



Chicago

February 2022



Bird & Chicago: A Customized, Hyper-Local Partnership



Program Developed & Designed for Chicago

- **1,000 multimodal devices ready for immediate launch**; dynamically adjusted based on demand
- Enhanced operating model from pilot programs including partnership with [REDACTED] to improve **rebalancing efforts in Equity Priority Areas**
- **Customizable no-parking, and no-ride geofences** designed by micromobility experts to minimize risks
- Over [REDACTED] worth of investments in [REDACTED] or the City (page 2)



Character & Reputation

- As the **only** independent, publicly owned scooter operator, Bird operates with unique **financial stability** and unparalleled **transparency** requirements
- [REDACTED]
- Engaged community members with letters of support from **Little Village Chamber of Commerce, Equicity, We Keep You Rollin', Safer Foundation, Greater Auburn-Gresham Development Corporation, Grow Greater Englewood** (Appendix 18)



Access

- **50% off** Equity Priority Area rides (page 14)
- **Low-income pricing program** offers unlimited 45-minute rides for \$5 a month (page 14), plus **300 discounted annual passes for both low-income residents and small businesses** (page 14)
- [REDACTED]
- On-the-street **accessible devices** and long-term rental devices **delivered directly to users** (page 6)
- [REDACTED] (page 14)



Safety

- Industry-leading safety features including [REDACTED] (page 12)
- [REDACTED] (page 4)
- Commitment to distribute [REDACTED] **free helmets** in the first year through existing partnerships with community organizations such as **BUILD Chicago** and **My Block, My Hood, My City** (page 14)



Operations & Relevant Experience

- **Category inventor** with [REDACTED] devices operated across [REDACTED] global markets
- **Service center** in an **Equity Priority Area** with [REDACTED] sourced in partnership with [REDACTED] (page 26) to support local and regional operations
- Industry-leading [REDACTED] (page 8)
- Installation of [REDACTED] and [REDACTED] (page 8)



Sustainable & Integrated Technology

- **Most sustainable e-scooter on the market**, producing [REDACTED] fewer greenhouse gas emissions per passenger mile than ride-share automobiles; fleet of 1,000 can **save** [REDACTED] in Chicago¹ (page 28)
- [REDACTED]
- [REDACTED] will be used for rebalancing operations (page 28)
- Regional service center will operate with [REDACTED] energy
- **ESG tracking and reporting** for the City of Chicago (page 28)

¹ [REDACTED]

Investing in Chicago

As part of our commitment to supporting the City of Chicago's transportation, sustainability, and equity goals, we are pleased to include the following suite of local investments we intend to contribute to the City. Our program was developed in support of the Scooter Sharing License Goals and Climate Action Plan developed by the City, specifically increasing access to micromobility through affordability and awareness, ensuring safe parking by installing new parking infrastructure, and helping to reduce greenhouse gas emissions. This offering supports our commitment to ensuring that the shared scooter program is for the benefit of all Chicagoans, and is tailor-made to fit their unique needs.

Local Investment	Details
[Redacted Content]	

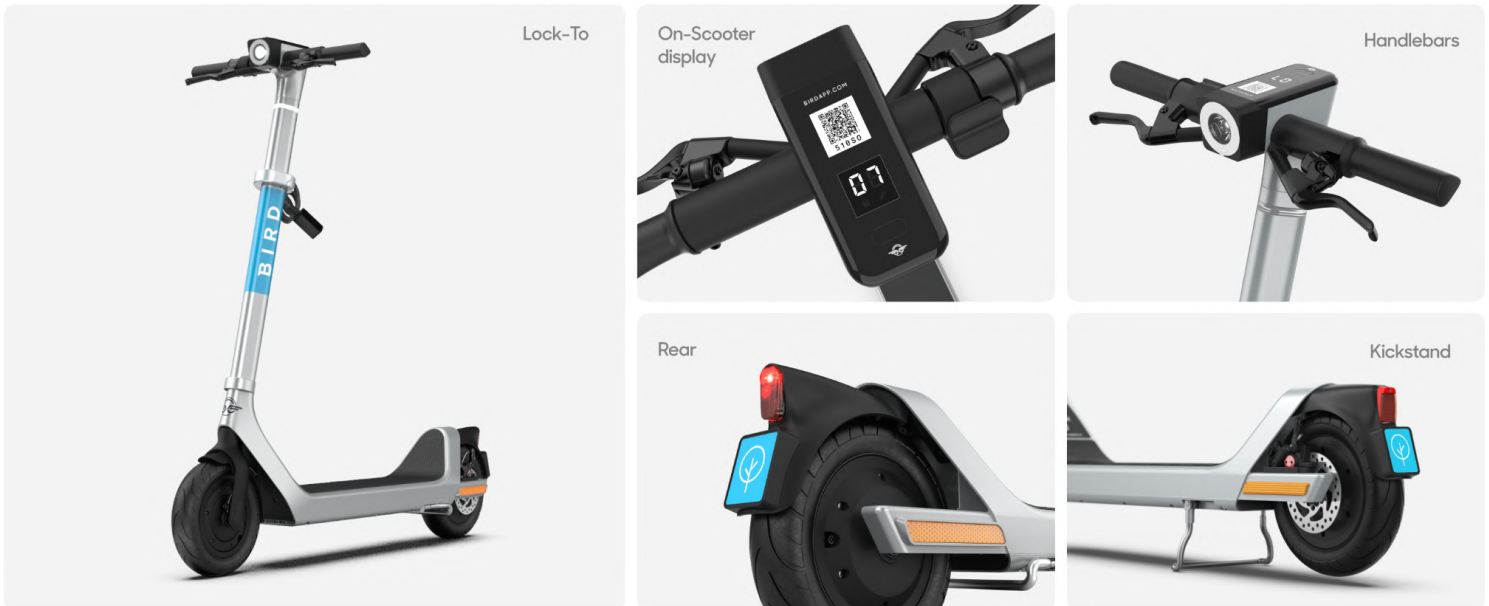
17.5 Device, Fare, and Reference Information:

Bird Three Description

We are excited to bring Bird Three, our latest, most advanced e-scooter, to Chicago. Informed by over four years of micromobility operations in [REDACTED] cities globally, our in-house team of vehicle engineers designed Bird Three to provide the safest, smartest riding experience possible—all with an unrelenting focus on accessibility and sustainability.

[REDACTED] As specified in Section 9-103-100 of the Code, Bird Three meets the definition of a “low-speed electric mobility device.”

Bird Three Images



Bird Three Specifications

Physical Dimensions (L x W x H): 47.7" x 19.3" x 46.8" **Deck (L x W):** 26" x 6.2" **Deck Height:** 6.85" **Ground Clearance:** 3.9" **Branding:** Bird Three branded with no third-party advertising. **Weight:** 52.9 lbs

[REDACTED]

Unique ID:

Each device includes a 4-6 digit unique identifier **Contact Info:** Bird's name, website, email address and toll-free, 24/7 telephone number will be easily visible in conventional type (48 pt. font), braille (printed in accordance with

Rule 5.2), and raised lettering (48 pt. font) no lower than 12 inches below the device handlebars.

This high level of protection is key for waterfront cities like Chicago.



See Appendix 5 for further details on the features identified above.

Accessible, Adaptive Devices for All

We understand riders' transportation needs are not always met with a single solution. To provide increased access to our service in Chicago, our fleet will include industry-leading accessible devices (see below). Under the new program, we will target an equitable distribution of e-scooters based on rider demand and utilization while maintaining 6% of our fleet as accessible devices. Should demand exceed 6%, we will work with and seek approval from the City to deploy additional accessible devices. We are also prepared to increase accessible fleet as a proportionate percentage of any awarded cap increases, and will evaluate with the City based on monthly utilization

data if additional vehicles are needed. In addition to the accessible device offerings below, Bird will also continue our partnership with Scootaround to deliver accessible devices directly to users for long-term rentals. See page 6 for more information about our partnership with Scootaround.

[Redacted]

[Redacted]

Spotlight: Community Mode. This in-app feature allows riders and non-riders to report issues, such as irresponsible riding or improper parking, in real time. Concerns flagged in Community Mode are immediately dispatched to the local team for resolution within two hours. Repeat offenders can have their accounts suspended or terminated by Bird's Trust and Safety team.

Speed Limit for First-Time Users: Bird Beginner Mode

Bird leads the industry in developing innovative features to enhance our riders' safety. According to a 2019 Austin Public Health study, 33% of scooter injuries are sustained by first-time riders—a proportion greater than the share of trips taken by new riders. To address this, Bird launched our in-app Beginner Mode feature, which provides first-time users with step-by-step guidance on how to safely operate our e-scooters, slows acceleration, and limits the scooter's top speed to 10 mph. This allows individuals without much experience with shared scooters, such as the millions of tourists who visit Chicago every year, to build confidence and get comfortable as they learn to ride.

Beginner Mode is a mandatory feature in Chicago that is activated for each first ride a person takes on a Bird vehicle. After that, riders can manually enable this feature in the mobile app via Settings > Ride Mode.

Fleet Size

Bird proposes to operate an initial fleet of 1,000 devices in Chicago with the following distribution: [REDACTED]. We are committed to building a customized program that meets the needs of Chicago's residents and visitors and can adjust distribution as necessary in consultation with the Commissioner of Transportation. Bird typically recommends a phased deployment, which gives us the ability to take a careful and coordinated approach to educating riders and instilling strong positive norms. It also gives us the opportunity to work with city and community stakeholders, including the Commissioner, the Commissioner of Transportation, the Mayor's Office for People with Disabilities, and Chicago-based organizations focused on accessibility, such as Access Living and We Keep You Rollin', to fine-tune our operations to meet the needs of all Chicagoans.

Phase 1 - In this initial phase, we would deploy our fleet over the first four weeks of the program with 90% of the devices on the road daily by Week 2. As described further below, we will focus on equitable citywide distribution and ensure at least 50% deployment in Equity Priority Areas, working with the City on all deployment areas and sharing data to ensure alignment. This phase will allow Bird to address any concerns before potential fleet increases.

Phase 2 - After 60 days of operation, we would meet with City officials to discuss the community response, usage, and safety data reports to determine whether demand calls for the fleet size to be increased and whether our operational compliance allows for it. If both conditions are met, we would seek approval from the City to expand the fleet by deploying up to an additional 1,000 devices; however, we would coordinate with the Commissioner of Transportation to determine an appropriate number based on unmet demand. In this phase, we would also seek approval to expand into the Core Area Geographies, including the CBD. Our Chicago team will collaborate closely with City officials to ensure implementation is successful and satisfies the City's transportation objectives.

Phase 3 and Beyond - We would continue to coordinate with the Commissioner of Transportation on a periodic basis regarding additional fleet increases to meet unfulfilled demand. By maintaining excellent operational compliance throughout the program, over time Bird would seek to deploy the maximum number of vehicles allowable. In all phases, Bird would only deploy more vehicles with approval from the City and if demand calls for it.

Citywide Distribution

Bird will deploy our devices throughout the city-designated service area, with a focus on equitable distribution. The following permanently geofenced areas will be exempted from distribution: **i)** Lakefront Trail; **ii)** Bloomingdale Trail/606; **iii)** Chicago Riverwalk; **iv)** O'Hare Airport. During the first 60 days of the program, Bird will not deploy vehicles in the Core Geographies Area, which includes the CBD. After the first 60 days of the program, Bird will coordinate with the City to seek approval to operate in the Core Geographies Area, including the CBD. **Until permission is obtained from the City, the Core Geographies Area, including the CBD, will be geofenced.**

Deployment Hubs: Nests. To ensure our vehicles are widely available to Chicago residents and visitors, our team will utilize strategic deployment hubs called "nests" to distribute devices throughout the service area. Nests are defined much more specifically than just an intersection or block face; they are precise locations identified as safe, attractive and convenient places to deploy devices. When defining the specific areas, we consider a variety of factors including sidewalk width, infrastructure for correctly locking the vehicle, ADA access, curb ramps, red or loading zones, transit platforms, existing street furniture and building entrances. See Appendix 8 for more details. Bird will determine potential nest locations across Chicago in consultation with the City. When identifying locations, we aim to

emphasize first- and last-mile connectivity and integration with other transportation modes to provide equitable access to communities throughout the city. [REDACTED]

[REDACTED] As ridership patterns and needs vary, our team will continue to review and evaluate local mobility needs once we launch and update nest locations as needed, taking into account per-vehicle use by day and time, ride-end locations, frequency of connection to transit, and more. **Daily Deployment and Rebalancing.** Designed specifically to support the management of large dockless micromobility fleets, our advanced Bird AI system uses millions of hyper-local data points, ridership patterns, machine learning and predictive modeling to accurately determine daily deployment and rebalancing needs—ensuring we provide equitable service, meet local demand trends, and avoid the overconcentration of devices in popular end-of-ride locations. For example, the system will ensure areas of expected high demand, like Wicker Park, the West Loop, and Hyde Park, always have an adequate deployment of devices. Conversely, Bird AI prevents our team from releasing devices if the threshold for a high-demand area has been met and sends a redistribution alert should the area become oversaturated. In order to maintain an orderly public right-of-way, the system prioritizes rebalancing efforts in high-traffic areas, designated exclusion areas, and public parks. Bird AI also continually monitors transportation assets, such as Chicago Transit Authority (CTA) train stations and bus stops, for rebalancing needs with the goal of maximizing the benefits of our service as a first- and last-mile transportation option. Once initial nest locations have been determined and geofenced, our team will program Bird AI to prioritize deployment requirements above rider demand signals, ensuring that at least 50% of our fleet is rebalanced to Equity Priority Areas daily. See below for more details. **Core Area.** We will use our advanced geofencing technology to enforce restricting the Core Areas, including the CBD. Following the first 60 days of operations, Bird will seek approval to operate devices in Core Area Geographies. Should Bird be permitted to deploy vehicles in the Core Area Geographies, we will deploy no more than 4% of our fleet (including “available” or “non-operational” devices as reported by MDS) or 40 devices in the area, including the CBD. **Service Area Compliance.** See page 6 for more information on how Bird uses geofencing to keep devices inside the service area and implement no-parking zones. If for some reason devices do end up outside the service area, they will not be visible for rent in our mobile app. **Disabling the Fleet.** At the request of the Commissioner of Transportation, the entire fleet may be disabled at any time.

Equity Priority Areas

Bird shares Chicago’s commitment to equitable access to shared micromobility devices. To ensure our vehicles are accessible to everyone regardless of geographic location, Bird will deploy 50% of our devices in Equity Priority Areas. These 500 devices, which will include the Bird Three, Bird Tri, and Bird Trio, will be deployed equally across the 10 Equity Priority Areas, with 50 devices (5% of the fleet) deployed in each. **Learning from our experience in the 2020 pilot program, Bird has settled terms on an exclusive Memorandum of Agreement with Shift Transit to rebalance devices and ensure consistent and equitable vehicle access across all Equity Priority Areas.** Shift’s demonstrated local expertise in serving these communities will augment Bird’s vehicle and technological competencies to ensure expanded access for all Chicago residents. Additionally, Bird will provide greater access to our devices in these areas through our Equity Priority Area Pricing with an automatic 50% discount for all rides in Equity Priority Areas (see pages 11 and 14 for more details).

a. Documentation that applicant’s scooters meet standards detailed in Section 9-103-100 of the Code and Rule 5.1 of these Rules; and

[REDACTED]

b. Documentation that the applicant’s scooters meet the City’s low-speed electric mobility device requirements, as defined in Section 9-04-010 of the Code

[REDACTED]

2) Outline of measures taken to ensure that deployed scooters are safe for operation

Safe Operations

Our maintenance procedures are rooted in our global experience serving [REDACTED] cities worldwide. We take pride in continually improving our processes based on feedback from city partners and the broader community. **Preventative Maintenance.** Soon after launching the scooter sharing industry, Bird saw the clear need to design our own vehicles in house to improve safety and overall vehicle performance as well as reduce the frequency of maintenance. [REDACTED]

[REDACTED]

Inclement Weather Policies: Bird acknowledges that the Commissioner and the Commissioner of Transportation, in their sole discretion, reserve the right to require Bird to temporarily remove scooters from the ground, as directed by the Commissioner and the Commissioner of Transportation, in order to address concerns posed by predicted or actual inclement weather or to otherwise protect the health and safety of the residents of the City.

Fare Rates:

Standard Rates: Bird's devices will be available via a standard unlock fee of \$1 and a per-minute fee of \$0.39.

Discounted Rates: Bird Access. This subscription program provides unlimited 45-minute rides for \$5 a month. Eligible riders include individuals on low income and/or state or federal financial assistance, veterans, seniors, Pell Grant recipients, and employees of pre-approved community-based organizations and nonprofits such as Chi Give Back, Safer Foundation, and Grow Greater Englewood. **Equity Priority Area Pricing.** Bird will automatically discount trips starting in any of Chicago's Equity Priority Areas by 50%. **Riders will be made aware of this pricing upon opening the mobile app—a change we've made since the 2020 pilot program to increase program visibility—and do not need to be enrolled in Bird Access to receive the discount.** Bird is proud to offer several other discounted and customized payment structures to support a variety of riders. For more information, see page 19.

3) References:

Please see Appendix 1 for a full list of references from entities referenced herein.

17.6 Character and Reputation:

1) Reputation Survey:

We welcome the City's approach to understanding and evaluating our reputation. At Bird, we pride ourselves on establishing excellent relationships with the cities and towns we work with and will continue to do so in Chicago. **A complete list of references can be found in Appendix 1.**

2) Suspensions and Penalties:

Please see Appendix 2 for **i) Name of entity; ii) Dates of applicant's operation in entity; iii) Total days in operation in entity (within past two years); and iv) Total violations, citations, penalties, revocations or any equivalent discipline the applicant accrued in the entity in the past two years, if any.**

Bird successfully operates micromobility programs in [REDACTED] cities around the world, providing over [REDACTED] to date and serving as an industry thought leader. **Our 10 largest fleets deployed in the last two years through a permit system are detailed in Appendix 2.**

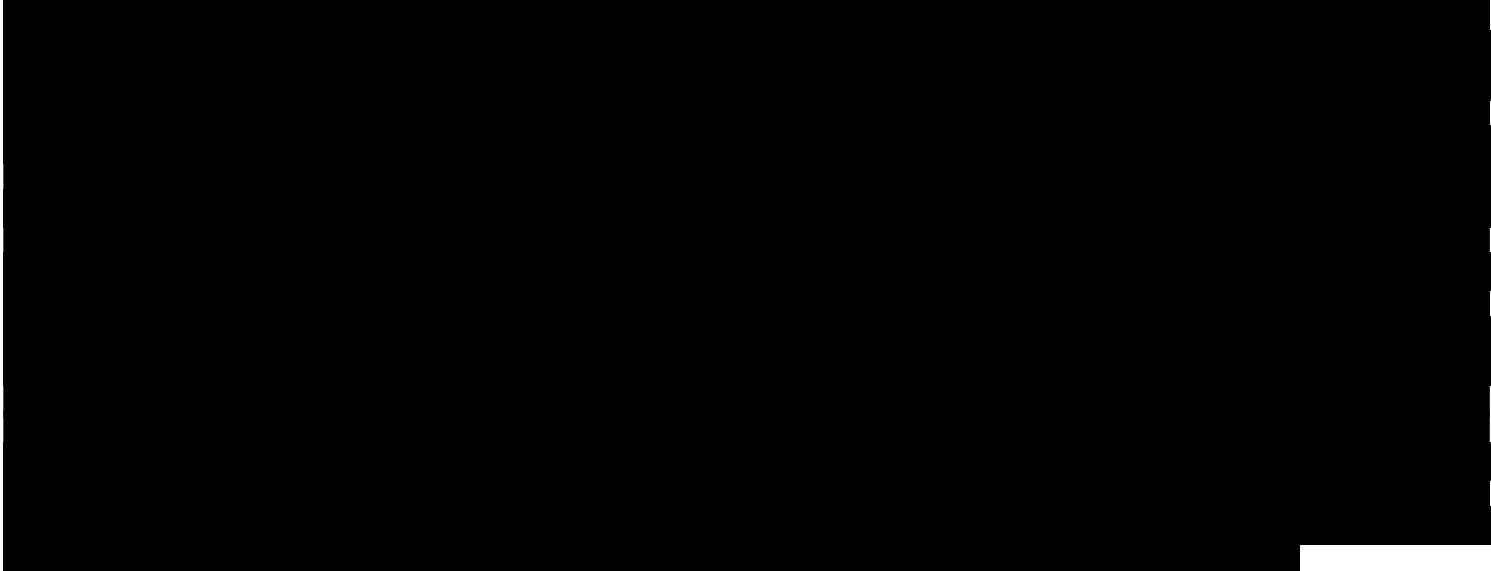
17.7 Safety:

1) Underage Riding:

[REDACTED]

Preventing Underage Riding. Bird has zero tolerance for underage riding and does not rent our devices to anyone under the age of 18. Accordingly, we will permanently suspend the account of any rider found to be enabling—either intentionally or unintentionally—underage riding. Each of our devices has an on-vehicle decal that reads “18+ years old.” Bird employs the following tools and strategies to prevent underage riding: **Parental Outreach:** Bird will work with Chicago Public Schools and local private institutions, Parent Teacher Associations, and the Chicago Police Department on an educational campaign targeting parents to educate them on the dangers and consequences of double riding and underage riding. We will provide printed flyers and digital ads to school staff, teachers, and parents, and encourage them to share through Facebook groups and parent newsletters. **Rider Reporting:** Riders and community members can report suspected underage riders through our in-app Community Mode. Any rider reported for underage riding will have their account paused until the rider goes through the age verification process again. We can also inform verified enforcement personnel in Chicago, such as teachers or police officers, and take more drastic actions such as suspension or account termination. **Single Account:** We block riders who have been suspended or removed from our service from creating new accounts with the same device, thwarting efforts to get around a ban. **Overall Messaging:** Through in-app messaging, community education, and on-vehicle decals, we constantly remind all riders and the community at large that e-scooters are for riders 18 and over. **Avoiding School Zones:** At the request of the City, Bird will limit deployments near schools, especially before and after the school day. It is Bird's policy not to deploy on the block face of an elementary, middle or high school. Relatedly, if we receive reports of underage riding or adults double-riding with children, we will use this data to gain greater insight into where underage riding frequently occurs and deploy geofencing, such as no-ride zones. In addition to the prevention tools and strategies outlined above, Bird partners with local stakeholders to deter and dramatically reduce instances of underage riding.

