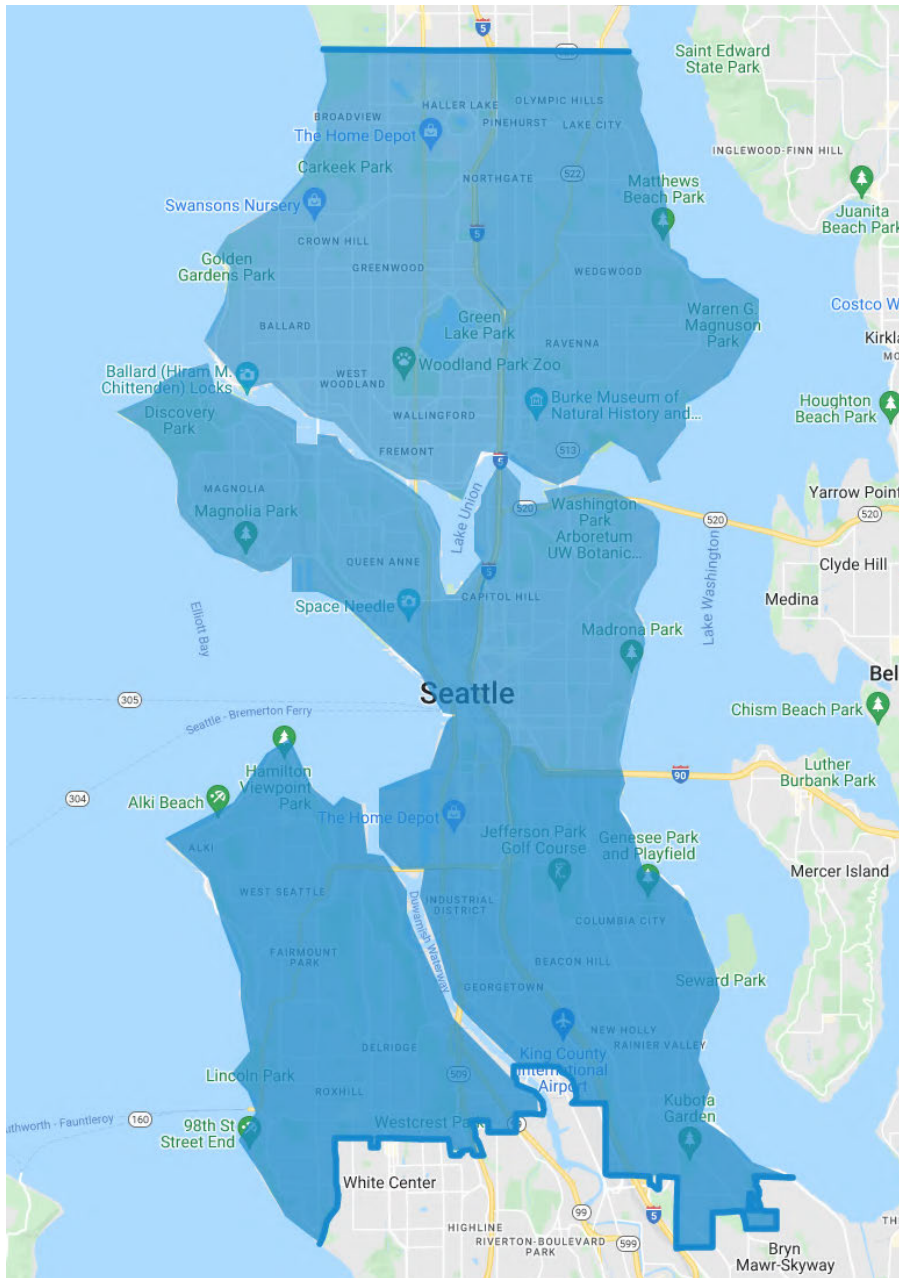


A-01: What is the initial number of Type 1 Scooters to be deployed? (In an attachment, map the initial service area for each Type 1 Scooter.)

Bird is applying for a total fleet size of 2,000 Type 1 scooters, with an initial fleet deployment of 1,000. We will deploy across our entire service area on day one of our launch. Our team will then take a phased approach for the remaining scooters, increasing our fleet size across Seattle over a four-week period until we achieve our 2,000 total cap.



Bird's Seattle Service Area

What is the initial number of Type 2 Scooters to be deployed? (In an attachment, map the initial service area for each Type 2 Scooter.)

N/A

If applicable, attach a disclosure for not meeting the minimum fleet size requirement and a fleet deployment schedule as described in Requirement O1.4.

N/A

A-02: If currently operating in Seattle, attach a map and describe the approach to deployment including how you deployed to equity focus neighborhoods and West Seattle. If not currently operating in Seattle, attach a map of the approach of getting from the initial deployment to a fully deployed fleet including the equity focus neighborhoods (described in Requirement O1.5 and Appendix D) and West Seattle (described in Requirement O1.6); describe how you have approached deployment to focus neighborhoods as required by the jurisdiction(s) where the company has operated.

As the inventor of e-scooter sharing, Bird has more experience than any other provider in establishing and successfully operating large urban shared micromobility programs. Since launching in 2017, we have operated in over [REDACTED] worldwide, serving major global cities including Los Angeles, Munich, Tel Aviv, Lisbon, and Rome. Bird maintains a large inventory of e-scooters within the U.S., enabling us to efficiently launch new markets and easily ramp up our existing fleets, when required. Our on-the-ground teams also have experience setting up fully operational service centers quickly and efficiently to support the launch of new programs.

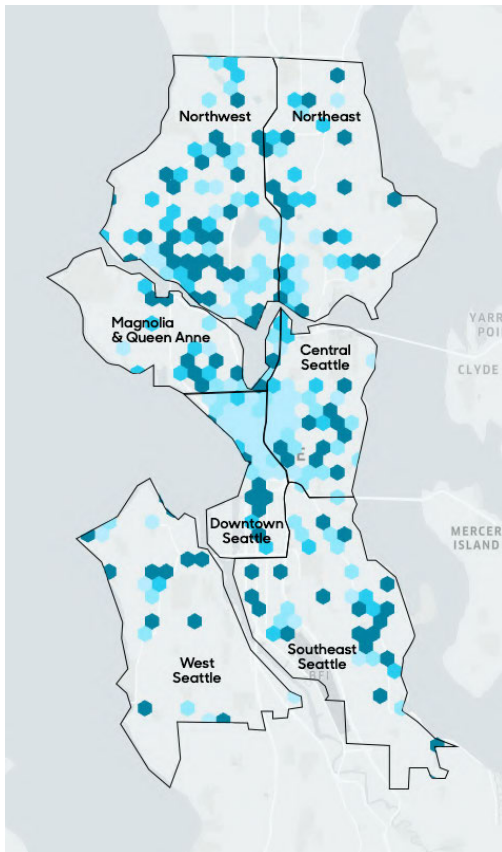
Our local Seattle facilities (two of which will be located within Equity Focus Neighborhoods) will be laid out according to our standardized service center design, which has been optimized to support efficient workflow and to exceed the highest levels of health and safety in the industry. Once notified by the City that Bird has been selected to be part of the program, we will transport 2,000 e-scooters to our local Seattle service locations.

Upon the scooters' arrival, Bird's local team will conduct a thorough multi-point quality assurance inspection on every vehicle, including hands-on safety validation tests to examine their braking, steering, and throttle controls. Our specialized Pre-Flight team will review all results and validate each e-scooter to ensure we have a minimum of 1,000 operational scooters available on the first day of the program.

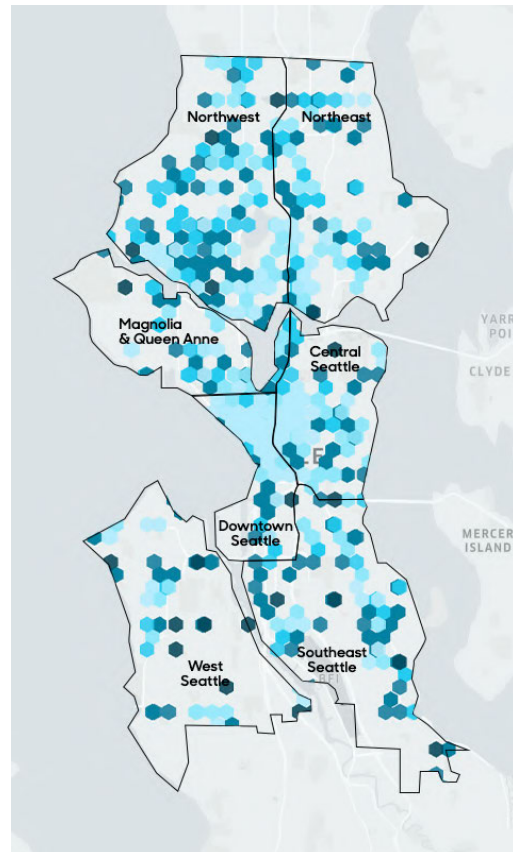
i. Fulfilling Seattle Requirements

Bird will deploy 1,000 e-scooters across our entire service area on day one of launch. Our team will then take a phased approach, gradually increasing our fleet size over a four-week period until we achieve our 2,000 total cap. Bird will ensure our deployments support key points of interest based on job and housing density while supporting existing transportation infrastructure and filling mobility gaps, including connecting West Seattle to transit and ferry services, and connections to the Spokane Street Bridge. Bird will maintain the following fleet deployment ranges across each region:

Regions	Fleet Deployment Ranges
Northwest	5%-10%
Northeast	15%-30%
Magnolia & Queen Anne	10%-20%
Central	20%-40%
Downtown	20%-40%
West Seattle	5%-15%
Southeast	5%-10%



Phase 1: Initial Deployment of 1,000 E-scooters

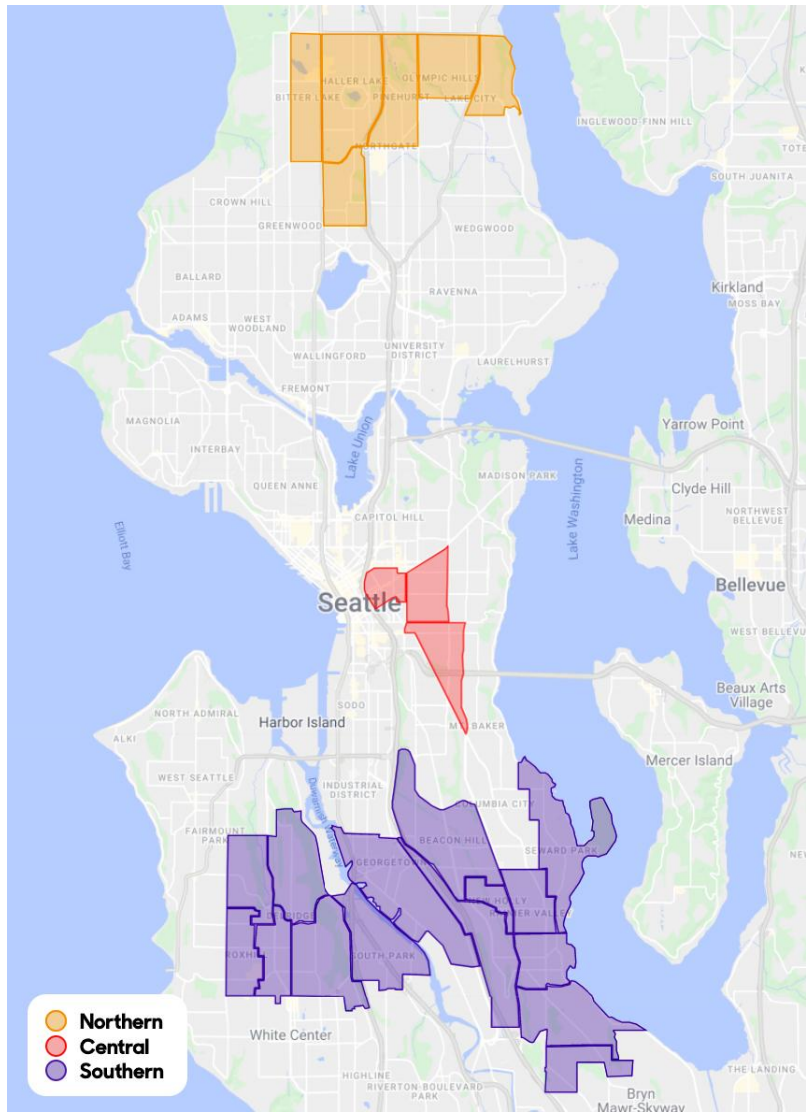


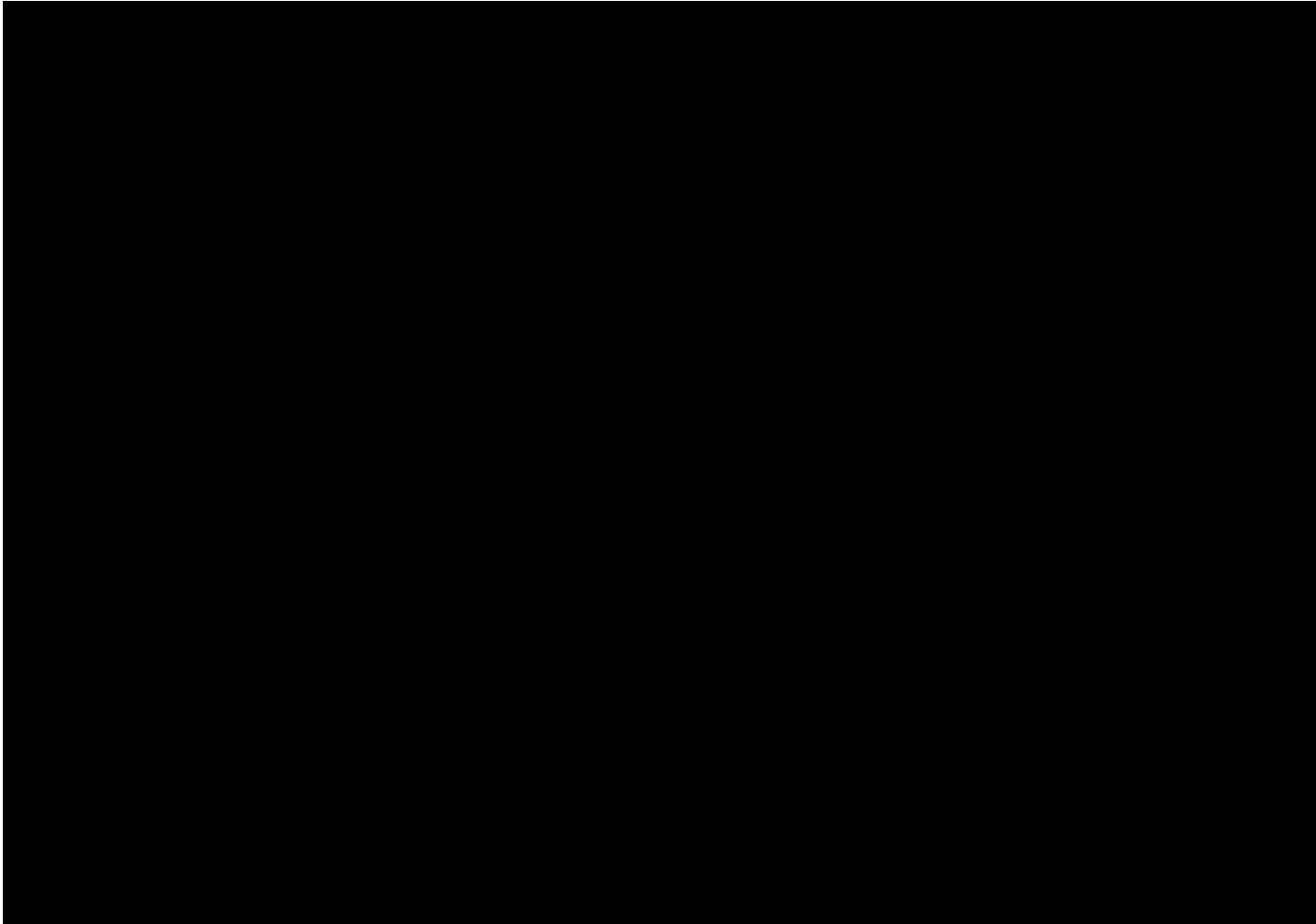
Phase Two: Deployment of 2,000 E-scooters

a. Equity Focus Neighborhood Deployments

Bird will distribute a minimum of **20%** of our deployed fleet within the City's Equity Focus Neighborhoods, **exceeding the City's requirement by 100%**.

Region	Equity Focus Neighborhoods
Northern	Bitter Lake, Cedar Park, Haller Lake, North College Park, Olympic Hills, Pinehurst.
Central	Atlantic, First Hill, Minor.
Southern	Brighton, Dunlap, Georgetown, High Point, Highland Park, Holly Park, Mid-Beacon Hill, Rainier Beach, Rainier View, Riverview, Roxhill, Seward Park, South Beacon Hill, South Delridge, South Park.

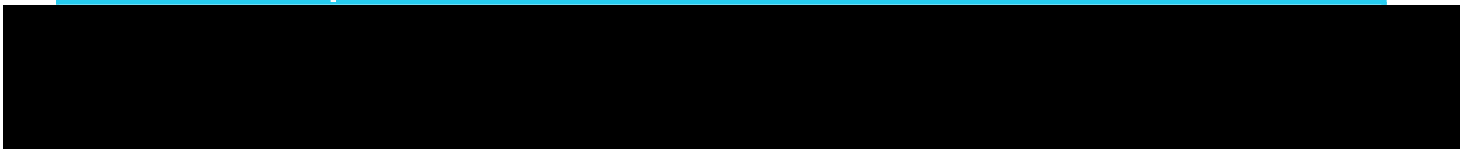


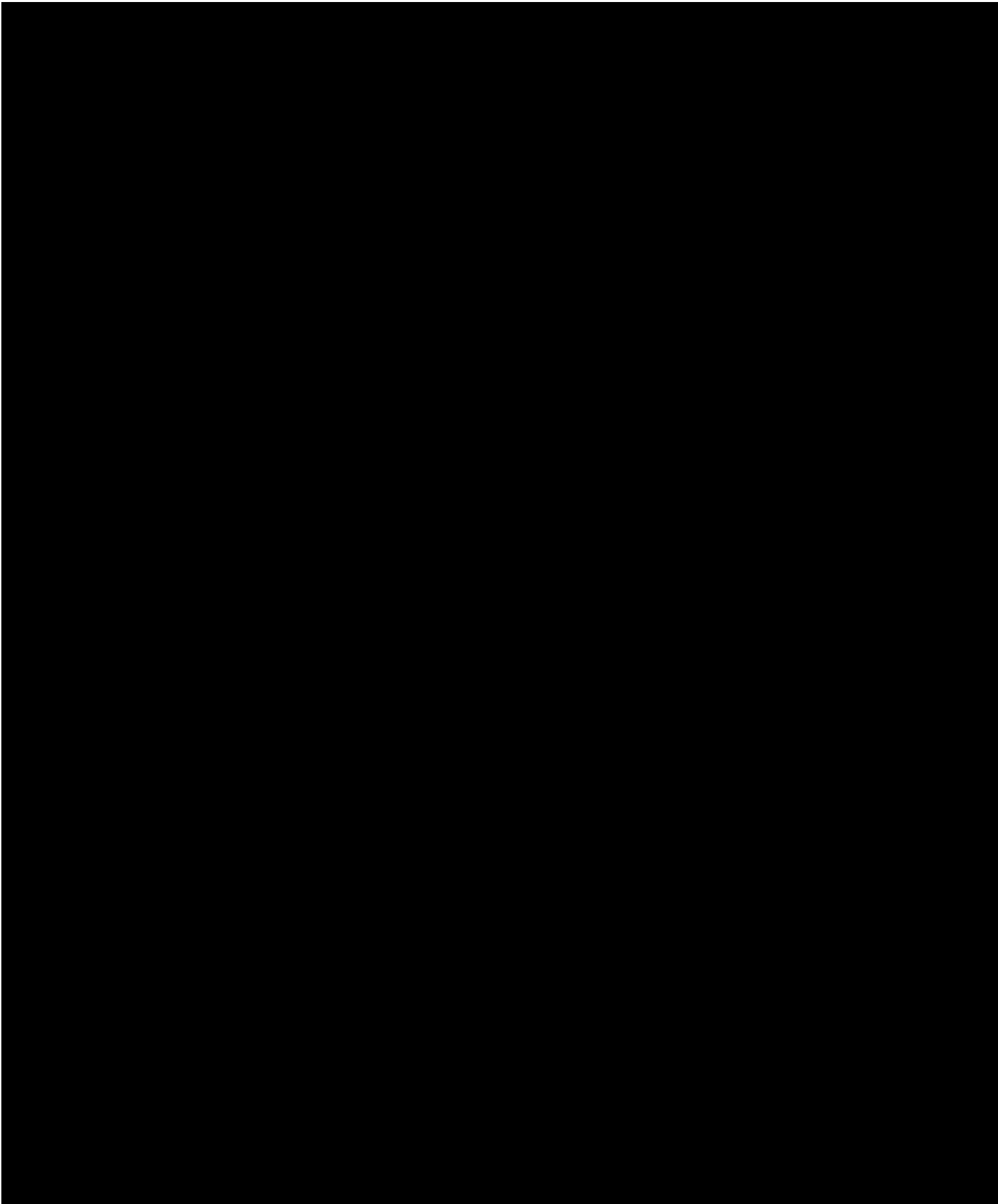


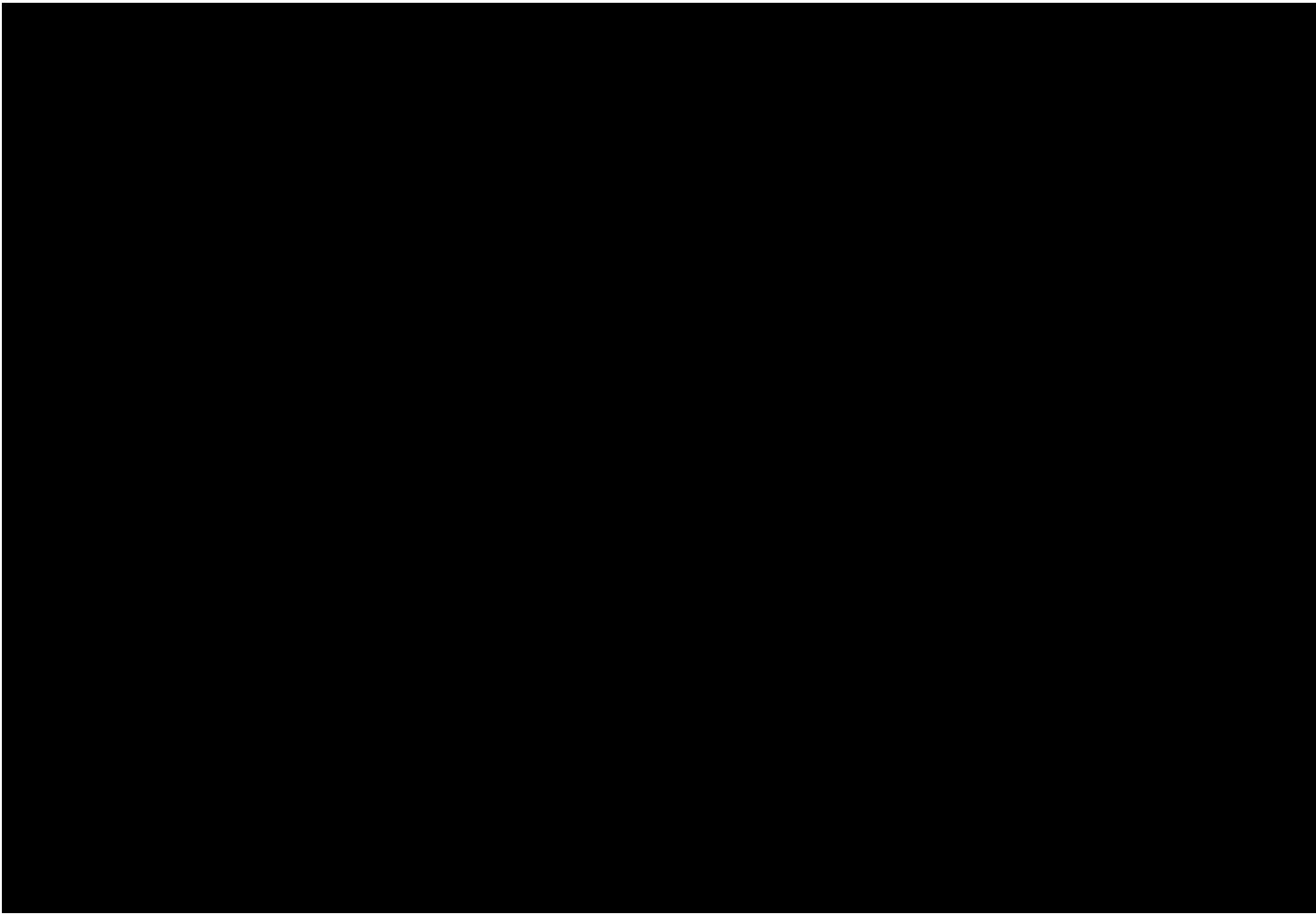
A-03: Describe the plan for reducing/minimizing emissions from fleet operations, including any plans to electrify fleet vehicles, minimize trips, or other actions. Include information about past specific actions you have taken in Seattle and/or other jurisdictions, including results of these actions, as applicable.

Bird is committed to minimizing pollution and Vehicle Miles Traveled (VMT) associated with our retrieval, rebalancing and charging practices. As part of these efforts, the hardware and software powering our devices have been expertly crafted to keep carbon emissions as low as possible. Our eco-conscious vehicles include large capacity, integrated batteries and advanced battery management systems—enabling them to travel farther and remain on the street longer while requiring significantly fewer recharges. These are detailed further below along with a number of unique and tailored operational strategies we will employ in Seattle.

