

**CITY OF LOS ANGELES**  
CALIFORNIA

**Seleta J. Reynolds**  
GENERAL MANAGER



**ERIC GARCETTI**  
MAYOR

**DEPARTMENT OF TRANSPORTATION**

100 South Main Street, 10th Floor  
Los Angeles, California 90012  
(213) 972-8470  
FAX (213) 972-8410

June 8, 2018

Mr. David Estrada  
Chief Legal Counsel  
Bird  
1625 Electric Ave  
Los Angeles, CA 90291

Subject: **CEASE AND DESIST**

Dear Mr. Estrada,

As you are aware, the Los Angeles Department of Transportation is currently in the process of working with the Los Angeles City Council to develop rules and guidelines for the operations of dockless on-demand mobility services.

On March 20, 2018 the Los Angeles City Council acted to establish a moratorium on dockless transportation services. For your reference the council action is attached to this letter.

Please note that the explicit language of the council motion referred to in the council action reads as follows:

“IMPOSE a moratorium, with the exception of existing pilot projects initiated either through Council motion or with the Councilmember of the district's support, on dockless transportation programs until a regulatory system that protects Los Angeles communities can be established.”

As noted, council permission only enables *existing* pilots. Since Bird has no existing pilot in the City of Los Angeles you are in violation of the citywide moratorium. Please remove any and all vehicles that you have in the City of Los Angeles immediately.

Should the LADOT, Street Services, or any City Agency that oversees and manages the streets or sidewalks, view your scooters on the sidewalk, whether or not they are attended, the Scooters will be confiscated and impounded, with all costs, fees and potential reimbursement to be payable by Bird.

Furthermore, the LADOT demands that no later than the close of business on June 15, 2018 that Bird provide a written confirmation and report that it has taken steps to abate this situation. The report

must describe in detail what steps have been taken along with a methodology that allows the LADOT to verify that those steps were indeed implemented.

Finally, the demand in this cease and desist letter is separate and apart from the LADOT's pending regulatory process for permitting motorized scooters. If the City adopts requirements for scooter permits, we expect that Bird will work in good faith with our office to ensure full and effective compliance with the set permit conditions.

Sincerely,



Seleta J. Reynolds  
General Manager

Attachment: Council File 17-1125 – March 21, 2018 City Council Action

Cc: Council President Herb Wesson, Council District 10  
Councilmember Gil Cedillo, Council District 1  
Councilmember Paul Krekorian, Council District 2  
Councilmember Bob Blumenfield, Council District 3  
Councilmember David Ryu, Council District 4  
Councilmember Paul Koretz, Council District 5  
Councilmember Nury Martinez, Council District 6  
Councilmember Monica Rodriguez, Council District 7  
Councilmember Marqueece Harris-Dawson, Council District 8  
Councilmember Curren Price, Council District 9  
Councilmember Mike Bonin, Council District 11  
Councilmember Mitch Englander, Council District 12  
Councilmember Mitch O'Farrell, Council District 13  
Councilmember Jose Huizar, Council District 14  
Councilmember Joe Buscaino, Council District 15  
Barbara Romero, Deputy Mayor of City Services  
Borja Leon, Director of Transportation, Mayor's Office of City Services