



City of Milwaukee Proposed Permanent Dockless Shared Scooter Program

Shared Scooter Success:

Through three pilot programs, Milwaukee residents have shown a strong demand for dockless shared scooters, and the program has become an integral part of meeting the mobility needs of residents and visitors. Program highlights include:

- Over 1.3 million trips since 2019
- Ridership and utilization levels higher than comparable cities
- More than 2/3 of trips occurring outside downtown
- \$260,000 in revenue through first nine months of 2023

Proposed Future Program:

A permanent shared scooter program is proposed to launch in 2024 with:

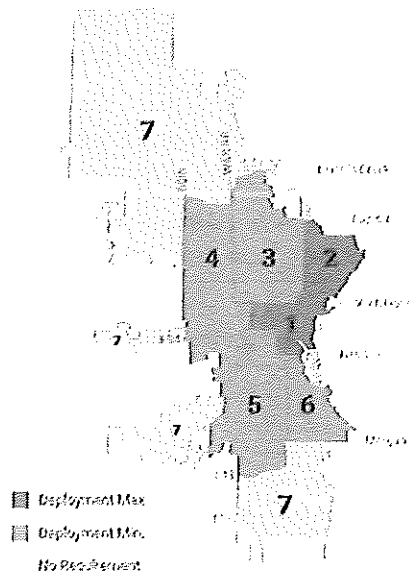
- 2 operators
- 2,000 total device fleet cap at launch (1,000 per operator)

Program Parameters:

- **Sidewalk Riding:** Remains illegal, and operators' plans to reduce sidewalk riding will weigh heavily in operator selection process.
- **Parking:** Will grow existing network of 123 parking corrals to help maintain safe and orderly parking. Reserve right to mandate corral parking and/or deployment for high-traffic areas or major events.
- **Device Distribution:** Devices will be capped Downtown and on the East Side (zones 1, 2); Operators will be required to deploy a minimum share of their devices to zones 3-6 (see map at right).
- **Fleet Increases:** Operators may deploy additional scooters if in substantial compliance with rules and experiencing at least 3.0 trips-per-device-per-day. Can apply once every 30 days.
- **Minimum Deployments:** Each operator must deploy at least 500 scooters from May to September (and 250 in April and October).
- **Fees and Revenue:** Will increase from existing pilot to \$100 per/year and \$0.25 per trip. Revenue will be dedicated to supporting bicycle / scooter infrastructure and programs and program administration costs.
- **Operator Selection:** Operators will be selected via competitive application process with scoring that will emphasize:
 - Sidewalk riding prevention and parking compliance capabilities
 - Plan to ensure access to all races and income levels

Reducing Vehicle Trips

Scooters are providing new mobility options and reducing emissions and congestion in Milwaukee. According to a 2021 survey, 48% of shared scooter riders would have taken their trip using a vehicle instead if a scooter hadn't been available— that's an estimated 625,000 vehicle trips eliminated since 2019.



Device Distribution Requirements:

- Zone 1: Maximum fleet cap
- Zone 2: Maximum fleet cap (new)
- Zones 3 - 6: Minimum fleet

Project Website:

milwaukee.gov/dpw/infrastructure/multimodal/Shared-Mobility

Contact:

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Appendix: Permit Application Rubric

