



# MICHIGAN WATERWAYS STEWARDS

Our mission is to protect and improve Michigan's treasured and vulnerable waterways for the benefit of fish and wildlife, recreation and sport.

Recommendations shared with Spin  
Friday, January 5, 2024

by Mike Stout  
President and founder of Michigan Waterways Stewards



# MICHIGAN WATERWAYS STEWARDS

There are three key components to our work.

STEWARDSHIP | EDUCATION | ADVOCACY

We are here to discuss a matter which involves all three:

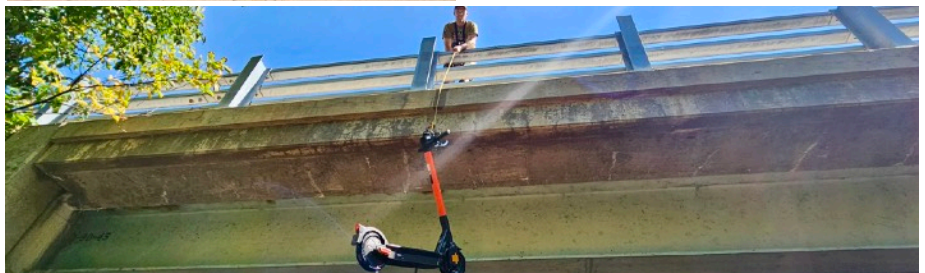
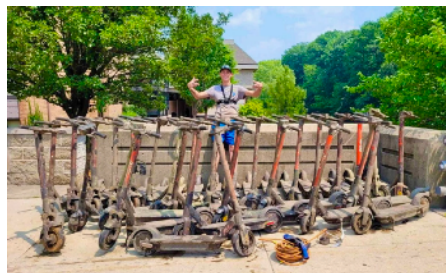
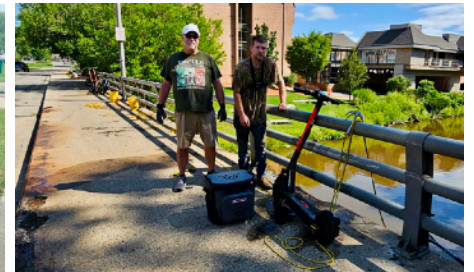
**The enormity of the problem of electric scooters being tossed and abandoned into our Red Cedar River and the lack of an accepted comprehensive plan to address this problem.**



## This Summer An Inconvenient Truth Was Revealed.

Hundreds of electric scooters and bicycles have recently been retrieved from our Red Cedar River.

- The hotspot of activity is East Lansing's Bogue Street bridge.
- The primary contributor today is Spin electric scooters.
- This is a decades long problem.





## The Problem Is Far Greater Than Anyone, Other Than Spin, Imagined.

Over the past year nearly 400 electric scooters and bicycles were recovered from the Red Cedar River:

Scooters	225	(We estimate between 80-90%, or about 190, were Spin)
<u>Bicycles</u>	<u>160</u>	
<b>Total</b>	<b>385</b>	

The vast majority of those recovered were from the Bogue Street bridge where Spin has a leasing station located about 220 feet away.

Spin reports having retrieved 89 scooters from the Red Cedar River, driving total units recovered to 314:

Scooters	314	(We estimate between 80-90%, or about 267, were Spin)
<u>Bicycles</u>	<u>160</u>	
<b>Total</b>	<b>474</b>	

Spin reports a loss rate of 141 scooters since their placement in the area.\*

Based on known volunteer retrieval efforts from this summer and year-to-date, it appears Spin's numbers are significantly underreported. When you add Spin's reported retrieval of 89 scooters the gap grows notably greater.

<u>Est. Spin Scooters Recovery Rates</u>	<u>Difference to Spin's Reported 141 Loss</u>
Year Ending '23: 190	+ 49 or 34.8%
With Spin's 89: 279	+138 or 97.9%

Source: Jimmy Gilman, Head of Government Partnerships, US Central Region, September 21, 2023, MSU AUTTC videoconference.