2) Sidewalk Riding:

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- i) Bring the device to a complete stop when sidewalk riding is detected;
 - ii) Slow the device when sidewalk riding is detected;
 - iii) Alert the rider audibly and visually via the device when sidewalk riding is detected;
 - iv) Send notice of sidewalk riding behavior and a warning via app or text to the rider following the completion of a ride in which sidewalk riding was detected;
 - v) Track cumulative sidewalk riding violations committed by a single rider over the course of multiple unique trips;
 - vi) Remove egregious violators of the sidewalk riding prohibition from the platform;
 - vii) Store individual sidewalk riding infraction locations and share them with the City as a geo-coded dataset;
 - viii) Share a heatmap of sidewalk riding infractions with the City.

3) Helmet Use:

Example 1 - Chicago, IL

Bird requires all riders to wear a helmet and strongly encourages helmet use through in-person and in-app education, on-vehicle decals, free helmet giveaways, and rider incentives. In Chicago, Bird has hosted several free helmet giveaways in conjunction with safety education events. **During our pilot program in the summer of 2020, we hosted 15+ events, distributing on average [REDACTED] helmets per event. Notably, at an event we co-hosted with Build Chicago and Equiticity, we gave away [REDACTED] helmets.** We also orchestrated the “Bike The Hood” safety demonstration event with 21st Ward/Transportation Committee Chair Alderman Howard Brookins Jr. in the Auburn Gresham neighborhood to educate riders on safe riding practices, including helmet use. [REDACTED]

[REDACTED] e are excited to continue to educate riders across the city about the importance of helmet usage through outreach, incentives, and giveaways, including our partnership with Grow Greater Englewood to source local artists to reskin helmets. Please see Appendix 11 for images of our recent community events in Chicago.

Example 2 - Atlanta, GA

To increase helmet usage across the Atlanta Metropolitan Area, we partnered with the City of Atlanta and Metro Atlanta to engage in robust community education efforts. We executed out-of-home advertising focused on safe riding practices, including helmet use. We have also hosted a number of helmet giveaways, including one in nearby Decatur, where we distributed [REDACTED] free helmets. Additionally, our Helmet Selfie feature, which requires riders to upload a photo of themselves wearing a helmet, gives Atlanta riders \$0.25 toward their next ride. [REDACTED]

[REDACTED] Bird continues to work in Atlanta and across all markets we operate to achieve the goal of 100% helmet use through education, outreach, giveaways, and in-app technology.

17.8 Access:

1) Low-Income and Equity Program Access:

At Bird, we are committed to providing access to transportation that is safe, sustainable, and affordable to all. For low-income residents, we understand addressing transportation equity includes ensuring our service is both affordable and accessible to residents across the City regardless of zip code.

Equity Investment: In addition to the equity programs described below, [REDACTED]

Equity Programs and Qualifications

Bird provides the following discounted pricing and cash payment options to improve access to our service: **Bird Access.** This subscription program provides unlimited 45-minute rides for \$5 a month. Eligible riders include individuals on low income and/or state or federal financial assistance, veterans, seniors, Pell Grant recipients, and employees of pre-approved community-based organizations and nonprofits such as Chi Give Back, Safer Foundation, and Grow Greater Englewood. **During the 2020 pilot program, Bird enrolled 42 riders in the Bird Access program. If selected to operate, our goal is to triple this number.** **Equity Priority Area Pricing.** Bird will automatically discount trips starting in any of Chicago's Equity Priority Areas by 50%. Riders will be made aware of this pricing upon opening the mobile app—a change we've made since the 2020 pilot to increase program visibility—and do not need to be enrolled in Bird Access to receive the discount. **By removing any registration or sign-up barriers to Equity Priority Area Pricing, this program will make it easier than ever for Chicago's residents to benefit from low-cost sustainable transportation options.**

Demonstrating Qualification

To demonstrate eligibility for Bird Access, users must email access@bird.co with one of the following types of documentation: **individuals on low income and/or state or federal financial assistance:** SNAP card, utility bill or other showing enrollment in any city or state low-income program; **veterans:** photo or scan of Veteran ID card (VIC); **seniors:** photo or scan of ID card/document; **Pell Grant students:** award letter; **employees of pre-approved community-based organizations and nonprofits:** employment verification letter. Once proof of eligibility is submitted, approval takes approximately one business day. Bird will work with the City on other eligibility requirements important to Chicago to ensure everyone has access to this service. At the request of the City, Bird will waive or revise these requirements demonstrating qualification.

Community Outreach and Engagement

Bird has and will continue to conduct outreach with local nonprofit organizations, such as the Chicago Urban League and My Block, My Hood, My City, as well as with riders in Equity Priority Areas to maximize awareness of and usage of these programs. During the 2020 pilot, Bird offered a 50% discount for rides in Equity Priority Areas. **In doing so, we improved the percentage of total rides occurring in Equity Priority Areas between 2019 and 2020 by 32%.** In 2021, Bird actively partnered with organizations including Build Chicago and Greater Auburn Gresham Development Corps to engage Chicago's South Side and West Side about potential equity pricing for shared e-scooters within their neighborhoods. See Appendix 11 for images from our Build Chicago and Greater Auburn Gresham Development Corps events. Bird will continue to engage with our partner organizations and others to educate riders in Equity Priority Areas with the goal of increasing ridership rates and promoting equity across our micromobility program.

“ *This opportunity supports Bird's efforts to fully engage in the Chicago region, to highlight its services, and to provide training opportunities to residents in our community which tends to be largely disinvested. Access to mobility options such as this are essential for equitable development and for the improvement of health and wellness on Chicago's South Side.*

- *Carlos Nelson, CEO, Greater Auburn Gresham Development Corporation*

2) Technology Barriers:

Example 1 - Los Angeles, CA

One of the ways Bird provides easier access to our shared micromobility devices without requiring users to have a smartphone is our text-to-unlock program (see page 15). The city where we see the greatest number of riders taking advantage of this feature is Los Angeles. Since our operations began there in 2018, over [REDACTED] rides have been taken

using text-to-unlock. Bird is proud to offer this service in [REDACTED] cities globally and will continue to increase program awareness among riders in Chicago through the outreach and engagement strategies detailed above.

Example 2 - Marseille, France

Marseille is another city where we have seen above-average usage of our text-to-unlock program. Since our operations began there in 2020, [REDACTED] rides have been taken using our text-to-unlock feature. Please see below for more details on this non-smartphone technology and how it reduces barriers to accessing shared micromobility.

The applicant shall describe how they plan to provide access in Chicago to shared scooters without needing a smartphone.

Non-Smartphone Access

Roughly a quarter (24%) of adults with household incomes below \$30,000 a year say they don't own a smartphone, according to a recent Pew Research Center survey. In an effort to make our devices as widely available as possible, Bird enables riders to rent Birds via SMS text messaging and via phone call. **Create an Account:** Riders create an account by sending an email to access@bird.co or hello@bird.co, providing contact details along with a phone number that can send and receive SMS and phone calls. Within approximately one business day, they will receive an SMS confirming account approval. **Locate a Bird:** Riders spot a Bird on the street or contact our customer service team via phone (1-866-205-2442) or email (hello@bird.co) for assistance locating an available Bird. **Text/Call to Unlock and Begin Ride:** Once riders locate the Bird ID in between the vehicle's handlebars, they can text the ID and the word "unlock" to the phone number they received during the sign-up process. This text message will signal the vehicle to unlock, allowing the ride to begin. Alternatively, they can call a dedicated local phone number to speak to a customer service agent who can remotely unlock the device. **Text/Call to End Ride:** Riders text the word "lock" to the same number. This text message will signal their Bird to lock, completing the ride. The rider receives a follow-up SMS message with the cost of their completed trip. Alternatively, the rider can call the same phone number used to unlock the Bird to have a customer service agent remotely lock it. **Availability:** Bird would not make any changes to the availability of this program during the license term without prior written approval of the Commissioner and the Commissioner of Transportation. **Outreach and Messaging:** Bird will provide, through our website, mobile application and print materials, clear and complete information to scooter users regarding how to access the system through means that do not require a smartphone. Additionally, we will promote our non-smartphone access options through in-person community events planned throughout Chicago, including in Equity Priority Areas.

3) Banking Barriers:

[REDACTED]

The applicant shall describe how they plan to provide access in Chicago to shared scooters via cash payment or without needing a bank account.

Cash Payment Options

Being unbanked should not be a barrier or deterrent to using shared micromobility. As such, Bird has and will continue to support and promote a variety of non-credit-card-specific payment options including: **Cash for Bird Credits:** Our cash payment option is available at **383 retail locations in Chicago**, including 7 Eleven, CVS Pharmacy, Dollar General, Family Dollar, Speedway, and Walgreens. To purchase these credits 1) Riders locate a participating Chicago retailer via the Bird website or app; 2) At the store, riders open the "Payment" tab in the Bird mobile app to access their unique barcode; 3) The cashier scans the barcode, takes payment, and adds it to the rider's Bird account; 4) The rider's Bird balance is then updated immediately and ready to use. For a map of our cash payment locations, please see Appendix 6. **Prepaid Debit Cards:** Riders can purchase prepaid American Express, Mastercard and Visa cards with cash from retailers across Chicago and can then add their prepaid debit card as their payment option within the Bird mobile app. **App-Integrated Payment Option - PayPal:** To link PayPal, which supports cash reloads, to a Bird account, riders tap the "Options" icon in the top left corner of the Bird app, select "Payments" from the drop-down menu, click "PayPal," and then connect to their account.

4) Payment:

Bird has integrated with third-party applications for rent and payment of our devices in **one** entity, **Antwerp, Belgium, within the past two years**. In Antwerp, we completed a full MaaS (Mobility as a Service) integration with Skipr and Tranzner to allow riders to locate, rent, pay for, and ride our devices on these third-party platforms without having to use the Bird mobile app. We are on track to continue to launch integrations with more cities, including an integration with Jelbi in Berlin, Germany launching this month. In addition to our payment integrations, Bird currently works with four U.S. transit agencies, 18 global agencies, and several third-party trip planning apps to provide advanced public transport integration capabilities in pursuit of our shared MaaS objectives. Please see Appendix 12 for more details on some of our MaaS partnerships. In Chicago, as we did under the previous program, we will implement a fully compliant Applicant Protocol Interface (API) approved by the Commissioner of Transportation in the first 45 days of operations to allow riders to rent and pay for a Bird in a third-party application. Bird does not require riders to pay in advance for more than one ride.

5) Education and Outreach:

Example 1 - Bronx, New York, NY

During our pilot program in New York City, Bird prioritized educating communities about rider safety, low-income and healthcare worker pricing options, and accessible devices. We have created strong partnerships with stakeholders to increase our outreach to low-income populations eligible for discounted pricing. We conduct monthly street team corral outreach at high traffic locations in the Bronx to give out discount codes and free helmets as well as educate riders on how to use our mobile app. Bird continues to conduct rider demos at key locations like Jacobi Hospital and Gun Hill Houses to enroll eligible users in our healthcare worker and low-income discount pricing programs. As a result of our education and outreach efforts and strong community partnerships, 1,500+ reduced fair rides have been taken, [REDACTED] free helmets have been distributed, and [REDACTED] unique riders have experienced Bird.

Example 2 - Washington, D.C.

Our priorities in Washington, D.C. (D.C.) include increasing relationships with community organizations and small businesses as well as increasing the number of low-income riders enrolled in our Bird Access plan. To achieve these goals, we engaged in outreach with several local organizations including the Latin American Youth Center and Martha's Table, an organization that provides greater access to healthy food and health services. We established a table in the lobby of the market to reach our target low-income demographic and offer in-person sign-ups to any market guests who qualified for our discount programs. Bird representatives guided interested guests through the process of downloading the Bird mobile app and filling out the equity program sign-up form so they could receive free rides. We also partnered with Freshfarm Markets to give away helmets and increase awareness of our discount pricing at the Columbia Heights market. Additionally, Bird partnered with the City's Office of Disability Rights to launch our "Ramp Champ" campaign to educate riders about leaving ADA curb ramps clear of parked scooters. Through our efforts, Bird is proud to have increased the number of rides taken through both our Bird Access and healthcare worker pricing plans. In 2021, [REDACTED] riders in D.C. enrolled in these programs, taking [REDACTED] rides over the course of the year.

Education and Outreach Plan

Bird's education and outreach plan seeks to build new and strengthen existing relationships across Chicago's diverse neighborhoods, increase awareness of and facilitate sign-ups for our low-income discount options, and reach intended need-based groups. Our robust user education and safety plan incorporates our mobile app, physical assets, and digital and in-person outreach to provide education on the proper and legal use of our devices.

Public Information Campaign

To support our education and outreach efforts, Bird will execute a public information campaign focused on safety, responsible riding and parking compliance. It will include PSA advertising initiatives in collaboration with CTA at bus and train stops throughout the service area. **In 2020, our #PerfectlyParkedBirds campaign with the CTA generated**

[REDACTED] **throughout Chicago.** These ads have the advantage of providing continuous visibility to drivers, passengers and pedestrian traffic with repeat exposure and high frequency. Additionally, we are equipping our Bird Threes with large reflective stickers on the underside of their footboards that display the message "Please help me up" when tipped over. This friendly PSA is designed to connect with the hearts and minds of the public and encourage them to help us keep public spaces clear and Birds standing on their own two feet. Bird will also launch a social media campaign to showcase this PSA, including images and short videos to be posted on Facebook, Instagram, and Twitter. We will accompany this campaign with digital advertising, specifically using mobile targeting to reach potential riders walking down the street. We are proud to have been the first micromobility operator to launch a national education campaign focused on maintaining ADA

access. Our "Ramp Champ" campaign was developed with consultation from the Office of Disability Rights in Washington, D.C. In Chicago, we will launch this campaign in summer 2022. Please see Appendix 15 for images of public information campaigns we implemented in Chicago during the pilot programs.

Rider Communication and Education

Bird App: We will bring a suite of industry-leading educational and safety products to Chicago via our app, including: **Local Rules Page.** This page details state and city-specific laws and regulations relating to our service and is displayed to new riders during initial sign-up and to existing riders on their first ride in a new city. **In Chicago, this will include instruction to riders that (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 shall not 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.** This page can be seen any time by tapping the "Options" icon in the top left corner of the Bird mobile app and selecting "How to Ride" from the drop-down menu. **Rider Tutorial and Mandatory Quiz.** First-time riders are required to watch an illustrative riding and parking tutorial depicting Chicago-specific rules and regulations and take a mandatory quiz afterward to ensure retention. (See more details below). **Beginner Mode.** This feature slows acceleration, lowers the scooter's top speed to 10 mph, and provides new users additional guidance on how to ride. See page 9 for more details. **Follow-Up Education.** Our mobile app provides follow-up education to riders prior to every fifth ride, which is both interactive and tailored to rider history, time of day and location. **Pledge Cards.** Bird uses these to help educate riders on local laws and regulations. The cards are presented to riders via an in-app pop-up, requesting that they read and then pledge to abide by each rule. **Pop-Up Reminders.** We deliver regular, consistent, localized and updated safety directives and education regarding the proper and safe use of our vehicles via pop-up reminders. Riders must acknowledge and affirmatively dismiss the pop-up in order to proceed. **Helmet Giveaways:** Bird requires all riders to wear a helmet and encourages helmet use through in-person and in-app education, on-vehicle decals, and incentives. In Chicago, Bird has hosted several free helmet giveaways in conjunction with safety education events and is **committed to distributing free helmets in the first year of the program. Riders can also request and receive a free helmet through our website or the Bird mobile app.**

Digital Rider Education

Prior to unlocking one of our devices, riders are alerted via the mobile app about applicable laws and regulations they are required to follow and they must agree to follow these rules before unlocking a device. On our website and mobile app, Bird provides additional rider safety education on topics including: how to park and ride properly, the prohibition of sidewalk riding, areas where scooter riding is prohibited, and what to do in the event of a crash. For images demonstrating how we educate riders in our mobile app, please see Appendix 13.

First-Time Users

For first-time users in Chicago, including riders who rented a device during any pilot program period, Bird will implement an app-based education program and quiz that will be administered before every user's first trip. The in-app education program will provide first-time users with information customized to Chicago regarding safe riding, proper device parking, helmet use, and no-ride zones. It will then direct riders to an in-app quiz where they will be required to answer at least 80% of the questions correctly before being permitted to ride a scooter. Those who do not pass the safety quiz on their first attempt are provided with tailored educational materials that must be reviewed before retaking the quiz. Once a rider passes the quiz, they will be able to ride. During our Chicago pilot programs, we saw an average pass rate of 91%. We will also periodically prompt our riders to retake the quiz as a refresher on local rules and regulations. Bird acknowledges the City's Department of Transportation shall approve the quiz questions.

Education and Outreach Events

Bird will host education and outreach events throughout the city both prior to deploying the fleet and throughout the permit period. Our goal is to ensure that all of our micromobility users have the information they need to be safe riders. We are proud to offer and participate in a variety of educational and outreach events, including in-person learn-to-ride events, tabling at events hosted by local community groups such as Chicago Urban League and the Little Village Chamber of Commerce, and online information sessions to educate users on safe-riding behaviors. We know that hands-on, in-person learn-to-ride events are the most impactful way to help users gain confidence to ride safely, and we will host 24 learn-to-ride events per year, (six per quarter), amounting to at least two-thirds of all education events. See Appendix 11 for images of past learn-to-ride events held in Chicago and Appendix 7 for a full list of planned education and outreach events Bird will host in Chicago. We will continue to partner with local organizations, including Equicity, to calendar pop-up events in Chicago throughout the permit period. We will conduct

at least nine (9) education and outreach events per quarter, for a total of 36, with at least six (6) being held in Equity Priority Areas. If, between May and October, the total number of Bird trips in any Equity Priority Sub-Area falls below a specific threshold in a given month, Bird will conduct three (3) outreach and education events in that Sub-Area in the following month, with at least two (2) events taking place in person. Bird acknowledges that the Commissioner of Transportation may, in their sole discretion, decline to count any reported event toward the total event requirement that does not adhere to the standards outlined in the rule.

6) Accessible Devices:

[REDACTED]

The applicant shall indicate whether, on the first day of deployment, all devices will have the capability to emit a sound for the purposes of alerting people with low vision of the presence of a scooter. The Commissioner, the Commissioner of the Department of Transportation and the Mayor's Office for People with Disabilities shall approve any emitted sound.

From the first day of deployment in Chicago, all devices [REDACTED] will have the capability to emit a sound for the purposes of alerting people with low vision of the presence of a scooter. Bird acknowledges that the Commissioner, the Commissioner of the Department of Transportation and the Mayor's Office for People with Disabilities must approve of any emitted sound.

7) Driver's License:

To ensure our devices remain accessible to everyone regardless of citizenship status, or ability to provide the required paperwork to obtain a driver's license or state identification, riders will not be required to scan a driver's license in order to rent one of our devices.

17.9 Operations & Relevant Experience:

1) Large Fleet Deployments

Bird is well experienced at launching and maintaining large fleets. A list of our 10 largest fleet deployments can be found in Appendix 2, alongside the fleet size sustained for at least 30 days and the dates of operation.

2) Minimum Deployment Zones

As discussed on page 10, our operations specialists take into account Equity Priority Areas to ensure devices are deployed to a variety of populations. Our local team manages device deployment using [REDACTED]

[REDACTED] list of each of the [REDACTED] entities within the past two years where we have operated minimum fleet deployments in specific geographic zones is included in Appendix 3. Specifically, in [REDACTED]



3) Dense Commercial Operations & Geofencing

Example 1 - Atlanta, GA



Operations in Dense Commercial Areas and Geofencing

Bird recognizes the high value of public space in dense commercial areas, where streets and sidewalks should be used for pedestrians only. Bird was the first operator to implement geofencing technology to protect such spaces (as discussed on page 6). We continue to improve and develop new technologies to ensure enhanced protection and safety for all public space users. In Chicago, we will permanently geofence **i)** Lakefront Trail; **ii)** Bloomingdale Trail/606; **iii)** Chicago Riverwalk; **iv)** O'Hare Airport. Additionally, in accordance with the City requirements, Bird is able to rescind geofences and implement new temporary or permanent geofences during the license term. These can include scooter exclusion (no-ride) zones, slow zones and no-parking zones. Bird also acknowledges that the City, in its sole discretion, will utilize MDS Geography and Policy endpoints to enforce geofencing.