Solution	Details
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[Redacted]

[Redacted]

[Redacted]

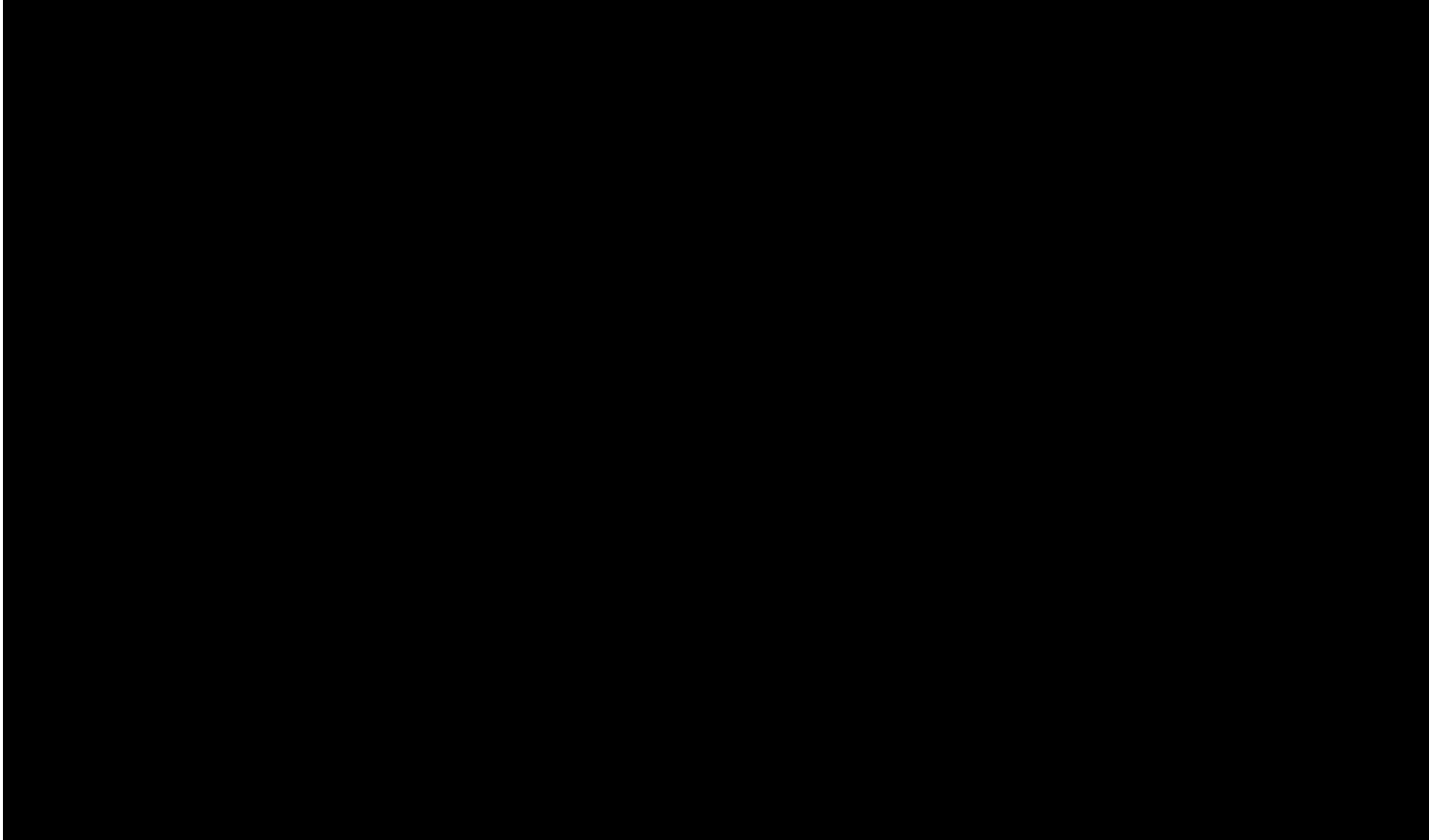
[Redacted]

[Redacted]

As part of our commitment to Seattle and the neighborhoods we will serve, we plan to host our inaugural tree planting event with ADF this year in a neighborhood of greatest need within one of the City's Equity Focus Neighborhoods. We also commit to planting one tree in a forest of greatest need for each of the first 10,000 e-scooter rides in Seattle. As the city has earned ADF's Tree City USA recognition for 36 years, this is

a natural fit for Seattle and an exciting opportunity for Bird to kick off a partnership that we envision replicating in cities throughout the nation.

We look forward to collaborating with the City on this project, engaging the local community, and raising awareness of climate change and how green transportation options like e-scooters support critical City goals like reducing transportation emissions 82% from 2008 levels by 2030.



A-04: Describe the plan for encouraging riders to ride properly and safely, e.g. not on sidewalks. Include data results from how technology and/or education solutions have been effective in Seattle and/or in other jurisdictions.

Bird will use the following proven strategies in Seattle to encourage riders to ride properly and safely when using our devices including, but not limited to, no sidewalk, double, underage, or intoxicated riding.

- Educational and real-time correction tools like our Advanced Rider Assist program and Safety Ambassador street team.
- Physical reminders, including on-device decals, street signage and sidewalk stencils.
- [REDACTED]
- Holistic solutions like Bird Maps to direct riders to locations with safer places to ride (such as lower-speed streets, bike lanes, and quiet roads), as well as funding innovative urban interventions

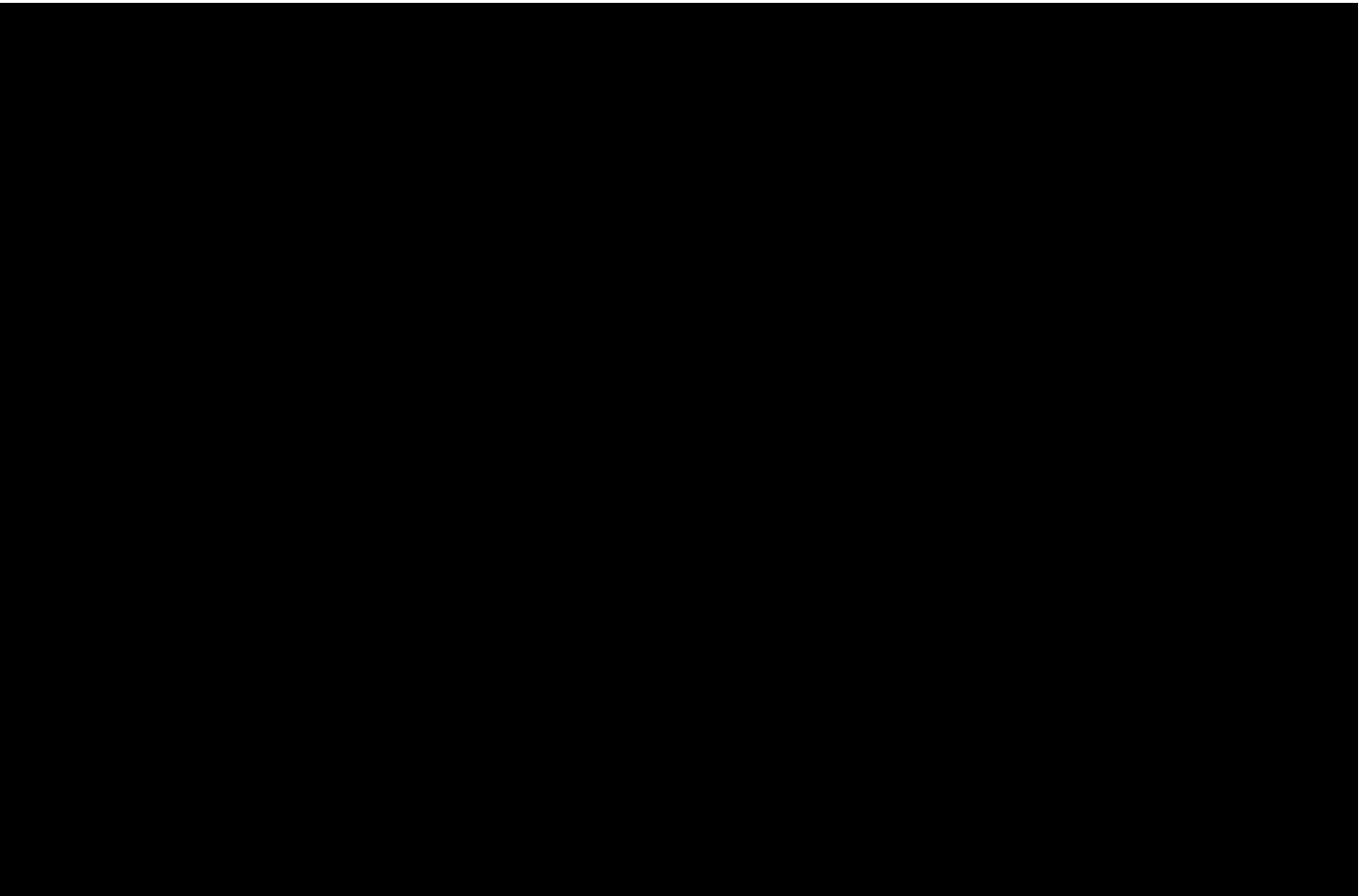
like temporary protected bike lanes to increase rider safety and confidence when riding in the street.

i. Educational Strategies

An important part of encouraging riders to ride properly and safely is ensuring that they are aware of the local rules and regulations in Seattle including, but not limited to, scooters may only ride on roads that are 25 miles per hour or under, bike lanes, and multi-use trails; scooters may not ride on sidewalks unless it is part of the connected bike network; and, helmets are required by law. Our multifaceted and Seattle-specific education plan incorporates both new rider and ongoing education materials addressing these regulations, along with encouraging conscientious rider behavior and practices that support safe streets for all community members. We have summarized each of these strategies below (full descriptions can be found in Section A-015.)

Educational Strategy	Details
Mandatory In-App Rider Tutorial with Quiz	First-time riders are required to complete an illustrative how-to-ride and parking tutorial depicting Seattle-specific rules and regulations. Upon completion, riders will be required to take a quiz to ensure understanding.
Beginner Mode	This feature provides first-time users with step-by-step guidance on how to safely operate our e-scooters, slows acceleration, and limits the top speed to 8 mph. Beginner Mode will be mandatory for first-time riders.
Follow-Up Education	Our app provides follow-up education to riders prior to every fifth ride, which is both interactive and tailored to rider history, time of day, and location. For example, on a Friday or Saturday night, a rider is likely to receive a reminder about the importance of riding sober.
In-App Alerts	We regularly remind riders of local rules, including prompts to wear helmets when they open the app, in-app banners reminding them to park responsibly while they locate a scooter on the map, and instructions not to double-ride while their vehicle unlocks.
Pledge Cards	Bird uses digital pledge cards to help educate riders on local laws and regulations. The cards are presented to riders via an in-app pop-up, requesting that they read and then pledge to abide by each rule.
Email and Push Notifications	We deliver consistent, localized and updated safety directives and education regarding the proper and safe use of our vehicles via email and push notifications.
Bird x Seattle Webpage	A dedicated Seattle landing page will detail information about the program, including how to use the service and upcoming safety training events.
Social Media	As we have done in cities such as Chicago, Bird will promote our Safety School and safety quizzes on social media and reward participants with ride credits. An ongoing social media campaign, coordinated with the City, will also target local

	riders and, in partnership with neighborhood businesses, offer incentives for those demonstrating an understanding of local rules.
Fines	Bird enforces a strict escalating penalty structure designed to encourage safe riding and remediate non-compliant rider behavior.
Safety School	Bird augments our video, in-app and online safety education with the administration of Safety School, an in-person, how-to-ride safety and training program. During these events, Bird educates riders on local laws governing the safe operation and parking of devices, hands out free helmets, and distributes ride credits to new riders who engage in our safety quizzes and demonstrations. Bird will host 24 classes per permit year, with a minimum of half taking place in the City's Equity Focus Neighborhoods.
Bird Safety Ambassadors	Bird's on-street team of Safety Ambassadors will regularly patrol high pedestrian and start/end-of-ride locations across the city, interacting with members of the public to encourage safe and responsible riding. Bird has had significant success with similar programs in cities like Miami and Ottawa in Canada (see Section A-P5 for a case study). We are excited to track the program's impact in Seattle.

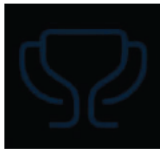




In-Ride Notifications on Local Safety Rules. Advanced Rider Assist’s navigation system tracks each scooter’s location and keeps riders notified of changing riding requirements in real time. For example, if a rider enters a geozone with specific riding or parking restrictions, the system notifies them via the Bird app and/or a push notification to their phone. Our devices also chirp to provide riders with an audible warning and show a visual warning via the on-vehicle display.



[Redacted text]



[Redacted text]

- [Redacted]
- [Redacted]
- [Redacted]
- [Redacted]

[Redacted text]

ii. Physical Reminders

In addition to our standard on-device education decals that serve as reminders to riders of important local rules, Bird will explore the use of sidewalk stencils and street signage in Seattle. We will work with SDOT and other operators to finalize designs but have included below initial mockups that we propose installing in high-use areas and any locations seeing repeat rider violations, such as mounting the sidewalk.



On-Device Education Decal

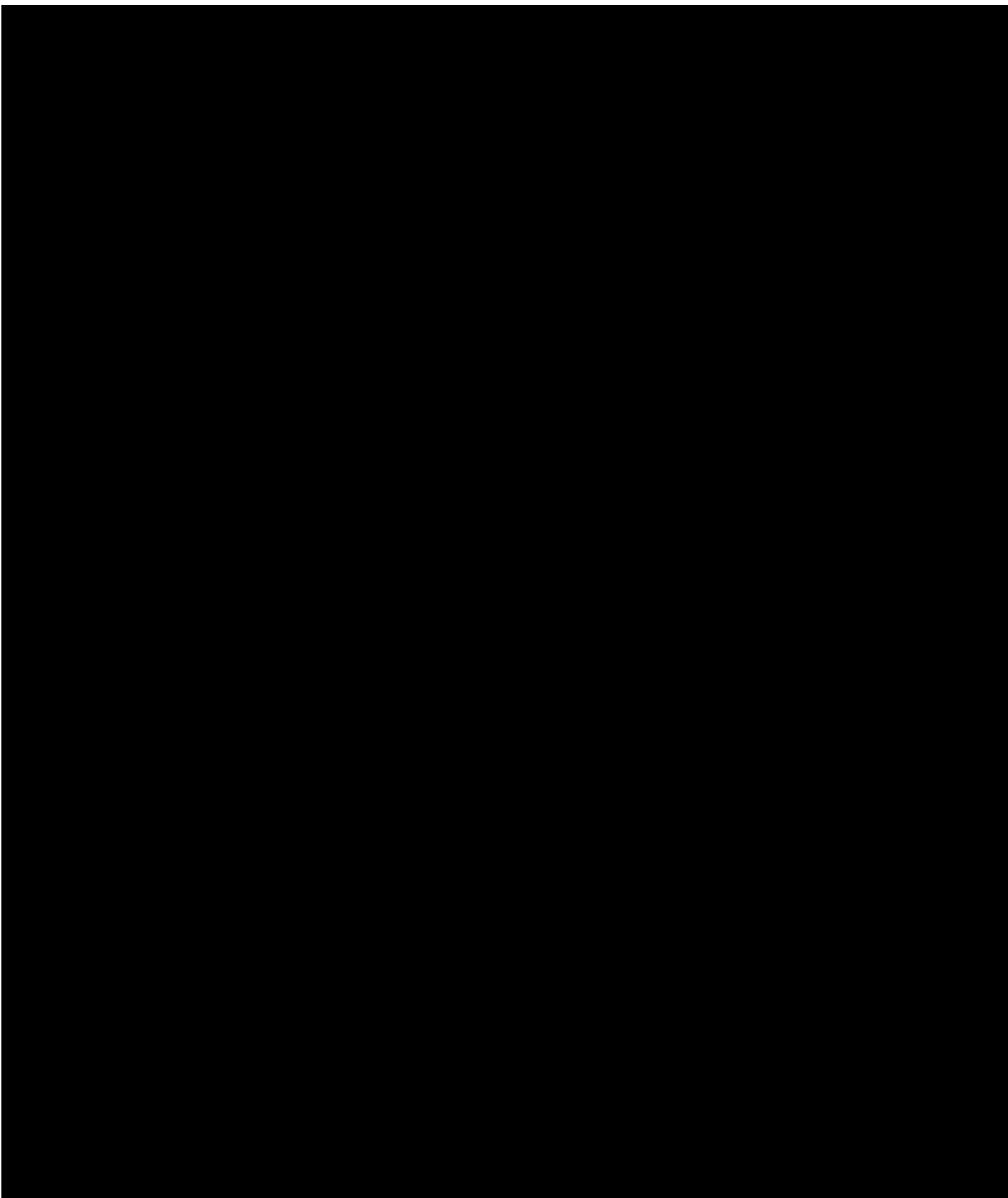


Sidewalk Stencils

(available in a vinyl form with an easy adhesive installation and a paint version that uses aerosol marking paint)



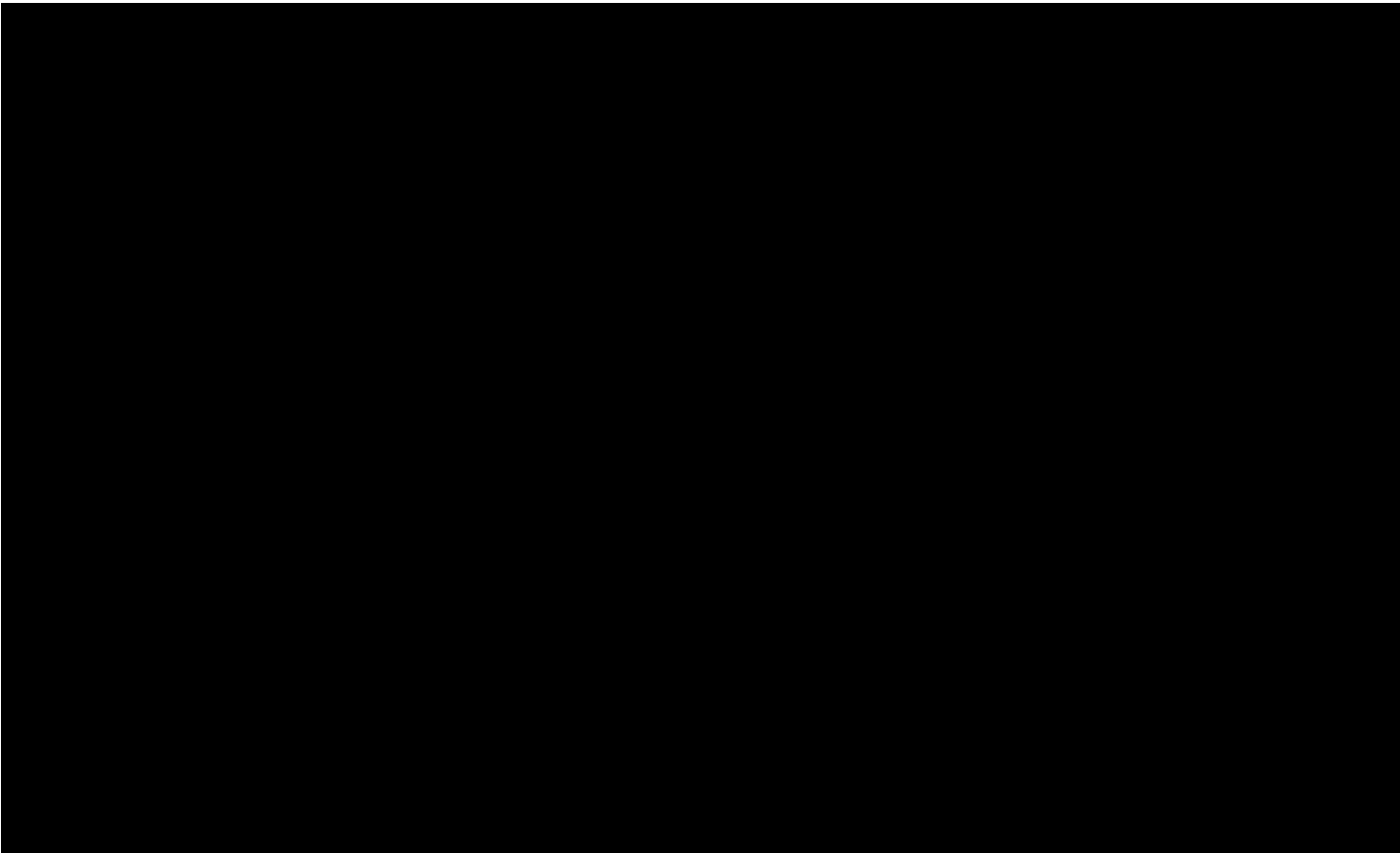
Street Signage



“

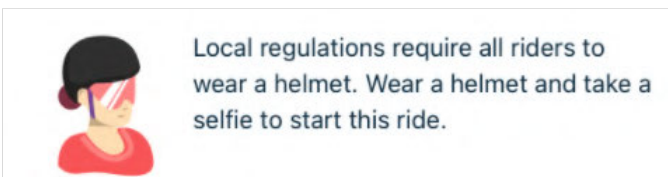
Bird takes their partnership with San Jose seriously and has responded promptly to address any issues that came up. They have been proactive in coordinating operational changes or the deployment of their latest scooter designs. As part of our Sidewalk Riding Detection Pilot, staff in my department have had a positive experience testing and riding Bird scooters. Additionally, Bird has provided a great deal of support and expertise in understanding ridership data, engaging with community members, and implementing new technology to improve the Shared Micromobility Program in San Jose.

- Jonathan Yuan former Shared Micromobility Program Manager, City of San Jose
(See Appendix C for Letter of Support)

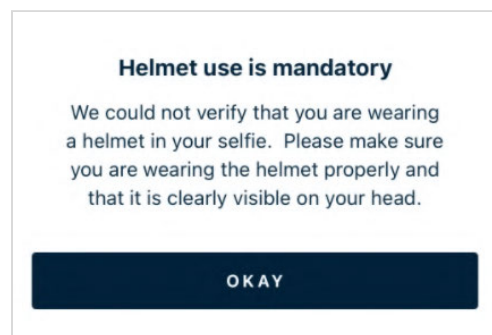


Designed to help increase helmet usage and improve the safety of riders, our Helmet Selfie program offers riders incentives to wear a helmet while riding a Bird. At the end of each trip, after the end-of-ride compliance photo, we invite riders to take a selfie wearing a helmet, which is verified via our advanced machine-learning technology.

At the City's request, Bird can make our Helmet Selfie mandatory in Seattle and require riders to confirm helmet usage before starting their ride. Our pre-ride helmet verification works in real time. If no helmet is detected, riders must retake their photo before proceeding with the rental. Our machine-learning technology also effectively stops riders from attempting to cheat the system. For example, it will recognize the difference between someone wearing a baseball cap or holding a helmet vs. wearing the helmet correctly on their head. We are looking forward to the opportunity to pilot this for SDOT, if selected for a permit under the new program.



***In-App Message Highlighting
Mandatory Helmet Usage***



***In-App Message Requiring Rider
to Retake Helmet Selfie***



iv. Holistic Solutions: Addressing the Broader Causes of Improper Riding

From surveying our riders in cities around the world, we know issues like sidewalk riding are often a result of riders feeling unsafe on the roads due to a lack of safe places to ride, rather than a simple disregard for the rules. SDOT's 2020-2021 Scooter Share Pilot Program Evaluation Report aligns with this assessment. Most riders (69%) stated they chose where to ride based on where they felt safest, and almost half (47%) said they rode on the sidewalk if the road was busy.

While advances like our Smart Sidewalk Protection prevent sidewalk riding, operators and cities must invest in complementary solutions like increasing the number of protected bike lanes and navigation systems that direct riders to safer places to ride. These types of interventions will keep riders and pedestrians safer while ensuring well-meaning enforcement strategies don't inadvertently reduce or limit the number of people willing to use green active transportation options like e-scooters.

a. Tactical Urbanism Grants

Bird will launch a Tactical Urbanism Grants program to support local organizations in implementing innovative urban interventions across Seattle, with particular focus in the City's Equity Focus Neighborhoods. Projects may include temporary protected bike lanes, or traffic calming solutions like painted intersections and crosswalks that are designed to increase rider safety and confidence when riding in the street. Bird will promote the program across our social media channels. Our team will then work with the City to select organizations, a [REDACTED] to support their chosen projects. Bird will also funnel all rider parking penalty fines from our service in Seattle into the program to support additional projects in the future that promote safety and continue to advance Seattle's Vision Zero objectives.

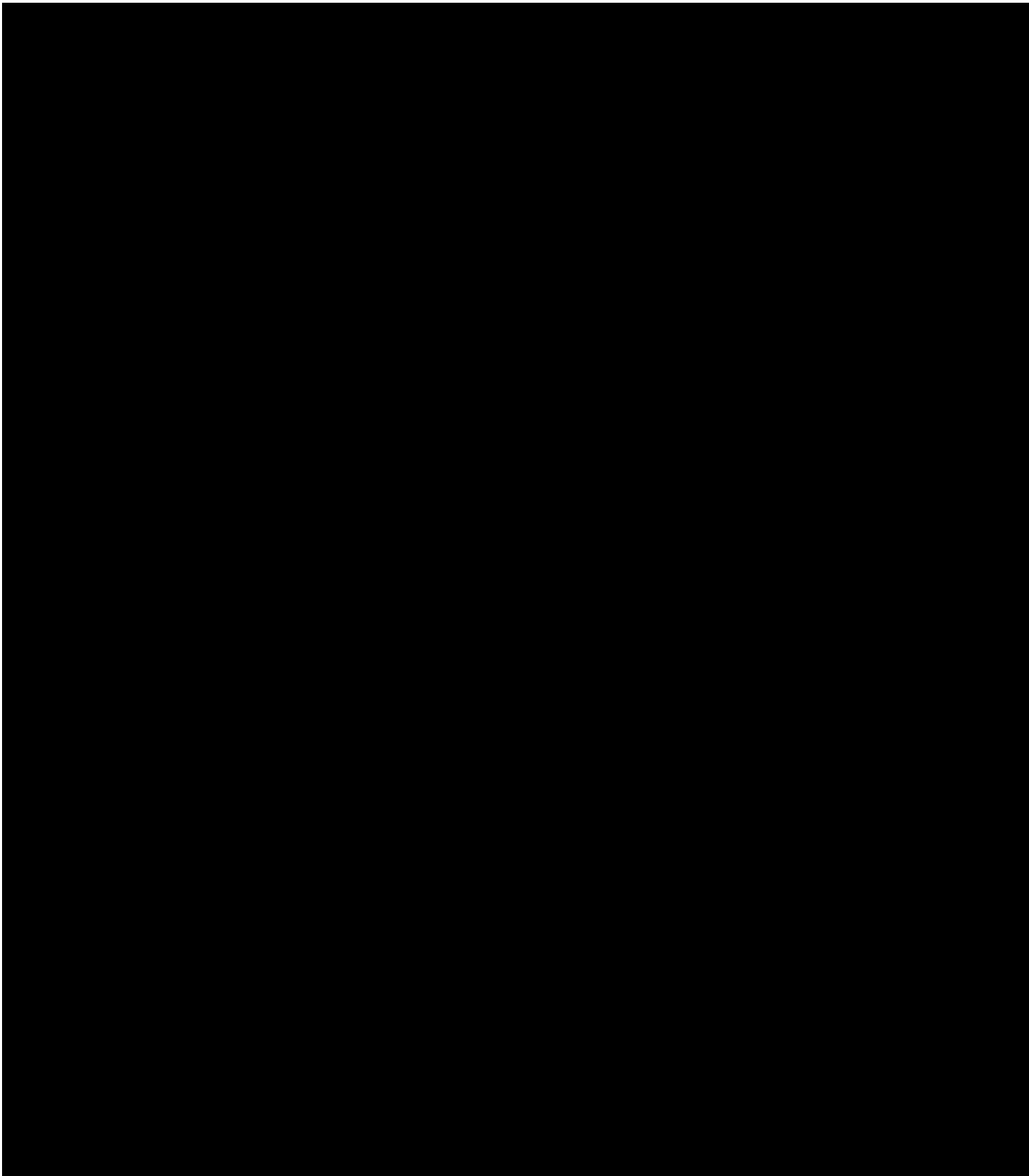
b. Turning Scooter Data into Infrastructure Improvements

Bird's commitment to data transparency and proactive data sharing with cities will help inform and deliver upon SDOT's vision to build out a full network of protected bike lanes across Seattle. For example, in Santa Monica, our safety systems flagged a notable number of incidents occurring at a specific intersection where a bike lane merged into a shared lane. The City used the data to successfully advocate for bike lane extension as part of an ongoing project. Similarly, Bird data shared with officials in Tel Aviv has allowed the city to create a safe and continuous network of bike lanes, connecting residents and visitors.

