



**BIRD**

**Serving Coral Gables**

# Our Handpicked Team, just for Coral Gables



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# Our Mission

Since first offering our vehicles to communities in 2017, we have proudly worked toward our mission of making cities more livable by reducing car usage, traffic, and carbon emissions.

Metro | Bus | Bikes | **Bird**

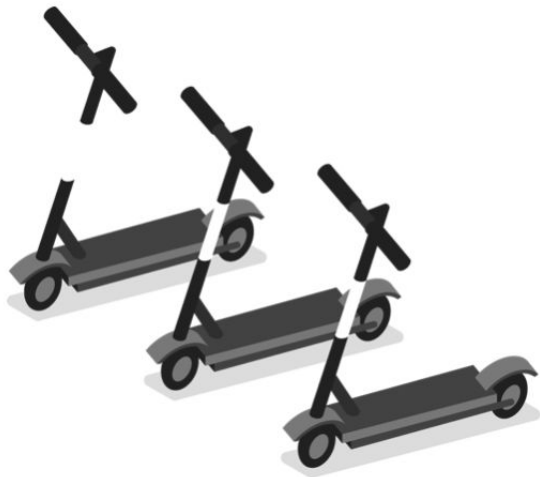
# Bird Learnings

Available in more than 100 cities around the world, our operations team is fully-committed to providing support to communities, spanning: City officials, riders, chargers, mechanics, and residents



**NORTH AMERICA**

**EMEA**

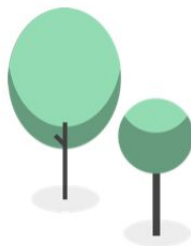


In our first year,  
Bird rides accounted for  
**12.7 million pounds**  
of carbon avoided!

**That's equivalent to...**



**1,200**  
Cars taken off the road for  
one year



**150,000**  
Trees planted & allowed  
to grow for 10 years



**622**  
Homes powered  
for one year

# Bird x Coral Gables

# Our Vision For Coral Gables

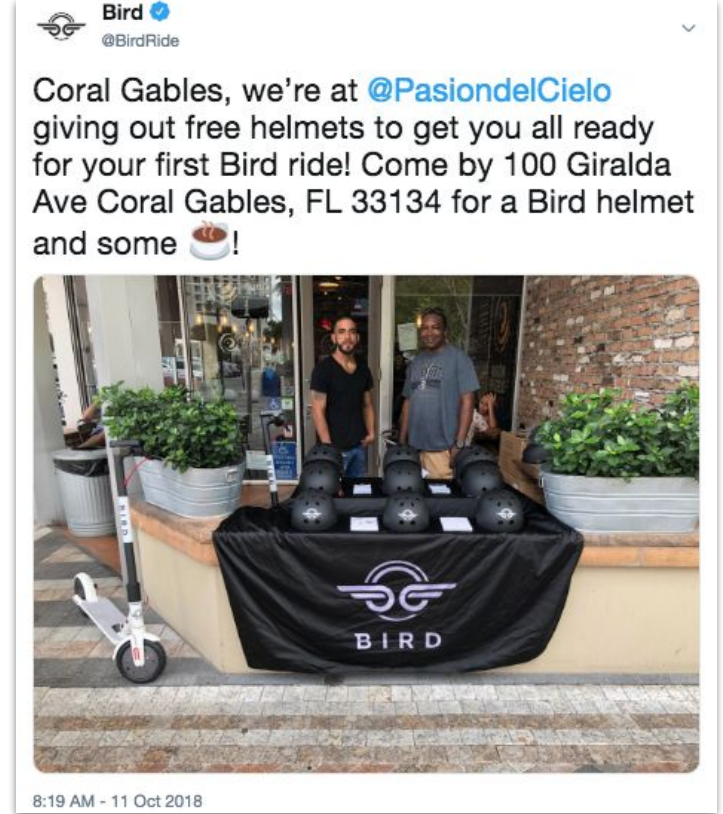
- Establishing a multimodal transportation network to improve connectivity throughout the city
- Providing an equitable transportation option for all residents through our One Bird program
- Helping solve street parking issues in high-traffic areas
- Creating opportunities for residents to earn supplemental income through our Charger program
- Investing in shared infrastructure to support alternative transportation



# Events & Awareness

Bird's goal is to be an integral member of the Coral Gables community. We are committed to:

- Hosting regular safety events to nurture strong community relations and engage at the local level to implement, enhance, and promote safe riding
- Stocking local businesses and City-run organizations with free helmets to give away to the community
- Utilizing online advertising and social media campaigns to promote safety and rider education



