



# Chicago

## Request for Proposals

City of Chicago 2020 E-scooter Pilot





# Table of Contents



## II. Eligibility Criteria to participate in Second Phase Scooter Sharing Pilot Program

7. Complete Application
2. Scooter Safety
3. Proof of insurance
4. Operational minimum standards

## III. Applicant Ranking Criteria

4. Community Safety and Consideration	1
5. Accessibility and Consideration for People with Disabilities	5
6. Equity	7
7. Education, Outreach and Rider Safety	10
8. Operations	15
9. Technology and Innovation	22
10. Experience and Qualifications	24

## Appendix

Appendix A - Transit Agency Partnerships
Appendix B - COVID-19 Education and Outreach
Appendix C - Parking Infrastructure and Signage
Appendix D - Sidewalk Riding Prevention Technology
Appendix E - App Screenshots
Appendix F - Cash Payment Options
Appendix G - Sanitization Protocol
Appendix H - s.h.a.r.e. Case Study
Appendix I - Billboards
Appendix J - Adaptive Vehicle
Appendix K - Parking Map
Appendix L - Bird Chicago Webpage
Appendix M - Certificate of Insurance
Appendix N - Financial Stability Document
Appendix O - Service Center Documentation
Appendix P - Letters of Support



June 25, 2020

Commissioner Gia Biagi  
Chicago Department of Transportation  
30 N LaSalle St #1100  
Chicago, IL 60602

Dear Commissioner Gia Biagi:

The events of the past few weeks and months have demonstrated the real human impact that a lack of access to quality health care, food insecurity, and other disparities along ethnic and racial lines have had on people in our nation and our world. Cities once again have been thrust into the forefront of this conversation, grappling with questions about essential transportation in the midst of a pandemic. The nature of this crisis is such that staggering numbers of impacted essential workers have emerged as a critical frontline workforce, many of whom may be transit dependent and are looking to local governments to provide much needed relief in the shape of a vital transportation alternative. Now, at a moment when our public transit systems are running below their capacity, we hope to work with the City to alleviate the immediate pressure as a naturally socially distant and safe first and last mile connector to transit in Chicago, while working toward increasing access to broader mobility choices in the long-term.

Bird is committed and eager for the opportunity to again partner with the City of Chicago to continue advancing efforts to increase mobility choices that are accessible, equitable, affordable through a convenient multi-modal transportation system for a region that embraces innovation and inclusive entrepreneurship. Together, we will help Chicago foster communities that are sustainable and healthy, through initiatives like the ON TO 2050 Comprehensive Plan and the commitments laid out in the Chicago Climate Charter.

Chicago has also been a leader in increasing and diversifying transportation and mobility options. In 2016, Bicycling Magazine named Chicago the "Best Bike City in America." And with riders taking about 7,000 trips a day in the roughly 50 square miles of the North, South and West sides, featuring the West Loop during the 2019 shared scooter pilot, the popularity and need for more micromobility options is clear. In fact, results from surveys conducted by Bird found that an average of [REDACTED]

[REDACTED] We're extremely appreciative of Mayor Lightfoot and CDOT's leadership and vision in expanding the geographic area and fleet sizes to give providers an opportunity to support the continued diversification of transportation choices.

As the only transportation company to be recognized with the United Nation's 2018 Global Sustainable Development Goals Award for breaking down barriers and integrating profit with purpose and as a 2020 CES Award Product Honoree for Vehicle Intelligence and Innovations, Bird has a track record of supporting cities like Chicago that have ambitious and yet we believe achievable goals, like the aim to reduce greenhouse gas emissions (GHG) 26-28% by 2025. This is especially critical for Chicago communities and residents in neighborhoods ranging from the far South Side to Little Village, Pilsen and McKinley Park on the West and Southwest Sides that show higher levels of pollution exposure.

By awarding Bird a permit to operate in 2019, Chicago gained a dedicated community partner invested in promoting cleaner, affordable transportation options. We are heavily invested in educating users on safe riding, a high-standard of ADA compliance, and connection with local stakeholders who could benefit from the adoption of micromobility. We look forward to partnering with key community partners like the Little Village Environmental Justice Organization, Northwest Side Housing Center, Active Transportation Alliance, Safer Foundation, Access Living, and others as part our investment in community engagement through education, on safety and compliance but also in workforce development and expanded access to important destinations. We are also planning for a pilot featuring an adaptive vehicle prototype to support the specific transportation needs for differently abled Chicago residents to assess what might be of the greatest benefit in addressing their needs, in a similar approach to we have been implementing in San Francisco.



As a current board member in good-standing with the North American Bike Share Association (NABSA), Bird is confident in our ability to help achieve Chicago's goals of increasing accessibility that have been laid out in the City's Comprehensive Plan. We are proud to be a partner in the City's efforts to greatly expand transit equity for all who call Chicago home. And we support the City's infrastructure projects prioritizing pedestrians, bike and scooters trips.

As Chicago continues to redefine transportation in the City by embracing micromobility, Bird will remain an engaged and dedicated partner. We offer Chicago the safest, most sustainable and innovative vehicle fleet in the world, as well as industry-leading technology and products, including [REDACTED] and [REDACTED] features designed to enhance the safety of both our riders and non-riders.

Bird is excited for the opportunity to continue building on our experience as the originator of the shared e-scooter industry and our partnership with the City of Chicago during last year's pilot by helping the city meet the transportation needs of its residents and help with the economic recovery due to COVID-19.

We look forward to the opportunity to continue our partnership with the City of Chicago as we collaborate to build one of the most innovative shared mobility programs as part of one of the nation's largest transportation ecosystems.

Sincerely,

Maurice A. Henderson II  
**Director of Government Partnerships**



## II. Eligibility Criteria to participate in Second Phase Scooter Sharing Pilot Program

### 7. Complete Application

#### i. Applicant Information

A. Business Name	Bird Rides, Inc.
B. Business Phone	(866) 205-2442
C. Contact Person	Maurice A. Henderson II
D. Contact Person Phone	[REDACTED]
E. Contact Person Email	maurice.henderson@bird.co
F. Business Mailing Address	406 Broadway Ave #346, Santa Monica, CA 90401

#### ii. Controlling Person's Information

A. Full name, residence address, business address, business, home and cellular telephone numbers, and e-mail address;	This information was previously submitted and is on file with the City.
B. The name and telephone number of an emergency contact person; and	This information was previously submitted and is on file with the City.
C. Date of birth and social security number.	This information was previously submitted and is on file with the City.

#### iii. The applicant's private property use permission

Bird will launch all scooters from a supporting private property located at **2201 S. Halsted Street, Chicago IL** on the first day of the pilot. We will ensure we are in compliance with all applicable requirements of the Chicago Zoning Ordinance. Bird has obtained prior written permission from the owner. Please see **Appendix O** for supporting documentation.

## 2. Scooter Safety

### i. provide images, specifications and descriptions of each type of scooter that it plans to deploy

Our vehicle design and engineering is vastly more advanced in comparison to other micromobility companies from around the world — enabling us to prioritize the safety of our riders while maximizing device durability for the shared use market.



Unlike other operators who rely on third-party e-scooters designed for personal, non-shared use, Bird has developed a line of proprietary vehicles at our industry leading Research and Development lab in Culver City, CA. Our team of engineers and designers come largely from an automotive and aerospace background where every component is rigorously tested to ensure the highest quality. Using this combined experience, Bird has developed a sophisticated

## Bird Two

Bird Two is our third-generation e-scooter and represents an unmatched advancement from a city, rider and hardware experience. Engineered to meet the demands of the vehicle share market, and designed with feedback from city officials, riders and experts around the globe, Bird Two is the longest-lasting, most durable e-scooter in the industry. And with an

In addition, each Bird Two is compliant with the equipment and manufacturing requirements adopted by the United States Consumer Product Safety Commission under 16 C.F.R. 1512 and 625 ILCS 5/11-1517(b) and (c).

BirdTwo	
Battery	
Charge Time	
Range	
Braking	
Wheels	
Top Speed	
L x W H	
Weight	
Lights	

### Bird Two details and decals



UNIQUE ID



SAFETY DECAL

18+  
Driver's license  
required



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

BRaille/RAISED DECAL

K  
H  
8  
J  
4

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

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



# Bird One

Bird One is the culmination of tens of millions of rides, cutting-edge product design and engineering, safety certificates and rigorous road tests. It is our second proprietary e-scooter, and an Honoree in the Vehicle Intelligence & Transportation category at the 2020 CES Innovation Awards – an annual competition honoring outstanding design and engineering in consumer technology products.

BirdOne	
Battery	
Charge Time	
Range	
Braking	
Wheels	
Top Speed	
L x W x H	
Weight	
Lights	

## Bird One details and decals



UNIQUE ID



BRAILLE / RAISED DECAL



SAFETY DECAL





## Scooter Specifications

Scooter Specifications	Bird Two	Bird One
(i) has no operable pedals.	Compliant	Compliant
(ii) is no more than 26 inches wide.	Bird Two is 16.9 inches wide.	Bird One is 18.6 inches wide.
(iii) weighs less than 100 pounds.	Bird Two weighs 48 pounds.	Bird One weighs 38 pounds.
(iv) is powered by an electric motor that is capable of propelling the device with or without human propulsion at a maximum speed of 15 miles per hour on a paved level surface.	Bird Two is powered by an electric motor that is capable of propelling the device with or without human propulsion at a maximum speed of 15 miles per hour on a paved level surface.	Bird One is powered by an electric motor that is capable of propelling the device with or without human propulsion at a maximum speed of 15 miles per hour on a paved level surface.
In addition, each scooter must be equipped with the following features and abilities:		
Warning bell.	Bird Two is equipped with a warning bell.	Bird One is equipped with a warning bell.
A front white light, and a rear red light visible from a distance of at least 500 feet and that stays illuminated for at least 90 seconds after coming to a full stop.	Bird Two is equipped with a front white light, and a rear red light visible from a distance of at least 500 feet and that stays illuminated for at least 90 seconds after coming to a full stop.	Bird Two is equipped with a front white light, and a rear red light visible from a distance of at least 500 feet and that stays illuminated for at least 90 seconds after coming to a full stop.
Hand and foot brakes.	Compliant	Compliant
A unique identifier.	Each Bird Two is equipped with a unique identifier, displayed via an on-vehicle sticker.	Each Bird One is equipped with a unique identifier, displayed via an on-vehicle sticker.
Must be Lock-to Scooters.	Bird Two is equipped with Bluetooth lock-to mechanism.	Bird One is equipped with a Bluetooth lock-to mechanism.
Scooters must feature easily visible contact information, including the vendor's name, website and email address, a toll-free phone number with 24 hours a day, 7 days a week customer support hotline.	Each Bird Two features a safety decal that details our name, website, email address, and toll-free phone number that provides customer support 24 hours a day, 7 days a week.	Each Bird One features a safety decal that details our name, website, email address, and toll-free phone number that provides customer support 24 hours a day, 7 days a week.
Scooters must feature the vehicle's unique identifier, vendor's name and phone number in braille and raised lettering.	Each Bird Two is equipped with a safety decal that features the vehicle's unique identifier, our name and phone number in braille and raised lettering.	Each Bird One is equipped with a safety decal that features the vehicle's unique identifier, our name and phone number in braille and raised lettering.



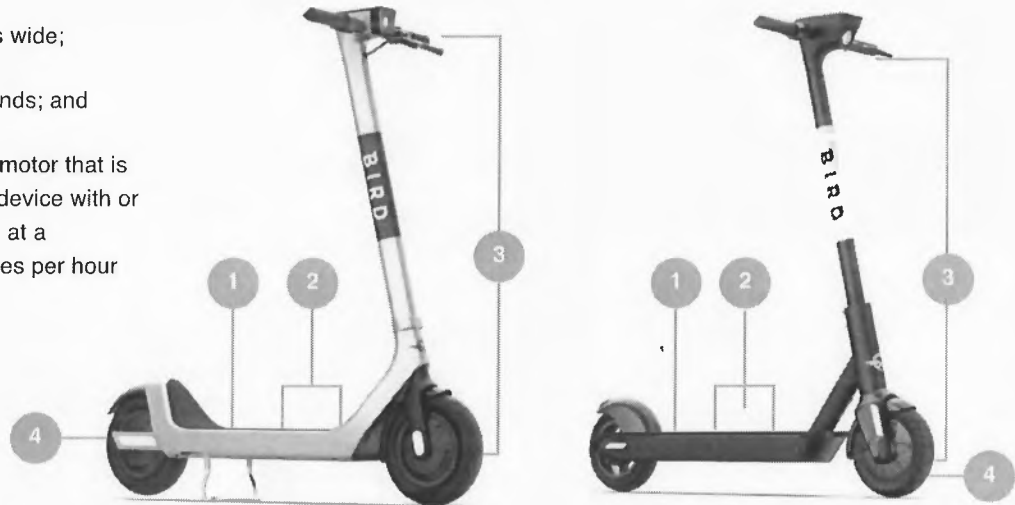


ii. provide documentation that applicant's scooters that it plans to deploy meet the City's low-speed electric mobility device requirements, as defined in Section 9-4-010 of the Code.

Bird's scooters meet the City's low-speed electric mobility device requirements, as defined in Section 9-4-010 of the Code.

#### Vehicle Qualifications

1. has no operable pedals;
2. is no more than 26 inches wide;
3. weighs less than 100 pounds; and
4. is powered by an electric motor that is capable of propelling the device with or without human propulsion at a maximum speed of 15 miles per hour on a paved level surface.



iii. outline measures that it takes to ensure that deployed scooters are safe for operation and to address scooter safety issues that it discovers during the pilot or those discovered by the City or any other person.

Safety is the number one priority at Bird, and we take seriously our responsibility to ensure the safety of both our riders and the communities we serve. As part of these efforts, we guarantee our scooters are safe for operation at the point of deployment and throughout the day. Our teams conduct

Fortunately, Bird's e-scooters

However, in the event that a scooter safety issue is discovered during the pilot by Bird, the City or any other person, we will immediately notify the City and take all necessary steps to ensure the safety of our riders and the wider community. This would include suspending all use of our vehicles until the issue is resolved.

iv. provide a plan for maintaining rider safety during COVID-19 outbreak, including device cleaning protocols and outreach and education plan adapted for outbreak.

As cities around the world begin the reopening process amid the continuing COVID-19 pandemic, Bird has implemented company-wide safety procedures to maintain rider safety and ensure micromobility continues to provide essential transportation services for the communities we serve.



As part of these efforts, we have introduced new enhanced cleaning protocols, which include, but are not limited to, sanitizing our vehicles using CDC-approved disinfectant products every time they are recharged or serviced. We are also conducting regular in-field sanitization on high-touch surfaces such as bells, throttles and handlebars. A detailed description of our new device cleaning and sanitization protocols can be found on **pages 19** and in **Appendix G**.

In addition to updating our operational procedures, Bird's team of vehicle engineers have developed [REDACTED]

[REDACTED] Bird will keep the City updated on an expected rollout date.

In addition to educating our own teams, Bird has launched new rider educational materials on our website and the Bird app to inform our riders about what Bird is doing to help keep them safe. We are also providing riders with additional tips on how to ride safely, including washing their hands regularly and maintaining six feet of space between them and other road users. Examples of our new COVID-19 safety outreach and rider education communications can be found in **Appendix B**.

Finally, in light of potential ongoing restrictions related to COVID-19, including limiting the size of group gatherings, Bird has begun proactively adjusting our outreach and educational plans. In those cities where we are able to host in-person events, Bird will work closely with city officials, such as Chicago's SAFE Ambassadors, to ensure they are conducted in a responsible manner that adheres to Chicago Department of Public Health guidance and prioritizes first and foremost the health and safety of our community members. This may include limiting event capacity to avoid overcrowding, implementing strict social distancing measures, enabling only Bird staff to handle and pass out our free helmets to avoid contamination, and providing additional safety equipment to attendees including gloves, masks and hand sanitizer.

In those cities where we are unable to host in-person events, Bird is utilizing our digital platforms, such as the Bird app, social media and email to keep our riders informed. Our team is also expanding and adapting our digital offering to reach more riders. This may include, hosting virtual roundtables and educational events via video conferencing platforms such as Zoom. For more information, please see **page 14**.

### 3. Proof of insurance

Please see **Appendix M** for a copy of Bird's Certificate of Insurance. In addition, Bird will comply with all applicable laws and rules, and the terms and conditions of this scooter sharing EBP. Specifically all applicable tax laws, including the Chicago Personal Property Lease Transaction Tax Ordinance, codified at Chapter 3- 32 of the Code, and the Chicago Use Tax for Nontitled Personal Property, codified at Chapter 3-27 of the Code.

### 4. Operational minimum standards

i. The applicant must ascertain that it has its own Internet-enabled application or digital platform that is not supported by another applicant's Internet-enabled application or digital platform for running the applicant's scooter sharing business

Bird uses our own internet-enabled application, which is compatible with both iOS and Android operating systems. The Bird app is not supported by another applicant's internet-enabled application or digital platform, nor will it be used to support another applicant's platform.

ii. The applicant must describe its plan to procure, prepare and have ready 1,667 operational scooters on the first day of the pilot

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 125 markets worldwide: serving major global cities, including Los Angeles, Mexico City, Tel Aviv, Paris, Rome and Barcelona.

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. Bird has already acquired a Letter of



Intent for a local service center to support our Chicago operations. The facility 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 as part of the pilot, we will transport a minimum of 1,667 e-scooters to our local Chicago service center.

Upon the scooters' arrival,

**iii. The applicant must describe its plan to procure, prepare and have ready 3,334 operational scooters on the 29th day of the pilot.**

As detailed above, Bird maintains a large inventory of e-scooters within the U.S. Approximately two weeks prior to the 29th day of the pilot, Bird will transport an additional 1,667 e-scooters to our Chicago service center to increase our fleet size to 3,334 vehicles. Our team will use the same inspection and validation process as described previously to prepare the new vehicles and ensure they are safe and ready for deployment on the 29th day of the pilot.

**iv. The applicant must describe its staffing plan to ensure that it has sufficient staff to fully manage the number of scooters it is required to deploy on the first day of the pilot and to manage all scooters that it is required to deploy throughout the pilot program so that it would be fully responsive to concerns from the public and the City and sister agencies 24 hours a day, 7 days a week during the second business operations window.**

Our staffing plan for the City of Chicago includes a cross-functional team composed of members from our Government Partnerships and Operations teams. Combined, they have decades of experience in government, transportation, and technology sectors, and on-the-ground experience launching and managing large e-scooter programs across the U.S. Our team will be fully responsive to concerns from the public and the City and sister agencies 24 hours a day, 7 days a week during the second business operations window. They will also receive support from larger specialized teams working within Bird, including product development, customer service, data, vehicle, legal, engineering and communications.

**Government Partnerships Team**

The Government Partnerships team will work with City officials, local organizations and community stakeholders. The team is responsible for ensuring that our operations meet the diverse needs of Chicago's residents and visitors, and comply with City rules and regulations.

