

# Bird in Annapolis

City Council Transportation Committee

July 26, 2022





# Introduction:

What have we learned so far from the City's new micromobility program with Bird?

- How did we get here ?
- How is the program working?
- What does the data tell us?
- How do we anticipate growing and changing the program in the coming months to better serve the needs of residents?







## Why we need a bike and scooter share program:

- Provide more transportation options for the city, particularly for the last mile.
- Create connections to and between key destinations
- Integrate new transportation options with the City's existing public transit options.
- Replace motor vehicle trips to reduce traffic congestion and transportation-related greenhouse gas emissions.



# Program Timing

- Parking downtown is harder than ever due to the Hillman Parking Garage demolition.
- The demolition creates a perfect opportunity to expand mobility options and pilot a Micromobility Program.
- The program currently includes the Bird e-bikes and e-scooters, the Annapolis Go rideshare app, and the free Downtown Circulator shuttle.



# Micromobility Program Timeline

- **RFP Issued:** December 1, 2021
- **Proposals Due:** January 13, 2022
- **6 Proposals Received**
- **Two Proposals Shortlisted for Interviews:** March 8, 2022
- **Program Operator Selected:** March 24, 2022
- **Program Launch:** May 17-18
- *Selection Committee included:*
  - Eric Leshinsky, Chief of Comprehensive Planning, City of Annapolis;
  - Jenn Feight, Public Works Project Engineer, City of Annapolis;
  - Brian Cahalan, Mayor's Office Special Projects Manager, City of Annapolis;
  - Tanya Asman, Bike/Ped Manager, Anne Arundel County



**Annapolis**

January 2022





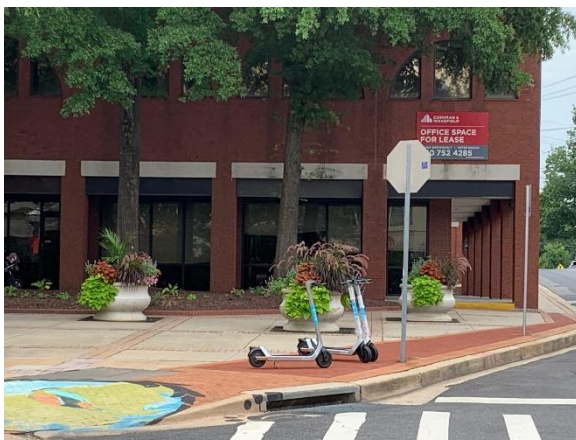
# Why Bird Was Right For Annapolis

- Track record of working in historic cities comparable in size to Annapolis;
- Excellent track record of responsiveness to past clients.
- Business model which involves profit sharing with local fleet managers
- Profit-sharing agreement with the City that will invest in Annapolis' bike network.



Mayor of Salisbury MD riding Bird scooter. Photo Credit Back to Bay News









# What is Bird?

Dockless electric micro-mobility vehicle sharing company.

**Our mission is make cities and campuses more livable and bring communities together by providing affordable, environmentally-friendly transportation.**



