



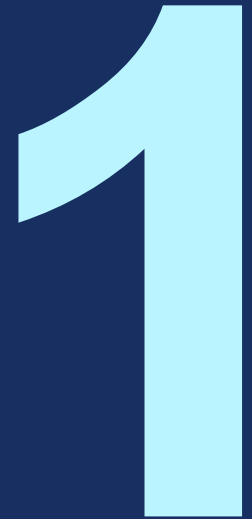
Shared E-Scooter Pilot

Community Board 10 Municipal Services Committee

May 12, 2021



Pilot Background & Service Area



What are E-Scooters?

- An e-scooter is defined in state law as a device with handlebars, a floorboard or a seat, and an electric motor
- They are not registered with the DMV
- State law limits max speed to 15 mph
- Riders should operate scooters in the same manner as a bike



What is E-Scooter Share?

- **Network of shared e-scooters**
 - Intended for point-to-point transportation
- **Increased mobility**
 - Additional transportation option
 - Convenient for trips that are too far to walk, but too short for the subway or a car
 - Connections to transit
- **Flexibility**
 - Vehicles are dockless and free-locking, limiting infrastructure needs
 - Find, unlock, and lock e-scooters through smartphone apps



Bringing E-Scooters to the East Bronx

- **2020:** E-scooters became legal under state and local law, City Council mandates DOT conduct a shared e-scooter pilot
- **October 2020:** DOT released an RFEI for a dockless e-scooter share pilot.
- **January 2021:** Companies were evaluated based on experience, safety, operations, accessibility, equity and outreach, and consumer and labor policies
- **February 2021:** DOT announced the East Bronx as the pilot zone
- **April 2021:** DOT selected three companies, Bird, Lime, and Veo to participate in the pilot



East Bronx Pilot Zone

Approximately 17.7 square miles

Population: 568,993

Phase 1

- Includes key trip generators: Jacobi Medical Center & Montefiore Medical Center
- 3,000 scooters in 2021
- Targeted expansion of bike network with 2021 projects

Phase 2

- 3,000 additional scooters in 2022
- Targeted expansion of bike network with 2022 projects



