

# City of Appleton

## BIRD E-Scooter Pilot Community Feedback

### Month of May, 2021

#### COMPLAINTS RECEIVED

	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC
Improper Parking								
Improper Street Riding								
Scooters are Unsafe								
Scooters are Unsightly								
Sidewalk Riding on College								
Other								

#### ACCIDENTS

	MAY	JUNE	JULY	AUGUST	SEPT	OCT	NOV	DEC
Accidents								

#### PUBLIC SURVEY

At the conclusion of this pilot study, do you support the City of Appleton developing permanent regulations to allow dockless scooter share in Appleton?	%
Yes, they should be allowed	
No, they should be prohibited	
Yes, but with some changes	

What is your overall opinion of dockless scooters in Appleton?	%
Very favorable opinion	
Somewhat favorable opinion	
Neutral/no opinion	
Somewhat unfavorable opinion	
Very unfavorable opinion	

## Paula Vandehey

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**To:** Adam Blau  
**Subject:** RE: Emails are bouncing back!

Hi Paula, Larry, Todd, Sheng, and Meghan,

I hope you all are well and that you had a great weekend. I attempted to send this email last Friday but received it bounced back, so trying again!

I am reaching out to congratulate you and the team on your Bird launch last Friday. A lot of great conversations and effort went into making this happen. We are excited to officially be up and running in Appleton and want to share some good news with you.

### Launch:

We launched with 50 Bird scooters on Friday, 04/30/2021. If you have not already, we highly recommend that you download the Bird app. You can always find the Birds available to ride around town by simply opening up the map in the Bird app. The service area and ride prices can also be found by looking in the app.

### Bird highlights:

- **Free Rides for Healthcare Workers and Emergency Personnel** - Bird is proud to offer free rides to healthcare workers and emergency personnel. To sign up, simply email a copy of your medical identification card along with your name and phone number to [together@bird.co](mailto:together@bird.co). Eligible riders will receive two free 30-minute rides per day for as long as it takes to help our communities to recover from this global health crisis.
- **Natural Way to Socially Distance** - Riders across the U.S. are Birding to run errands, get to work, or just for a break, and finding it is a natural way to safely socially distance.
- **Community Pricing** - Our Community Pricing Program offers a 50% discount to low-income riders, Pell grant recipients, select local nonprofit and community organizations, veterans, and senior citizens. It's designed to be the most inclusive micromobility discount program available anywhere. To sign up for our Community Pricing Program, create an account, and email proof of eligibility to [access@bird.co](mailto:access@bird.co).
- **Community Mode** - Community Mode allows anyone with a Bird account to report or provide feedback on vehicle-related issues such as poorly parked or damaged vehicles in their area. You will be asked to provide the Bird ID number and the specific issue you're experiencing, then one of our team members will be assigned to correct the issue. You can access Community Mode by tapping the yield sign on the bottom left of the Bird map.

### Bird blog:

To stay up to date with the latest from Bird, keep an eye on our blog: [www.bird.co/blog](http://www.bird.co/blog).

### City newsletter:

Speaking of keeping in touch, we have added you to our monthly Bird newsletter, where we share highlights of our service, vehicles, and micromobility in general. There is an unsubscribe link at the bottom of each newsletter if you don't wish to receive this.

### Media outreach:

Please feel free to share our press contact ([press@bird.co](mailto:press@bird.co)) with any media outlets or press that inquire about the launch or anything Bird-related in the future.

Congrats again on the launch! Please reach out with any questions and I look forward to a successful partnership with the City of Appleton.

Best,

Adam