



# Tucson Action Plan





December 13, 2019

We are honored to participate in the first Shared Mobility Pilot Program with the city, and we would like to thank Mayor Romero, members of Council, and City Staff for their ongoing support of pilot. The opportunity to partner with Tucson to achieve your mobility goals is one that is exciting and inspiring to us.

In the first few months of the pilot, Bird has seen residents quickly embrace our affordable, reliable, and safe transportation alternative, thereby alleviating car congestion on Tucson streets and avoiding over 31,000 pounds of CO2 emissions.

Bird shares Tucson's vision and goals for its community and transportation system; namely, transitioning to a more advanced, low carbon transport system that will also reduce significant additional external costs the community pays for transport today, which include the cost of accidents, parking, congestion, road facilities, roadway land value, traffic service, air pollution, noise, water pollution, and other resource externalities.

**Moving forward together.** While Bird is focused on providing cities the best possible scooter product, our company is about more than scooters—it's about community. We commit to work tirelessly to contribute to the economic and civic vitality of the city. We plan to earn the respect of you and your community for our top-flight operations, and won't stop until we reach that goal. We are committed to being your partner in this effort, and look forward to the continued opportunity to serve the people and the City of Tucson.

#### **EXPANDING AND IMPROVING PUBLIC EDUCATION OF E-SCOOTER RULES AND RESPONSIBILITIES**

Bird dedicates significant resources to promoting responsible riding and parking practices. We do this to support and protect the safety and welfare of our riders and their communities.

Bird takes a proactive and robust approach to not only instilling safe and responsible riding practices, but continuously reinforcing and enforcing them. We do this at all stages of our operation via various interactive strategies, in-person, on-scooter and in-app:

#### **In-Person**

We have facilitated multiple in-person safety education trainings and demonstration events in Tucson, and will continue this effort. We will plan monthly pop-up events and participate in community events through the remainder of the pilot program, in conjunction with the City, the University of Arizona, and other local partners. These events provide a unique opportunity to establish normative safety habits for first-time riders. At these events, we will:

- Conduct safety tutorials,
- Provide handouts with safety information,
- Distribute free helmets, and
- Distribute multi-lingual flyers.

Bird will identify additional opportunities for in-person safety messaging and events with groups like:

- Tucson City Councilmembers,
- Community leaders and elected officials, and
- Local organizations such as:
  - Chicanos Por La Causa.
  - Downtown Tucson Partnership,
  - Fourth Avenue Merchants Association,
  - Living Streets Alliance,
  - Pima Community College,
  - Tucson Urban League,
  - Tucson Young Professionals,
  - the University of Arizona, and others.



### s.h.a.r.e. Safe Streets Event

One of these events will be a s.h.a.r.e. Safe Streets Event. These events are designed to bring neighborhoods together and provide individuals the opportunity to learn about road safety including how to responsibly and properly ride and park shared e-scooters such as Birds.

Each in-person s.h.a.r.e. event is open to the public and will provide attendees and passersby an immersive and interactive educational experience. In partnership with local organizations, businesses, and health and safety experts, Bird will showcase the fundamentals of safe road use for non-car users. This includes micro-mobility vehicle basics, helmet fittings, tutorials of local rules of the road and parking best practices. Bird will also provide tips to drivers on how to be more aware of all road users including pedestrians, cyclists, and e-scooter riders, which will also stress sober riding, as drinking and riding e-scooters is illegal. Individuals who might not want to hop on an e-scooter, can experience micro-mobility via a custom virtual reality experience.

Whether a first-time rider, an avid cyclist, or an experienced e-scooter rider, responsible riding helps improve our neighborhoods and communities for everyone. Bird's s.h.a.r.e. Safe Streets events will provide attendees with five essential s.h.a.r.e tips:

- Safe riding. Navigate traffic and bike lanes with care.
- Heightened awareness. Anticipate what others might do.
- Always alert. Save the selfies and music for after the ride.
- Respect for pedestrians. Yield and keep walkways accessible.
- Every voice matters. Get involved to help your city reshape its streets.

We will also conduct outreach to local businesses and local groups with the express purpose of educating the community about best scooting and parking practices. Please see Appendix A for examples of safety materials distributed at s.h.a.r.e. Safe Streets events.

### On-Scooter

Information displayed on Bird scooters informs riders of safe vehicle operating practices, recommended safety precautions, courteous use of the public right of way, and proper parking behavior. We also emphasize this education on our website, through email, and on Bird's social media platforms.



Safety Decal with Toll-free  
24 Hour Customer Service Number

### Ride Safely

- Helmet Required
- License Required
- No Riding on Sidewalks
- No Double Riding
- 18+ Years Old