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



**Reduce congestion  
and over-reliance on  
cars**



**Improve air quality  
and reduce  
GHG emissions**

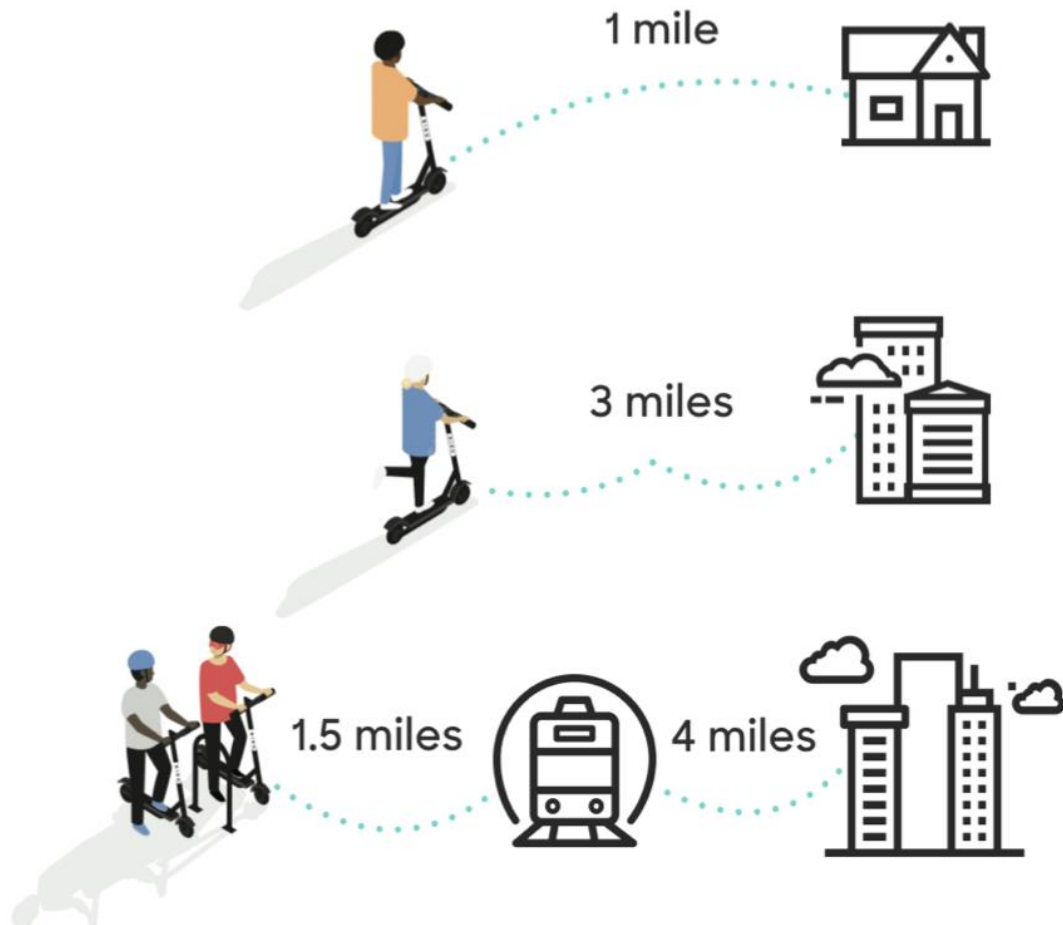


**Improve the overall  
quality of life on  
campus**



# First Mile Last Mile

Great solution for quick trips



Get to School or Work

Don't hassle to re-park

Connect to transit or go one way



# Bird's Story

Founded in 2017, Bird saw instant success as a pioneer in the space.

Today....