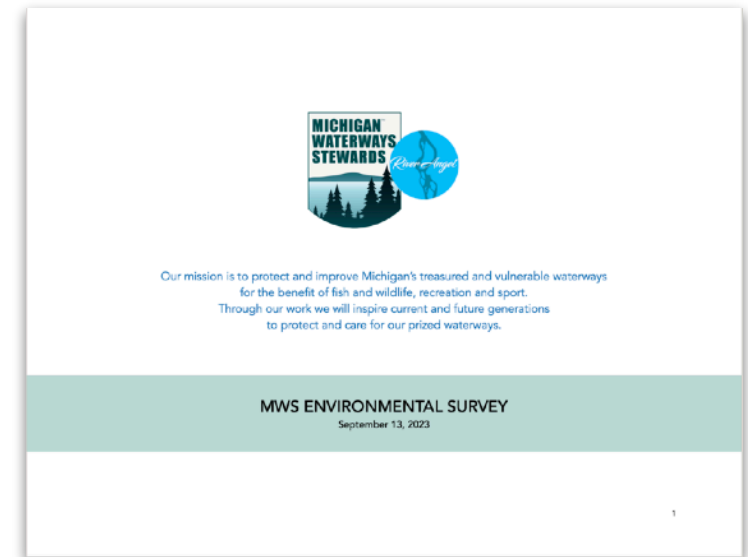


## IMPROVING UNDERSTANDING

To gain an appreciation of others thoughts and opinions about this matter we conducted a 12-point environment research study in August.

158 persons completed this voluntary survey. General thought an opinion was very much aligned:

- ✓• 93.6% agree strongly that they found this discovery upsetting.
- ✓• 96.2% agreed strongly that this this behavior unacceptable.
- ✓• 94.2% agreed strongly that these types of objects creates a potential environmental threat.
- ✓• 93.6% agreed that a collaborative approach toward creating a long-term solution is desirable.



The 59-page summary is available upon request.

When asked to share any thoughts and opinions about this matter, many chose to pile on and complain more about Spin and their electric scooters.



WITH YOUR HELP...

WE'RE GOING TO SOLVE THIS LONG-STANDING PROBLEM

We are working with MSU officials and student groups, representatives from City of East Lansing and City of Lansing, and community leaders to create a comprehensive campaign to stop the practice of electric scooters, bicycles, and other evidence of campus and urban living into our Red Cedar River.

There are four components to this campaign:

1. Awareness
2. Deterrence
3. Enforcement
4. Retrieval

The campaign titled, "Love Our Waterways," was introduced November 11 at MSU's Delta Sigma Phi fraternity.

- The event will include a little stewardship, with hospitality, and recreation.
- A central focus of this event will be the Red Cedar River Care pledge; to protect and care.





## CREATING AWARENESS IS SINGULARLY MOST IMPORTANT

Because of the sense of urgency our focus has been on retrieval. Retrieval is the least effective, most costly, and most dangerous of the four.

To effectively impact attitudes and behavior, habits and practices, and to achieve a long-term change we must shift our focus toward increasing awareness and creating deterrence.

1. Awareness
2. Deterrence
3. Enforcement
4. Retrieval



### ✓ Awareness Measures

- Signage
- Posters
- Table Tents
- Pledges
- Stewardship
- PSAs
- Webpage/Website
- POS Apps
- POS Stickers
- Leverage Influencers
- Presentations
- Essay Competitions

### ✓ Deterrence Measures

- Create Safe EcoZones (400')
- Overlay True Geofencing
- Improved Lighting
- Surveillance - Camera
- Surveillance - Patrol
- Fencing
- Punitive Measures



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We are not advocating for the revocation of Spin's license to operate. Each municipality and university must make that decision by weighing the benefits micromobility offers to that of complaints made by its residents, businesses, discovery of tossed and abandoned Spin scooters in our river, and the company's management practices and response to each.

Our focus and reason for being is to act in a manner that we feel best represents the health of our waterways and what creates an aesthetically pleasing and safe user experience. While the below recommendations reference Spin's and their recent practices, the name of the micromobility provider could be Lime, Bird, or any other. While electric scooters are the issue of today, with advances in technology there will be another micromobility solution in the near future which a similar approach and solutions will be needed

## 1. Require that Spin take full responsibility for their product and services.

- Where assistance may be needed it is incumbent upon Spin to initiate and create those relations and partnership are needed.
  - Since January 2023 we have repeatedly reached out to Spin and offered our services to help.
  - We have asked for their financial support to offset our cost for retrieval of their inventory. They have not yet offered.

## 2. Enforce Spin's reported company standard practice to not allow and immediately remove any Spin scooters within 300' of a waterway, including their product abandoned in our Red Cedar River.

- They are not compliant as evident by:
  - The number of Spin scooters retrieved by volunteers
  - Their Bogue Street and Auditorium Road staging area is about 220 feet from the Red Cedar River.
- We recommend a 400' Safe EcoZone.
  - We have offered this suggestion to Spin but they have yet to respond.

## 3. Require that Spin report their loss rates to the Red Cedar River by month.

- Because of our current deficit position require that they provide a recap of lost inventory to the river by year and location, since their placement in East Lansing.
- We have asked and they have yet to provide.





