

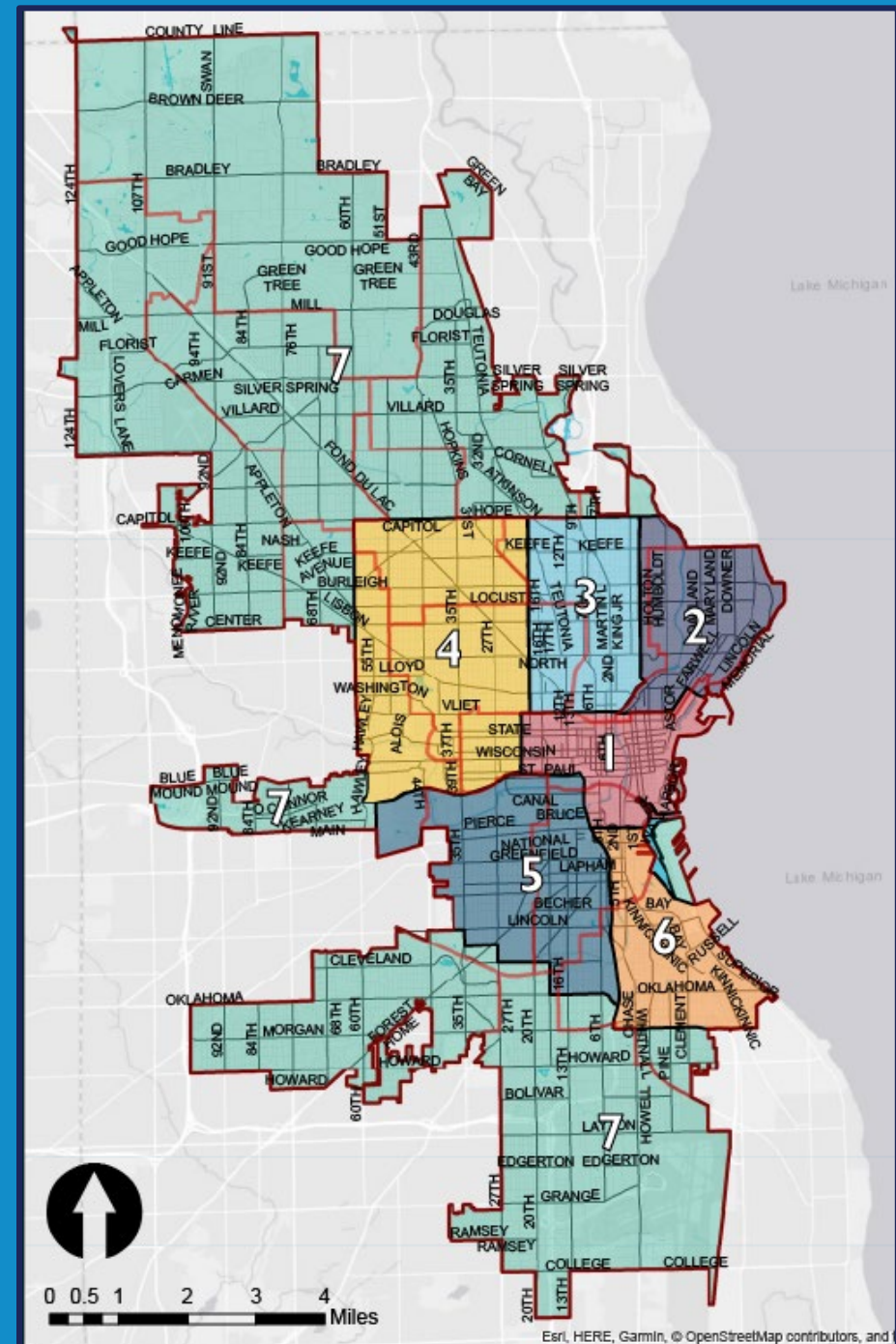
# Dockless Scooter Pilot Study Update

July 2023


















# Fleet Size

- Up to 600 scooters
- Minimum of 500 in June, July, August
- Zone 1: 20% max
- Zones 2 – 6: 12-16% target



