

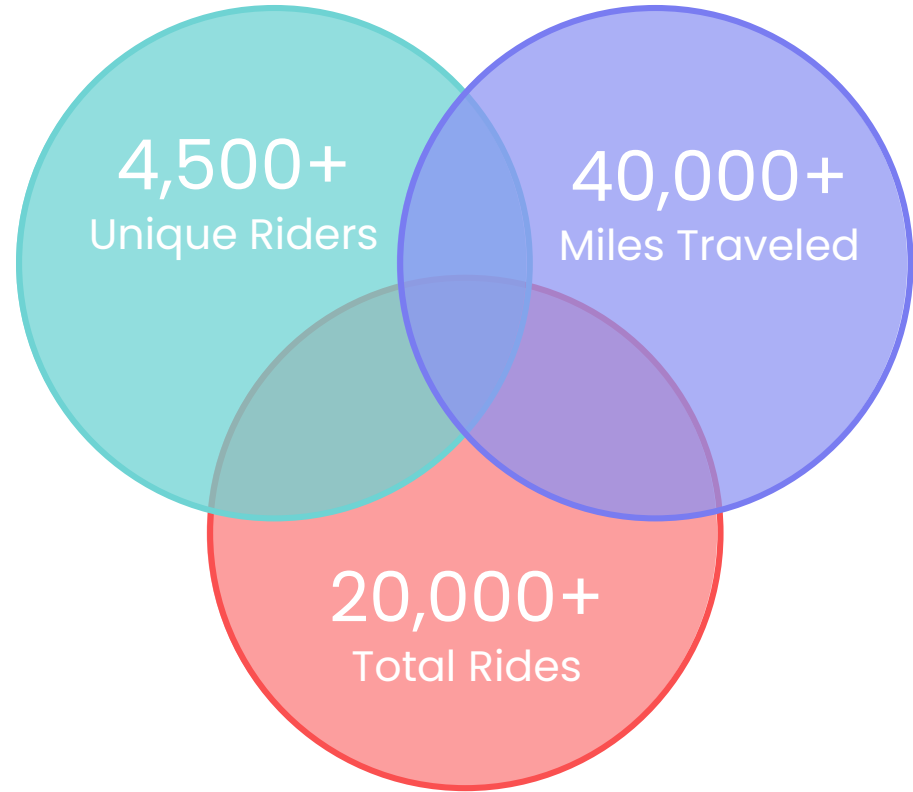


# Topeka Action Plan

June 2021



Bird launched  
in Topeka in  
April 2021.



# Geofencing the Downtown No Wheel Zone

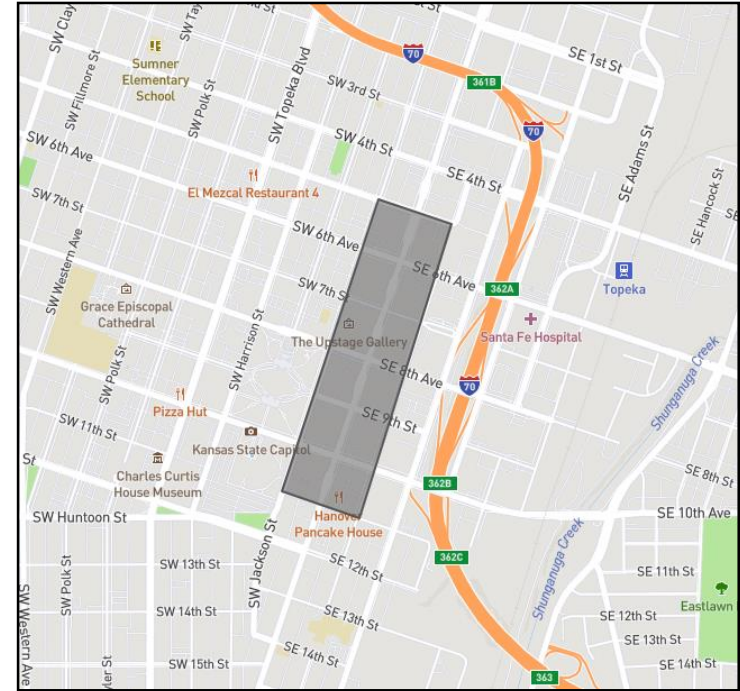
When a rider enters the Downtown No Wheel Zone, we've deployed geofence technology to slow them down and during specific times, bring them to a gradual stop.

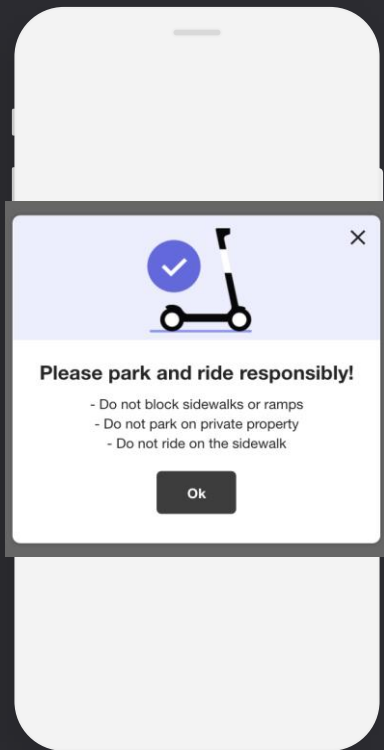
Effective starting on Friday, June 11th:

1. All rides in district limited to 10mph
2. All rides in district slowed down to 0mph after 11pm between Thu-Sat
3. Disable ability to start a ride in district after 11pm between Thu-Sat
4. No deployments in district after 11pm between Thu-Sat

## Geofencing High Skid Mark Areas

1. All identified problem areas will be slowed down to 0mph at all times
2. Actively work with City of Topeka PD to resolve issue and identify culprits





# Rider Engagement & Education

- Suspension of potential problem riders
- Splash screen with increased education to riders in Downtown
- Requiring ID Scans to verify riders are 18 or older in Downtown
- Reset ID verification on all accounts for any rides attempted to start in Downtown

## Layering with Incentives

Encouraging desired behavior by offering riders a credit towards the next ride.

