



E-Scooter Share Program

Queens Community Board 7

May 17th, 2024

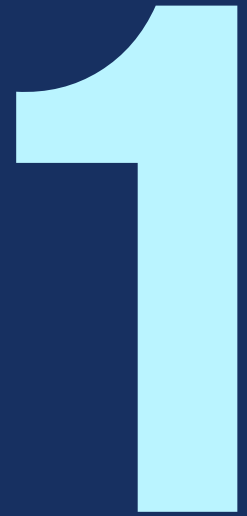


Agenda

1. E-Scooter Share Introduction
2. Program Overview
3. Proposal for CB 7 and Next Steps



E-Scooter Share Introduction



Micromobility Vehicles in NYC

Electric Bicycles & More

Not everything is an e-bike. Know the differences - and always ride legally and safely.



Know the difference

	E-Bike Class 1	E-Bike Class 2	E-Bike Class 3	Moped Class C	Moped Class B	Moped Class A	E-Scooters	Not Legal E-mobility Devices
	Electric Bike with Pedal Assist	Electric Bike, Throttle up to 20 MPH, Operable Pedals	Electric Bike, Throttle up to 25 MPH, Operable Pedals	Limited Use Motorcycle, Low-speed, 2-3 Wheels	Limited Use Motorcycle, Low-speed, 2-3 Wheels	Limited Use Motorcycle, Low-speed, 2-3 Wheels	Device with handlebars, a floorboard or seat, weighing less than 100 lbs. Can be powered by electric and/or human power	The following are examples of illegal e-mobility devices
								Moped (without license plate or VIN)
How fast can I go?	20 MPH	20 MPH	25 MPH	20 MPH	30 MPH	40 MPH	15 MPH	Electric Skateboard
Do I need a license?	No	No	No	Yes, Driver's License	Yes, Driver's License	Yes, Driver's License Endorsement	No	Segway
Do I need to register my bike?	No	No	No	Yes, Must be registered with NYS DMV, must have license plates & VINs	Yes, Must be registered with NYS DMV, must have license plates & VINs	Yes, Must be registered with NYS DMV, must have license plates & VINs	No	Hoverboards
Where can I ride?	Bike Lanes* and streets with speed limits no greater than 30 MPH	Bike Lanes* and streets with speed limits no greater than 30 MPH	Bike Lanes* and streets with speed limits no greater than 30 MPH	Right lane and/or shoulder** (except when making a left turn)	Right lane and/or shoulder** (except when making a left turn)	Vehicular Lanes **	Bike Lanes* and streets with speed limits no greater than 30 MPH	Electric unicycle (two types)
Do I need to wear a helmet?	Recommended for all, Required for 16-17 year olds and working cyclists	Recommended for all, Required for 16-17 year olds and working cyclists	Yes, Required by law	Recommended	Yes, Required by law	Yes, Required by law	Recommended for all, Required for 16-17 year olds	

- Compared to private e-scooters or e-bikes, e-scooter share is heavily regulated and enforced:**
- GPS geofencing restricts riding and parking
 - Users register in company app
 - Incidents can be reported to NYCDOT and companies
 - Not used for delivery work

