



Hello MERIDIAN



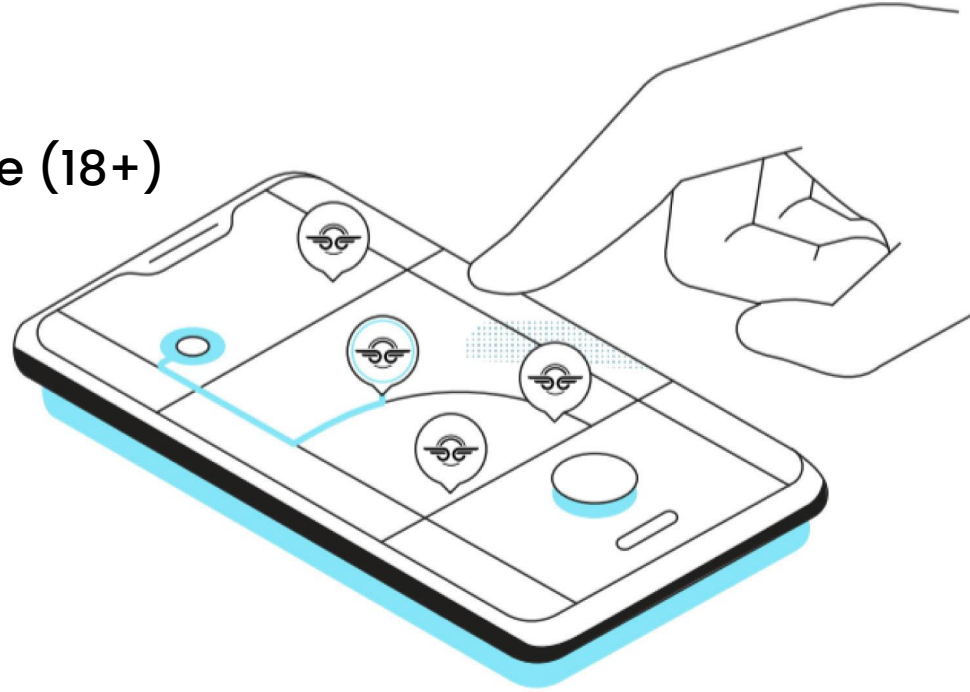
We're making cities
more livable by
reducing car usage,
traffic, and carbon
emissions.





How it works

1. Download the Bird app
2. Sign user agreement & verify age (18+)
3. Add payment
4. Complete educational tutorials
5. Enjoy the ride!



Pricing

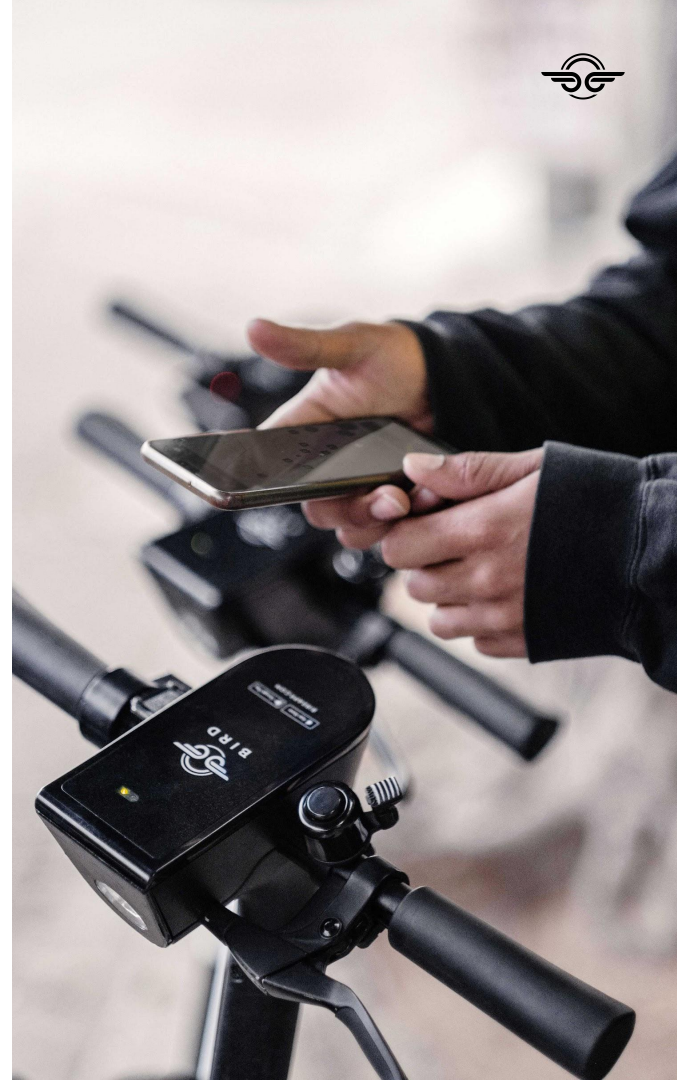
Standard Pricing

\$1 to unlock + per minute fee. Average ~\$7 a ride.