Roles	Responsibilities
<b>Maurice Henderson</b> <i>Director for Government Partnerships</i>	<ul style="list-style-type: none"><li>• Develop a foundation for Bird to work in partnership with the City of Chicago and community stakeholders.</li><li>• Navigate City and state regulatory structures, respond to and mitigate local concerns as they arise, and create and develop positive relationships with government stakeholders.</li></ul>
<b>Morgan Roth</b> <i>Community Relations Manager</i>	<ul style="list-style-type: none"><li>• Build partnerships with local community benefit organizations, businesses, nonprofit advocacy groups and City Council representatives.</li><li>• Source, plan and execute community events and forums to engage and educate the Chicago community on Bird's products and operations.</li></ul>
<b>Perry Holmes</b> <i>Government Partnerships Associate</i>	<ul style="list-style-type: none"><li>• Work closely with the City of Chicago to provide data and other metrics related to the program.</li><li>• Provide administrative support from Bird HQ, including handling all paperwork and payments.</li></ul>



## Operations Team

Bird's Operations team is responsible for managing our on-the-ground operations in the City of Chicago, including deployment, charging, rebalancing and maintenance. As a company, we have experience successfully launching large fleets in cities around the world including: Los Angeles, Atlanta, Berlin and Paris.

Roles	Responsibilities
<b>Everett Weiler</b> <i>General Manager</i>	<ul style="list-style-type: none"><li>• Directly manage a team of managers, senior associates and associates.</li><li>• Manage teams that perform ad hoc strategy, research, modeling and analytics projects to help guide operational decision making.</li><li>• Monitor business across key performance indicators, and conduct deep dive investigations to understand the "why" behind our metrics.</li></ul>
<b>Brandon Ratliff</b> <i>Senior Operations Associate</i>	<ul style="list-style-type: none"><li>• Drive the vision and execution of world-class operations within the City of Chicago.</li><li>• Engage in zone design, and plan and assign daily activities within each zone to optimize performance.</li><li>• Work closely with other members of the Bird team to measure the impact and efficiency of our local operational processes.</li><li>• Ensure Bird vehicles are repaired safely and to a high standard by establishing, tracking and constantly improving vehicle repair metrics.</li></ul>

**Hiring Plans:** Our Ops team will oversee Bird's local hiring efforts in Chicago to ensure we have sufficient staff in place to fully manage the number of scooters Bird is required to deploy on the first day of the pilot and to manage all scooters that we are required to deploy throughout the pilot program. We have considerable experience in quickly and efficiently sourcing qualified candidates, and have built successful, local teams around the world to reflect the communities we serve. As part of these efforts, all of our hiring staff receive training focused on the importance of recognizing and reducing unconscious bias in the hiring process.

### Bird is committed to hiring

Our team will work closely with a number of workforce development agencies, as well as organizations that specialize in connecting underrepresented candidates (such as ethnic minorities, women, people with disabilities and members of the LGBTQ+ community) to jobs in the tech industry. As a company, we are working proactively to build teams that bring together people with diverse backgrounds, experiences and skill sets. As part of that commitment, Bird is a proud supporter of the Equality Act, federal legislation that would create clear, consistent protections to prohibit discrimination on the basis of sexual orientation and gender identity in employment. **For more information on our local staffing and hiring plan for the City of Chicago, please see page 21.**

## 5. Previous license revocation or suspensions

No government entity in the U.S. has successfully revoked Bird's scooter sharing license within the past two years. Cities are Bird's number one customer and we value our partnership with all governmental entities. Bird stands alone amongst micromobility operators in permit awards and renewals. Like other operators working to navigate the emergence of micromobility where previously unregulated, Bird has made difficult decisions, including having to withdraw from markets after being awarded a permit. For example, in Oklahoma City and Norman, OK, where the cities elected not to move forward with developing an e-scooter share program, Bird moved swiftly to meet their request and remove our fleet.

Similarly, in a handful of cities, Bird has temporarily paused operations to meet local concerns ranging from extreme weather conditions, updates of city ordinances, or to modernize and replenish our fleet.



### III. Applicant Ranking Criteria

#### 4. Community Safety and Consideration (15%). The applicant's plan to reduce danger and inconvenience to non-riders caused by scooters and rider behavior

i. specific operational plans, educational tools, incentives, disincentives and technologies to improve proper device parking that ensures non-rider safety and comfort. The applicant is encouraged to note any plans to test new solutions it did not use during the First Phase Scooter Sharing Pilot

It is Bird's responsibility to ensure the safety and comfort of non-riders by keeping sidewalks clear. Over the past two years, we have refined our operational plans and developed innovative solutions, including educational tools, rider incentives and disincentives and technologies to improve proper device parking.

**OPERATIONAL PLANS:** Improper parking is often an outcome of overconcentration. To address this, our local operations teams [REDACTED]

[REDACTED] For more information on [REDACTED] in Chicago, please see page 15.

Bird's local, on-the-ground teams also [REDACTED]

[REDACTED] In addition to working proactively to [REDACTED] address issues as they occur, these teams are available to remedy any issues regarding scooters that are not parked lawfully or in accordance with conditions attached to the issuance of the emerging business permit within two hours of the report, 24 hours a day, 7 days a week. Our customer service channels are detailed on page 17.

**EDUCATIONAL TOOLS:** Bird uses a variety of educational tools to teach riders on how to correctly park and lock e-scooters after use. This includes printed, digital and on-scooter communications as well as through broader in-person community-based training programs.

**In-App tutorial** - Before their first ride, Bird riders must complete an in-app parking tutorial. The tutorial provides detailed instructions on where and how to park Birds, and includes visual examples of good and bad parking.

**Email, Social Media and In-app Notifications** - We deliver ongoing parking directives and education via email, social media, push and in-app notifications.

**Interactive Quizzes** - We enrich our educational materials on parking etiquette with in-app infographics, games and quizzes.

**On-scooter Flyers** - Attached to scooters upon launch with multi-lingual instructions that include instructions on how to park and lock scooters.

**In-person Safety Training and Events** - Through s.h.a.r.e., our hands-on training and demonstration program, our local team educates riders on local parking rules and regulations. Please see pages 10-11 for more information.

**Parking Signage and Ground Markings** - Designed to help riders easily identify where and how to park, Bird's parking signs, ground stencils and parking mats are available to the City of Chicago to help promote lawful and neat parking. More details can be found in Appendix C.

In addition, Bird is excited to bring our new Virtual Pledge Cards and Warm Up Mode to Chicago, neither of which were available during the First Phase Scooter Sharing Pilot. For more information on both of these features, please see page 12.

**RIDER INCENTIVES:** Bird's latest, industry leading parking solution motivates riders to improve their parking behavior through education, incentives and location-enabled alerts. This in-app parking experience bridges the divide between technology and infrastructure by directing riders to use spaces that cities have specifically designated for e-scooter parking. This new feature:

- Educates riders on where and how to park using highly visible messaging, including full-screen prompts, in-ride reminders and parking pins that are prominently displayed on the map.
- Incentivizes riders to park properly by offering free credits toward future rides every time they end their ride in a designated parking space using the lock-to feature.
- Provides details on each approved parking area, including its location, a photo and a description of exactly where to park.



- Gives feedback to riders using location-enabled alerts to let them know when they are in an approved parking area, such as a bike rack, and eligible to receive incentives.

**RIDER DISINCENTIVES:** Bird uses a continuum of disincentives and enforcement strategies to address and correct improper parking behavior. For minor and first-time infractions, we issue email warnings and share educational materials that instruct riders on appropriate parking etiquette. For serious infractions and repeat violations we may issue fines and, when warranted, suspend or terminate rider accounts.

**INNOVATIVE TECHNOLOGIES:** Bird has developed [REDACTED]

[REDACTED] Bird's product team continues to develop new and exciting technologies that differentiate our service from other operators and we look forward to bringing the following products to Chicago in 2020, none of which were available during the First Phase Scooter Sharing Pilot.

[REDACTED] See **page 3** for more information.

ii. plans to ensure that devices are locked to appropriate objects, in accordance with Paragraph VII(12) of these terms and conditions document. The applicant is required to specifically address its parking plan not to interfere with public transportation operations at bus stops and transit stations.

Bird's fleet of e-scooters is equipped with lock-to technology to ensure our devices can be locked to appropriate objects, in accordance with Paragraph VII(12) of the City's terms and conditions document and Section 9-52-130 of the Code. Our team has more operational experience utilizing lock-to than any other operator, and will leverage that experience to support Chicago as the city trials this technology for the first time. [REDACTED]

Bird has conducted preliminary research within the City's service area to determine appropriate Nest (strategically placed deployment zone) locations to enable our team to deploy and park e-scooters in compliance with Section 9-52-070 of the Code and other applicable provisions, including with a minimum of six feet clearance between scooters and all public way encumbrances; 10 feet of clearance from street corners or intersections, or along building facades or block fire hydrants, bus stops, transit stations, loading zones, or building access points; and locked to a fixed physical object allowed for such locking, including a rack, parking meter or sign pole. Please view the map in **Appendix K**.

Bird will also implement a robust rider education plan (detailed in full on **pages 10-11**), incentivized parking initiatives (see **page 1**) and in-app technological advancements to ensure our riders lock devices to appropriate objects once they have finished their ride and do not to interfere with public transportation operations.



[REDACTED]

Please see **Appendix E** to view our end-of-ride photo feature.

Bird will also explore trialing our new **Bird Call** technology, physical sensors that use near-field communication (NFC) to verify proper parking. At the request of Chicago, we will work with city staff to determine appropriate high-traffic areas to install the sensors onto fixed physical objects allowed for e-scooter locking, such as bike racks. When coupled with on-device GPS, this new technology offers the greatest level of locational accuracy in the micromobility industry and would enforce parking in approved locations to ensure e-scooters do not interfere with public transportation operations at bus stops and transit stations.

**iii. specific operational plans, educational tools, incentives, disincentives and technologies to reduce illegal sidewalk riding.** The applicant is encouraged to include plans to test new solutions that it did not use you did not use during the First Phase Scooter Sharing Pilot.

Bird's safety commitment extends to all road and sidewalk users, and we are proud to have led the industry in developing specific operational plans, educational tools, incentives, disincentives and technologies to reduce illegal sidewalk riding and protect pedestrians.

**OPERATIONAL PLANS** How we operate in a city can directly impact rider compliance and safety outcomes.

Wherever possible, Bird deploys e-scooters next to bike lanes and paths, as our data has shown riders that begin rides next to these designated spaces are less likely to ride on the sidewalk during the duration of their trip.

Bird also collects city, community and rider feedback through a number of channels, including our first-of-its-kind reporting tool Community Mode (detailed in **Appendix E**). Our operations team uses this data to better understand local conditions on the ground.

To mitigate the issue,

[REDACTED]

[REDACTED]

**EDUCATIONAL TOOLS:** As discussed in more detail on **pages 10-12**, Bird uses a variety of educational tools to teach riders about proper riding etiquette, including where to, and not to ride. In Chicago, this includes, but is not limited to: (i) scooters are permitted to be operated only on the City's bike lanes or paths; (ii) except as otherwise provided in Section 9-52-020 of the Code, scooters cannot be operated on sidewalks; and (iii) where there is no bike lane or path, scooters are allowed to be operated on city streets but that such streets are not intended to be used by scooters.

As part of these on-going efforts, we inform riders that sidewalk riding is illegal via our **in-app tutorial**, which includes visual examples of where to ride; thorough **tailored email, social media and in-app notifications; in-app infographics, games and quizzes; on-scooter flyers**; and, through our **in-person safety training and events**. More details on all of the above can be found on **pages 10-12**.

In addition, Bird is excited to bring our new Warm Up Mode and Sidewalk Scoring features to Chicago, neither of which were available during the First Phase Scooter Sharing Pilot.

**Warm Up Mode** - An in-app safety feature that slows vehicle acceleration, reduces the top speed, and provides riders with additional step-by-step guidance on how to ride.

**Sidewalk Scoring** - Through our new Sidewalk Scoring product, we develop scores for each trip that examine the probability that the ride occurred on a sidewalk. If we have reason to suspect sidewalk riding, we engage with riders to deliver the score and communicate reminders and warnings as a function of the rider's score history. See **page 4** for more details.

**INCENTIVES** Using our Sidewalk Scoring feature, Bird can issue free rider credits to incentivize users to improve their score after engaging with our tailored education and being issued with in-app reminders and warnings. Bird also issues credits to riders that attend our safe riding training, as well as through our in-app safe riding quizzes.





**DISINCENTIVES:** Bird has a continuum of enforcement strategies to address and correct illegal sidewalk riding. For minor and first-time infractions, we issue email warnings and share educational materials that instruct riders on appropriate riding etiquette. For serious infractions and repeat violations we may issue fines and, when warranted, suspend or terminate rider accounts.

**INNOVATIVE TECHNOLOGIES:** Bird leads the industry in bringing new technology to market: we were the first e-scooter operator to test and deploy in-field and on-vehicle sensors that reduce and prevent sidewalk riding. Over the past year, we have continued to refine our product offering and we are excited to offer Chicago the following products in 2020, none of which were available during the First Phase Scooter Sharing Pilot.

**Sidewalk Scoring** - To restrict unsafe sidewalk riding and protect vulnerable pedestrians, Bird developed our Sidewalk Scoring feature. By combining speed and brake fluctuation analysis with cutting-edge technology, this new product enables Bird to determine whether rides occur on sidewalks or streets. Riders suspected of riding on the sidewalk receive an in-app warning, as well as follow-up education. Please see **Appendix D** for screenshots.

**Sidewalk Sensors** - In January 2020, through a partnership with W8less.io, we launched a first-of-its-kind sidewalk riding detection product in San Jose, CA. Powered by NFC-technology, more accurate than GPS, Bird uses installed sensors about one inch in diameter on buildings and infrastructure that successfully detected when our scooters were on the sidewalk and used our on-scooter audible technology to alert riders. At the City's request, we can deliver the same suite of tools to Chicago to develop a local pilot to prevent sidewalk riding on city identified corridors. In the near future, we will also harness this technology to detect, notify and enforce other lawless behaviors, such as wrong-way riding.

**Bird Maps** - Rider surveys have shown that their primary reason for riding illegally on sidewalks is due to safety fears: for example, on roads with fast moving traffic or without protected bike lanes. To help address this, Bird recently launched Bird Maps. Riders simply enter their destination and Bird Maps provides both audio and visual turn-by-turn navigation optimized for the use of bike lanes, quiet roads and wider surface areas. Please see **Appendix D** for screenshots.

**INCENTIVES:** Using our Sidewalk Scoring feature, Bird can issue free rider credits to incentivize users to improve their score after engaging with our tailored education and being issued with in-app reminders and warnings. Bird also issues credits to riders that attend our safe riding training, as well as through our in-app safe riding quizzes.

**iv. provide a plan for maintaining rider safety during COVID-19 outbreak, including device cleaning protocols and outreach and education plan adapted for outbreak.**

As cities around the world begin the reopening process amid the continuing COVID-19 pandemic, Bird has implemented company-wide safety procedures to maintain rider safety and ensure micromobility continues to provide essential transportation services for the communities we serve. As part of these efforts, we have introduced new enhanced cleaning protocols, which include, but are not limited to, sanitizing our vehicles using CDC-approved disinfectant products every time they are recharged or serviced. We are also conducting regular in-field sanitization on high-touch surfaces such as bells, throttles and handlebars. A detailed description of our new device cleaning and sanitization protocols can be found on **pages 19-20** and in **Appendix G**.

In addition to updating our operational procedures, Bird's team of vehicle engineers have developed handlebar grips that are both antimicrobial and antifungal — significantly improving the cleanliness of the primary surfaces our riders interact with. Bird's proprietary grips will retain sanitary effectiveness for their operable lifetime without replacement, unlike other operators' "self-cleaning" grips that currently require intermittent replacement. Our grips are also ISO 22196 [antimicrobial] and AATCC TM30(iii) [antifungal] certified, whereas other operators' grips are not. Bird will keep the City updated on an expected rollout date.

Bird has also launched new rider educational materials on our website and the Bird app to inform our riders about what Bird is doing to help keep them safe. We are also providing riders with additional tips on how to ride safely, including washing their hands regularly and maintaining six feet of space between them and other road users. Examples of our new COVID-19 safety outreach and rider education communications can be found in **Appendix B**.

Finally, in light of potential ongoing restrictions related to COVID-19, including limiting the size of group gatherings, Bird has begun proactively adjusting our outreach and educational plans. In those cities where we are able to host in-person events, Bird will work closely with city officials, like the SAFE Ambassadors, to ensure they are conducted in a responsible manner that adheres to Chicago Department of Public Health guidance.





This may include limiting event capacity to avoid overcrowding, implementing strict social distancing measures, enabling only Bird staff to handle and pass out our free helmets to avoid contamination, and providing additional safety equipment to attendees including gloves, masks and hand sanitizer.

In those cities where we are unable to host in-person events, Bird is utilizing our digital platforms, such as the Bird app, social media and email to keep our riders informed. Our team is also expanding and adapting our digital offering to reach more riders. This may include, hosting virtual roundtables and educational events via video conferencing platforms such as Zoom. For more information, please see **page 14**.

## **5. Accessibility and Consideration for People with Disabilities (15%). The applicant's plan to specifically reduce danger to people with disabilities caused by its scooters and rider behavior as well as plans to make its service accessible to people with disabilities**

### **i. plan to prevent devices from impeding use of the public way by people with disabilities, including its plan to rectify any impediment to using the public way by people with disabilities as quickly as possible**

Bird takes seriously our responsibility to prevent devices from impeding use of the public way by people with disabilities, including rectifying any impediment to using the public way as quickly as possible. In Chicago, we commit to being a responsible steward of the city's streets and sidewalks and will implement the following plan to support this commitment.

**PREVENTING DEVICES FROM IMPEDING USE OF THE PUBLIC RIGHT OF WAY:** Bird is supportive of the City of Chicago's move to require all e-scooters be equipped with lock-to technology. Our subsidiary company, Scoot, first introduced e-scooter locks in San Francisco in 2018. After studying vehicle usage, the City found that the addition of the locks greatly reduced sidewalk clutter - within six months, they reported a 90% reduction in complaints.

Bird has experience managing e-scooter fleets with integrated locks in multiple cities, including San Francisco, CA, Denver, CO and Baltimore, MD. In our experience, the locks work best when implemented as part of a larger parking strategy that includes comprehensive rider education, no-park zones, preferred parking locations, anti-tip detection technology, end of ride photos and dedicated parking infrastructure. As such, Bird will also bring the following solutions to Chicago:

**Vehicle Design** - In addition to being equipped with our third-generation Bluetooth locks, Bird Two features a strong dual kickstand designed to reduce instances of e-scooters tipping over. If tipped, our scooters' self-reporting tip sensors alert our local operations team for immediate remediation.

**Rider Incentives** - Bird offers financial incentives to encourage proper parking, and fines or suspends riders for parking improperly. Our parking solutions are put in place with a high priority on maintaining ADA accessibility on the city's public right of way.

