



City of Milwaukee
2019 Dockless Scooter Pilot Study
Evaluation and Recommendation Report

Acknowledgments

City of Milwaukee

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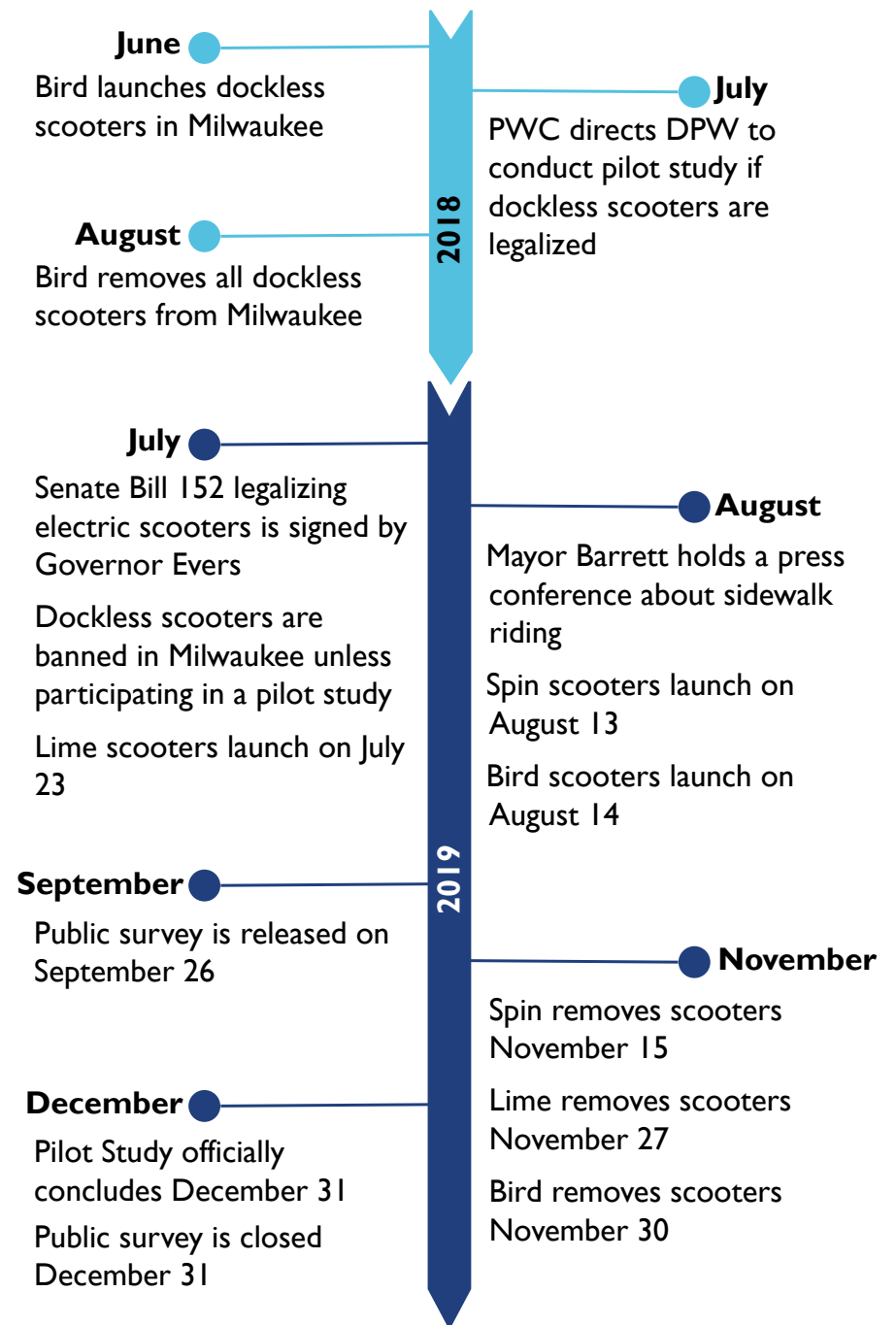



Introduction

In June 2018, dockless scooter company Bird launched its service in Milwaukee unannounced, as it had done in several cities nationwide. Citing Wisconsin state statutes, the City of Milwaukee's Office of the City Attorney issued a statement that the scooters were illegal and riders could be ticketed. While no users received a ticket for operating the scooters, Bird agreed to remove their devices and by early August, all scooters were gone from Milwaukee. In July 2018, the City's Public Works Committee (PWC) passed a resolution directing the Department of Public Works (DPW) to conduct a pilot study if state statutes were amended to legalize electric scooters. The resolution authorized the pilot study to run through December 31, 2019.

On July 8, 2019, Governor Tony Evers signed Senate Bill 152, legalizing electric scooters in Wisconsin and allowing municipalities to regulate both scooter usage and the operation of short-term scooter rental companies. An ordinance was also passed by Common Council around this time banning dockless scooter systems unless operators participated in a pilot study and prohibiting sidewalk riding. A few weeks later, on July 23, Lime became the first company approved to participate in the City's Dockless Scooter Pilot Study. Due to concerns over sidewalk riding, Mayor Tom Barrett held a press conference on August 2 warning the public that the pilot would be canceled if riders did not use the scooters in the streets. Once these concerns lessened, Lime was joined by Spin on August 13, and Bird on August 14. Although authorized to operate through the end of the year, all companies pulled their scooters in November due to lower ridership in the cold weather.

This report provides an overview of results and observations from the Dockless Scooter Pilot Study (Pilot Study) and will outline recommendations for 2021.





The Pilot Study

Pilot Study Goals

The Pilot Study established the following goals:

Increase transportation options

Dockless scooters have the potential to reduce reliance on motor vehicles and ride sharing services for short trips, decreasing congestion and air quality impacts.

Expand access to transit

Dockless scooters may provide links to public transit, assisting with connectivity and solving the first-mile/last-mile problem.

Evaluate impact on access to the public right of way

Participants must show a commitment to keeping pedestrian ways, streets, and other public rights of way unobstructed by dockless scooters for other street users. Most importantly, dockless scooters must be parked and maintained in a manner that provides a clear path for people walking and maintains access to businesses, residential units, and other buildings.

Rules and Regulations

The following summarizes some of the regulations that governed the Pilot Study as outlined in its Terms and Conditions. The full Terms and Conditions document can be found in Appendix B on page 41.

State Statute Requirements

[Senate Bill 152](#) defines an electric scooter as a device that:

- Weighs less than 100 pounds
- Has handlebars and an electric motor
- Is powered solely by electric power and human power
- Has a maximum speed of not more than 20 miles per hour

The legislation requires electric scooters to have a white light on the front of the scooter and a red light on the back of the scooter, both visible from a distance of 500 feet. Although electric scooters are defined by their ability to travel up to 20 miles per hour, the statute limits their speeds to 15 miles per hour. Operators participating in the Pilot Study were required to comply by these state regulations.



Governor Tony Evers at the signing ceremony for SB 152

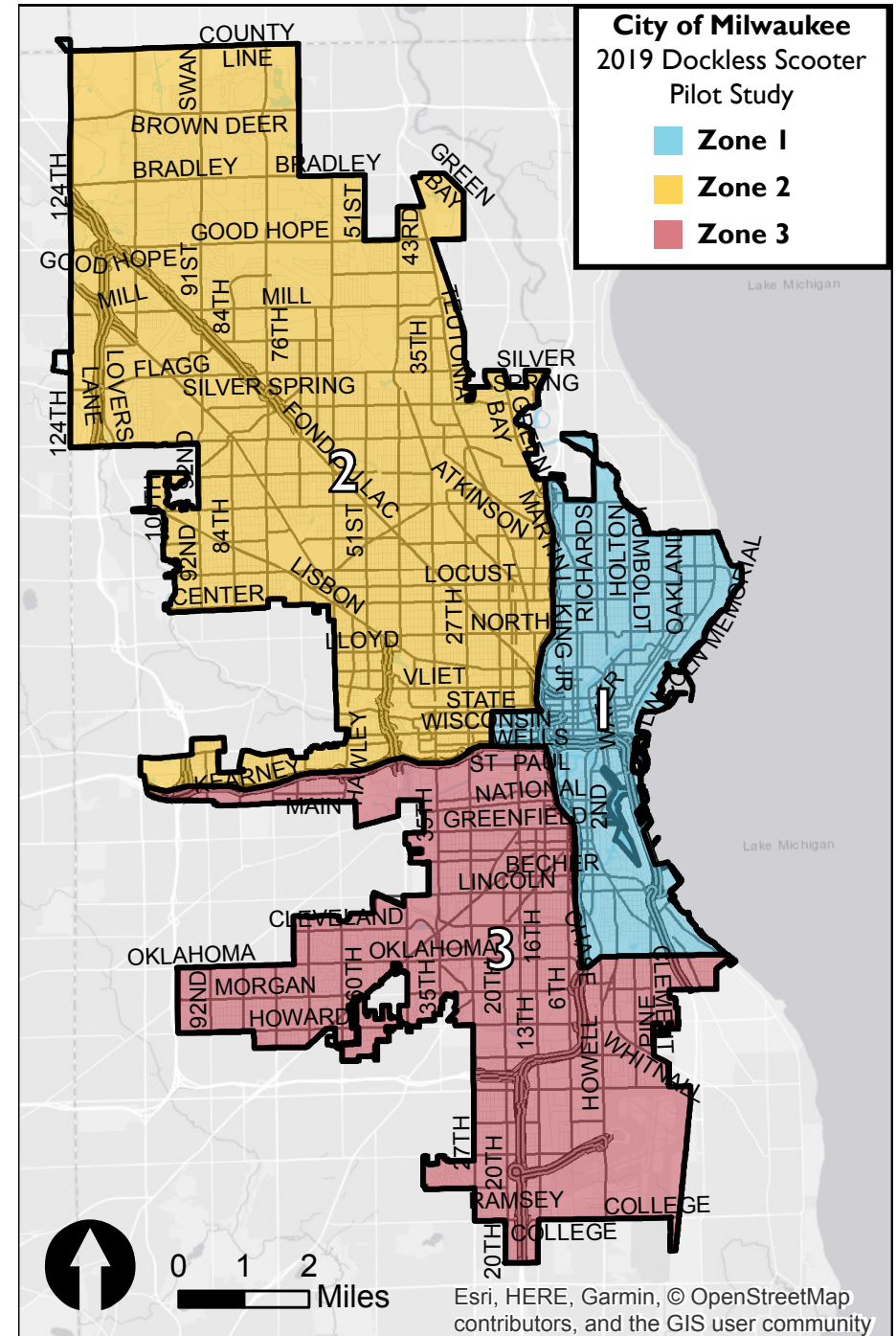
Zone and Fleet Size Allowances

The Pilot Study allowed dockless scooters citywide to understand usage throughout the city. The city was divided into three zones:

Zone 1: The area bounded on the east by Lake Michigan, on the north by the City limits, on the west by I-43/I-94, on the south by Oklahoma Avenue, and the area west of I-43 bounded by W. Highland Avenue, N. 22nd Street and I-94.

Zone 2: The area bounded on the east by I-43, on the north and west by the City limits, and on the south by I-94, excluding the area west of I-43 bounded by W. Highland Avenue, N. 22nd Street and I-94.

Zone 3: The area bounded on the east by I-43/I-94, on the north by I-94, and on the west and south by the City limits, and the area east of I-43/I-94 bounded on the east by Lake Michigan, on the north by Oklahoma Avenue and on the south by the City limits.



In the initial version of the Pilot Study Terms and Conditions, each operator was allowed an initial fleet size of 350 dockless scooters that could be deployed in any zone. Operators were allowed to increase their initial fleet size up to 750 dockless scooters if the additional dockless scooters above 350 were equally distributed between Zone 1, Zone 2, and Zone 3. Examples of possible fleet distribution are provided in the table below. Additional increases up to 1,000 total scooters per operator were allowed based on a minimum usage requirement of 3 trips per dockless scooter per day in Zone 1. The zone requirements were to be met by 7 a.m. on weekdays and by 9 a.m. on weekends and holidays.

Initial Fleet Distribution per Operator			
	Example 1	Example 2	Example 3
Initial fleet	350	350	350
Dockless scooters committed to deployment in Zone 2	0	50	134
Dockless scooters committed to deployment in Zone 3	0	50	134
Additional dockless scooters allowed – Zone 1	0	50	132
Total	350	500	750

The above allowances were in place when Lime launched its 500 scooters on July 23. However, these numbers changed after Spin and Bird entered the Pilot Study. The table below depicts the changes made.

Changes to Fleet Distribution per Operator		
	Beginning August 12	Beginning September 23
Maximum deployed in Zone 1	250	300
Minimum deployed in Zone 2	50	100
Minimum deployed in Zone 3	50	100
Total	350	500

Parking

Operators were required to provide instructions on proper parking to their customers. The general guidelines were:

- Leave at least a 5-foot wide walking space on sidewalks
- Do not park adjacent to:
 - Parklets
 - Loading zones
 - Accessible parking spaces
 - Curb ramps
 - Entryways
 - Driveways
 - Street furniture requiring pedestrian access
 - Transit stops, including bus stops, streetcar stops, shelters, and passenger waiting areas
- Do not park on streetcar stops



A properly parked scooter

Geo-fencing

The Terms and Conditions required operators to geo-fence “no parking” zones on bridges and the Riverwalk. As the Pilot Study progressed, additional areas were geo-fenced as either “no parking” or “no riding” zones based on requests from DPW or outside agencies and entities. These areas included:

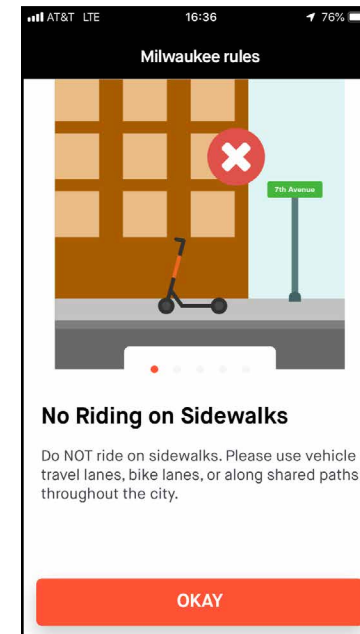
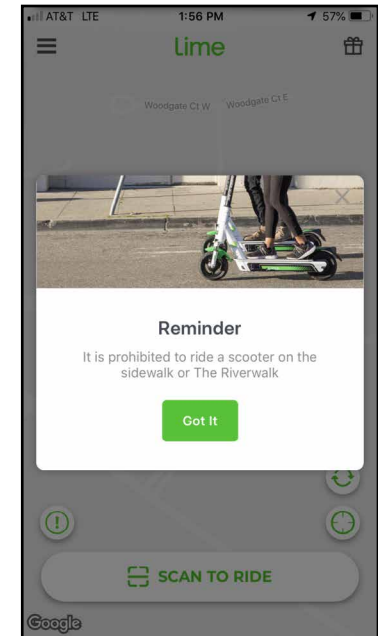
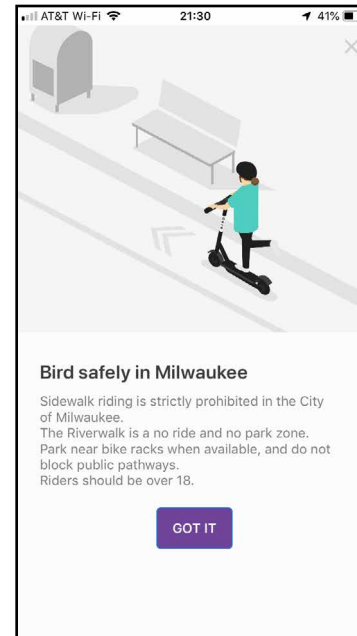
- Lakeshore State Park
- Hank Aaron State Trail
- University of Wisconsin – Milwaukee
- Marquette University

Education

Operators were required to have visible language on each dockless scooter, the operator’s website, and smartphone application that notifies the user that:

- Helmet use is encouraged while riding a dockless scooter
- Sidewalk riding is prohibited
- Riding and parking on the Riverwalk is prohibited
- Users are required to follow all rules of the road
- Scooters must be parked responsibly

Based on feedback regarding sidewalk riding during the pilot study, DPW required operators to strengthen language around sidewalk riding in their apps and via email. In-app messaging consisted of pop-up screens that users must agree to prior to starting their rides.



