



City of Lincoln

ScooterLNK

Mid-Year Scooter Pilot Report

April 2021



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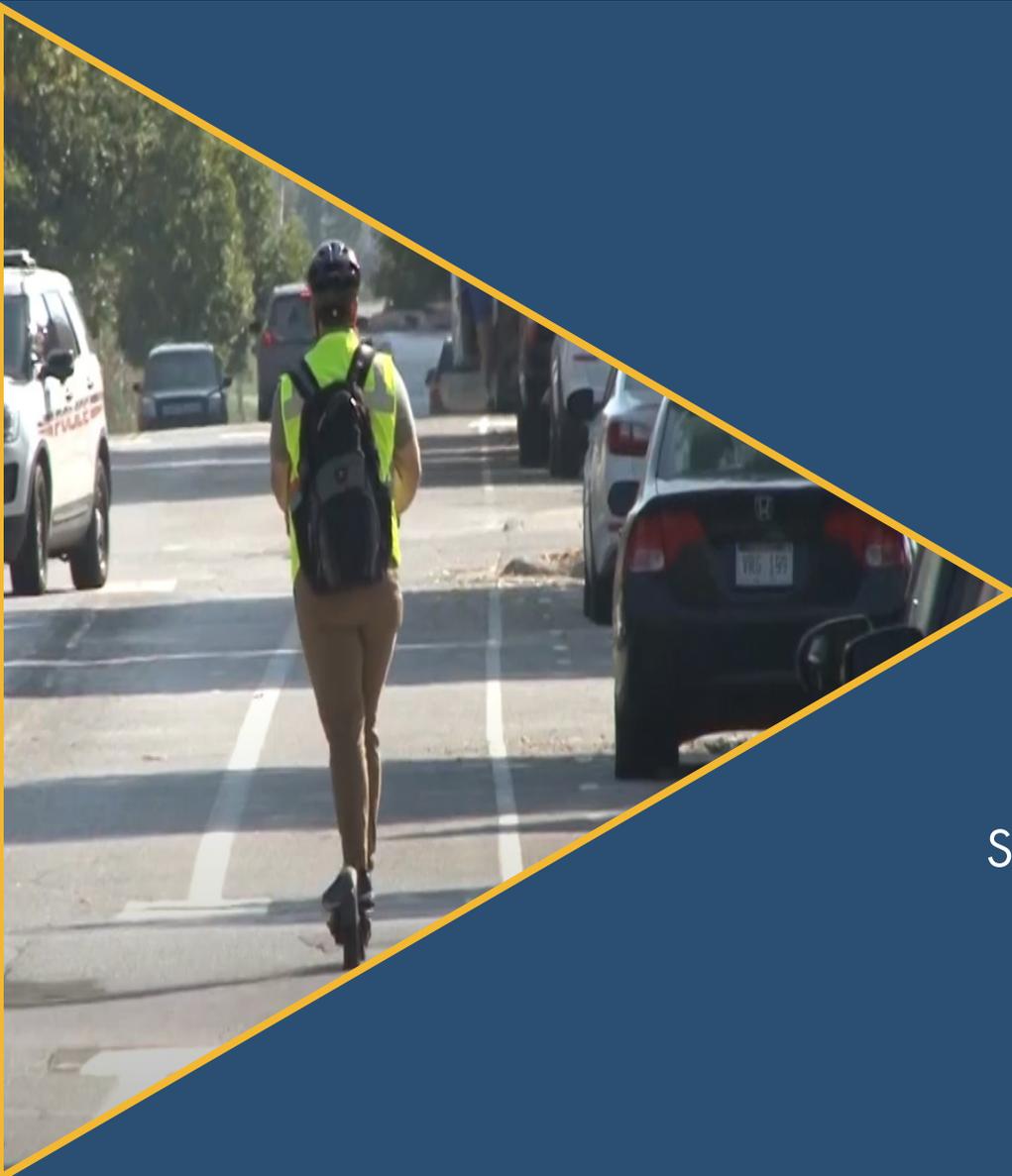
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Executive Summary

Electric scooters (e-scooters) as a shared micromobility option enhance mobility through connecting to other modes of transportation or replacing short vehicle trips (first mile/last mile trips). The City of Lincoln established a one-year pilot program temporarily governing the uses of e-scooters in the public right-of-way. Bird Rides, Inc. (Bird) and Skinny Labs, Inc. dba Spin (Spin) were chosen to participate in Lincoln's Scooter Pilot Program. The pilot program officially launched on **September 1, 2020** and will run through **August 31, 2021**.

In the first six months of the scooter pilot program Lincoln saw:



Ridership Behavior

It is important to note that Bird and Spin paused operations during the winter months with zero documented trips from December 11th, 2020 to March 1st, 2021. Analyzing data collected via the City's third-party mobility manager, Populus, showed that Saturday was the most popular day of the week for e-scooter trips. Additionally, the evenings from roughly 6pm to 9pm were shown to be the most popular time of the day for e-scooter activity. Furthermore, e-scooter activity predominantly took place in the Haymarket area where most users started and ended their rides.

Scooter Compliance

Over the course of six months, Bird and Spin received a total of seven compliance warnings. Bird received five compliance warnings with one being a formal written letter for operating on a home football game day. Spin received two compliance warnings.

Injury & Crash Analysis

Of the 33,167 trips taken on Bird and Spin scooters, the Lincoln Police Department (LPD) has documented three medical calls where an e-scooter user either fell and injured themselves or an e-scooter user ran into a pedestrian.

Currently, the state of Nebraska does not consider it an official traffic crash if an e-scooter user:

- Hits a pothole
- Loses control and wipes out
- Hits a parked car
- Strikes a pedestrian or bicycle operator and causes injury

LPD has one documented crash between a motorized vehicle and an e-scooter user. No injuries were reported.

Feedback

Since the inception of the Scooter Pilot Program, Lincoln Transportation and Utilities (LTU) Traffic Engineering has received a total of 74 calls, emails, and UPLNK comments related to e-scooters.

Of the feedback received:

41% dealt with improperly parked e-scooters

16% of feedback received dealt with sidewalk violations



The Lincoln Police Department also received 23 miscellaneous calls for service pertaining to e-scooters that ranged from sidewalk violations to improperly parked e-scooters. It is important to note, however, that LPD does not distinguish between personally owned e-scooters and those participating in the Pilot Program.

E-scooter users can also contact the participating scooter companies with any questions, comments, or concerns. Bird reported receiving 16 retrieval requests while Spin reported five retrieval requests from Lincoln users.

User Survey

A user survey was also created by LTU Traffic Engineering that was distributed by Bird and Spin to their existing Lincoln user base. The goal of the survey was to gain a better understanding of the public perception of the Scooter Pilot Program from the perspective of current e-scooter users. The user survey consisted of 27 questions and was live from December 21, 2020 to February 8, 2021 with 76 individuals participating in the user survey.

At a Glance: User Survey Findings

Almost **53%** of users said they were “very supportive” of the Pilot Program continuing as is

About **46%** of users said they first tried an e-scooter because it looked fun/were curious to try it out



About **69%** of users feel “very safe” or “safe” when riding an e-scooter



75% of users said they were “very familiar” or “somewhat familiar” with local operating and parking rules

However, **33%** of users are “not aware” that riding on sidewalks is prohibited

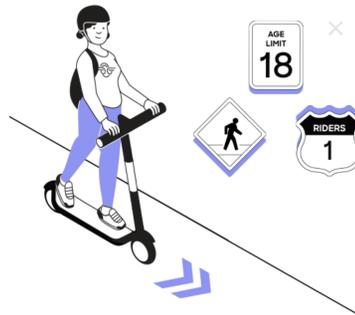


Safety, Education, & Public Engagement

The safety of e-scooter users and pedestrians is the City's top priority with the Scooter Pilot Program. As such, the City has coordinated with both scooter companies to ensure that safety is always prioritized through their messaging and educational efforts. For example, Bird and Spin altered their in-app messaging to reflect the City's concerns around sidewalk riding and improperly parked e-scooters. The City is also actively coordinating with multiple City departments to strengthen communication around safety, education, and public engagement efforts with Lincoln residents and visitors. Below is a list of some of the actions taken by the scooter companies and the City. A full list is detailed on page 23 of the report.

Scooter Companies

- Sent emails to users letting them know that if they ride e-scooters on downtown Lincoln sidewalks they may face a fine if found violating city code.
- Created in-app messages that alert users as soon as they open the app that e-scooters are not to be ridden by users under the age of 18 and users should not ride on sidewalks.



Underage riding will result in a ban from the Bird platform

- Join our Rider Promise:
- Riders must be 18+ (underage riders will be fined & accounts terminated)
 - Do not block sidewalks or ramps
 - No riding on sidewalks
 - Do not ride impaired or distracted

City Staff

- City staff and partners along with both scooter companies coordinated a safety and educational event on Saturday, August 29, 2020. This event exposed Lincoln residents to e-scooters and educated potential users on Lincoln's operating and parking rules.
- LTU staff created a webpage for the Scooter Pilot Program where information on the operating and parking rules can be found as well as customer service contact information for Bird and Spin.
- LTU staff created an educational video detailing the top six things that someone should know before riding an e-scooter.

WATCH: How to Ride ScooterLNK (1:53)



- LTU staff has conducted bi-weekly meetings with City staff and partners as well as both scooter companies to discuss any questions or feedback that may come up.



Recommendations

Near-Term

1. Establish additional city designated scooter parking locations in high traffic areas like the Haymarket. These additional scooter parking locations will help address feedback around improperly parked e-scooters.
2. Conduct e-scooter observations in the Summer months. This will allow the City to better understand and document user behavior and adapt as needed.
3. Expand public engagement efforts around e-scooter education and safety. Educating the public on safe e-scooter riding and parking behavior will help mitigate sidewalk riding and improper parking concerns.
4. Continue to utilize LTU's social media platforms and the ScooterLNK webpage to effectively communicate safety and educational materials.

Future Program Recommendations

1. Expand the Pilot Program Zone to include more of the Near South neighborhood.
2. Development of opportunity zones to ensure e-scooters are accessible by equitably distributing e-scooters across the Pilot Program Zone.
3. Increase awareness around low-income discount programs to ensure users utilize these scooter company programs.
4. Review the City's existing Scooter Pilot Permit and evaluate the effectiveness of the existing terms and conditions.
 - Consider parking fees in high-traffic areas to mitigate the number of deployed scooters in certain locations over an extended period.
 - Evaluate the potential of increasing per-ride fees.
 - Consider adding language regarding winter scooter operations to the Operations section of the permit.
5. Develop a process for transitioning from a pilot program to a long-term shared micromobility program.



Background & Context

A few years ago, electric scooters (e-scooters) arrived in cities across the United States often without local government permits or consent by cities. This created operational challenges ranging from unregulated uses of cities' right-of-way (ROW) to safety concerns. Recognizing such challenges, the City of Lincoln took a proactive approach by establishing a pilot program temporarily governing the uses of scooters in the public right-of-way.

The original ordinance was passed on September 23, 2019 paving the way for a year-long scooter pilot program where the City would have the ability to define the parameters of the pilot, draft and award scooter pilot permits to chosen operators, and govern the overall operation and use of scooters. Lincoln's Municipal Code was also updated to include a new section defining electric foot scooters.

10.02.125 Electric Foot Scooter

Electric foot scooter means any motor vehicle weighing less than one hundred pounds which is powered by an electric motor and has two or three wheels, handlebars, and a floorboard that can be stood upon while riding.

Electric scooters as a shared micromobility option enhance mobility through connecting to other modes of transportation or replacing short vehicle trips (first mile/last mile trips).





The passage of the scooter pilot ordinance allows the City to determine whether scooters as an emerging shared micromobility option support the City's goals, including but not limited to:

1. Providing multimodal transportation options for enhanced mobility
2. Creating livable and connected neighborhoods
3. Maintaining a healthy and safe environment

The City of Lincoln's Purchasing Department led the formal Request for Qualifications (RFQ) for companies with established e-scooter programs to apply and participate in Lincoln's scooter pilot program. Interviews were conducted with the intent for the chosen companies to deploy their scooters no later than May 1, 2020 and having the pilot conclude by January 1, 2021. The start date for the program was postponed in March 2020 due to the COVID-19 pandemic.

On June 15, 2020 City Council amended the original ordinance and removed the fixed deadline of January 1, 2021 and replaced it with the following verbiage

"...pilot program shall be in effect from the date of enactment until one year after the shared mobility device launch data, as established by Order of the Director."

Soon after conversations resumed, and the City chose Bird Rides, Inc. (Bird) and Skinny Labs, Inc. dba Spin (Spin) to participate in Lincoln's scooter pilot program. Both companies agreed and signed the City's shared mobility permit agreement and approved a pilot launch date of September 1, 2020.



ScooterLNK Timeline

January 27, 2020

The City of Lincoln's Purchasing Department leads the formal Request for Qualifications (RFQ) for companies with established e-scooter programs to apply and participate in Lincoln's scooter pilot program.



September 23, 2019

City Council approves a one year Scooter Pilot Program where they will govern the uses of scooters in the city right-of-way.



June 15, 2020

City Council amends the original scooter pilot ordinance due to the global pandemic. The amendment removes the fixed deadline of January 1, 2021 to end the scooter pilot.



ScooterLNK Timeline

August 29, 2020



ScooterLNK safety and education demo is held in the Haymarket.

December 14, 2020



Bird and Spin pulled their fleet for the winter months.



September 1, 2020



ScooterLNK officially launches with Bird and Spin as the chosen operators

August 31, 2021



The one-year Scooter Pilot Program comes to an end.



Scooter Pilot Program

Pilot Program Permit

The City ordinance on e-scooters is supplemented by the Scooter Pilot Program Permit. The permit's purpose is to govern the operation of e-scooters within the Pilot Program Zone and to ensure that such operation is administered in a manner that ensures the safety of all users of the City ROW.

As a condition of receiving a permit, Bird and Spin are required to adhere to the terms and conditions of the Pilot Program Permit, including:

Fees | The City requires participating scooter companies to pay an initial one-time Pilot Program Permit Fee of \$7,500 as well as a Per-Ride Fee of \$0.15 per trip through the duration of the Pilot Program.

Fleet Size | At launch, each scooter company was permitted to deploy no more than 250 e-scooters. The permit calls for a dynamic cap on scooter fleets that requires the scooter companies to provide a written request to the City if they chose to increase their fleet size. Additionally, scooter companies can only increase their fleet size if their minimum utilization rate (MUR) is higher than three rides per day per scooter over a 7-day period.

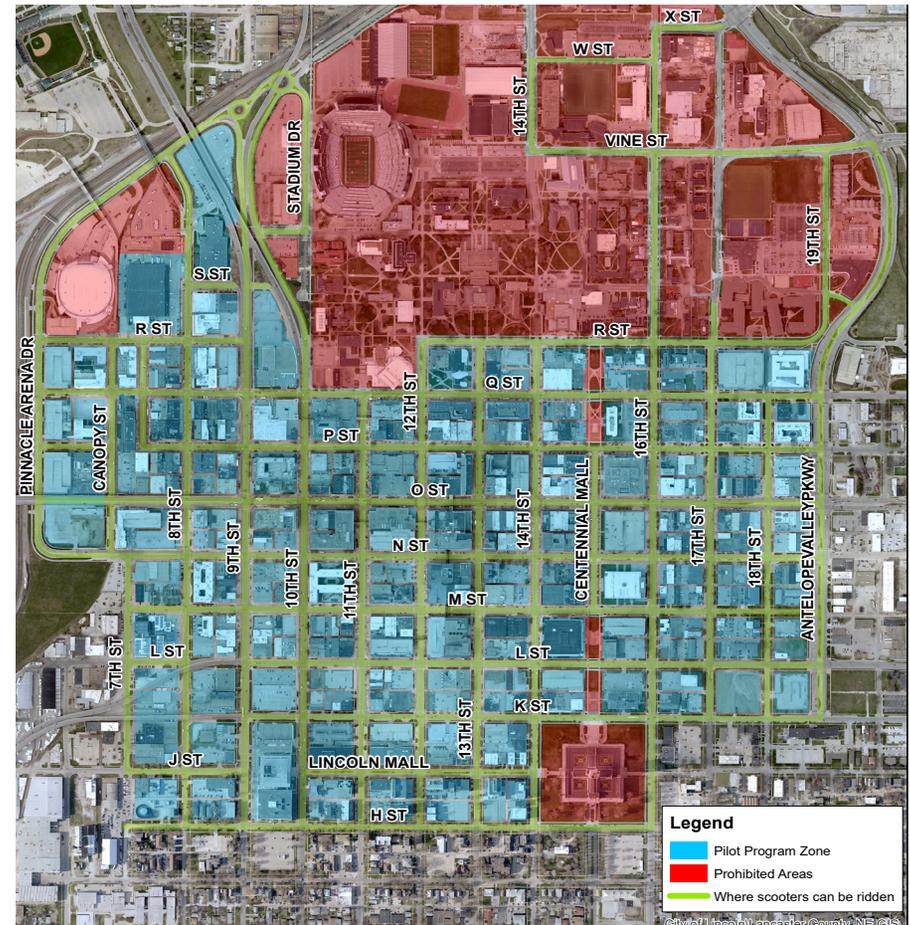


Conversely, if a scooter company's MUR is under two rides per day per scooter over a 7-day period they must remove the number of devices necessary to meet or exceed a minimum utilization rate of two. In evaluating fleet adjustment requests and notices of removal, City considers the following factors in making its adjustment decisions:

- Market needs
- Total number of e-scooters deployed
- Utilization
- A scooter company's performance and compliance
- Public Safety
- Other criteria outlined in the Permit

Pilot Program Zone | The pilot program zone is a defined area within the City of Lincoln where scooter companies are permitted to operate during the pilot period. Currently, Bird and Spin are confined to downtown Lincoln with approximate boundaries being:

- The University of Nebraska-Lincoln (UNL) campus as the Northern boundary
- Antelope Valley Parkway as the Eastern boundary
- H Street as the Southern boundary
- Pinnacle Arena Drive as the Western boundary



Geofencing | The City of Lincoln requires scooter companies to restrict deployment, parking, and operation in City-specified geographic locations where e-scooters are not permitted through geofencing. Restricted areas include the following:

- UNL downtown campus
- Nebraska State Capitol Building
- Centennial Mall
- Pinnacle Bank Arena
- Parking Garage Ramps



Geofencing is a powerful tool that continues to be applied where appropriate. For example, the City asked Bird and Spin to geofence parking garage ramps in downtown Lincoln after the City received feedback from staff and partners about scooters being parked in parking ramps. It's important to note that geofencing does have some limitations with GPS accuracy that makes it difficult when wanting more targeted solutions like restricting riding on sidewalks.

Operations | Scooter companies are generally permitted to operate in the City right-of-way between the hours of 7am and 10pm. However, some restrictions do apply.

