



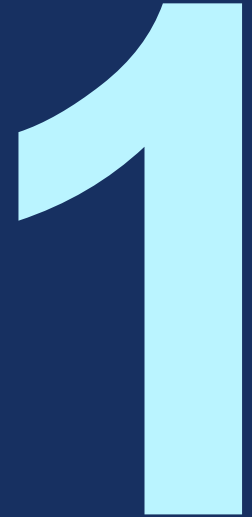
Shared E-Scooter Pilot

Bronx Community Board 10 – Municipal Services Committee

April 13, 2022



Pilot Background & Service Area



What are E-Scooters?

Per state law, e-scooters:

- Are defined as a device with handlebars, a floorboard or seat, and an electric motor
- Have a max speed of 15 mph
- Are not registered with the DMV
- Follow the same rules & regulations as bicycles

E-scooter share is:

- A network of shared e-scooters where users find, unlock, and lock e-scooters through smartphone apps
- Intended for point-to-point transportation
- An additional transportation option with dockless, free-locking vehicles



East Bronx E-Scooter Share Timeline

- **Spring 2020:** E-scooters become legal under state and local law
- **July 2020:** City Council legislation directed DOT to conduct e-scooter share pilot “in an area underserved by Citi Bike”
- **October 2020:** DOT releases RFEI for dockless e-scooter share pilot
- **February 2021:** DOT announces the East Bronx as pilot area
- **April 2021:** DOT selects three companies for pilot, **Bird**, **Lime**, and **Veo**, based on experience in other cities, safety, operations, accessibility, equity, outreach, and consumer and labor policies
- **August 17, 2021:** Pilot launches with 3,000 shared e-scooters
- **March 2022:** DOT announces expansion of shared e-scooter pilot service area



Goals for Shared E-Scooter Pilot

- Create strong **safety requirements** that align with Vision Zero
- Provide sufficient area and fleet to evaluate **transportation utility** of shared e-scooters
- Evaluate operators' **business viability** and **ability to comply with pilot requirements**
- Utilize and evaluate third party data aggregator for robust **oversight and analysis**
- Develop **parking requirements** to minimize sidewalk clutter and preserve the public right of way
- Conduct robust **community engagement** during pilot
- Require companies to adhere to **labor and consumer protections**



East Bronx Pilot Zone

Approximately 17.7 square miles

Pilot Area Population: 570,000

Phase 1

- Wakefield, Edenwald, Co-Op City, Allerton, Morris Park, Pelham Gardens
- 3,000 scooters in 2021

Phase 2

- Parkchester, Soundview, Clason Point, Throggs Neck, Schuylerville, Country Club
- 3,000 additional scooters in 2022

