

**LEGISLATIVE DEPARTMENT
CITY OF ABERDEEN**

Mr. Mayor: Hon. Pete Schave

The Members of: Public Works

To whom was Referred: **Contract for Services**

Report and Recommends as Follows:

The City of Aberdeen, Community Development Department was approached about the potential for a company to come in and operate an electric scooter company and no cost to the City.

Bird Rides, Inc. is a last-mile electric vehicle company dedicated to bringing affordable, environmentally-friendly transportation solutions to cities everywhere. Today, Bird serves over 300 communities worldwide, ranging from metropolises like Los Angeles, CA (population 4 million), to smaller cities like Fort Scott, KS (population 7,700).

Bird uses electric-powered scooters, two-wheeled stand-up vehicles designed to safely and sustainably get you around your city. Through the Bird smartphone app, riders can see the closest Bird on a map., unlock it, complete the safety tutorial, and ride directly to their destination. It costs \$1 to start, then a per minute fee.

Attached as part of this report is information about Bird, the program and draft contract. All documentation has gone to our Legal Department for review and has been approved to form and concept.

Therefore, it is recommended that the City Council authorize the Mayor to sign the contract agreement with Bird Rides, Inc.



Lisa Scott, Director
Community Development

Chair

Vice-Chair

Reported May 24, 2022

Council member

Adopted May 24, 2022

Council member



What is Bird?

Bird is a last-mile electric vehicle company dedicated to bringing affordable, environmentally-friendly transportation solutions to cities everywhere. Today, Bird serves over 300 communities worldwide, ranging from metropolises like Los Angeles, CA (pop. 4 million), to smaller cities like Fort Scott, KS (pop, 7,700).

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



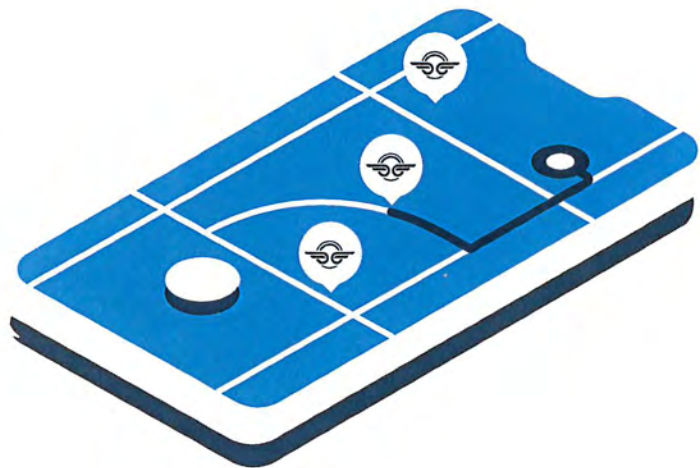
Improve air quality and reduce GHG emissions



Improve the overall quality of life in cities

How it works.

Bird uses electric-powered scooters, two-wheeled stand-up vehicles designed to safely and sustainably get you around your city. Through the Bird smartphone app, riders can see the closest Bird on a map, unlock it, complete the safety tutorial, and ride directly to their destination. 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!



Bird's impact on the communities we serve

Prioritizing safety, first.

Bird partners with cities across the globe to develop programs that maximize the positive impact of micro-mobility.

Connectivity

Bird supplements car use by providing a new, affordable transportation option. In fact, Bird provides up to a 9x increase in the reach of transit stations, driving tourism and bringing the community together.



Bird leads the industry in safety.

Safety is deeply embedded across all components of our business- from our policy and operations; to our community education and engagement; to our industry leading vehicle design.

One sustainable ride at a time.

Bird's custom vehicles are the most durable micro-mobility options on the road today.

Each Bird Scooter on the road today represents:



18 months +

OF SUSTAINABLE RIDES



1,500 pounds

OF CO2 AVOIDED

Bolstering the local economy.

58%

of Bird rides ending at local businesses helping connect shops and restaurants with riders in their community.

\$921 / scooter

a recent study showed that e-scooters directly contributed to spending at local food and beverage businesses averaging \$921/scooter over six months.

Free

\$0 investment from the city.



Leading the way on innovative solutions for cities

Bird is committed to working with cities to manage and maximize the positive impact of our partnerships. That's why we've developed industry-leading technology to measure, innovate, and improve both our fleet and our reporting. Here's just a small sample of our offering for cities:

Custom in-app education

Bird riders are each shown a comprehensive education program that can be customized to address your city's chief concerns.