**Parking Education, Infrastructure & Technological Solutions** - In addition to in-app, online, and in-person rider and community education, we use tools like beacons, geofenced no-parking zones, corrals, preferred parking, stencils and more to ensure riders park devices in a manner that prevents them from impeding use of the public way. For images of our parking infrastructure, please see **Appendix C**.

**Verified vehicle placement** - In addition to our riders, our local teams are required to take photos to indicate where they deploy Birds throughout the day. These photos are reviewed by individuals, not computers, to ensure they are not blocking the sidewalk.

**PLAN TO QUICKLY RECTIFY ANY IMPEDIMENT TO THE PUBLIC WAY:** Bird has a dedicated team of customer service representatives (CSRs) on hand to receive and resolve customer service tickets around the clock. Each CSR has received enhanced training to properly address and prioritize responses to accessibility-related reports, including any devices impeding the use of the public way by people with disabilities. In Chicago, our team can be reached via our call center at 1-866-205-2442 and in-app text-based chat support, to accommodate those users with hearing impairments, and additionally offers email support at [hello@bird.co](mailto:hello@bird.co). Our customer service center is capable of accepting calls that are rerouted from existing City customer services centers, and accommodates TTY relay services.



Any report concerning a complaint regarding our vehicles violating ADA compliance are immediately flagged by the customer service team. They then follow our standard ADA operating procedure to alert and dispatch a Bird team member to retrieve and re-park the vehicle within one hour. ADA complaints take precedence over any other retrieval task.

**ii. specific plans to employ auditory and visual signals to help alert non-riders who are deaf/hard of hearing or blind/visually-impaired**

Bird's e-scooters are equipped with both auditory and visual signals to help alert non-riders who are deaf/hard of hearing or blind/visually impaired. All of our vehicles are equipped with a bell audible from at least 50 meters of distance. Our scooters also emit audible sounds to alert their presence when necessary which includes if it is tipped or moved when stationary.

Bird One and Bird Two are equipped with flashing lights to alert non-riders to their presence when parked. They also feature head and tail lights to increase visibility when in use, along with reflectors on the side and back of the vehicle. Bird's vehicle team is also working closely with [REDACTED]

For more information on how we use visual and auditory alerts on the device itself to communicate with riders, please see **page 22**.

**iii. any plan to offer adaptive devices that expand access to its service for people with various physical disabilities**

Bird is committed to providing products and services that are inclusive of the needs of as many members of the community as possible, including offering adaptive devices to expand access to people with various physical disabilities. In Chicago, we would focus our efforts by working with the Mayor's Office of Disability Rights, Equip for Equality, and others to implement a limited pilot featuring adaptive vehicles to effectively determine the level of need and to test vehicle utilization. [REDACTED]

Please see **Appendix J** for images of our adaptive vehicle.

**iv. plan to provide an accessible app, website and phone support service. The applicant must include plans to ensure people with disabilities can easily report issues pertaining to the pilot program.**

Bird is committed to ensuring our app, website and phone support service are accessible to the widest possible audience, regardless of circumstance and ability, ensuring people with disabilities can easily report issues pertaining to the pilot program.

**APP ACCESSIBILITY:** The Bird app is ADA accessible and compatible with screen readers. It offers voiceover support for both iOS and Android users, on-page navigation, captions and text alternatives to images, and closed captioning for all videos. The app also incorporates the latest user interface design techniques and uses logical menus, tabs, and screens, which enables users to learn the app quickly and begin riding. It is designed to be intuitive, user-friendly, and easy to use for a wide audience.

**WEBSITE ACCESSIBILITY:** Bird's website adheres to ADA standards and Web Content Accessibility Guidelines. It features an easy to navigate user interface built with simplicity, perceivability and other core accessibility design principles in mind. This includes on-page navigation, captions, and text alternatives to images; static content (including no reloading sections, automatic navigation or autoplay media); descriptive link descriptions; easy to understand forms; and resizable text and colorblind legible text. The site also features an accessibility adjustment pop-up interface that allows persons with specific disabilities to make content, color and display, and navigation adjustments to design it to their personal needs. This interface replaces the conventional approach to accessibility in which all users are presented with the same diminished interface or design.

**PHONE SUPPORT SERVICE:** Our staffed, toll-free customer service line (1-866-205-2442) provides support 24 hours a day, 7 days a week. Translation services are available in 21 languages, including Spanish, Polish, Korean, Arabic, Hindi and Mandarin. It also accommodates TTY relay services. For more information on our customer service support, please see **page 17**.



As described on **page 6**, Bird maintains an accessible app, website and phone service to ensure people with disabilities can easily use our service and report issues. In addition, we display our customer service contact information on each of our vehicles in easy-to-read ADA accessible font (18pt–48pt), braille and raised lettering (including the scooter's unique identifier and our company name).

**6. Equity (15%).** The applicant's plan to ensure that its service will help meet the City's goal of effectively improving mobility and accessibility for residents who face elevated economic, health, social, mobility and/or accessibility barriers.

i. plan to meet the priority area distribution requirements, as provided in Paragraph VII(11). The applicant must include its plan to ensure devices are accessible in priority areas throughout the day

This will ensure broad and equitable vehicle coverage across

all 20 Priority Sub-Areas.

For more

information on our comprehensive rebalancing operations in Chicago, please see **page 15**.

ii. **specific education, engagement and outreach plan for residents in Priority Areas**

Bird's comprehensive education, engagement and outreach plan for residents in Priority Areas is community-driven and tailored to address local issues. Below we have provided a number of unique strategies that we plan on implementing across the pilot's Priority Areas, in addition to our standard education, engagement and outreach activities, detailed on **page 10-12**.

(see **page 4** and **Appendix D**

for more information).



**Bird Moves** - From our experience, we have found that simply deploying our e-scooters in Priority Areas does not always go far enough. In an effort to create a context-sensitive solution that enables us to better address local equity considerations in the communities we serve, Bird launched Bird Moves. A first-of-its-kind community donation program, Bird Moves is designed to break down geographical, physical and economic barriers to micromobility. In Chicago, we will work in partnership with local nonprofits such as the Little Village Environmental Justice Organization and Safer Foundation to donate 100 e-scooters to traditionally underserved communities. By providing residents with their own personal micromobility devices, we will support Chicago in its efforts to work toward universal inclusivity.

**Bird Gives Back** - Bird is exploring a partnership with Instacart to create a new program designed to reduce food insecurity throughout Chicago's Priority Areas. With rising unemployment and food banks closing due to COVID-19, there is a growing need to support our most vulnerable neighbors. Together, Bird and Instacart hope to offer residents an affordable and sustainable grocery delivery service. We are in the early stages of developing the program and plan on reaching out to local nonprofits in the coming weeks to gather community feedback. We look forward to sharing more with the City soon.

iii. plan to improve access to its service over the First Phase Scooter Sharing Pilot for people without a bank account. The applicant must include outreach and educational plans and must be specific about how it will reduce onerous and complicated requirements and processes.

Bird provides the following cash-based payment alternatives for people without a bank account. During the second pilot, in addition to significantly increasing the number of locations across Chicago where community members can purchase Bird credits, we will also be testing a number of new outreach and educational strategies designed to further increase rider awareness and accessibility to the program.

#### **Cash for Bird Credits**

Bird offers riders a simple and easy to use cash payment option:

1. Riders 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. Bird balance is updated immediately and ready to use.

Our cash payment option is available at 284 retail locations in the City of Chicago and 237 within the Pilot service area (including CVS Pharmacy, Family Dollar, 7-Eleven, Dollar General and Speedway). Please see **Appendix F** for more details.

#### **Prepaid Debit Cards**

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

**ACCESS, EDUCATION AND OUTREACH PLAN:** Bird's cash payment option will be highlighted as part of our general education and outreach plan for Chicago (detailed on **pages 10-13**). In addition, we have taken the lessons learned from last year's pilot to create more targeted education and outreach strategies designed to further improve access and increase utilization of the program in 2020.

- **Dedicated Webpage:** Bird will create a Chicago webpage that provides information on our cash payment options (including locations of participating retailers), non-smartphone access options, affordable payment programs, and more. Please see **Appendix L** for more details.
- **Billboards:** Bird will explore partnership opportunities with the CTA to create billboards advertising our alternative access options, such as cash payments and non-smartphone sign-up.
- **On-scooter flyers:** Bird will design on-scooter flyers that provide riders with multilingual instructions, including information about our cash payment and non-smartphone options.
- **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. Please see **Appendix C** to view example signage created for the pilot.
- **Bird Community Center:** As mentioned previously, our Chicago service center will also offer a community space where Bird will offer a minimum of two monthly drop-in sessions to enable residents to stop by to get in-person guidance on how to use our cash payment and non-smartphone options.



iv. plan to improve access to its service over the First Phase Scooter Sharing Pilot for people who do not have access to a smartphone. The applicant must include outreach and educational plans and must be specific about how it will reduce onerous and complicated requirements and processes

To help expand access to Bird for everyone who works, lives in and visits Chicago, Bird offers an option that enables those without a smartphone to find, unlock and ride a Bird via SMS text message option.

<b>Create an Account</b>	Users create an account by sending an email to access@bird.co. They must provide contact details, along with a phone number that can send and receive SMS. Within three business days, they will receive an SMS confirming account approval. Users can set up payment information via an automated, phone-based, PCI compliant bot using the "PAY" command and a credit, debit or prepaid card.
<b>Locate a Bird</b>	Users spot a Bird on the street, then call or text our Customer Service team (1-866-205-2442) or email us (hello@bird.co) for assistance locating an available e-scooter or e-bike.
<b>Text to Begin Ride</b>	Users must first locate the Bird ID in between the vehicle's handlebars. Users will then text the ID and the word "unlock" to the phone number they received during the signup process. This text message will signal the vehicle to unlock, allowing the ride to begin.
<b>Text to End Ride</b>	Users will text the word "lock" to the same number. This text message will signal their Bird to lock, completing the ride. The User will receive a follow-up SMS message with the cost of their completed trip.

**ACCESS, EDUCATION AND OUTREACH PLAN:** Bird's non-smartphone option will be highlighted as part of our general education and outreach plan for Chicago (detailed on **pages 10-13**). In addition, we have taken the lessons learned from last year's pilot to create more targeted education and outreach strategies designed to further improve access and increase utilization of the program in 2020. This includes: dedicated webpage; billboards; on-scooter flyers; street signage; and in-person support via the Bird Community Center. For more detailed information on each of these strategies, please see **page 8**.

v. plan to improve access to your service over the First Phase Scooter Sharing Pilot for low-income residents, including any pricing or discount plans. The applicant must include outreach and educational plans and must be specific about how it will reduce onerous and complicated requirements and processes.

Bird is committed to removing barriers to micromobility and providing equitable access to our service. **Bird Access** was the e-scooter industry's first low-income assistance plan, and will provide residents living on low-incomes in Chicago **with unlimited Bird rides for 30 minutes or less at the discounted rate of \$5 per month**. Anyone enrolled in or eligible for a city, state or federal assistance program qualifies for Bird Access. To enroll, riders must email proof of enrollment in a city, state or federal assistance program (including, but not limited to, Medicaid, SNAP/ LINK, discounted utility bills, discounted bus passes, etc.), along with their full name and phone number, to access@bird.co. Approval takes approximately two to three business days.

Bird will also bring our new **Healthcare Workers program** to Chicago. Research by the Chicago Metropolitan Agency for Planning found that the City's essential workers are disproportionately low-income, people of color. As part of Bird's commitment to support the communities we serve during the COVID-19 pandemic, our new program will offer free rides to Chicago's healthcare workers and emergency personnel. Eligible riders can sign up by emailing a copy of their medical identification card along with their name and phone number to together@bird.co. Riders will receive two free 30-minute rides per day.

**ACCESS, EDUCATION AND OUTREACH PLAN:** Bird Access and our Healthcare Workers program will be highlighted as part of our general education and outreach plan for Chicago (detailed on **pages 10-13**). In addition, we have taken the lessons learned from last year's pilot to create more targeted education and outreach strategies designed to further improve access and increase utilization of our Bird Access program in 2020. This includes: dedicated webpage; billboards; on-scooter flyers; street signage; and in-person support via the Bird Community Center. For more detailed information on each of these strategies, please see **page 8**.



vi. plan to improve access to its service over the First Phase Scooter Sharing Pilot for residents whose primary language is not English. The applicant must include outreach and educational plans and must be specific about how it will reduce onerous and complicated requirements and processes.

With over 30% of the population of Chicago speaking a language other than English at home, Bird is committed to developing a program that serves the unique cultural landscapes of communities across Chicago. We will use the following strategies as we seek to improve access to our service for residents whose primary language is not English — focusing on the city's most commonly spoken languages including, but not limited to, Spanish, Mandarin, Polish, Arabic, Hindi and Urdu.

Strategy	Detail
<b>On-scooter Flyers</b>	We will attach flyers to scooters upon the re-launch of our service with multilingual instructions, including information regarding our cash payment and non-smartphone options.
<b>Printed Flyers</b>	Bird will distribute multilingual materials at the City's libraries, community centers, and at local organizations such as Illinois Coalition for Immigrant and Refugee Rights, Albany Park Community Center, Centro Romero and Chicago New Sanctuary Coalition.
<b>Bird App</b>	The Bird app is currently available in 21 languages, and includes educational messaging and as well as the rules of the road.
<b>Information on Bird's website</b>	Key information and marketing materials are available in multiple languages.
<b>Customer Service Channels</b>	Our website, call center and mobile app services are currently available in 21 languages including English, Spanish, Polish, Korean, Arabic, Hindi and Mandarin. As part of our focus on ensuring universal access to our service, we work closely with Chicago to expand language offerings to reflect the communities we serve and will add any additional languages at the request of the City.
<b>Multilingual Digital Advertising</b>	Ethnic press and digital influencer engagement, with a focus on multilingual communities.
<b>Local Ethnic Press Advertising</b>	La Opinión is one of the highest circulations of Spanish language newspapers in the United States. We will explore opportunities to advertise in this newspaper, and others.

## 7. Education, Outreach and Rider Safety (12%). The applicant's citywide education, engagement and outreach plans as well as rider safety plans.

i. citywide community engagement and outreach plan that ensures adequate education about device use and rules for both riders and non-riders. The applicant must include any specific plans for communities that were not in the First Phase Scooter Sharing Pilot area

Bird will launch a citywide community engagement and outreach plan that ensures adequate education about device use and rules for both riders and non-riders.

**EDUCATION FOR RIDERS:** Our team will regularly attend community meetings, host active listening forums and work to develop long-term community partnerships in Chicago. Through these engagement and outreach efforts, we will educate riders about how to safely ride our scooters, as well as local rules and regulations.

**s.h.a.r.e. Events** - Bird augments our video, in-app and online safety education and trainings (discussed on pages 12-13), with the administration of our comprehensive in-person training events, called "s.h.a.r.e." Our local teams offer these in-person safety trainings in cooperation with leading local riders and safety advocates who have valuable experience with the local transit environment.



We believe that by taking the time to provide in-depth sessions to a critical number of leading riders, we can establish a safe code of conduct for the broader riding community. Specifically, our s.h.a.r.e. training imparts dozens of critical skills and safe riding practices, organized into the following five categories:

1. **Safe riding.** Navigate traffic and bike lanes with care.
2. **Heightened awareness.** Anticipate what others might do.
3. **Always alert.** Save the selfies and music for after the ride.
4. **Respect for pedestrians.** Yield and keep walkways accessible.
5. **Every voice matters.** Get involved to help your city reshape its streets.

Each s.h.a.r.e. event provides an immersive and interactive educational experience. In partnership with businesses and health and safety experts, we showcase the fundamental safety tips for individuals interested in using micromobility. To date, we have engaged with thousands of new riders at s.h.a.r.e. trainings in cities around the world. Please see **Appendix H** for more information.

In Chicago, conditions allowing, we will hold an initial series of in-person safety trainings during our launch, after which we will continue to hold regular in-person safety events, as well as offer comprehensive digital rider safety campaigns and tutorials. Bird will also work with local organizations, business districts and other stakeholders on creating a calendar of additional outreach events throughout the year that may include the following:

- **Pop-up Events:** Neighborhood events with local groups, especially organizations working in communities with limited access to transportation alternatives, where we promote rider safety and give away free helmets.
- **Helmet Giveaways & Participation in Local Events:** Attend street fairs, festivals and community events to meet residents and visitors, give away free helmets and enroll eligible riders in Bird Access.
- **Connect Series:** Our local engagement team will partner with Chicago businesses and nonprofit organizations throughout the pilot to host listening sessions as part of our Connect Series. At these events, Bird offers information on community programming, device use and rules of the road. Our team is also available for one-on-one conversations with residents to discuss how we can improve our service.

**EDUCATION FOR NON-RIDERS:** In addition to offering robust community engagement and outreach to our riders, Bird recognizes the importance of engaging the entire community, including non-riders, to ensure the safety of all. In Chicago, these efforts will include dedicating resources to educate other vehicle drivers, parents and schools. Please also see **pages 12-13** for information on how we will engage additional community stakeholders, such as local businesses and disability advocates.

**Driving Safely Around Shared Scooters** - In addition to our comprehensive rider education and general public communications, Bird disseminates targeted safety messaging designed for motorists. Recognizing that motor vehicle drivers are often unsure of how to safely interact safely with scooters, we deliver public awareness campaigns that raise awareness about possible motorist-scooter incidents, and how to avoid them.

The specific safety topics include, but are not limited to, preventing "dooring" incidents whereby drivers open car doors in front of oncoming riders, checking common blind spots that can make the simple act of turning dangerous for a vulnerable road user, learning the consequences of unsafe speed, and the importance of maintaining safe passing distance. These vital safety messages include instructional imagery and video and are delivered via traditional, social and direct digital media.

**Preventing Underage Riding** - Bird partners with school districts, parent teacher associations and law enforcement to deter and dramatically reduce instances of underage riding. In Chicago, Bird will not rent our scooters to anyone under the age of 18 years old, unless the rider is 16 or 17 years old and has parental or guardian consent. To educate the wider community on these age restrictions Bird will explore opportunities

to provide tailored outreach and educational materials.





**COMMUNITIES NEW TO THE SCOOTER SHARING PILOT:** To reach both riders and non-riders in communities new to the pilot in 2020, Bird is planning dedicated engagement and outreach events with community organizations and businesses within those areas. This will include hosting listening sessions, roundtables, learn-to-ride events and helmet giveaways to raise awareness around the program. Organizations that we hope to partner with include: Little Village Environmental Justice Organization, Active Transportation Alliance, Safer Foundation, Illinois Coalition for Immigrant and Refugee Rights, Albany Park Community Center, Centro Romero, and Chicago New Sanctuary Coalition.

**ii. in-App (Internet-enabled application or digital platform) education, engagement and outreach plan for riders using its service. Such plan must include plans for first-time riders and returning riders, and must address, among other things, parking, riding and geofencing education**

Bird has a comprehensive in-app education, engagement and outreach plan for riders that begins at the time of signup, and continues before and following every ride. These interactions include tutorials, quizzes, notifications and more, all designed to address important areas including, but not limited to, parking, riding and geofencing education. Please see <https://www.bird.co/privacy/> for Bird's Privacy Policy and <https://www.bird.co/agreement/> for our User Agreement .

