Bird x Reno: Additional Operations Information

Draft Submitted 3/24/22

Bird's Phased Launch Plan:

We recommend a phased deployment for the City of Reno, ramping up to the full fleet over approximately 6-8 weeks, generally in line with the schedule noted below. We expect our full fleet to be around 1,000 vehicles. During periods of severe weather and lower demand, we may operate a smaller fleet size.

Timeline	Fleet Size	Parking Locations	Outreach
Late April	40% of fleet introduced	Launch with 20 parking locations installed in the PROW	Launch Event with Local Media and Community Partners
Mid May	Scale to 75% of total fleet	Add 20-30 new parking locations	Additional Outreach with TMBA for Bike Month, including events, newsletter, social media
Late May	Scale to 90% of total fleet	Add 20-30 new parking locations	Student Outreach at UNR and Truckee Meadows Community College
Early/Mid June	Scale to 100% of total fleet	Complete parking schedule (100 parking spots installed)	National Mayors Conference and West Coast Urban District Forum

Phasing gives us the ability to take a careful and coordinated approach to educating riders and instilling strong positive norms. It also gives us the opportunity to work with City officials and community stakeholders to fine-tune our operations. Bird will analyze ridership patterns and utilization in each zone throughout the program to inform deployment decisions, and make adjustments in consultation with the City of Reno.

Preferred Parking Sites, Location and Process:

Bird's operations team will begin surveying the City in mid January to identify 100 preferred parking locations and deployment zones in advance of Phase 1 launch. These locations will be shared with the Reno Public Works Department before implementation to ensure compliance with city code and standards, and coordination with other municipal services and departments. The Reno Public Works Department will serve as our single point of contact for sourcing feedback from other City departments, and they will have the opportunity to veto any proposed parking location as they deem appropriate.

Each parking location will be assessed based upon the following principles and criteria:

- Does not block the public right of way either in the street or on the sidewalk
- Does not interrupt or infringe upon ADA access
- Will not be located on any thoroughfares or streets managed by the state of Nevada
- Will not be located on road surfaces with a speed limit at or exceeding 40MPH
- Will not be located on road surfaces with extreme grade
- Will not replace street parking in front of residential parcels
- Will not be located in or nearby and active construction zone
- Does not visually impair drivers (not located directly adjacent to an intersection
- Will only replace street parking where there are other spaces present
- Will prioritize parts of the sidewalk with unmaintained landscaping, such as dirt or grass
- Will prioritize streets where space exists between the bike lane and the sidewalk
- Will prioritize non-metered parking spot replacement with higher availability of other parking nearby
- Will be staggered so as not to prevent the opening of passenger side car doors
- Will prioritize areas near businesses that have requested scooter parking near them.
- Will coordinate with parks and maintenance staff for inclusion of timed geozones with intervals of no-parking to allow for City access.

Additionally, each pre-designated parking zone will be assigned some form demarcation which will include one or more the following: virtually designated (visible in Bird app with clear incentives for use), temporary tape outlining the area, textured mat, non-permanent paint (only where appropriately designated by Public Works), temporary divider, and mounted street sign (only where deems appropriate by Public Works).

Rider behavior changes over time, and Bird therefore expects to monitor usage of these parking areas over time in order to consider possible changes. Changes might include, for example, adding parking places in areas where riders have demonstrated a desire to end rides. By basing our approach in data, we will partner with the City of Reno to ensure that our approach to parking grows and changes as the City does. Particularly as Covid-19 related regulatory

changes take place, affecting outdoor dining for example, we anticipate that ridership patterns might change meaningfully.

****All materials used in demarcation will be presented to and approved by Public Works staff in advance of installation****

If a parking space is deemed inappropriate, Bird will work with the Public Works Department to find an alternative location that still meets demand.

Community Outreach Plan:

Bird has already started our community outreach process in advance of our target launch, but will continue to implement the following strategies based upon direction from the City Council and our own assessment of existing community stakeholders. Our outreach strategy calls for segmentation of four unique audiences: the Access and Disability advocacy community, local businesses, bike and pedestrian advocates, and university and community college students.

Access and Disability Community

- Bird presented before the Reno Access Advisory Commission on January 24th to solicit their feedback about the program.
- Bird will commit to making regular updates to this commission to track progress on implementing recommendations
- Bird will also display the City of Reno's Adaptive Equipment Rental program within its app.
- Bird will also evaluate the potential for deploying adaptive vehicles as part of its shared fleet, and will work to identify other community partners like ScootAround, who can supplement our service offerings.

Local Businesses

- Bird has joined the Reno+Sparks Chamber of Commerce, and hosted a business focused feedback session on the upcoming program, on January 26th at 5:30pm at the Convention Center.
- Bird has already engaged the following business associations and partnerships directly, and they have been enlisted to help promote the business feedback session: Wells District Owners, Midtown owners, Riverwalk Merchants, Reno Entertainment District, and the Downtown Reno Partnership.
- Bird has started keeping a list of local businesses interested in having scooter parking near them.
- The Downtown Reno Partnership helped to identify 30 parking locations within their district boundary
- Bird has also reached out to major commercial property management companies within the city to facilitate outreach to business tenants.
- Bird will work with the Chamber of Commerce to host a ribbon cutting ceremony and social mixer to commemorate the launching of the program.
- Bird will work with convention center staff to plan specialized deployment events to coincide with convention center programming

Bike and Pedestrian Advocates

- Bird will work with the Truckee Meadows Bicycle Alliance (TMBA) to host a safety and proper parking themed event for their members immediately following the program launch.
- Bird contributed toward promoting the TMBA transportation safety survey via our social media so that riders understand our commitment to safety.
- Bird will also implement a rider safety and parking quiz for first time riders upon program launch.
- Bird has committed to twice quarterly outreach events, to be held in conjunction with other street festivals and regularly programmed activities. These will feature helmet giveaways and discounts to lower income residents.

University and Community College Students

- Bird will engage with the student governments at both University of Nevada Reno, and Truckee Meadows Community College with the goal of formally presenting our program to them either immediately preceding or following program launch.
- Bird performed a vehicle demonstration on February 22nd to an audience of UNR staff, including those representing Parking and Transportation Services, Legal, Law Enforcement, and the student body government.
- Bird will also engage any and all relevant student organizations and clubs that are focused on sustainability, transportation, cycling, social equity, etc.
- Bird will host multiple tabling events on both campuses after program launch (upon receiving permission and in coordination with university/college administrators, and will give away at least 500 helmets during our first 5 months of operations.

Get to know our first Fleet Managers:

Bird's Fleet Manager Program: By Locals, for Locals
Bird partners with small, local businesses experienced in micromobility management and logistics ("Fleet Managers") to deploy, recharge, redistribute, and maintain our scooters in cities around the world. Our Fleet Manager program provides economic opportunity to independently owned businesses, with local employees, that are deeply invested in the communities they serve. Locally owned and locally focused, Fleet Managers offer bespoke block-by-block operational expertise that provides the best results for cities and service for riders.

Bird provides constant support and resources to our Fleet Managers, including guidance on operational setup and training on safety and compliance. The program is small-business friendly, maintaining a "zero to start, zero to leave" structure with no security deposit. We utilize a revenue-sharing model, with Fleet Managers earning a percentage of revenue on each ride taken via the devices they manage. The program is designed to incentivize Fleet Managers to provide efficient operations to maximize rides and increase their overall revenue share.

Since launching the program in spring 2020, Bird has partnered with 877 Fleet Managers, generating approximately $52 million in revenue for small businesses in the U.S. alone. We use Fleet Managers in 300+ markets worldwide and are confident this approach offers cities a superior micromobility service. Important to note: our Fleet Managers have local W2 employees who run on-the-ground operations. For example, if we partner with Cascadia Mobility as our Fleet Manager in Reno, full-time W2 employees would be managing the Bird fleet.

Identifying and Sourcing Fleet Managers
We identify and source Fleet Managers directly from the communities we serve, focusing on providing opportunities to small, locally owned businesses, as well as women- or minority-owned businesses. We only execute contracts with experienced applicants. All prospective Fleet Managers undergo rigorous vetting to ensure they meet and exceed our standards for operational excellence. When sourcing local partners, we assess them based on the following criteria.

Candidates must:

- Have existing local infrastructure (e.g., warehouse or other facility with ample space for charging and storage) certified for safe use by local workplace safety standards.
- Have experience managing logistics or operations, with a strong preference for shared micromobility.

As well as demonstrate commitment to:

- Providing the safest and most reliable service.
- Hiring locally, prioritizing long-term staffing arrangements with opportunities for advancement and a real living wage as opposed to short-term, temporary work.

- Developing or expanding any existing diversity and inclusivity policies in recruitment and retention.
- Using renewable energy to charge vehicles.
- Using zero-emission vehicles for deployment, redistribution and collection as often as possible (e.g., e-van or cargo trike).

Reno's First Fleet Managers will include:

Apex Properties

I have lived in Reno for over 30 years. I have started, run and sold many businesses here in that time. I currently own an LLC (Apex Properties) that invests in multifamily properties and will be trying my hand at partnering with Bird to try and bring clean, easy transportation to people where it would not be feasible to get a cab, bus or ride share.

I am excited for this opportunity as I have used these services in other metropolitan areas and have found great value in being able to jump on a scooter and go a couple miles. This will be a fantastic opportunity for the quickly growing population of Reno.

I believe deployment in the midtown and downtown district would be a great start with the UNR campus being a close 2nd making it possible for students , tourists and employees of this area to easily and affordably get to and from school, work or local businesses.

Bluepost Rentals LLC

I own a company called Bluepost Rentals, LLC. We rent all sorts of vehicles to visitors that come to the Reno and Lake Tahoe areas. Locals also love using our business!