**5** Continents.  
**25** Countries.  
**350** Cities.  
**75+** Universities  
**100M+** Rides.  
on **NYSE BRDS**

Listed

**BIRD**

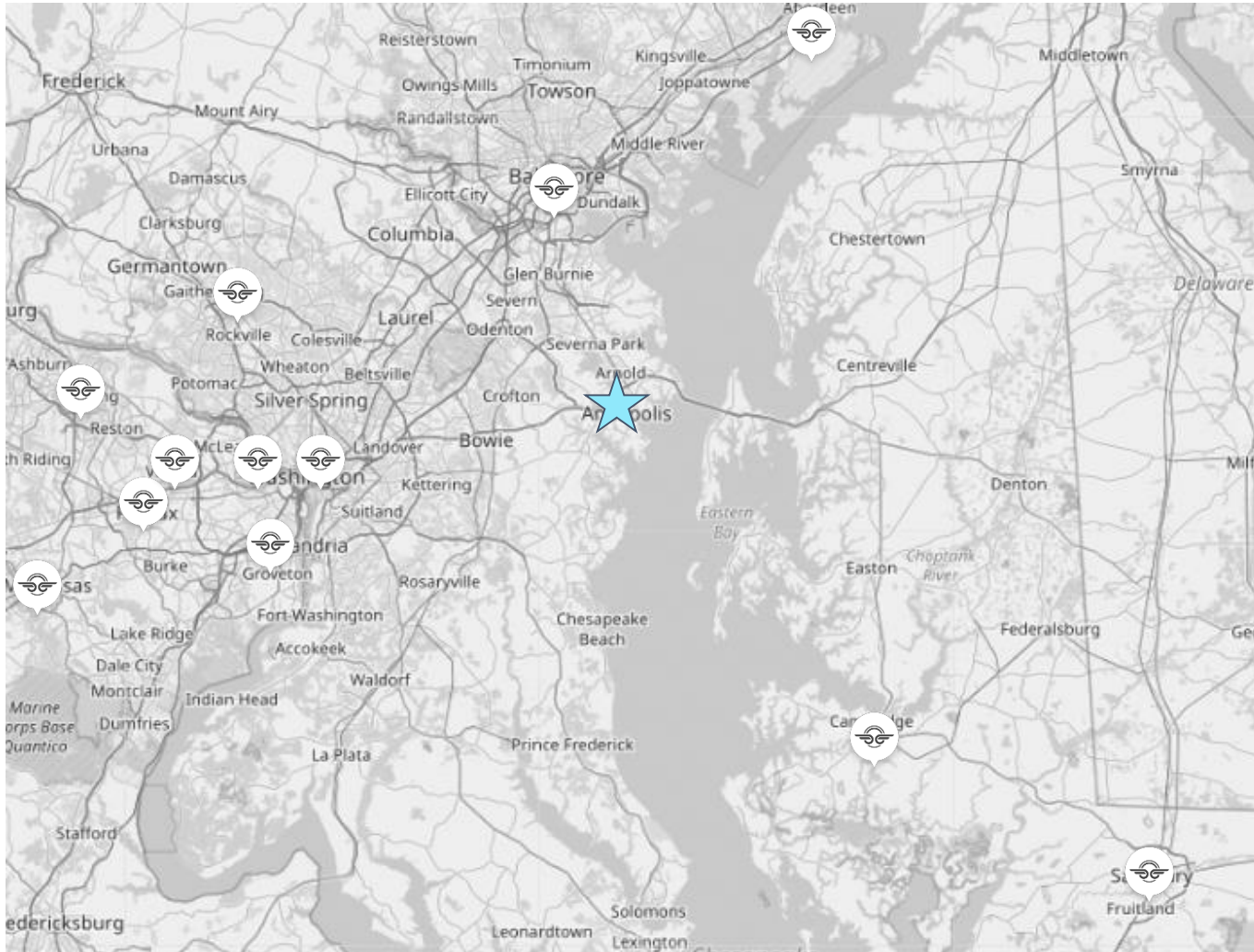
Confidential and proprietary information







# Regional Presence in Small and Large Cities



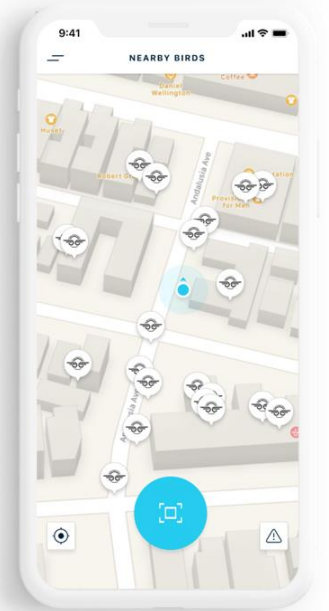
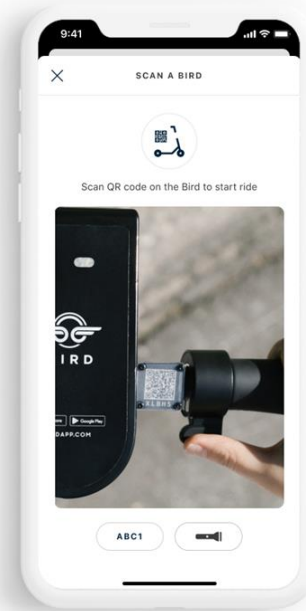
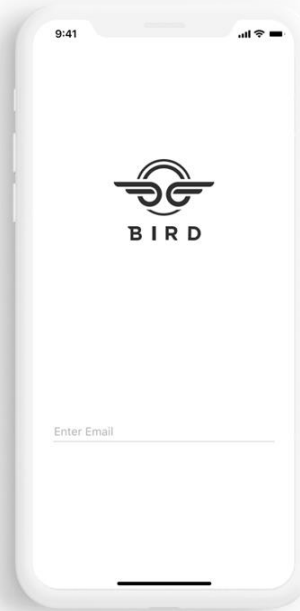
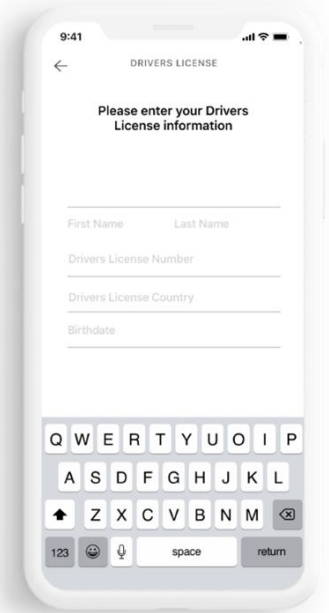
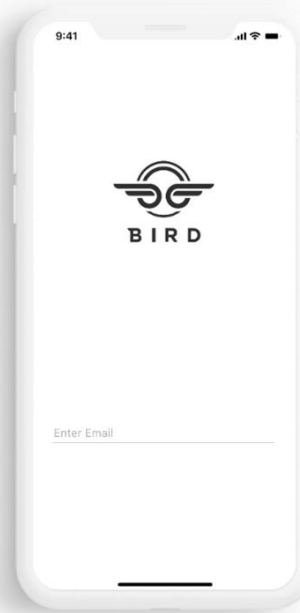
| City                | Population* |
|---------------------|-------------|
| Aberdeen, MD        | 16,254      |
| Salisbury, MD       | 32,930      |
| Annapolis, MD       | 40,687      |
| Danville, VA        | 42,215      |
| Harrisonburg, VA    | 51,430      |
| Montgomery County** | ~160,000    |
| Alexandria, VA      | 154,706     |
| Newport News, VA    | 184,587     |
| Baltimore, MD       | 576,498     |
| Washington, DC      | 670,050     |



