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Visit Milwaukee

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Dockless Mobility Device Parking
in High-Density Commercial Corridors

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Gina Vlach, Josie Willman

CHALLENGES

- **Parking – Where?**
    - **Right-of-way concerns**
- **Newness of dockless**
- **User accountability**

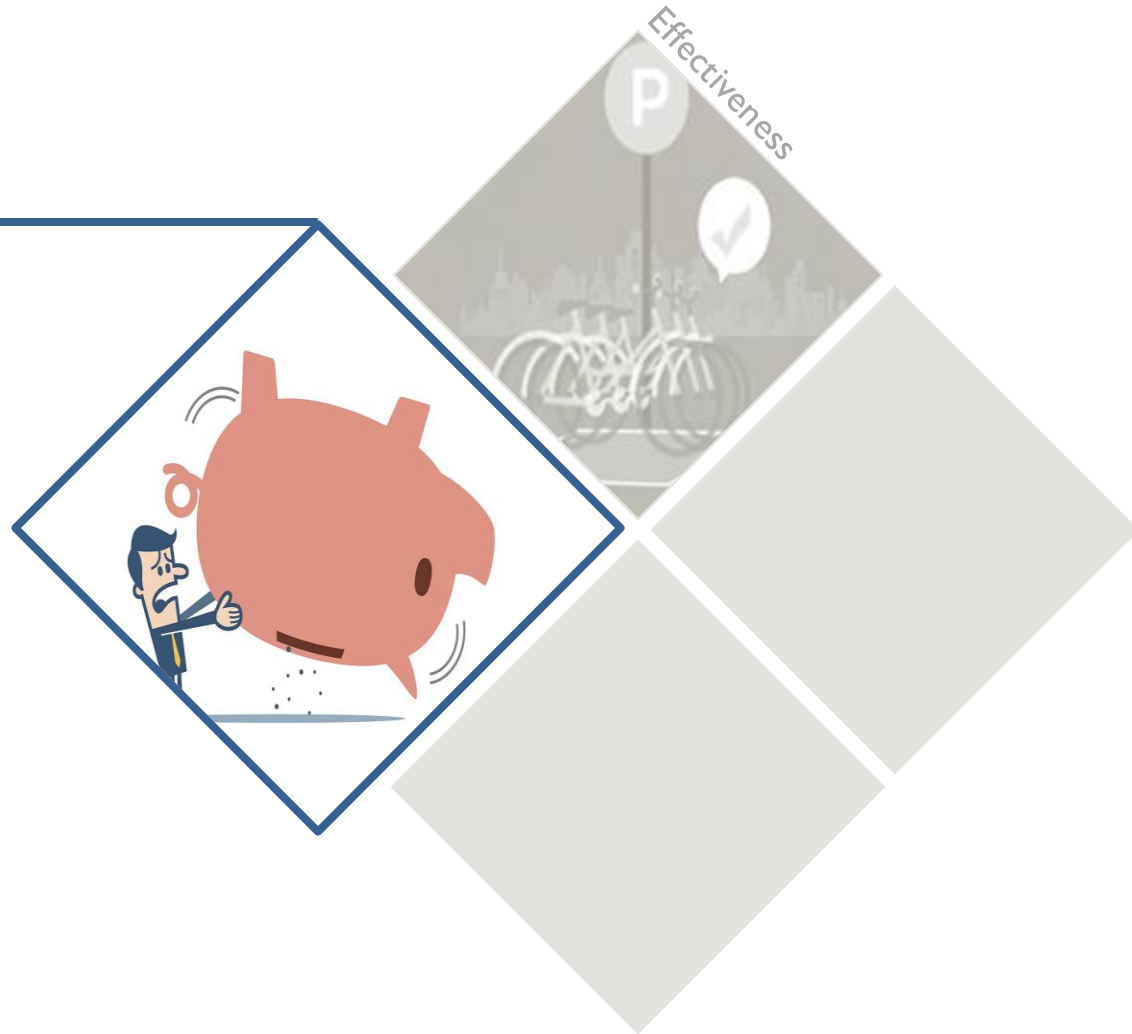Source: Bikeshare News

CRITERIA

Effectiveness

Hold users accountable for parking dockless devices

CRITERIA

Economic Feasibility

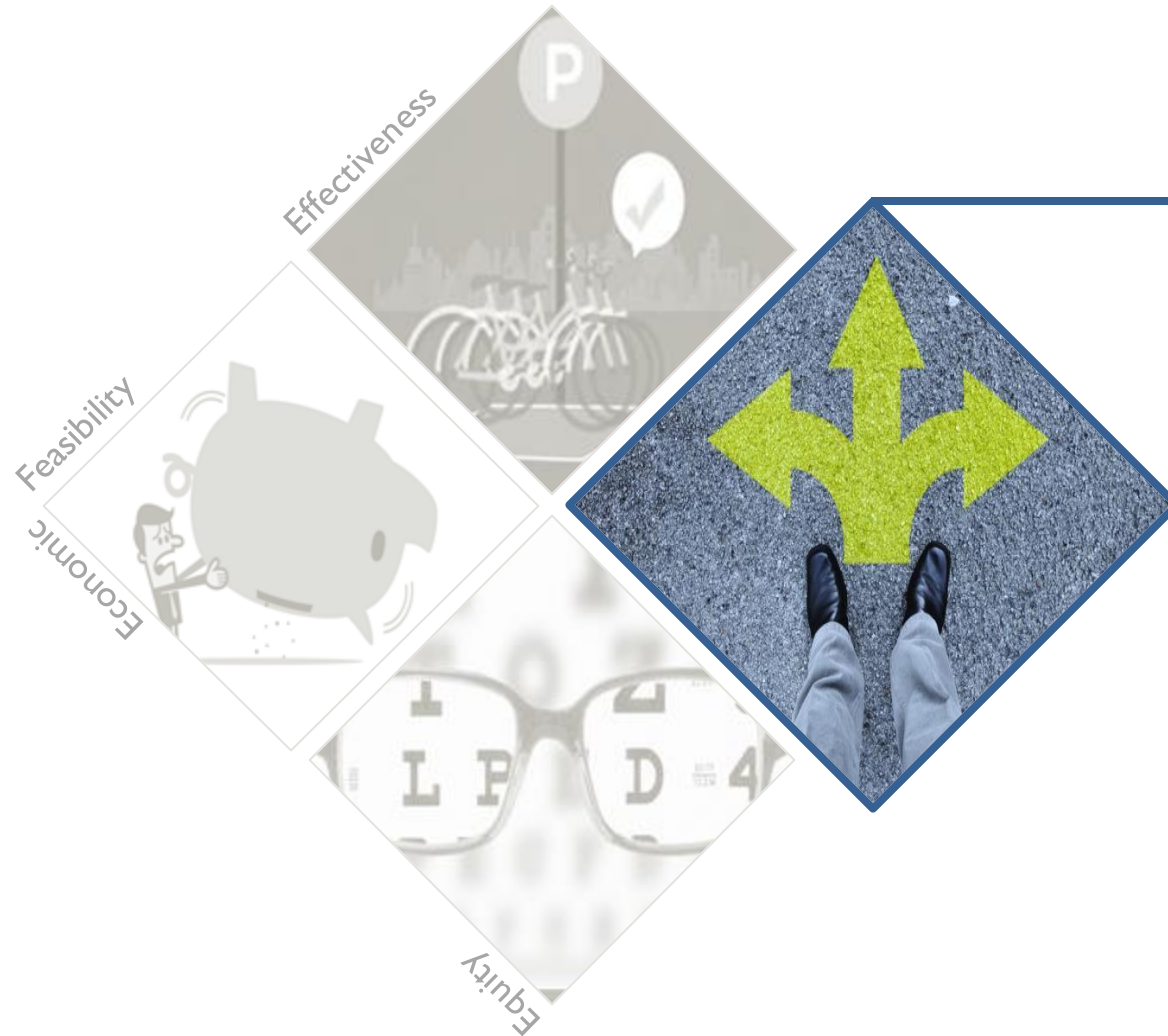Not cost prohibitive for operators to enter Milwaukee market