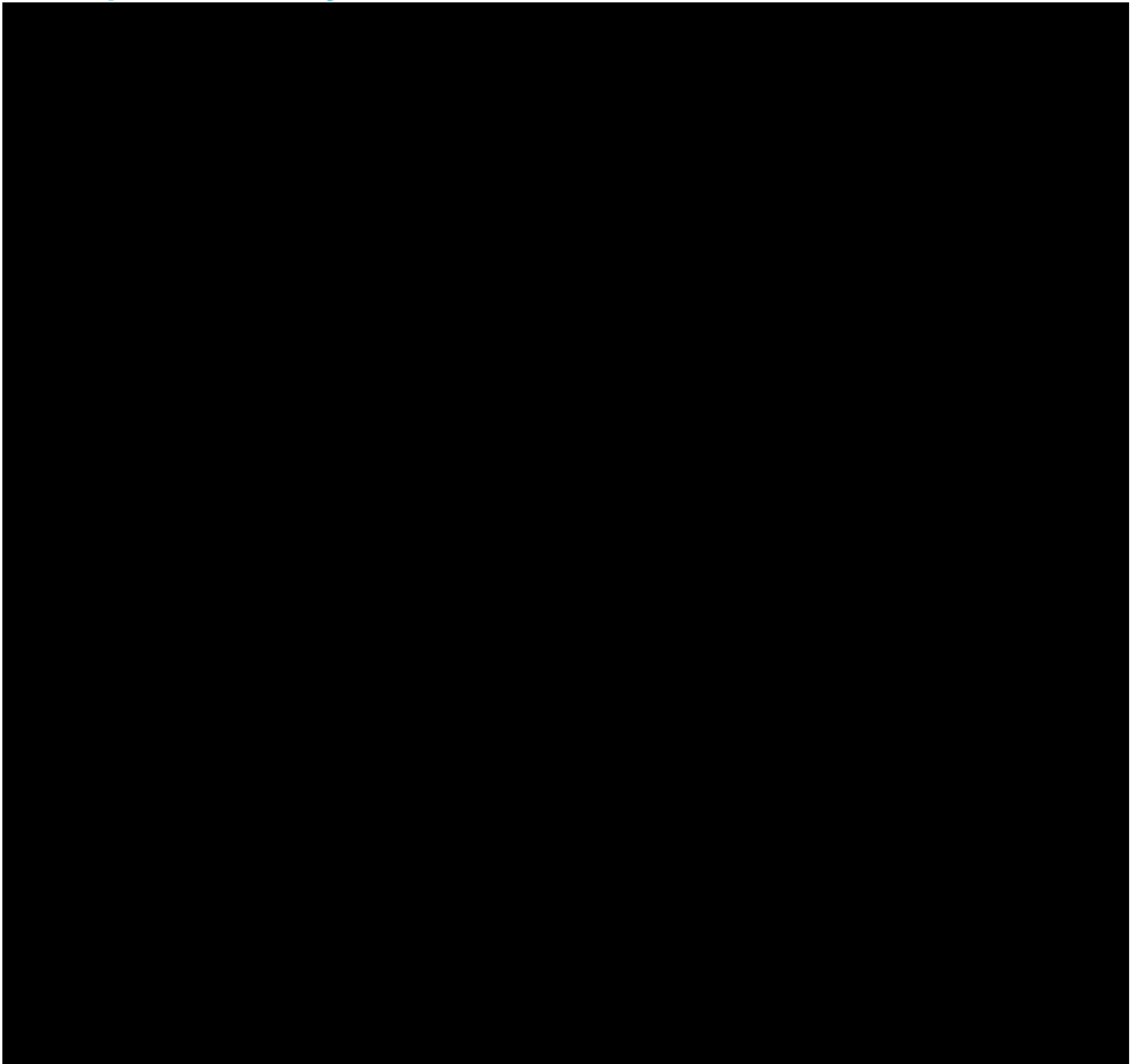
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It is a revolutionary plan that for the first time turns segments of bike paths into one uninterrupted network. Thanks to the support from and data shared by micro-mobility operators like Bird, we've been able to identify where new infrastructure is most needed in order to encourage modeshift and reduce our dependence on private cars.

- **Meital Lehavi, Deputy Mayor for transportation at Tel Aviv Jaffa Municipality**



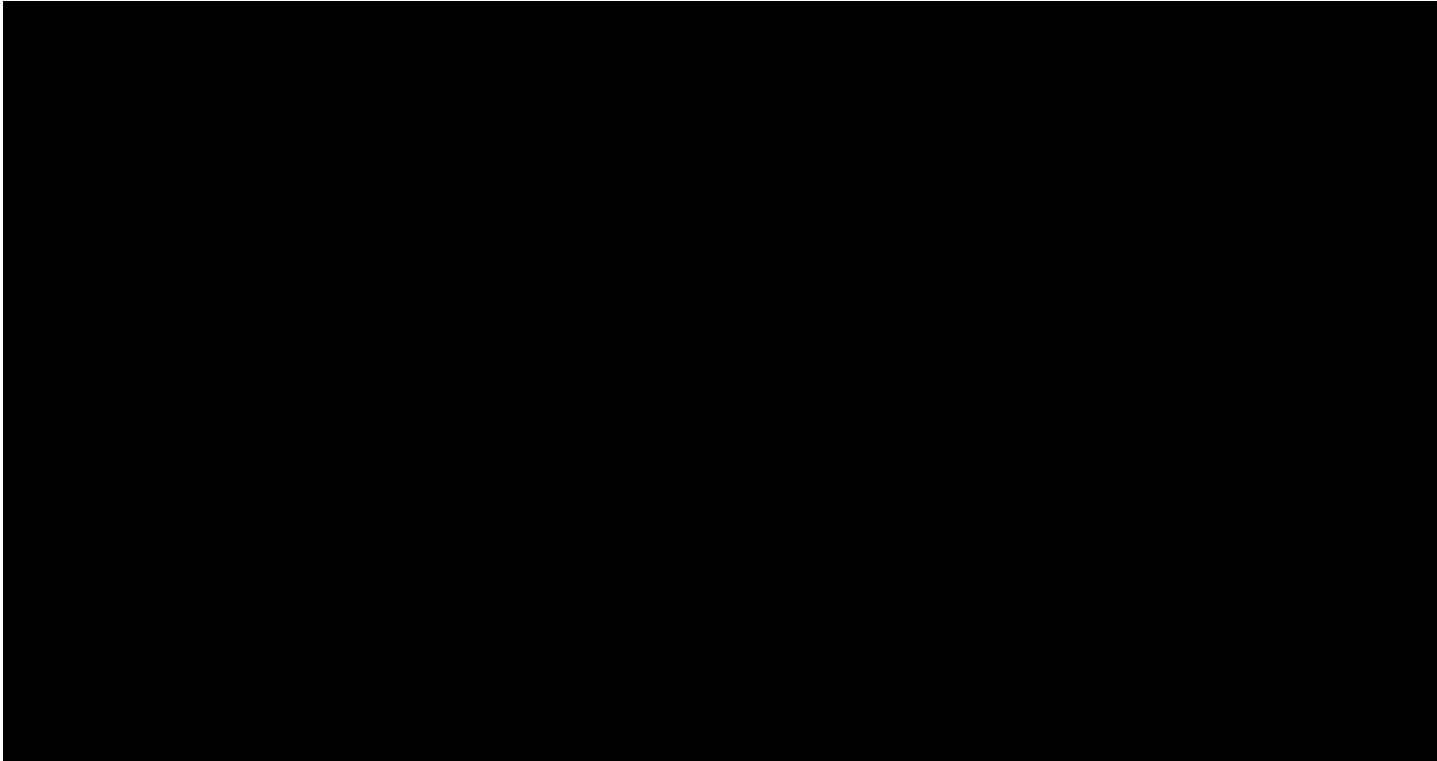
A-05: Attach a description of the procedure for receiving and responding to reports received under Requirements 02.1, 02.4, and 02.7. Provide data and supporting narrative to show the company's performance relative to these requirements during the pilot period in Seattle, and/or performance on timely report response in other jurisdictions.



ii. Tracking and Responding to City and Community Reports

Bird's customer support team is available to respond to issues 24/7. When we receive a complaint or feedback via any of our customer service channels (see Section A-06 for details), our highly trained customer service team rapidly responds by taking the following actions:

Classify and Track	
Route and Resolve	
Educate	
Serious Complaints	



iii. Centralized Parking Reporting

Bird will participate in any City-supported centralized parking reporting system, including, but not limited to, Seattle’s Find It, Fix It app. We would encourage riders and the community to use such reporting tools by highlighting them during community engagement events and affixing information about the system to our devices according to Requirements ES3.2.

As detailed in the Spotlight further below, we have experience integrating with these types of third-party reporting tools in cities worldwide. These integrations enable us to intake, respond to, and resolve third-party issued tickets. We could also easily track our progress and update SDOT on when our team has resolved reported issues. Bird uses a similar integration in Miami, where we partner with the City-approved Mobile Miami Coalition and respond to any complaint submitted via their online reporting tool.

iv. Bird Response Times in Seattle

Bird will meet, and in most cases significantly exceed, all of Seattle’s Service Level Agreements (SLAs) for operational actions. This includes:

Report Type	
Notification alleges the device is an obstruction hazard as described in Requirement P1.6 and the report was made between 6:00 AM and 11:59 PM	
Notification alleges the device is an obstruction hazard and the report was made between midnight and 5:59 AM	

Notification does not allege the device is an obstruction hazard

Notification suggests a device has been parked in the same location in the City for more than seven days without being rented or being visually inspected by Bird.

Notification that a device is parked on a soft surface or privately landscaped area of City right-of-way but is otherwise properly parked.

Notification that a device is partially or fully submerged in water.



A-06: Attach illustrative images of the required public contact information described in Requirement O3.1.

At Bird, we are passionate about providing the highest standards of customer service. Over the last four-plus years, we have invested in and built a service designed around the communities we serve, creating accessible and responsive feedback channels that meet community, rider and city needs 24 hours a day, seven days a week. Our customer service in Seattle will be:



Accessible

Multilingual and ADA-compliant channels available 24/7.



Personalized

Friendly and informed in-house team provides tailored, customer-focused support.



Responsive

Calls answered within 29 seconds, with a global resolution time of five minutes.

To effectively manage customer service issues, we offer a suite of proven, 24/7, multilingual, low- or zero-friction contact options available via phone, text, email, social media, online and in-app. As can be seen in the illustrations further below, we affix our toll-free telephone number and email address to our devices in multiple locations via decals as well as in raised lettering and braille.



Phone Number

1-866-205-2442. Our staffed, toll-free customer service line provides support 24 hours per day, 365 days a year. It also accommodates TTY relay services.



Website

<http://www.bird.co>

Our website adheres to the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines 2.1 (WCAG 2.1) at the AA level.



Email

hello@bird.co



Twitter

@BirdRide



Instagram

@Bird



Online Form

<http://www.bird.co/contact-us>



Community Mode

In-app feature that enables riders and non-riders to report complaints such as irresponsible riding or improper parking in real time. See below for details.



COMING SOON Bird Alert

Bird Alert will offer an easy, zero-friction solution for reporting misparked Birds in real time at the touch of a button. Located on the top of our e-scooters between the handlebars, the button will direct riders to "Request Assistance" in large reflective raised lettering and braille.



Ride Ratings System

We ask riders to rate our service at the end of each trip. Rides earning fewer than four stars prompt additional feedback and follow-up from our team.



Bird App Reviews

Bird monitors reviews of the Bird app on the Apple and Google Play app stores. Our customer service team responds to any negative reviews to request additional details. This feedback is then shared with the appropriate team at Bird to action. For example, a complaint about a glitch with the app would be shared with our Product team.



In-Person Community Engagement

Bird's community engagement events (see Section A-015.v) provide residents the opportunity to report complaints and provide feedback directly to our teams. We periodically distribute surveys during these events to gather additional feedback on our service.



Rider Surveys

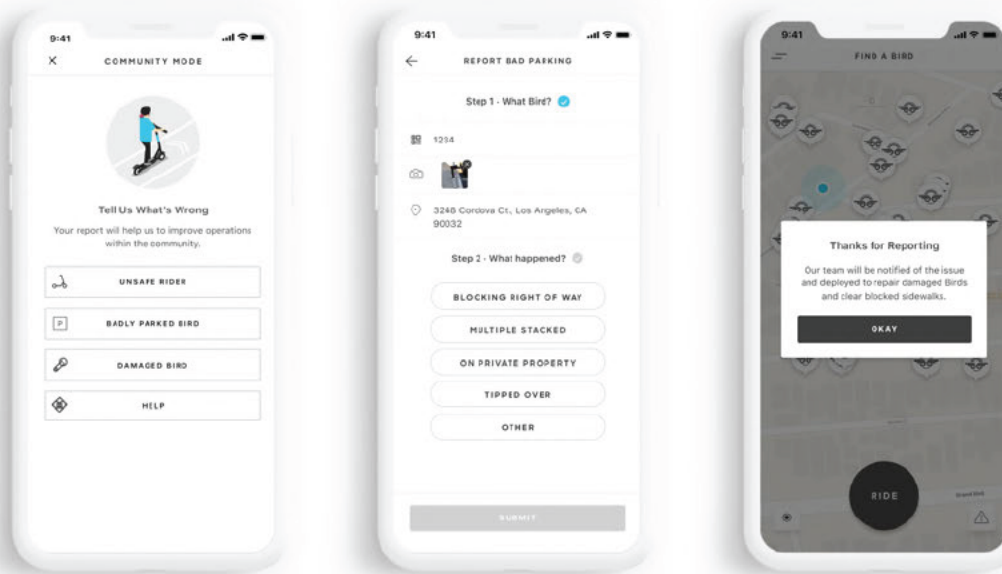
Bird will conduct periodic rider surveys via email as well as survey community organizations to gather ongoing qualitative feedback to inform program improvements and adjustments in Seattle. Bird would be happy to develop the survey in coordination with the City. Our surveys are always consistent with industry surveying methods, and done in compliance with any adopted data privacy standards

In Seattle, if Bird receives a report under Requirements O2.1, O2.2, O2.3, O2.4 by any means other than a live telephone call, we will provide a callback or written acknowledgement of the report within the time we are required to inspect the device.

SPOTLIGHT: Community Mode

This in-app feature allows both riders and non-riders to report complaints, such as irresponsible riding or improper parking, in real time. Concerns flagged in Community Mode are addressed immediately, and repeat offenders can have their accounts suspended or terminated by Bird's Trust and Safety team. Additionally, Bird is updating Community Mode to include a "Call for Help" button.

Riders may tap this large, easily located button to seek immediate assistance should any issue arise.



Bird Community Mode Help Center Available to Both Riders and Non-Riders

Illustrative Images Bird's Public Contact Information



A-07: If known, attach the contact information for City use as described in Requirement 03.2.

SDOT's Program Manager can send Bird written notices and other official correspondence to our postal address (406 Broadway #369, Santa Monica, CA 90401) or email Bird's Seattle General Manager at tj.birkel@bird.co.

Required Personnel	Name/Position	Telephone	Email	Contact Hours
General Manager for Seattle + Programming/Equity Contact	TJ Birkel - Sr. Manager, Government Partnerships	[REDACTED]	[REDACTED]	24/7
Policy Development Contact	Laurence Wilse-Samson - Director, Policy Research & Economics	[REDACTED]	[REDACTED]	9am - 5pm, Mon-Fri
Local Fleet Operators Manager + Data Collection and Reporting Contact	Maria Laposta - Sr. General Manager, Operations	[REDACTED]	[REDACTED]	9am - 5pm, Mon-Fri

Bird will notify the Program Manager if any of the required contact information above changes.

i. Seattle Operations Centers

Bird is currently sourcing locations for our Seattle operations centers. We are committed to locating at least two within the City’s Equity Focus Neighborhoods to support local job opportunities in these areas. Once sourced, Bird will disclose to SDOT the location of all our operations centers across King County and any other locations in the City of Seattle where we store devices that are not deployed.

A-08: What is the maximum amount a low income rider will pay to unlock and ride the device for 15 minutes? (Attach the pricing structure and exhibits showing disclosure of the pricing structure to riders, as described in Requirement O4.2)

Bird shares the mutual goal with the City to ensure we maintain a reliable and affordable service for the entire community. As part of our service in Seattle, Bird will offer a range of alternative pricing programs, including Bird Access, our low-income plan that will provide eligible riders with free unlimited 45-minute rides.

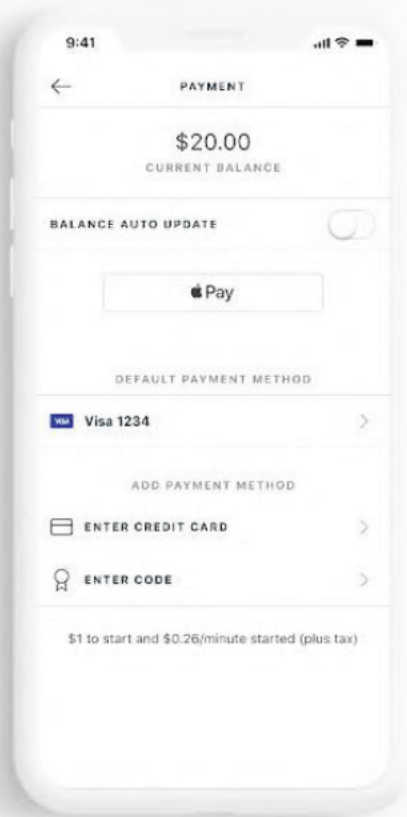
Payment Structure	Details
Bird Access	<p>Bird Access will provide riders in Seattle who qualify for one or more of the following programs with free unlimited 45-minute rides:</p> <ul style="list-style-type: none"> • The ORCA Lift reduced-fare program • The Regional Reduced Fare Permit (RRFP) program • Seattle Public Utility Discount Program • Seattle City Light Discount Program • Seattle Housing Authority • Apple Health (Medicaid) • Seattle Housing Authority Senior Housing program • Seattle Housing Authority Low-Income Public Housing • Washington Basic Food program • Washington State Food Assistant program <p>To sign up, riders must email proof of eligibility to access@bird.co. Approval takes approximately one business day.</p>
Bird Community	<p>Bird Community will provide the following eligible riders with 50% off our standard unlock and per-minute fee:</p> <ul style="list-style-type: none"> • Veterans • Seniors • Pell Grant recipients from colleges and universities across Seattle, including University of Washington, Seattle University, Seattle Pacific University, and City University of Seattle. • Employees of pre-approved community-based organizations and nonprofits in Seattle that we will select with input from SDOT. <p>To sign up, riders must email proof of eligibility to access@bird.co. Approval takes approximately one business day.</p>

<p>Equity Zone Pricing</p>	<p>Bird will automatically discount trips starting in any of Seattle’s Equity Focus Neighborhoods by 50%. Riders will be made aware of this pricing upon opening the mobile app—a change we’ve recently made to increase program visibility—and do not need to be enrolled in Bird Access or Bird Community to receive the discount.</p>
<p>First-Ride-Free Program (10,000 in Equity Focus Neighborhoods)</p>	<p>Bird will launch a First-Ride-Free initiative in Seattle to encourage residents in the City’s Equity Focus Neighborhoods, and community members detailed in G2(d)7) including people with disabilities, people experiencing homelessness or housing insecurity, LGBTQ people, women, and seniors to try our service. Our local team will partner with a variety of community groups, local organizations, and nonprofits to reach our target audience. Coupon codes will be printed on multilingual flyers that provide additional information on our service, including details on low-barrier access options like Bird Access (low-income plan), and non-smartphone and cash-based options.</p>
<p>Discounted, Annual Ride Passes for Low-Income Residents</p>	<p>Bird will provide 1,000 annual passes with unique coupon codes for local community groups, such as Casa Latina and Solid Ground, to distribute to their members in need. These passes will be valid for the year and will allow users to take up to five free daily rides on Bird.</p>
<p>Healthcare Workers COVID-19 Program</p>	<p>As part of our commitment to support communities during the COVID-19 pandemic, Bird provides two free 30-minute rides daily to healthcare workers and emergency personnel nationwide. Eligible riders, including employees at Swedish Hospital, Harborview Medical Center, Fred Hutchinson Cancer Research Center, and Seattle Children’s Hospital, can sign up by emailing a copy of their medical identification card to together@bird.co. To date, over 2,500 healthcare personnel have enrolled in the program and have taken more than 115,000 rides</p>
<p>Special Fare Programs</p>	<p>Bird regularly promotes special fare programs in response to local needs like our Free Rides for Teachers in 2020, Roll to the Polls initiative that provided free rides to voters during the last presidential election and the 2021 municipal elections, and our 15% off offer for all .edu email addresses for the Fall 2021 semester. In Seattle, Bird will also offer promotions such as free unlocks during Bike to Work Day. By supporting citywide events, we will seek to elevate active transportation usage in Seattle.</p>

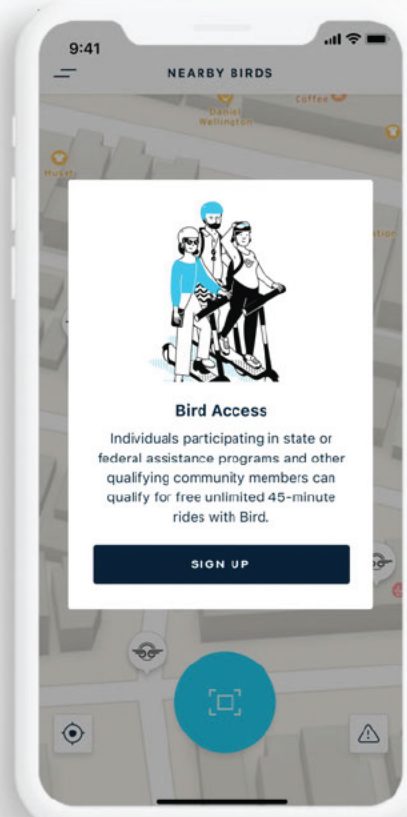
ii. Our Promise: Fare Transparency

Bird believes in transparency and will clearly communicate all price changes to users through in-app push notifications and banners. Riders can also view pricing for their current location under the app's "Payments" tab. Bird delivers a receipt to riders after every ride. This information is also available in their ride history. We do not charge users a fee for the time needed to read our mandatory safety messaging or to complete a first-time user tutorial or safety quiz.

Bird will also prominently display the reduced-fare program information within our smartphone application via pop-up on user's first use, as well as prominently place the link within the Bird app's navigation (as approved by Seattle's Program Manager).



Bird's Payment Tab



Reduced-Fare Program In-App Pop-Up

A-09: Provide data and supporting narrative to show how the company has increased registration in reduced-fare programs for low-income riders, in Seattle and/or in other jurisdictions. Describe any plans for increasing registration for, and use of, these programs.

Bird will use a multifaceted approach to increase registration in our reduced-fare program, Bird Access, for low-income riders in Seattle. It incorporates proven strategies we've developed serving 400+ cities globally and includes:

1. Targeted community engagement and outreach
2. Automatically reduced fares
3. Increased deployments in Seattle's Equity Focus Neighborhoods

i. Community Engagement and Outreach

As detailed in Section A-016, Bird has developed a Seattle-specific engagement plan designed to inform riders and prospective riders in Equity Focus Neighborhoods about our program, including reduced-fare plans. Key aspects of these strategies include:

- Bird will regularly host sign-up events at low-income housing complexes within Equity Focus Neighborhoods like Rainier Valley, Beacon Hill, Georgetown, and the Central District. Our team will also share sign-up instructions via resident newsletters. We've had success with this approach in other cities like Santa Monica, where we partnered with the Community Corporation of Santa Monica—a nonprofit organization that restores, builds, and manages affordable housing in the city—and increased the number of participants enrolled in Bird Access by over 200% between 2020-21. We will invest in similar partnerships in Seattle with organizations like the Low-Income Housing Institute, Bellwether House, and Seattle for Everyone
- Bird will host monthly pop-up engagement events in partnership with organizations and groups like Seattle Neighborhood Greenways, the Seattle Neighborhood Group, the Rainier Valley Creative District, and Beacon Arts Street Fair to help us reach our target audience in Seattle. During these events, we will highlight Bird Access and our non-smartphone option, solicit feedback on deployment locations, and offer free helmets. Bird will also support community-scale decision-making through initiatives like our "Request a Nest" campaign, encouraging residents to submit location suggestions for staging and parking corrals via our [online form](#) to ensure equitable access to our service in their neighborhoods.
- Bird will highlight our low-income Bird Access program to existing riders via in-app pop-ups and informational emails with an embedded link directing eligible riders to sign up. We will also distribute flyers promoting Bird Access in key locations like libraries, community centers, nonprofits, and stores throughout the Equity Focus Neighborhoods (see below for image).

ii. Equity Zone Pricing

To increase access to our devices in historically underserved communities, Bird will automatically discount trips starting in any of Seattle's Equity Focus Neighborhoods by **50%**. Riders do not need to be enrolled in our Bird Access or Bird Community programs to receive this discount. By removing any registration or

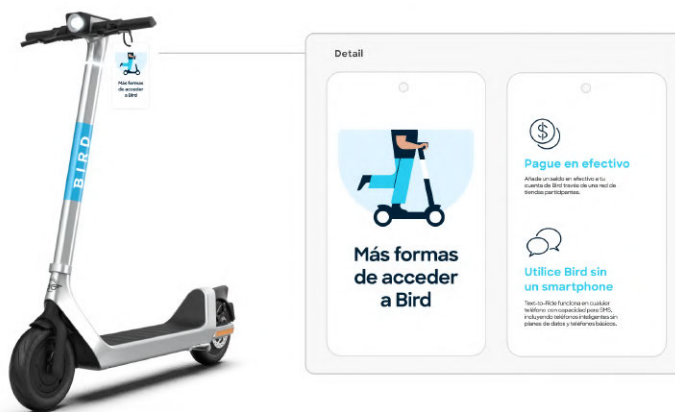
sign-up barriers, Equity Zone Pricing will make it easier than ever for Seattle residents living and working in Equity Focus Neighborhoods to benefit from low-cost sustainable transportation options.


iii. Increased Accessibility of Devices

Bird will deploy a minimum of 20% of our devices in the City’s Equity Focus Neighborhoods, increasing the visibility and accessibility of e-scooters in these communities. We will then further raise awareness of our low-income program, Bird Access, through on-scooter multilingual hang tags that promote the program and provide instructions on how to sign up. We have experience doing this in other cities across the U.S., including but limited to, Tampa, FL; Durham, NC; Indianapolis, IN; and Atlanta, GA. [REDACTED]

[REDACTED]

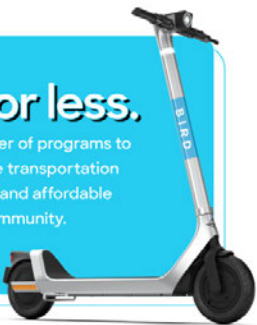
[REDACTED] see the Spotlight in Section A-02 for additional case studies on each of the above mentioned cities.





