

**Calgary: SPC Transportation & Transit**

**Chris Schafer, VP Government Affairs  
Bird Canada**

December 16, 2020



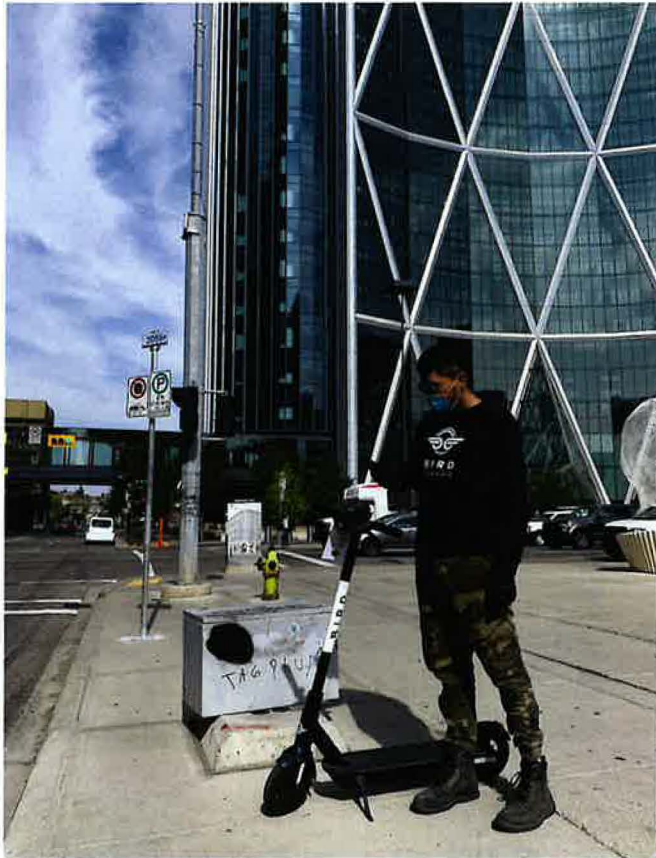
## Who We Are

**Bird Canada Inc.** is a first KM / last KM, electric scooter sharing company dedicated to bringing affordable, environmentally friendly transportation solutions to Canadian municipalities.

We are a **Canadian owned and operated** venture that provides – in conjunction with Bird Rides Inc. in the United States – e-scooter sharing programs globally.



## Bird Canada Local Economic Contribution



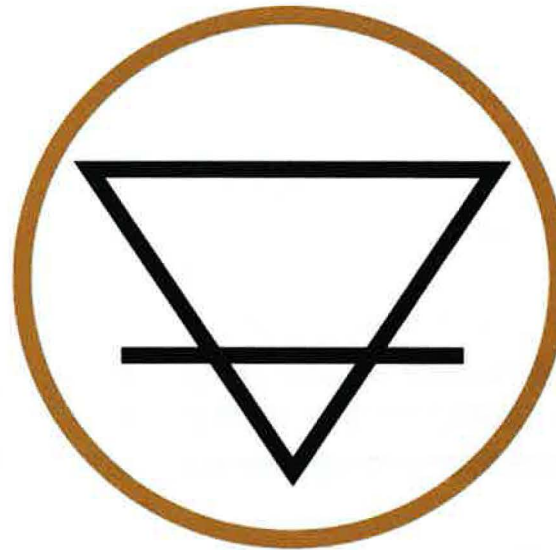
### Employment

- For the length of the 2 year pilot, **Bird Canada employed 85 people.**
- In 2020, at peak we had 43 people employed in Calgary (including full time and part time).

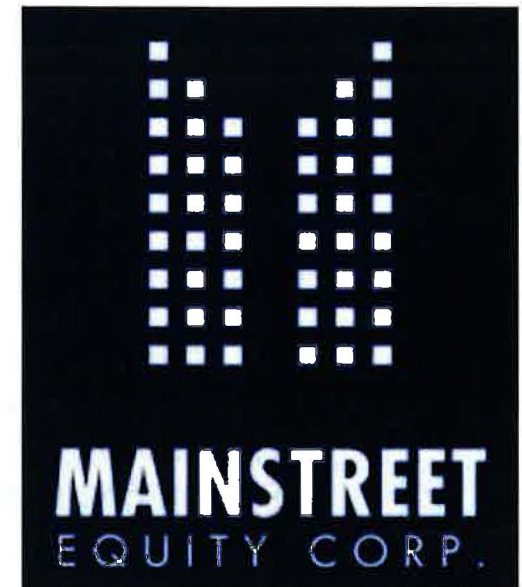
### Other Economic Impacts

- **Head Office/Corporate Employment: 4**
- **Sales Tax on rides:** ~\$90,000 since 2019
- **Real estate costs/leases:** ~\$125,000/year (~\$250,000 spent on local real estate during pilot)
- **Local expenditures:** ~\$160,000 over to years to date