Examples of operators’ in-app messaging about sidewalk riding

Data Sharing

Operators were required to share data with the City using General Bikeshare Feed Specification (GBFS) and Mobility Data Specification (MDS) standards:

GBFS was created by the North American Bikeshare Association (NABSA) in 2015. It standardizes real-time data feeds to show dockless scooter availability by location.

MDS was created by the Los Angeles Department of Transportation in September 2018 to establish a standard for data exchange between dockless mobility operators and cities or other agencies.

At the beginning of each month, operators were also asked to share the following information for the previous month:


1. Total downloads, active users, and repeat user information
2. List of reported parking complaints including: description, location of incident, description of company response, and response time
3. Incidents of dockless scooter theft and vandalism
4. Vehicle maintenance reports
5. Complaints
6. Number of users participating in discount programs disaggregated by program type (low income, students, etc.), if applicable
7. Accident/crash information
8. Payment method information

Application Process

Applicants were required to fill out an application form (see Appendix A on page 39) and submit a \$300 non-refundable application review fee and a \$50 fee for each dockless scooter. Companies had to provide proof of insurance that satisfied the requirements in the Terms and Conditions. Applicants also had to answer questions outlined in the Plan of Operations (see Appendix C on page 50). Applications were reviewed by DPW staff. Three companies applied (Bird, Lime, and Spin), and all were approved.

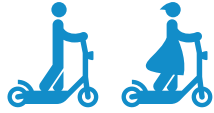


Street riding on E. Wisconsin Ave.



Results and Findings

350,130



Total Rides

2,762



Average Rides per Day



3.6

Rides per Vehicle per Day

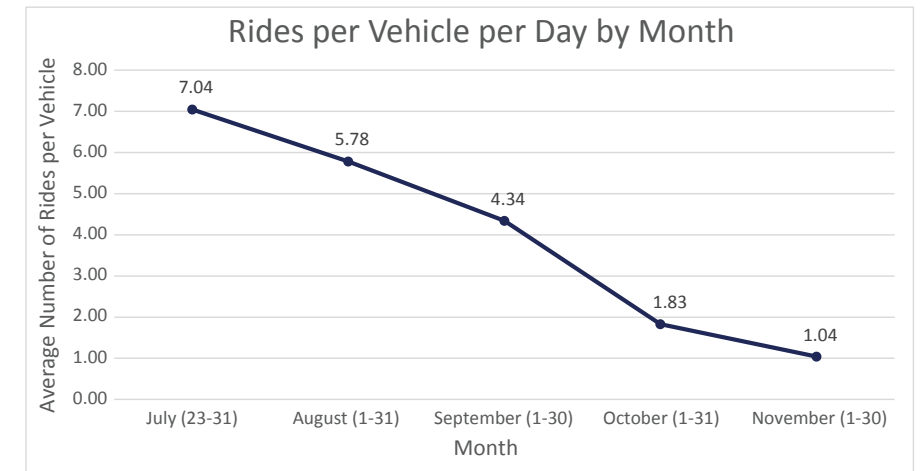
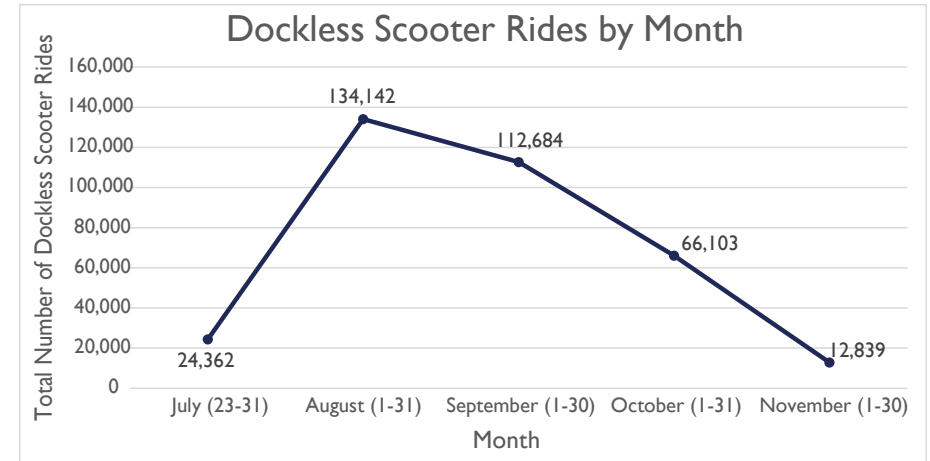
Ridership

Total Ridership

Customers in Milwaukee took a total of 350,130 rides over the course of the 131-day Pilot Study, or an average of 2,672 rides per day. Average trips per vehicle per day is an industry metric that describes the number of times a scooter is used each day. Three trips per day is considered healthy usage of scooters; Milwaukee's rate of 3.6 trips per scooter per day shows that scooters were well-used and that the market may have been able to absorb additional scooters.

Monthly Ridership

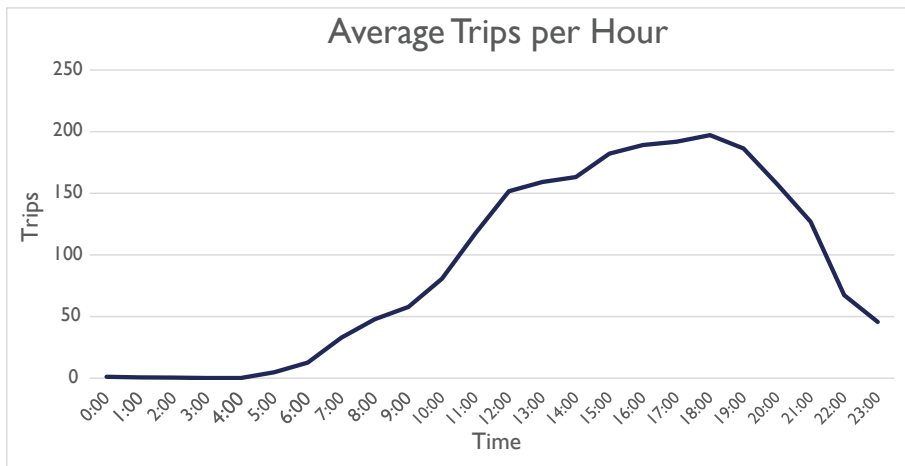
Ridership varied greatly by month, with high numbers in the warmer months of August and September, and ridership dropping as weather worsened in October and November. The graphs below display the total number of trips by month and the average number of trips per vehicle per day by month.



Ridership by Hour

Note: Information about ridership by hour is only available for Lime and Spin.

The Pilot Study did not restrict hours of operation. All operators' dockless scooters were available 24 hours per day. Most rides took place in the afternoon hours, with numbers steadily increasing beginning at noon. Ridership tended to peak during the 6:00 PM hour, with an average of 197 rides each day. By 11:00 PM, trips began to slow down, falling by nearly half from an average of 127 between 10:00 – 11:00 PM to an average of 67 for the 11:00 PM hour. Rides were minimal between the hours of midnight and 4:00 AM, ranging from less than one trip per hour to an average of five trips for the 5:00 AM hour.



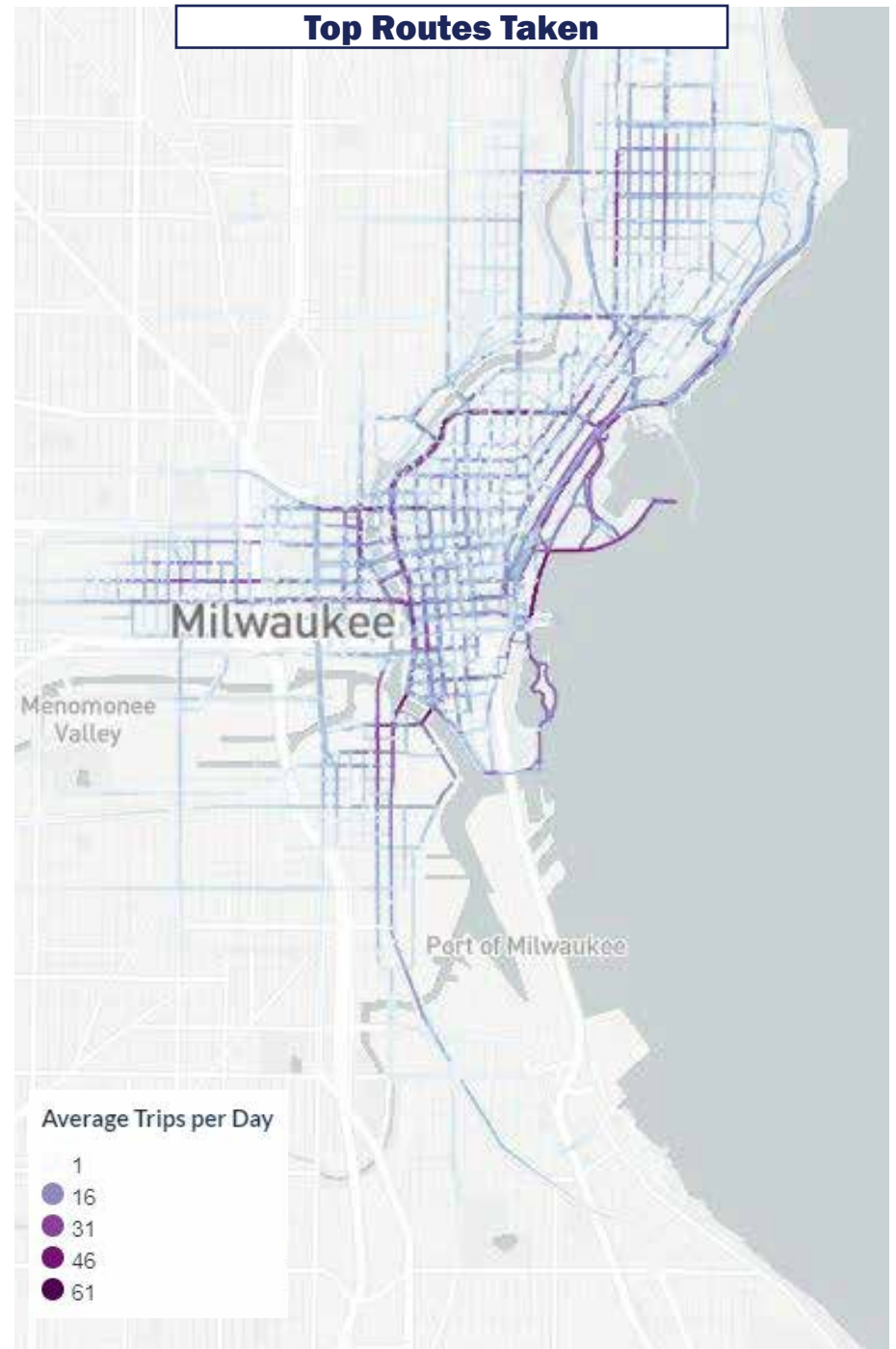
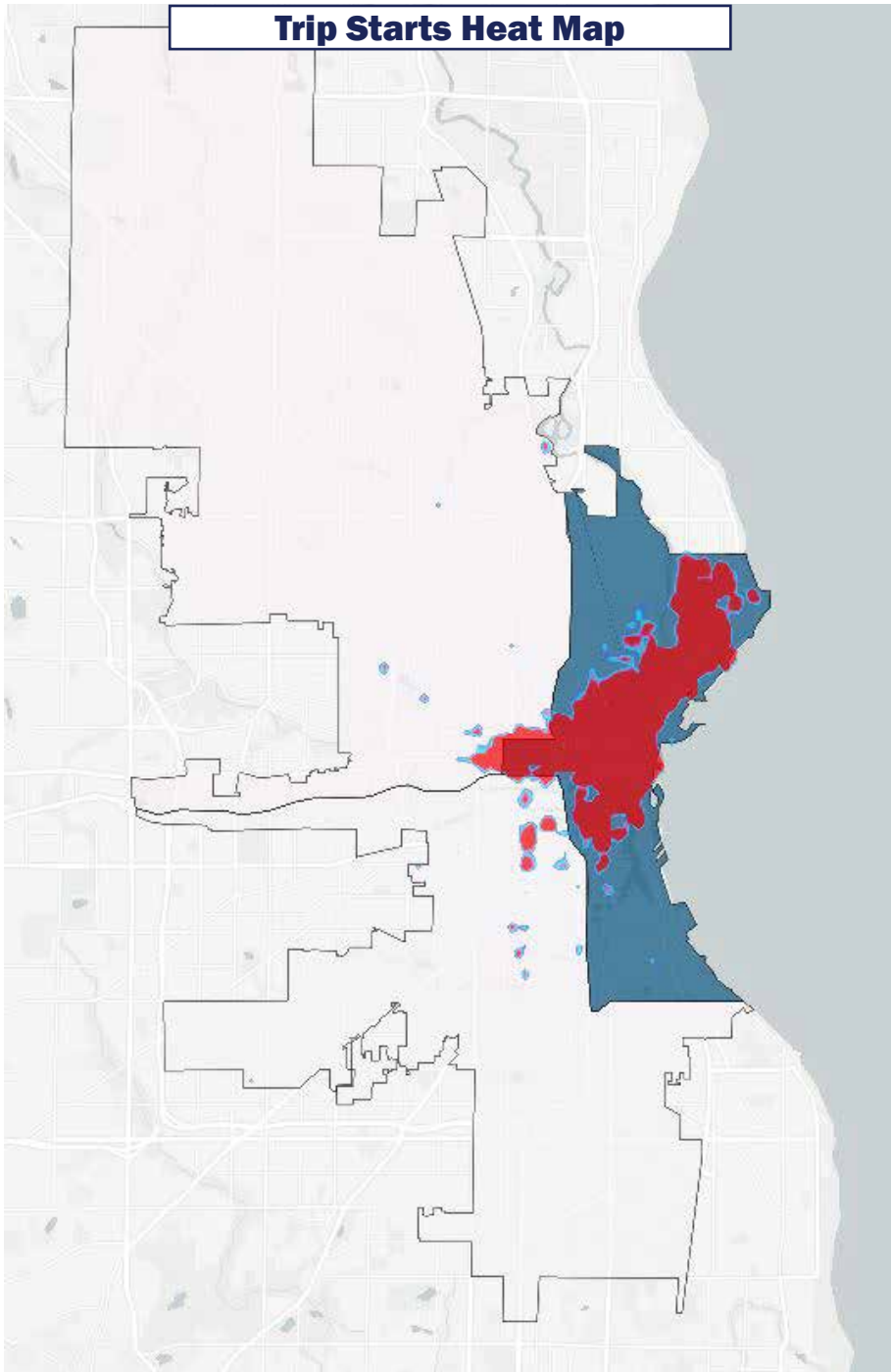
Where Trips Happened

The majority of dockless scooter trips started and ended in Zone 1. The table below shows the number and percentage of trips starting and ending in each zone. Note that the total start and end trip numbers do not match nor do they add up to the total number reported on the previous page because some trips started or ended outside of the City of Milwaukee or were unable to be routed.

Trip Starts and Ends by Zone		
	Trip Starts	Trip Ends
Zone 1	314,688 (92.6%)	305,159 (92.1%)
Zone 2	11,425 (3.4%)	11,844 (3.6%)
Zone 3	13,672 (4.0%)	14,387 (4.3%)

Trip starts and routes were further concentrated within Zone 1, with most taking place in the area bounded by Lake Michigan to the east, the City limit to the north, the Milwaukee River and Marquette's campus to the west, and the Milwaukee River to the south.

The maps on the following page show a trip starts heat map and top routes taken. Note that these maps only include data for Lime and Spin and that individual streets on the route map include several lines depicting varying trip averages.



