

Follow-up Questions from Sebastopol Climate Action Committee Meeting 10/27/2021

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Are there consequences of damage or loss of scooters? To users and/or fleet manager?

If the damage to the scooter was caused by negligent or improper ridership then the rider could be held accountable. Fleet managers are only responsible for the normal wear and tear of the scooter, and every piece of equipment is priced according to a projected lifespan.

Are Birds only available through the app?

Users can rent vehicles without having to download the app through two ways, we can either set up a number that they can use to text to ride, or they can purchase a prepaid ride card, which we can work to make available at local businesses.

What sort of data is the app collecting?

The app is only collecting data about ridership and individual trips. It does not passively collect other data not relevant to Bird or the rider.

What is the percentage of ride fare that goes to the local manager?

It varies by market, the vehicles they are using, and the number of fleet managers.

What happens if the user forgets to take a photo or otherwise “end” the use? Does the per minute charge continue?

We will send them multiple push notifications to make sure they end the ride. If they still fail to end a ride, it will end automatically after a certain period of time. The exact cap can vary based upon what the local jurisdiction would prefer. Also, users can contest the charge if something happened, like their phone ran out of battery.

Is there a minimum age for use?

Yes 18, we do not allow our vehicles to be rented by minors, and it's against our terms of use.

Is this only scooters, or also e-bikes?

For Sebastopol we would start with scooters, but we could eventually include bikes, though that alters the cost structure.

Does the app have a complaint/contact tool?

Yes, the app includes “community mode”, which allows for users to submit complaints about other riders. You can use this feature without having to add any payment information.

How do your numbers line up with our community of only ~8000 people?

We would probably have a fleet of between 50-60 vehicles, with not all in the field at the same time.

How have you dealt with complaints or problems you've encountered in other communities?

We have an array of both technical and operational strategies to deal with various problems, from parking, to right of way issues, to improper riding, etc. We mainly deal with problems by having quick responses from our fleet managers, and having our Bird AI constantly monitoring data to see if any anomalies are occurring.

How is this better than what might be offered by competitors?

We have the best technology, design all of our own vehicles in house, and the fleet manager model is unique to Bird. We are currently the only operator that serves communities as small as Sebastopol.

Kenna Lee:

-What is the average earning for a fleet manager, based on the size of the town?

\$70,000 was the average annual earnings for North America last year.

-What's the age breakdown data look like?

50 percent of our riders are under 30, 35 percent are between 30-60, 15 percent are over 60.

-What is the methodology for replacing car trips?

We conduct ridership surveys, and have also partnered with multiple universities to study the replacement ratio.

<https://www.forbes.com/sites/carltonreid/2021/11/05/third-of-e-scooter-trips-replaced--car-journeys-reveals-survey/?sh=fd3d3054fda4>

-What is the liability to the city, and the user/rider, if there is a flood, or the Bird vehicle is damaged, or it causes damage to someone's property (broken window, car accident, etc)?

Bird completely indemnifies cities we partner with, and riders are held responsible through our terms and conditions. Bird vehicles are all insured, so that in the event of something like a natural disaster, or property damage we can address the issue. Bird carries a standing general liability policy of \$10,000,000.

Lisa Pierce:

-Is there a cost to the City?

No, unless we bring e-bikes because they are more expensive to deploy and maintain.

-How does Bird or the City mitigate drunk scooter riders?

We have a feature called sober start which goes into effect after certain operational hours (depends on the jurisdiction). This feature enables little quizzes and tasks that should be easy to complete for someone not severely under the influence. That being said, the rider is at fault should anything happen while they ride under the influence through our terms and conditions.

-Where will these be allowed to be ridden in town?

Totally up to the jurisdiction.

Sunali Shanti:

-What happens if the scooter or ebike breaks down during a trip?

This is extremely unlikely as Fleet Managers are only cleared to deploy vehicles in effective working condition, and they test every vehicle through a protocol before deployment.

-How fast do they go?

We cap our vehicles at 15mph in most cities.

Dena Allen:

- Question regarding sidewalks vs. bike lanes- where will the vehicles be allowed?

We prefer that all of our vehicles be ridden on the street and in the bike lane. We only allow sidewalk riding when there isn't a wide enough shoulder and/or the speeds on some roads are too high to be safe for scooter riding. We can also create slow zones where on a limited basis sidewalks may be utilized with frequency for whatever reason.

-What is the lifespan of the scooter and e-bike and what is done with them when they no longer are working?

We have over 10,000 of our first generation scooters still functioning in market right now, these were deployed in 2018. Average lifespan is 36 months with 85 percent daily deployment. The newer the scooter, the longer the potential lifespan. New models are expected to last up to 48 months.

Phoebe Goulden:

-Please elaborate on the equity piece?

Equity is usually defined based on 2 factors: geographic area of traditionally underserved communities, and existing government assistance. We provide equity performance indicators for geographic distribution, so that deployment is balanced. We also provide a 50 percent blanket discount for anyone on any form of government assistance.

-Does Bird employ a gig worker program? What benefits and pay do fleet managers and their employees receive? Is this determined by Bird/the City?

Fleet Managers are contracted by Bird. They can employ people as W2 workers with benefits if they desire, so long as their performance indicators are met.