HELLO@BIRD.CO  
1-866-205-2442



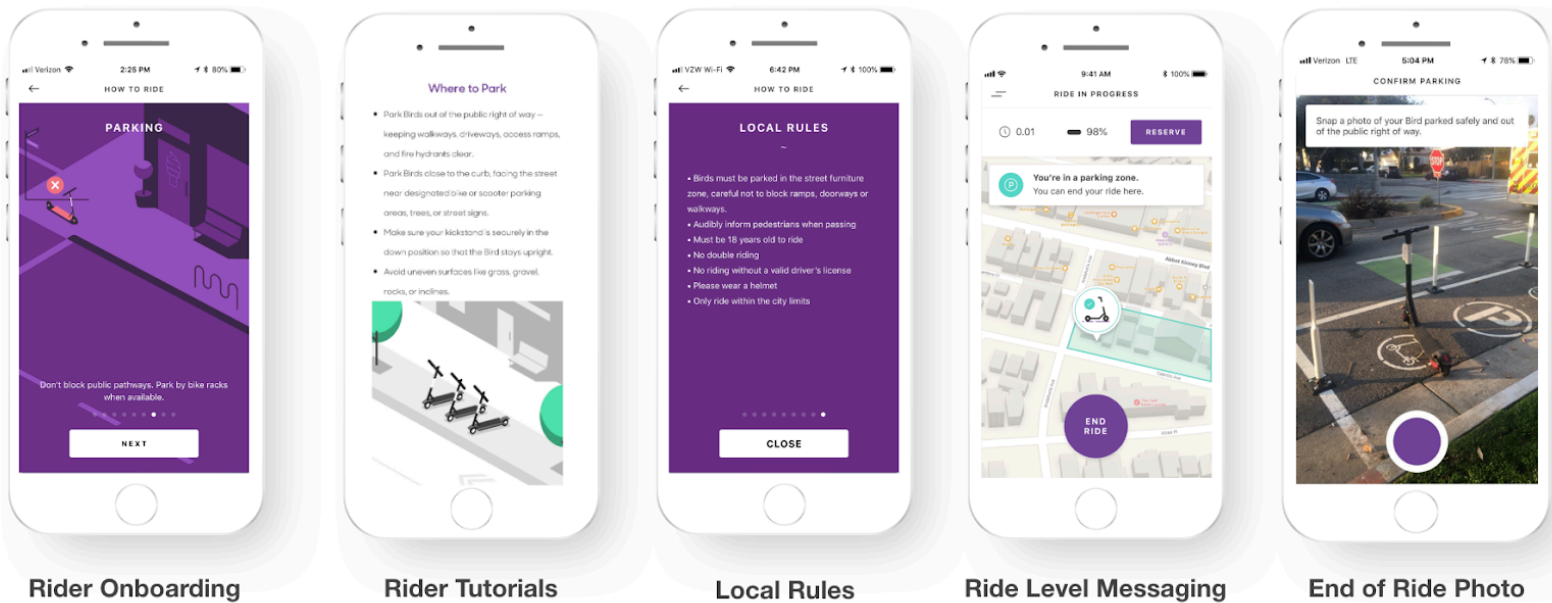
## In-App

Bird educates riders about local rules, safety guidelines, and other regulations at the time of signup, and before and following every ride. Users must engage with our safety videos and tutorials before using Bird. Bird sends text and in-app notifications to let riders know that have entered an area where they cannot ride or park their vehicles.

Riding guidelines explaining how to ride and Tucson-specific local rules are also available on the safety tab of Bird's app and website for all riders to reference at any time.

At the end of each trip, Bird's customized in-app messaging instructs riders to park Birds out of public pathways and at bike racks, public transit stops, or parklets, and out of public pathways. Riders "lock" their vehicle and end the ride using the app, then are required to photo verify proper parking.

Bird's app will feature an additional banner that reminds riders not to ride on sidewalks.



Rider Onboarding

Rider Tutorials

Local Rules

Ride Level Messaging

End of Ride Photo

- **Rider Onboarding:** Establishing expected behaviors for new transit modes through education and community involvement
- **Rider Tutorials:** Riding guidelines, including where to ride, are also available for all riders to reference at any time on the safety tab of Bird's app and website.
- **Local rules:** Bird works with cities to highlight local needs and unique color around scooters. These are shown to every rider the first time they ride in that city.
- **Ride Level Messaging:** Riders are shown important safety messaging at the beginning and end of each every ride; as well as messaging when they are within a designated parking space, or no parking zone.
- **End of Ride Photo:** Establishing expected behaviors for new transit modes through education and community involvement



## Promulgating Safe Riding Practices: Examples of Bird Safety Partnerships

Below are some specific examples of how we have educated our riders in other markets on best-practice safety habits. Our efforts in Tucson will include a focus on underage riding, tandem riding, riding against traffic, riding irresponsibly, and parking improperly. We will also promote the importance of ADA access, safe behavior, and riding with a helmet.

- In Fort Lauderdale, we worked closely with the Fort Lauderdale Downtown Development Authority to develop a social media campaign for Twitter to educate riders on proper riding etiquette. In the series, we educated riders on how to be a responsible rider and showed different parking suggestions to educate riders about how to solve issues about parking and clutter.
- In Miami, we worked with the Police Department's Neighborhood Enhancement Team on a safety campaign that was shared to the community within the operating area. This campaign addressed issues such as under-age riding and tandem riding.

Bird will seek to work with the Tucson Police Department, the Downtown Tucson Partnership and other groups to develop similar partnerships.

## Bird's Helmet Strategy

Keeping our communities safe is a top priority for Bird. We know that helmets are an easy and effective measure to reduce crash severity, and can often make the difference between life and death. We effect higher rates of helmet usage through multiple channels, from messaging and education to free and discounted helmets, and new programs to incentivize use.