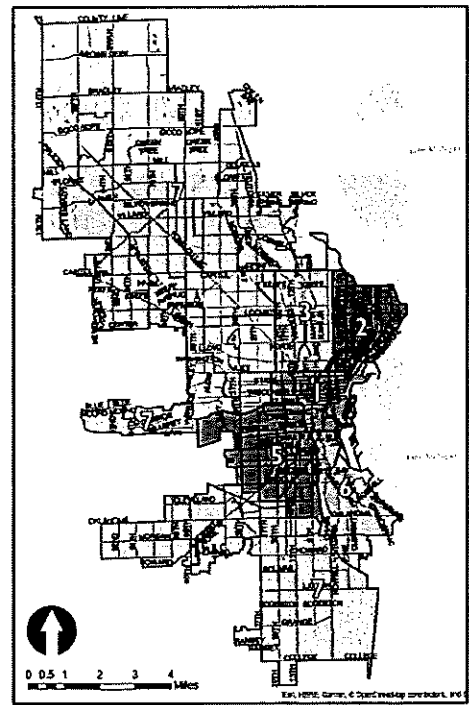
	Word Limit	Points
Provide your business's principal place of business (or headquarters, if different).	n/a	n/a
Provide a brief background on your company and your interest in operating in Milwaukee.	250	2
State how many devices you will deploy in the City of Milwaukee at the launch of the program. You must deploy at least 250 devices per day in April and October and at least 500 devices per day May-September, and you may deploy no more than 1,000 devices at the launch of the program.	n/a	2
List up to 10 U.S. cities with at least 250,000 people in which you have operated a fleet of shared scooters, including dates of operation and fleet size.	n/a	2
Provide the name, phone number, and email address of public agency references for three cities in which you have operated previously. Cities should preferably be in the Midwest or have climates similar to Milwaukee. At least one contact must be from a city with at least 250,000 people.	n/a	2
Outline your plan for Milwaukee to ensure scooters are accessible to people of all races and income levels. Provide two examples of successful programs you have implemented in other cities to ensure scooters are accessible to people of all races and income levels.	1,000	15
Outline your plan for the provision of adaptive scooters in the City of Milwaukee. Confirm that you can provide adaptive/seated scooters for at least 5% of your fleet. Outline your plan to engage with Milwaukee's disability community.	250	5
Describe how the seated scooter you will deploy in Milwaukee accommodates people with limited mobility, including specific design considerations/ traditional scooter modifications.	250	5
Outline your plan for providing community outreach and education events in Milwaukee. Provide examples of the type, scale, and frequency of events from peer cities, preferably cities of a similar size and climate.	500	10
State your minimum rider age. Outline your plan for Milwaukee to reduce underage scooter riding. Provide two examples of how you have reduced underage riding in other cities.	250	2
Outline your plan to distribute scooters across each zone. Describe how you will evaluate and redistribute scooters based on demand.	250	10
Outline your plan for removing inoperable/inactive vehicles on the public right of way as well as your plan for ensuring that deactivated or 'stale' vehicles do not remain on city streets for extended time periods.	250	5
Outline your plan for ensuring proper, safe, and orderly parking of scooters, including how you would ensure compliance with mandatory parking corrals, if needed. Provide two examples of how you have ensured proper, safe, and orderly parking and compliance with mandatory parking corrals in other cities.	1,000	10
Outline your plan to reduce sidewalk riding behavior, including any technology, rider education, or other interventions. Provide two examples of how you have reduced sidewalk riding behavior in other cities.	1,000	15
Outline your proposed staffing plan, including a breakdown of employees by category and full-time/part-time status as well as any independent contractors. Please also include any locally-based hiring practices, including any history of successfully hiring local staff and your plan to ensure you are fully staffed at program launch. Indicate the targeted ratio of local staff to deployed scooters.	500	5
Outline your device maintenance plan, including how you will ensure that devices are appropriately maintained and remain safe to operate.	500	5
The City of Milwaukee may award up to 5 points for operators that have demonstrated responsible operations in Milwaukee. Points will be awarded based on compliance with: 72-hour idle vehicle requirements; Fleet deployment and distribution requirements; Responsiveness to parking and other complaints.	n/a	5
	Total	100

2022 – 2023 Dockless Scooter Pilot Study Evaluation



Pilot Study Basics

- Three operators: Lime, Spin, Veo
- Started September 1, 2022
- Up to 600 scooters per operator
 - Lime received two fleet increases for a total of 1,100 scooters
- Minimum of 500 in June, July, August
- Zone 1: 20% max
- Zones 2 – 6: 12-16% target



Key Ridership Metrics

	2019	2021	2022 - '23
Total Rides	92,090	111,745	801,279
Average Rides per Day	988.5	1,248	1,967
Rides per Vehicle per Day	1.3	1.0	1.6
Average Ride Time	7.4 minutes	6.9 minutes	7.7 minutes
Average Ride Distance	1.0 mile	0.8 mile	1.0 mile
Day with Most Rides	August 24, 2019 5,388 rides	July 20, 2021 9,091 rides	July 15, 2023 7,073 rides

Ridership by Zone

Zone	2019	% of Total	2021	% of Total	2022-'23	% of Total
Zone 1	163,433	55.3%	88,139	18.2%	264,334	32.9%
Zone 2	97,905	33.2%	167,038	34.6%	219,088	27.2%
Zone 3	8,322	2.8%	48,098	10.0%	60,283	7.5%
Zone 4	6,213	2.1%	46,933	9.7%	66,243	8.2%
Zone 5	9,724	3.3%	59,655	12.4%	95,319	11.9%
Zone 6	6,927	2.3%	46,505	9.6%	55,942	7.0%
Zone 7	2,766	0.9%	26,608	5.5%	41,140	5.1%
Total	295,000		482,000		801,000	