## Bird Canada: Local Calgary Partnerships



element  
— café —





# Bird Canada: Local Calgary Partnerships

December 14, 2020

Calgary City Hall  
800 Macleod Trail S.E.  
Calgary, AB  
T2P 2M5



**RE: ELECTRIC SCOOTER PILOT - BIRD CANADA**

Dear Mayor Nenshi,

With Calgary's shared e-scooter pilot coming to the close of its second year at the end of October 2020, we are writing to you as local business originating from and operating in Calgary.

This year, we have been working closely with Bird Canada and we have been very pleased by our collaboration. Our partnership with Bird Canada, a Canadian company that is committed to conduct business in Calgary and is investing heavily in our business community, has provided Calgarians improved access to both mobility and banking services in a testing year for us all.

We truly believe that we need to continue supporting Canadian businesses investing in our city, and Bird Canada is one of the companies that has demonstrated a deep commitment to Calgarians.

Sincerely,

Andrew Chau  
Co-Founder, Neo Financial

DocuSigned by:  
A handwritten signature in blue ink, appearing to read "Andrew Chau".  
A1D1E1885D7840B

# Bird Canada: Local Calgary Partnerships

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We truly believe that we need to continue supporting Canadian businesses investing in our city, and Bird Canada is one of the companies that has demonstrated a deep commitment to Calgarians.

Sincerely,

A handwritten signature in black ink, appearing to read "Sheena Dixon", followed by a horizontal line.

Sheena Dixon  
Segment Manager, Hexagon

## Bird Canada Community Involvement



Top Right: **AUMA Calgary 2020**

Bottom Right: **Inglewood Night Market (2019)**

Top Left: **Canadian Country Music Awards (2019)**

Bottom Left: **Calgary Bump (Mural Festival) 2020**



# Eau Claire Collaborative Case Study: City Staff + E-scooter Operators

Please use the bike  
paths and not the  
pedestrian  
walkway during  
your ride!

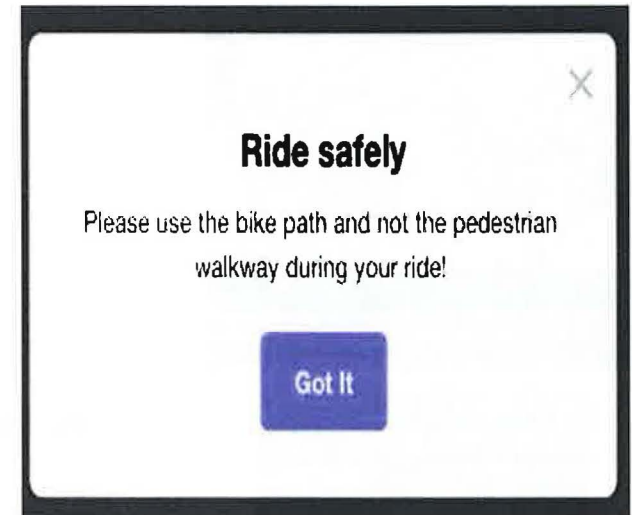
• CALGARY, ALBERTA



- Eau Claire accounted for 11% of the 311s in 2019 and 40% in 2020
- Most of the concerns were around e-Scooter riders using the pedestrian pathway instead of the bike path.

## Improvements during Pilot:

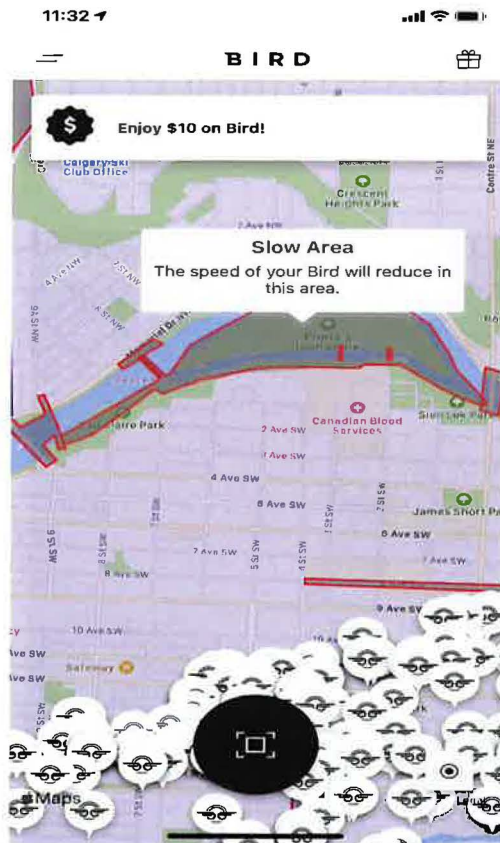
- Signage was installed directing e-Scooters to the bike path
- In-app reminders in Eau Claire