**In-app Rider Tutorial:** Upon downloading the Bird app riders are required to watch our comprehensive, animated tutorial video that includes proper riding and parking demonstrations, as well as local rules and regulations. At the end of the video, users must check that they agree to understanding before their first ride. Please see **Appendix E** for screenshots.

**Interactive Quizzes:** Bird intermittently sends riders in-app interactive quizzes on safe riding behavior and rewards high scores. Riders flagged for a variety of improper riding and parking practices also receive in-app tailored educational materials, customized to address specific concerns, improve specific skills and promote safety.

**In-app Notifications:** We deliver ongoing safe riding and parking directives and education via in-app notifications. This includes notifying a rider as they near and/or enter a geofenced area, such as a no-park or no-ride zone.

**Bird In-app Map:** All geofenced areas are displayed in our mobile application, denoted on the Bird map using shaded polygons. Please see **Appendix E** for screenshots.

**Virtual Pledge Cards:** Bird created virtual Pledge Cards to help inform riders of local rules and regulations, and improve rider behavior. The cards are presented to riders via an in-app pop-up, requesting that they read and then pledge to abide by each rule. Bird has created unique cards for our operations in Chicago that detail the City's new parking rules and regulations. For screenshots of this feature, please see **Appendix E**.

**Warm-up Mode:** Riders can turn on Warm Up Mode via the Bird app to receive step-by-step guidance on how to ride and park safely, in compliance with local rules and regulations.

**iii. plan to involve community stakeholders in its outreach and education**

Bird is committed to creating an inclusive program that serves the entire community. As part of that commitment, we have tailored outreach and education engagements to involve community stakeholders such as neighborhood groups, businesses, mobility leaders, sustainability advocates or nonprofit organizations. We will use the following outreach strategies to listen and gather feedback from the community, adjusting our operations when appropriate. These events also provide our team with opportunities to raise awareness around our service and provide important educational materials. For more information on our work with neighborhood associations and local residents, please see **page 7**.

<b>Engaging with Disability Advocacy Groups</b>	During last year's e-scooter pilot, our team met with ADA25 — a non-profit organization committed to developing and building a network of leaders with disabilities in the Chicago region. Bird learned about some of the challenges facing the disability community, including sidewalk clutter. We will continue to work with this organization, as well as the Chicago Lighthouse, Access Living and others during the second pilot to demonstrate our new lock-to technology and gather feedback on our adaptive vehicles.
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<b>Business-focused Engagement</b>	Bird brings together focus groups or open house events to collect feedback and introduce small businesses and merchant associations to Bird, making sure we are listening and implementing feedback and suggestions. We also use these events to highlight new features such as <b>Bird Pay</b> . Through the program, we provide free featured placement on our in-app map to encourage local commerce and promote cities vibrant network of healthy retail corridors. We also work with small business owners, including local minority-owned and women-owned businesses, to develop joint rider incentives that stimulate the local economy and promote shop local initiatives.
<b>Transportation &amp; Safety Roundtables:</b>	Similar to the event we hosted in Chicago last August, Bird will convene roundtables with stakeholders representing local citywide organizations, entrepreneurs, sustainability advocates, and mobility leaders working on tackling major transportation challenges within the city.
<b>Workforce Development Partnerships:</b>	Bird will continue to engage with local workforce development agencies, including the Chicago Cook Workforce Partnership, Safer Foundation, UCAN, and the Better Boys Foundation to highlight programs such as Bird Access (detailed on <b>page 9</b> ) and employment opportunities. For more information, please see <b>page 21</b> . See <b>Appendix P</b> for letters of support.

iv. plan to meet the outreach and educational requirements as outlined in Paragraph VII (13) of this terms and conditions document

Bird has the ability to, and will meet all of the outreach and educational requirements as outlined in Paragraph VII (13) of this terms and conditions document.

<b>Educational Messages within CTA Trains, Buses, Stations and Stops</b>	Bird's Government Partnerships and Brand team has experience working with transit agencies to create informative billboards and posters that educate transit users on safe scooter riding and parking behaviors. We will reach out to CTA to explore creating similar campaigns in Chicago.
<b>Social Media Educational Messaging:</b>	Bird often uses our social media platforms to amplify educational messages to broad audiences. In Chicago, we will create a social media educational campaign that addresses the following five topics: (i) proper riding; (ii) proper parking; (iii) sharing the bike lane; (iv) riding with the flow of traffic; and (v) what to do in the event of a crash. Bird will share the campaign across our social media platforms at least three times per week for the duration of the Second Phase Scooter Sharing Pilot. We will also provide these assets to the City of Chicago's SAFE Ambassadors and Vision Zero team to share on their own social media platforms.
<b>Partnering with the Chicago Police Department:</b>	Bird will work with the CPD in Vision Zero areas and in the pilot area to provide free helmets. Our local team will also partner on scooter education at least once per month, with a particular focus on the following CPD districts: 3, 5, 6, 7, 10, 11, 12, 15, 22, 25. As part of this outreach, Bird will engage with the CPD for National Night Out, offering free rides and helmets for participating residents of the city.
<b>Partnering with City of Chicago SAFE Ambassadors</b>	Our team will work with the City's SAFE Ambassadors at a minimum of two community events on the West and South sides each month, for a total of eight community events. During these events, Bird will offer our learn-to-ride training program, s.h.a.r.e. (detailed on <b>pages 10-11</b> ), as well provide free helmets. As part of this partnership, Bird would like to offer the use of our service center as a space to hold community events such as these.



#### v. plan to make helmets accessible to riders

Bird makes helmets accessible to riders through multiple channels, including both in-person and in-app giveaways. To date we have provided over 70,000 helmets to riders across the U.S. Initiatives for the City of Chicago include:

**Free Helmet Orders:** Riders can request a helmet online through our website (<https://birdhelmets.myshopify.com/>) or through the Bird app. Helmets are free and riders are only required to pay for shipping costs. Bird prioritizes safeguards that protect public health, like contactless delivery options for our helmets and other Safety Marketplace items, detailed further below.

**Helmet Giveaways:** Bird will host our own in-person helmet giveaways, as well as partner with local businesses, nonprofits, event organizers and organizations such as the Chicago Police Department to safely distribute free helmets to the City's residents. Bird will ensure all in-person distribution is conducted in a responsible manner that adheres to Chicago Department of Public Health guidance.

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

#### vi. plan to incentivize helmet use among riders.

Designed specifically to incentivize helmet use among riders, Bird's first-of-its-kind **Helmet Selfie** program rewards our users with free ride credits every time they wear a helmet while Birding. At the end of each trip, after the end of ride compliance photo, we invite riders to take a selfie. Using helmet detection software, Bird rewards those riders wearing a helmet with incentives, such as future ride credits. Riders are also encouraged to share their selfie via social media and include the hashtag #BirdHelmetSelfie to help promote broader adoption and use of helmets. Please see **Appendix E** for screenshots of our Helmet Selfie feature.

In addition to offering free helmets through our website and Bird app, our Safety Marketplace incentivizes helmet use by offering a wide-range of discounted helmets available for purchase. Bird also incentivizes riders to wear helmets before each ride through In-App Reminders and Quizzes.

#### vii. plan to adapt outreach and education in light of potential ongoing public health emergencies, including limited crowd sizes.

During these unprecedented times, we understand the importance of remaining flexible and responsive. Our team is proactively adapting our outreach and education strategies to create tailored plans that meet the needs of the communities we serve. In Chicago, as the city enters 'Phase III: Cautiously Reopen,' Bird will work closely with city officials to ensure that any in-person events adhere to Chicago Department of Public Health guidelines. Our team will also engage with community stakeholders to gather feedback in-advance of any potential events, making sure we listen to local concerns and prioritize first and foremost the health and safety of our community members. We recognize that for some of our customers, particularly those without smartphone or internet access, our in-person events will remain a critical engagement tool.

**ADAPTING IN PERSON EVENTS:** Bird will implement event size limits and require pre-event signups to avoid overcrowding. While our events will be smaller, Bird will increase the number of events we hold to ensure all those who wish to attend are able. At the events, we will use signage and physical barriers to help enforce social distancing measures. Other safety precautions include Bird staff handling and passing out our free helmets to avoid contamination, and providing event attendees with hand sanitizer, gloves and masks. During how-to-ride events, we will sanitize scooters between use per CDC guidelines.

**ADAPTING RIDER EDUCATION:** Bird has launched new rider educational materials on our website and the Bird app to help keep riders informed on the latest safety recommendations when Birding. This includes washing their hands regularly and maintaining six feet of space between themselves and other road users. Examples of our new COVID-19 safety outreach and rider education communications can be found in **Appendix B**.



## 8. Operations (15%)

### i. plan for deploying and redistributing devices, including any incentive programs to maximize optimal fleet balancing.

Our proposed operational plan for deploying and redistributing devices is grounded in our experience serving Chicago and other similar sized cities, as well as program management knowledge acquired from providing millions of rides while scaling and operating deployments in over 125 markets around the world.

**DEPLOYING DEVICES:** Bird's devices will be deployed and available to users between the hours of 5:00 am and 10:00 pm. Bird will achieve coverage across our Chicago service area by utilizing strategic deployment hubs called "Nests." Our operations platform uses state-of-the-art predictive modeling technology to determine which Nests require deployments throughout the day based on vehicle concentration, time of day, and local requirements. Bird's team of urban planners, data scientists, and operations specialists have positioned Nests throughout the City of Chicago based on a number of factors and data points, including:

- **City Requirements:** Avoiding any areas designated as off-limits to shared scooter parking.
- **Equity Considerations:** Equitable distribution across all 20 Sub-Priority Areas.
- **Existing Transportation Infrastructure:** CTA bus and train stations; bicycle racks.
- **Transportation Demand:** Job and housing density; key points of interest.
- **Physical Infrastructure:** Safe bike facilities; pedestrian friendliness; ample parking space for micromobility devices; maintaining ADA access; new Our Streets routes.
- **City and Community Input:** Insights gained through engagement with the City of Chicago, community-based organizations and the public at large.

Bird Nests are virtual and dynamic and can be easily changed and repositioned, enabling us to adjust our operations based on the changing needs of the community. This has enabled Bird to be proactive in adjusting our Nest placements in cities around the world during the current COVID-19 pandemic to ensure the communities we serve continue to have access to critical services such as healthcare services and grocery stores to reduce food insecurity in underserved neighborhoods.

As Chicago continues to implement 'Phase III: Cautiously Reopen,' Bird will work with city officials to adjust or add additional Nest locations to support access to essential services, as well as local businesses. Our service will provide Chicago's residents with a flexible point-to-point physically-distant transportation mode, lowering the burden on the city's public transport system. To support these efforts, Bird will look to work with the Chicago Transit Authority and their new Ridership Information Dashboard that tracks general capacity levels, based on prior two weeks of ridership, for each hour of the day. Using this data, Bird hopes to align our Nests and daily deployments with those routes with the highest demands to provide customers with an alternative transportation option. For more information on how Bird plans on supporting public transport throughout the city, please see **page 22**.

**REDISTRIBUTING DEVICES:** Bird's local operations team will actively monitor and redistribute our e-scooters across the service area during operational hours from 5 a.m. to 10 p.m. We also deploy team members to patrol throughout the city, focusing on areas where ride and pedestrian density is greatest. They will also respond to requests from the public for rebalancing.

[REDACTED]

[REDACTED] For more information on how we mitigate the need for extensive rebalancing, please see **page 17**.

**INCENTIVE PROGRAMS TO MAXIMIZE OPTIMAL FLEET BALANCING:** To support our rebalancing efforts, Bird provides riders incentives to rebalance e-scooters to designated parking locations. Eligible e-scooters are highlighted in the in-app map using the "\$" symbol. Riders can unlock the scooter and enjoy a free ride (up to 15 minutes) if they end the ride in an area that needs rebalancing. After confirming compliant parking through end-of-ride photo verification, riders also receive \$1 toward their next ride. Please see **Appendix E** for screenshots of this feature.



plan to prevent potential negative impacts of vehicles used to retrieve, rebalance or recharge devices, including plan to prevent double parking, blocking a bike lane, and blocking a crosswalk. The applicant must describe how it will educate its staff and/or contractors to avoid these impacts and how it will enforce best practices.

Bird is committed to preventing the potential negative impacts of vehicles used to retrieve, rebalance or recharge devices, and we have implemented a number of strategies to do our part to minimize street interference by maximizing efficiencies and streamlining our operations.

**TECHNICAL SUPPORT AND COORDINATION:** As part of our operations onboarding process, we thoroughly train all staff and contractors on how to safely and responsibly deploy, retrieve and rebalance our e-scooters. We conduct this training both in-person and using Dozuki, an online skills platform that offers the industry standard for instructional workplace videos. Team members are directed to be cognizant and ensure they follow all local laws and regulations when using vehicles to load and unload Birds in the street. Our instructional videos detail important areas to avoid parking, which include, but are not limited to: double parking; on or blocking ADA ramps; along red curbs; blocking bike lanes, bus stops or crosswalks; blocking lanes of traffic; blocking driveways; blocking access to fire hydrants; or on private property without permission.

#### Extending Battery Range and Charge-Hold Time

#### Energy-efficient and Sustainable Service Center

Bird will [REDACTED] ensuring all [REDACTED] In addition, we will continue to prioritize energy efficient operations through the use of [REDACTED] and the same [REDACTED] to ensure we consume minimal energy for daily activities.

#### Rebalancing and Clustering with Cargo Trikes

Bird will explore the use of cargo trikes for use during our deployment and rebalancing operations — [REDACTED]

#### Partnering with Local Businesses and Corporate Complexes to Install Charging Docks

In December 2019, Bird launched proprietary low-profile charging docks and installed them for open, shared use in the City of Santa Monica. In order to reduce our charging related VMT, we are exploring opportunities with local business owners and residential complexes to bring these docks to Chicago. Our goal is to [REDACTED] around the city for use during the pilot.

#### Rider Rebalancing

We provide incentives to riders to rebalance e-scooters to designated parking locations to help cluster devices and reduce van trips. See **Appendix E** for screenshots.



**iii. plan for extending the lifespan of our vehicles.** In addition to reducing our operational environmental impacts through extending the lifespan of our vehicles, we follow a strict plan to replace our devices responsibly. When a vehicle reaches the end of its usable life, it is replaced with a new vehicle in the market. The retired vehicle is broken down to component parts, which are inspected and tested for reuse on other scooters to reduce the environmental impact of repairs. Battery packs in general have a comparatively high carbon footprint and so we specifically designed them to be both durable and reusable.

**iv. plan for preventing an over-crowding of unused devices in high-demand areas.**

Bird uses the following strategies to prevent an overcrowding of unused devices in high-demand areas and to mitigate the need for extensive rebalancing:

**v. plan and capabilities to manage the operations of covering a large pilot area geography of more than 210 square miles.**

Bird has experience managing e-scooter programs covering large operational areas, including Phoenix, AZ (225 sq/ miles) and Los Angeles, CA (167 sq/miles). We currently operate in nine cities with fleets of 5,000 vehicles or more, including cities with multiple vehicle form factors, parking and lock-to requirements. To support these operations, we have developed industry-leading hardware, software, data sharing, and fleet maintenance operations designed to run and maintain our vehicle sharing service at the highest level. Bird's proprietary fleet management software was developed by our team specifically for large shared vehicle networks, enabling us to run our service 24 hours a day, seven days a week.

To further support with our operations in Chicago, Bird will be assigning each of the 20 Sub-Priority Areas a dedicated fleet manager that will be responsible for overseeing operations in that location.

**vi. plan for collecting, responding to and documenting all complaints and sharing complaints with the City**

Bird uses Zendesk, the leading provider of cloud-based customer service software, for collecting, responding to and documenting complaints across all of our customer service channels:

<b>Toll-free phone number</b>	1-866-205-2442.	<b>Instagram</b>	@Bird
<b>Website</b>	<a href="http://www.bird.co">http://www.bird.co</a>	<b>Online Form</b>	<a href="http://www.bird.co/contact">http://www.bird.co/contact</a>
<b>Email</b>	<a href="mailto:hello@bird.co">hello@bird.co</a>	<b>Live Text-to-Chat</b>	Available in App
<b>Twitter</b>	@BirdRide	<b>In-app Community Mode</b>	See Appendix E



When we receive a complaint, our customer service team leads the response by following the below process.

**Classify** - A customer service representative creates a ticket in our internal tracking tool categorizing the complaint and listing relevant details. If needed, they collect additional details from the submitter to more clearly understand the issue.

**Route & Resolve** - CSR refers the issue to the relevant internal team for resolution. This would be the local operations team for an issue such as a tipped or improperly parked Bird. CSRs handle simple issues independently. When resolved, the CSR closes the ticket. All resolved complaints are stored via Zendesk for reporting purposes.

**Educate** - In cases where user behavior is an issue, such as unsafe riding or parking, a CSR can designate the User to receive educational materials relevant to their behavior (such as an email on parking etiquette). For repeat violations, we issue escalating warnings and fines, or even account terminations when warranted.

**Serious Complaints** - Certain sensitive issues require additional care and are escalated to Bird's Trust & Safety team, which handles injury reports, property damage alerts, law enforcement requests and complicated support issues. We follow specific protocols and, if necessary, the Trust & Safety team escalates incidents to the relevant local authorities.

At the request of the City, Bird can provide records of complaints via a flat file report in CSV or PDF format.

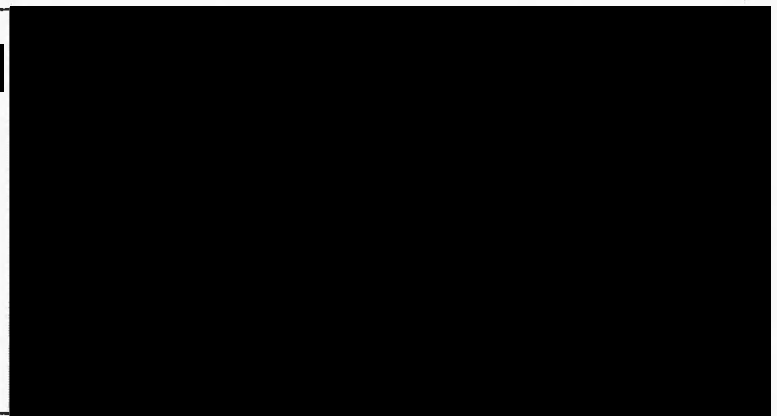
vii. approach to maintenance, cleaning and repair of devices as well as safety check protocols. The applicant must include its plan to maintain clean and sanitary devices, including additional sanitary measures during the Covid-19 pandemic. The applicant must include its process for customers to notify the company of safety and maintenance issues and procedures for removing the device from service.

