



# Cincinnati+Bird

## E-Scooter Program



July 2022 Update



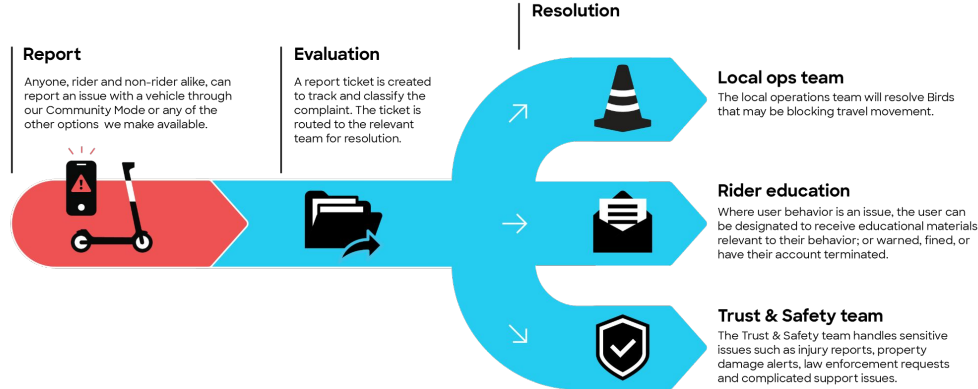
# Expanded Promotion of Complaint Reporting

## Continue implementing and improving strategies

Bird receives and responds to any vehicle complaint from community members within 2hrs via the channels at right; all information is communicated via a sticker on the vehicle and in-app.

Bird also proposes a coordinated marketing campaign with the City to promote these channels, including hang tags on vehicles to better solicit feedback from community members.

## Response and Resolution Channels



BIRD

## Implementation Timeline:

Live *except* for coordinated campaign with the City



### Accessible

Multilingual and ADA-compliant channels available 24/7.



### Personalized

Friendly and informed [in-house](#) team provides tailored, customer-focused support.



### Responsive

Calls answered within 29 seconds, with a global resolution time of five minutes.

To effectively manage customer service issues, we offer a suite of proven, 24/7, multilingual, low- or zero-friction contact options available via phone, text, email, social media, online and in-app. As can be seen in the illustrations further below, we affix our toll-free telephone number and email address to our devices in multiple locations via decals as well as in raised lettering and braille.

### Phone Number



1-866-205-2442. Our staffed, toll-free customer service line provides support 24 hours per day, 365 days a year. It also accommodates TTY relay services.

### Website



<http://www.bird.co>

Our website adheres to the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines 2.1 (WCAG 2.1) at the AA level.

### Email



[hello@bird.co](mailto:hello@bird.co)

### Twitter



@BirdRide

### Instagram



@Bird

### Online Form



<http://www.bird.co/contact-us>

# Alleged Criminal Activity

## Policy and process for cooperation

Bird has established policies in every market where we operate to both protect user rights and ensure legal compliance and cooperation with law enforcement officials.

- Bird Privacy Policy [available here](#)
- Bird Guidelines for Law Enforcement Requests [available here](#) (section excerpted at right)

To support cooperation in instances of alleged criminal activity, this is the following process:

- **General concerns:** We accept law enforcement requests via email to subpoenas@bird.co. Our acceptance of legal process does not waive any legal objections Bird may have and may raise in response to the request.
- **Emergency and Exigent Requests:** Law enforcement officials may submit emergency requests to Bird at subpoenas@bird.co with the subject line 'Emergency Disclosure Request'.

## Bird Guidelines for Law Enforcement Requests

*Excerpt; full policy available [here](#)*

### Legal Process Requirements

In general, we require valid legal process before we disclose business records regarding Riders in response to law enforcement requests. We won't be able to provide information without a valid subpoena, court order, or search warrant. Exceptions to these requirements may be available for emergency requests, where a Rider has provided consent, or where other legal or regulatory requirements apply.

We may produce information in the absence of a subpoena or warrant where an emergency situation exists involving a threat of death or serious bodily harm to a person, as discussed in the emergency request section below.

