

Bird Electric Scooter Survey

1. *What did you feel were the challenges in rolling out the Bird Scooter program?*

- A. No real challenges. Just worked with Attorney's Office and Risk Management to put together the pilot agreement. (Appleton)
- B. Our number one challenge with rolling out the scooter program was public knowledge. Giving the public enough time to understand what the program is and how to safely ride them. (Beloit)
- C. The most frequent complaints we received pertained to scooter usage on busy downtown sidewalks and the riverfront promenade (City Deck), as well as tire skid marks/graffiti left on City sidewalks. Most of these complaints were from teenagers using the scooters (even though the age to ride is 18 years old). We don't allow bikes on our sidewalks either, and have a hard time with enforcement of that, so I haven't been surprised to see scooters on the sidewalks as well. (Green Bay)
- D. Communicating expectations around safe behavior while utilizing the scooters was critical to prevent accidents. The City of Racine, in partnership with Bird through their phone application, shared safe practices while riding. Common Council also adopted rules that regulated the use of the scooters. (Racine)
- E. Writing the new rules and regulations was time consuming. We received quite a few complaints about underage driving and poor parking. (Wauwatosa)
- F. Only because it was something new to our community. It took a period of time for residents to become use to seeing the Birds on the road. (Whitewater)

2. *Was there anything the BID, Bird or the City did to address any of those challenges during the course of the scooter season? If so, what was done and did it help?*

- A. During the pilot the biggest challenges included:
 - Scooters during special events (BIRD created geofences to keep scooters out of certain areas during the special events)
 - Scooters on downtown College Avenue sidewalk (BIRD did additional education and reduced speed in that area but this continues to be biggest complaints)
 - Scooters not parked correctly - BIRD did Continued education (Appleton)
- B. We had quite a few issues with underage riders, inappropriately parking and riding on the sidewalks. We talked with Bird who helped implement numerous pop ups through the app as well as a license scan (riders needed to upload a picture of their license/id to prove they were over 18) (Beloit)
- C. We worked with Bird to restrict speeds or usage in certain pedestrian zones, and to require IDs to verify age before a scooter can be checked out. Bird has very impressive geo-fencing technology so you can restrict speed and access. We used these features for our high-traffic areas, areas that don't allow e-scooters (one of our state trails), highway overpasses, etc. You can also use these features for events, which was great. The ID requirement cut down on our issues very effectively – we still notice teens/kids on the scooters from time to time, but we aren't receiving the high level or types of complaints we did initially. We also required Bird to power wash any tire marks/graffiti left by the scooters. We also updated our City website to show more information about the scooters, how to file a complaint directly with Bird, etc. I feel these were all effective in managing the issues. I was quite busy getting this program situated for the first 4-6 weeks, but once these kinks were worked out, I've hardly had to do any work with it. (Green Bay)
- D. After the arrival of the scooters on June 3rd, proof of identification to confirm age was required in the phone application by June 11th to prevent incidents with those under 18 riding the scooters. We needed to remind riders to only ride Bird if you are 18 years of age or older, stay off the sidewalk and use a bike lane when available, and finally to park properly by not blocking sidewalks, ADA ramps, or entrances. (Racine)
- E. Bird offered to require driver's license verification which helped. They also pushed out some information about how to park which seems to have helped. (Wauwatosa)

- F. Bird was accommodating with geofencing. (Whitewater)

3. Did you feel that the scooters provided an additional amenity to the community?

- A. Yes. (Appleton)
- B. The scooters were mainly used in our downtown area as well as the multiuse paths along the river, recreationally through town as well as another mode of transportation to and from work and appointments. (Beloit)
- C. Yes – we feel the scooters provided an additional option to our transportation network. We’re finishing up our pilot at the end of the year and Bird will be providing a more detailed assessment for us, but we saw a very, very high rate of utilization; one of the highest in the country. This was for both fun and leisure, as well as commuter rides. (Green Bay)
- D. Due to the popularity of the program, environmental impact of this alternative form of transportation, rides in Racine’s commercial corridors and destinations of leisure, minimal reported incidents, and percentage of commuter use, staff recommended renewing Bird’s license with an annual review to determine the impact of the private scooter-share program. (Racine)
- E. Yes, many users have complimented them and use them regularly. They went live in April and we have had 21,372 total rides and 34,100 total miles traveled. If only a fraction of that replaced single occupant vehicle use it is a win. (Wauwatosa)
- F. We have had success and good reviews of Bird in Whitewater. Being a UW campus, it offers an alternative mode of transportation for students. Many of our city staff use the scooters as well. Having another way to get around has been beneficial. (Whitewater)

