



Seattle

April 2022



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.
- [REDACTED]
- 20% of our devices will be deployed in Equity Focus Neighborhoods (see A-02).
- [REDACTED]



Character & Reputation

- [REDACTED]
- [REDACTED]
- As the only independent, publicly owned scooter operator, Bird operates with [REDACTED]



Access

- 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. [REDACTED]
- [REDACTED] free first rides will be offered to promote awareness of equity programs in underserved communities (see A-08).
- Accessible rental devices delivered directly to users (see A-018).
- [REDACTED]



Safety

- [REDACTED]
- [REDACTED]
- Distribute [REDACTED] free helmets in Seattle via in-person events, pickup locations across the city, the Bird app, and website (see A-011).
- 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

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



Sustainable & Integrated Technology

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

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