For example, e-scooters are not permitted to be operable during University of Nebraska home football game days, during inclement weather, or when the Chief of the Lincoln Police Department (LPD) or the Director of Lincoln Transportation and Utilities (LTU) makes a request to temporarily halt operations in the interest of public health, or safety or law enforcement operations.

Over the first six months of the pilot program, LPD has requested temporary halt to operations or complete removal of e-scooters from the City right-of-way three times. One recent example was LPD's request for Bird and Spin to remove all their e-scooters from the City right-of-way for a few days following the November 3rd, 2020 election for public safety concerns.

To date both scooter companies have had no issues complying with requests made by LPD.

Deployment, Parking, & Rebalancing | In general, scooter companies shall deploy their fleets in the "street furniture" area of the sidewalk, adjacent to the curb, leaving at least four feet of pedestrian clear zone. They are also encouraged to deploy their fleets near transit zones and parking garages as well as in City designated scooter parking locations.

In general, scooter companies shall consistently and timely rebalance their fleets throughout the hours of operation to ensure proper parking and adequate availability. Additionally, they must provide a 24-hour customer service phone number for customers to report safety concerns, parking issues, complaints, or ask questions.

If an e-scooter is parked incorrectly, the scooter companies must address the situation in a timely manner based on the times below:

- 7am to 10pm - Within two hours of receiving notice
- All other times - Within eight hours of receiving notice



User Engagement, Education, and Safety | During the Pilot Program, Bird and Spin are each required to hold at least two “first ride” or other instructional public safety sessions to educate users on the legal and safe operation of e-scooters. The first session was required to take place before the official launch of the Pilot Program (September 1, 2020) and was successfully held on Saturday, August 29, 2020.

Bird and Spin are required to educate riders about safe riding and parking. The education and safety event was their first opportunity to educate Lincoln users on the operating and parking rules.



The **Operating Rules** state:

- E-scooters are only permitted on city streets or on-street bicycle facilities (bicycle lanes) that fall within the Pilot Program Zone
- E-scooters are not permitted to be ridden on sidewalks
- E-scooters are not permitted on multi-use paths/City trails
- E-scooters are not permitted on StarTran buses
- Riders:
 - should wear a helmet for safety
 - must be over the age of 18 and hold a valid motor vehicle operator’s permit
 - must follow all traffic rules, signals, and signs
 - must ride in bicycle lanes or vehicle lanes with the flow of traffic
 - must yield to pedestrians and walk scooters on sidewalks when parking
 - must not ride scooters under the influence of drugs or alcohol
 - only one rider is allowed on an e-scooter at a time



The **Parking Rules** state:

- E-scooters can be parked within the furniture/landscape area of the City sidewalk public right-of-way
- Always allowing at least four feet of usable pedestrian walking space at all time
- Users can also park in City designated scooter parking locations
- However, e-scooters are not permitted to be parked in the following areas:
 - Within 15 feet of intersections
 - Within transit zones, including StarTran stops, shelters and boarding platforms
 - Within loading zones
 - Within handicapped parking zones
 - Within the street furniture that requires pedestrian access (e.g. benches, parking pay stations, bus shelters, etc.)
 - On curb ramps
 - On entryways to buildings and alleys
 - On driveways

The City requires that Bird and Spin make available to Lincoln users (in-person, or by mail or other means) a minimum of 100 helmets, at no cost. After the initial 100 helmets are distributed both scooter companies will make helmets available at a discount rate of at least 50%. During the first education and safety session, both scooter companies were offering free helmets to Lincoln users who participated in the event.

Lastly, the City recognized that the Pilot Program would be taking place during unprecedented times during the COVID-19 pandemic. As such, the City required both Bird and Spin to provide the City with a description of its sanitation plan that is compliant with Centers for Disease Control and Prevention (CDC). Their plans can be found on the City of Lincoln Traffic Engineering website and illustrate the precautions being taken to ensure e-scooters are ready for use in a healthy manner during the pandemic.

Data Sharing | The City of Lincoln has asked participating scooter companies to provide real time data on their e-scooter fleets whenever possible. If available, the real time data should be updated or “ping” every 90 seconds or less. Some of the data being asked for includes:

- GPS data on e-scooters in the City ROW
- E-scooter identification numbers
- Anonymized trip record data and ride activity data for all trips occurring during the Pilot Program Period

Additionally, the City opted to use a designated third-party data-collection agent called Populus. Populus enables the City to independently evaluate, monitor, and enforce requirements of the Pilot Program. The Pilot Permit also calls for Bird and Spin to provide monthly reports during the Pilot Program Period with records of maintenance activities, reported collisions, monthly ridership and calculated monthly fleet utilization. The Permit also requires, if collected, an aggregated breakdown of customers gender and age. However, neither Bird or Spin collect said data.



Current Results & Findings

As mentioned in the previous section, the City utilizes a third-party mobility manager (**Populus**) to collect data for evaluation and compliance monitoring of the Scooter Pilot Program. Populus has been a tremendous benefit for observing ridership behavior but also for the enforcement of requirements found within the Pilot Permit. Populus allows the City to independently monitor:

- Compliance with e-scooters only operating within the Pilot Program Zone
- Compliance with e-scooters only being operable from 7am to 10pm
- Compliance with the permitted fleet size of no more than 250 e-scooters per scooter company
- Scooter companies' utilization rates
- Trips generated by e-scooter users
- Routes taken by e-scooter users
- Parking events made by e-scooter users

Ridership Behavior | In the first six months of the Scooter Pilot Program 33,167 trips were taken on Bird and Spin scooters by almost 10,000 individuals. It is important to note that both scooter companies paused operations during the winter months. Spin paused operations on November 10, 2020 and Bird paused on December 11, 2020. This pause resulted in no documented trips from December 11th, 2020 to March 1st, 2021.

Residents and visitors in Lincoln rode over 36,000 miles on e-scooters which is roughly 312 round trips from Lincoln to Omaha. Each trip averaged around 1.12 miles and 13 minutes in duration. Over the first six months of the Scooter Pilot Program, there was a steady decrease in e-scooter trips from September to early December before both Bird and Spin paused operations for the winter months (see **Figure 1**).

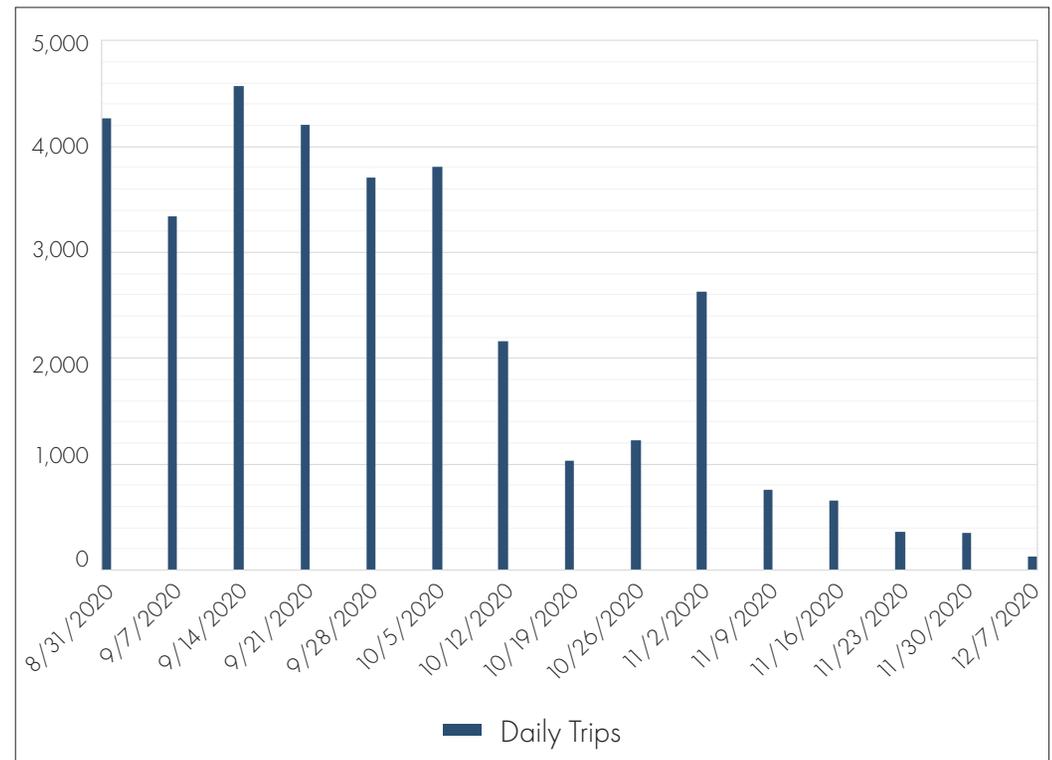


Figure 1: E-Scooter Trips by Week



Breaking down the week shows that Saturdays averaged the highest e-scooter trips with Fridays averaging the second highest number of trips (see **Figure 2**). Furthermore, **Figure 3** illustrates peak ridership hours broken down by weekday trips and weekend trips. Comparing both shows a similar trend with e-scooter trips steadily increasing from 6pm to its peak at 9pm. The steep decline from 9pm to 10pm can be attributed to the 10pm curfew set for e-scooters. **Figure 3** does show some trips taken after the 10pm curfew and those trips will be discussed in further detail in the "Scooter Company Compliance" section.

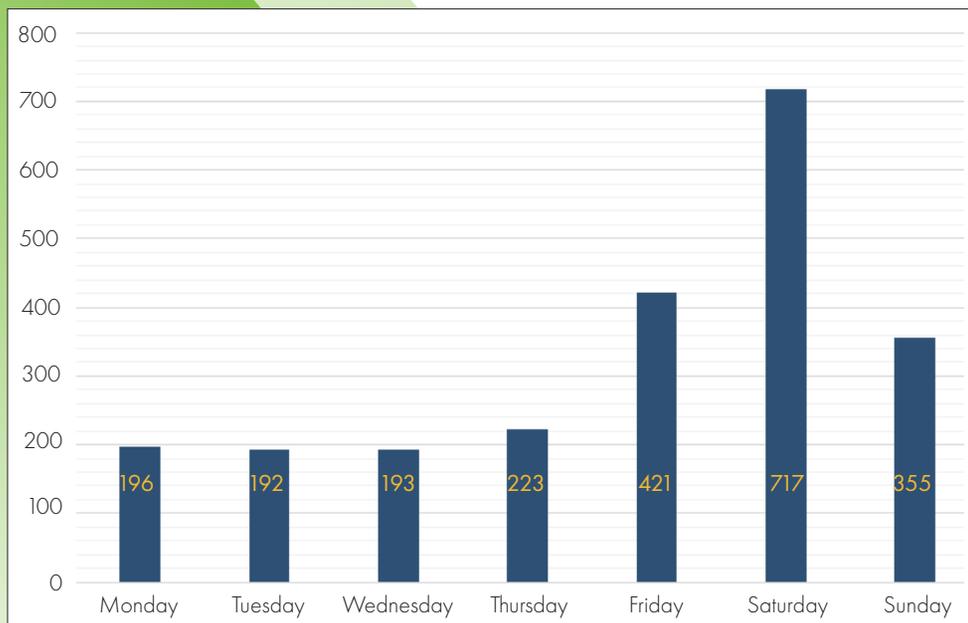


Figure 2: Average E-Scooter Trips by Day of the Week

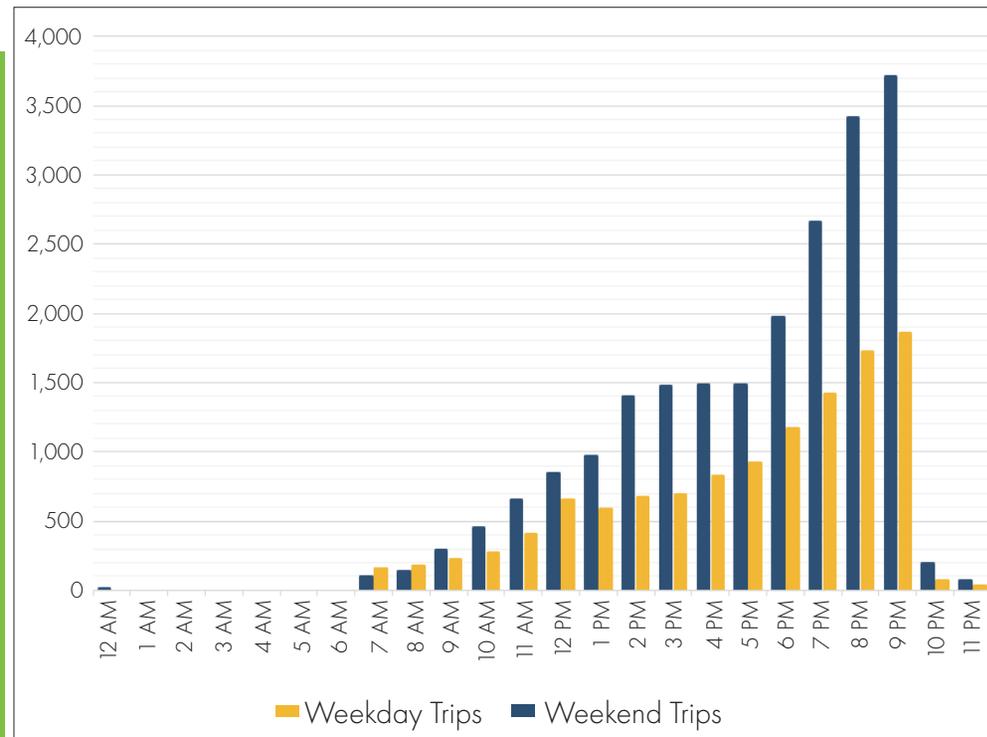


Figure 3: Daily E-Scooter Trips Taken Per Hour

Fleet Size & Utilization Rate | During the first half of the Scooter Pilot program, Bird and Spin deployed an average of 200 e-scooters per day along the City’s right-of-way. During that time, neither company made a formal request to the City asking for an increase in their fleet size. A formal request must be accompanied by documentation demonstrating a Minimum Utilization Rate (MUR) of three or greater riders per day. **Figure 4** shows the breakdown of daily trips compared to the number of e-scooters available. The MUR is calculated by dividing the sum of the total daily trips within the City by the sum of the total devices available daily. In the first six months of the Pilot Program, Bird and Spin had a combined MUR of 1.56 trips per scooter per day.



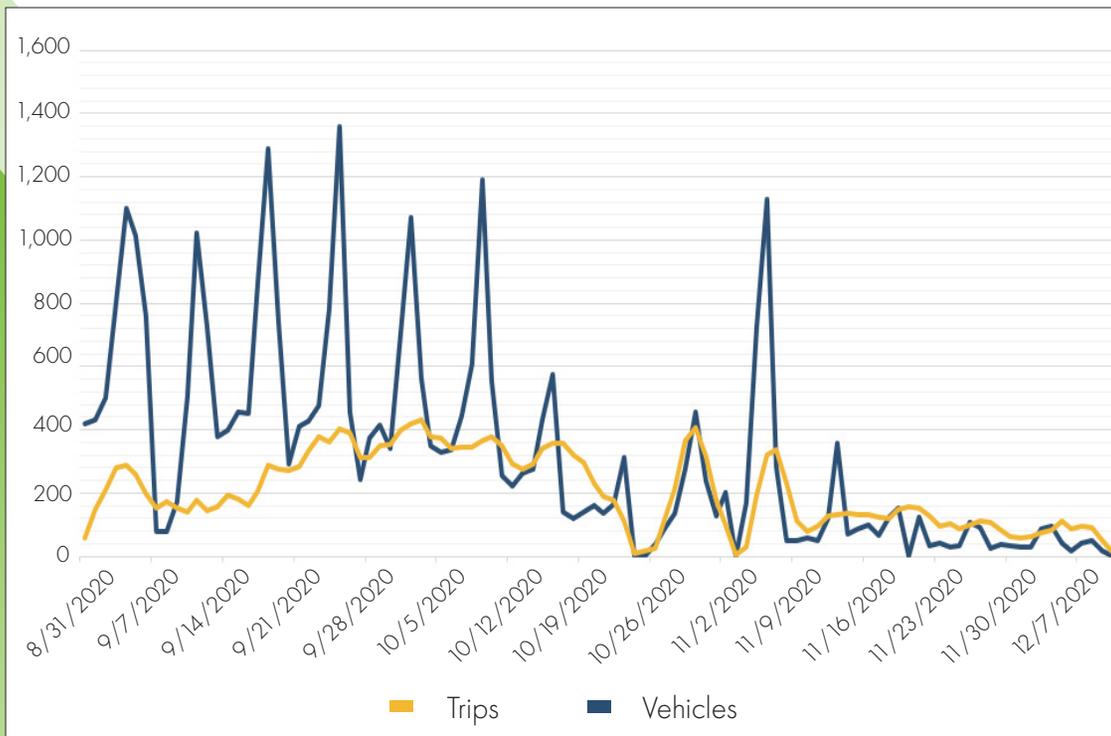


Figure 4: Daily Number of Trips & Available E-Scooters

Trip Origins, Destinations, Routes | Most e-scooter trips started (origin) or ended (destination) in the Haymarket area or just outside of it. Of the 33,167 trips, the top five trip origins and destinations are down below:

Top Five Trip Origins:

1. 8N Lofts: S. 8th & N Street | 2.9% of all trips started here
2. N. 8th & Q Street | 2.4% of all trips started here
3. N. 7th & P Street | 1.6% of all trips started here
4. Canopy & R Street | 1.5% of all trips started here
5. Canopy & Q Street | 1.4% of all trips stated here

Top Five Trip Destinations:

1. 8N Lofts: S. 8th & N Street | 2% of all trips ended here
2. N. 8th & Q Street | 1.8% of all trips ended here
3. N. 7th & P Street | 1.4% of all trips ended here
4. Canopy & R Street | 1.2% of all trips ended here
5. The Mill: N. 8th & P Street | 1.2% of all trips ended here

Popular routes are determined by aggregating the trip counts over a street segment and only show the routable trips that were not eliminated due to poor or unusable GPS data.

Of the 30,370 routable trips, the top 10 street segments most heavily traveled by e-scooters can be found below:

Top 10 Routable Trips:

1. Q Street | Canopy Street to N. 7th Street | 6,272 trips
2. N. 8th Street | P Street to O Street | 5,357 trips
3. P Street | N. 8th Street to N. 9th Street | 4,976 trips
4. Canopy Street | Q Street to P Street | 4,907 trips
5. P Street | N. 7th Street to N. 8th Street | 4,837 trips
6. R Street | Canopy Street to N. 7th Street | 4,763 trips
7. S. 8th Street | O Street to N Street | 3,388 trips
8. Canopy Street | O Street to N Street | 3,222 trips
9. N. 13th Street | Q Street to P Street | 3,077 trips
10. N. 11th Street | Q Street to P Street | 2,965 trips



Parking | Like the patterns seen above with trips and routes, parking events predominately occurred in the Haymarket area with two of the top 10 parking locations being found just outside of the Haymarket. The list below shows the top 10 parking locations utilized by e-scooter users.

