

## Dockless Shared Scooter Policies – Peer Cities Comparison

City of Milwaukee

10.19.2023

### Device Utilization, Deployment & Trips:

Compared to 3 peer cities with readily available data, Milwaukee saw the second-highest device utilization in Q3 2023. NABSA reports that the average annual scooter utilization in 2022 for a city with 500k+ people was 1.4.

City	Avg. Trips/ Device/ Day	Avg. Trips/ Day	Avg. Devices/ Day
Milwaukee	2.16	4,010	1,860
Chicago	2.54	15,406	6,065
Louisville	1.24	1,474	1,184
St. Louis	0.99	710	719

### Fee Structure & Hypothetical Revenue Comparison

What would revenue look like in Milwaukee if it used fee structures of peer cities? This table applies Milwaukee's existing permitted device counts plus the past year of trips and deployment data (Q4 2022 and Q1-3 2023) to the fees of 6 peer cities. This is a hypothetical comparison and does not reflect actual revenue data. Exact comparisons are impossible to calculate because fee structures themselves may impact operator deployment decisions.

City	Fees	Hypothetical Revenue
Milwaukee <i>(existing)</i>	\$50 per scooter allowed, per year \$0.25 per trip	\$286,175
Milwaukee <i>(proposed)</i>	\$100 per scooter allowed, per year \$0.25 per trip	\$401,175
Chicago	\$1 per scooter allowed, per day	\$839,500
Indianapolis	\$15,000 annual fee \$1 per scooter deployed, per day	\$381,948
Minneapolis	\$145 per scooter allowed, per year (first 500) \$100 per scooter allowed, per year (over 500) \$0.10 per trip (100-250k trips)/ \$0.075 per trip (250k+ trips)	\$365,032
Columbus	\$500 annual fee \$90 per scooter allowed, per year	\$207,500
Louisville	\$10,000 annual fee \$0.20 per trip	\$146,940
St. Louis	\$2,500 annual fee \$30 per scooter allowed, per year	\$71,500
<i>Peer Cities Average</i>		<b>\$335,403</b>
<i>Peer Cities Median</i>		<b>\$286,266</b>

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Program Structure & Fleet Sizes

City	# of Operators	Permit/ License Length	Day 1 Max Fleet per Operator	Min Fleet Size per Operator	Fleet Increase Utilization Threshold	Devices per Increase Instance
Milwaukee <i>(proposed)</i>	2 max	2 years	1,000*	500**	3.0	250
Chicago	3 max	2 years	1,000*	0	2.0	1,000
St. Louis	2	1 year	500	0	None	n/a
Minneapolis	3	1 year, w/ 3 1-yr extensions	1,000	500***	3.0	250
Indianapolis	6 max	1 year	1,000	0	3.0	250
Louisville	8 max	1 year	150	0	3.0	200
Columbus	n/a	1 year	500	0	Discretionary	n/a

\*5% of devices must be seated adaptive devices

\*\*May-September

\*\*\*In Milwaukee, June-August; In Minneapolis, Except Winter

Sidewalk Riding & Parking:

Sidewalk riding is prohibited in all peer cities. Among peer cities assessed, specific sidewalk riding detection technology is only required in Chicago; Lock-to parking is required in Chicago and Minneapolis; Most peer cities have parking corrals, but the structure for installing them and requirements for parking at or deploying to them varies between cities.

City	Sidewalk Riding Rules	Sidewalk Riding Tech Required	Lock-to Parking Required	Parking Infrastructure
Milwaukee <i>(proposed)</i>	Prohibited	No	No	City will install additional corrals
Chicago	Prohibited	Yes	Yes	None
St. Louis	Prohibited	No	No	Operator allowed to build corrals
Minneapolis	Prohibited	No	Yes	Operators required to install, operate, maintain parking facilities (including corrals); City has built corrals
Indianapolis	Prohibited	No	No	None
Louisville	Prohibited	No	No	Both virtual and marked corrals (installed by operator and approved by City); Operators may only deploy to corrals
Columbus	Prohibited	No	No	Has piloted painted corrals