



E-Scooter Share Program Overview

Queens Community Board 8

December 11, 2023



Agenda

1. E-Scooter Share Introduction
2. Program Overview
3. Long-term Program Geography



E-Scooter Share Introduction



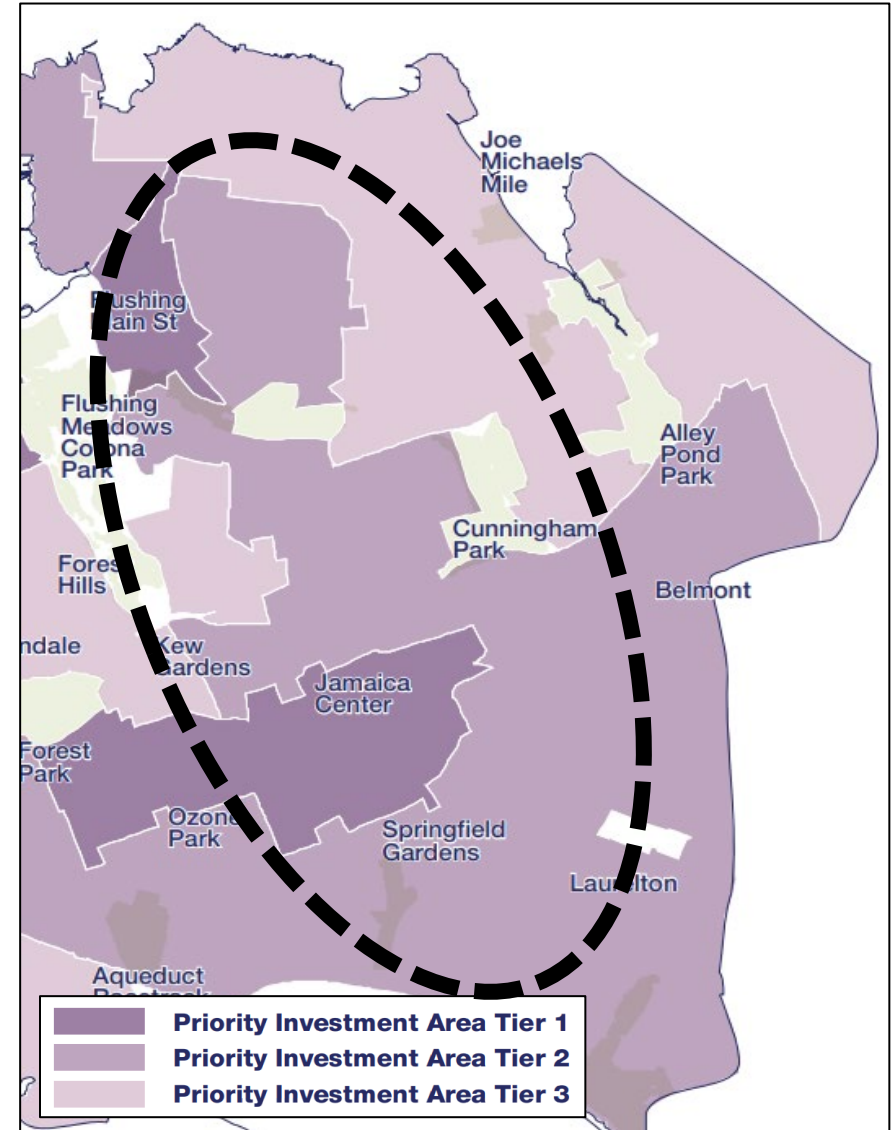
What is E-Scooter Share?

