



Hello, Appleton

2021





What is Bird?

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

Our mission is to get people out of cars and:



Solve the last-mile problem and connect more residents to transit options.



Reduce congestion and over-reliance on cars



Improve air quality and reduce GHG emissions



Improve the overall quality of life in cities

How it works

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



1

**FIND BIRDS
ON THE MAP**

2

**SCAN QR TO
BEGIN RIDE**

3

**WATCH SAFETY
TUTORIAL**

4

**ENJOY THE
RIDE!**

The BirdZero

BirdZero	
Braking	Drum Brake + Regenerative Brake
Lights	Front/Rear LEDs
Weight	44.66 lbs.
Speed	15MPH
Range	30 Miles (2 days on a full charge)



UNIQUE ID



SAFETY DECAL

Ride Safely

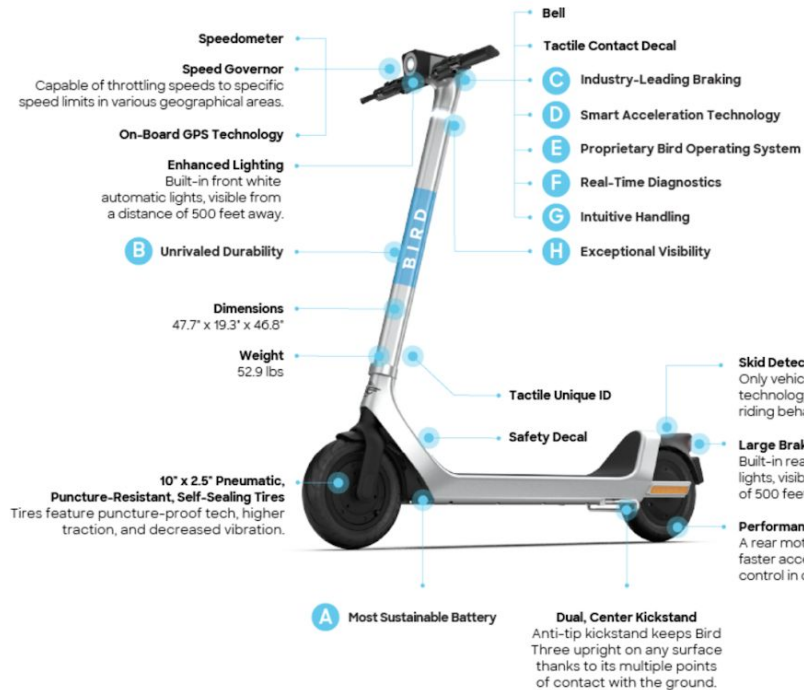
Helmet Required
 License Required
 No Riding on Sidewalks
 No Double Riding
 18+ Years Old