### Emergency and Exigent Requests

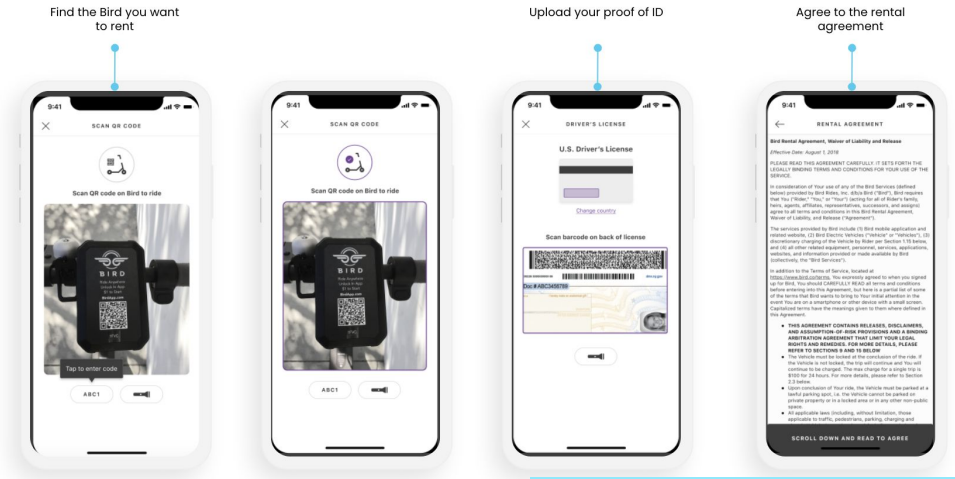
We have a process for evaluating requests on an emergency basis where an emergency situation exists involving a threat of physical injury or death to a person. In the event of an emergency, law enforcement officials may submit emergency requests to Bird at subpoenas@bird.co with the subject line 'Emergency Disclosure Request'. When submitting an emergency request provide as much detail as possible about the incident or emergency, including details about the actual or threatened physical harm or exigency. We review these requests on a case-by-case basis and may, at our sole discretion provide responsive information when we believe doing so may protect Riders, Chargers, or others from physical injury or death.

# Underage Riding

## Continue implementing and improving strategies

Bird will continue implementation of the following actions:

- Require an account to submit a valid photo ID demonstrating they are 18+ years of age prior to riding
  - 72.8% of riders who scan a Bird verify their ID
    - 6.4% do not submit an ID
    - 3.5% fail due to duplicate ID
    - 1.7% fail due to minimum age
    - 1.3% fail due to ID expired
    - 14.3 fail due to other (image quality, etc)
- Ban any user demonstrated to be unlocking a vehicle for an underage rider or other fraud
  - 80 users banned in 2022 in Cincinnati thus far; evaluated multiple times per week
- **Ban Cash App account users**
  - **After research, we found that Cash App account users accounted for 80-90% of fraudulent accounts from underage riders.**
- Ongoing rider education on underage riding rules
- **Implemented additional geofences around K-12 school campuses** to reduce underage driving related to after school activities. In Newark\_NJ, this approach yielded substantial improvements in underage riding.



ID verification and rental agreement flow; a user cannot begin the ride until the ID is approved

# Rider Education & Fines

**Fines** – Fines will be accompanied by an email and in-app messaging describing the incident and why it was unsafe, educational materials relevant to the offense, and a reminder about additional fines and the potential for account termination.

	x 1 1st Offense	x 2 2nd Offense	x 3 3rd Offense	x 4 4th Offense
 <b>Improper Parking</b>	\$5 fine	\$10 fine	\$20 fine	Account terminated
 <b>Unsafe Riding</b>	\$20 fine	Account terminated		
 <b>Illegal/Extremely Unsafe Behavior</b> <small>e.g., pedestrian harassment; riding with a minor</small>	Account terminated			

