

Milwaukee Dockless Scooter Pilot Study

Intersection Counts Proposed Scope of Services

Summary

In the 2019 Dockless Scooter Pilot Study, sidewalk riding emerged as a top concern for Milwaukee residents. Observations taken by DPW staff in 2019 showed approximately 17% of scooter users riding on the sidewalk. In the 2021 Dockless Scooter Pilot Study, a consultant will be hired to conduct counts at various intersections throughout the City to determine the percentage of users riding on the sidewalk, as described below.

Operators shall be prohibited from deploying and allowing new trip starts of their scooters if it is determined that more than 10% of their scooter operations in Zone 1 are occurring on public sidewalks. Outside of Zone 1, if sidewalk riding exceeds 10%, operators shall notify the Department of Public Works of measures that will be taken to reduce instances of sidewalk riding. If sidewalk riding continues to exceed 10% after efforts are made to reduce sidewalk riding, operators may be prohibited from deploying and allowing new trip starts of their scooters in affected zones.

Schedule

- Pilot Study launch date: 6/1
- Intersection Count Period #1: 6/25 – 7/9
- Consultant submits report of intersection counts to DPW by 7/12
 - DPW reports results to operators, including any prohibitions in Zone 1 operations by 7/14
 - DPW develops metrics for Zones 2 – 6 and reports to operators by 7/16
 - Operators take action to reduce sidewalk riding in any of the Zones 2 – 6 that exceed 10% sidewalk riding
- Intersection Count Period #2: 8/6 – 8/20
- Consultant submits report of intersection counts to DPW by 8/23
 - DPW reports results to operators, including any prohibitions in Zones 1-6 operations by 8/25
- Intersection Count Period #3 (if needed): 9/10 – 9/24
 - Consultant submits report of intersection counts to DPW by 9/27
 - DPW reports results to operators, including any prohibitions in Zones 1 – 6 operations by 9/29

Methodology

Number of Intersection Count Locations

The consultant shall conduct **50 intersection counts** at locations throughout the City as described below, up to three separate times. Final count locations will be based on initial data provided by third party data manager:

- Zone 1
 - 15 count locations
- Zones 2 – 6
 - 7 count locations in each zone

Frequency and Time of Intersection Counts

The consultant shall conduct **a one-hour-long count** at each count location. Final count times will be determined based on data provided by the third party data manager to ensure counts are conducted during times of peak ridership.

Data Collection

The consultant shall collect **turning movements of people riding electric scooters** that includes the following information:

- Total number of people riding electric scooters on the sidewalk differentiated by operator
- Total number of people riding electric scooters who entered the intersection on the sidewalk and switched to the street differentiated by operator
- Total number of people riding electric scooters in the street differentiated by operator
- Total number of people riding electric scooters who entered the intersection in the street and switched to the sidewalk differentiated by operator

The consultant shall also take various representative pictures of people riding scooters, by operator, and by location riding.