# Ridership by Zone

Zone	2019	% of Total	2021	% of Total	2022-'23	% of Total
Zone 1	163,433	55.3%	88,139	18.2%	128,304	33.8% ↓
Zone 2	97,905	33.2%	167,038	34.6%	107,596	28.4% ↓
Zone 3	8,322	2.8%	48,098	10.0%	30,315	8.0% ↑
Zone 4	6,213	2.1%	46,933	9.7%	28,993	7.6% ↑
Zone 5	9,724	3.3%	59,655	12.4%	40,493	10.7% ↑
Zone 6	6,927	2.3%	46,505	9.6%	28,739	7.6% ↑
Zone 7	2,766	0.9%	26,608	5.5%	14,872	3.9% ↑
<b>Total</b>	<b>295,000</b>		<b>482,000</b>		<b>379,000</b>	

Ridership by Aldermanic District						
	2019	% of Total	2021	% of Total	2022-'23	% of Total
1 <sup>st</sup> District	338	0.1%	5,775	1.2%	2,728	0.7% 
2 <sup>nd</sup> District	161	0.1%	2,975	0.6%	1,749	0.5% 
3 <sup>rd</sup> District	95,016	32.2%	148,851	30.9%	101,922	26.9% 
4 <sup>th</sup> District	152,415	51.6%	97,212	20.2%	124,642	32.9% 
5 <sup>th</sup> District	112	0.0%	1,472	0.3%	510	0.1% 
6 <sup>th</sup> District	12,505	4.2%	56,255	11.7%	34,146	9.0% 
7 <sup>th</sup> District	613	0.2%	9,194	1.9%	6,473	1.7% 
8 <sup>th</sup> District	4,674	1.6%	21,285	4.4%	16,186	4.3% 
9 <sup>th</sup> District	73	0.0%	705	0.1%	308	0.1% 
10 <sup>th</sup> District	834	0.3%	7,495	1.6%	3,406	0.9% 
11 <sup>th</sup> District	241	0.1%	2,703	0.6%	1,829	0.5% 
12 <sup>th</sup> District	21,326	7.2%	57,410	11.9%	38,987	10.3% 
13 <sup>th</sup> District	382	0.1%	3,871	0.8%	3,200	0.8% 
14 <sup>th</sup> District	3,642	1.2%	38,293	8.0%	25,947	6.9% 
15 <sup>th</sup> District	2,850	1.0%	27,805	5.8%	16,732	4.4% 
Total	295,000		482,000		379,000	

# Fees by Year

	2019		2021		2022 – '23	
	Fee	Total	Fee	Total	Fee	Total
Application Fee	\$300 per application	\$900	\$300 per application	\$1,800	\$300 per application	\$1,200
Per Device Fee	\$50 per device	\$100,000	\$25 per device	\$75,000	\$50 per device per year	\$180,000
Consultant Fee	-	-	\$10 per device	\$30,000	-	-
Per Trip Fee	-	-	\$0.15 per trip	\$72,763	\$0.25 per trip	\$80,796
<b>Total</b>		<b>\$100,900</b>		<b>\$179,563</b>		<b>\$261,996</b>