Ride for less.

We offer a number of programs to make sustainable transportation more accessible and affordable for the whole community.



BIRD ACCESS

Individuals participating in state or federal assistance programs and other qualifying community members can qualify for free unlimited 45-minute rides with Bird.

Just a few minutes can help you save on a sustainable way to commute or explore your city.

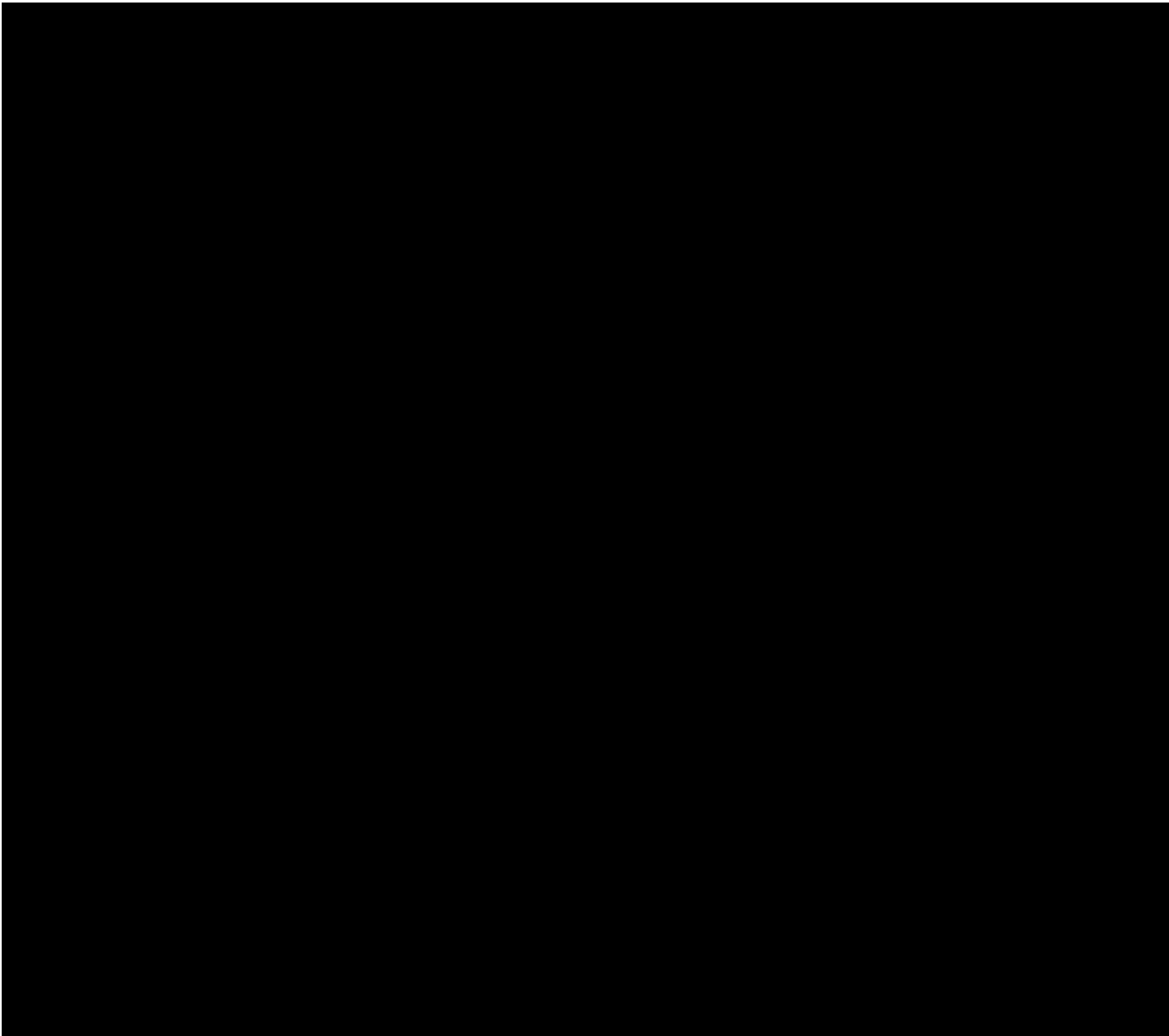
How to enroll:
 Download the Bird app to create an account and then email proof of eligibility to access@bird.co.

Individuals who qualify for one or more of the following programs are eligible for Bird Access.

- ORCA Lift reduced-fare program
- Regional Reduced Fare Permit (RRFP) program
- Seattle Public Utility Discount Program
- Seattle City Light Discount Program;
- Seattle Housing Authority
- Apple Health (Medicaid)
- Seattle Housing Authority Senior Housing program
- Seattle Housing Authority Low-income Public Housing
- Washington Basic Food program
- Washington State Food Assistance program

Fine print: Approval takes one business day. Rides of up to 45-minutes qualify for Bird Access. Program subject to change. Terms apply.

Examples of Hang Tags and Flyers Highlighting Reduced-Fare Programs

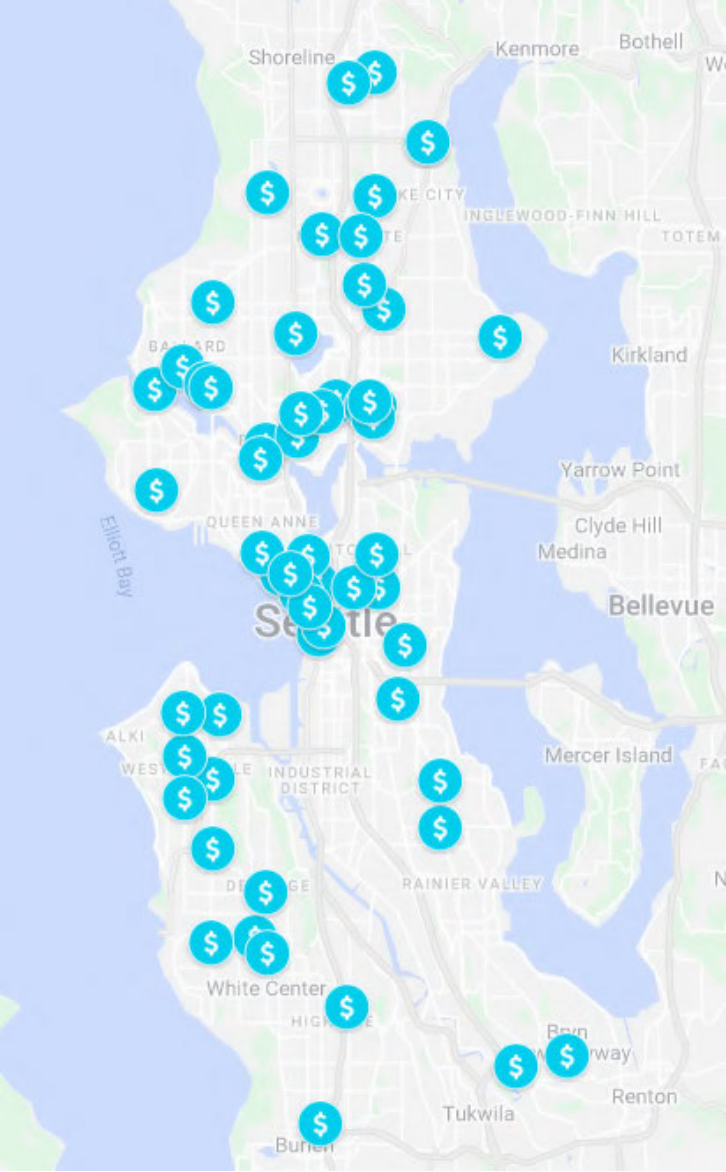


A-010: Attach a description and illustrative images of the way a low-barrier rental takes place, as described in Requirement 04.3. Provide data and supporting narrative to show how the company provided and promoted this option in Seattle and/or in other jurisdictions.

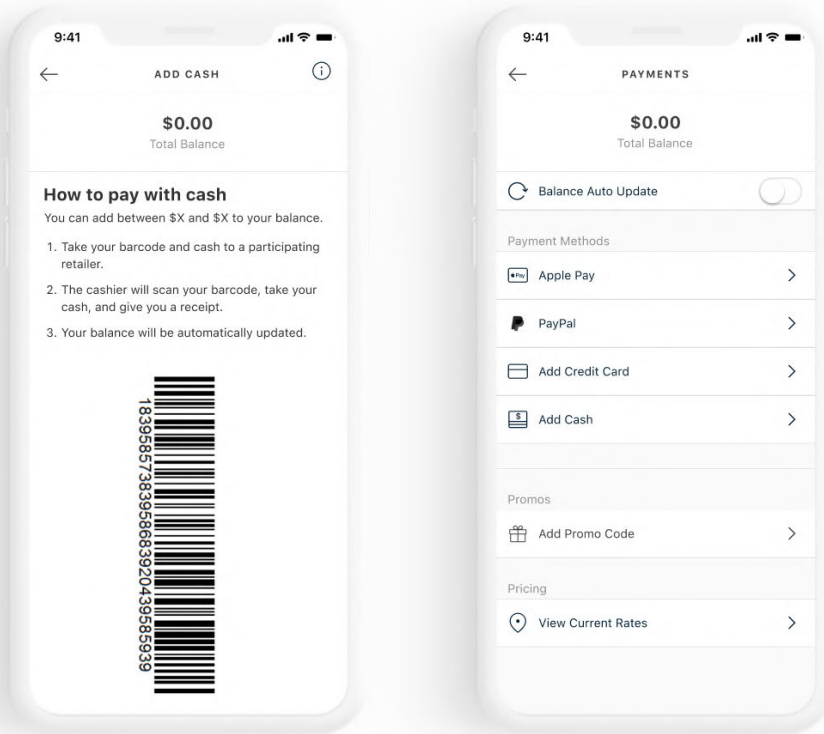
Reducing barriers to shared micromobility is one of the cornerstones of our mission to help cities reduce car trips through the provision of affordable, accessible and convenient transportation alternatives. To support this mission, Bird offers the following low-barrier rental options to ensure riders without smartphones, bank accounts, or charge cards can rent our devices quickly and conveniently.

i. Non-Credit-Card Payment Alternatives

Payment type should not be a barrier or deterrent to shared mobility. As such, Bird has and will continue to support and promote a variety of non-credit-card-specific payment options including:

Payment Option	Details
<p>Cash for Bird Credits</p>	<p>Riders can purchase Bird credits with cash from participating stores. Bird's cash option is available at 58 stores across Seattle, including 7-Eleven, CVS Pharmacy, and Walgreens.</p>  <p style="text-align: center;">Cash Payment Locations</p> <p>To use this simple and easy-to-use cash payment option, riders must complete the following process:</p>

1. Find a participating retailer, using either the Bird app or our website.
2. At the store, riders open the “Payment” tab in the Bird app to access their unique barcode.
3. Cashier scans the barcode, takes payment, and adds it to the rider’s Bird account.
4. Their Bird balance is updated immediately and ready to use.



App-Integrated Payment Options

Bird offers PayPal as an additional payment option in the Bird app. Doing so extends the reach and availability of Bird vehicles to those who may not have, or may not prefer using, a personal bank or credit card. PayPal's open digital payment platform offers financial service access to more than 325 million individuals. Bird's integration with PayPal provides access to the world's most advanced sustainable devices and is currently used by 11% of our riders. In addition to PayPal, the app is fully integrated with Apple Pay and Google Pay.

Prepaid Cards

Riders can purchase prepaid American Express, Mastercard and Visa cards with cash from retailers across Seattle. Riders can add their prepaid card as their payment option within the Bird app or when providing their payment information for Bird's text-to-unlock service.

SPOTLIGHT: Breaking Down Banking Barriers in Milwaukee, WI and Cincinnati, OH

One of the several ways Bird supports easy access to our devices for unbanked riders across all entities where we operate is through prepaid debit cards. Between January 2021 and January 2022 in Milwaukee, nearly 10,000 rides were completed by over 3,500 riders using prepaid debit cards. Cincinnati is another city where we have seen significant use of prepaid debit cards to rent our devices without issue. More than 11,000 rides have been taken in the city by over 5,000 riders using prepaid debit cards. In both of these cities, we increased education around these options via in-app notifications and community engagement and outreach efforts.

ii. Non-Smartphone Payment Alternatives

According to a recent survey by the Pew Research Center—an independent, non-partisan public opinion research organization—roughly a quarter of adults with household incomes below \$30,000 a year (24%) say they don't own a smartphone. In an effort to make our devices as widely available as possible, Bird enables riders to rent Birds via SMS text messaging.



Create an Account

Riders create an account by sending an email to TextToRide@Bird.co, providing contact details along with a phone number that can send and receive SMS. Within approximately one business day, they will receive an SMS confirming account approval. Riders can set up payment information via an automated, phone-based, PCI-compliant bot using the "pay" command and a credit, debit or prepaid card.



Locate a Bird

Riders spot a Bird on the street, or contact our customer service team via phone (1-866-205-2442) or email (hello@bird.co) for assistance locating an available device.



Text to Begin Ride

Once riders locate the Bird ID in between the vehicle's handlebars, they can then text the ID and the word "unlock" to the phone number they received during the sign-up process. This text message will signal the vehicle to unlock, allowing the ride to begin.



Text to End Ride

Riders text the word "lock" to the same number. This text message will signal their Bird to lock, completing the ride. The rider receives a follow-up SMS message with the cost of their completed trip.

SPOTLIGHT: Text-to-Lock in Los Angeles, CA

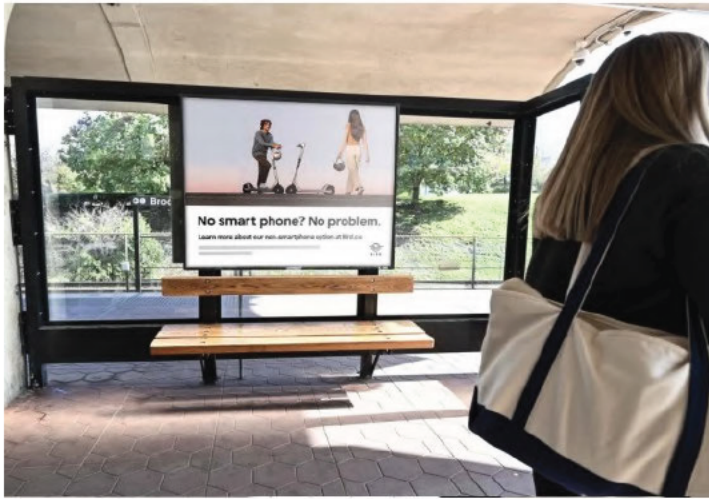
One of the ways Bird provides easier access to our shared micromobility devices is our text-to-unlock program, which supports users without smartphones. The city where we see the greatest number of riders taking advantage of this feature is Los Angeles. Since our operations began there in 2018, over 3,400 rides have been taken using text-to-unlock. Bird is proud to offer this service in 400+ cities globally and will ensure program awareness among riders in Seattle through the outreach and engagement strategies detailed in Section A-016.



iii. Increasing Awareness of Low-Barrier Access Options

At Bird, we understand it is not enough to simply offer alternative access options and discount programs or deploy our devices in targeted communities—they must also be used. We have found targeted people-focused digital and print marketing (see below) along with outreach can help engage eligible riders and increase ridership in traditionally underserved communities.

Our team uses a range of quantitative and qualitative metrics to determine the success of our global marketing and outreach efforts and adjusts our strategies as needed. For example, our team tracked monthly sign-up data to assess the impact of our marketing when we expanded eligibility for our low-income program, which included in-app notifications and a dedicated Bird Blog post. We were excited to see sign-ups in the City of Memphis increase by **500%** the following month as a result. In response, we increased the frequency of highlighting the program via in-app notifications to every quarter. In Seattle, we will engage in similar efforts to increase sign-ups to our low-income program and other low-barrier access options, working with community groups, businesses, and nonprofits. For more details on our Seattle-specific engagement plan, please see Section A-016.



Examples of Marketing Materials

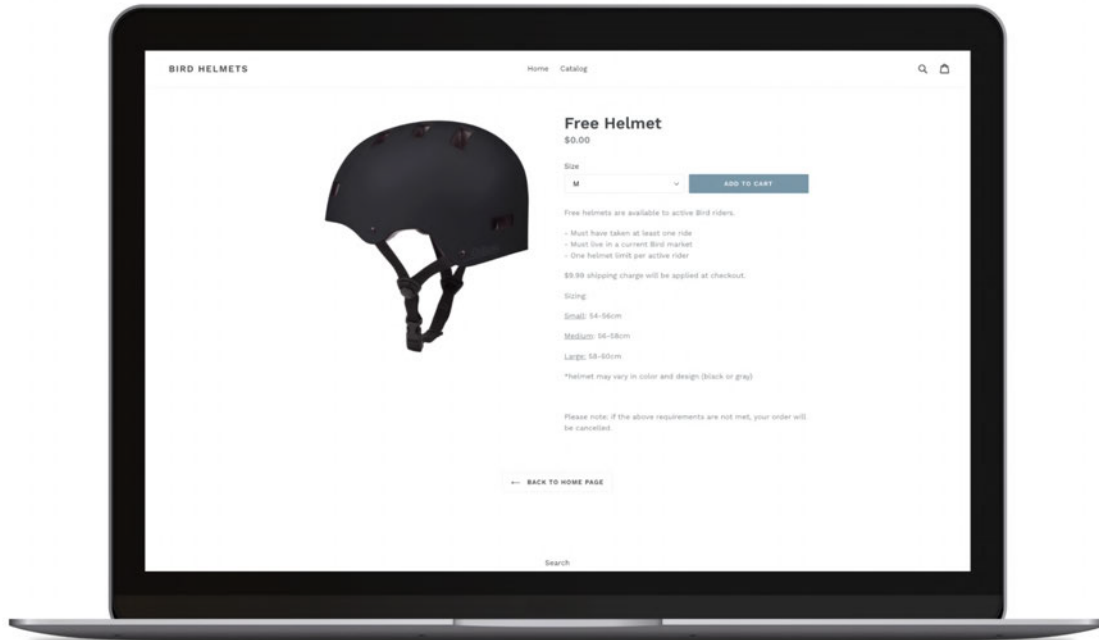
Bird is committed to ensuring our service is not only accessible but also affordable for all. In Seattle, we will offer a variety of free and reduced-fare programs. This will include Bird Access, our low-income plan that offers free unlimited 45-minute rides to eligible riders. For more information, please see Section A-08.

A-011: Attach a description and illustrative images of the helmet distribution plan, as described in Requirement 04.6. Provide data and supporting narrative including how many helmets were distributed and in what communities, in Seattle and/or in other jurisdictions.

Bird recognizes the important role helmets play when it comes to rider safety. As such, we are committed to ensuring that a wide range of riders, especially those in Equity Focus Neighborhoods, have access to industry-grade helmets. Bird has proudly and proactively spearheaded a helmet safety campaign since our foundation in 2017, distributing over 90,000 helmets nationwide. From handing out free helmets via in-person safety events and in-app giveaways to exploring new solutions like on-vehicle attachments, we ensure all riders have easy access to helmets when using our service.

i. Free Helmet Orders

Riders can request a free helmet online through our website (<https://birdhelmets.myshopify.com/>) or through the Bird app.



Bird's Online Helmet Order Form

ii. Helmet Giveaways

Bird will work with local organizations with the goal of distributing 10,000 helmets to Seattle residents and visitors throughout the permit. This includes utilizing all distribution channels detailed under our helmet plan, including in-person events, pick up locations, community partnerships, and via the Bird app and website.



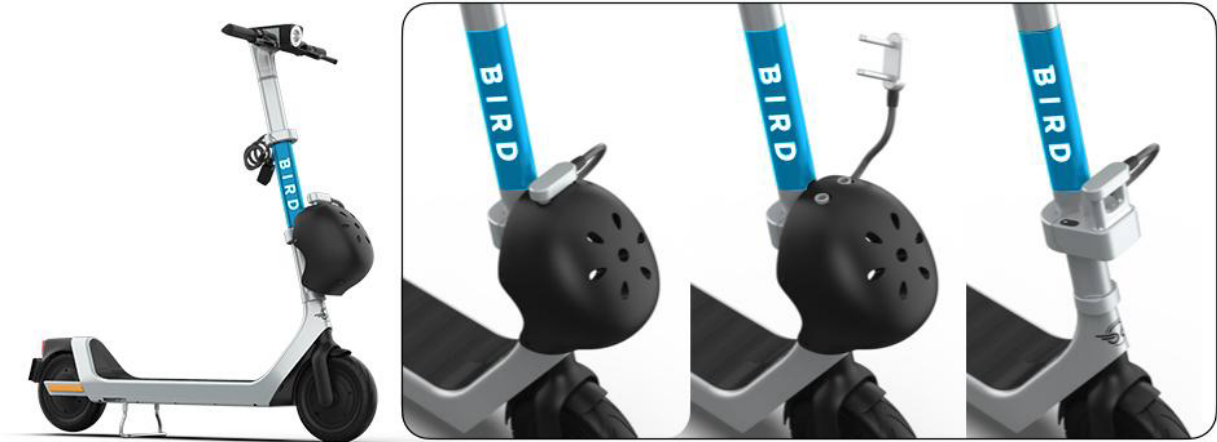
Bird Pop-up Helmet Giveaway

iii. Safety Marketplace

Bird's in-app Safety Marketplace provides riders with a selection of curated and discounted safety products, including helmets and protective gear.

iv. On-Vehicle Helmet (optional)

In response to feedback from both cities and riders, we have developed a vehicle feature that allows riders to rent (i.e., check out) a helmet attached to a Bird scooter. We are currently trialing this system as part of a pilot program in Tel Aviv, Israel.



Riders who wish to use the attached helmet can unlock it via the Bird app. Starting a rental allows the rider to open an integrated Bluetooth lock securing the helmet. At the end of the ride, riders will be prompted in the app to return and lock the helmet to the scooter. After following the on-screen instructions to lock the helmet to the vehicle, riders must verify they have returned it properly to avoid a fine. To do so, riders can use either of the following verification methods: 1) scanning two QR codes, on the helmet and on the lock; or 2) taking a photo of the helmet properly locked to the scooter for review by a Bird team member. Our on-the-ground teams sanitize the helmets daily using CDC-approved disinfectants.

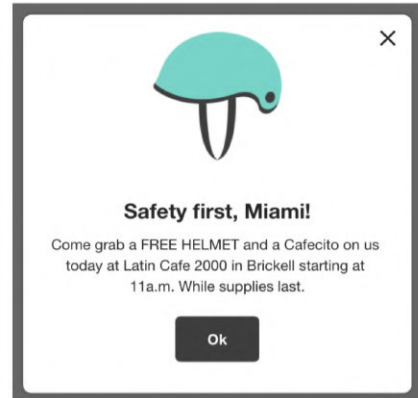
v. Helmet Collection Points

Similar to our successful initiative in Miami, Bird will partner with local small businesses in Seattle to enable riders to pick up a free helmet in person at locations across the city. With approximately 60% of Bird rides starting or ending at local businesses, our new program is designed to take advantage of this natural link. It drives purchases by connecting small businesses with our extensive network of riders while, most importantly, providing riders with the option to grab a free Bird helmet in person.

Bird will highlight these partnerships via promotional posters displayed in our partners' locations. In addition, each small business will have featured placement on our in-app map and will be marked with a blue icon. When tapped, featured locations will expand to display their address, photos, and hours. Bird will also promote this new feature across our social media channels and via in-app pop-up notifications.



Bird Poster Highlighting Free Helmets at Local Businesses



In-App Notification Promoting Bird's Miami Helmet Giveaway Event

To further encourage riders to pick up a helmet from one of our in-person locations, our team will also work with our local business partners to develop joint rider incentives, such as store discounts or Bird credits. For example, in Miami, Bird has a partnership with Latin Cafe in the heart of the city, which now offers riders a free cafecito on Bird when riders stop by to pick up a free Bird helmet.

vi. Encouraging Helmet Use

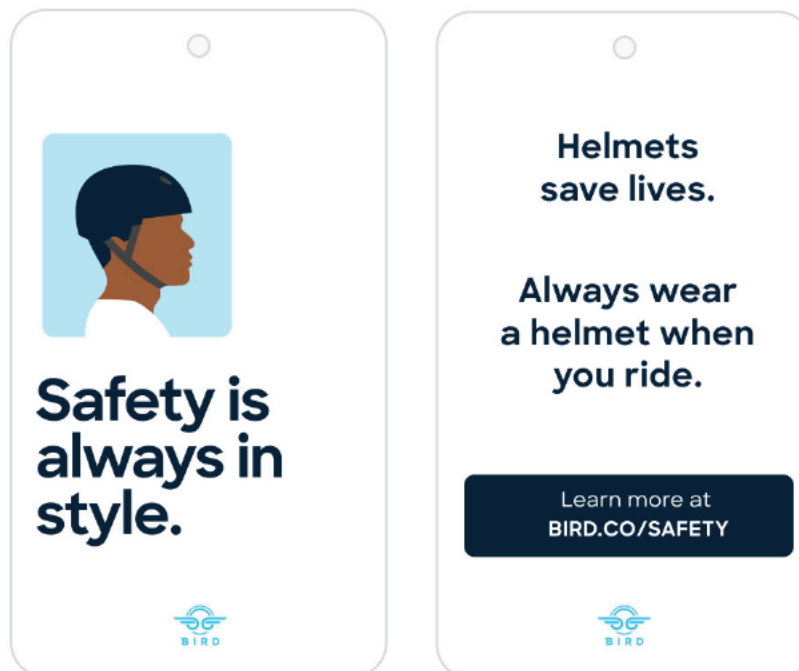
During rider onboarding and in the "How to Ride" section of the app, we present instructional safety graphics that encourage the use of helmets. A clear directive to wear a helmet is also visibly printed on the device itself. Additionally, helmet use is a major focus in our print, email, online and in-person safety training and messaging.



In-App Rider Onboarding



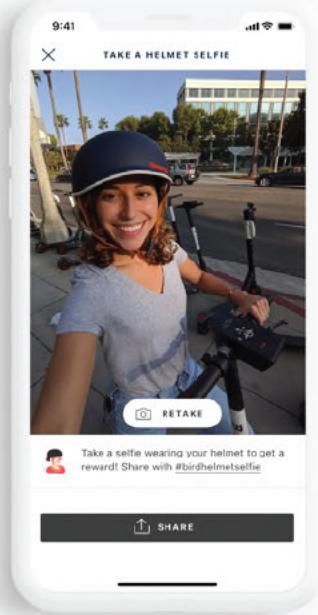
On-Vehicle Safety Decal



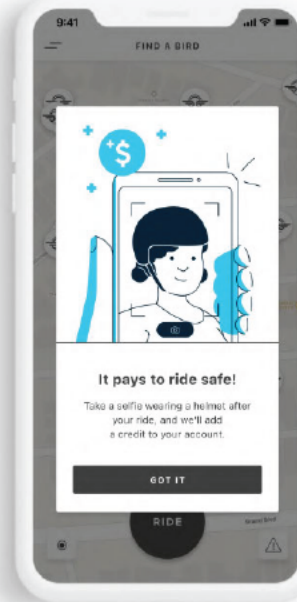
Hang Tags

vii. Helmet Selfie

To further encourage helmet use, Bird designed an industry-first Helmet Selfie feature. At the end of each trip, after the end-of-ride compliance photo, we invite riders to take a selfie wearing a helmet (verified via AI technology) for a discount off their next ride.