Top 10 Parking Locations:

1. **8N Lofts: S. 8th & N Street** | 2.9% of all trips started here
2. **N. 8th & Q Street** | 2.4% of all trips started here
3. **N. 7th & P Street** | 1.6% of all trips started here
4. **Canopy & R Street** | 1.5% of all trips started here
5. **Canopy & Q Street** | 1.4% of all trips stated here
6. **8N Lofts: S. 8th & N Street** | 2% of all trips ended here
7. **N. 8th & Q Street** | 1.8% of all trips ended here
8. **N. 7th & P Street** | 1.4% of all trips ended here
9. **Canopy & R Street** | 1.2% of all trips ended here
10. **The Mill: N. 8th & P Street** | 1.2% of all trips ended here

Scooter Company Compliance | Over the first half of the Scooter Pilot Program both Bird and Spin received a total of seven compliance warnings. Bird received five compliance warnings with one being a formal written letter. Spin received two compliance warnings. The list below details the seven compliance warnings along with the scooter operator's responses to each warning.

Bird Compliance Warnings

1. Devices Inoperable from 10pm to 7am | Section 1101.M.a of the Pilot Program Permit

a.) On September 4, 2020 a LPD officer witnessed a pair of Bird scooters operating after the 10pm curfew. An email was sent to Bird notifying them of this compliance warning and their need to address the issue immediately.

b.) Bird verified that no rides could start after the 10pm curfew. However, if a ride started right before 10pm the ride could continue past the curfew. Bird and the City agreed to limit scooter speeds on scooter rides that go past the 10pm curfew. This solution would encourage riders to end their rides as soon as possible after 10pm.

2. Devices Inoperable from 10pm to 7am | Section 1101.M.a of the Pilot Program Permit

a.) On September 22, 2020 the City observed three Bird scooters operating after the 10pm curfew through the third-party mobility manager, Populus. An email was sent to Bird notifying them of this compliance failure and the City gave them until the close of business (COB) to address and resolve the issue immediately.

b.) Bird's engineering team believed there was a software issue with the operating hours commands and the post-operating hours speed limit commands. Bird's engineering team created a revised set of commands and verified that issue was resolved out in the field.



3. Bird Fleet Size | Section 402. of the Pilot Program Permit

a.) In Populus, the City observed that the hourly vehicle count for Bird scooters was over the 250 e-scooter dynamic cap on two separate occasions. The first was on September 24, 2020 from 3pm to 11pm where Bird had an hourly average of 270 e-scooters in the City ROW. The second was on September 26, 2020 from 3pm to 8pm the next day where Bird had an hourly average of 260 e-scooters in the City ROW. The City notified Bird of their compliance failure and asked Bird to address the issue.

b.) Bird determined that the issue arose from the City and Bird using two different measures that resulted in differing vehicle count averages. The City was using an hourly average vehicle count whereas Bird was using a daily average vehicle count which showed Bird complying with the dynamic cap. The City and Bird agreed to use the hourly average vehicle count to avoid any misunderstandings in the future.

4. Operating on Home Game Days | Section 1101.M.b of the Pilot Program Permit

a.) On Saturday, November 14, 2020 Bird scooters remained operational during a University of Nebraska home football game. A total of 358 trips were made on Bird scooters during that day due to “back end errors.” The City responded with a formal written warning stating the following: “...should Permit violations occur again, the City will either revoke the permit or follow city code and file criminal actions as written in Section 12 of the City Ordinance No. 20931.” The written letter also asked Bird to provide a written plan on how they will prevent similar violations from happening again.

b.) Bird responded with a written plan to ensure a similar violation did not happen again. Bird’s engineering team came up with a solution to the “back end errors” and the solution was tested by Bird’s local team to ensure effectiveness. Bird also provided a fail-safe which involved removal of scooters should the need arise. To date no further game day violations have occurred after the written warning.

5. Late Retrieval Response | Section 1101.C of the Pilot Program Permit

a.) On November 28, 2020 a Haymarket property owner emailed the City about two Bird scooters being parked on their private deck. Bird did not address the issue within the two hour retrieval window. The City notified Bird of the issue and Bird realized that they had arrived at the opposite end of the block.

b.) The City has directed Bird to conduct more thorough inspections when receiving calls about relocating or rebalancing Bird e-scooters.

Spin Compliance Warnings

1. Devices Inoperable from 10pm to 7am | Section 1101.M.a of the Pilot Program Permit

a.) On September 4, 2020 a LPD officer witnessed three Spin scooters operating after the 10pm curfew. An email was sent to Spin notifying them of this compliance warning and their need to address the issue immediately.

b.) Spin setup their system so that no rides could start between 10pm and 7am. Spin also agreed to add additional educational screens about Lincoln’s operational hours and not being able to start a trip after 10pm.



2. Geofencing Requirement | Section 1101.O of the Pilot Program

a.) On September 4, 2020 a LPD officer witnessed a Spin scooter operating well outside of the Pilot Program Zone. An email was sent to Spin notifying them of this compliance warning and their need to resolve the geofencing issue by COB or all Spin scooters would be made inoperable and removed from City ROW until issue was resolved.

b.) Spin was able to resolve this issue by implementing an additional layer of No Ride Zones along the border of the service area to ensure Spin scooters cannot operate outside of the Pilot Program Zone.

Injury & Crash Analysis | Of the 33,167 trips taken on Bird and Spin scooters, LPD has documented three medical calls where an e-scooter user either fell and injured themselves or an e-scooter user ran into a pedestrian. One of those medical calls occurred on November 5, 2020 and involved a 73-year-old pedestrian who was struck by a 16-year-old juvenile Bird user illegally riding on the sidewalk. The pedestrian was transported to the hospital and the juvenile was cited with a drive within sidewalk space. Bird now requires any new user to scan a valid Driver's License to confirm user is 18 years or older. Spin has the same policy in place. Additionally, targeted educational and communication efforts have taken place reminding users that riding on the sidewalk is against the law and one may face criminal penalties.

Currently, the state of Nebraska does not consider it an official traffic crash if an e-scooter user:

- Hits a pothole
- Loses control and wipes out
- Hits a parked car
- Strikes a pedestrian or bicycle operator and causes injury

LPD has one documented crash between a motorized vehicle and an e-scooter user. The e-scooter user was riding on the sidewalk and entered the crosswalk when struck by the motorized vehicle. No one was injured and the e-scooter user was cited with violating an automatic traffic signal and released.

Outside of crash reports the City does not have access to additional injury data. Local hospitals do not currently track injury data specific to e-scooters. If LPD is not called there is no way to know about any injuries or crashes. It is also important to note that LPD does not differentiate between City authorized e-scooters and personally owned e-scooters that Lincoln citizens may possess.



Feedback

The City recognizes the importance of feedback and provided people with a variety of options to communicate any questions, comments, or concerns they may have about the Scooter Pilot Program. Lincoln residents and visitors can contact the City by phone, email, or via UPLNK (a free mobile phone app used to report non-emergency quality-of-life issues within Lincoln City limits). The city department largely handling e-scooter related feedback is the City of Lincoln Transportation and Utilities (LTU) Traffic Engineering. People can also contact Bird or Spin through their 24-hour customer service phone number or through their customer service email.

Biweekly meetings were also held with City staff and partners to answer and address any issues or questions that may come up during the Pilot. Those meetings included the following City Staff and partners:

- Lincoln Police Department (LPD)
- Parking Services
- Lincoln Transportation and Utilities (LTU)
- Lincoln Lancaster County Health Department (LLCHD)
- City Attorney's Office
- University of Nebraska (UNL) Planning Staff
- University of Nebraska Police Department (UNLPD)

The following section details some of the feedback received from both the public and City staff and partners over the first six months of the Scooter Pilot Program.

Feedback Categories | Since the inception of the Scooter Pilot Program, LTU's Traffic Engineering has received a total of 74 calls, emails, and UPLNK comments related to e-scooters. More specifically, the City received:

- 7 Calls
- 54 Emails
- 13 UPLNK comments

The feedback has come from a variety of people ranging from local business owners to LPD police officers. The feedback can be broken down into six categories:

1. Sidewalk violations
2. Improper parking
3. E-scooters outside the Pilot Zone
4. E-scooter graffiti
5. General E-scooter Feedback/Questions
6. Other

Figure 5 shows the feedback by categories and their associated percentage amounts.



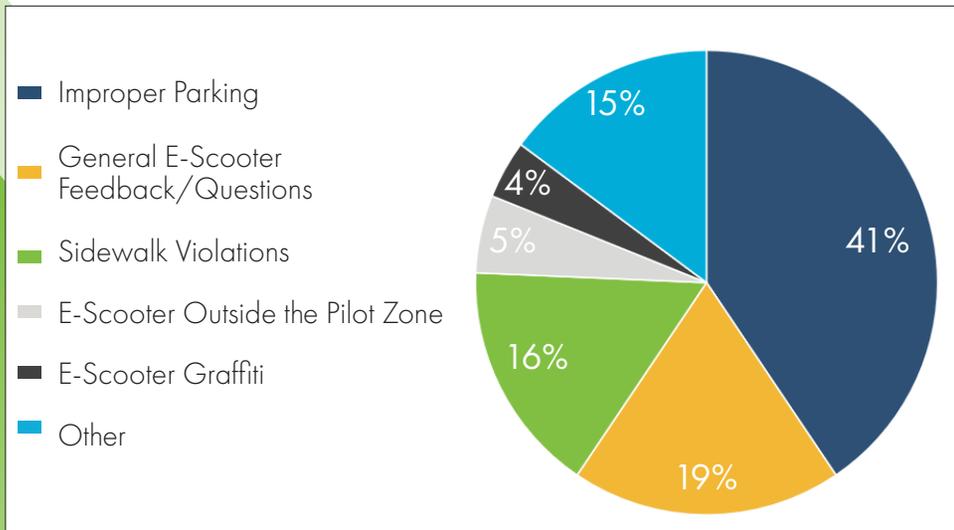


Figure 5: Feedback Categories

Feedback pertaining to improperly parked e-scooters was the most frequently mentioned topic by both the public (e.g. Haymarket residents and business owners) and City staff and partners (Parking Services and UNL). If the issue required immediate attention, the comment would be redirected to the appropriate contact person at Bird or Spin to resolve in a timely manner.

An unexpected issue to appear more than once was e-scooter graffiti. E-scooter tires were used by some to leave tire marks on pavement with vulgar images or words. All parties have been notified of the issue and in some cases immediate action was taken. For example, a pair of e-scooter users were captured on video by Parking Services who then gave Bird the exact location and time of the incident. Bird was able to find both users and suspended their accounts preventing them from renting any Bird e-scooters in the future.

The Lincoln Police Department also received 23 miscellaneous calls for service pertaining to e-scooters that ranged from sidewalk violations to improperly parked e-scooters. It is important to note, however, that LPD does not distinguish between personally owned e-scooters and those participating in the Pilot Program. As mentioned earlier e-scooter users can also contact the participating scooter companies with any questions, comments, or concerns. Bird reported receiving 16 retrieval requests while Spin reported five retrieval requests from Lincoln users.

User Survey | LTU’s Traffic Engineering department created a user survey that was circulated by both Bird and Spin to their existing Lincoln user bases. The goal of the survey was to gain a better understanding of the public perception of the Scooter Pilot Program from the perspective of current e-scooter users. The survey was live from December 21, 2020 to February 8, 2021 and received 76 survey participants. The user survey consisted of 27 questions with an average response time of about five minutes. The full list of questions along with the results can be found in **Appendix C**. Some high-level findings generated by the user survey can be found here:

At a Glance: User Survey Findings

Almost **53%** of users said they were “very supportive” of the Pilot Program continuing as is.

About **46%** of users said they first tried an e-scooter because it looked fun/were curious to try it out. Another **31%** said they first tried an e-scooter because of the relative ease of traveling.



When asked about users' familiarity with local e-scooter operating and parking rules:

- About **76%** of users said they were "very familiar" or "somewhat familiar" with local operating rules.
 - **However, 33%** of users are "not aware" that riding on sidewalks is against the law.
- About **75%** of users said they were "very familiar" or "somewhat familiar" with local parking rules.
 - **However, almost 57%** of users were unaware of the city designated scooter parking locations around the perimeter of the downtown UNL campus.

About **69%** of users feel "very safe" or "safe" when riding an e-scooter.

Availability, Price, & Ease of Use are the top three reasons why users will continue to ride e-scooters.

If an e-scooter wasn't available:

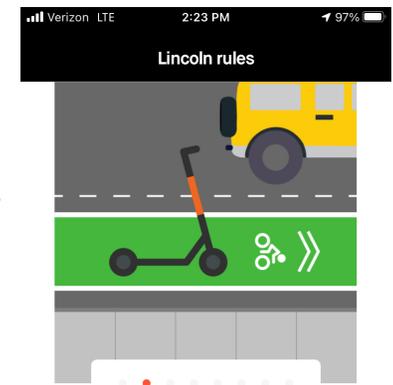
- About **56%** of users would have walked.
- About **19%** would have used a personal vehicle.

Of e-scooter users who participated in the survey:

- About **70%** are between the ages of 18 and 34
- About **70%** identify as male
- Almost **80%** are White
- Only **21%** of those who participated in the user survey identify as "full-time students"

Safety, Education, & Public Engagement

The safety of e-scooter users and pedestrians is the City's top priority with the Scooter Pilot Program. As such, the City has coordinated with both scooter companies to ensure that safety is always prioritized through their messaging and educational efforts. For example, Bird and Spin altered their in-app messaging to reflect the City's concerns around sidewalk riding and improperly parked e-scooters.



Follow the Rules of the Road

Ride in bike lanes and on low-traffic streets, in the direction of traffic.
Riding on sidewalks is not allowed in your community.

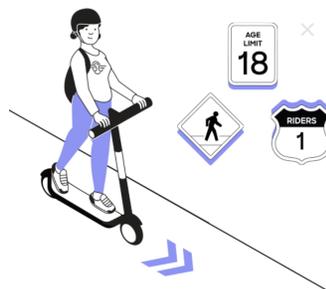
OKAY



LTU is also actively coordinating with multiple City departments to strengthen communication around safety, education, and public engagement efforts with Lincoln residents and visitors. Below is a list of additional communication and educational efforts that have been undertaken by the scooter companies and the City.

Scooter Companies

- In-app messages that alert users as soon as they open the app that e-scooters are not to be ridden by users under the age of 18 and users should not ride on sidewalks.
- Bird and Spin have sent emails to users letting them know that if they ride e-scooters on downtown Lincoln sidewalks they could face a fine if found violating city code.
- Spin also installed stickers on their scooter fleet with a message reminding users not to ride on sidewalks.



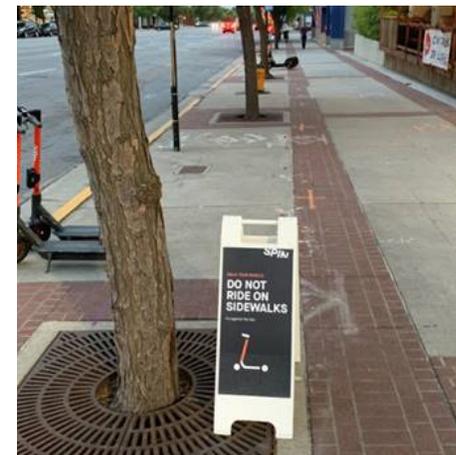
Underage riding will result in a ban from the Bird platform

- Join our Rider Promise:
- Riders must be 18+ (underage riders will be fined & accounts terminated)
 - Do not block sidewalks or ramps
 - No riding on sidewalks
 - Do not ride impaired or distracted

I'M IN



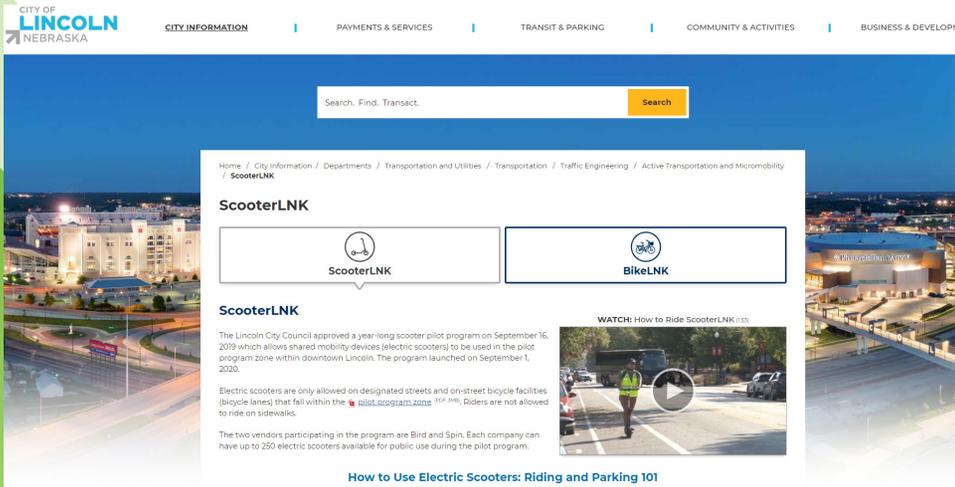
- Additionally, Spin placed small A-Frames boards along City Right-of-Way reminding users not to ride on sidewalks.



City Staff

- City staff and partners along with both scooter companies coordinated a safety and educational event that took place on August 29, 2020. The main goal of this event was to expose Lincoln residents to e-scooters and educate potential users on the City's operating and parking rules.
- LTU staff created a webpage for the Scooter Pilot Program where one can find information on the operating and parking rules as well as the customer service contact information for Bird and Spin.
 - On the webpage the City officially named the Pilot Program, ScooterLNK.
 - Additionally, LTU staff created a frequently asked questions (FAQ) section to further assist Lincoln e-scooter users with answers to scooter pilot questions.





- LTU staff created an educational video detailing the top six things someone should know before riding an e-scooter.



- LTU staff has created a myriad of social media templates related to the Scooter Pilot Program that have been posted through LTU's social media channels (e.g. Instagram, Facebook, and Twitter).

WHERE SHOULD SCOOTERS PARK?

Shared Micromobility in Downtown Lincoln

ScooterLNK

Park scooters within the furniture/landscape area of the City sidewalk. Some examples include:

Bike racks

Trash cans

Landscaping

Always make sure to allow at least **4-feet** of usable pedestrian walking space.

