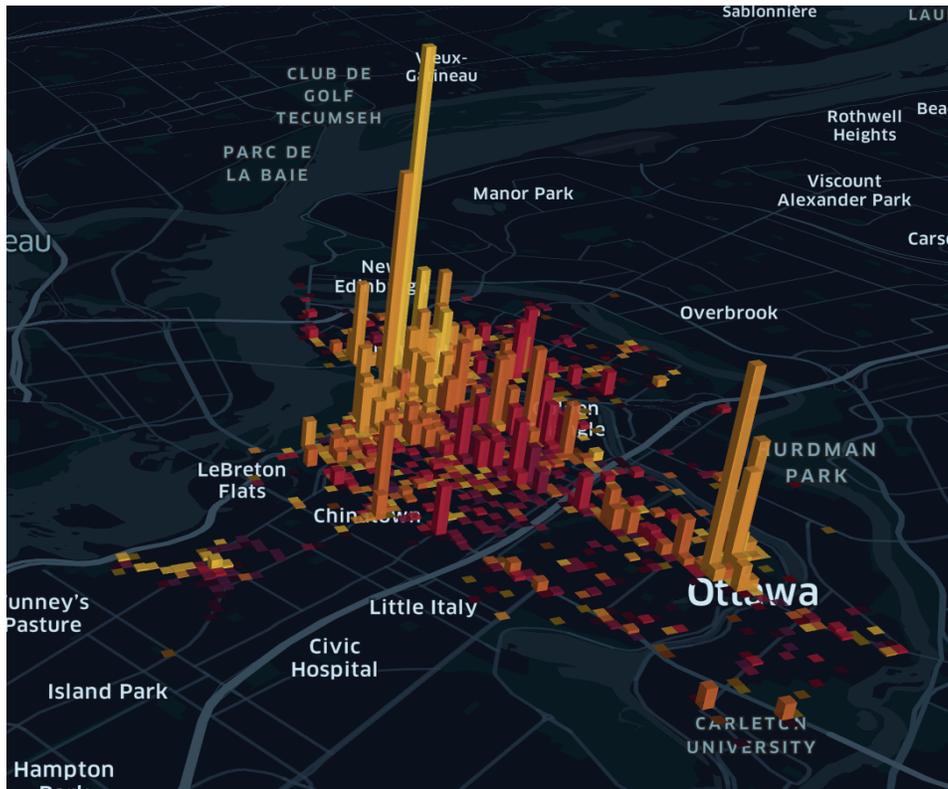
Data is taken from July 16th - Oct 31st, 2022

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

See data and visuals provided below.

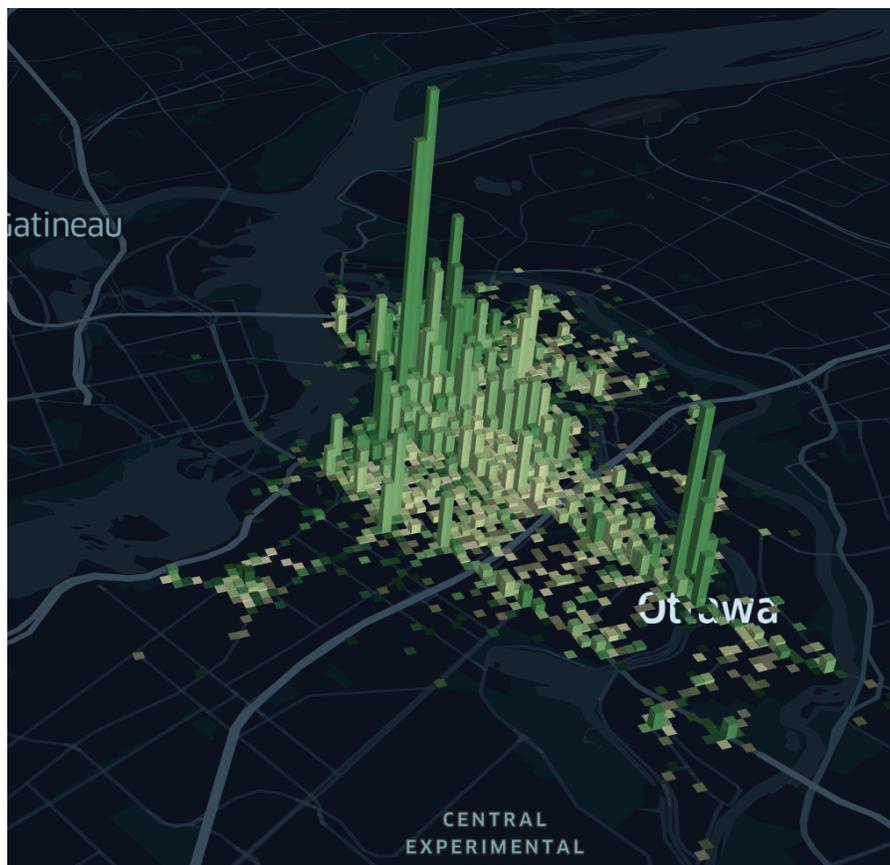
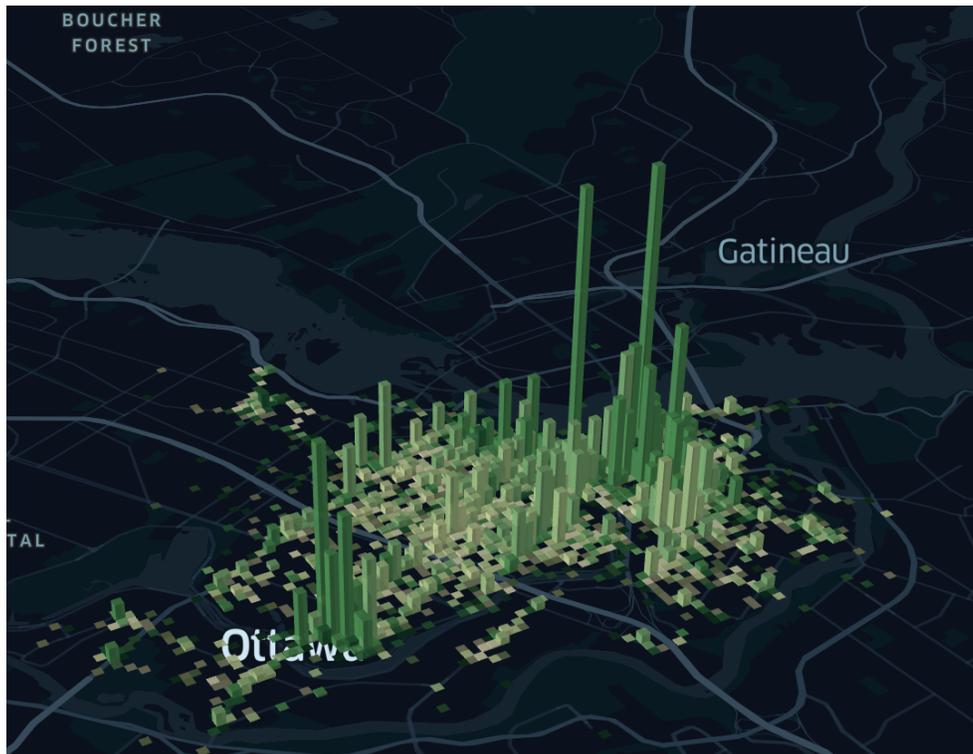
Ride Starting Points:

