

# Dockless Scooter Program – 2024

## Letters of Support

- AARP
- Bublr Bike share
- Downtown Neighbors Association
- Downer BID
- East Side BID
- Independence First
- Milwaukee Downtown BID
- Menomonee Valley Partners
- Pedestrian and Bicycle Advisory Committee
- Third Ward & Public Market
- Visit Milwaukee
- Westown Association
- Wisconsin Bike Fed



222 W. Washington Avenue, Suite 600 | Madison, WI 53701  
608-286-6300 | [aarp.org/wi](http://aarp.org/wi) | [wistate@aarp.org](mailto:wistate@aarp.org)  
twitter: @aarpwi | [facebook.com/AARP Wisconsin](https://facebook.com/AARPWisconsin)

November 5, 2023

Dear Chairman Bauman and Members of the Public Works Committee-

Transportation is a vital link that connects people to their communities. Older adults need a variety of convenient and safe transportation options. They provide access to jobs, social activities, medical appointments, and community services that support their independence. These transportation options include walking, cycling, using micromobility devices, taking public transportation, ride-sharing, and driving. Having alternatives is key to creating mobility. It also ensures that everyone can continue to live in their communities as they get older, particularly if they do not own a vehicle.

AARP Livable Communities initiative has a focus on micromobility which includes e-bikes, electric scooters, and shared bicycle fleets. They offer low-cost and flexible alternatives to driving. They are therefore especially valuable in areas underserved by the current transportation system. This permanent program will also promote independence, facilitate employment opportunities, ensure access to medical care, and foster social engagement.

Mobility is an essential component of quality of life, so we are writing in support for the City of Milwaukee permanent scooter program for 2024. This will provide a consistent transportation option for Milwaukee residents and visitors of all ages.

*M. Martha Cranley*

M. Martha Cranley  
State Director  
AARP Wisconsin  
[mcranely@aarp.org](mailto:mcranely@aarp.org)





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[bublrbikes.org](http://bublrbikes.org)

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Dear Chairman Bauman and Members of the Public Works Committee,

I am writing to express my support for the establishment of a permanent dockless scooter share program in the city of Milwaukee, Wisconsin. As the Executive Director of BublR Bikes, I am acutely aware of the importance of providing the residents of Milwaukee with diverse and sustainable transportation options. The implementation of such a program aligns seamlessly with our shared commitment to expanding non-car mobility choices and fostering a healthier, more accessible urban environment.

The introduction of dockless electric scooters in our city has already demonstrated its potential to significantly reduce traffic congestion, promote clean and efficient modes of transportation, and offer an affordable and convenient alternative to personal automobiles. These benefits not only contribute to the overall well-being of our community but also resonate with the core values of our nonprofit organization.

I would like to emphasize several key reasons why a permanent dockless scooter share program is a valuable addition to Milwaukee:

1. **Accessibility:** Dockless scooters provide an accessible and inclusive mode of transportation for a wide range of Milwaukee residents, including those who may not own a car, have mobility limitations, or seek eco-friendly options for their daily commute.
2. **Environmental Benefits:** Promoting electric scooters as an alternative to gasoline-powered vehicles supports Milwaukee's commitment to environmental sustainability by reducing emissions, conserving energy, and alleviating air pollution.
3. **Reduced Traffic Congestion:** Dockless scooters help alleviate traffic congestion by offering a quick and convenient way to travel short distances, reducing the number of vehicles on the road and the time spent in traffic.
4. **Economic Advantages:** The presence of dockless scooters can stimulate local businesses and tourism by making it easier for people to explore the city and increasing foot traffic to local businesses.

5. Complementing Bikeshare: Dockless scooters can work synergistically with our existing bikeshare system, offering users a wider range of choices to cover various transportation needs.

As we expand the Hop, expand Bublr, add Bus Rapid Transit Lines, and develop a permanent scooter program, I think it is vital to re-evaluate the amount of public space devoted to parking downtown. For example, every time I am waiting for route 15 at the corner of Water and St. Paul, I see cars entering or leaving the parking spaces on the south side of St. Paul delay the Hop. There is a bikeshare station at Broadway and St. Paul, Hop Stops, and huge amounts of parking less than a block away on Broadway. With a permanent scooter program in place, these parking spots along the Hop like on E St. Paul should be the first to go.

Thank you for your dedication to improving our city's transportation options, and I look forward to witnessing the positive impact of this exciting endeavor.

Sincerely,

A handwritten signature in black ink, appearing to read 'JD' followed by a horizontal line.