# Riding a Bird Scooter

The Bird App enables a seamless rider experience. With the touch of a button, riders can safely unlock, ride, and park a Bird scooter in a matter of seconds.

**BIRD**







# Innovative Solutions

## Warm Up Mode

This feature offers a gentle acceleration profile that helps users learn to ride safely and confidently.

## Safe Start

Between the hours of 10pm and 4am, riders attempting to unlock a Bird will now be asked to verify that they can safely handle the vehicle by correctly entering a keyword into the app.

## Parking Management

Bird offers a comprehensive suite of parking tools that bridges the gap between technology and infrastructure by both directing and incentivizing riders to park in designated areas.





# The Dockless Model

Follow the rules of the road like a bike

Freedom to choose where to pick up and drop off

Available for use within the designated 'operating zone'

Vehicle waits for next rider or is moved by Bird





# Fleet Manager Model

Developed in partnership with cities, our fleet management approach prioritizes compliance and fleet regulation.

## How it works

- We partner with cities directly and are the day-to-day contact
- We thoroughly vet local fleet operators to support logistics on-the-ground
- FMs are given small fleet and then scale up based on compliance metrics and other KPIs
- **Zero debt**, do not need to buy vehicles, no cost to leave the program
- We tightly regulate our fleet operations, and develop features, such as “Ride Ready,” to ensure compliance with local regulations



80% retention rates  
(v 30-40% for other contractor or hourly models) Many also employ support staff



Operational experts, experience in vehicle management and logistics



Create local businesses opportunities within the community



# Significant Economic Benefits



## Supporting Local Businesses

Over 50% of riders report using a Bird to visit a local business, and the majority of those (70%+) said riding a Bird made them more likely to visit that business.<sup>1</sup>



## Expanding Job Access

By doubling or tripling how far people can travel to access public transit, Bird expands job access without lengthening commutes or adding cars to the road.



## Job Creation

To manage local operations, Bird partners with full time Fleet Managers, responsible for on-the-ground fleet logistics, care, and community education.