Helmet Selfie Interface

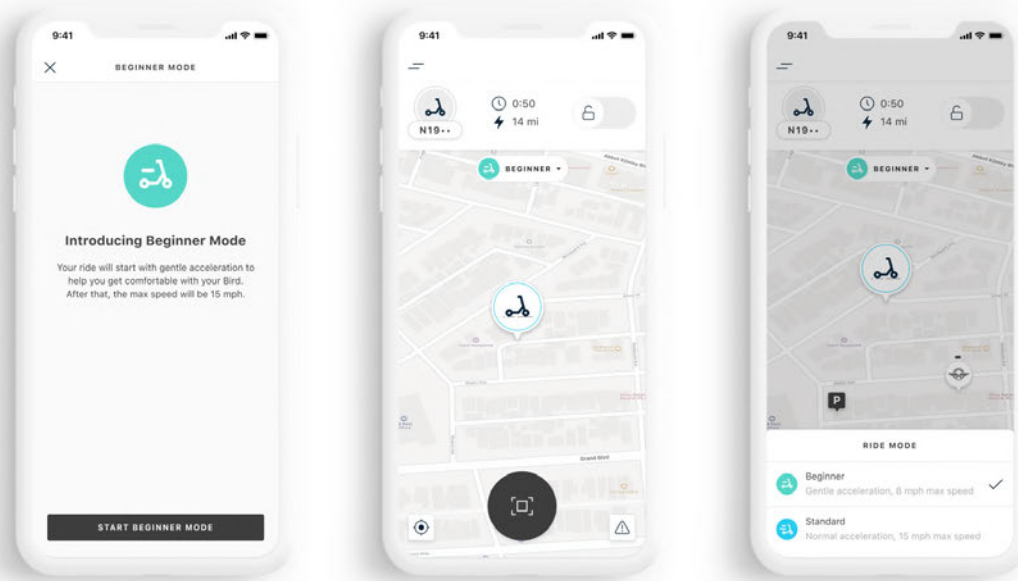


Helmet Selfie Pop-Up Reminder

At the City's request, Bird can make our Helmet Selfie mandatory in Seattle and require riders to confirm helmet usage before starting their ride. Our pre-ride helmet verification works in real-time. If no helmet is detected, riders must retake their photo before proceeding with the rental. Our machine learning technology also effectively stops riders from attempting to cheat the system. For example, it will recognize the difference between someone wearing a baseball cap or holding a helmet vs. wearing the helmet correctly on their head. We are looking forward to the opportunity to pilot this for SDOT, if selected for a permit under the new program. See Section A-04.iii.c for in-app illustrations.

A-012: Will the maximum device speed be limited to a speed of 8 MPH on a riders first use of the device, as described in Requirement O4.7?

Yes, Bird will limit the maximum device speed to 8 mph for all riders' first use of our system. We are proud to lead the industry in developing innovative features to enhance our riders' safety. According to a 2019 Austin Public Health study, 33% of scooter injuries are sustained by first-time riders—a proportion greater than the share of trips taken by new riders. To address this, Bird launched our first-of-its-kind in-app Beginner Mode feature, which provides first-time users with step-by-step guidance on how to safely operate our e-scooters, slows acceleration, and limits the scooter's top speed to 8 mph. This allows individuals without much experience with shared scooters, such as the millions of tourists who visit Seattle every year, to build confidence and get comfortable as they learn to ride. Beginner Mode will be a mandatory feature in Seattle that is activated for each first ride a person takes on a Bird vehicle. After that, riders can manually enable this feature in the mobile app via Settings > Ride Mode.

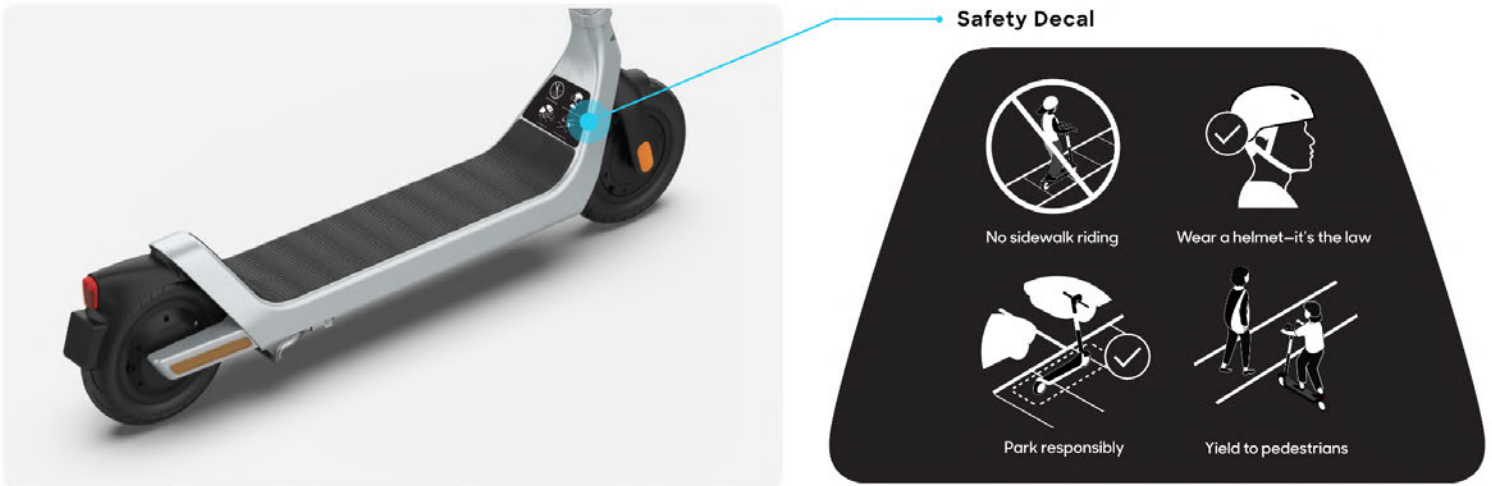


A-013: Attach illustrative images of the Rider On-Device Education signage, as described in Requirement ES3.3 and 06.3(c)1.

On-device education signage will be prominently displayed on every Bird in Seattle. We have designed legible, memorable graphics for people of all languages to depict the following SDOT requirements:

1. Wear a helmet;
2. Yield to pedestrians;
3. No riding on sidewalks;
4. Park responsibly.

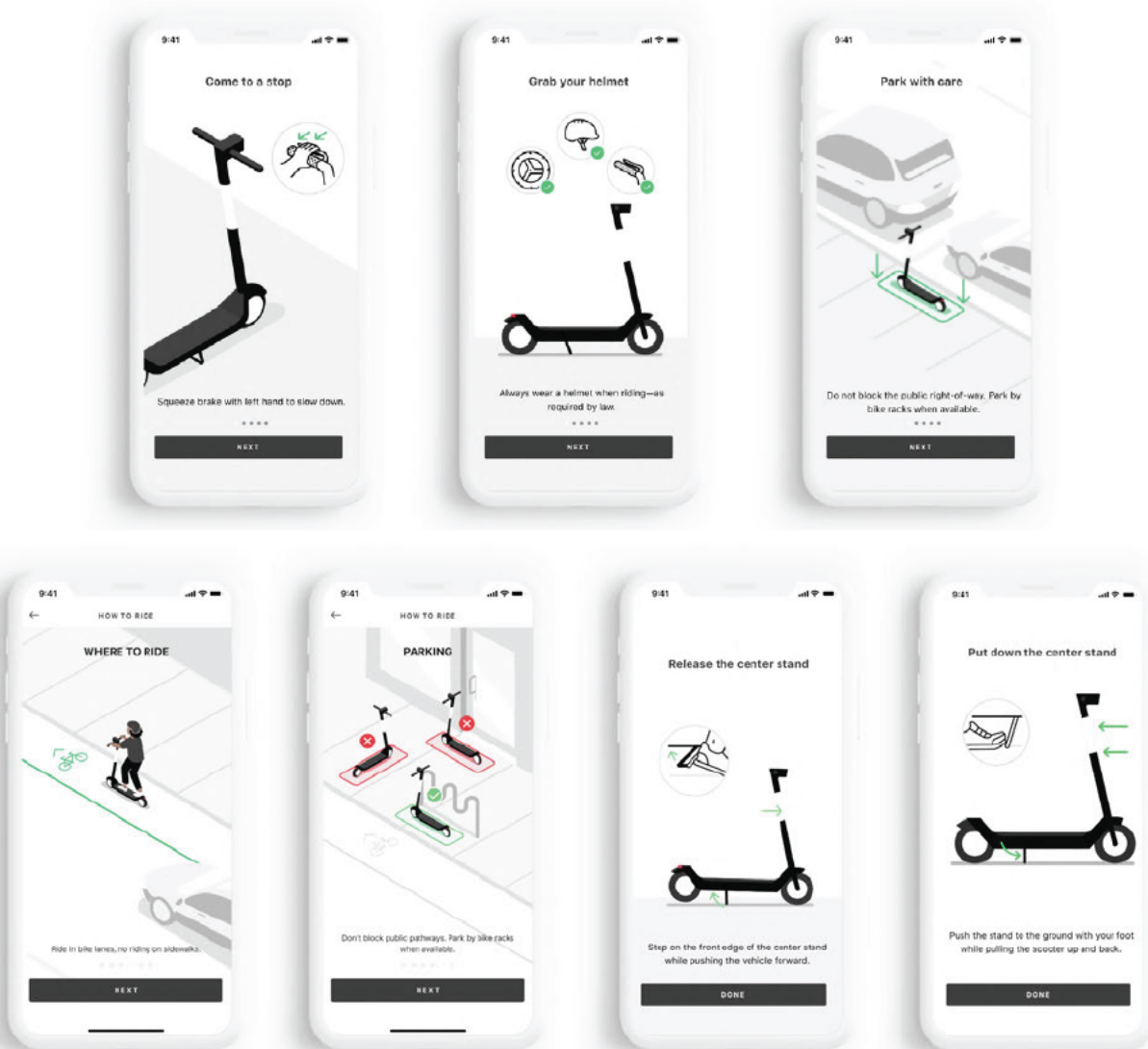
Bird will work with SDOT to confirm the final version of these decals and their location on our devices.



Example Mockup of Rider On-Device Education

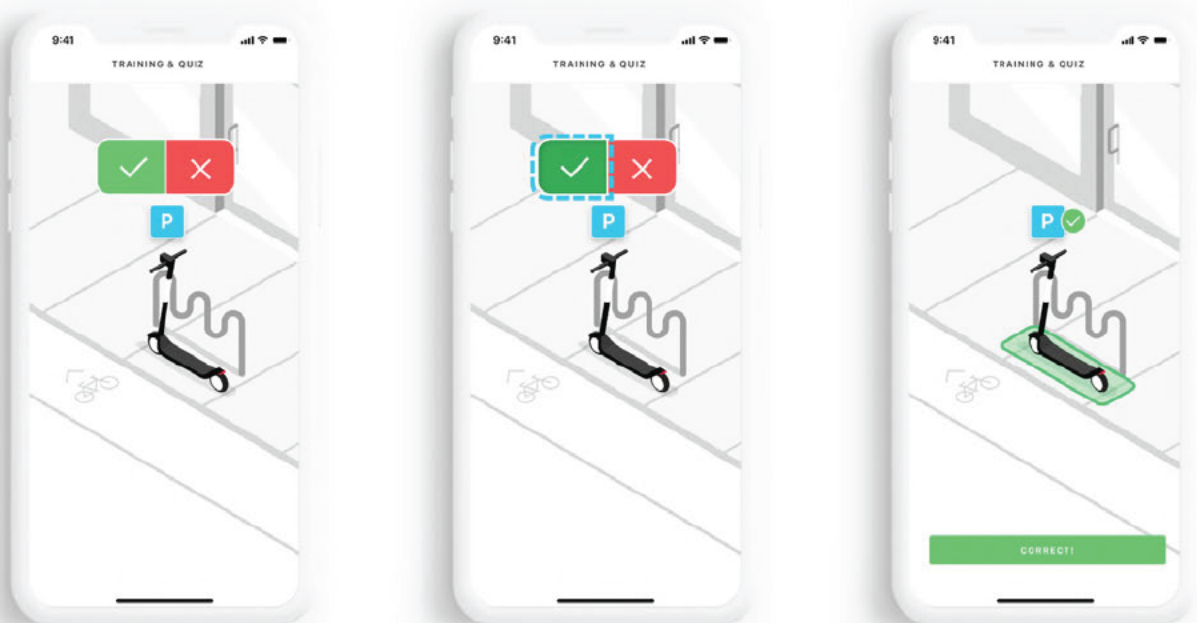
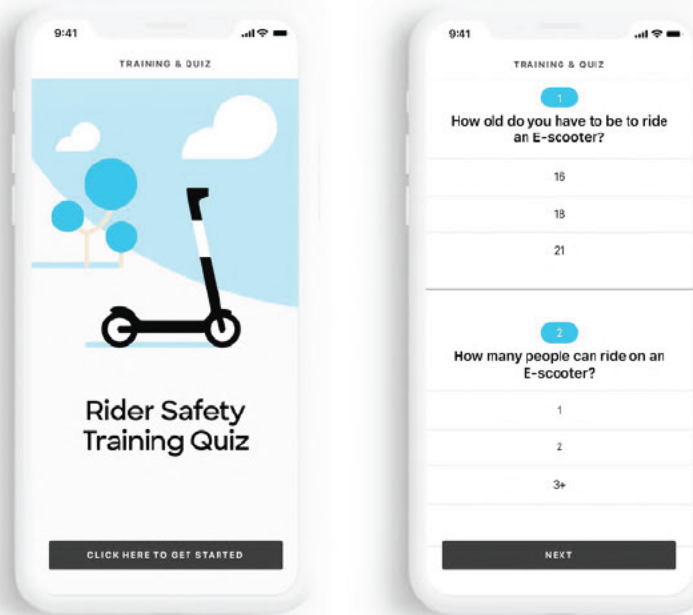
A-014: Attach a description and illustrative images of the Digital Safe Parking and Riding Education Program described in Requirement 06.2.

Bird will localize, and adjust based on SDOT requirements, our current digital (in-app) how-to-ride and park tutorial prior to launch. This will ensure the program is active on day one of our operations in Seattle, exceeding the thirty (30) day requirement. We will also require riders to complete a mandatory quiz at the end of the tutorial to ensure understanding. As part of the quiz, riders will be required to identify correctly and incorrectly parked scooters, as well as safe riding behavior (including riding only on streets 25 mph and under, bike lanes, multi-use paths; yielding to pedestrians, and wearing a helmet). Riders must complete the quiz with an 80% score before they can start their first three rides. Those who do not pass the safety quiz on their first attempt are provided with tailored educational materials that must be reviewed before retaking the quiz. Bird will also require all riders to retake the quiz as a refresher on local rules and regulations at least once every three months thereafter.

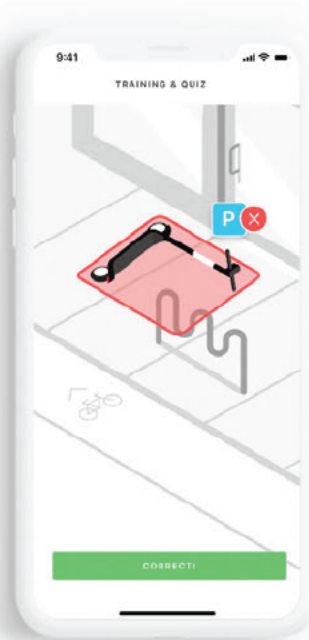
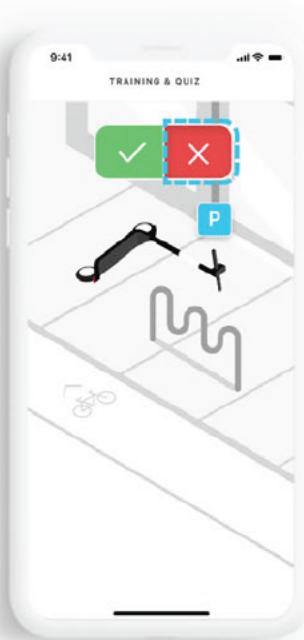
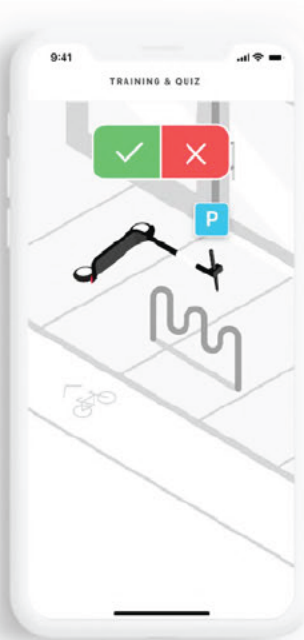


In-App How-to-Ride-and-Park Tutorial

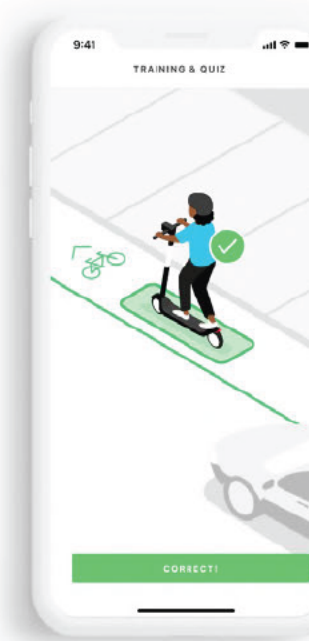
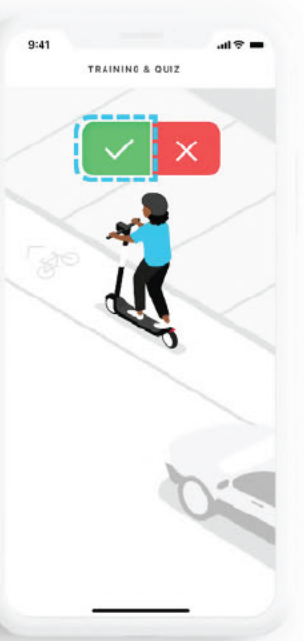
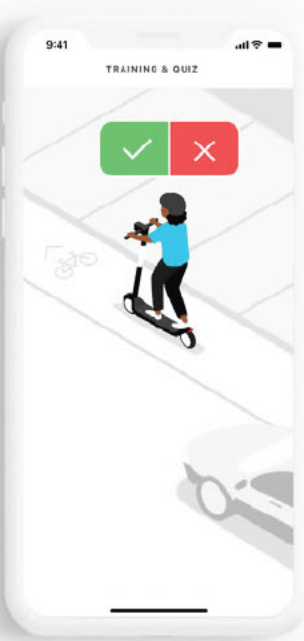
Please see below for mockups of our proposed Seattle quiz. In addition to our standard question and answer section, we have incorporated illustrative questions that are understandable across languages. If selected for a permit, Bird will work with SDOT to refine further and receive approval by the Program Manager.



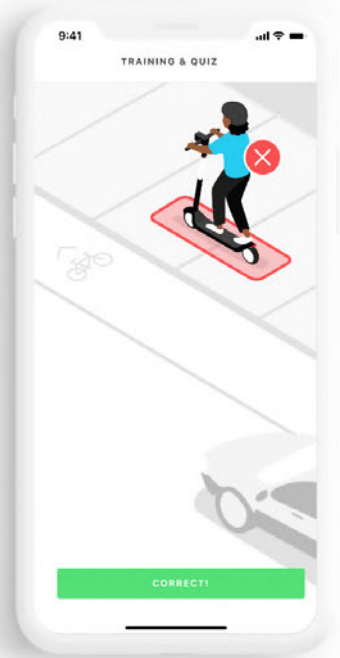
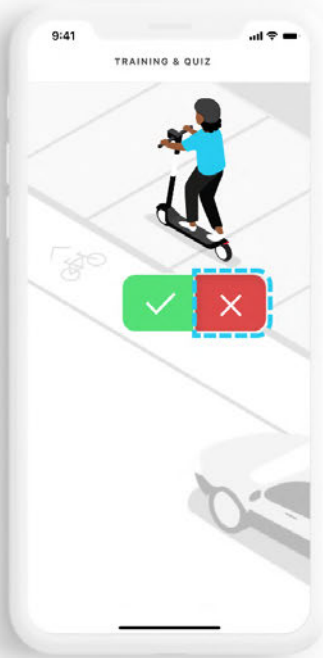
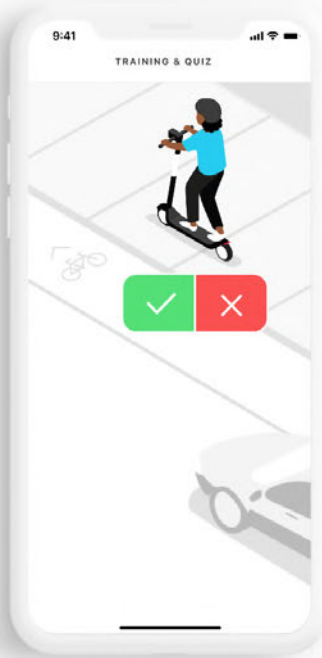
Identifying Correctly Parked Scooters



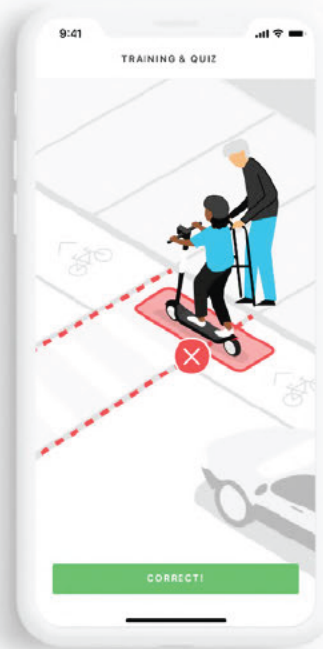
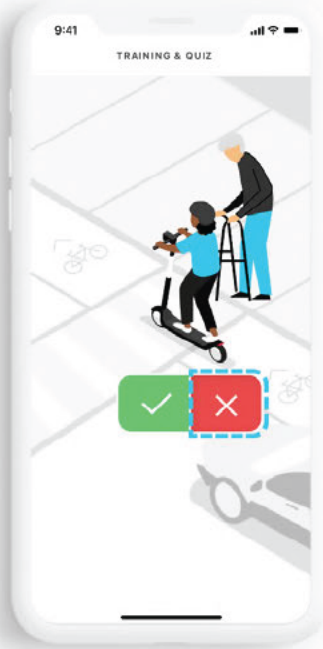
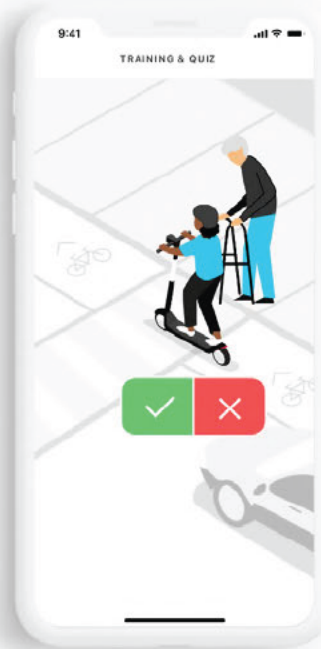
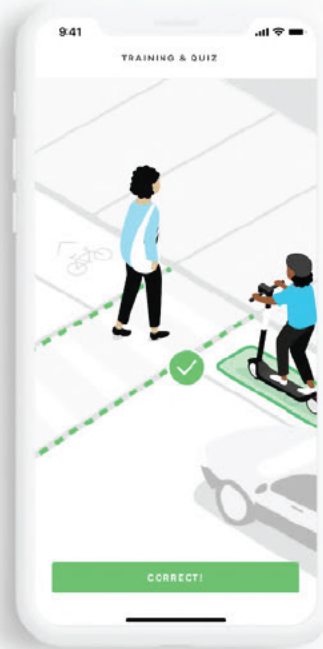
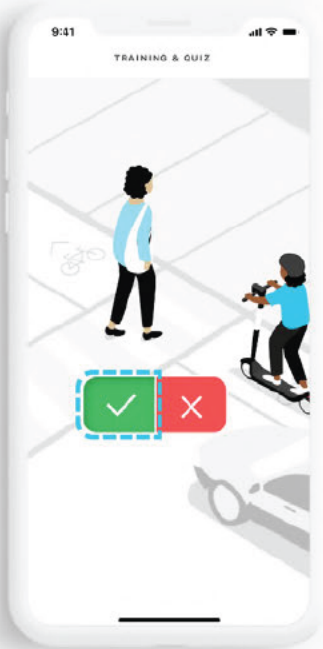
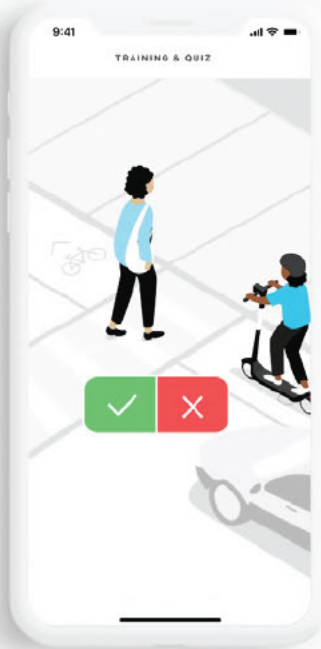
Identifying Scooters Parked as Obstruction Hazards