4. What would you have done differently before rolling out the scooter program?

- A. Nothing. Our roll-out went fine. We will be reviewing internally and then going to Council to see how they want to move forward now that the pilot program is completed. (Appleton)
- B. I think getting more information out to the community prior to launch would have been a huge benefit. (Beloit)
- C. We would recommend you conduct significant outreach to City departments (particularly Police) and the public before rollout. Safety education is important, but it is also important to inform the public that Bird is responsible for managing their private fleet and addressing issues in a timely manner. General complaints need to be directed to Bird and not the City. That said, City staff should coordinate with Police Department ahead of rollout to ensure they understand. There was a disconnect here about how enforcement would work. If we had more time to prepare, I also would have worked with a local provider to do a free helmet drive. Lack of helmets on riders continues to be our biggest issue. It isn’t required, but we know it’s the safest way to use the scooters. (Green Bay)
- D. We would have made sure age identification was activated on the date of the scooters arrival in Racine. Even with just a week of minors riding the scooters left a negative impression of the pilot program for many, including some concerned members of the Common Council. (Racine)
- E. Ask for IDs from riders to verify the age of the rider. (Wauwatosa)
- F. I believe we were well informed and had a solid MOU before we rolled the flock out. (Whitewater)

5. What were the hours of operation for the scooter program?

- A. 24/7 They are an additional form of transportation so we did not limit the hours as we do not limit hours for cars, bikes, privately owned scooters, etc. (Appleton)
- B. We don’t have restrictions on the hours that the scooters can be used. (Beloit)
- C. 24/7. They have implemented a new program from 10p-5a to combat drinking and scootering, but that’s a national program, not just for Green Bay. I was fairly adamant about keeping it a 24/7 program and

addressing any issues we had via policies, geo-fencing, etc., to allow shift workers equal access to the scooters. (Green Bay)

- D. 4:00 am to 11 pm (Racine)
- E. No restrictions. (Wauwatosa)
- F. 5am to 10pm (Whitewater)

6. *How many accidents involved scooters?*

- A. 4 reported accidents (Appleton)
- B. There were approximately 9 ER visits that were scooter related. (Beloit)
- C. None reported to us, Bird, or the police department. During a news report, the hospital reported at least 1, but couldn't confirm if it was a Bird, personal e-scooter, or a non-motorized scooter. (Green Bay)
- D. According to data provided by Bird, there were 4 self-reported incidents, one of which resulted in a medical injury due to a break issue with the scooter. The Racine Police Department also did not raise any serious concerns during the deliberation of the license renewal. (Racine)
- E. None that we are aware of. (Wauwatosa)
- F. None (Whitewater)

7. *Would you support the return of the scooter program in 2022?*

- A. The Department of Public Works would, but it is up to the City Council. (Appleton)
- B. Bird will be bringing scooters back again in 2022. (Beloit)
- C. We will be meeting with other City Staff to determine how we will move forward. We would like a program that offers bikes and/or e-bikes along with scooters, so I'm not sure we'll move forward with Bird or another company. However, we are supportive of a scooter program in general. (Green Bay)
- D. Our Common Council voted to continue the program for an additional year. (Racine)
- E. Yes, they will be back in 2022. (Wauwatosa)
- F. Absolutely. In fact they will launch weather permitting in March/April 2022. (Whitewater)

8. *Was Bird Scooters responsive to any questions or concerns you shared with them?*

- A. Yes, very responsive. (Appleton)
- B. Bird was quick to respond and resolve issues that we had. (Beloit)
- C. VERY! Our rep, Adam, was so on top of things. They hired an amazing local team here as well, so problems were addressed nearly immediately. Bird is sure to assign a member of their team that works in similar communities so they are active in problem solving since they've likely seen the issue before. (Green Bay)
- D. Bird was accessible and responsive. (Racine)
- E. Yes, very, this may depend on your assigned manager though. (Wauwatosa)
- F. Yes, our point of contact has been on top of things. (Whitewater)

9. *Did Bird Scooters comply with the conditions of the agreement with the City?*

- A. Yes they did. (Appleton)
- B. We did not have any issues with Bird not adhering to the ordinance. (Beloit)
- C. Yes, they've complied with our local ordinances and their pilot agreement. (Green Bay)
- D. Yes. (Racine)
- E. Yes, from what we can tell. (Wauwatosa)
- F. Yes. (Whitewater)