Geofenced to Eau Claire area in Calgary



# Eau Claire Collaborative Case Study: City Staff + E-scooter Operators



## Improvements during Pilot:

- Slow speed zone and 50 e-scooter cap per operator implemented for this area
- “Safe Streets” patrols of area



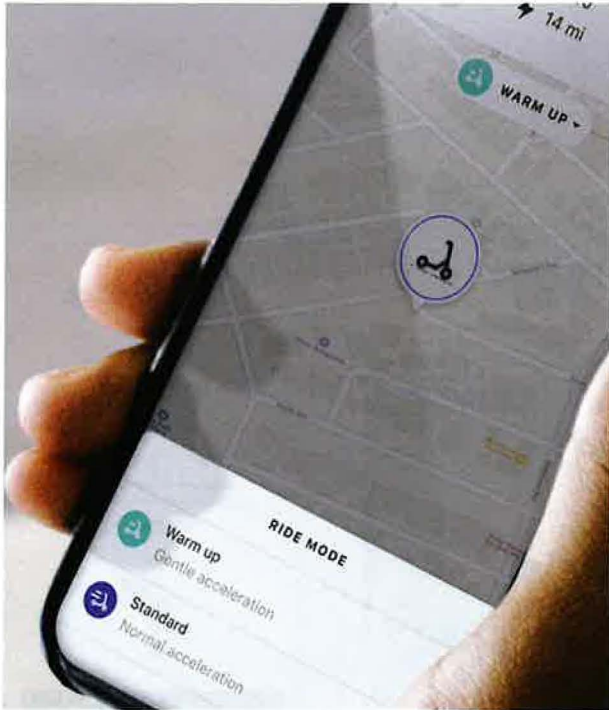
## Eau Claire Collaborative Case Study: City Staff + E-scooter Operators



### Improvements in 2021:

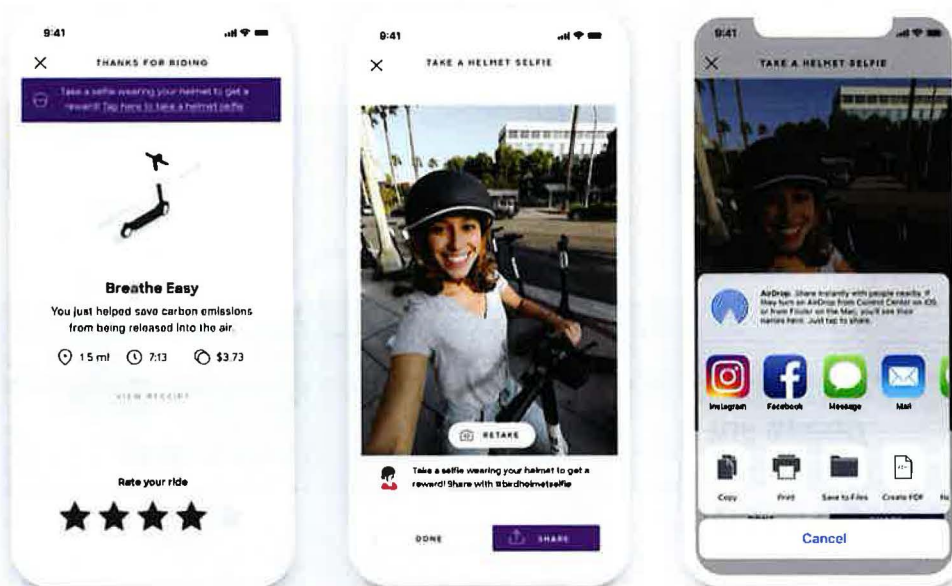
- E-scooter identification numbers
- E-scooters allowed on lower-speed/classification roadways

## Safety: “Warm Up” Mode



Warm Up mode automatically softens a Bird scooter's acceleration, allowing riders to slowly work their way up to full speed.