James Davies  
Executive Director  
Bublr Bikes



**Downtown Neighbors Association of Milwaukee**

January 5th, 2024

**Via E-Mail**

Alderman Robert Bauman  
200 East Wells Street, Room 205  
Milwaukee, WI 53202

Re: Dockless Scooter Program in Milwaukee

Dear Ald. Bauman:

As you know, the Downtown Neighbors Association of Milwaukee (DNA) is a community organization of residents and business owners who live and work in your district. The DNA Board of Directors writes collectively to express our organization's strong support for the permanent dockless scooter program proposed by the Mayor and the Milwaukee Department of Public Works (DPW).

The DNA Board of Directors voted overwhelmingly in favor of endorsing the DPW's proposed permanent dockless scooter program. The DNA believes that the DPW's dockless scooter program would be beneficial to downtown Milwaukee. The DPW addressed the concerns that were raised during the pilot programs, and the DNA is confident that the proposed scooter program alleviates those concerns.

Approving the DPW's proposed permanent dockless scooter program is the right thing to do for Milwaukee's businesses and residents. The DNA Board of Directors urges you to vote in favor of the permanent dockless scooter program.

Sincerely,

The Downtown Neighbors Association  
of Milwaukee Board of Directors

cc: Kate Riordan, Milwaukee DPW (Via E-Mail)

HISTORIC

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**DOWNER  
AVENUE**

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EASTSIDE

November 6, 2023

Re: Support for Proposed 2024 Dockless Scooter Program

Dear Common Council and Members of the Public Works Committee,

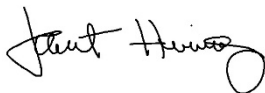
Please accept this letter of support for the Department of Public Works' (DPW) proposed 2024 Dockless Scooter Program. The Downer Avenue Business Improvement District (BID) represents one of Milwaukee's most vibrant, walkable, and historic commercial corridors, and the success of commercial corridors like Downer Avenue is dependent on people visiting our shops, restaurants, bars, and places of employment.

While dockless scooters are still a relatively new mode of transportation, their potential benefits must be adequately assessed, and the proposed pilot study as developed will allow DPW to do so. Dockless scooters, bike share, reliable transit service, and walkable streets are all indicators of vibrant cities, and we must continue to do all we can to be a welcoming and innovative city that is willing to experiment with new technologies and ways for people to get around. As our districts continue to grow, it is vital that we provide safe, individual modes of transportation for people to reach our businesses such as dockless scooters and bike share. We cannot accept a new reality where people resort solely to their individual automobiles to get around.

As the pilot study has shown - the people living, working, playing, and visiting our neighborhoods, you all as elected officials, and the DPW team - understand their benefits and how dockless mobility fits within the transportation landscape of Milwaukee.

Thank you for all you do to make Milwaukee a better place.

Sincerely,



Janet Henning  
Executive Director  
Historic Downer Avenue BID #41



December 16, 2023

Milwaukee Common Council Members  
City of Milwaukee - City Hall  
200 East Wells Street  
Milwaukee, WI 53202

Dear Milwaukee Alderpersons:

I understand that the City of Milwaukee is wrapping up its third pilot study on its Dockless Scooter Program and is proposing a permanent program that will start in 2024. On behalf of the East Side BID # 20 Board, I am writing to express our support for the Program. At our recent Board meeting on December 14, the Board voted unanimously in support of the Program.

As a Board, we support innovation in transportation and are in favor of any transit options that make transportation more accessible for all, especially those without cars. Our recent implementation of protected bike lanes on North Avenue will provide a safer path for scooters. As with all modes of transportation, safety concerns are paramount. We trust that the Scooter Program will continue to do all it can to ensure the safety of all scooter riders, including, but not limited to, the establishment and enforcement of safety guidelines.

Thank you for all you do to support the East Side Community. Please let me know if you have any questions regarding our support of this program.

Sincerely,

David Smulyan  
Executive Director, East Side BID # 20

Cc: Joey Wisniewski, BID #20 Board President  
Jonathan Brostoff, Alderperson 3<sup>rd</sup> District

11/09/2023

To whom it may concern;

Lime Scooter has been very supportive to the interests of inclusivity for people with disabilities, realizing not everyone has the ability to enjoy the traditional scooter programs.

Lime was one of the first to contact Independence First to discuss options for accessible scooters for the community.

This has resulted in Lime's immediate response to the needs of people with disabilities.