## Reduction in GHG Emissions

Each Bird Three prevents an estimated 103kg of greenhouse gas emissions during its lifetime.<sup>2</sup>

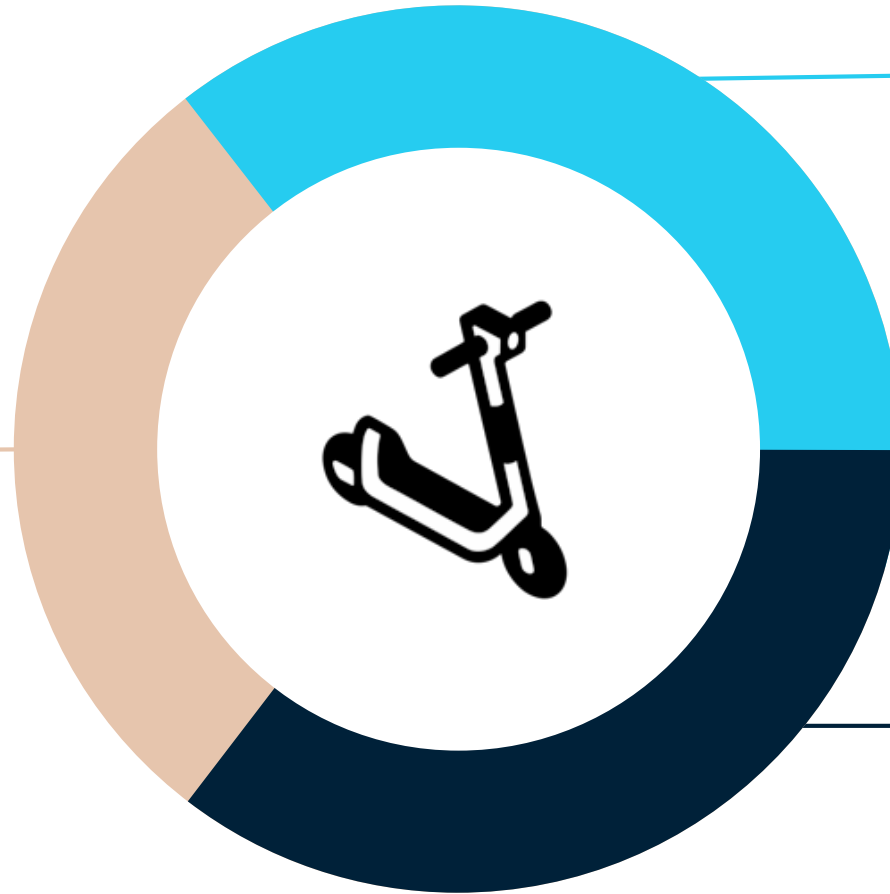


Purpose-built hardware,  
designed  
to meet the needs of **all**  
of our customers



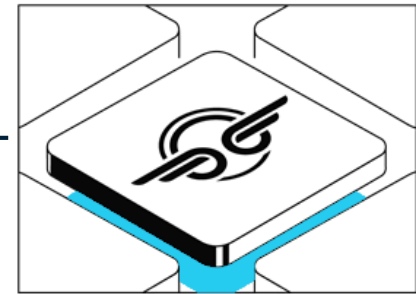
## Riders

“We want a vehicle that’s  
**safe, fun** to ride,  
**environmentally**  
**friendly**, and always  
nearby.”



## Communities

“We want a vehicle that’s  
**safe, sustainable**, and  
makes **responsible** use  
of the public right of way.”



## Bird

“We want a vehicle that’s **safe**,  
**rugged**, and easy to **track &**  
**repair**.”



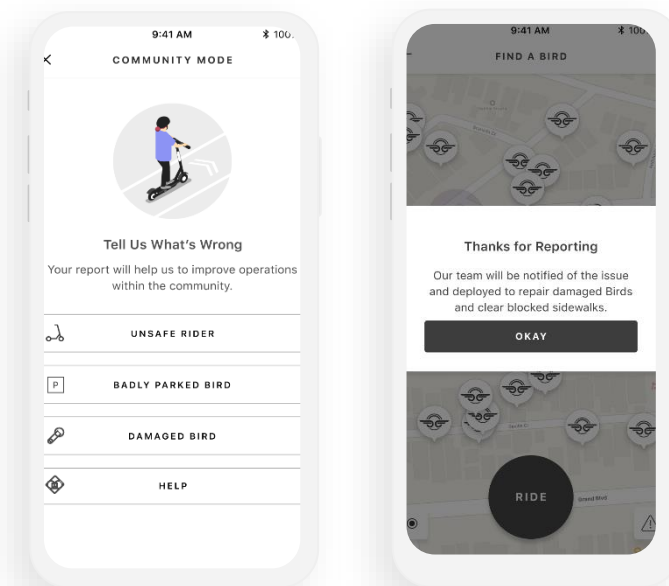
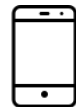


# Customer Service

Available 24/7

Our customer service phone number along with our e-mail address are clearly displayed on each of our scooters to report any concerns or to ask questions.