4) Fleet Size

Per our deployment plan on page 9, Bird proposes to launch 1,000 devices during the first four weeks of operation. By Week 2, at least 900 scooters will be deployed from private property as per the requirements of all applicable laws, Chicago Zoning ordinance and with written permission. We confirm that Bird vehicles will not be available for service between 12:00am and 5:00am and that they will be operated as provided in Section 9-52-130 of the Code. Our scooters will not be operated on sidewalks, and where there is no bike lane or path, scooters will be allowed to operate on City streets.

5) Pricing

Bird believes in transparency, and as such, we will provide—through our website, mobile app, and print materials—clear and complete information on all charges, tariffs, taxes, surcharges, and fees a user is required to pay prior to renting a scooter as well as information on how to access our devices without using a bank account or debit/credit card and how to enroll in our low-income pricing programs. **A list of our pricing programs for the five U.S. municipalities with the largest populations in which Bird has operated since January 1, 2022, is included in Appendix 4.** Bird will report to the Commissioner of Transportation our current pricing for standard trips, including base-price and per-minute fees. We will report any additional discounted or variable pricing options available. We will give two weeks notice to the Commissioner and Commissioner of Transportation of any changes to pricing and fees. We will not change the availability of these programs during the license term without prior written approval of

the Commissioner and Commissioner of Transportation. Please see below for more information on our pricing plans. Bird affirms that trip period fees are calculated with the exact time a device is unlocked, not based on the processing of the application. We do not charge users a fee for the time needed to read our mandatory safety messaging or to complete a first-time user tutorial or safety quiz.

Pricing in Chicago

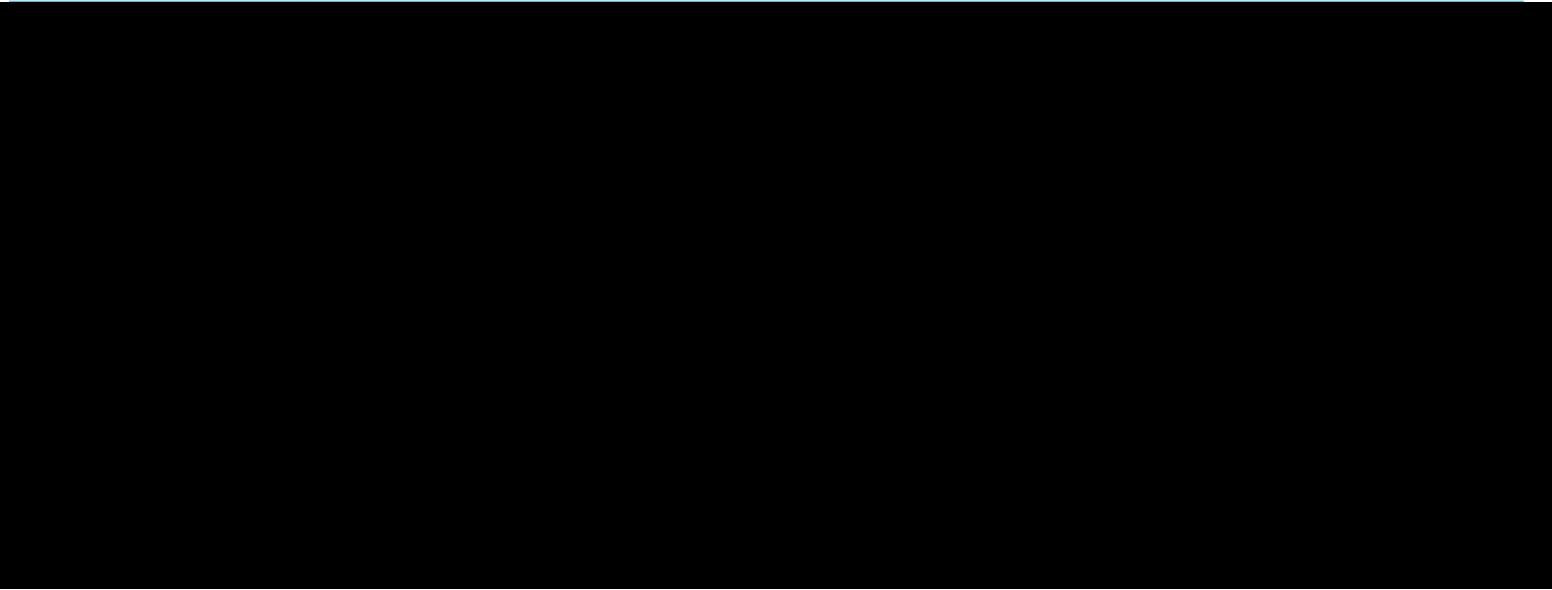
Bird will offer the following standard and non-standard pricing programs in Chicago:

Payment Structure	Details
Standard	Bird’s e-scooters will be available via a standard unlock fee of \$1 and a per-minute fee of \$0.39.
Bird Access	<p>Bird Access provides the following eligible riders with unlimited 45-minute rides for \$5 a month:</p> <ul style="list-style-type: none"> • Low-income residents/individuals on state/federal financial assistance • Veterans • Seniors • Pell Grant recipients • Employees of pre-approved community-based organizations and nonprofits in Chicago such as Chi Give Back, Safer Foundation, and Grow Greater Englewood <p>In 2021, the average Bird Access user took 48 trips a month, saving 98% compared to standard pricing.</p> <p>To sign up, riders must email proof of eligibility to access@bird.co. Approval takes approximately one business day. To sign up, riders must email proof of eligibility to access@bird.co (see page 14 for more details).</p>
Equity Priority Area Pricing	Bird will automatically discount trips starting in any of Chicago’s Equity Priority Areas by 50%. Riders will be made aware of this pricing upon opening the mobile app—a change we’ve made since the 2020 pilot to increase program visibility—and do not need to be enrolled in Bird Access to receive the discount.
Business Subscription Program	The Business Subscription Program reinforces our commitment to sustainable transportation by enabling local businesses to purchase ride coupons for their employees to encourage eco-friendly commuting via Bird. The program can be customized to meet individual company budgets and preferences (e.g., weekday rides only). In addition, recognizing that Bird rides may represent only one part of each company’s Transportation Demand Management (TDM) program strategy, Bird invoices local businesses for rides that are actually taken each month, up to the maximum amount specified by each company. To encourage adoption among employees, Bird offers bonus rider credits to each employee for any month in which 75% of credits are redeemed.
Ride Passes	Ride passes are designed to save riders money and accelerate mode shift away from cars for short-distance trips. The following plans are tailored to suit individual needs, Bird can also offer an hourly or annual ride pass if desired by the City: Daily Pass: \$19.99 for unlimited rides; Weekly Pass: \$1.99 for free unlocks; Monthly Pass: \$5.99 for free unlocks
Healthcare Workers COVID-19 Program	As part of our commitment to support communities during the COVID-19 pandemic, Bird provides free rides to Chicago healthcare workers and emergency personnel. Eligible riders can sign up by emailing a copy of their medical identification card to together@bird.co . Riders will receive two free 30-minute rides per day. During our 2020 pilot program we enrolled 82 healthcare workers in this special pricing program. We will conduct outreach at hospitals in Equity Priority Areas, including Mt. Sinai, St. Bernard, and Loretto, to continue to enroll healthcare workers in this program. Eligible riders sign up by emailing a copy of their medical ID card to together@bird.co .

Special Fare Programs

Bird regularly promotes special fare programs in response to local needs like our Free Rides for Teachers in 2020, Roll to the Polls initiative that provided free rides to voters during the last presidential election and the 2021 municipal elections, and our 15% off offer for all .edu email addresses for the Fall 2021 semester. In Chicago, Bird will also continue to offer promotions such as free unlocks during Bike to Work Day. By supporting citywide events, we will continue to elevate the biking culture and active transportation usage in Chicago.

In addition to offering a variety of equity pricing options, Bird has developed a suite of local investments we intend to contribute to the City of Chicago. Bird understands that the success of micromobility depends upon an equitable, personalized approach, and so we have developed a program that reflects that.



6) Parking



Parking Compliance

We combine rider education with industry-leading technology to ensure proper parking takes place to reduce dangers and inconveniences to other street users. These initiatives ensure that, at a minimum, 1) scooters are parked upright, 2) scooters are parked with a minimum of six feet clearance between the scooter and all public way encumbrances, 3) scooters are not parked along building facades or block bus stops, loading zones, fire hydrants or building access points and 4) parked scooters are locked to a fixed physical object for locking, such as a street sign

or light pole. Any scooters that are parked incorrectly will be reparked within two hours of notification. Users are educated on how to appropriately park the device through pre-ride messaging and at **Safety School**. Proper parking is also reinforced via our PSA advertisements, flyers and on billboards. Our AI-verified parking compliance system, which includes **end-of-ride photo validation**, ensures our devices are parked correctly. See page 8 and Appendix 10 for further information and images of the app flow. Bird is able to provide the City with these photos and associated information on request. We will ensure our staff park Birds so as to leave sufficient public parking for private bicycles and scooters and adhere to any City request to move or remove scooters from an area that City officials deem has not been left with sufficient parking for privately owned bicycles or scooters.

7) Fleet Rebalancing

[REDACTED]

Fleet Rebalancing

Bird uses a combination of operational and technical strategies to mitigate and respond to overcrowding of scooters in high-traffic areas. In addition to mitigation strategies, we also incentivize riders with ride credits for choosing or parking vehicles that align with rebalancing needs. Furthermore, our "Perfectly Parked Birds" campaign rewards riders who post and tag a photo of a properly parked Bird. We are committed to addressing all instances of improper parking within two hours of notification. Any scooter that has not been moved for more than [REDACTED] consecutive hours will be relocated at least [REDACTED] feet by Bird. We will adhere to any City requests to move or remove scooters from an area that City officials deem has an excessive number of devices.

Operational Strategies

[REDACTED]

8) Improper Device Parking Remedy

[REDACTED]

[REDACTED]

Correcting Improperly Parked Devices

In addition to providing education on proper parking, our on-the-ground team also responds to vehicles flagged through our customer service channels (see page 8).

[REDACTED] Our closest Bird team member will aim to rebalance the device within two hours of the notification, with follow-up pictures sent to resolve the notification. As trends emerge, we adjust patrol routes to anticipate when and where improper parking might occur, reducing our response time and ensuring that we prevent or address it immediately.

Submerged Devices: Bird is committed to ensuring our e-scooters do not defile the environment; this includes, but is not limited to, responding to reports of scooters in any body of water and ensuring they are resolved within [REDACTED] hours of discovery. Our environmental efforts have been recognized by the California Air Resources Board, which awarded Bird a Green Business Certification as part of a U.S. Environmental Protection Agency (EPA)-backed program. The certification recognizes businesses that incorporate sustainable practices into their operations, including conserving resources, preventing pollution and minimizing waste. From our experience operating in Chicago and other waterfront cities like Miami, Santa Monica and Calgary, Bird is prepared for issues unique to such markets, including submerged scooters. We have developed robust protocols to locate and retrieve our devices from waterways quickly and safely, focusing on protecting both the local environment and our scooters. We recognize prevention and a proactive approach are key.

9) Stale Devices

10) Maintenance

Example 1 - Cleveland, OH

[REDACTED]

Maintenance

Bird's maintenance plan is built upon four-plus years of operating experience in [REDACTED] cities globally and ensures that our devices are clean, safe to operate and in good working order at all times. Before any device is deployed onto the streets, a full in-person demonstration and inspection will be undertaken. All devices meet the minimum standards defined by the Rules. Devices are inspected and cleaned daily in the field and a minimum of every three days in a service location as part of our charging protocol. This frequency increases if our system, which monitors our vehicles 24/7, triggers an alert. If a vehicle is in need of a minor repair (e.g., tightening a part), it is immediately conducted on the spot. This field maintenance minimizes our operational vehicle miles traveled (VMT) and service disruption. We keep a record of all maintenance or repairs performed for each Bird to help spot trends and refine our maintenance and procedures, and these can be made available to the City upon request.

In-Field Inspection	Field Maintenance Actions
[REDACTED]	[REDACTED]

Service Location Inspection	Service Location Maintenance Actions
[REDACTED]	[REDACTED]

In addition to our in-field and service location inspections, we identify specific devices requiring additional maintenance through several channels, [REDACTED] community reports, and rider feedback; after every ride, we ask riders to submit feedback about their experience, including the condition of the device. If a Bird is flagged as requiring maintenance, it is automatically deactivated, removed from the app, and made unavailable to rent. Our local team then removes the device from the public right-of-way within two hours of notification for resolution. See Appendix 14 for more information on our repair and maintenance cycle.

During device maintenance, as part of our robust multi-point inspection (see Appendix 17), we conduct the following checks and repair or replace all necessary elements: **1)** Check tires (front and rear) for damage or wear and correct pressure (if applicable); **2)** Check brake function (front and rear); **3)** Check handlebar grips for wear; **4)** Check brake levers for tightness and damage; **5)** Check that braking capabilities meet necessary safety standards; **6)** Check bell for tightness and correct function; **7)** Check lights (front and rear) for function; **8)** Check kickstand for correct function; **9)** Brief test ride to ensure overall correct function of device; **10)** Check function of onboard computer, GPS, communication equipment and other components; **11)** Check that all necessary identification and contact

information is present and legible, including braille and raised lettering; **12)** Clean device and sanitize common points of contact.

In-Person Demonstration: Bird acknowledges that all individual device types deployed as part of the scooter license will undergo an inspection before deployment on the public right-of-way. We understand that devices that do not meet standards specified in City rules will not be allowed to operate on the public right-of-way. We attest that our devices to be deployed in Chicago meet the minimum standards specified in the Rules.

11) Staffing

To meet the City of Chicago’s operating requirements for an initial fleet size of 1,000 scooters, we expect the following staff numbers. Should the City grant Bird a fleet increase, we would plan to hire additional staff.

Contact Information	Expected Staff Numbers
Chicago-Designated Contact: Vaughn Roland vaughn.roland@bird.co 708-821-3163	i) Total expected number of full-time staff
	ii) Total expected number of part-time staff
	iii) Combined expected full-time equivalent of all part-time staff
Chicago Operations Manager: Brandon Ratliff brandon.ratliff@bird.co 254-592-0435	iv) Expected number of non-staff personnel supporting operations (including contract and gig workers)
	v) Expected combined full-time equivalent of all non-staff personnel

***Bird does not employ contract or gig workers. This number refers to our local Fleet Managers.**

Staffing Plan

Bird’s workforce plan ensures we have the resources required to safely and efficiently deploy, rebalance, charge and maintain our proposed fleet to the highest standards. In addition to our in-house team members, Bird will utilize local **Fleet Managers** (discussed below) to support our operations. We comply with all local hiring and employment laws, incorporating best practices to support high-quality jobs and prioritize hiring local MBEs and WBEs. Bird will operate a regional service center in the City of Chicago, servicing operations in [REDACTED] Midwestern cities in addition to daily Chicago operations. This service center will create an additional six full-time jobs at launch and grow over time as Bird’s services expand and evolve. We are currently exploring potential locations and aiming to secure a lease in one of the Equity Priority Areas on the South Side or West Side.

Bird’s Fleet Manager Program: By Locals, for Locals. Bird partners with businesses experienced in micromobility management and logistics to deploy, rebalance, charge, maintain, and sanitize our devices in 350+ cities around the world. Our Fleet Manager program provides economic opportunity to independently owned businesses that are deeply invested in the communities they serve. Locally based and locally focused, Fleet Managers offer bespoke block-by-block operational expertise that provides the best results for cities and service for riders. See [Day in the Life: Fleet Manager](#) to learn more about the people behind the program.

Improved Operational Efficiency. Data shows operations with Fleet Managers are improved across the board:

[REDACTED]

Innovative and Sustainable Operating Model. As the industry leader, we’re constantly innovating on our business model. Over the last four years, our efforts have centered around creating an operationally viable service approach. Our Fleet Manager program provides local economic opportunities that scale with demand and a financially sustainable operating model that enables [REDACTED]

[REDACTED]

12) Hiring Plan

Example 1 - Bronx, New York, NY

[REDACTED]

Our Hiring Plan in Chicago

(i) Bird will hire at least 75% of our staff from Chicago. (ii) Additionally, Bird will hire at least 30% of our staff from job placement programs operating in Chicago. See below for more information on our hiring plan.

Hiring in Chicago

In Chicago, we are committed to identifying, training, and employing talent from within the communities we seek to serve, including historically disadvantaged and disinvested communities, to help more Chicagoans actively participate in their local economies. Our operations for the Midwest U.S. markets are based in Chicago, and we plan to hire up to [REDACTED] additional local individuals for full-time roles in our regional Service Center and on our Operations, Government Partnership, and Sales teams. Through existing strategic partnerships with Shift Transit, P33, Chicago Cook Workforce Partnership, and the Safer Foundation focused on workforce development, we plan to hire local Operations Associates, Mechanics, Drivers and Shift Leads from neighborhoods our operations will serve. (See Appendix 18 for letters of support and more details.) Shift Transit is experienced in hiring individuals who are passionate about providing excellent service to the neighborhoods they are deeply familiar with in a city they care about. Shift Transit shares our commitment to hiring a local workforce that represents the socioeconomic diversity of the neighborhoods they will serve.

Bird's Chicago Fleet Managers. Our primary Fleet Manager partner in Chicago will be [REDACTED].

[REDACTED] will enable Bird to build on lessons from previous pilots in executing operations that are efficient and accessible to all Chicagoans. To support Bird's initial fleet size, [REDACTED]

[REDACTED]

Identifying and Sourcing Fleet Managers

As mentioned on page 25, our local, on-the-ground Fleet Managers provide logistics services for a fleet of Birds, including deploying, rebalancing and collecting devices for charging, maintenance or repairs. As we look to hire additional Fleet Managers in Chicago, our team will focus on sourcing them directly from the local community, prioritizing opportunities for small, locally owned businesses, as well as women- or minority-owned businesses. We will only execute contracts with experienced applicants. All prospective Fleet Managers undergo rigorous vetting to ensure they meet and exceed our standards for operational excellence and are assessed based on the following. Candidates must:

[REDACTED]

Fleet Manager Onboarding and Beyond. During onboarding, Fleet Managers undergo a minimum of [REDACTED] hours of mandatory online and in-person training with our local leadership team and service center associates. In-depth and granular training modules [REDACTED]

[REDACTED] e training is complete, the local team audits repair quality to ensure vehicles are repaired to our high safety standards. In addition to hands-on city-specific instruction and weekly drop-in hours provided by our service center mechanics, Fleet Managers have access to our extensive library of digital resources, which includes demos, step-by-step guides, tutorials, chat boards, and answers to FAQs.

13) Environmental Impact

Reducing our environmental footprint in Chicago Strategies Implemented Within First Two Months

Current Status: Bird is the only micromobility company signatory to the United Nations Global Compact (UNGC) and is committed to advancing the goals of all our city partners, including [REDACTED] C40 cities. We have pledged to achieve carbon neutrality across our global business by 2025, signed up to the UN's Business Ambition for 1.5 °C, and work under the Net Zero Framework created by the leading firm in global low-carbon energy strategies, Carbone 4. **Bird is committed to doing our part in advancing the UN's Sustainable Development Goals. In particular, we aim to directly advance goals 9 (Industry, Innovation and Infrastructure), 11 (Sustainable Cities and Communities), 12 (Responsible Consumption and Production), and 13 (Climate Action).**

Reducing Emissions: As an industry-leading micromobility provider, Bird is well positioned and eager to support Chicago in its efforts to reduce carbon emissions by introducing alternative transportation options. Our shared devices support the mitigation of greenhouse gas (GHG) emissions by expanding the choice of emissions-free mobility solutions for all residents and reducing the overall environmental impact from individual vehicle travel in Chicago. **In fact, independent studies of major U.S. cities confirm that 42% of shared micromobility trips directly replace car trips, and Bird expects that number to grow as more riders incorporate e-scooters into their everyday**

lives. To reduce our own environmental impact, we accurately measure life-cycle emissions. We worked with CEA Consulting and an independent consultant from the National Renewable Energy Laboratory to track the total environmental impact of our scooters from manufacturing to end-of-life (EoL) and compared the results to other prominent modes of urban transportation. [REDACTED]

[REDACTED] Our life-cycle assessment also revealed that the bulk of scooter-related emissions result from the manufacturing process. To combat this, we have invested in vehicle development to make our vehicles last longer, reducing the number we must manufacture and thus reducing the associated emissions. Batteries, too, are an important piece in the equation, as they make up more than a quarter of all manufacturing emissions. [REDACTED]

[REDACTED] s. Mobility equity is essential to ensure high-quality transportation options are accessible to Equity Priority Areas. This requires improvements to the overall mobility network to ensure all users can enjoy safe, reliable, efficient, and affordable modes of travel. Bird's shared e-scooters support mobility equity by providing an alternative mode of transportation that enhances the opportunities to participate in social and economic activities without the need for cars. **Planning for the Future:** In order to strengthen our sustainability efforts globally and drive new forward-thinking initiatives, Bird hired a Senior Manager for Sustainability who has substantial experience in urban development. Over the next two months, under our Senior Manager's leadership, Bird will partner with an internationally renowned carbon accounting firm to: 1) ensure our commitment to reach carbon neutrality by 2025 is aligned with international carbon accounting frameworks; and 2) be able to identify and eliminate emission "hot spots." This is in addition to our R&D investments that focus on constantly innovating new ways to reduce carbon emissions throughout our value chain. Overall, our partnership will result in refining our sustainability strategy and defining feasible targets for further emissions reductions.