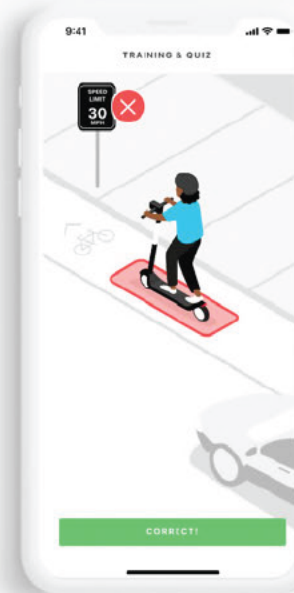
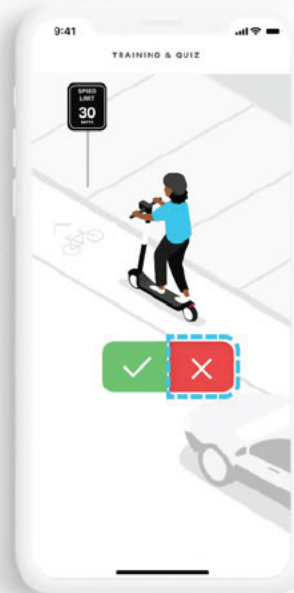
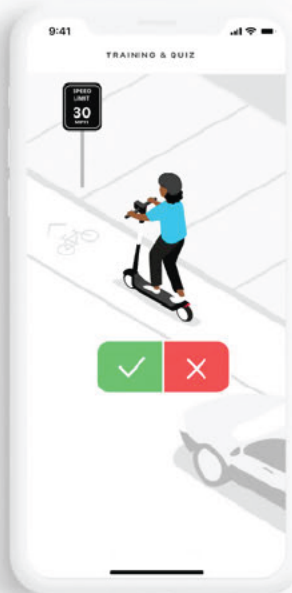
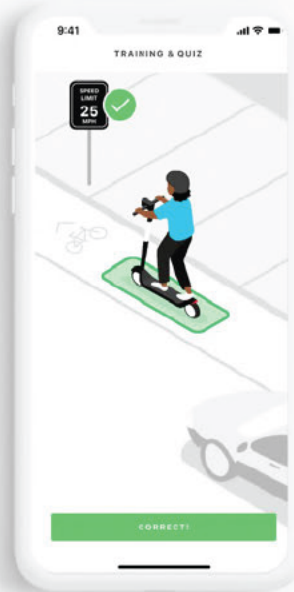
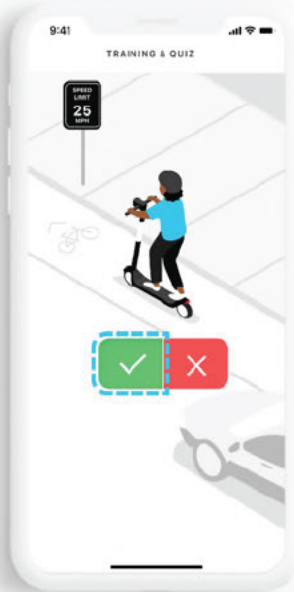
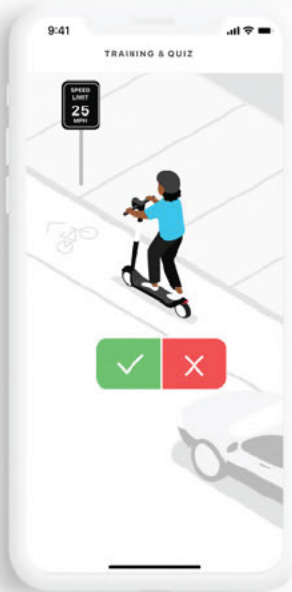
Identifying Safe Riding Behavior: Riding in Bike Lanes



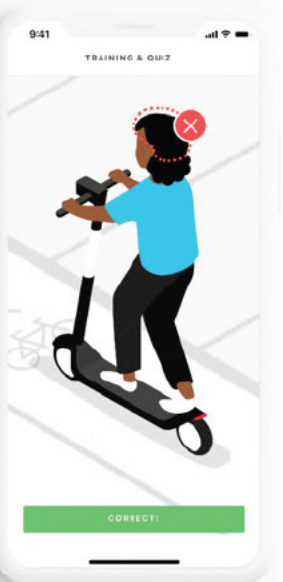
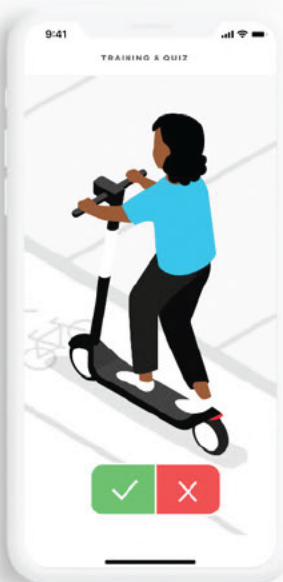
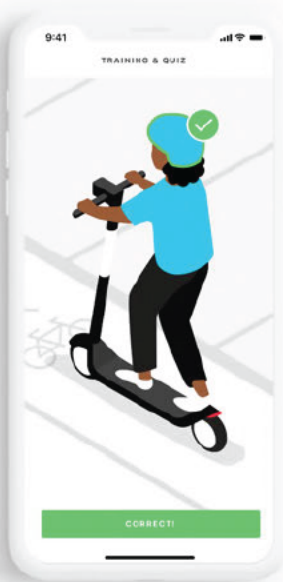
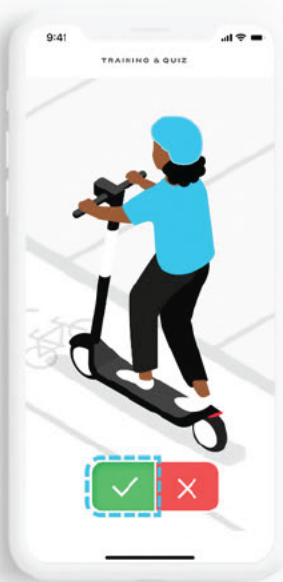
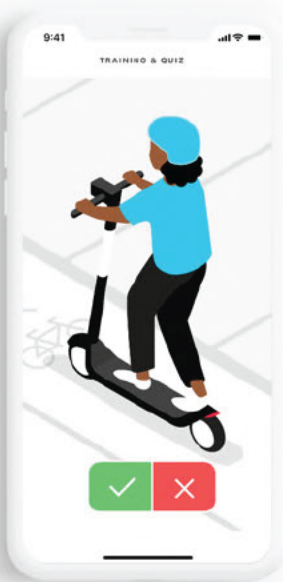
Identifying Unsafe Riding Behavior: Sidewalk Riding



Identifying Safe and Unsafe Riding Behavior: Yield to Pedestrians



Identifying Safe and Unsafe Riding Behavior: Riding Only on Streets 25 Mph and Under



Identifying Safe and Unsafe Riding Behavior: Wear a Helmet

A-015: Attach a description and illustrative images of plans for any other educational programs related to safe parking and riding. Describe programs the company has implemented in other jurisdictions and/or in the Seattle pilot.

Our rider education plan is designed to educate riders about roadway safety and local riding location laws (such as scooters may only ride on roads that are 25 miles per hour or under, bike lanes, and multi-use trails; scooters may not ride on sidewalks unless it is part of the connected bike network), the County's helmet requirement (helmets required by law), proper parking, and conscientious behavior and practices to ensure rider safety and support safe streets for all community members. To achieve these goals, we use a multifaceted approach that includes:

- i.** In-App Products and Technology
- ii.** On-Vehicle Technology
- iii.** Physical Assets
- iv.** Digital Assets
- v.** Events and Outreach

In addition to these proactive education efforts, Bird will also use an escalating penalty structure to respond to customers who repeatedly offend program regulations. See Section A-015.v for more details.

i. In-App Products and Technology

Bird offers a comprehensive suite of new and improved educational and safety products, described in detail below.

a. Mandatory In-App Rider Tutorial with Quiz

First-time riders are required to complete an illustrative how-to-ride and parking tutorial depicting Seattle-specific rules and regulations. Upon completion, riders will be required to take a quiz to ensure understanding. Please see Section A-014 for more information.

b. Beginner Mode

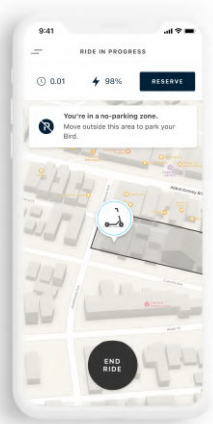
As mentioned in Section A-012, this feature provides first-time users with step-by-step guidance on how to safely operate our e-scooters, slows acceleration, and limits the top speed to 8 mph.

c. Helmet Selfie

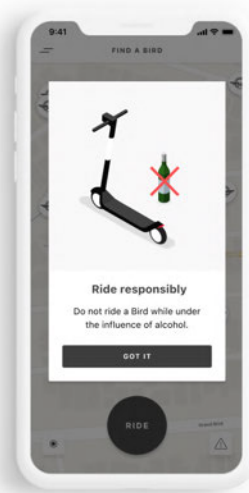
Designed to help increase helmet usage and improve the safety of riders, our Helmet Selfie program offers riders incentives to wear a helmet while riding a Bird. Please see Section A-04.iii.c for details on this solution, including our new mandatory feature.

e. In-App Map and Audible Warnings

Bird's app provides a clear and legible map of geofenced areas within the city, including no-ride, no-parking, and slow zones. If a rider enters and/or approaches a geozone with specific restrictions, they are notified via the Bird app and a push notification to their phone. Our devices also provide riders with an audible warning and can show a visual warning via the on-vehicle display.



In-App Map and Geofence Warning



Follow-Up Education

f. Follow-Up Education

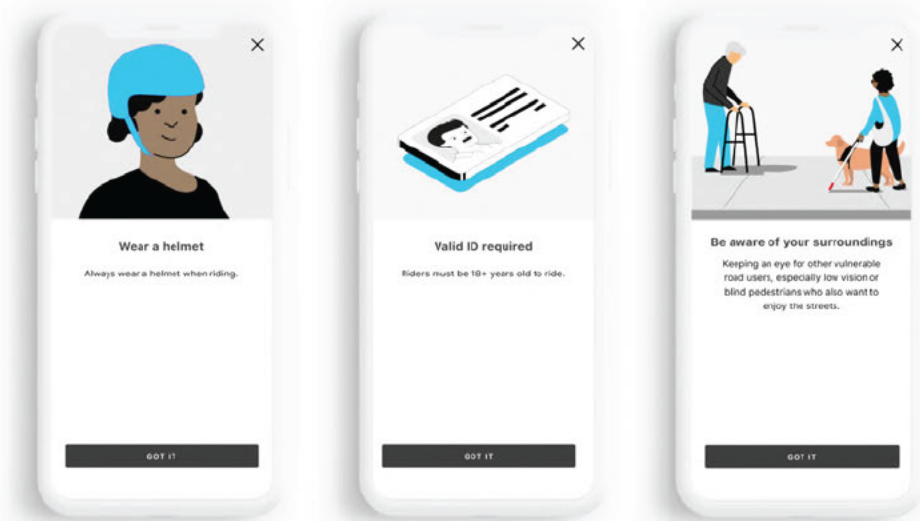
Our app provides follow-up education to riders prior to **every fifth ride**, which is both interactive and tailored to rider history, time of day, and location. For example, on a Friday or Saturday night, a rider is likely to receive a reminder about the importance of riding sober.

g. In-App Alerts

We regularly remind riders of local rules, including prompts to wear helmets when they open the app, in-app banners reminding them to park responsibly while they locate a scooter on the map, and instructions not to double-ride while their vehicle unlocks.

h. Pledge Cards

Bird uses digital pledge cards to help educate riders on local laws and regulations. The cards are presented to riders via an in-app pop-up, requesting that they read and then pledge to abide by each rule. Over 600,000 riders in cities across the U.S. have taken the pledge. We can use customized pledged cards at the start of the new permit period to highlight specific rules, like proper parking etiquette.



Standard Pledge Cards



iii. Physical Assets

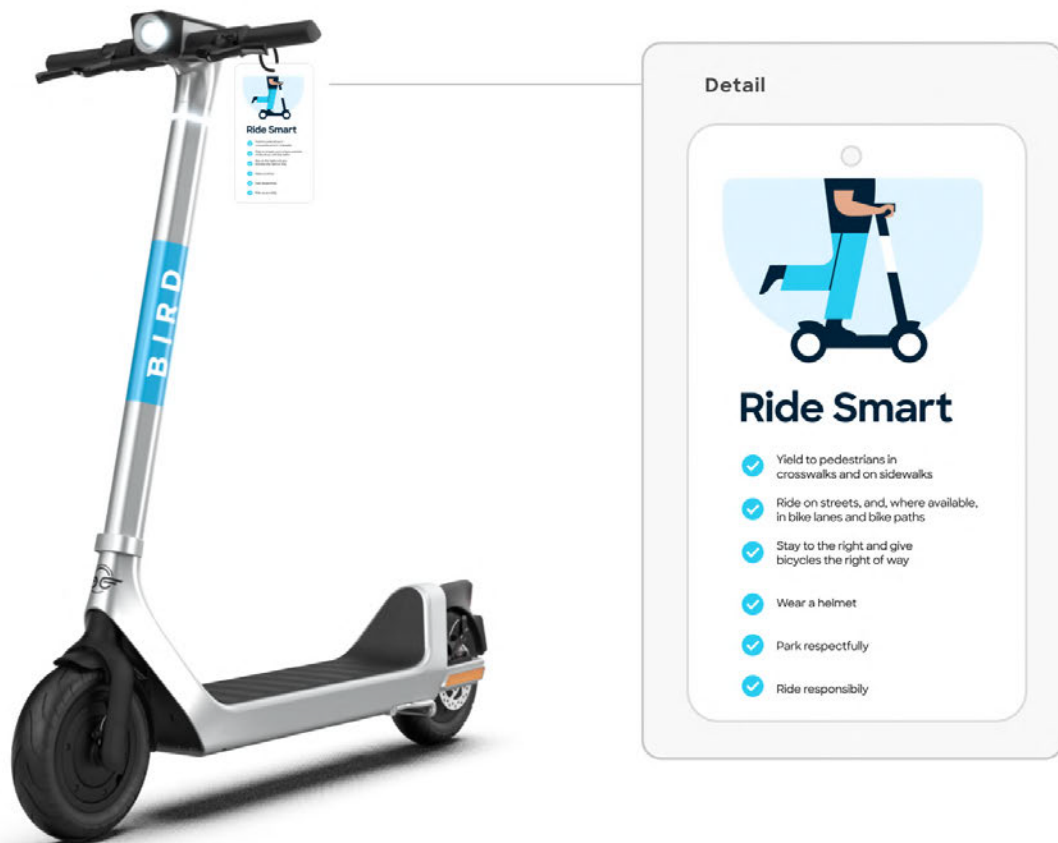
To ensure riders and prospective riders are educated on local rules in Seattle, we will promote key safety messages on our vehicles via decals and hang tags, run citywide PSA/advertising campaigns and utilize brochures and welcome kits.

a. On-Vehicle Decals

Key safety rules and messages on our vehicles include: "Wear a helmet" and "Park responsibly." Messaging is complemented with images to help increase comprehension. See Section A-013 for images.

b. Hang Tags

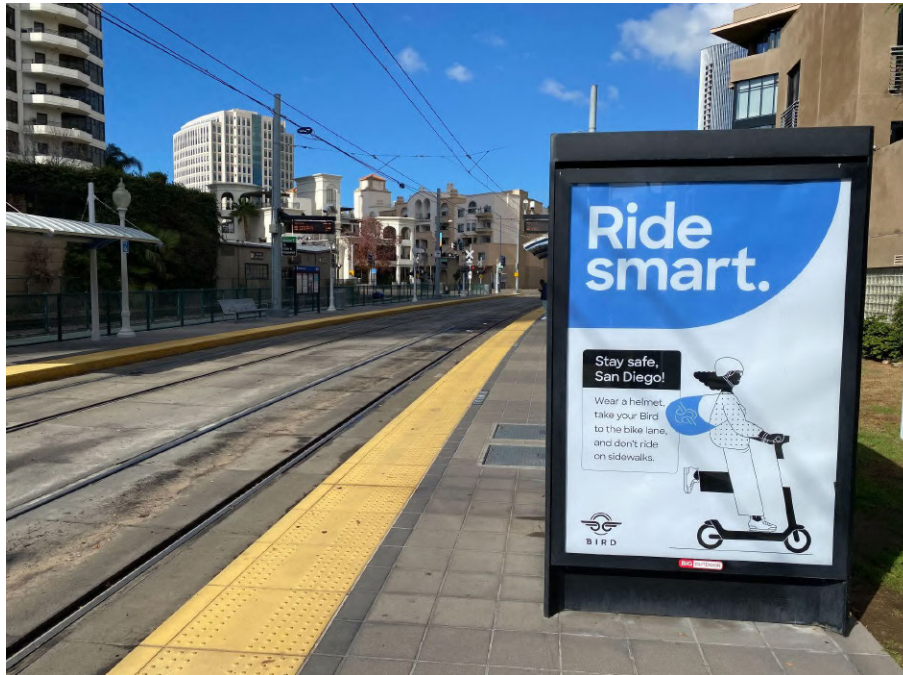
Bird has designed on-vehicle hang tags, small 4" x 6" cards made from recyclable paper attached to the handlebar using a standard zip tie, to provide riders with additional education and details.



Safety and Education Hang Tag

c. PSA Advertising Campaigns

Bird conducts local and national campaigns to promote safe riding, responsible parking, and equity pricing programs. For example, our "Ramp Champ" campaign, developed with consultation from the Office of Disability Rights in Washington, D.C., is the first national education campaign emphasizing the importance of ADA access. It includes out-of-home advertising on transit shelters as well as in-app messaging to all riders. We can work with Seattle to launch similar campaigns.



Safety PSA Campaign Examples in San Diego, CA

d. Tourists and First-Time Riders

Seattle is a popular destination with over 41 million people visiting every year. It is important that we think of unique strategies to ensure riders know the rules of the road before they jump on a Bird. Working closely with the Seattle Department of Transportation and Visit Seattle, we will place education brochures on the rules of the road at hotels around the city and visitor information locations, including the Seattle Visitor Center & Concierge Services and the Market Information Center.

Seattle Friendly Reminders

No sidewalk riding

Park Respectfully

Wear a helmet

No double riding

Visit Seattle free helmet giveaway!

VISITOR CENTER & CONCIERGE SERVICES
Upper Pike Street Lobby of the Washington State Convention Center, at Seventh Avenue and Pike Street in the heart of downtown Seattle.
Hours: Daily, 10am-5pm

MARKET INFORMATION CENTER
Southwest Corner of First Avenue and Pike Street in Pike Place Market
Hours: Daily, 10am-5pm

BIRD
Download at BirdApp.com

BIRD
Seattle

Bird Tourist Brochure for Seattle Visitors

e. Community Welcome Kits

Prior to launch, we will deliver Community Welcome Kits to local organizations including Seattle Neighborhood Group, Seattle Neighborhood Greenways, Business Improvement Area boards, Downtown Seattle Association, and the Seattle Chamber of Commerce. Kits include information introducing Bird as well as promotional material such as signage with rules of the road and educational stickers. If a business chooses to allow e-scooter parking on their property, we can also install parking stencils.

iv. Digital Assets

In response to COVID-19, Bird has invested heavily in adapting our education materials for a digital audience.

a. Email and Push Notifications

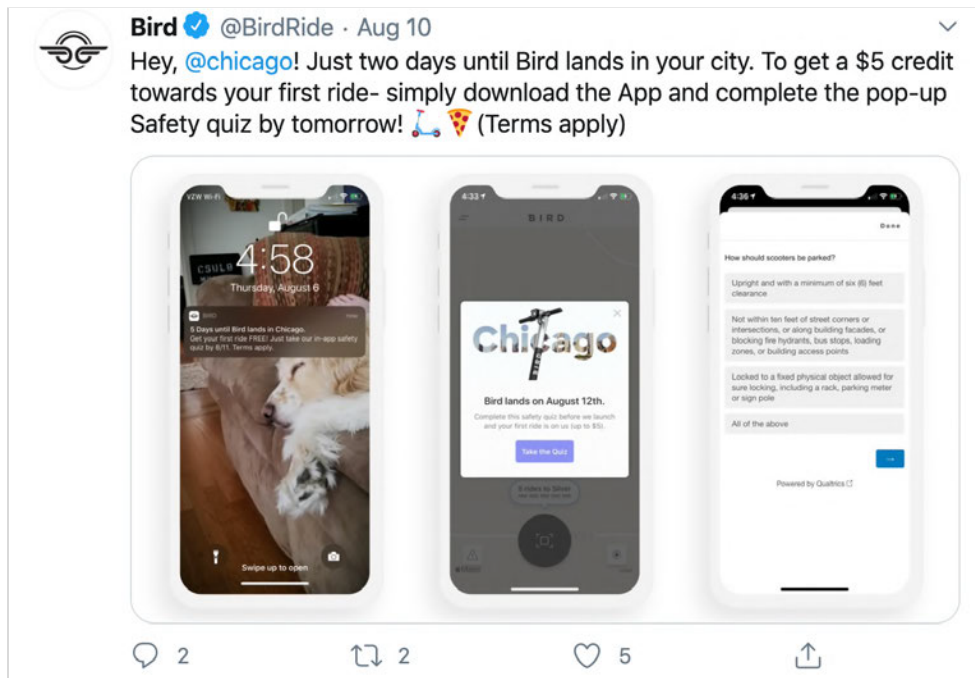
We deliver consistent, localized and updated safety directives and education regarding the proper and safe use of our vehicles via email and push notifications.

b. Bird x Seattle Webpage

A dedicated Seattle landing page will detail information about the program, including how to use the service and upcoming safety training events, as well as link to the City's e-scooter program page.

c. Social Media

As we have done in cities such as Chicago, Bird will promote our Safety School (see below) and safety quizzes on social media and reward participants with ride credits. An ongoing social media campaign, coordinated with the City, will also target local riders and, in partnership with neighborhood businesses, offer incentives for those demonstrating an understanding of local rules.



Social Media Example

v. Events and Outreach

Bird will participate in educational events organized by SDOT and/or those organized by any third parties designated by SDOT. In addition, we will partner with groups like Seattle Neighborhood Greenways and Seattle Neighborhood Group as well as regularly attend local community events like Business Improvement Area board meetings, PrideFest, Bumbershoot, Capitol Hill Block Party, Seafair, and neighborhood farmers markets.

Our local team will also host free in-person safety training classes via our Safety School events. Bird will host 24 classes throughout the year, with at least half taking place in the City's Equity Focus Neighborhoods. Our outreach will focus on wide-reaching, targeted engagements for both existing and new riders. We are also expanding and evolving our digital offering to reach more riders, including hosting virtual roundtables and educational events via video-conferencing platforms.

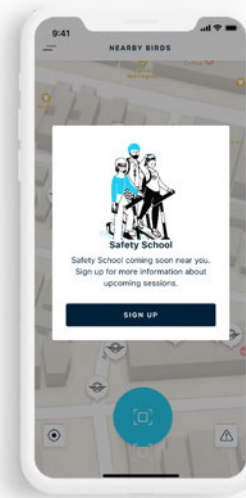
a. Safety School

Bird augments our video, in-app and online safety education with the administration of Safety School, an in-person, how-to-ride safety and training program. During these events, Bird educates riders on local laws governing the safe operation and parking of devices, hands out free helmets, and distributes ride credits to new riders who engage in our safety quizzes and demonstrations.



Bird Safety School

We look forward to hosting these trainings in neighborhoods throughout Seattle. To raise awareness around this educational program, Bird will highlight upcoming sessions via in-app pop-ups and printed flyers distributed to local community organizations throughout the city.



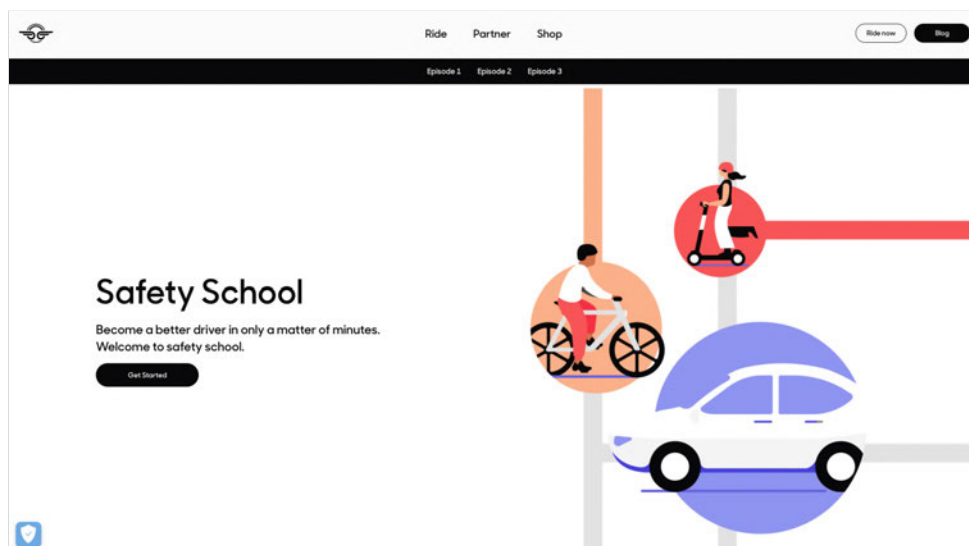
Sample Promotional Flyer and In-App Pop-Up

b. Safety Ambassadors

Bird's Safety Ambassadors in Seattle will regularly patrol high pedestrian and start/end-of-ride locations across the city. In addition to proactively correcting misparked devices and relocating Birds from overconcentrated areas, Bird Safety Ambassadors will interact with members of the public to encourage safe and responsible riding and appropriate parking. This includes handing out free helmets, providing assistance to first-time riders, and answering any questions on our service. Bird has had significant success with our Safety Ambassador program in other cities like Miami, and we are excited to track the program's impact in Seattle.

c. Safety School for Motorists

Last year, Bird launched Safety School for Motorists, which is the first micromobility-sponsored program to teach motorists how to share the road with cyclists, e-scooters and pedestrians. The curriculum includes a series of animated instructional videos as well as quizzes. In Seattle, Bird will partner with local driving schools to raise awareness of this program and advance Seattle's Vision Zero objectives.



Bird's Online Safety School for Motorists

SPOTLIGHT: Zero Tolerance for Unsafe Behavior

At Bird, we believe it is our duty to keep only those riders who prioritize the safety of all road users on our platform. As such, we set clear safety rules, work diligently to enforce them, and respond decisively when they are not being met.

Targeted Education: If we have cause to suspect a rider has demonstrated unsafe riding or parking behavior, our Trust and Safety team sends post-incident educational emails. We enrich these educational materials with infographics, games and quizzes. Bird also sends targeted notifications directly in the app as a proactive measure to prevent unsafe behavior in the future.

Escalating Penalties and Account Termination: Bird uses the following escalating penalty structure to respond to and remediate unsafe behavior. Fines will be accompanied by an email describing the incident and why it was unsafe, educational materials relevant to the offense, and a reminder about additional fines and the potential for account termination. Riders on low-income plans will be excluded from all financial penalties but will receive the warning emails and are also subject to account termination for repeated offenses.

	x 1 1st Offense	x 2 2nd Offense	x 3 3rd Offense	x 4 4th Offense
P Improper Parking	\$5 fine	\$10 fine	\$20 fine	Account terminated
! Sidewalk Riding	\$5 fine	\$10 fine	Account terminated	
! Unsafe Riding	\$20 fine	Account terminated		
! Illegal/Extremely Unsafe Behavior <small>e.g., pedestrian harassment; riding with a minor</small>	Account terminated			

From experience, we know offenses related to improper or illegal riding and parking have different drivers, impacts on the community, and levels of frequency. Our accountability structure and measures account for these complexities rather than offering a one-size-fits-all approach. It is designed to ensure riders take their responsibility to ride safely seriously while facing the consequences for engaging in unsafe and/or illegal riding behavior that puts themselves and others at risk.

In addition to issuing a higher fine for a first-time offense of unsafe riding, we will use a one-strike-and-out policy for illegal/extremely unsafe riding such as pedestrian harassment or riding with a minor, both as a deterrent for riders and as a means of prioritizing the safety of the wider community. Bird will publicize the fines via our new-rider education, email blasts and end-of-ride in-app notifications.

Our team looks forward to working with Seattle to gather feedback on our penalty structure and would be happy to adjust it based on our discussions.

A-016: Attach a description of the plan to inform riders and prospective riders in equity focus neighborhoods (described in G2(d).7), people with disabilities, people experiencing homelessness or housing insecurity, LGBTQ people, women and girls, youth, and seniors about the equity elements described in Requirement 07.4(b). Describe how the company has reached equity focus neighborhoods, including any relationships or partnerships established with community groups, in Seattle during the pilot period and/or in other jurisdictions.