Key Program Elements

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Core Vehicles



BirdThree



Lime Gen4



**Astro Standing &
Cosmo Seated Scooters**

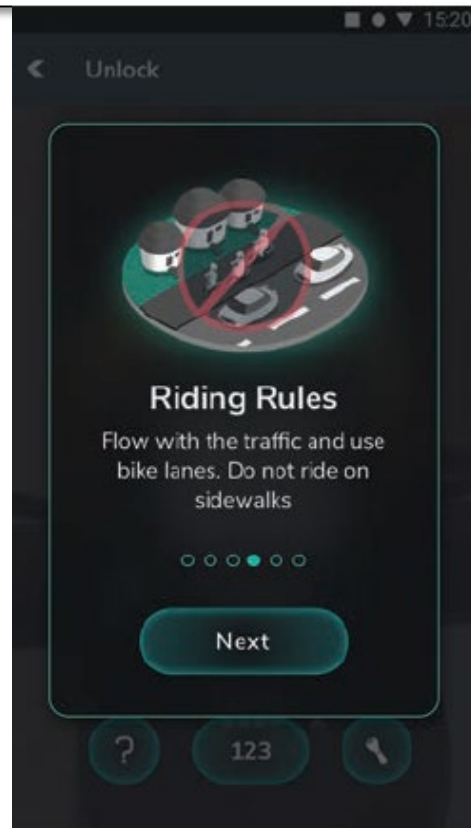
How to Ride

Get Ready to Ride

Download the app

Register with ID & payment information

Take in-app safety training and complete safety quiz

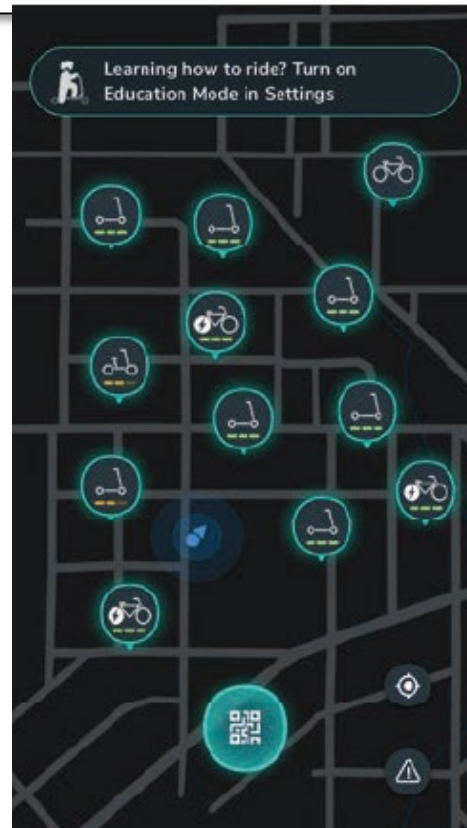


Find an E-Scooter

Find an e-scooter in the app

Unlock the e-scooter by scanning a QR code on the vehicle

Ride the e-scooter as you would ride a bicycle



End Your Trip

Park the scooter in either a designated parking corral or on the sidewalk out of the path of travel

Follow in-app directions for locking the e-scooter



Operating Restrictions

- Operational restrictions may be added throughout the pilot based on trip and safety data and requests from partners
 - **Slow Zones:** bounded areas within the service area where e-scooter speeds are capped below the typical limit of 15 mph
 - **No-Ride Zones:** bounded areas within the service area where e-scooters cannot be ridden (motor cuts off when the vehicle crosses boundary)
 - **Temporal Restrictions:** limit overnight riding or restrict riding during inclement weather



Pricing

B I R D

\$1 to unlock

\$0.39 per minute

Bird Access

- \$ 5 per month
- Unlimited 45 minute rides
- Available to:
 - NYCHA residents
 - SNAP recipients
 - Pell Grant recipients
 - “Other forms of state and federal assistance”



\$1 to unlock

\$0.30 per minute

Lime Access

- Free
- Unlimited 30 minute rides; \$0.04 per minute afterwards
- Available to:
 - NYCHA residents
 - Fair Fare participants
 - Pell Grant recipients
 - “Any forms of local, state, or federal subsidy programs”



\$1 to unlock

\$0.39 per minute

Veo Access

- \$5 per month
- Unlimited 30 minute rides; \$0.20 per minute afterwards
- Available to:
 - NYCHA residents
 - SNAP recipients

Safety Program

- In-app safety training and test for new riders
- Beginner Mode, requiring that a user's first 30 minutes of trips are limited to 10mph and cannot occur in darkness or overnight
- Helmet give-away program and/or discount purchase program
- Minimum of 4 free, voluntary in-person lessons each month
- Rider accountability and account sharing prevention policies
- Community Reporting Tool enabling members of the public to report improperly parked e-scooters or dangerous rider behavior



Accessibility Program

- Companies required to provide accessible vehicle options
- At launch, accessible vehicles will be available for longer term rentals and delivered to a user's home or picked up at partner organization site
- Companies required to meet regularly with DOT and MOPD on accessibility issues



Consumer & Labor Protections

- Contract provisions designed to protect riders and workers and promote safe operational practices
- Vendors are not permitted to include binding arbitration or class action waiver provisions in their terms of service for riders
- Companies must use W-2 employees for operations, no gig labor or franchise agreements are permitted