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

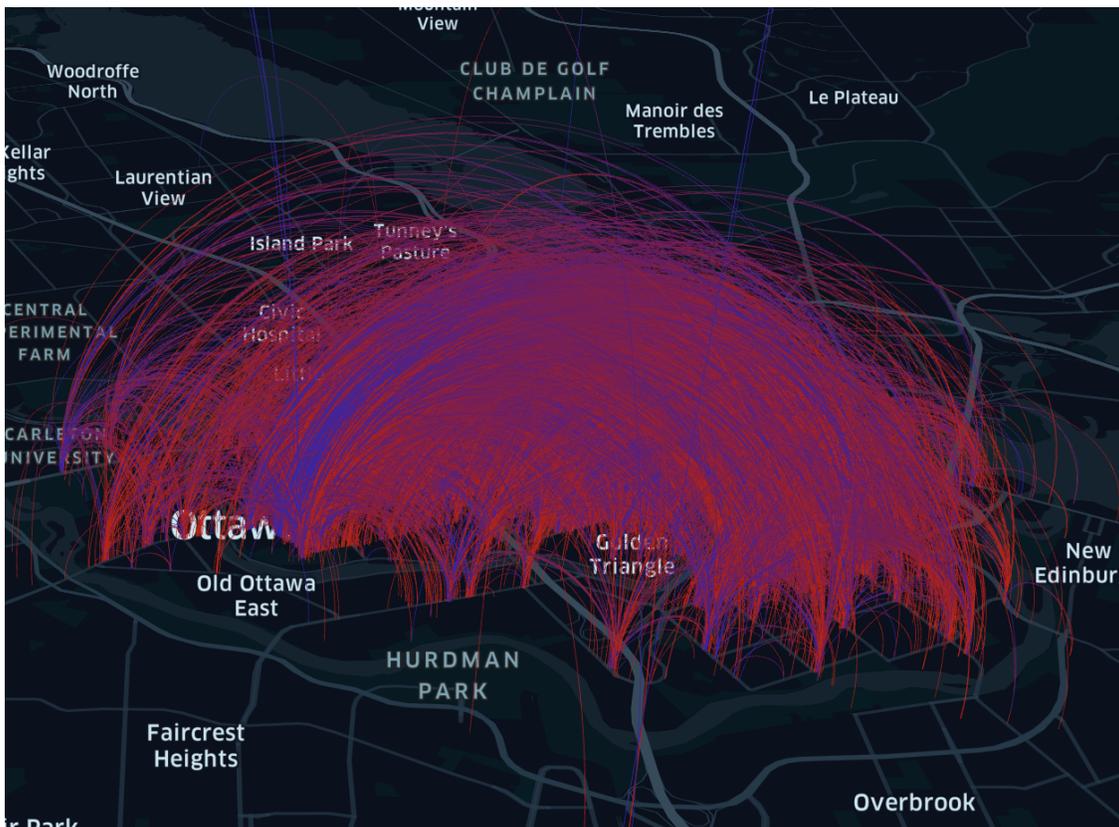
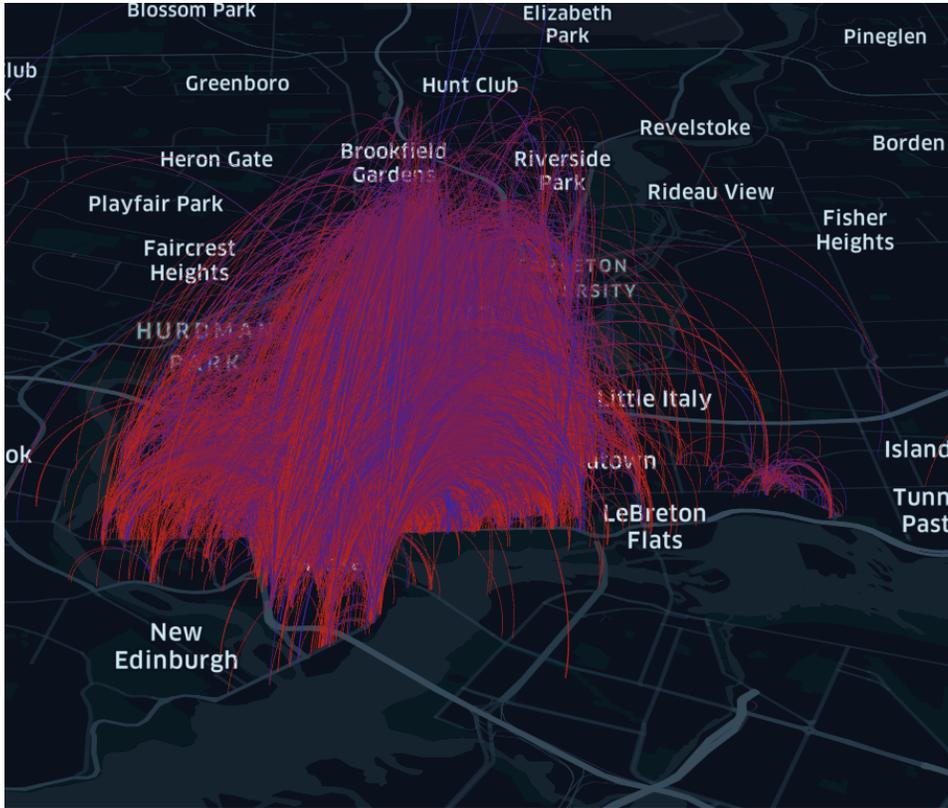