**SAFETY CHECK PROTOCOLS / CUSTOMER NOTIFICATIONS:** We generally learn a Bird may require maintenance through one of the following safety check protocols or customer notification channels, which collectively enable multiple touch points per vehicle per day. We remotely lock any vehicle flagged as requiring maintenance, removing it from our Bird app and making it unavailable to rent. Our on-the-ground team will retrieve any scooter that is non-functional due to a depleted battery or other damage within 2 hours of knowledge of the location of such scooter.

Safety Check Protocols / Customer Notifications	Detail	Frequency
<b>In-field Diagnosis</b>	During field operations, a team member notices a maintenance or cosmetic issue.	Field team members inspect each Bird every day.
<b>Service Center Inspection</b>	Upon arrival at a service center, a Bird is found to have a maintenance need during our regular multi-point inspection.	Each Bird enters a service center for charging at least once a week.
<b>Rider Feedback</b>	A Bird rider flags an issue in their in-app post-ride feedback.	Every time a user interacts with a Bird.
<b>Community Mode and Other Community Feedback Channels</b>	Community Mode enables riders and non-riders to report issues directly from the Bird app. Bird also collects feedback via email, phone, social media and our website. See <b>page 17</b> for more details.	24/7.

#### MAINTENANCE AND REPAIR OF DEVICES:

**In-Field Maintenance** - Our local operations team conducts an in-field diagnosis of the vehicle. If a Bird is in need of repair, they perform basic maintenance on the spot to reduce our operational VMT or flag the Bird for further attention and pickup for repair.

**In-field Diagnosis****In-field Maintenance Actions**

**Service Center Maintenance** - Every Bird that arrives at a local service center undergoes a full inspection, even if it is just visiting for charging. On average, vehicles visit a service center at least once a week, and all vehicles undergo this same rigorous process before being deployed to the field.

Service Center Inspection	Service Center Maintenance Actions
<p>Mechanic scans Bird and puts it through a multi-point inspection covering all parts of the vehicle, organized by:</p> <ul style="list-style-type: none"><li>• Handlebar.</li><li>• Chassis - External components.</li><li>• Chassis - Internal components.</li><li>• Functional Inspection.</li><li>• Other Individual Parts.</li></ul>	<p><b>If in good working order:</b> The Bird proceeds through the service center charging flow. Our local team then cleans and sanitizes the vehicle before it is redeployed.</p> <p><b>If the Bird has a repair need:</b> The mechanic marks the specific issue and places the Bird in the repair queue. Birds are repaired by trained mechanics, with each service logged in detail in the mechanic's app. After service, the mechanic tests the Bird again using our multi-point checklist. The service center's supervising mechanic then inspects a final time before deployment. Staff give all vehicles a "Bird Bath" at the exit station to ensure they are clean and sanitized before returning to the field.</p>

Bird will record, and provide to the City upon request, the following scooter maintenance information: (i) the frequency and extent of scooter maintenance and cleaning; (ii) employees, services, or contractors conducting scooter maintenance for the vendor; (iii) the average lifespan of main scooter parts, and (iv) the vendor's scooter disposal and recycling practice.

During this time of increased public concern, Bird continues to maintain the highest-standards of vehicle cleanliness. Traditionally, we have utilized two classes of device cleaning: daily field cleanings and more in-depth, weekly 'Bird Baths' at our local service centers. In response to COVID-19, Bird has updated both of these processes to ensure our vehicles are not just cleaned but are also thoroughly sanitized. Our new multi-point sanitization protocol ensures the entire e-scooter is disinfected using only Centers for Disease Control and Prevention (CDC) approved cleaning agents. The new process is based on CDC guidelines and features a number of best practices designed to protect the safety of both our team and our riders, including disinfecting all workstation surfaces before and after sanitizing each vehicle, and the use of safety glasses and nitrile gloves. For more information on our COVID-19 Sanitization process, please see **Appendix G**.



CLEANING OF DEVICES

Procedure	Detail	Frequency
[REDACTED]		

viii. plan to quickly retrieve devices that are outside the pilot area, including beyond city limits, within geofenced no-zones and in bodies of water.

Our local team will follow Bird's standard operating procedures to quickly retrieve devices that are outside the pilot area within two hours, including beyond city limits, within geofenced no-zones and in bodies of water. Bird will prioritize retrievals and corrections of scooters reported as a hazard for people with disabilities and those reported as interfering with the operations of the Chicago Transit authority. Any device outside the pilot area will not be made available for rent until returned to the pilot area. In addition, if directed by the Commissioner, we will temporarily remove our scooters from the ground, in order to address concerns posed by inclement weather or otherwise to protect the health and safety of the residents of the City. In addition, Bird acknowledges and agrees to follow all of the requirements in Section 11-4-1410 of the City Code.

Bird will continuously monitor our fleet across the entire pilot area and will proactively identify issues using the following tools:

**Geofencing Technology** - Bird will use our advanced geofencing technology to create no-ride zones, restricting the use of our scooters on the Bloomingdale Trail (the 606), in the Central Business District and on the Lakefront Trail. Our geo-speed tools will also enable us to decelerate and ultimately stop any scooter that is being operated from inside the pilot area to a quarter of a mile outside of the pilot area. **All in-use vehicles transmit GPS data as often as every second while in use to ensure precision in geofencing.** At the request of the Commissioner, Bird will also use geofences to restrict operations in certain areas, including, but not limited to, during special events or emergencies, or during public safety, or operational needs as determined by the Commissioner, to exclude areas outside of the jurisdiction of the City, or based on data, complaints, or other information gathered during the pilot program.

**On-device technology** - [REDACTED]

**Real-time City Dashboard** - [REDACTED]

**Customer Service Channels** - Bird collects information on devices in need of retrieval from riders, city partners and the public at large through various customer service channels, including our in-app Community Mode feature. See **page 17** for more information.





Once Bird is alerted through one of the above channels that a device is in need of retrieval, we immediately dispatch the nearest on-the-ground team member using the Operator Mode of the Bird app, which allows them to view its location and the nature of the suspected issue. Any scooter parked outside of the pilot area will be retrieved by our team within two hours of knowledge of the location of such scooter. Bird will also prioritize retrievals and corrections of scooters reported as a hazard for people with disabilities and those reported as interfering with the operations of the Chicago Transit authority.

In the event of submergence, severe damage, or a battery-related concern, we will send a special operations team to retrieve the vehicle within 24 hours of knowledge of the incident. This team is trained in advanced safety practices and is equipped with protective gear (gloves, goggles, etc.) and safety equipment, including a fire extinguisher and fire blanket. Bird Two's sophisticated water-proof casing protects the battery in up to 30 feet of water and limits potential adverse effects on the City's waterways. If submerged vehicles become a pattern at a certain location, Bird will implement no-parking zones or no-ride zones to prevent vehicles from nearing the area.

ix. staffing plan, including hired staff and contractors, for operations and maintenance. The applicant is encouraged to include plans for hiring locally, hiring residents that have been historically disadvantaged in participating in the local economy and contracting with minority-owned and women-owned businesses.

Bird will grow our local team by hiring staff from the Chicago community, bringing meaningful full-time and contract employment opportunities to the city. We pay competitive, living wages and provide flexible contractor work arrangements that enable earning opportunities to fit around an individual's schedule. [REDACTED]

Bird will focus on bringing jobs to the communities that need them most: that is the commitment we made to Chicago during the 2019 pilot, and we continue to stand behind that promise today. Last year, Bird hired 96% of our team from Chicago, exceeding the City's requirement by 21%. We also developed a partnership with Safer Foundation — one of the nation's largest not-for-profit providers of services designed exclusively for people with criminal records — hiring a number of their clients as part of our local operations team. Please see **Appendix P** for letters of support.

Bird will continue our partnership with Safer Foundation, as well as other workforce development agencies working within the City's Opportunity Zones such as UCAN, Northwest Side Housing Center and the Better Boys Foundation — renewing our commitment to hire Chicagoans that have been historically disadvantaged in participating in the local economy. As part of these efforts, Bird will share detailed job descriptions and employment opportunities to create a direct pipeline between their workforce placement program and our hiring process. In the weeks leading up to our launch, Bird will publicize and host a set of in-person informational and interview sessions to recruit local candidates. Our anticipated staffing structure for Chicago, along with our hiring needs are listed on the following page.

Team/Role(s)	Responsibilities	Employment Type
<b>Operations leadership (General Manager; Operations Associates)</b>	Oversee field and service center teams; liaise with City and Community partners.	Full-Time, In-House
<b>Field team (Bird Watchers, Drivers)</b>	Deploy, rebalance and collect Birds for charging or maintenance.	Full-Time, hired through local staffing company
<b>Service center team (Service Center Associates; Mechanics)</b>	Maintain, clean, and charge Birds at central maintenance hubs.	Full-Time, hired through local staffing company
<b>Fleet Managers</b>	Collect, charge, and re-deploy any Birds not charged at service center.	Independent contractor

**Bringing New Employment Opportunities to Chicago** - Drawing on the expertise of our existing network of independent contractors, as well as local business owners and entrepreneurs, Bird is piloting an operations model to support the community, sub-contracting with individuals who may be underemployed as a result of the dramatic impact of COVID-19 on the economy. Through this pilot, Bird is providing a meaningful opportunity for income to individuals who have demonstrated the capacity to fully manage a portion of our fleet. Each local sub-contractor must



have substantive experience successfully deploying, charging and collecting Bird's e-scooters, or similar demonstrable on-the-ground operational experience in another field.

As the leader in an emerging industry, we regularly test new, innovative operational strategies to strengthen the quality of our service. Since beginning our work in Chicago, we have relied on the city's local talent to inform our efforts to customize our service for the community. As we explore opportunities with the City to bring this pilot to Chicago, Bird will work closely with not-for-profit and chambers of commerce that represent the interest of local minority-owned and women-owned businesses to support our recruiting efforts. Bird will report on the success of this pilot, and will inform the City of any future plans to expand the program.

#### x. plan for how its service will complement and augment existing transit service.

Bird's tailored e-scooter service will complement and augment the city's existing transit service, while supporting the region's wider transportation goals around affordability, accessibility and connectivity, as outlined in the 2018-2023 Strategic Plan, Invest in Transit. Reports generated through our work with transit agencies across the U.S. and Europe have shown Bird e-scooters triple the size of the radius within which users can reach high-quality transit in under 15 minutes. Our vehicles stand out among other modal options for their ability to flexibly and conveniently serve first- and last-mile trips.

By working in partnership with the Chicago Department of Transportation, the Chicago Transit Authority (CTA), and TransitApp — a third-party transit planning & payment app — Bird aims to increase these numbers in 2020.

Using the following strategies, Bird will offer Chicagoans an accessible and socially-distanced form of transportation that empowers them to more easily navigate their local neighborhoods, as well as connect to the wider region via the city's thriving transit system.

For more information on Bird's experience working with transit agencies and third-party transit apps from around the world, please see **Appendix A**.

### 9. Technology and Innovation (3%)

i. how it would use visual and auditory alerts on the device itself to communicate with riders (instead of requiring riders to rely on smartphone notifications).

Bird's e-scooters are equipped with visual and auditory alerts, which we use to communicate with riders instead of requiring them to rely on smartphone notifications. For example, our scooters will chirp when a rider enters a geo-fenced area, such as a no-ride or no-park zone, as well as display a visual notification on the vehicle odometer. Bird's Bluetooth locks will also emit an auditory alert and flash blue when they have been successfully unlocked.



ii. plan for data sharing to help the City meet the Pilot Objectives and Goals, including helping the City better understand the purposes of scooter trips.

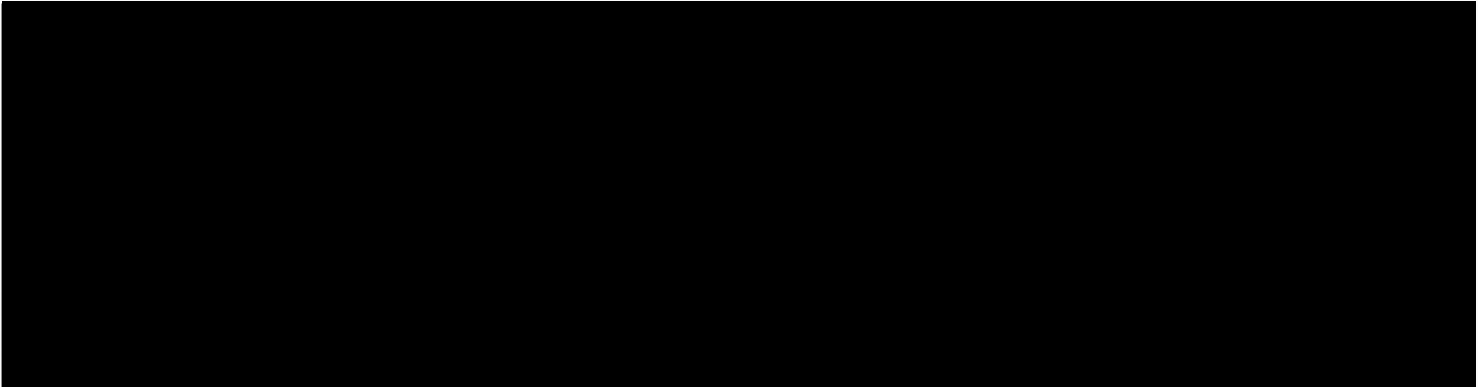
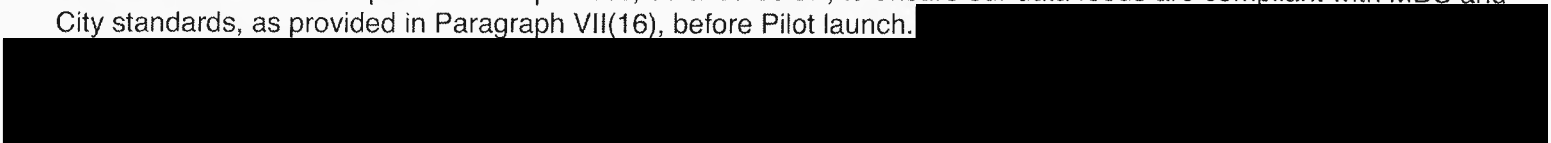
Bird is committed to being a transparent data sharing partner to help the City meet Pilot Objectives and Goals, including better understanding the purposes of e-scooter trips. In 2020, Bird made a significant investment to demonstrate accountability and transparency in our data sharing by overhauling internal data systems pipeline to provide real-time data to our city partners through agency MDS. As a result, we are able to provide cities with the most up-to-date information in the e-scooter industry about vehicle statuses, traffic patterns and other events in public spaces.

In addition to providing the City with data feeds that are compliant with MDS and City standards (as detailed on **pages 23-24**), Bird can create a customized Performance Scorecard to help the City measure our progress toward meeting the Pilot Objectives and Goals. Bird will also offer our engineering and product resources to the City to help create customized data management and fleet monitoring systems tailored to helping Chicago better understand the purposes of scooter trips. The Dashboard can provide aggregate statistics from a variety of perspectives, including today, yesterday, week to date, month to date, and all-time. In addition, the Dashboard can provide visualizations of trip origins and destinations. The dashboard also includes charts that can give insight into how riders interact with the service, such as number of daily, weekly, and monthly riders; number of rides per rider per day; and duration of rides per day.

Bird will not require users to share their private data with third parties in order to use our scooters. Bird will allow users to opt-in (not to opt-out) to providing access to their contacts, photos, files, other private data and third-party data sharing only with clear notice to the customer.

iii. plan to ensure that data feeds are compliant with MDS and City standards, as provided in Paragraph VII(16), before Pilot launch.

Bird will conduct a 10-step verification process, detailed below, to ensure our data feeds are compliant with MDS and City standards, as provided in Paragraph VII(16), before Pilot launch.



At each step, Bird will confirm the correct events have been emitted and that our internal counts have updated appropriately. In addition to conducting our own verification process, Bird will cooperate with the City's Department of Department of Assets, Information, and Services to confirm we have the appropriate technological capability. We understand, and acknowledge, the following requirements will apply regarding data sharing:

- (a) The City may update data requirements at any time during the term of the pilot program and require Bird to use the most current version of the requirements.
- (b) Bird must establish and share API endpoints that adhere to the latest Mobility Data Specification API ("MDS", available at <https://github.com/openmobilityfoundation/mobility-data-specification>).
- (c) Bird must provide a data sharing API that is compatible with the latest GBFS specification that can be found at: <https://github.com/NABSA/gbfs>



(d) Bird must ensure that the City, including its contractors and employees, is provided with authentication tokens for accessing the MDS data. Email communication from the Commissioner of Business Affairs and Consumer Protection that a contractor or employee is working on behalf of the City will be sufficient evidence for Bird to provide access to MDS feeds to the contractor or employee under this subsection.

(e) Bird will provide other data sets related to the pilot program as requested by the City.

(f) Bird will accompany any data made available to the City by an attestation, made under penalty of perjury, that the data submitted is accurate and complete.

(g) Bird will assist the City in distributing an online survey to its customers upon request.

In addition, if Bird knows or suspects that any criminal activity is taking place in relation to the pilot program, we will immediately notify and cooperate with the Chicago Police Department. Our cooperation with the Chicago Police Department, will include, but is not limited to, sharing information and data pertinent to the criminal activity to the extent permitted by law.

## 10. Experience and Qualifications (10%)

i. The applicant must describe their operating experience in cities comparable to Chicago and/or where the applicant deployed a large fleet of vehicles. The applicant should include the following information about each relevant city:

A. The maximum fleet size deployed in the first month of operation

B. Total trips provided during the first month of operation

C. Duration of operation

Many of Bird's markets require us to quickly scale-up our fleet over a limited period upon launch. Our team has experience working side by side with cities to do this responsibly and appropriately, and we look forward to doing the same with Chicago. There are other events, such as post-winter relaunches, that further demonstrate Bird's ability to scale in 30-days. For example: Paris, France - from 985 e-scooters to 7,879 during March/April 2019; Los Angeles, CA - from 1,568 e-scooters to 5,377 during March/April 2019; Austin, TX - from 1,456 to 4,976 during Feb/March 2019; and Atlanta, GA - from 747 e-scooters to 3,518 during March/April 2019.

City/State	City Population	Bird's Current Vehicle Cap	A. Maximum fleet size deployed in the first month of operation	B. Total trips provided during the first month of operation	C. Duration of operation
Los Angeles, CA	3,900,000	6,500	160	941	Since Sept. 2017
San Diego, CA	1,407,000	6,000	776	34,000	Since Jan. 2018
Dallas, TX	1,318,000	4,000	1600	76,000	Since June 2018
Atlanta, GA	472,000	2,000	783	45,000	Since May 2018
Paris, France	2,148,000	2,950	531	50,000	Since Aug. 2018
Tel Aviv, Israel	435,855	2,800	338	15,000	Since Aug. 2018

ii. Does the applicant have sufficient financial capacity (including but not limited to cash flow and/or cash reserves) to remain in service for the full duration of the Second Phase Scooter Sharing Pilot program while meeting all pilot requirements, including fleet size and staffing capacity? The applicant must choose "A" or "B" in the below:

A. Yes, the applicant has sufficient financial capacity to meet the requirements stated in the preceding paragraph.

Please see supporting documentation in **Appendix N**.