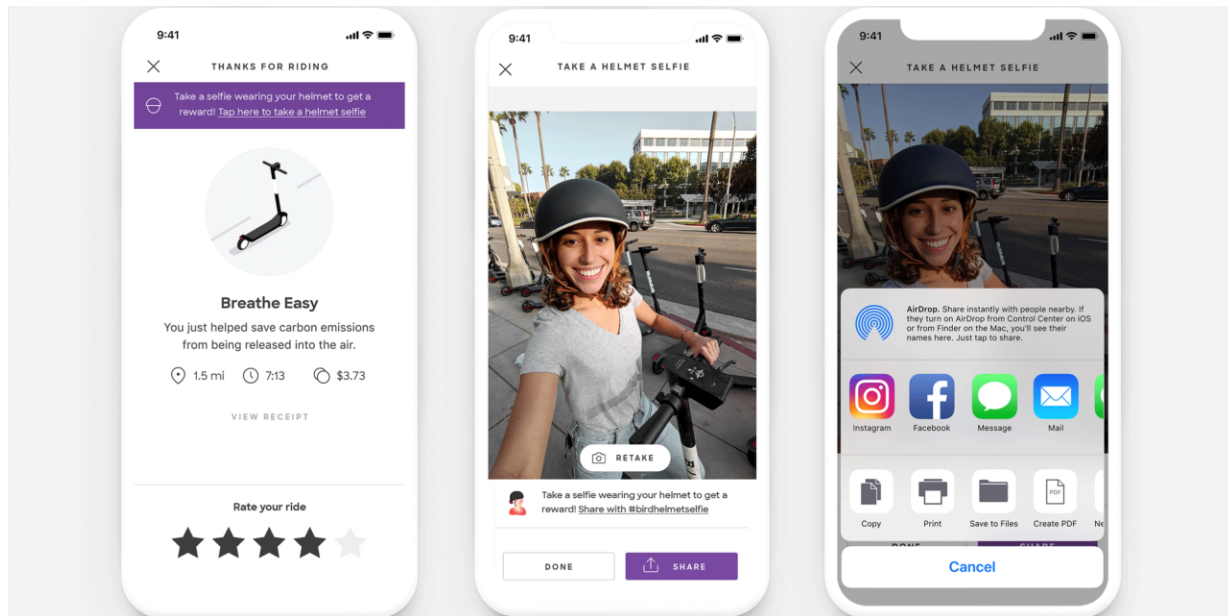
Bird will continue to ship a free helmet to any Tucson rider who requests one through our app (riders only pay for shipping) and proactively distribute helmets at community events. Bird will donate helmets to the Mayor's Office and each Ward Office for additional distribution.

## Current Initiatives

- **In-App and rider messaging:** During rider on-boarding and when selecting the "How to Ride" section of the app, riders are presented with animated safety instructional graphics that include strong pro-helmet messaging. A clear directive to wear a helmet is also visibly printed on the scooter itself, and is included as a major focus of our email, online, and in-person safety training and messaging.
- **Helmet Selfie:** Designed to help cities increase helmet usage and improve the safety of riders, Helmet Selfie is available now and offers riders incentives to wear a helmet while riding a Bird. At the end of each trip, riders are asked to take a selfie. Riders who demonstrate helmet usage will receive incentives such as future ride credits. Riders can also share their selfie via social media and include #BirdHelmetSelfie to help promote broader adoption and use of helmets.
- **Safety Marketplace:** Bird Safety Marketplace provides riders an in-app selection of curated, discounted products designed to help vulnerable road users better protect themselves from threats posed by cars and poor or outdated infrastructure which plague many communities today.
- **Academic research:** Bird is currently engaging with Dr. Tarak Trivedi at UCLA Medical Center on a study of various financial incentives to increase helmet usage on UCLA's campus. The first of its kind, this collaborative effort is a direct response to Dr. Trivedi's research, published in the Journal of the American Medical Association, which revealed a low helmet usage rate for shared e-scooter riders. Through the study of different applied helmet incentivization techniques, we will identify successful helmet compliance strategies to expand throughout Los Angeles County and beyond.
- **Helmet marketplace:** Riders have several options to purchase discounted helmets, in-app, from an array of leading helmet manufacturers.



Bird was proud to work in-conjunction with the city's transportation staff and highlight Tucson as one of our first markets to deploy the Helmet Selfie feature.



## IMPROVED ENFORCEMENT ACTIONS AGAINST IMPROPER SCOOTER-USER BEHAVIOR (INCENTIVES AND/OR DIS-INCENTIVES)

Users who fail to comply with rules, or who ride or park improperly, may be fined. For repeat offenses, riders will have their accounts suspended or terminated. We enforce this through Community Mode, as well as with calls, texts, or emails from Bird representatives. We also use end of ride photos, no-parking zones, and Preferred Parking tools to determine whether riders have failed to park their vehicles properly.

For minor and first-time infractions, we issue email warnings and send educational videos. For serious infractions and repeat violations, we may suspend and terminate accounts. Warnings, fines, and account suspensions are issued by our Trust & Safety team. Additionally, we offer ride credits or free rides to individuals who report bad behavior or engage in our safety demonstrations.

## THE ESTABLISHMENT OF DESIGNATED PARKING AREAS AND STRATEGIES TO SUCCESSFULLY IMPLEMENT THEM

As Tucson embraces alternative modes of transportation, we believe it is our responsibility to work closely with Tucson to create norms and build flexible infrastructure that maintain safe, accessible public spaces.

Five core elements drive our Tucson-focused plan to ensure safe and compliant parking:

1. **Creating Norms:** We work within the community and with both riders and non-riders, through our in-person safety events and partnerships, to cultivate a shared understanding of responsible micro-mobility parking behavior.
2. **Reinforcing Norms:** After we establish common understanding, we remind riders and non-riders to meet these standards through every element of the Bird experience.
3. **Harnessing Technology:** Our sophisticated suite of parking solutions allow us to prevent many parking concerns before they arise. When concerns do arise, advanced technology helps us quickly identify them for rapid remediation.
4. **Responding & Escalating:** When we identify non-compliant parking, we take quick and impactful remedial action, issuing reminders, tailored education and penalties when necessary.
5. **Research & Experiments:** We know there's always room for improvement. We engage within Bird and beyond to analyze the impact of advanced interventions and develop new products that maximize parking compliance.



