



# Hello, Carolina Beach

2020





# What is Bird?

Bird is a last-mile, stand-up electric vehicle sharing company dedicated to bringing affordable, environmentally-friendly transportation solutions to communities everywhere.

## Our mission is to get people out of cars and:



Solve the last-mile challenge by connecting more residents to transit options.



Reduce congestion and over-reliance on single occupancy car trips



Improve air quality and reduce Greenhouse Gas emissions



Improve the overall quality of life in cities

# How it works

Using the Bird smartphone app, riders find the closest Bird scooter on a map, unlock it and complete the safety tutorial to start their ride. It costs \$1 to start, then a per minute fee.



1

**FIND BIRDS  
ON THE MAP**

2

**SCAN QR TO  
BEGIN RIDE**

3

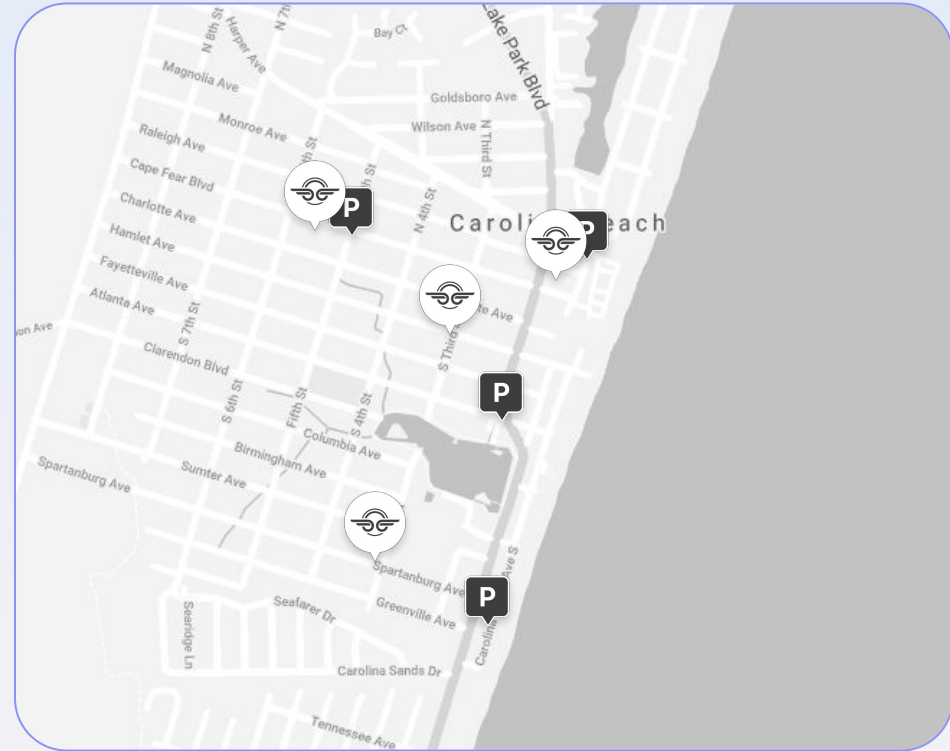
**WATCH SAFETY  
TUTORIAL**

4

**ENJOY THE  
RIDE!**

# Transportation Benefits


- **No cost** micromobility solution for the city
- Provide a sustainable, open-aired transportation option
- Reduce congestion & carbon emissions
- Supplement bus and transit trips
- Alternative parking solution
- Provide increased access to businesses throughout the city
- Establish a multimodal transportation network




# Our Approach

We partner closely with cities to design solutions that work for your community.

**YOUR TEAM**



**Chris Stockwell**  
Account Partner



**Adam Blau**  
Account Manager

## Get to know each other:

Understand where Bird fits into the local transportation ecosystem.

## Operating Plan:

Decision to move forward and local operational partner outreach started.

## Ongoing:

Your dedicated Account Manager will provide ongoing support and serve as your main point of contact for all city requests.

## Setting Expectations:

Align on how Bird can best serve your city based on city input and Bird data.