Community-based reporting

Every member of your community can access community mode in the Bird app to submit complaints directly to our team for fast resolution.

Localized policy zones

Bird's geo-fencing technology allows us to implement no-ride zones, no-parking zones, and reduced-speed zones with custom messaging to increase safe riding.



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 city-designated areas and reduce the communities concerns of 'clutter'.

Account Manager

Bird's account managers partner with cities to provide a custom experience dedicated to servicing each specific community's needs.



Industry-leading vehicles

Bird's best-in-class teams create innovative new vehicles from the ground-up. From self-reporting damage sensors and tip detection to an industrial-grade anti-tipping kickstand, Bird offers the most advanced shared e-scooter on the road today.

Programs for equitable access

Our city dashboards provide customized information about how our partnership is helping to complement the city's mobility menu. Bird provides cities with easy-to-read dashboards and in-depth APIs to help cities understand how riders move about the city.

Hyper-local operations

Bird partners with local small businesses, or "Fleet Managers," creating additional jobs and using hometown know-how to maximize operational efficiency.

Want to learn more about if Bird would be a good partner to meet your city's goals?

Just reach out to partnerships@bird.co to be connected to your regional representative



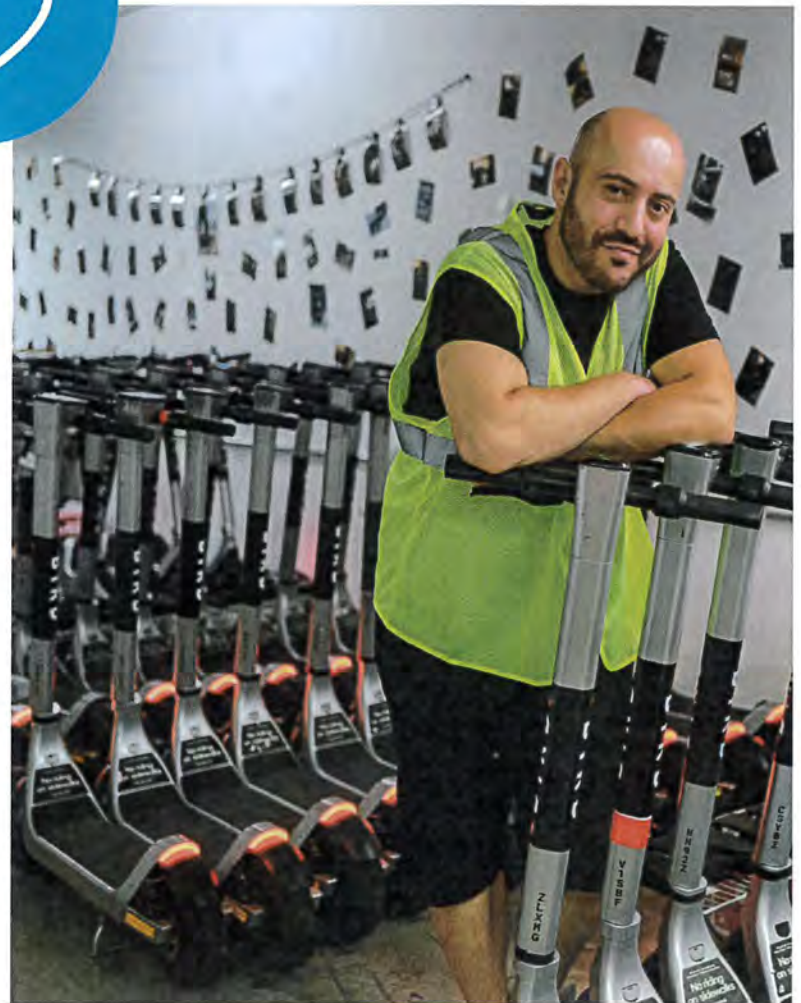
Bird Fleet Manager Program

Bird's Fleet Manager program is a global program for logistics providers and small businesses interested in making their neighborhoods cleaner, safer, and less congested by managing fleets of Bird e-scooters.



Start your own business

If you're a self-motivated individual and are eager to dive into the micro-mobility industry, become a Fleet Manager and provide affordable transportation options in your community! This program allows pioneering business owners to explore their city while managing a fleet of Bird scooters. We give you the autonomy to build your team as you see fit in order to provide fleet management services seven days/week, 365 days/year - the more you put into the program, the more you get out and we'll always be here along the way.



