

Subject: FW: Proposed Micro-mobility Regulations

From: "Steve C. Padilla" <spadilla@chulavistaca.gov>

Date: January 22, 2019 at 7:37:15 PM PST

To: Leah Larrarte <LLarrarte@chulavistaca.gov>

Subject: Fwd: Proposed Micro-mobility Regulations

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From: Kyndell Gaglio

Sent: Tuesday, January 22, 4:03 PM

Subject: Fwd: Proposed Micro-mobility Regulations

To: Steve C. Padilla

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Hello Councilmember Padilla,

Wanted to make you aware of the below. We are sincere in saying we welcome the opportunity to continue a conversation with the City.

Warm regards,
Kyndell

----- Forwarded message -----

From: **Kyndell Gaglio** <kyndell.gaglio@bird.co>

Date: Tue, Jan 22, 2019 at 3:53 PM

Subject: Proposed Micro-mobility Regulations

To: <WValle@chulavistaca.gov>

Cc: <gshalbert@chulavistaca.gov>

Hi Bill,

We appreciate the City of Chula Vista's efforts to develop regulations for adoption of micro-mobility devices as part of its goals to reduce greenhouse gas emissions, as well as expanding overall mobility options for its residents and visitors. As we have shared with you and your staff, Bird is dedicated to bringing affordable, environmentally friendly transportation solutions to communities across the world. Chula Vista has been a regional leader in achieving environmental sustainability, and Bird sees its mission as aligning well with the City's goals in this respect. However, in carefully reviewing the ordinance that will be going before the City Council, the currently proposed regulations will preclude Bird from launching in Chula Vista.

Should the currently proposed regulations pass, several barriers to entry for a market of this size and location will be created, include the following:

Device fees – The City’s proposed fees per scooter would make it extremely challenging for us to even break even in this market.

Insurance and indemnification – The heightened insurance and indemnification demands currently proposed are not something we would be able to meet in this instance.

Operational restrictions – The proposed regulations are overly restrictive in regards to fleet size and placement, as well as parking locations.

While we commend Chula Vista’s willingness to embrace innovation and develop rules that guide publicly shared scooters, Bird will be unable to participate in the City’s program if the currently proposed regulations for shared micro-mobility devices are finalized in their current form. The fees, insurance and indemnification requirements, and operational restrictions are overly burdensome and would prevent us from entering the market to provide our low cost transportation option for your residents and visitors.

However, we welcome the opportunity to continue the conversation with the City.

Best regards,
Kyndell

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Kyndell Gaglio
Government Partnerships
www.Bird.co