

A-D1: Provide the plan for providing SDOT an accurate VMT reports, as described in Requirement DS1(c). Describe how the company has completed this in Seattle or in other jurisdictions.

At the close of each permit year or within thirty (30) days of a request for a report from the Program Manager, Bird will provide the City of Seattle a complete and accurate VMT report for our local operations, which shall include the Vehicle Miles Traveled (VMT) to manage Bird’s entire fleet up to the point of the request and the actual energy source used for all VMT.

Bird utilizes an energy estimator and VMT protocol that estimates energy consumed (kWh) from charging scooters; captures VMT during pickup and dropoff; and captures odometer readings of our field teams. Internally, we use this information to purchase carbon offsets and renewable energy certificates (RECs) to mitigate our environmental impact. We also use this protocol to provide VMT reports to many of our city partners, including the San Francisco Municipal Transportation Agency. Bird does not use gig-contractors for our operations.

[Redacted]

- [Redacted]
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A-D2: Describe the ability to participate in mobility as a service (MaaS) integration, particularly as it pertains to participating in the Transit Go Rewards App with King County Metro, and/or other potential integrations.

In Seattle, Bird will work closely with local officials to establish a seamlessly interoperable transit network featuring our e-scooters, King County Metro services, and other sustainable transportation options from local providers. Our solution will promote integrations of information, booking, payment and services, including participating in the Transit GO Rewards App with King County Metro. We will also work with

Sound Transit and King County Metro around vehicle staging and physical infrastructure planning, ensuring that our service seamlessly integrates into and extends the existing network.

Our team has significant global experience working successfully with third-party platforms and establishing interoperability with public transport systems. Our devices' flexibility and affordability make them a natural link to cities' existing public transport services and allow riders to fulfill their specific first- and last-mile needs. We currently work with four U.S. transit agencies, 18 global agencies, and several third-party transit apps to provide advanced transit integrations working toward our shared Mobility as a Service (MaaS) goals. These partnerships have taken on a variety of forms to date, including:

Partner	Integration Type	Details
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<p>LA Metro <i>Los Angeles, CA</i></p>	<p>Dedicated parking</p>	
<p>Capital Metro <i>Austin, TX</i></p>	<p>Parking nests</p>	
<p>Trenitalia <i>Primary train operator in Italy</i></p>	<p>Dedicated parking, exclusive benefits</p>	
<p>Dallas Area Rapid Transit <i>Dallas, TX</i></p>	<p>Information</p>	

Transit Authority of River City <i>Louisville, KY</i>	Information
SNCF <i>France</i>	Information
Cascais Proxima <i>Cascais, Portugal</i>	Information
Wiener Linien <i>Vienna, Austria</i>	Unlock/lock, dedicated parking
SBB <i>Switzerland</i>	Unlock/lock, dedicated parking
BVG Jelbi <i>European third-party transit planning and payment app</i>	Information, trip planning, booking, payment and dedicated parking
Skipr <i>European third-party transit planning and payment app</i>	Information, trip planning, booking and payment



i. Seattle Transit Integrations

In Seattle, we will partner with local transport authorities like King County Metro to create a cutting-edge MaaS integration with our fleet—enabling our devices to play a key role in reaching the City’s goal of 90% of personal trips being zero emission by 2030. To support this ambition, we will:

- Work with a coalition of international experts to advance a framework to support sustainability in MaaS. To fully decarbonize the transport sector, transport modes must be priced based on their emissions profile, making high-emitting trips more expensive than more sustainable trips. Bird is working with POLIS, MobilityData, Shared Streets, and Carbone 4 to develop data standards to ensure reporting on sustainability indicators is consistent across operators. We are excited to include Seattle in these discussions and to jointly develop a framework to enable MaaS platforms to incentivize low-carbon trips.

- Incorporate our GBFS feed into King County Metro’s Puget Sound Trip Planner app. Similar to Bird’s partnership with DART’s “GoPass” mobile app in Dallas, TX, and TARC’s multimodal trip planner app in Louisville, KY, this incorporation will enable riders to view available e-scooters alongside real-time public transit information in Seattle, making multimodal travel more efficient and accessible.
- Establish cutting-edge physical infrastructure at high-volume rail and bus stations such as Westlake and Stadium LINK stops, as well as stops along the RapidRed D Line. To be truly transformative, MaaS must also take into account physical space.
- Provide high-quality data to support Seattle in advancing its MaaS strategies, prepared by the most advanced data team in the industry. Bird’s real-time streaming data infrastructure will enable us to integrate into third-party MaaS apps in a way that enhances the customer experience. Similarly, by providing detailed historic data on how and where people are using micromobility, Bird will help the region guide infrastructure investments that enable greater active travel and more multimodal connections.