## Launch Day:

Introduce a new transportation option to town.

# Localized Operations

We work with a local entrepreneur from the community to manage the fleet on the ground, and in exchange they earn money on each ride.

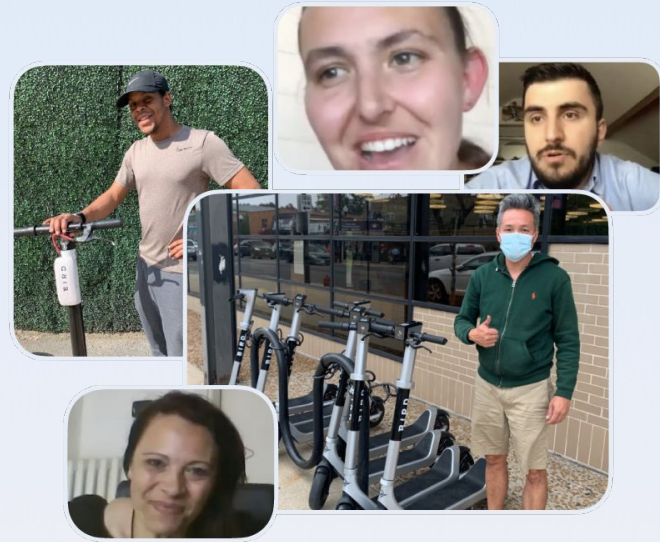
## How cities benefit:

### Local Touch:

- ✓ Deep community ties, local pride, and fast issue resolution
- ✓ Nuanced knowledge of where to deploy
- ✓ Economic Opportunity

### Backed by the Industry Leader:

- ✓ World-class technology & compliance tools
- ✓ Operational know-how
- ✓ Industry's Safest Vehicles



“

I like being my own boss, the flexibility of setting my own schedule and being able to hire my nephew because he also needed a job. I also like being part of the growing micromobility industry. It's in line with my values regarding city transportation solutions.

- Mark, Azbri Productions, Nashville

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# The Local Impact



56%

of rides connected to a local businesses



\$70K+

average take-home earnings from local entrepreneurs partnering with Bird.



16%

more jobs accessible



# Local Partnerships

BIRD WORKS CLOSELY WITH SMALL BUSINESSES

From co-promotions to safety campaigns, we partner closely with local businesses to promote their services to our riders; and proactively address any concerns.



Small Businesses  
West Sacramento

Just in time for the holidays, Birds are now available in @cityofwestsac! 🌞 to the city for striving to get more people out of cars and onto safe, sustainable micro-Evs. While you're riding, support a local business in town:

- 🍔 @drakesthebarn
- 🍦 @dmcicecream
- 🌿 3 Sisters Garden



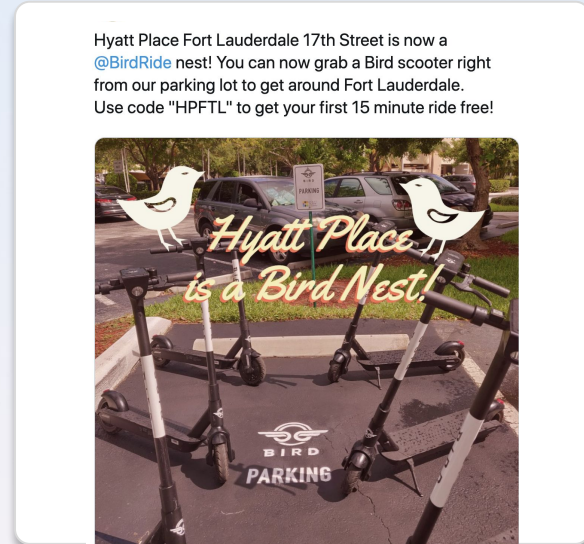
11:04 AM · Dec 7, 2020 · Twitter Web App



Messenger Coffee Co  
Kansas City, MO



Hyatt Place  
Fort Lauderdale, FL



Hyatt Place Fort Lauderdale 17th Street is now a @BirdRide nest! You can now grab a Bird scooter right from our parking lot to get around Fort Lauderdale. Use code "HPFTL" to get your first 15 minute ride free!