Equitable Pricing Options

Discounts available to those in government assistance programs, veterans, senior citizens, healthcare workers, students with pell grants, etc.

B I R D



Safety is our top priority.

We are committed to providing safe mobility—as evidenced by our industry-leading safety record.

We hold ourselves to strict safety standards, and develop products and tools that protect riders and non-riders.



After 5 years and millions of rides taken on our shared fleets, we are pleased to report a global injury incidence rate of 1:50K rides, **less than half the medical incident rate of cars.**

Bird's safety focus has driven a safety record superior to cars and micromobility competition.

Documented Medical Incident Rate ^{1,2}



1:50K



1:50K



1:20K



1:10K

1. Injury incidence rate calculated as the percentage of total trips with incidents or accidents reported which required medical treatment. Documented injury rates for bicycles, automobiles, and motorcycles reflect national averages, whereas Bird's documented injury rate (1:50K) reflects Bird's global average incidence rate.
2. Sources include: Bird internal ride data, The U.S. Consumer Product Safety Commission, The U.S. National Highway Traffic Safety Administration, and The U.S. Bureau of Transportation Statistics

Bird has significant experience operating in Idaho

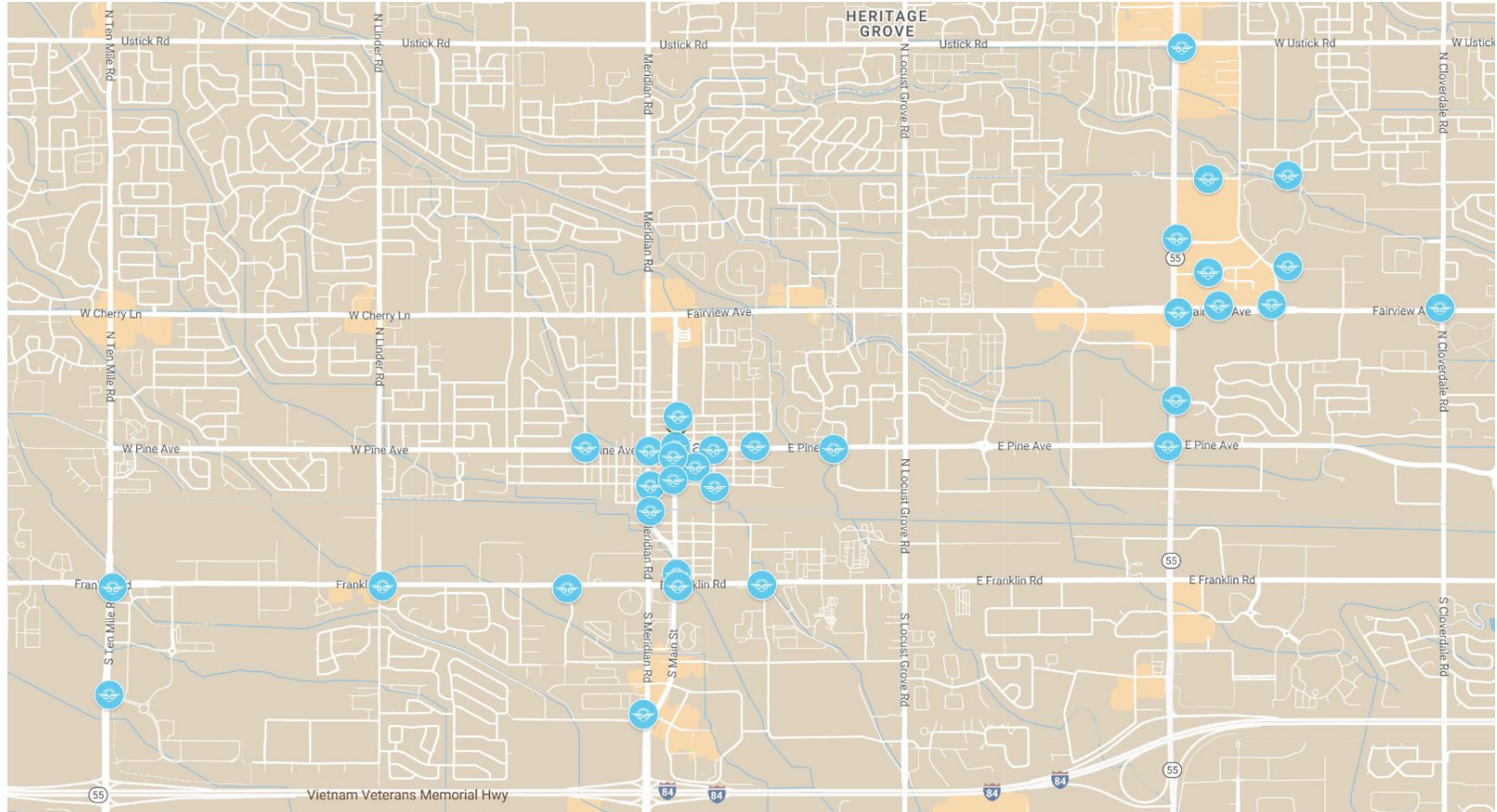
- Boise
- Caldwell
- Garden City
- Idaho Falls
- Rexburg