- **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, limiting infrastructure needs
 - Find, unlock, and lock e-scooters through smartphone apps




Advancing City Mobility Goals

- **PlaNYC 2023**
 - Plan states that NYC will cut transportation emissions in half by 2030 and achieve 80% sustainable mode share by 2050
 - Plan will ensure NYC's streets provide a safe, clean, and livable environment. This includes:
 - Prioritize public transit, walking, and biking first
 - Ensure every New Yorker can access a bike or e-scooter
- **DOT Priority Investment Areas (PIAs)**
 - Plan identifies Priority Investment Areas to prioritize equity in transportation projects
 - Based on three inputs: demographics, density, and previous levels of NYC DOT investment



E-Scooter Share Timeline

- **August 2021** – E-scooter share pilot launched in Phase 1 in the East Bronx with three operators (Bird, Lime, Veo)
- **November 2022** – DOT released pilot evaluation report and began selection process for long-term program following the pilot
- **Summer 2023** – Pilot ends and three operators (Bird, Lime, Veo) continue service in the East Bronx
-  **Fall 2023** – Outreach for Queens outreach begins as part of a long-term program, parking feedback portal opens
- **Winter 2024** – Present parking and program details to community stakeholders
- **Spring 2024** – Program launches in Queens

Why Eastern Queens?

- Area: ~20 square miles
- Population: ~600,000
- Population Density: ~25,000
- Connections between major transportation and commercial hubs
- Almost entirely in Tier 1 and 2 DOT Priority Investment Areas
- Close to the East Bronx for vendor operations
- No existing micromobility share systems



Program Overview

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Standard Vehicles



Bird Three



Lime Gen4



Astro Standing &
Cosmo Seated Scooters

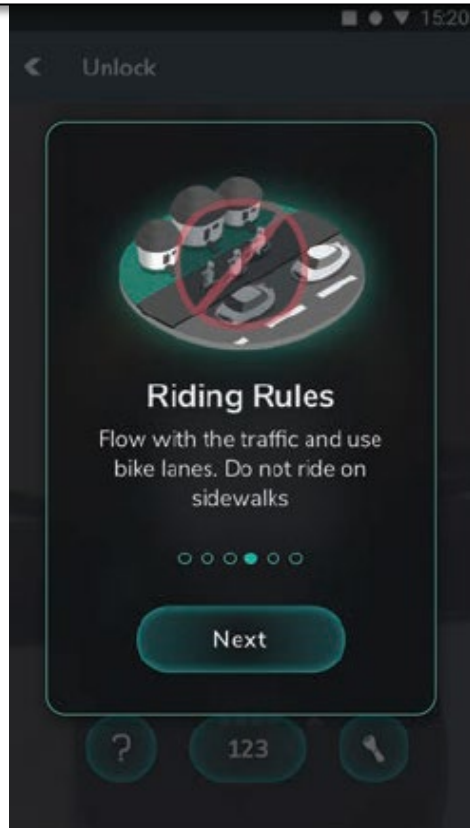
How to Ride

Get Ready to Ride

Download the app

Register with ID & payment information

Take in-app safety training and complete safety quiz

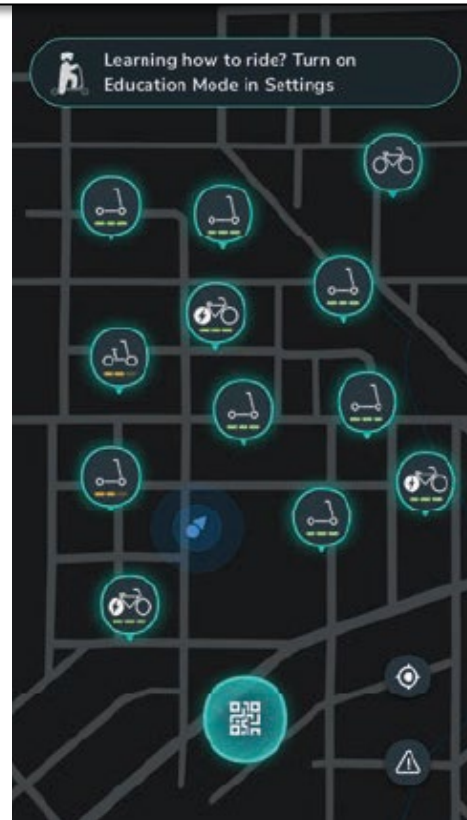


Find an E-Scooter

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



Pricing

- **Lime and Bird:** \$1 to unlock, \$0.42/minute
- **Veo:** \$1 to unlock, \$0.39/minute
- **Discount Pricing:** NYCHA residents, SNAP recipients + other eligible riders
 - Bird: \$5/month for unlimited 45-minute rides, \$0.39/minute after
 - Lime: 1 free 30-minute ride/day, \$0.04/minute after
 - Veo: \$5/month for 1 free 30-minute ride/day, \$0.20/minute after

