



Hello, Fayetteville

2021





What is Bird?

Bird is a last-mile, stand-up electric vehicle sharing company dedicated to bringing affordable, environmentally-friendly transportation solutions to communities everywhere.

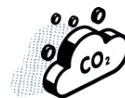
Our mission is to get people out of cars and:



Solve the last-mile challenge by connecting more residents to transit options.



Reduce congestion and over-reliance on single occupancy car trips



Improve air quality and reduce Greenhouse Gas emissions



Improve the overall quality of life in cities

How it works

Using the Bird smartphone app, riders find the closest Bird scooter on a map, unlock it and complete the safety tutorial to start their ride. It costs \$1 to start, then a per minute fee.



1

**FIND BIRDS
ON THE MAP**

2

**SCAN QR TO
BEGIN RIDE**

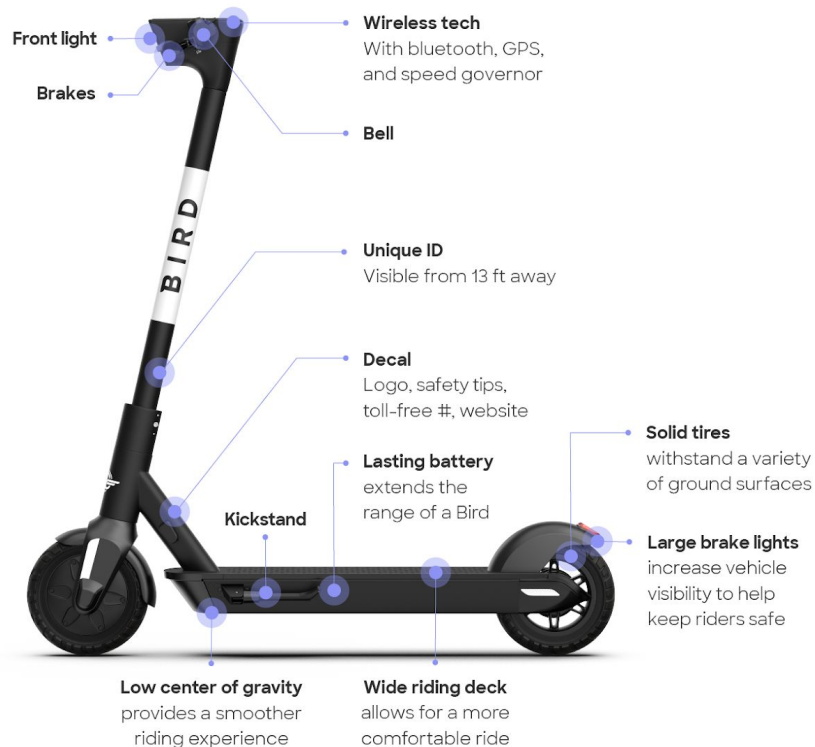
3

**WATCH SAFETY
TUTORIAL**

4

**ENJOY THE
RIDE!**

BirdOne	
battery	36 V, 12.8 Ah 10S4P
charge time	Up to 12 hrs
range	30 miles
braking	Regen
wheels	9" semi pneumatic
top speed	15 mph
L x W x H	43" x 18" x 46"
Weight	38.6 lbs
Lights	Front/Rear LEDs



UNIQUE ID



SAFETY DECAL

Ride Safely

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

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



Transportation Benefits

- **No cost** micromobility solution for the city
- Provide a sustainable, open-aired transportation option
- Reduce congestion & carbon emissions
- Supplement bus and transit trips
- Alternative parking solution
- Provide increased access to businesses throughout the city
- Establish a multimodal transportation network



Our Approach

We partner closely with cities to design solutions that work for your community.

YOUR TEAM



Chris Stockwell
Account Partner



Adam Blau
Account Manager

Get to know each other:

Understand where Bird fits into the local transportation ecosystem.

Operating Plan:

Decision to move forward and local operational partner outreach started.

Ongoing:

Your dedicated Account Manager will provide ongoing support and serve as your main point of contact for all city requests.

Setting Expectations:

Align on how Bird can best serve your city based on city input and Bird data.

Launch Day:

Introduce a new transportation option to town.

Localized Operations

We work with a local entrepreneur from the community to manage the fleet on the ground, and in exchange they earn money on each ride.

