

Bird's Safety Commitment

The safety of our riders and the safety of the communities which we serve is of paramount concern. Safety is something we will never compromise or settle on. While Bird has already taken many tangible and actionable steps to assure compliance with local and state laws related to parking, riding, and roadway safety, we are continuously developing more effective enforcement, messaging tools, and strategies. Bird is committed to working collaboratively with city staff to identify and solve for concerns as they arise.

Improving Safety Standards

We are passionately committed to safe riding. Shortly after launching, we quickly realized we needed to improve our safety standards so we voluntarily:

- Provided more than 50,000 free helmets to our riders.
- Reduced the maximum speed of our vehicles to 15 mph.
- Required all riders to scan their driver's license to ensure riders are 18 or older.
- Implemented comprehensive rider safety campaigns and tutorials.
- Announced the creation of a forward-thinking and inclusive Global Safety Advisory Board, led by David Strickland (former head of the NHTSA).

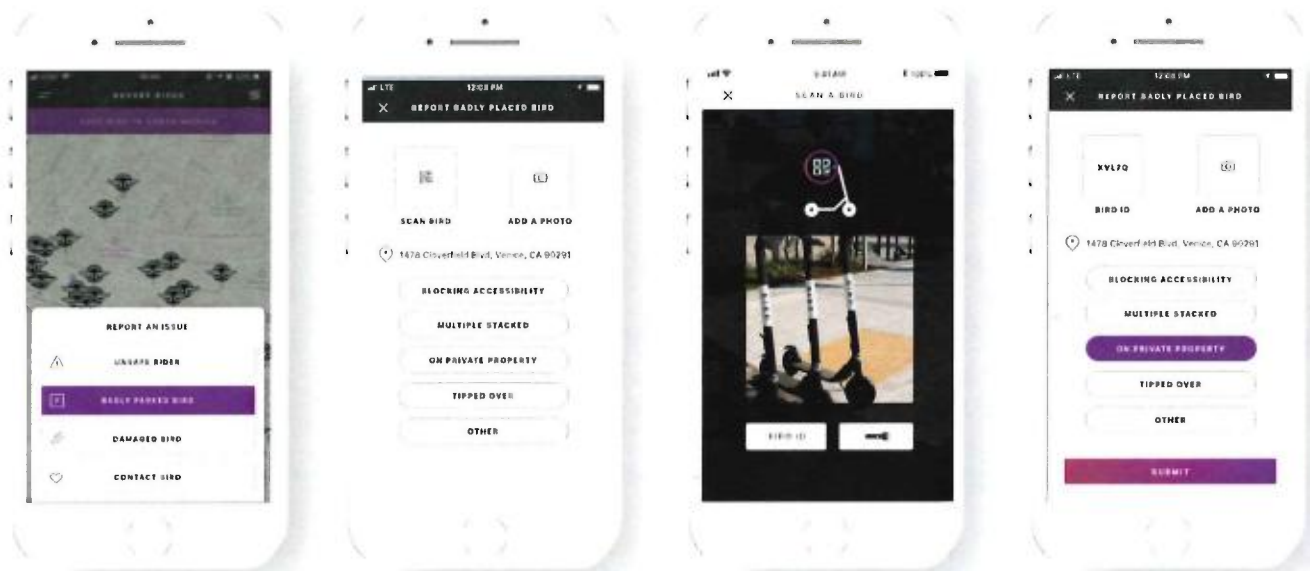
Rider Education

We strive to enhance the safety of Bird riders by taking concrete steps to educate all riders on safe and responsible riding practices, including:

- Providing clear instructions about safe practices on our vehicles
- Before beginning their first ride, all Bird riders must first complete an in-app tutorial focused on safety and rider education
- Utilizing online advertising and social media campaigns to promote safety and rider education
- Hosting regular safety events to nurture strong community relations and engage at the local level to implement, enhance, and promote safe riding
- Providing more than 50,000 free helmets to our riders
- Providing local businesses and City-run organizations with free helmets to give away to the community

Reporting

Bird's mission is to make cities more livable by reducing car usage, traffic, and carbon emissions. Together, we have a responsibility to keep our neighborhood safe and clean, which means keeping our sidewalks clear. To help with this we've launched Community Mode, a simple in-app reporting feature that allows anyone to communicate instances where a Bird is hindering the movement of our community. We invite the community to share in our mission by being mindful of your own parking locations and reporting issues when you see them.



Improving Parking Behavior

Bird explicitly instructs riders on the proper way to park their scooters — in the furniture zone, not blocking access ramps, driveways, entrances, fire hydrants, benches, etc. — in the app, on our website, and through outbound communications (email, push, and in-app notifications). At the end of every ride, riders are instructed to photograph their Bird to “verify proper parking.” The prompt also reminds them of proper parking etiquette. The photos are collected as a way to verify proper parking in the event of hazardous or improper parking being reported. The images also serve as verification that a particular rider has, in fact, mis-parked a Bird. This allows us to follow up with riders with further education. Repeat offenders can have their accounts suspended and, in some cases, terminated.

Additionally, Bird is creating an in-app “No Parking” zones feature to educate riders of areas where they are not allowed to park. These “No Parking” zones prohibit riders from ending rides when they are not in an approved parking zone.



Safety Ambassadors & Bird Watchers

Safety Ambassadors aim to educate riders and community members to help promote a safe and equitable service, and Bird Watchers are dedicated to:

- Removing Birds out of the public right of way
- Making adjustments to their location by placing them in safer areas
- Engaging with Bird riders to educate them on safe riding practices

Charger Education

Bird works with a network of trained chargers in the local markets where we operate. These individuals collect Birds each evening for charging in exchange for anywhere from \$5 to \$20 per vehicle. Chargers can pick up as many Birds as they want on any given day, which can provide a great source of supplemental income.

Bird employees work directly with Chargers in each market, and educate them on how to correctly place, pick-up and inspect Birds. We also provide in-app photos of “good” drops for every nest across our entire system to help guide chargers..

Parklet Parking Zones

We are committed to helping fund infrastructure improvements to increase street and sidewalk safety. This could include the installation of shared mobility parking zones and parklets.

By replacing one or two on-street parking spaces with a shared mobility parking zone, we can create highly visible multi-purpose areas where dockless shared-use bikes and scooters can be parked. The relatively small footprint of e-scooters allows us to work with the space to ensure that it could also be used like a traditional parklet, adding to public open space in more crowded urban areas.

Less infrastructure-intensive parking zones can be delineated on sidewalks with decals or temporary paint outlines and geofencing that requires riders to end rides within these clearly-marked zones.

