

B I R D

Statement Before The
City of Milwaukee
Public Works Committee
July 18, 2018

Thank you for taking the time to thoughtfully consider this matter. We hope that we can work together to find an outcome that benefits the City, Bird, and the residents of Milwaukee that have come to rely on our service as a convenient, sustainable alternative to fighting traffic.

Bird appreciates and shares your commitment to keeping our streets and sidewalks safe for all users, and we look forward to working with you to ensure that our operations are safe and legal.

Motorized scooters, like Birds, are neither defined nor prohibited by Wisconsin or Milwaukee law. We ask that the City of Milwaukee seek clarification from the state of Wisconsin that Bird scooters are exempt from registration, like bicycles and motor bicycles.

As such, we believe that Milwaukee can move forward immediately with a pilot program. However, removing Birds from the streets of Milwaukee, even temporarily, would have an unfortunate chilling effect on this increasingly popular transportation mode, effectively removing this option that has gotten so many in the city to reduce their reliance on cars for short trips. In a few short weeks, the more than 5,000 Milwaukee residents who ride Bird have collectively logged nearly 25,000 miles, averaging about two miles per ride. Had those trips been by car, they would have generated 22,088 pounds of CO₂.

These riders have come to rely on our scooters as an affordable and environmentally-friendly alternative to fighting traffic, and for easier access to the city's public transit network. We understand the City has legitimate concerns and we hope to work collaboratively with City officials to come up with solutions that allow us to continue to provide our service while improving safety for all street users.

Bird understands the importance of responsibly sharing our sidewalks and streets, as outlined in our Save Our Sidewalks pledge. Currently, Bird riders, through our app, are directed to park their scooters like a bicycle, and not block sidewalks, doorways, or ramps. Riders are also explicitly instructed against riding on sidewalks, that they must have a valid driver's license, be 18 years or older, and that they should always wear a helmet when riding. Bird directs all riders to travel in bike lanes when available or in the street, following the same rules as a bicycle. We are committed to educating our users to ride both safely and legally.

Please see our "[How to Ride](#)" instructions and "[Rules of the Road](#)," as well as the "Ride Safely" instructions printed on the footboard of every Bird scooter. We currently also include a "Local Rules" screen in the app to cover Milwaukee-specific requirements.

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We ask that the Public Works Commission support the development of the pilot program and that, in the meantime, Milwaukee residents continue to be able to access Bird. We are eager to participate in the pilot program, but do not want the thousands of Milwaukee residents who have come to rely on Birds to experience a break in service while the process to develop and implement the program is finalized.

We hope to find common ground to allow the residents, workers, and visitors of this city to continue using Bird scooters, so long as they do so in a responsible manner. To ensure that this process continues as smoothly as possible, Bird has committed to the following:

SAVE OUR SIDEWALKS PLEDGE

- Revenue Sharing
We offer to remit \$1 per vehicle per day to city governments so they can use this money to build more bike lanes, promote safe riding, and maintain our shared infrastructure.
- Daily Pickup
We operate a program designed to retrieve all of our vehicles from city streets every night. We inspect vehicles for maintenance and repairs. Most importantly, the entire fleet will be repositioned to where the vehicles are wanted the next day, so they are not cluttering our neighborhoods.
- Responsible Growth
We will not increase the number of vehicles in a city unless they are being used on average at least three times per vehicle per day (weather permitting). We will remove unutilized vehicles. We will share our utilization data with cities so they can verify this fact.

Thank you for your hard work on this important matter and I hope we lead the way for others to follow.

Sincerely,

Matt Shaw
Director of Government Relations
Bird Rides, Inc.