I'm very excited to be partnering with the Bird team. One thing I always hear from people visiting renting our cars is "Reno has no scooters" and I want to make this possible for tourists and locals, as a low-cost, safe, exciting, and reliable source of transportation.

I believe that this will be a very successful asset to Reno, especially with the huge flood of people that have moved here. There is no better way to explore our city!

I'd love to start deploying these scooters in the middle of downtown, near South Sierra street to be exact. I also think City Hall Plaza and some popular nightlife areas would be solid.

EVSPLIT

I have been involved in the electric mobility space since 2015, both owning and renting electric vehicles and charging stations. My company is EVSPLIT - Company Logo attached.

We are excited to start this operation to give Reno another exciting low carbon transportation offering. We think that linking many of the medium and long walking distance areas of the city will allow visitors to enjoy even more of what Reno has to offer.

We have plans to target linkages between downtown Reno, Midtown and the University of Reno Nevada Campus. We anticipate reducing travel times where a car wouldn't serve a need or where parking challenges make it a better option to grab and go!

Fleet Manager 1

I am a Disabled Army Veteran and have been a business owner since 2016. We opened a financial agency in 2020 that is now licensed in 7 states too. This is a business that the city needs and it will be a business that I can build with my family and my son.

I am looking forward to partnering with Bird and have a few “top areas” that we would like to deploy scooters in. Areas like Downtown (which we don't live far from), near University, and places that university students would commute from, potentially midtown. We are excited to help run this business!

Fleet Manager 2

I worked at the Peppermill Casino in Reno as a Security Officer for 10 years. Currently, I am driving for Uber. I’ve also managed a restaurant and I’m great in customer service and am determined to provide the best quality for any company that would give me an opportunity.

I am excited to run this operation because I feel that it will help the city with affordable transportation. The scooters are also very fun to ride, so I know the people of Reno and tourists will love it.

I plan to deploy in the university area, downtown Reno, Midtown Reno and South Reno.

Fleet Manager 3

I have about 20+ years of construction experience. I also work on cars part time and currently I own a hot dog stand with two locations, one downtown Reno and second one at the intersection of Neil Rd and Evelyn Way.

I'm excited about this because it's been planned for so long and at the same time it's going to be a new experience for me. I can't wait to get started.

The top areas in Reno, in my opinion, will be the main area downtown. I also think communities with a lot of residents will be a good idea, too. I often see people struggle to get to the bus in the morning, so I think bus stops will also be a good remedy for their transportation teams. I'm very open to new ideas to set up scooters in different locations.

Infinite Sky Management

I formerly worked in the finance industry. I worked at First Republic Bank and TIAA-Cref. I moved to full time entrepreneurship and became a small business owner in 2018 doing residential redevelopment. I currently operate a vacation rental management company as well as a mini rental car fleet.
Www.Infiniteskymgmt.com

I am looking forward to partnering with Bird because it complements our existing business model well and we can cross sell to our customers, many who are tourists visiting Reno/Tahoe. We also service and work with many local businesses.

I think the best areas for deployment are Midtown, downtown areas, as well as Sparks area around the marina.

Integration with Reno Direct

Bird will integrate with Reno Direct, the non-emergency city service line, so that anyone can report a misparked, damaged, and/or stolen vehicle. Calls about Bird vehicles received through Reno Direct will be directly routed to our operations team and fleet managers for a timely and effective response.

In addition to integrating with the existing non-emergency line, individuals can also report misparked or damaged vehicles– as well as inappropriate rider behavior like underage or double riding– through the email address and phone number featured prominently on each device. Furthermore, damaged or misparked vehicles and inappropriate rider behavior can also be reported through Bird "Community Mode", which is accessed via our mobile application. Users do not need to add any payment method in order to utilize Community Mode. Reports made through Community Mode will also be shared with the City of Reno, through the Reno Direct integration.

Shown below are some examples of "311" or other non-emergency reporting system integrations in other cities.

Report Poorly Parked or Abandoned Scooters via 311

Angelenos can now report improperly parked scooters (or other dockless vehicles like e-bikes) that are improperly parked to MyLA311 – LA's one-stop-shop for requesting City services!

How to make a report:

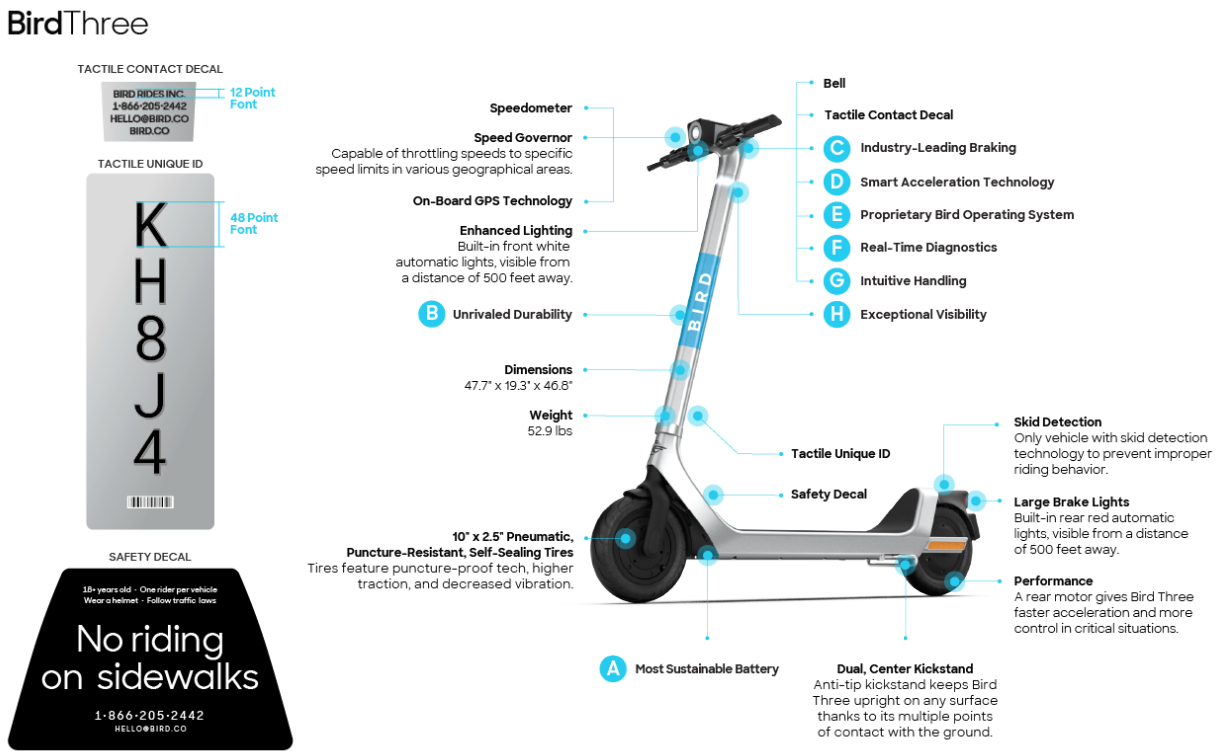
To get help, get in touch with MyLA311 in one of the following ways:

- **Phone 3-1-1** from any landline or mobile phone in the LA area (if calling from outside the City, dial (213) 473-3231 or call (213) 473-5990 for TDD. Phone hours are 8 am – 4:45 pm daily. Tell the customer service representative that you'd like to report an abandoned or badly parked dockless vehicle.
- **Visit the MyLA311 website** at https://www.lacity.org/myla311-service-request; click the link to the Service Request Form; then select "**Dockless Mobility Enforcement**" in the Transportation section of the MyLA311 service request list.
- Use the **MyLA311 mobile app** for Android or iOS and select "**Dockless Mobility Enforcement**" in the Transportation section of the service request list. The app is available on the Google Play store, the Apple App store, and on the 311 website linked above.

FAQ: Vehicle Information

Bird Three

Bird Three is the culmination of over 100 million rides, cutting-edge engineering, redundant structural testing and rigorous road tests. It exceeds the highest safety standards including, but not limited to: only using ISO 9001:2015 certified suppliers; the German eKFV standard; an IP68-rated waterproof battery; and an UL 2272 certification for vehicle electrical safety.



A Most Sustainable Battery

- Increased Capacity: Bird Three has a battery capacity of up to 1 kWh, meaning it requires less frequent charging and delivers more miles traveled on a fully charged battery than any other shared scooter available today. More miles traveled leads to more sustainable rides and, ultimately, decreased carbon emissions throughout the vehicle's entire life cycle due to dramatically reducing the number of operational trips required to recharge it.
- IP68 Rated: Industry's best protection against water and dust damage keeps Bird Three batteries safely running past 14,000 miles. We engineered our batteries to last up to four times longer than our scooters and ensure they are responsibly recycled at their end of life. Bird is also exploring giving these cells a second life in other devices.
- Structural Integration: Like the batteries used in the newest Tesla models, Bird's structural batteries reduce vehicle mass, improve range and sustainability, and remain connected to Bird Three's telematics and cloud communications.

- Hermetically Sealed Battery Casing: Fully weatherproof and tamper-proof casing keeps riders safe by minimizing the risk of battery damage and/or theft.
- Smart Battery Management System: Our Battery Management System immediately unplugs when charging is complete, reducing strain on the battery and extending life. Longer-lasting batteries with longer range means fewer batteries needed and a lower carbon footprint.

B Unrivaled Durability

- Multi-Material Chassis: Material properties include aerospace-grade aluminum, which provides best-in-class durability.
- Impact Resistant: Independently tested and verified to withstand more than 60,000 curbside impacts, Bird Three is built for the rigors of shared use.
- Anti-Tip Kickstand: Bird Three stands upright on any surface and is very difficult to tip over thanks to its multiple points of contact with the ground.
- Automotive-Grade, Self-Sealing Pneumatic Tires: Our proprietary tire design ensures a soft ride over all surfaces without risk of getting a flat or requiring complicated suspension systems that are prone to safety issues.