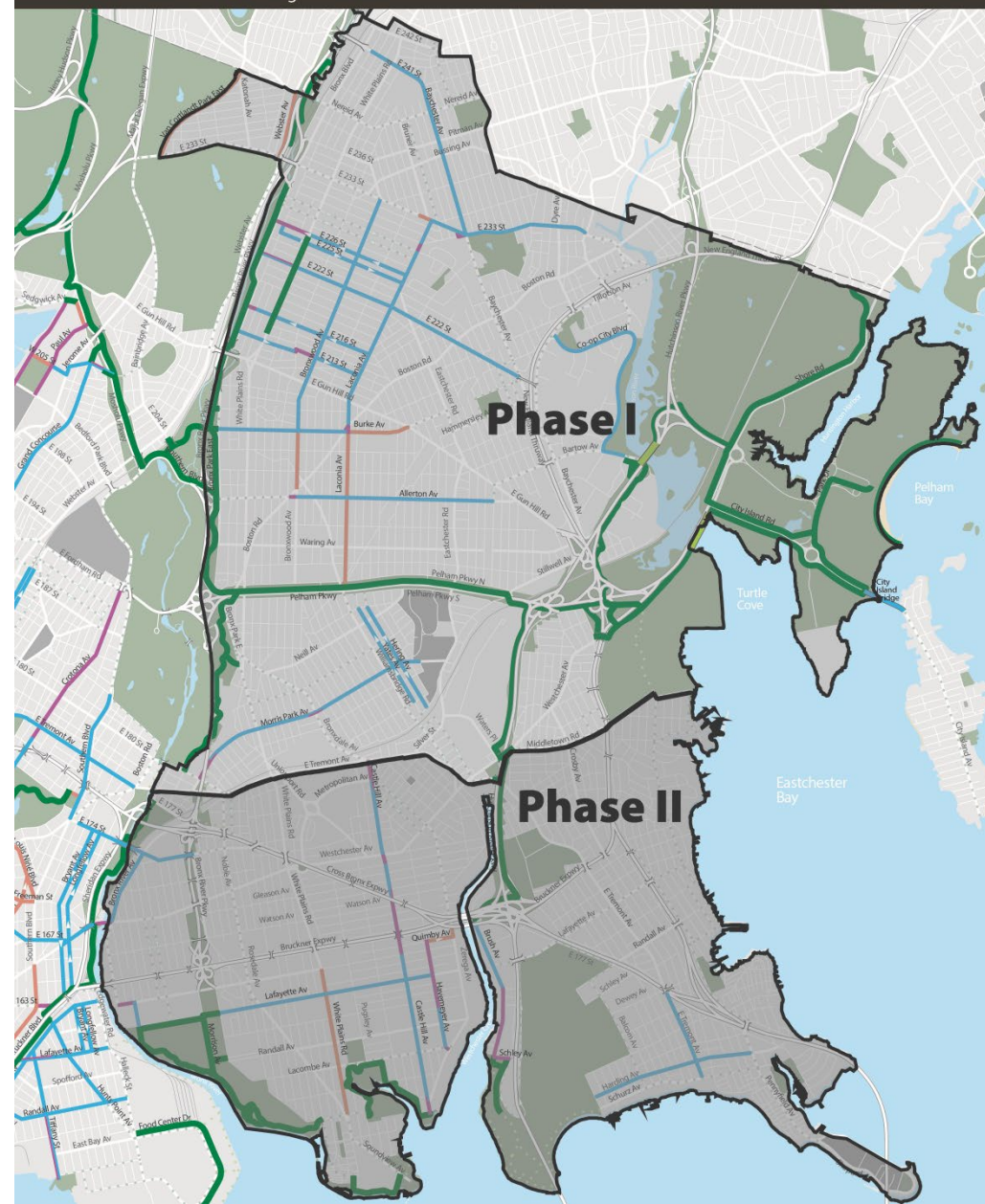
East Bronx E-Scooter Share Pilot Program