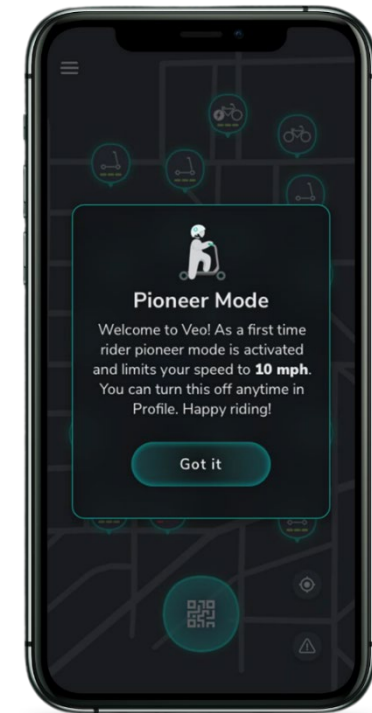
Equity & Accessibility

- Require all operators to provide accessible scooter devices for residents with ambulatory disabilities
- Require all operators to host monthly community engagement events to promote discounted pricing and accessible vehicles
- Provide promotional materials in multiple languages
- Contract includes worker and user protections



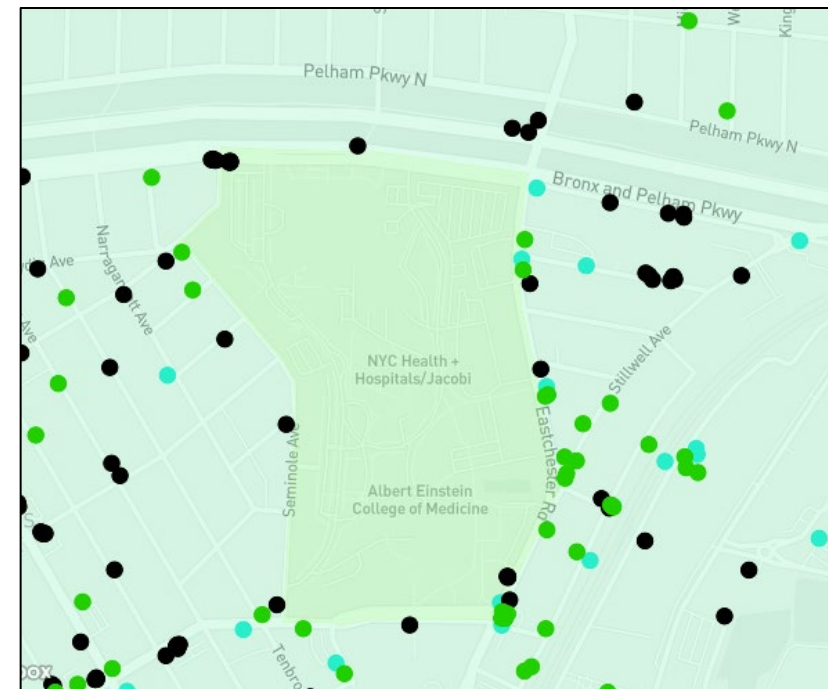
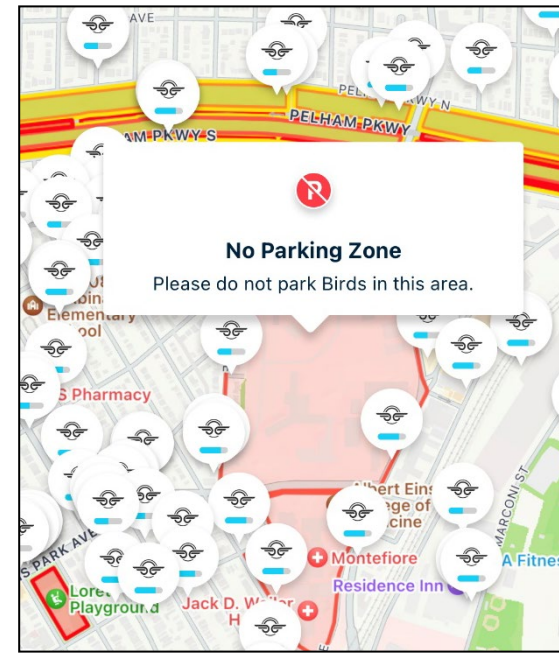
Safety Program