C Industry-Leading Braking

- Dual Independent Brakes: Superior braking performance on each wheel results in a shorter stopping distance.
- Autonomous Emergency Braking: The industry's only active safety technology designed to detect brake failure and intervene to prevent an accident.
- 2x Hidden Brake Cables: Hidden and covered brake cables to increase protection against weather damage and vandalism.

D Smart Acceleration Technology

- Dual-Sensor Throttle: Automotive-grade acceleration that provides functional safety and absolute accuracy in speed control through two independent measurements.
- Beginner Mode: A gentle acceleration option that lets new riders gradually work their way up to full speed.

E Proprietary Bird Operating System

- Over-the-Air Upgrades: Our industry-leading operating system allows us to instantly and wirelessly apply the latest system updates to Bird Three.
- Accurate Geofences: Bird OS enforces strict adherence to speed limits, no-ride and reduced-speed zones in cities.
- Auto-Calibration: Brake sensors are automatically calibrated to ensure accuracy and safety.
- Anti-Theft Encryption: Encrypted embedded software keeps riders safe and helps deter theft.

F Real-Time Diagnostics

- Real-Time Fault Detection: Millions of daily autonomous fault checks self-diagnose and report hundreds of unique events, from abnormal battery temperatures to a sticky brake. This technology makes it easier for Bird to manage its devices remotely and

---

allows our teams to quickly locate distressed vehicles before damage or vandalism can place riders at risk.

- 200+ On-Vehicle Sensory Inputs: Fully customizable diagnostic sensors monitor every component of Bird Three.

G Intuitive Handling for All Riders

- Extended Chassis: A longer wheelbase provides more stability on all terrains, creating a better vehicle fit for people of all shapes and sizes and improving riders' overall comfort.
- Wider Handlebars: A wider grip makes Bird Three's handlebars easier to grip and provides better handling.
- Self-Centering Assisted Steering: The only e-scooter that provides self-centering steering assistance to improve safety and stability when riding over rough terrain.
- Antimicrobial Grips: Added protection helps keep all riders healthy and safe.

H Exceptional Visibility

- Neck Status Light: New, highly visible status indicator lets riders and team members immediately know the health and charge of a vehicle even from across the street.
- German K-Mark-Certified LED Headlight and Brake Light: High-powered automatic lighting certified to the highest standards of road safety provides superior visibility while riding, even during daylight hours.

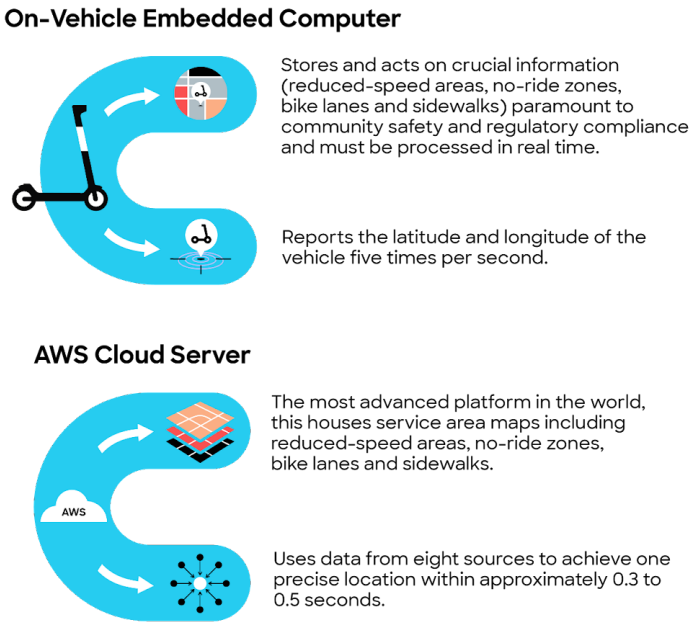
This should include, but not be limited to:

Bird Three Component	Lifespan (Distance)	Lifespan (Time)	Material Composition	Manufacturing Origin
a. Handlebars	3,500 miles	36 months	A380-aluminum	Designed in California, assembled in China
b. Deck	3,500 miles	36 months	A380-aluminum	Designed in California, assembled in China
c. Wheels	3,500 miles	36 months	Rubber	Designed in California, assembled in China
d. Brakes	3,500 miles	36 months	Ceramic brake pads with aluminum housing and steel fasteners	Designed in California, assembled in China
e. Suspension: N/A (Bird Three has	3,500 miles	36 months	Rubber	Designed in California, assembled in China

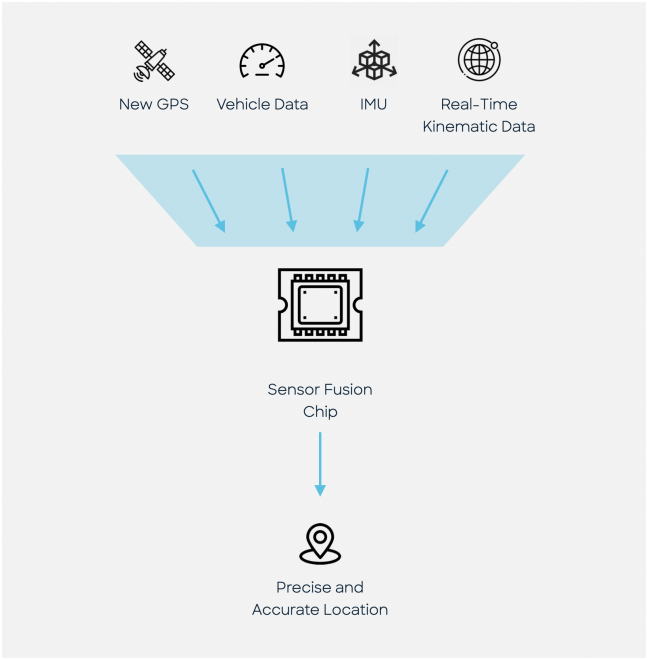
pneumatic tires)				
f. Lights	19,600 miles	36 months	PMMA high-transmission lamp cover	Designed in California, assembled in China
g. Motor	19,600 miles	36 months	Copper windings with magnets	Designed in California, assembled in China
h. Battery	Battery lasts 700 cycles or nearly 19,600 miles	36 months	Lithium-ion	Designed in California, assembled in China

FAQ: Geofencing

Bird will use customizable geofences to establish staging areas, slow, no-ride, and no-parking zones, and designated parking areas in Reno. Our Vehicle Location System (VLS) delivers precise vehicle location by connecting a Bird's embedded computer with our Amazon Web Services (AWS)-powered cloud services.



Our hyper-accurate VLS was co-developed with the leading global location chip manufacturer. This advanced embedded technology debuted in summer 2021 and exponentially increases the accuracy and precision of our VLS to pinpoint vehicles within 12-36 inches by calculating inertial measurements and wheel speed. Our sensor fusion algorithm synthesizes data from GPS signals and on-vehicle sensors to deliver the most accurate vehicle location data in the industry. We will work closely with City staff to leverage our VLS technology to prevent sidewalk riding, improve parking compliance, regulate speed zones and more. Unlike camera-based solutions that are less weatherproof and prone to failure, VLS is power efficient, scalable, and delivers highly stable performance in all weather conditions.



VEHICLE LOCATION SYSTEM: DATA SOURCES	
New GPS	2-3x more satellites and new GPS bands (For example, 4G → 5G technology)
Vehicle Data	Vehicle data includes wheel speed and turning data to provide more robust vehicle location
IMU	A sensor that detects the accelerations acting on the vehicle and its orientation in space. Contains accelerometers and multi-axis gyroscopes
Real-Time Kinematic Data	Atmospheric data that corrects the GPS signal for Ionospheric interference

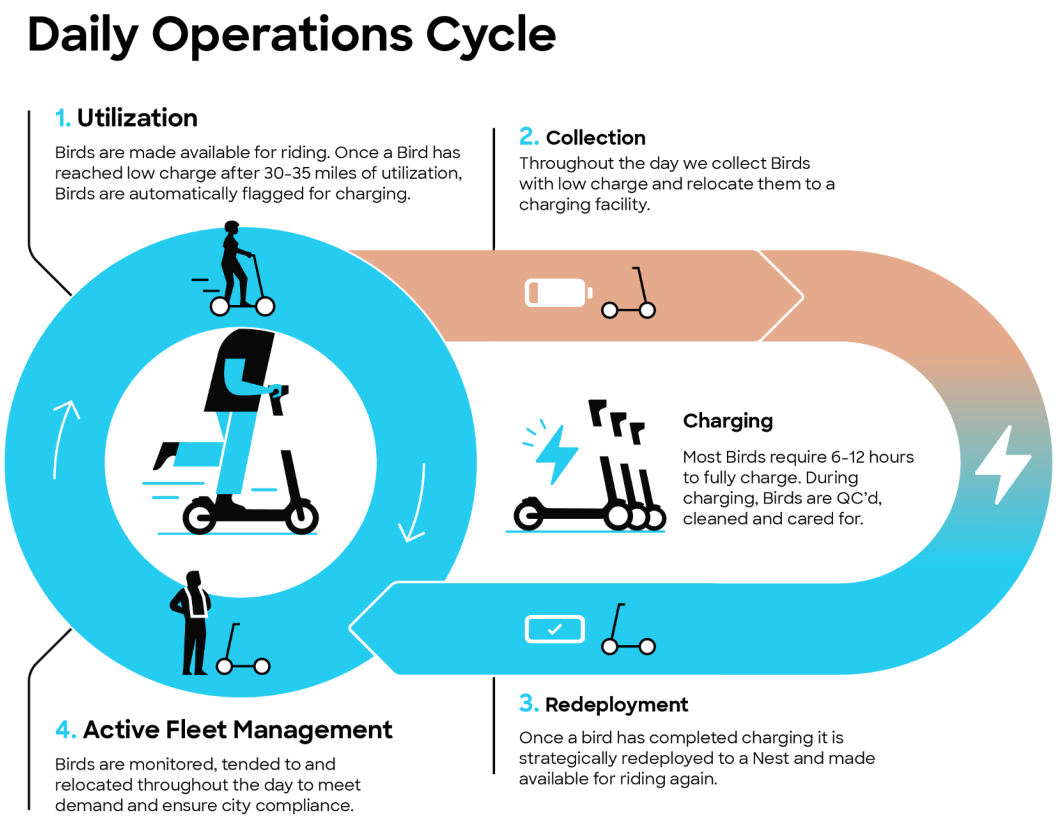
This is enhanced further through the use of Fantasmo's (a global leader in positioning technology) Camera Positioning System (CPS), which provides hyper-accurate positioning (10 times more accurate than GPS) without the need of any infrastructure such as satellite, beacons or radios.