Effectiveness

CRITERIA

Effectiveness

Feasibility

Economic
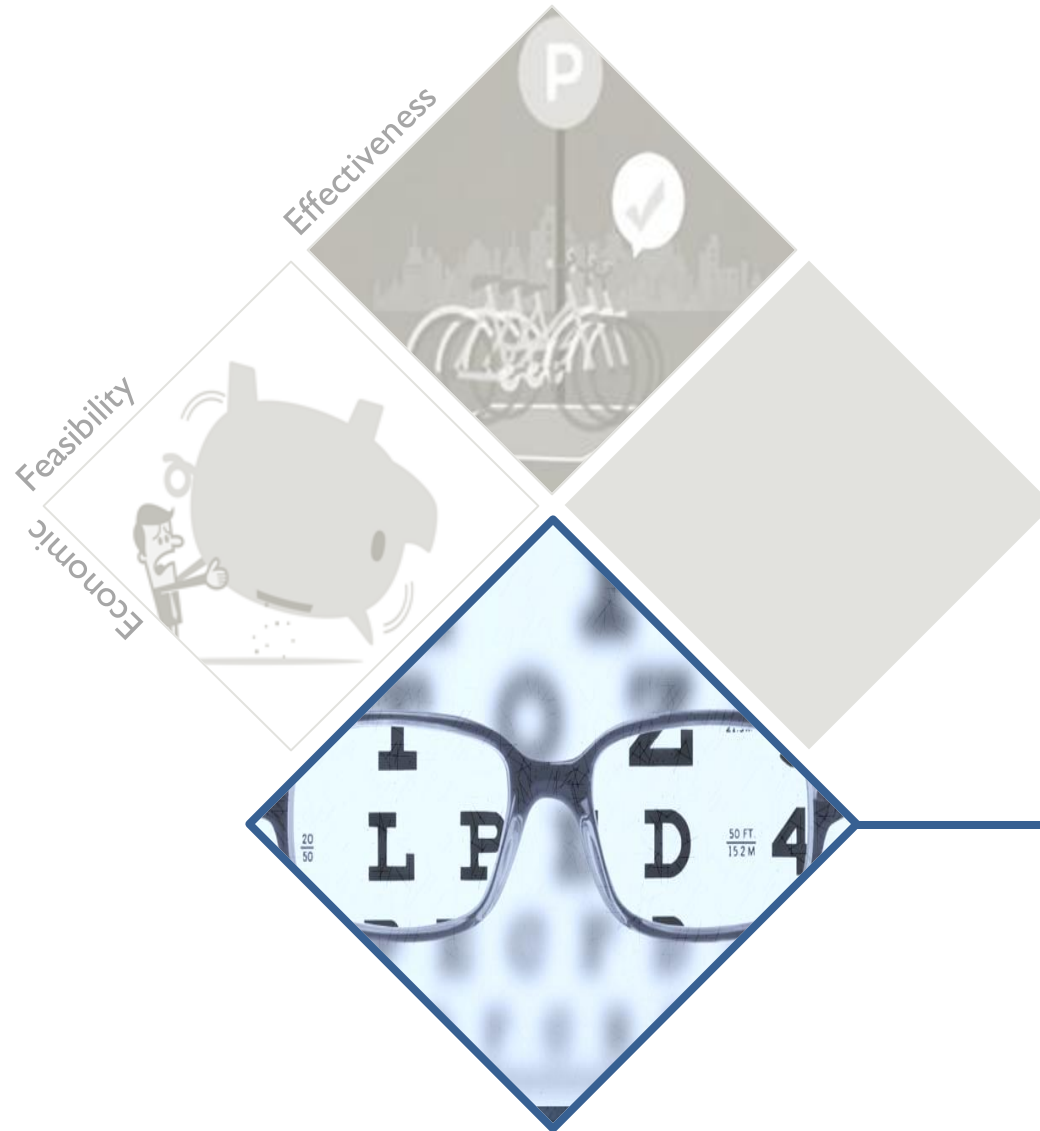
Equity

**Guidelines understandable
for all user demographics**

CRITERIA

Effectiveness

Feasibility

Economic

Equity

Flexibility
Provide parking methods proportional to changes in quantity of deployed devices