Core Market [US]

(Metropolitan market ex. Los Angeles, San Diego, San Francisco)

| | |
|--------------------------|---------------------------|
| Start up costs as low as | \$0¹ |
| Earning potential up to | \$130K² |

Longtail Market [US]

(Cities with the population size of 10,000 -25,000 and located 2-3 hours from metro city)

| | |
|--------------------------|--------------------------|
| Start up costs as low as | \$0¹ |
| Earning potential up to | \$70K² |

¹If you already have a legal entity set up.

²Figures are projections for owners operating with a fleet of 50-100+ vehicles.

What it takes to start your business

Once you have successfully completed all stages of the onboarding process, here are some of the steps you'll need to take to get your business up and running:

- **Create**
your business entity and officially become a business owner. Existing businesses may use their existing entity.
- **Obtain**
Insurance for your business.
- **Build**
and hire any help you may need to fix and manage scooters.
- **Access**
to storage space. You will need room to store and care for your fleet.
- **Purchase**
recommended repair tools.



What Bird takes care of

Once you have successfully completed all stages of the onboarding process, here are some of the steps you'll need to take to get your business up and running:

- **Onboarding**

Once you join the Fleet Manager program, we will provide you in-depth onboarding resources to ensure you're set up for success when utilizing the Bird app, working with the vehicles, operating in your market, following health and safety protocols, and more! We also host repair classes periodically to ensure all your pressing repair concerns are addressed and vehicle updates are shared.

- **Vehicles**

The team at Bird has been building the industry's most trusted shared scooter service by engineering custom vehicles that raise the bar for safety, sustainability, and durability.

- **Tech**

Our tech helps you to find opportunities to maximize revenue and monitor your fleet's activity.

Kickstarting Your Success:

Launch & Onboarding Period

During your first 30 days operating as a fleet manager partner, we want you to be set up for success. Bird provides a risk free, 30-day ramp up period to ensure this partnership is a strong mutual fit for the long-term. You will be partnering with an Engagement Manager from the Bird regional team, and they will be your main contact to ensure a smooth launch of your fleet manager operation. Our qualified and dedicated Engagement Managers help our partners strategize for deployments, optimize day-to-day operations, and share learned lessons to help maximize your revenue.

Even beyond the first 30 days, you will be looped in on market compliance and regulations, have access to formalized repair training for the Bird vehicles (prior mechanical experience is highly recommended), and hundreds of Help Center articles to address all of your concerns and needs as you get started.

You and the Bird team will work closely together to drive forward the mission of cleaner and more accessible cities.

A Day in the Life of an FM

To provide a taste of what the daily operations for a fleet manager partner may entail, below is an overview of what a fleet manager operations may look like:

Disclaimer. The schedule is merely a rough outline, every fleet manager decides on their own operations schedule.

IN THE AM / PM

Deploy & Pickup Vehicles

Vehicles are picked up regularly to ensure they are charged and assessed for any repairs. Once vehicles are determined to be in proper condition, they are placed back on the street and ready to be ridden.

Moving Vehicles

It is important that the vehicles are placed in optimal locations to receive rides. The app will flag vehicles that should be moved in an effort to increase your earning potential.

DURING THE DAY

Repair Vehicles

You may come across vehicle damages that will require repair before being ridden again. There is repair documentation available that will assist you in facilitating any repair and a Shopify store with all the spare parts you may need to purchase.

Team Duties

You may choose to hire subcontractors or employees to help with your operations on a rotating schedule or for peak season holidays. Fleet managers also hire for overnight shifts to pick up low battery scooters so they do not go missing.

GENERAL

Ongoing Compliance

In order to maintain a positive relationship with your community, you may be asked to pick up improperly parked vehicles that may be in violation of city regulations. Your local team will work with you to make sure compliance concerns are resolved in a timely manner.

Communication

Keeping in contact with your Engagement Manager and local team gives you the chance to learn from their operational experience.

Testimonials

“

My partner and I love being fleet managers. We love to see the joy and fun that not only us as managers experience but seeing the public have a lot of fun and entertainment with the scooters. When you can stop your trailer and unload practically your whole thing in one spot due to people wanting to ride them. It is a fun and rewarding opportunity.

- Robert Lumley (Duluth, MN) [LONGTAIL]

“

Bird is truly an unique opportunity to interact with the local community in a way I never knew existed to be honest. I was working two jobs that were extremely boring, and not very rewarding. I needed a change. Bird can definitely bring about its own set of challenges, but at the end of the day, there are a lot of rewards beyond just the monetary payout. I strongly believe in a “work hard, play hard” mentality, and I can say Bird has supported that.