Sustainability Investment: [REDACTED]

Long-Term Strategies

6 [REDACTED]

14) MDS Compliance

[REDACTED]

“ Thanks to the support from and data shared by micromobility operators like Bird, we’ve been able to identify where new infrastructure is most needed in order to encourage mode shift and reduce our dependence on private cars.

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

City-Centric Data Sharing Practices

Bird is proud of our city-centric data sharing practices and the role we have taken to evangelize micromobility data sharing. Bird is an active participant in MDS, leading the Open Mobility Foundation (OMF) Technology Council, and has contributed to establishing the specification standard. Bird hosts regular data workshops with city partners, think tanks and advocacy groups and has done this with cities such as Antwerp, Austin, Canterbury, Cleveland, Detroit, Kansas City, Miami, Milan, Minneapolis, NYU Gov Lab, Orlando, Tel Aviv and West Sacramento. We confirm we are **fully compliant** with the MDS Specification and shall provide full access to Bird’s MDS API, to the Commissioner and the Commissioner of Transportation, and shall interface to the City’s API and GBFS. We have a rich history engaging with industry data aggregators such as RideReport, Populus and Remix to ensure that our data is the highest quality, and that we work toward standardized metric and data definitions for all cities. In addition, on a quarterly basis, Bird will provide a report to the Commissioner and the Commissioner of Transportation containing information covering the past three months of operations containing all information required under rule 11.12. The report will include data such as that included in the Rules which includes data relating to ridership and operations, education and outreach, helmets provided, environmental impact, customer service, incidents and crashes and parking compliance. We will ensure that the City, including its contractors and employees, is provided with authentication tokens for accessing MDS data. 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.

Consumer Agreements and Privacy

We are committed to responsible data sharing with Chicago and related partners but do not and will not sell any customer data, nor do we require users to share their private data with third parties. Our default settings prohibit any data from being harvested and these settings can only be overridden by a clear ‘opt in’ feature that shall be pre-approved by the Commissioner. We openly collect and share real-time ride data that does not enable anyone to associate a specific rider with specific trips with city partners, upholding GBFS and MDS standards with the intent to promote compliance, improve operations, and complement transit planning. In addition to our own internal data responsibility framework, we uphold the General Data Protection Regulation (GDPR). See attached links for Bird’s Privacy Policy, Terms of Condition, and Rental Agreement: [Privacy Policy](#), [Terms of Service](#), [Rental Agreement](#).

Reporting Criminal Activity and Cooperation

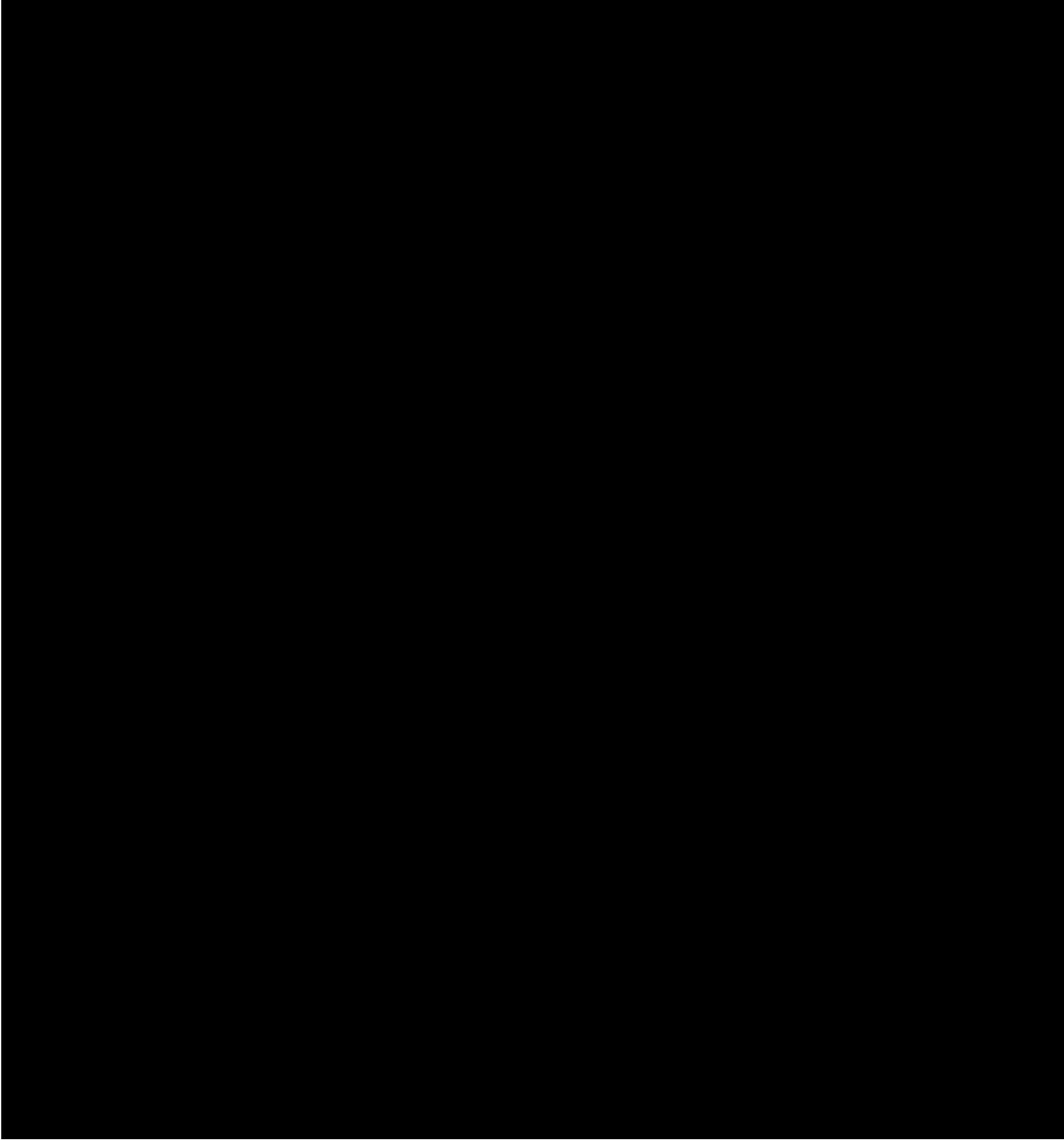
In the event that Bird knows or suspects criminal activity is taking place in relation to the program, we will immediately notify and cooperate with the Chicago Police Department and share data and information pertinent to the criminal activity to the extent permitted by law.

Financial Liability and Compliance with Applicable Laws

Bird affirms that we have the financial ability to pay all judgment and awards which may be rendered for any cause arising out of the operation of a scooter sharing business. Bird is in compliance with all qualifications for license described in Chapter 9-103-050 of the Code, and all applicable local, state and federal laws.

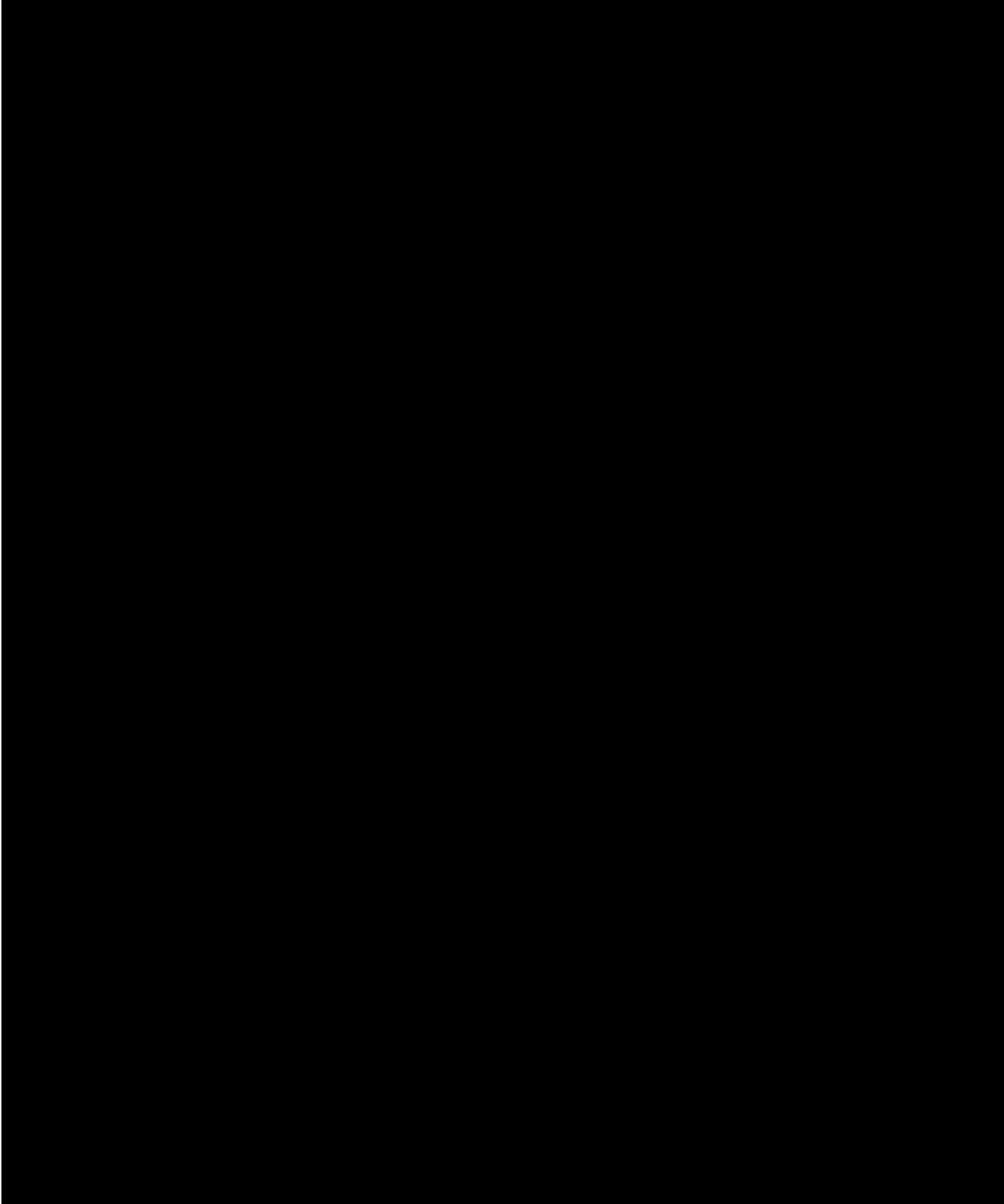
Appendix 1: Complete List of References

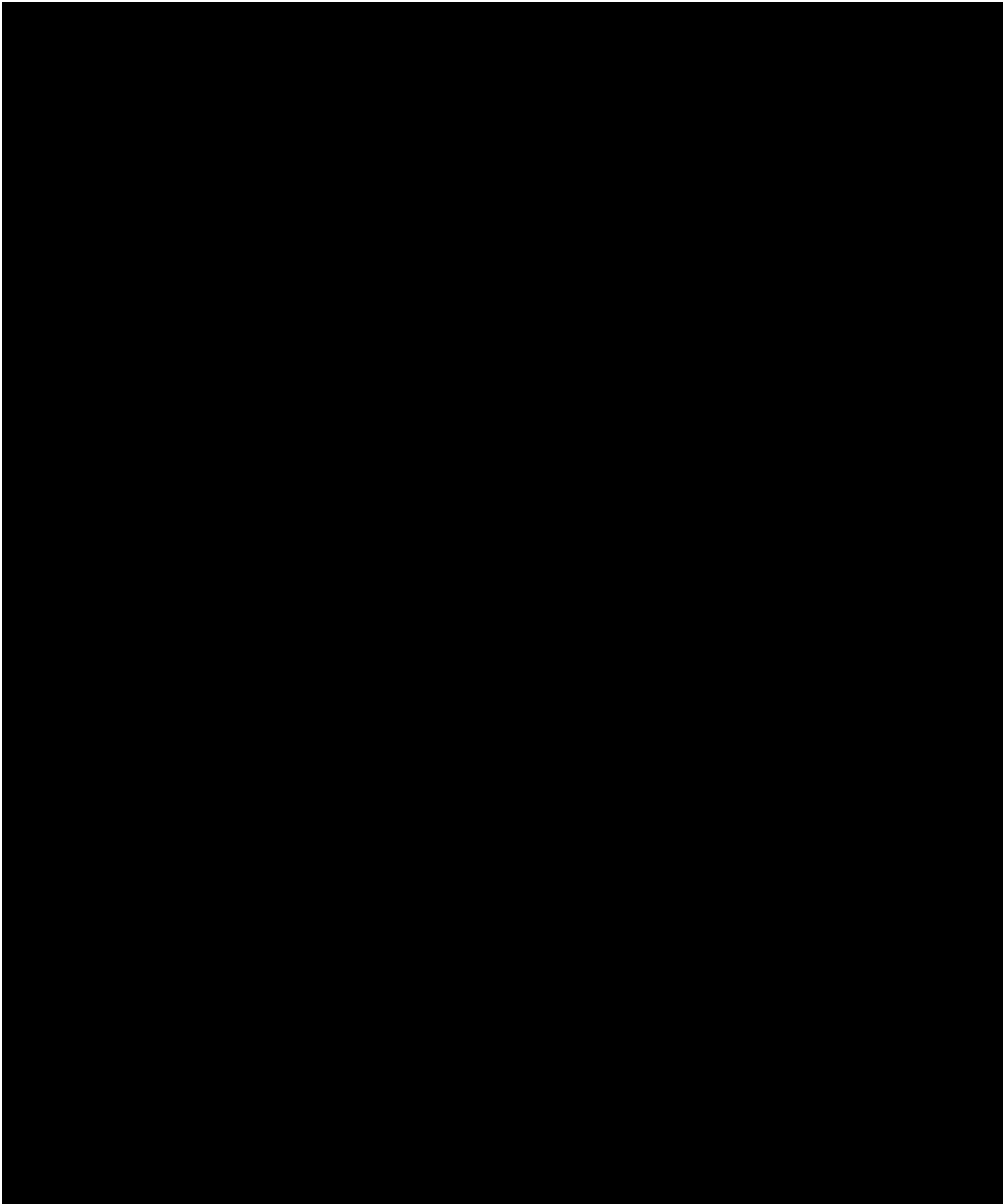
Appendix 2: 17.9.1 References - 10 Largest Entities Operated