VLS will also allow our team to establish both permanent (static and time activated) and temporary (single use, usually for events) geofences remotely, and these can be easily adapted to immediately meet Reno's changing needs such as during events, festivals or road closures. Enforcement is applied at the vehicle level via each Bird's onboard embedded computer, which can store over 25,000 geozones per city. For example, in Portland we have effectively applied dozens of slow zones and no-ride zones, which include various city parks and pedestrian zones.

Geofences are color-coded in our app to ensure that riders can easily identify geofenced areas; slow zones are highlighted in orange, no-ride are highlighted in red and no-parking zones are highlighted in black.

Daily Operations Cycle

Bird scooters will be available and operable 24 hours a day, seven days a week. Our team members work shifts in accordance with local labor laws, and we organize the staffing schedule such that someone on the team is always available for issue resolution, remediation and operational purposes. Additionally, should there be issues, our customer service is available for the general public 24/7 (see page 45). The following diagram summarizes our daily operations cycle.



Procedure and Protocol for Special Events

Our local teams are experienced in providing effective and efficient special-event coordination, tailored to meet fluctuations in demand and ensure we have adequate staffing on the ground to prevent parking clutter. This includes operational adjustments for events like the 2022 World Athletics Championship, an exciting event to come to Reno. We have significant experience in successfully managing large events across the U.S. that attract between 100k-500k visitors, including Austin City Limits, World Series events, 2020 Super Bowl in Miami, the LA Marathon, and the 2021 Super Bowl in Tampa. We understand the importance of creating bespoke plans for every event to guarantee the safe and effective continuity of service, prioritizing pedestrian safety and courteous parking, compliance with street closures, as well as close coordination with other local micromobility operators. In Reno, our team will keep up to date with the City's special events calendar and monitor for changes like weather postponements to ensure we adjust our response accordingly.

Our preparation and execution protocols for special events will include:

Preparation Protocols

Special-Event Parking. Our team works closely with event organizers to create clearly marked dedicated parking areas at large events. We can also enforce or incentivize their use via our Preferred Parking (see page 39) and Fantasmo features.

In-App Landing Page. We know visual aids have a significant impact on maintaining an orderly fleet. We create in-app landing pages during large events to keep our riders informed of temporary road closures and no-ride zones as well as highlight preferred event parking locations.

On The Ground Presence. We ensure that there are boots on the ground at all times to ensure smooth operations throughout large scale events. We send in additional Bird employees to help ensure there is a seamless experience with micromobility.

Alternate Forms of Communication. Large events often come with limited cell reception. To mitigate the potential impact of this on our operations, our on-the-ground team will use the Zello Walkie Talkie app, which allows communication without cell reception.

Communication with Local Authorities. We communicate with local authorities and Neighborhood Resource Officers to coordinate well in advance of special events. Setting up social media channels to promote and inform the public and visitors on any special adjustments made for large scale events.

Execution Protocols

Real-Time Crowd-Flow Monitoring. Bird tracks changes in crowd distribution and shifts on-the-ground team presence according to demand.

Redistribution. Bird uses predictive analytics, local knowledge, and on-the-ground teams to ensure effective and efficient redistributing of e-scooters.

Transit Integration. We monitor patterns and flows of movement, adjusting our fleet allocations to meet rider demand at relevant transit stops before and after events. Bird's agile on-the-ground teams adjust deployments to encourage the use of public transit, relieve traffic congestion, and help residents and visitors move efficiently across the city.

Temporary Geofences. With the City's approval, Bird can create temporary no-ride, no-parking and slow zones in areas where high foot traffic is expected. For more details on our advanced geofencing capabilities, please see Question 2.2.d.

In addition to the protocols above, during special events such as the World Athletics Championship, we would roll out marketing materials via our social media and newsletter to inform riders on any relevant regulations and safety information. Examples of marketing materials produced by Bird for the 2020 Super Bowl are included below.

Bird used social media to keep riders informed of our operational changes during the 2020 Super Bowl.

Bird launched a multilingual educational email campaign in the lead up to the 2020 Super Bowl

Procedure and Protocol for Emergencies

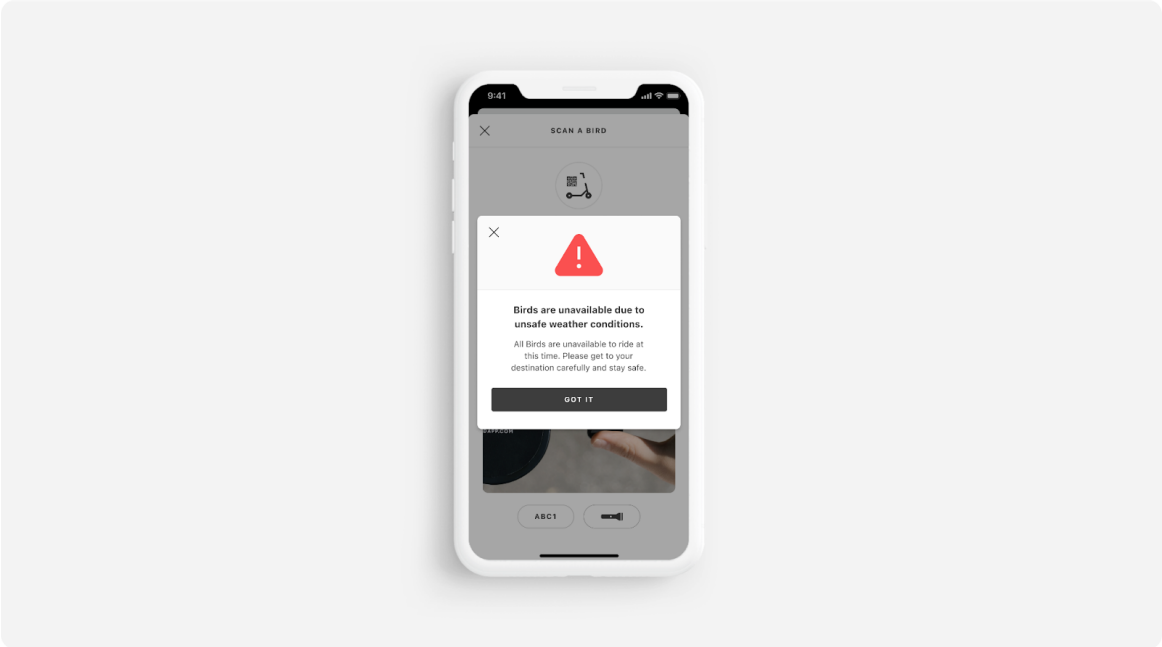
As an essential service, relied upon by residents to move safely and sustainably around their communities, Bird has worked closely with local governments and community organizations around the world to develop strategies for reliable service continuation during times of emergency. At Bird, the safety of our communities and our strong partnership with cities are our top priorities. During normal times and times of emergency, we know the exact location and status of our vehicles at any given time of day. We use this information to quickly respond to and remediate any concerns—as small as a low battery charge or as large as a rapid response to impending civil unrest—that arise throughout the day. At all times, our strategies for response, recovery and service continuation have been and will be rapid, transparent and safety-centric.

Throughout the last 18 months, cities around the world experienced unprecedented environmental, economic and civil unrest. Our teams worked in partnership with local officials in the cities we serve to answer new questions, remediate unpredictable concerns, and develop plans for recovery. As the world begins to emerge from quarantine, we will continue to seek input from our city partners on the efficacy of our responses, using our strategies during COVID-19, the subsequent economic downturn, and the civil unrest in the summer of 2020 as case studies to improve our ability to serve our communities when they need us most.

Our specific responses for weather-related emergencies and COVID-19 are outlined below.

Weather Emergency Response

Bird's central team monitors expected weather patterns across cities and notifies local teams about significant events. We will also closely monitor and align with Reno alerts. During severe weather watches and warnings, we notify our riders of increased risk and keep Birds indoors in anticipation of an oncoming weather emergency.



Our local operations team follows strict protocols based on local weather conditions.

- When sustained winds reach 15 mph, we issue a warning for local operations staff, and when they reach 20 mph, we pull our fleet from the streets.
- During heavy snow, icy conditions or wildfires, we pull our fleet from the streets and do not deploy additional vehicles.
- During torrential rain that causes flooding, we rapidly remove all Birds from the streets, beginning with the lowest areas in high-impact zones.

Bird proactively monitors government, media, and social media channels to identify potential emergency events. We have a designated point of contact for local law enforcement should they need to make contact.