Our **Community Mode** enables both riders and non-riders to notify Bird of improperly parked scooters directly through the Bird app.



# Community Pricing

Bird Community Pricing provides eligible riders, including US Veterans and senior citizens with 50%.

BIRD



**RIDE  
FOR  
50% OFF**

**ARE YOU...**

- ☒ A non-profit employee?
- ☒ In a state or federal assistance program?
- ☒ A Pell Grant recipient?
- ☒ A senior citizen?
- ☒ A US Veteran?

We're committed to helping to provide safe, reliable and environmentally friendly transportation for everyone.

Download the Bird App to create an account and email your proof of eligibility to [access@bird.co](mailto:access@bird.co).

Fine print: Approval takes 2-3 business days.  
Rides of up to 30 minutes qualify. Program subject to change. Terms apply.







# Ridership Snapshot

| Day        | Avg Rides  | Avg Ride Dur (min) | Avg Ride Dist (km) |
|------------|------------|--------------------|--------------------|
| Sun        | 153.80     | 18.98              | 2.78               |
| Mon        | 137.44     | 18.45              | 3.12               |
| Tue        | 101.30     | 17.03              | 2.64               |
| Wed        | 140.10     | 16.23              | 2.66               |
| Thu        | 141.50     | 16.21              | 2.49               |
| Fri        | 189.70     | 16.23              | 2.50               |
| Sat        | 230.70     | 19.59              | 3.02               |
| <b>All</b> | <b>157</b> | <b>17.5</b>        | <b>2.7</b>         |

