

Last-mile Electric Scooter in Foster City: Overview of Bird Project Proposal

Project Overview: Foster City is considering partnering with Bird to provide residents and commuters with dock-less electric scooters. Similar to the agreement with Limebike, the City would enter into a service agreement with Bird for the period of one (1) year. As with Limebike, rollout of scooters would be a measured approach, with a small fleet released at launch, to be increased incrementally.



What is Bird? Bird is an electric scooter in which riders use a smartphone app to find a scooter near them, unlock it, and ride it directly to their destination. Once unlocked, scooters cost \$1 to start, then charge \$0.15 to ride per minute. As an electric scooter, Bird can be used for the last-mile rides to public transit, replacing 40% of vehicle trips that are less than 3 miles in the United States; has the ability to reduce traffic congestion; is environmentally friendly and affordable; can reduce carbon emissions; and can improve the health and safety of users, residents, and the community. Bird also operates in Campbell, Emeryville, Oakland, San Jose, Santa Clara, and various other cities around the country, as well as University campuses and other countries.



What are the safety features of Bird? All riders are required to scan their driver's license to ensure riders are 18 years old or older. For safety, Bird scooters are calibrated to cruise at a maximum speed of 15 mph. Before beginning their first ride, all riders must complete an in-app tutorial on safety and rider education. Riders receive friendly reminders in the mobile app reminding them to wear a helmet, to ride only in bike lanes and on the streets, not to use sidewalks, and other safety features. Bird offers free helmets to all active riders, who just have to cover shipping. At the end of their trip, riders are instructed to take photos of where they parked their Bird scooter and submit it via the mobile app to verify proper parking and to ensure scooters are parked out of public pathways, parking them at bike racks near public transit stops instead. Bird's mobile app allows riders, as well as non-riders, to report improper riders directly to Bird's customer support and safety team; those who have been reported 3 times will be removed from the network, thus incentivizing positive behavior.

How will the electric scooters benefit Foster City? Foster City's location and proximity to the Hillsdale Caltrain Station allows riders to hop on an electric scooter to cover the last-mile to alternative means of transportation. Launching electric scooters will allow Foster City to address traffic congestion, other means of transportation, and environmental pollutant reduction strategies. Transportation is Foster City's highest source of greenhouse gas emissions and environmental pollutants; this project can mitigate traffic congestion and tackle our environmental and climate change objectives. Bird has committed to providing Foster City with unique rider information, information on where the hottest spots to pick up a Bird in Foster City are located, and work to come up with a way to deter riders from using the scooters on the levee.