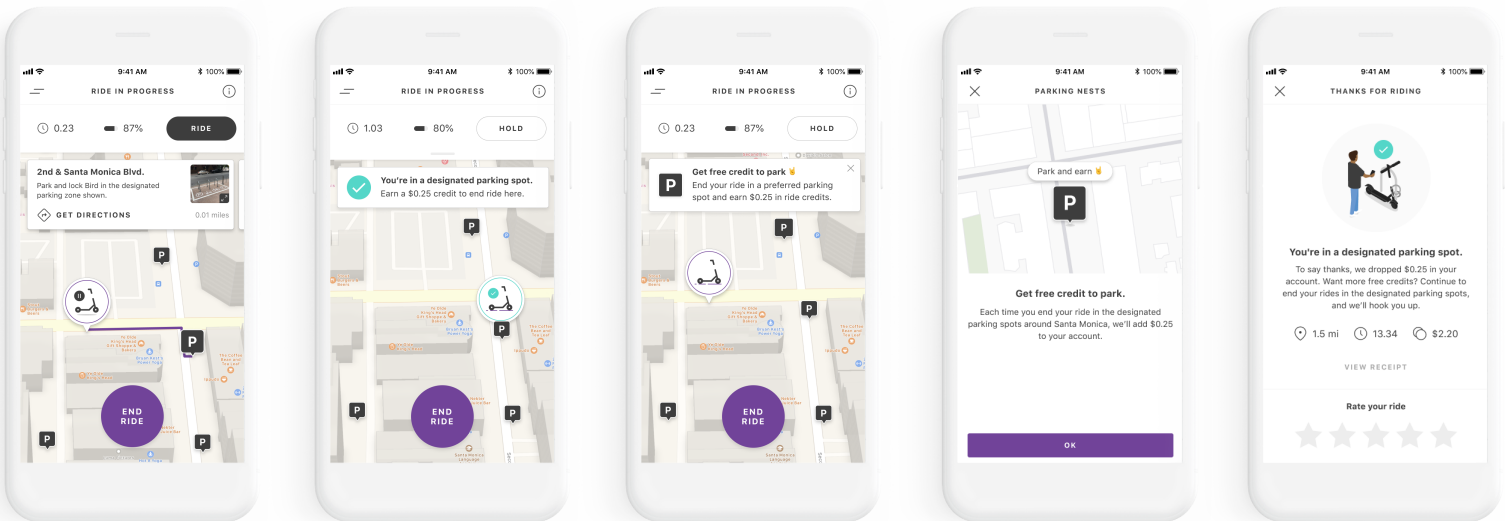
### Preferred Parking

Bird highlights Preferred Parking locations in the app to encourage parking in designated locations. In collaboration with the City, Bird identified preferred parking locations along Fourth Avenue. Bird sends push notifications when riders are near Preferred Parking areas, directing them to the appropriate parking stations. Bird suggests the following language to strongly encourage rider compliance:

"When parking near and around Fourth Avenue, riders must park your Bird at a preferred parking spot or be subject to a fine for non-compliance."

Bird implemented Preferred Parking after tests concluded that parking behavior is more likely to change if riders are incentivized with discounts (as opposed to fines). Our study also found that creating Preferred Parking spaces next to bike lanes encourage riders to use bike lanes instead of sidewalks. Bird will offer discounts through the remainder of the pilot program to encourage riders to park in Preferred Parking areas in Tucson. Bird’s Trust and Safety team may warn, fine, suspend, or even terminate the account of riders who park in unpermitted areas.

We will establish Preferred Parking areas around the University of Arizona campus, so both Campus and the City Right of Way are kept clear and free of clutter.



### Scooter-Parking Corrals

Bird will work with Tucson to determine locations where scooter-parking corrals will be most beneficial and utilized. In addition to highlighting the selected scooter-parking corrals in our app through preferred parking, we will work together with the City to determine the best method for marking the corral. For example, we have successfully used both stencils and parking mats in other cities; and can adapt these designs to work with Tucson’s infrastructure.



## IMPROVED RESPONSIVENESS TO COMPLAINTS FROM THE PUBLIC

Bird has worked closely with Tucson to ensure we are staying compliant with our permit obligation of responding to a complaint from the public within 2 hours during the hours of operation, and 8 hours outside of those hours. We also send weekly reports to the City to verify compliance.

Bird has 100+ employees dedicated to receiving and resolving complaints from riders and the community in English, Spanish, and a multitude of other languages. Issues submitted via Community Mode, email, text, or phone will receive immediate acknowledgement from our Customer Support team, which is available 24-hours a day, 7 days a week.

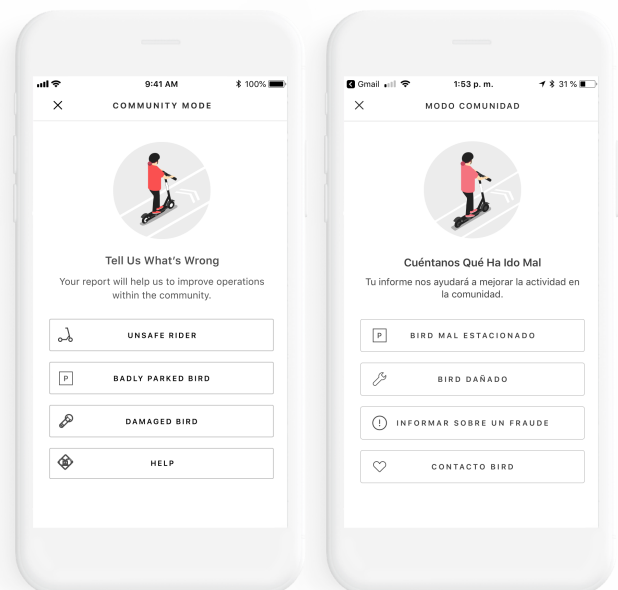
### Community Complaints

Due to feedback from Tucson, we improved this process to expedite tickets to our on-the-ground staff. When we receive a complaint, our customer service team leads the response by taking the following actions:

1. **Classify:** A Customer Service Representative (CSR) creates a ticket in our internal tracking tool categorizing the complaint and listing relevant details. If needed, they collect additional details from the submitter to more clearly understand the issue.
2. **Delegate & Resolve:** CSR refers the issue to the relevant internal team for resolution. This may be the local operations team for an issue such as a tipped or misparked Bird, or the payments team for a billing issue. CSRs handle simple issues independently. When resolved, the CSR closes the ticket.
3. **Educate:** In cases where rider behavior is an issue, such as unsafe riding or parking, a CSR can designate the rider to receive educational materials relevant to behavior (such as an email on parking etiquette). For repeat violations, we issue escalating warnings and fines or even account terminations, when warranted.
4. **Surprise & Delight:** Occasionally, Bird's Trust & Safety team may go above and beyond by surprising the affected party with a gift, like a National Parks Pass or, as in the case of one D.C. resident, a gourmet brunch cruise aboard the Odyssey on the Potomac River.
5. **Serious Complaints:** Certain sensitive issues require additional care; Bird's Trust & Safety team handles injury reports, property damage alerts, law enforcement requests and complicated support issues. We follow specific protocols and, if necessary, the Trust & Safety team escalates incidents to the relevant local authorities.

### Community Monitoring

**Community Mode:** This unique feature allows both riders and non-riders to report bad behavior, including irresponsible riding or improper parking, immediately so infractions can be addressed in real-time. Concerns flagged in Community Mode are addressed immediately and repeat offenders can have their account suspended or terminated. When Bird receives an ADA-related complaint through community mode, we immediately prioritize it for resolution. Riders that violate Bird's code of conduct are reprimanded and, if undeterred, banned from our service. Most often, issues reported through Community Mode are resolved by follow-up messages to riders and deployment of Bird Watchers, our team of on-the-ground employees whose sole job is to maintain orderly fleet placement. When a rider is flagged in Community Mode for irresponsible riding or improper parking, we follow up with additional education tailored to the concern. If the rider continues to fail to comply with local regulations, we remove them from the platform.







### Monitoring Channels

We know that maintaining clear and clutter free streets in Tucson requires an on-going effort from everyone in the community. Although our goal is always to prevent issues before they arise, we also monitor for misparked, tipped, or over-concentrated scooters in need of rebalancing through the following channels:

- **On-vehicle technology:** Bird’s proprietary vehicles include dozens of sensors that send alerts when in need of repair or charging, and much more. They also feature enhanced location accuracy, enabling more accurate detection of parking or riding violations.
- **Field Team:** Our local Field Team, including Bird Watchers (outlined in detail below) and Drivers are active in the service area throughout the day, identifying potential violations and remediating them.
- **Feedback channels:** Bird also collects information on potential violations from riders, City partners and the public at large through various customer service channels, including Bird’s ‘Community Mode.’
- **Advanced non-vehicle technology:** Bird is developing new technologies such as bluetooth beacons that help more precisely locate a vehicle than is possible with current industry-standard GPS, allowing us to surface likely violations and filter out false positives.

Complemented by our central operations dashboards, these channels enable Bird to maintain a close eye on issues that might require remediation.

### Bird Watchers

We believe that the best people to entrust with maintaining clear and accessible streets in Tucson are the community members who know and take pride in their city, which is why we hire our Bird Watchers--Bird’s eyes and ears on the ground--directly from the community we serve.

An integral part of our Field Team, Bird Watchers patrol the service area during operational hours -- especially in areas, like Fourth Avenue and Downtown Tucson, where ride and pedestrian density is greatest -- addressing parking, over-concentration and other vehicle needs on the spot.

In addition to working proactively, Bird Watchers also respond to specific requests from city officials or tasks designated by the local operations team. Bird Watchers log all of their activities in the Bird app, and flag any issues they cannot resolve for further attention by our Field Team.

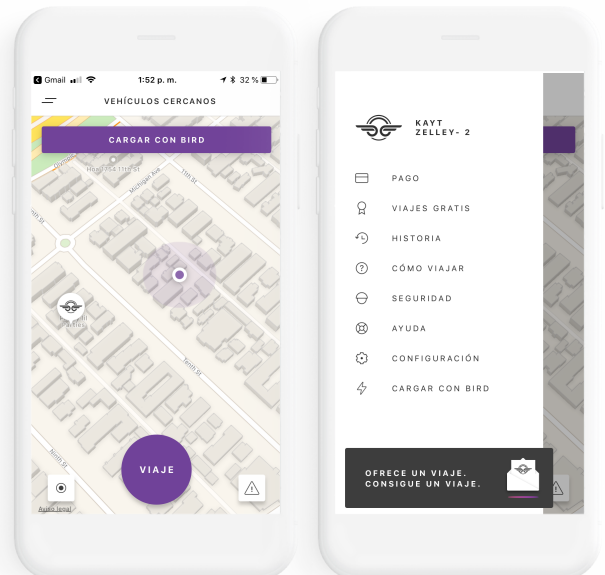
### THE DEVELOPMENT OF BI-LINGUAL PROMOTIONAL AND EDUCATIONAL MATERIALS

In order to ensure that our service reflects the cultural vibrancy of the Tucson community, we have developed bi-lingual promotional and education materials to encourage responsible riding and increase awareness for programs like Helmet Selfie and Bird Access.

Multilingual flyers will be distributed at libraries, community centers, and through partnerships with local organizations. Please see Appendix B for examples of Bird’s Spanish education materials.

In riders’ preferred languages - Bird will raise awareness of Tucson local rules and drive appropriate behavior by incorporating custom messaging directly within the Bird app. These messages and behavioral nudges are designed to drive specific outcomes, from responsible parking to rider promotions during special events like the Fourth Avenue Street Fair.