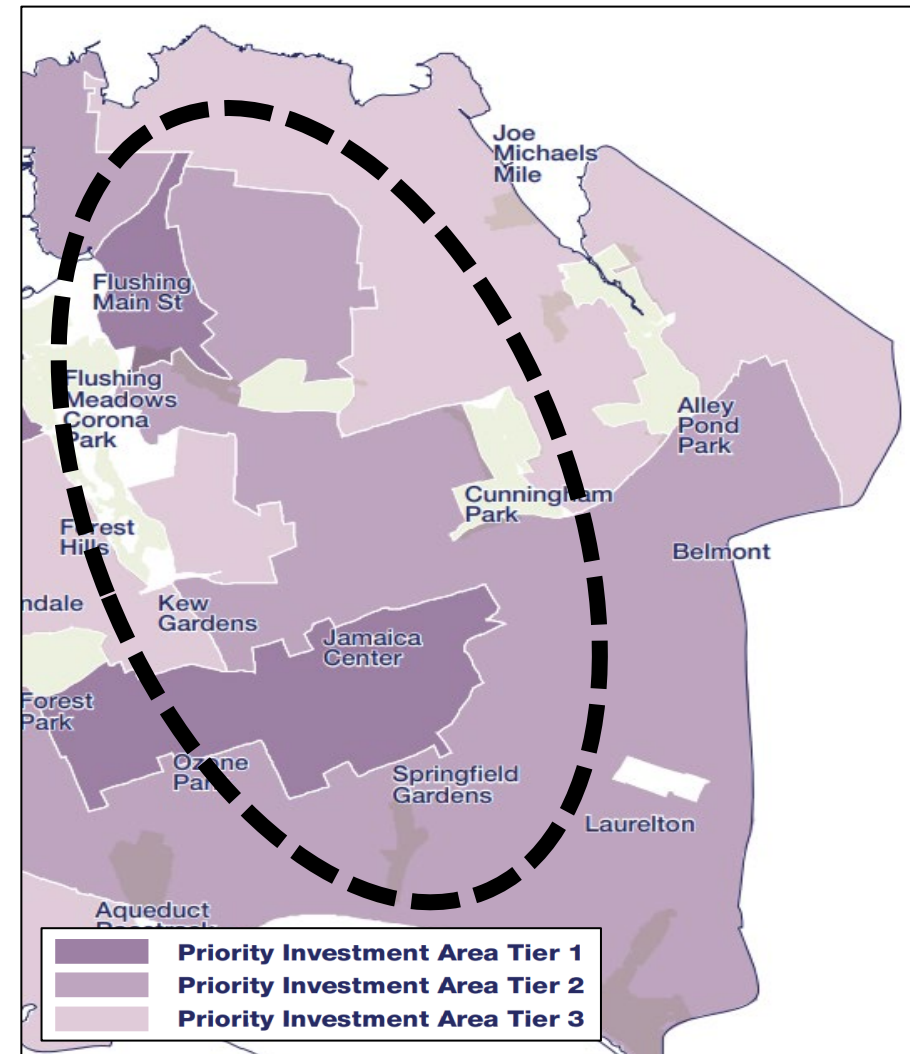
What is E-Scooter Share?

- **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
 - Users find, unlock, and lock e-scooters through smartphone apps



