



Department Source: Public Works

To: City Council

From: City Manager & Staff

Council Meeting Date: November 4, 2024

Re: Authorize an operating agreement with the Curators of the University of Missouri and Blue Jay Transit, aka BIRD for the deployment of e-scooters and e-Bikes on the campus and within the Columbia city limits.

## Executive Summary

Staff is requesting that council allow the City Manager to enter into an operating agreement for implementation of a shared active transportation operation between the University of Missouri, Columbia campus regarding deployment of BIRD scooters and e-Bikes on the MU campus and within the city limits of Columbia for two (2) years with up to four (4) additional one-year terms.

## Discussion

In 2019, the City entered into a shared transportation operation agreement with the University of Missouri. The university had contracted with BIRD to provide battery powered scooters on the Columbia campus and inquired if the city would be interested in partnering with the university with the understanding that the scooters would be used not only on campus, but within the city limits as well. In return for the shared agreement, revenues generated by the devices would be shared between the university and the city. The proposed and adopted revenue split was 50/50. The contracted revenue to be divided between the university and the city was two dollars (\$2) per deployed device per day.

Due to COVID, BIRD scooters were not fully deployed until 2021 with the understanding that the agreement was for three (3) years, after which the agreement would be renegotiated or a new vendor sought. That agreement expired in May of 2024. Since initial deployment of a limited fleet in 2019 and subsequent full deployment in 2021, the city has received fifty-nine thousand nine hundred and seventy one dollars in revenue (\$59,971). This amount has been divided equally between the Sidewalk Inconvenience Fee and the Annual Transit Programs fund.

As the 2021 agreement was reaching its end, the university continued to be interested in having devices on campus and, again, inquired if the City was interested in a shared agreement with the same revenue sharing terms. MU posted a Request for Proposal in May of 2024 and BIRD, now doing business as Blue Jay Transit, USFM LLC, was the only respondent. BIRD proposed that small electric bicycles along with the traditional stand-up electric scooters would be deployed if an agreement was reached. Negotiations ensued between the University of Missouri, the City of Columbia, and BIRD throughout the summer. Initially, BIRD proposed devices be available twenty-four hours a day. The terms were negotiated to be that operation times are from 6 a.m. to 10 p.m. to accommodate evening students. Revenue will be forty cents (\$.40) per ride, of which the city will receive twenty cents (\$.20) per ride.



It should be noted that during the 2021-2024 agreement BIRD was responsive to any complaints sent to them from Public Works as they have a local warehouse and maintenance facility.

### Fiscal Impact

Short-Term Impact: Increased revenue for the Sidewalk Inconvenience Fee and the Annual Transit Programs fund. Specific amounts are unknown at this time.

Long-Term Impact: Enter the cost of proposed legislation to the city for years **beyond two**.

### Strategic & Comprehensive Plan Impacts

Strategic Plan Impacts:

Primary Impact: Economy, Secondary Impact: Not Applicable, Tertiary Impact: Not Applicable

Comprehensive Plan Impacts:

Primary Impact: Mobility, Connectivity, and Accessibility, Secondary Impact: Secondary, Tertiary Impact: Tertiary

### Legislative History

Date	Action
03/15/2021	B243-20 Authorizing an operating agreement with The Curators of the University of Missouri and Bird Rides, Inc. for implementation of a shared active transportation operation for small dockless electric vehicles.
09/16/2019	REP77-19 Shared Active Transportation Operation for Small Vehicles or Dockless Electric Scooters.
05/06/2019	REP41-19 Contract Compliance and Other Information Related to Bird Scooters.
11/19/2018	B289-18 Authorizing interim operating agreements with Bird Rides, Inc. and Pony Scooter, Inc. for implementation of a shared active transportation operation.

### Suggested Council Action

Staff is requesting that Council allow the City Manager to enter into a cooperative shared active transportation agreement with the University of Missouri, Columbia campus and Blue Jay Transit, aka BIRD, for deployment of e-scooters and e-bikes on the campus and within the Columbia city limits.