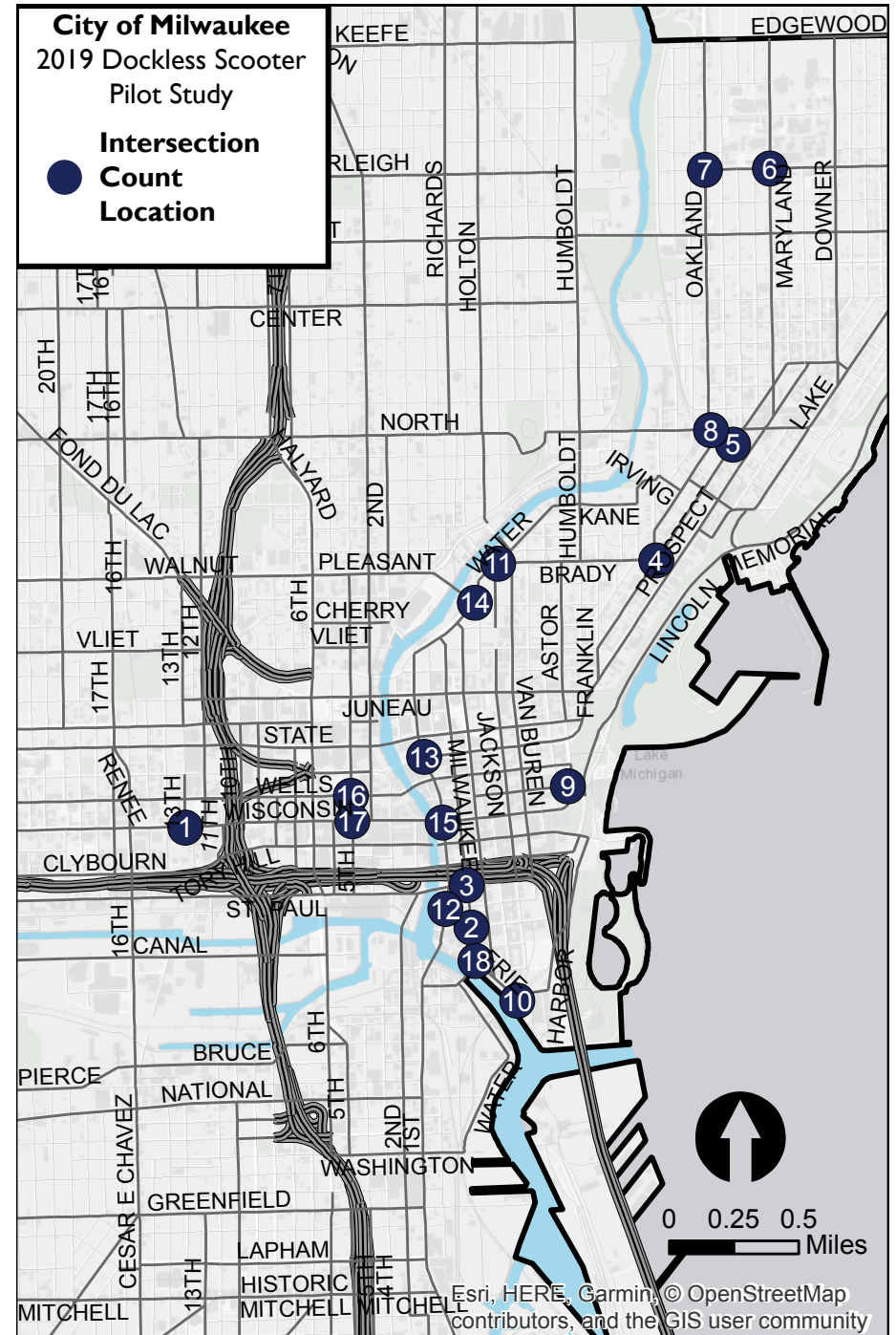
On-Street Dockless Scooter Observations

DPW staff conducted 32 hour-long counts at 18 intersections throughout Zone I. During these counts, staff observed the number of people riding dockless scooters on the street and on the sidewalk. Most intersections were observed twice. The map to the right shows the locations where counts were taken.

Overall, 82.8% of riders were seen riding in the street and 17.2% of riders were on the sidewalk. Street riding compliance improved slightly as the Pilot Study progressed, with 80.7% of riders observed in-street during first round counts and 86.7% in-street during the second round of intersection counts. The chart on the following page summarizes observations made during these counts.



Sidewalk riding on E. Wisconsin Ave.



On-Street Dockless Scooter Observations

	Intersection	Street	Sidewalk	Total	Street	Sidewalk	Total
1	N. 13th St. & W. Wisconsin Ave.	6 (85.7%)	1 (14.3%)	7	1 (100.0%)	0	1
2	N. Broadway & E. Chicago St.	11 (84.6%)	2 (15.4%)	13	8 (80.0%)	2 (20.0%)	10
3	N. Broadway & E. St. Paul Ave.	20 (80.0%)	5 (20.0%)	25	7 (87.5%)	1 (12.5%)	8
4	N. Farwell Ave. & E. Brady St.	6 (85.7%)	1 (14.3%)	7	-	-	-
5	N. Farwell Ave. & E. Kenilworth Pl.	5 (71.4%)	2 (28.6%)	7	-	-	-
6	N. Maryland Ave. & E. Kenwood Blvd.	11 (68.8%)	5 (31.3%)	16	13 (68.4%)	6 (31.6%)	19
7	N. Oakland Ave. & E. Kenwood Blvd.	8 (80.0%)	2 (20.0%)	10	-	-	-
8	N. Oakland Ave. & E. North Ave.	5 (83.3%)	1 (16.7%)	6	-	-	-
9	N. Prospect Ave. & E. Mason St.	18 (90.0%)	2 (10.0%)	20	14 (93.3%)	1 (6.7%)	15
10	E. Summerfest Pl. & E. Erie St.	7 (77.8%)	2 (22.2%)	9	5 (83.3%)	1 (16.7%)	6
11	N. Water St. & E. Brady St.	9 (100.0%)	0 (0.0%)	9	-	-	-
12	N. Water St. & E. Buffalo St.	8 (72.7%)	3 (27.3%)	11	11 (100.0%)	0 (0.0%)	11
13	N. Water St. & E. Kilbourn Ave.	10 (100.0%)	0 (0.0%)	10	6 (100.0%)	0 (0.0%)	6
14	N. Water St. & E. Pleasant St.	13 (92.9%)	1 (7.1%)	14	16 (88.9%)	2 (11.1%)	18
15	N. Water St. & E. Wisconsin Ave.	22 (84.6%)	4 (15.4%)	26	17 (94.4%)	1 (5.6%)	18
16	N. Vel R. Phillips Ave. & W. Wells St.	16 (64.0%)	9 (36.0%)	25	4 (80.0%)	1 (20.0%)	5
17	N. Vel R Phillips Ave. & W. Wisconsin Ave.	8 (88.9%)	1 (11.1%)	9	7 (70.0%)	3 (30.0%)	10
18	N. Young St. & E. Erie St.	8 (61.5%)	5 (38.5%)	13	8 (100.0%)	0 (0.0%)	8
19	Miscellaneous downtown count	6 (85.7%)	1 (14.3%)	7	-	-	-
Total		197 (80.7%)	47 (19.3%)	244	117 (86.7%)	18 (13.3%)	135
Overall percentage street riding		82.8%					
Overall percentage sidewalk riding		17.2%					

Injury and Crash Data

Milwaukee Police Department

The Milwaukee Police Department (MPD) reported six motor vehicle – scooter crashes during the Pilot Study as described below:

- N. Oakland Ave. & E. Linnwood Ave.: a person driving turned left and hit two people riding scooters in the crosswalk; the riders had been riding on the sidewalk
- S. Cesar E. Chavez Dr. & W. Lapham Blvd.: a person driving turned right and hit three people riding a scooter
- 1400 block of E. Brady St.: a person riding a scooter traveling eastbound entered the westbound travel lane and hit a vehicle traveling westbound
- N. 6th St. & W. Cherry St.: a person riding a scooter hit a car stopped at a stop sign
- Two additional unspecified crashes were reported

Milwaukee Fire Department and Bell Ambulance

Ald. Robert Bauman’s office reached out to the Milwaukee Fire Department (MFD) and Bell Ambulance to request reports of scooter-related injuries. Between the launch of dockless scooters in Milwaukee on July 23 and the date of inquiry on November 13, MFD reported 15 incidents where the word “scooter” was used in the description. Of these, MFD believes that 12 were related to dockless scooter usage, though they could not confirm that they were. Bell Ambulance reported 12 incidents beginning January 1, 2019, though no descriptions or dates of these incidents were available, so this number may include crashes of other types of scooters and crashes that occurred prior to the start of the Pilot Study.

Operators

While operators were required to report accident and crash information in their monthly reports to DPW, this information was reported inconsistently across the three operators and varied in the information provided to DPW. For example, one company initially provided detailed descriptions of reported “unsafe riding” that allowed staff to determine which reports were crashes and which were reports of user behavior. For two monthly reports, however, detailed descriptions were not included, making such determinations impossible. Another company only reported the number of crashes with no details.

A total of 67 crashes were reported, including 29 “unspecified unsafe riding” reports, which may include incidents that were not crashes. The chart below summarizes the types of crashes reported.

Operator Reported Crash Types	
Unspecified unsafe riding	29
Fall with no injury	22
Fall with injury	8
Unspecified crash	4
Car - scooter crash	4
Total	67

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Public Feedback

Mayor's Office

The Mayor's Office received feedback about the Pilot Study through emails and phone calls. The majority of comments (89.7%) were received in August. Positive and negative feedback were almost exactly evenly split, with 42.8% of the comments categorized as "positive" and 41.6% as "negative."

The charts below show a breakdown of how comments were classified and categorized. Note that some negative feedback included more than one complaint type, so the total in the "Mayor's Office 'Against' Feedback" chart is larger than the total number of "against" feedback received.

Mayor's Office Overall Feedback	
For	104 (42.8%)
Neutral	38 (15.6%)
Against	101 (41.6%)
Total	243

Mayor's Office "For" Feedback	
General support	66 (63.5%)
Scooters are a good transportation option	30 (28.8%)
City should focus on non-car transportation	4 (3.8%)
Support sidewalk riding prohibition	3 (2.9%)
Scooters are a good recreation option	1 (1.0%)

Mayor's Office "Against" Feedback	
Scooters are unsafe	48 (41.0%)
Sidewalk riding	25 (21.4%)
Parking	21 (17.9%)
General concern	14 (12.0%)
Scooters are unsightly	7 (6.0%)
Youth riding	2 (1.7%)
Trail riding	1 (0.9%)

DPW

DPW staff received 141 emails or phone calls regarding the Pilot Study. Emails were either directly sent to DPW staff members or were forwarded from other staff or offices. A large portion (52%) were forwarded from Ald. Bauman's office. Over half (55%) of the comments came from repeat individuals. Similar to the Mayor's Office, the majority (57.5%) of DPW's complaints were received in August. July saw 14.9% of the complaints and 17.7% were received in September.

In comparison to the Mayor's Office, the majority of feedback sent to DPW staff was categorized as negative, with only seven comments classified as either "positive" or "neutral." The chart below shows how comments to DPW staff were categorized. Much of the feedback received included more than one type of complaint, so the total complaint types in the chart below is greater than the 141 comments received.

DPW Feedback	
Sidewalk riding	95 (67.4%)
Improper parking	39 (27.7%)
Improper street riding	33 (23.4%)
General concern / other	18 (12.8%)
Crash reported	5 (3.5%)

286-CITY and Parking Services Complaints

286-CITY is the City of Milwaukee’s single access telephone number for all City services and information. Call center staff was provided contact information for each of the operators to give to residents calling about dockless scooter violations. The call center received 15 phone calls regarding dockless scooters over the duration of the Pilot Study, all of which were deemed invalid complaints.

DPW Parking Services received 17 total complaints during the Pilot Study, 10 of which were closed as “gone on arrival” when an enforcement officer reached the location. The chart below summarizes the types of parking complaints reported.

Parking Services Complaints	
Blocking entrance / alley	4
Parked in middle of sidewalk	3
Blocking bus stop	3
Unspecified / other	2
Parked at meters	1
Blocking entrance door	1
Blocking crosswalk	1
Parked in handicap zone	1
Parked in loading zone	1

Public Meetings

DPW staff presented on the Pilot Study to the following groups:

- City of Milwaukee Bicycle and Pedestrian Task Force
- Wisconsin DNR State Trails Council
- Downtown Neighbors Association
- Brady Street Forum



Improperly parked scooters

Public Survey

The City of Milwaukee released an online public survey on September 26. The survey was distributed through DPW's e-notify email service and was shared by several aldermanic offices. It also received significant media coverage both when it was released and at other points throughout the Pilot Study. All three operators emailed their customers the survey soon after its release and each shared it at least one more time. The survey was available in English and Spanish. It closed at the conclusion of the pilot study on December 31. The survey was taken by **7,658 people**.

Below are selected results from the survey; the full results can be found in Appendix D on page 53. Most of the responses displayed below are reported by respondents who took no trips, took one trip, and took two or more trips.

How many dockless scooter trips have you taken in Milwaukee?	
0	56.7%
1	7.3%
2 - 10	23.3%
11 - 20	6.0%
More than 20	6.7%

What is the most frequent reason you've ridden a dockless scooter?

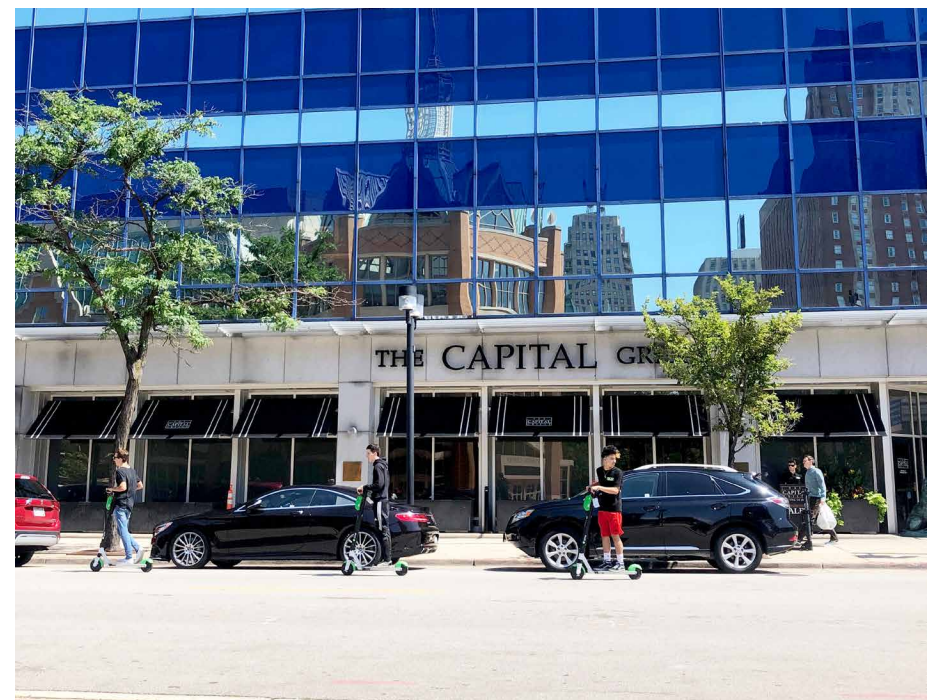
	I trip	2+ trips	All
Connecting to transit (bus/streetcar)	2.1%	1.7%	1.6%
Riding for fun or recreation	50.1%	24.4%	28.6%
Running errands or shopping	2.5%	5.0%	4.6%
Traveling to/from a restaurant	11.2%	15.0%	14.4%
Traveling to/from a work-related meeting or appointment	4.4%	6.6%	6.2%
Traveling to/from entertainment	19.3%	26.4%	25.2%
Traveling to/from school or campus	1.7%	3.4%	3.6%
Traveling to/from work	2.9%	15.4%	13.4%
Other	5.8%	1.6%	2.3%

Think about your last dockless scooter trip in Milwaukee. If you hadn't taken a dockless scooter, how would you have traveled?