Ride Ending Points:

- The vast majority of Ottawa residents ended their rides at: 1) Byward Market 2) Landsdowne 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	21,325	42.99%	3.82
Ottawa - Byward Market	10,450	21.07%	1.37
Ottawa - Glebe Dows Lake	5,408	10.90%	2.90
Ottawa - Sandy Hill	5,144	10.37%	2.12
Ottawa - University of Ottawa	2,272	4.58%	0.37
Ottawa - Lansdowne Park	2,143	4.32%	0.24
Ottawa - West Centretown	871	1.76%	2.05
Ottawa - Carleton Operating Map	396	0.80%	1.95
Ottawa - Lebreton Development	345	0.70%	0.84
Ottawa - Hintonburg Mechanicsville	316	0.64%	1.98
Ottawa - Old Ottawa East	174	0.35%	1.97
Ottawa - Lowertown	164	0.33%	0.87

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

Proximity to Nearest Bird (m)	App Opened	Average per day
0-20	% of Total app_opened along Proximity to Nearest Bird (m)	17.8%
	app_opened	91
21-100	% of Total app_opened along Proximity to Nearest Bird (m)	19.5%
	app_opened	100
101-250	% of Total app_opened along Proximity to Nearest Bird (m)	16.5%
	app_opened	85
251+	% of Total app_opened along Proximity to Nearest Bird (m)	18.5%

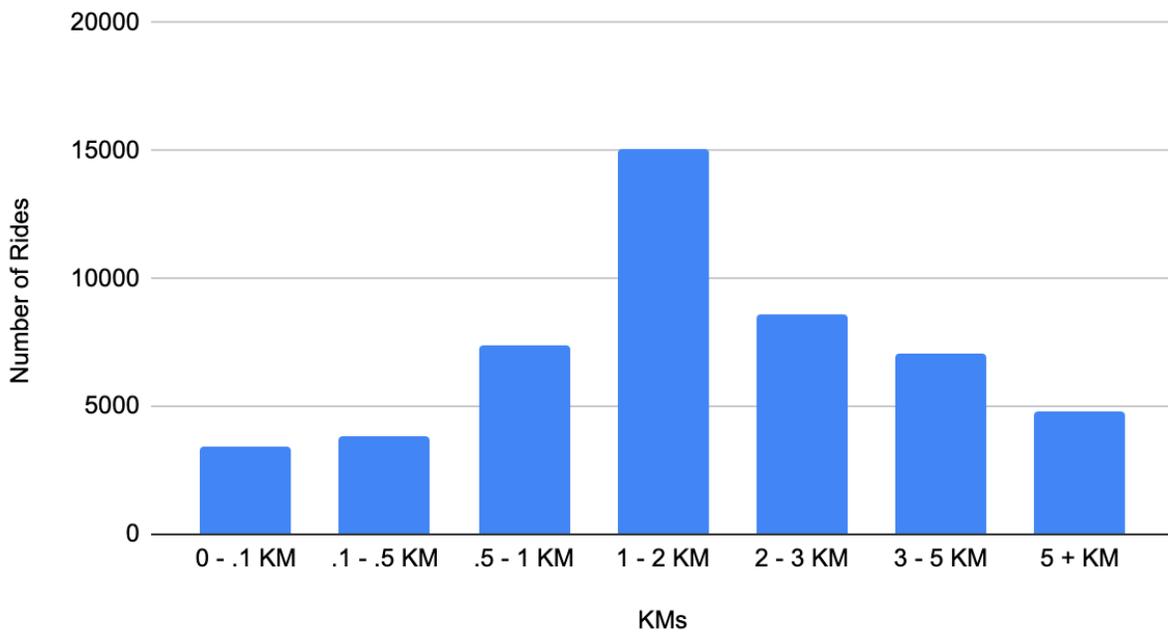


251+	app_opened	95
Unknown	% of Total app_opened along Proximity to Nearest Bird (m)	27.7%
	app_opened	141

