



April 11, 2018

Bird Rides, Inc.
Attn: Travis VanderZanden, CEO
2621 Pico Boulevard, Unit G
Santa Monica, CA 90405

Dear Mr. VanderZanden,

On behalf of Walk San Francisco and our thousands of supporters, I am writing to ask your company to take several steps to ensure that your dockless scooters operate in the best interests of the San Francisco public. Motorized scooters could be a viable part of the urban transportation system, but to realize their full potential, they must not negatively impact the most basic form of transportation that even your customers use before and after they scoot — walking.

Walk San Francisco, a 20-year old pedestrian advocacy organization, works to make walking in San Francisco safe and enjoyable for everyone. In 2002, our organization was instrumental in banning Segways from sidewalks, because sidewalks are for people walking. No one, no matter their age or ability, should have to dodge motorized vehicles on sidewalks — the one place that people walking are free from such obstacles.

To ensure that your scooters do not negatively impact people walking, we ask you to take these immediate steps:

First, we urge you to do everything possible to effectively educate your users that it is not legal to ride motorized scooters on the sidewalk. California Vehicle Code 21235 clearly states that operators of a motorized scooter must not operate “upon a sidewalk, except as may be necessary to enter or leave adjacent property.” Unfortunately, we have witnessed sidewalk riding on a daily basis for the past two weeks. We recognize and appreciate that your company has included information about the illegality of sidewalk riding in your app, but based on the extensive sidewalk riding that is happening, this tactic is clearly not effective. We urge you to find educational methods that actually result in your customers following the rules of the road. One suggestion is to include information about the illegality of sidewalk riding directly on the scooters, which could accompany the other rules you have posted on the vehicles. In addition, you could hold educational events as your product is becoming known (e.g., having staff out in popular areas thanking riders for not riding on the sidewalk). Whatever methods you pursue, they must affect the behavior of your customers in order to keep pedestrians safe.

Second, we ask that you take action to ensure that sidewalks are not obstructed by scooters that aren't in use. California Vehicle Code 21235 also prohibits users to "Leave a motorized scooter lying on its side on any sidewalk, or park a motorized scooter on a sidewalk in any other position, so that there is not an adequate path for pedestrian traffic." We have heard several accounts of broken bones and trips to the emergency room because people have tripped over your scooters arbitrarily parked on the sidewalk. By not providing a designated place for your product to be stored in between uses, your customers are using their personal discretion when deciding where to park this private property in public spaces. With this business model, it is imperative that this public storage is not disruptive or dangerous for sidewalk users.

Finally, we urge you to comply with the San Francisco Municipal Transportation Agency's (SFMTA's) pending permit system. Any company that wants to become part of San Francisco's transportation system must work with the local government to make sure their product operates within local and state law and serves the public interest. To show that you want to be a responsible partner, we ask that you participate in the SFMTA's permit program, which is currently under development.

Walk SF would be happy to have discussions about how your product impacts people walking, including sharing ideas about how to mitigate these impacts. As a start, I look forward to hearing from you in response to these requests.

Thank you for your time and attention.

Sincerely,



Jodie Medeiros
Executive Director

cc: SF Board of Supervisors
SFMTA Board
SFMTA Director Ed Reiskin