



Hello,  
**Halifax**





The Bird Safe Streets Team doing community outreach during our Oshawa launch

# What is Bird Canada?

Electric micromobility vehicle sharing company

Our mission is to make cities more livable and bring communities together by providing affordable, environmentally-friendly transportation.



**Solve last-mile problem and connect more residents to transit options**



**Reduce congestion and over-reliance on cars**



**Improve air quality and reduce GHG emissions**



**Improve the overall quality of life on campus**

# Most Experienced & Popular Micromobility Provider across Canada



- Founded in 2019 and longest standing operator in Canada
- Generated over 7 million rides nationally
- Most popular choice for riders in all 23+ Canadian markets we operate in
- Prevented 2800+ tons of CO2 emissions since 2019
- Created 500+ jobs for Canadians

# Bird Leadership– Strong Canadian Roots

Our leadership team is Canadian from the highest level down. Majority of our team has been with Bird Canada from the inception of micromobility in the country.



**Stewart  
Lyons**

CEO



**Pat Graham**

General  
Manager



**Anastasia  
Rewers-Kusiak**

Community  
Partnerships



**Austin  
Spademan**

Government  
Partnerships



**Harry Baker**

Halifax Market  
Manager



# Our Approach as an Operator

**Successful Program Pillars:**

**Safety**

**Customer  
Obsession**

**Sustainability**

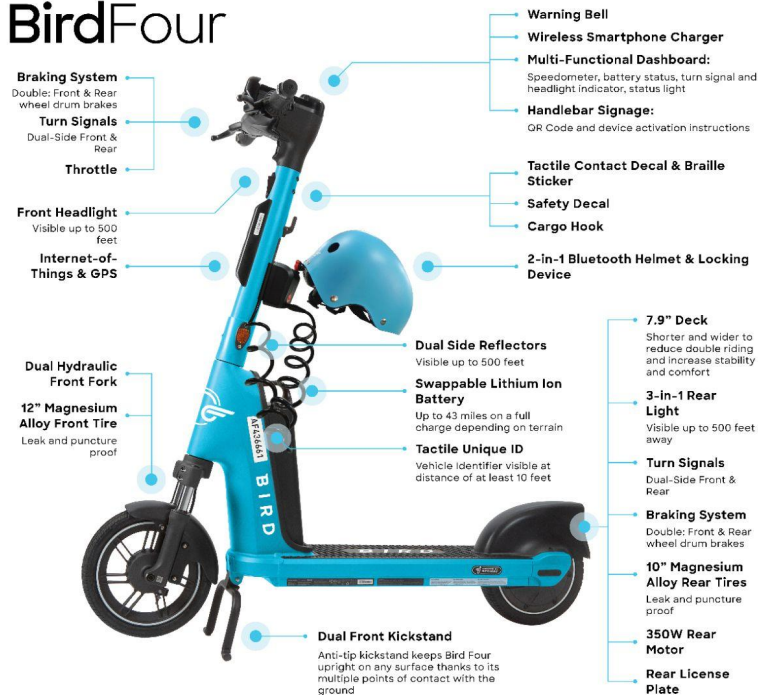
**Equity**

**Built on the most experience in Canada, the best team, and best-in-class operations**



# Introducing Bird Four

## BirdFour



TACTILE CONTACT DECAL

16 Point Font

BIRD RIDES INC.  
1.866.205.2442  
HELLO@BIRD.CO  
BIRDCANADA.CA

BRILLE STICKER

BIRD 866.205.2442

SAFETY DECAL



Dimensions

47" x 22" x 48"

Payload Capacity

220.5 lbs

Weight

71 lbs

QR CODE



2-IN-1 BLUETOOTH LOCK & HELMET



REAR LICENSE PLATE



TACTILE UNIQUE ID

48 Point Font



### Device Requirement

### Confirmation

Two wheels (one in front and one in back) and brakes



Platform to stand on



Handlebar for steering



Electric motor that does not exceed 500 watts



Maximum speed of 24 km/h on a level surface



Maximum weight of 45 kg



Horn or Bell



At least one white light on front, one red light on rear and reflective material on sides