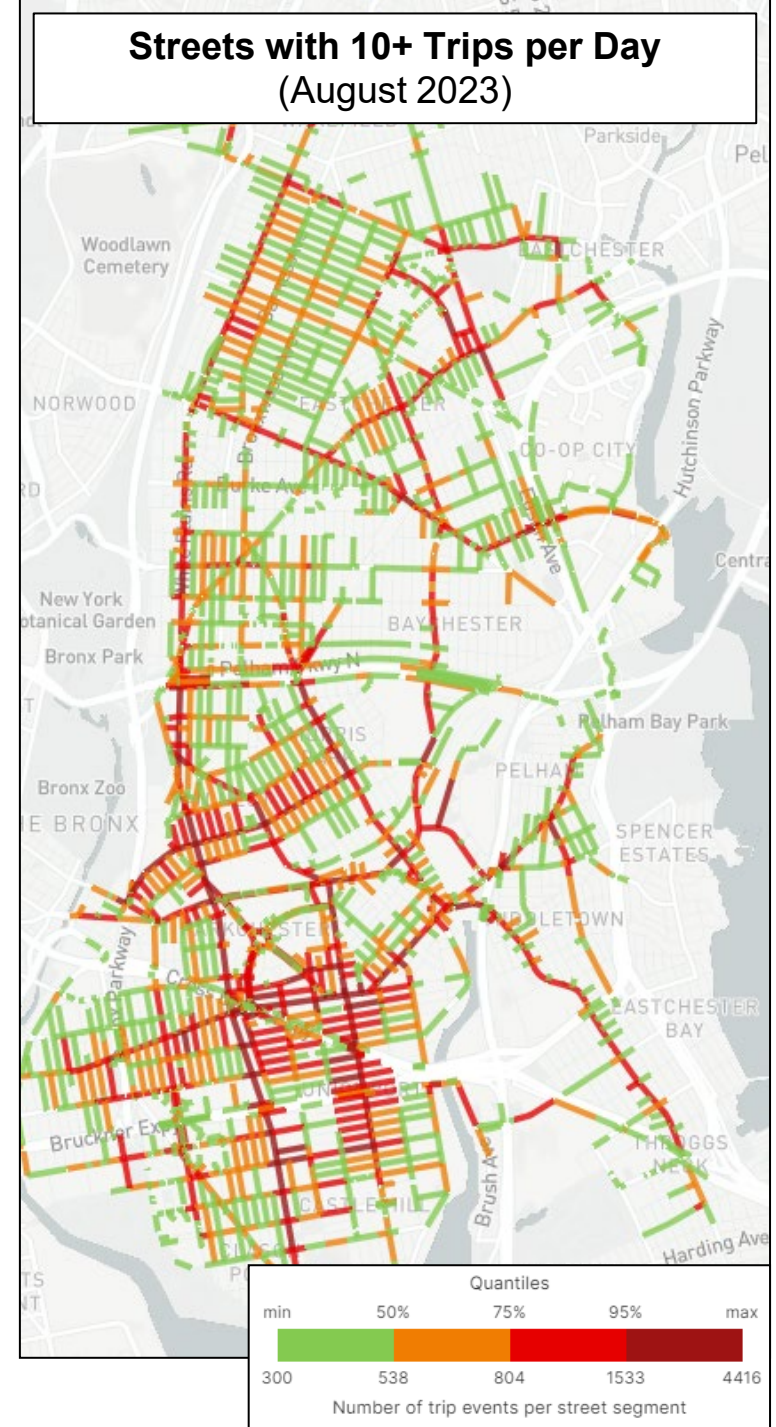
Advancing City Mobility Goals

- **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, including:
 - Prioritize public transit, walking, and biking first
 - Ensure every New Yorker can access a bike or e-scooter
- **NYC DOT Streets Plan**
 - Plan identifies Priority Investment Areas to prioritize equity in transportation projects
 - Based on three inputs: demographics, density, and previous levels of NYC DOT investment