Bird’s app is available in over 15 different languages including English and Spanish.





## EXPANDED OUTREACH REGARDING LOW-INCOME DISCOUNT PROGRAMS AND CASH PAYMENT OPTIONS

Bird will continue to highlight our equity programs, Bird Access and our Cash Payment Option, at community events in Tucson and through our social media channels. Bird will identify additional opportunities to promote these programs in partnership with the following entities:

- Tucson City Councilmembers,
- Members of the Arizona House of Representatives,
- Community leaders and elected officials, and
- Local organizations such as:
  - Arizona @ Work's Rio Nuevo Service Center,
  - Chicanos Por La Causa
  - Living Streets Alliance,
  - Old Pueblo Community Services,
  - Tucson Urban League, and others.

Bird would be interested in obtaining feedback from the city and other stakeholders on organizations, entities, and people who can help expand our low-income discount program and cash payment option to those Tucson residents who can most benefit from these programs.

### Bird Access

Bird's reduced fee program is called Bird Access. Bird Access offers unlimited rides of 30 minutes or less at the affordable rate of \$5 per month. We will promote this plan heavily in communities we think will benefit from it most. We advertise our equity program online, on social media, and using flyers we distribute at events to ensure low income communities are aware of Bird Access. Additionally, we tailor our materials for non-English speaking audiences, including in Spanish and Chinese, to ensure Bird Access materials are reaching everyone who needs it.

### Cash Payment Option

As part of our efforts to expand access in the diverse communities we serve, Bird is pleased to work with unbanked populations to offer a cash payment option and ensure that paying for a Bird ride is simple and easily available to everyone. To help ensure riders have payment options that meet their needs, prepaid debit cards can be used to pay for Bird rides. Riders can purchase prepaid Visa, Mastercard, and American Express cards with cash from retailers across Tucson, like Safeway, CVS and Fry's. Riders can add their prepaid debit card as their payment option within the Bird app or when providing their payment option for Bird's text-to-unlock service.





# Appendix





APPENDIX A

**s.h.a.r.e. SAFE STREETS  
LITERATURE**

 **s.h.a.r.e.****s**afe riding

Navigate traffic and bike lanes with care.

**h**eighted awareness

Anticipate what others might do.

**a**lways alert

Save the selfies and music for after the ride.

**r**espect for pedestrians

Yield and keep walkways accessible.

**e**very voice matters

Get involved to help your city reshape its streets.

**Your next ride's on us.**

CODE: **SHARE**\*

1.866.205.2442 . hello@bird.co . birdapp.com

\*Valid for up to \$5 in credits if this is your first time using a promo code.

 **s.h.a.r.e.****s**eguridad al conducir

Conduce en el tráfico y las ciclovías con precaución.

**h**azlo con atención

Anticípate a lo que otros podrían hacer.

**a**lerta a tu alrededor

Deja las fotos y la música para el final de tu viaje.

**r**espeta a los peatones

Cede el paso y mantén las banquetas accesibles.

**e**spacio para todas las voces

ayuda a que las calles de tu ciudad sean un espacio para todas las personas.

**Tu próximo viaje va por nuestra cuenta.**

CÓDIGO: **SHARE\***

55.7005.5289 · [hola@bird.co](mailto:hola@bird.co) · [birdapp.com](http://birdapp.com)

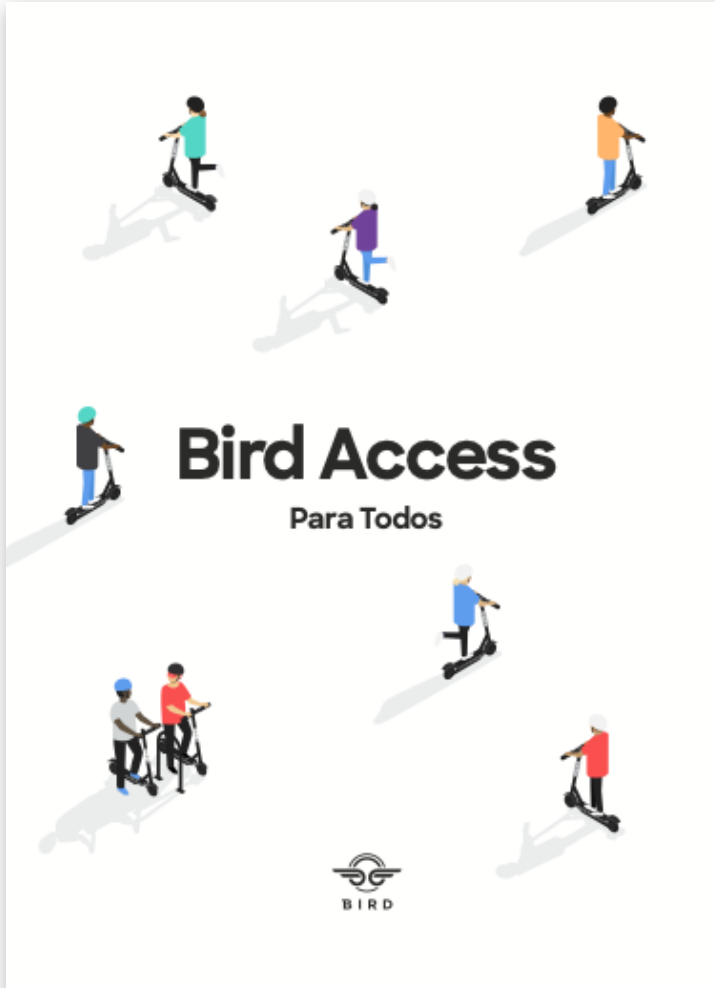
\*Válido por 100 pesos si esta es tu primera vez usando un código de promoción.