A maximum wheel diameter of 17 inches



No pedals, seat, or basket

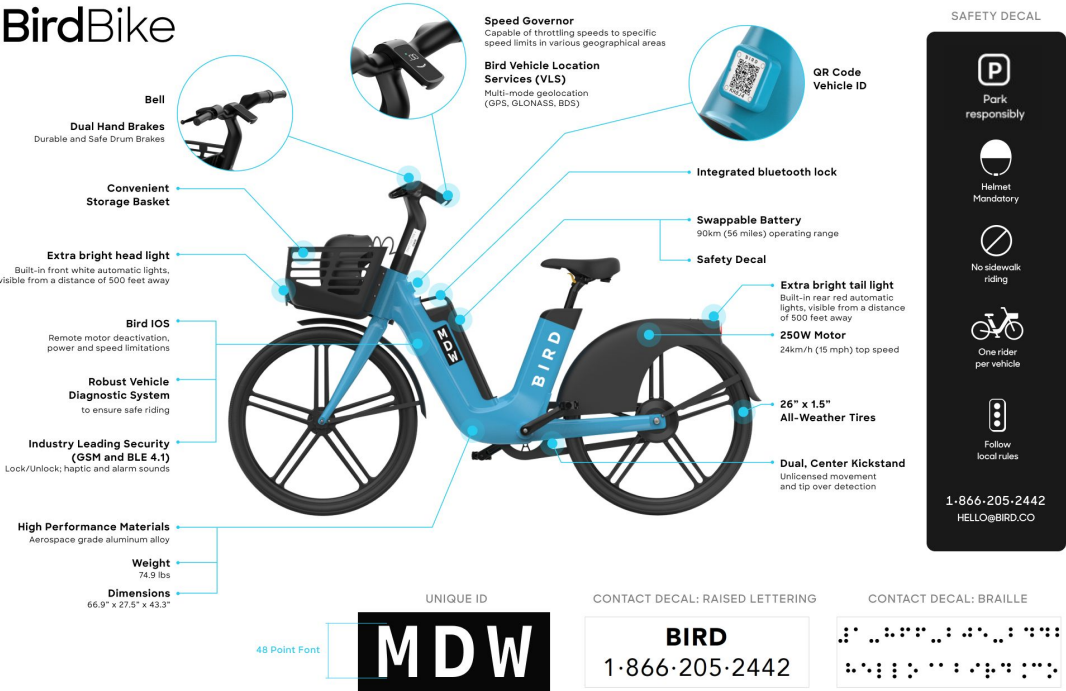


On-device Helmet (Required for riders under 18 years of age)



# Introducing Bird Bike

## BirdBike

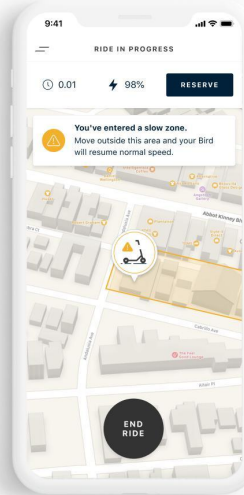


Battery	39-cell lithium-ion main swappable battery with 14.7 capacity
Charge Time	3 hours for full charge
Range	90 KMs
Braking	Independent, Dual Mechanical Hand Brakes (Front/Rear Drum)
Gears	2 gears, 1 gear ratio
Tires	1.5" wide x 26" diameter (front and rear), 45" wheelbase
Top Speed	20 kilometres per hour (governed by speed controls)
Dimensions	66.9" x 27.5" x 43.3"
Lights	High-efficiency light emitting diode front and rear lights each visible from over 150m away
Cargo	5 kilogram maximum load

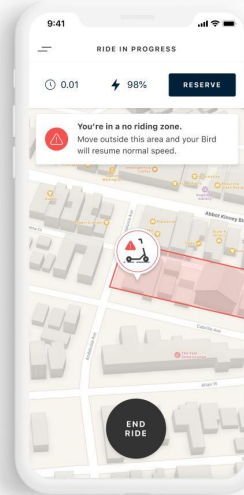
# Geo-zone technology

- All vehicles are tracked with GPS.
- When riders enter a designated geo-zone, vehicles follow set rules.
- Vehicles will slow down or stop, and riders are notified by a vehicle sound and an in-app notification.