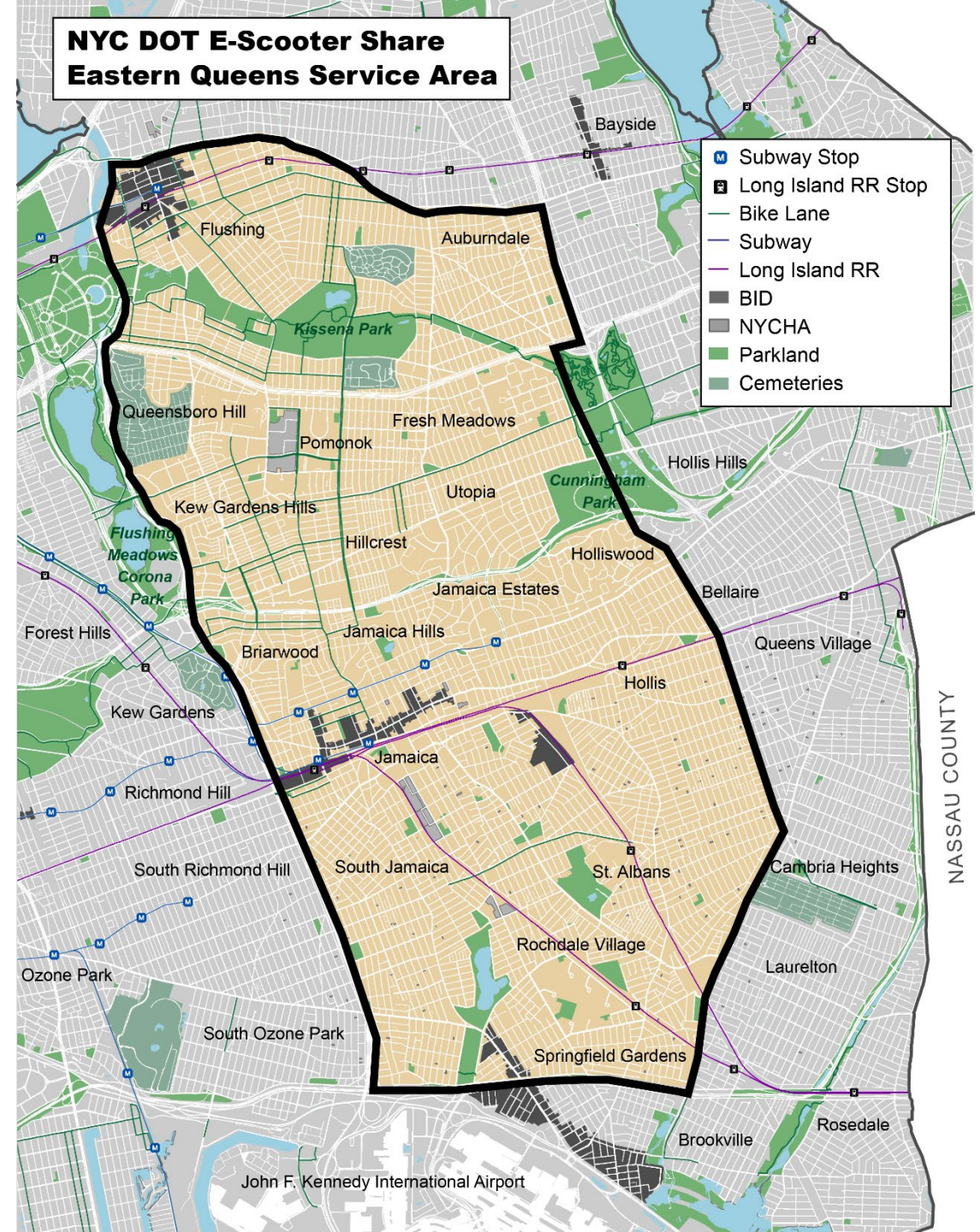
East Bronx Program Success

- 3.8 million trips between August 2021 to April 2024
- Average trip is 1 mile
- No reported fatalities and one reported crash per 10,000 rides
- Continued collaboration with Community Boards, elected officials, stakeholders, and other city agencies



Why Eastern Queens?

- ~20 square miles
- ~600,000 residents
- Connections between major transportation and commercial hubs
- Key destinations include:
 - Downtown Flushing and Jamaica
 - Queens College, St. John's University, York College
 - Flushing Hospital, H&H Queens Hospital, NY Presbyterian Queens Hospital
 - Queens Botanical Gardens, Cunningham Park, Kissena Park, Citi Field
- Almost entirely in Tier 1 and 2 DOT Priority Investment Areas
- No existing micromobility share systems



Outreach for Queens Expansion

- **Elected and Stakeholder Briefings**
 - 30+ meetings with BIDs, Community Boards, civic associations, developments, elected officials, hospitals, universities, and City agencies (Parks, MTA Subway, MTA LIRR, NYCHA)
- **On-street outreach**
 - 180+ conversations at Jamaica and Flushing Libraries
 - Majority of residents supportive, expecting to benefit from shorter commutes and affordability options
- **Online Feedback Portal**
 - Launched October 2023
 - 225+ comments



Program Overview

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Standard Vehicles



Bird Three



Lime Gen4



Astro Standing &
Cosmo Seated Scooters

- All e-scooters are compliant with state law and have lights, bells, kickstands, brakes, and unique vehicle ID numbers
- All e-scooters have 24/7 customer service phone number printed on them
- Speed limited to 15mph by state law