# Private Property, Parking Garages, & Curfew Violations

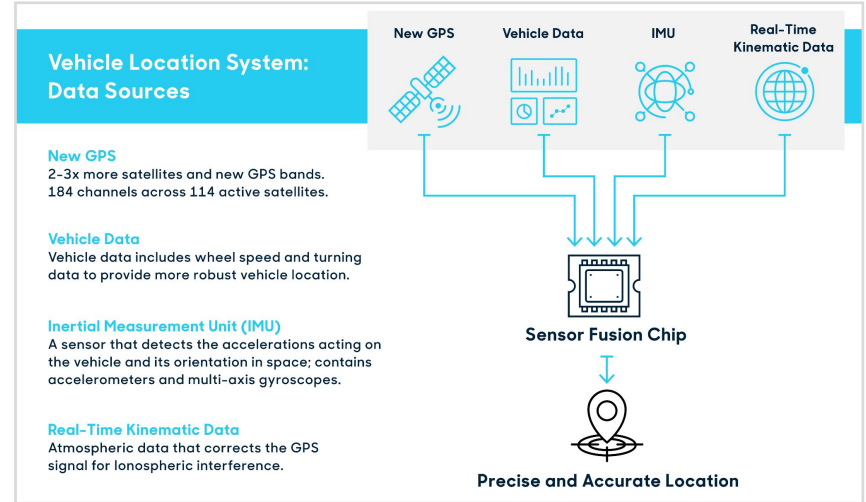
## Continue implementing and improving geofencing

Bird has currently established geofences for each property requested by the City, and recently rolled out our updated on-vehicle geofencing technology (detailed at right).

Moving forward:

- Bird commits to **<6hr implementation** of any new geofence implementation requests from the City
- Bird commits to **<24hr resolution** of any violation concerns from the City, including:
  - Suspension of user(s) willfully violating the zone
  - Digital and on-the-ground audit of the zone, with adjustments implemented if needed

Bird has implemented all requested geofences to date. We also recommend collaborating with the City to create a centralized list of all geofences and requirements to ensure all requests are appropriately implemented.



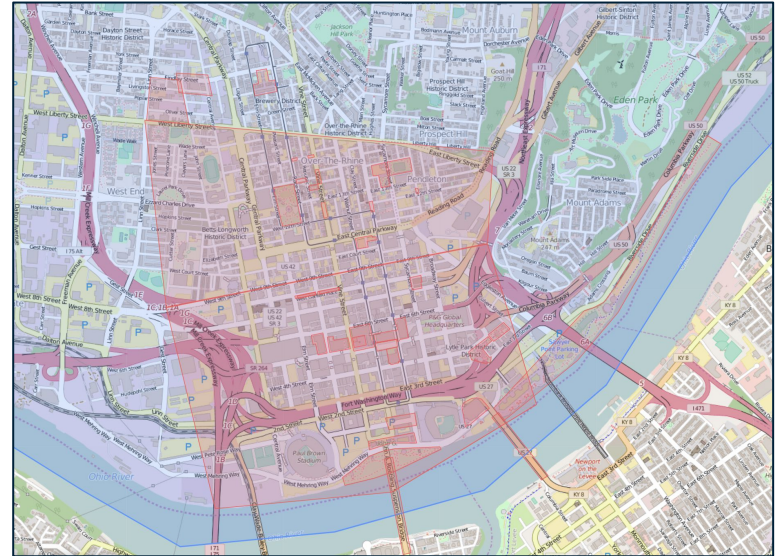
# Enhanced Parking Enforcement

## Overview of Bird's implementation

Mandatory, designated parking in high traffic areas

- **Developed mandatory parking zones based on community and city feedback.** In in the Central Business District, Over-the-Rhine, and the Riverfront, riders are now required to park only in designated locations.
- **Created designated parking locations based on ride history and physical infrastructure.** Created designated parking locations based on data from ride ends and available space in the public right of way. **Parking locations can be adjusted instantly based on city and/or community feedback.**
- **Implemented in-app messaging and restrictions to enforce parking.** Riders cannot end a ride outside of these designated spaces, and receive reminders before the ride and at ride end.
- **Expanded ride end photo review.** Mandatory for riders to submit a photo at end of ride demonstrating compliant parking; expanded ride end photo review of vehicles from sample to all targeted areas with follow up communication.
  - **Option:** Can add fine to non-compliant riders (amount is adjustable) with city approval. Propose \$5.

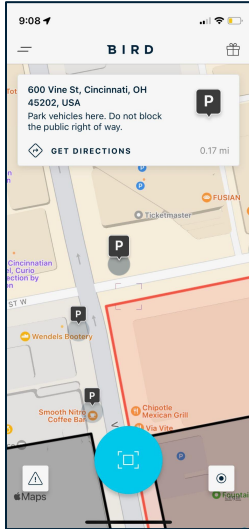
This combination of solutions can improve rider compliance with parking rules, address community stakeholder concerns, and continue the benefits of dockless mobility.