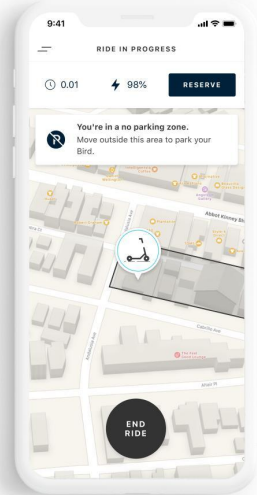
Slow Zone



No Ride & No Park Zone



No Park Zone





# Speed Control: How it works

## VLS | Vehicle Location System

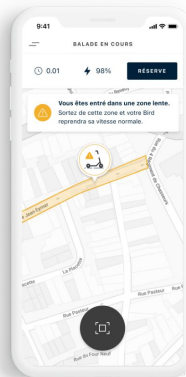
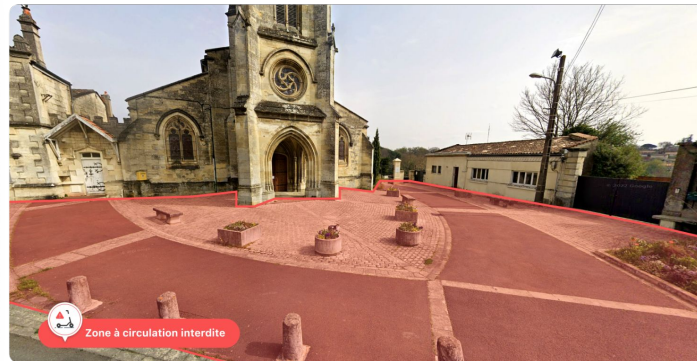
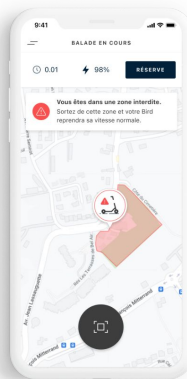
All vehicles are pre-loaded with map data so when a Bird enters a predetermined geospeed zone, the Vehicle Location System (VLS) triggers and the vehicle automatically slows



BirdOS, Bird's proprietary operating system is dynamically preloaded with the local GPS feed as the vehicle travels so there are **no data delays** from having to download geolocation data from the cloud.



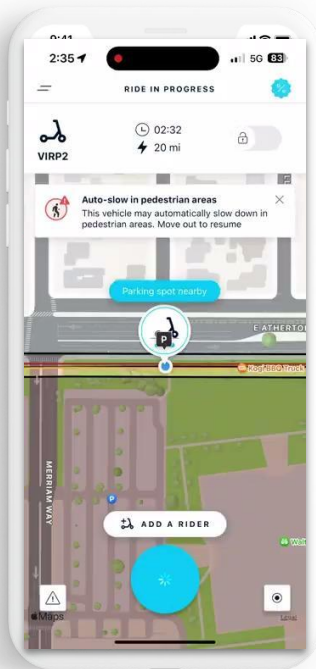
Map data is **cross-checked against current vehicle location** to pinpoint the precise speed limit, no ride zone or other designation (e.g. permitted parking zone) assigned to that location.



