

## More Milwaukeeans Are Riding The Electronic Scooters Than The Stupid Trolley (Which Is Free) By Mark Belling, WISN-AM

According to Milwaukee city figures, as reported on JSOnline, an average of 3500 riders per day have been using the electronic scooters offered by three companies. The cost to the city for the scooters is zero as they are operated and maintained by the private companies.

By contrast, the daily ridership of the downtown trolley, which the calls "The Hop," is around 2400 a day, a number the city calls a success. The trolley rides are free. The scooter rides carry a fee. In other words, fewer people are using the free trolley than the scooters which charge a fee.

It cost the city well over \$60 million to buy the trolleys and install the tracks and it is estimated the city will lose over \$1 million a year to operate them once a Potawatomi sponsorship dries up. The scooters cost the city nothing. In fairness, the scooters are virtually un-used in the winter while the trolley operates year round. Interestingly, trolley ridership went up during the summer months and has gone down since. Many originally believed the trolley would be more popular in the winter as pedestrians would rather ride a heated trolley than walk. That has not turned out to be the case.

The reason the scooters are more popular is obvious. They go anywhere the riders want to go. The trolley goes only where the tracks are laid.

While numbers are not available for Milwaukee ridership of ride-sharing service like Uber and Lyft, it is obvious that those numbers dwarf the tiny number of users of the scooters and the trolleys. The cost to the taxpayers for Uber and Lyft, like the scooters, is zero.

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