Who Is Bird

Bird is an electric motorized scooter rental company in El Segundo with 30 scooters.

We’re safe and reliable last mile electric transportation for everyone!

All the benefits of a shared electric vehicle with a footprint smaller than a bicycle.
Bird Is Helping El Segundo

Reduce Traffic & Congestion
Reduce Parking Problems
Reduce Carbon Emissions
Promote Local Businesses
Provide Affordable Transportation
No City Investment Needed
How It Works

Bird is Easy - Just Find a Bird, Scan, and Go!
Safety First

Always Wear a Helmet

15 MPH Max Speed

Drivers License Scan

Must be 18+

One Rider per Bird

Always Follow Traffic Laws

Park Your Bird Safely
The Bird Difference

Smart Scaling
Demand determines supply

Active Bird Management
We pull every Bird off the road every night

Small Footprint
Less clutter and easy to move

Charger Program
Skilled and unskilled jobs / income for your community

Bird Nests
In partnership with local businesses
Bird’s S.O.S. Pledge

**Daily Pickup**

We will operate a program designed to retrieve all of our vehicles from city streets every night. We will inspect vehicles for maintenance and repairs. Most importantly, the entire fleet will be repositioned to where the vehicles are wanted the next day, so they are not cluttering our neighborhoods.

**Responsible Growth**

We will not increase the number of vehicles in a city unless they are being used on average at least three times per vehicle per day (weather permitting). We will remove unutilized vehicles. We will share our utilization data with cities so they can verify this fact.

**Revenue Sharing**

We offer to remit $1 per vehicle per day to city governments so they can use this money to build more bike lanes, promote safe riding, and maintain our shared infrastructure.
What are we hearing in the El Segundo community?

- I’m so happy that Bird has landed in El Segundo, can we please have more?
- Bird is allowing me to explore different neighborhoods.
- I now go to Downtown for lunch when I find a Bird nearby.
- I like Bird, but they should not be allowed near schools.
- I wish there were Birds by my work in El Segundo.
- You need to come up with a better way to encourage proper parking.
- Can you please give out free helmets to the hotels?
- I work and live in El Segundo, in the past 2 weeks I have saved over $100 by using Bird to get around town and not calling an Uber. Thank you!
- Can you make them go faster?
Data Collected During El Segundo Test

- On June 21st Bird launched the morning of the El Segundo Art Walk in the Downtown/Smoky Hollow communities.
- Below is the data we have collected in the past 3 weeks:
  - 2,038 unique riders in the El Segundo community.
  - 4,678 rides have occurred
  - Over 8,428 miles have been travelled resulting in 7,507 Pounds of CO2 Emissions Avoided in El Segundo.
  - The average distance we are seeing in El Segundo is 1.9 miles, with 45% of trips occurring between East and West El Segundo. For context, Mattel HQ to Downtown El Segundo is 1.7 miles.
  - We are at an average of 3.7 rides per day, per scooter in El Segundo when we increased the amount of scooters a few times we saw that number go up to 5.6 rides per day, per scooter.
Working Together

We’re Happy to Share Data with El Segundo to Help with Transportation Planning and encouraging economic development in the community.

Let’s work together to craft a customized program suited to the unique challenges of El Segundo. Let us continue helping you connect the community.