- Kristopher Vaught (KC) [CORE]

“

My advice to anyone joining is very simple: you are going to be placed into a program where to be successful takes a whole host of skills and attributes that you probably never really sat down and thought about. Are you actually willing to understand that the micro mobility game is forever changing, will never be static, and will require you to adapt on the fly, become a jack of trades you never knew existed? If so, hold on, cause it's about to get bumpy, but don't forget to open your eyes for one hell of an adventure!

- Anonymous

We'll provide you with the tools and support you need to succeed



- **Training Videos**

We have recorded video walkthroughs that show you how to take apart your vehicles, handle various repairs, and infield strategy. Our training videos cover all Bird Model vehicles.

- **Help Center**

Our Help Center provides you with detailed written content to help navigate around the Fleet Manager program.

- **Reporting**

Within our provided reporting dashboard, you'll be able to understand the entirety of your operations and be able to identify areas of improvement.

- **Global FM Support Team**

We have the best in class support team working around the clock to help support your requests and resolve your most challenging issues.

- **Engagement Manager**

You'll have a dedicated Engagement Manager to help you better your business and achieve daily KPI goals.



- **Local Team**

In addition to your Engagement Manager, you'll also have the support of market experts who will assist with strategy optimization, provide you with tips and tricks on how to excel in your assigned territory and guide you on proper Bird care and maintenance.

Costs and Revenue

Costs [US]

| | |
|-----------------|---|
| Start up | <ul style="list-style-type: none"> • Legal Entity • Insurance (General Liability, Commercial Auto, Workers' Compensation*) • Tools |
| Ongoing | <ul style="list-style-type: none"> • Fuel For picking up and deploying your Birds. You can also invest in a smaller device like an electric trolley to reduce these costs further. • Electricity To charge your vehicles. • Spare Parts Wear and tear is common - you may need to purchase spare parts from our Shopify store to keep your Birds on the road. • Employees If you need some additional support managing your fleet, you may want to consider hiring employees, but this is by no means required. • Storage Space To charge, repair, and store your vehicles. |

* If you will employ any workers or helpers to assist with your business operations.

Costs [EMEA]

| | |
|-----------------|---|
| Start up | <ul style="list-style-type: none"> • Legal Entity • Tools |
| Ongoing | <ul style="list-style-type: none"> • Fuel For picking up and deploying your Birds. You can also invest in a smaller device like an electric trolley to reduce these costs further. • Electricity To charge your vehicles. • Spare Parts Wear and tear is common - you may need to purchase spare parts from our Shopify store to keep your Birds on the road. • Employees If you need some additional support managing your fleet, you may want to consider hiring employees, but this is by no means required. • Storage Space To charge, repair, and store your vehicles. |

Revenue

Fleet Managers make money off of each ride - which means you'll want to make sure you have as many vehicles on the road as possible and that you're placing them in prime locations throughout the day. The harder you work, the more you'll make!

FAQs

When did the fleet manager partner program launch?

The fleet manager partner program launched early 2020. Bird has been providing partnership opportunities in all size markets to our local operators who are entrepreneurial, enjoy running their business being hands-on, and have a passion bringing micro-mobility into their community.

Where do I sign up?

We are excited you are interested in signing up for the fleet manager program. Please click [here](#) to submit your information for review. If our team feels you are a good fit, we will reach out to you with next steps.

Why is Bird deciding on coming here to my city?

We have done extensive research and analysis that led us to reaching out to your city based on its characteristics and layout. We are excited to partner with the city to bring alternative clean transportation to your town.

How might seasonality affect my business?

If you are in a market that faces challenging/extreme weather (hot or cold), your Bird partner team will help navigate and prepare for those seasonality changes as they come. Birds are stored and off the road when it is required by the city, or when the weather warrants them to be removed. With this in mind, our fleet managers in affected markets maximize revenue during peak seasons to counteract this.

How much mechanical experience do I need?

Although we provide the content to teach you how to repair the vehicles, it is highly recommended that you come in with previous mechanical experience. Keeping the vehicles well-maintained and on the street are key to your success.

What are examples of common repairs?

Common repairs include brake lever replacements, kickstand replacements, front fork replacements, bell and button replacements, and QR code replacements.

Can I hire employees & set up a team?

Yes, this is your business! You can set up your team and add employees to your payroll as you see fit. The official contract will be listed under your LLC, and access for your employees will be added accordingly (speak to your Bird partner team).