## APPENDIX A

### Transit Agency Partnerships

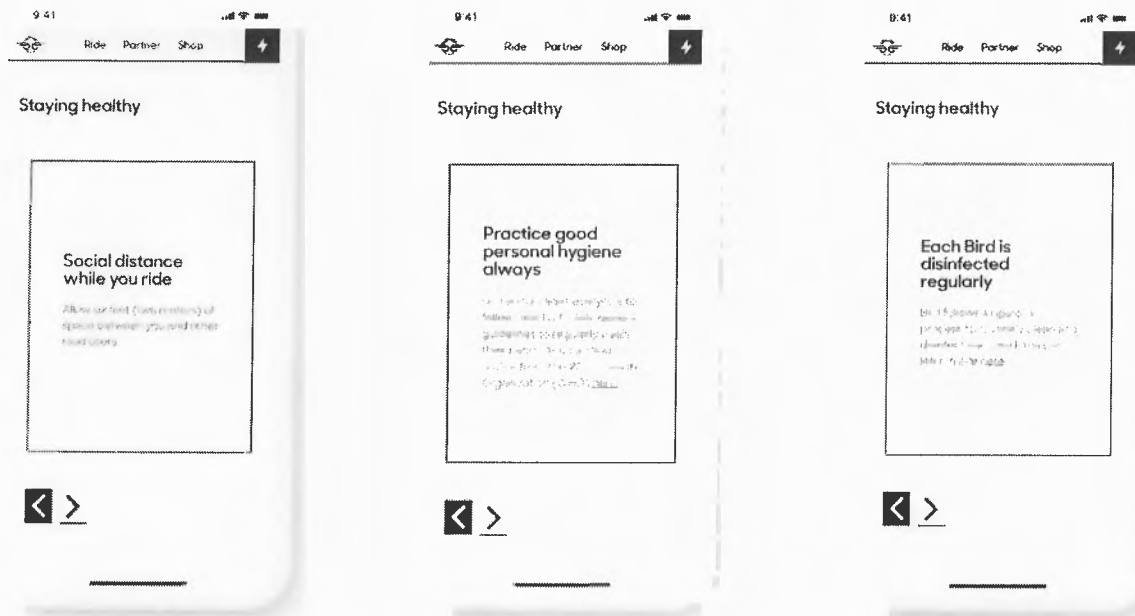
Agency/Company	Partnership Type	Detail
[REDACTED] Paris, France	Integration of information	Created dedicated scooter parking and Bird Nests (strategic deployment areas) at two major train stations (Gare du Nord and Gare de Lyon), enabling multimodal trips to national and continental rail service.
[REDACTED] Austin, TX	Integration of information	Worked with agency staff to identify and create Nests at top 20 [REDACTED] bus stops (by boardings/alightings).
[REDACTED] Dallas, TX	Integration of information, trip planning and booking.	Provided Bird GBFS feed for [REDACTED] mobile app. Users can see available Birds alongside real-time transit information.
[REDACTED] Memphis, TN	Integration of information	Created Bird Nests and dedicated parking areas at strategic areas near [REDACTED] bus stops to encourage multimodal trips.
[REDACTED] Third-party transit planning & payment app	Integration of information, trip planning and booking.	Bird has an exclusive partnership with [REDACTED] providing third-party trip planning and fare integration in Denver, Santa Monica and throughout Canada. Using [REDACTED] travelers can view multimodal itineraries including public transit, as well as book and pay for a Bird trip directly within the app.
[REDACTED] Third-party transit planning & payment app	Integration of information, trip planning and booking.	Bird partners with [REDACTED] in Antwerp, Belgium, enabling riders to view, plan, book and pay for multimodal itineraries that include Bird and public transit trips within the [REDACTED] app.



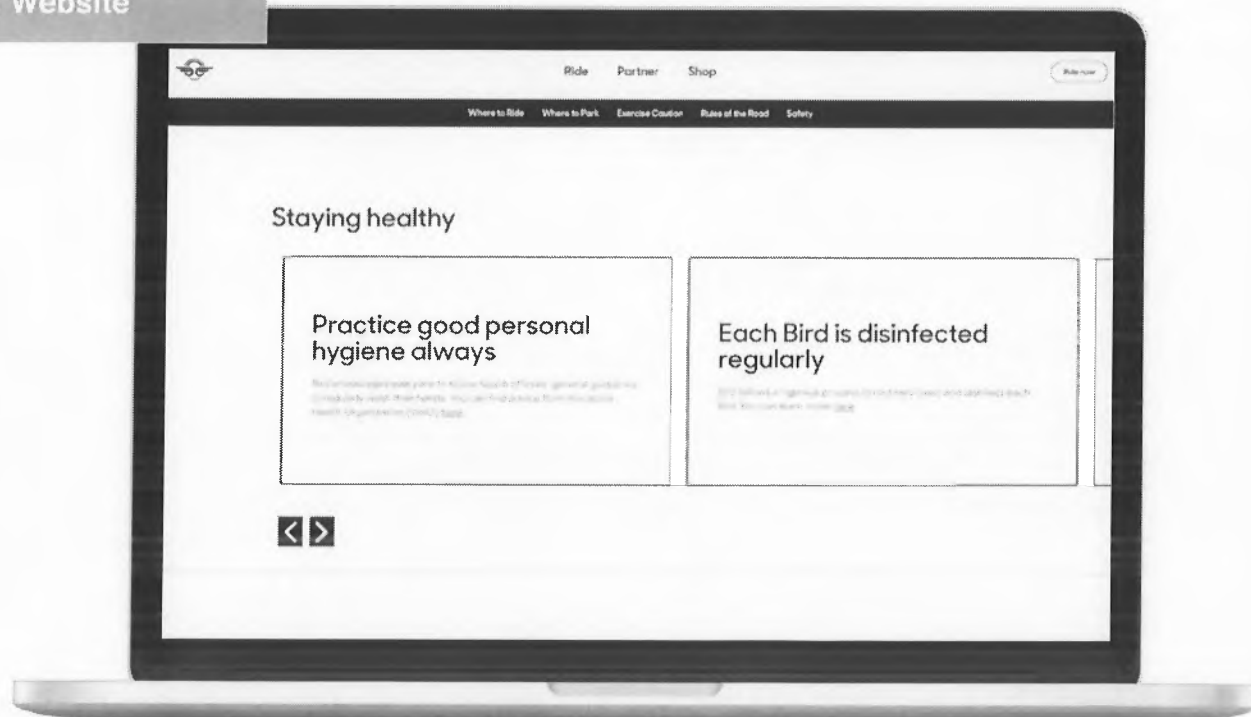
## APPENDIX B

# COVID-19 Education and Outreach

### Bird App



### Bird Website





## APPENDIX B CONT.

### COVID-19 Education and Outreach

#### In-app Notification



#### Rider E-mail



# We're here, Chicago



A ride when you need one.

Chicago, we're here to get you where you need to go. Find a Bird and start a ride.



Fly solo, stay healthy.

Each ride comes standard with 6' of personal space. Our Vehicle Quality Pledge™ guarantees each vehicle is tested for performance and disinfected regularly.



Support local Chicago businesses.

Discover local restaurants offering takeout and delivery in the Bird App. Hop on a Bird and go.



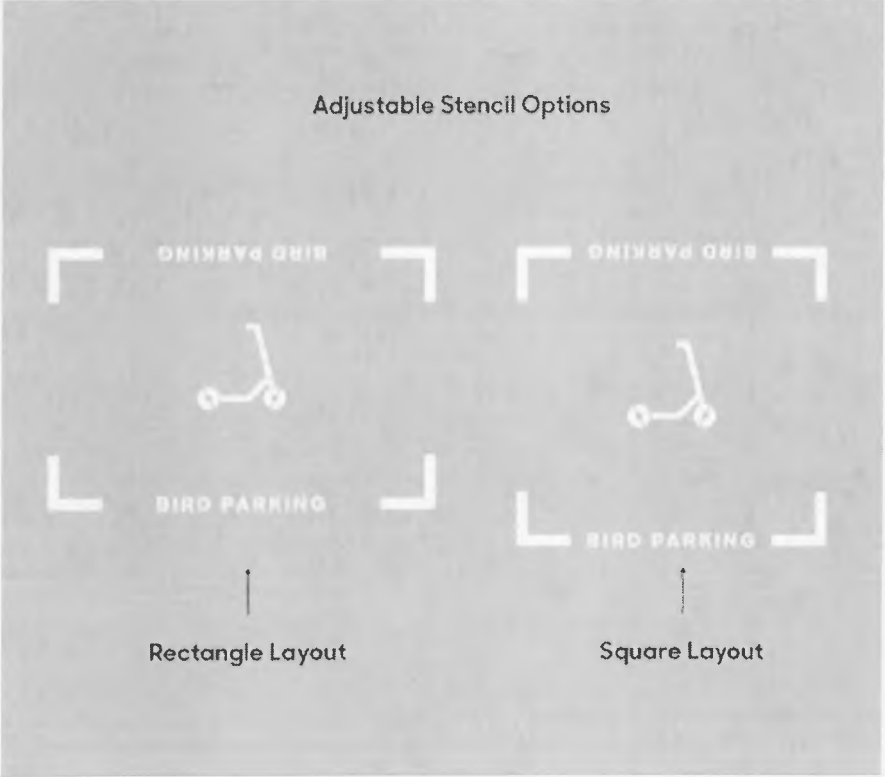
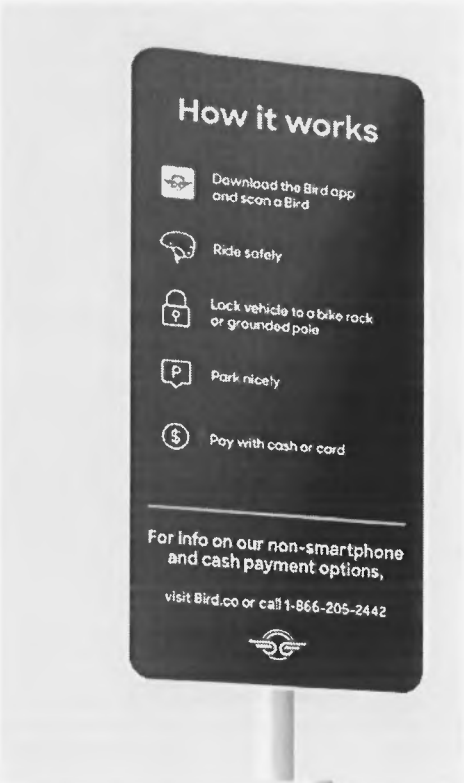
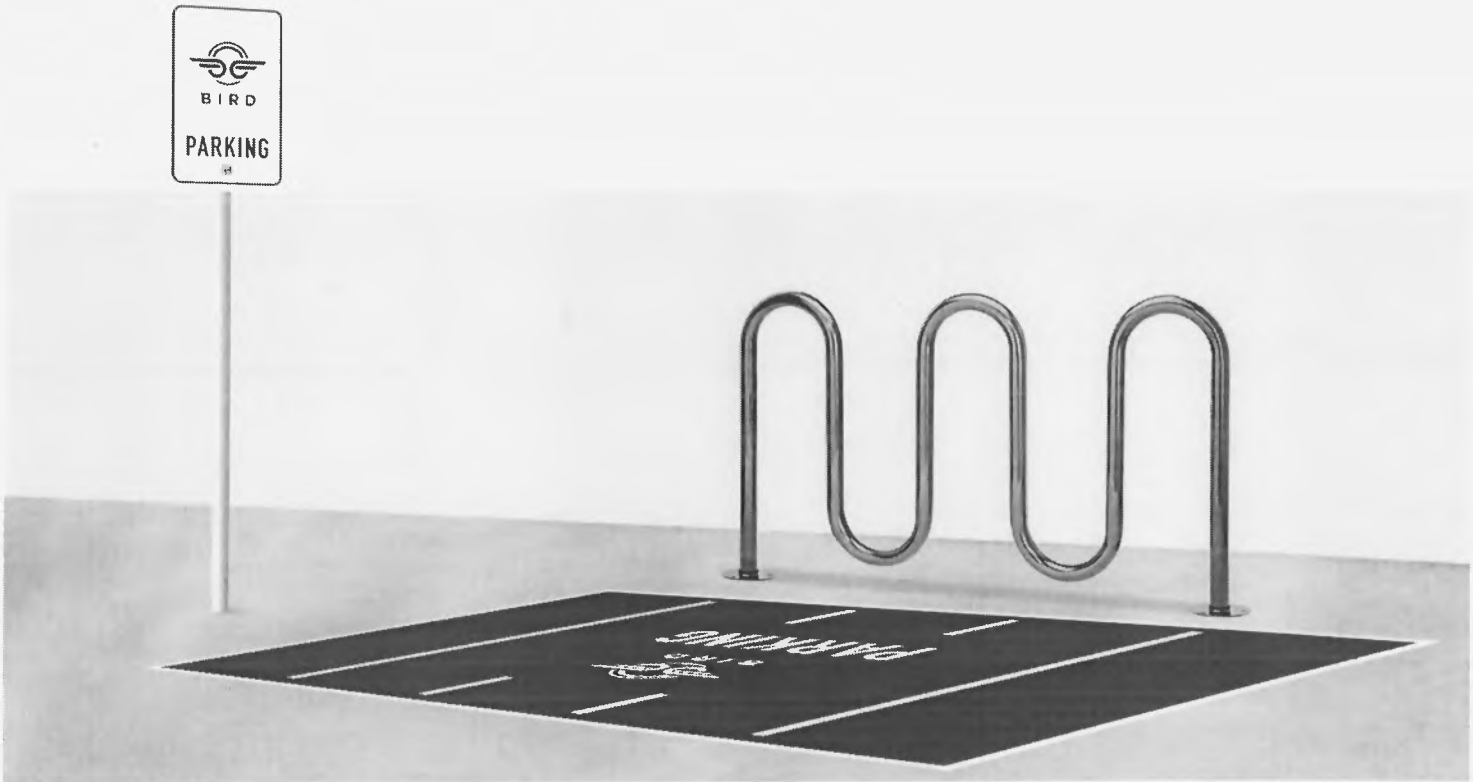
Find a Bird





APPENDIX C

Parking Infrastructure and Signage

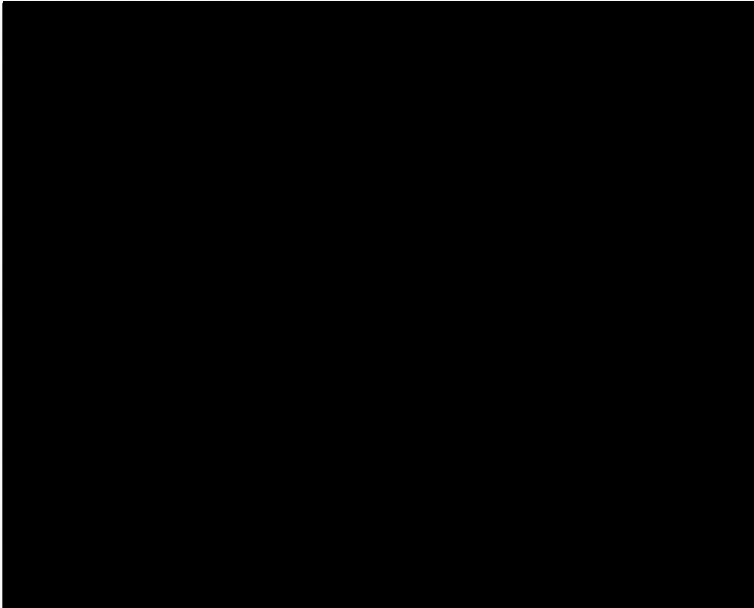






## APPENDIX D

# Sidewalk Riding Prevention Technology



## Bird Maps

*"With millions of people embracing shared electric micromobility and cities everywhere committing more resources to the development of bike and micromobility lanes, we wanted to ensure that riders could more easily navigate and utilize city infrastructure. By working with Trailze to pilot Bird Maps in Paris and Tel Aviv – two cities that have recently committed to and developed additional bike lanes – we are making it easier for riders to feel more comfortable and safe as they move about their cities without relying upon cars and hope to pave the way for increased adoption and usage of clean transportation."*

**Patrick Studener, Head of Bird EMEA**

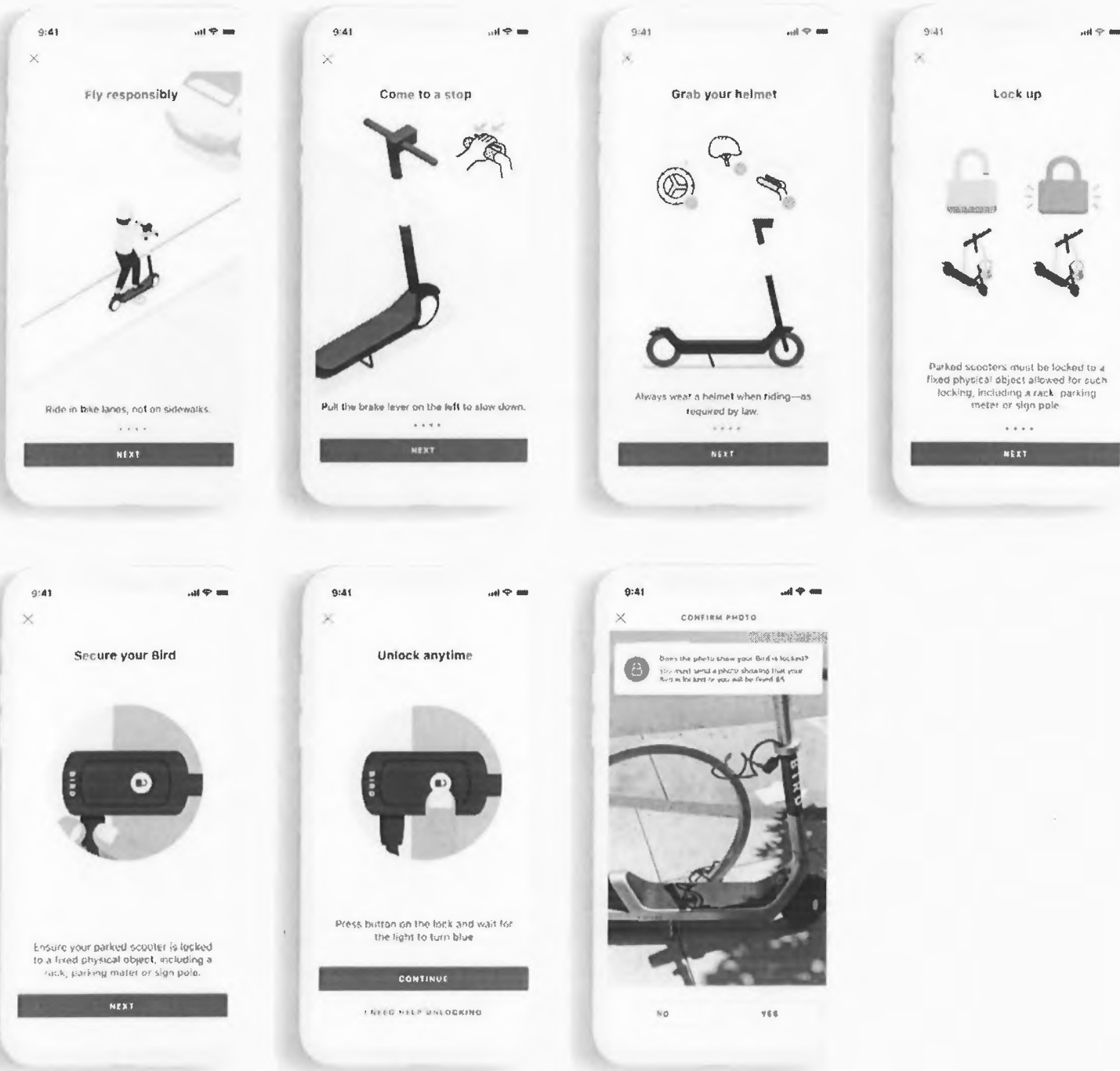




APPENDIX E

App Screenshots

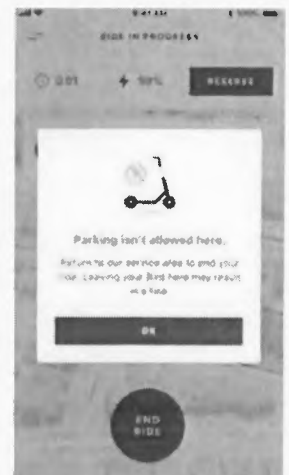
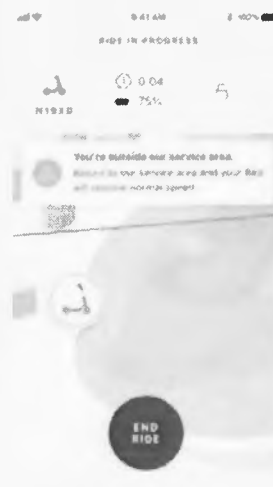
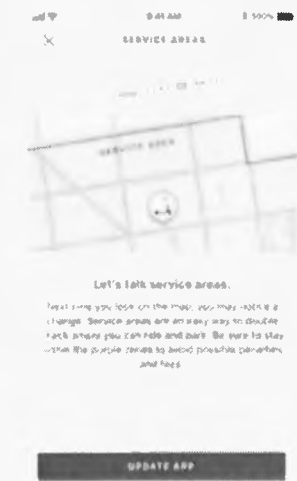
Rider safety education / End of Ride Photo





