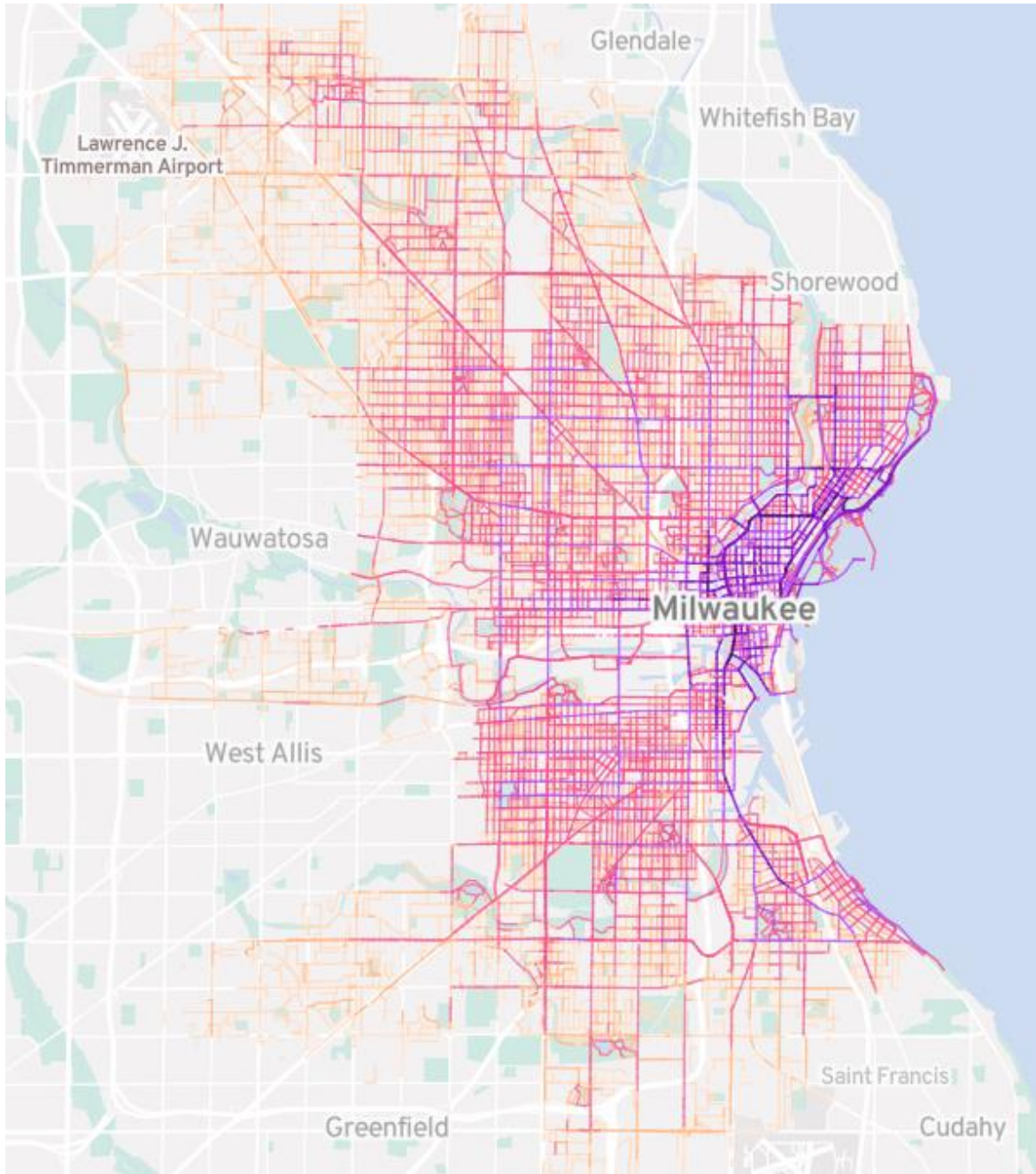


Scooter Update

7/10/2024





Ridership

5/17 - 7/7

209,863 trips

4,015 median trips per day

+25% from 2023

 **Lime 65,365 unique riders**

SPIN 8,662 unique riders

