



Hello, Burlington, Winooski & South Burlington



Here's a glance at the 1st Quarter of the Regional Bird E-Bike program (July-Sept 2023):



4,163

Unique Users

175

Avg rides/day

1.4

Avg mile/ride

124

Number of Birds



16,280 (8k+ in Sept!)

Total rides

22,764

Total miles traveled



3.21

Metric tonnes of CO2 saved

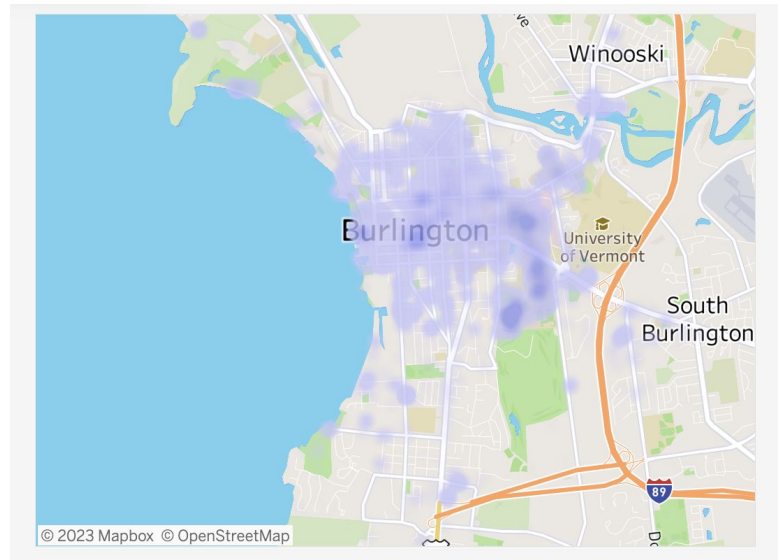
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Bird helped people get all around the Community

Check out the rider map!

Bird provides Community Pricing

- 50% discount for veterans, non-profits, State/Federal Assistance, Pell Grants, Senior citizens



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Riding data that supports program use cases

Anyone can report issues with Birds using Community Mode in the Bird app. Look out for the "⚠️" in the bottom left corner within the Bird mobile app to access Community Mode OR email vermont311@bird.co.

Data for the first quarter of operations (July thru Sept) show us that the system is being well utilized, with an average of 2 trips per day by individual users and 2 trips per bike daily

Average ride time of 9 minutes trips demonstrates purpose driven use. Exactly what we are looking to achieve. A bike sharing program that can serve the needs of all its riders

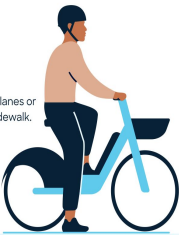
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Bird's Outreach and Education for Riders

Bird's E-Bike Safety Guide

RESPONSIBLE RIDING HOW-TOS:

- ✓ You must be 18 or older to ride.
- ✓ Only one rider per Bird.
- ✓ Ensure you stick to riding in bike lanes or in the road; do not ride on the sidewalk.
- ✓ Bird e-bikes are calibrated to go no faster than 15 mph to maintain a safe speed. Always start slow and at a speed that you feel comfortable with.



Keep both hands on the handlebars. Stop at intersections and obey all rules of the road.



Wear a helmet.



Sign-up using your university email to receive a 20% discount on all rides.



Please park responsibly. You must park and lock your bike to a bike rack in order to end your ride.

Any Issues or Questions? Please tell us through the Bird app or email us at Vermont311@bird.co



Through email, in app messaging, social media, campus outreach partners and [CATMA's bikeshare webpage](#), Bird communicates:

- "Park responsibly, and lock to a bike rack"
- "Responsible Riding How Tos & Safety Guide"
- "Reporting unsafe riding or improper parking via Community Mode or vermont311@bird.co"

Addressing Reporting:

- Bird's Op's team addresses complaints as quickly as possible of their receipt
- Collaborating with UVM & Champlain Eco-Reps to help "police" parking/riding via Community Mode in App
- Email campaign to alert riders of bad parking, please correct behavior or removal from program

Globally, we:

- Published an independent **Lifecycle Vehicle Analysis**, confirming the Bird Three scooter has a lifespan of up to 5 years
- Released **Bird VPS**, the world's first scalable, hyper-accurate visual scooter parking system – **powered by Google API**
- Continued the **Roll to the Polls** initiatives, encouraging people to vote with free rides to and from voting locations
- Worked with partners, 3Degrees and Ecocart to **offset our greenhouse gas emissions** from 2021
- Replaced **~2.3 million car trips** = the amount of CO2 sequestered by more than 300K elm trees
- Launched **Community Ride Grant** programs in more cities around the world