6. Trip distance (average and distribution)

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

Ride Distance Distribution



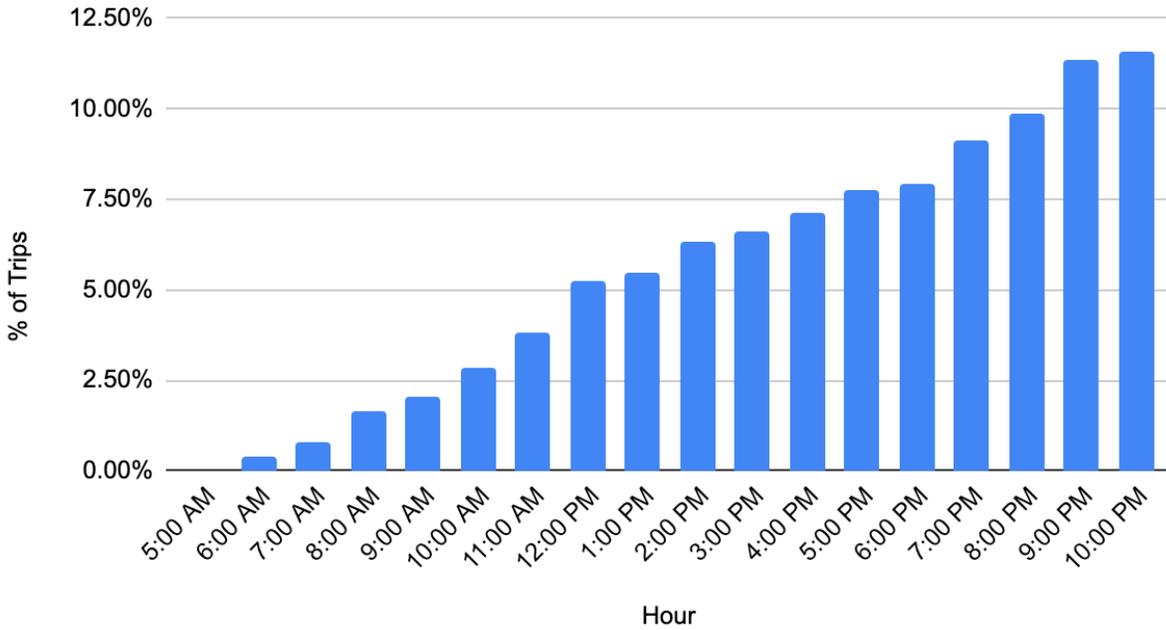
7. Total trips for the reporting period

- 49,482

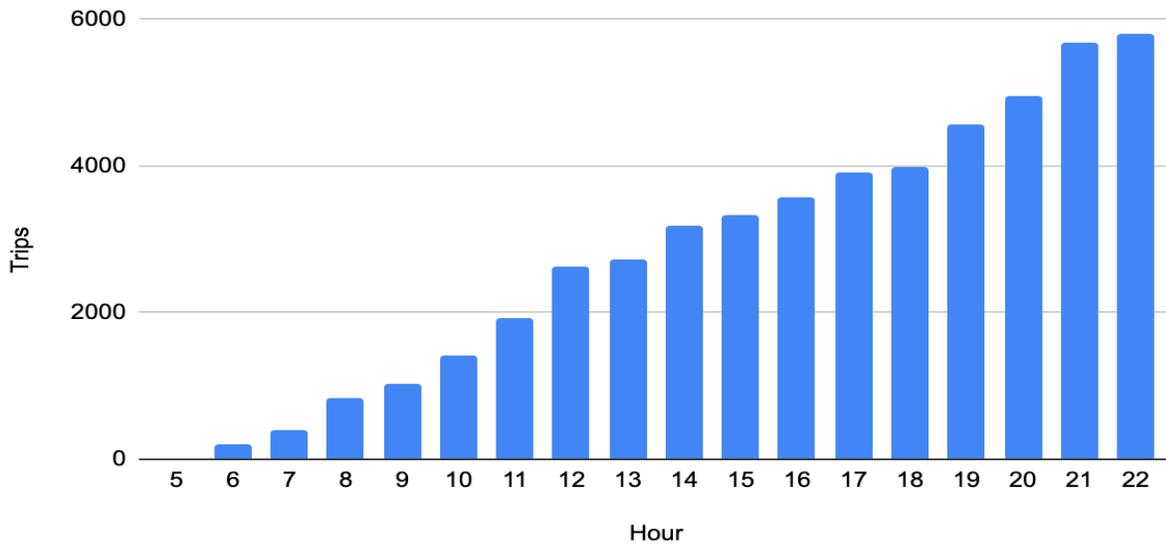


8. Trip profile by month, day of week, time of day (total trips, trips per vehicle)

% of Trips vs. Hour



Trips vs. Hour

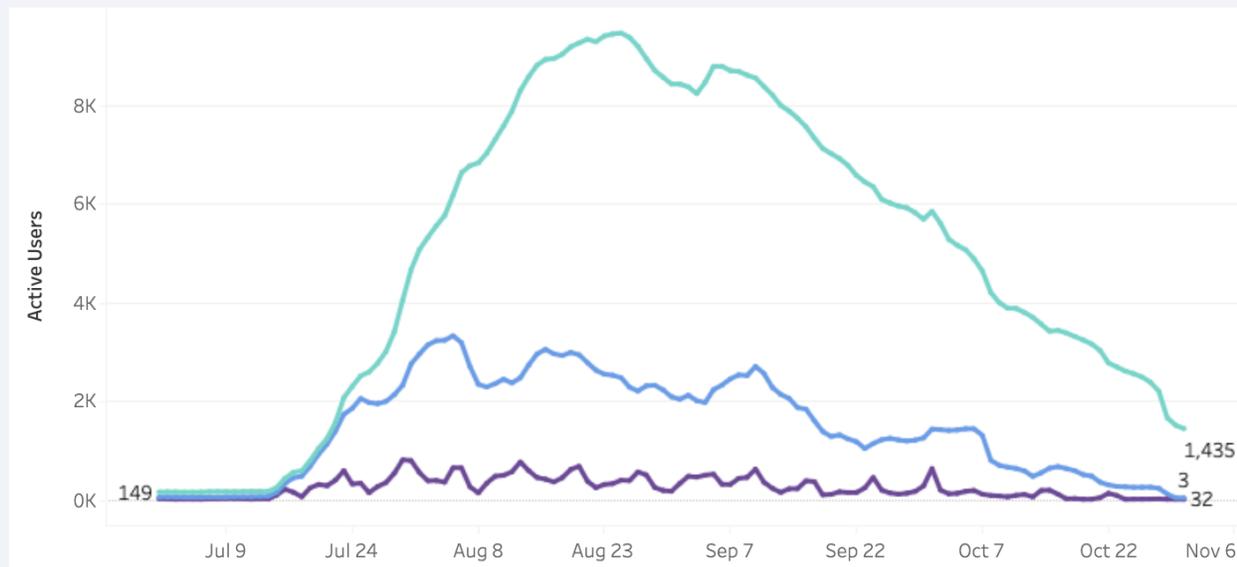




Riderbase Metrics

Daily, Weekly, and Monthly Active Users

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



Green Line = Monthly Active Users

Light Blue Line = Weekly Active Users

Purple Line = Daily Active Users

9. Number of Unique riders for the reporting period

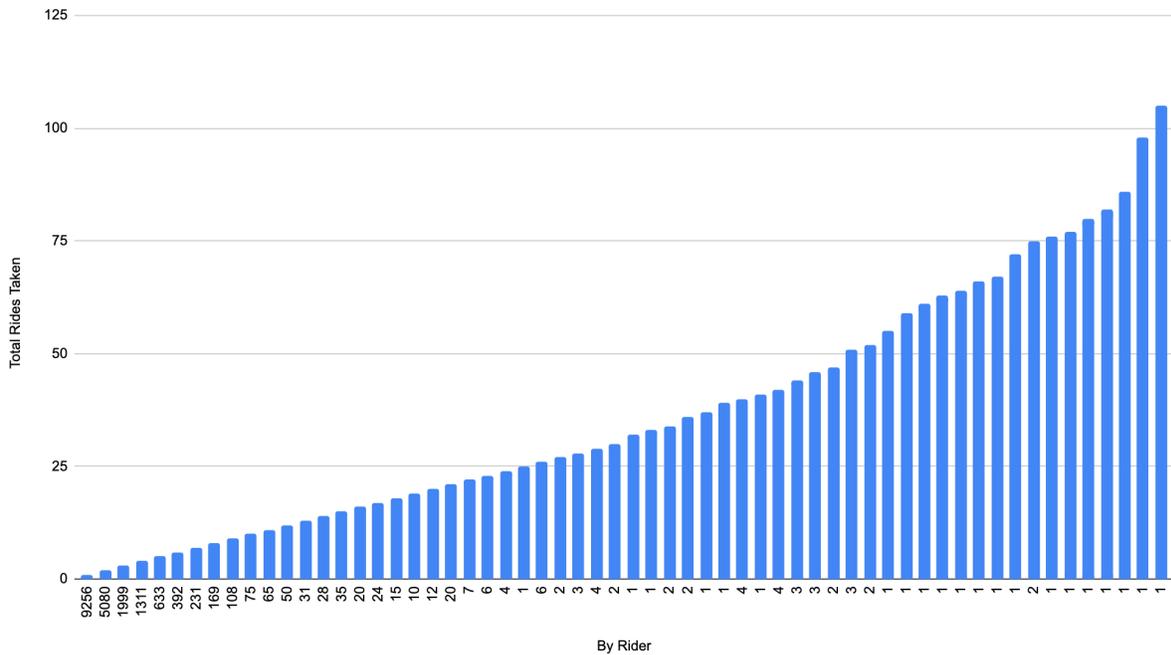
- 19,675 for the period of July 1st to Oct 31st, 2022.

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

- Average number of trips per rider: 2.50
- See distribution here: [Link](#)



Total Trips by Rider



The above graph outlines the total number of rides taken per active user throughout the 2022 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. So for example, 9,256 riders took 1 ride and 5,080 riders took 2 rides with Bird Canada in 2022. There was one rider who took 105 rides in Ottawa, the most of any rider with Bird Canada in the City of Ottawa.

11. Number of riders using monthly passes

- Not applicable

12. Number of riders who paid on a per trip basis

- 100%

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: 45
- Sidewalk Riding: 19
- Other: 26

14. Number of Reported Injuries

- 0 injuries reported to Bird Canada

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

- Bird Canada is happy to report that our average response time to mis-parked e-scooters was under the 15-minute required service level for the duration of the operating season.
- Examples:

abison vijay <abison.vijay@birdcanada.co>
to 311_ottawa, Spencer ▾

Hi Spencer,

Scooters have been cleared.

Kind regards
The Bird Canada Team

On Fri, Sep 16, 2022 at 1:51 PM abison vijay <abison.vijay@birdcanada.co> wrote:
Hi Spencer,

Our street team will responding to this location immediately!