Lime provided Independence First with a fleet of scooters that people can use in a seated position, offering free usage and pick-up and delivery so people with disabilities can enjoy Lime Scooters, especially many in our underserved communities.

Lime has partnered with Independence First to demonstrate the accessible scooters during our Doors Open event for the community last year, educating people about accessibility.

We are delighted Lime went above and beyond this, realizing that more needed to be done. Most recently Lime has made a donation of an accessible e-bike that will be used by people with disabilities for recreational and transportation needs, with the pledge to add to the Independence First accessible recreational fleet in the coming years, and expand our offerings to the disability community at no charge.

Independence First has a hiking program at which we take people with mobility needs out onto trails. Recreational vehicles such as the ones Lime has provided make hiking possible for many more people with disabilities, with the goal of *everyone* being able to fully enjoy Milwaukee and its surrounding areas.

Independence First is a nonprofit that gives support to people with disabilities who chose to remain the community and live fulfilling lives. The agency is reliant on government funds, grants, and donations to fulfill our mission. We thank Lime for their contributions to this end.

Myra Sanchick

Director of Marketing and Strategic Partnerships





## MILWAUKEE DOWNTOWN

Business Improvement District 21 | **301 W Wisconsin Ave. Suite 106** | Milwaukee, Wisconsin 53203  
Phone **414.220.4700** | [www.milwaukeedowntown.com](http://www.milwaukeedowntown.com)

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VISIT Milwaukee

### Re: Support for the Electric Scooter Program

Dear Milwaukee Common Council and Commissioner Kruschke,

I am writing on behalf of Milwaukee Downtown, Business Improvement District #21 in support of creating a permanent electric scooter program.

As an organization, Milwaukee Downtown believes that building a strong multi-modal transportation system is one of the most important component to enhancing the City of Milwaukee competitive advantages in recruiting and retaining residents, visitors, and businesses. As such, we have been supportive of The Hop streetcar and its expansions, bus rapid transit, expansive bus service, Bublr Bike share, as well as providing adequate automobile facilities. We are also very supportive of expanding the City's bike infrastructure and pedestrian accommodations. Electric scooters are another important element of a well-rounded and comprehensive transportation system. The pilot program has proven successful with over 1.5 million trips since 2019 justifying its advancement into a permanent part of our transportation system.

Creating the permanent program will be an implementation step in the recently adopted "Connecting MKE: Downtown Plan 2040" which recommends expanding transportation options and adapting streets to accommodate new trends and technologies.

Permanently adding the scooter transportation mode is important in building a City that is welcoming to all. In addition, inviting technologies that are sustainable help curate a desirable image for Milwaukee—that the city is forward thinking and open to new technologies and methods.

Finally, during the pilot program, Milwaukee Downtown assisted in communicating the program regulations and the correct way to operate electric scooters. Through our Public Service Ambassador program, we set up training sessions with each electric scooter company so our Ambassadors were equipped with the proper knowledge to assist users in the field with questions about the proper way to ride, and/or educate them about the regulations. We will continue to be a supportive partner as the program evolves into a permanent component of the City of Milwaukee's transportation system.

We welcome the opportunity to work with you to continue making the electric scooter program a success.

Thank you,

Elizabeth A. Weirick, CEO  
Milwaukee Downtown BID #21 | Milwaukee Downtown Inc.

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Transportation



# MENOMONEE VALLEY PARTNERS

November 2023

Honorable Members of the Public Works Committee  
200 E. Wells St., Room 205  
Milwaukee, WI 53202

Dear Chairman Bauman and Honorable Members of the Public Works Committee,

On behalf of Menomonee Valley Partners, I am writing to express my support of the permanent dockless scooter program which is proposed for 2024. Since the start of the pilot program, we have noticed an increase of dockless scooter usage throughout the Menomonee River Valley by area residents, employees, and visitors as a transportation alternative.

Residential neighborhoods to the north and south of the Valley experience a lower rate of private vehicle ownership, making micro-mobility a viable transportation option for residents.

The Menomonee River Valley is one of Milwaukee's largest employment centers, and it is uniquely situated in the heart of Milwaukee; however, accessing the jobs and amenities of the Valley has continued to be a challenge for residents in these adjacent neighborhoods. Transit lines pass over the Valley by way of viaducts, and the I-94 freeway acts as an additional barrier. Because of these physical constraints, last-mile connections between area residents and Valley employers have been a challenge that we continue to seek solutions to address.

