



Economic Development Sub-Committee Meeting

# Wind Electric Scooters

# What is Bird?

Bird is a last-mile electric vehicle sharing company dedicated to bringing affordable, environmentally-friendly transportation solutions to communities everywhere. Today Bird serves over 100 cities worldwide.

Our mission is to get people out of cars and:



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



Reduce congestion and over-reliance on cars



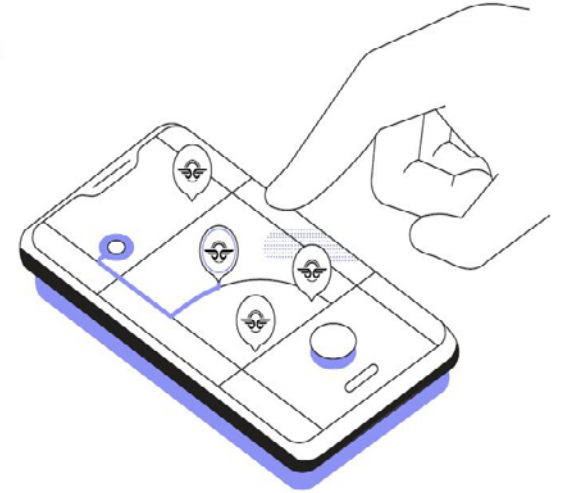
Improve air quality and reduce GHG emissions



Improve the overall quality of life in cities

## How it works.

Through the Bird smartphone app, riders can see the closest Bird scooter on a map, unlock it, complete the safety tutorial and ride directly to their desired destination. 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!

# Bird's Impact to the Community

## Prioritizing safety, first.

Bird partners with cities across the globe to develop programs that maximize the positive impact of micro-mobility.

### Starting with less cars on the road

By replacing car trips with convenient options, like Bird, we can remove the biggest safety hazards from the road and make our cities safer today.



Bird leads the industry in safety.

Safety is deeply embedded across all components of our business- from our policy and operations; to our community education and engagement; to our industry leading vehicle design.

## One sustainable ride at a time.

Bird's custom vehicles are the most durable micro-mobility options on the road today. Each Bird One and Bird Two on the road today represents:



**18+ months**

OF SUSTAINABLE RIDES



**1,500 pounds**

OF CO2 AVOIDED

## Bolstering the local economy.

 **58%**

of Bird rides ending at local businesses helping connect shops and restaurants with riders in their community.

 **9X**

increase in the reach of transit stations expanding the mobility and job opportunities of more residents.

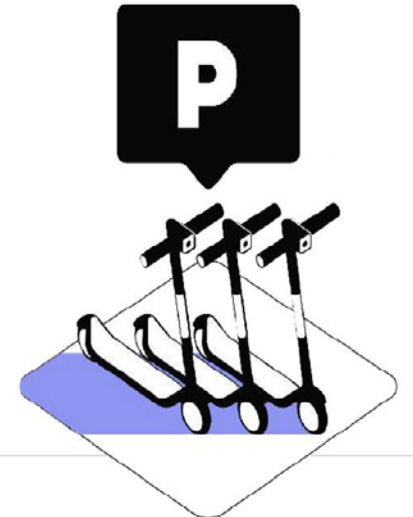
 **2.5M**

in annual take-home pay for every 1,000 Birds in a city

### THE BIRD LOCAL ADVANTAGE:

## By Locals, For Locals

When Bird comes to town, we work with a local entrepreneur from the community to manage the fleet on the ground. They make money on every ride taken on the scooters that they manage. We provide the tools, operational experience and technology to help them be successful; and they provide the local pride, knowledge and expertise to cater the program to the community.



# Innovative Solutions

## Leading the way on innovative solutions for cities

Bird is committed to working with cities to manage and maximize the positive impact of our partnerships. That's why we've developed industry-leading technology to measure, innovate, and improve both our fleet and our reporting. Here's just a small sample of our offering for cities:

### CUSTOM IN-APP EDUCATION

Bird riders are each shown a comprehensive education program that can be customized to address your city's chief concerns.

### COMMUNITY-BASED REPORTING

Every member of your community can access community mode in the Bird app to submit complaints directly to our team for fast resolution.

### LOCALIZED POLICY ZONES

Bird's geo-fencing technology allows us to implement no-ride zones, no-parking zones, and reduced-speed zones with custom messaging to increase safe riding.



### 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.

### INCENTIVES FOR HELMET USAGE

The Bird app encourages—and incentivizes—responsible riding. We even give out rewards to riders who take a #BirdHelmetSelfie, showing us that they wore a helmet on their ride.



### INDUSTRY-LEADING VEHICLES

Bird's best-in-class teams create innovative new vehicles from the ground-up. From self-reporting damage sensors and tip detection to an industrial-grade anti-tipping kickstand, Bird offers the most advanced shared e-scooter on the road today.

### PROGRAMS FOR EQUITABLE ACCESS

Our city dashboards provide customized information about how our partnership is helping to complement the city's mobility menu. In-depth data APIs provide cities with detailed and historical information on Bird operations and rider movement within their city.

### CUSTOMIZED DASHBOARDS AND ROBUST APIS

Bird provides cities with easy-to-read dashboards and in-depth APIs to help cities understand how riders move about the city and how Bird is complementing their mobility menu.



# Sustainable Transportation

## SAFETY

More space. Less cars.

### Scooters are naturally social distant

- 6 ft of personal space
- Single rider in open air
- Zero carbon emissions

### Fewer cars = safer streets

- E-scooters have replaced millions of trips between fall of 2018 and spring of 2019
- During which time accidents fell by more than 50%

### Safer streets for everyone

- Most riders prefer to use bike lanes
- Only 7% of riders want to ride on the sidewalk

### Bird safety technology

- Selective geo-speed limiting
- Warm Up Mode for new riders
- Community Mode parking compliance



## AFFORDABILITY

Fair and flexible.

### Cheaper than ride hail

- 50% less than that of a cab or ride-hailing trip
- 57% of riders surveyed in Santa Monica reduced ride-hail services in favor of e-scooters

### Local rider discounts

- Loyalty programs for repeat riders
- Ride passes
- Discounts and coupons

### City-led cost relief

- Reduce or remove fees
- Support outreach programs to increase access
- Subsidize the cost of rides

## RELIABILITY

Here when you need it.

### Safer for women

- 29% of women said they don't take public transit late night (vs. 8% for men) for safety reasons with a cost burden that falls heaviest on woman caregivers

### Higher accountability

- Limited operators leads to greater dependability and more transparency

### Durable vehicle design

- Steel-reinforced aluminum frame
- Semi-solid tires that never go flat
- Average lifespan of at least 18 months

## CONVENIENCE

Ideal for last mile.

### Fast and easy

- Scooters can be deployed and ridden anywhere

### Extends access to transit

- Scooters extend the transit access shed 9x by extending the 15-minute travel radius from 0.5 miles to 1.5 miles

### Rides grew 5X in Los Angeles

- During the temporary closures on LA Metro's Expo Line in 2019



# Next Steps

- Staff will work with City Attorney to finalize Operating Agreement with Bird
- Staff will discuss logistics on distribution of electric scooters in strategic City locations
- Staff will create a marketing strategy to inform residents of arrival of Bird and education on safety measures



# Question/Comments