Lincoln Transportation and Utilities (LTU) wants to remind users where to park scooters. #LTULNK #scooterlnk #LNK

ScooterLNK Age Requirements

SHARED MICROMOBILITY IN DOWNTOWN LINCOLN

- A scooter user must be **18 years or older** to ride a scooter
- A scooter user must also have a **valid driver's license**

#ScooterLNK

Stay Informed. Be Safe. Have Fun.

Lincoln Transportation and Utilities (LTU) wants to remind users where to park scooters. #LTULNK #scooterlnk #LNK



- LTU staff tested the geofencing capabilities of both scooter companies during the first week of the Pilot Program to ensure that they were complying with the permit. Any issues found were communicated to Bird or Spin and resolved in a timely manner.
- City staff continues to address feedback received from the public and other city departments and partners.
 - For example, Parking Services provided feedback on e-scooters being found in parking garages. That information was immediately relayed to both scooter companies. Bird and Spin resolved the issue by making parking garages prohibited zones for e-scooter users.
- LTU staff has conducted bi-weekly meetings with both scooter companies to discuss any questions or feedback.
- LTU staff also conducted bi-weekly meetings with other city departments and partners to discuss any questions or feedback.
- LTU staff presented the Scooter Pilot Program to the Pedestrian and Bicycle Advisory Committee (PBAC) as well as the Lincoln Southeast Kiwanis Club.
- LTU staff was also invited to answer any questions, comments, or concerns pertaining to the Pilot Program during a Lincoln Haymarket Development Corporation (LHDC) meeting.

Overall, the City is actively working with city partners and the scooter companies to produce educational materials that inform potential riders about safety precautions, operating rules (e.g. no riding on sidewalks and no riders under the age of 18) and the rules of the road. The City will continue to work with other city departments and partners, as well as Bird and Spin to ensure the scooter pilot program continues to prioritize the safety of the riders, as well as pedestrians.



Recommendations

The City recognizes e-scooters have the potential to advance Lincoln's transportation goals. As such, near-term and future program recommendations are listed below. These recommendations ensure the Scooter Pilot Program continues to prioritize the safety of e-scooter users and pedestrians while also working towards providing an accessible and equitable shared micromobility program for all.

Near-Term

1. Establish additional city designated scooter parking locations in high traffic areas like the Haymarket. These additional scooter parking locations will help address feedback around improperly parked e-scooters.
 - Five city designated scooter parking locations have been created in the Haymarket in partnership with Traffic Engineering, Urban Design, and the Lincoln Haymarket Development Corporation (LHDC). The following map shows the five locations in more detail.



P1



Designated scooter parking location at N. 7th and R Street

P2



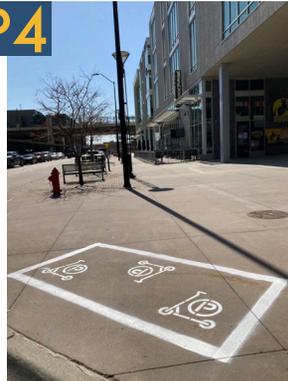
Designated scooter parking location at N. 8th and R Street

P3



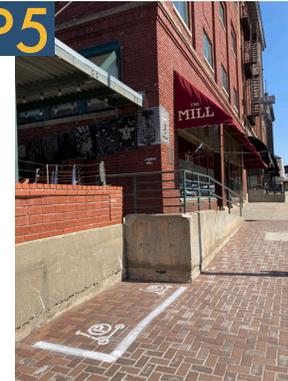
Designated scooter parking location at N. 7th and Q Street

P4

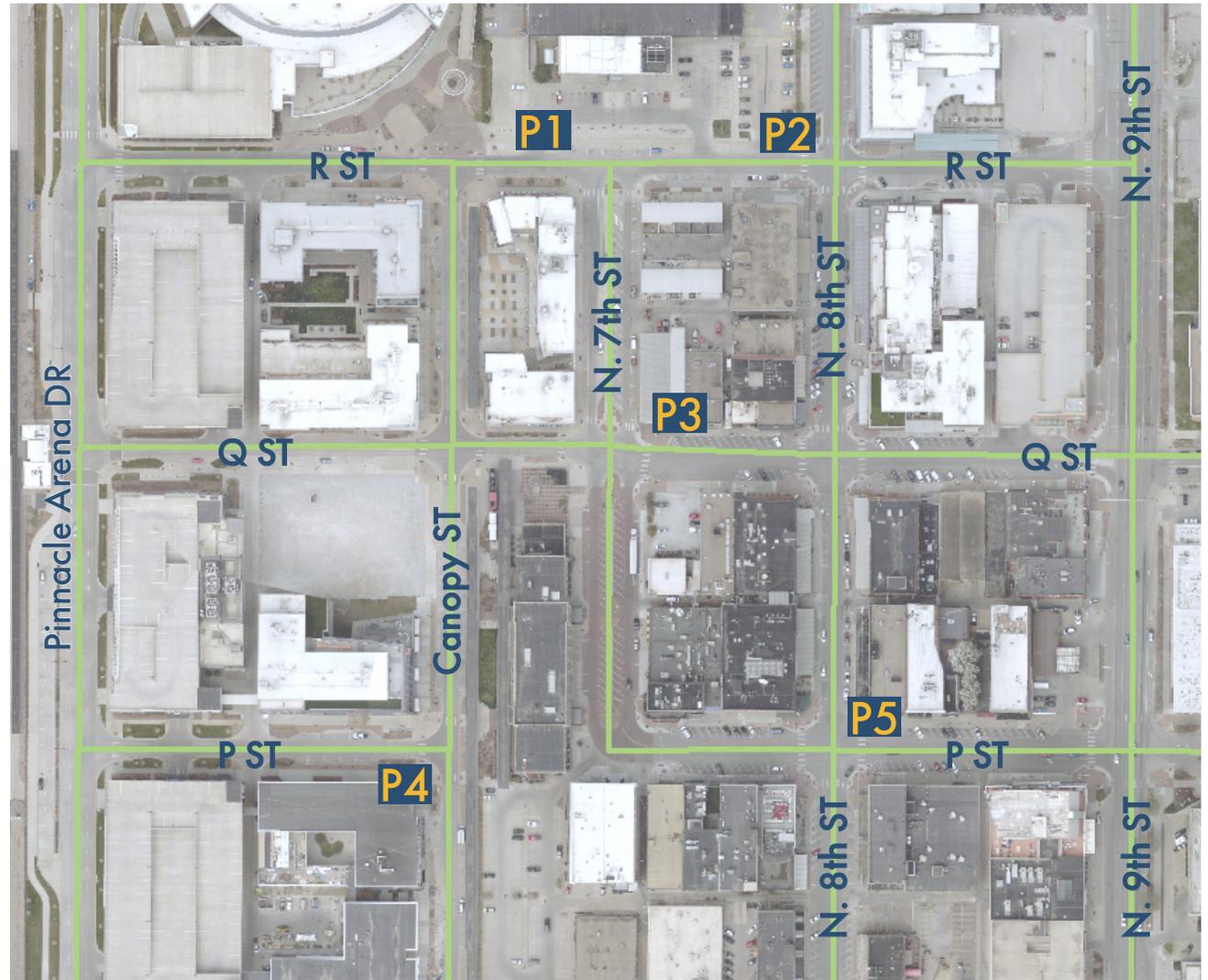


Designated scooter parking location at Canopy and P Street

P5



Designated scooter parking location at N. 8th and P Street



2. Conduct e-scooter observations in the summer months. This will allow the City to better understand and document user behavior and adapt as needed.
3. Expand public engagement efforts around e-scooter education and safety. Educating the public on safe e-scooter riding and parking behavior will help mitigate sidewalk riding and improper parking concerns.
4. Continue to utilize LTU's social media platforms and the ScooterLNK webpage to effectively communicate safety and educational materials.

Future Program Recommendations

1. Expand the Pilot Program Zone to include more of the Near South neighborhood.
2. Development of opportunity zones to ensure e-scooters are accessible by equitably distributing e-scooters across the Pilot Program Zone.

3. Increase awareness around low-income discount programs to ensure users utilize these scooter company programs.
4. Review the City's existing Scooter Pilot Permit and evaluate the effectiveness of the existing terms and conditions.
 - Consider parking fees in high-traffic areas to mitigate the number of deployed scooters in certain locations over an extended period.
 - Evaluate the potential of increasing per-ride fees.
 - Consider adding language regarding winter scooter operations to the Operations section of the permit.
5. Develop a process for transitioning from a pilot program to a long-term shared micromobility program.



Appendix A: Scooter Pilot Permit

CITY OF LINCOLN, NEBRASKA SHARED MOBILITY OPERATOR PILOT PROGRAM PERMIT

THIS SHARED MOBILITY OPERATOR PILOT PROGRAM PERMIT (“Permit”) is issued on this _____ day of _____, 2020, (the “Effective Date”) by the City of Lincoln, Nebraska, a Municipal Corporation (“City”) to VENDOR (“Permittee”). This permit authorizes Permittee to conduct operations, pursuant to the terms below, in the City right-of-way within the Pilot Program Zone.

PERMITTEE QUALIFICATIONS

The City issued a Request for Qualifications, (RFQ), for the purposes of inviting vendors to participate in a shared mobility device pilot program for the regulation of operation of shared mobility devices as contemplated by City of Lincoln Ordinance 20825 enacted September 23, 2019 and amended by Ordinance 20931 on June 15, 2020; and

Permittee provides electric scooters as part of a shared mobility device operator and was selected by City to implement its operation within the pilot program boundaries; and

Permittee’s operation requires use of the City’s right-of-way within the prescribed areas described in this Permit (“the Pilot Program Zone”); and

City issues this Permit to establish the terms and conditions of the Permittee’s operation in the Pilot Program Zone and to ensure the safety and welfare of all users of the public right-of-way.

ARTICLE I SCOPE & TERM OF PERMIT

Section 101. Scope. The purpose of this Permit is to govern the operation of shared mobility devices by Permittee within the Pilot Program Zone during the Pilot Period and to ensure that such operation is administered in manner that ensures the safety of all users of the City public right-of-way.

Section 102. Term. Permittee may deploy its Shared Mobility Device fleet no earlier than September 1, 2020. Permittee must satisfy all preconditions to operation outlined below prior to launch. This Permit, unless earlier terminated as provided below, and shall expire on September 1, 2021.

ARTICLE II DEFINITIONS

Section 201. For the purposes of this Permit, the listed terms shall have the following meaning:

Director: The Director of Lincoln Transportation & Utilities or his/her designee.

Electric Foot Scooter: Any motor vehicle weighing less than 100 pounds which is powered by an electric motor and has two or three wheels, handlebars, and a floorboard that can be stood upon while riding.

Minimum Utilization Rate (MUR): minimum average number of daily rides per device calculated by dividing the sum of total daily rides within City over a 7-day period by the total devices available daily during the same timeframe. For Dynamic Capping purposes, the MUR for Electric Scooters is three (3) rides per day per device for expansion.

Pilot Program Zone: a defined area within the City of Lincoln where Permittee shall be permitted to operate during the pilot period. Pilot Program Zone is attached hereto as **Attachment A**.

Shared Mobility Device Parking Zone: a defined area designated and marked by the Director as preferred for parking of Shared Mobility Devices.

Shared Mobility Device: Indicates any self-service vehicle made available for shared use to individuals on a temporary basis that is displayed, offered or placed for use on any public property. Shared mobility devices may include, but are not limited to, Shared Electric Foot Scooters.

ARTICLE III MINIMUM SAFETY REQUIREMENTS

Section 301. Any electric scooters deployed by Permittee for participation in this pilot program shall, at a minimum, meet the following criteria:

- A. At launch, Permittee’s entire fleet must consist of the latest generation model of e-scooter employed by Permittee. Director may waive or alter this provision upon Permittee’s written request and demonstration that all models of e-scooters in Permittee’s fleet, regardless of generation, meet or exceed industry safety standards, sub-sections B-D of this section, and Article V of this agreement.
- B. Must have a maximum speed of 15 mph or less;
- C. Must be designed to be operated in a stand-up mode;
- D. Must have an electric motor of 750 watts or less;
- E. Must have a front light that emits white light visible at 500 feet to the front and a rear red light visible at 300 feet to the rear;
- F. Must have hand brakes compliant with CFR Title 16 Chapter II Subchapter C § 1512.5 (a maximum braking distance of 15 feet when braking with a user of 150 lbs. from a speed of 15 mph)

The City reserves the right to terminate this Permit if the electric scooters deployed by Permittee are determined by Lincoln Transportation & Utilities (LTU) to be unsafe for public use.

Section 302. Permittee shall provide a monitored mechanism for customers to notify Permittee during all hours of operation that there is a safety or maintenance issue with any of Permittee’s Shared Mobility Devices.



Section 303. Permittee shall have Commercial General Liability Coverage and additional coverages that include the terms contained in the Shared Mobility Device Insurance Requirements (**Attachment B**).

Section 304. Permittee shall notify the user, prior to allowing operation, of the following:

- A. Boundaries of the Pilot Program Zone (**Attachment A**)
- B. Failure to wear a helmet while using this Shared Mobility Device can result in injury or death, even in low speed collisions or falls.
- C. Pursuant to Lincoln City Ordinance (**Attachment C**), Shared Mobility Device users shall not ride on the sidewalk in the Pilot Program Zone.
- D. All users of motorized Shared Mobility Devices must be over the age of 18 and hold a valid operator's permit.
- E. Proper usage around railroad tracks, construction areas and other common local hazards.
- F. The following language related to personal insurance coverage: "Your insurance policies may not provide coverage for accidents involving the use of this scooter. To determine if coverage is provided, you should contact your insurance company or agent."
- G. Electric Scooters shall not be carried on StarTran buses.
- H. Electric Scooters shall not be ridden on multi-use paths (i.e., City trails).
- I. Any and all additional safety-related information as required by the Director.

Section 305. Permittee acknowledges that the City of Lincoln is not responsible for educating users regarding helmet requirements and other laws. Neither is the City responsible for educating users on how to safely ride or operate a Shared Mobility Device. Permittee agrees to educate users on complying with applicable laws and safely riding and operating a Shared Mobility Device in the City of Lincoln and to instruct users to wear helmets.

ARTICLE IV FLEET SIZE

Section 401. At launch, Permittee may deploy no more than **250** total Electric Scooters.

Section 402. Dynamic Cap

- A. After launch, Permittees may increase their fleets by written request to the Director
 - i. Each request must be accompanied by documentation demonstrating a Minimum Utilization Rate (MUR) of three (3) or greater rides per day
 - ii. City will verify documentation using real-time (if available) and historical data
 - iii. City will issue a final adjustment decision within 14 business days of receipt of the written request
- B. Beginning thirty (30) days after deployment and continuing monthly thereafter, the Director will review Permittee fleets for utilization below, at or exceeding the MUR.

- i. Upon determining that a Permittee fleet has not met an MUR of two (2) rides per vehicle per day during the preceding week, City may issue a formal notice of removal
 - ii. Permittee fleets with utilization below an MUR of two (2) rides per vehicle per day must remove the number of devices necessary to meet or exceed an MUR of at least two (2) rides per device per day within forty-eight (48) hours of City's formal notice.
- C. In evaluating fleet adjustment requests and notices of removal, City will consider the following factors in making its adjustment decision:
 - i. Market needs
 - ii. Total number of Shared Mobility Devices deployed
 - iii. Utilization
 - iv. Permittee performance and compliance
 - v. Public safety
 - vi. Criteria outlined in this Permit

ARTICLE V VEHICLE REQUIREMENTS

Section 501: Identification

- A. All Permittee devices shall display a unique device identification number, clearly visible from a distance of at least 30 feet
- B. All Permittee devices shall display customer service contact information, including at least one (1) method capable of response with two (2) hours or less during all hours of operation
- C. All Permittee devices shall display clear safety and operating instructions

Section 502. Technology. All Permittee devices shall, at a minimum, have the following operational components:

- A. Onboard GPS system
- B. Theft deterrence and security hardware
- C. Warning bell or other sound device
- D. Lighting per the Minimum Safety Requirements
- E. A maximum speed of 15 mph or less
- F. Hand brakes compliant with CFR Title 16 Chapter II Subchapter C § 1512.5 (a maximum braking distance of 15 feet when braking with a user of 150 lbs. from a speed of 15 mph)
- G. Geo-fencing capabilities that, at a minimum, prevent a User from ending a trip within a defined Prohibition Zone as defined by the Director

Section 503. Shared Scooters shall meet US Consumer Product Safety Commission (CPSC) standards for weight bearing and any other state and national standards



**ARTICLE VI
MAINTENANCE**

Section 601. Permittee shall ensure that all fleet devices are in good working order and safe to operate.

Section 602. Permittee shall provide monthly maintenance reports reflecting regular maintenance performed, repairs and devices taken out of service on a per device basis, along with a brief summary of the issue and whether it was resolved.

Section 603. Inoperable fleet devices shall be removed from City right-of-way within two (2) hours of notification

Section 604. Fleet devices no longer utilized will be expected, to the extent possible, to be sustainably retired from service, either by donation, recycling of component materials, or other reuse.

**ARTICLE VII
INDEMNIFICATION, BOND, AND INSURANCE REQUIREMENTS**

Section 701. Permittee Indemnification of City. Permittee shall defend, indemnify, and hold harmless City and any of its agencies, officials, officers, and employees from and against all claims, damages, liability, losses, costs and expenses, including reasonable attorneys' fees, arising out of or resulting from acts or omissions in connection with the performance under this Permit by Permittee, Permittee's employees, agents, or contractors, or others for whom Permittee is legally liable. Permittee shall be released from its obligations under this section if the loss or damage was caused solely by the willful misconduct or negligence of the City, its agencies, officials, officers, or employees. Permittee shall be released from its obligations under this section if the loss or damage was caused solely by the City's negligent construction or maintenance of public infrastructure. In the event Operator and City are both liable, liability shall be apportioned comparatively. This Permit requires Permittee to obtain specified limits of insurance to insure the indemnity obligation and claims filed against such insurance shall be limited to claims in which the Operator has agreed to indemnify the City.

Section 702. User Indemnification

Permittees will include in its rider user agreement a requirement that all persons or entities using Permittee's device forever releases and relinquishes and discharges the City of Lincoln from any and all claims, demands, disputes, losses liabilities, debts liens, charges, penalties, proceedings, causes of action and damages, including for personal injury, wrongful death, property damage, and injury to the rider or third parties which arise from or are related directly or indirectly to Permittee's operation under this permit. Permittee shall provide a copy of its user agreement to City for review and approval.

Section 703. Insurance Requirements.

- A. Prior to operation, Permittee shall provide adequate documentation of compliance with Shared Mobility Device Pilot Program Insurance Requirements (**Attachment B**).
- B. Permittee shall maintain required insurance at all times during the Pilot. Failure to do so will result in immediate termination of this Permit and participation in the pilot program.