Examples of our responses to severe weather are outlined below:

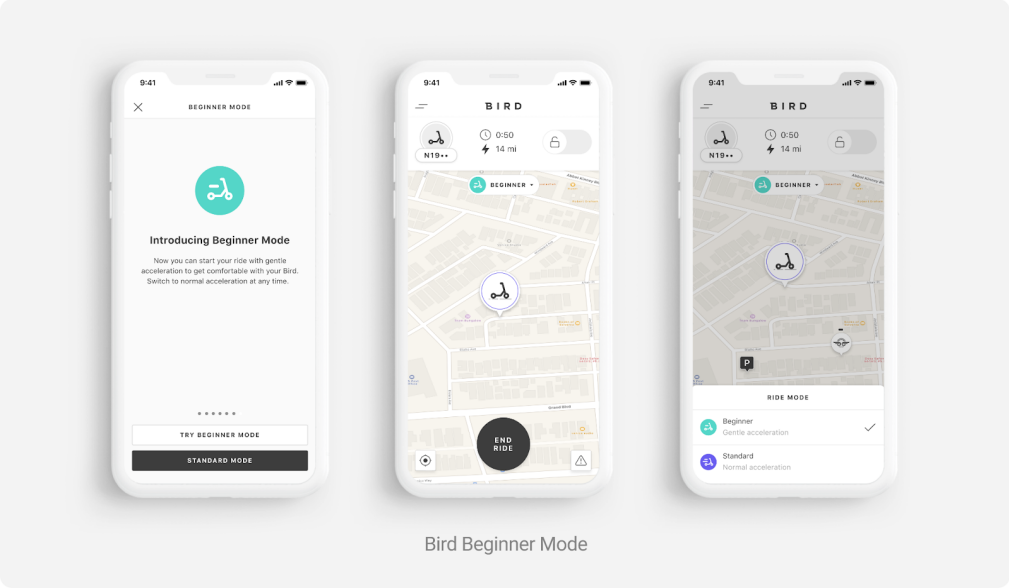
Extreme Cold, Snow and Snowstorms. In markets that face extreme cold and snowy weather, we set thresholds for retrieving and storing vehicles. Under these thresholds (generally 6" or less of snow accumulation and above 0°F), we do not retrieve vehicles to limit our VMT as Birds are ruggedized to withstand this type of weather. For cities with notoriously unpredictable weather, such as those in the Nordic countries and across the Midwestern U.S., we often retrieve a portion of the fleet in advance of a large storm. This allows us to move nimbly if the storm grows worse, because we have fewer vehicles to retrieve during the poorer conditions when traffic and road blockages can dramatically slow van movement. During this process we also alert riders to the inclement weather conditions and its impact on our service. This communication is done via in app and push notifications. Riders who scan vehicles before they are retrieved receive a message indicating Birds are unavailable due to the unsafe weather conditions.

Hurricanes, Wind and Rainfall. In 2020, in cities in the Southeastern region of the U.S. like Miami, Tampa, and Orlando, we removed our fleets in advance of expected hurricanes. Local teams mobilized quickly to execute our hurricane response plan, which entailed rapid vehicle collection and activating safety messaging to our riders. Once the plan was initiated, we disabled ride starts, with explanatory communications to riders and retrieved all vehicles within 12 hours.

Extreme Heat. In cities across the Southwestern U.S. and Middle East that see temperatures over 100°F throughout the summer months, we have proactively reduced our fleet size or collected the fleet in advance of specific high-heat days (over 104°F). We will retrieve all vehicles within 12 hours, for example, in instances under a catastrophic or extreme heat.

FAQ: Select In-App Features

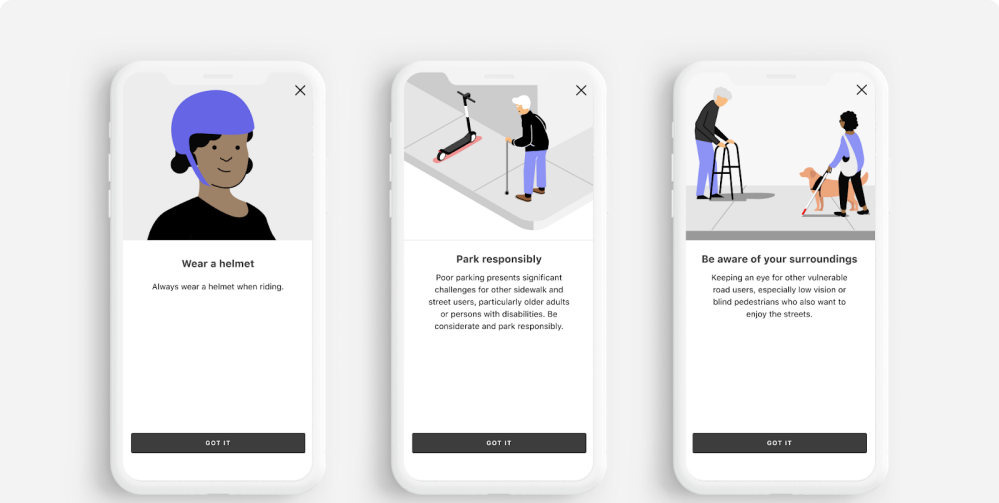
Beginner Mode: To enhance the safety of first-time riders, which may include the thousands of visitors Reno welcomes each year, Bird has developed the industry-first Beginner Mode. This feature can be turned on via the Bird app and provides riders with additional step-by-step guidance on how to operate our e-scooters. When activated, Beginner Mode also slows the scooter's acceleration and limits its top speed to help new riders get comfortable and confident as they learn to ride. We could also turn on this feature to be automatic for all riders in geographic areas, during specific time frames, such as the 2022 World Athletics Championships.



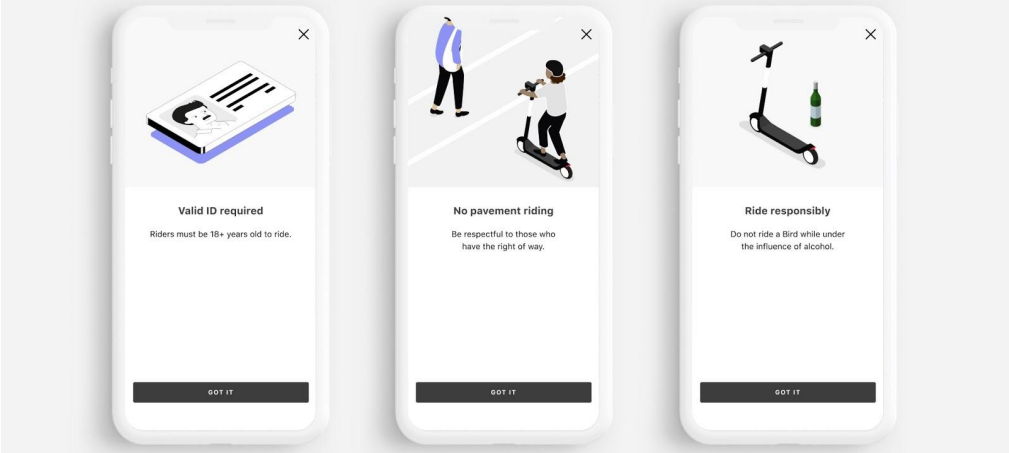
Bird Beginner Mode

In-App Alerts: We regularly remind riders of local rules, including prompts to wear helmets when they open the app and instructions not to double-ride while their vehicle unlocks.

Pledge Cards: Bird uses virtual pledge cards to help educate riders on local laws and regulations. The cards are presented to riders via an in-app pop-up, requesting that they read and then pledge to abide by each rule. Over 600,000 riders in cities across the U.S., such as Portland, Washington, D.C. and Atlanta, have taken the pledge. Unique rider safety pledge cards for our operations in Reno will detail local rules, and we will track pledges along with rider behavior (compliance and safety incidents) as part of our regular reports to the City.



Bird safety pledge cards



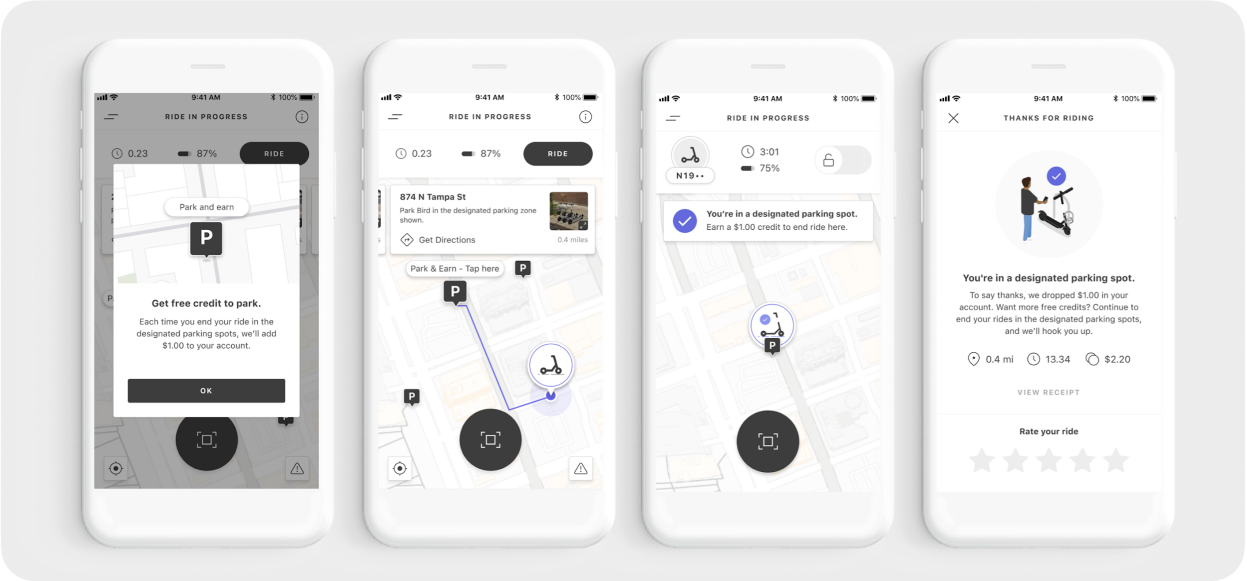
Bird safety pledge cards

Preferred Parking

Bird's Preferred Parking feature highlights City-approved corrals via the Bird app. In addition to providing riders with turn-by-turn directions to their nearest parking location, it encourages their use by rewarding riders with free ride credits every time they end their ride in an approved location.