## APPENDIX B

# SPANISH EDUCATION MATERIALS



**Bird Access**  
Para Todos



BIRD

## Bird Access

**Bird Access es un programa que ayuda a mejorar la movilidad y aumentar el acceso a oportunidades de empleo para las comunidades de bajos recursos.**

### CÓMO FUNCIONA

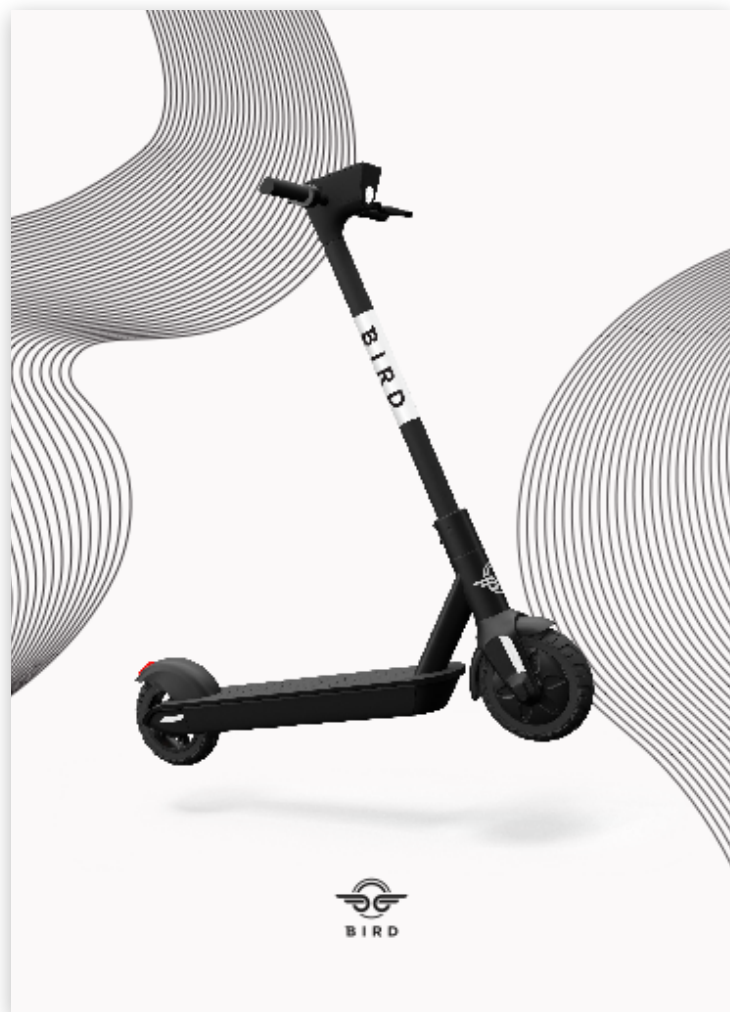
- Bird es una compañía de patinetes eléctricos que ofrece transporte accesible y económico para que los usuarios puedan viajar con facilidad a través de la ciudad.
- Bird Access es un programa que está disponible en todas las ciudades donde opera Bird. El programa ofrece viajes limitados de 30 minutos o menos por solo \$5 al mes para cualquier usuario que es elegible para asistencia local, estatal o federal.
- De esta manera, los pasajeros que califiquen podrán viajar con Bird a un bajo costo.

### CÓMO CALIFICAR

- Debe estar actualmente inscrito o ser elegible para un programa de asistencia estatal o federal que incluye--entre otros-- CalFresh, Medicaid, SNAP o descuentos por bajos recursos para servicios públicos.
- Para inscribirse en el programa, envíe por correo electrónico un comprobante de inscripción en un programa de asistencia estatal o federal, junto con su nombre completo y número de teléfono, a [access@bird.co](mailto:access@bird.co).
- La aprobación tardará aproximadamente 2 a 3 días hábiles.

Bird es una compañía de vehículos eléctricos dedicada a brindar soluciones ecológicas de transportación a bajo costo para varias comunidades a través del mundo.





## ¿Qué es Bird?

Bird es una empresa de vehículos eléctricos de última milla dedicada a brindar soluciones de transporte ecológicas y de bajo costo a comunidades en todo el mundo.

### CÓMO FUNCIONA

- Descarga la app de Bird
- Encuentra y escanea un scooter Bird
- Muévete seguro por la zona de servicio
- Bloquee tu Bird y termina el viaje
- Estaciona correctamente

### LA DIFERENCIA BIRD

- Tan fácil como un viaje compartido, pero a un costo sustancialmente menor.
- Bird es una alternativa limpia, conveniente, económica y que ayuda a reducir el número de autos en las calles para hacer que las ciudades sean más agradables.

