Bird & Seattle: A Customized, Hyper-Local Partnership

Program Developed & Designed for Seattle

- 2,000 devices will be ready for immediate launch; dynamically adjusted based on demand.
- We will offer incentivized parking across the City’s 3,000+ scooter parking spaces.
- 20% of our devices will be deployed in Equity Focus Neighborhoods (see A-02).

Character & Reputation

- Bird will offer 50% off rides in Equity Focus Neighborhoods (see A-08).
- Our low-income pricing program offers free unlimited 45-minute rides, plus we will provide 1,000 annual ride passes for low-income residents.
- Free first rides will be offered to promote awareness of equity programs in underserved communities (see A-08).

Access

- Accessible rental devices delivered directly to users (see A-018).

Safety

- Bird will offer child seats for families.
- Bird Safety Ambassadors will educate riders and address issues like improper parking (see A-P5.i.a).
- A multilingual rider safety campaign promoted across Seattle (see A-017).

Operations & Relevant Experience

- Two of our Seattle warehouses will be in Equity Focus Neighborhoods.
- Our customizable, geofenced no-parking, no-ride, and slow zones are designed by micromobility experts to minimize risks and promote compliance (see A-P2.1).

Sustainable & Integrated Technology

- To support low-emission operations, we will introduce
- Bird will provide Vehicle Miles Traveled (VMT) tracking and reporting for the City of Seattle (see A-D1).

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1 Assumes 2,000 Bird Three trips replaces 1,080,000 automobile trips