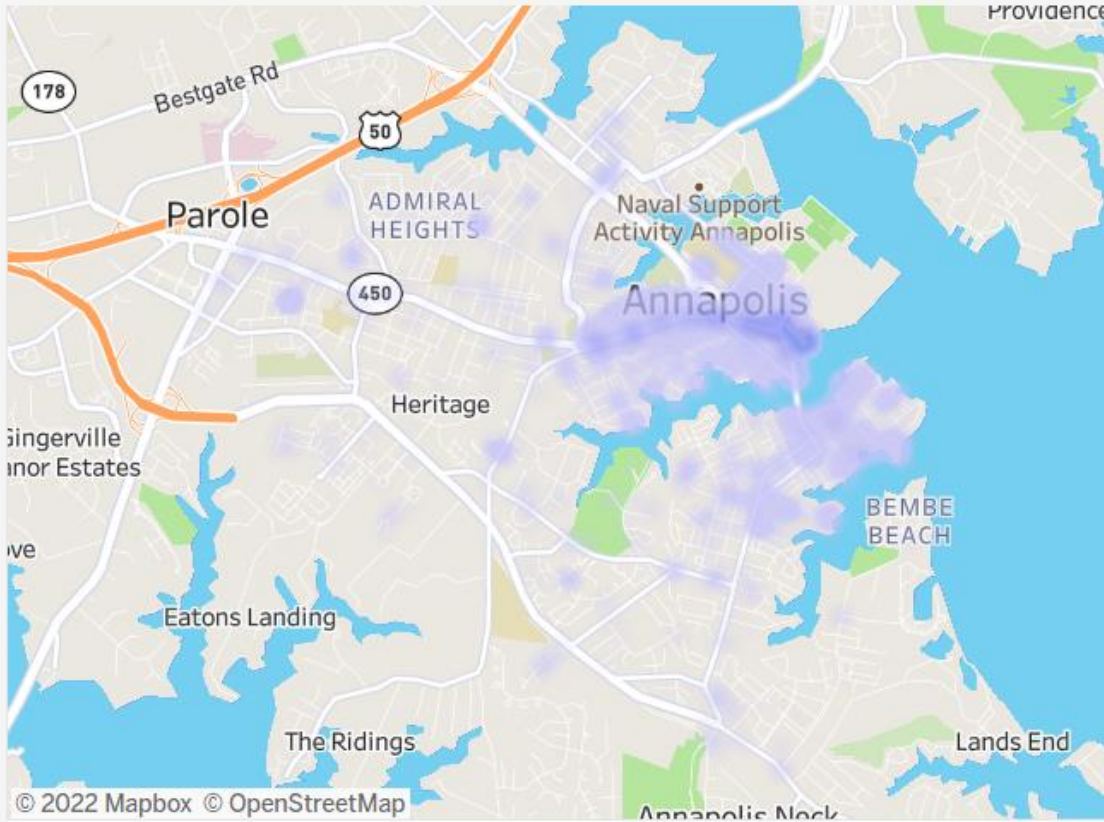
Average stats from May 17 to July 24

- **15** Community Pricing enrollments
- **8** rides per community pricing rider
- **320** commuter rides taken so far in July