	I trip	2+ trips	All
Driven a personal vehicle	14.9%	23.8%	22.2%
Ridden a personal bike	5.7%	4.9%	5.0%
Ridden as a passenger in a personal vehicle	0.3%	0.7%	0.7%
Ridden Bublr Bike Share	1.8%	1.7%	1.7%
Taken rideshare (Uber or Lyft) or taxi	13.4%	23.8%	21.9%
Taken transit (bus or streetcar)	8.7%	6.9%	7.2%
Walked	54.3%	37.2%	40.3%
Other	0.9%	1.1%	2.3%

“Very High” or “High” Concern for Potential Issues				
	0 trips	1 trip	2+ trips	All
Dockless scooter rider behavior around people biking	53.7%	27.0%	8.1%	35.5%
Dockless scooter rider behavior around people driving	75.3%	49.9%	23.1%	54.8%
Dockless scooter rider behavior around people walking	69.2%	37.9%	14.3%	47.3%
Dockless scooters are not safe to ride	42.7%	25.5%	5.3%	28.1%
Dockless scooters blocking sidewalks when parked	55.9%	31.3%	9.2%	37.4%
People riding dockless scooters on the sidewalk	72.1%	42.8%	21.6%	51.9%
There are not enough dockless scooters in Milwaukee	3.5%	8.2%	26.5%	12.1%
There isn't a safe, connected network of bike facilities and trails to use	47.8%	39.2%	27.8%	40.0%

“Very High” or “High” Importance for Potential Benefits				
	0 trips	1 trip	2+ trips	All
Better first mile/last mile connections to transit	32.0%	47.2%	67.1%	45.7%
Fewer cars on the street	29.3%	48.6%	62.3%	42.5%
Increased support for walking, biking, and getting around without a car	48.0%	67.5%	86.0%	63.0%
More transportation options in Milwaukee	39.4%	65.8%	87.1%	58.4%
Scooter riding is a fun activity for residents	19.0%	44.2%	69.7%	39.0%
Scooter riding is a fun activity for visitors	23.3%	51.1%	74.3%	43.6%



Street riding on N. Vel R. Phillips Ave.

At the conclusion of this pilot study, do you support the City of Milwaukee developing permanent regulations to allow dockless scooter share in Milwaukee?

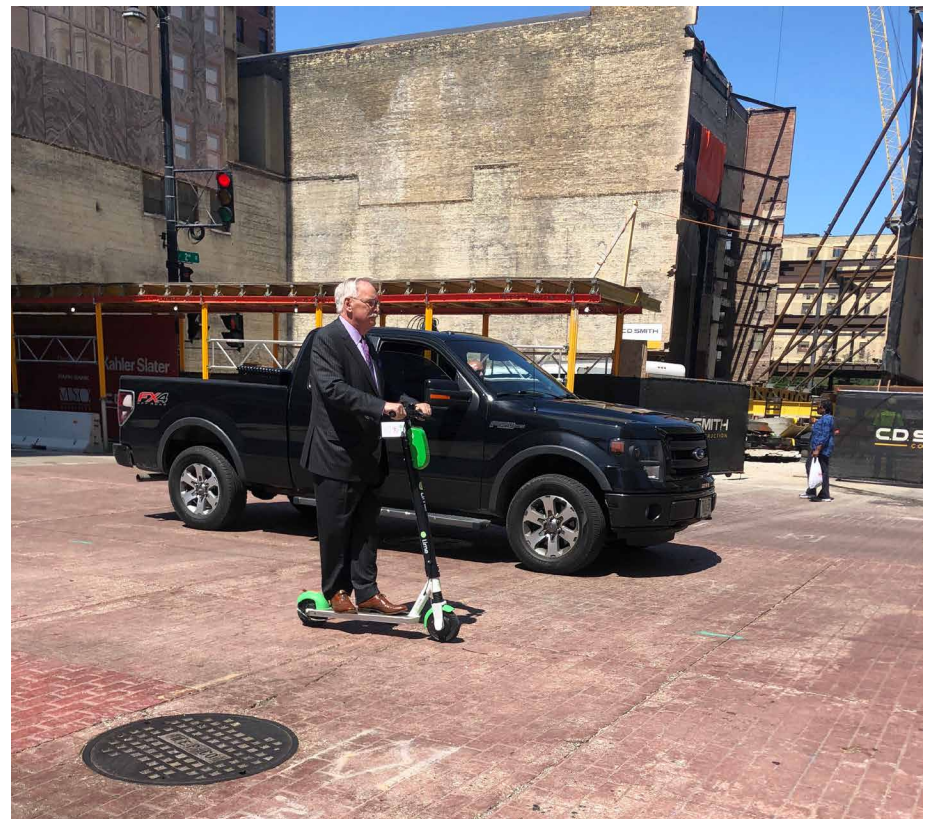
	0 trips	1 trip	2+ trips	All
Yes, they should be allowed	42.7%	68.2%	89.5%	57.5%
No, they should be prohibited	36.1%	19.8%	4.4%	27.4%
Yes, but with some changes	21.2%	12.0%	6.1%	15.1%

Top responses to, “Yes, but with some changes”:

- 34% of responses mentioned an increase in enforcement of scooter laws, with responses mainly prioritizing sidewalk riding and improper parking.
- 29% of responses mentioned the requirement of helmet use and/or increase in safety for pedestrians, scooter riders, bicyclists, and automobile drivers.
- 27% of responses mentioned the use of sidewalks, with the majority of respondents against the use of sidewalks for riding and some respondents preferring riders use the sidewalk instead of the street.
- 25% of responses mentioned parking, with the majority of responses mentioning adding docks for parking.
- 15% of responses mentioned updating or adding infrastructure, such as bike lanes, protected bike lanes, and/or special lanes or trails for scooters.
- 10% of responses mentioned an increase in public education on scooter riding and/or laws.
- 8% of responses mentioned the need for updated rules and regulations, with many responses mentioning making rules similar to bike/automobile traffic laws.
- 5% of responses mentioned the use of scooters on bike trails, such as the Oak Leaf Trail.

What is your overall opinion of dockless scooters in Milwaukee?

	0 trips	1 trip	2+ trips	All
Very favorable opinion	11.6%	40.0%	80.1%	38.2%
Somewhat favorable opinion	16.8%	27.9%	13.9%	16.5%
Neutral / no opinion	9.2%	6.5%	1.9%	6.4%
Somewhat unfavorable opinion	21.6%	9.7%	1.7%	13.6%
Very unfavorable opinion	40.9%	16.0%	2.4%	25.4%



Street riding on W. Wisconsin Ave.



Additional Feedback

City Departments

Department of Neighborhood Services, 286-CITY, DPW Parking Services

All departments agreed that the impact of dockless scooters to their work was minimal. In addition to the complaints received by the call center and Parking Services on page 19, the Department of Neighborhood Services (DNS) estimated it responded to less than six complaints related to dockless scooters. Recommendations from this meeting included:

- Remove the two-hour window in which operators could remedy parking situations; if parking enforcement officers receive a parking complaint or observe improperly parked scooters, they should move them right away.
- Investigate if Click 4 Action can be set up to send parking complaints directly to operators.
- Provide a training to DNS inspectors on dockless scooter parking to ensure they understand the regulations.
- Paint “parking zones” at the back of bus stop areas to increase compliance.

Milwaukee Police Department, Milwaukee County District Attorney’s Office

Staff also met with police officers from District One and a representative for the County’s Office of the District Attorney. Officers said they took an educational standpoint to enforcement during the Pilot Study, particularly around the issue of sidewalk riding. They recommended increasing user education and partnering with Visit Milwaukee, area hotels, and tourist destinations to distribute educational materials.

Milwaukee County Parks

Milwaukee County Parks (MCP) manages over 150 parks and 175 miles of the Oak Leaf Trail (OLT), a system of shared use trails that runs throughout Milwaukee County. MCP does not allow motorized vehicles on the OLT. After Senate Bill 152 established a definition of electric scooters that was different than motorized vehicles, MCP decided electric scooters would be allowed to operate on the OLT.

MCP staff had few concerns. Initially they thought dockless scooters might interfere with snow removal operations, but found that scooters were removed in a timely manner during snow events and did not have any issues. It was suggested that if informational tags are attached to scooters, the tags could confirm that scooters are allowed on the OLT. Staff expressed some concerns that the font size for information such as customer service numbers on dockless scooters was too small.



Riding on the Oak Leaf Trail

Wisconsin DNR

In Milwaukee, Wisconsin DNR manages Havenwoods State Forest on the north side of the city, the Hank Aaron State Trail (HAST) that runs through the Menomonee Valley, and Lakeshore State Park. Wisconsin DNR prohibits electric scooter usage on trails on state park lands, thus prohibiting usage on the Hank Aaron State Trail and at Lakeshore State Park.

When the Pilot Study first began, Wisconsin DNR staff at Lakeshore State Park experienced many instances of scooters being left in the park. Staff spent time retrieving the scooters and bringing them to the park entrance in the mornings. Little usage or parking was seen on the HAST. DPW staff asked operators to geo-fence both Lakeshore State Park and the HAST as “no parking” zones. This change significantly reduced the number of dockless scooters left in the park. Lakeshore State Park remained a popular riding destination, however, with many users ignoring signs at the park’s entrances stating that electric scooter usage was prohibited. Wisconsin DNR staff asked if the park could be geo-fenced a “no ride” zone in the future.

University of Wisconsin - Milwaukee

Following previously established regulations that prohibit bike riding on campus, the University of Wisconsin – Milwaukee (UWM) prohibited electric scooter usage on campus. UWM reached out to all three operators to request the campus be geo-fenced a “no ride zone.” Representatives from UWM stated there was minimal riding on campus. They did observe some unsafe riding issues, such as traveling the wrong way in bike lanes, and a few parking issues on sidewalks and boulevards.

Disability Advocacy Groups

The City’s ADA Coordinator solicited feedback from staff at Independence First, Forge Forward, Vision Forward, Beyond Vision, and AARP Wisconsin. These organizations supported increased equitable access to scooters and requested that scooter options that accommodate people of varying abilities be considered.



Riding at Lakeshore State Park

Operators

Following the conclusion of the Pilot Study, DPW staff interviewed representatives from Bird, Lime, and Spin to learn about their experiences working in Milwaukee. All three operators expressed overall satisfaction with the Pilot Study and unanimously agreed that Milwaukee could support a higher number of dockless scooters. The following is a summary of comments from operators:

Fleet size and application

- Use a per trip fee rather than a per scooter fee.
- Allow for fleet increases during special events.
- There was frustration with the change in fleet size from the original Pilot Study Terms and Conditions.

Outreach and education

- Operators are willing to do additional educational events but would like support from the City or other local partners.
- Operators who do more outreach should be rewarded.

Other

- Equitable distribution should be encouraged and rewarded through either fleet increases or reductions in costs to operators.
- Painted parking zones can help with parking compliance; operators can assist in identifying locations and nudging users to park scooters in them.



Goals Analysis

Increase transportation options in Milwaukee

Overall, survey respondents most frequently rode for fun or recreation (28.6%); however, 67.6% of survey respondents indicated they rode for transportation-related reasons most frequently, including:

- Traveling to/from entertainment (25.2%)
- Traveling to/from a restaurant (14.6%)
- Traveling to/from work (13.4%)
- Traveling to/from a work-related meeting or appointment (6.2%)
- Running errands or shopping (4.6%)
- Traveling to/from school or campus (3.6%)

More than half of survey respondents (58.4%) indicated that “more transportation options in Milwaukee” is an important or very important benefit of dockless scooters. Riders in Milwaukee took 350,130 trips on dockless scooters throughout the duration of the Pilot Study. Based on survey results, approximately 57.6% of these trips, or 201,745, were trips the rider would have taken if a scooter were not available. While walking was the most commonly replaced form of transportation, with 40.3% of respondents stating they would have walked for their last trip if they had not taken a dockless scooter, 44.1% of dockless scooter trips replaced a car trip, either in a personal vehicle or by rideshare/taxi.

These preliminary results indicate that dockless scooters did provide Milwaukee residents and visitors with a new transportation option.

Expand access to transit

Thirty-nine percent of survey respondents believe that “better first mile/last mile connections to transit” is an important or very important benefit of dockless scooters. A small portion (1.8%) of respondents who had taken at least one dockless scooter trip indicated that they most frequently used scooters to connect to the bus or streetcar. A larger percentage (15.9%) of survey takers responded that they had used dockless scooters in connection with transit at least once. There is some evidence that dockless scooters in Milwaukee did expand access to transit, though more could be done to increase their usefulness in connection with this mode.

Evaluate impacts to the public right of way

Based on public feedback received, sidewalk riding was the biggest perceived impact to access to the public right of way. Of the complaints received by or forwarded to DPW staff, 67.4% mentioned sidewalk riding. About half (51.9%) of survey respondents had a very high or high level of concern with “people riding dockless scooters on the sidewalk.” Based on DPW counts at intersections, an average of 82.8% of riders are using the street. While this is a high level of compliance, more could be done to increase the numbers of dockless scooter riders using the street.

Improper parking in the public right of way was a lesser issue. The survey results indicate that 37.4% of people believe “dockless scooters blocking sidewalks when parked” is a high or very high concern. DPW Parking Services only received 17 complaints about improperly parked scooters and 27.7% of complaints sent to DPW staff mentioned parking as an issue. Despite being less of a concern, DPW staff and operators could take steps to increase parking compliance and ensure sidewalks remain clear of obstructions.



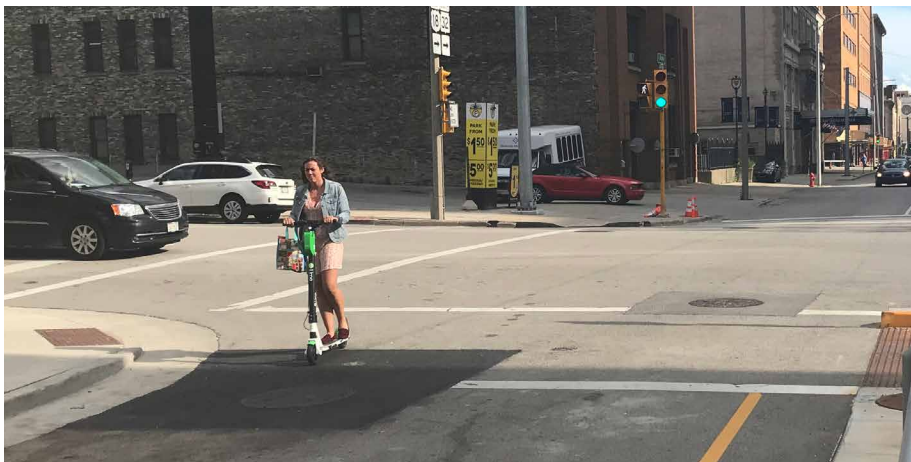
Recommendation

Issue a new Pilot Study to run through December 31, 2021, with key changes

The 2019 Dockless Scooter Pilot Study proved to be a success in many ways. The high ridership demonstrates latent demand for new transportation options, and 58.4% of survey respondents cited “more transportation options in Milwaukee” as an important or very important benefit of dockless scooters. Smaller, electric, shared vehicles also have the potential to assist in achieving other City goals around health, equity, safer streets, and climate change.

The COVID-19 pandemic has greatly impacted the way people move. Travel patterns have been disrupted by work from home arrangements and restrictions on transit ridership. It is impossible to know what residents’ and visitors’ transportation needs will be in 2021. A second pilot study will give the City the flexibility it needs to respond to changes in transportation.

The following are recommendations that will be incorporated into the terms and conditions of the 2021 Dockless Scooter Pilot Study. DPW staff will work with residents, community partners, other City and agency staff, elected officials, operators, and other stakeholders to develop complete regulations. The 2021 Dockless Scooter Pilot study is expected to begin in spring of 2021.



Street riding on N. Broadway

- 1 Reconfigure zones to encourage usage in other areas of the City
- 2 Increase allowable fleet size to encourage usage in other parts of the City
- 3 Revise fee structure to include a reduced per scooter fee and a new per trip fee
- 4 Require operators to conduct regular safety and educational events to promote safe riding and proper parking
- 5 Clarify parking requirements and eliminate the 2-hour grace period that allows operators to remedy parking violations once notified
- 6 Add scooter parking violations to the City’s “Click 4 Action” online and app-based service request portal
- 7 Work with operators to install and promote painted parking corrals throughout high demand areas
- 8 Require operators to include a plan for incorporating scooters that accommodate people of varying abilities
- 9 Require operators to maintain a severe weather policy
- 10 Specify the font size and location of information required on scooters
- 11 Establish a 24-hour idle time policy for scooters so scooters cannot remain unused in the same place for more than one day
- 12 Enter into an agreement with a third party data manager prior to beginning the 2021 pilot study

Appendix A: Application Instructions and Application

These documents can be viewed and downloaded at milwaukee.gov/DocklessScooters.



