



User profiles (age, gender)

- E-scooter operators only collect the information necessary to provide the service in question.
- Nevertheless, we can provide the following general data below from a global rider survey Bird conducted recently and gender is inferred from a riders' name (predicted from census gender distributions). Gender can be inferred from historical name data as seen here: <https://cran.r-project.org/web/packages/gender/vignettes/predicting-gender.html>
 - 42% F; 58% M
 - Age: Global average age 32 (survey, September 2020)

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

The data can be found here:

- [Ottawa Trips](#)
- [Ottawa Report](#)
- [E-scooter Ride Starts and Ends](#)
- [Ride Starts/Ends and Parked Vehicles by day](#)
- See the Ride Start and End Activity Heat Maps (attached to email)
- Transit Rides: In general post-COVID we have seen a shift away from commuting and transit oriented ridership and more towards leisure usage. Ride starts and ends near transit by type could be an area for 2021 partnership.

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

- Bird Canada asked the City of Ottawa about providing the specification on this item. Ms. K. Wilker responded on August 12th that she would “check in with the team and get back to you. We have just provided Ride Report with our BIA shapefiles and our transit shapefiles. I’m waiting to hear if the areas are big enough to measure”. Bird Canada communicated in reply that this information could be obtained from Ride Report.
- [Trips by neighborhood operational zone](#) (Note: These are neighbourhood zones used by Bird Canada)
 - See [Ottawa Report](#) for specific Ottawa neighbourhood zones
- [Origins and Destinations Lat/Long](#)



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

- Ms. D. Knight indicated to Bird Canada in email correspondence dated July 14th that with respect to “Distance travelled from the initial e-scooter “find query” to the e-scooter” that, “The City agrees and will delete this requirement from Schedule A.”.
- Nevertheless, it appears it is possible for Bird Canada to provide this data:
 - 249,107 sessions in 2020
 - Average session proximity: 447m
 - Median session proximity: 110m

Trip distance (average and distribution)

- Average ride distance: 3.11 km
- For further information, see [Ottawa Trips](#) and [here](#).

Total trips for the reporting period

- 150,030

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

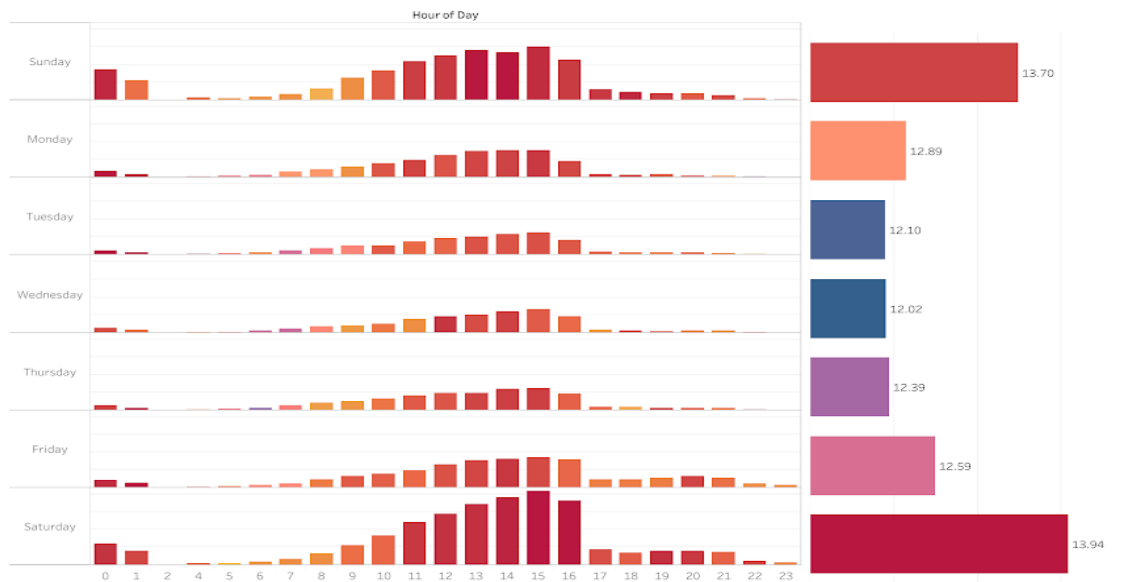
- See images below on the next page.



