

2019 Dockless Scooter Pilot Study

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Public Works Committee

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2019 Timeline

July:

Pilot study officially begins
Lime launches

September:

Public survey released

December:

Pilot study officially ends
Public survey closes

August:

Sidewalk riding press conference
Bird and Spin launch

November:

All companies remove scooters



350,130



Total Rides

2,762



Average Rides per Day



3.6

Rides per Vehicle per Day



Evaluation

- Intersection counts
 - 32 hour-long counts
 - 83% in the street
 - 17% on the sidewalk
- Crashes
 - MPD reported 6
 - Operators reported 67
 - Unspecified unsafe riding: 23
 - Fall with no injury: 22
 - Fall with injury: 8
 - Unspecified crash: 4
 - Car – scooter crash: 4



Feedback

- DPW received 141 total complaints
 - 67% of complaints mention sidewalk riding
 - 55% came from repeat individuals
 - 52% were received through Alderman Bauman's office
- The Mayor's Office received 243 total comments
 - 43% of comments were favorable
 - 16% of comments were neutral
 - 42% of comments were negative



Public Survey

- Over 7,650 responses
- 57% of respondents have never used a scooter
- 36% have taken two or more rides
- 72% of trips are non-recreational
- When asked about the last scooter trip taken, 44% of respondents replaced a car trip (either personal vehicle or rideshare/taxi)



Public Survey

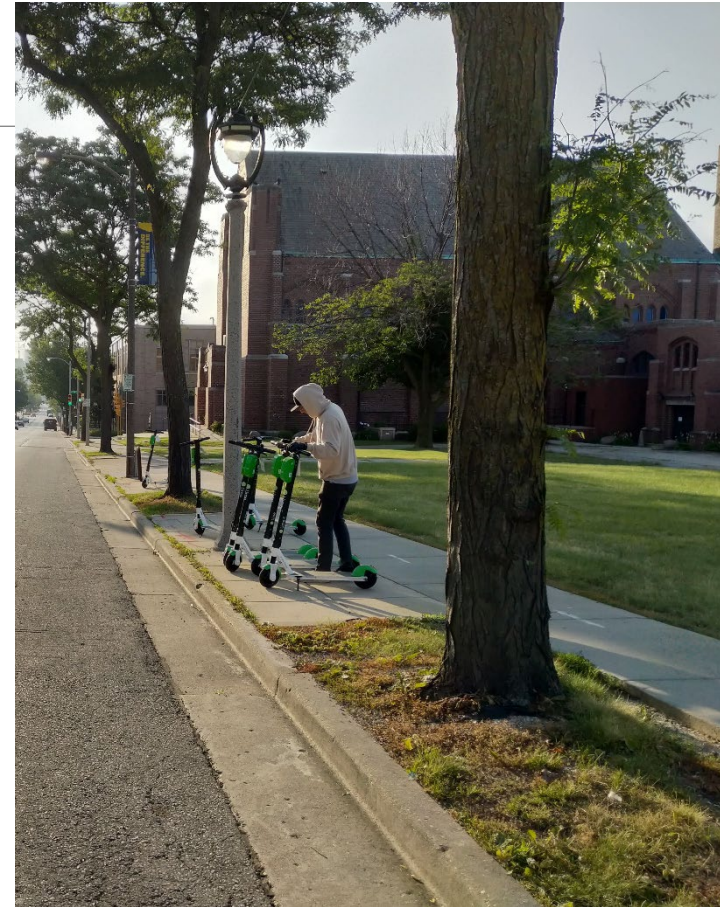
- Highest ranked concerns are rider behavior around people driving and sidewalk riding
- Highest ranked benefits are increased support for getting around without a car and more transportation options
- 55% of respondents have a favorable view of scooters
- 39% of respondents have an unfavorable view of scooters
- 73% of respondents think scooters should be allowed



Recommendations for 2021

Issue a new pilot study to begin in spring 2021 with key changes

- Help achieve City goals around health, equity, safer streets, and climate change
- High ridership in 2019 Pilot Study
- 2019 pilot was limited in duration
- Pilot allows for flexibility and oversight



Key Recommendations for 2021

- Reconfigure zones to encourage usage in other areas of the City
- Increase allowable fleet size to encourage usage in other parts of the City
- Revise fee structure to include a reduced per scooter fee and a new per trip fee
- Require operators to conduct regular safety and educational events to promote safe riding and proper parking





Thank you!
milwaukee.gov/Scooters