City of Milwaukee - Dockless Scooter Pilot Study Application Instructions

Completing the Pilot Study Application

- Print the Application or use the fillable form from the DPW website
- Check the box indicating the type of business (Corporation, LLC, Partnership, Non-Profit, Other)
- Provide the business name and contact information
- Provide the name and contact information for a business agent or representative
- List the number of scooters in the "Equipment Information" table
- Calculate the cost for the proposed number of scooters
- Add the numbers in the "Cost" column to determine the Total Amount Due
- NOTE: The cost calculation may be left blank if application is submitted in person
- Prepare or obtain the required attachments
- Check the boxes indicating agreement with the statements in the "Signature" section
- Sign and date the Application

Completing the Plan of Operation

- Print the Plan of Operation or use the fillable form from the DPW website
- Write or type the requested information in the response boxes
- Responses must be included for all sections in the Plan of Operation
- If more space is required, additional sheets may be included
- Each section of the Plan of Operation form has a number. If additional pages are included with the Plan of Operation, indicate the section number the information relates to.
- Sign and date the Plan of Operation

Terms and Conditions Acknowledgment

- Read and review the Terms and Conditions document
- Print the last page of the Terms and Conditions document
- Print the agent's or representative's name
- Print the agent's or representative's official title
- Sign and date the Acknowledgment page
- Retain a copy of the signed Acknowledgment for your records
- Attach the Acknowledgment to the Application

Submitting the Pilot Study Application

- Completed applications may be submitted in person or by mail to the address provided below
- Include four paper copies of all application materials (1 original and 3 copies)
- Include separate payment for the Application Review Fee and the Equipment Fee
- Incomplete applications will not be processed

CITY OF MILWAUKEE
DPW-Infrastructure Services Division
Attention: Mike Amsden
841 North Broadway, Room 501
Milwaukee, WI 53202

Payment

- Payment must be made at time of application
- Separate checks should be included for the Application Review Fee and the Equipment Fee
- Checks should be made to the "City of Milwaukee", Attn: Dawn Crowbridge
- Applications will not be processed until payment is received

Assistance

- If you need assistance with this application contact Kate Riordan - kriord@milwaukee.gov

Rev: 2019-07-01

Dockless Scooter Pilot Study - Instructions



City of Milwaukee - Dockless Scooter Pilot Study Application

Business Information			
<input type="checkbox"/> Corporation	<input type="checkbox"/> LLC	<input type="checkbox"/> Partnership	<input type="checkbox"/> Non-Profit
<input type="checkbox"/> Other			
Legal Entity Name:			
Business/Trade Name:			
Business Address:			
Phone:		E-mail:	
Website:			
Business Agent Information			
Agent Name:			
Agent Address:			
Phone:	Phone:	E-mail:	
Fee Information			
Application Review Fee*			\$ 300
Equipment Fee*	Units	\$ per Unit	
Scooters		\$50	\$
Total Due*			\$
<small>*Make separate checks payable to "City of Milwaukee" Attn: Dawn Crowbridge</small>			
Required Attachments			
<input type="checkbox"/> Application Review Fee*		<input type="checkbox"/> Terms and Conditions Acknowledgement	
<input type="checkbox"/> Equipment Fee*		<input type="checkbox"/> Proof of Insurance	
<input type="checkbox"/> Plan of Operation		<input type="checkbox"/> Map of Proposed Fleet Deployment	
Signature			
<input type="checkbox"/> I/We have received and read the Terms and Conditions of this Pilot Study			
<input type="checkbox"/> I/We agree to abide by the Terms and Conditions of this Pilot Study			
<input type="checkbox"/> I/We agree to pay all fees as identified above prior to participation in the Pilot Study			
<input type="checkbox"/> I/We understand that participation in the Pilot Study may be terminated at any time			
Signature _____		Date _____	
Office Use Only			
Rec'd _____	Paid _____	Appr _____	
Review: Ops _____	Maint _____	Ins _____	Map _____

Return application to City of Milwaukee, Dept. of Public Works, Attn: Mike Amsden, 841 N. Broadway Rm 501, Milwaukee, WI 53202

Rev: 2019-07-01

Dockless Scooter Pilot Study - App

Appendix B:

Terms and Conditions

This document can be viewed and downloaded at milwaukee.gov/DocklessScooters.



City of Milwaukee
Department of Public Works

Dockless Scooter Pilot Study

Terms and Conditions v.5

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1. Introduction

Purpose

The City of Milwaukee Department of Public Works (DPW) is initiating a Dockless Scooter Pilot Study (pilot) to observe, solicit feedback on, and evaluate the effectiveness of dockless scooters in Milwaukee.

Dockless scooters, as defined herein, means a system of self-service scooters made available for shared use to individuals on a short term basis, which may be rented via a smart-phone app, vendor website, vendor customer service number, or a pre-paid PIN and which do not require structures at permanent, fixed locations where rides must begin and end.

Dockless scooters may provide many benefits to residents and visitors of Milwaukee. They have the potential to help the City improve outcomes related to equity, congestion mitigation, health, and access to opportunity. The City also realizes the potential for disruption to pedestrian ways and other public rights of way.

Goals

1. Increase transportation options

Dockless scooters have the potential to reduce reliance on motor vehicles and ride sharing services for short trips, decreasing congestion and air quality impacts.

2. Expand access to transit

Dockless scooters may provide links to public transit, assisting with connectivity and solving the first-mile/last-mile problem.

3. Evaluate impacts on access to the public right of way

Participants must show a commitment to keeping pedestrian ways, streets, and other public rights of way unobstructed by dockless scooters for other street users. Most importantly, dockless scooters must be parked and maintained in a manner that provides a clear path for people walking and maintains access to businesses, residential units, and other buildings.

2. Terms

2.1. Agreement

These Terms and Conditions are made in conjunction with each Participant's Application and Plan of Operation. Together, these documents record our agreement in relation to use of the Public Right of Way in Milwaukee.

2.2. Priority

If there is any inconsistency between these Terms and Conditions and/or any other agreements, the Terms and Conditions shall prevail.

2.3. Pilot Subject to Change

A. The terms and conditions of the Dockless Scooter Pilot Study (pilot) are subject to change, without limitation, by the Commissioner of Public Works. These changes may include, but are not limited to: changes in the minimum or maximum number of dockless scooters allowed in the City, changes to the number of participants allowed in the pilot, changes to the service zone geographies,

changes to the minimum or maximum number of dockless scooters deployed in each service zone, or changes to the parking requirements.

B. Participants will be notified by certified and electronic mail of any changes to the pilot. Participants unwilling or unable to comply with proposed changes may voluntarily suspend or terminate participation in the pilot.

C. Participants terminating participation in this pilot must immediately cease offering their equipment for rent and remove their equipment from the City of Milwaukee's streets.

D. Should a participant temporarily suspend their participation to perform mechanical changes to their equipment or their rental application, equipment may be left on the street if the changes take less than 24 hours. Otherwise, all equipment must be removed from the street until the changes are complete.

2.4. Application

A. Completed applications may be submitted by mail or in person.

B. Payment must be made at time of application.

C. The application submittal must include four paper copies of all application materials (1 original and 3 copies).

D. Checks should be made payable to the City of Milwaukee, ATTN: Dawn Crowbridge.

E. Completed applications may be sent to:

CITY OF MILWAUKEE

Attention: Mike Amsden

DPW-Infrastructure Services Division

841 North Broadway, Room 501

Milwaukee, WI 53202

3. Definitions

"Applicant" means any person who submits an application to the Department of Public Works for the pilot.

"Application" means a formal request filed with the Department of Public Works for participation in the pilot.

"Business" means engaging in activities over time for the purpose of sustained financial gain.

"Customer" means a person who has downloaded the operator's app to their smart phone or other device.

"Deploy" means to make available to users in a public place.

"Dockless" means a system of self-service mobility devices made available for shared use to individuals on a short-term basis, which may be rented through a smart-phone app, vendor website, vendor customer service number, or a pre-paid PIN and which do not require structures at permanent, fixed locations where rides must begin and end.

"Equipment" means dockless scooters.

"Fleet" means equipment owned or leased by the operator which is intended for use as part of a dockless scooter system in the city.

"Holidays" means New Year's Eve, New Year's Day, Martin Luther King Jr. Day, Good Friday, Memorial Day, Independence Day, Labor Day, Thanksgiving and the day after, and Christmas and the day before.

"Mobility device" means a vehicle, whether motorized or not, including a bicycle, a scooter, a skateboard, or any other micro-mobility vehicle which is exempt from state registration under ch. 341, Wis. Stats.

"Objection" means any information that could form the basis of denial, non-renewal, suspension or revocation of participation in the pilot. An objection may result from information provided by any resident or from written reports filed by the Chief of Police.

"Operator" means any person engaged in the activities of owning or operating a dockless scooter system.

"Participant" means any individual or partner, and any officer, director or agent of any corporate applicant which has been approved by the Department of Public Works for entry into the pilot.

"Person" means any individual, firm, corporation, limited liability company, partnership or association acting in a fiduciary capacity.

"Scooter" means a device weighing less than 100 pounds that has handlebars and an electric motor, is powered solely by the electric motor and human power, and has a maximum speed of not more than 20 miles per hour on a paved level surface when powered solely by the electric motor.

"Service area" means the entire city.

"Service zone" means a geographic area of the city, the boundaries of which are described herein.

"Unsafe" means any dockless equipment that could cause harm or injury to a user or anyone else within the public right-of-way despite being operated in a reasonable manner.

"User" means an individual who pays a fee to unlock dockless equipment for the purpose of transportation or recreation.

"Unused dockless equipment" means any dockless scooter parked in one location for more than 7 consecutive days without being used.

4. Pilot Duration

4.1. Initial Term

A. Participation in the pilot shall commence upon review and approval of a participant's application by the Department of Public Works and upon payment of all applicable fees.

B. The pilot shall end on December 31, 2019.

4.2. Extension

A. The City of Milwaukee reserves the right to extend the pilot beyond December 31, 2019, if further evaluation is required.

B. Participants will be notified at least one (1) month in advance by certified and electronic mail if the pilot is extended beyond December 31, 2019.

- C. If a participant chooses not to extend their participation in the pilot, the participant shall notify the City of termination at least two (2) weeks prior to the expiration of the then-current term.
- D. Upon notice of an extension of the pilot, participation will automatically renew upon payment of all applicable fees as outlined in Section 10.2 of the Terms and Conditions.

4.3. Termination

- A. The pilot may be terminated at any point, by a vote of the Milwaukee Common Council. Upon termination of the pilot, participants shall be provided written notice of said termination by the Commissioner of Public Works via certified and electronic mail.
- B. Participants shall cease to offer equipment for rent in the City of Milwaukee immediately upon receiving notice of termination. Participants shall have 24 hours from the time of receipt of the termination notice to physically remove equipment from the City streets.
- C. If participants fail to retrieve equipment within 24 hours of receipt, the City will remove said equipment.

4.4. Modification and Suspension

- A. Participation in this pilot may be modified or suspended, at any point, and for any reason, without limitation, by the Commissioner of Public Works. Should participation be modified or suspended, participants shall be notified in writing via certified and electronic mail by the Commissioner of Public Works of the nature and the reasons for the change.

5. Pilot Participation

5.1. Voluntary Participation

- A. Participation in this pilot is voluntary. As stated below, participation in the pilot is not a prerequisite for the grant of a Dockless Scooter Operator’s License, should the City of Milwaukee opt to create such a license in the future. By signature below, the Applicant acknowledges that they have agreed to participate in the pilot knowingly, voluntarily, and free from duress or coercion. The Applicant also acknowledges that participation in the pilot does not guarantee the issuance of a Dockless Scooter Operator’s License, should the City of Milwaukee opt to create such a license in the future. In addition, all Applicants have the right to consult with counsel regarding this application.
- B. Participation in this pilot study DOES NOT guarantee the issuance of a Dockless Scooter Operator’s License at the conclusion of this study, or at any time in the future, should the City of Milwaukee create such a license.
- C. Non-participation in the pilot study DOES NOT preclude future issuance of a Dockless Scooter Operator’s License at the conclusion of this study, or at any time in the future, should the City of Milwaukee create such a license.
- D. Modification, suspension, or termination of participation in this pilot shall not, by itself, be grounds for denial of an application for a Dockless Scooter Operator’s License, should the City of Milwaukee create such a license.

5.2. Local Operations

- A. Participants shall have a locally based operations manager.

5.3. Outstanding Fines and Forfeitures

- A. The City of Milwaukee will not process any application for participation in the pilot made on behalf of an individual or corporation that owes outstanding fines or forfeitures to the City of Milwaukee.

5.4. Number of Participants

- A. The Commissioner of Public Works reserves the right to cap the number of participants at any time.

6. Insurance Requirements

6.1. General Requirements

- A. A certificate of insurance acceptable to the City evidencing the insurance requirements is to be provided. The certificate shall state that the issued insurance policies meet the requirements as outlined below. All certificates are to be provided before a participant places any dockless equipment in the City of Milwaukee. If such certificate is not received, the City of Milwaukee has the authority to remove the participant from the pilot. If such certificate expires prior to the end date of this pilot, a current certificate shall be provided within one business day of the previous certificate’s termination and must demonstrate that no lapse in coverage has occurred.
- B. All policies shall state that the City shall be afforded a thirty (30) day written notice of cancellation, non-renewal or material change by any insurers providing the coverage required by City for the duration of this pilot.
- C. Insurance companies must be acceptable to the City and should have a current A.M. Best rating of A-VIII or better.
- D. All policies shall be written on an occurrence form.
- E. If subcontractors are used, each must meet all requirements in sections 6.1 and 6.2 of the Terms and Conditions.
- F. Applicants must provide the City either a copy of their Commercial General Liability and Auto Liability insurance policies, including all endorsements, or policy language and endorsements showing the Commercial General Liability and Auto Liability insurance policies meet the requirements of the Terms and Conditions.
- G. Applicants must provide the City with a copy of their user agreements.

6.2. Minimum Insurance Requirements

- A. Workers’ Compensation and Employer’s Liability

1. Workers’ Compensation – Statutory Limits
2. Employer’s Liability

Bodily Injury by Accident	\$100,000 each accident
Bodily Injury by Disease	\$500,000 policy limit
Bodily Injury by Disease	\$100,000 each employee

3. Employer’s Liability at limits noted above or higher limits if needed to meet Umbrella underlying insurance requirements.

4. Coverage shall be modified to include a Waiver of Subrogation Endorsement in favor of City including its directors, officers, agents, employees and volunteers.

B. Commercial General Liability*

Commercial General Liability	\$7,000,000 each occurrence
General Aggregate	\$7,000,000 aggregate
Personal & Advertising Injury Limit	\$7,000,000 each
Occurrence Products - Completed	
Operations Aggregate	\$7,000,000 aggregate

* Note that the limits specified above may be met through a combination of primary coverage and an umbrella policy that follows the form of the underlying Commercial General Liability policy.

- Coverage must be equivalent to ISO form CG0001 or better.
- The City of Milwaukee shall be added as an additional insured using ISO form CG2026 or its equivalent.
- Coverage shall be modified to include a Waiver of Subrogation Endorsement in favor of City including its directors, officers, agents, employees and volunteers.
- The policy shall include independent contractors (owners/contractors protective) and contractual liability.
- Coverage will apply on a primary and non-contributory basis. The City of Milwaukee suggests the following wording:

"If you have agreed in a written contract that this policy will be primary and without right of contribution from any insurance in force for an Additional Insured for liability arising out of your operations, and the contract was executed prior to the bodily injury, property damage, personal injury or advertising injury, then this insurance will be primary over, and we will not seek contribution from, such insurance."

6. Coverage shall apply to the risks associated with or arising out of the services provided under this pilot.

C. Auto Liability

Combined Single Limit	\$1,000,000 each accident
-----------------------	---------------------------

- If the Applicant owns or has any long term leased vehicles, coverage must be for Any Auto (Symbol 1) or Any Owned Auto (Symbol 2). If there are no owned or long term leased vehicles, then coverage must be for Hired and Non-Owned Auto Liability (Symbols 8 and 9).
- Coverage shall be modified to include a Waiver of Subrogation Endorsement in favor of the City including its directors, officers, agents, employees and volunteers.
- The City of Milwaukee shall be added as an additional insured.
- Coverage shall include contractual liability for risks assumed in this pilot/Application.

5. Coverage shall apply to the risks associated with or arising out of the services provided under this pilot/Application.

