



The City of Milwaukee Department of Public Works (DPW) initiated a Dockless Scooter Pilot Study to observe, solicit feedback on, and evaluate the effectiveness of dockless scooters in Milwaukee. The pilot was authorized to run through December 31, 2019, but as of November 30, 2019, all companies had removed their dockless scooters.

GOALS

- ★ Increase transportation options
- ★ Expand access to transit
- ★ Evaluate impacts to access in the public right of way

RIDES

348,190 total | **2,638** daily average | **3.6** rides per scooter per day

- 93% of trips started or ended in Zone One
- Rides dropped significantly after 9/30

EVALUATION

Intersection Counts

DPW conducted 32 hour-long counts at intersections throughout downtown, the Third Ward, and the East Side.

83% Riders on the street | **17%** Riders on the sidewalk

Feedback

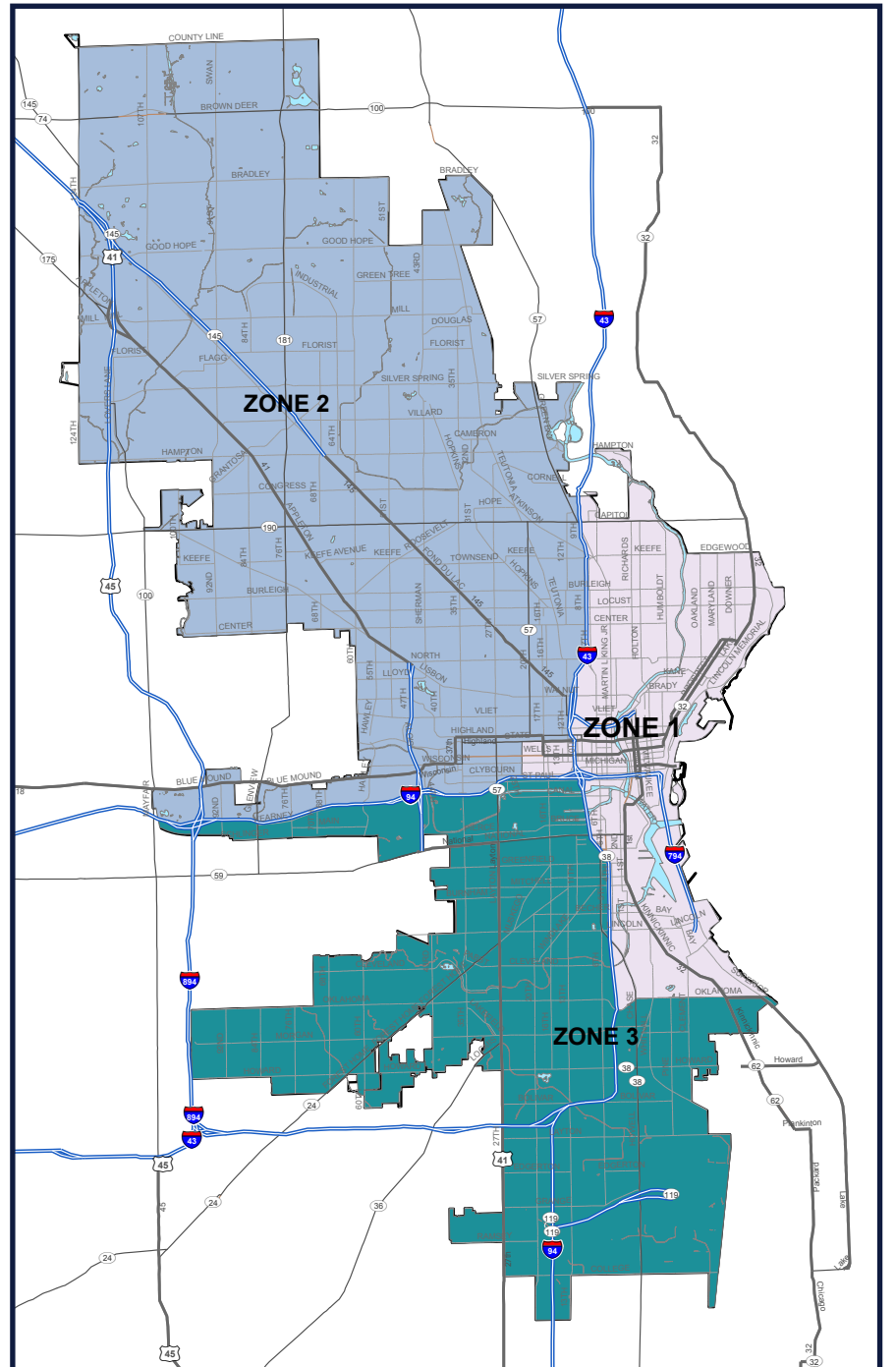
- DPW received 141 total complaints
 - 67% of complaints mention sidewalk riding
 - 55% came from repeat individuals
 - 52% were received through Alderman Bauman's office
- The Mayor's Office received 243 total comments
 - 43% of comments were favorable
 - 16% of comments were neutral
 - 42% of comments were negative

Crashes

- Companies reported 50 crashes total
- Milwaukee Police Dept. reported six vehicle - scooter crashes
- Milwaukee Health Dept. is working with hospitals to gather injury data

Survey

- DPW released a public survey on 9/26
- Over 7,550 responses as of 12/9
- 57% of respondents have never used a scooter
- 36% have taken two or more rides
- 72% of trips are non-recreational
- When asked about the last scooter trip taken, 44% of respondents replaced a car trip (either personal vehicle or rideshare/taxi)
- Highest ranked concerns are rider behavior around people driving and sidewalk riding
- Highest ranked benefits are increased support for getting around without a car and more transportation options
- 55% of respondents have a favorable view of scooters
- 39% of respondents have an unfavorable view of scooters
- 58% of respondents think scooters should be allowed
 - 15% think they should be allowed with some changes to current policies
 - 27% think they should be banned



SCOOTER DISTRIBUTION

Zone 1 <i>Maximum allowed at 7 AM</i>	850
Zone 2 <i>Minimum required at 7 AM</i>	250
Zone 3 <i>Minimum required at 7 AM</i>	250

FEES

Companies were charged the following fees:

- \$300 application fee
- \$50 per device fee

A total of \$68,400 was collected.

OTHER COMMUNITY ENGAGEMENT

DPW staff has presented on dockless scooters to the following groups:

- Bicycle and Pedestrian Task Force
- Downtown Neighbors Association
- Brady Street Forum
- State Trails Council

PROJECT WEBSITE

milwaukee.gov/DocklessScooters

CONTACT

kriord@milwaukee.gov