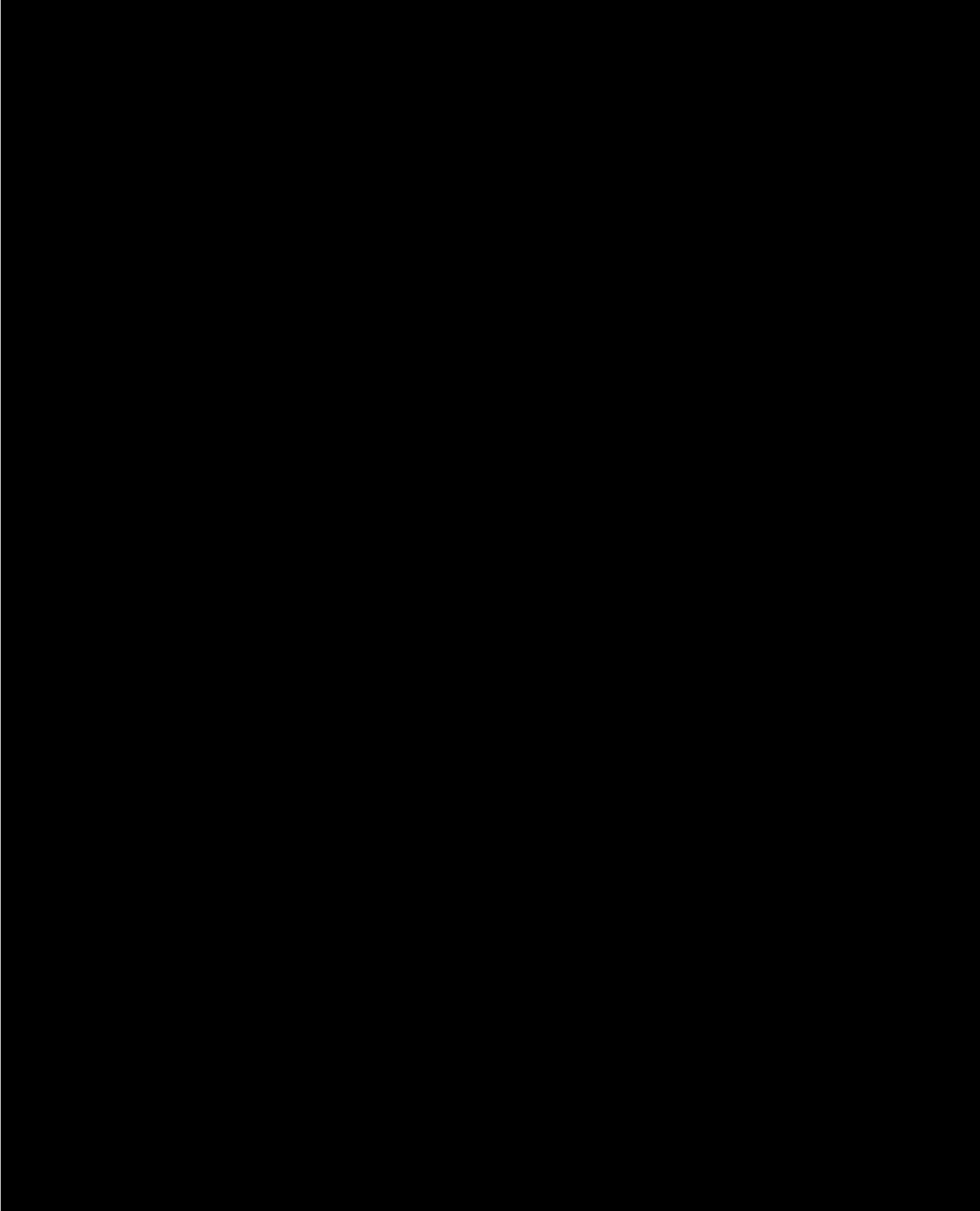


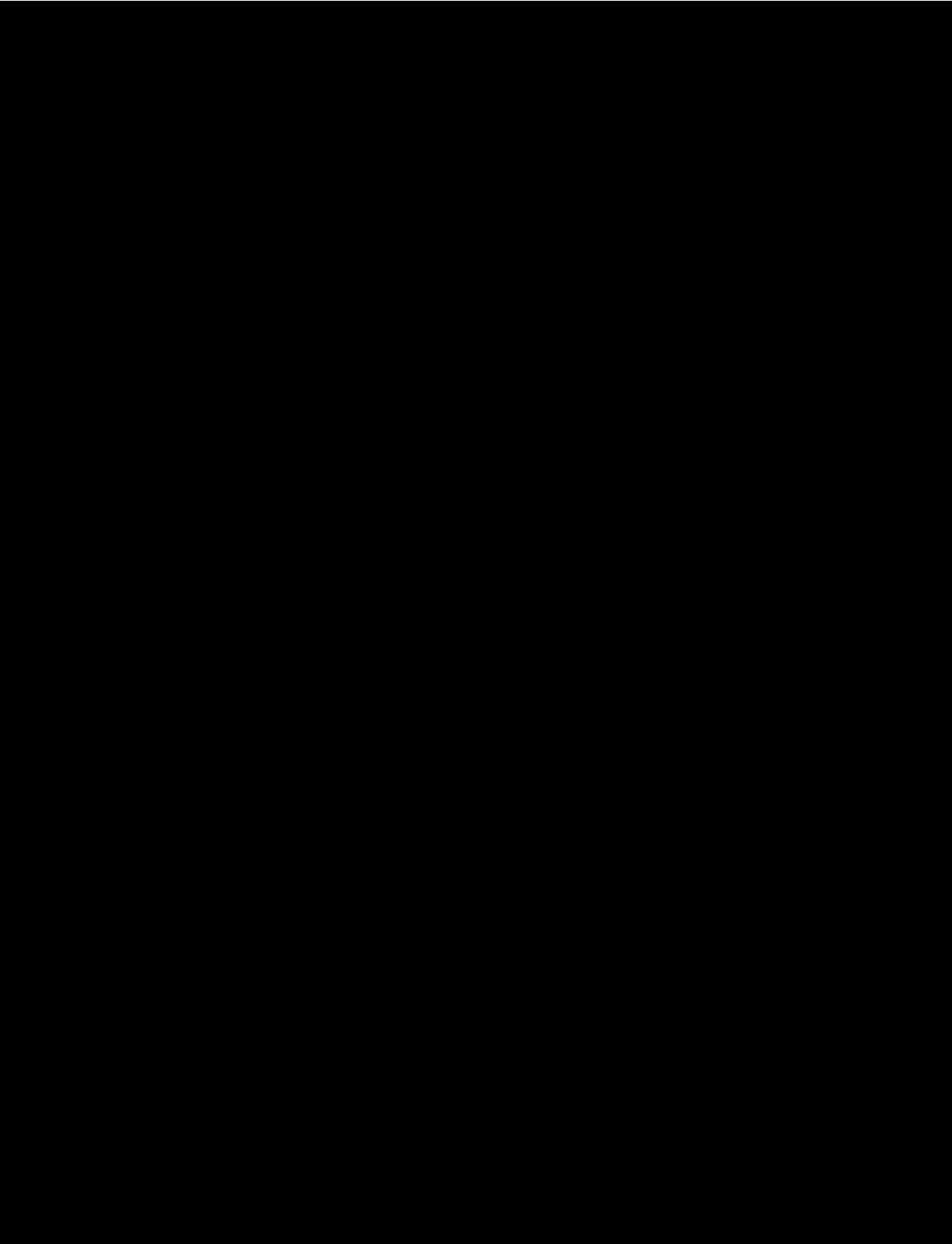


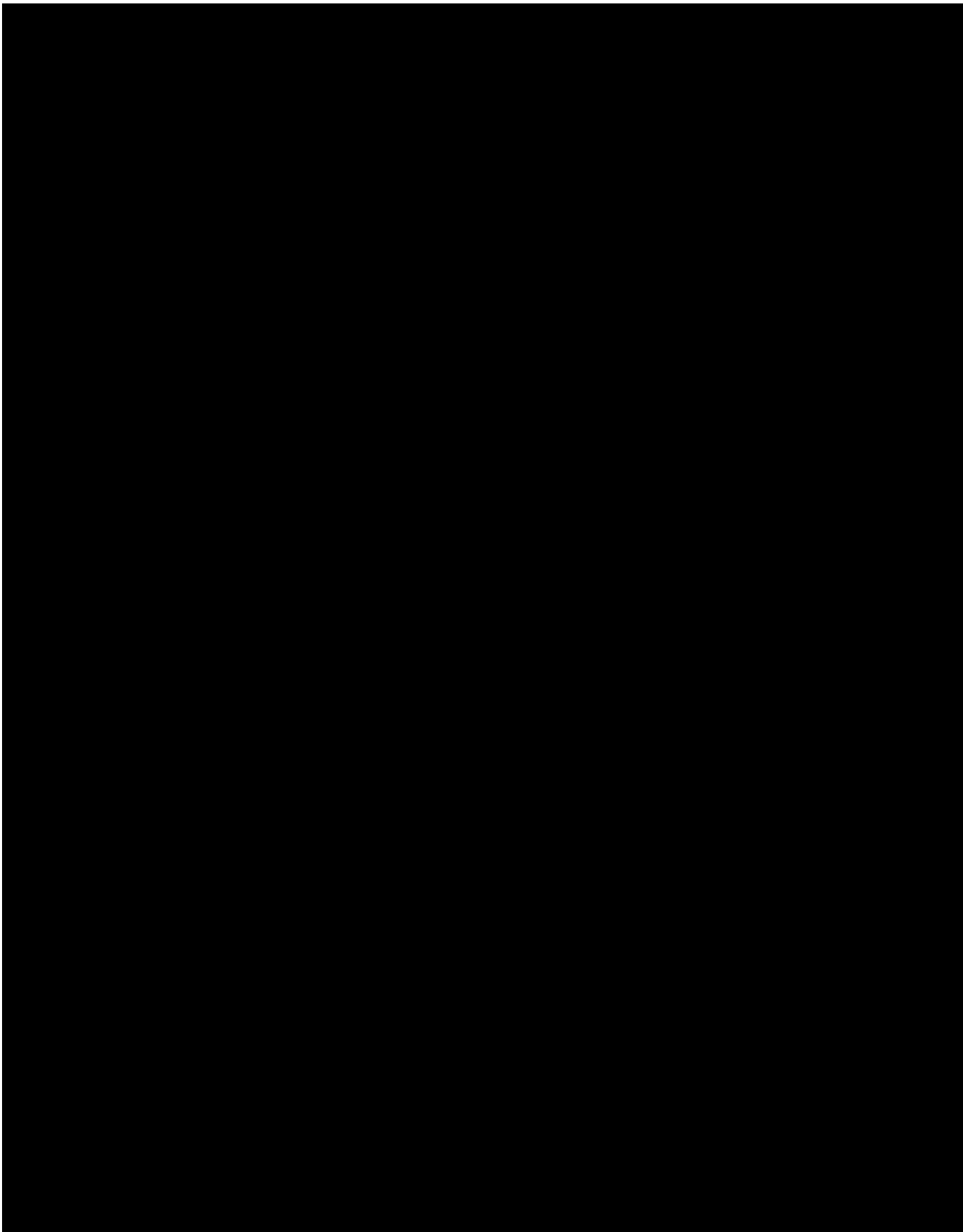
Appendix 3: 17.9.2 References - Minimum Deployment Zones







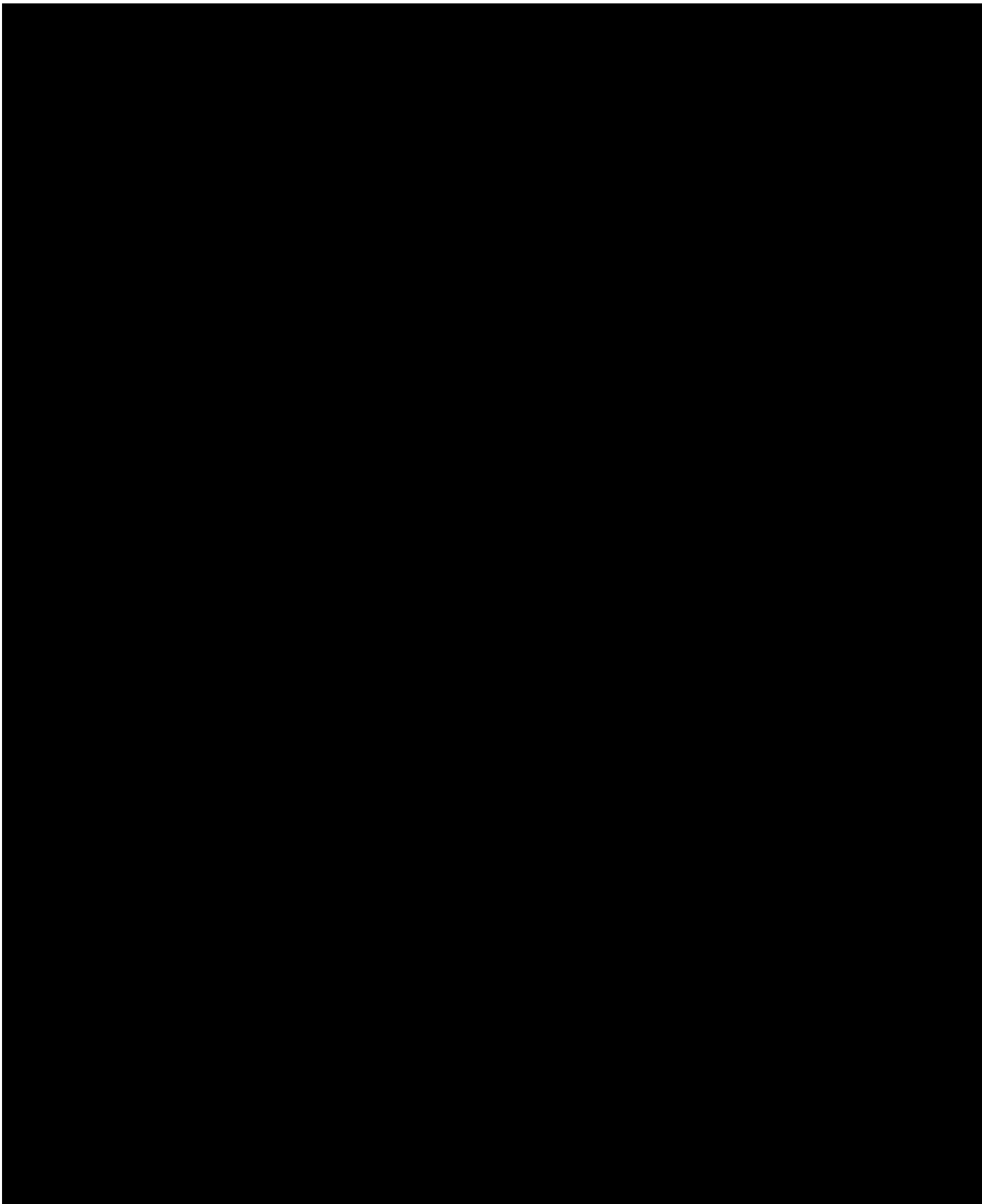


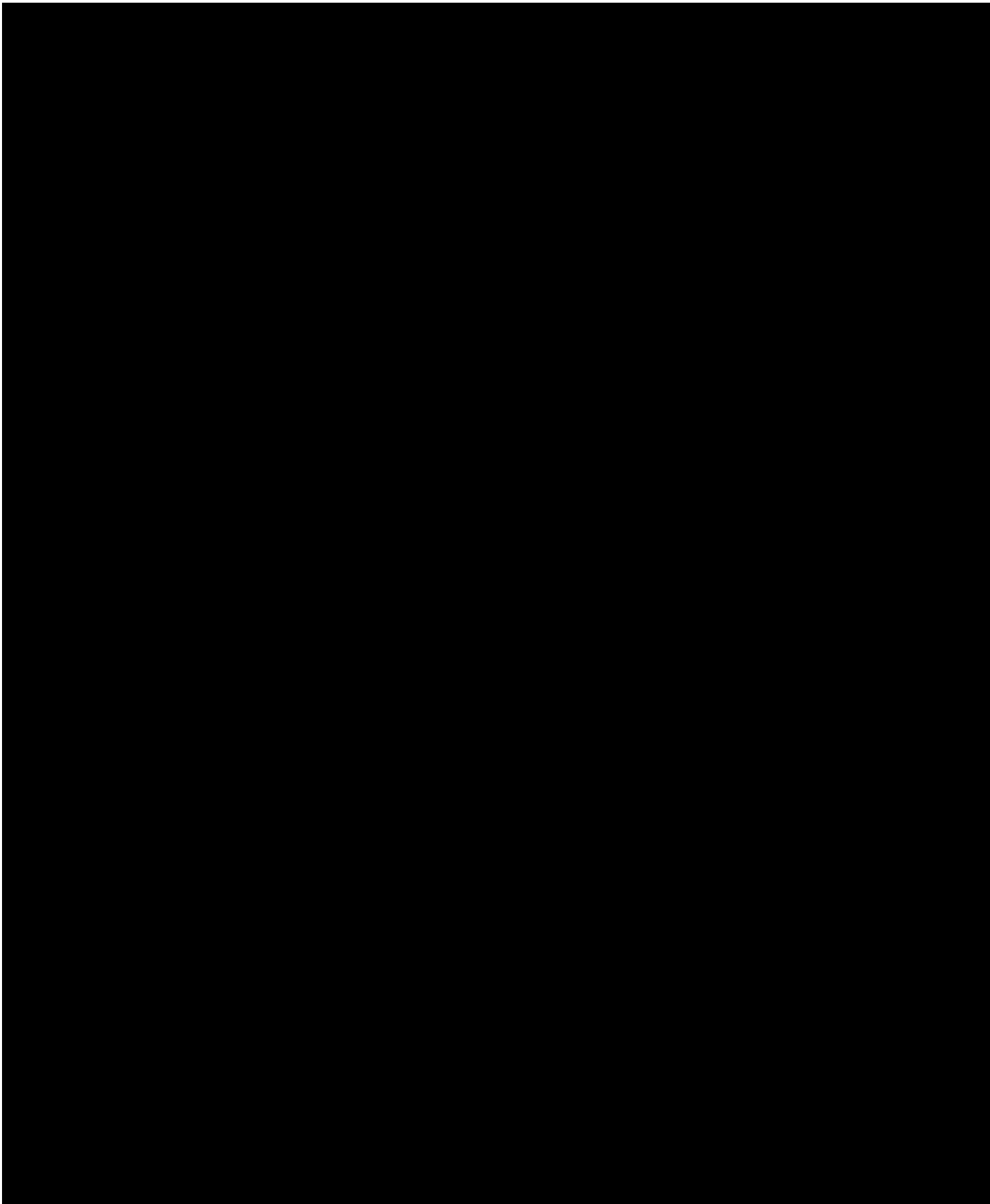




Appendix 4: 17.9.5 Pricing

Market	Unlock Fee	Average Per Minute Price	Additional Fees
Bronx, New York, NY	\$1	\$0.39	n/a
Los Angeles, CA	\$1	\$0.41	n/a
Phoenix, AZ	\$1	\$0.40	n/a
San Antonio, TX	\$1	\$0.49	\$0.25 per-ride city fee
San Diego, CA	\$1	\$0.39	n/a





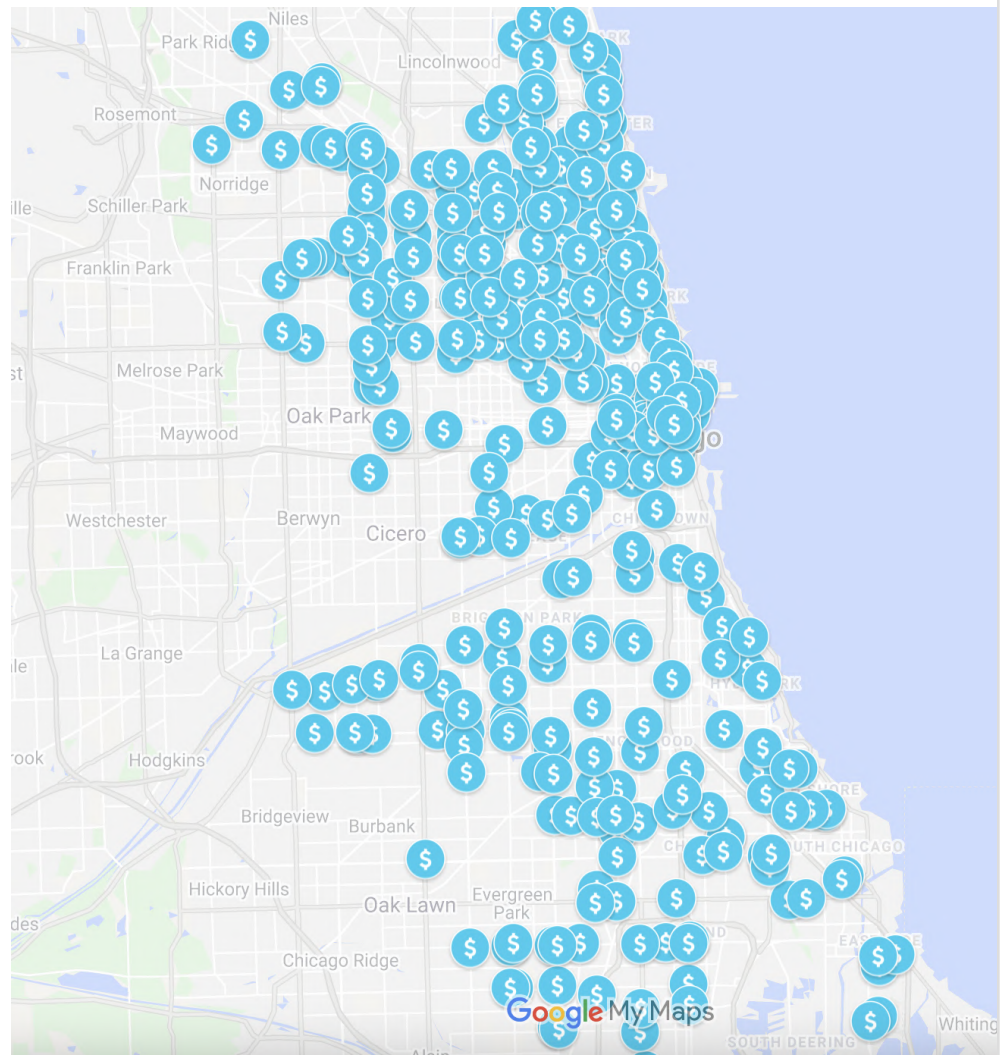
Appendix 6: Unbanked/Cash Payment Options

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 mobile app or our website.
2. At the store, riders open the “Payment” tab in the Bird mobile 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 **383 retail locations in Chicago**, including 7 Eleven, CVS Pharmacy, Dollar General, Family Dollar, Speedway, and Walgreens.



Cash Payment Locations in Chicago

App-Integrated Payment Options

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

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 mobile app or when providing their payment information for Bird's text-to-ride service.

“

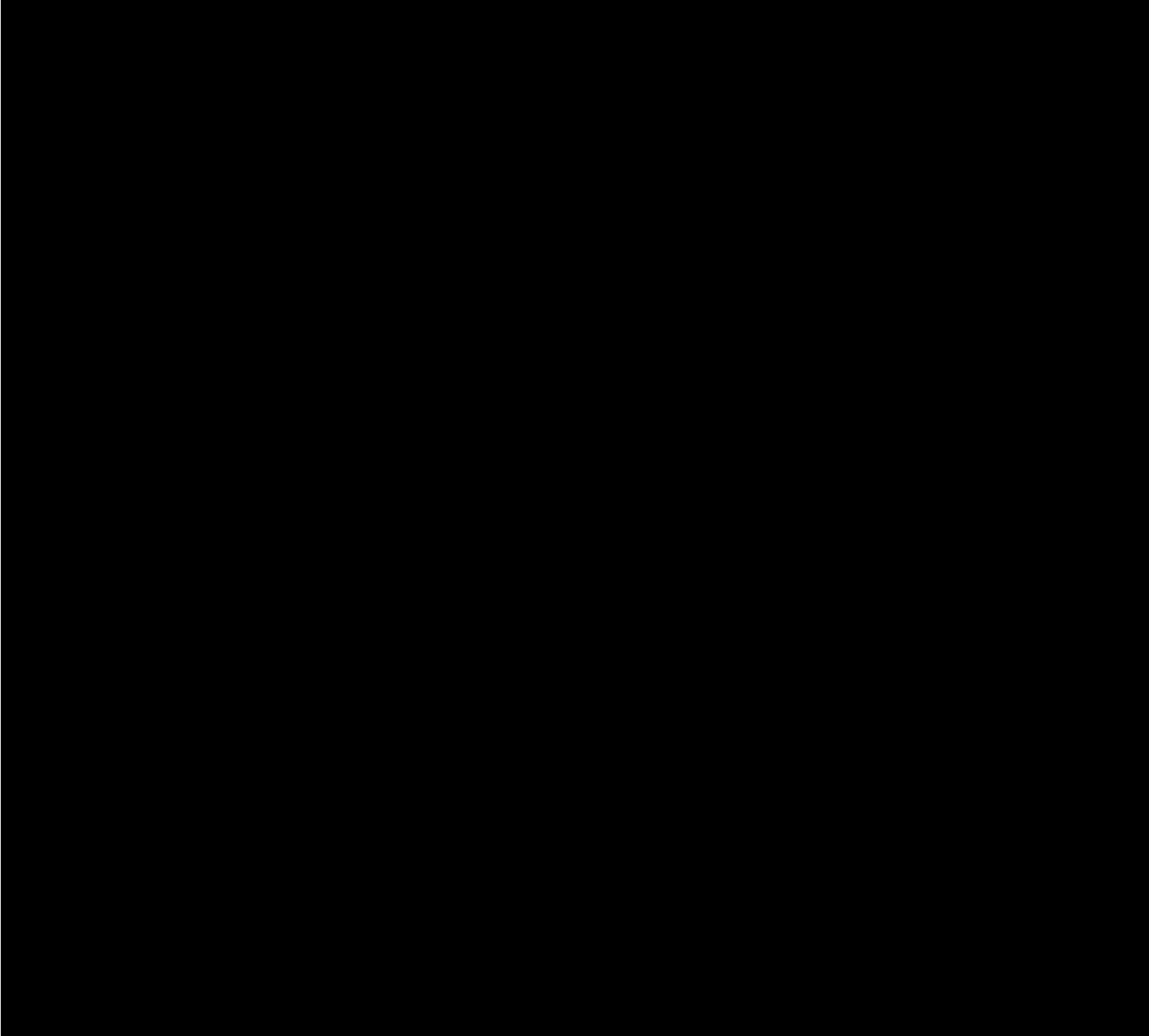
Every micromobility rider is different, so it's our responsibility to ensure we're providing them with the options that best meet their diverse needs. During our initial PayPal rollout, we saw 20% of new riders opting to make it their preferred payment of choice. Our findings suggest these kinds of expanded payment methods have a positive impact, unlocking micromobility for millions more riders worldwide.