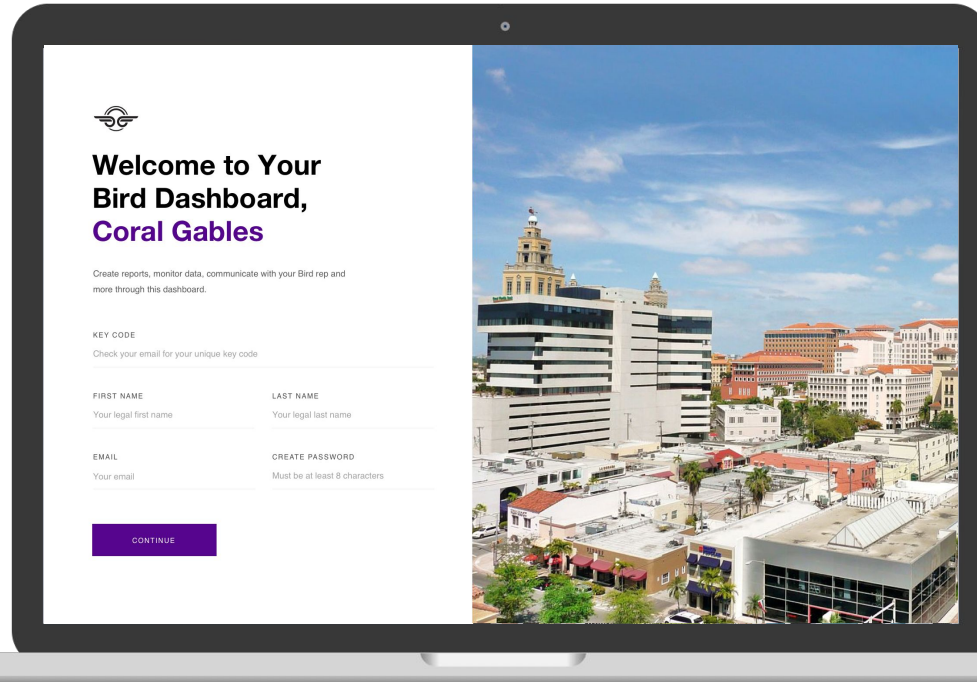


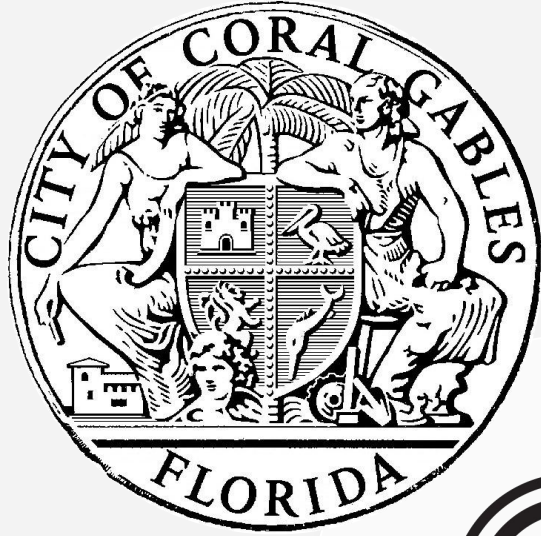
# Sharing Data

Insights to inform and educate overall operations.

API Endpoints - vehicle status and trip data.

Aggregated and categorized complaints and reports.





# Bird x Coral Gables

Days of operation

**25**

Rides per Bird

**2.8**

Average ride

**1.3 miles**

CO2 emissions avoided

**3,540 lbs**

Had the same trips been made by the average car

# Safety

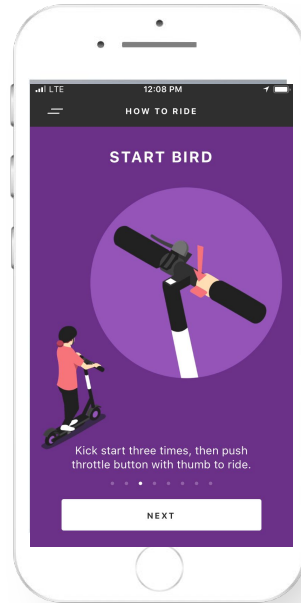
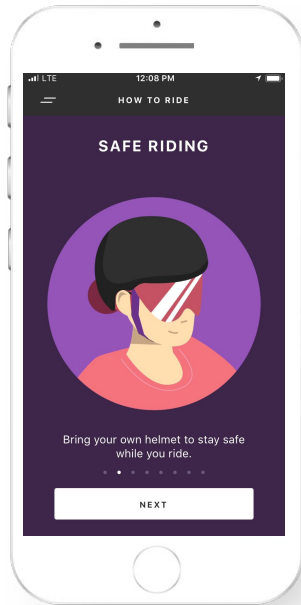
## Bird's Commitment to Safety:

- Require riders to provide a driver's license or proof of ID to avoid underage riding
- Shut off all scooters by 9 p.m. to ensure safe riding
- Provided more than 50,000 free helmets to our riders
- Reduced the maximum speed of our vehicles to 15 mph
- Implemented comprehensive rider safety campaigns and tutorials