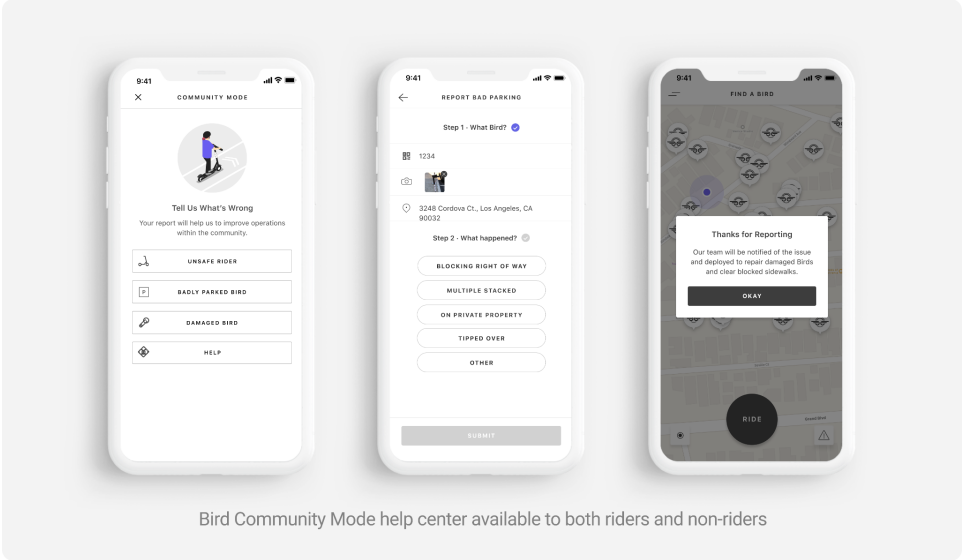
Specifically, the feature: (1) Educates riders on where corrals are and how to park using highly visible messaging, including full-screen prompts, in-ride reminders and parking pins that are prominently displayed on the map. (2) Incentivizes riders by offering free credits (up to $5) toward future rides every time they end their ride in a designated parking location. (3) Provides details on each approved parking corral, including its location, a photo and a description of

exactly where to park. It also offers turn-by-turn directions to a rider's chosen corral. (4) Gives feedback to riders using location-enabled alerts to let them know when they are in an approved parking area and eligible to receive incentives



Community Mode (for riders and non-riders)

This feature allows both riders and non-riders to report complaints, such as improper parking, in real time. Concerns flagged in Community Mode are addressed immediately, and repeat offenders can have their accounts suspended or terminated by Bird's Trust and Safety team.

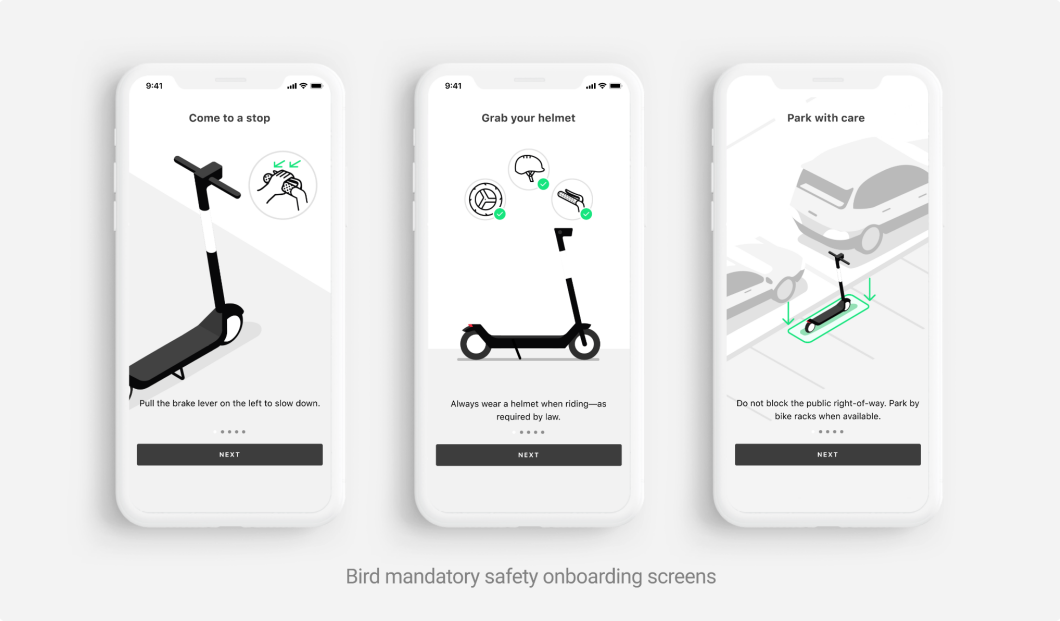


Bird Community Mode help center available to both riders and non-riders

Ongoing Messaging
Bird sends regular safety and parking reminders to riders via email, social media, and in-app notifications. In the event of repeat parking violations, we deliver tailored, educational messages to ensure riders learn from their mistakes.

PSAs
Bird reinforces parking rules and best practices using flyers, billboards, and advertisements in multiple languages and at safe riding events.

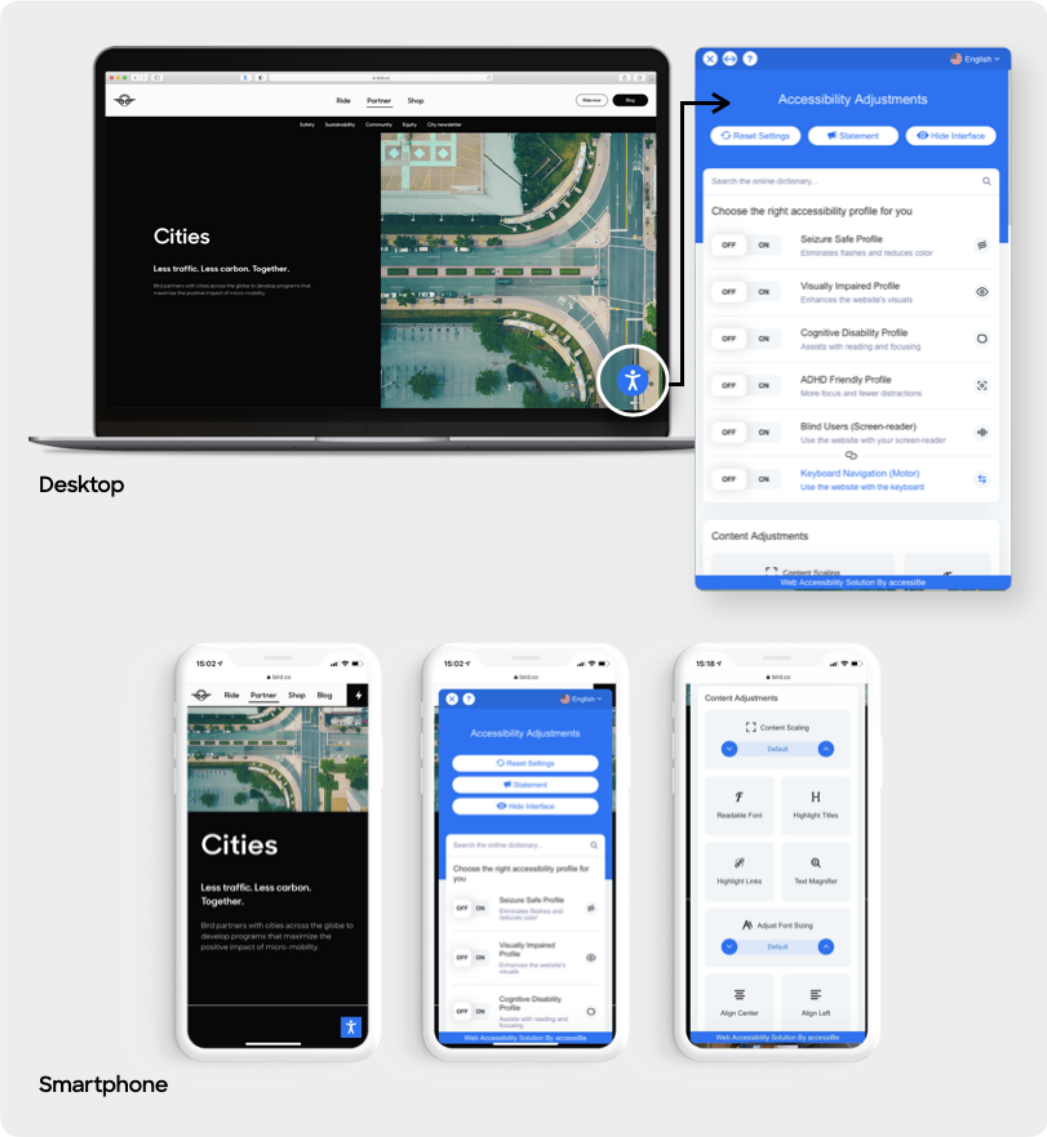
Pre-Ride Messaging
Before each ride, we provide an in-app reminder to park in compliance with local rules, as shown in the below image. During the ride, safe parking suggestions will also appear conveniently and legibly on the rider's in-app map



Bird mandatory safety onboarding screens

FAQ: Bird's Website

Bird's website has direct access to customer service. Users and non-users can report damages, make suggestions, complaints or make enquiries. It also includes an FAQ section that includes the following topics: Consumer Products, Bird Platform, Frequent Flyer and Contact Us. It is important that our website is accessible and as such our website adheres to the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines 2.1 at the AA level. Riders can select a pre-built disability profile, for example the "Visually Impaired Profile," to help them browse more easily and can make adjustments like changing font sizes or color contrasts.