7. Indemnification

Notwithstanding any references to the contrary in the application documents, Applicant assumes full liability for all of its acts in the performance of the pilot. Applicant will save and indemnify and keep harmless the City against all liabilities, judgments, costs and expenses which may be claimed by a third party against the City in consequence of approving Applicant's application and allowing Applicant to participate in the pilot, or which may result from the negligence or willful misconduct of the Applicant, or the agents, employees, workmen, customers, or users of the Applicant, except to the extent arising out of or resulting from the City's negligence or willful misconduct. If judgment is recovered, whether in suits of law or in equity, against the City by reason of the negligence or willful misconduct of the Applicant or Applicant's agents, employees, workmen, customers, or users participating in the pilot, or utilizing Applicant's equipment, the Applicant assumes full liability for such judgments not only as to the amount of damages, but also for the cost, attorneys fees, or other expenses resulting there from. The City may tender the defense of any claim or action at law or in equity to the Applicant or Applicant's insurer, and upon such tender it shall be the duty of the Applicant or the Applicant's insurer to defend such claim or action without cost or expense to the City or its officers, agents, or employees. Applicant shall be entitled to have control over the defense and settlement of tendered lawsuits, including the selection of counsel; provided that Applicant may not settle any lawsuit on behalf of the City without the City's written consent that either (1) requires the City to admit liability, or (2) exceeds the limits of Applicant's insurance policies. City shall cooperate in all reasonable respects with the Applicant and its attorneys in the defense or settlement of such lawsuit; provided, that City shall be entitled to reasonably participate in the defense of such lawsuit and to employ its own counsel at its own expense to assist in the handling of such lawsuit.

8. Public Records

Applicant understands that the City is bound by the Wisconsin Public Records Law, and as such, all of the terms of this pilot are subject to and conditioned on the provisions of Wis. Stat. sec. 19.21 et. sec. Applicant acknowledges that it is obligated to assist the City in retaining and producing records that are subject to the Wisconsin Public Records Law and that the Applicant must defend and hold the City harmless from liability due to its fault under that law. Except as otherwise authorized, those records shall be maintained for a period of seven years. This provision shall survive termination of this application, Applicant's right to participate in the pilot, and the pilot itself.

9. Privacy

Participants shall provide a copy of their user agreements and privacy policies with their application. Participants must provide notice to the City regarding any changes to their terms of service, user agreements, or privacy policies throughout the duration of the pilot. Relevant portions of participants' user agreement or terms of service must be consistent with the provisions of this Application, the Milwaukee Code of Ordinances, Wisconsin State Law, and applicable federal law. Changes to a participant's user agreement or terms of service inconsistent with the provisions of this Application, the Milwaukee Code of Ordinances, Wisconsin State Law, or applicable federal law may be grounds for termination from participation in this pilot.

10. Pilot Fees

10.1. Initial Payment

- A.** Prior to participation in the pilot, the participant shall pay the appropriate non-refundable fees.
1. Application Review fee of \$300.
 2. Occupancy fee of \$50 for each dockless scooter.
- B.** Fees will be used to address costs incurred by the City related to administration and monitoring of the pilot, including monitoring and use of the public way.
- C.** The Occupancy fee is valid through December 31, 2019.

10.2. Renewal Fee

- A.** Should the City of Milwaukee decide to extend the pilot beyond December 31, 2019, the participant shall pay the appropriate non-refundable fees.
1. Renewal fee of \$300.
 2. Occupancy fee of \$50 for each dockless scooter deployed after December 31, 2019.
- B.** Renewal fees shall be valid through December 31, 2020.

10.3. Relocation Fee

- A.** Each participant shall pay a \$50 non-refundable Relocation fee for each dockless scooter requiring relocation by the City of Milwaukee as described in Sections 11.5.B.3 and 11.5.C of the Terms and Conditions.

10.4. Redemption Fee

- A.** Each participant shall pay a \$50 non-refundable Redemption fee for each dockless scooter requiring impoundment by the City of Milwaukee as described in Section 11.7.C of the Terms and Conditions.

10.5. Accrued Fees

- A.** Participants with a total accrued fee amount of over \$1,000 shall be immediately suspended from participation in the pilot by the Commissioner of Public Works until such time as payment arrangements are made to address said fees.
- B.** If payment to the City is not received, or payment arrangement is not made within ten (10) business days after notification via certified and electronic mail, participation in the pilot shall be automatically terminated by the Commissioner of Public Works. Upon termination, operator must remove all equipment within 24 hours.

10.6. Appeals

- A.** Participants may appeal fees by sending written correspondence to the Department of Public Works within (10) ten business days of receiving notice of a fee. The Department shall respond in writing within (20) business days of receipt of appeal.
- B.** Appeals may be sent to the following address:
- CITY OF MILWAUKEE
- Attention: Mike Amsden
- DPW-Infrastructure Services Division

841 North Broadway, Room 501

Milwaukee, WI 53202

10.7. Payment

- A.** Payment may be sent to the following address:

CITY OF MILWAUKEE

ATTN: Dawn Crowbridge

DPW-Administration Division

841 North Broadway, Room 501

Milwaukee, WI 53202

11. Operating Regulations

11.1. Minimum Equipment Requirements

A. Safety

1. Each dockless scooter shall meet the requirements described in Sections 347.489 (1), 347.489 (2), and 347.489 (3) of the Wisconsin State Statutes.
2. The maximum motor-assist speed for dockless scooters shall be 15 MPH.
3. All operators shall have visible language on each dockless scooter and on the operator's website and smartphone application which notifies the user that:
 - Helmet use is encouraged while riding a dockless scooter
 - Sidewalk riding is prohibited
 - Riding and parking on the Riverwalk is prohibited
 - Users are required to follow all rules of the road
 - Scooters must be parked responsibly

B. Technology

1. The operator shall equip each dockless scooter with an on-board GPS device capable of providing real-time location data to the operator and the Commissioner of Public Works, and shall maintain a continuous feed of the required data at all times for dockless scooters made available to customers.
2. Each dockless scooter must be equipped with wheel-lock technology to prevent unauthorized use.
3. Dockless scooters shall not be equipped with an audible alarm which sounds continuously when activated.

C. Dockless Scooter Identification

1. Each dockless scooter must be assigned a unique identifying number which shall be provided to the Commissioner of Public Works prior to placing the dockless scooter into service.

- Each dockless scooter must be clearly and visibly labeled with the operator’s name, a toll-free phone number for 24-hour customer support, and the dockless scooter’s unique identification number.

11.2. Service Zones and Allowable Fleet Size

A. The City shall be divided into three (3) geographic service zones as defined below and as shown in Appendix A.

Zone 1: The area bounded on the east by Lake Michigan, on the north by the City limits, on the west by I-43/I-94, on the south by Oklahoma Avenue, and the area west of I-43 bounded by W. Highland Avenue, N. 22nd Street and I-94.

Zone 2: The area bounded on the east by I-43, on the north and west by the City limits, and on the south by I-94, excluding the area west of I-43 bounded by W. Highland Avenue, N. 22nd Street and I-94.

Zone 3: The area bounded on the east by I-43/I-94, on the north by I-94, and on the west and south by the City limits, and the area east of I-43/I-94 bounded on the east by Lake Michigan, on the north by Oklahoma Avenue and on the south by the City limits

B. The Commissioner of Public Works shall establish the minimum and maximum number of dockless scooters per operator that may be deployed.

C. Initial Fleet. Upon entering the pilot, the operator shall deploy 350 dockless scooters unless otherwise authorized by the Commissioner of Public Works as described in Section 11.2.E of the Terms and Conditions.

D. Initial Deployment. The initial fleet of dockless scooters may be deployed in Zone 1, Zone 2, or Zone 3.

E. Fleet Expansion and Performance Metrics.

- Operators may increase their initial fleet size up to 750 dockless scooters if the additional dockless scooters above 350 are equally distributed between Zones 1, Zone 2, and Zone 3. See examples below.

	Example 1	Example 2	Example 3
Initial Fleet	350	350	350
Dockless scooters committed to deployment in Zone 2	0	50	134
Dockless scooters committed to deployment in Zone 3	0	50	134
Additional dockless scooters allowed – Zone 1	0	50	132
Total fleet size	350	500	750

- Alternate expansion scenarios that demonstrate additional commitments to Zone 2 and Zone 3 may be submitted, in writing, for consideration. Additional scooters may not be deployed without authorization from the Commissioner of Public Works.

- Operators with a fleet size greater than 350 dockless scooters in Zone 1 must maintain a minimum average of 3 trips per dockless scooter per day in Zone 1, determined by bi-weekly usage.

- If the Zone 1 minimum usage requirement is not met, the Commissioner of Public Works may require the removal or relocation of a portion of the units deployed in Zone 1.

- If the minimum usage requirement in Zone 1 is met for a period of 30 days, the Commissioner of Public Works may authorize an increase of up to 250 dockless scooters to be equally distributed across Zone 1, Zone 2, and Zone 3. To request an increase in fleet size, the operator must submit written correspondence to the Department of Public Works demonstrating ridership data across the prior 30 days.

- Operators must pay the Occupancy fee set forth in Section 10.1.A.2 of the Terms and Conditions prior to deploying additional dockless scooters as described in Section 11.2.E of the Terms and Conditions.

- All requests for changes in fleet size or distribution should be sent by electronic mail to the Department of Public Works.

F. Winter Fleet.

- Operators must ensure that deployed scooters do not impede City of Milwaukee or resident snow removal and ice control operations.

- Upon authorization by the Commissioner of Public Works, the operator may decrease the amount of equipment deployed between November 15, 2019 and December 31, 2019.

G. Operators may remove equipment without prior authorization in the case of severe weather. Operators must inform the Department of Public Works by electronic correspondence within two hours of the decision to remove equipment.

H. The Commissioner of Public Works reserves the right to cap the number of dockless scooters at any time.

11.3. Dockless Scooter Availability

A. The operator shall redistribute dockless scooters to ensure dockless scooters are distributed throughout Service Zones.

B. At a minimum, the operator shall redistribute the dockless scooters throughout the Service Zones daily between the hours of 6 a.m. and 10 p.m.

C. By 7 a.m. each weekday and by 9 a.m. on Saturdays, Sundays and holidays, dockless equipment must be redistributed to ensure distribution across zones as described in the participant's approved Plan of Operation.

D. These requirements are subject to change based on performance of the pilot. Participants will be notified via certified and electronic mail of changes to distribution requirements. Participants will have 48 hours from the time of receipt of the notice to comply with the revised distribution requirements. The current Service Zone distribution requirements will be posted on the City of Milwaukee's Department of Public Works website (milwaukee.gov/DocklessScooters). Failure to comply with Service Zone distribution requirements shall be grounds to terminate participation in the pilot.

11.4. User Fees

User fees must be clearly and understandably communicated to the user prior to dockless scooter use.

11.5. Dockless Scooter Parking

A. General

1. The operator shall provide instructions for properly parking dockless scooters to customers and users in easily understandable formats through multiple media types.
2. The operator shall keep the sidewalk free from obstructions to pedestrians by requiring users to park dockless scooters such that a walk space not less than 5 feet wide shall at all times be kept open for pedestrians.
3. All dockless scooters shall be parked in an upright position with 2 wheels making a point of contact with the ground.
4. Operators must use geo-fencing to prohibit parking in the following areas:
 - a. Bridges
 - b. The Riverwalk
 - c. Other areas as directed by the Commissioner of Public Works
5. Dockless scooters shall be parked in accordance with the following guidelines:
 - a. Where possible, without impeding the flow of pedestrian traffic, a dockless scooter may be parked on a sidewalk or in a bicycle rack or other similar area designated for bicycle parking.

b. Dockless scooters shall not be parked between the sidewalk and the curb where such area is less than 3 feet wide.

c. Dockless scooters shall not be parked on the sidewalk at the intersection of two or more streets between the points of curvature, measured along the curb.

d. On blocks without sidewalks, dockless scooters may be parked in the roadway if the right-of-way and the pedestrian way are not obstructed.

e. Except at existing, permitted bicycle facilities, dockless scooters shall not be parked in the terrace or furniture zone where adjacent to or within the following locations:

1. Parklets
2. Loading zones
3. Accessible parking spaces
4. Curb ramps
5. Entryways
6. Driveways
7. Street furniture requiring pedestrian access
8. Transit stops, including bus stops, streetcar stops, shelters, and passenger waiting areas

f. Dockless scooters shall not be parked on streetcar stops.

B. Improper Parking

1. Access to parking meters shall not be obstructed.
2. Upon notification by the Commissioner of Public Works or the Chief of Police, or a designee, of any dockless scooter that is improperly parked, the operator shall relocate the dockless scooter in accordance with the following requirements:
 - a. Within 2 hours of notice between 6 a.m. and 10 p.m.
 - b. By 8 a.m. for notices received between 10 p.m. and 6 a.m.
3. The City may relocate improperly parked dockless scooters which are not remedied in accordance with this provision and the participant shall pay the fee(s) set forth in Section 10.3 of the Terms and Conditions.

C. Unused Dockless scooters

1. Unused dockless scooters shall be relocated by the operator. The City may relocate unused dockless scooters that are not remedied in accordance with this provision and the participant shall pay the fee(s) set forth in Section 10.3 of the Terms and Conditions.

11.6. Submerged Scooters

Participants acknowledge that Section 118 of the City of Milwaukee Code of Ordinances delineates the City's waterways. Participants also acknowledge that submerged scooters may discharge a hazardous substance as defined in Section 236-41 of the Code. If an operator's scooter is in the City's waters as defined in Section 118 of the Code, the operator shall commence removal as required in Section 236-41-3 of the Code. If the operator fails to comply with the removal requirements, the City may cause removal and require reimbursement for actual expenses incurred.

11.7. Equipment Maintenance

- A. Each dockless scooter must be inspected at least once per month in accordance with the Plan of Operation submitted at the time of application.
- B. Any dockless scooter deemed unsafe or inoperable shall be placed out of service immediately upon notice to the participant and removed from the public right-of-way by the operator within 2 hours of notice. Notice to the participant includes notification from the general public, or electronic mail notification from the City of Milwaukee.
- C. The city may impound dockless scooters that are deemed unsafe or inoperable and not remedied in accordance with this provision. The operator shall reimburse the City for costs of doing so per Section 10.4 of the Terms and Conditions.

11.8. Reporting and Data Sharing

- A. Participants shall be required to attend coordination meetings and provide periodic reports as requested by the Commissioner of Public Works.
- B. Dockless scooter availability shall be publicly published using the General Bikeshare Feed Specification (GBFS) (<https://github.com/dsgermain/gbfs/blob/f76251ad4c754b62defc42562887724f287b3ea/gbfs.md>). Operators must inform the City of the URL for this data.
- C. Operators shall establish and share API endpoints that adhere to the Mobility Data Specification (MDS) Provider API (<https://github.com/CityOfLosAngeles/mobility-data-specification/blob/dev/provider/README.md>).
- D. Aggregate customer demographic data that does not identify individual customers, payment methods, or their individual trip history, gathered by the system application shall be provided to the Commissioner of Public Works on at least a monthly basis using anonymized keys.
- E. The following information shall be required on the 1st of each month throughout the duration of the pilot, or as directed by the Commissioner of Public Works:
 1. Total downloads, active users & repeat user information
 2. List of reported parking complaints including: description, location of incident, description of company response, response time
 3. Incidents of dockless scooter theft and vandalism
 4. Vehicle maintenance reports
 5. Complaints
 6. Number of users participating in discount programs disaggregated by program type (low income, students, etc.), if applicable
 7. Accident/crash information
 8. Payment method information

11.9. Community Outreach

- A. Participants shall implement any community outreach plans at their own cost.
- B. The operator shall provide a multi-lingual website, a call center, and a mobile application customer interface that is available 24 hours a day, 7 days a week.

12. Acknowledgement of Receipt

The undersigned declares that the information provided in this application is true, that they have read and agree to the Terms and Conditions as described herein, and that they agree to all rules and regulations set forth in the Milwaukee Code of Ordinances.

Participation in this pilot is voluntary. Participation in the pilot is not a prerequisite for the grant of a Dockless Scooter Share Operator’s License, should the City of Milwaukee opt to create such a license in the future. By signature below, the Applicant acknowledges that they have agreed to participate in the Pilot knowingly, voluntarily, and free from duress or coercion. The Applicant also acknowledges that participation in the pilot does not guarantee the issuance of a Dockless Scooter Share Operator’s License, should the City of Milwaukee opt to create such a license in the future. In addition, all Applicants have the right to consult with counsel regarding this application.

Name (Printed): _____

Title _____

Signature: _____

Date: _____

Appendix C:

Plan of Operations

This document can be viewed and downloaded at milwaukee.gov/DocklessScooters.