A Customized Program for Meridian



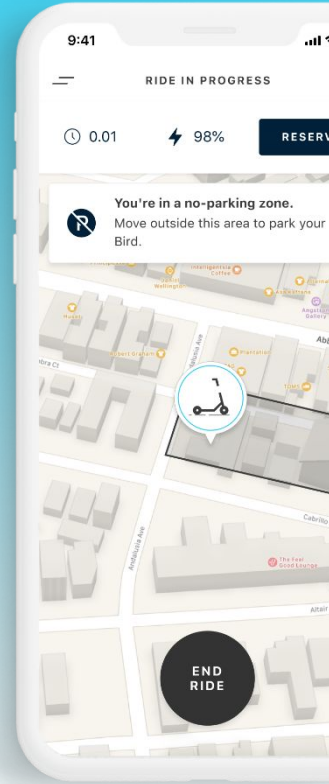
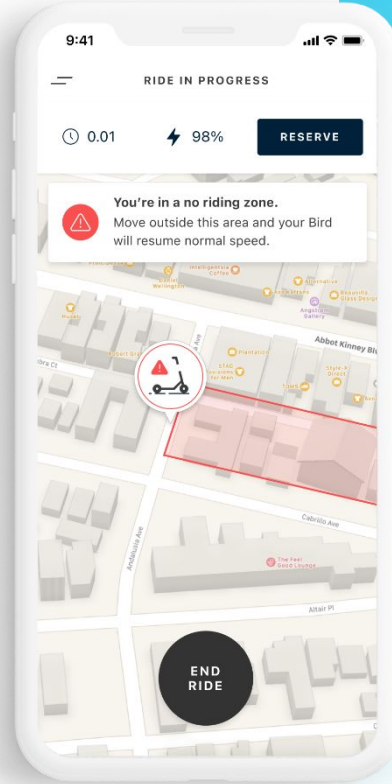
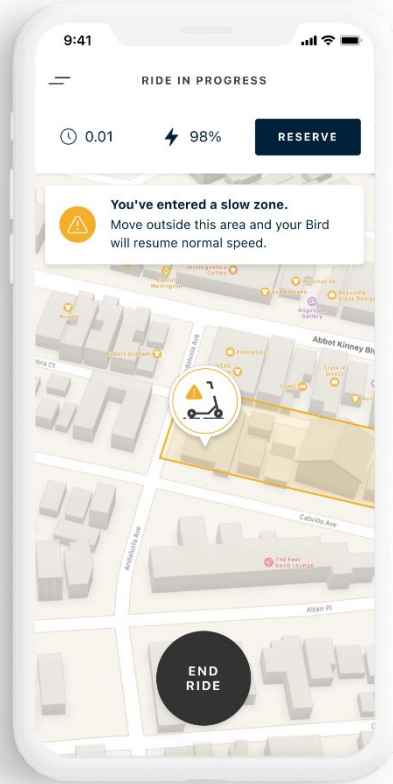
Sample Deployment/Parking Approach for Meridian



Geozones are location-specific areas divided into four zones:

- No Ride Zones
- No Ride Start Zones
- Slow Zones
- No Parking Zones

Each zone is autonomously regulated based on the vehicle's exact location, thanks to Bird's industry-leading VLS.



Fleet Manager Model

We work with local partners to manage on-the-ground fleet logistics, care, and community education.



Professional, friendly, and reliable



Operational experts, experience in vehicle management and logistics



Small and local businesses in your community

BIRD



It is a fulfilling feeling knowing that I am playing a key role in the success of my city. Replacing car trips with convenient options, like e-scooters, we can make cities safer and reduce pollution for everyone.

– Moises, Bird Fleet Manager

Local Economic Impact

A Bird e-scooter generates

up to \$2.2K

in incremental consumer spending per year, per market according an Emory University study.

Bird's riders spent between

\$100M-\$140M

at local businesses in 2021.



Why Bird is the Right Partner for Meridian

- 1 **Safety** is our top priority and we're committed to **sustainability** and micromobility **access for all**
- 2 **Advanced technology** and hardware features drive compliant operations
- 3 **Innovative operating model** provides hyper-localized service and experience for riders
- 4 **Most experienced operator** in the US
- 5 **Financially sound** and self-sustaining transportation



Thank you



T.J. Birkel Government Partnerships

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