# Bird's Virtual Parking System powered by Google™

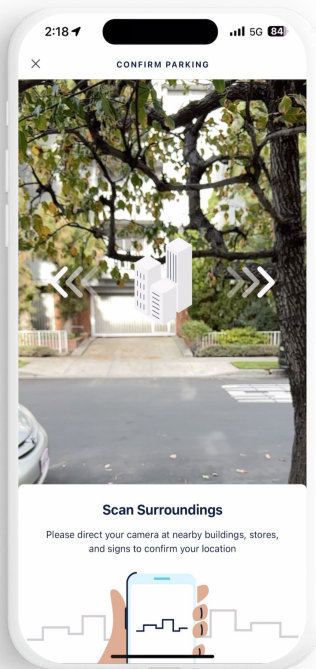
## 1. Virtual Docks

Locate a designated parking zone



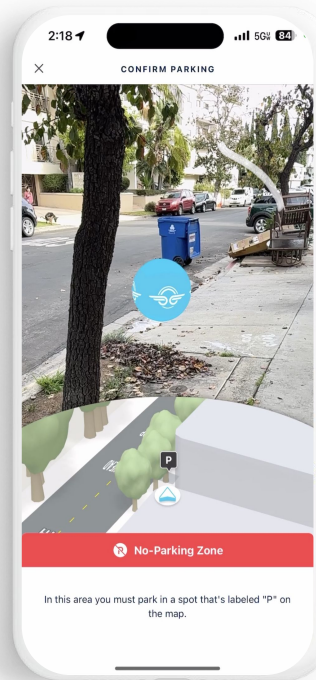
## 2. VPS Confirmation

Take an AR scan of surroundings



## 3. Location Guidance

Bird app guides rider to designated parking zone

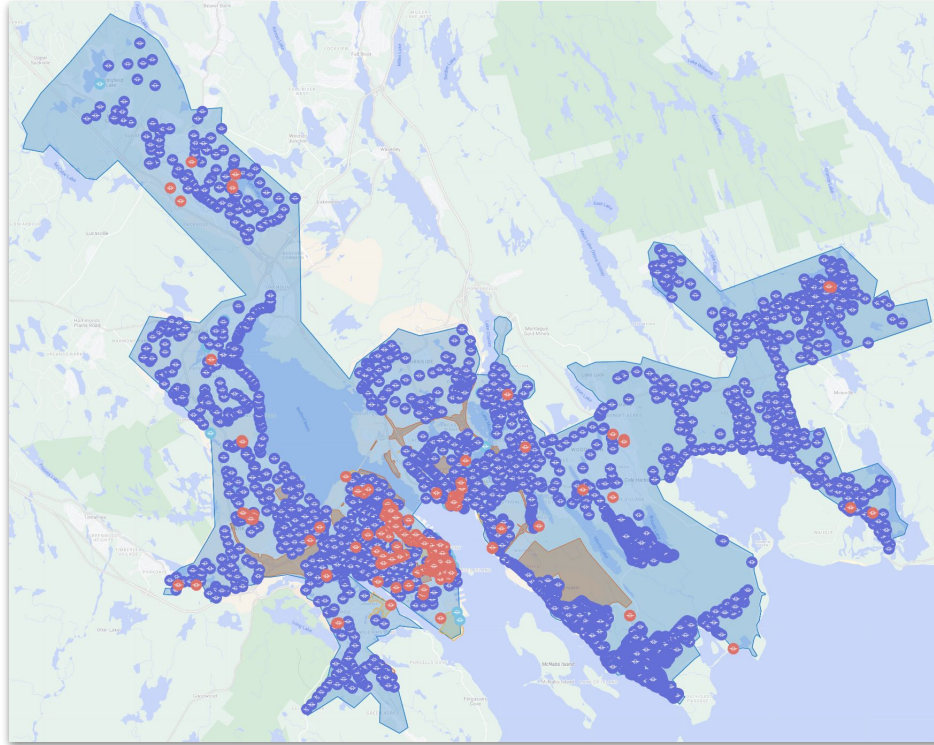


## 4. Enforced Compliance

Ride is locked only after VPS confirms a rider's location






# Complete & Equitable Coverage (Fully Phased Map Shown)



## Operating Zone Phases

 10 KM/H & No Riding Zones

## Parking Locations & Zones

-  Swiftmile Docking Stations
-  Parking Corrals/Stations with Bike Racks
-  Parking Corrals/Stations with Lock-To Infrastructure

## Fleet Size

- Bird Canada will provide an initial fleet size requested by HRM comprising of 400 e-scooters and 400 e-bikes for Phase 1 of the program.
- Over time as minimum service levels and performance standards are met Bird Canada will expand the operating area to the outlined Phase 2 & 3 areas and a fleet size of 750 e-scooters and 750 e-bikes

# Our Equity Plan

Bird Canada's track record in servicing equity zones in Calgary as the first provider to launch programs such as the healthcare workers and teachers commute programs is an important experience which can be brought to Halifax. Bird Canada's proven ability to provide access to underserved communities in Calgary, means we can contribute meaningfully to similar equity goals in Halifax, which aims to service multiple identified equity zones.

- Bird Canada will also automatically discount trips starting in HRM "Equity Zones" areas by up to 50%