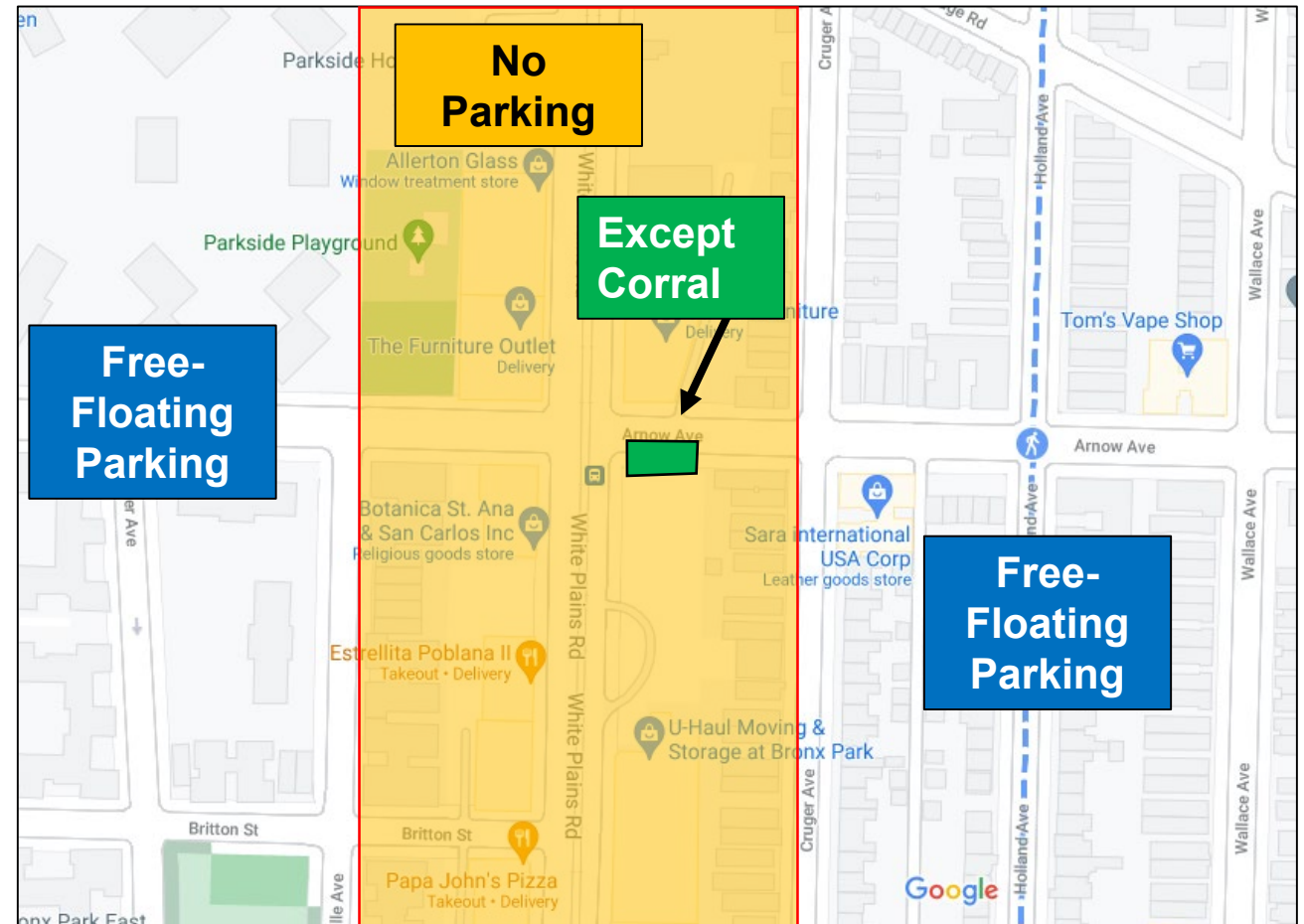
Parking Model

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Parking Model

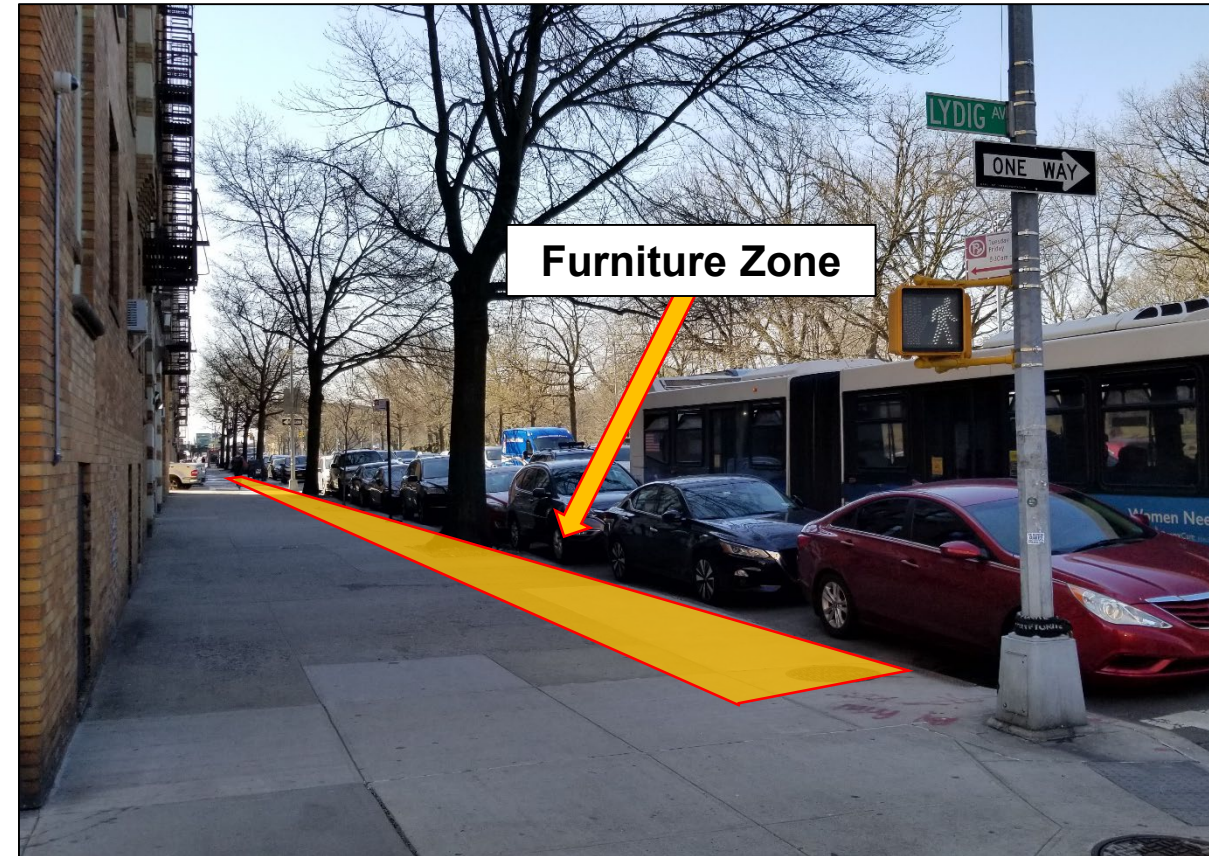
Hybrid model: riders follow different parking rules depending on where they are in the service area

1. Free-Floating Parking Areas: e-scooters must be parked on the sidewalk in the furniture zone
2. Mandatory Corral Zones: e-scooter must be parked in a corral if a rider wants to end their trip within one of these zones