- **Rebecca Hahn, Chief Communications Officer**

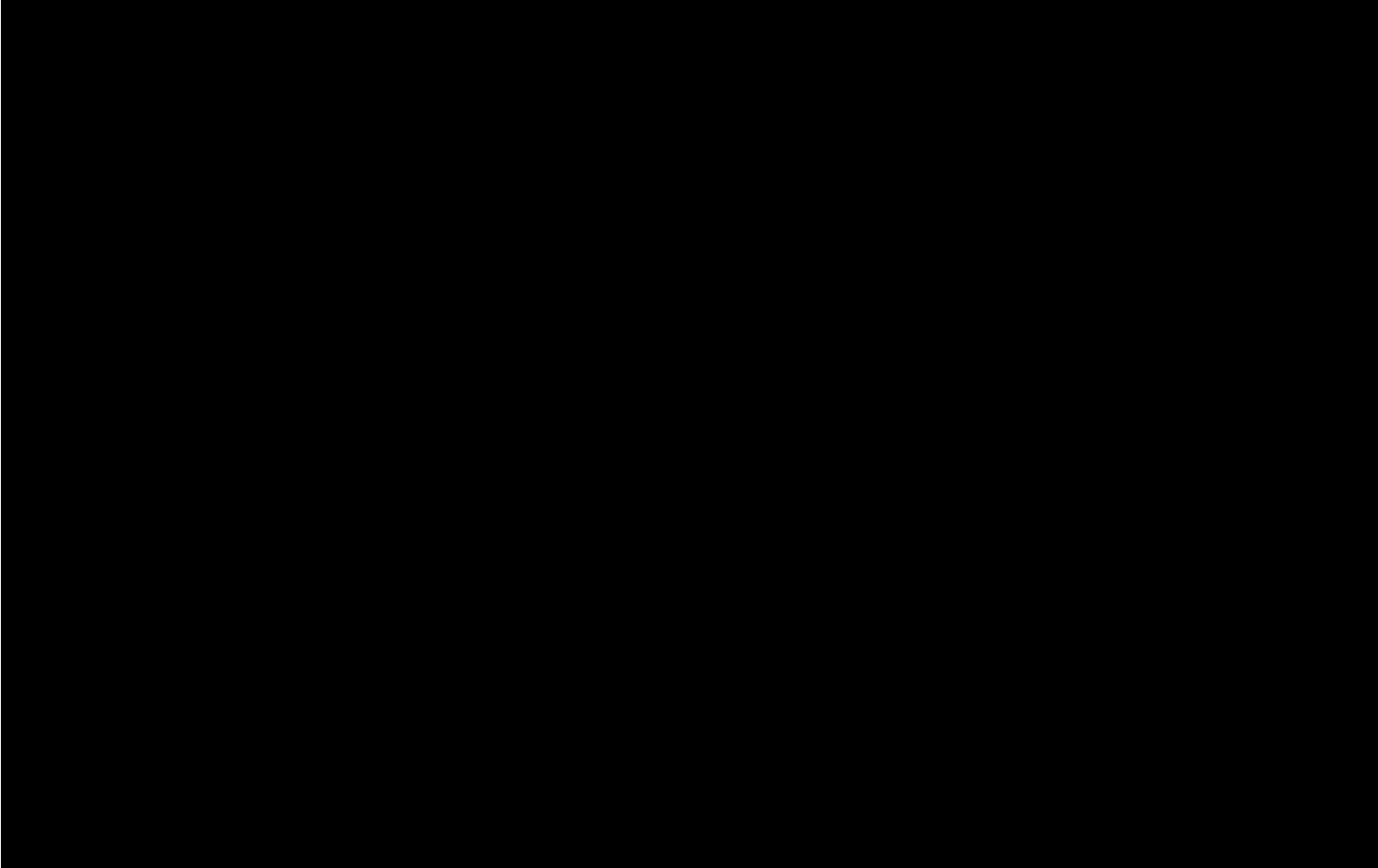
Appendix 7: Education and Outreach Events

Bird will host a minimum of [REDACTED] presentations, activities, and events with community-based organizations and other key stakeholders in Chicago throughout the permit period. Below, we have detailed our initial five-week timeline. More information on our plans for ongoing events can be found on the following pages.

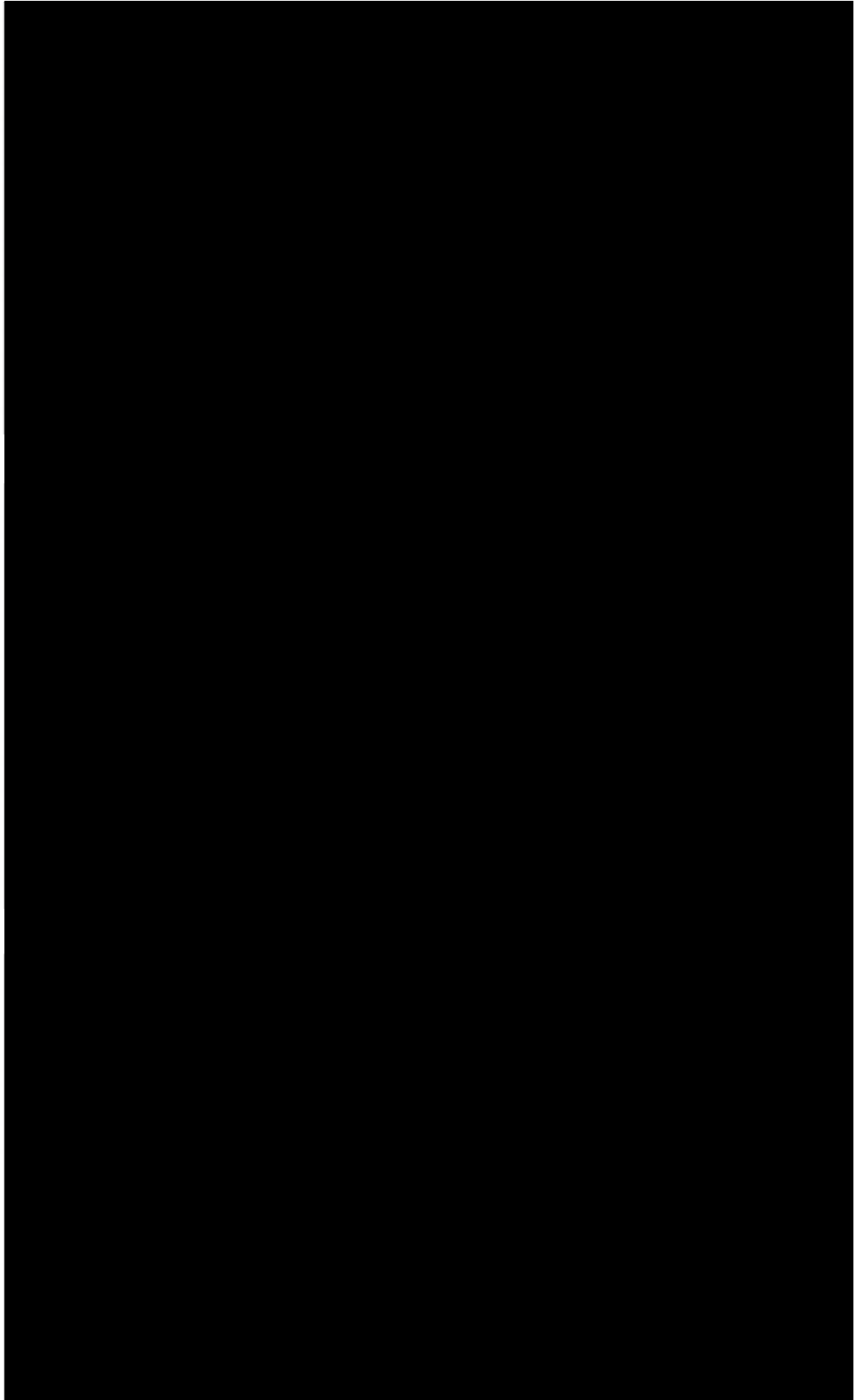
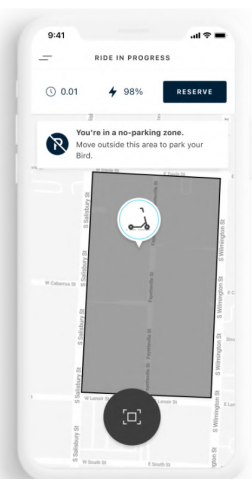
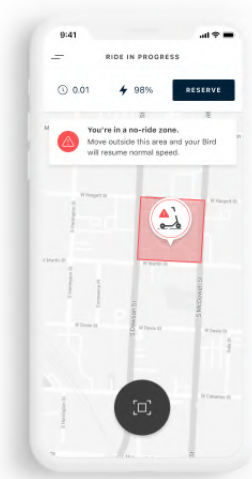
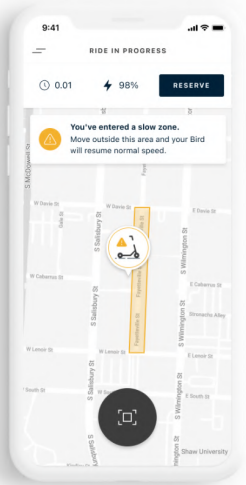
Pre-'22 Permit		Start Date	Post-Start Phase			
2- Week	1- Week	Launch Day	Week 1	Week 2	Week 3	Ongoing



Appendix 8: Strategic Deployment Hubs

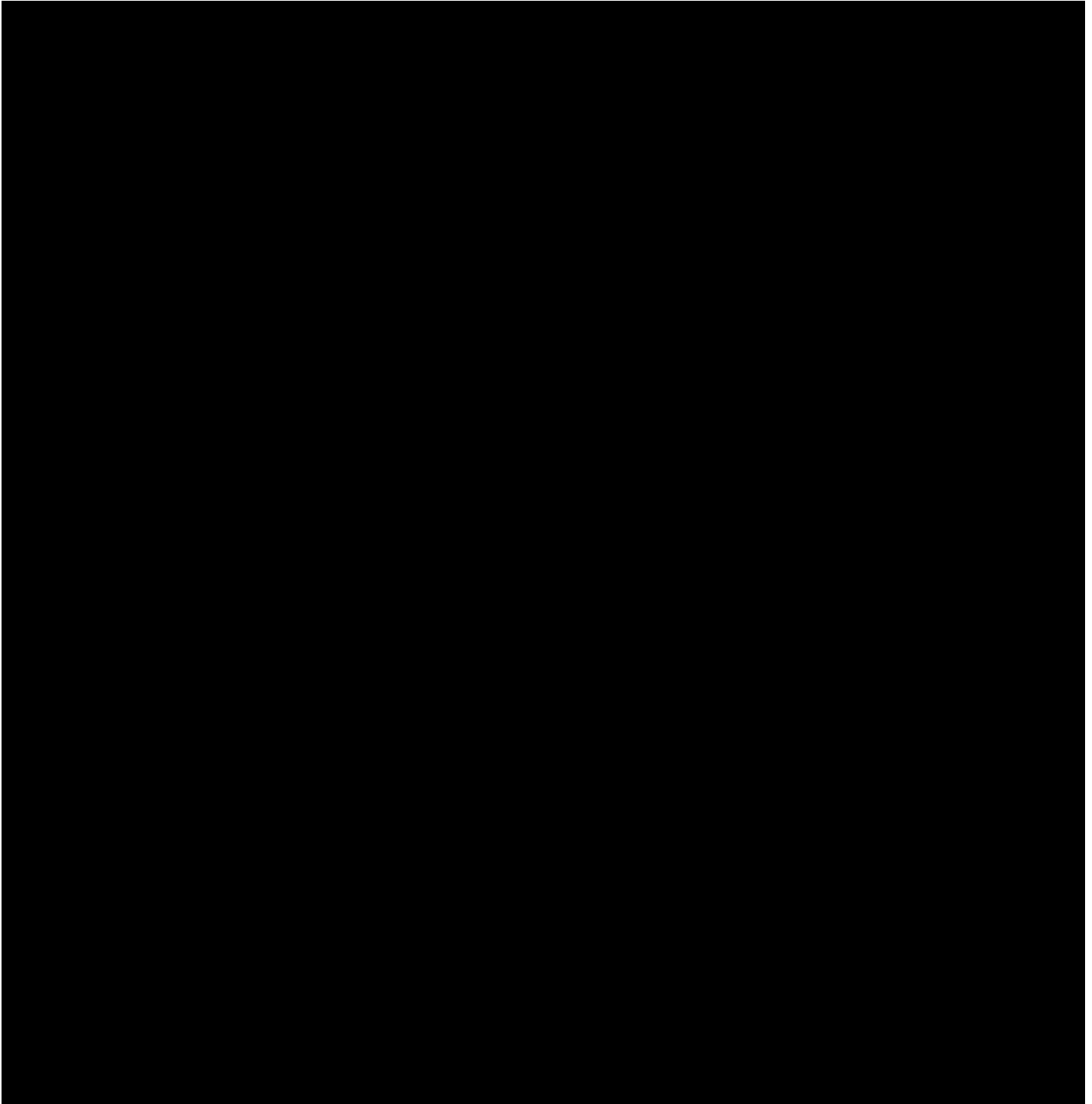


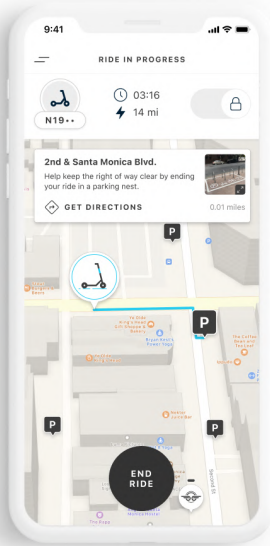
Appendix 9: Geofencing



No-Parking Zone

Appendix 10: AI-Verified Parking





1. In-App Map: We feature approved parking locations on our in-app map and mark them with a "P" icon.



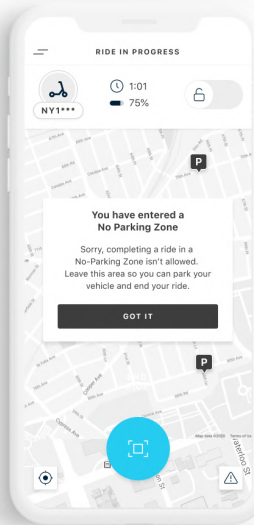
2. QR Scan: At the end of the ride, we instruct riders to scan their device's QR code.



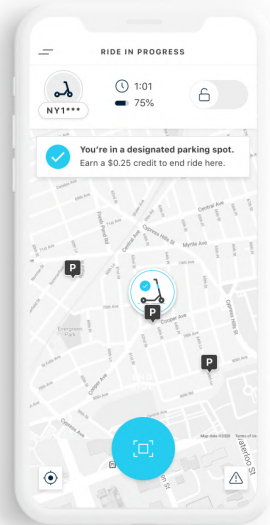
3. Scan Surroundings: Riders are asked to scan nearby buildings with their phone tilted up. If the phone is not tilted enough, an on-screen indicator alerts the rider to adjust the phone.



4. Scan Surroundings: When the phone is pointed up, we direct riders to scan buildings to the left and right. We use these images to triangulate their precise location.



5. Non-Approved Location: If the rider is not in a designated space, a message appears asking them to relocate to an approved location.



6. Approved Location: Once the system determines the device is parked in an approved location, the rider can end their ride.

Appendix 11: Chicago Outreach Event Photos



BUILD Chicago Helmet Giveaway and Peace Ride



Supporting local businesses and organizations in @Chicago? We're absolutely here for it ❤️

Bird was proud to support the 79th Street Renaissance Festival CRAWL this weekend hosted by @GADC_Chicago. It was great to connect with so many of our friends and neighbors!



Greater Auburn Gresham Development Corp. x 79th Street Festival



Streets Calling Bike Club Rider Experience Event



My Block, My Hood, My City MLK Day of Service



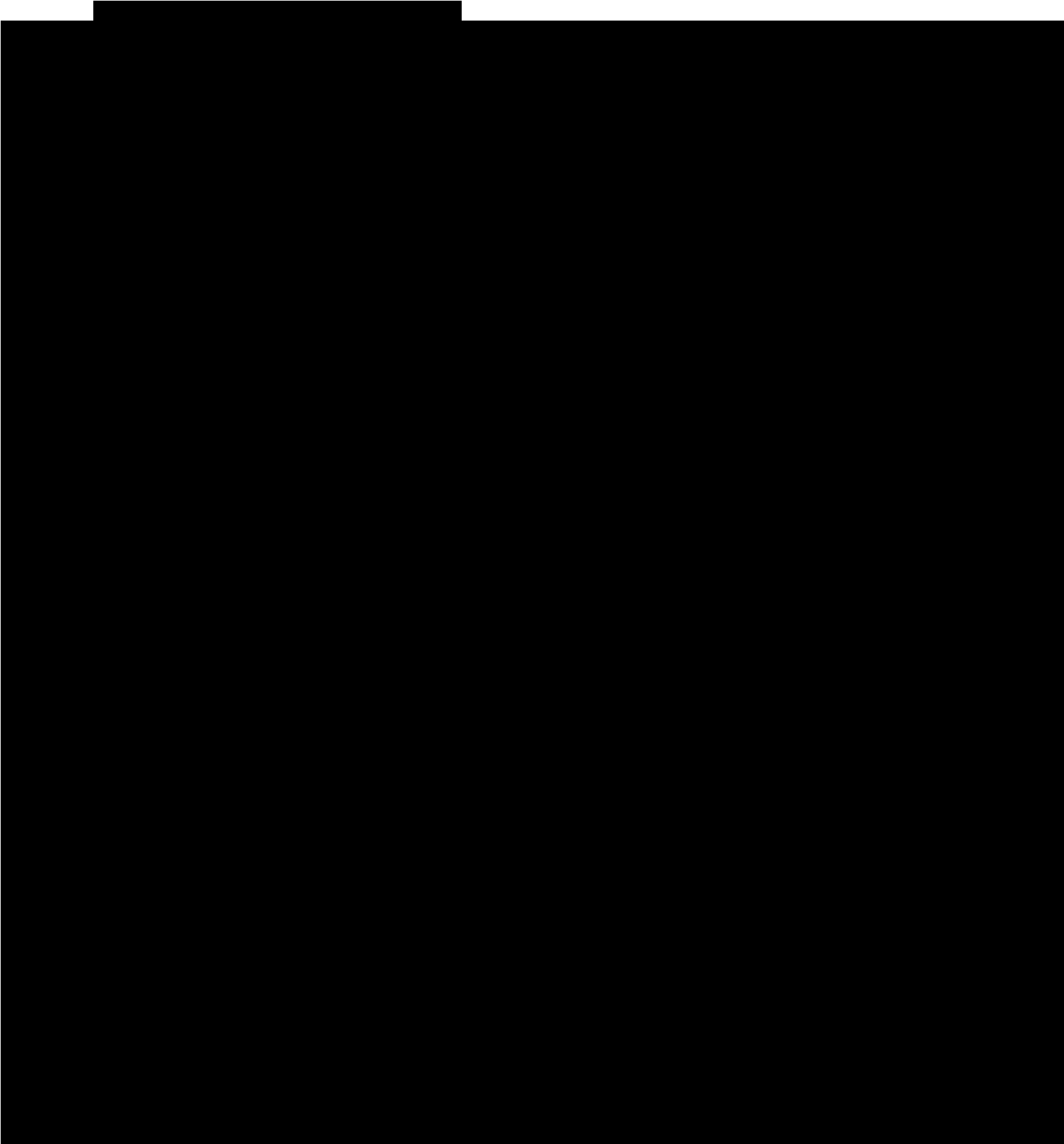
***Bike the Hood with Alderman
Howard Brookins***