PARKING PENALTIES

- **Bicycle parking ordinance**

- **Parking Checkers (DPW)**

- **Citations case-by-case**
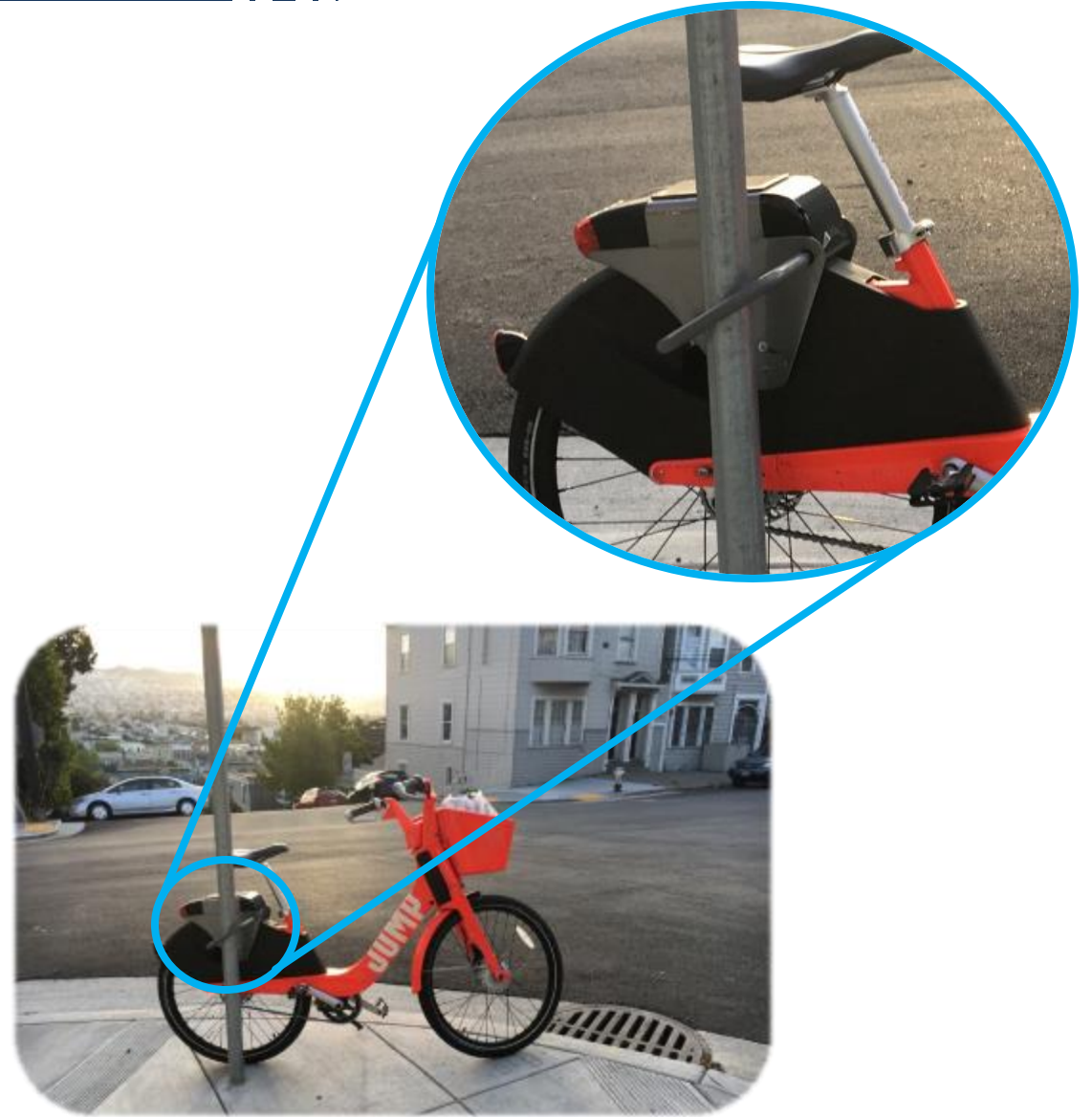
GEO-FENCING

(in designated painted boxes)

