



DEPARTMENT OF PUBLIC WORKS

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MEMO

To: Municipal Services Committee
From: Danielle Block, P.E. Director of Public Works
Date: February 15, 2023
Re: Approve Memorandum of Understanding (MOU) with Bird Rides, Inc. to initiate a Dockless, Stand-up Electric Scooter Program for 2023 and 2024

The 2022 Pilot Program with Bird Rides, Inc. continued to be a success with 58,133 trips and 109,818 miles traveled. The number of trips more than doubled and the number of miles traveled more than tripled over 2021. It has now been two-years since Birds landed in the City and staff feels comfortable with the terms of the agreement and has confidence in our working relationship with Bird Rides. In previous years, there were valid concerns raised by the community that we would like to continue to address.

The major changes to this MOU compared to the 2022 agreement include:

1. Continuation of a dockless, stand-up electric scooter program. Moving from the term “Pilot” to the term “Program.”
2. Term. The term has been proposed as a 2-year agreement.

With the proposed 2-year agreement, it is important to note the inclusion of Section 3.3 Termination. The MOU may be terminated at any point and without cause by either party upon 7 days prior written notice to the other party. The Director of DPW or the Chief of APD may terminate the MOU on behalf of the City.

With two successful years of a pilot program, the City has identified the following components of the MOU that have proven to be beneficial and will remain:

1. Reducing the maximum speed in the College Avenue corridor (Drew to Richmond) from 15 MPH to 12 MPH.
2. Geo-fencing of downtown bridges to prevent customers from ending their ride on a bridge.
3. Creating preferred parking zones where customers receive a discounted price if their ride is ended at those locations.
4. Receiving \$0.10 per ride to recoup the City’s administrative, educational and enforcement expenses incurred.
5. Limiting the number of total scooters to 350 with an initial deployment of no more than 100 scooters in the downtown area (between Wisconsin and Calumet) and 50 north of Wisconsin Avenue and 50 south of Calumet Street.
6. Deploying scooters in groups of no more than 10 in any given location.

Please let me know if you have any questions regarding this proposed MOU.



Hey, Appleton!

Here's a glance at 2022 with Bird:



3/27/2022

Birds landed



12,305

Number of Users



15.48

Metric tonnes of CO2 saved



58,133

Total rides

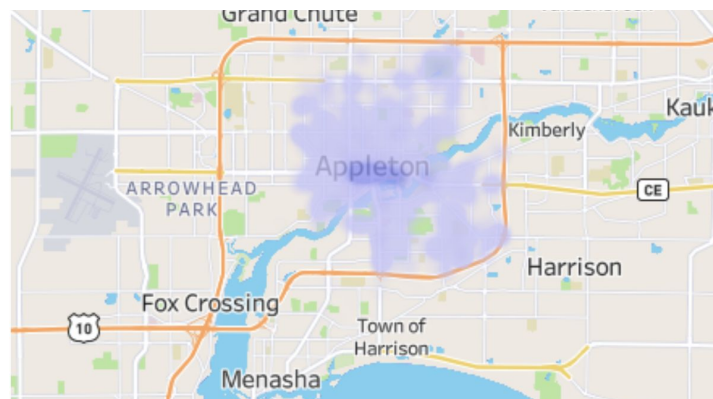


109,818

Total miles traveled

1

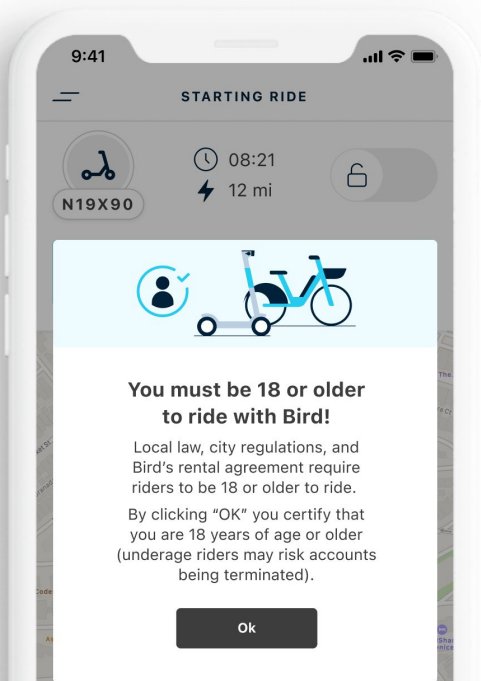
We helped people get all around Appleton, check out this rider map!



2

We also reminded Appleton riders to:

- Stay off sidewalks when riding
- Take scooters to and from local events
- Park properly – do not block sidewalks, ADA ramps, or entrances.
- Join our Community Pricing Program
- Wear a helmet





Globally, we:

- Published an independent **Lifecycle Vehicle Analysis**, confirming the Bird Three has a lifespan of up to 5 years
- Released **Bird VPS**, the world's first scalable, hyper-accurate visual parking system - **powered by Google API**
- Continued the **Roll to the Polls** initiatives, encouraging people to vote with free rides to and from voting locations
- Worked with partners, 3Degrees and Ecocart to **offset our greenhouse gas emissions** from 2021
- Replaced **~2.3 million car trips** = the amount of CO2 sequestered by more than 300K elm trees
- Kicked off an **on-demand accessible mobility program** with Scootaround in select cities
- Launched **Community Ride Grant** programs in more cities around the world
- **Gave gas the Bird** in the U.S., by offering discounted rides, e-bike rebates, and more

City of Appleton
 BIRD E-Scooter Pilot Community Feedback
 Month of November 2022

COMPLAINTS RECEIVED BY CITY

	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC
Improper Parking	2	1	1	0	0	1	2	1	
Improper Street Riding	1	2	1	0	0	0	0	0	
Scooters are Unsafe	2	4	2	3	3	0	0	1	
Scooters are Unsightly	0	0	1	0	0	0	0	0	
Sidewalk Riding on College	3	4	0	0	0	0	0	0	
Other	1	3	2	1	1	2	0	2	
TOTAL	9	17	7	6	4	3	2	4	

REPORTED ACCIDENTS

	APRIL	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC
Accidents	1	3	2	4	3	0	0	0	

City of Appleton
 BIRD E-Scooter Pilot Community Feedback
 Month of October, 2021

COMPLAINTS RECEIVED BY CITY

	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC
Improper Parking	10	2	15	5	3	4		
Improper Street Riding	1	0	2	2	4	2		
Scooters are Unsafe	1	6	6	1	2	1		
Scooters are Unsightly	1	1	1	0	1	0		
Sidewalk Riding on College	19	2	2	4	6	5		
Other	4	4	3	2	2	3		
TOTAL	36	15	29	14	18	15		

REPORTED ACCIDENTS

	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC
Reported Accidents	0	1	0	0	2	1		