

CITY OF FOND DU LAC - Memorandum

Department of Community Development

Date: March 22, 2022

To: Advisory Park Board

From: Dyann Benson, Community Development Director
Paul De Vries, Public Works Director

Re: Bird Scooters

Bird scooters has approached the City of Fond du Lac about bringing scooters to the community. The March 28th Advisory Park Board meeting is an opportunity for members of the public to learn about scooters and how the program works. A representative from Bird Scooters will be attending the meeting virtually and providing a brief presentation.

Background

Bird Scooters provides an opportunity for individuals to rent scooters to access different areas within the community. The purpose of the scooters is to provide alternative mobility options that work with a community's public transit system. In short, the scooters are docked at certain locations within the community and can be rented and taken to a destination by the rider. From that location, another rider can then rent the scooter to take to another location. Bird works with a local entrepreneur to manage the "system" and maintain the scooters. The representative from Bird will go into greater detail about how the scooter and system works along with the Bird application that is used to rent the scooter, requirements for rental and information provided to the rider as part of renting the scooter.

The system can be limited in turns of boundaries (geofencing), hours of operation (scooters will not activate or operate before a certain time or after a certain time unless the ride was initiated before the end time to prevent a rider from being stranded); and speed.

Additional Information

Bird scooters rolled out in a number of Wisconsin communities in 2020 and 2021. At the end of 2021, after the scooter season had ended, City staff surveyed each of the communities that had Bird scooters to learn about their experiences with the program. The attached is a summary of those results. The communities surveyed include: Appleton, Beloit, Green Bay, Racine, Wauwatosa and Whitewater.

Bird has presented information to the Board of Directors for the Downtown Fond du Lac Partnership and a separate meeting/presentation was held for downtown businesses and property owners to learn about the program.