- 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
- DOT Safety Committee meets regularly with companies and amends contract safety requirements as needed



Operations & Enforcement

- DOT conducts comprehensive oversight and enforces program rules
- Enforcement tools include:
 - Slow zones
 - No ride zones
 - No parking zones
 - Service area borders
 - Temporal restrictions



Mandatory Parking Corrals

- Parking corrals minimize sidewalk clutter on busy corridors
- Riders may not end trip in these corridors unless e-scooter is inside a corral
- Corral locations selected by DOT
- Corral location examples in the Bronx: White Plains Rd, Bronx Blvd, and in Westchester Square



Free-Floating Parking Zones

- Outside of corral corridors, riders may park e-scooter in the sidewalk furniture zone
- Riders may not:
 - Block the pedestrian path of travel (including pedestrian ramps)
 - Block driveways or curb cuts
 - Park in the roadbed or on private property
- Operators must rectify improperly parked e-scooters
- Improperly parked e-scooters can be reported directly to companies or 311

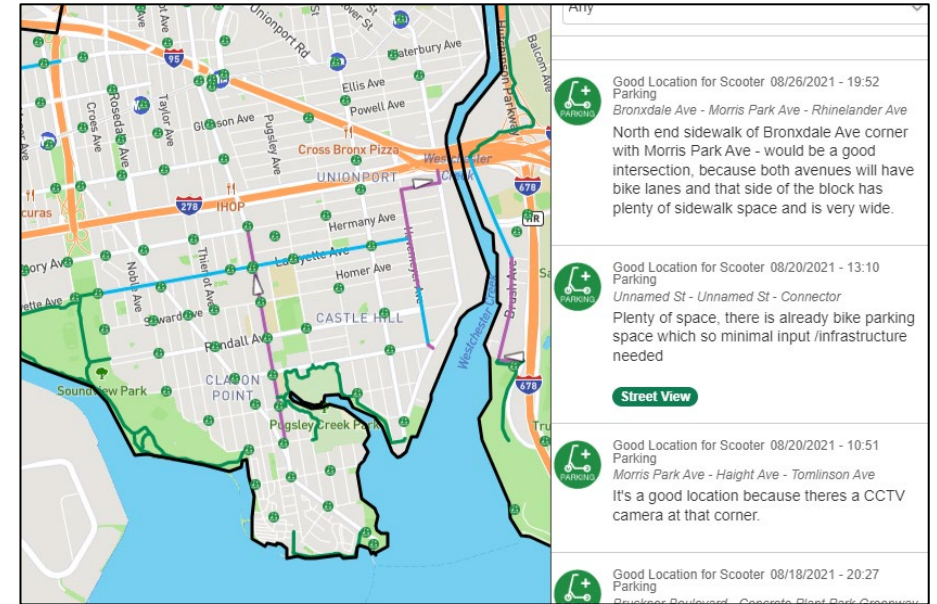


Next Steps

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Timeline to Launch

- Fall 2023: Community Education & Feedback Collection
 - On-street engagement and online feedback portal to gather input from the community
 - Briefings with elected officials, Community Boards, and other community stakeholders (including BIDs, universities, hospitals, community groups, and other city agencies)
- Winter & Spring 2024: Pre-Launch Plans
 - Present corral parking locations and program details to elected officials, Community Boards, and other community stakeholders
 - Send corral parking notifications to adjacent property owners and key stakeholders
- Spring 2024: Post-Launch
 - Daily on-street outreach and education at key destinations and corrals
 - Promote program and highlight discount pricing options via social media and through stakeholders



Thank you! Questions?

Eastern Queens Priority Areas

- Priority 1 NTA
- Priority 2 NTA
- Parkland