- **Virtual perimeter using GPS**

- **Visible boundaries**

- **Case studies**

LOCK-TO

- **Required technology**
- **Infrastructure needs**
- **Theft and vandalism concerns**
- **Scooters?**

LOCK-TO & PAINTED BOXES

- **Combination alternative – specific to each type**

- **Timing considerations**

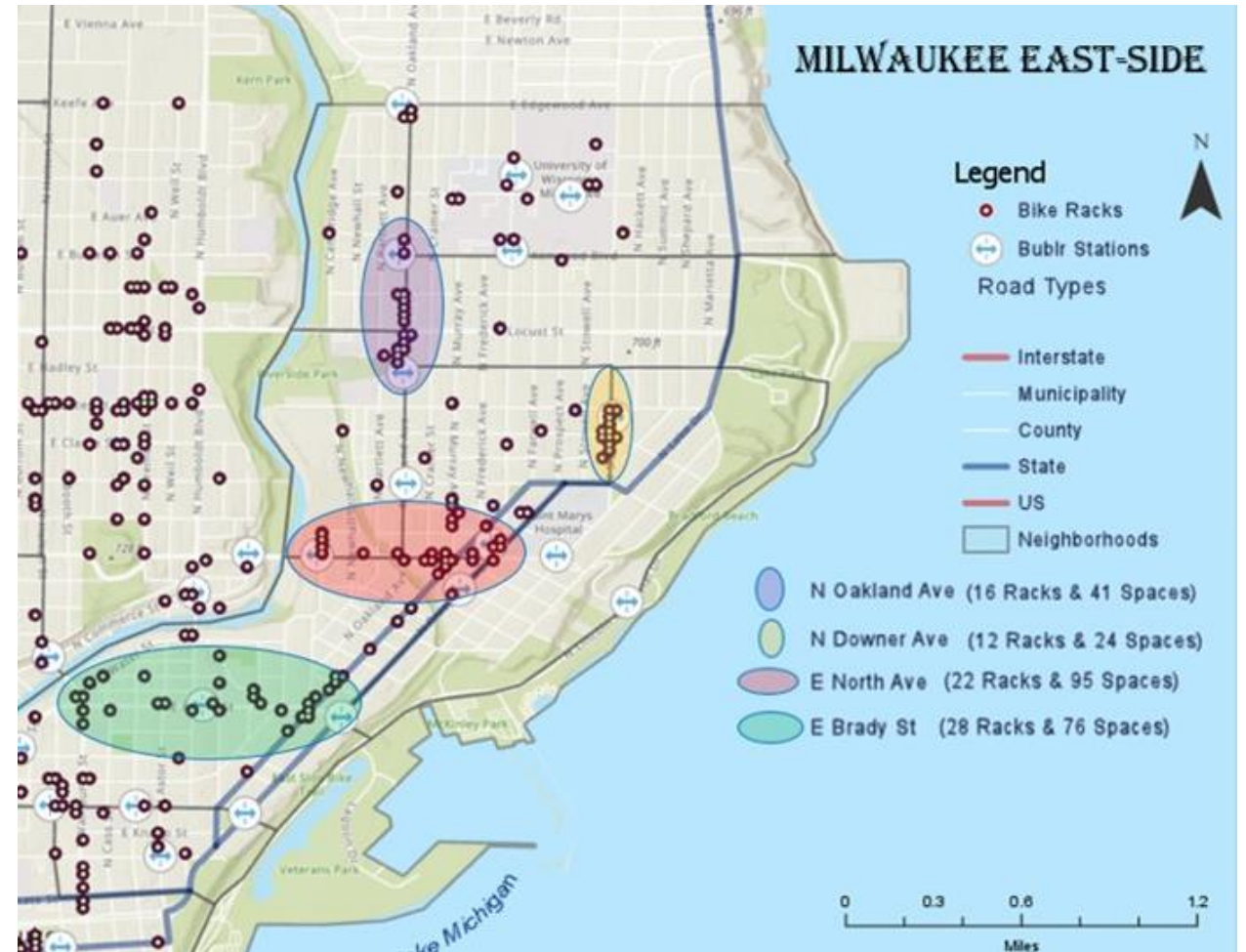- **Spacing and infrastructure**

- **Case studies**

EVALUATION

	Effectiveness	Economic Feasibility	Equity	Flexibility
	Hold users accountable for parking dockless devices by December 2019	Not cost prohibitive for operators to enter Milwaukee market	Guidelines understandable for all user demographics	Provide parking methods proportional to changes in quantity of deployed devices
Alternative #1	YES	NO	NO	YES
Parking Penalties	60 existing parking checkers can assess parking noncompliance	Assessing fines likely to be cost-prohibitive	Ordinances may not be understandable by all users	Tehcnology and man-power exists to assess influx of devices
Alternative #2	NO	NO	YES	NO
Geo-fencing & Painted Boxes	Painted boxes can, but GPS technology used by operators is not accurate enough yet	Cost to equip each device with the needed GPS technology is costly	Operators already use multi-media, multi-language materials	Requires greater coordination, investment, and labor to rollout
Alternative #3	NO	NO	YES	YES
Lock-to	Lock-to techolongy currently does not exist for scooters	Requiring scooters to have lock-to technology could be cost-prohibitive for operators	Operators already use multi-media, multi-language materials	Plenty of exisintg parking infrastructure and more racks purchased by City for installation
