



DEPARTMENT OF PUBLIC WORKS

100 North Appleton Street

Appleton, WI 54911

TEL (920) 832-6474

FAX (920) 832-6489

MEMO

**To:** Municipal Services Committee  
**From:** Danielle Block, P.E. Director of Public Works  
**Date:** March 1, 2023  
**Re:** **Negotiation Update** - Memorandum of Understanding (MOU) with Bird Rides, Inc. to initiate a Dockless, Stand-up Electric Scooter Program for 2023

Based on feedback received during the February 20, 2023, Municipal Services Committee meeting, staff has been coordinating with Bird on the following items:

- Curbing or eliminating the underage use of Bird scooters. Bird's first line of defense is creating custom messaging that they send out to all riders through the app. This messaging informs riders of the rules. Bird also has the ability to turn on an ID check for a couple of weeks to curb any issues and reduce the number of underage riders, if this is problem. Bird prefers not to have the ID check a permanent feature because it can be a barrier for people who do not have an ID.
- Ensuring a per ride fee that is commensurate with the level of staff effort needed to respond to complaints, offer education and administer the Bird program.
- Modifying the term of the agreement to 1-year.
- Generating a more detailed and useful monthly report featuring:
  - # Of rides
  - # Of users
  - # Of repairs
  - # Of commuters
  - # Of people in the Community Pricing Program
  - Reported Incidents
  - Parking Compliance Reports
  - Heat Map of Ride Starts and Ends

An updated MOU and example of this type of monthly report will be provided at the March 20<sup>th</sup> Municipal Services Committee meeting for consideration and action.