Bird has developed a multifaceted plan to inform riders and prospective riders in Seattle's Equity Focus Neighborhoods, as well as people with disabilities, people experiencing homelessness or housing insecurity, LGBTQ people, women and girls, youth, and seniors about our program and low-barrier accessibility options. This will include, but is not limited to:

1. The concept and basics of device sharing;
2. Bird's service model;
3. Types of devices offered for rental;
4. Pricing policies offered under Requirements 04.1 and 04.2;
5. All rental methods, including the low-barrier rental methods Bird offers under Requirement 04.3.

From targeted outreach and engagement to unique initiatives like our Tactical Urbanism Grants, the following strategies are based on our on-the-ground experience serving cities around the world and were developed with input from the communities they aim to serve.

Engaging Community Partners in Seattle

We measure the success of our service by the strength of our local partnerships. Beyond maintaining open communication with the City and collaborating with SDOT on outreach, education, and other equity programming, Bird will seek to work with community leaders and a wide-range of local nonprofits to gather feedback on our equity program and provide meaningful access to our service within the communities that need us most.

Bird has already established partnerships with Defy Ventures, a nonprofit that provides training, career development, and job placement for individuals previously incarcerated, as well as secured an agreement to partner on tree planting initiatives in Seattle with the Arbor Day Foundation (see Appendix C for Letters of Support). Our team is also working to build partnerships with Seattle's existing transportation agencies and advocates. As part of these efforts, we are proud to be partnering with the Transportation Choices Coalition, a statewide policy and advocacy nonprofit dedicated to bringing Washingtonians more and better transportation choices. Bird is a title sponsor for one of the events they will be hosting to celebrate Ride Transit Month (RTM) in June, which will bring transportation partners across Washington State together to show appreciation for transit riders and operators, and promote riding transit through prizes, community events, and education campaigns.

Finally, we have begun conversations with organizations like Outdoors for All and Disability Rights Washington to explore how Bird can best serve Seattle's disability community.

i. Events and Communication Plan

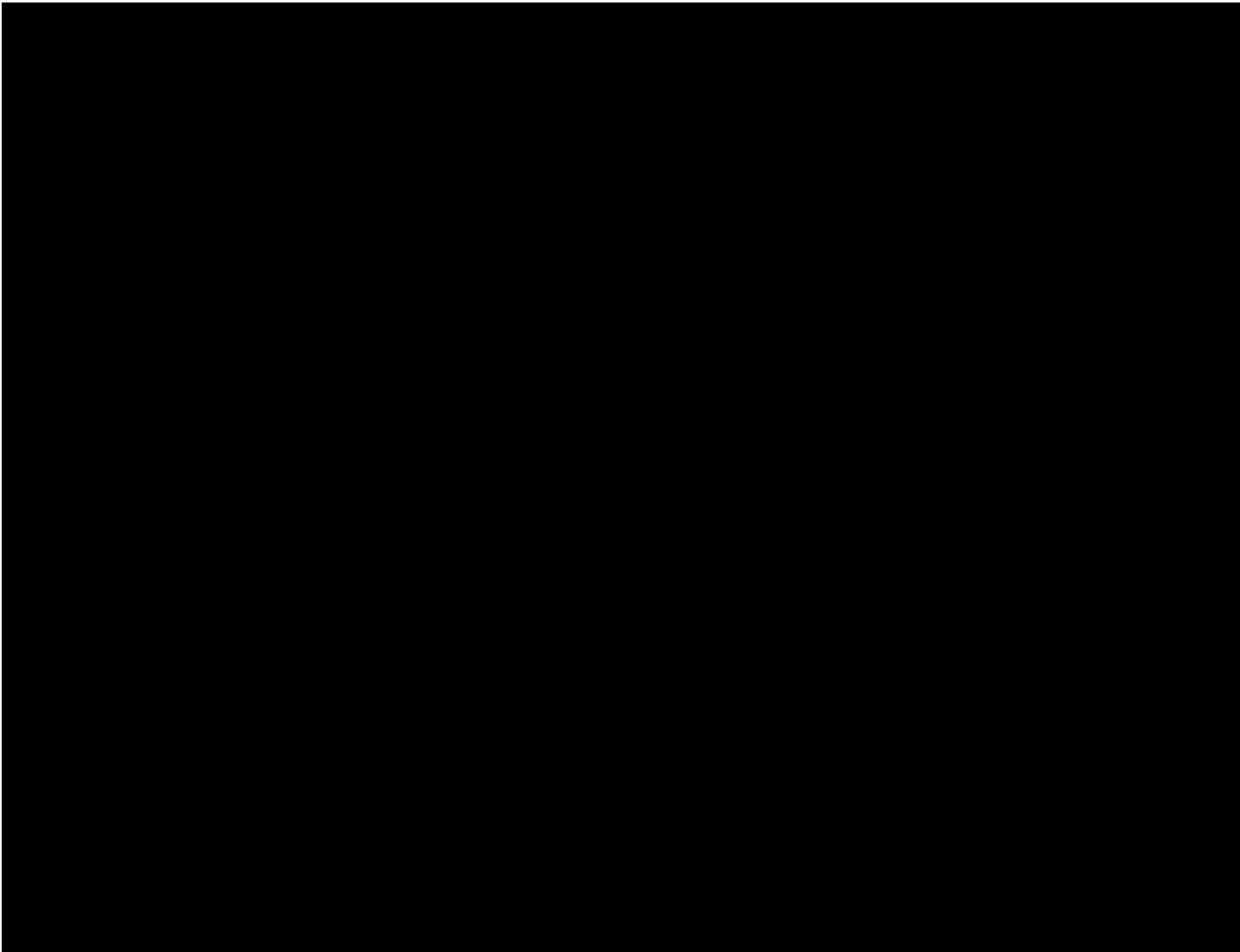
As part of Bird's comprehensive engagement and outreach plan, we will implement a number of unique strategies focusing on Seattle's historically underserved communities.

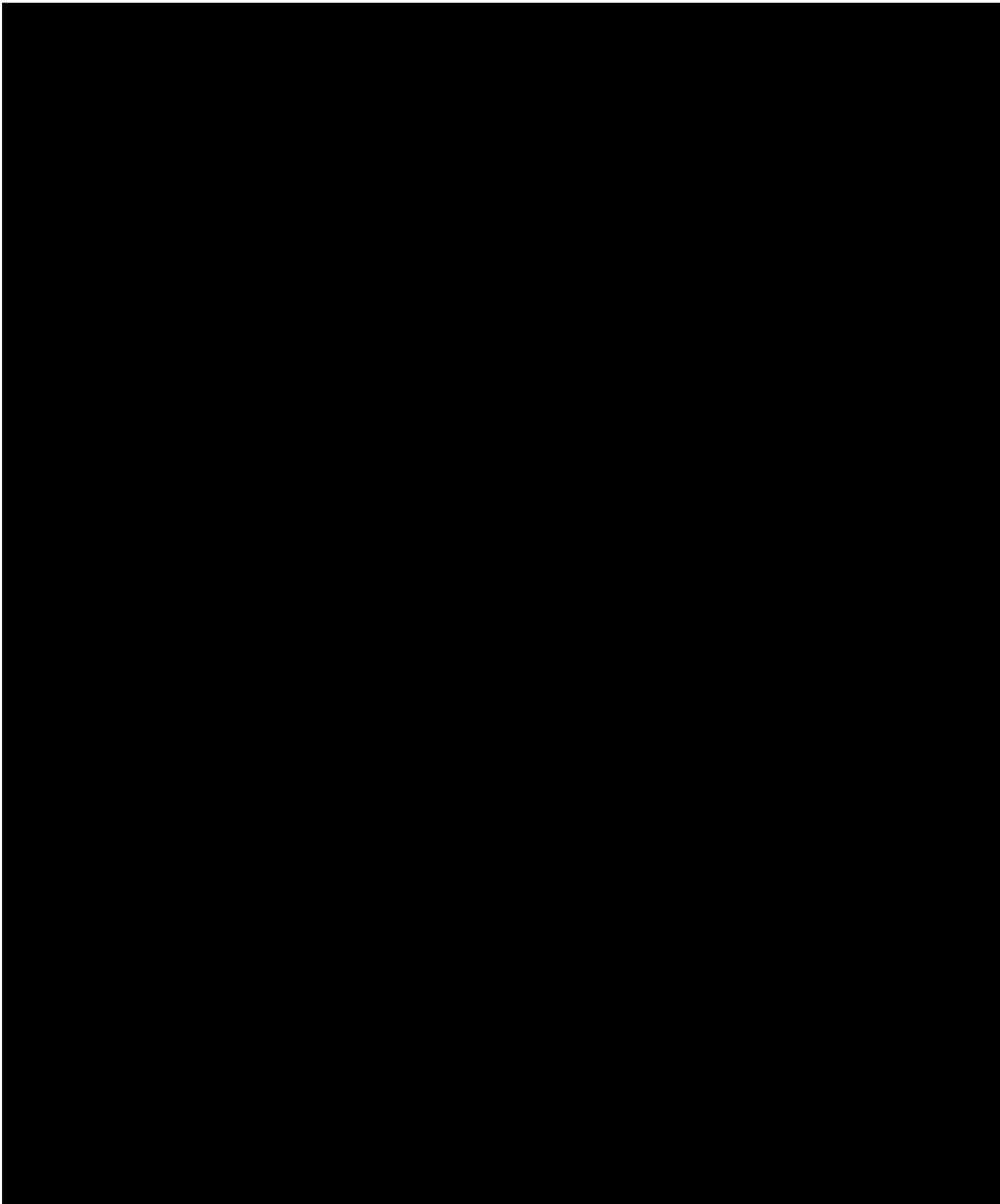
Community Charrettes

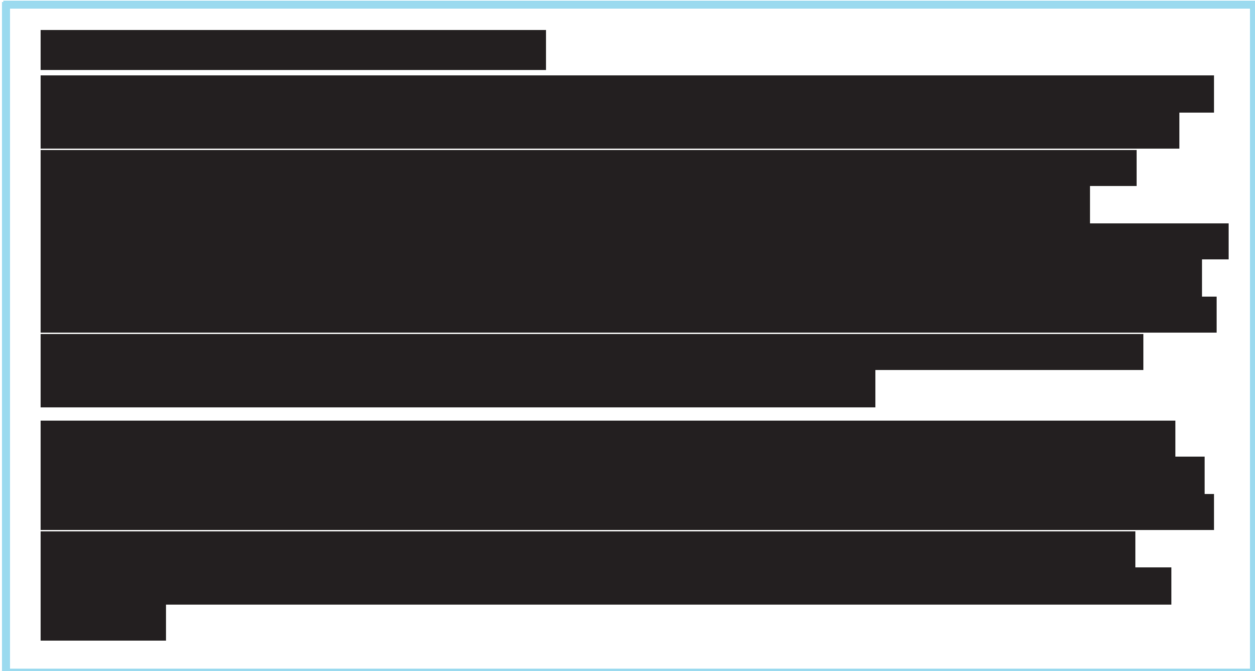
In partnership with local neighborhood associations and organizations like Seattle's Business Improvement Areas, Seattle Neighborhood Greenways, and Seattle Neighborhood Group, Bird will host community engagement events, such as charrettes, to help visualize and plan what our multimodal service looks like in local neighborhoods. Events will be held in libraries, recreation centers, schools and other public gathering spaces to ensure accessibility. During the events, we will promote Bird Access, our low-income plan, and alternative access options.

Neighborhood Riding Tours

Bird will host community rides that combine how-to-ride engagements with an exploration of local neighborhoods. During these events, our team will also guide community members through app download, our non-smartphone accessibility feature, and Bird Access sign-up (see Section A-08), as well as share city







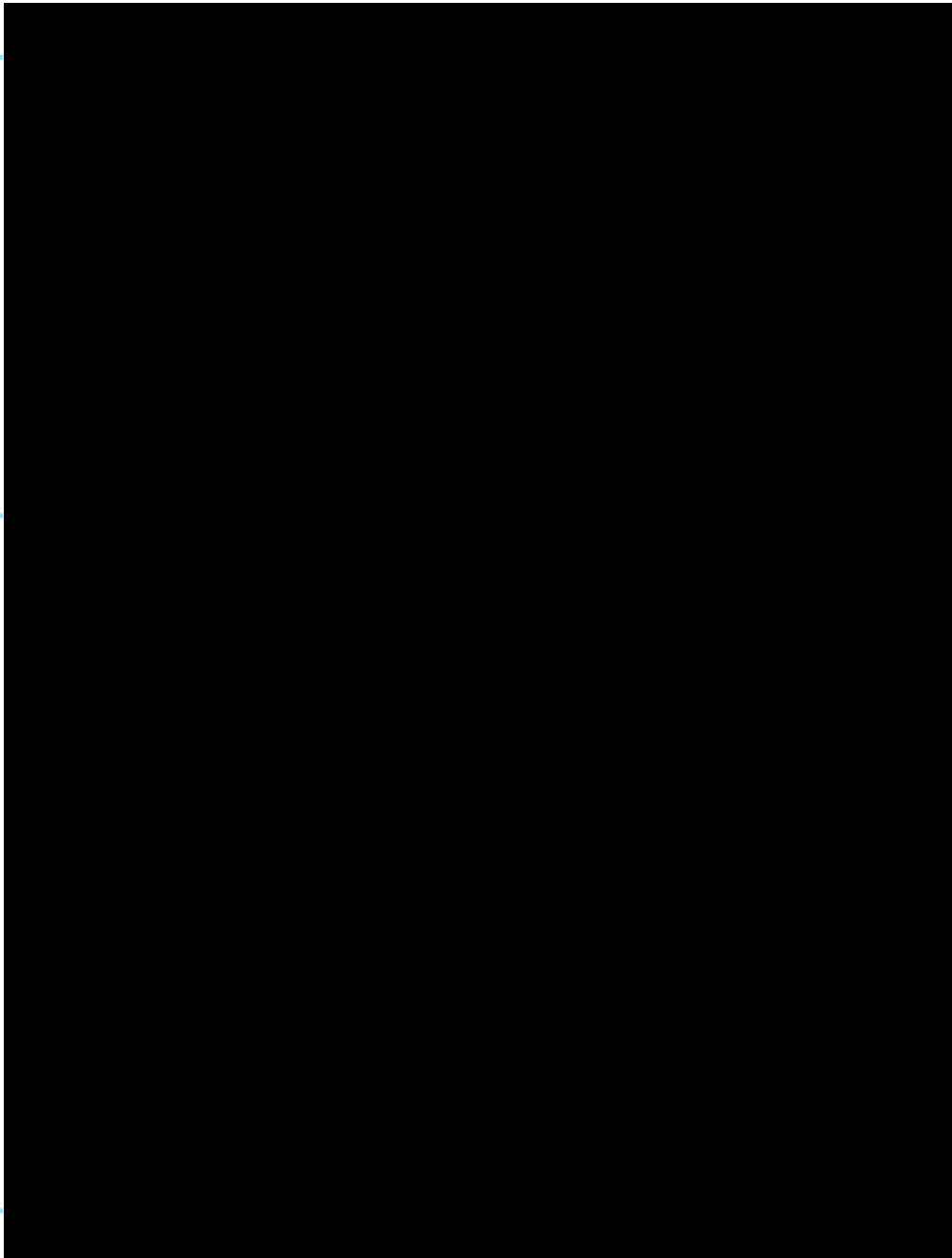
a. Targeting Historically Underserved Groups

Bird had also developed the following strategies to target Seattle community members (described in G2(d)7), including people with disabilities, people experiencing homelessness or housing insecurity, LGBTQ people, women and girls, youth, and seniors.

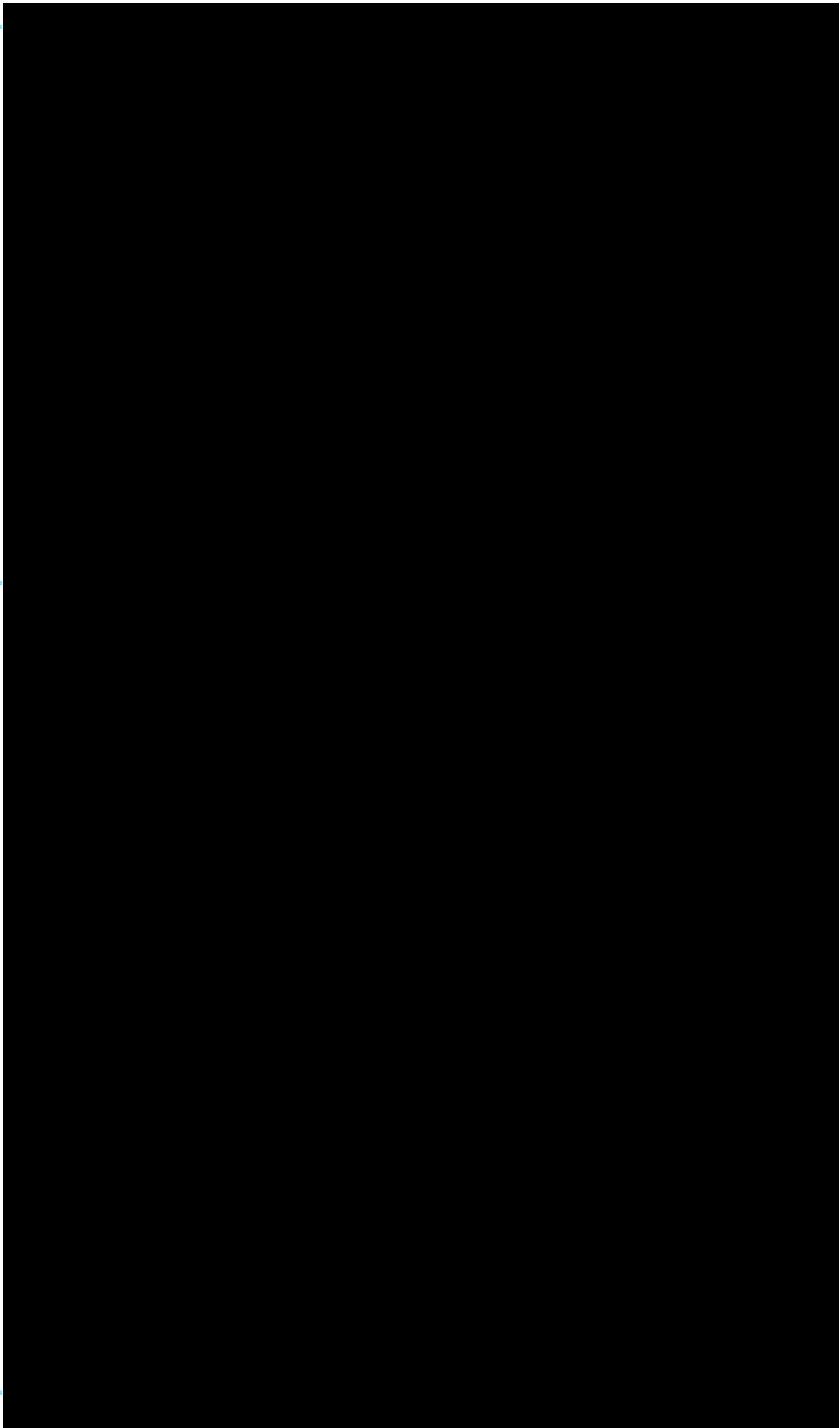
Targeting Historically Underserved Groups	Strategies
People with disabilities	

People experiencing homelessness or housing insecurity

LGBTQ people

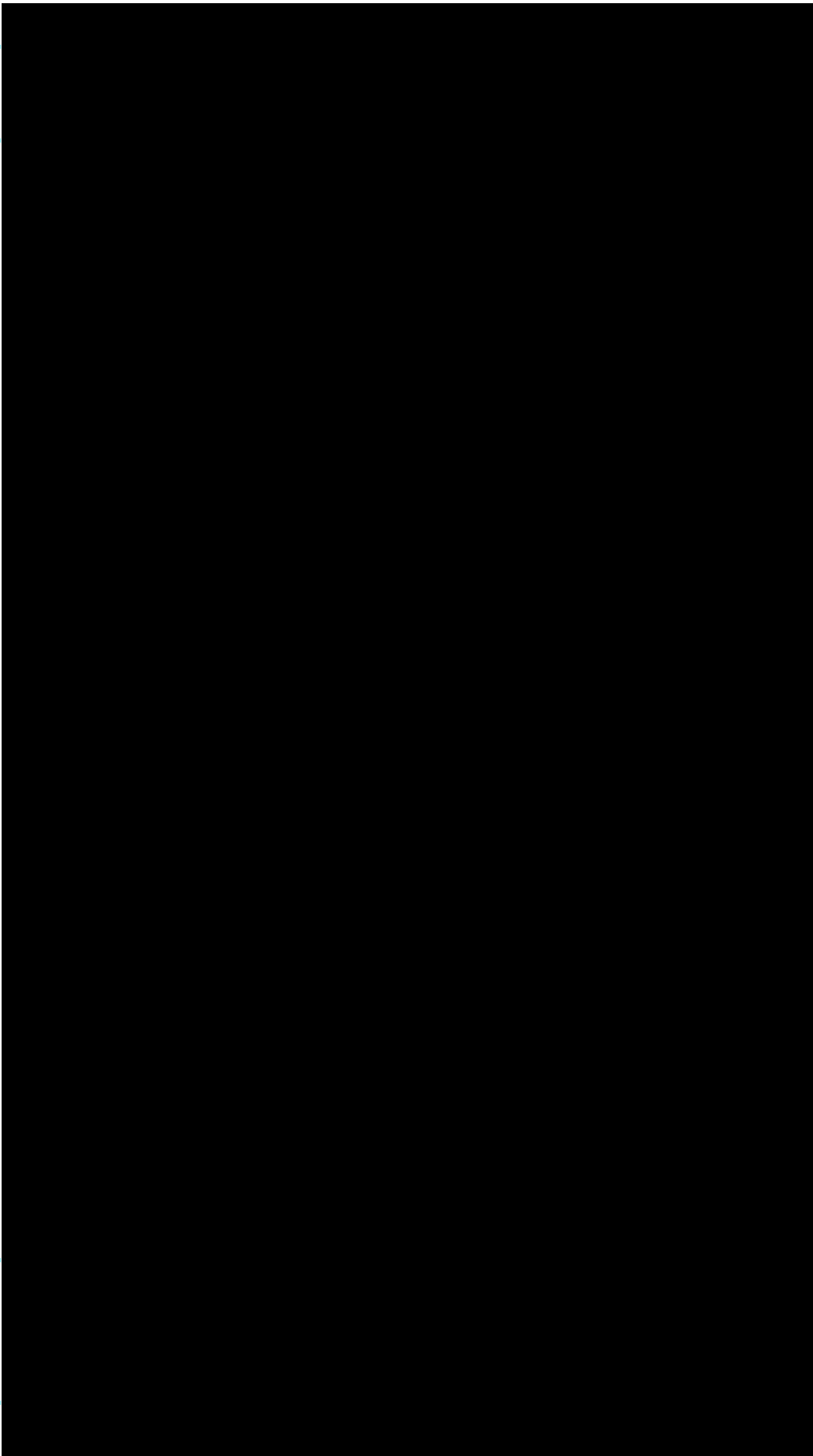


**Black, indigenous, and
non-black people of
color**



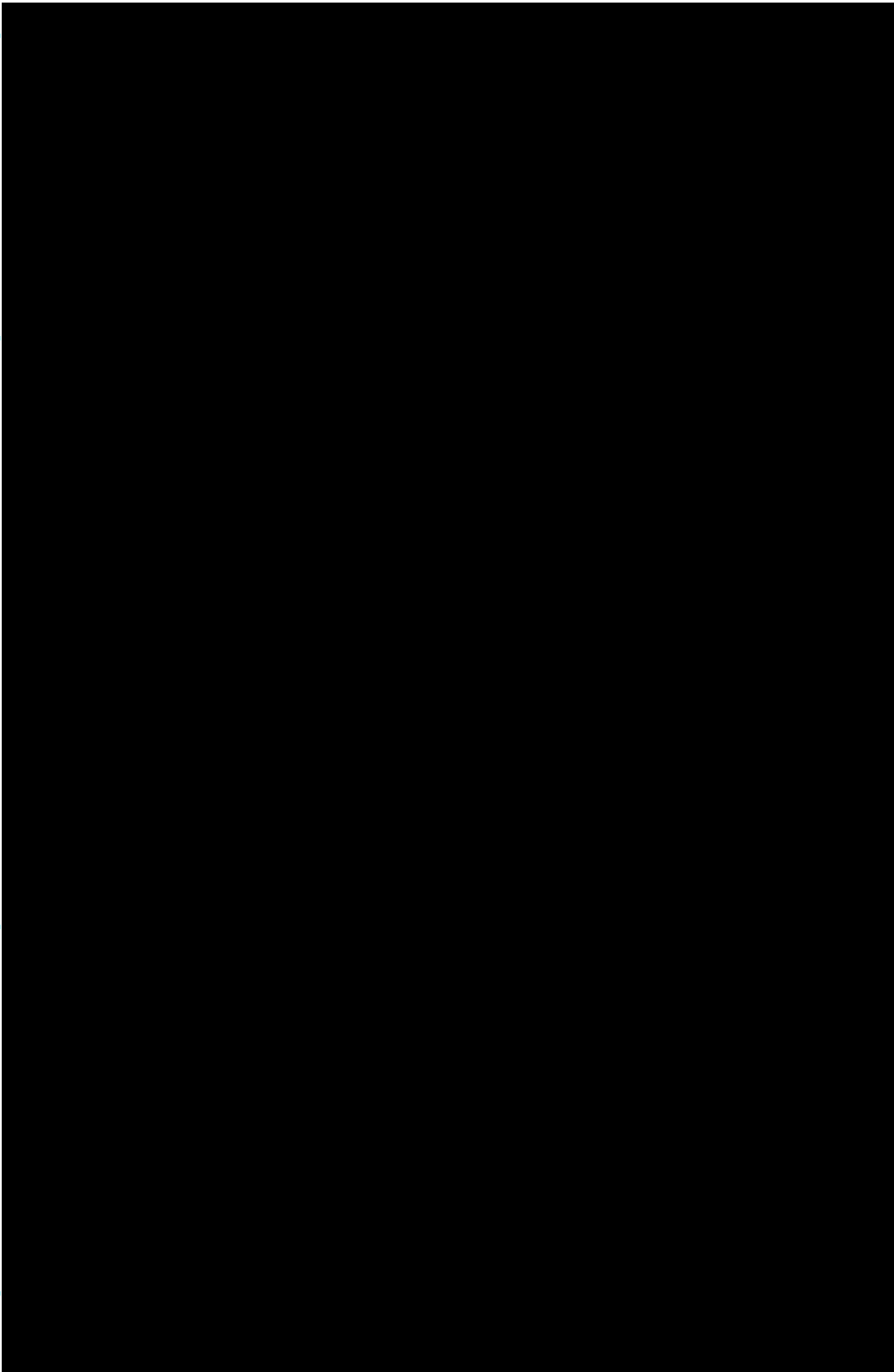
Women and girls

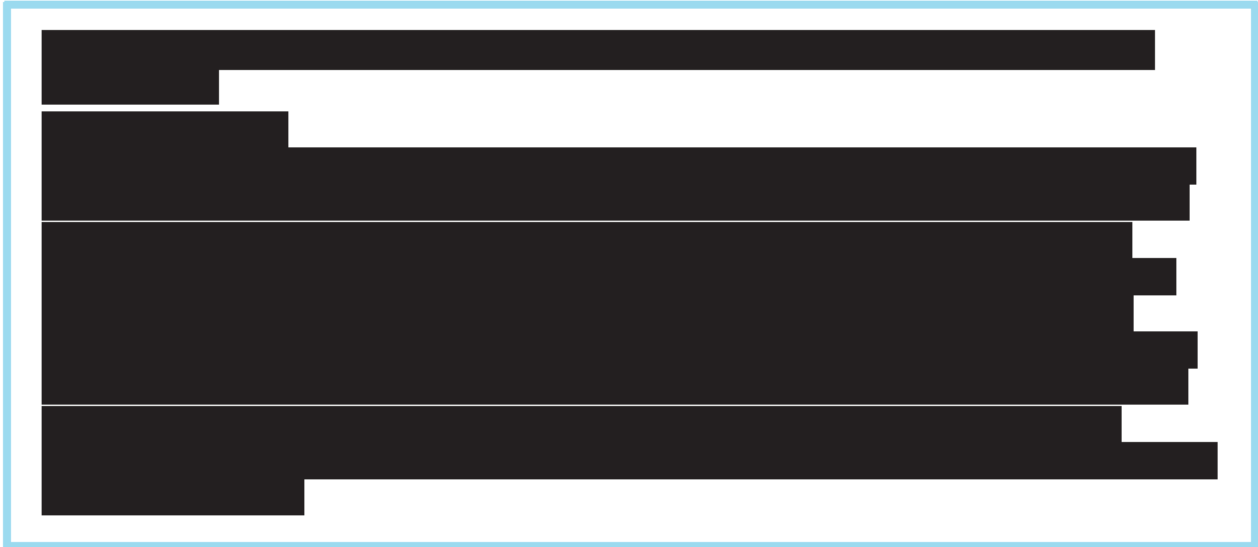
Youth



Seniors

All Groups





A-017: Attach a description and illustrative images of the plan to provide the Tier 1 language support described in Requirement 07.2 and the marketing documentation described in Requirement 07.4(a). Attach examples of language support and describe how you reached people who speak Tier 1 languages if in Seattle and/or how you reached people who speak languages other than English as requested by other jurisdictions.