## Bird Free Access

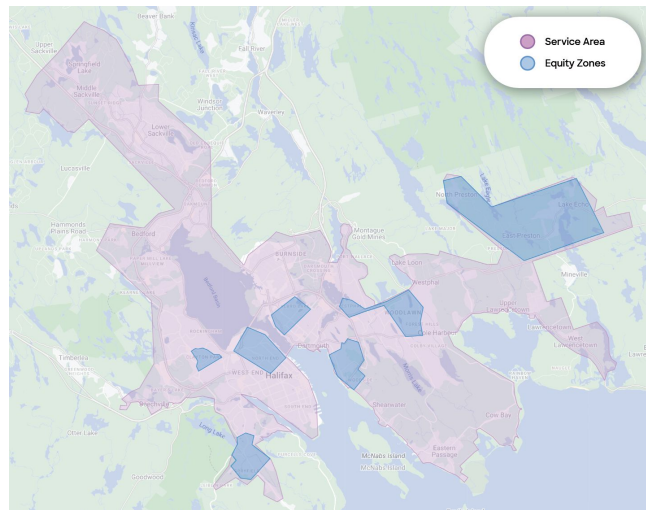
As **the most inclusive equity program in Canada**, Bird Free Access provides eligible riders with up to **four (4) free 30-minute trips per day** (i.e. \$0 fee to unlock, plus a per-minute fee of \$0.).

**Eligibility:** Low-income residents (150% of Low-Income Cut Off and any individuals enrolled in a proxy low-income program, including the Leisure Access Program (LAP). In HRM, this equates to an annual income of \$29,000 for a single individual); Veterans; and, Senior citizens.

## Equity Zone Pricing

To increase access to our devices in historically underserved communities, Bird Canada will automatically discount trips starting in all seven of the Equity Zones outlined in HRM's Readiness Study (to be finalized in consultation with HRM) by up to **50% (\$0.60 cents to unlock, plus a per-minute fee of \$0.17 cents for e-scooters / \$0.60 cents to unlock, plus a per-minute fee of \$0.14 cents for e-bikes).**

Riders do not need to be enrolled in our Bird Free Access program to receive this discount. By removing any registration or sign-up barriers, Equity Zone Pricing will make it easier than ever for residents in low-income areas to benefit.





# Equity Partnerships

As a starting point four equity-focused partnerships have been established to ensure accessibility, sustainability, and community impact:

## UNITED WAY HALIFAX



- Focused on providing equitable transportation access to underserved neighborhoods (e.g., Spryfield, North Dartmouth, East Preston).
- Commitment to reducing barriers to education, employment, and essential services through shared mobility while enhancing social inclusion.
- Ongoing collaboration to adapt programs to community needs.

## NOVA SCOTIA COMMUNITY COLLEGE (NSCC)

- Collaboration on innovations like AI-driven parking compliance, localized battery charging, and sidewalk technology.
- Applied Research partnership providing real-world innovation opportunities for students.
- Focus on advancing sustainable mobility practices and fostering industry-relevant skills.

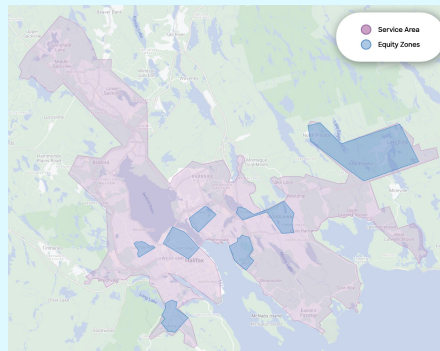


## ECOLOGY ACTION CENTRE

- Participation in the *Bike Buddy* program, offering equitable micromobility access to newcomers in Halifax.
- Partnering on *Safe Cycling 101* sessions to promote safety and confidence in micromobility use to increase adoption of sustainable transportation.
- Donation of e-bikes to support EAC's sustainability-focused events.

## FUSION HALIFAX

- Hosting community engagement events, including micromobility demonstrations and safety workshops for young leaders of Halifax.
- Partnering on campaigns to promote micromobility as an economic driver supporting local businesses and a sustainable mode of transportation.
- Offering exclusive micromobility access for Fusion Halifax events, with discounted rates for attendees.



# Our Response to Issues

Bird Canada is proud to have a 15 minute response time to respond & solve all issues that require our attention.



