



# Hello, Tualatin

2021





# 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 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

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!**

# The Vehicle

BirdZero	
Braking	Drum Brake + Regenerative Brake
Lights	Front/Rear LEDs
Weight	44.66 lbs.
Speed	15MPH
Range	30 Miles (2 days on a full charge)



UNIQUE ID



SAFETY DECAL

## Ride Safely

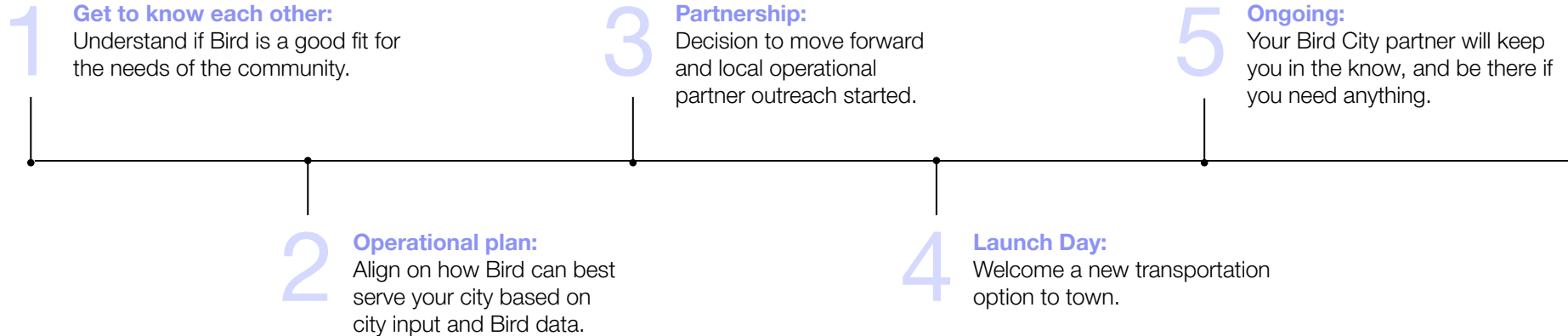
Helmet Required  
 License Required  
 No Riding on Sidewalks  
 No Double Riding  
 18+ Years Old

HELLO@BIRD.CO  
 1-866-205-2442



# Our Approach

We partner closely with cities to design solutions that work for our communities at **no cost**.



# Our Approach

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.

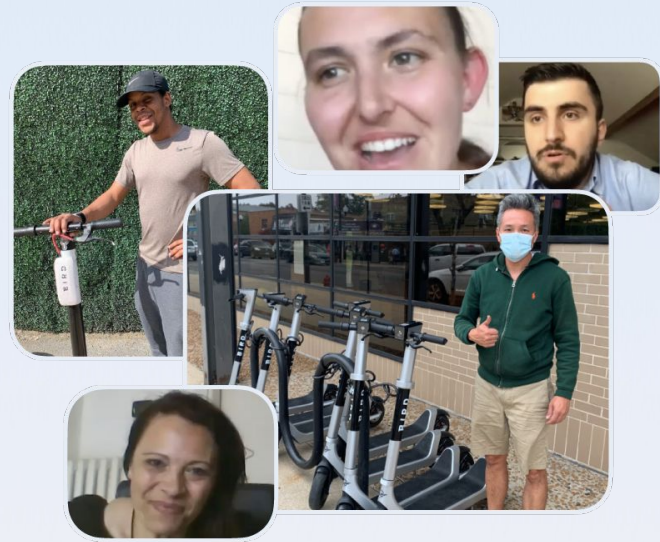
## How cities benefit:

### 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



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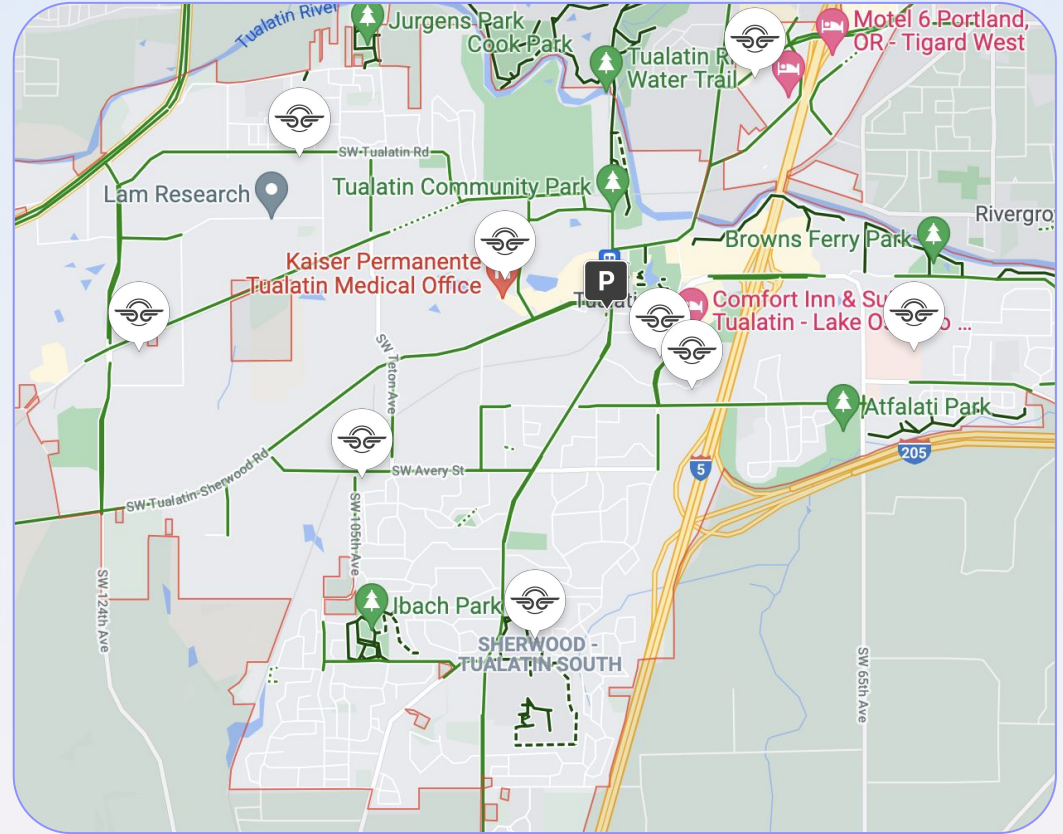
I like being my own boss, the flexibility of setting my own schedule and being able to hire my nephew because he also needed a job. I also like being part of the growing micromobility industry. It's in line with my values regarding city transportation solutions.

- Mark, Azbri Productions, Nashville

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# Tualatin Advantages

- ✓ Existing **Bike Lanes**
- ✓ **Improved Neighborhood Connectivity** (eg. south to commercial areas)
- ✓ **First/Last Mile** to Transit (eg. WES Station)
- ✓ **Self Contained** Operating Zone
- ✓ **Multimodal** Transportation



# The Local Impact



56%

of rides connected to a local business



\$70k+

Average take-home Fleet Manager pay.



