

Scooters for Every City

Speakers:

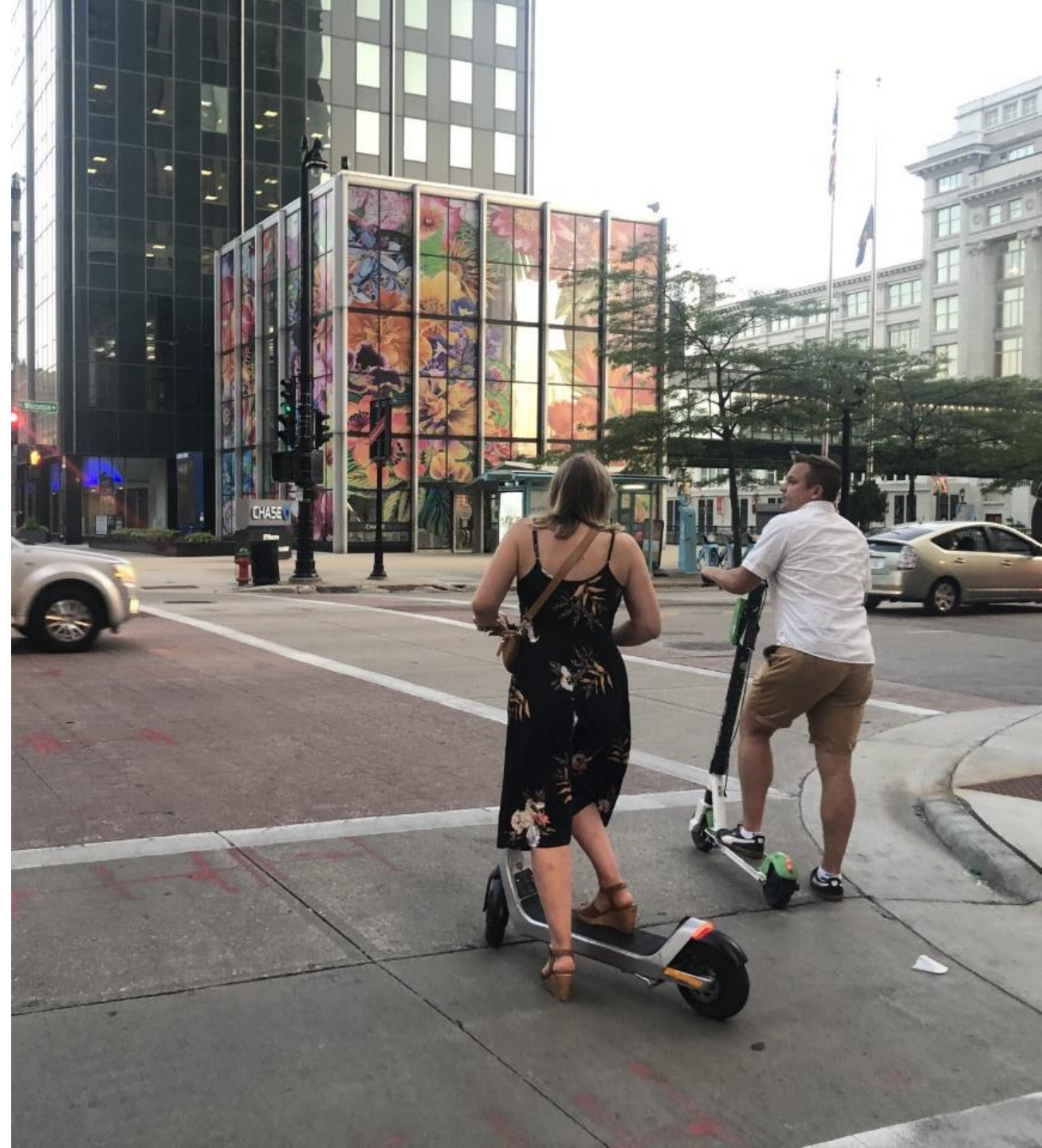
Dyann Benson, AICP
City of Fond du Lac

Trevor Jung
City of Racine – RYDE Racine

Kate Riordan, AICP
City of Milwaukee

Moderator:

Cinithia Téllez Silva
UW-Milwaukee, SEWRPC

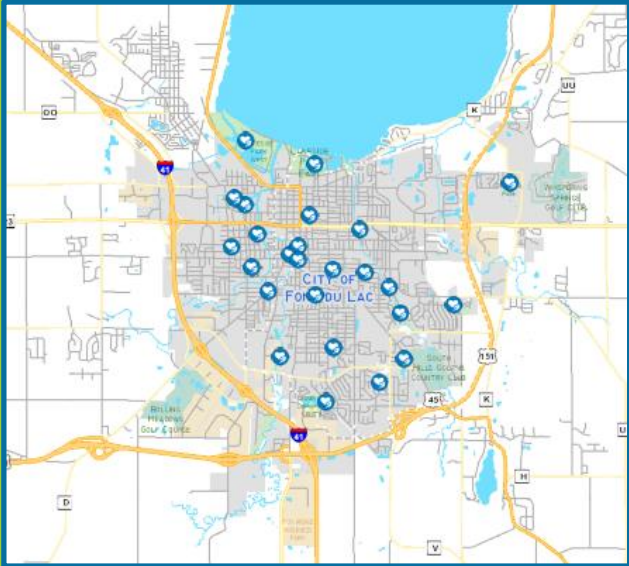


Agenda

- City presentations
- Moderated Q & A
- Audience Q & A

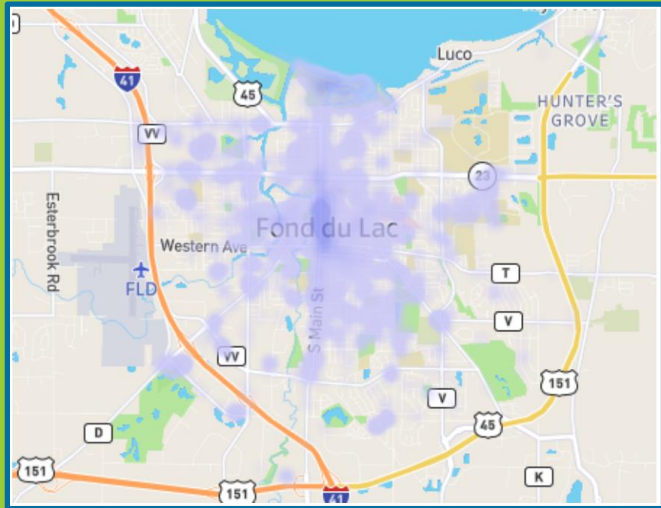


Fond du Lac



- The City had been investigating an alternate mobility system for many years, including bike share
- Bird Scooters landed in Fond du Lac on May 12, 2022
- Started with approximately 60-75 scooters
- Did an extensive “marketing “ campaign with Police Department, Fire Department, Downtown Fond du Lac Partnership on appropriate scooter etiquette and safe riding
- Allowed throughout the City
 - Geo-fenced two (2) downtown parking ramps
 - Special events in Lakeside Park
 - Later in summer added walking trails within Lakeside Park

Fond du Lac



Opportunities

- 2,019 users
- 9,668 total rides
- 14,565 miles traveled
 - Driving distance to Anchorage, Alaska from Fond du Lac is 3,471 miles
- Primary destinations: Lakeside Park, downtown, Marian University
- Appeared to be used primarily for recreation than alternate transportation

Challenges

- I41/151 provide a significant barrier to accessing parts of the city, especially on a scooter
- Johnson Street corridor is a challenge; location of major commercial destinations
- Lakeside Park largest area of complaint
 - Age of kids riding, etiquette of riders; abandonment of scooters
- 4 flock managers
 - Issues with charging, access to scooters, addressing complaints