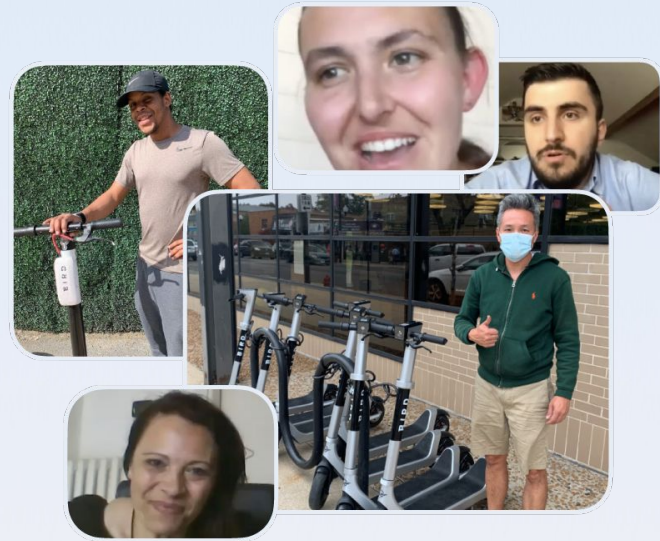
How cities benefit:

Local Touch:

- ✓ Deep community ties, local pride, and fast issue resolution
- ✓ Nuanced knowledge of where to deploy
- ✓ Economic Opportunity

Backed by the Industry Leader:

- ✓ World-class technology & compliance tools
- ✓ Operational know-how
- ✓ Industry's Safest Vehicles



“

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

- Mark, Azbri Productions, Nashville

”

The Local Impact



56%

of rides connected to a local businesses



\$70K+

average take-home earnings from local entrepreneurs partnering with Bird.



16%

more jobs accessible



Local Partnerships

BIRD WORKS CLOSELY WITH SMALL BUSINESSES

From co-promotions to safety campaigns, we partner closely with local businesses to promote their services to our riders; and proactively address any concerns.



Small Businesses West Sacramento

Just in time for the holidays, Birds are now available in @cityofwestsac! 🌞 to the city for striving to get more people out of cars and onto safe, sustainable micro-Evs. While you're riding, support a local business in town:

- 🍔 @drakesthebarn
- 🍦 @dmcicecream
- 🌿 3 Sisters Garden



11:04 AM · Dec 7, 2020 · Twitter Web App



Messenger Coffee Co Kansas City, MO



Hyatt Place Fort Lauderdale, FL

Hyatt Place Fort Lauderdale 17th Street is now a @BirdRide nest! You can now grab a Bird scooter right from our parking lot to get around Fort Lauderdale. Use code "HPFTL" to get your first 15 minute ride free!



Leading the way on innovative solutions for cities

Warm Up Mode

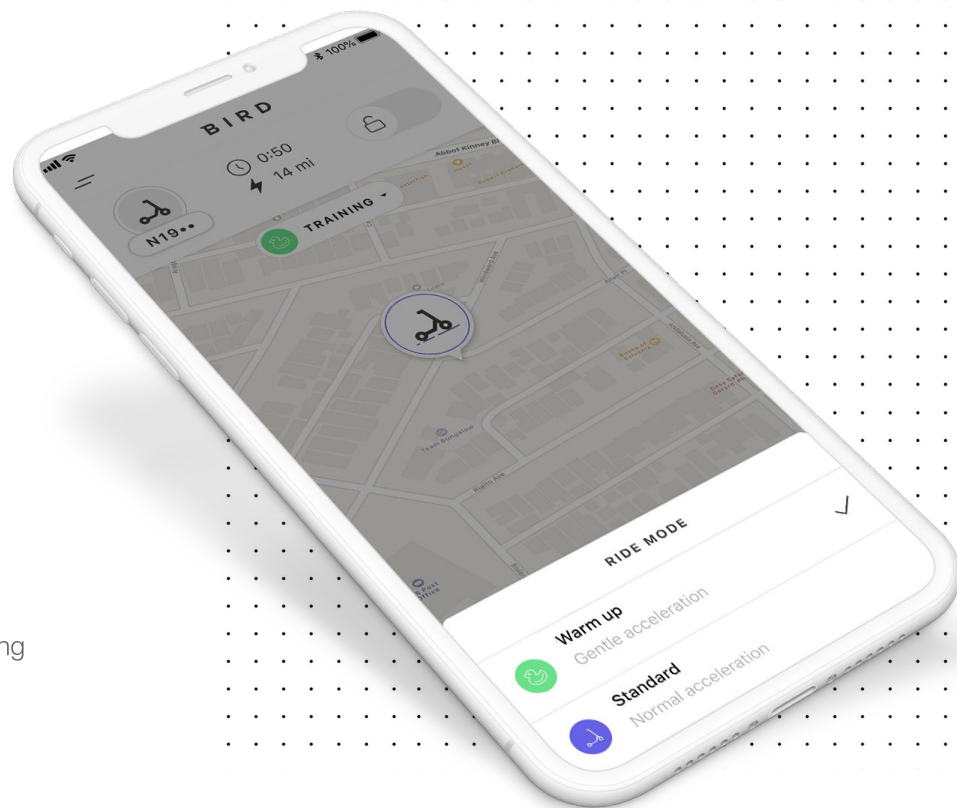
This feature offers a gentle acceleration profile that helps users learn to ride safely and confidently.