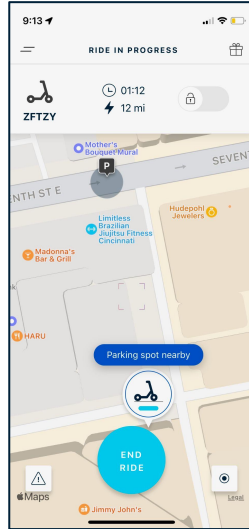
Mandatory parking has been enforced in priority areas designated by the City: The Central Business District, Over-the-Rhine, and the Riverfront

# Enhanced Parking Enforcement

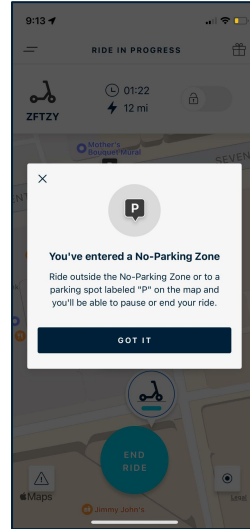
## Details of implementation



Riders view parking locations on the map



In ride, riders are prompted to find a parking space

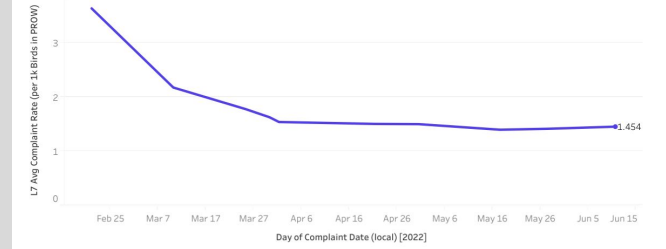


If attempting to park where they shouldn't, riders are prevented from doing so and educated on how to park

BIRD

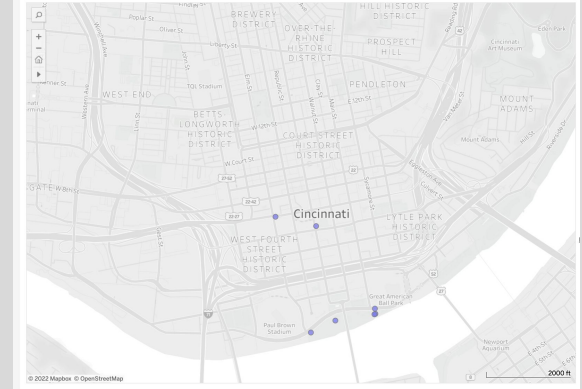
### L7 Avg Complaint Rate

Per 1000 Birds in PROW within city zones (see notes), split by None (Aggregated)



Complaints filed with Bird this year have declined to a weekly of 1.454 per 1,000 vehicles, 37% lower than the national average.

### Community Complaints



Since implementation complaint volume has reduced, with the Riverfront as the primary area to continue driving improvements.



# Data Reporting

## Continue implementing and improving strategies

Add compliance reporting to monthly data report:

- **Last 1 year** totals and averages
- Include:
  - Rides left in no parking zones and MoM change
  - Tipped vehicles and MoM change
  - Abandoned rides and MoM change
  - Users suspensions for consistent rule violations

**Ex:** 94.6% of users in Cincinnati in the last year compliantly parked *every ride* they took. Focus on the ~5% with a both education and enforcement actions.

**Future:** Recommend City enter contract with Populus for live management of this data. Bird proposes including cost of ongoing license in operator contracts.

### Zone Totals

Riders	Total Rides	NPZ Parking	% NPZ Parking	Tipped	% Tipped	Abandoned	% Abandoned
26,976	81,910	2,008	2.45%	3,583	4.37%	486	0.59%

### All Compliance Issues by Rider

List of all users in the chosen zone and their non-compliance counts. Note that the percent violations can be greater than 100%, since there are multiple violations per ride. [User ID](#) to link straight to dash!