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4. To incentivize Spin to create and implementing effective preemptive measures and their stated practice of immediately retrieving of lost inventory near or in the water, require that any of impounded Spin scooters be picked up within two weeks.
- If not retrieved in time an escalated fine be imposed to incentivize performance.
  - A share of the impoundment fee to be paid to those responsible for their retrieval.



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## The Greatest Opportunity

About 310 electric scooters have been reported retrieved from the Red Cedar River. This is problematic for a number of reasons. Michigan Waterways Stewards has proven proficient in the search and retrieval of these scooters, but the greatest need is to create and implement those measures which slow and stop this practice from occurring in the first place. It begins with creating awareness of the need to enact real change.

We are making progress but much more must be done. A comprehensive program needs to be in place by spring, in time before for Spin scooters to return to MSU and East Lansing. If not, we should expect the alarming rate of electric scooters lost to our Red Cedar River to continue.

With the assistance of leaders from a cross the Lansing regional area, the beginning a comprehensive program to address and help solve this problem was created.



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## Awareness Building Measures

1. Media
2. Personal Presentations to Key Stakeholders
3. Signage
  - At Spin staging stations nearest our rivers
  - On those bridges crossing the Red Cedar River
  - Same stenciled for sidewalk application
  - Boat launches and other access points
  - Other sites along the riparian zone
4. Posters and Banners
5. Table Tents
6. Pledges
7. Stewardship Projects
8. EcoTours
9. PSAs
10. Webpage/Website
  - Michigan Waterways Stewards
  - Love Our Waterways
  - Spin
11. POS Apps
12. POS Stickers and Decals
13. Leverage Influencers
14. Photography and Essay Competitions



Two East Lansing city-wide Red Cedar River cleanups.



# MICHIGAN WATERWAYS STEWARDS



Approved for placement at five Lansing Parks and along the Lansing River Trail through Potter Park Zoo.

Rotary of East Lansing has shown an interest in seeing this messaging placed on Bogue Street bridge.

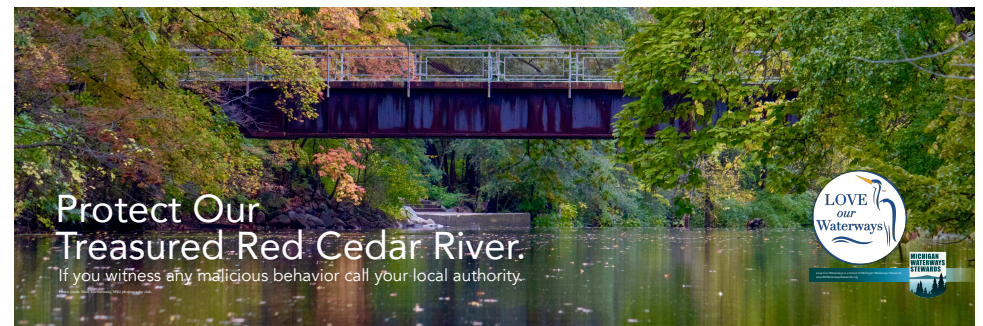


The same environmental messaging can be easily adapted on Spin scooters via a 2" waterproof decal.

Similarly, this message has been approved by City of Lansing Parks and Recreation for placement (stencil) on select sections of the Lansing river trail and boat launch areas.



MWS EcoTours have been popular with MSU students. We have enjoyed the company of MSU business majors, MSU photography club, and MSU fraternity members.



Potter Park Zoo will be placing a banner of approximate 8' x 40' dimensions on their fence along their southeast corner of their property,





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## Deterrence Measures

1. Create Safe EcoZones of 400'
  - Remove Spin staging station at Bogue Street and Administrative Road
2. Overlay True Geofencing Measures
3. Improved Lighting
4. Surveillance - Cameras
5. Surveillance - Patrol
6. Fencing
7. Effective Threat of Punitive Measures





The Red Cedar River flowing through the greater East Lansing area is a high priority of ours. We have conducted four organized East Lansing stewardship projects (see below) and many pop-up events (see page 3). We have removed tons of litter and trash, including electric scooters, bicycles, and other evidence of campus and urban living. Yet there is much more that must be done.

Join Us. Let's make a lasting impact. Experience the joy and ease in which we can accomplish great things when working together.



August 27, 2023



October 8, 2023



March 26, 2023



December 11, 2022





## MICHIGAN WATERWAYS STEWARDS

It is amazing the joy and ease in which we can accomplish great things when working together.

Help us protect and improve our treasured Red Cedar River.  
This is our legacy.

