



January 23, 2019

City of Peoria
8401 W. Monroe St.
Peoria, AZ 85345

Dear Mayor Cathy Carlata and members of the Peoria City Council,

Over the past few months we have worked closely with Peoria city staff to craft an e-scooter pilot program customized to suit Peoria's transportation goals. While we appreciate the opportunity to bring a sustainable transportation alternative to the residents of Peoria, Bird is unable to agree to the onerous regulations promulgated by the city, and must move to withdraw our fleet from operations in Peoria.

Specifically, we are unable to continue to provide our services as a result of three separate concerns. First, is Peoria's insistence that we indemnify the city for its own negligence, which reaches far beyond the industry standard and poses an unnecessarily high risk for our operations. Second, is Peoria's high fees, which are higher than most jurisdictions across the country and amount to an excessive and disproportionate tax on micro-mobility devices, not levied either on personally owned cars or rideshare vehicles. Third, is Peoria's overly burdensome and redundant operational requirements. Combined, these provisions make it impossible for Bird to service Peoria, which prevent us from continuing to provide employment opportunities that would otherwise stimulate economic growth in your community.

When Bird enters a community, we become a trusted local player. We provide valuable employment opportunities, resulting in nearly \$30,000 in earnings by Peoria residents each month, crucial first and last mile solutions to traditionally underserved populations, and sustainable vehicles that help residents reduce their carbon footprint. We serve residents on a number of levels, especially the many who become valued employees of our organization. It is never our desire to withdraw from any community we serve. However, despite our numerous attempts to work with city council and city staff to reach an agreeable solution for all parties, we are left with no other option in the face of uniquely burdensome taxes and excessive over-regulation.

We regret that we cannot reach an understanding that would meet your residents' clear requests for responsible environmental stewardship, economic development and transportation alternatives. We hope that we can find a resolution that will allow us to one day return and serve the community of Peoria. We would eagerly welcome that opportunity and remain at your disposal to having such future conversations.

Please accept this letter as Bird's notice to withdraw from Peoria.

Thank you,

Eric Eide
Senior Manager, Government Partnerships
Bird Rides, Inc.