Ridership by Aldermanic District						
	2019	% of Total	2021	% of Total	2022-'23	% of Total
1 st District	338	0.1%	5,775	1.2%	7,187	0.9%
2 nd District	161	0.1%	2,975	0.6%	4,561	0.6%
3 rd District	95,016	32.2%	148,851	30.9%	211,349	26.3%
4 th District	152,415	51.6%	97,212	20.2%	256,425	31.9%
5 th District	112	0.0%	1,472	0.3%	1,645	0.2%
6 th District	12,505	4.2%	56,255	11.7%	69,423	8.6%
7 th District	613	0.2%	9,194	1.9%	14,426	1.8%
8 th District	4,674	1.6%	21,285	4.4%	41,340	5.1%
9 th District	73	0.0%	705	0.1%	853	0.1%
10 th District	834	0.3%	7,495	1.6%	9,213	1.1%
11 th District	241	0.1%	2,703	0.6%	6,288	0.8%
12 th District	21,326	7.2%	57,410	11.9%	80,868	10.1%
13 th District	382	0.1%	3,871	0.8%	9,483	1.2%
14 th District	3,642	1.2%	38,293	8.0%	52,665	6.6%
15 th District	2,850	1.0%	27,805	5.8%	35,370	4.4%
Total	295,000		482,000		801,000	

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	\$205,000
Consultant Fee	-	-	\$10 per device	\$30,000	-	-
Per Trip Fee	-	-	\$0.15 per trip	\$72,763	\$0.25 per trip	\$200,319.75
Relocation Fee	\$25 per device	-	\$25 per device	-	\$25 per device	\$1,400
Total		\$100,900		\$179,563		\$407,919.75

Complaints by Year

Complaint Type	2019	2021	2022 - '23
Improper Parking	39 (20.5%)	49 (45.8%)	49 (69.0%)
Sidewalk Riding	95 (50.0%)	27 (25.2%)	18 (25.4%)
Issues Filing a Complaint	-	4 (3.7%)	5 (7.0%)
2+ Riders Sharing	-	1 (0.9%)	4 (5.6%)
Improper Street Riding	33 (17.4%)	15 (14.0%)	3 (4.2%)
Perceived Underage Riding	-	5 (4.7%)	3 (4.2%)
General Concern / Other	23 (12.1%)	6 (5.6%)	6 (8.5%)
Total Complaints*	141	89	71

*Some complaints include more than one complaint type

Sidewalk Riding and Parking Observations

Sidewalk Riding	2019	2021	2022 - '23
Number of Observations	379	392	313
Street Only	314 (82.8%)	225 (57.4%)	208 (66.4%)
Sidewalk Only	65 (17.2%)	100 (25.5%)	58 (18.5%)
Switched Street/Sidewalk	Not noted in 2019	67 (17.1%)	47 (15.0%)

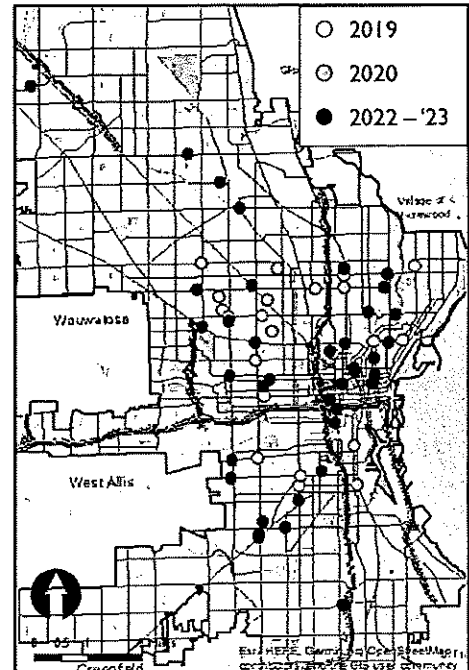
Parking	2022 - '23
Number of Observations	973
Parked Correctly	890 (91.5%)
Parked Incorrectly	83 (8.5%)

Crashes by Year

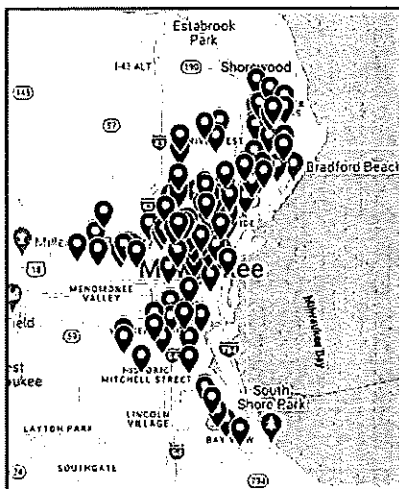
	2019	2021	2022 - '23
Total Crashes	7	15	30
Crash Rate (Crashes / Scooter Trips)	0.0076%	0.0134%	0.0037%

There were two crashes that resulted in the loss of life in 2023:

- 6/18/2023, 3:58 PM, S. 27th St & W. Forest Home Ave.
 - A person riding a personal scooter failed to stop at a stop light and was hit by a person driving a motorcycle
- 8/31/2023, 8:45 PM, W. Congress St. & N. 37th St.
 - A person riding a Lime scooter was exiting a pedestrian bridge to cross the street and was struck by a person driving



Parking Corrals



- Over 100 installed
- Visible in scooter apps

Community Outreach



- Each operator is required to conduct one community outreach event per month
- In July, all three operators and Bublr held a combined event in the 8th District