City of Racine – Dockless Scooter Program

Private Sector Partner: BIRD Scooter

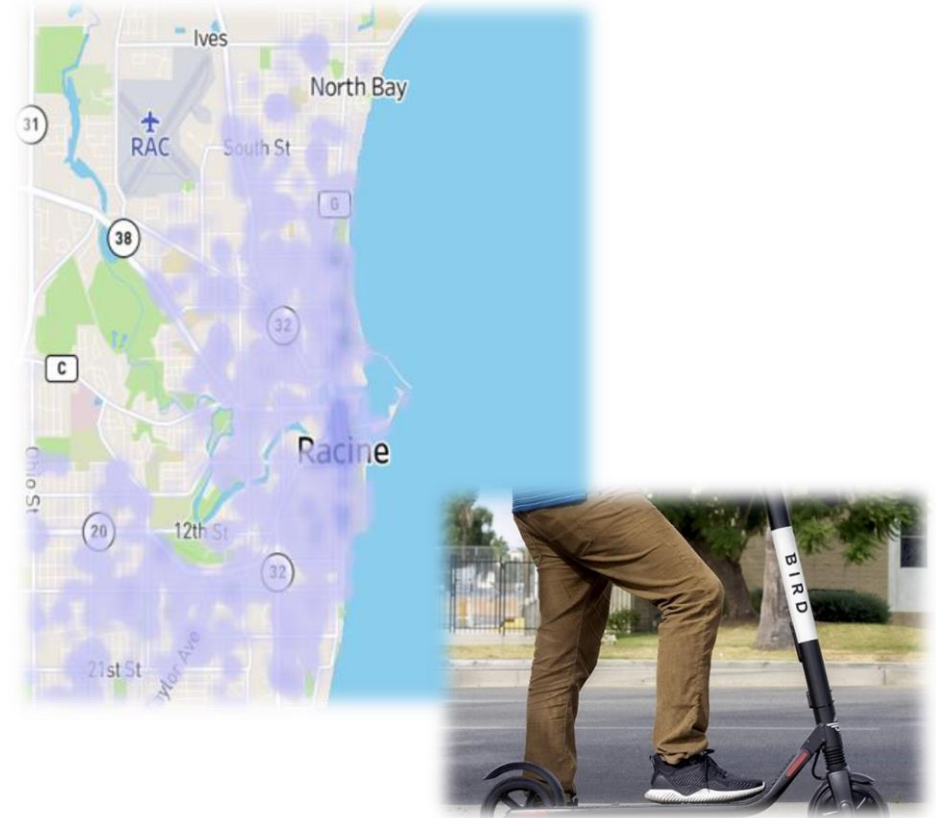


Benefits of Micromobility in Racine

- Provides seasonal and convenient way to travel short distances in dense urban areas.
- Promotes an active lifestyle outside of the automobile.
- Encourages more bike and scooter ridership, which creates public awareness of the built environment.
- Reduce short-trip car use.
- Increases spending and economic activity in business districts such as Downtown, West Racine & Uptown.
- Potential of transit system integration.

Program Challenges

- Safe Scooter Behavior
- Success Dependent on Program Staffing & Scooter Availability





City of Racine – Dockless Scooter Program

Private Sector Partner: BIRD Scooter



2021 Data

June to October 2021

- Total Rides = **11,021**
- Average Rides Per Day = **87**
- Unique Users = **2,697**
- Average Trip Distance (Miles) = **2.3**
- Total Distance Traveled (Miles) = **25,345**
- Average Miles Per Day = **198.1**
- Average Ride Duration (Minutes) = **24.5**
- Commuters: **268**
- Average number of deployed scooters: **45**

2022 Data

April to October 2022

- Total Rides = **14,456**
- Average Rides Per Day = **71**
- Unique Users = **3,156**
- Average Trip Distance (Miles) = **1.9**
- Total Distance Traveled (Miles) = **27,409**
- Average Miles Per Day = **134.4**
- Average Ride Duration (Minutes) = **21.2**
- Commuters: **281**
- Average number of deployed scooters: **107**

2023 Data

May to September 2023

- Total Rides = **6,704**
- Average Rides Per Day = **53**
- Unique Users = **1,887**
- Average Trip Distance (Miles) = **1.7**
- Total Distance Traveled (Miles) = **11,040**
- Average Miles Per Day = **88.4**
- Average Ride Duration (Minutes) = **17**
- Commuters = **186**
- Average number of deployed scooters = **31**

City of Milwaukee

2024 - present:

- Permanent program!

2022 - present:

- Milwaukee's third pilot study launches in September 2022

2021:

- Milwaukee's second pilot study launches in June
- Scooters banned from Zone 1 in August

2019:

- Senate Bill 152 legalizes electric scooters
- Milwaukee's first pilot study launches in July

2018:

- Bird launches unannounced in Milwaukee
- Scooters ordered to be removed



1,436,783

total trips

3,886

peak season trips per day



2.5

peak season TVD

9,091

Highest trip day: July 20, 2021

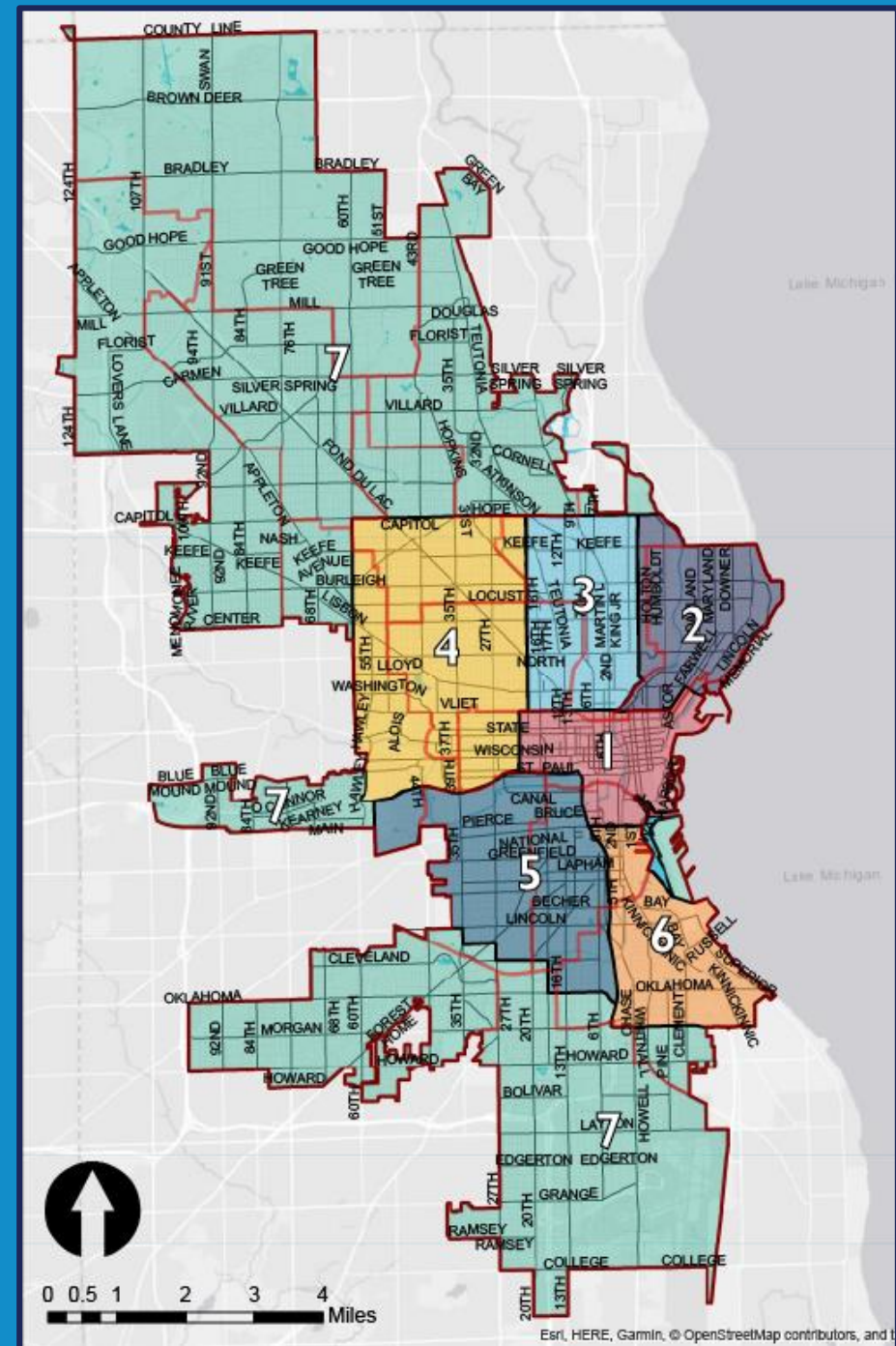


Noun project: Adrien Couquet, Mada Creative, Andre, Rahmat Hidayat



2022 – '23 Pilot Study

- Three operators:
 - Lime
 - Spin
 - Veo
- 2,300 scooters authorized
- Deployment requirements based on zone
- Over 100 parking corrals installed
- 59 complaints



How does your community or
downtown feel about scooters?

Did/does the program provide equitable access for transportation?

What other micromobility programs have been considered in your community? Are they active? What are the challenges in bringing new micromobility options?

What is the long-term vision for micromobility in your community?

Audience Q & A