How much storage do I ideally need for storage/charging/repair space?

We recommend having no less than 500 square feet of space to store Bird scooters. This can be a residential or commercial space as long as it is enclosed and has ample electricity.



Contract for Services

The City of Aberdeen, located at 200 E. Market Street, Aberdeen, WA 98520 (the "City") will permit Bird Rides, Inc., located at 406 Broadway #369 Santa Monica, CA 90401 ("Company") to provide services under the following terms and limitations. This agreement shall commence on June 1, 2022 remain in effect until May 31, 2023 and shall renew for successive 12 month periods unless either party provides written notice to the other of its intention not to renew at least ninety (90) days prior to the end of the then-current term, or unless terminated as set forth below.

AGREEMENT

- 1) **Scope:** This Contract and its terms apply to any proposed deployment of Stand-up electric scooter sharing systems within City jurisdictional boundaries. No person shall deploy a Stand-up electric scooter sharing system in the City in violation of this Contract.
- 2) **Except as otherwise provided herein,** City shall regulate the operation of Stand-up electric scooters in a manner no more restrictive than City's regulation of bicycles. Stand-up electric scooters are to be ridden on streets, and where available, in bike lanes and bike paths. Stand-up electric scooters are to stay to the right of street lanes and to offer the right of way to bicycles in bike lanes and on bike paths. Users of Stand-up electric scooters shall be 18 or older. Users of Stand-up electric scooters who violate these provisions may be fined by City consistent with fines for cyclists.
- 3) **Company shall provide easily visible contact information,** including toll-free phone number and/or e-mail address on each Stand-up electric scooter for members of the public to make relocation requests or to report other issues with devices.
- 4) **Hours of operation:** Stand-up electric scooters will be made available to rent 24 hours per day. City may choose to limit operation hours from 4 a.m. to midnight (local time).
- 5) **Safety Education:** Company shall provide education to Stand-up electric scooter riders on the City's existing rules and regulations, safe and courteous riding, and proper parking.
- 6) **Data sharing:** Company will provide data to the City as necessary to assist with monitoring program usage.
- 7) **Indemnification:** Company agrees to indemnify, defend and hold harmless City (and City's employees, agents and affiliates) from and against all actions, damages or claims brought against City arising out of Company's negligence or willful misconduct, except that Company's indemnification obligation shall not extend to claims of City's (or City's employees', agents' or affiliates') negligence or willful misconduct. City expressly acknowledges that in no event shall Company be liable for any special, indirect, consequential or punitive damages. Company's indemnification obligations shall survive for a period of one (1) year after expiration of this Agreement. Company shall be released from its indemnification obligations under this section if the loss or damage was caused by the City's negligent construction or maintenance of public

infrastructure. City’s right to indemnification shall be contingent on City notifying Company promptly following receipt or notice of any claim; Company shall have sole control of any defense; City shall not consent to the entry of a judgment or enter into any settlement without the prior written consent of Company.

8) Insurance: Company shall provide City with proof of insurance coverage exclusively for the operation of Stand-up electric scooters including: (a) Commercial General Liability insurance coverage with a limit of no less than \$1,000,000.00 each occurrence and \$2,000,000.00 aggregate; (b) Automobile Insurance coverage with a limit of no less than \$1,000,000.00 each occurrence and \$1,000,000.00 aggregate; and (c) where Company employs persons within the City, Workers’ Compensation coverage of no less than the statutory requirement.

9) The parties acknowledge that Company may utilize independent business logistics providers to facilitate local operations. The parties further acknowledge that Company may perform any or all of the services contemplated hereunder, including the owning and/or operation of Stand-up electric scooters in City, through one or more of its wholly owned subsidiaries. Company's use of these logistics providers or performance through its wholly owned subsidiaries does not constitute a transfer or assignment of this Contract, and Company remains responsible for all obligations and requirements under this Contract.

10) Notices: All notices and communications to the City from Company shall be made in writing (includes electronic communications) and sent to the address below.

11) Either party may terminate this agreement upon (30) thirty days prior written to the other party.

12) In carrying out their responsibilities, the parties shall remain independent contractors, and nothing herein shall be interpreted or intended to create a partnership, joint venture, employment, agency, franchise or other form of agreement or relationship.

13) This contract shall be governed by and construed in accordance with the laws of the State of Washington.

Bird Rides, Inc.

City of Aberdeen “CITY”

Name and Title

Pete Schave, Mayor

Attest:

Patricia Soule, Finance Director