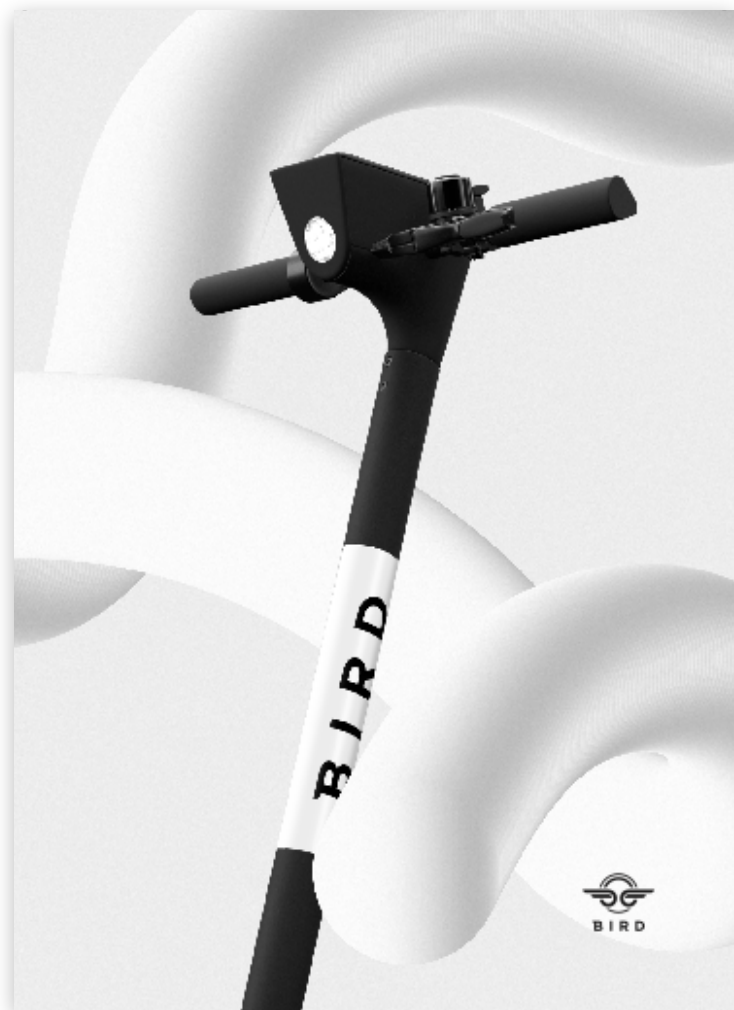
Tu próximo viaje va por nuestra cuenta.

CÓDIGO: **BIRDCHILE\***



1.866.205.2442 · hello@bird.co · birdapp.com

\*Válido por \$3.500 en créditos si es tu primera vez usando un código promocional.



## Vuela responsablemente



### LAS CICLOVÍAS SON IDEALES

Vuela únicamente en las ciclovías y calles.



### SIEMPRE USA CASCO

Ten la seguridad en mente cada vez que uses un Bird.



### ESTACIONATE ADECUADAMENTE

Asegúrate de estacionarte donde no bloquee el paso peatonal o vehicular.

Bird es una alternativa de transporte conveniente y de bajo costo que reduce el número de autos en las calles y ayuda a que nuestras comunidades sean más habitables. Logramos esto un viaje a la vez.



55.7005.5289 - [hola@bird.co](mailto:hola@bird.co)





APPENDIX B

**FOURTH AVENUE STREET FAIR  
OPERATIONAL PLAN**

# Bird Operations Plan - Fourth Ave. Street Fair



Bird continuously monitors service status, and communicates regularly with city partners to track any events or conditions that warrant a pause or change in operations. We also have a central weather team that tracks expected weather patterns across cities, and notifies local teams about significant events.

For the Fourth Ave Street Fair, we will augment our on-the-ground street sweep team with 3 onsite Bird Watchers to constantly rebalance scooters and redistribute them into the surrounding area, especially when they are ridden into the no ride zone. We will also have a van driver supporting the on-the-ground operational team to assist in the rebalancing of larger number of scooters, as well as taking damaged scooters off the streets.

When warranted, we can take the following actions in the event of special events, severe weather, or emergencies.

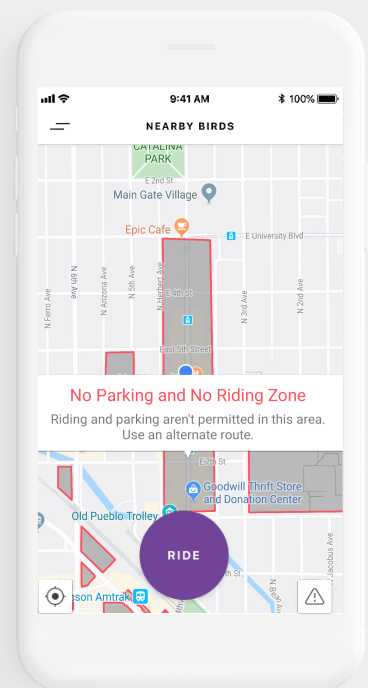
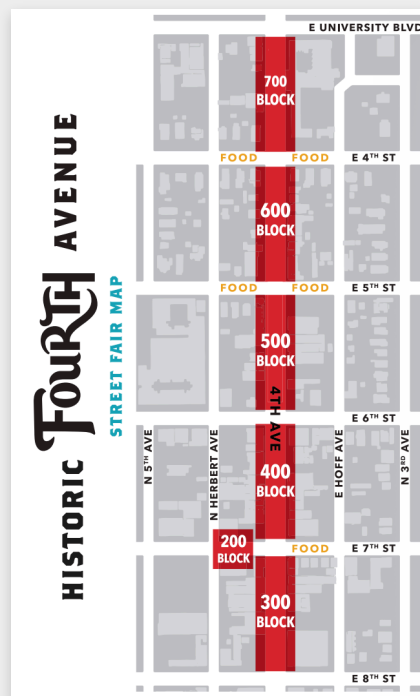
- **Custom geofencing:** Make certain areas no-ride, no-park, or slow zones, such as to accommodate large events.
- **Service pause:** Make scooters unavailable for rent, and collect them for storage as necessary (such as during a large storm).

During such events, we will prioritize close communication with our City partners and local law enforcement.

## OPS PLAN

For the Fourth Ave. Street Fair, the below area has been requested as a “No Ride/No Park” zone by the City of Tucson. During the event, Bird scooters will not be able to be ridden, parked, or operated between 12/12 - 12/16. Please see the below Bird Map as an example of where the geofence will be placed.

In addition to the geo-fencing, the Bird team will have 3 Bird Watchers focused on the Fourth Avenue Street Fair. They will be actively moving any scooters from the fair area to ensure that this event remains a pedestrian event.





**Thank you!**