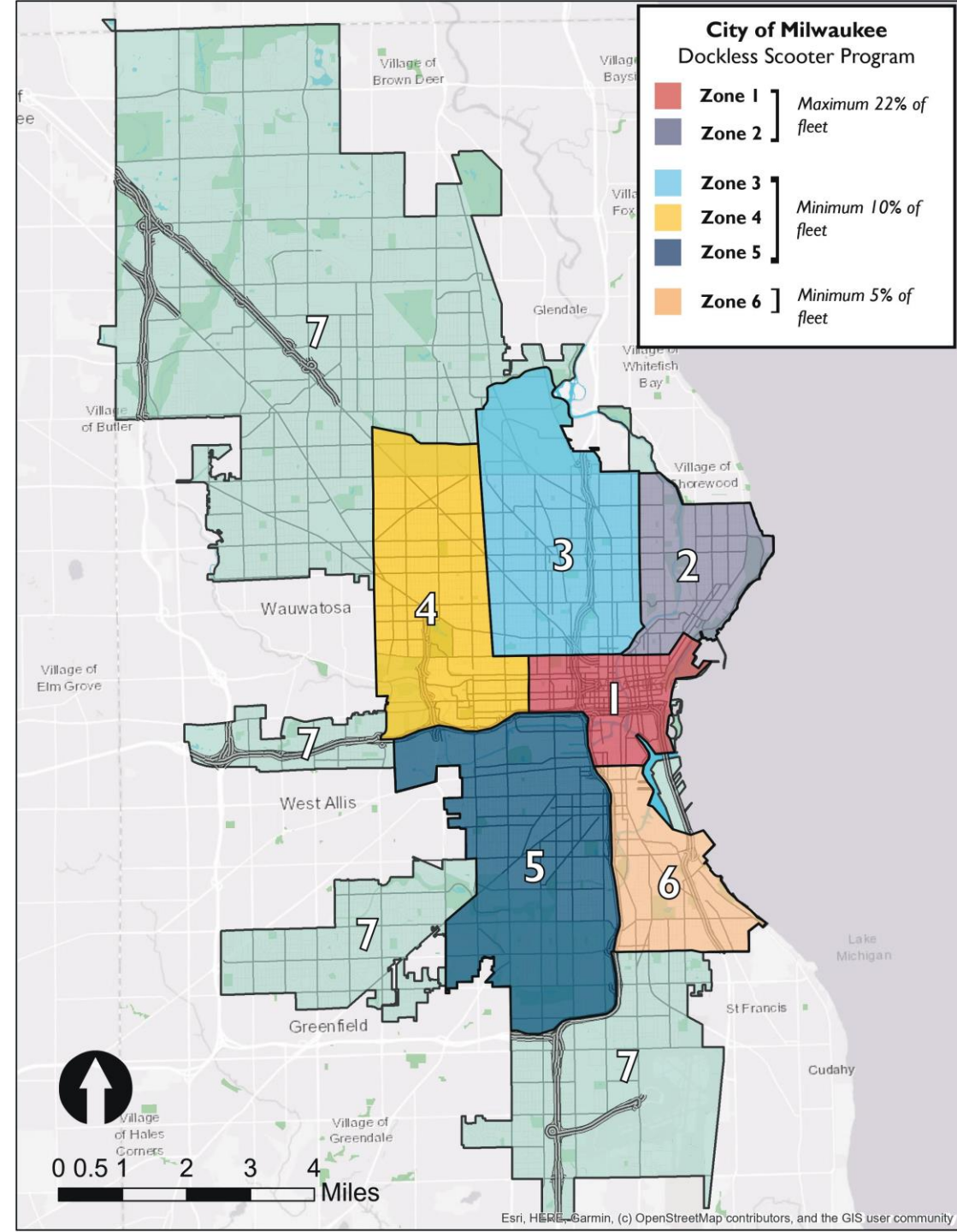
 **Ride Report**



Rides by Zone

6/17 - 7/7

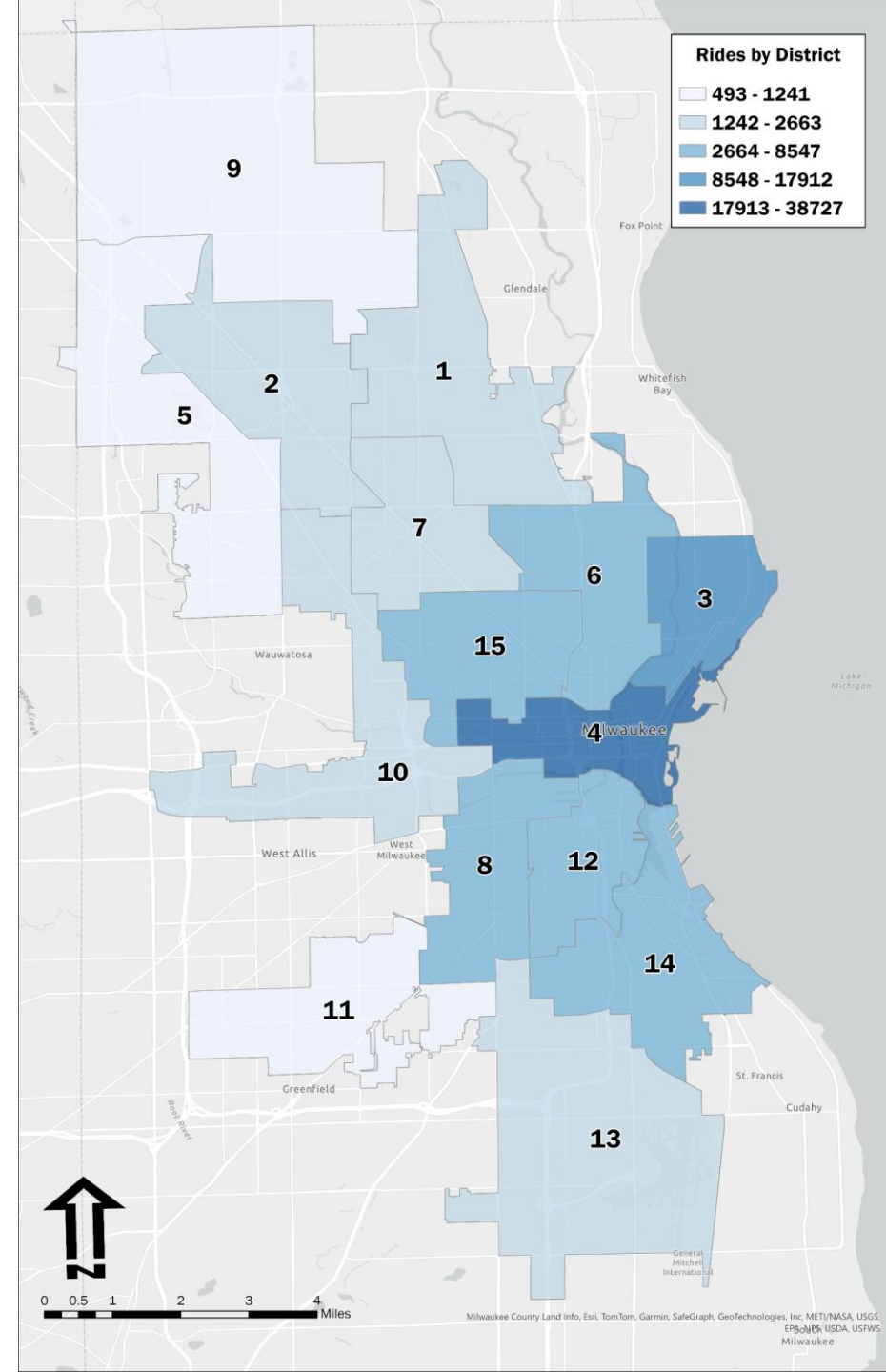
Zone	2023	% of Total	2024	% of Total
Zone 1	30,575	35.6%	36,055	41.9%
Zone 2	21,841	25.4%	22,810	26.5%
Zone 3	9,510	11.1%	9,073	10.6%
Zone 4	5,040	5.9%	8,584	10.0%
Zone 5	10,082	11.7%	12,479	14.5%
Zone 6	6,457	7.5%	6,029	7.0%
Zone 7	2,481	2.9%	6,839	8.0%
Total	85,986		101,869	