Pilot Program

- Phase I
- Phase II

Bike Network

- Protected Bike Lane
- Conventional Bike Lane
- Shared Lane
- Signed Route

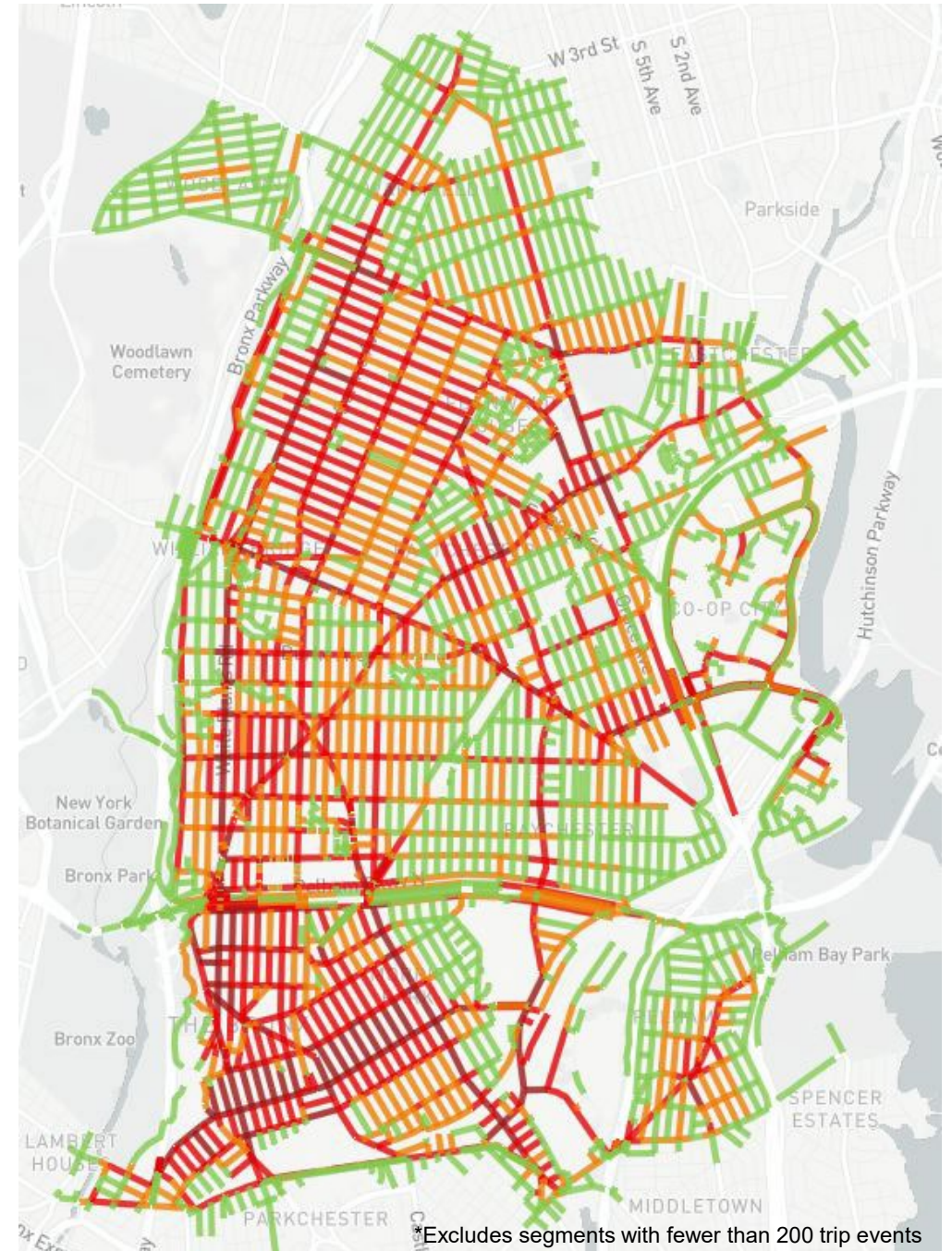


Ridership

- 515,000+ trips to date
 - Average of ~2,200 trips per day
- 50,000+ unique rider accounts,
 - Average of 10+ trips per account
- Concentration of rides along White Plains Road and Morris Park Avenue in west and south of service area

Notes: All data from period of 8/17/21-04/12/22. Service was suspended 8/22/21 for Hurricane Henri and twice in January 2022 due to snow storms.

Trips per Street Segment*



*Excludes segments with fewer than 200 trip events

Key Program Elements and Findings

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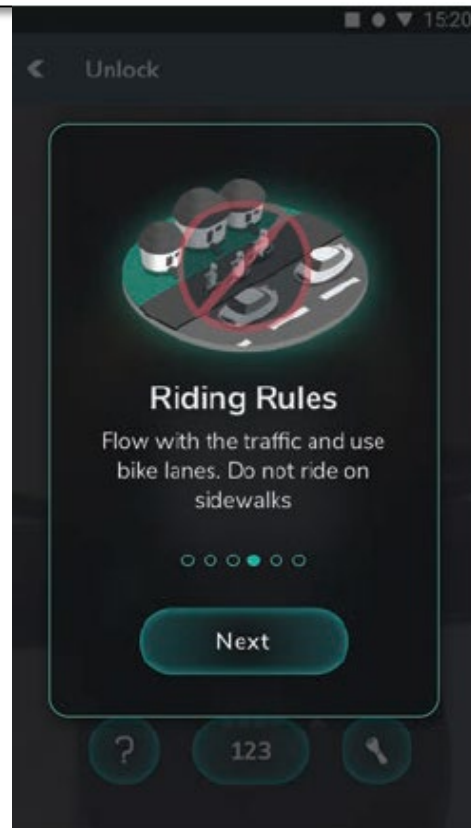
How to Ride