FAQ: On-Demand Customer Service

Bird's customer service is available 24 hours a day, 365 days a year. Our website, call center and mobile app services are currently available in 36 languages, including Spanish, Chinese (Cantonese and Mandarin), Korean, and Arabic.

To make it easy for both riders and non-riders to provide us feedback, ask questions or report an issue, we offer a multitude of multilingual, low- or zero-friction engagement opportunities. These include:

	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
	Email hello@bird.co / Reno@bird.co
	Twitter @BirdRide
	Instagram @Bird
	Online Form https://help.bird.co/hc/en-us/requests/new
	Community Mode Bird's in-app Community Mode enables riders and non-riders to report complaints, such as irresponsible riding or improper parking, in real time. We address concerns flagged in Community Mode immediately and will suspend or terminate accounts of repeat offenders.
	Trip Ratings System We ask riders to rate our service at the end of each trip. Those earning fewer than four stars prompt additional input and follow up from our team.
	Bird App Reviews Bird monitors reviews of the Bird app on the Apple and Google Play app stores. Our customer service team responds to any negative reviews to request additional details. This feedback is then shared with the appropriate team at Bird to action. For example, a complaint about a glitch with the app would be shared with our Product team.

In-Person Community Engagement
Bird hosts multiple community engagement events each month. For example, we may engage with a resident group, providing residents the opportunity to report complaints to our teams directly. We periodically distribute surveys during these events to gather additional feedback on our service.

User Surveys
Bird will conduct user surveys via email as well as survey community organizations to gather ongoing qualitative feedback. This will inform program improvements and adjustments. Surveys will be conducted at a minimum of every three months.

FAQ: Access for Non-Smartphone Users & the Unbanked

Non-Smartphone Users:

According to a recent survey by the Pew Research Center—an independent, non-partisan public opinion research organization—roughly a quarter of adults with household incomes below $30,000 a year (24%) say they don't own a smartphone. In an effort to make our service as widely available as possible, Bird enables people who do not have access to a computer or smartphone to rent Birds via SMS text messaging. Using this feature, riders can find, unlock, ride and pay for Birds outside the app, by text, on non-smartphones.

1. Create an Account: Riders create an account by sending an email to access@bird.co, providing contact details along with a phone number that can send and receive SMS. Within three business days, they will receive an SMS confirming account approval. Riders can set up payment information via an automated, phone-based, PCI-compliant bot using the “pay” command and a credit, debit or prepaid card.

2. Locate a Bird: Riders spot a Bird on the street, or contact our customer service team via call/text (1-866-205-2442) or email (hello@bird.co) for assistance locating an available e-scooter.

3. Text to Begin Ride: Once riders locate the Bird ID in between the vehicle's handlebars, they can then text the ID and the word “unlock” to the phone number they received during the sign-up process. This text message will signal the vehicle to unlock, allowing the ride to begin.

4. Text to End Ride: Riders text the word “lock” to the same number. This text message will signal their Bird to lock, completing the ride. The rider receives a follow-up SMS message with the cost of their completed trip.

Access for the Unbanked:

Bird provides the following non-credit card payment alternatives to enable access to our service for riders who are unbanked or wish to pay with cash. We believe everyone should have access to safe, sustainable and affordable transportation. This founding principle has guided our operations from day one, and we continue to add new options, such as PayPal, to further increase the accessibility of our service.

Cash for Bird Credits: Riders can purchase Bird credits with cash from participating stores.Bird’s cash option is available at 23 retail locations in Reno, including 7 Eleven, Walgreens and Family Dollar. Additionally, we can partner with other national chains and local stores in the City of Reno to expand such options.

Prepaid Cards: Riders can purchase prepaid American Express, Mastercard and Visa cards with cash from local retailers. Riders can add their prepaid card as their payment option within the Bird app or when providing their payment information for Bird's text-to-unlock service.

App-Integrated Payment Options: Bird offers PayPal as an additional payment option in the Bird app. Doing so extends the reach and availability of Bird vehicles to those who may not have, or may not prefer using, a personal bank or credit card. PayPal's open digital payment platform offers financial service access to more than 325 million individuals. Bird's integration with PayPal provides access to the world's most advanced sustainable devices and is currently used by 11% of our riders. In addition to PayPal, the Bird app is fully integrated with Apple Pay and Google Pay.

FAQ: Minimizing Waste & Sustainable Practices

Minimizing Waste

Bird focuses on minimizing waste by reducing the number of parts we must produce, reusing when possible, and recycling when they reach their end of life (EoL). Nearly 98% of a Bird is reusable on other vehicles or products. For example, because we engineered our batteries to last up to four times longer than our vehicles, we are exploring giving them a "second life," first by refurbishing them for reuse in our own devices and second in other devices. We are also exploring working with Back Market on a global partnership to extend the life cycle of our devices by giving them a "second life" as refurbished, high-quality, consumer-owned mobility devices. We expect this partnership to be finalized in Q3, 2021 and to have an immediate positive impact on our carbon footprint.

When a Bird reaches its "end of life" (EoL), we take the following actions:

- Break it down into component parts.
- Inspect and test each part to determine ability for reuse, repair and expected timeline of future use.
- Catalog and record the inspection and test outcomes as well as next steps (e.g., repair or refurbishment, reuse, recycling) in our global supply chain database.

When handling and inspecting batteries, Bird employees follow the protocols set up by our in-house Health and Safety team, which will be in compliance with any Reno-specific rules and regulations and independently audited by a third party.

Components that cannot be repaired or reused are broken down into like commodities (plastics, aluminum, copper, electronics, etc.) and sent to a local R2 or E-Steward certified recycler. These certifications ensure materials are correctly fed into the commodity supply chain in an environmentally responsible manner. Recyclers provide Certificates of Destruction confirming proper shipment, recycling or disposal. Such partners help us maintain recycling rates above 95% for ferrous and non-ferrous materials and 86% for e-waste. At Bird, we have managed to achieve this to date thanks to innovative partnerships with companies such as:

> ITAP (IT Asset Partners) recycles lithium-ion battery cells, circuit boards, and e-waste. ITAP's creative second-life applications enable them to take the healthy individual 18650 cells from our batteries, even if the battery pack as a whole no longer functions, and repurpose them for use in consumer products like vape pens and portable power banks.
>
> Urban Mining, based out of Austin, TX, recovers rare earth elements from our electric motors and uses them to produce recycled sintered magnets, which they then sell to electric motor manufacturers. It's far better for the environment to harvest these elements from the products we already have than to mine them out of the earth. Urban Mining customers include Siemens, Rolls Royce, Parker Hannifin, and the Department of Defense.
>
> Alpert & Alpert is the largest non-ferrous metal recycler in North America and recycles aluminum and stainless steel from our retired Birds. We are also working with them on innovative reuse applications for materials like plastic and rubber.

Bird continues to innovate to improve sustainability. To further reduce our carbon footprint, Bird prioritizes using local recyclers in each market and shipping to our national partners like Alpert & Alpert via rail as it is the most energy-efficient and environmentally responsible mode of ground freight transportation. We also consolidate EoL Birds at our service centers until we have enough items to be shipped, to reduce the frequency of shipments.

Sustainable Practices:

To emphasize our commitment in being a sustainable company, we have implemented other corporate strategies, which have enabled us to be the only transport company recognized with a United Nations Sustainable Development Goal Award. Our additional strategies include:

Carbon Offsets and Climate RECs: As the only micromobility company signatory of the United Nations Global Compact (UNGC), we have pledged to achieve carbon neutrality across our global business by 2025. To help us achieve this goal, we continue to purchase certified carbon offsets and Renewable Energy Certificates (RECs) through 3Degrees. The portfolio of products we have supported to date includes:

- An anaerobic digester project at a family-owned dairy in New York; a landfill gas collection project at a landfill in Pennsylvania; a reforestation project that converts marginal farm acreage back into forested land along the Mississippi River; and an SF6 Reduction from automotive supply chain project located in Michigan and Ontario, Canada.
- A large portion of the RECs purchased through this initiative in 2019 went to support the California Brighter Schools Solar project.

Employee Travel Policy: Our policies have always aimed to limit company-wide travel that required air travel and prioritize trips via e-car, rail or bus. In 2019, and again in 2020, Bird was recognized for its corporate transport demand management strategy and is certified as a Green Business.

Corporate Programs and Incentives: To minimize the carbon footprint of our employees, Bird teams receive:

- Environmental stewardship training.
- Subsidized sustainable commuting options with free Bird rides and discounted transit passes.
- Work-from-home policy to reduce commuting trips.
- Encouragement to improve efficiencies in the sustainability of our operations.
- Incentives to purchase electric vehicles and transition to renewable energy.