# Leading the way on innovative solutions for cities

## Warm Up Mode

This feature offers a gentle acceleration profile that helps users learn to ride safely and confidently.

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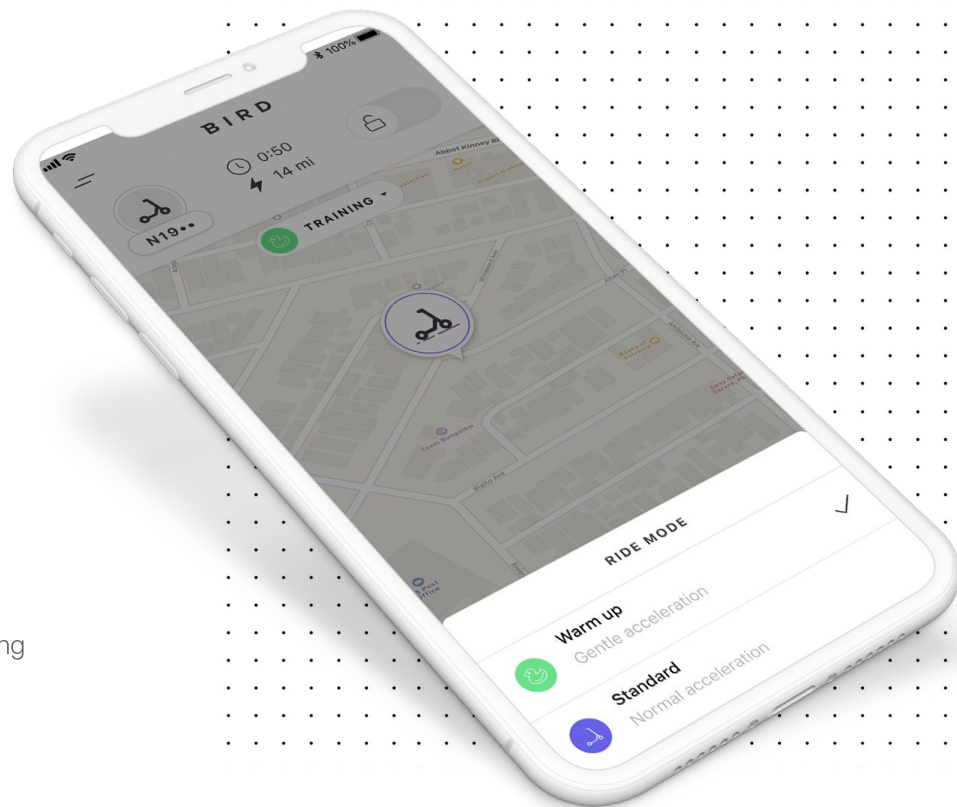
## Quick Start

An industry-first feature that automatically detects when a Bird is within range and offers riders the opportunity to unlock it with the tap of a button.

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## Parking Management

Bird offers a comprehensive suite of parking tools that bridges the gap between technology and infrastructure by both directing and incentivizing riders to park in city-designated areas.



# See what communities are saying:

## REDDING, CA

“ I’m a nurse and having access to Bird in Redding has given me a safe and convenient way to commute during COVID ”



**Fleet size:** 200\*

**Pop.** 92K

**Launch date:** November 2019

**About:** The city sees 8K rides/ month, averaging ~30 minutes.

**City is excited about:** Close collaboration that has led to high usage and tight operations.

## HARTSVILLE, SC

“ We will bend over backwards to help you and welcome you. - Mayor Pennington ”



**Fleet size:** 50

**Pop.** 7.7K

**Launch date:** January 2021

**About:** Bird will connect residents to central business district and provide transportation to the Sonoco Campus.

**City is excited about:** Being a role model for the power of city + tech partnerships in small cities.

# Thank you

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City Partnerships  
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