## APPENDIX E CONT.

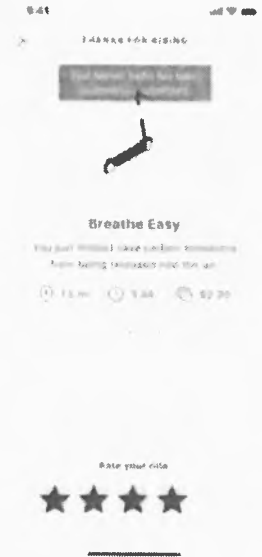
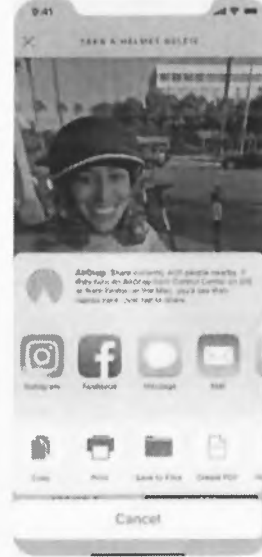
### Geofenced Zones



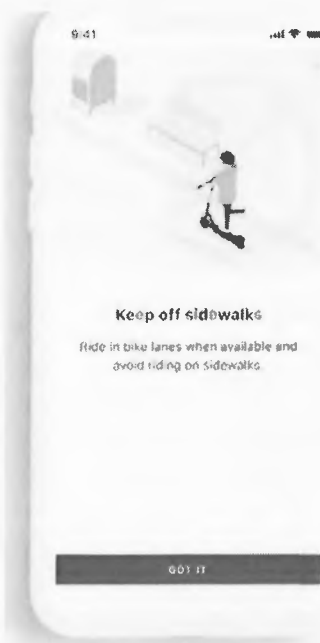


## APPENDIX E CONT.

### Helmet Selfie



### Pledge Cards





## APPENDIX E CONT.

### Community Mode

REACH OUT TO OUR TEAM THROUGH THE BIRD APP TO REPORT AN ISSUE.



#### Download the Bird app

You can find it in the App Store or Google Play.

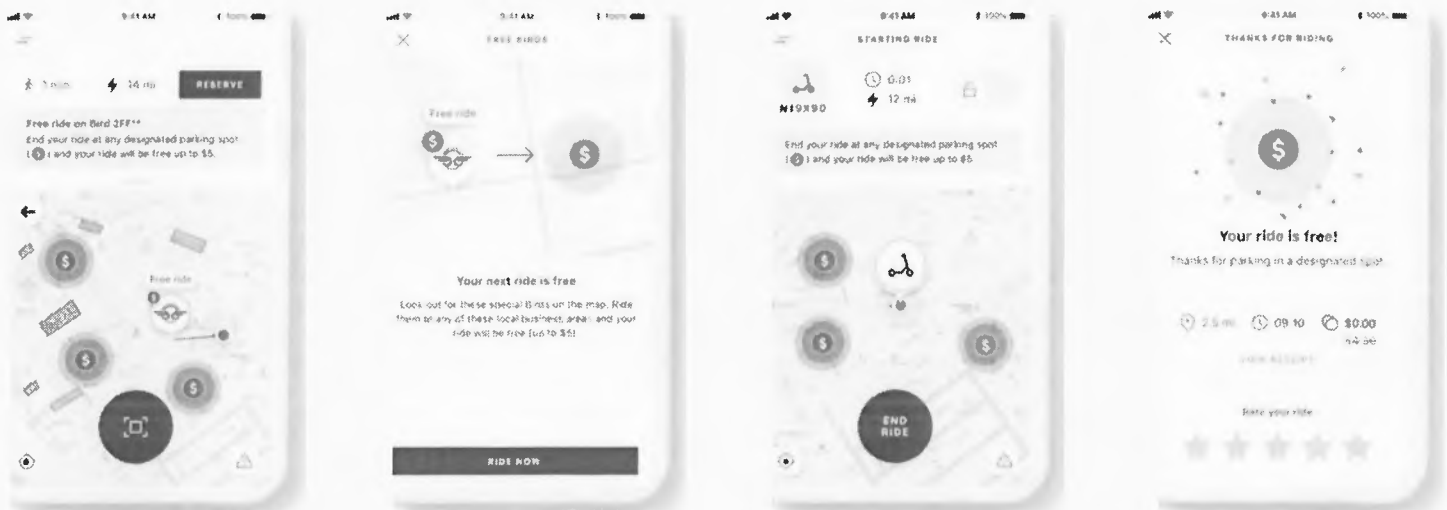
#### Launch Community Mode

Tap the yield icon to choose from a list of common issues.

#### Submit a report

Select your issue and tap submit to report it.

### Rider Rebalancing



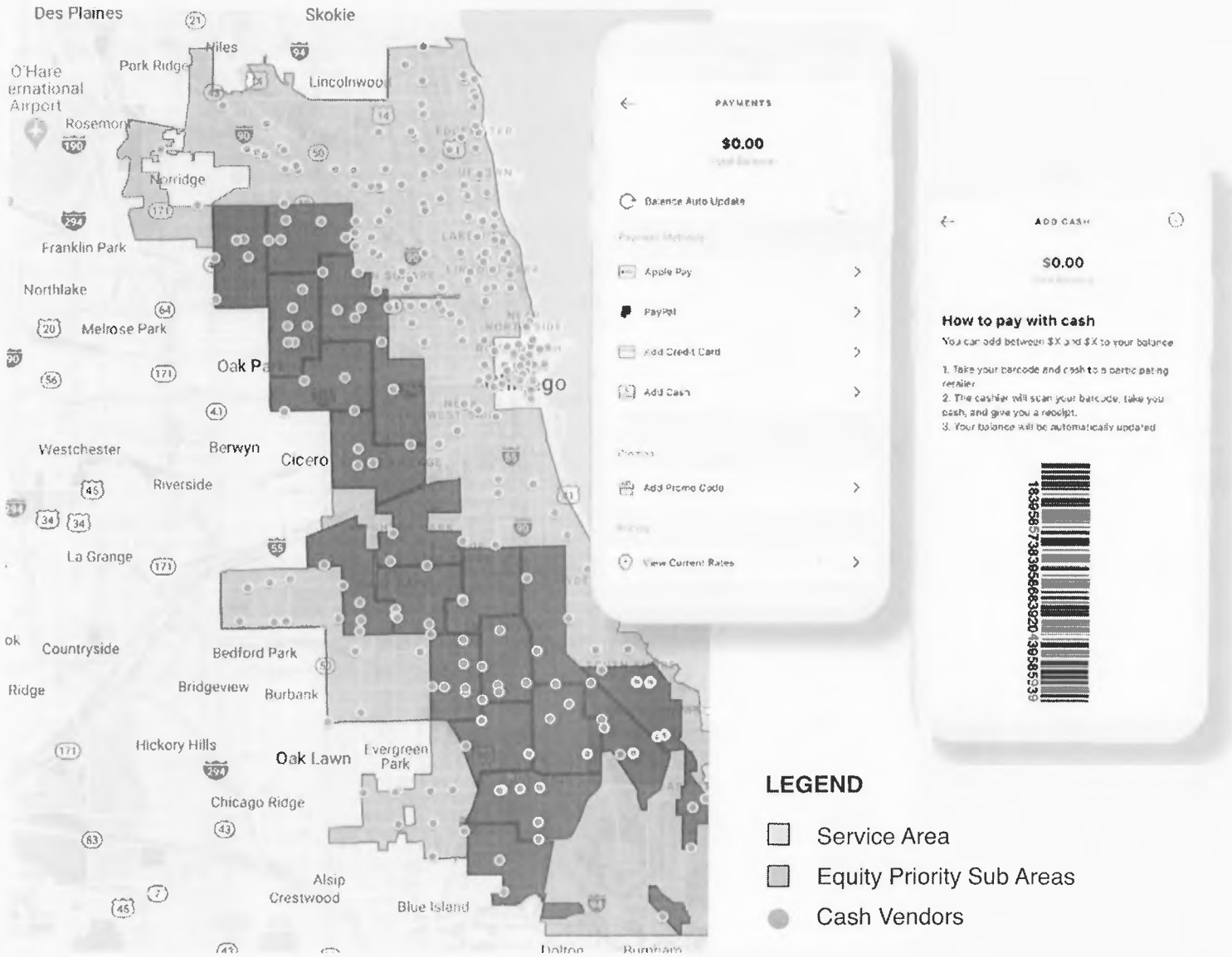


APPENDIX F

Cash Payment Options

Bird offers all riders the option to easily pay with cash.


Bird offers all riders a simple way for any rider to add a cash balance to their Bird account across a network of participating retail locations. By unlocking access to Bird as an affordable transportation option for unbanked riders, Bird is able to better support underserved areas and expand to serve more portions of the population.





## APPENDIX G

# Bird's Sanitization Protocol




**BIRD SANITIZATION GUIDELINES**


**A safe community is our number one priority.**

Best practices for vehicle sanitization.


**YOU WILL NEED**



Safety glasses




Nitrile gloves




Disinfectant spray  
+ Microfiber towel

OR



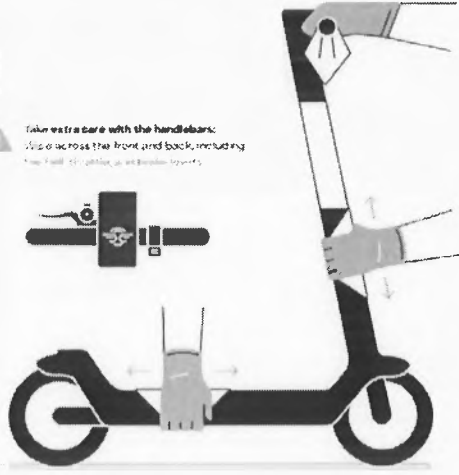
Disinfectant  
wipes

**1** Wear safety glasses and nitrile gloves.

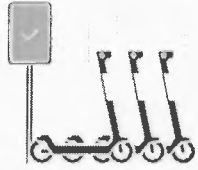


**2** Disinfect all vehicle surfaces, including the handlebars, deck, and chassis.

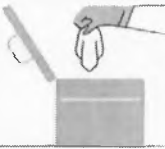
**Take extra care with the handlebars:**  
Wipe across the front and back, including the top and bottom, as well as both joints.




**3** Move the clean vehicle to a designated sanitized area.




**4** Use wipes or towels once only, then dispose of them properly.



**5** Disinfect all workstation surfaces before and after sanitizing each vehicle.



**6** Dispose of your gloves after each use, then immediately wash your hands. Wash your hands for 20 seconds using warm water and soap before breaks, before/after eating, after using the restroom, and after sneezing/coughing.



For additional guidance, please reach out to [healthandsafety@bird.co](mailto:healthandsafety@bird.co)



## APPENDIX H

# s.h.a.r.e. Case Study

### CASE STUDY



# s.h.a.r.e

In 2019, Bird held over 100 s.h.a.r.e (safety) events in cities across the world, from Tampa and Tucson, to Missouri and Marseilles. We held many of these events in partnership with community groups (i.e. Walk Bike Nashville), at existing local events (i.e. My Block My Hood 5k in Chicago, Tampa's Boom by the Bay), and working alongside our university partners (i.e. Missouri Student Union, University of Utah Transportation Expo).

At the events, we emphasize the following principles through education, virtual reality, and demo rides on Bird vehicles:



#### Safe riding

Navigate traffic and bike lanes with care.



#### Heightened awareness

Anticipate what others might do.



#### Always alert

Save the selfies and music for after the ride.



#### Respect for pedestrians

Yield and keep walkways accessible.



#### Every voice matters

Get involved to help your city reshape its streets.

"S.h.a.r.e events are designed for the entire community, whether you're someone who is considering riding for the first time, or you've just completed your 100th ride. The safety messaging not only lays the safety groundwork, but reinforces and reminds riders of best practices."

Cheyenne Woodyard,  
Community Relations Manager



TALLAHASSEE SAFE EVENT OUTSIDE OF CITY HALL, JULY 2019



BIRD EMPLOYEES WITH TAMPA BOOM MAYOR JANE CASTOR AT TAMPA BOOM BY THE BAY, JULY 2019





## APPENDIX I

### Billboards





## APPENDIX J

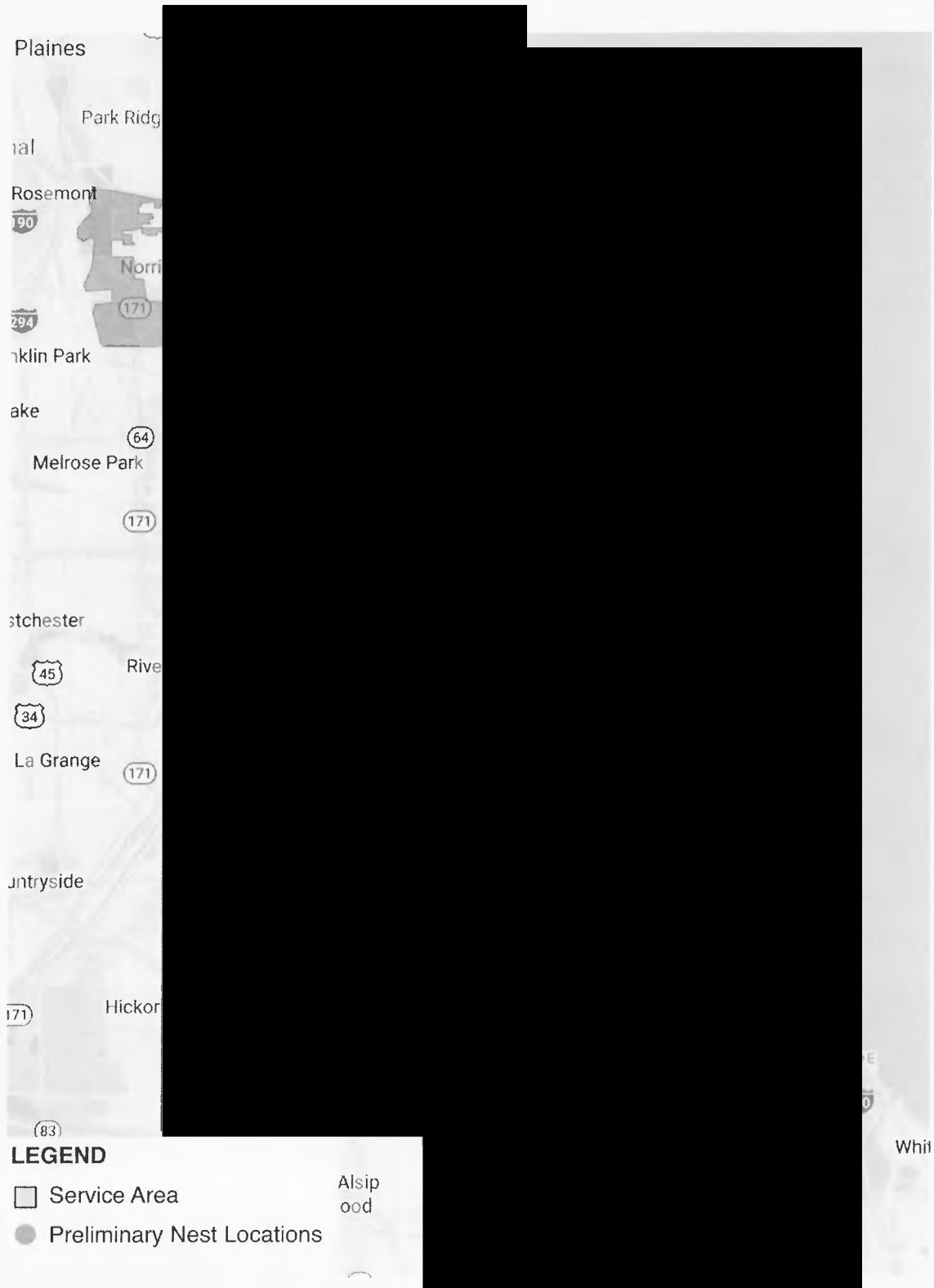
### Adaptive Vehicle





## APPENDIX K

### Parking Map





## APPENDIX L

### Bird Chicago Webpage



Ride Partner Shop

More

## Chicago

Birding in the windy city. Here's everything you need to know before you get started.



### Providing equitable access.

At Bird, we're committed to making sure everyone can enjoy the outdoors. We offer a variety of options to help you get started, including a variety of pricing and accessibility requirements.