User ID	Commuter	Lifetime R.	Rider State	Total Viola.	Total Rides	Percent Violat.	NPZ Parking
74cce74e-e863-44de-90d0-30d09a...	True	\$393.23	Churned	8.0	9.0	88.9%	0
70711faf-9250-43dd-975b-3f7929d...	True	\$114.88	Churned	8.0	5.0	160.0%	0
6b4ea4f4-8ec7-411e-9995-5ebf348...	True	\$397.19	Churned	8.0	8.0	100.0%	0
3e37ba0f-91b5-4295-b030-133ac0...	False	\$45.14	Churned	8.0	5.0	160.0%	0
28fca243-07b3-44df-89c0-45df5e4...	True	\$407.10	Churned	8.0	9.0	88.9%	0
0e428586-4642-4fb6-bdce-f09ebd1...	True	\$418.50	Churned	8.0	9.0	88.9%	0
ee796d9a-c207-48ff-b4e7-e7b218d...	True	\$690.77	Active - Low Vo.	7.0	133.0	5.3%	3
db15e700-dad6-4df7-8ae0-40d833...	True	\$722.62	Active - High V.	7.0	125.0	5.6%	7
da7890bf-e2ab-44e6-a7e0-2978e2...	True	\$119.77	Churned	7.0	5.0	140.0%	0

### Parking in NPZs



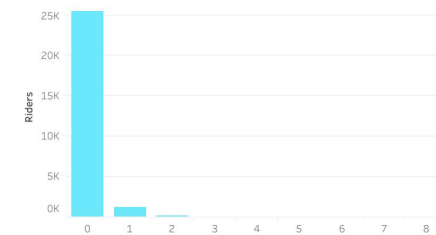
#### No Parking Zone Non-Compliance

List of all users with a ride in this zone in the past year, and their count and percent of total rides that ended in no parking zones.

User ID	Commuter	Lifetime R.	Rider State	NPZ ..	% NPZ ..
35a6b508-c7d4-414c-b8be-21...	True	\$3,314.93	Active - High V.	18	3.6%
a48a4079-5fb4-48d7-9788-d...	False	\$104.59	Inactive	13	48.1%
f7a56c71-59ef-4586-8e74-69...	True	\$439.83	Active - High V.	9	9.5%
1f96e498-013b-4cb3-9e42-e6...	False	\$919.34	Churned	8	1.4%
189d244c-d2a7-4e8a-a369-a...	True	\$350.40	Active - High V.	8	6.9%
f971c460-49ee-4350-97c8-ee...	False	\$372.33	Inactive	7	11.5%
db15e700-dad6-4df7-8ae0-40...	True	\$722.62	Active - High V.	7	5.6%
d3531cf1-12e7-423e-b2b6-4e...	True	\$100.10	Churned	7	28.0%
bf49d811-9eec-4be5-b9bf-50...	False	\$94.34	Active - Low Vo.	7	31.8%
9e46cac0-6c40-409e-97f1-ffb...	False	\$1,085.85	Active - High V.	7	3.3%
1413d157-e901-40cb-bc2d-1c...	True	\$213.53	Churned	7	18.4%
e9edc660-4d30-484f-8ae7-dd...	True	\$808.84	Churned	6	8.3%

#### No Parking Zone Rider Counts

Breakdown of total users with x number of ride ends in no park zones.



# Community Engagement and Education

Investing in communities through valued partnerships

<b>Community Safety Outreach</b>	<b>Law Enforcement Partnership</b>	<b>Continued in app rider education</b>
<ul style="list-style-type: none"><li>• Engage existing and new community groups throughout Cincinnati</li><li>• Conduct public safety/how to ride workshops/meetings</li><li>• Distributed flyers and other printed materials for safe riding and rules.</li><li>• Conduct rider surveys</li></ul>	<ul style="list-style-type: none"><li>• Law enforcement vehicle/tech demo</li><li>• Host joint community round table on rider safety</li><li>• Community ride with law enforcement</li><li>• Offer vehicles for neighborhood patrol</li></ul>	<ul style="list-style-type: none"><li>• Ride Start with local rules and regs</li><li>• Additional Bird safety rules upon opening app</li><li>• Mandatory parking maps</li><li>• Safe start (sobriety checks)</li><li>• Helmet Selfies</li><li>• Safety Quiz</li></ul>