In recognition of the diverse language needs and unique cultural landscapes of Seattle, including residents with limited English proficiency and recent immigrants and refugees, Bird’s customer service channels, marketing, and education materials will be available in multiple languages, including all Tier 1 languages described in Requirements 07.2 and 07.4(a).

Bird’s website, 24/7 call center and mobile app services are currently available in 36 languages including all seven of Seattle’s Tier 1 languages as well several Tier 2 and 3 languages, including Arabic and Russian. As part of our focus on ensuring universal access to our service, we will work closely with Seattle to add additional Tier 2 languages, expanding our offerings to reflect the communities we serve. As an example, we added Somali for our service in Minneapolis, MN and Tagalog for our operations in San Jose, CA.

- **Arabic**
- Bengali
- Catalan
- **Chinese (Mandarin, simplified)**
- **Chinese (Cantonese, traditional)**
- Chinese (Taiwanese)
- Czech
- Danish
- Dutch
- English
- Farsi
- Finnish
- French
- German
- Greek
- Gujarati
- Haitian Creole
- Hebrew

- Hindi
- Hungarian
- Italian
- Korean
- Norwegian (Norsk Bokmål)
- Panjabi
- Polish
- Portuguese (Brazil)
- Portuguese (Portugal)
- Russian
- Somali
- Spanish
- Swedish
- Tagalog
- Tamil
- Turkish
- Urdu
- Vietnamese

i. Tier 1 Language Support Illustrations



English



Spanish



Chinese (Mandarin)



Vietnamese



Chinese (Cantonese)



Korean



Somali



Tagalog

i. Strategies to Reach People Who Speak Languages Other than English

Bird will use the following strategies to disseminate information in multiple languages, working with community partners so that our efforts are relevant, culturally sensitive, and effective in engaging a diverse group of Seattle residents and international visitors. These strategies mirror successful strategies we've implemented in other cities like Chicago and San Francisco.

Strategy	Detail
Bird App	Seattle is the home of many vibrant and thriving immigrant communities, as well as a world-class travel destination that welcomes tens of millions of visitors each year. To ensure a broad and diverse group of riders can access our services, we have heavily invested in our in-app languages. The Bird app is currently available in 36 languages, including all Tier 1 languages, and includes educational messaging as well as the rules of the road.
Multilingual Digital Advertising	As part of our advertising efforts, we engage with ethnic, multicultural and alternative media and digital influencers, focusing on multilingual communities to assist with additional low-income sign-ups. For example, in Washington, D.C., Bird purchased bilingual newspaper advertisements with local publications in the District like The Washington Hispanic that were focused on raising awareness of our low-income and essential worker plans.
SDOT Marketing Document	<p>Within six weeks of permit issuance by SDOT, Bird will publish and provide the City with a one-page marketing and education document in all seven Tier 1 languages. Topics covered will include:</p> <ul style="list-style-type: none"> ● The concept and basics of device sharing ● Bird's service model ● The types of devices available for rent ● Our pricing policies, aligned with Requirements O4.1 and O4.2 ● All rental methods, including the low-barrier rental methods Bird has provided under Requirement O4.3.
Promotion on City-Owned Assets as Permitted	Bird continually invests in PSAs on transit shelters, subways, buses and trains to promote proper parking and safe riding in cities throughout the U.S. See below information on our successful multilingual safety campaign in Miami, which we intend to replicate in Seattle.
Customer Service Channels	Our website, call center and mobile app services are currently available in 36 languages, including all Tier 1 languages. As part of our focus on ensuring universal access to our service, we will work closely with Seattle to continue to expand language offerings to reflect the communities we serve and will add any additional languages at the request of the City.
On-Scooter Hang Tags	We will attach hang tags to e-scooters with multilingual instructions and promotional codes.

Flyers	Bird will distribute multilingual materials at libraries, community centers, local organizations, tourist centers, local churches, hotels, and other relevant groups detailed below. See below for an example in Spanish.
Online	We will send email and social media communications in partnership with local groups such as Seattle Neighborhood Group, Seattle Neighborhood Greenways, Seattle Public Library's Immigrant & Refugee Services, and Seattle Business Improvement Area boards of directors.
Information on Bird's Website	Key information and marketing materials are available in multiple languages on our website.

BIRD

Más formas de acceder a Bird.

Ofrecemos un número de programas para hacer el transporte sostenible más accesible y asequible para toda la comunidad.

PRECIOS DE LA COMUNIDAD BIRD

Los ancianos, los veteranos de EE.UU., las personas que participan en un programa de asistencia estatal o federal y otros miembros de la comunidad que califiquen pueden optar al 50% de los viajes en Bird.

Pague en efectivo
Añade un saldo en efectivo a tu cuenta de Bird a través de una red de tiendas participantes.

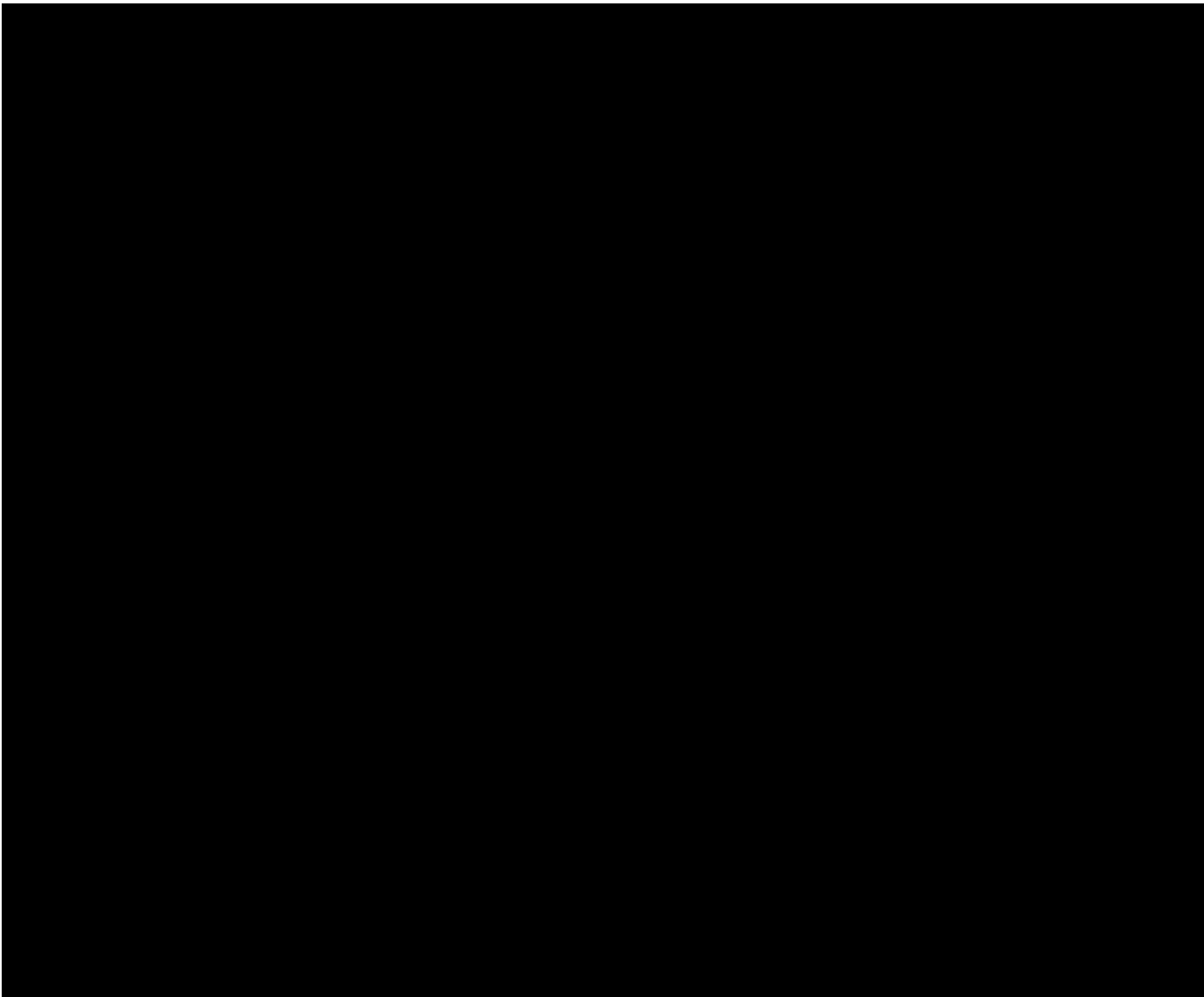
Utilice Bird sin un smartphone
Text-to-ride funciona en cualquier teléfono con capacidad para SMS, incluyendo teléfonos inteligentes sin planes de datos y teléfonos básicos.

En unos pocos minutos puedes empezar a ahorrar en una forma sostenible de viajar o explorar su ciudad.

Cómo inscribirse:
Descarga la aplicación Bird para crear una cuenta y luego envía por correo electrónico la prueba de elegibilidad (como una licencia que demuestre que tiene 65 años o más, la tarjeta de Medicaid, los cupones para alimentos o una factura de servicios públicos con descuento) a access@bird.co.

Letra pequeña: La aprobación tarda ~ 3 días hábiles. Los viajes de hasta 30 minutos califican para los precios de la comunidad. El programa está sujeto a cambios. Se aplican términos.

Spanish Flyer Promoting Bird's Community Pricing, Non-Smartphone and Cash Payment Options



A-018: Attach a description and illustrative images of any other appropriate equity-related goals, strategies, or actions proposed with respect to Requirements 07.4(d). Cite examples the company has implemented Seattle and/or in other jurisdictions.

We believe it is our responsibility to work closely with the City to ensure micromobility works for every Seattle resident and visitor—especially environmental justice communities; Black, indigenous, and non-black people of color; low-income people, immigrants and refugees; people with disabilities; people experiencing homelessness or housing insecurity; LGBTQ people; people with limited English proficiency; women and girls; youth; and, seniors. We look forward to working in partnership with local stakeholders to engage communities traditionally underrepresented among shared micromobility ridership. Our comprehensive plan, detailed under Section A-016 and A-017, includes accessible technology and vehicles, incentivized and affordable payment programs, and targeted community outreach and engagement.

i. Equity-Related Goals, Strategies, and Actions Related to 07.4(d)

Focus Area	Goals, Strategies, and/or Actions
<p>Geographic distribution of Bird’s fleet across neighborhoods and focus communities, including the choice of service area and the proportion of Bird’s fleet to be deployed in equity focus areas</p>	<p>We share Seattle’s commitment to equitable access, and we know that transportation plays an essential role in supporting equity and socioeconomic advancement in cities. One of the best opportunities for upward economic mobility is access to transportation that connects residents to meaningful employment opportunities. For that reason, we pledge to deploy 20% of our fleet across the City’s Equity Focus Neighborhoods.</p> <p>Our goal in Seattle is to create context-sensitive solutions that expand access and opportunity by working closely with local leaders to reduce transit deserts, fill gaps and connect communities. For more information about our Seattle-specific plans for fleet distribution, engagement and low-barrier rental options, see Sections A-02 , A-010, and A-016.</p>
<p>Pricing policies Bird offers under Requirements O4.1 and O4.2</p>	<p>Before a rider rents a device, Bird will disclose to the rider our pricing structure, including all rates, fees, surcharges, penalties, and other costs the rider may incur by renting the device. Bird will offer a range of reduced-fare plans, including Bird Access, providing low-income riders in Seattle with free unlimited 45-minute rides. For more information about our Seattle-specific pricing structure and reduced-fare programs, see Section A-08.</p>
<p>Use of rider incentives, disincentives, rewards, or penalties to shape rider behavior</p>	<p>To encourage safe and compliant riding and parking behavior in Seattle, Bird will offer riders incentives as described below:</p> <ul style="list-style-type: none"> ● Preferred Parking: Bird rewards users with ride credits for properly parking devices in Preferred Parking locations after trips. In Seattle, riders who park in a designated, City-approved parking location will receive \$0.50 in credit toward future rides. ● Helmet Selfie: Riders who demonstrate helmet usage receive incentives such as future ride credits. ● [REDACTED] <p>Bird also uses an escalating penalty structure to respond to and remediate unsafe behavior. Fines are accompanied by an email describing the incident and why it was unsafe, educational materials relevant to the offense, and a reminder about additional fines and the potential for account termination. Riders on low-income plans are excluded from all financial penalties but will receive the warning emails and are also subject to account termination for repeated offenses. Please see Section A-015 for details.</p>

<p>Bird’s rental methods, including the low-barrier rental method Bird offers under Requirement 04.3</p>	<p>As part of our mission to ensure everyone has the ability to access micromobility services, Bird offers an option for users without smartphones to find, unlock and ride e-scooters using SMS text message through their mobile phone.</p> <p>Bird’s cash payment options will also be highlighted as part of our general education and outreach plan for Seattle (detailed in Section A-016).</p> <p>For more information about our low-barrier rental methods, including non-smartphone and cash payment options for Seattle, see Section A-010.</p>
<p>Bird’s public contact methods and practices as described in Requirement 03.1</p>	<p>Each Bird device is clearly labeled with a unique vehicle ID, as well as customer service contact information, including Bird’s staffed toll-free telephone number and email. If Bird receives a report under Requirements 02.1, 02.2, 02.3, 02.4 by any means other than a live telephone call, we will provide a callback or written acknowledgement of the report within the time Bird is required to inspect the device.</p> <p>For images of the required contact information on the Bird Three devices proposed for Seattle, as well as more information on our customer service channels, see Section A-06.</p>
<p>Bird’s proposed programming and events during the permit cycle</p>	<p>Bird will invest in marketing and community engagement events throughout the duration of the permit, focusing our efforts on the promotion of the program and growing our rider base. As part of these efforts, we will partner with groups like the Downtown Seattle Association, Transportation Choices Coalition, Seattle Neighborhood Greenways, Seattle Neighborhood Group, Business Improvement Area boards, and others to host local educational and promotional events.</p> <p>For more information and illustrative images of our proposed programming and events for Seattle, see Sections A-016 and A-017.</p>
<p>Bird’s fleet management, operations, and staffing structure and policies</p>	<p>Bird’s fleet management, operations, and staffing structure for Seattle takes into account the size of our e-scooter fleet, proposed service area, and the resources required to safely and efficiently deploy, rebalance, charge and maintain our devices to the highest standards.</p> <p>Bird does not use gig labor. Our Seattle team will comprise W-2 employees and Fleet Managers (third-party logistics providers) to support our operations. We will explore sourcing new team members via local hiring programs like Defy Ventures, a nonprofit that provides training, career development, and job placement for individuals previously incarcerated (see Appendix C for a Letter of Support). Bird has had success with similar partnerships across the U.S. We recently partnered with the Fortune Society, an organization that supports the successful reentry of previously incarcerated individuals, to staff our Bronx operations in New York. The Society recommended candidates for us to interview, and 25% of the team was sourced through the organization.</p>

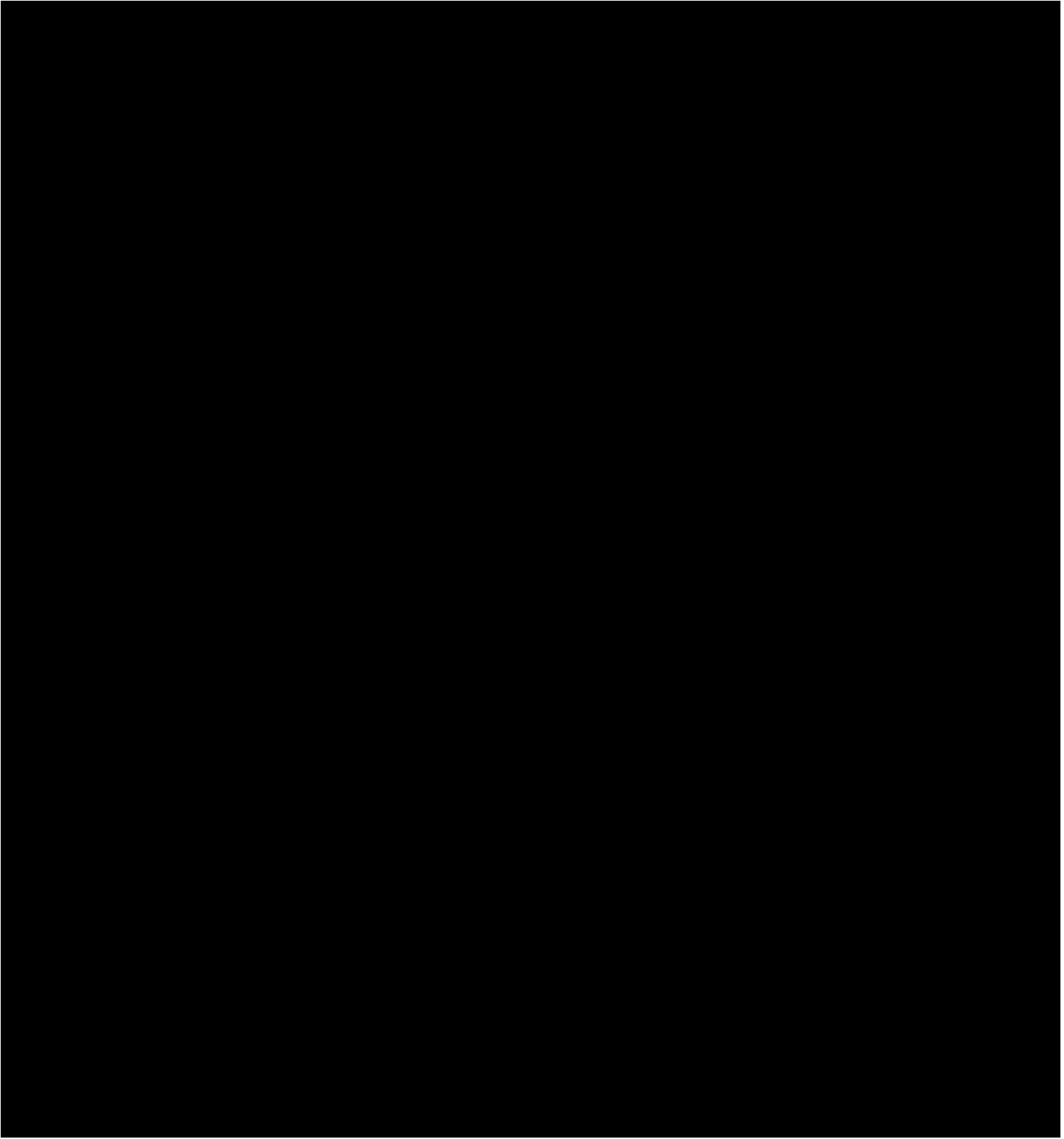
	<p>Bird is a proud equal employment opportunity employer. We welcome everyone regardless of race, color, religion, sexual orientation, national origin, age, disability, veteran status, gender identity, or any other category under applicable law. Bird will also comply with all local, state, and federal workplace safety requirements, and compensate all employees consistent with Seattle’s minimum-wage laws in SMC Chapter 14.19.</p>
<p>Availability of helmets</p>	<p>Bird riders can request a free helmet via the Bird app. We also regularly distribute helmets at in-person events and commit to distributing 10,000 in Seattle throughout the one-year permit. Similar to our successful initiative in Miami, Bird will partner with local small businesses across Seattle, including in Equity Focus Neighborhoods, to enable riders to pick up a free helmet in person at locations across the city. For more information about our Seattle-specific helmet distribution plan, see Section A-011.</p>
<p>Equity in knowledge of Bird’s device sharing services and how to find, rent, and ride them</p>	<p>Bird has taken the lessons learned from our experience in other cities to create more targeted education and outreach strategies designed to further improve access and increase utilization of our low-income, non-smartphone, and cash payment programs in Seattle. These additional outreach programs include:</p> <ul style="list-style-type: none"> ● Dedicated webpage: Bird will create a Seattle-specific webpage that provides information on our cash payment options (including locations of participating retailers), non-smartphone access options, affordable payment programs, and more. ● Billboards: Bird will explore partnership opportunities with SDOT and the City of Seattle to create billboards advertising our alternative access options, such as cash payments and non-smartphone signup. See Section A-015.iii.c for examples of similar campaigns. ● On-scooter hang tags: Bird will design on-scooter informational cards, “hang tags,” that provide riders with multilingual instructions, including details about our cash payment and non-smartphone options. See Section A-09.iii for image examples. ● Street signage: In partnership with the City, Bird hopes to place in-street signage next to approved e-scooter parking areas that provide riders with details on how to access our service using alternative methods, such as our cash payment and non-smartphone options. <p>For more information about our plan to inform riders and prospective riders in Environmental Justice Communities, people with disabilities, people experiencing homelessness or housing insecurity, LGBTQ people, women and girls, youth, and seniors about the equity elements described in Requirement 07.4(b), see Section A-016.i.a.</p>

<p>Equity of economic and technological access to Bird's services</p>	<p>Bird is committed to expanding mobility and access to people facing financial and technological barriers. Our operations plan and community engagement strategy in Seattle will emphasize and address equity considerations, such as providing cash payment options for the unbanked community, and providing locating and locking capabilities without the use of smartphones for customers with limited technology access. For more information about our reduced-fare programs and low-barrier rental methods, including non-smartphone and cash payment options for Seattle, see Section A-010.</p>
<p>Racial and social equity generally</p>	<p>Bird is committed to supporting mobility justice goals in Seattle, working in partnership with low-income communities, communities of color, and other historically marginalized groups to offer an accessible, equitable and affordable transit option that levels the mobility playing field. If operators are serious about making good on micromobility's promise, it is critical we bring diverse voices into the conversation within our own organizations and the communities we serve.</p> <p>Bird's Social Responsibility Commitment lays the foundation for our internal efforts, including:</p> <ul style="list-style-type: none"> ● Diversifying our board based on race, gender and experience with an emphasis on recruiting from the Black Indigenous and People of Color (BIPOC) and other underrepresented communities. Most recently, we welcomed Racquel Russell, former Deputy Assistant for Urban Affairs and Economic Mobility for President Obama to our Board of Directors. ● Restructuring our hiring process to mitigate bias and ensure diversity. ● Auditing both existing and future vendors to identify where we need to diversify, including calling out and/or ending contracts with vendors who do not support our values. ● Providing mandatory live Inclusive Leadership and Inclusive Culture training sessions for all team members. ● Establishing Juneteenth as a company-wide holiday to recognize and honor Black history. ● Developing a Round Up for Charity feature to enable riders to round up their end-of-ride fare and donate it to our featured charity of the month. We will use the feature to raise awareness of local mobility justice efforts while redistributing wealth to historically underserved communities in Seattle. <p>Bird is also working on the national stage to foster industry-wide conversations around strategies that center equity within our e-transit ecosystems. In November 2020, we were proud to sponsor and participate in the National E-Mobility Equity conference, presented by EVNoire, a national award-winning organization that focuses on best practices for e-mobility, transportation, energy and environmental equity.</p>

i. Providing Seattle Residents with Accessible and Adaptive Mobility Options

[Redacted text block]

[Large redacted text block]



a. Bird Bike: Increasing the Accessibility of Active Transportation in Seattle

Bird provides multimodal fleets in cities around the world because we understand riders have different transportation needs that are not always met with a single solution. Bird commits to applying for a bike share permit and bringing a minimum of 500 Bird Bikes to Seattle alongside our e-scooter fleet. An advanced e-bike designed for shared use, Bird Bike offers riders more car-free options, with our e-scooters supporting shorter first- and last-mile trips and our e-bikes fulfilling longer journeys. The expanded fleet, alongside our Scootaround program, will enable Bird to provide a multimodal service that meets the diverse needs of Seattle's residents and visitors, empowering them to more easily navigate the city while meeting SDOT's mobility goals.



Bird Bike