Avg. Ride Duration in Minutes



Avg. Ride Duration in Minutes by Day of Week





Number of Unique riders for the reporting period

- 39,545

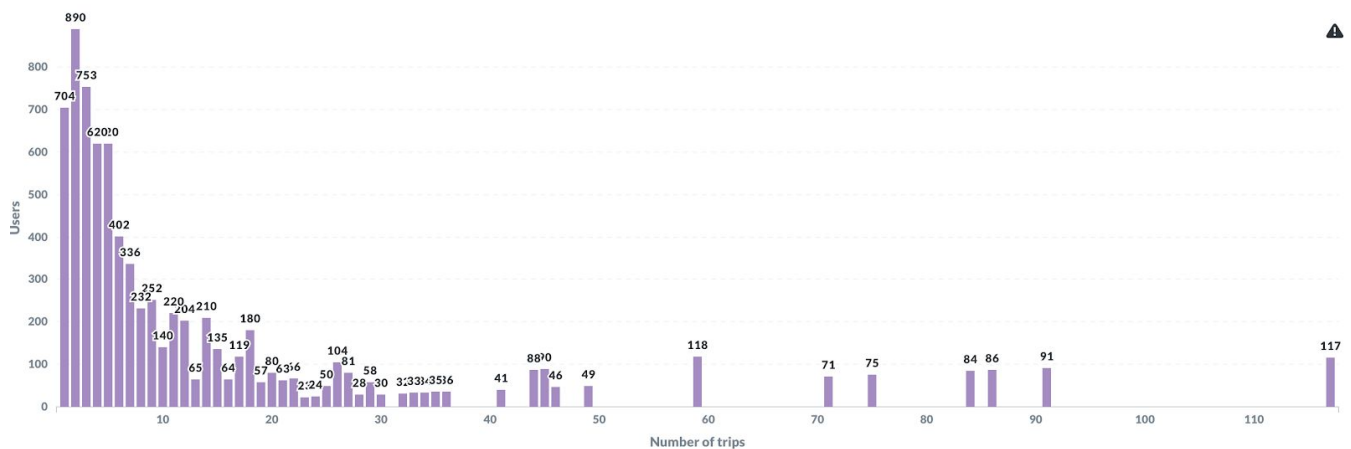
Number of trips per rider (average and distribution)

- Average: 3.798324008 trips per rider
- See [here](#).

Ottawa- Users Distribution

City Reports

This question is written in SQL.



Number of riders using monthly passes

- Not applicable

Number of riders who paid on a per trip basis

- 100% (there are two discount program members)

Reported comments, complaints, and injuries

- Poor Parking: 45
- Device Removal Hazard: 50
- App or Unlock Issues: 174
- Membership or Account Issues: 76
- Rider Behavior: 1



- Other Comments/Customer Support: 1,420
- Note: The above are not cumulative for the pilot period but date from the Interim report to the end of the pilot in October 2020.

Injuries

- 2 injuries reported to Bird Canada

Incidents of theft and vandalism

- 11

Education and outreach activities completed

- Education and outreach activities have encompassed the following:
 - **Media engagement**
 - For example, in this CTV News Ottawa clip, our Ottawa GM for Bird Canada, demonstrates how to properly park an e-scooter safely and responsibly in the street furniture zone of a sidewalk, the importance of maintaining sidewalk clearance, no sidewalk riding and wearing a helmet. See more here: <https://ottawa.ctvnews.ca/video?clipId=1999141>.
 - For example, Bird Canada Ottawa GM speaks with Councillor Fleury about safe riding and scooter parking in Ottawa in this video: https://www.instagram.com/tv/CDTyTZ9FyNj/?utm_source=ig_web_copy_link
 - **Social media**
 - For one example, see this Bird Canada TikTok [video](#).
 - **Bird Canada “Safe Streets” Public/Rider Education event**
 - Bird Canada hosted a [Safe Streets](#) event in collaboration with the Ottawa Byward Market BIA on Aug. 1st. See image below.
 - Our Safe Streets event is designed to promote responsible riding by:
 - Providing residents an opportunity to test ride an e-scooter at no cost (where permissible with local COVID-19 precautions)
 - Educating residents on safe and responsible riding including local rules like no sidewalk riding and how to park responsibly in the "street furniture zone" of sidewalks
 - Free helmets will be given away to local residents



- **Bird Canada “Safe Streets” Tour**
 - Bird Canada invited City Councillors and staff to attend one of Bird Canada's regular Safe Streets Team patrols where we engage the public and riders on safe riding practices like no sidewalk riding, etc. These invite-only sessions were scheduled for Wed. Sept. 9th at 1pm-130pm and Fri. Sept. 11th at 9am-930am for a patrol on Elgin St.