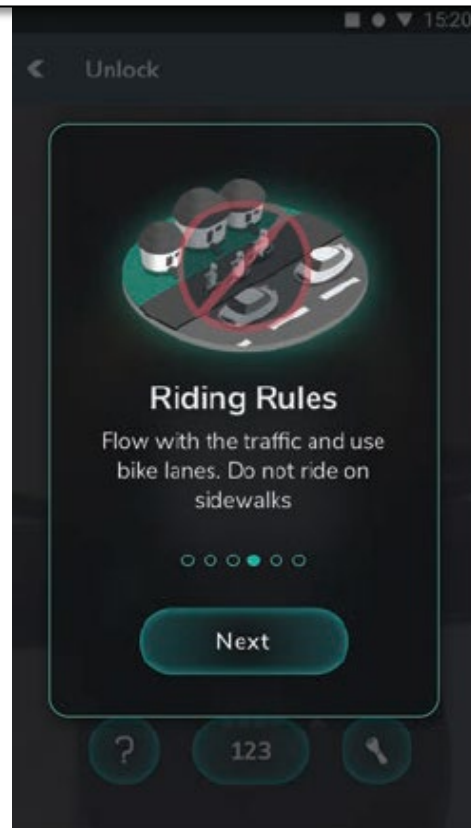
How to Ride

Get Ready to Ride

Download the app

Register with ID & payment information

Take in-app safety training and complete safety quiz

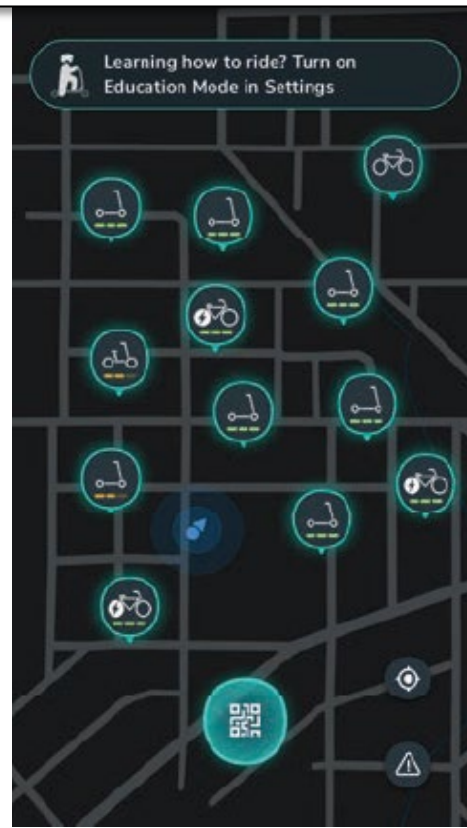


Find an E-Scooter

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

Regular Price	 BIRD		
Cost to Unlock	\$1	\$1	\$1
Additional cost / minute	\$0.42	\$0.45 (Bronx) \$0.50 (Queens)	\$0.39
Discounted Price	\$5 per month for unlimited 45-minute rides, \$0.39 / minute afterwards	1 free 30-minute ride / day, then \$0.50 unlock and \$0.40 / minute afterwards	\$5 per month for 1 free 30-minute ride / day, \$0.20 / minute afterwards
Eligibility	<ul style="list-style-type: none"> • NYCHA residents • Fair Fare recipients • SNAP recipients • WIC recipients • Members of National Credit Union Administration • Medicaid/Medicare • Reduced-rate utility bill • Senior citizens • Veterans • Pell Grant recipients • Employees of pre-approved non-profits 	<ul style="list-style-type: none"> • SNAP recipients • WIC recipients • NYCHA residents • Medicaid • Reduced-rate utility bill • Fair Fare recipients • Social security supplemental income • Pell Grant recipients 	<ul style="list-style-type: none"> • SNAP recipients • NYCHA residents