Quick Start

An industry-first feature that automatically detects when a Bird is within range and offers riders the opportunity to unlock it with the tap of a button.

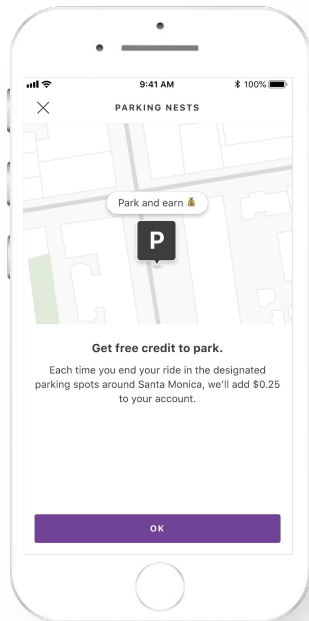
Parking Management

Bird offers a comprehensive suite of parking tools that bridges the gap between technology and infrastructure by both directing and incentivizing riders to park in city-designated areas.

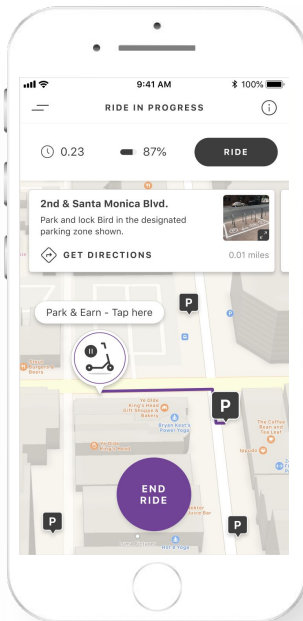
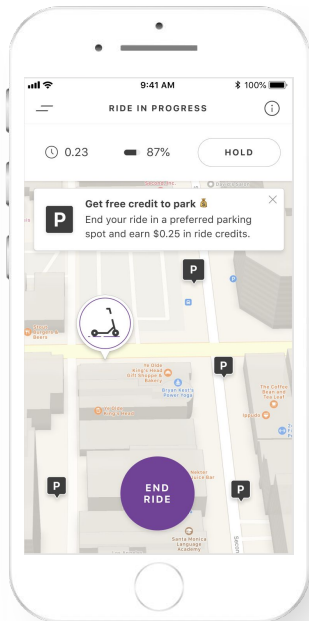


Recommended Parking Areas

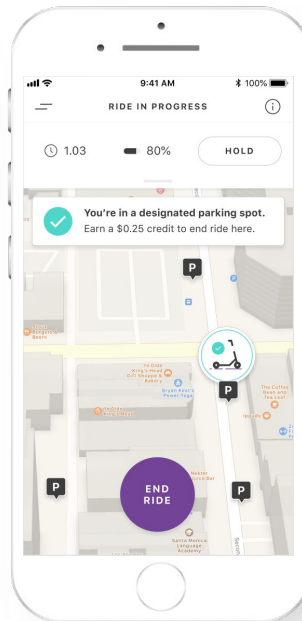
Always know where to park



Identify Locations



Direct Riders



Verify Parking

See what communities are saying:

REDDING, CA

“ I’m a nurse and having access to Bird in Redding has given me a safe and convenient way to commute during COVID ”



Fleet size: 200*

Pop. 92K

Launch date: November 2019

About: The city sees 8K rides/ month, averaging ~30 minutes.

City is excited about: Close collaboration that has led to high usage and tight operations.

HARTSVILLE, SC

“ We will bend over backwards to help you and welcome you. - Mayor Pennington ”



Fleet size: 50

Pop. 7.7K

Launch date: January 2021

About: Bird will connect residents to central business district and provide transportation to the Sonoco Campus.

City is excited about: Being a role model for the power of city + tech partnerships in small cities.

Thank you

Chris Stockwell
Senior Manager
cstockwell@bird.co