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



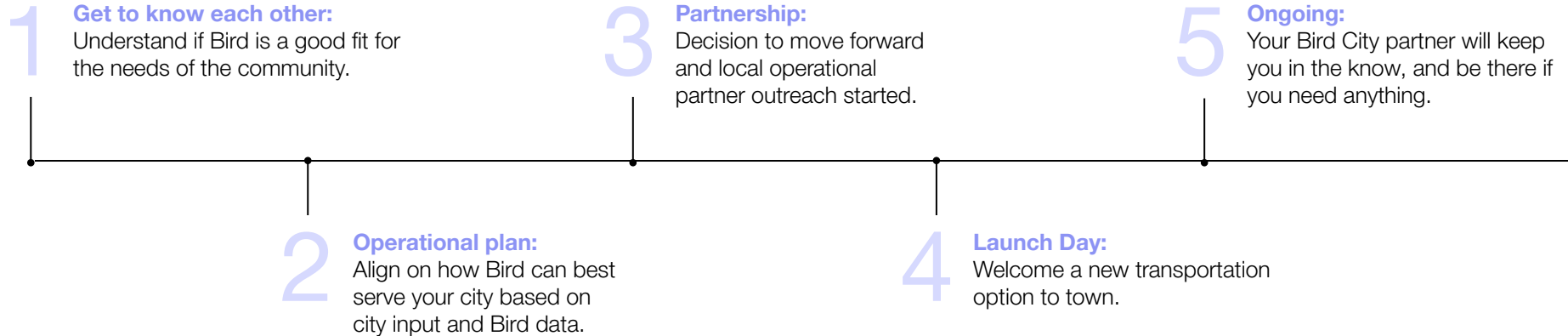
The BirdThree

BirdThree



Our Approach

We partner closely with cities to design solutions that work for our communities.



Appleton Operations

We work with a local entrepreneur from the community to manage the fleet on the ground, and immediately created a small business opportunity for a local of Appleton.

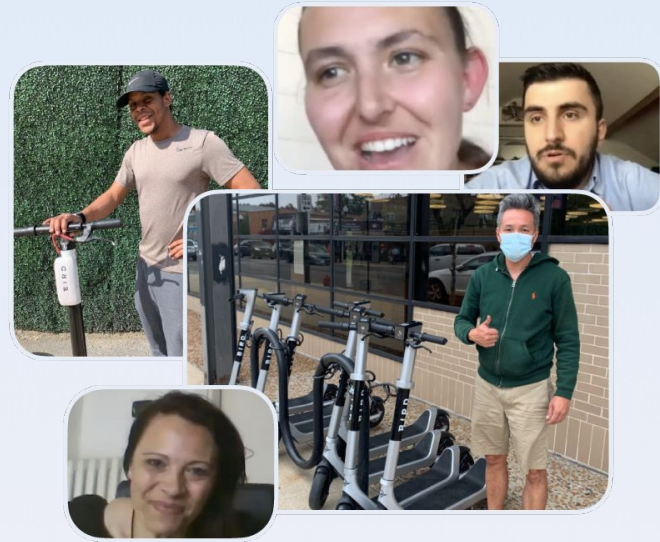
How cities benefit:

Local Touch:

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

Backed by the Industry Leader:

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



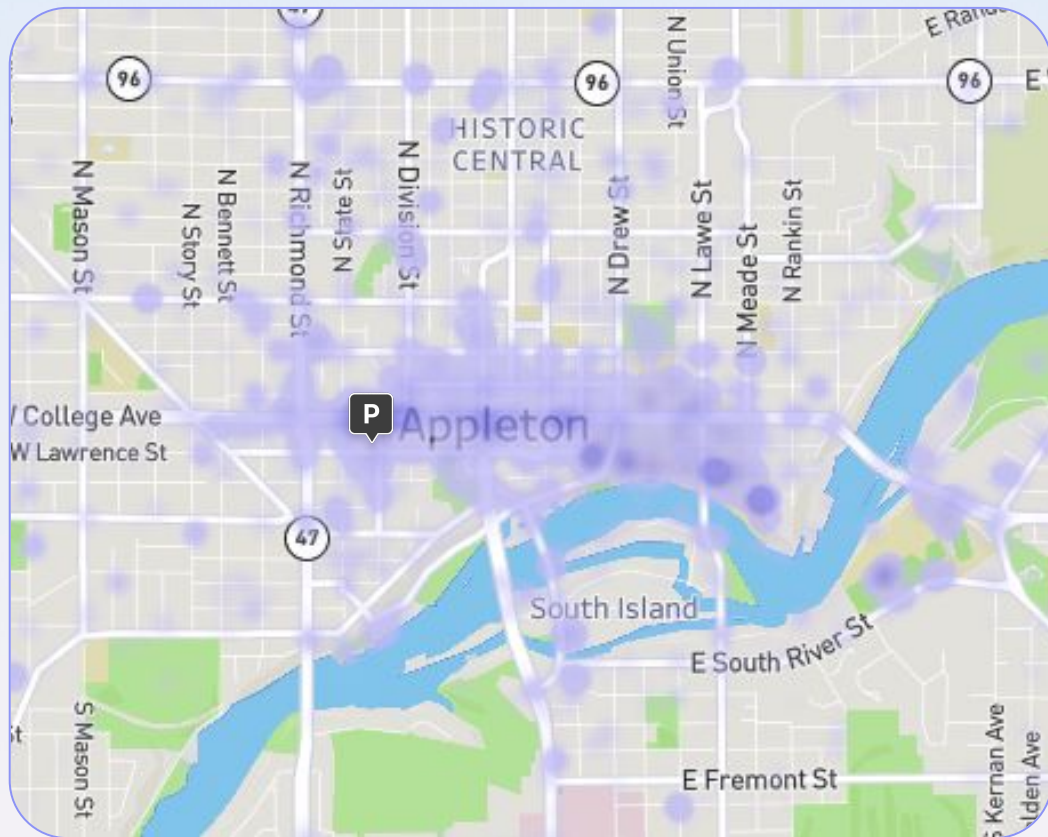
Local Sentiment:

"As a business owner in the City of Appleton, I believe the scooters should stay. They offer a fun way for people to cruise around and experience all the scenery that Appleton has to offer..."

-Respondent to Appleton's Bird Scooter Survey

Impact in Appleton

- ✓ **Average # Units:** 89
- ✓ **Launch Date:** 04/30/2021
- ✓ **Trips Taken:** 25,627
Above average
- ✓ **Miles Traveled:** 32,513 mi
- ✓ **Regular Commuters:** 1,072
Above average
- ✓ **Trip Endpoints:** Local businesses
- ✓ **Active Check-in:** 61.8%
Above average



The Local Impact



1,896

Individuals rely on Bird to get to and from work/school



↑ spend

59.7% of survey respondents visited a local business on their trip⁰



61.8%

Percentage of time issues are proactively addressed before a sensor/report



Pilot Goals and Survey Responses

Section 2: PURPOSE AND GOALS

2.2.1.

Increase transportation options: Electric scooters have the potential to reduce reliance on motor vehicles and ride sharing services for short trips. Decreasing congestion and air quality impacts.

2.2.2.

Expand access to transit: Electric scooters may provide links to public transit, assisting with connectivity and solving the first mile/last-mile problem.

2.2.3.

Evaluate impacts on access to the public right-of-way: Bird must show a commitment to keeping pedestrian ways, streets, and other public rights-of-way unobstructed by electric scooters for other users. Most importantly, electric scooters must be parked and maintained in a manner that provides clear path for people walking and maintains access to businesses, residential units, and other buildings.

Pilot Data and Survey Responses

2.2.1.

- **6.91** Metric Tonnes of CO2 avoided
- Provided an additional form of transit to **5,824** Appletonions (**Over 1,000** of them **regular commuters**)

2.2.2.

- **15%** of riders used Bird to connect to or from another form of transit.

2.2.3.

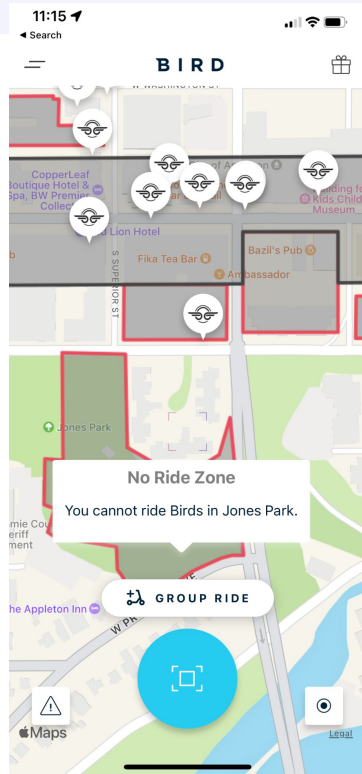
- 1,566 residents of Appleton responded to the city's Bird Scooter Survey. In response to the question: *Parked scooters on sidewalks block the path of travel for pedestrians*, the average response was **2.77** (1=Not a problem, 5 = A large problem)