City of Milwaukee - Dockless Scooter Pilot Study Plan of Operation

Applicant Name:	
What is the proposed date to begin service?	
<i>Attach additional pages as necessary</i>	
1. Provide a detailed description of the business you plan on operating.	
2. Do you have any experience operating this type of business? <input type="checkbox"/> No <input type="checkbox"/> Yes	
If yes, please provide a description of your capabilities relative to the operation of dockless scooter systems in North American cities. For each city you have operated in, include the number of scooters deployed and how long the service has been operational.	

Rev: 2019-06-14

Dockless Scooter Pilot Study – Ops Plan

3. Indicate the planned number of scooters and the planned hours of operation. Include a map depicting the proposed deployment locations in each service zone.

	Number of Scooters	
	Summer / Fall	Winter <i>(Nov. 15 – Dec 31)*</i>
Zone 1		
Zone 2		
Zone 3		
Total		
Hours of Operation		

**If the pilot is continued after Dec. 31, 2019, the Commissioner of Public Works will determine the end of the Winter season*

4. Will users be allowed to park scooters outside of the City of Milwaukee limits? No Yes

If yes, please describe your plan for retrieving scooters from other municipalities.

5. Describe your approach to scooter deployment in Zone 2 and Zone 3. (if applicable)

6. Describe your plan to ensure the orderly appearance and operation of the system. Include proposed strategies to encourage proper parking among users, and plans for addressing improperly parked or fallen scooters.

Rev: 2019-06-14

Dockless Scooter Pilot Study – Ops Plan

7. Describe your plan of operation during the winter months and during snow events.
 The City of Milwaukee performs robust snow removal operations on all City streets. City residents are required to clear snow and ice from public sidewalks and crosswalks abutting their property with 24 hours after snow stops falling. (s. 116-8 Milwaukee Code of Ordinances) **Include proposed strategies to ensure that scooters do not impede City of Milwaukee or resident snow removal and ice control operations.**

8. Describe your procedure for retrieving scooters from local waterways.

9. Describe your equipment maintenance plan, including your battery charging strategy and the frequency and location of inspections and repairs.

Rev: 2019-06-14

Dockless Scooter Pilot Study – Ops Plan

10. Describe your plans to provide or install scooter parking infrastructure.
11. Describe the proposed fee structure, including discounted rate programs, cash payment options, participation without smartphones and penalties.
12. Describe your proposed staffing plan, including a breakdown of employees by category, and any locally based hiring practices. Indicate the targeted ratio of local staff to deployed scooters.
13. List the name and contact information for local staff that will be available to handle complaints, answer questions about the service being provided, and meet with the City on an as needed basis.

Rev: 2019-06-14

Dockless Scooter Pilot Study – Ops Plan

14. Describe how you will take in and handle complaints, questions and inquiries.
15. Describe how you will promote, market and provide education on your service, including engagement opportunities with local advocacy, community benefit, and youth organizations.
The undersigned declares that the information provided is true, and that they agree to all rules and regulations set forth in the Milwaukee Code of Ordinances:
Signature _____ Date _____
Printed Name _____

Completed applications may be sent to: CITY OF MILWAUKEE Attention: Mike Amsden DPW-Infrastructure Services Division 841 North Broadway, Room 501 Milwaukee, WI 53202	Include four paper copies of all application materials 1-Original 3-Copies
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Rev: 2019-06-14

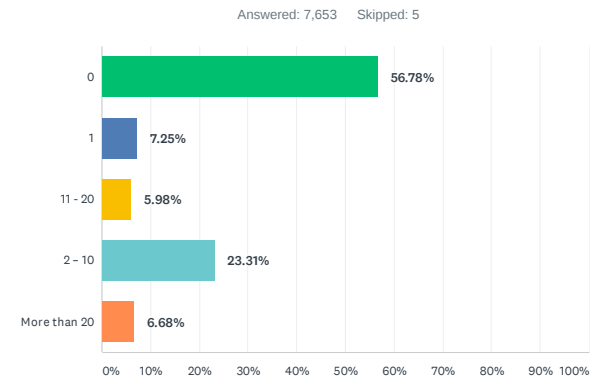
Dockless Scooter Pilot Study – Ops Plan

Appendix D: Public Survey Results

This document can be viewed and downloaded at milwaukee.gov/DocklessScooters.

City of Milwaukee Dockless Scooter Pilot Study Public Survey

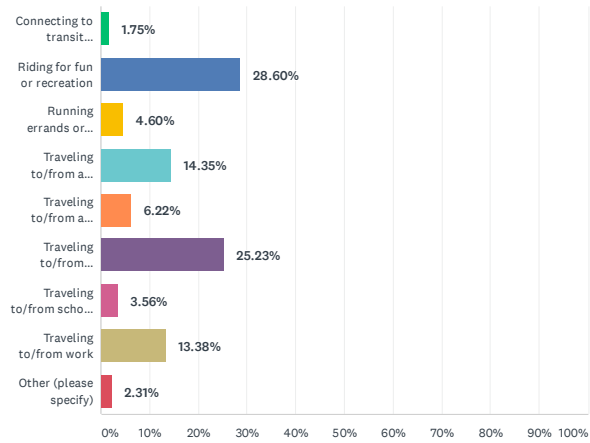
Q1 How many dockless scooter trips have you taken in Milwaukee?



ANSWER CHOICES	RESPONSES	
0	56.78%	4,345
1	7.25%	555
11 - 20	5.98%	458
2 - 10	23.31%	1,784
More than 20	6.68%	511
TOTAL		7,653

Q2 What is the most frequent reason you've ridden a dockless scooter?

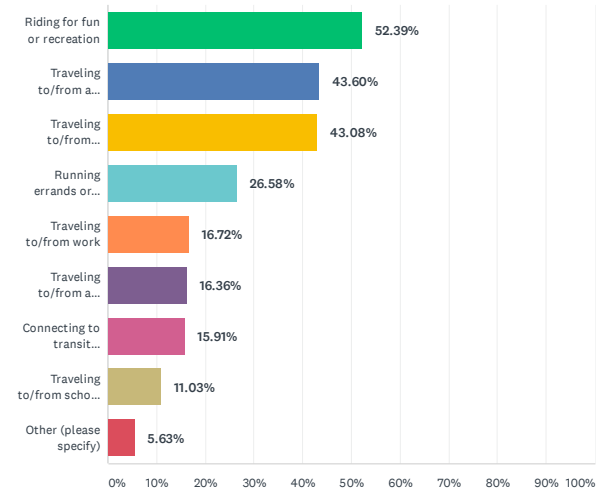
Answered: 3,199 Skipped: 4,459



ANSWER CHOICES	RESPONSES	
Connecting to transit (bus/streetcar)	1.75%	56
Riding for fun or recreation	28.60%	915
Running errands or shopping	4.60%	147
Traveling to/from a restaurant	14.35%	459
Traveling to/from a work-related meeting or appointment	6.22%	199
Traveling to/from entertainment	25.23%	807
Traveling to/from school or campus	3.56%	114
Traveling to/from work	13.38%	428
Other (please specify)	2.31%	74
TOTAL		3,199

Q3 Other than your most frequent reason for riding a dockless scooter, why else have you ridden a dockless scooter? Select all that apply.

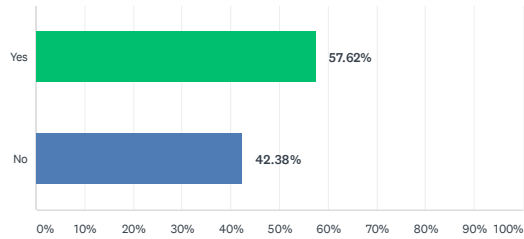
Answered: 3,092 Skipped: 4,566



ANSWER CHOICES	RESPONSES	
Riding for fun or recreation	52.39%	1,620
Traveling to/from a restaurant	43.60%	1,348
Traveling to/from entertainment	43.08%	1,332
Running errands or shopping	26.58%	822
Traveling to/from work	16.72%	517
Traveling to/from a work-related meeting or appointment	16.36%	506
Connecting to transit (bus/streetcar)	15.91%	492
Traveling to/from school or campus	11.03%	341
Other (please specify)	5.63%	174
Total Respondents: 3,092		

Q4 Think about your last dockless scooter trip in Milwaukee. If a dockless scooter hadn't been available, would you have taken the trip?

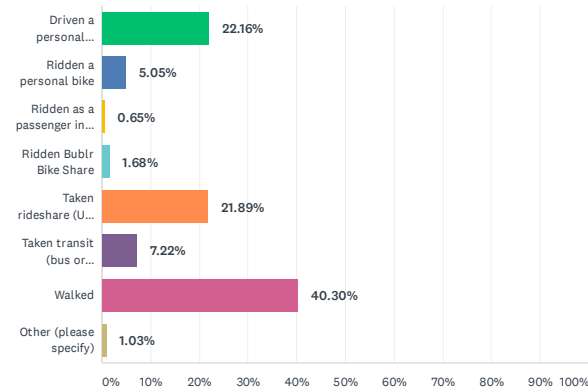
Answered: 3,202 Skipped: 4,456



ANSWER CHOICES	RESPONSES	
Yes	57.62%	1,845
No	42.38%	1,357
TOTAL		3,202

Q5 Think about your last dockless scooter trip in Milwaukee. If you hadn't taken a dockless scooter, how would you have traveled?

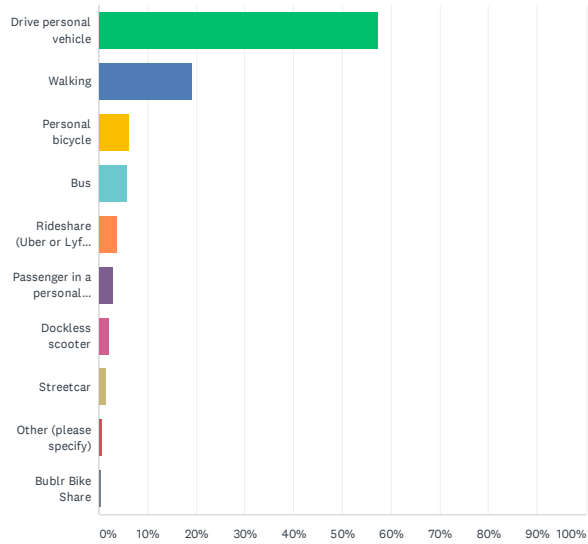
Answered: 1,841 Skipped: 5,817



ANSWER CHOICES	RESPONSES	
Driven a personal vehicle	22.16%	408
Ridden a personal bike	5.05%	93
Ridden as a passenger in a personal vehicle	0.65%	12
Ridden Bublr Bike Share	1.68%	31
Taken rideshare (Uber or Lyft) or taxi	21.89%	403
Taken transit (bus or streetcar)	7.22%	133
Walked	40.30%	742
Other (please specify)	1.03%	19
TOTAL		1,841

Q6 What type of transportation do you use most often when traveling around Milwaukee?

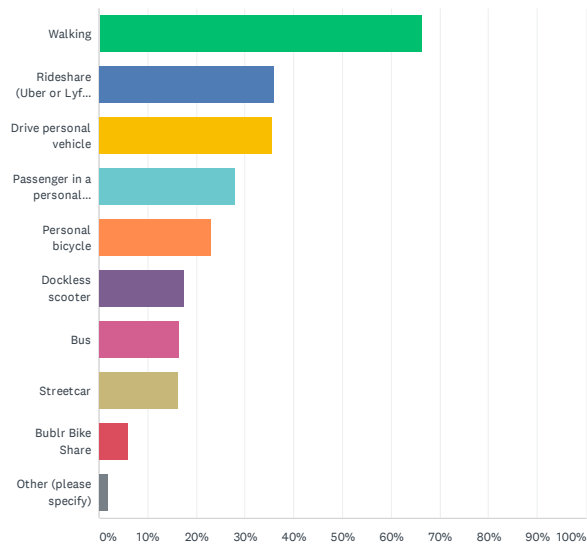
Answered: 6,859 Skipped: 799



ANSWER CHOICES	RESPONSES
Drive personal vehicle	57.33% 3,932
Walking	19.14% 1,313
Personal bicycle	6.30% 432
Bus	5.93% 407
Rideshare (Uber or Lyft) or taxi	3.83% 263
Passenger in a personal vehicle	2.86% 196
Dockless scooter	2.06% 141
Streetcar	1.44% 99
Other (please specify)	0.73% 50
BublR Bike Share	0.38% 26
TOTAL	6,859

**Q7 Other than the type of transportation you use most often, what other types do you use in a typical week when traveling around Milwaukee?
Select all that apply.**

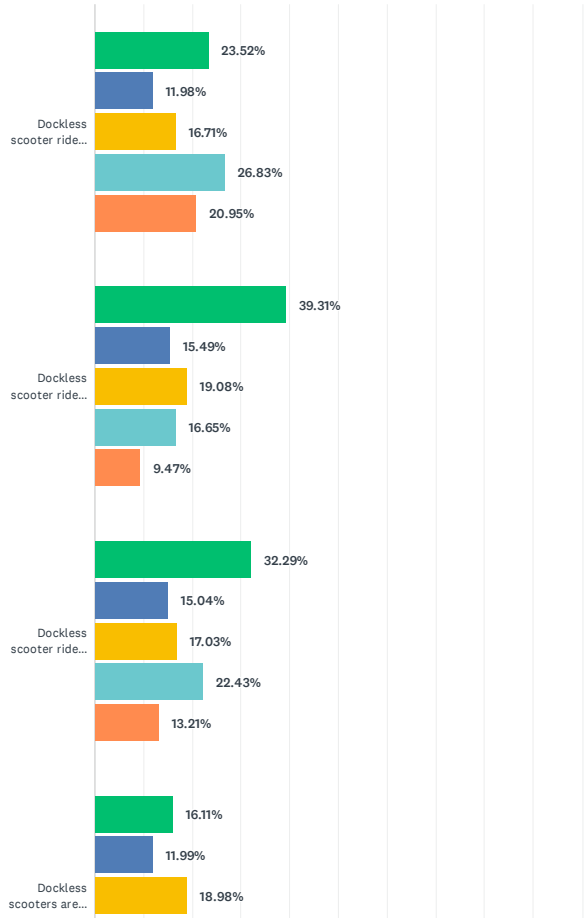
Answered: 6,840 Skipped: 818



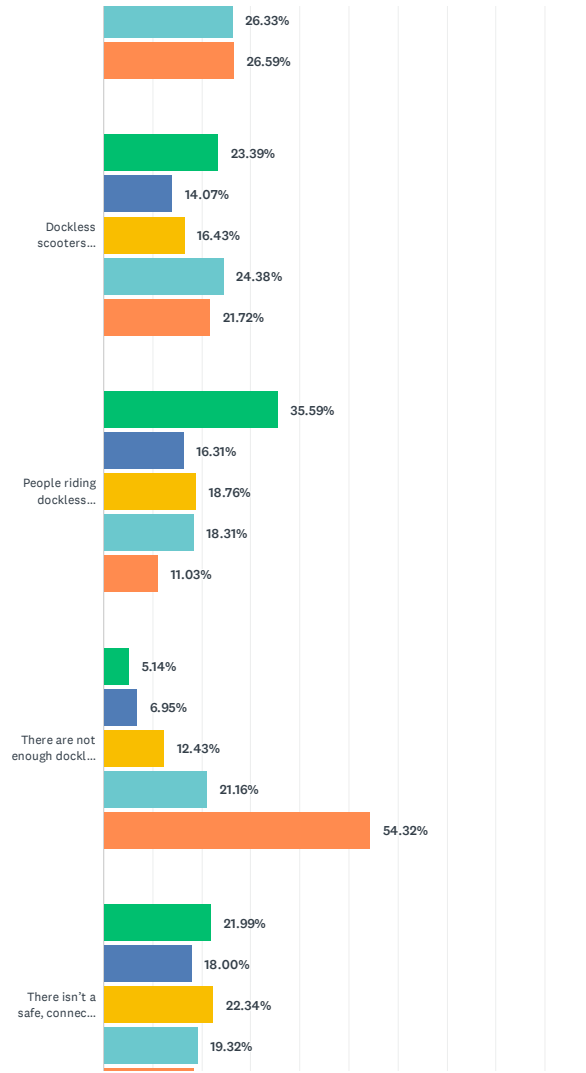
ANSWER CHOICES	RESPONSES	
Walking	66.23%	4,530
Rideshare (Uber or Lyft) or taxi	35.95%	2,459
Drive personal vehicle	35.47%	2,426
Passenger in a personal vehicle	27.98%	1,914
Personal bicycle	22.95%	1,570
Dockless scooter	17.60%	1,204
Bus	16.62%	1,137
Streetcar	16.30%	1,115
BublR Bike Share	6.07%	415
Other (please specify)	1.94%	133
Total Respondents: 6,840		

