



Council Agenda Item

Meeting Date: May 6, 2025

Agenda Item: Staff Report – Bird Scooters

Staff Contact (name, email, phone): Brad Marquardt, bmarguardt@whitewater-wi.gov, 262-473-0139

BACKGROUND

(Enter the who, what when, where, why)

At a recent Council meeting it was requested of staff to provide some comparative numbers of how Bird was doing in Whitewater to previous years and to other close communities. Below are 2023 and 2024 numbers.

	<u>2023</u>	<u>2024</u>
Average # of scooters on the street	78	81
Number of trips	29,977	28,356
Number of miles	35,958	32,146
Number of reported accidents	5	5
Number of complaints received	27	14
Net Revenue	\$140,002	\$129,855

Comparing to other nearby communities, Beloit had 8,004 trips in 2022 and was then discontinued. Janesville had 9,971 trips in 2023 and then was discontinued.

While gathering information for this memo, Bird Scooters sent an email on April 28, 2025 indicating that service to Whitewater would also be discontinued with all scooters removed by May 11, 2025. This decision was driven by the impact of tariffs on company-wide vehicle shipments and allocation.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

N/A

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. N/A