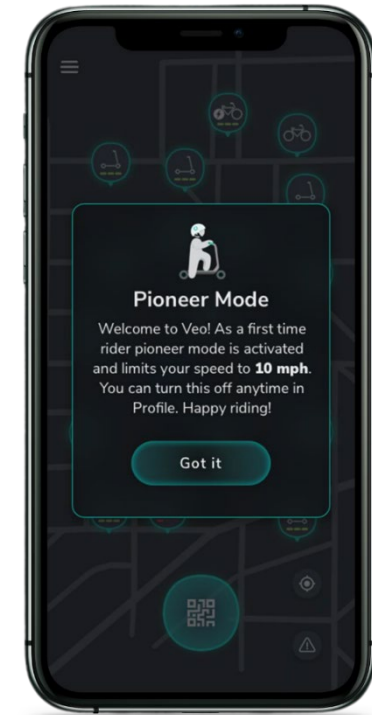
Equity & Accessibility

- 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



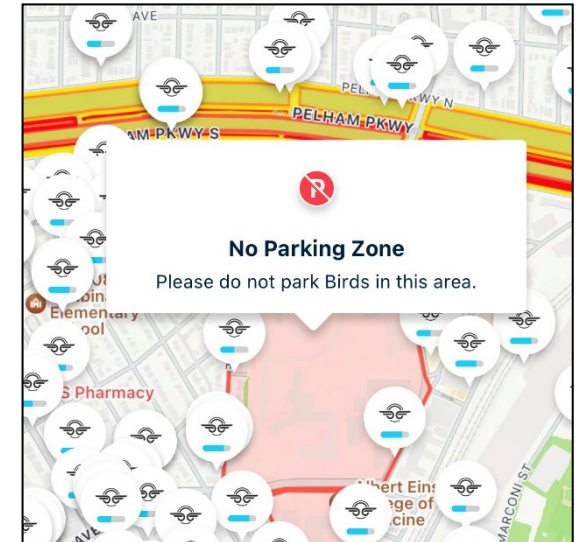
Safety Program

- 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

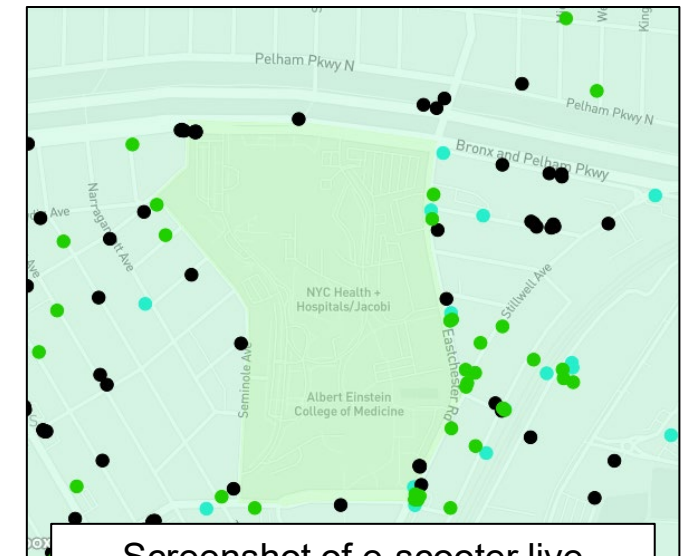


Operations & Enforcement

- DOT conducts comprehensive oversight and enforcement and work collaboratively with stakeholders to address concerns and implement appropriate enforcement tools
- Current enforcement tools include:
 - Slow zones
 - No parking zones
 - No ride zones
 - Service area borders
 - Temporal restrictions (used for large events or storms)
- DOT and companies currently testing sidewalk-riding detection technology



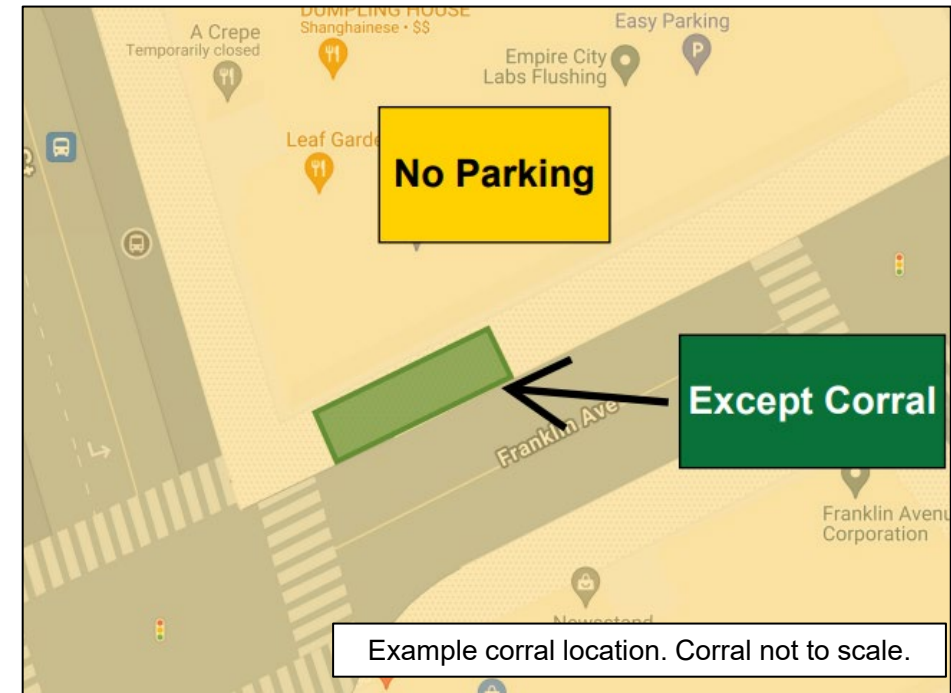
Screenshot of No Parking Zone in company app



Screenshot of e-scooter live location map

Mandatory Parking Corrals

- In the busiest areas, parking corrals minimize sidewalk clutter
- Riders cannot end trip in these areas unless e-scooter is in corral
- Corral locations selected and installed by DOT with community input
- Siting criteria include ADA requirements, appropriate distances from hydrants, driveways, street vendors, and bus stops
- Corrals hold 10-15 shared e-scooters and are 15' x 6' (sidewalk) and 20' x 7' (roadbed)
- All adjacent property owners and community stakeholders notified of corral plans before installation
- DOT recorded 90% compliance in corral zones during the first 18 months of service in the East Bronx