Q8 Thinking about potential issues regarding dockless scooters, please indicate how concerned you are with the following:

Answered: 6,877 Skipped: 781

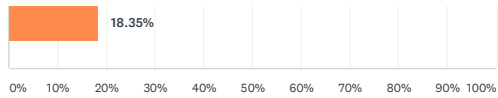


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11 / 24

City of Milwaukee Dockless Scooter Pilot Study Public Survey



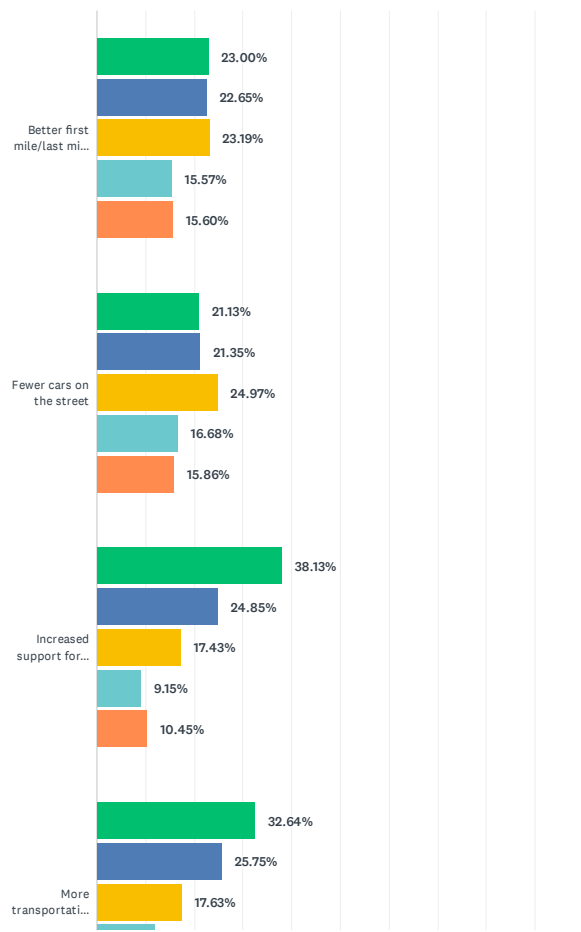
■ Very high level of concern
 ■ High level of concern
 ■ Moderate level of concern
■ Low level of concern
 ■ Not a concern at all

	VERY HIGH LEVEL OF CONCERN	HIGH LEVEL OF CONCERN	MODERATE LEVEL OF CONCERN	LOW LEVEL OF CONCERN	NOT A CONCERN AT ALL	TOTAL
Dockless scooter rider behavior around people biking	23.52% 1,612	11.98% 821	16.71% 1,145	26.83% 1,839	20.95% 1,436	6,853
Dockless scooter rider behavior around people driving	39.31% 2,694	15.49% 1,062	19.08% 1,308	16.65% 1,141	9.47% 649	6,854
Dockless scooter rider behavior around people walking	32.29% 2,215	15.04% 1,032	17.03% 1,168	22.43% 1,539	13.21% 906	6,860
Dockless scooters are not safe to ride	16.11% 1,098	11.99% 817	18.99% 1,293	26.33% 1,794	26.59% 1,812	6,814
Dockless scooters blocking sidewalks when parked	23.39% 1,606	14.07% 966	16.43% 1,128	24.38% 1,674	21.72% 1,491	6,865
People riding dockless scooters on the sidewalk	35.59% 2,442	16.31% 1,119	18.76% 1,287	18.31% 1,256	11.03% 757	6,861
There are not enough dockless scooters in the City of Milwaukee	5.14% 352	6.95% 476	12.43% 851	21.16% 1,449	54.32% 3,720	6,848
There isn't a safe, connected network of bike facilities and trails to use	21.99% 1,505	18.00% 1,232	22.34% 1,529	19.32% 1,322	18.35% 1,256	6,844

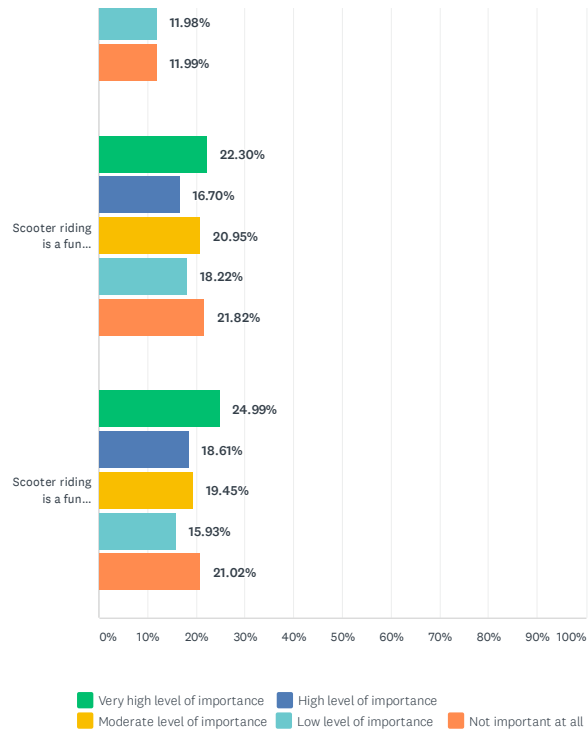
City of Milwaukee Dockless Scooter Pilot Study Public Survey

Q9 Thinking about potential benefits of dockless scooters, please indicate the level of importance for the following:

Answered: 6,866 Skipped: 792



City of Milwaukee Dockless Scooter Pilot Study Public Survey

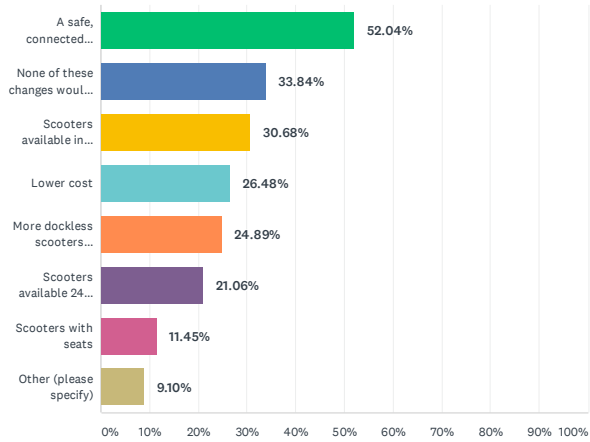


City of Milwaukee Dockless Scooter Pilot Study Public Survey

	VERY HIGH LEVEL OF IMPORTANCE	HIGH LEVEL OF IMPORTANCE	MODERATE LEVEL OF IMPORTANCE	LOW LEVEL OF IMPORTANCE	NOT IMPORTANT AT ALL	TOTAL
Better first mile/last mile connections to transit	23.00% 1,570	22.65% 1,546	23.19% 1,583	15.57% 1,063	15.60% 1,065	6,827
Fewer cars on the street	21.13% 1,445	21.35% 1,460	24.97% 1,708	16.68% 1,141	15.86% 1,085	6,839
Increased support for walking, biking, and getting around without a car	38.13% 2,610	24.85% 1,701	17.43% 1,193	9.15% 626	10.45% 715	6,845
More transportation options in Milwaukee	32.64% 2,229	25.75% 1,758	17.63% 1,204	11.98% 818	11.99% 819	6,828
Scooter riding is a fun activity for residents	22.30% 1,529	16.70% 1,145	20.95% 1,436	18.22% 1,249	21.82% 1,496	6,855
Scooter riding is a fun activity for visitors	24.99% 1,711	18.61% 1,274	19.45% 1,332	15.93% 1,091	21.02% 1,439	6,847

Q10 What changes would encourage you to use dockless scooters more often? Select all that apply.

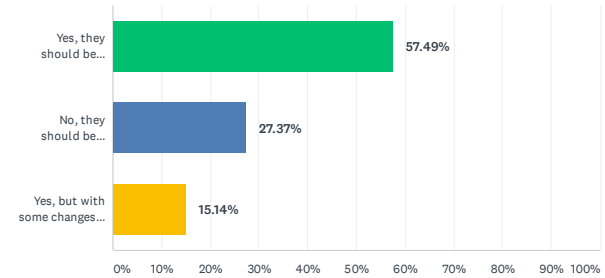
Answered: 6,858 Skipped: 800



ANSWER CHOICES	RESPONSES	
A safe, connected network of bike lanes and trails to use	52.04%	3,569
None of these changes would encourage me to use more	33.84%	2,321
Scooters available in more neighborhoods throughout the city	30.68%	2,104
Lower cost	26.48%	1,816
More dockless scooters available	24.89%	1,707
Scooters available 24 hours/day	21.06%	1,444
Scooters with seats	11.45%	785
Other (please specify)	9.10%	624
Total Respondents: 6,858		

Q11 At the conclusion of this pilot study, do you support the City of Milwaukee developing permanent regulations to allow dockless scooter share in Milwaukee?

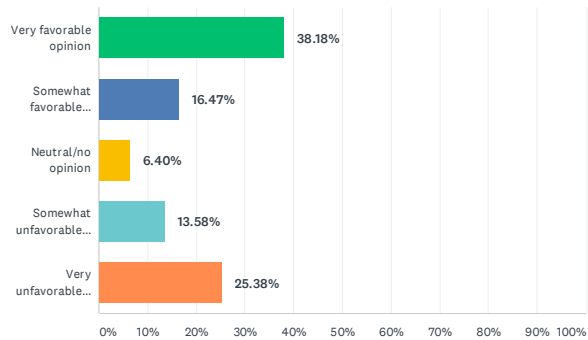
Answered: 6,862 Skipped: 796



ANSWER CHOICES	RESPONSES	
Yes, they should be allowed	57.49%	3,945
No, they should be prohibited	27.37%	1,878
Yes, but with some changes (please specify)	15.14%	1,039
TOTAL		6,862

Q12 What is your overall opinion of dockless scooters in Milwaukee?

Answered: 6,863 Skipped: 795



ANSWER CHOICES	RESPONSES	
Very favorable opinion	38.18%	2,620
Somewhat favorable opinion	16.47%	1,130
Neutral/no opinion	6.40%	439
Somewhat unfavorable opinion	13.58%	932
Very unfavorable opinion	25.38%	1,742
TOTAL		6,863

Q13 Please share any additional comments or feedback you have regarding the Dockless Scooter Pilot Study in the City of Milwaukee.

Answered: 3,119 Skipped: 4,539

Q14 Zip code

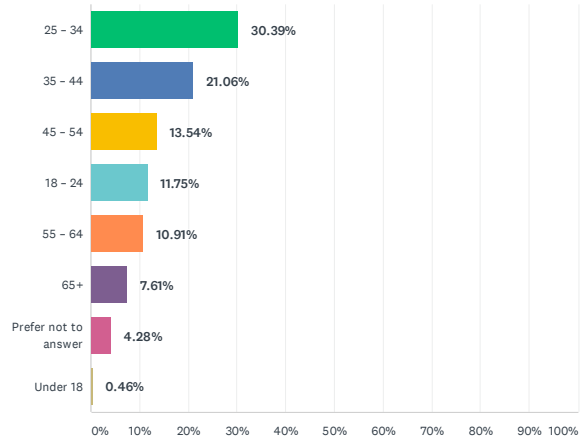
Answered: 5,347 Skipped: 2,311

Top Zip Code responses

53202	1258	53132	38
53211	736	53235	29
53212	562	53151	28
53207	494	53225	27
53204	179	53172	26
53208	158	53218	25
53215	126	53228	21
53213	121	53224	20
53217	111	53005	20
53219	107	53201	20
53221	104	53092	20
53233	95	53205	19
53203	74	53188	17
53222	74	53051	15
53214	74	53129	14
53209	67	53045	13
53226	60	53186	13
53210	55	53022	10
53220	48		
53110	45		
53154	45		
53216	44		
53223	41		
53227	40		

Q15 Age

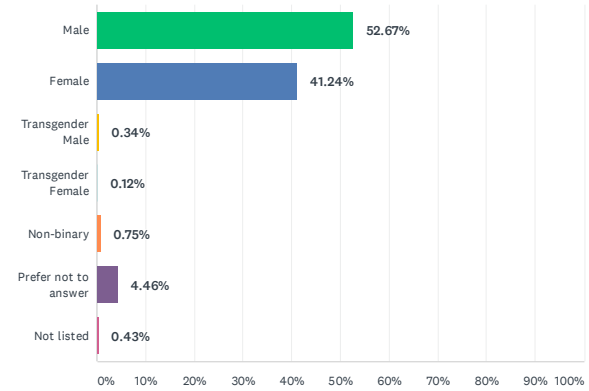
Answered: 5,864 Skipped: 1,794



ANSWER CHOICES	RESPONSES	
25 - 34	30.39%	1,782
35 - 44	21.06%	1,235
45 - 54	13.54%	794
18 - 24	11.75%	689
55 - 64	10.91%	640
65+	7.61%	446
Prefer not to answer	4.28%	251
Under 18	0.46%	27
TOTAL		5,864

Q16 Gender

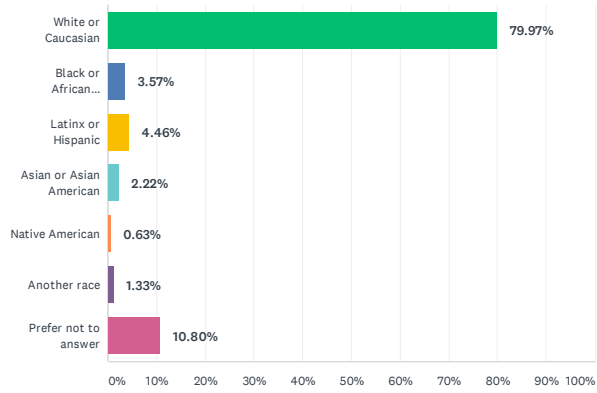
Answered: 5,876 Skipped: 1,782



ANSWER CHOICES	RESPONSES	
Male	52.67%	3,095
Female	41.24%	2,423
Transgender Male	0.34%	20
Transgender Female	0.12%	7
Non-binary	0.75%	44
Prefer not to answer	4.46%	262
Not listed	0.43%	25
TOTAL		5,876

Q17 Race (select all that apply)

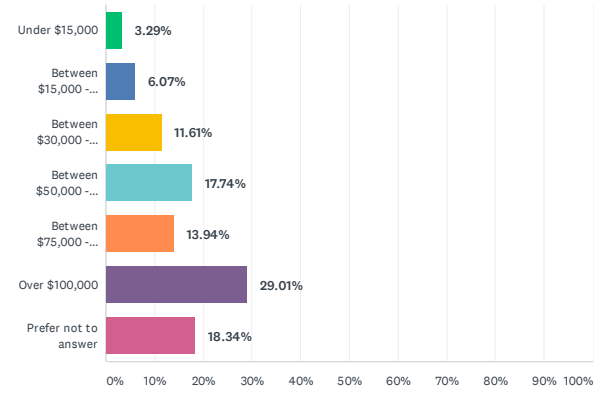
Answered: 5,850 Skipped: 1,808



ANSWER CHOICES	RESPONSES	
White or Caucasian	79.97%	4,678
Black or African American	3.57%	209
Latinx or Hispanic	4.46%	261
Asian or Asian American	2.22%	130
Native American	0.63%	37
Another race	1.33%	78
Prefer not to answer	10.80%	632
Total Respondents: 5,850		

Q18 Household income level

Answered: 5,833 Skipped: 1,825



ANSWER CHOICES	RESPONSES	
Under \$15,000	3.29%	192
Between \$15,000 - \$29,999	6.07%	354
Between \$30,000 - \$49,000	11.61%	677
Between \$50,000 - \$74,999	17.74%	1,035
Between \$75,000 - \$99,999	13.94%	813
Over \$100,000	29.01%	1,692
Prefer not to answer	18.34%	1,070
TOTAL		5,833

Appendix E:

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