Additionally, The Menomonee River Valley hosts some of Wisconsin's largest entertainment venues including The Harley-Davidson Museum, Potawatomi Casino Hotel, and American Family Field. The Valley is also home to 60 acres of public park space, 7 miles of trails, and 3 miles of the Menomonee River. These amenities bring upwards of 10 million visitors to the Valley each year, and we believe visitors and residents alike should have multi-modal transportation options to access them.

The Dockless Scooter Program is one of many solutions that we support to help mitigate some of these accessibility constraints. Providing area residents and visitors with an additional mobility option is one way to decrease transportation disparities, and it can complement and expand Milwaukee's existing multi-modal transportation network. We urge you to support this program, and we look forward to its growth in the years to come.

Thank you for all you do to support the Menomonee River Valley. Please reach out if you have any questions.

Sincerely,

Corey Zetts  
Executive Director



**Pedestrian & Bicycle Advisory  
Committee**

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**Barry Weber**, Vice-Chair  
**Aaron Arteaga**  
**Anna Bailliekova**  
**Alena DeGrado**  
**Montavius Jones**  
**Kathleen Minik**  
**Ben Teel**  
**Steven Owen**, non-voting

November 15th, 2023

Alderman Robert Bauman  
City of Milwaukee  
City Hall, Room 205  
200 East Wells Street  
Milwaukee, WI 53202

Dear Chairman Bauman and Members of the Public Works Committee,

The City of Milwaukee Bicycle and Pedestrian Advisory Committee recommends approval for the permanent Dockless Scooter Program. Whether you have a business in the vibrant, walkable, commercial corridor or you live in a neighborhood that lacks transit connectivity, micro-mobility can help fill the gaps of transit needs. It is also vital that we provide safe, more affordable, individual modes of transportation for people to live, work, and play. According to AAA, in 2023 the average yearly cost of car-ownership is over \$10,000. Providing alternatives is an opportunity to ease this burden if the program is implemented equitably. The scooter program pilots have not been without challenges. Sidewalk right-of-way obstruction and sidewalk riding have improved since the initial pilot, but there is still room for improvement. As part of this program, the Department of Public works should:

- Expand on-street markings and corrals to promote responsible parking and visible intersections
- Building more protected infrastructure to provide safe options for those traveling via scooter
- Improve enforcement of parked scooters when they obstruct sidewalks and crosswalks

There were 542,000 rides accounting for over 890,000 miles of travel on scooters through the first three quarters of this year. Dockless scooters fill an important gap, and a well-implemented scooter program has the opportunity to make Milwaukee more sustainable and more connected.

Respectfully,  
City of Milwaukee Pedestrian and Bicycle Advisory Committee

Mitchell Henke, City of Milwaukee Pedestrian and Bicycle Advisory Committee - Chair

Barry Weber, City of Milwaukee Pedestrian and Bicycle Advisory Committee - Vice Chair



November 15, 2023

Ms. Kate Riordan  
Milwaukee Department of Public Works  
841 N. Broadway  
Milwaukee, WI 53202

Dear Ms. Riordan,

We are writing to express our support for the creation of a permanent dockless scooter program in the City of Milwaukee. As representatives of the Historic Third Ward business and resident community, we believe that such a program would greatly benefit our city and its residents.

Dockless scooters offer a convenient and eco-friendly alternative for short-distance transportation. With the increasing traffic congestion and limited parking options in Downtown and Third Ward, dockless scooters can provide a practical solution for residents and visitors alike. They can help reduce the reliance on personal vehicles, promote healthy and active lifestyles, and contribute to a cleaner and greener environment.

Furthermore, a permanent dockless scooter program can enhance the overall mobility options in Milwaukee. It would provide an affordable and efficient mode of transportation, especially for short trips within Downtown, Third Ward, and areas with limited public transportation access. This would not only benefit commuters but also support local businesses and tourism by improving accessibility.

We fully support the City's efforts to create a permanent dockless scooter program. We believe that with proper regulations and guidelines, we can ensure the safe and responsible use of these scooters while reaping the numerous benefits they offer to our community.

Thank you for your attention to this matter. We would be happy to provide any additional information or support that may be required.

Sincerely,

Paul Schwartz, Executive Director  
Milwaukee Public Market and BID #2

Jim Plaisted, Executive Director  
Historic Third Ward Association





November 16<sup>th</sup>, 2023

Dear Alderman Bauman and Distinguished Members of the Public Service Committee:

On behalf of VISIT Milwaukee, I'm writing to express our strong support for the continuation and expansion of the city's municipal electric scooter program. As the organization responsible for promoting Milwaukee as a vibrant and attractive destination for visitors, we have witnessed firsthand the positive impact that scooters have had on our city's tourism industry.