For example, if a community member parks within mutually agreed upon zones, Bird can provide \$.25 off next time they unlock a Bird.

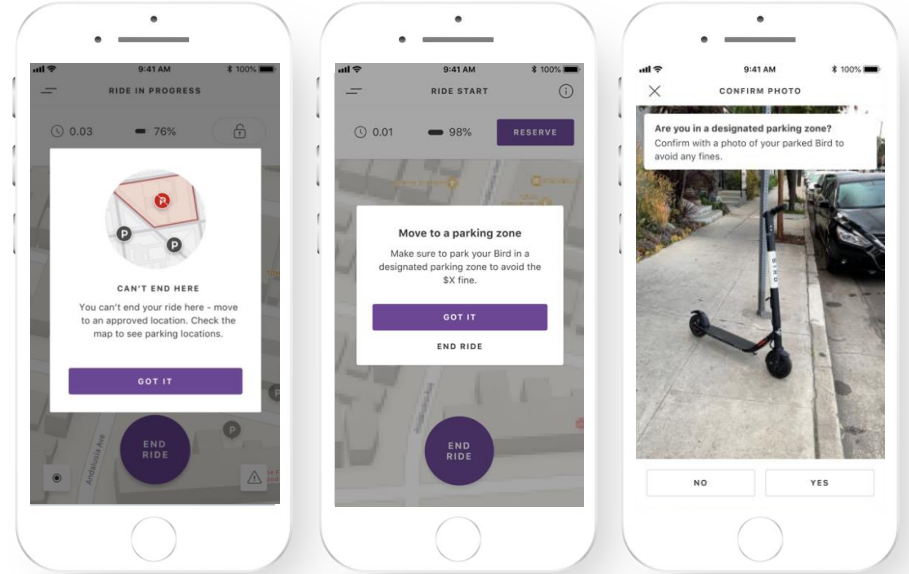


## Fines & Suspensions

Bird will use in-app messaging to communicate penalties and fees to users for improper riding behavior and use of our vehicles.

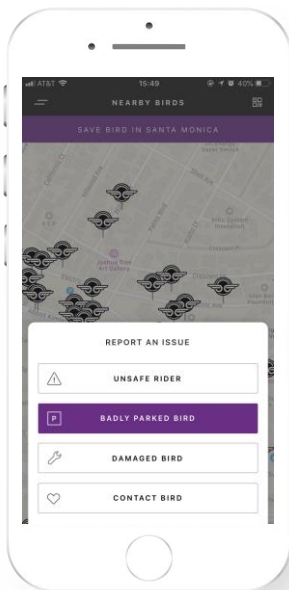
For minor and first-time infractions, we issue email warnings and share educational materials that instruct riders on appropriate behavior.

For serious infractions and repeat violations, we may issue fines, and suspend or terminate rider accounts when warranted.

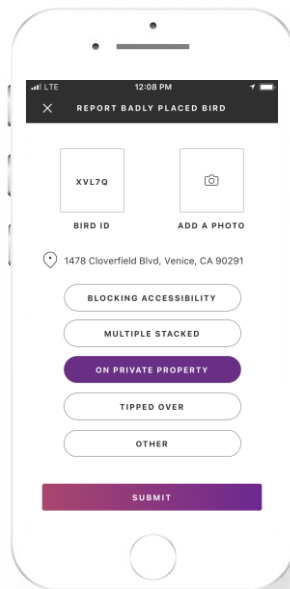


# Community Mode

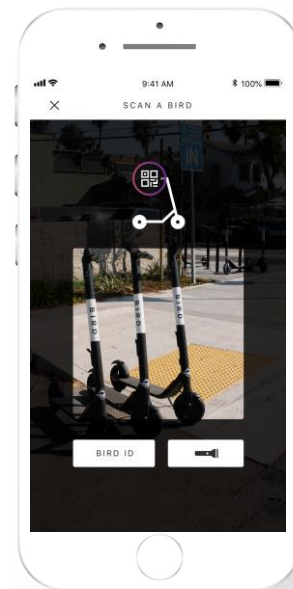
Community Mode provides the opportunity for any individual to report user incidents on sidewalks or scooters that are not properly parked so that our Bird Watchers can be dispatched instantly.



**Report badly parked or damaged scooters**



**Example: scooter reported parked on grass**



**Send photo of the incident to our team**

# Action Plan Recap

We believe these policies help regulate the usage and access of our vehicles to ensure both riders and members of the community are able to safely and freely move throughout the city.

We'll continue to monitor and make additional changes if needed.



**Ceasing late  
night operations**



**Responsible  
speed limits**



**Minimum age  
requirements**



**Zero tolerance  
for unsafe  
behavior**



# Questions & Discussion



Thank You!



Adam R. Davis  
Government Partnerships Manager  
[adam.davis@bird.co](mailto:adam.davis@bird.co)