Rides by District

6/17 - 7/7

District	2023	% of Total	2024	% of Total
1 st District	793	0.9%	1,894	1.8%
2 nd District	595	0.7%	1,498	1.4%
3 rd District	17,420	20.3%	17,912	16.9%
4 th District	31,440	36.6%	38,727	36.6%
5 th District	179	0.2%	652	0.6%
6 th District	8,638	10.0%	7,184	6.8%
7 th District	1,646	1.9%	2,663	2.5%
8 th District	4,238	4.9%	5,269	5.0%
9 th District	34	0.0%	493	0.5%
10 th District	1,302	1.5%	2,470	2.3%
11 th District	430	0.5%	1,241	1.2%
12 th District	8,524	9.9%	8,547	8.1%
13 th District	916	1.1%	1,755	1.7%
14 th District	5,938	6.9%	6,141	5.8%
15 th District	3,867	4.5%	5,389	5.1%
Total	85,986		101,869	



Equity

	 Lime	<i>SPIN</i>	Total
Access Pass Active Members	309	60	369
Access Pass Discounted Trips	1,042	479	1,521
Equity Zone Discounted Trips	25,862	6,059	31,921

Equity Programs



50% off for Lime Access users
50% off all rides in equity zones



3 free 30 minute rides daily for
Access Pass users
50% off all rides in equity zones

Events



Lime

June 18: Chill on the Hill

- Education on proper riding and parking
- Helmet giveaways



Lime

Summerfest

- Sponsored scooter corral
- Spoke to riders about proper behavior



Lime **SPIN**

Today: Micromobility Mixer

- Meet the teams behind micromobility
- Test rides, education, giveaways

The poster features a yellow background with a string of colorful triangular bunting (red, blue, green) at the top. The title "Micromobility Mixer" is written in large white font, with a red bicycle icon over "Mobility" and a red scooter icon over "Mixer". Below the title, the text "Part of Heart(beats) of the City" and "Red Arrow Park" is centered in white. The date and time "Wednesday, July 10 @ 11:30-1" are also centered in white. At the bottom, there are three circular images: the first shows two people riding bicycles, the second shows a person riding a scooter, and the third shows a person riding a scooter on a city street. Below these images are logos for the City of Milwaukee, mke DOWNTOWN, bublr bikes, Lime, and SPIN.

Micromobility Mixer

Part of Heart(beats) of the City
Red Arrow Park
Wednesday, July 10 @ 11:30-1

City of Milwaukee | mke DOWNTOWN | bublr bikes | Lime | SPIN

Community feedback

Complaint Type	5/17 – 6/20	6/21 – 7/10
Improper Parking	8	2
Sidewalk Riding	10	3
2+ Riders Sharing	2	0
Improper Street Riding	2	0
Perceived Underage Riding	3	0
General Concern/Other	3	0
Total Complaints*	21	5


*1 complaint may include multiple types


REMEMBER TO STEER CLEAR OF SIDEWALKS

Keeping sidewalks clear for pedestrians makes for a happier Cream City.



Operator actions

June 2024	 Lime	SPIN
User warnings	149	tbd
User fines	10	tbd
User suspensions	2	tbd
User bans	5	tbd

June 2024	 Lime	SPIN
Scooter relocations	20	7
Med. response time	52 min.	69 min.

Fines, suspensions, & bans are reserved for repeat offenders or serious incidents

Lime promptly identified and banned all 4 users associated with an incident reported by a District 4 resident 6/19

Thank you

Questions?

Zac Roder

Senior Transportation Planner
zac.roder@milwaukee.gov

Mike Amsden

Multimodal Transportation Manager
mamsde@milwaukee.gov