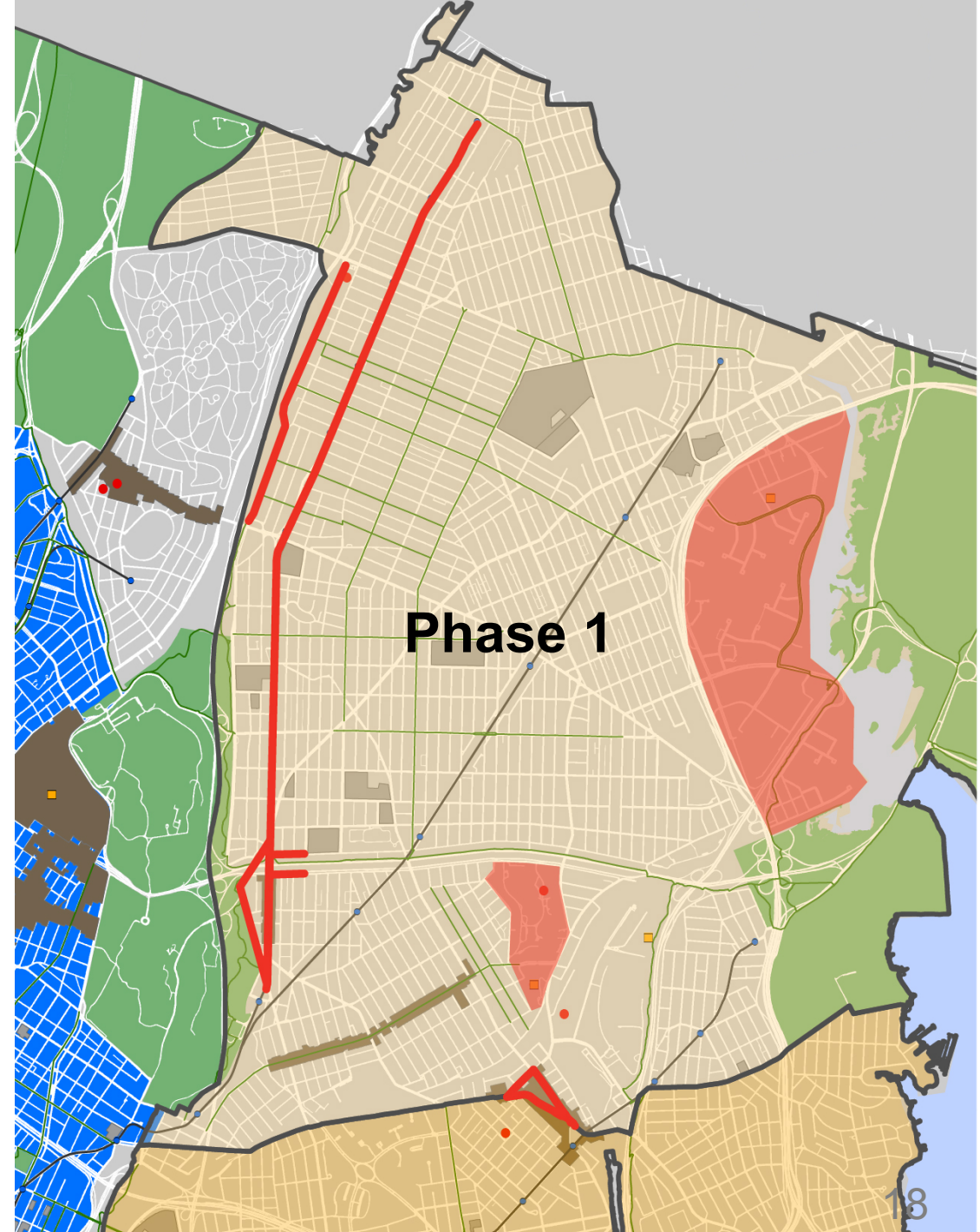
Free-Floating Parking Zones

- Free-floating parking maximizes flexibility
- In most of the pilot area, users can park their e-scooter on the sidewalk, in the furniture zone
- When parking in a free-floating zone, users must not:
 - Block the pedestrian path of travel (including pedestrian ramps)
 - Block driveways or curb cuts
 - Park in the roadbed or on private property
- Operators are required to respond to improperly parked vehicles quickly. Improperly parked vehicles can be reported by:
 - Calling the customer service number printed on all e-scooters in the pilot
 - Using the Community Reporting feature in the operator's smart phone app
 - Calling 311



Mandatory Parking Corrals

- Parking corrals minimize sidewalk clutter on busy corridors
- If you want to end your e-scooter trip in one of these areas, you must park in a corral
- Corrals planned by DOT and installed, paid for, and maintained for by companies
- Launch with approximately 90 corrals and expect to add as pilot continues
 - White Plains Road
 - Bronx Boulevard
 - Westchester Square
 - Jacobi Medical Center Campus
 - Co-Op City
 - Pelham Bay Park & other DPR properties
- Accepting input on corral locations on the DOT [feedback portal](#) throughout the pilot