## Safety: “Helmet Selfies”



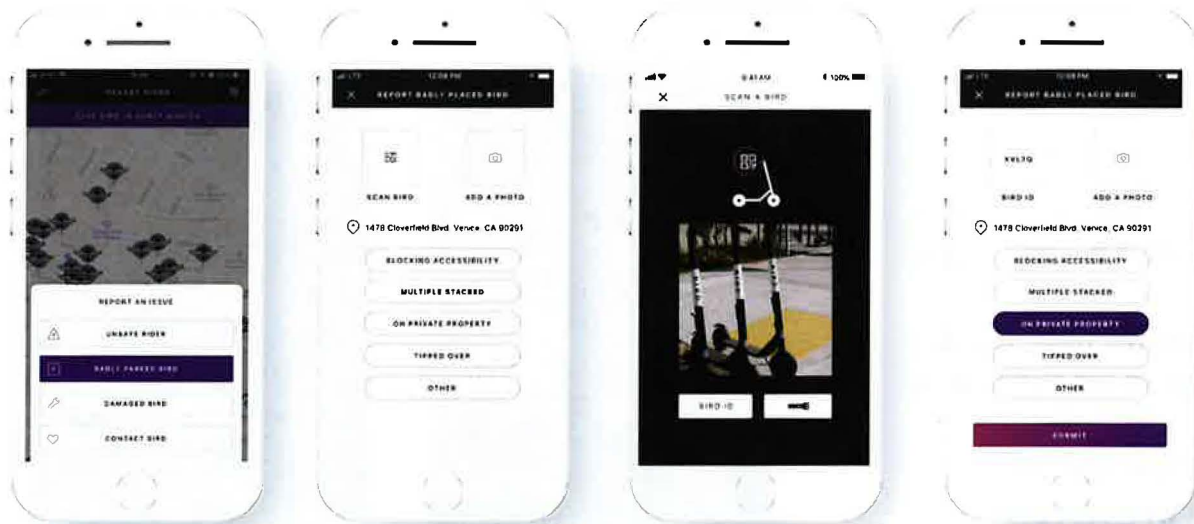
At the end of each trip, riders are asked to take a selfie.

Riders who demonstrate helmet usage can receive incentives such as future ride credits.

Riders can also share their selfie via social media and include #BirdHelmetSelfie to help promote broader adoption and use of helmets.



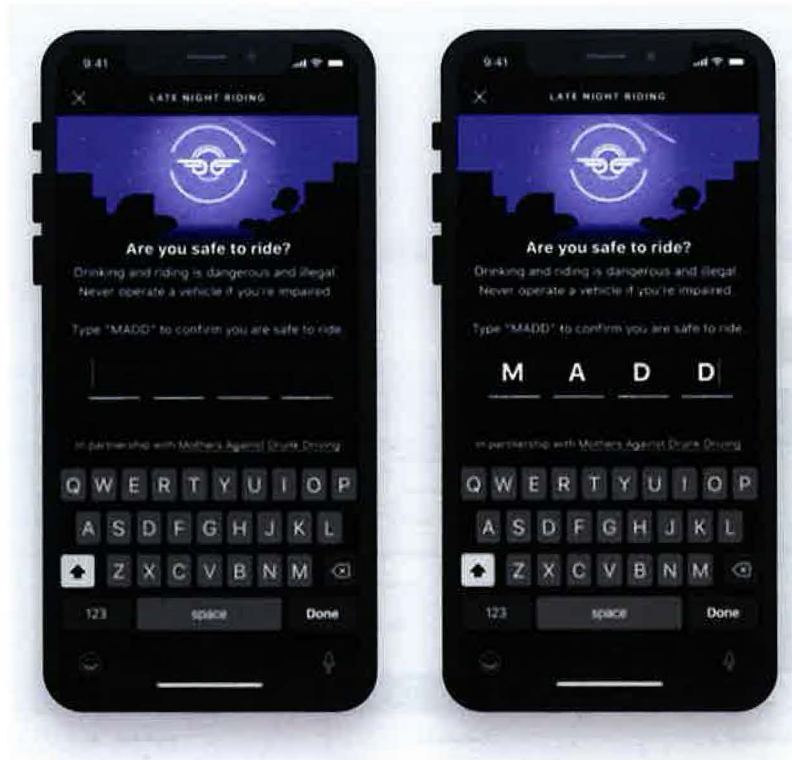
## Safety: Community Mode



Community Mode is an in-app reporting feature that allows anyone - whether or not they ride Bird - to report instances where a Bird is parked improperly, damaged, etc.

These reports help us take appropriate action such as deploying staff to reposition or remove a vehicle, or taking further disciplinary action as needed.

## Safety: “Sober Start”



Riders need to pass a cognitive assessment:

- CAPTCHA measures
- Stroop tests

to ensure an adequate degree of assessment before they unlock an e-scooter.

If the rider cannot complete the test, the e-scooter will not unlock.



**Chris Schafer, VP Government Affairs**  
**Bird Canada**  
[chris.schafer@birdcanada.co](mailto:chris.schafer@birdcanada.co)

