



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:

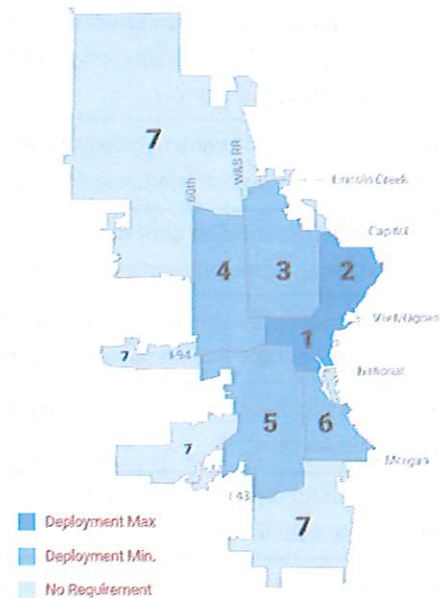
- 2 operators
- 2,000 total device fleet cap at launch (1,000 per operator)

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