Section 703. Bond Requirements. Permittees shall present a bond amount in cash, escrow agreement, or letter of credit of **\$30.00** per fleet vehicle as a performance bond to ensure adherence to and compliance with Pilot requirements

**ARTICLE VIII
FEES**

Section 801. Permittee shall pay an initial one-time Pilot Program Permit Fee of \$7,500.00 by no later than August 21, 2020. Permittee shall in addition pay City a per-ride fee of \$0.15 per trip for the duration of the Pilot Program. Per-ride fees shall be billed in arrears on the first day of each month for all rides occurring in the month prior.

Section 802. Monthly per-ride payments must be received by the City no later than the 5th calendar day of the month or financial penalties may be applied to the Permittee.

Section 803. Any fees or reasonable costs arising from the need for City staff, or its designee, to relocate, remove, and store a Shared Mobility Device from any location where a Shared Mobility Device is prohibited shall be equal to the City staffs', or its designee's, hourly rate plus fifteen percent (15%).

Section 804. If the City incurs any costs addressing or abating any violations of these permit requirements or incurs any costs of repair or maintenance of public property, upon receiving written notice of City costs, the Permittee shall reimburse the City for such costs within thirty (30) days.

**ARTICLE IX
USER ENGAGEMENT, EDUCATION, AND SAFETY**

Section 901. During the Pilot Program, Permittee will hold at least two (2) "first ride" or other instructional public safety sessions to educate users on the legal and safe operation of the shared mobility device. One session shall be held within fourteen (14) days prior to launch and in coordination and cooperation with all other Pilot Program Permittees. Failure to cooperate and participate in the initial training session shall result in Permittee's suspension of authority to operate under this Permit until said training is conducted.



Section 902. Permittee will make available to Lincoln users (in-person, or by mail or other means) a minimum of 100 helmets, at no cost. Permittee will make available to all Lincoln users (in-person, or by mail, or other means) a helmet at a discount rate of at least 50%. Permittee shall make available to each Lincoln participant in its low-income program a helmet at no cost.

Section 903. Permittee will coordinate and cooperate with City in City’s production of other Shared Mobility Device education and public safety efforts.

Section 904. Permittee shall provide City with a description of its Centers for Disease Control- compliant sanitation plan related to the COVID-19 pandemic.

ARTICLE X DEPLOYMENT, PARKING, & REBALANCING

Section 1001. Permittees shall not deploy their fleet:

- A. Outside the Pilot Program Zone (**Attachment A**)
- B. Within transit shelters
- C. Within 15’ of docked bikeshare stations
- D. In public parks
- E. On private property without written permission from the property owner
- F. In such a way that would interfere with a minimum of 4 feet of unobstructed walking space on a sidewalk (paved or unpaved). Within 15 feet of any ingress or egress of any building with frontage on City right-of-way
- G. In violation of any local, state or federal law, rule or regulation, including the Permit Requirements
- H. In any Director-defined Prohibition Zone

Section 1002. Permittees shall deploy their fleet:

- A. In the “street furniture” area of the sidewalk, adjacent to the curb, leaving at least four (4) feet of pedestrian clear zone
- B. Pursuant to a Deployment and Parking Plan developed in consultation with the Director

Section 1003. Permittees are encouraged to deploy their fleet:

- A. Near transit zones and parking garages.
- B. Demarcated Parking Areas, if available.

Section 1004. Restrictions to Shared Mobility Device Parking on sidewalks

- A. Electric scooters shall NOT be parked:
 - i. Within 15 feet of intersections
 - ii. Within transit zones, including StarTran stops, shelters, boarding platforms, passenger waiting areas and bus layover and staging zones
 - iii. Within loading zones
 - iv. Within disabled parking zones
 - v. Within the street furniture that requires pedestrian access (e.g. benches, parking pay stations, bus shelters, transit information signs, etc.)

- vi. On curb ramps
- vii. On entryways to buildings or alleys
- viii. On driveways

Section 1005. Shared Mobility Devices shall be parked:

- A. Within the furniture/landscape area of the City sidewalk public right-of-way
- B. To allow at least 4 feet of usable pedestrian walking space at all times
- C. In City-designated parking areas and corrals

Section 1006. The City reserves the right to determine certain block faces where shared mobility device parking is prohibited.

Section 1007. As a component of City’s shared mobility device regulation, City retains the right to create stations and corrals in certain areas within the Pilot Program Zone where Shared Mobility Devices may be parked and/or where Shared Mobility Device users shall not end trips. Permittees shall abide by such designations upon notice by notifying users of such designated areas and, if applicable, not allowing violating users to end a perform trips in prohibited areas.

Section 1008. Any Shared Mobility Device that is parked in one location for more than 48 consecutive hours without moving may be removed by City of Lincoln crews and taken to a City facility for storage at the expense of the Permittee. City shall invoice the violating Permittee for the actual cost of removal and storage.

Section 1009. All Permittees shall provide, on every Shared Mobility Device, contact information for Shared Mobility Device relocation requests.

Section 1010. Shared Mobility Devices shall be upright when parked.

Section 1011. Any Shared Mobility Device that is parked incorrectly shall be re-parked in a correct manner or shall be removed by the Permittee based on these times:

- D. 7am to 10pm - within two hours of receiving notice,
- E. All other times – within 8 hours of receiving notice.

Section 1012. Rebalancing. Permittees shall consistently and timely rebalance their fleet throughout hours of operation to ensure proper parking and adequate availability.

ARTICLE XI OPERATIONS

Section 1101. Permittees shall be generally allowed to operate in the City right-of-way between the hours of 7am and 10pm, subject to the restrictions below.



- A. All Permittees under the pilot permit program shall have a staffed operations center in the City of Lincoln staffed by at least one (1) Permittee employee.
- B. All Permittees under the pilot permit program shall have a 24-hour customer service phone number for customers to report safety concerns, complaints, or ask questions. Phone number shall be clearly displayed on each Shared Mobility Device. The City shall refer members of the public who report concerns regarding Shared Mobility Devices to contact the Permittee via the required toll-free phone number or and may publish this required contact information on its website, social media platforms, and in other literature or educational materials.
- C. All Permittees under the pilot permit program shall provide City with a direct contact for Permittee staff that are capable of rebalancing Shared Mobility Devices and address any other City concerns. All permittees under the pilot permit program shall relocate or rebalance Shared Mobility Devices based on these times:
 - a. 7am to 10pm - within two hours of receiving notice
 - b. All other times – within 8 hours of receiving notice.
- D. All Permittees shall have on file with City a performance bond or other surety of \$30.00 per device. The form of the bond or surety shall be approved by City. These funds shall be accessible to City for any Shared Mobility related expense incurred by Permittee or Permittee’s users, including, but not limited to: future public property repair and maintenance costs, removing and storing Shared Mobility Devices improperly parked, or if Permittee is not present to remove Shared Mobility Devices if this permit is terminated. If a Permittee increases the size of their fleet, the performance bond shall be adjusted appropriately before deploying additional Shared Mobility Devices.
- E. Any inoperable Shared Mobility Device, or any Shared Mobility Device that is not safe to operate shall be removed from the right-of-way within 2 hours of notice by any means to the Permittee by any individual or entity, and shall be repaired, if possible, before putting the Shared Mobility Device back into revenue service, or permanently removed from revenue service.
- F. City may determine by Director’s approval additional or altered conditions of operation based on data received as part of the data sharing requirements specified below, community input and/or for the protection of public health and safety.
- G. Every Shared Mobility Device shall have a unique identifier that is clearly visible from a distance of 30 feet or more.
- H. If LTU or any other City department or office incurs any costs addressing or abating any violations of these requirements or incurs any costs of repair or maintenance of public property, upon receiving written notice of the City costs, the Permittee shall reimburse City for such costs within 30 days.
- I. Permittees shall notify City if they plan to request a change in their initial fleet size at least two (2) weeks before deployment.
- J. City reserves the right to terminate this Permit at any time and require that the entire fleet of Shared Mobility Devices be removed from Lincoln right of way. The

- decommissioning shall be completed within seven (7) days unless a different time period is determined by City.
- K. Dynamic Cap.
 - a. After launch, Permittees may increase their Electric Scooter fleets by written request to the Director. Each request must be accompanied by documentation demonstrating:
 - i. A MUR of at least three (3) rides per day
 - b. City will verify documentation using real-time (if available) and historical data. City will then issue a final adjustment decision within 14 days of receipt of the written request and supporting documentation. For approved fleet increases, all bonds for the added Electric Scooters must be posted 5 days prior to deployment. Beginning 30 days after deployment and continuing monthly thereafter, the Director will review Permittee fleets for utilization below, at or exceeding the MUR. Upon determining that a Permittee fleet has not met an MUR of at least 2 rides per vehicle per day during the preceding week, City may issue a formal notice of removal. Permittee fleets with utilization below the 2 rides per vehicle per day MUR must remove the number of devices necessary to meet or exceed the 2 rides per vehicle per day MUR within 7 days of receipt of City’s formal notice. In evaluating fleet adjustment requests and notices of removal, City will consider the following factors in making its adjustment decision:
 - i. Market needs
 - ii. Total number of Shared Mobility Devices deployed
 - iii. Utilization
 - iv. Permittee performance and compliance
 - v. Equitable deployment
 - vi. Public safety
 - vii. Criteria outlined in this Permit
- L. Applicant must have the ability to remotely lock-down individual Shared Mobility Devices and/or their entire fleet for reasons determined by the applicant and/or the City of Lincoln.
- M. Shared Scooter operations will not be allowed, and devices shall be made inoperable during the following times/events:
 - a. 10:00 P.M. to 7:00 A.M.
 - b. University of Nebraska home football game days
 - c. Days when Lincoln Public Schools are not in session due to weather conditions
 - d. When the Chief of the Lincoln Police Department or the Director makes a request to temporarily halt Shared Mobility Device Operation in the interest of public health or safety or law enforcement operations.
 - e. When operation conflicts with Directed Health Measures issued by any governmental entity.
- N. Inclement Weather: On days where severe weather is anticipated, Permittee may halt or reduce is operations. On days where snow is anticipated, absent school cancellation



by Lincoln Public Schools, Permittee may use its discretion as to whether it should remove its devices from City right-of-way. Permittee shall be liable for all claims resulting from continuing its operations during severe weather. Permittee shall not hold City liable for damaged to shared mobility devices caused by City's snow removal operations.

- O. Permittee shall restrict deployment, parking, and operation in City-specified geographic locations where Shared Scooters are not permitted through Geofencing or other technology. Restricted areas include but may not be limited to the University of Nebraska-Lincoln City and East campuses and any area outside of the Pilot Program Zone. Operation of Shared Mobility Devices during the pilot program will be restricted to on public streets only within the geographic area defined below and illustrated on the Pilot Program Zone Map [Attachment A]
- a. R Street, 12th Street to 16th Street
 - b. 16th Street, R Street to Vine Street
 - c. Vine Street, 16th Street to Antelope Valley Parkway
 - d. Antelope Valley Parkway, Vine Street to K Street
 - e. K Street, Antelope Valley Parkway to 16th Street
 - f. 16th Street, K Street to H Street
 - g. H Street, 16th Street to 7th Street
 - h. 7th Street, H Street to N Street
 - i. N Street, 7th Street to Pinnacle Arena Drive
 - j. Pinnacle Arena Drive, N Street to 8th Street
 - k. 8th Street, Pinnacle Arena Drive to R Street
 - l. R Street, 8th Street to 9th Street
 - m. 9th Street, R Street to Q Street
 - n. Q Street, 9th Street to 12th Street
 - o. 12th Street, Q Street to R Street
- P. Operation of Shared Scooters shall not be permitted on elevated structures including, but not limited to, those listed below:
- a. Harris Overpass (O Street, west of 9th Street)
 - b. Rosa Parks Way
 - c. Pedestrian overpasses adjacent to and north of Pinnacle Bank Arena

ARTICLE XII DATA SHARING

Section 1201. Whenever possible, Permittees shall provide City, or City's designated third-party data-collection agent, with real time information on permitted Shared Mobility Devices within City through a documented application program interface (API).

- A. Permittee shall obtain the relevant API key from City prior to operation to allow for immediate reporting.
- B. Real time data, if available, shall be provided in Mobile Data Specification or General Bikeshare Feed Specification (GBFS) or (MDS) format.

- C. Real time data, if available, should be updated or "ping" every 90 seconds or less.
- D. GPS data shall be provided by GPS equipment permanently affixed to the Shared Mobility Devices and not by MSE customer phones.
- E. Minimum real time data shall include (for each Shared Mobility Device):
 - i. Point location (Latitude/Longitude WGS84 decimal degrees format to at least three (3) decimal places)
 - ii. Shared Mobility Device identification numbers
 - iii. State of charge

Section 1202. All data may be published to the pursuant to a public records request to the extent permitted by law.

Section 1203. Permittee shall provide City with anonymized trip record data and ride activity data for all trips occurring during the Pilot Program Period. Such data shall be provided, via an Application Programming Interface (API) in Mobile Data Specification or General Bikeshare Feed Specification (GBFS) or (MDS) format.

Section 1204. Permittee shall report calculated fleet MUR monthly.

Section 1205. If requested by City, Permittee shall distribute a customer survey, to be provided by City, to all users no more than once quarterly.

Section 1206. Permittee shall keep a record of maintenance activities, including but not limited to device identification number, date, and maintenance performed. These records shall be sent to City monthly.

Section 1207. Permittee will keep a record of reported collisions, including but not limited to Shared Mobility Device identification number, date and time, and brief description of the collision. These records will be sent to City monthly.

Section 1208. If collected, Permittee shall report the aggregated breakdown of customers by gender and age monthly. Gender will be reported by male, female, and other. Age will be reported into these age groups: 18-24, 25-34, 35-44, 45-54, 55-64, 56 and over.

Section 1209. Permittee agrees to City using third-party data collection for evaluation and compliance monitoring of the Shared Mobility Device Pilot program. Data will be shared with the third party only for the purposes of evaluation and/or enforcement of the requirements in this Pilot Program. Note: if a public records request is submitted that could result in City sharing data required by this permit, City will notify Permittee prior to sharing data.



**ARTICLE XIII
DATA PRIVACY**

Section 1301. Permittee shall provide a Privacy Policy that safeguards customers’ personal, financial and travel information and usage including, but not limited to, trip origination and destination data.

Section 1303. Permittee shall employ an electronic payment system or contract with a vendor that offers an electronic payment system that is compliant with the Payment Card Industry Data Security Standards (PCI DSS). Each transaction shall include the identification number corresponding to the make and model of the Shared Mobility Device registered with the City.

Section 1304. Permittee must provide customers with clear, prominent notification about what data will be accessed (e.g. location services, camera, contacts, photos etc.) and explain how and why data will be used. Notification must be active (e.g. affirmative confirmation-required to continue) and may not be buried in larger terms-of-service notifications.

Section 1305. Permittee must allow customers to opt-in (not opt-out) to providing access to their contacts, camera, photos, files, other private data and 3rd party data sharing.

**ARTICLE XIV
ENFORCEMENT TERMINATION**

Section 1401. While City endeavors to incentivize best practices and proper community stewardship among Permittees, it reserves the right to take any of the following actions, in addition to all other remedies available at law, upon non-compliance with Pilot terms and conditions:

- A. Written notification and warning
- B. Fines and restitution
- C. Impounding Shared Mobility Devices
- D. Temporary Permit Suspension
- E. Permit Termination

Section 1401. Notwithstanding anything to the contrary herein, Permittee or City, for any reason, or for no reason, may terminate this Permit prior to the conclusion of the Pilot Program, upon delivery of at least ten (10) days written notice of the receiving party prior to the intended termination date.

**ARTICLE XV
MISCELLANEOUS PROVISIONS**

Section 1401. Notice. All notices required by this Permit shall be in writing sent by regular U.S. mail, postage prepaid, or delivered by courier to the following:

CITY:

Mark Lutjeharms
Manager, Traffic Engineering
945 West Bond St., Suite 200
Lincoln, NE 68521

With copy to:

Abigail Littrell
Assistant City Attorney
555 S. 10th Street, Ste. 300
Lincoln, NE 68508

PERMITTEE:

Section 1501. Controlling Law. This Permit shall be construed and governed in accordance with the State of Nebraska without giving effect to Nebraska’s choice of law provisions. City and Permittee: 1) shall submit to the jurisdiction of the state and federal courts located in Lancaster County, Nebraska or the District of Nebraska; and 2) shall waive any and all objections to jurisdiction and venue.

Section 1502. Waiver of Contractual Right. The failure of either party to enforce any provision of this Permit shall not be construed as a waiver or limitation of that party’s right to subsequently enforce and compel strict compliance with every provision of this Agreement.

Section 1503. Modification & Assignment. This Agreement shall not be amended or modified, without the written consent of the City and Permittee. Permittee may not assign or transfer any part or all their obligations or interests under this Permit.

[SIGNATURE PAGES TO FOLLOW]



Issued by the City this ____ day of _____, 2020.

“City”

CITY OF LINCOLN, NEBRASKA

a municipal corporation

Elizabeth Elliott, Director
Lincoln Transportation and Utilities

Accepted by the Permittee this ____ day of _____, 2020.

“Permittee”

PERMITTEE

NAME, TITLE



Appendix B: Scooter Feedback Log

Date	Contact	Source	Subject Code	Notes	KEY (Subject Codes)	
					1	Sidewalk Violations
9/1/2020	CITIZEN	EMAIL	1	Emailed explaining the steps being taken to ensure rider and pedestrian safety.	2	Improper Parking
9/1/2020	CITIZEN	EMAIL	5	Individual was asking general operational questions. Answered their questions and mentioned the ScooterLNK website.	3	E-Scooter Outside the Pilot Zone
9/2/2020	JOURNALIST	EMAIL	5	Asked about the City's per-ride fees. All Scooter Pilot profits go to LTU's O&M budget to help offset any costs and for administering the scooter program. Question came from Lincoln Journal Star.	4	E-Scooter Graffiti
9/2/2020	CITIZEN	EMAIL	1	Individual asked about enforcement and safety. Emailed explaining the steps being taken to ensure rider and pedestrian safety.	5	General E-Scooter Feedback/Questions
9/4/2020	LPD	EMAIL	6	LPD observed both Bird and Spin scooters operating after 10PM. Additionally, LPD saw Spin scooters outside the Pilot Program Zone.	6	Other
9/4/2020	LPD	EMAIL	6	LPD observed an individual getting off a StarTran bus carrying a scooter. City reached out to StarTran to investigate.		
9/6/2020	SECURITY	EMAIL	2	Bird scooter parked on Pinnacle Bank Arena grounds near the ped bridge. Email received from Pinnacle Bank Arena Security.		
9/7/2020	SECURITY	EMAIL	2	Bird was notified about the issue and the Bird scooter was removed. Email received from Pinnacle Bank Arena Security.		
9/8/2020	UNLPD	EMAIL	2	Issues parking e-scooters in the designated scooter parking locations. Geofencing around UNL campus needed improvements.		
9/8/2020	CITIZEN	EMAIL	5	Individual asked about helmets and whether or not they are legally required. Helmets are strongly encouraged but not legally required.		
9/9/2020	LTU	EMAIL	2	LTU staff member sent screenshots of people talking about improperly parked e-scooters on their personal social media account.		
9/9/2020	CITIZEN	EMAIL	1	Individual asked about enforcement and safety. Emailed explaining the steps being taken to ensure rider and pedestrian safety.		