\$921

Per scooter add'l spending at local businesses over 6mo





# Technology and Safety

World class innovative solutions designed for cities

## Geo-fencing and Geo-Speed

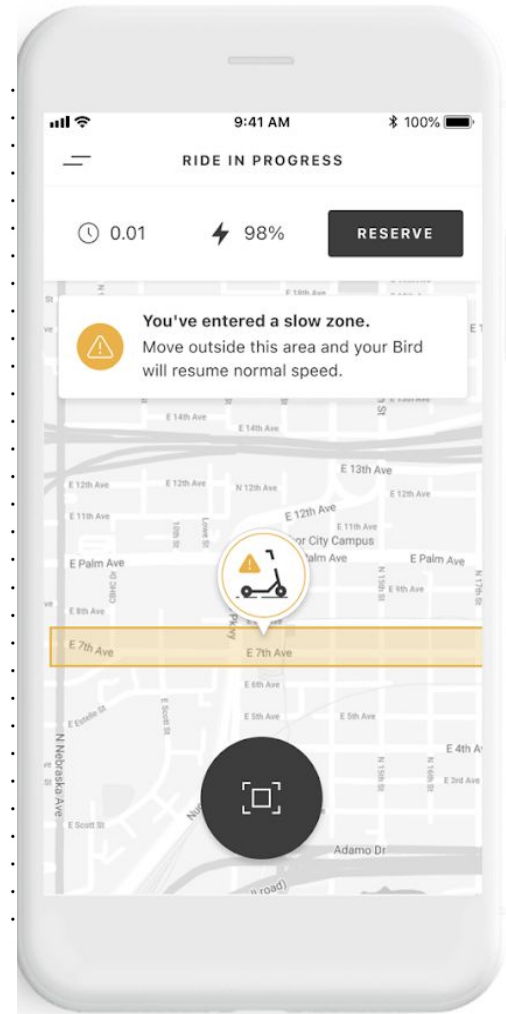
Control where and how the vehicles are used

## Helmet Selfie

An industry-first feature that promotes safety and encourages riders to wear a helmet.

## 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.



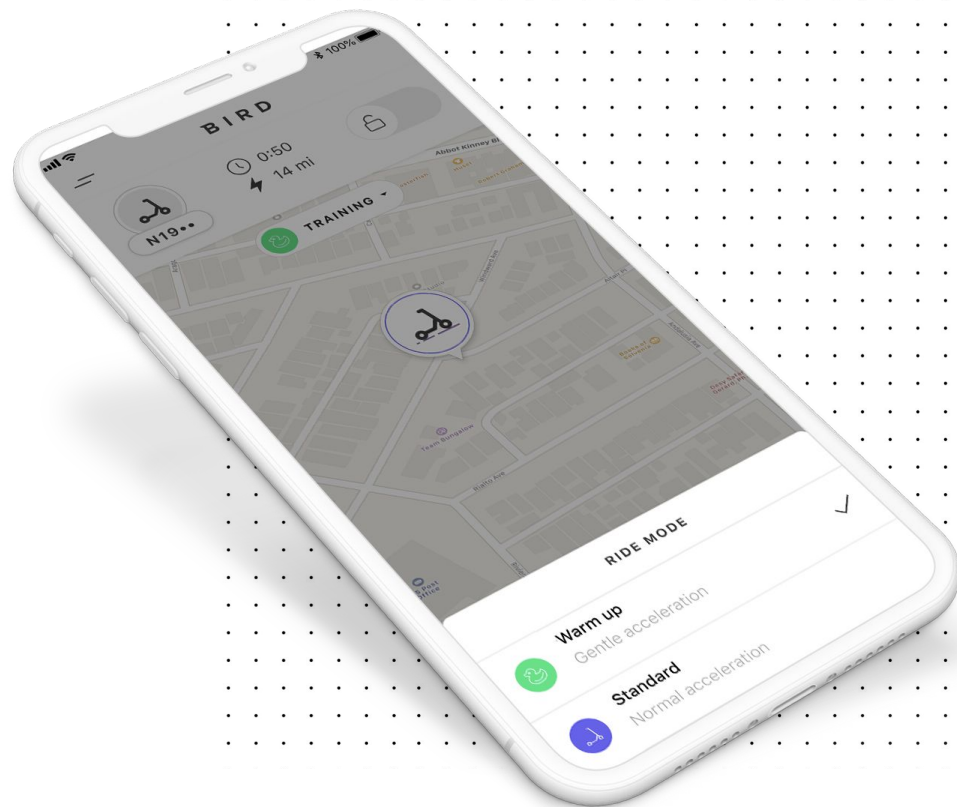
# Leading the way on innovative solutions for cities

## Warm Up Mode

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

## 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.



Thank you

Email: [hello@bird.co](mailto:hello@bird.co)