Kind regards
Bird Canada Team

On Fri, Sep 16, 2022 at 1:49 PM Mesman, Spencer <Spencer.Mesman@ottawa.ca> wrote:

Service Request Number	
Date	16 sept
Time	1:48pm
Approximate Location	Nelson (East side) between Laurier and Wilbrod
Colour of E-Scooter	Silver
Nature of Concern	Mis-parked E-scooter
Additional Information	n/a

Spencer Mesman
By-law Enforcement Officer / Agent d'application des règlements municipaux.
Tel / tél. : 613-580-2424, ext. / poste 25395

Fri, Sep 16, 2:00 PM



abison vijay
to Mesman, Spencer, 311_o...@birdcanada.co
Retrieved
Jul 23, 2022, 6:58:00 PM

On Sat, Jul 23, 2022 at 6:53 PM Mesman, Spencer <Spencer.Mesman@ottawa.ca> wrote:

Service Request Number	202200764723
Date	23 July
Time	650pm
Approximate Location	O'connor/Monkland intersection
Colour of E-Scooter	White and Black
Nature of Concern	Mis-parked E-scooter
Additional Information	n/a

Complaint created by public

Spencer Mesman
By-law Enforcement Officer / Agent d'application des règlements municipaux.
Tel / tél. : 613-580-2424, ext. / poste 25395

16. Number of fines and/or suspensions issued

- **Fines:** 0
- **Suspensions (Account Bans):** 30

17. Incidents of theft and vandalism

In 2022 the incidents of theft and vandalism were up over past seasons. 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.

- During the 2022 riding season there were 22 incidents of theft or vandalism

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 Led Industry on On-going Public Education Efforts

Exercising its local leadership, Bird Canada led the e-scooter industry to produce public education material to educate riders on the new local riding rules in Ottawa. Example email to all riders and social media included below. We were able to reach a large number of riders through our digital channels. Bird Canada sent out 7 Ottawa-specific posts to our 774 followers & communicated with 132 riders over email through targeted warnings following incidents of behaviour which went against local rules, such as double riding.

Bird Canada @BirdRideCanada · Aug 12
To our riders in @OttawaCity,

We know that the new parking model has its challenges — we are continuously adapting our parking zones based on your feedback. We'd like to think it's improved since we've been back this season 🙌😄

Shout if you're having trouble & we'll listen!



2 2

Bird Canada @BirdRideCanada · Jul 19
Where to Park in Ottawa? 📍

Parking is only permitted at designated parking areas marked by the black and white "P"

Please note that blocking the sidewalks may result in a fine or suspension from the app.

For any issues, you can always reach us at 311_ottawa@birdcanada.co



1 2



Hi there,

Thanks for riding with Bird Canada in Ottawa!

Unfortunately, it has come to our attention that you have been riding late into the night past 11pm. The City of Ottawa requires rides end by 11:15pm - so if you're just getting home, please try to plan for your trip to end by 11:15pm.

Please be advised that if you continue to ride Bird scooters after 11:15pm, you could face suspension from the app. While we always support safe and sustainable transit to your destination, late-night riding is not advised after 11:15pm.

As a reminder, please note that absolutely no sidewalk riding is permitted. Please ride in bike lanes and roadways. Your vehicle may automatically slow down in pedestrian areas. Move out of these areas to resume normal riding.

If you believe that we have included you in this warning communication in error, please contact us at hello@bird.co to speak with a Customer Service Representative.

