



## AGENDA BRIEFING MEMORADUM

**MEETING DATE: 10/25/21**

**SUBJECT:** Communication sponsored by Alder Coe, per Sec. 22-1286, for the feedback report on the Commercial Electric Scooters and Licenses.

### **DATA SUMMARY:**

Pilot Program Data Set - June 3<sup>rd</sup> to October 11, 2021

- Total Rides = 11,021
- Average Rides Per Day = 87
- Unique Users = 2,697
- Average Trip Distance (Miles) = 2.3
- Total Distance Traveled (Miles) = 25,345.28
- Average Miles Per day = 198.01
- Average Ride Duration (Minutes) = 24.5
- Metric Tons of CO2 Saved = 5.39
- Commuters (Last 90 Days): 268 regular commuters (9% of Unique Users)
- Average number of deployed scooters: 45-50 in PROW (Available in Public Right of Way)

### **Ridership**

#### Total Ridership

Customers in Racine took a total of 11,021 rides over the course of a 131-day pilot period, with an average of 87 rides per day.

#### Monthly Ridership

- June = 5,233 rides
- July = 3,376 rides
- August = 1,015 rides (this is impacted by a significant dip in deployed scooters that occurred in August, which contributed to overall ridership)
- September = 1,182 rides

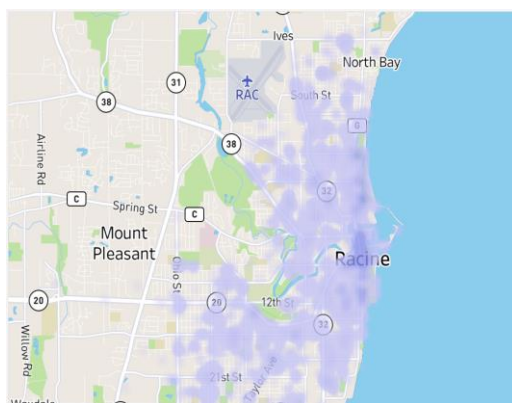
### **Where Trips Happened**

Downtown Racine and the Lakefront were popular destinations for dock less scooter travel. Local destinations of leisure were popular stops for scooter share users, especially on weekend days. As indicated by the attached map. Travel between Samuel Meyers Park to the South and the Racine Zoo to the North witnessed the most concentrated number of Bird Scooter rides.

### **Injury, Crash & Incident Data**

According to data provided by Bird, there were 4 self-reported incidents, one of which resulted in a medical injury due to a break issue with the scooter. After the arrival of the scooters on June 3<sup>rd</sup>, proof of identification to confirm age was required in the phone application by June 11<sup>th</sup> to prevent incidents with those under 18 utilizing the scooters.

### **VISUAL DATA:**



### **RECOMMENDED ACTION:**

Due to the popularity of the program, environmental impact of this alternative form of transportation, rides in Racine's commercial corridors and destinations of leisure, minimal reported incidents, and percentage of commuter use, staff recommends renewing the pilot Commercial Electric Scooter license for another year, ending in 2022 with a report due to determine the impact of the private scooter-share program to the Common Council in December 2022, and expanding the cap of 200 scooters available per license.