

City of Milwaukee – Department of Public Works  
2022 – 2023 Dockless Scooter Pilot Study  
Request for Proposals



Program Contact:

Kate Riordan (she/her/hers)  
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Program Website:

[milwaukee.gov/DocklessScooters](https://milwaukee.gov/DocklessScooters)

The City of Milwaukee Department of Public Works (DPW) is seeking qualified applicants to operate and manage a fleet of dockless scooters through its 2022 - 2023 Dockless Scooter Pilot Study (pilot). DPW will select up to three operators to participate in the pilot. Applicants will be evaluated based on their responses to the questions below.

**Proposals are due by TBD, and should be emailed to Mike Amsden ([mamsde@milwaukee.gov](mailto:mamsde@milwaukee.gov)) and Kate Riordan ([kriord@milwaukee.gov](mailto:kriord@milwaukee.gov)).**

Required documents:

- Application
- Terms and Conditions signed acknowledgement
- Proof of insurance
- Technical specifications of scooters to be deployed, including adaptive scooters
- Responses to questions on following page in a single PDF
- Application review fee\*
- 2022 Device fee\*

\* Two separate checks made out to City of Milwaukee, attn.: Donnell Rushing

A demonstration of all vehicles intended to be used in this pilot must be scheduled by TBD. Points will be awarded based on overall vehicle performance ability to demonstrate items indicated by a \* in the table below. Demonstrations will be scheduled for one hour during the week of TBD. **Email Kate Riordan ([kriord@milwaukee.gov](mailto:kriord@milwaukee.gov)) by TBD to schedule a date and time.**

If accepted into the pilot, operators must submit the following by TBD:

- Maintenance plan
- Severe weather plan
- Name and contact information of locally based operations manager

	Word Limit	Total Points
Provide your business's principal place of business or headquarters if different.	N/A	50 (total points principal place of business or headquarters are located in Milwaukee)
Provide a brief background on your company and your interest in operating in Milwaukee.	500	2
List up to 10 U.S. cities with populations of over 250,000 in which you have operated a fleet of dockless scooters, including the dates of operation and fleet size.	N/A	3
Provide the name, phone number, and email address of public agency references for three cities in which you have operated previously. <ul style="list-style-type: none"> <li>Cities should preferably be in the Midwest or in cities with similar climates to Milwaukee.</li> <li>At least one contact must be from a city with a population of at least 250,000.</li> </ul>	N/A	5
Demonstrate that no governmental agency in the U.S. has successfully revoked its scooter sharing license or permit since January 1, 2019.	N/A	2
Provide two (2) examples of successful programs you have implemented in other cities to ensure dockless scooter access to people of all races and income levels.	1,000	10
Provide two (2) examples of your experience providing adaptive scooters to in other cities. Outline how you will develop a plan to deploy these scooters in Milwaukee.	1,000	10
Provide two (2) examples of community outreach and/or education programs you have successfully run in other cities.	1,000	10
What is the minimum age required for users to use a shared scooter? Please provide two (2) examples of how you have reduced riding on dockless scooters in other cities by people under your age limit.	500	10
Describe any discounted rate programs, cash payment options, and if customers can participate without smartphones.	100	5
Describe the hardware and software you will deploy in Milwaukee to require compliance with parking corral locations in specified areas.*	250	15
Describe the sidewalk riding detection hardware and software you will deploy in Milwaukee.*	250	15
Indicate whether you will deploy, on day one, sidewalk riding detection technology with the following capabilities (respond yes/no only)*: <ol style="list-style-type: none"> <li>When sidewalk riding is detected, the device can be brought to a complete stop (YES/NO)</li> </ol>	N/A	18 (2 points each)

<ol style="list-style-type: none"> <li>2. When sidewalk riding is detected, the device can be slowed (YES/NO)</li> <li>3. When sidewalk riding is detected, the device alerts the rider audibly (YES/NO)</li> <li>4. When sidewalk riding is detected, the device alerts the rider visually (YES/NO)</li> <li>5. Following the completion of a ride in which sidewalk riding was detected, the rider receives notice of sidewalk riding behavior and a warning via app or text (YES/NO)</li> <li>6. Cumulative sidewalk riding violations committed by a single user can be tracked over the course of multiple unique trips (YES/NO)</li> <li>7. Violators of the sidewalk riding prohibition can be removed from the platform (YES/NO)</li> <li>8. Individual sidewalk riding infraction locations can be stored and shared with the City as a geo-coded dataset (YES/NO)</li> <li>9. A heatmap of sidewalk riding infractions can be shared with the City (YES/NO)</li> </ol>		
Describe your sidewalk riding enforcement plan to ensure compliance with sidewalk riding restrictions.	250	20
Describe your proposed staffing plan, including a breakdown of employees by category and full-time/part-time status, and any locally based hiring practices. Indicate the targeted ratio of local staff to deployed scooters.	500	5
A demonstration of all vehicles intended to be used in this pilot must be scheduled by <b>TBD</b> . Points will be awarded based on overall vehicle performance ability to demonstrate items indicated by an * in this RFP.	N/A	20
	<b>Total</b>	<b>200</b>