Since the beginning of 2023, riders in Milwaukee have taken over 670,000 trips, or an average of 2,800 per day. This remarkable level of usage is a testament to the popularity of scooters among both residents and visitors alike. In fact, since scooters were first permitted in Milwaukee in 2019, riders have taken over 1.5 million trips, demonstrating the program's enduring appeal.

Scooters have proven to be particularly popular during large events, providing a convenient and enjoyable way for attendees to navigate the city and explore its many attractions. The highest ridership day ever was July 20, 2021, with over 9,000 rides, coinciding with the Bucks' playoff run. Additionally, Summerfest weekends were the weekends with the highest rides in 2023, further highlighting the program's value in supporting major events.

The success of the scooter program is not only evident in its usage statistics but also in the positive feedback we have received from both residents and visitors. Operators have been very responsive to issues and complaints, demonstrating a commitment to providing a safe and enjoyable experience for all users. Additionally, operators conduct at least one community outreach event per month, often partnering with other businesses and organizations, which has helped to foster a sense of ownership and support for the program among the community.

Furthermore, we commend the program's requirement for operators to have a portion of their fleet be adaptive, or seated, scooters. This commitment to accessibility ensures that the benefits of the program are extended to a wider range of individuals, including those with disabilities.



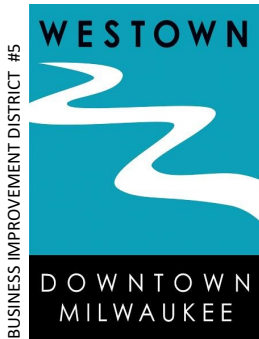
Scooters have proven to be a valuable addition to our transportation infrastructure, enhancing the experience of both residents and visitors. We urge the Public Works Committee to recognize the program's many benefits and to work with operators to ensure its continued success.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in blue ink that reads "Peggy Williams-Smith". The signature is fluid and cursive, with a large initial "P" and a stylized "S" at the end.

Peggy Williams-Smith, President & CEO



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January 10, 2024

#### Via E-Mail

Kate Riordan  
Milwaukee Department of Public Works  
841 N. Broadway  
Milwaukee, WI 53202

Dear Ms. Riordan,

I'm writing on behalf of the Westtown Association, a downtown Milwaukee business association, to express our support for the creation of a permanent dockless scooter program in the City of Milwaukee. Our association represents the neighborhood west of the Milwaukee River in the central business district, which is home to major attractions like the Fiserv Forum, Baird Center, Bradley Symphony Center and 3rd Street Market Hall.

We strongly believe that dockless scooters are a critical last mile transit option to connect riders to important transit assets such as the Intermodal Center, The Hop and the MCTS bus rapid transit line. In urban neighborhoods like Westtown, dockless scooters also help mitigate congestion and address lack of affordable parking options for both residents and visitors.

As the area of Milwaukee representing the highest scooter ridership (Zone 1), we feel it is important that a permanent scooter program is implemented to address the demand for this efficient transportation mode from downtown residents, employees and visitors.

Thank you for your attention to this matter. We would be happy to provide any additional support or follow-up information as need.

Sincerely,

Executive Director



10/30/23

Dear Milwaukee Common Council;

The Wisconsin Bike Fed writes today in support of making the scooter program permanent. We are in favor of the funds from fees and permits to be used to continue the great work we have seen from DPW, the Common Council, and the Mayor's office to expand protected bike lanes, and traffic calming installations across the city.

A permanent program will provide a consistent transportation option for Milwaukee residents and visitors, and will give stability to the operators. Since the beginning of this year, riders in Milwaukee have taken over 670,000 trips, or an average of 2,800 per day. Riders have taken over 1.5 million trips since scooters were first permitted in Milwaukee in 2019.

Bike Fed has advocated, and will continue, for not only the increased safety of people biking, but also for people walking, in mobility devices, and on e-scooters and allowing in the permanent ability for these forms to operate would show the commitment from the city to improve travel for non-car users in our city.

A safer and more healthy and enjoyable city is one that provides for more travel modes rather than less and we are excited to see continued growth and support for non car travel options for daily needs as well as recreation enjoyment.

A handwritten signature in black ink that reads "Jake Newborn". The signature is fluid and cursive, with the first name "Jake" being more prominent than the last name "Newborn".

Jake Newborn  
Assistant Director  
Wisconsin Bike Fed  
187 E Becher St Ste B  
Milwaukee, WI 53207