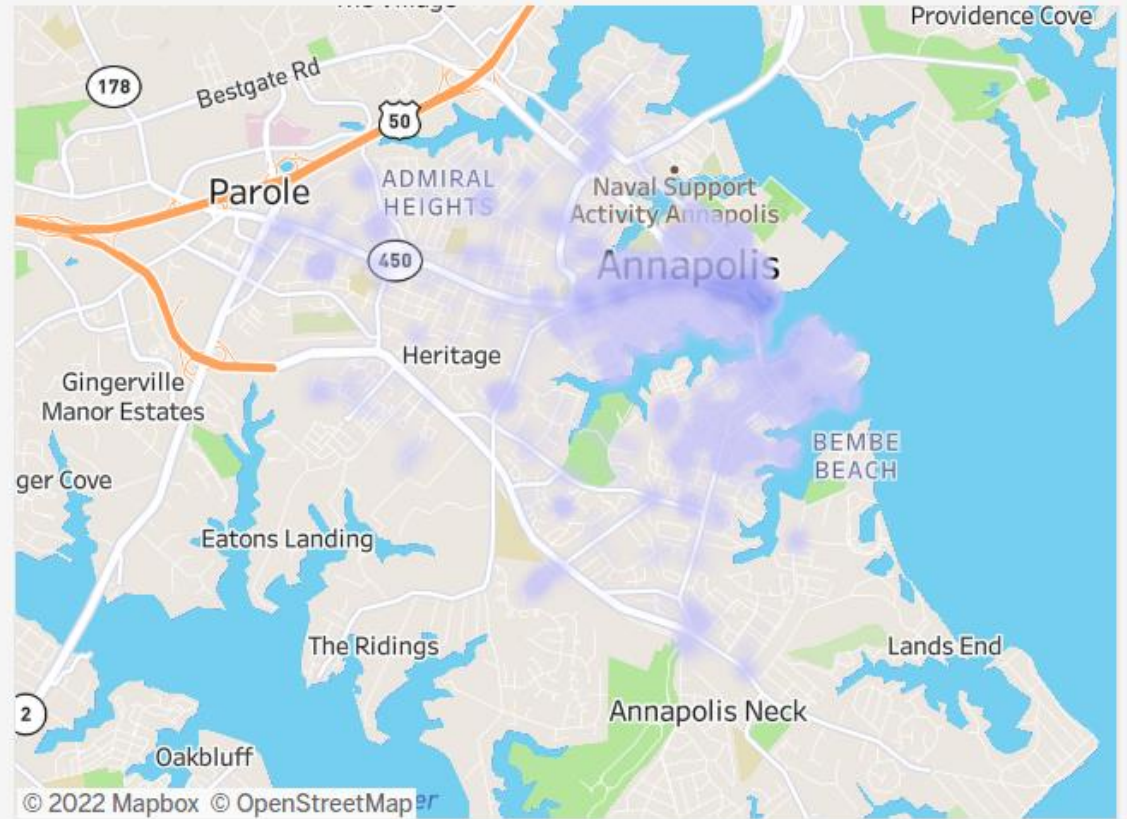
# Heat Map of Start and End Locations



Ride Start Heat Map



Ride End Heat Map

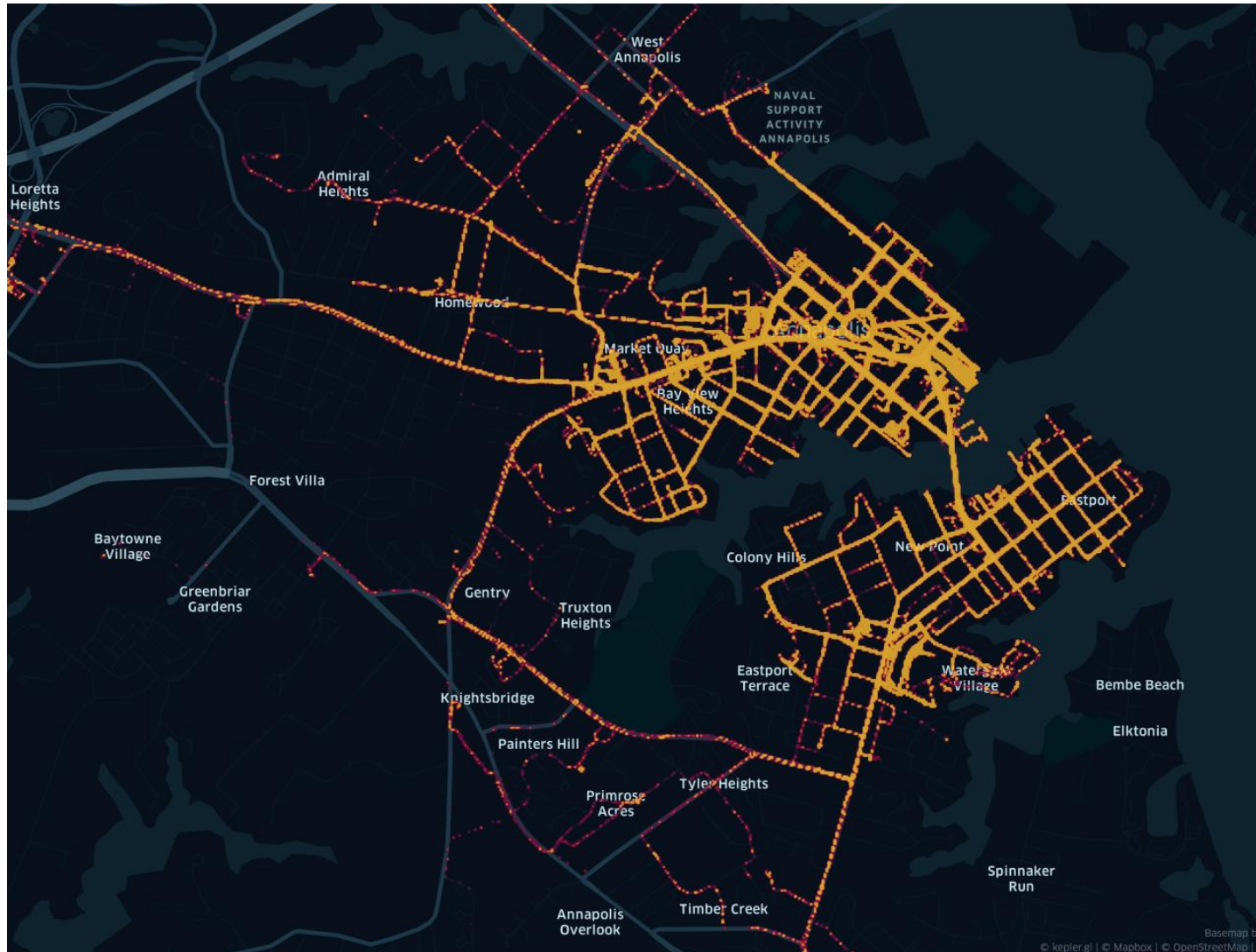


- The start map is more indicative of where the Fleet Manager stages the Birds in the morning.

- The end map is more indicative of where they're ending up after the trip.



# Heatmap of Routes: 6/24 - 6/29



- This map gives a better sense of which roads are being most used by riders.
- Illustrating the data in this way is limited due to the amount of data processing required for the visualization.

# KEY METRICS

10,932 rides

Avg.  
Rides/Riders  
3.31

July 23rd was  
the busiest  
day, with  
328 rides.

3,307 unique  
riders

2,482 First  
Rides

20,730 miles  
ridden



# THANK YOU