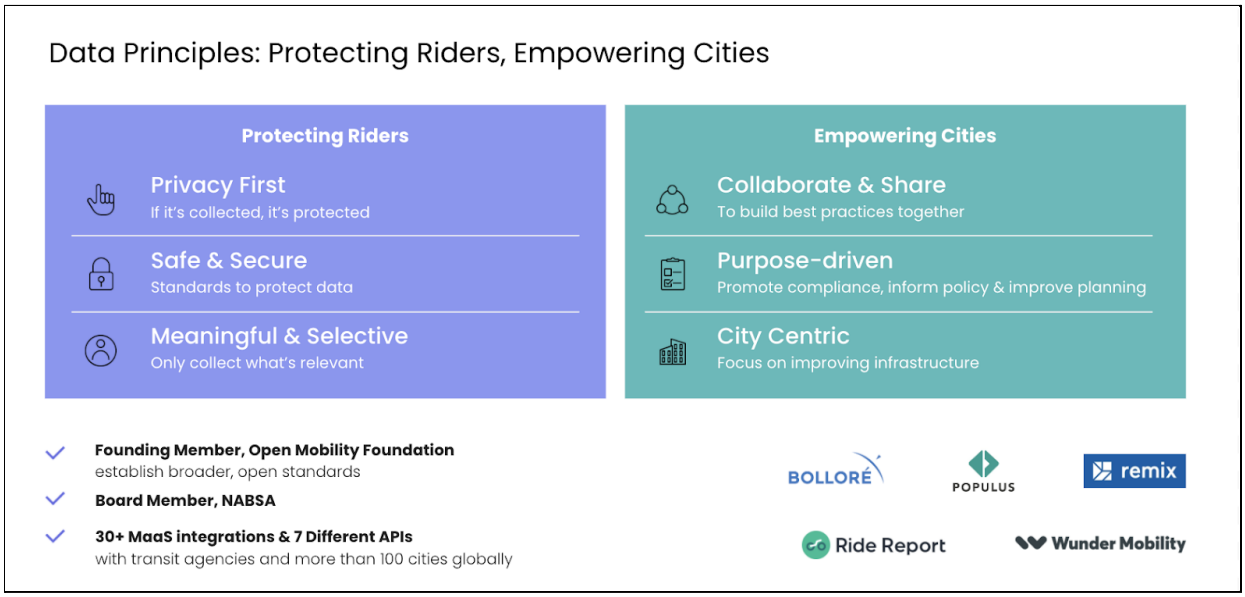
Urban Forests and Local Efforts Since April 2019, we've partnered with One Tree Planted to plant one tree for every rider who takes at least six rides. Planted around the world, the trees are helping create more urban forests and gardens in densely populated cities. Additionally, we engage in local efforts to support our communities. In Reno, we can work with organizations such as Friends of Trees to plant trees.

FAQ: Data Sharing

Bird will share our data under both General Bikeshare Feed Specification (GBFS) and the Mobility Data Specification (MDS) formats. We are proud of our city-centric data sharing practices and the role we have taken to evangelize micromobility data sharing.

Bird upholds the General Data Protection Regulation (GDPR). We collect only the data needed to deliver our service and compliantly share data with cities. We collect the following user data as part of our rider onboarding process: device ID, user's full name, birthdate, home address, email address, information from the user's identification card, and credit card information. We inform our riders of exactly which data will be collected and advise them if opting out will impact their rider experience. For example, upon downloading the app, we inform riders that we will use location services but it is only necessary to enable "while using the app" to achieve a strong rider experience.

Establishing a holistic data responsibility framework is a key tenet of Bird's operational model. For example, we tune the amount of data we collect and store for ID verification to meet specific market needs, collecting only the minimum necessary to ensure compliance. Our responsibility framework, which we have workshopped with cities and researchers across the country, is based on the following principles:



Further information on the datasets that can be obtained from GBFS and MDS are outlined below.

GBFS

Bird offers a General Bikeshare Feed Specification (GBFS) feed, which provides the latitudes and longitudes of available scooters within a jurisdiction and can be ingested by third-party trip-planning applications. GBFS is overseen by the North American Bikeshare Association

(NABSA). Bird is proud to serve on the NABSA Board and is the only e-scooter focused operator to do so.

We will share GBFS flat file reports in CSV and PDF formats that include the following elements:

- unique active riders
- number of trips per day
- individual trips, including trip ID, scooter ID, start time, start location, end time, end location, duration, distance and cost; number of vehicles in service per day
- utilization
- complaints
- safety incidents
- device maintenance history

MDS

Bird's Agency Mobility Data Specifications (MDS) is an application program interface (API) governed by the Open Mobility Foundation (OMF). This API is a closed, tokenized feed that provides detailed information about our device movements throughout the day. It includes detailed route data for each trip and device status changes as defined by the specification. The MDS API offers a comprehensive view of the data fields needed to engage in meaningful transport planning, such as trip length, start and end time route and vehicle status. This service will deliver the most sophisticated view of Bird operations in the City of Reno and facilitate planners and decision-makers' work. Some of the calculations that the City can make using MDS include:

- the number of motorized scooters in circulation
- the total number of miles traveled (daily, monthly, quarterly, annually)
- the average time each motorized scooter spends available (not in use)
- the number of rides per motorized scooter per day
- the average duration of rides per day of the week
- start points of rides
- end points of rides
- trip patterns
- locations of scooter pickups and drop-offs
- average trip in miles per day of the week

Bird is an active participant in MDS, leading the Open Mobility Foundation (OMF) Technology Council, where experts, advocates and other stakeholders (including municipalities) brainstorm and find solutions to shared transportation challenges. Through our involvement in OMF, we are able to host regular data workshops with city partners, think tanks and advocacy groups, as well as host virtual data sharing workshops with many cities and partners including: Antwerp, BetaNYC, Brussels, Canterbury, Cleveland, Detroit, Dundee, Kansas City, Kent, Leister, Miami, Milan, Minneapolis, NYU Gov Lab, Orlando, Rimini, Ramat Gan, Tel Aviv, Walnut Creek, and West Sacramento.

Ingesting MDS and turning raw data into information requires software and data science expertise. We're aware that Reno is currently creating a Smart City strategy and therefore this data will be valuable to support the development of the strategy. Therefore, we are willing to

collaborate with the City on its transformation, and if Reno does not have this expertise in house, Bird has partnerships with Populus and Ride Report, which provide software-as-a-service (SaaS) products that are specifically designed to turn MDS raw data into actionable insights.

Selling Data

We are committed to responsible data sharing with the City of Reno and related partners **but do not and will not sell any customer data.** We openly collect and share real-time ride data that does not enable anyone to associate a specific rider with specific trips with city partners, upholding GBFS and MDS standards with the intent to promote compliance, improve operations, and complement transit planning. In addition to our own internal data responsibility framework, we uphold the General Data Protection Regulation (GDPR).

Data Breaches

To date, Bird has not suffered a data breach. Bird focuses on taking every step to protect sensitive data by securing it on our servers. We developed rapid anomaly detection and response capabilities to limit the impact of security incidents. We also maintain up-to-date cyber insurance from a major provider. Additionally, Bird's company computers have world-class endpoint protection software installed and are monitored 24/7.

Should there be a data breach, Bird maintains an incident response plan that outlines specific protocols for handling various breach scenarios based on severity, known legal obligations related to customer privacy and personal data. We also maintain a forensic security team on retainer so that, in the event of an incident, Bird can work quickly and efficiently to detect, contain and neutralize any incidents. Bird's incident response plan contains internal escalation protocols to ensure that the appropriate stakeholders from our Legal and Executive Leadership teams are notified of incidents at the appropriate time. Bird's incident response plan also has protocols for escalating to specialized external parties including law enforcement contacts and third-party breach response partners.

We acknowledge that security is an ongoing process and will have to be reviewed continuously to prevent data breach, particularly as risks change overtime. Therefore, we have a robust full-time team dedicated to developing new capabilities for detecting signs of data breaches and other security incidents, and we can proudly state that we are the only micromobility provider with such a team. This team also delivers safeguards and processes to assess the risk of partners and vendors that may have access to Bird's network and data. Ultimately, they are responsible for assuring Bird's proven record of vehicle and data security is pristine.

Overall, Bird has 15 subject-matter experts distributed across multiple teams dedicated to data security. They cover the following aspects of our work:

> Mobile App Security Team: This team focuses on ensuring that any software and code developed by Bird follows secure development practices and is reviewed for vulnerabilities.
>
> Vehicle Security Team: This team focuses on securing vehicle hardware and firmware to address the risk of dangerous hacking or tampering activity that could endanger riders.

Infrastructure Security Team: This team focuses on securing the systems that store Bird data and detecting signs of potential hacker activity.

Red Team: This team focuses on simulating hacker activity to test our security systems and find opportunities to further improve Bird's security.

Global Security Operations: This team focuses on physical security protections to ensure our data cannot be stolen by physical methods like burglary.

In addition to the above, our team goes through mandatory security awareness training on their first day to learn about data security threats like phishing as well as how to notify the Bird Security team if they believe they have encountered indicators of a security incident. We provide ongoing education for employees regarding signs of anomalous activity and best practices that optimize our ability to detect and respond to potential security incidents.

Bird also routinely engages with third-party security firms to advise on security best practices and specific Bird risks to ensure that our security protocols are in line with existing risks. Third-party security experts will also test our applications, websites, backend and e-scooter security. Additionally, Bird was the first micromobility company to invest in a security bug bounty program to reward security researchers who discover and report security issues for Bird to address.

Further, we have outlined relevant certifications and systems implemented to protect customer payment data and safeguarding rider data, to minimize the risk of data breach.

Certified Protections for Customer Payment Data

Bird is a certified PCI Level 1 merchant and is audited annually by a third party to confirm Bird's compliance and that the specific data security controls required by PCI regulation are in place.

In 2020, third-party auditor NCC Group certified Bird's security controls and best practices and determined that Bird procedures are compliant with Level 1 PCI requirements. Every financial transaction is secure and PCI compliant, and all personal information is protected using industry-standard encryption. Bird neither stores nor accesses credit card information. All sensitive payment information is handled entirely by a large third-party payment processor who implements PCI-DSS Level 1 controls. Bird will provide our most recent third-party PCI audits to the City bi-annually. Please see Appendix 2 for Bird's PCI-DSS level 1 certification.

Safeguarding Rider Data

Bird uses reputable third-party technology provider partners, like Amazon Web Services, to store and process Bird data, and we have legal terms in place that strictly forbid them from accessing Bird data for their own purposes.