Alternative #4	YES	YES	YES	YES
Lock-to (Bicycle) & Painted Boxes (Scooter)	Plenty of existing parking infrastructure and space for painted boxes on sidewalks	Lock-to technology exists for bicycles and painted boxes exist in other cities	Operators already use multi-media, multi-language materials	Enough existing parking infrastructure and space for painted boxes to adapt

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RECOMMENDATION

- **Individual solutions to individual devices**

- **Existing infrastructure**

- **BID support (flexibility)**

MILWAUKEE EAST-SIDE

Legend

- Bike Racks
- Bublr Stations

Road Types

- Interstate
- Municipality
- County
- State
- US
- Neighborhoods

N Oakland Ave (16 Racks & 41 Spaces)
N Downer Ave (12 Racks & 24 Spaces)
E North Ave (22 Racks & 95 Spaces)
E Brady St (28 Racks & 76 Spaces)

MONITORING

- **Monthly basis**

- **General Bikeshare Feed Specification**

- **Fee analysis**

- **Surveys**

  - **Businesses & residents**
  - **Online option**
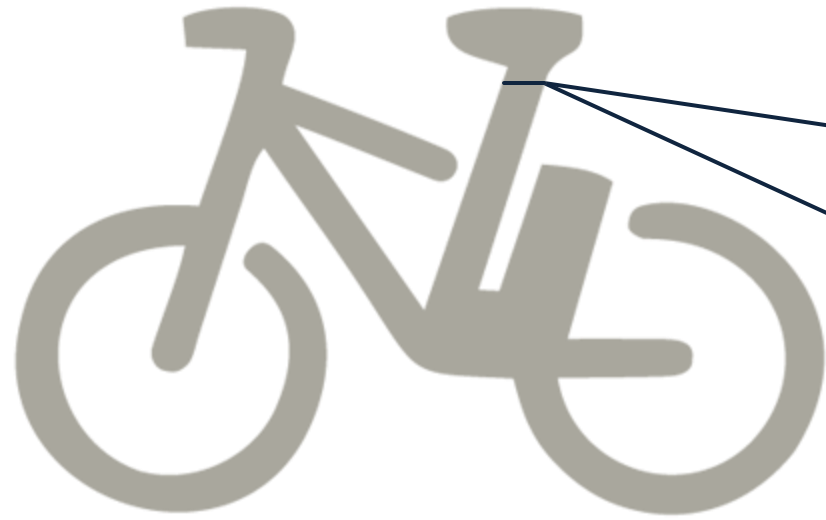
THANK YOU!

QUESTIONS?

APPENDIX

User Accountability

Our Definition

1) **User's responsibility to park their device in compliance with the City's regulations**
2) **User's obligation for any consequences brought forth by the noncompliant parking of their dockless mobility device**

Critical factor influencing the ability of the user to park in compliance is:

The provision of information and structures which enable the user to adhere to the City's expectations.

APPENDIX