Get Ready to Ride

Download the app

Register with ID & payment information

Take in-app safety training and complete safety quiz

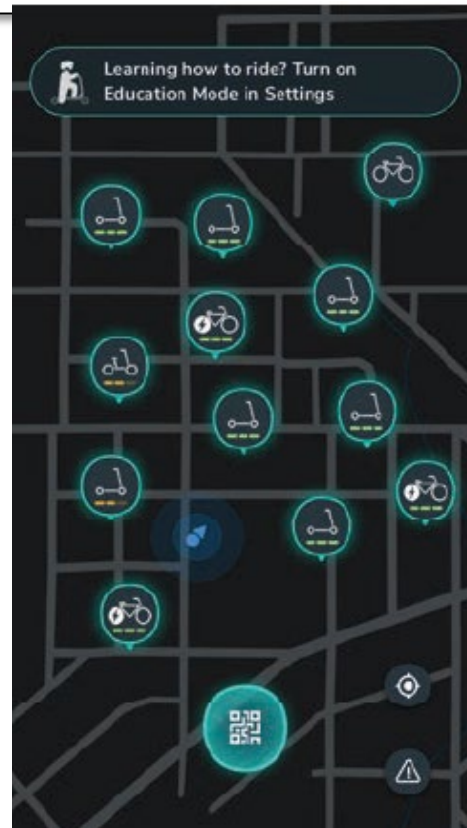


Find an E-Scooter

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



Pricing



Price	\$1 to unlock + \$0.39 per minute	\$1 to unlock + \$0.30 per minute	\$1 to unlock + \$0.39 per minute
Price for a 10-minute trip	\$4.90	\$4.00	\$4.90
Discounted Price	\$5 a month for unlimited 45-minute rides	Five (5) free 30-minute rides per day, \$0.04 per minute afterwards	\$5 a month for one (1) 30-minute ride per day at no charge, \$0.20 per minute afterwards
Discounted Eligibility	NYCHA, SNAP, Pell Grant, other forms of state and federal assistance	NYCHA, Fair Fares, Pell Grant, any form of local, state, or federal assistance	NYCHA, SNAP

Safety Program

- Mandatory age verification and in-app safety quiz for new riders
- Beginner Mode: first 3 trips speed-limited at 10mph and cannot start in overnight hours
- Helmet give-away and in-person lessons every month
- Rider accountability and account sharing prevention

Early Findings:

- No known fatalities or severe injuries
- Companies have distributed 1,120 helmets since launch
- Rider behavior on e-scooter share similar to private e-scooter riders



Operating Restrictions

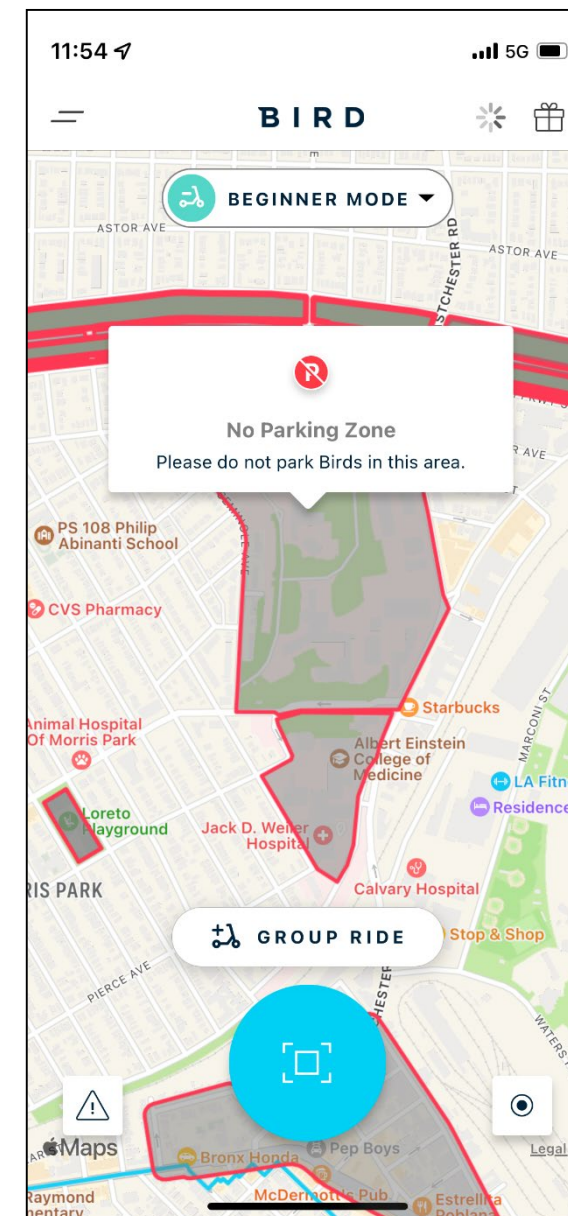
DOT can add operating restrictions based on safety patterns and requests from stakeholders:

Slow Zones	No Ride Zones	Temporal Restrictions
Bounded areas where e-scooter speeds are capped below the 15 mph limit	Bounded areas where e-scooters cannot be ridden (motor cuts off when vehicles crosses boundary)	Limit overnight riding or restrict riding during inclement weather
DPR Greenways	Jacobi Medical Campus, Co-Op City interior roads	Hurricane Henri, two snow storms in January 2022

Early Findings:

- Creating effective operating restrictions is ongoing and iterative
- Partnerships with stakeholders improve efficacy and accuracy

DOT plans to extend operating restrictions in Phase 2 on DPR Parks & Greenways, highways, private streets



Accessibility Requirements

- Provide wheelchair accessible scooters with delivery model
- Low participation in wheelchair attachment program to date
- Meet regularly with DOT, MOPD, and advocates on accessibility issues
- Develop a wheelchair accessible scooter prototype that can be deployed on-street



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 Strategies

Free-Floating Parking Areas

- Outside corral areas, riders park in the sidewalk furniture zone
- May not block the pedestrian path of travel, driveways, or curb cuts and may not park in roadbed or on private property
- Improperly parked e-scooters reported to companies or 311

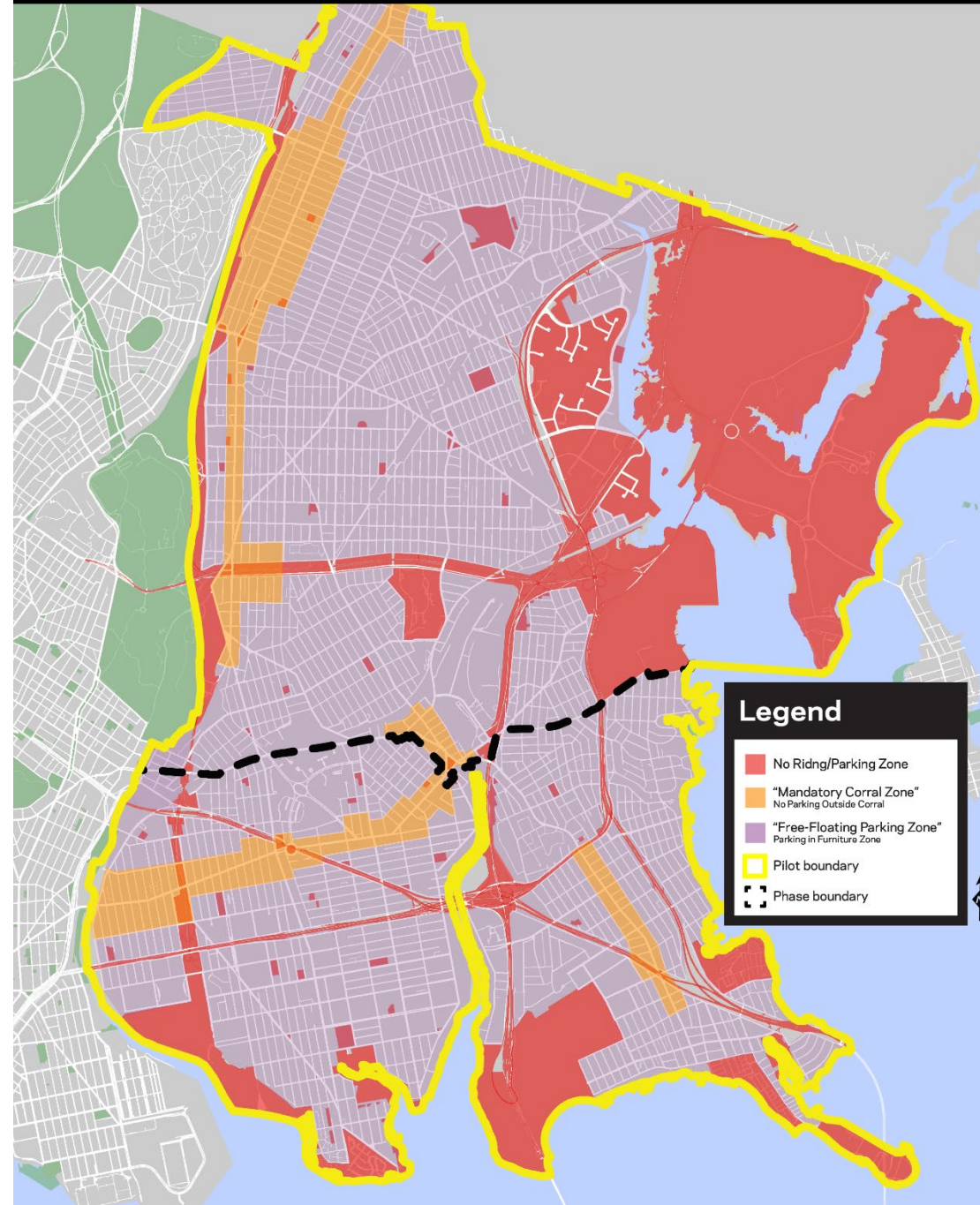