Free-Floating Parking Zones

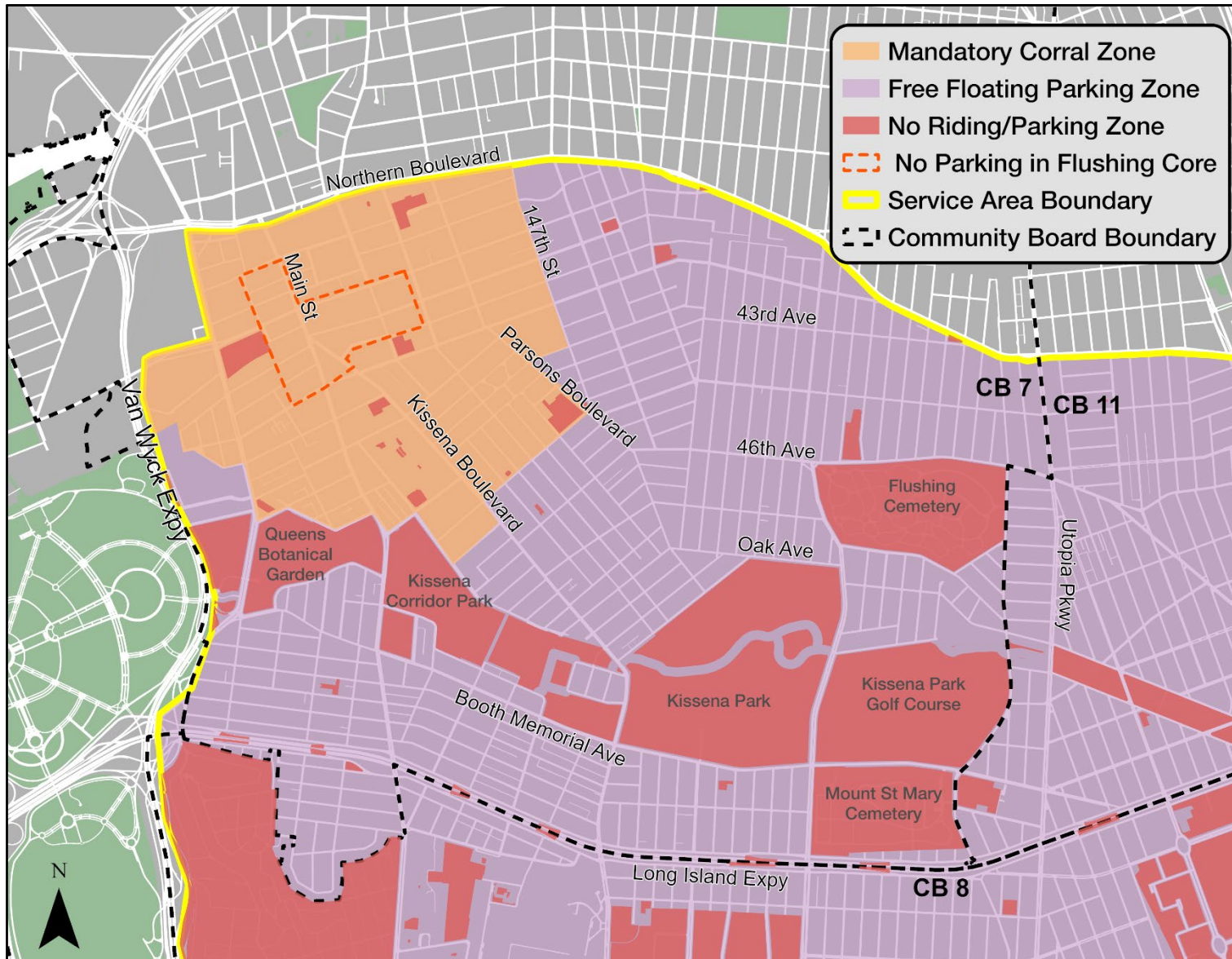
- Outside of corral corridors, riders may park e-scooter in the sidewalk furniture zone
- Riders may not:
 - Block the pedestrian path of travel (including pedestrian ramps)
 - Block driveways or curb cuts
 - Park in the roadbed or on private property
- Operators must rectify improperly parked e-scooters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