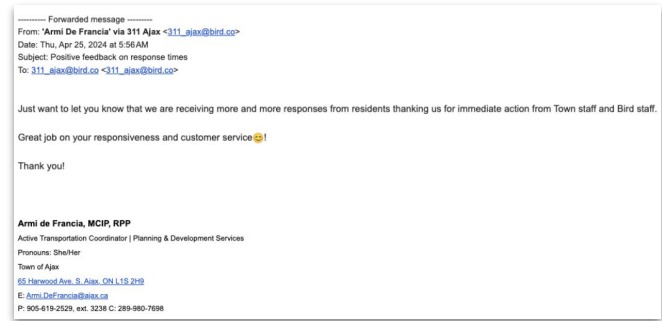
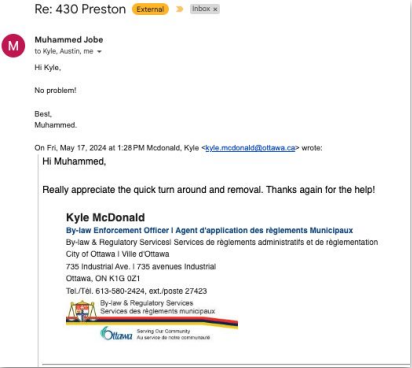
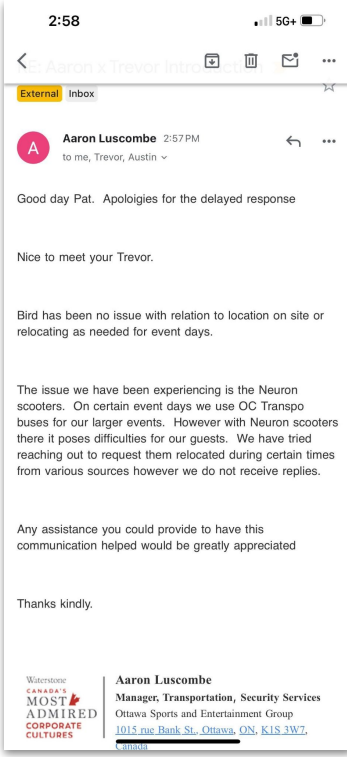
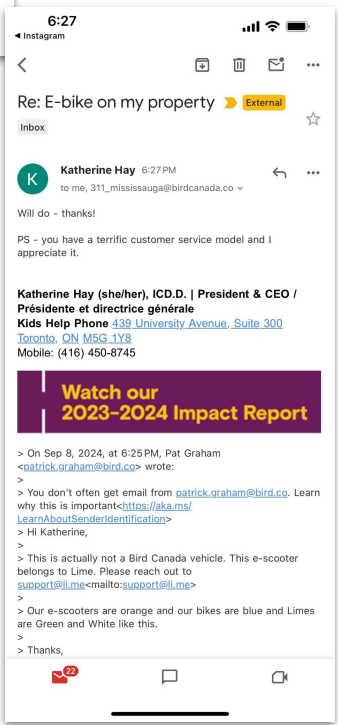
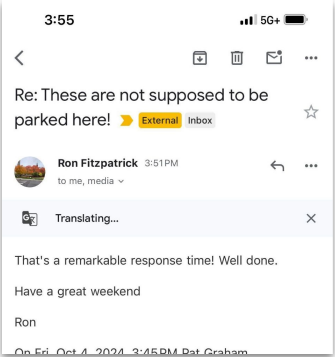
Bird Canada is always reachable via:  
311\_Halifax@birdcanada.co



Our Safe Streets Team patrols will occur in high demand operating areas 16 hours per day in Halifax

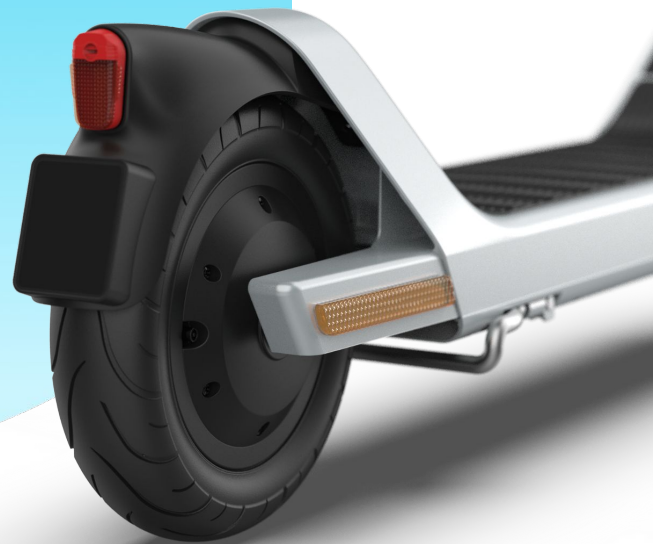


We acknowledge that the City has the right to remove or re-park any device that is parked in contravention of any City by-laws or is creating a hazard to public safety





# Thank you.



**Austin Spademan**, Head of Government Partnerships