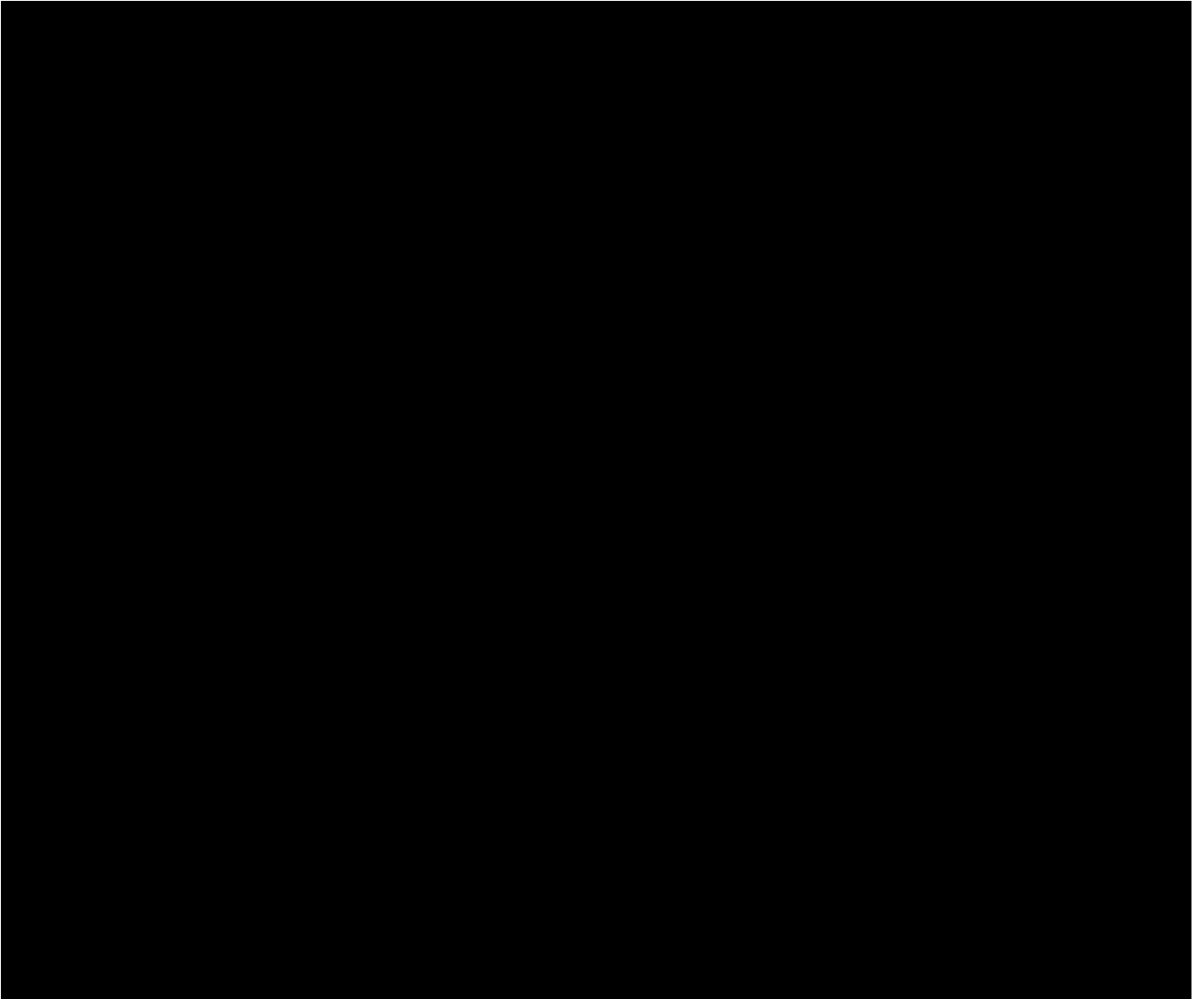


***Bird x Little Village Chamber of
Commerce Holiday Toy Drive***

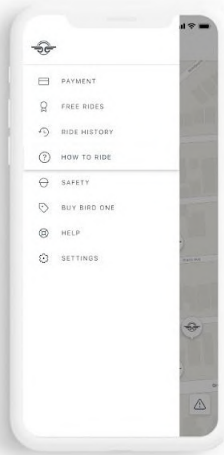


***Joint Operator Press Conference with Transportation Chair Howard Brookins,
Ald. Burnett and Ald. Dan La Spata***

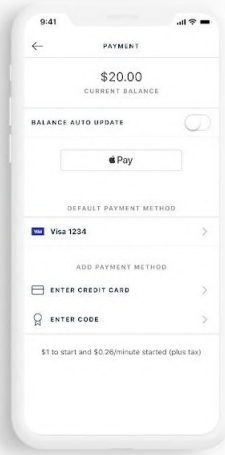




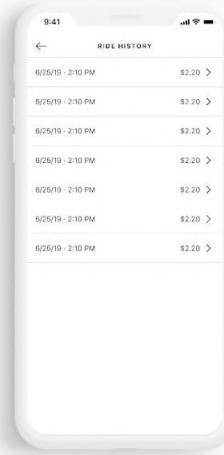
Appendix 13: Mobile App Images



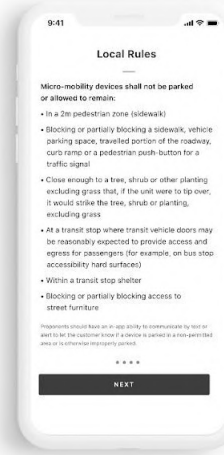
Rider Menu
The rider menu is organized by category.



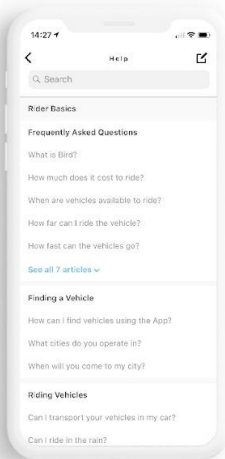
Payment
The Payment tab enables riders to select a payment method and view their current balances.



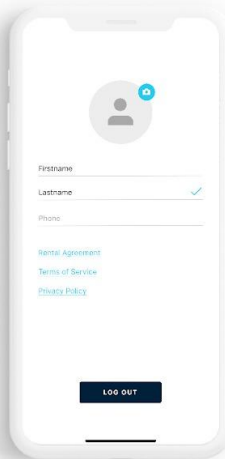
History
The History tab shows a historical view of riders' past trips and the associated costs.



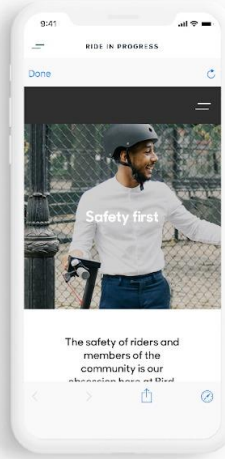
Local Rules
The Local Rules tab informs riders of the relevant traffic laws.



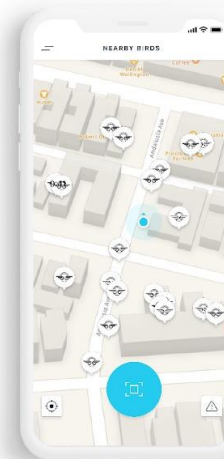
Help
The Help tab provides customer service support for riders.



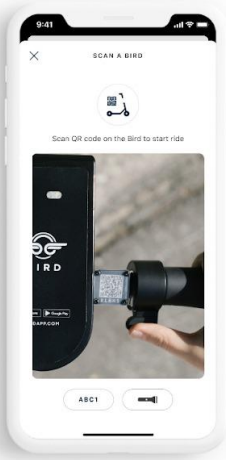
Settings
The Settings tab shows rider profile details and Bird's operational agreements.



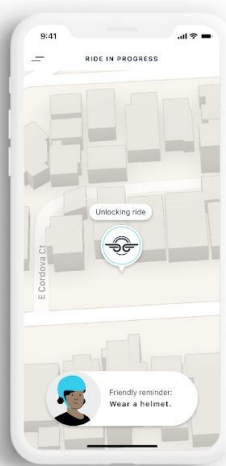
Safety
The Safety tab provides clear instructions for safe and responsible riding.



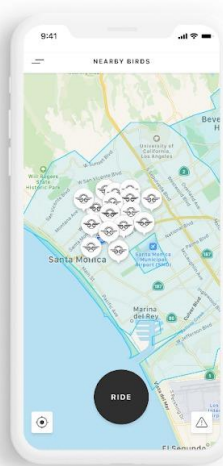
Find a Bird
The Ride screen shows riders a view of Bird vehicles that are available for riding.



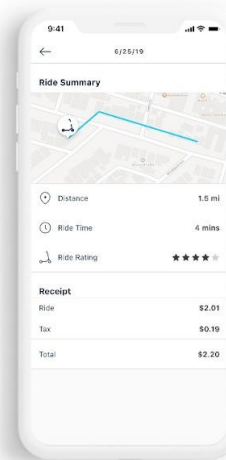
Scan a Bird
Each Bird vehicle has a unique QR code that identifies the vehicle.



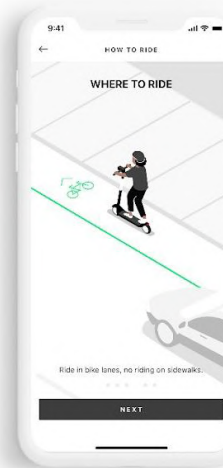
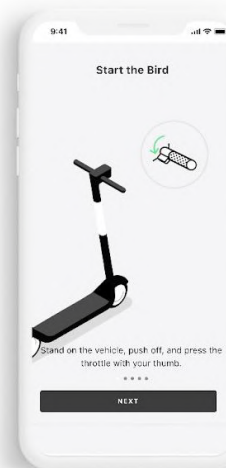
Unlocking a Ride
Riders scan the QR code to unlock the vehicle and start a trip.



Ride Service Areas
The Ride screen shows the service area(s) and boundaries.



Ride Summary
The Ride Summary screen shows riders a summary of their trips.

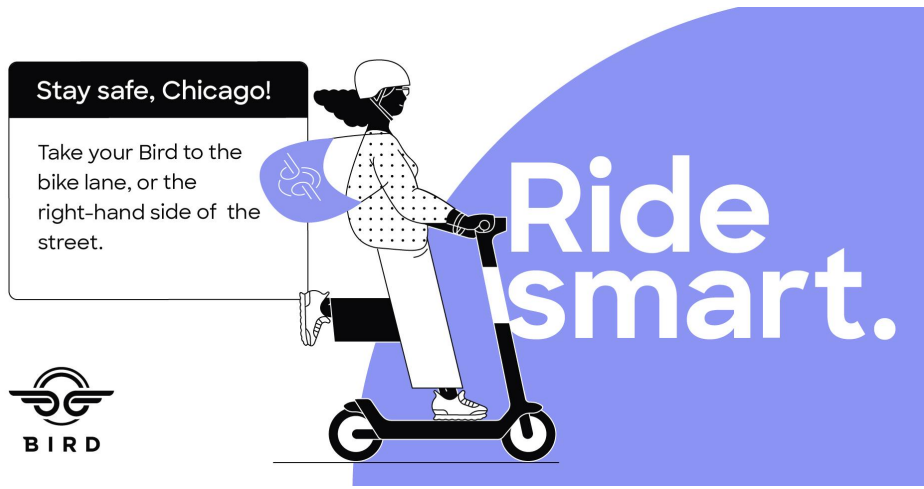


How to Ride
The How to Ride tab provides clear instructions for safe and responsible riding.

Appendix 14: Repair and Maintenance



Appendix 15: Public Information Campaign Examples 2020–2021



Rail Line Ad Campaign in partnership with CTA



Park easy.

Looking good, Chicago!
Park upright & locked, keeping walkways and ramps clear.

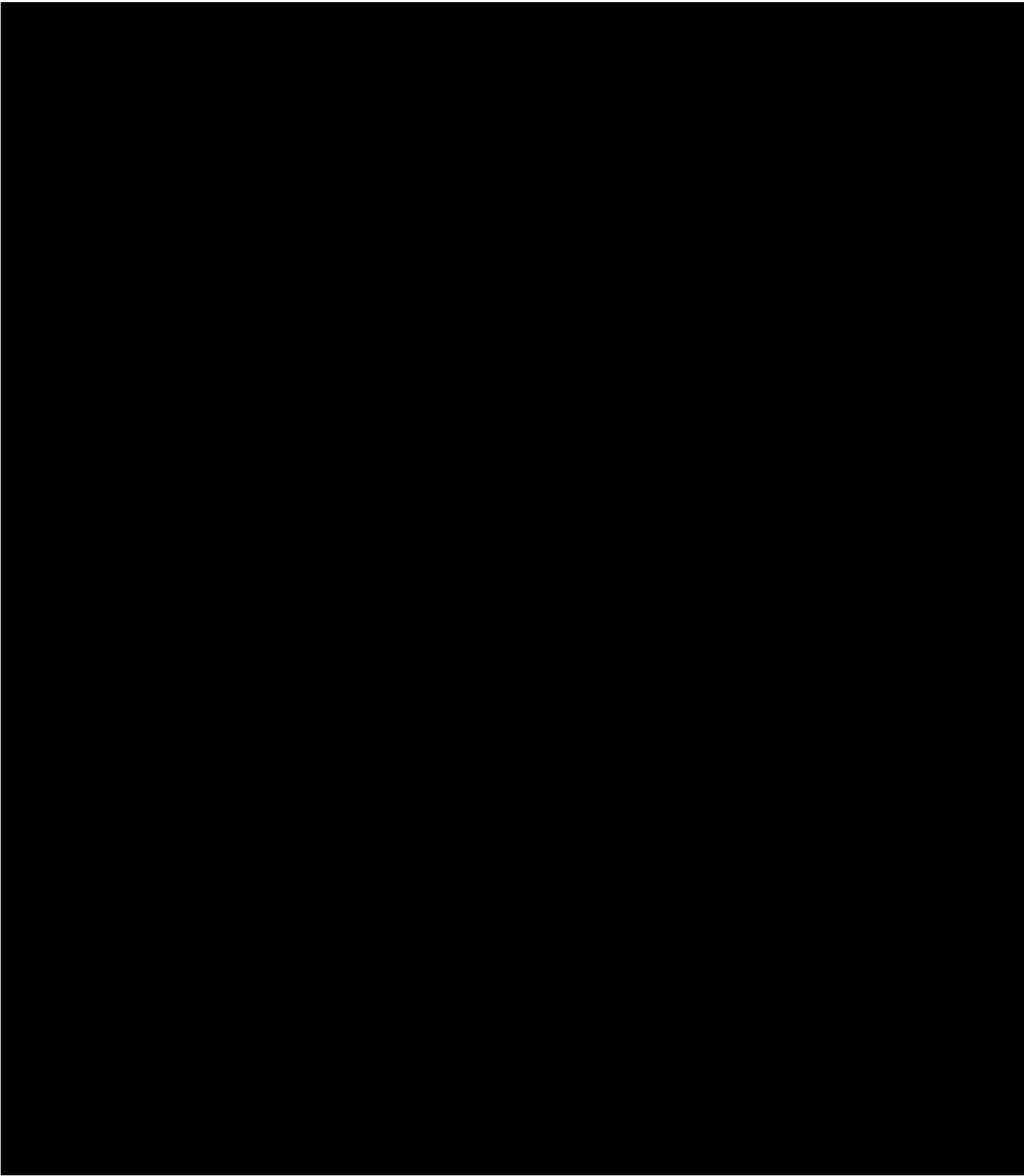
Park easy.

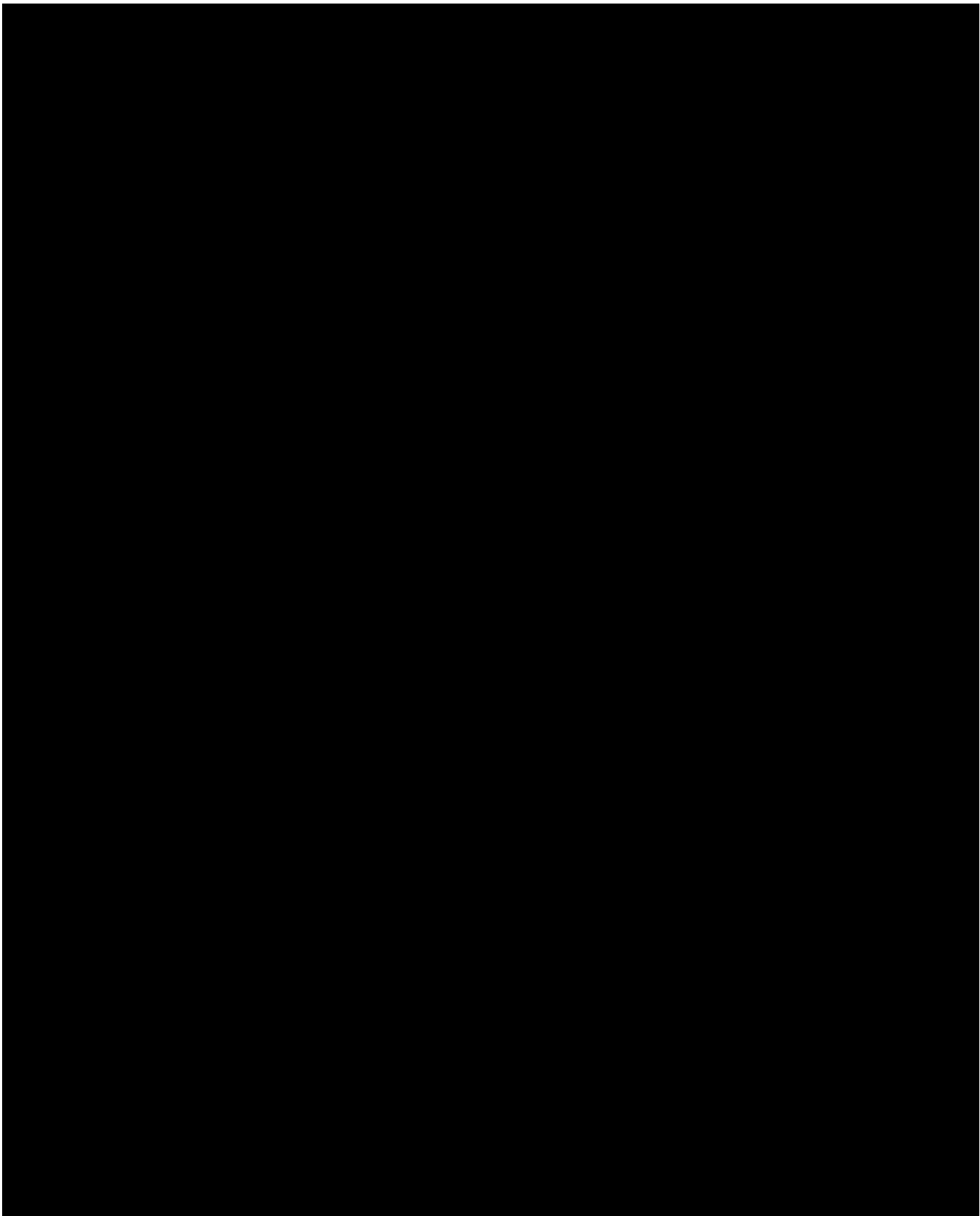
Looking good, Chicago!
Lock it: Park upright attached to a fixed object
Don't block it: Keep ramps and walkways clear

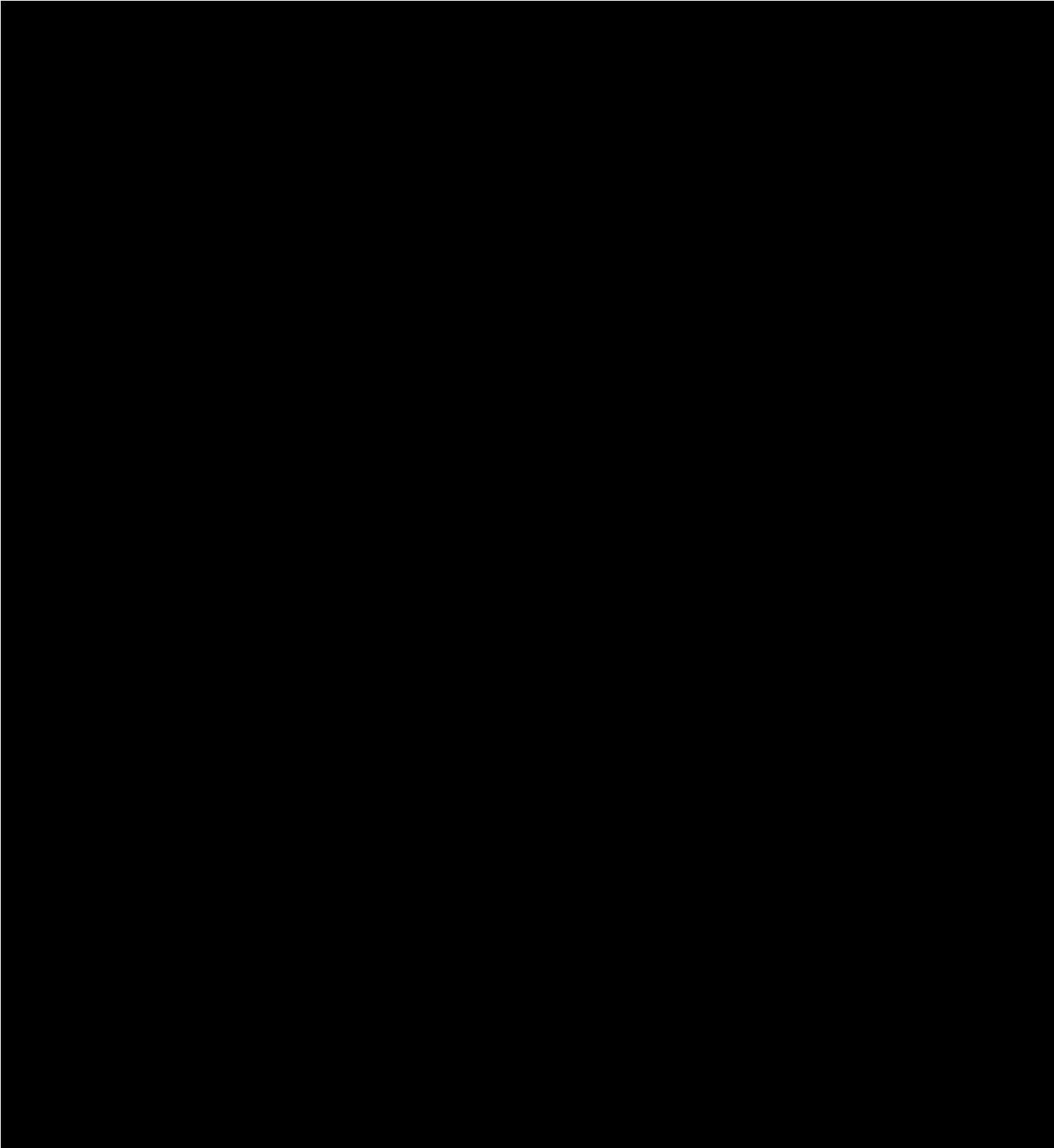
Public Information Ad Campaign in partnership with CTA