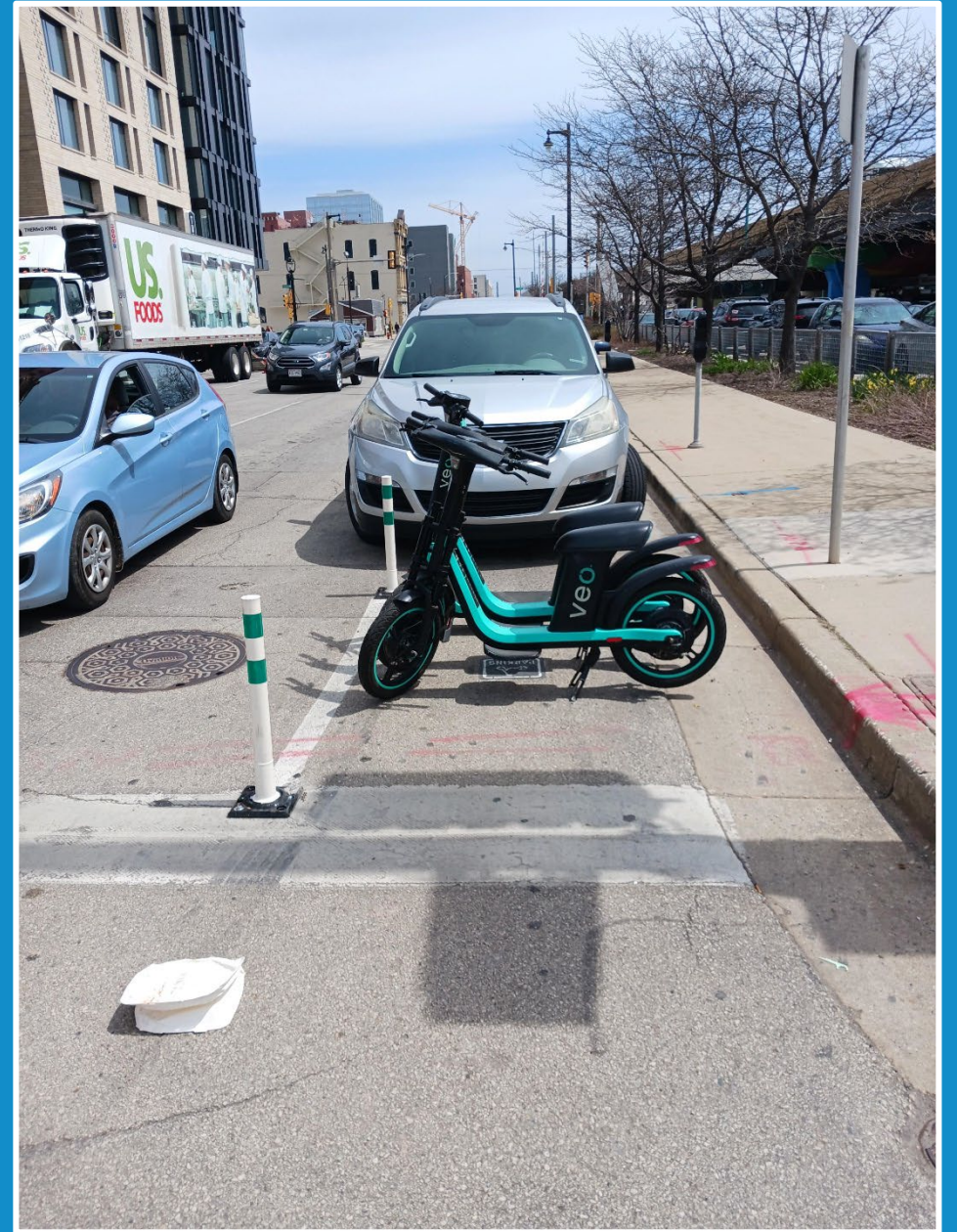
# Complaints by Year

Complaint Type	2019	2021	2022 – '23
Improper Parking	39 (20.5%)	49 (45.8%)	23 (43.4%)
Sidewalk Riding	95 (50.0%)	27 (25.2%)	16 (30.2%)
2+ Riders Sharing	-	1 (0.9%)	5 (9.4%)
Issues Filing a Complaint	-	4 (3.7%)	4 (7.5%)
Improper Street Riding	33 (17.4%)	15 (14.0%)	3 (5.7%)
Perceived Underage Riding	-	5 (4.7%)	1 (1.9%)
General Concern / Other	23 (12.1%)	6 (5.6%)	1 (1.9%)
<b>Total Complaints*</b>	<b>141</b>	<b>89</b>	<b>36</b>

\*Some complaints include more than one complaint type

# Parking Corrals

- Over 100 installed
- Visible in scooter apps



# Community Outreach





# Questions?

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