						KEY (Subject Codes)	
Date	Contact	Source	Subject Code	Notes			
					1	Sidewalk Violations	
9/9/2020	PARKING SERVICES	EMAIL	6	E-scooters were being found in parking garages. Coordinated with Bird and Spin to make parking garages prohibited zones.	2	Improper Parking	
9/10/2020	CITIZEN	EMAIL	2	Individual claimed an e-scooter was parked in a location for a long period of time. Issue was investigated and no e-scooter was found.	3	E-Scooter Outside the Pilot Zone	
9/10/2020	LPD	EMAIL	6	LPD wanted e-scooters removed from ROW near funeral services being held at PBA during Saturday's service.	4	E-Scooter Graffiti	
9/11/2020	CITIZEN	UPLNK	2	Individual commented on improperly parked e-scooters. The City provided customer service information for Bird and Spin and mentioned the City's continued coordination with both scooter companies.	5	General E-Scooter Feedback/Questions	
9/11/2020	CITIZEN	EMAIL	1	Individual asked about enforcement and safety. Emailed explaining the steps being taken to ensure rider and pedestrian safety.	6	Other	
9/11/2020	CITIZEN	EMAIL	1	Individual asked about enforcement and safety. Emailed explaining the steps being taken to ensure rider and pedestrian safety.			
9/12/2020	CITIZEN	EMAIL	1	Individual sent a link to an old news article about sidewalk riding issues.			
9/15/2020	CITIZEN	EMAIL	5	Individual asked the City remove two e-scooters from the ROW because they looked tacky. Both e-scooters were found to be parked correctly along the City ROW.			
9/16/2020	SECURITY	UPLNK	6	Two Bird e-scooters were left on the 6th floor of the Rampark parking garage. City contacted Bird to address and resolve the issue.			
9/16/2020	CITIZEN	UPLNK	1	Individual commented on sidewalk riding. The City responded by explaining the steps being taken to ensure rider and pedestrian safety.			
9/17/2020	CITIZEN	EMAIL	6	Individual associated with the Rampark Parking Garage emailed detailing how e-scooters were operating in parking garages. The City let them know that both Bird and Spin were going to place parking garages as "no ride/no park" zones to help mitigate the issue.			
9/17/2020	CITIZEN	EMAIL	2	Individual emailed about an improperly parked Bird e-scooter on the sidewalk by the Atrium Building. The City notified Bird to address and resolve the issue.			
9/17/2020	CITIZEN	EMAIL	5	The individual asked general questions about the Scooter Pilot Program (i.e. parking corrals)			



						KEY (Subject Codes)	
Date	Contact	Source	Subject Code	Notes			
					1		Sidewalk Violations
9/18/2020	CITIZEN	EMAIL	6	A Spin scooter was making a loud noise near the individual's work place. The City notified Spin to address and resolve the issue.	2		Improper Parking
9/20/2020	CITY STAFF	EMAIL	3	An abandoned e-scooter was found outside of pilot zone by the Billy Wolff trail along Antelope Creek.	3		E-Scooter Outside the Pilot Zone
9/21/2020	CITIZEN	CALL	2	Individual let the City know about a Bird e-scooter that looked tampered with parked in an alley behind a building. The City contacted Bird to address and resolve the issue.	4		E-Scooter Graffiti
9/22/2020	LPD	EMAIL	3	LPD saw a Bird e-scooter outside the Pilot Program Zone. The City notified Bird to investigate and resolve issue.	5		General E-Scooter Feedback/Questions
9/22/2020	CITIZEN	CALL	2	Individual emailed about two Spin e-scooters improperly parked behind the Lancaster Rehab Center. The City notified Spin to investigate and resolve the issue.	6		Other
9/23/2020	CITIZEN	EMAIL	3	Individual claimed to have witnessed a blind person trip over multiple parked scooters. The City explained the steps being taken to ensure rider and pedestrian safety.			
9/24/2020	CITY STAFF	EMAIL	5	Inquired about the process for identifying an e-scooter out in the field.			
9/24/2020	BUSINESS OWNER	EMAIL	1	Individual commented on sidewalk riding. The City responded by explaining the steps being taken to ensure rider and pedestrian safety.			
9/24/2020	LPD	EMAIL	4	LPD notified the City of graffiti done along Canopy Street by an unknown e-scooter. The City followed up with both Bird and Spin to help identify the culprit. Unfortunately, without having a more specific time frame or knowing whether the e-scooter was Bird or Spin; the e-scooter could not be identified.			
9/25/2020	PROPERTY OWNER	EMAIL	5	Individual asked about enforcement and safety. Emailed explaining the steps being taken to ensure rider and pedestrian safety.			
9/29/2020	UNLPD	EMAIL	2	UNLPD provided examples of improperly parked e-scooters around UNL campus.			
9/29/2020	UNLPD	EMAIL	2	UNLPD provided examples of improperly parked e-scooters around UNL campus.			
9/29/2020	CITIZEN	UPLNK	2	Individual commented on improperly parked e-scooters. The City provided customer service information for Bird and Spin and mentioned the City's continued coordination with both scooter companies.			



						KEY (Subject Codes)	
Date	Contact	Source	Subject Code	Notes			
					1		Sidewalk Violations
9/30/2020	PARKING SERVICES	EMAIL	4	Bird e-scooter users were caught doing e-scooter graffiti on the 6th floor of a public parking garage. Bird was notified by the City to investigate and resolve by suspending the accounts of those users.	2		Improper Parking
10/2/2020	CITIZEN	EMAIL	2	Individual commented on improperly parked e-scooters. The City provided customer service information for Bird and Spin and mentioned the City's continued coordination with both scooter companies.	3		E-Scooter Outside the Pilot Zone
10/3/2020	CITIZEN	UPLNK	5	Individual commented that e-scooter users were weaving in and out of traffic.	4		E-Scooter Graffiti
10/5/2020	UNLPD	EMAIL	2	UNLPD provided examples of improperly parked e-scooters around UNL campus.	5		General E-Scooter Feedback/Questions
10/5/2020	UNL	EMAIL	6	E-scooters found on the top floor of a UNL parking garage. City contacted Bird to address and resolve the issue.	6		Other
10/6/2020	CITIZEN	UPLNK	2	Individual commented on an abandoned e-scooter near Pinnacle Bank Arena.			
10/6/2020	CITIZEN	EMAIL	1	Individual commented on sidewalk riding of both e-scooters and bicycles. The City responded by explaining the steps being taken to ensure rider and pedestrian safety.			
10/7/2020	CITIZEN	CALL	5	Individual asked general operational questions. Answered their questions and mentioned the ScooterLNK website.			
10/8/2020	UNLPD	EMAIL	2	UNLPD provided examples of improperly parked e-scooters around UNL campus.			
10/9/2020	CITIZEN	EMAIL	3	Individual commented observing e-scooters by Trago Park. The City reached out to both Bird and Spin to investigate and address issue.			
10/9/2020	CITIZEN	EMAIL	1	Individual commented on how e-scooter riders are less safe on sidewalks. The City responded by explaining the steps being taken to ensure rider and pedestrian safety.			
10/12/2020	BUSINESS OWNER	EMAIL	5	Individual asked why A-Frame boards in the Haymarket were not around. The reason was weather related.			
10/12/2020	CITIZEN	CALL	5	Individual asked general operational questions. Answered their questions and mentioned the ScooterLNK website.			
10/16/2020	BUSINESS OWNER	EMAIL	2	Individual claimed e-scooters were being deployed/parked on her property. The City's third-party mobility manager (Populus) showed that no e-scooters were deployed/parked at their property.			



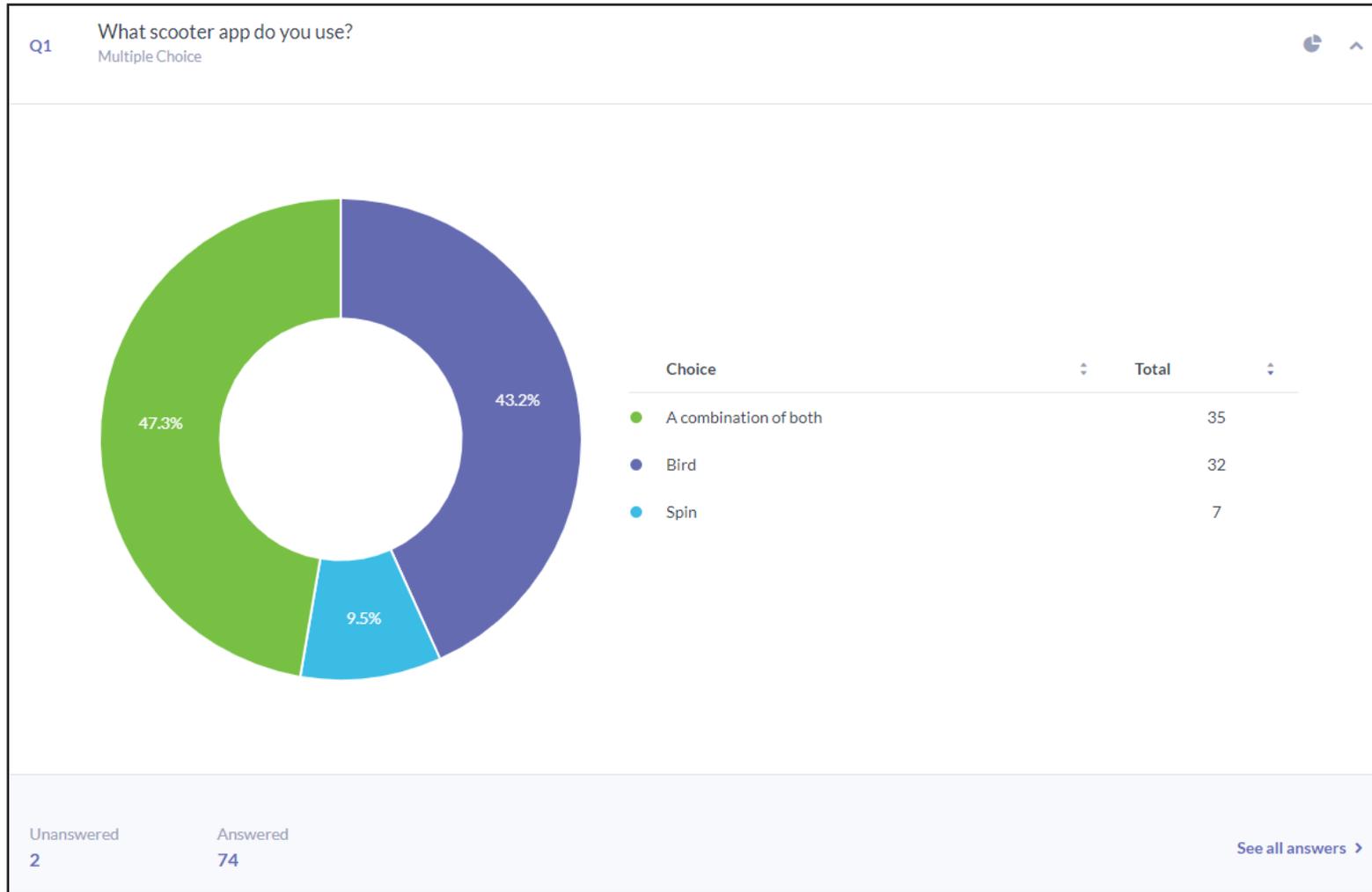
						KEY (Subject Codes)	
Date	Contact	Source	Subject Code	Notes			
					1	Sidewalk Violations	
10/19/2020	CITIZEN	EMAIL	6	Individual allegedly hurt themselves on an e-scooter and wanted to voice their concern for the Scooter Pilot Program.	2	Improper Parking	
10/20/2020	DLA	EMAIL	5	DLA was asking about the process regarding e-scooters and snow events.	3	E-Scooter Outside the Pilot Zone	
10/20/2020	PROPERTY OWNER	EMAIL	5	Individual provided feedback about e-scooters being in the City ROW and not paying BID taxes.	4	E-Scooter Graffiti	
10/21/2020	SECURITY	EMAIL	2	Two Spin e-scooters parked on the north side of the State Capitol. City notified Spin to address and resolve the issue.	5	General E-Scooter Feedback/Questions	
10/21/2020	CITY STAFF	EMAIL	4	The City was notified of graffiti done by an e-scooter in the Haymarket. The City followed up with both Bird and Spin to help identify the culprit.	6	Other	
10/22/2020	CITIZEN	CALL	2	Individual commented about people not following traffic laws and improper parking of e-scooters along handicapped ramps. Explained the steps being taken to ensure rider and pedestrian safety as well as educational efforts taking place.			
10/22/2020	CITIZEN	UPLNK	2	Individual commented on improperly parked e-scooters. The City provided customer service information for Bird and Spin and mentioned the City's continued coordination with both scooter companies.			
10/23/2020	PROPERTY OWNER	EMAIL	5	Individual commented on the potential for sidewalk damage because of e-scooters.			
10/24/2020	CITIZEN	UPLNK	2	Individual commented on improperly parked e-scooters. The City provided customer service information for Bird and Spin and mentioned the City's continued coordination with both scooter companies.			
10/25/2020	SECURITY	EMAIL	6	An e-scooter was placed on a ladder within a parking garage. The City notified Bird to address and resolve the issue.			
11/5/2020	BUSINESS OWNER	CALL	3	A Bird e-scooter was found outside of the operating area at the corner of 42nd and O St. The City notified Bird to address and resolve the issue.			
11/6/2020	CITIZEN	EMAIL	6	A crash occurred between a group of e-scooter users illegally riding on the sidewalk and a couple of pedestrians. This crash resulted in one pedestrian requiring medical attention. The City coordinated with Bird to address and ensure these type of crashes do not occur.			



						KEY (Subject Codes)	
Date	Contact	Source	Subject Code	Notes			
					1	Sidewalk Violations	
11/6/2020	CITIZEN	UPLNK	2	Individual commented on improperly parked e-scooters. The City provided customer service information for Bird and Spin and mentioned the City's continued coordination with both scooter companies.	2	Improper Parking	
11/7/2020	CITIZEN	UPLNK	2	Individual commented on improperly parked e-scooters. The City provided customer service information for Bird and Spin and mentioned the City's continued coordination with both scooter companies.	3	E-Scooter Outside the Pilot Zone	
11/8/2020	CITIZEN	UPLNK	2	Individual commented on improperly parked e-scooters. The City provided customer service information for Bird and Spin and mentioned the City's continued coordination with both scooter companies.	4	E-Scooter Graffiti	
11/9/2020	CITIZEN	UPLNK	2	Individual commented on improperly parked e-scooters. The City provided customer service information for Bird and Spin and mentioned the City's continued coordination with both scooter companies.	5	General E-Scooter Feedback/Questions	
11/29/2020	BUSINESS OWNER	EMAIL	2	Owner of "The From Nebraska Gift Shop" at 803 Q St. is wanting the scooter pilot to end. She has had to move e-scooters off her private property and scooters are usually parked on the dock which is not City ROW. City emailed Bird notifying them of the situation.	6	Other	
11/30/2020	PROPERTY OWNER	EMAIL	2	Individual commented on improperly parked e-scooters. The City provided customer service information for Bird and Spin and mentioned the City's continued coordination with both scooter companies.			
12/1/2020	LPD	CALL	2	LPD called about a Bird e-scooter found at the NE corner of 18th and O Street. Emailed Bird notifying them to address and resolve the issue.			
12/7/2020	CITIZEN	EMAIL	5	Individual commented on improperly parked e-scooters. The City provided customer service information for Bird and Spin and mentioned the City's continued coordination with both scooter companies.			
12/9/2020	CITIZEN	UPLNK	1	Individual commented on sidewalk riding of e-scooters. The City responded by explaining the steps being taken to ensure rider and pedestrian safety.			
12/21/2020	CITIZEN	UPLNK	1	Individual commented on sidewalk riding of e-scooters. The City responded by explaining the steps being taken to ensure rider and pedestrian safety.			