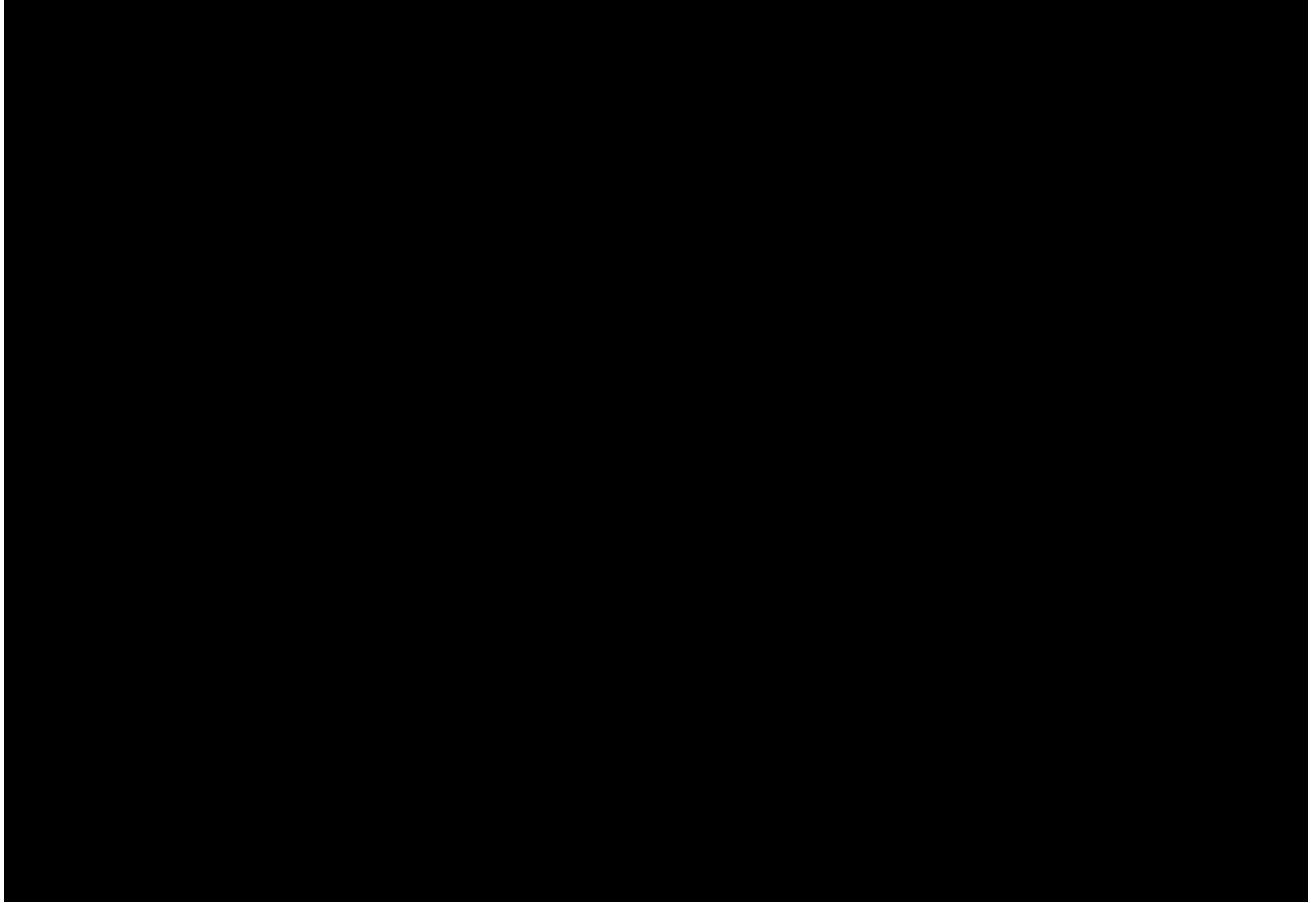


Bus Ad Campaign in partnership with CTA









Appendix 18: Letters of Support



EXECUTIVE COMMITTEE

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Martinez Funeral Home

Vice President
Eve Rodríguez Montoya
Dulcelandia/Yogolandia

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Mike Moreno
Moreno's Liquors

Honorary Board
Salvador Padroza Economy
Beyond Roofing

Executive Director
Ivette Trevino

3610 W. 26th Street
2nd Floor Chicago,
IL 60623 T:
773.521.5387
F: 773.521.5252
littlevillagechamber.org

TU MÉXICO, TU CHICAGO

February 8, 2022

Commissioner Gia Biagi
Chicago Department of Transportation
2 N. LaSalle Street, Suite 1110
Chicago, IL 60602

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

Dear Commissioner Biagi,

We are pleased to support Bird's application to be selected as one of the operators for the upcoming e-scooter program with the Chicago Department of Transportation. Bird has shown a commitment to addressing the needs of safe, reliable, and clean transportation modes for Chicago as a whole.

Founded in 1989, the Little Village Chamber of Commerce (LVCC) has represented the interests of local businesses and the larger bilingual business community in Chicago. Its mission is to support, promote and enhance the growth and success of our local businesses and to leverage the community's assets, contributions and unique Mexican identity cultural identity to generate new business opportunities. LVCC residents and business owners are recognized for their entrepreneurial spirit, strong work ethic and commitment to family and community.

Bird has been a great corporate partner through various engagements with the LVCC. In December, Bird partnered with the LVCC for its annual Little Village Holiday Posada. The LVCC was able to provide over 2000 toys, 1000 face masks, 800 food baskets and 300 coats to families in Little Village. Bird kindly donated their "Birdie" scooters as gifts to the families of Little Village. We look forward to continuing to work with Bird to ensure businesses and residents of Little Village are aware of the benefits of micromobility as a new accessible mode of transportation to further encourage patronage of businesses throughout the Little Village community.

If Bird's application is selected in Chicago we are committed to continue to further collaborate to ensure that our City's transportation promotes equity and inclusion in all areas of the city and also positively impacts the Little Village economically.

Kind Regards,

Ivette Treviño
Executive Director
Little Village Chamber of Commerce



GREATER AUBURN-GRESHAM DEVELOPMENT CORPORATION

February 10, 2022

Chicago Department of Business Affairs
Business Consultant Supervisor
121 North LaSalle Street, Room 805
Chicago, IL 60602

Re: Support for Bird's E-Scooter Permit Proposal

To Whom It May Concern:

On behalf of the Greater Auburn Gresham Development Corporation (GAGDGC) and the 79th Street Renaissance Festival committee, I am writing to express our support of Bird's proposal for the E-Scooter Share Program.

This opportunity supports Bird's efforts to fully engage in the Chicago region, to highlight its services, and to provide training opportunities to residents in our community which tends to be largely disinvested. Access to mobility options such as this are essential for equitable development and for the improvement of health and wellness on Chicago's south side.

GAGDC has been providing services to the Auburn Gresham community for nearly twenty years and is leading a movement locally to promote health, wellness and wealth generation for residents in our service areas. Our catalytic efforts are nicknamed Always Growing, Auburn Gresham to highlight the fact that we are growing wealth opportunities, growing health opportunities and growing food through urban agriculture – providing access to fresh foods.

GAGDC and the 79th Street Renaissance Festival will continue to collaborate with Bird once they are selected for the e-scooter sharing RFP which will contribute to our efforts to create a more equitable and economically prosperous community.

Sincerely,

Carlos A. Nelson
Greater Auburn-Gresham Development Corporation
c/o 79th Street Renaissance Festival

773-483-3696 *www.gagdc.org * auburngreshamportal.org



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

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Steven G. Lisa
Lisa & Lesko, LLC

Frank Nicholas
Nicholas Art Direction

Ronald C. Owens
Ronald C. Owens & Associates

Coy Pugh
Retired, United Methodist Minister

Kemi Solade
BMO Harris Bank

Randolph Stone
Retired, University of Chicago

Alfonzo Surrent
King Jr., Inc

Micah K. Swansay
Consulting Professionals, Inc.

Steve Watts
Fifth Third Bank

November 15, 2021

Dear City of Chicago Department of Transportation

We are pleased to support Bird's application to be selected as one of the operators for the Department of Transportation's upcoming e-scooter pilot. If selected, Bird has agreed to partner with The Safer Foundation (Safer) to fill full-time living wage positions related to its operations in the city of Chicago.

Serving approximately 5,000 clients annually, Safer delivers workforce programming exclusively for people with arrest and conviction records. Safer's mission is to support, through a full spectrum of services, the efforts of people with arrest and conviction records to become employed, law-abiding members of the community and, as a result, reduce recidivism. Our communities are suffering from issues of equity and opportunity, which has been exacerbated by COVID.

Specifically, Safer will work with Bird to refer applicants for the following employment opportunities;

- Shift Leads- Oversee team at service center and ensure operational goals are met
- Mechanics- Inspect, repair, and quality control all Bird scooters
- Drivers- Deploy and rebalance vehicles and retrieve vehicles in need of repair or charging

Given Bird's broad depth of experience in the industry, we are confident Bird will provide the Safer Foundation's clients with rigorous in-depth training and transferable skills.

Bird is a leader in rehabilitation through employment in the micro-mobility industry. For example, Bird partners with Lifeline to Success in Memphis to provide employment to individuals with a justice history.

Bird creates a pathway to growth over time and regularly promotes staff who perform repairs with precision and efficiency, and in many cases rise to become Shift Leads and Service Center Leads and Associates. Furthermore, Bird employees who wish to seek continuing education may seek tuition reimbursement. Bird's has committed to work closely with these employees and their managers to develop flexible schedules and customized work plans to ensure they are able to meet their full potential through a career with Bird.

Thank you for your consideration and please let me know if you have any further questions

Sincerely,

Arthur Bishop
Chief Program Officer

EQUITICITY

POWER + EQUITY >

Olatunji Oboi Reed
President & CEO
The Equiticity Racial Equity Movement
1956 South Hamlin Avenue #3
Chicago, Illinois 60623

February 1, 2022

Gia Biagi
Commissioner, Chicago Department of Transportation
City of Chicago
2 North LaSalle Street, Suite 1110
Chicago, Illinois 60602

Re: Support for Bird's E-Scooter Permit Proposal

Dear Commissioner Biagi:

The Equiticity Racial Equity Movement is pleased to offer our full support of Bird's application to be selected as one of the operators for the Chicago Department of Transportation's upcoming e-scooter program. Bird has shown a commitment to addressing the needs of safe, reliable, and clean transportation modes for Chicago as a whole.

Equiticity is a racial equity movement operationalizing racial equity by harnessing our collective power through research, advocacy, programs, and community mobility rituals to improve the lives of Black, Brown, and Indigenous people in our society.

Equiticity has partnered with Bird on a number of our community mobility rituals, including several community bicycle rides in partnership with BUILD, Inc. in the Austin neighborhood, focused on reducing hyperlocal violence. Bird served as a partner on our Bikes, Birds + Environmental Justice ride, focused on connecting North Lawndale and Little Village and the reclamation of public space. Bird also partnered with Equiticity on our Second Annual Chicago Bike Collective Ride, as a vehicle to bring cycling related organizations together to celebrate our work in predominantly Black and Brown neighborhoods. With all these partnerships, Bird provides support through in-kind donation of helmets and education on their equitable e-scooter sharing program for Chicago.



CHICAGO COOKWORKFORCE PARTNERSHIP

A proud partner of the AmericanJobCenter network

www.chicookworks.org

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

January 21st, 2022

Chicago Department of Transportation
Sean Wiedel, Assistant Commissioner
30 N LaSalle
Room #1100
Chicago, IL 60602

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

As the City of Chicago gathers proposals to select operators for the 2022 E—Scooter Share 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 312-603-0228.

Sincerely,

DocuSigned by:
Karin M. Norington-Reaves

Karin Norington-Reaves
Chief Executive Officer



1640 W HUBBARD STREET, UNIT A, CHICAGO IL, 60622
WWW.SHIFTTRANSIT.NET
EMAIL: INFO@SHIFTTRANSIT.NET

Chicago Department of Transportation

ATTN: Commissioner Biagi
30 N LaSalle Street, Suite 1100
Chicago, IL 60602

February 11, 2022

Dear Commissioner Biagi,

On behalf of Bird, we write to offer our strong support for their license application for the e-scooter share program in the City of Chicago. During the course of our discussions with their team over the past several months, we have been thoroughly impressed with their commitment to provide mobility solutions to every resident of Chicago, their best-in-class technology that promotes safety above all else, and their desire to help the city meet its bold environmental goals.

Shift Transit is a leading mobility operations company, with 125 employees in multiple business units across North America. We currently manage more than 25,000 mobility assets on a daily basis, including one of the largest bikesharing programs in North America (Bike Share Toronto), which features 6,850 bikes and 625 stations.

Most importantly, we know Chicago. Our headquarters are located on the west side of the city at 1640 W Hubbard. Our CEO, Eddie Inlow, served as the founding General Manager of the world-class Divvy bike share program, working closely with senior CDOT officials to launch the program and establish it as a bonafide transit system for Chicago residents. In July 2021, after a competitive process, we were selected by the city's Department of Cultural Affairs and Special Events to manage the day-to-day affairs of the McDonald's Cycle Center in Millennium Park (since rebranded to [HUB312](#)), offering a suite of services to bike commuters, bike rentals, and tours for city visitors.

Additionally, during the city's second scooter pilot in 2020, we were selected by Spin to manage their 1,700 scooters in the Equity Priority Area (EPA) and ensure they were meeting the city's performance standards. Our team of 20+ employees worked around-the-clock shifts to ensure residents could always find an available scooter within a 5-minute walk in the 20 EPA zones. As a direct result of our efforts, Spin was the only company that participated in the pilot that did not receive a citation for failing to meet the City's equity performance goals. In fact, Spin was the only company that continually exceeded to meet the city's daily KPI requirements for the EPA, leading to 90% of surveyed EPA residents sharing that they were within a 5-minute walk of a scooter and 85% of respondents claiming that e-scooters made travel more efficient.

If selected, Bird has agreed to partner with Shift Transit to fulfill critical pieces of the operational scope-of-work laid out in the program's requirements, including managing the scooters in the EPA. Shift Transit is committed to initially hiring at least 10-15 Chicago residents (W2 employees) to carry out our program responsibilities and will ramp up our hiring if Bird is granted approval to increase the size of its fleet as the program evolves.

THE LEADING PROVIDER IN MOBILITY OPERATIONS AND MANAGEMENT

Overseeing 25,000 mobility assets on a daily basis



1640 W HUBBARD STREET, UNIT A, CHICAGO IL, 60622
WWW.SHIFTTRANSIT.NET
EMAIL: INFO@SHIFTTRANSIT.NET

In closing, we look forward to working with Bird if they are selected as one of the vendors for the shared e-scooter program. The City of Chicago and its residents will be well-served by adding Bird's safe, sustainable, and world-class scooters to its streets.

Best,

Edward Inlow

Edward Inlow
Chief Executive Officer

THE LEADING PROVIDER IN MOBILITY OPERATIONS AND MANAGEMENT

Overseeing 25,000 mobility assets on a daily basis

Daphnay Sagaille
Streets Calling Bike Club LLC
50 E 26th Street
Chicago, IL 60616-6939



January 18, 2022

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 Streets Calling Bike Club 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 Streets Calling Bike Club is a Chicago based black owned cycling club, that focuses on social activism, entrepreneurship, and the support of promoting black healthy and positive culture representations. We're dedicated to increasing health and wellness, while using our network to support minority owned businesses in Chicago's most urban communities.

As the organization grows, we're expanding our outreach throughout our community. Weekly bike routes are solely dedicated to increasing awareness to the forever growing and emerging black markets. Currently we have national chapters in Charlotte, Detroit, Philadelphia, and Washington D.C.

If Bird is selected as one of the shared mobility operators in Chicago we commit to collaborating with them to ensure that our city continues to provide alternative modes of transportation to all demographics. 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 847-997-5761.

Sincerely,

Daphnay Sagaille
Co-Founder, Streets Calling Bike Club LLC.



Ms. Gia Biagi, Commissioner
Chicago Department of Transportation
30 N LaSalle
Room #1100
Chicago, IL 60602

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

As the City of Chicago gathers proposals to select operators for the 2022 E—Scooter Share Program, The Business Leadership Council (BLC) 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 in communities where job prospects have been scarcer.

The BLC is Chicago's premier Black business organization of more than 170 of Chicago's Black business leaders and entrepreneurs representing over 25 industries. We are harnessing the power of today's Black business innovators to build the next generation of leaders.

One of our primary objectives is to improve the well-being and long-term sustainability of the Black community by increasing the capacity of Black businesses and our members. We aim to create generational wealth from the ground up through demonstrating our ability to deliver value to governments, institutions and corporations. To do so, our businesses must participate in the modern economy and have equal access to all transportation options.

Through strategic local partnerships, we believe a permanent e-scooter program can address transportation equity concerns and increase the economic vitality of black neighborhoods and businesses. If Bird is selected as one of the shared mobility operators in Chicago, the BLC commits to collaborating with them to ensure that our network of business owners and influencers are actively engaged in their expansion plans. 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 312-628-7844 or via email at alavelle@blcchicago.com.

Sincerely,

A handwritten signature in cursive script that reads "Avis LaVelle".

Avis LaVelle,
Executive Director
Business Leadership Council



2-15-22

Sean Wiedel
Assistant Commissioner
Chicago Department of Transportation
City of Chicago

Dear Sean,

I'm genuinely in favor of improving & expanding all transportation options for the city, especially on the South & Far south sides, be it by helping to plan for the Red Line Extension to 130th; increased usage of Divvy E bikes to the possibility of using E-Scooters for Eco Tours citywide. Imagine the possibilities.

I support **BIRD**'s application for the City's 2022-23 Shared Scooter Program.

As you know, WKYR Members and I are staunch advocates for safe cycling citywide. We welcome **BIRD**'s presence provided they educate residents on how to safely ride E-Scooters, inform residents of Chicago pilot's rules of the road, as well as, honor & respect equity issues and concerns.

WKYR will host several events & our 7th Annual Bike Ride & Wellness Pop Up and **BIRD** has confirmed they will participate.

Please advise if CDOT may need WKYR's support to make the program a success.

Be safe & live well,

Deloris Lucas
Founder, We Keep You Rollin' (WKYR)



Chicago Department of Transportation

ATTN: Commissioner Biagi
30 N LaSalle Street, Suite 1100
Chicago, IL 60602

February 17, 2022

Dear Commissioner Biagi,

On behalf of Bird, we write to offer our strong support for their license application for the e-scooter share program in the City of Chicago. We have been impressed thus far, with their commitment to building authentic community relations with an emphasis on providing mobility solutions to every resident of Chicago, in particular here in the Greater Englewood community.

Grow Greater Englewood (GGE) vision Our vision is an African-centered community in which all people have the resources to live safe, happy, healthy, and fulfilling lives. Our mission is to work in partnership with community stakeholders to develop local food economies and land sovereignty which empower residents to thrive. GGE's CORE VALUES: **PROTECTING** the indigenous land and the people from further divestment and degradation. **CONNECTING** residents in Englewood back to nature, locally grown food, and generational wealth-building resources. **BUILDING** African-centered and sustainable districts in Englewood that improve community health.

Our Work includes:

- Building the Englewood Nature Trail
- Growing Englewood Village Farms
- Expanding The Backyard Gardens and EarthSeeds Cooperative
- Launching The Englewood Community Land Trust
- Building The We Grow Campus
- Englewood Village Market and Plaza
- The Englewood Food Sovereignty Network

We see an opportunity to make micro-mobility useful in our efforts and also as a resource for the larger community. We are excited to support and partner with Bird in their efforts to support Chicago by providing quality, sustainable, and affordable alternative modes of transportation. If Bird is selected we will continue to partner with Bird for community engagement activations, last-mile food delivery services, rider safety events, community personalized helmet skin campaigns, and more. We look forward to working with Bird if they are selected as one of the vendors for the shared e-scooter program.

Best,

A handwritten signature in black ink, appearing to read "L.A. Seals".

L. Anton Seals Jr.
Lead Steward

815 W. 63rd Street, 4th Floor
Chicago, Illinois 60621
www.growgreater.org • 312.585.7133 • connect@growgreater.org