Sign up



### Non-Smartphone Access

Bird offers a variety of options to help you get started, including a variety of pricing and accessibility requirements.

Sign up here

### Cash Payment Option

Bird offers a variety of options to help you get started, including a variety of pricing and accessibility requirements.

Learn more

### Upcoming events

For more information about upcoming events, please see here.

Calendar

### How to Ride

Learn how to ride a Bird bike and how to use the Bird app.

How to ride

### Bird Maps

Find the best places to ride a Bird bike in Chicago. Use the Bird app to find the best places to ride a Bird bike in Chicago.

More information





## APPENDIX M

# Certificate of Insurance



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
06/22/2020

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> MARSH RISK & INSURANCE SERVICES FOUR EMBARCADERO CENTER, SUITE 1100 CALIFORNIA LICENSE NO. 0437153 SAN FRANCISCO, CA 94111	<b>CONTACT</b> NAME: PHONE (A/C, No, Ext): FAX (A/C, No): E-MAIL: ADDRESS:
CN120046401-GAWUP-20-21	<b>INSURER(S) AFFORDING COVERAGE</b> INSURER A : Apollo Syndicate Management Ltd
<b>INSURED</b> Bird Rides, Inc. 406 Broadway #369 Santa Monica, CA 90401-2314	INSURER B : N/A INSURER C : N/A INSURER D : N/A INSURER E : INSURER F :

**COVERAGES**      **CERTIFICATE NUMBER:** SEA-003664910-00      **REVISION NUMBER:** 1

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSP	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER.			B0509BOWCN2000078	02/01/2020	02/01/2021	EACH OCCURRENCE \$ 5,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ N/A PERSONAL & ADV INJURY \$ 5,000,000 GENERAL AGGREGATE \$ 5,000,000 PRODUCTS - COMPIOP AGG \$ 5,000,000 SIR \$ 250,000
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<b>UMBRELLA LIAB</b> <input type="checkbox"/> OCCUR <b>EXCESS LIAB</b> <input type="checkbox"/> CLAIMS-MADE <b>DED</b> <input type="checkbox"/> <b>RETENTION \$</b> <input type="checkbox"/>						EACH OCCURRENCE \$ AGGREGATE \$ \$
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> Y <input checked="" type="checkbox"/> N (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below						PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

**DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES** (ACORD 101. Additional Remarks Schedule, may be attached if more space is required)  
The City of Chicago is included as additional insured where required by written contract. This insurance is primary and non-contributory over any existing insurance and limited to liability arising out of the operations of the named insured subject to policy terms and conditions. The General Liability policy evidenced above is subject to a self-insured retention for various perils insured.

## CERTIFICATE HOLDER

## CANCELLATION

City of Chicago 30 N. LaSalle Street Suite 1100 Chicago, IL 60602	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE of Marsh Risk & Insurance Services Owen R. Oakley

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<b>MARSH LTD</b>		
CONTRACT NUMBER B0509BOWCN2000078	BOWRING MARSH	Page 53 of 98

**BLANKET ADDITIONAL INSURED WITH PRIMARY  
AND NON-CONTRIBUTORY WORDING**

This endorsement modifies insurance under the following:

**COMMERCIAL GENERAL LIABILITY COVERAGE PART**

**SECTION II - WHO IS AN INSURED** is amended to include as an Insured any person or organization described in paragraphs A. through K. below whom a Named Insured is required to add as an additional insured on this Coverage Part under a written contract or written agreement, provided such contract or agreement:

- (1) is currently in effect or becomes effective during the term of this Coverage Part; and
- (2) was executed prior to:

- (a) the "bodily injury" or "property damage"; or
- (b) the offense that caused the "personal and advertising injury",

for which such additional insured seeks coverage.

However, subject always to the terms and conditions of this policy, including the limits of insurance, the Insurer will not provide such additional insured with:

- (1) a higher limit of insurance than required by such contract or agreement; or
- (2) coverage broader than required by such contract or agreement, and in no event broader than that described by the applicable paragraph A. through K. below.

Any coverage granted by this endorsement shall apply only to the extent permissible by law.

**A. Controlling Interest**

Any person or organization with a controlling interest in a Named Insured, but only with respect to such person or organization's liability for "bodily injury", "property damage" or "personal and advertising injury" arising out of:

- 1. such person or organization's financial control of a Named Insured; or
- 2. premises such person or organization owns, maintains or controls while a Named Insured leases or occupies such premises;

provided that the coverage granted by this paragraph does not apply to structural alterations, new construction or demolition operations performed by, on behalf of, or for such additional insured.

**B. Co-owner of Insured Premises**

A co-owner of a premises co-owned by a Named Insured and covered under this insurance but only with respect to such co-owner's liability for "bodily injury", "property damage" or "personal and advertising injury" as co-owner of such premises.



If placed via PPL this  
box will not be signed

Contract Leader

<b>MARSH LTD</b>		
CONTRACT NUMBER <b>B0509BOWCN2000078</b>	<b>BOWRING MARSH</b>	<b>Page 54 of 98</b>

#### C. Grantor of Franchise

Any person or organization that has granted a franchise to a Named Insured, but only with respect to such person or organization's liability for "bodily injury", "property damage" or "personal and advertising injury" as grantor of a franchise to the Named Insured.

#### D. Lessor of Equipment

Any person or organization from whom a Named Insured leases equipment, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by the Named Insured's maintenance, operation or use of such equipment, provided that the "occurrence" giving rise to such "bodily injury", "property damage" or the offense giving rise to such "personal and advertising injury" takes place prior to the termination of such lease.

#### E. Lessor of Land

Any person or organization from whom a Named Insured leases land but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" arising out of the ownership, maintenance or use of such land, provided that the "occurrence" giving rise to such "bodily injury", "property damage" or the offense giving rise to such "personal and advertising injury" takes place prior to the termination of such lease. The coverage granted by this paragraph does not apply to structural alterations, new construction or demolition operations performed by, on behalf of, or for such additional insured.

#### F. Lessor of Premises

An owner or lessor of premises leased to the Named Insured, or such owner or lessor's real estate manager, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" arising out of the ownership, maintenance or use of such part of the premises leased to the Named Insured, and provided that the "occurrence" giving rise to such "bodily injury" or "property damage", or the offense giving rise to such "personal and advertising injury", takes place prior to the termination of such lease. The coverage granted by this paragraph does not apply to structural alterations, new construction or demolition operations performed by, on behalf of, or for such additional insured.

#### G. Mortgagee, Assignee or Receiver

A mortgagee, assignee or receiver of premises but only with respect to such mortgagee, assignee or receiver's liability for "bodily injury", "property damage" or "personal and advertising injury" arising out of the Named Insured's ownership, maintenance, or use of a premises by a Named Insured.

The coverage granted by this paragraph does not apply to structural alterations, new construction or demolition operations performed by, on behalf of, or for such additional insured



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box will not be signed

Contract Leader



<b>MARSH LTD</b>		
CONTRACT NUMBER B0509BOWCN2000078	BOWRING MARSH	Page 55 of 98

**H. State or Governmental Agency or Subdivision or Political Subdivisions – Permits**

A state or governmental agency or subdivision or political subdivision that has issued a permit or authorization but only with respect to such state or governmental agency or subdivision or political subdivision's liability for "bodily injury", "property damage" or "personal and advertising injury" arising out of:

1. the following hazards in connection with premises a Named Insured owns, rents, or controls and to which this insurance applies:
  - a. the existence, maintenance, repair, construction, erection, or removal of advertising signs, awnings, canopies, cellar entrances, coal holes, driveways, manholes, marquees, hoist away openings, sidewalk vaults, street banners, or decorations and similar exposures; or
  - b. the construction, erection, or removal of elevators; or
  - c. the ownership, maintenance or use of any elevators covered by this insurance; or
2. the permitted or authorized operations performed by a Named Insured or on a Named Insured's behalf.

The coverage granted by this paragraph does not apply to:

- a. "Bodily injury", "property damage" or "personal and advertising injury" arising out of operations performed for the state or governmental agency or subdivision or political subdivision; or
- b. "Bodily injury" or "property damage" included within the "products-completed operations hazard".

With respect to this provision's requirement that additional insured status must be requested under a written contract or agreement, the Insurer will treat as a written contract any governmental permit that requires the Named Insured to add the governmental entity as an additional insured.

**I. Trade Show Event Lessor**

1. With respect to a Named Insured's participation in a trade show event as an exhibitor, presenter or displayer, any person or organization whom the Named Insured is required to include as an additional insured, but only with respect to such person or organization's liability for "bodily injury", "property damage" or "personal and advertising ink-11y" caused by:

- a. the Named Insured's acts or omissions; or
- b. the acts or omissions of those acting on the Named Insured's behalf,

in the performance of the Named Insured's ongoing operations at the trade show event premises during the trade show event.



If placed via PPL this  
box will not be signed

Contract Leader

<b>MARSH LTD</b>		
CONTRACT NUMBER		
B0509BOWCN2000078	BOWRING MARSH	Page 56 of 98

2. The coverage granted by this paragraph does not apply to "bodily injury" or "property damage" included within the "products-completed operations hazard".

**J. Vendor**

Any person or organization but only with respect to such person or organization's liability for "bodily injury" or "property damage" arising out of "your products" which are distributed or sold in the regular course of such person or organization's business, provided that:

1. The coverage granted by this paragraph does not apply to:
  - a. "bodily injury" or "property damage" for which such person or organization is obligated to pay damages by reason of the assumption of liability in a contract or agreement unless such liability exists in the absence of the contract or agreement;
  - b. any express warranty unauthorized by the Named Insured;
  - c. any physical or chemical change in any product made intentionally by such person or organization;
  - d. repackaging, except when unpacked solely for the purpose of inspection, demonstration, testing, or the substitution of parts under instructions from the manufacturer, and then repackaged in the original container;
  - e. any failure to make any inspections, adjustments, tests or servicing that such person or organization has agreed to make or normally undertakes to make in the usual course of business, in connection with the distribution or sale of the products;
  - f. demonstration, installation, servicing or repair operations, except such operations performed at such person or organization's premises in connection with the sale of a product;
  - g. products which, after distribution or sale by the Named Insured, have been labelled or relabelled or used as a container, part or ingredient of any other thing or substance by or for such person or organization; or
  - h. "bodily injury" or "property damage" arising out of the sole negligence of such person or organization for its own acts or omissions or those of its employees or anyone else acting on its behalf. However, this exclusion does not apply to:
    - (1) the exceptions contained in Subparagraphs d. or f. above; or
    - (2) such inspections, adjustments, tests or servicing as such person or organization has agreed with the Named Insured to make or normally undertakes to make in the usual course of business, in connection with the distribution or sale of the products.
2. This Paragraph J. does not apply to any insured person or organization, from whom the Named Insured has acquired such products, nor to any ingredient, part or container, entering into, accompanying or containing such products.
3. This Paragraph J. also does not apply:
  - a. to any vendor specifically scheduled as an additional insured by endorsement to this Coverage Part;



<b>MARSH LTD</b>		
CONTRACT NUMBER B0509BOWCN2000078	BOWRING MARSH	Page 57 of 98

- b. to any of "your products" for which coverage is excluded by endorsement to this Coverage Part; nor
- c. if "bodily injury" or "property damage" included within the "products-completed operations hazard" is excluded by endorsement to this Coverage Part.

**K. Other Person Or Organization / Your Work**

Any person or organization who is not an additional insured under Paragraphs A. through J. above. Such additional insured is an Insured solely for "bodily injury", "property damage" or "personal and advertising injury" for which such additional insured is liable because of the Named Insured's acts or omissions.

The coverage granted by this paragraph does not apply to any person or organization:

1. who is specifically scheduled as an additional insured on another endorsement to this Coverage Part; nor

2. for "bodily injury" or "property damage" included within the "products-completed operations hazard" except to the extent all of the following apply:

- a. this Coverage Part provides such coverage;
- b. the written contract or agreement described in the opening paragraph of this Additional Insureds Endorsement requires the Named Insured to provide the additional insured such coverage; and
- c. the "bodily injury" or "property damage" results from "your work" that is the subject of the written contract or agreement, and such work has not been excluded by endorsement to this Coverage Part.

**ADDITIONAL INSURED — PRIMARY AND NON-CONTRIBUTORY TO ADDITIONAL INSURED'S INSURANCE**

- A. The following paragraph is added to SECTION IV, COMMERCIAL GENERAL LIABILITY CONDITIONS, item 4 Other Insurance:

If the Named Insured has agreed in writing in a contract or agreement that this insurance is primary and non-contributory relative to an additional insured's own insurance, then this insurance is primary, and the Insurer will not seek contribution from that other insurance. For the purpose of this provision, the additional insured's own insurance means insurance on which the additional insured is a Named Insured.

- B. With respect to persons or organizations that qualify as additional insureds pursuant to paragraph 1.K of this endorsement, the following sentence is added to the paragraph above:

Otherwise, and notwithstanding anything to the contrary elsewhere in this Condition, the insurance provided to such person or organization is excess of any other insurance available to such person or organization.

All other terms and conditions of this policy remain unchanged.



If placed via PPL this box will not be signed

Contract Leader



## APPENDIX N

# Financial Stability Document



January 21, 2020

Re: Bird Rides, Inc. (the "Company")

To Whom It May Concern,

Silicon Valley Bank is providing this bank reference letter at the request of Bird Rides, Inc.

The Company is a client of Silicon Valley Bank and has been a client since May 2017. As of today, the Company's accounts are, and have been, in excellent standing with the Bank. As of today, the Company continues to maintain a very strong liquidity position with respect to its business operations and has access to substantial cash balances in their deposit accounts.

The information in this letter is provided as an accommodation to the Company. This letter and any information provided in connection with this letter are furnished on the condition that they are strictly confidential, that no liability or responsibility whatsoever in connection with this letter shall attach to the Bank or any of its affiliates or its or their respective directors, officers, employees or agents, that this letter makes no representations regarding the general condition of the Company, its management of its future ability to meet its obligation, and that any information provided is subject to change without notice.

Should you have any questions, please do not hesitate to contact me at [REDACTED] or via email at [aquach@svb.com](mailto:aquach@svb.com).

Sincerely yours,

Ai Van Quach  
Relationship Advisor  
Silicon Valley Bank



## APPENDIX O

# Service Center Documentation



## EP 2201 S HALSTED, LLC

5301 Dempster Street

Suite 300

Skokie, Illinois 60077

312-492-4259 office

cell


312-706 2095 24 hours messages and emergencies

June 24, 2020

To Whom It May Concern:

I am a representative of EP 2201 S Halsted, LLC, as its Director of Asset Management. Bird Rides, Inc. has contacted me about leasing space at 2201 S Halsted St., Chicago IL. If Bird Rides, Inc. begins operations in Chicago in 2020 and uses the facility at 2201 S Halsted, this letter shall serve as landlord's written permission for Bird Rides to launch scooters from that location on the first day of the program, subject to all applicable law, rules and regulations.

Sincerely,

  
David A White  
Director of Asset Management



## APPENDIX P

# Letters of Support





571 W. Jackson Blvd.  
Chicago, IL 60661-5701  
Phone: (312) 922-2200  
Fax: (312) 922-7039  
[www.saferfoundation.org](http://www.saferfoundation.org)

President / CEO  
Victor B. Dickson

#### OFFICERS

Chairperson  
Cecily Misiarz  
BMO Financial Group

Vice Chairperson  
Allen Kanter  
Kanter & Morgan

Vice Chairperson  
Ethan M. Erenberg  
Retired: W. Braun Company

Treasurer  
Anthony J. Madonia  
Anthony J. Madonia & Associates

Secretary  
Arnold G. Siegel  
Attorney-at-Law

#### DIRECTORS

Isaac Akridge  
ComEd

Victor L. Bridgeman, Sr.  
GE Healthcare

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Andrea L. Davenport  
Meridian, A WellCare Company

Deepika Batra DiGiovine  
Corning Inc.

Robert M. Jordan  
Retired: WGN TV

John Levin  
Retired: GATX Corporation

Steven G. Lisa  
PatentIt

Anthony J. Riccio  
Chicago Police Department

Frank Nicholas  
Nicholas Art Direction

Ronald C. Owens  
Ronald C. Owens & Associates

Goy Pugh  
Retired: United Methodist Minister

Kemi Solade  
BMO Harris Bank

Alfonzo Surrenti  
King Jr. Inc.

Micah K. Swansey  
Consulting Professionals, Inc.

June 24, 2020

Dear City of Chicago Officials,

Please accept this letter of support for Bird's e-scooter application to the City of Chicago's 2020 e-scooter pilot request for proposals. I want you to know that Bird has been a true partner to our local community and the entire Safer Foundation family. I am grateful for the opportunity to have them more fully engaged with us in the Chicago region, both in providing much needed mobility options for the community but also workforce opportunities to connect people to employment.

The Safer Foundation supports people with arrest & conviction records to become employed, law-abiding members of the community and, as a result, reduce recidivism. Last year, during the city of Chicago's 2019 e-scooter pilot program, Bird e-scooters provided our individuals with independent and fun transportation means.

I hope that Bird's commitment to collaboration, and their inherent value to organizations like Safer Foundation is well appreciated. I am very supportive of Bird's bid to continue its e-scooter service in the city of Chicago.

If you have any questions, please do not hesitate to contact Isaac ("Ike") Carothers, Director of Safer's ACE/SDSC program.

Sincerely,

Arthur Bishop

Chief Program Officer

Safer Foundation



## CHICAGO COOKWORKFORCE PARTNERSHIP

American Job Center

www.chicookworks.org

69 WEST WASHINGTON | SUITE 2860 | CHICAGO, ILLINOIS 60602 | TEL 312 603-0200 | FAX 312 603-9939/9930

June 25, 2020

Chicago Department of Business Affairs  
Esau Orduno, Business Consultant Supervisor  
121 N. LaSalle St.  
Room #805  
Chicago, IL 60602

### RE: Support for Bird's E-Scooter Permit Proposal

As the City of Chicago gathers proposals to select operators for the 2020 E-Scooter Share Pilot Program, The Chicago Cook Workforce Partnership writes this letter in support of Bird's application. This procurement creates an opportunity for Bird to fully engage in the Chicago region, both in providing much needed mobility options for the community but also workforce opportunities to connect people to employment.

The Partnership is the designated workforce development administrative agency for the City of Chicago and all of Cook County. As such we manage federal Workforce Innovation and Opportunity Act funds and regional programs including services for job seekers ranging from individualized career planning to occupational training and job placement. Our work is performed through our universally accessible, information-driven network of American Job Centers, delegate agencies and training providers. One of the many services we provide to employers is candidate pre-screening.

If Bird is selected as one of the shared mobility operators in Chicago we commit to collaborating with them to ensure that our City's untapped talent is offered opportunities for employment. We are confident that Bird will contribute to our efforts to create a more equitable and economically prosperous community.

Thank you for your time and consideration. If you have further questions, please feel free to contact me at [REDACTED]

Sincerely,

DocuSigned by:

*Karin M. Norington-Reaves*

Karin M. Norington-Reaves  
Chief Executive Officer