Parking Corral Areas

- Parking corrals minimize sidewalk clutter on busy corridors
- Riders may not end trip in these corridors unless e-scooter is inside a corral
- Phase 1 corrals: 90 corrals on White Plains Rd, Bronx Blvd, and in Westchester Square
- Phase 2 corrals: 40 corrals on Westchester Avenue, East Tremont Avenue



Shared E-Scooter Pilot: Parking and Riding Zones



Draft Plan for E-Scooter Corrals: Westchester Avenue

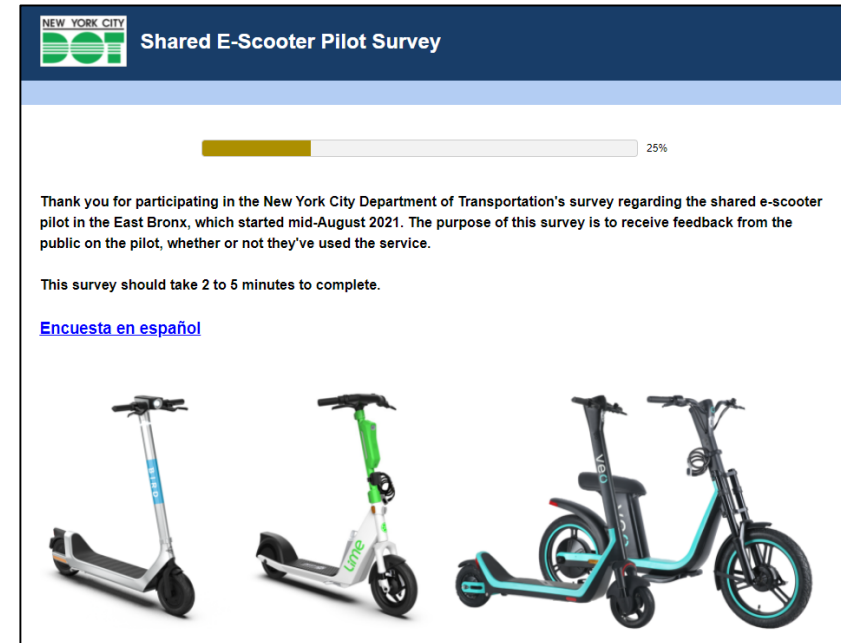


Next Steps

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Next Steps

- **April:**
 - **Presentations to CB 9 Public Safety Committee and CB 10 Municipal Services Committees**
- **May:**
 - Notify adjacent property owners of corral installations
 - Install corrals and signage
 - Online and on-street outreach
- **June:**
 - Expand pilot to Phase 2 service area
 - Online and on-street outreach
 - [Public Survey](#)



Thank You!

Questions?



NYCDOT



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NYCDOT

East Bronx E-Scooter Share Pilot Program

Pilot Program

- Phase I
- Phase II

Bike Network

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- Conventional Bike Lane
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Bike Network Expansion

- 2022
- Represents upgrades to existing bike facilities