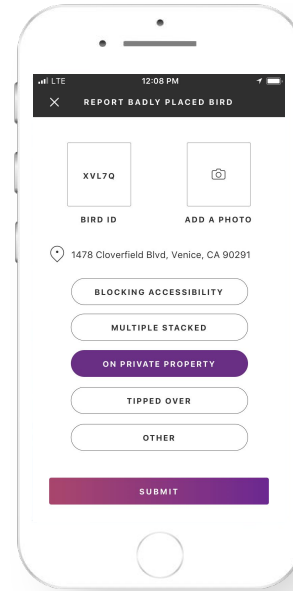
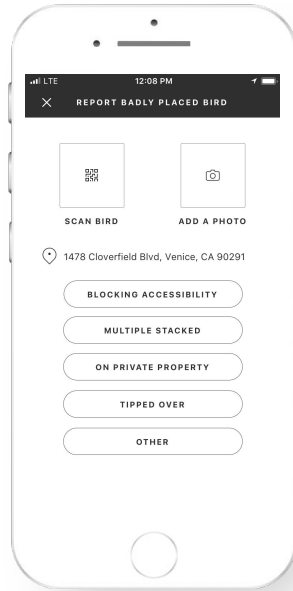
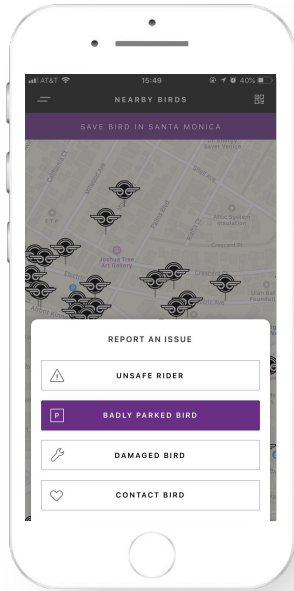
# In-App Communication

Before beginning their first ride, all Bird riders must first complete an in-app tutorial focused on safety and rider education.



# Community Mode

Frictionless, intuitive feature enabling anyone to report bad parking and nest drops



## **Bird's Commitment to Coral Gables**

**In collaboration with Coral Gables, Bird is dedicated to upholding and prioritizing the following responsibilities:**

- **Community Engagement**
- **Safety**
- **Fleet Management**
- **Customer Service**
- **Data Sharing**

# Government References

**Austin:** Jason JonMichael (Austin Department of Transportation)

**Boise:** Craig Croner (Office of the City Clerk)

**Boise:** Jamie Heinzerling (Deputy City Clerk)

**Columbus:** Mayor Andrew Ginther

**Culver City:** Council Member Alex Fisch

**Denver:** Council Member Mary Beth Susman

**Kansas City:** Council Member Jermaine Reed

**Long Beach:** Mayor Robert Garcia

**Long Beach:** Tony Cruz (Community Program Specialist)

**Los Angeles:** Council Member Joe Buscaino

**Louisville:** Al Andrews (Metro Police)

**Memphis:** Council Member Kemp Conrad



**Jermaine Reed**  
@JermaineReed

Following

It has been great partnering with @BirdRide, and I look forward to helping expand their service to ALL Kansas City residents.

**Bird** @BirdRide

We have been working closely with Councilman @JermaineReed to provide accessible, affordable and sustainable transportation to Kansas City. We are proud to be a part of this remarkable community!

11:23 AM - 6 Sep 2018



**Mayor Andrew Ginther** ✓  
@MayorGinther

Following

Bird has been a great partner in helping us find ways to protect safety without stifling innovation.

**Bird** @BirdRide

We are excited to continue our partnership with the forward-thinking @ColumbusGov to promote mobility options and reduce carbon emissions! [bit.ly/2wOQzd4](https://bit.ly/2wOQzd4)

2:59 AM - 6 Sep 2018



The startups are "bringing to the table discussions about developing a roadmap to deploy transportation that from the get-go has equity and access for all built into it." Jason JonMichael (Austin Dept. of Transportation)



# Government References

**Memphis:** Council Member Kemp Conrad

**Nashville:** Council Member Jeremy Elrod

**Oakland:** Ryan Russo (Director of DOT)

**Providence:** Mayor Jorge Elorza

**Salt Lake City:** Jennifer McGrath (Deputy Director)

**Salt Lake City:** Jon Laresen (Director, Transportation Division)

**San Diego:** Council Member Chris Ward

**San Diego:** Council Member Chris Cate

**San Jose:** Ryan Smith (Active Transportation Program Planner)

**San Jose:** John Brazil (Active Transportation Program Manager)

**Santa Monica:** Mayor Pro Tempore Gleam Davis

**Santa Monica:** Council Member Terry O'Day

**Tempe:** Council Member Randy Keating



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Thank you