Stay Safe,
The Bird Canada Team

Love bird

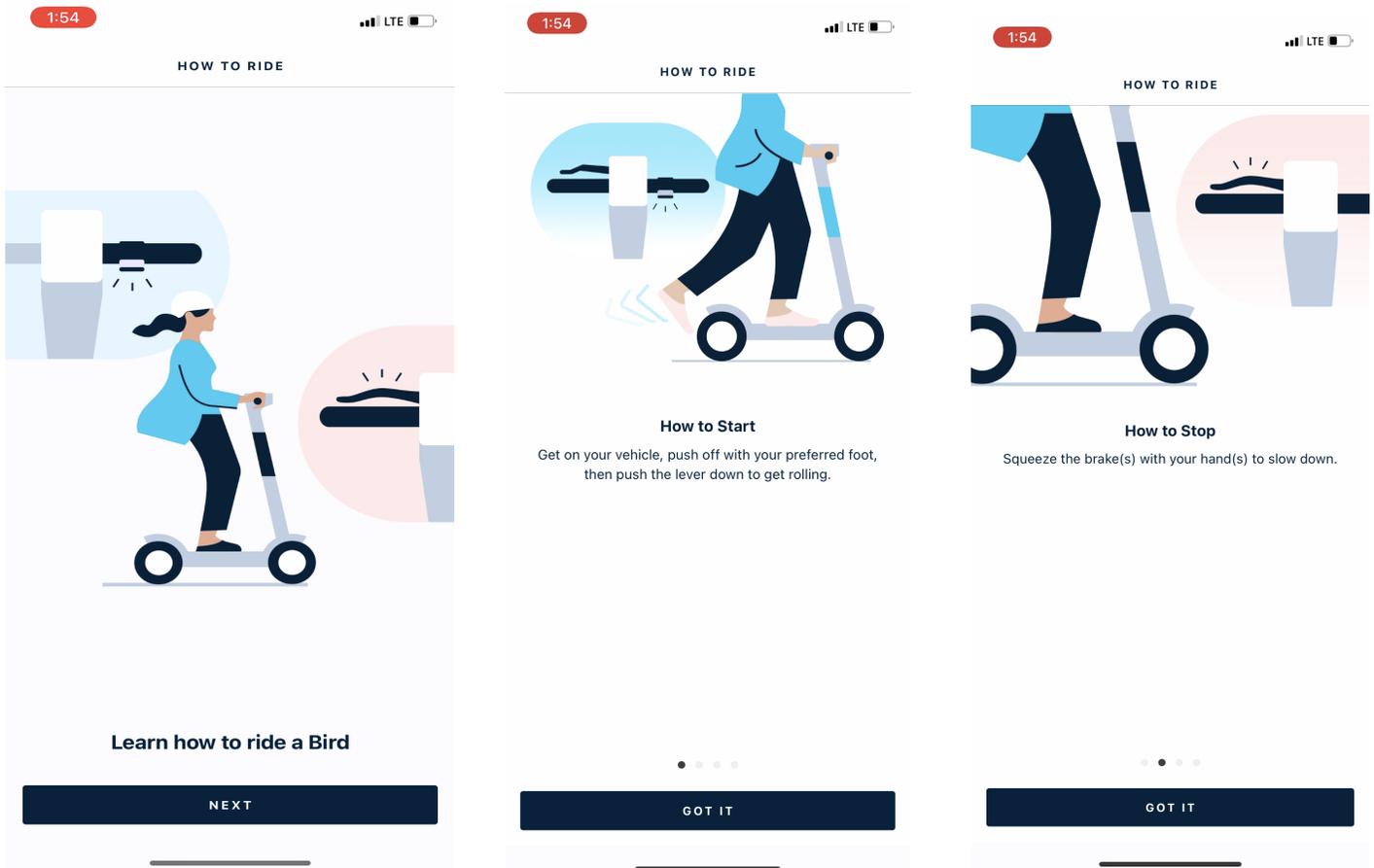


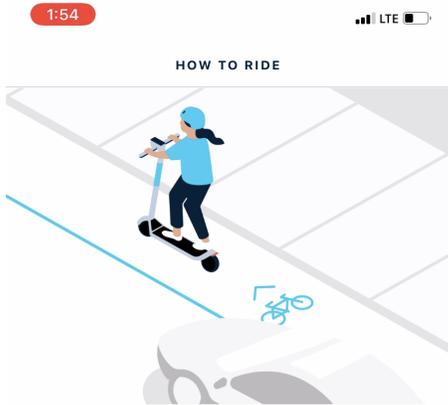
Bird Canada Held "Safe Streets" Public Education Events

Bird Canada regularly hosted "Safe Streets" public education events where we educated riders and the general public on safe and proper e-scooter riding and parking in compliance with local rules, in addition to distributing helmets to those that completed our training. For example, in collaboration with UOttawa, Bird Canada hosted an event on September 2nd. A video of the event is [available here to view](#). Typically we see between 100-200 people per event but we do not keep an exact tally of attendance.

Bird Canada On-Going In-App Education

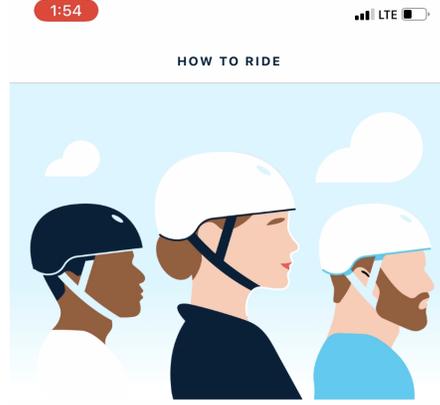
Bird Canada used an in-app tutorial + reminder pop-up in-app messaging / push notifications, email, etc. to educate riders in Ottawa throughout the e-scooter season. Every rider in Ottawa goes through the same pre-ride education process meaning all 19,675 unique riders in Ottawa received this education this season. See examples below.





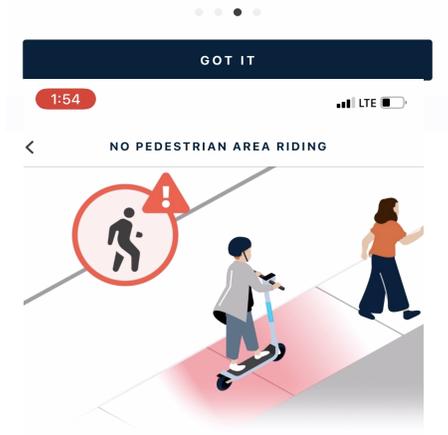
Where to Ride

Ride in bike lanes and keep sidewalks clear for pedestrians.



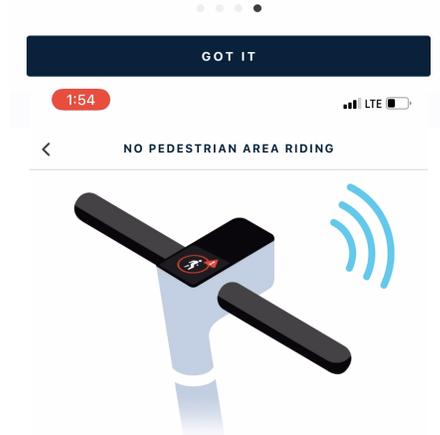
Safety Tip

Wear a helmet to stay safe while riding. Be sure to follow all local traffic laws.



Avoid riding in pedestrian areas

Riding in pedestrian areas, like sidewalks and plazas, is prohibited by law. Enjoy your ride in bike lanes and roadways.



Auto-slow for pedestrians

Your vehicle may automatically chirp and slow down if sidewalk or other pedestrian area riding is detected. Move out of these areas to resume normal riding.