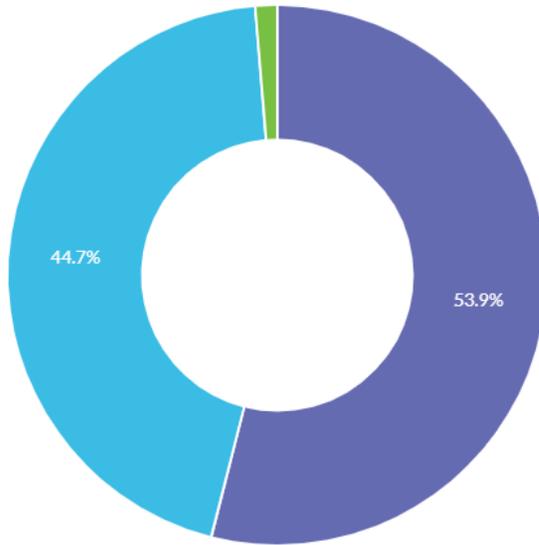


Appendix C: Scooter Pilot User Survey



Q2

Do you live or work within a 5-minute walk of the Haymarket, UNL Downtown Campus, the State Capital or Downtown Lincoln?
Multiple Choice



Choice	Total
Yes	41
No, but I do live in Lincoln	34
No, and I don't live in Lincoln	1

Unanswered
0

Answered
76

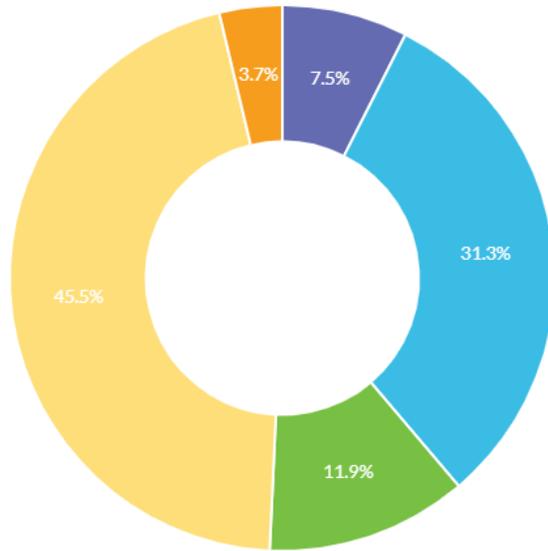
[See all answers >](#)



Q3

Why did you first try scooters in Lincoln? (Select all that apply)

Multiple Choice



Choice	Total
It looked fun / curious to try it out	61
Get around more easily, faster	42
It's good for the environment	16
Save money on transportation	10
Other	5

Unanswered
3

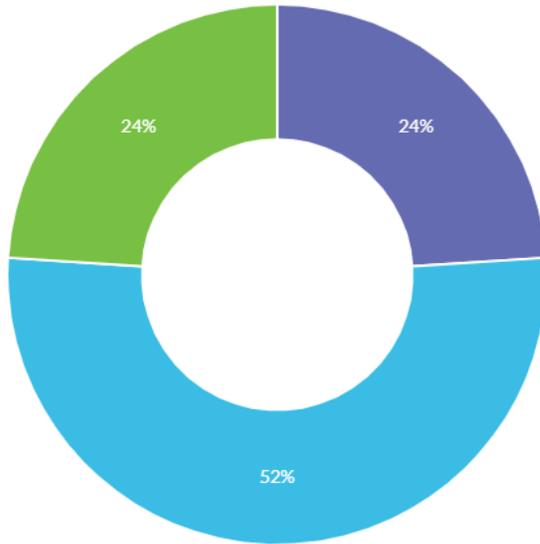
Answered
73

[See all answers >](#)



Q4

When riding scooters, how familiar are you with the local rules regarding scooter use?
Multiple Choice



Choice	Total
● Somewhat familiar	39
● Not at all familiar	18
● Very familiar	18

Unanswered
1

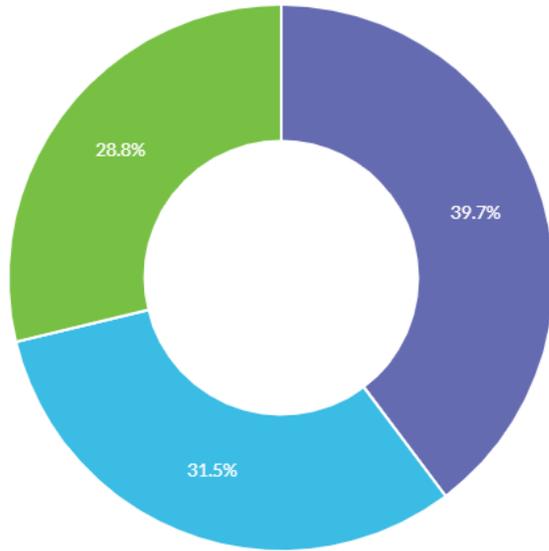
Answered
75

[See all answers >](#)



Q5

Where do you most often ride a scooter? Multiple Choice



Choice	Total
Street	29
Bike Lanes	23
Sidewalk	21

Unanswered
3

Answered
73

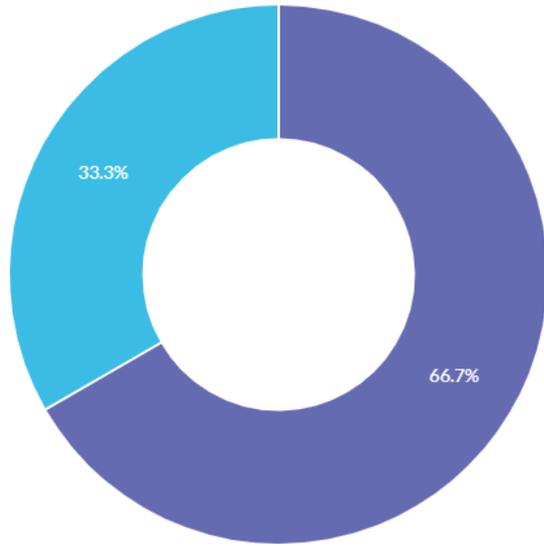
[See all answers >](#)



Q6

Are you aware that riding a scooter on the sidewalk is illegal?

Multiple Choice



Choice	Total
Yes	50
No	25

Unanswered
1

Answered
75

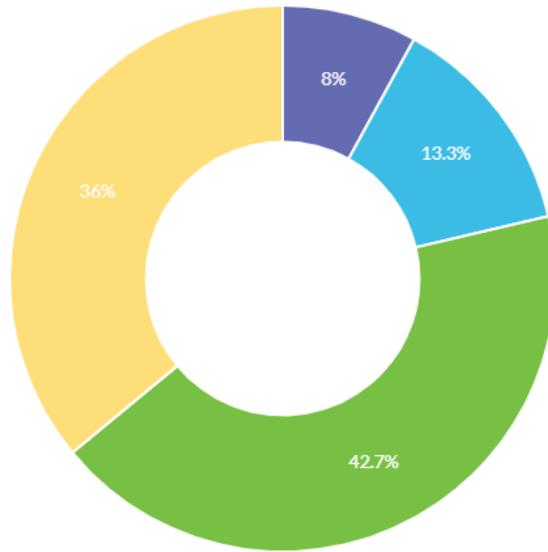
[See all answers >](#)



Q7

How often do you wear a helmet when riding a scooter?

Multiple Choice



Choice	Total
Never	32
I don't own a helmet	27
Sometimes	10
Always	6

Unanswered
1

Answered
75

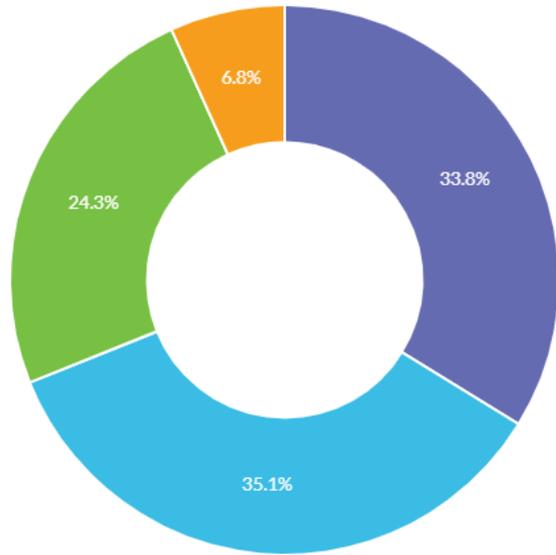
[See all answers >](#)



Q8

When riding a scooter, how safe do you feel doing so?

Multiple Choice



Choice	Total
Safe	26
Very Safe	25
Somewhat safe	18
Very Unsafe	5
Unsafe	0

Unanswered
2

Answered
74

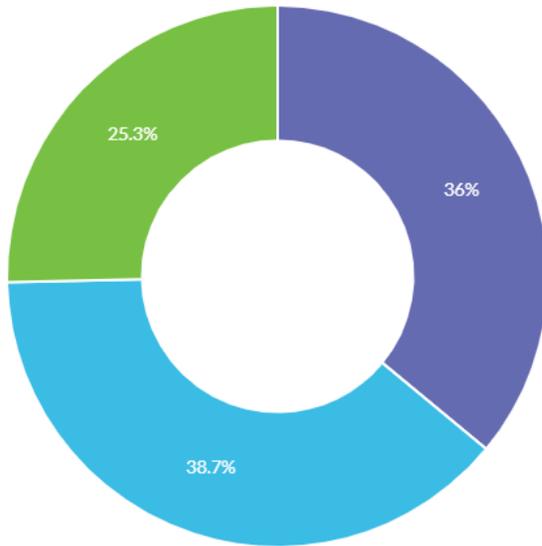
[See all answers >](#)



Q9

When parking scooters, how familiar are you with the local rules regarding the proper parking of scooters?

Multiple Choice



Choice	Total
● Somewhat familiar	29
● Very familiar	27
● Not familiar	19

Unanswered
1

Answered
75

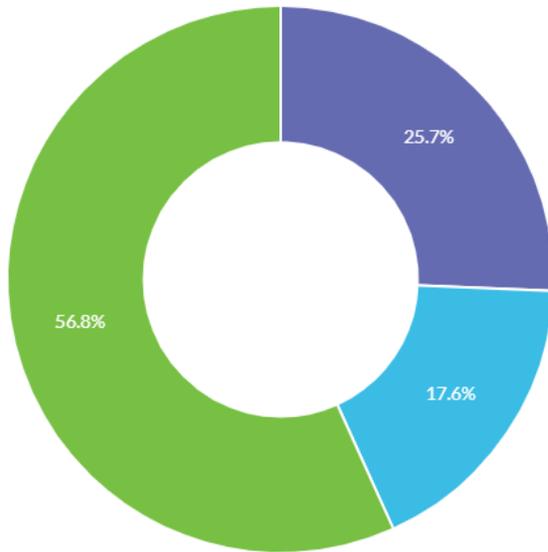
[See all answers >](#)



Q10

Have you parked in one of the six designated scooter parking locations?

Multiple Choice



Choice	Total
Had no idea they existed	42
Yes	19
No	13

Unanswered
2

Answered
74

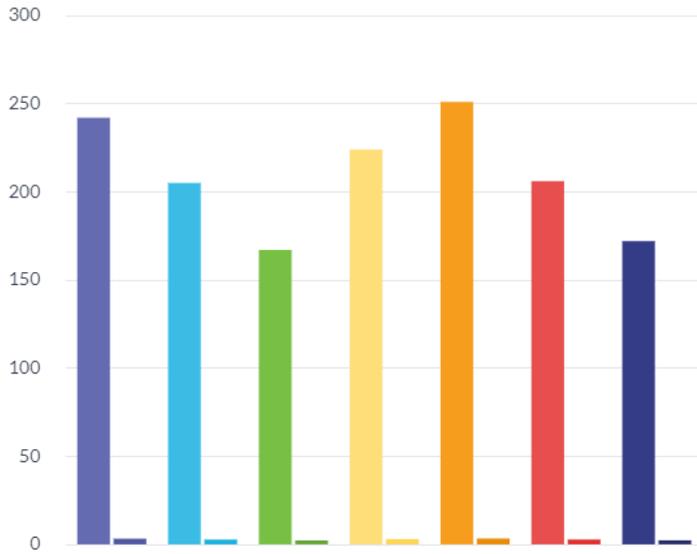
[See all answers >](#)



Q11

How has access to scooters in Lincoln changed your use of the following modes? (Select from 1 to 4 where 1 = More often, 2 = About the same, 3 = Less often and 4 = I don't use this mode)

Scoring



Choice	Score	Average
I use a Taxi	251	3.35
I use Bike Share	242	3.23
I use Public Transit	224	2.99
I use Uber/Lyft	206	2.75
I use a Personal Bike	205	2.73
I walk	172	2.29
I use a Personal Car	167	2.23

Unanswered
1

Answered
75

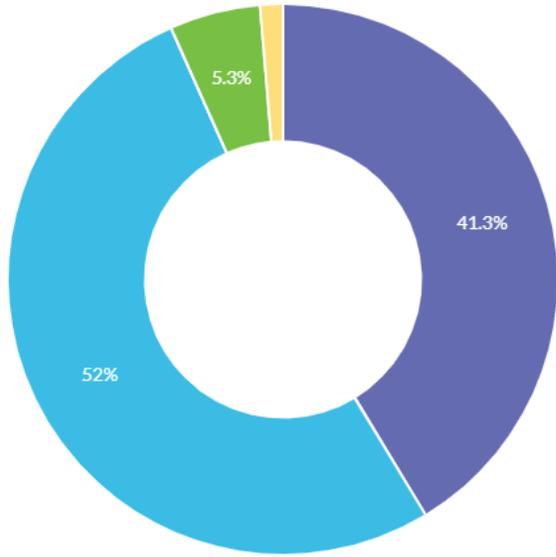
[See all answers >](#)



Q12

On average, how many weekly scooter rides have you taken in Lincoln?

Multiple Choice



Choice	Total
1 to 5	39
Less than 1	31
5 to 10	4
10 to 15	1
20 or more	0
15 to 20	0

Unanswered
1

Answered
75

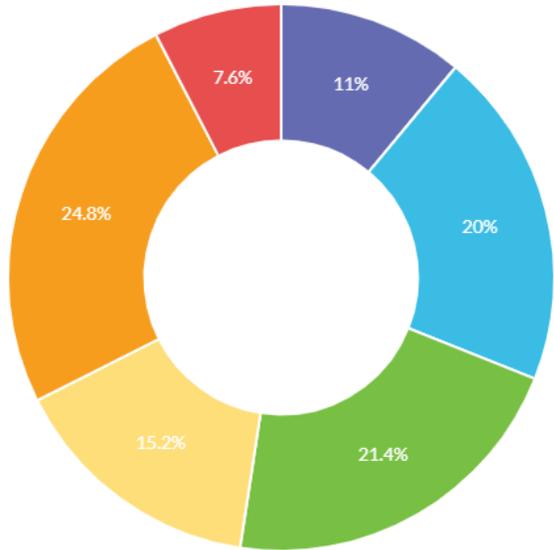
[See all answers >](#)



Q13

What is the biggest obstacle from riding scooters more often? (Select all that apply)

Multiple Choice



Choice	Total
Weather	36
Price	31
There is a lack of bike lanes where I want to ride	29
Scooter Availability	22
I don't feel safe riding them in the street or bike lanes	16
Other	11

Unanswered
1

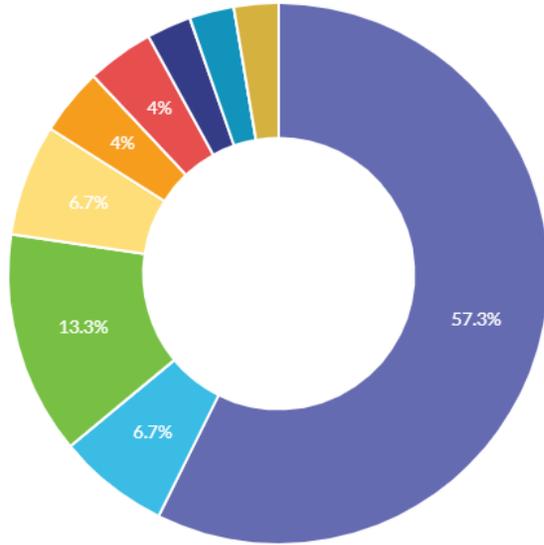
Answered
75

[See all answers >](#)



Q14

Approximately what % of the scooter rides you have made in Lincoln replaced your use of a personal car, Uber/Lyft, or transit?
Multiple Choice



Choice	Total
Less than 10%	43
20% to 30%	10
30% to 40%	5
40% to 50%	3
50% to 60%	3
60% to 70%	2
70% to 80%	2
80% to 90%	0
90% or more	2

Unanswered
1

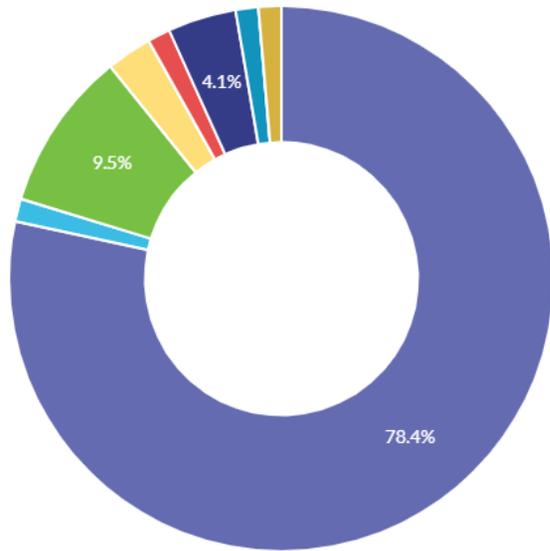
Answered
75

[See all answers >](#)



Q15

Approximately what % of the scooter rides you have made in Lincoln were used to connect to or from transit stops?
Multiple Choice



Choice	Total
Less than 10%	58
20% to 30%	7
60% to 70%	3
30% to 40%	2
90% or more	1
70% to 80%	1
50% to 60%	1
10% to 20%	1
80% to 90%	0
40% to 50%	0

Unanswered
2

Answered
74

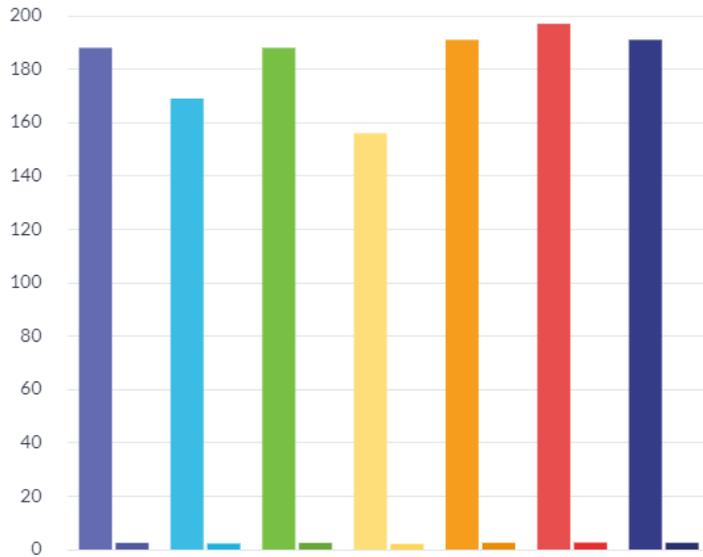
[See all answers >](#)



Q16

Which best describes how often you typically use scooters for the following purposes? (Select from 1 to 3 where 1 = Daily, 2 = Multiple times per week, and 3 = Never)

Scoring



Choice	Score	Average
To Access Public Transit	197	2.63
Lunch Break	191	2.55
Work Use (e.g. meetings, site visits, etc.)	191	2.55
Commute to Work/School	188	2.51
Errands	188	2.51
Entertainment (e.g. dinner or sport events)	169	2.25
Leisure (no destination, just to ride)	156	2.08

Unanswered
1

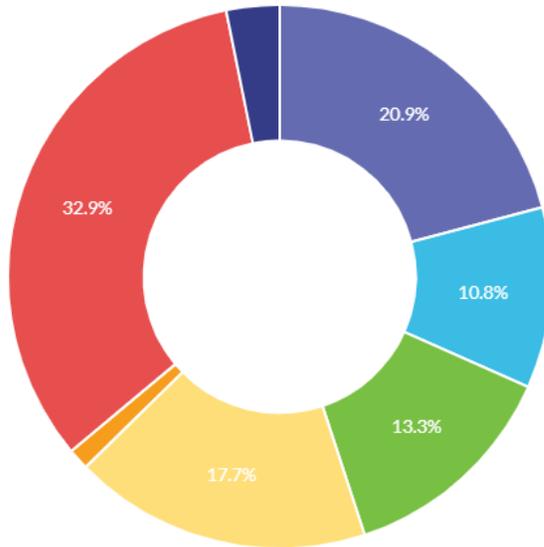
Answered
75

[See all answers >](#)



Q17

Thinking about your most recent scooter trip, why did you choose to take a scooter? (Select all that apply)
Multiple Choice



Choice	Total
It was just for fun	52
It was the fastest and most reliable	33
Parking is difficult at that time/destination	28
Didn't want to get sweaty	21
It was less expensive than other ways to get there	17
Other	5
Don't have a car	2

Unanswered
2

Answered
74

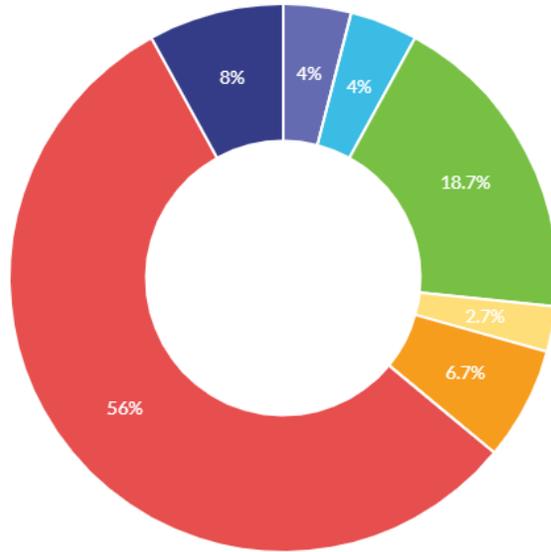
[See all answers >](#)



Q18

How would you have made this trip if a scooter was not available?