While we chart this MaaS future together, it is also important to keep sight of the substantial opportunities posed by simply making more sustainable, shared mobility options available. Our proposed operational plan aims to make riding Bird as intuitive and consistent as other established modes of transport, while also raising the bar for sustainability and respect for public spaces. By doing so, we think it will become clear that e-scooters are not only a part of the city, but also an element of its multimodal transport landscape.

SPOTLIGHT: Participating in the Transit GO Ticket App and Rewards Program

Bird will work with King County Metro to integrate with the Transit GO Ticket app and reward riders who use sustainable public transportation options in Seattle with free Bird credits. To support this integration, Bird can provide any of the following options:

1. **Universal Promo Code.** Bird would provide one promo code to King County Metro that could be shared with users once they unlocked a reward (e.g., by displaying it in the Rewards tab of the Transit GO Ticket app or by emailing it to the user). The promo code would be restricted to a geographic area, such as the Seattle Metropolitan Area. Bird would also monitor use of the code and if we detect it is being shared widely would provide a new code.
2. **Universal Promo Code - Refreshed Monthly or Weekly.** This option is designed to reduce risk of the promo code being shared. Bird can provide specific codes that are only valid in a calendar month, or other time interval.
3. **Unique Single-Use Promo Codes.** Bird would provide a list of unique promo codes that can only be used once (e.g., 10,000 codes in a csv file). This option avoids the risk of codes being shared. King County Metro would simply need the ability to deliver a unique code to every Transit GO Ticket user who unlocks a reward.
4. **API integration.** This more complex option would entail Bird providing an API that King County Metro could utilize to request a unique, single-use promo code every time a Transit GO Ticket user unlocked a reward.

Bird can configure our promo codes with the following parameters, depending on SDOT/King County Metro preference:

- Percentage off, or monetary discount per ride (e.g., 25% off, or \$3 off per ride)
- Number of rides the discount applies to (e.g., next five rides)

- Expiration date (e.g., expires Dec 31, 2022)
- Dynamic expiration in days (e.g., expires 30 days after activation)
- Geographic constraints (e.g., can only be activated in Seattle - Capitol Hill)

We look forward to working with SDOT, King County Metro, and the Transit GO Ticket app developers to launch this integration on day one of the 2022 scooter program, if selected.

A-D3: What version of Mobility Data Specification is the company using?

Bird is currently using the 1.0 version of the Mobility Data Specification. This version provides cities with better visibility into operators' vehicle statuses and operations while removing the previous complexity of calculating simple metrics like fleet counts. The core improvement is the addition of "missing" and "unknown" to the set of states that operators report to cities.

Better Understanding of Operations

In previous versions of MDS, cities had no visibility into vehicles which were stolen or vandalized. With the ability to now see vehicles that go missing or lose connectivity (key indicators of theft and vandalism), Seattle will have a better understanding of operational efficiency and sustainability as well as how safe their streets are for micromobility.