Sources: Appleton Bird Survey, Bird Rider Survey, City of Appleton Bird data

Working Together

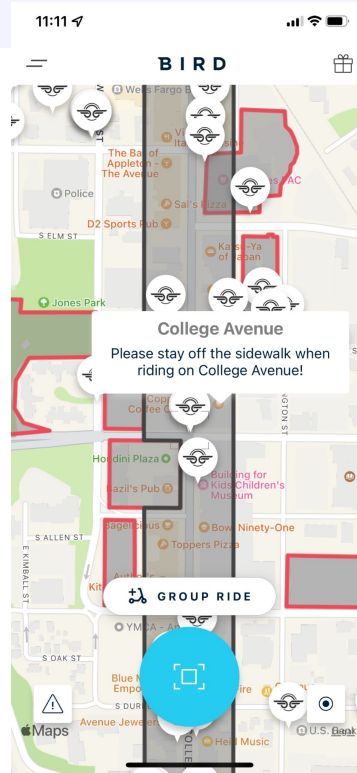
Jones Park

Worked with Todd and Paula to customize zoning for concert series at Jones Park. Ultimately decided that Jones Park should be designated as a no-ride zone.



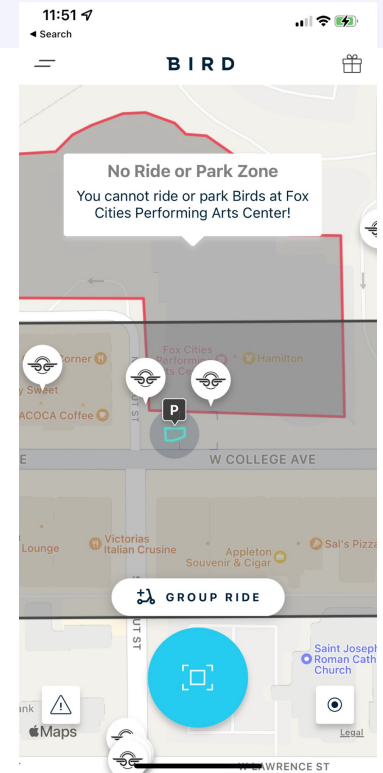
College Avenue

Implemented slow zone (12MPH) and custom messaging on College Ave.



Fox Cities Performing Arts Center

Worked with Fox Cities Performing Arts Center to implement a no-park/no-ride zone on their property, as well as a preferred parking area in front of the building.



Rider Education

Email Communication

Appleton's Account Manager maintains regular check-ins with City Staff enabling collaboration on **rider specific communication**.



Hi there!

Thanks for riding Bird in Appleton! Please remember that you should never ride a Bird on the sidewalk. Please stick to the road or a bike lane when available. Sidewalk riders are subject to an account ban and a fine.

Please follow the rules of the road so we can continue to ride Bird in Appleton.

Thanks!

love bird



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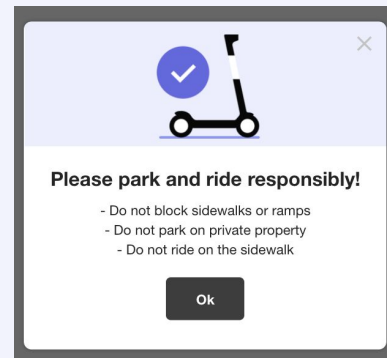
Push Notifications

Bird has leveraged its platform to **push** out custom messaging to address the needs of Appleton.



In-app Messaging

Working with City Staff, Bird has created custom **in-app messaging** to address the needs of Appleton.



Committed to partnership

Email: adam.blau@bird.co

