



BIRD

Bird is a last-mile electric vehicle sharing company dedicated to bringing safe, low-cost, environmentally- friendly transportation solutions to communities across the world. Founded in 2017 and headquartered in Los Angeles, California, Bird provides accessible, affordable, and convenient electric micro-mobility vehicles, including e-scooters and e-bikes, to cities of many types that can be accessed via a smartphone.

Mobility Services

- Shared E-scooters and E-bikes
- Mobile application
- Fleet management program

Website

- <https://www.bird.co/>

Contact

- Jonathan Adler, Senior Director, Public Policy, jonathanadler@bird.co

References

- City of Los Angeles, CA
- City of Coachella, CA
- City of San Jose, CA

Experience



Bird created the shared e-scooter industry in 2017 and is the largest e-scooter provider in the United States and the State of California. Bird has provided mobility services for 4 years across more than 300 cities in more than 25 countries around the world, and more than 100 million trips. In California, Bird currently operates e-scooter share programs in cities ranging from Los Angeles to Tracy.

Bird operates in communities ranging in size from 6,000 residents to millions, and is an industry expert in creating operational services to meet the needs of the community. Bird's experience in

scooter-share operation makes Bird well positioned to help the Clean Mobility Options program meet its goals of increasing the transportation options available to California’s historically underserved communities.

Services

Bird offers a full suite of mobility services to all communities, including:

- Zero-emission electric vehicles including e-scooters and e-bikes
- Operational support
- Payment platform support in mobile app
- Mobile application delivery and maintenance
- Reservation and routing technology for Bird designed vehicles
- Translation services and customer support in multiple languages

Bird partners with small, local businesses experienced in micro mobility management and logistics to deploy, rebalance, charge, maintain, and sanitize its devices. Bird’s Fleet Management program provides economic opportunity to independently owned businesses who are invested in the communities they serve. Bird provides continuous support and resources to its Fleet Managers, including initial guidance on operational setup and training focusing on safety and compliance. The program is small business friendly, maintaining a “zero to start, zero to leave” structure with no security deposit and a 30-day risk-free trial period.

For city partners Bird provides a comprehensive data offering to allow for fleet expansion, infrastructure planning, and multi-modal trip planning including opportunities to integrate Bird’s services with public transit.

Equity



Engagement

To ensure equitable access, Bird developed its Community Pricing Program which offers a 50% discount to those with socioeconomic disadvantages, as well as select nonprofit organizations to make its micro mobility vehicles a reliable transportation option for all.

Language

The Bird app is available in dozens of languages and partnerships with translation services allow for text-based customer service in dozens more.

Unbanked

Bird offers access via prepaid cards, paypal, and various cash pay options.

Access without Smartphone

Bird offers to those with or without smartphones its text-to-unlock feature

Driver License

Bird offers alternative ID verification for those without driver's licenses.

Financial

Cost

Bird will discuss budget items with individual voucher applicant teams, which will pertain to the specific project model and partner type.

Bird expects CMO Voucher funding to cover :

- Per ride or membership subsidies for low income riders. Bird offers a range of low-income plans for qualifying riders.
- Protected infrastructure including bike lanes
- Vehicle parking areas and signage
- Education, sign-up, and engagement initiatives

Bird expects to cover:

- Technology platform and back-end administration
- Vehicles (under most collaboration models)
- Day-to-day staffing and operational costs
- Safety initiatives

Pricing

Bird offers low fees in general, especially when combined with its pricing programs, allowing for an affordable option for disadvantaged communities through low-income programs such as its Community Pricing Program, which extends discounted rides to eligible participants.

Revenue

Bird can assess on a case-by-case basis with city partners the best means of addressing any shared revenue. An analysis can be conducted in collaboration with partners to determine the viability of the program implementation in order to assess the cost structure or any applicable revenue share. Any investments should aim to increase demand for the service to ensure its long-term financial sustainability.

Bird offers an operational model that enables community members to start a small business with no upfront cost, providing direct primary economic benefits to the partner cities, regardless of shared revenue. Bird's Fleet Managers share the revenue on each ride taken via the devices they manage and by meeting city operational requirements. The program is designed to

incentivize Fleet Managers to provide safe and efficient operations to maximize rides and increase their overall revenue share.

Financial Sustainability



Bird does not anticipate any issues in terms of long-term sustainability and expects to recover costs in the short term.

Bird anticipates that partner cities may wish to subsidize trips, or make vehicles available in initially low utilization parts of the city. To meet these requirements, financial assistance may be necessary. Similarly, e-bikes have slightly higher capital costs, as well as lower vehicle

utilization, making their unit economics slightly more challenging relative to e-scooters. Bird can conduct an analysis in collaboration with partners to determine the viability of the program implementation to assess the cost structure and the components of the shared mobility offering.

CMO voucher recipients could also help deliver more business predictability through exclusivity arrangements, which grant a multimodal micro-mobility operator a broad license to deploy a range of services within a given market. If flexible and lasting, such an arrangement could allow the parties to work together to achieve the best mobility ‘fit’ for the city.

Data

Bird is committed to fully transparent data sharing with partner cities. Cities receive data pursuant to a data sharing license agreement, which goes into further detail regarding the scope of data to be received and shared. Bird provides access to the following data from its operations to allow for project evaluation: Availability data for the entire e-scooter fleet; Trip data from the fleet including: historical information, number of rides, pick-up and drop off locations, journey length, time, patterns of use, heat maps, and point-to-point use; carbon emissions reporting (CO2 equivalent avoided / miles traveled); collision and injury data; and complaint data.

Bird offers real-time reporting for city partners to ensure visibility of utilization metrics, trip distances, heat mapping, and more. In the U.S. Bird works with five different aggregators to provide data across more than 50 cities to a variety of standards including both the Mobility Data Specification (MDS) specifications as well as General Bikeshare Feed Specification (GBFS). Bird is

committed to secure data storage and has a proven record of vehicle and data security.

Bird follows all local, state and federal laws and regulations with respect to personally identifiable information and credit card information. Bird is uncompromising in its protection of users' personal information and does not resell users' personally identifiable information. Internally, customer data is limited to only Bird employees who require it for the purposes of their job.

