



DEPARTMENT OF
**PUBLIC
WORKS**

MEMORANDUM

Date: March 28, 2024
To: Municipal Services Committee
From: Danielle Block, P.E. Director of Public Works
Subject: Bird Rides Update

Bird Rides completed the 2023 season in November of 2023. The Memorandum of Understanding with the City of Appleton expired at the end of December 2023. During the early spring months, staff has prepared feedback and a review of the 2023 season. This feedback has been shared with Bird.

In December of 2023, Bird Global filed for bankruptcy protection. Bird has a restructuring accord in place with creditors. Bird Rides remains operational and has reached out to the City to discuss potential future agreements.

Staff has concerns about continuing to enter into agreements that would allow for the operation of dockless, stand-up electric scooters within the City of Appleton. Our primary concern relates to the stability of the company during bankruptcy and its ability to fulfill previous and future obligations. Currently, Bird has not submitted timely payment of fees due to the City and has not fulfilled obligations related to monthly reporting from the 2023 season.

There are additional concerns related to the structure of the program. This dockless scooter program has been the cause of many complaints and issues related to accessibility and safety. Bird must bring a solution to properly and consistently dock or park the rental scooters out of the right-of-way, parks, and private-resident property.

Staff recommends that all negotiations with Bird be suspended until bankruptcy/restructuring is resolved and an acceptable plan to manage the devices is presented to City staff.