Multiple Choice



Choice	Total
Walk	42
Personal Vehicle	14
Wouldn't have made the trip	6
Uber or Lyft	5
Personal Bike	3
Bike Share	3
Public Transit	2
Other	0

Unanswered
1

Answered
75

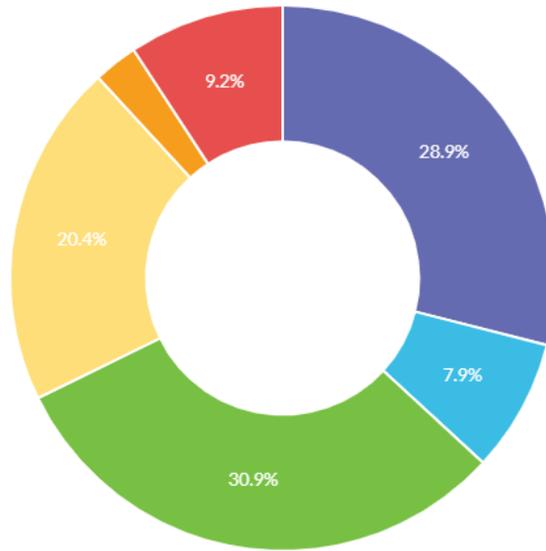
[See all answers >](#)



Q19

What about Bird or Spin influences you to continue using them? (Select all that apply)

Multiple Choice



Choice	Total
Ease of use	47
Availability	44
Price	31
Other	14
Comfort	12
Safety	4

Unanswered
5

Answered
71

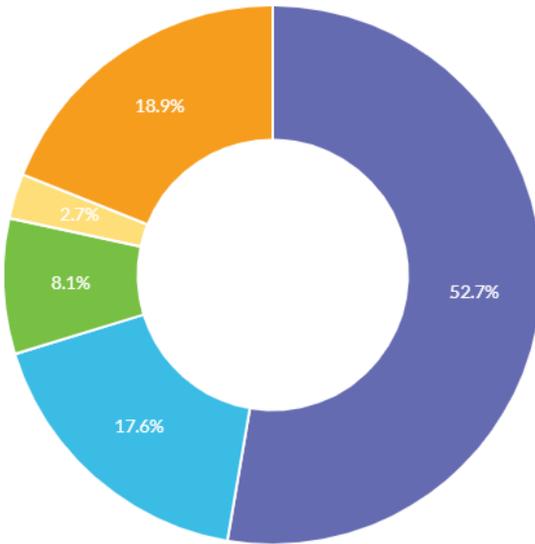
[See all answers >](#)



Q20

Based on your experience with the scooter pilot program, how supportive are you in the program continuing following the pilot, as is (without any change)?

Multiple Choice



Choice	Total
Very supportive	39
Not at all supportive	14
Somewhat supportive	13
Indifferent	6
Not too supportive	2

Unanswered
2

Answered
74

[See all answers >](#)



Q21

What modifications, if any, would you make to the Scooter Pilot Program?

Essay

Date



Answers

- February 7, 2021 | The bike share has a more economical price for students with a flat cost for unlimited rides throughout the year. It isn't worth the convenience of being able to park anywhere for the cost of scooters.
- February 7, 2021 | Charge them more regularly, maintenance them more regularly, make them all on one app (I don't care which, it would just be nice to see a scooter and hop on without wondering around for 5-10 minutes trying to get the right app and find one that is charged and functional).
- February 7, 2021 | Greater time availability for scooters
- February 7, 2021 | Make drivers more aware of how they should treat scooter riders on the streets when there are no bike lanes. More bike lanes would be nice since we can't use sidewalks. If you're in the bike lane on R street heading West, it thinks you're on campus and slows you down which should be fixed so it doesn't happen.
- February 7, 2021 | Allow them to go further and restrict less
- February 7, 2021 | Let me use it on campus and don't turn them off at 10:00pm, let them work until like 3:00 am
- February 7, 2021 | The prices are not clear at all on the app, the rates seem to change very easily. I only used it once before of the price.
- January 22, 2021 | Have more scooters available
- January 21, 2021 | I feel as a business owner in the downtown area that i pay high bid taxes to keep the area clean and safe. The scooter companies can do their business on those sidewalks without contributing to the taxes i pay to be in this business district. I feel they should pay all the bid taxes since they are not having to have a brick and mortar location and can use the space, we pay dearly to be a part of.
- January 21, 2021 | Nothing
- January 21, 2021 | Get rid of them. Scooters are not necessary for the City of Lincoln; they are purely used as another activity to do for fun around the Haymarket. I live on 7th and Q and can speak from experience, no one is using them as a sustainable or more convenient form of transportation. They are damaging our newly refurbished sidewalks and brick corner areas in the Haymarket with black skid marks. They litter our sidewalks and are an eyesore. In addition, bird and spin are not a local business. They will no longer be in use once people have tried them once and the "newness" fades. Cities across the country have trailed scooters for years and are now trying to get rid of them, for good reason.



- January 21, 2021 | Get rid of them. They are only used for entertainment purposes and not essential. As a resident of the Haymarket, I frequently observe riders- always riding on sidewalks, no helmets, and are very noisy when tampered with which is often. They leave horrible skid marks across the cement sidewalks. This was noticeable only after the first weekend they were on the streets! Not to mention, they are a terrible eye sore littering the sidewalks when not in use. For the record, I am an outdoor enthusiast and not normally a buzz kill. However, I'd rather see the Lincoln community suppose BikeLNK rather than an outsider company.
- January 21, 2021 | More scooters more places! If campus would allow them in the double wide sidewalks that would be a-o-mazing!
- January 21, 2021 | Allow scooters to be taken home to charge for credit on account.
- January 21, 2021 | Get rid of them. They're all over the sidewalk. I've seen some people almost get hit by cars on the street because the drivers don't like scooters.
- January 21, 2021 | Actual enforcement of not riding on the sidewalks. I work at a business where customers are coming and going, and I've watched many of them almost get hit by riders traveling 15+mph past our entry. It's not safe. There are also far too many parents letting their very young kids ride them. It's impossible to stop it completely, but there is no enforcement. I would also love a way for businesses to be able to move poorly parked scooters without setting off alarms.
- January 8, 2021 | Scooters are a great addition to the micro-transit options in Lincoln, putting us on-par with comparable cities. I am a large supporter of this pilot and hope Bird is a permanent occupant in Lincoln!
- January 7, 2021 | Allow riding on sidewalks. Yes, I know it is currently against the rules, but drivers in Lincoln are ██████ that honk, cuss, and intimidate you if you are riding a scooter on the road. Same thing goes for bicycles. Don't punish bicycle and scooter riders because fat ██████ in cars are selfish, entitled pricks.
- January 7, 2021 | It cost me \$4+ dollars to use it for 6 minutes and traveled 6 blocks. That is way too expensive...
- January 7, 2021 | Have more weekly offers or discount for daily drivers
- January 7, 2021 | Scooters more places!!! Allow them on campus on the double wide sidewalks. Allow them on bike trails.
- January 7, 2021 | More scooters, bigger area
- January 7, 2021 | MORE RULES... I hate how junky it makes the city look and I also believe it hurts local business. Living in the Haymarket, I cannot begin to count how many scooters are left blocking a sidewalk - a major hazard - or are blocking the entrance of a building. It is extremely obvious that the city was not ready for a roll out and it was a free for all. Down to Officers being told not to enforce rules to ensure the program was a success. I am a huge fan of scooters and ride them all the time in major cities - Louisville, Nashville, Austin, Tampa - all over. But I would never support the scooters being in LNK, not the way I have seen them managed over to past 6 months.



- January 7, 2021 | Signs designating parking areas, more bike lanes in popular areas, fix streets.
- January 7, 2021 | These scooters are a nuisance and overpriced for what you get. I will not be using them in the future.
- January 7, 2021 | The Scooter Pilot Program does not work in this community. The scooters are left everywhere, I have personally tripped over them several times. I have witnessed them being run over. They are a general liability all the way around and make the downtown area look very unkept and promotes irresponsibility. This is not a program that the citizens of Lincoln can be proud of. It is a ugly spot that has been added to downtown.
- January 7, 2021 | The scooter program is great. I do think something needs to be done able intoxicated riders.
- January 5, 2021 | People drink and then try to use them. They go on sidewalks and roads without observing rules or wearing helmets. Someone will get really injured or killed. They are not needed in Lincoln.
- January 5, 2021 | Scooters are littering the sidewalks they teach sight impaired people how to walk downtown and they are tripping over the scooters. The littering of scooters is quite an eyesore to the downtown community.
- January 5, 2021 | I think downtown signage just needs to improve overall to adapt to multi-modal transportation. I elect to use bikes and scooters often when in other cities and it makes a big difference when you have the validity provided by clear and ever-present signage focused on bikes/scooters/pedestrians....
- January 5, 2021 | Larger area
- December 31, 2020 | Better enforcement of the rules on sidewalks in downtown
- December 27, 2020 | Scooter zone needs to be expanded to include the neighborhoods surrounding downtown. Southwise should extend at least to A Street, possibly to South Street. Eastwise should extend to 27th Street. If I could ride a scooter to my front door, I would use them all the time.
- December 26, 2020 | Bigger range. Show a better map of range. More available scooters
- December 23, 2020 | Letting riders know they can't ride after a certain time, yet the app will still take their money and they will be out 10 plus for the hour rides they can't use
- December 23, 2020 | More bike lanes
- December 23, 2020 | This was not a good experience for me. Was NEVER able to get the scooter unlocked!!!! Never got to use the scooter!!!!
- December 23, 2020 | More bike lanes, larger space in Lincoln with less restrictions, can only go a few blocks downtown
- December 23, 2020 | I'm not sure why, but the app notes that I broke a rule and has not let me ride the scooter for months. I think providing rules more clearly and giving an opportunity to amend a mistake that was made (as long as it's not a habitual problem) would be helpful.



Q22

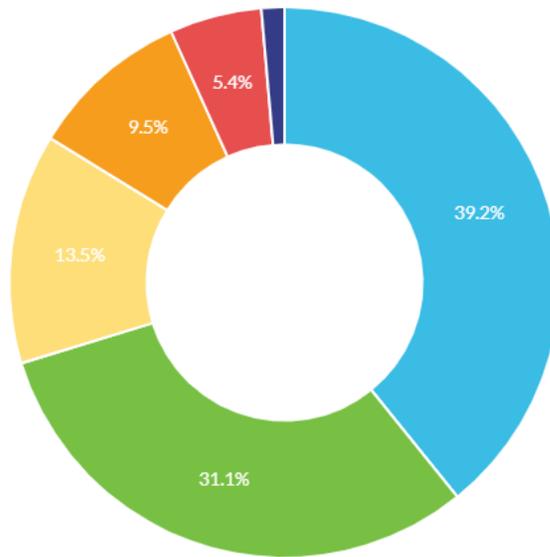
The following demographic questions are optional but help us gain a better understanding of who is using scooters. This demographic information will also help us better tailor our scooter pilot to...

Essay

Q23

What is your age?

Multiple Choice



Choice	Total
18-24	29
25-34	23
35-44	10
45-54	7
55-64	4
65 or older	1
17 and under	0

Unanswered
2

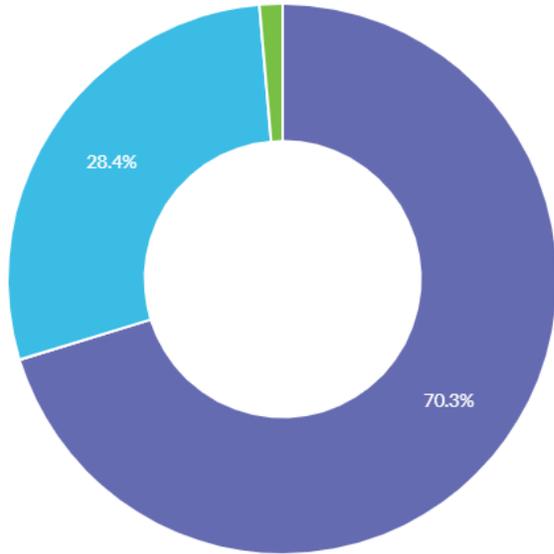
Answered
74

[See all answers >](#)



Q24

What is your gender identity? Multiple Choice



Choice	Total
Man	52
Woman	21
Nonbinary	1
Prefer not to answer	0
Other	0

Unanswered
2

Answered
74

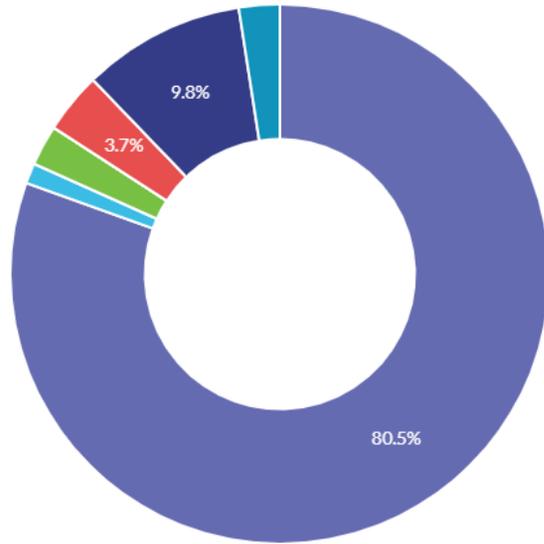
[See all answers >](#)



Q25

Which of the following best describes your racial or ethnic background? (Select all that apply)

Multiple Choice



Choice	Total
White	66
Hispanic or Latino	8
Some Other Race	3
Prefer not to answer	2
Black or African American	2
Asian	1
Native Hawaiian and Pacific Islander	0
Native American or Alaska Native	0

Unanswered
2

Answered
74

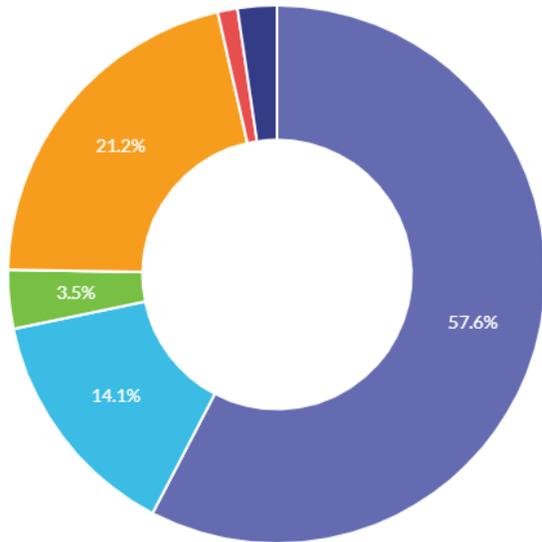
[See all answers >](#)



Q26

What is your current employment status? (Select all that apply)

Multiple Choice



Choice	Total
Employed full-time	49
Full-time student	18
Employed part-time	12
Unemployed	3
Other	2
Part-time student	1
Retired	0

Unanswered
2

Answered
74

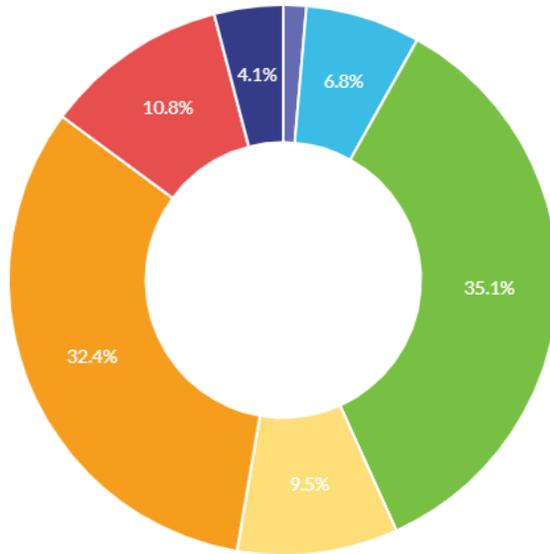
[See all answers >](#)



Q27

What is the highest level of education you have completed?

Multiple Choice



Choice	Total
Some college	26
Bachelor's degree	24
Master's degree	8
Associate degree	7
High school	5
Doctorate	3
Some high school	1

Unanswered
2

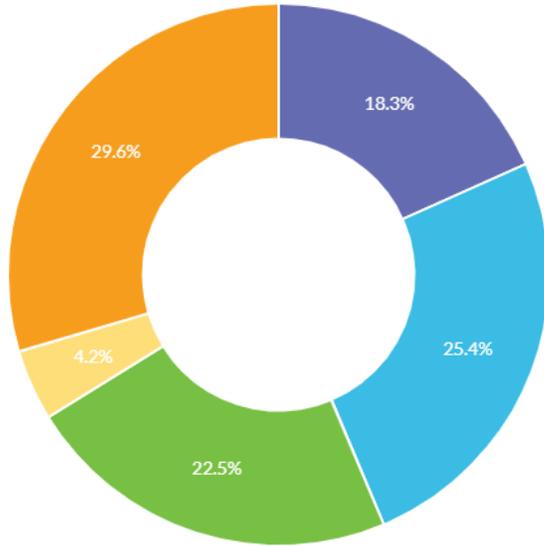
Answered
74

[See all answers >](#)



Q28

What is your approximate household income? Multiple Choice



Choice	Total
Over \$100,000	21
\$25,000 to \$50,000	18
\$50,000 to \$75,000	16
Under \$25,000	13
\$75,000 to \$100,000	3

Unanswered
5

Answered
71

[See all answers >](#)