Bird Canada in Local Ottawa Media

Representatives from Bird Canada were regularly interviewed in the local press: newspaper, radio and television. An image below is shared from a CTV media segment with our Head of National Operations, Patrick Graham, from an interview in September highlighting Bird's launch on Carleton's Campus. CTV Ottawa reaches over 1 Million viewers per week meaning this segment was seen by a large audience. We are unsure of the exact audience numbers for this specific segment.



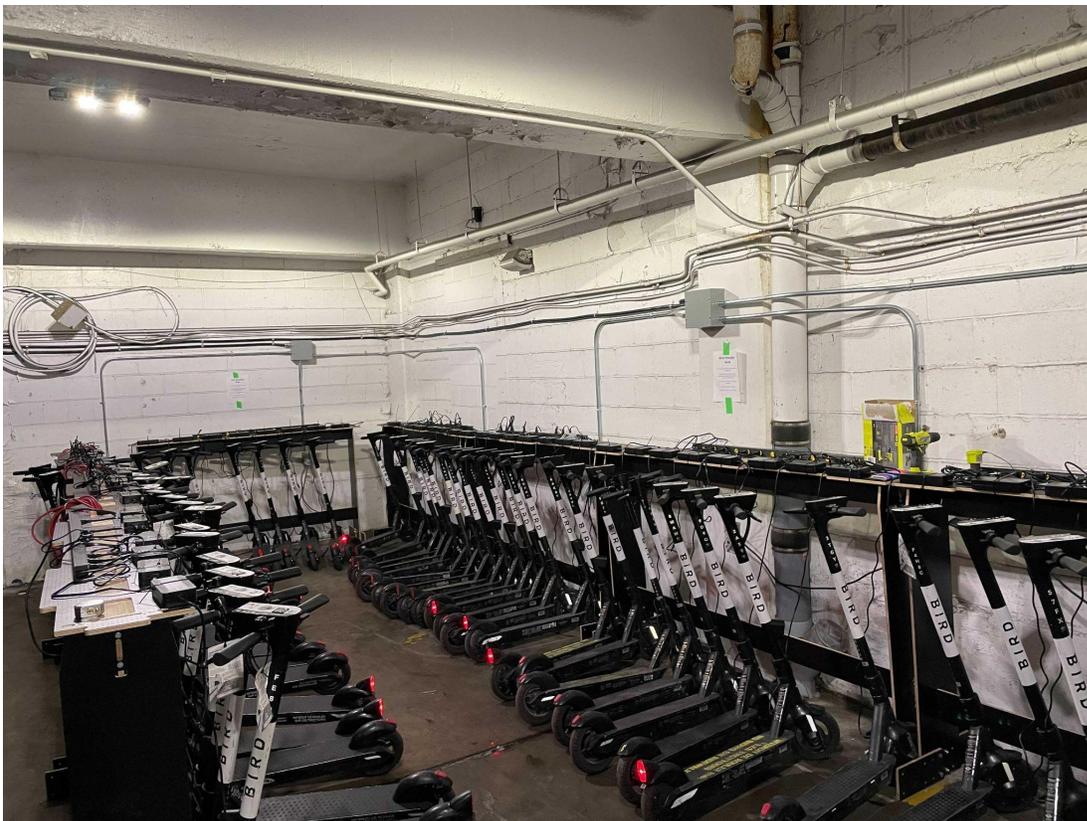
19. GHG Reporting

Bird Canada takes its environmental responsibility seriously in Ottawa:

- Since 2019, Bird Canada has prevented over 231 Metric tons of CO₂ in Ottawa by replacing car trips with e-scooter rides. Unfortunately, in 2022 the amount of CO₂ emissions we were able to prevent fell by 75% from 2021 due to the shortened e-scooter riding season, smaller geographic area and significant reductions in total rides from 2021.
 - *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.
- In the Byward Market, Bird Canada was 100% carbon neutral. In-zone charging (facility to charge e-scooters within our operating zone) enabled Bird Canada to be more efficient and 100% carbon neutral with battery charging in the Byward Market. See the image below of our in-zone charging located on private property in the Byward Market. (If an e-scooter required more than routine maintenance, it was sent to our warehouse for mechanical maintenance and charging).



- 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 2022, Bird Canada expanded anti-sidewalk riding technology and virtual parking/docking powered by our Camera Positioning Technology stations to the entire City of Ottawa after a successful pilot in Lansdowne during the 2021 riding season.

Bird Canada's anti-sidewalk riding solution starts with a sensor-fusion module capable of combining multiple data streams into a single, highly accurate location measurement. This highly accurate location measurement allows Bird Canada to enable sidewalk detection technology. This detection technology allows Bird to bring all e-scooters to a gradual safe stop as soon as an e-scooter enters a sidewalk area, ensuring no riders ride on the sidewalk in the City of Ottawa.

Bird Canada also introduced our Virtual Docking solution to ensure e-scooters were only parked in City approved locations throughout the City. We utilize integrated Camera Positioning Technology (CPS) that is powered by computer vision and personal smartphones to allow us to pinpoint exactly where the scooter is being parked. With this technology, we were able to force all riders to end their rides only in City approved locations.

Additionally, Bird Canada worked with the City of Ottawa stakeholders as well as the Accessibility Community to tailor the noise profile emitted by the e-scooter when in ride. Bird Canada took the feedback of the Accessibility Community and was able to change the volume of the baseline noise as preferred.

Unfortunately, however, in 2022 we experienced a considerable decline in rides, as these innovations introduced for this season proved to create too many friction points for riders in the City of Ottawa.

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

- Not applicable - City did not request any additional data.