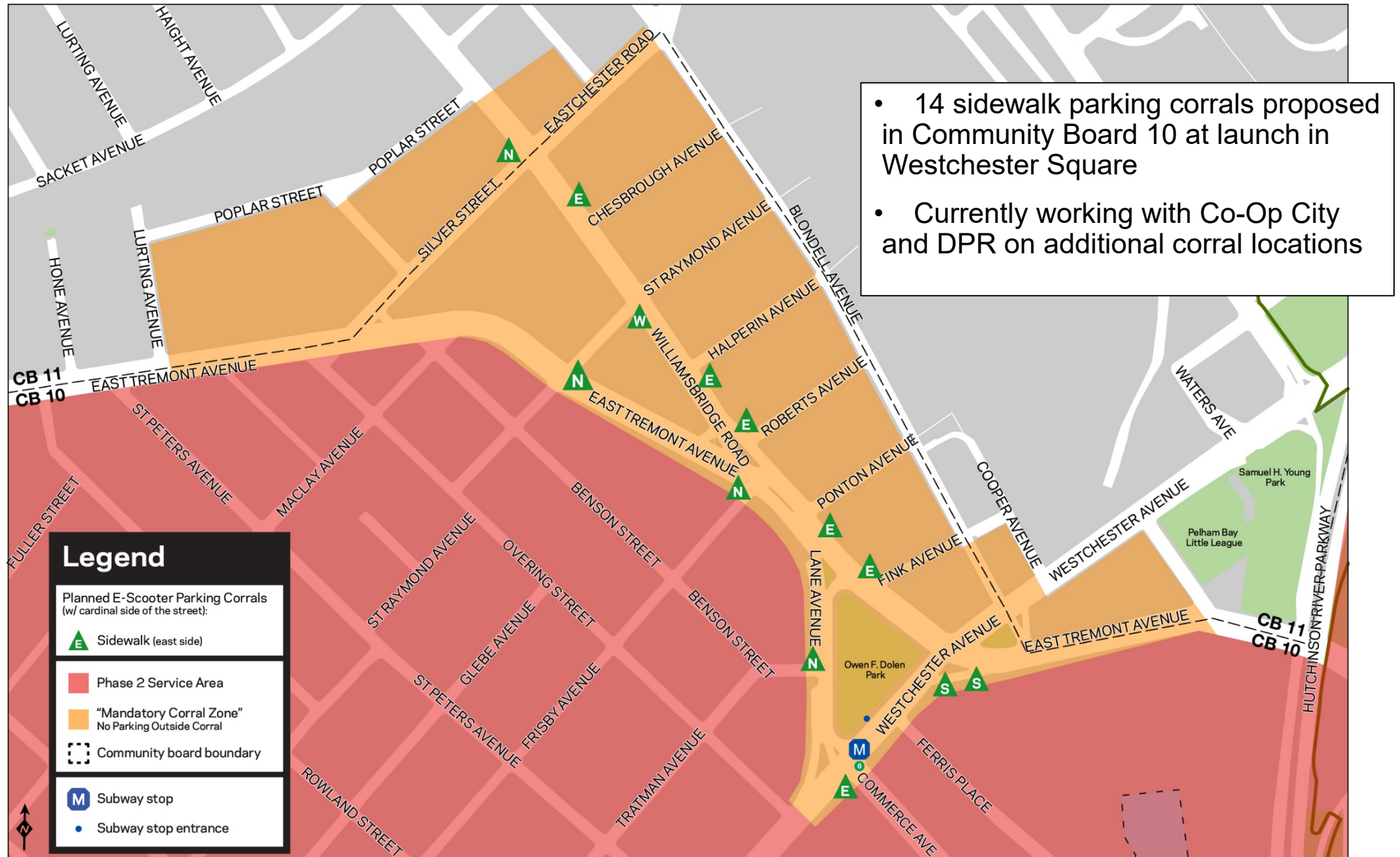
Parking Corral Design

Sidewalk Corral



Roadbed Corral

Draft Plan for BX CB 10 E-Scooter Corrals



Timeline to Launch

April: Pilot planning, including corral planning and operational set-up

April-May: Outreach to stakeholders, including elected officials, Community Boards, BIDs, Jacobi and Montefiore Hospitals, and advocacy groups

May: Share corral locations with stakeholders and prepare for installations

June: Install corrals and conduct pre-launch outreach

June: Launch with 3,000 scooters in late spring or early summer and conduct on-street outreach after launch



Thank You!

Questions?



NYCDOT



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