- **Bird Canada “Safe Streets” Patrols**
 - Bird Canada Safe Streets Team focuses on interacting with the public and e-scooter riders to educate them on proper parking and that sidewalk riding is not permitted:
 - Uniformed Bird Canada staff physically patrols on foot 3 key areas of the City identified in collaboration with City staff: Byward Market, Elgin St. and Preston/Hintonburg on Wellington W.
 - To date, Bird Canada's Safe Streets Team has had over 1,000 conversations with local residents and dozens of interactions with riders who were riding on sidewalks to educate them on local rules.



- **In-app education**
 - Bird Canada uses an in-app tutorial + reminder pop-up in app messaging / push notifications, email, etc. to educate riderships. See examples below.



HOW TO RIDE



Don't block public pathways. Park in the area between sidewalk and street, without blocking pedestrian travel.



NEXT

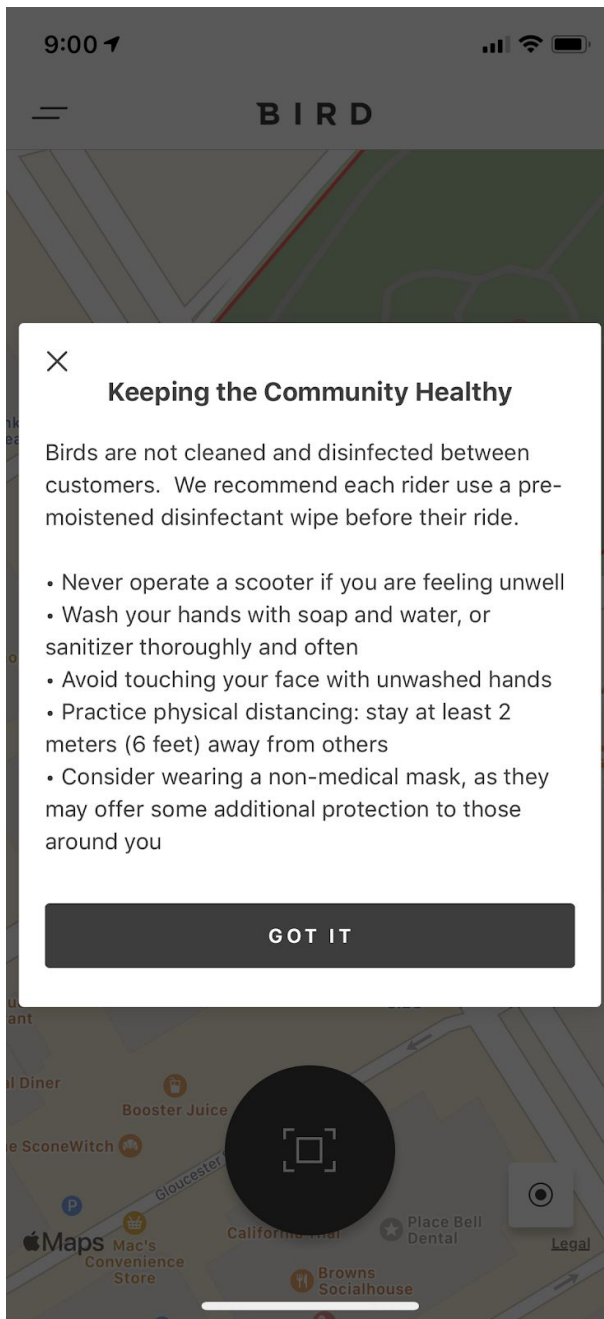
Reminder: No sidewalk riding & park in the "furniture zone" of sidewalks - areas where there are benches, newspaper boxes, light poles.



Update: E-scooters are no longer permitted in the Byward Market.

Attempting to ride an e-scooter in this area will cause it to slow down and stop. No sidewalk riding.

Reminder: You must be 18 years of age or older to ride



Any additional data which the City may request from time to time to assess the pilot programs

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