Simpler Calculation of Fleet Size

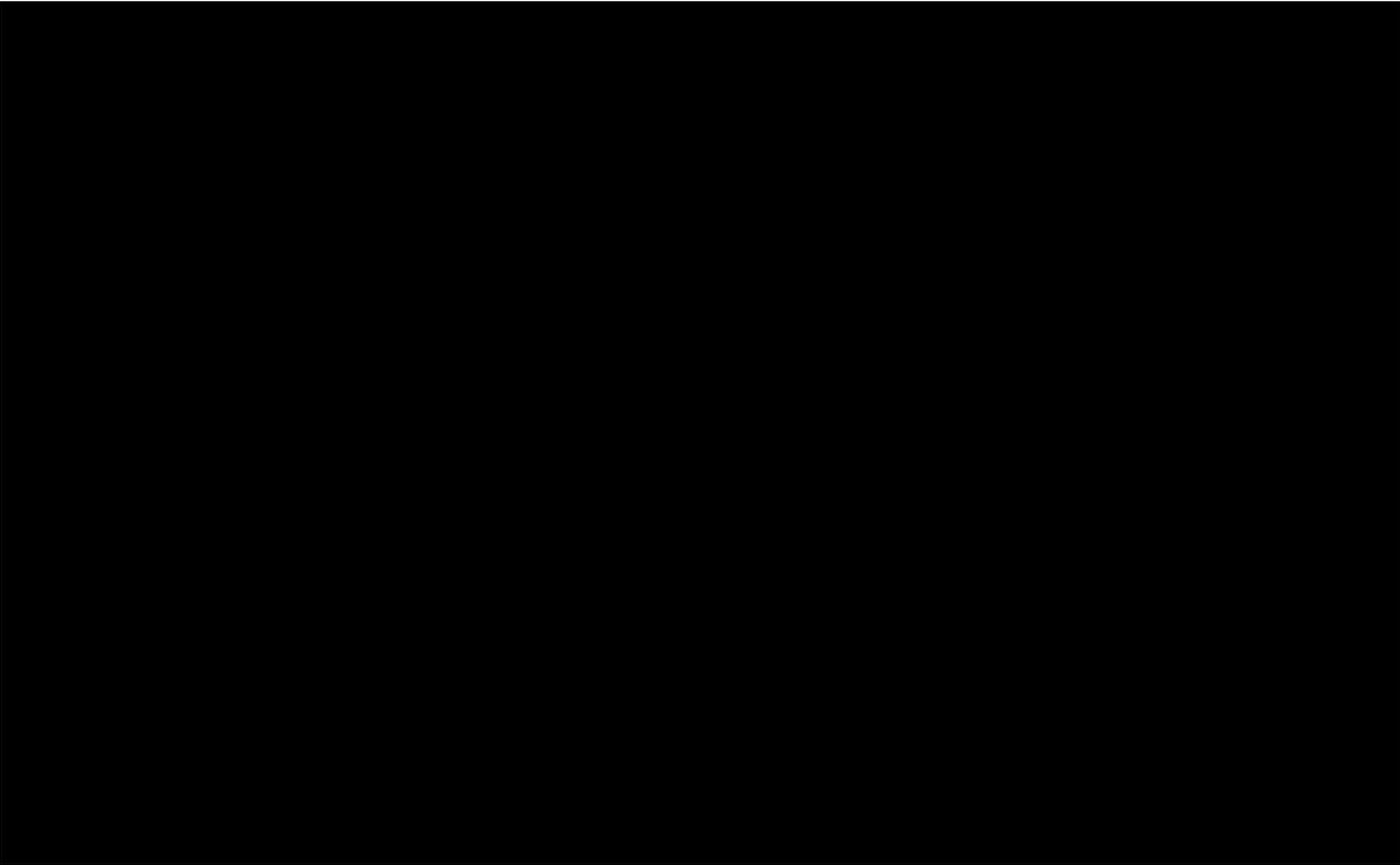
The incomplete picture of vehicle states in previous versions of MDS required cities to estimate when calculating fleet size. Generally this meant assuming a number of days of inactivity before considering a vehicle out of the public right-of-way. With a complete state range, Seattle will be able to more simply calculate fleet count, which will clarify understanding and conversations between SDOT and micromobility operators like Bird.

A-D4: Are the vendor's General Bike Share Feed Specification (GBFS) feeds public?

Yes, Bird makes our General Bike Share Feed Specification (GBFS) public at the request of our city partners. We currently have public GBFS feeds in various cities around the world including, but not limited to, Washington, D.C., Los Angeles, and Madrid.

Bird also understands the City may require that MDS or GBFS data be provided to a third party and that the data can be hosted by the City and/or a third-party aggregator. Bird commits to funding the entire cost of providing this third-party data aggregation service to Seattle.

We have a rich history engaging with industry data aggregators, such as Ride Report, Populus and Remix, to ensure that our data is the highest quality and that we work toward standardized metric and data definitions for all cities. Across the U.S., Bird has experience working with six different aggregators to provide nearly 50 cities with a variety of data standards, including both the MDS Provider and MDS Agency specifications as well as GBFS. Examples of the reports available through such aggregators are illustrated below.



A-D5: Attach the disclosure language to which riders must agree, as described in Requirement DS5.

Bird will disclose to each rider at least once during the permit term the types of data it collects from riders and devices and the types of data Bird reports to others. Before the rider rents a device, Bird will also disclose its pricing structure, including all rates, fees, surcharges, penalties, and other costs the rider may incur by renting the device. Bird's terms and conditions are consistent with the requirements of [RCW 46.20.500](#). See Appendix A for more details.