Proposal for Community Board 7

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Proposed Parking and Riding Zones



- **Mandatory corral zone** in downtown Flushing
- **Free floating parking** available in less dense neighborhoods
- **No riding or parking** in parks, cemeteries, golf courses, or NYCHA campuses

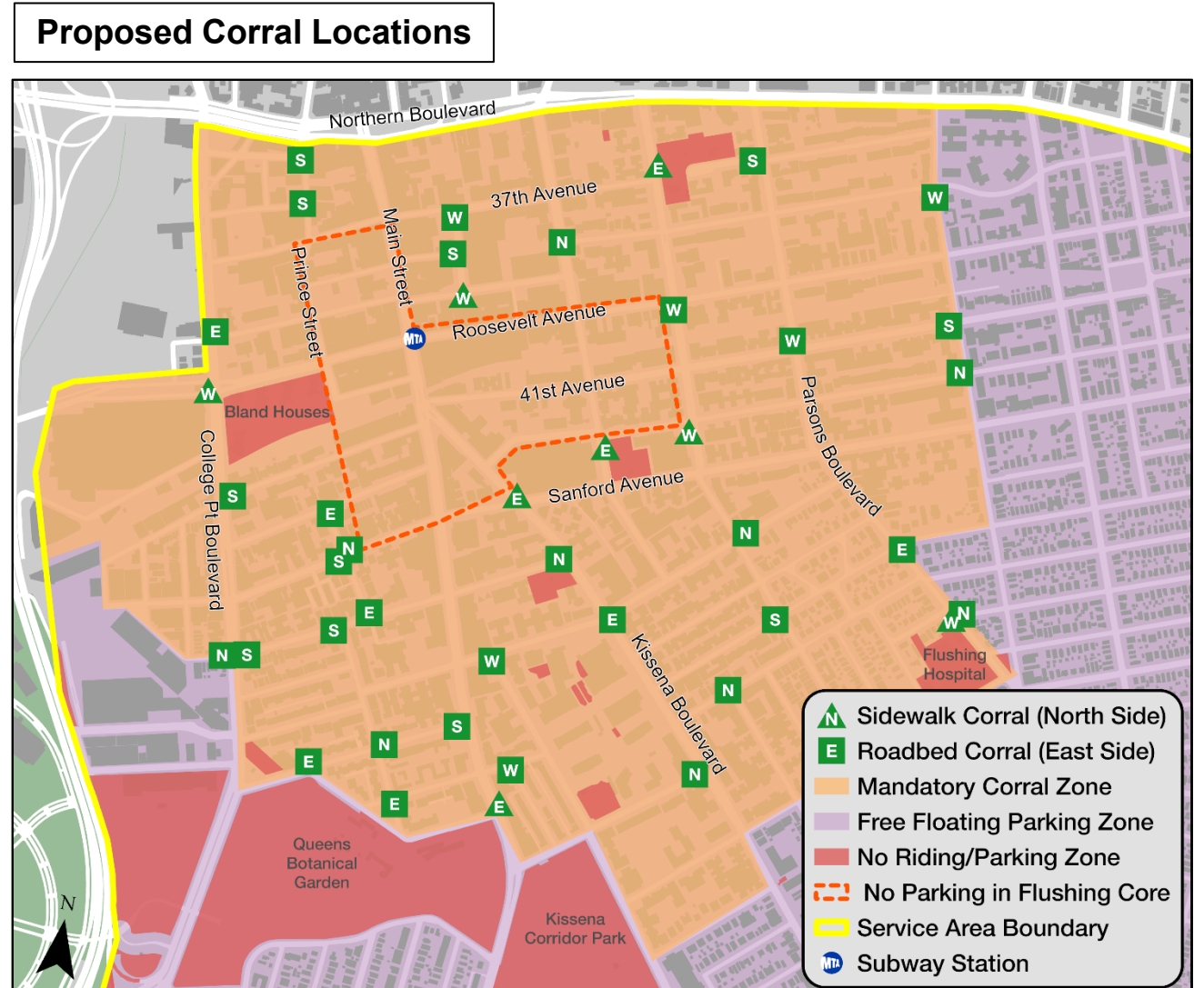
Proposal for Downtown Flushing

- **Corral-Only Parking Zone**

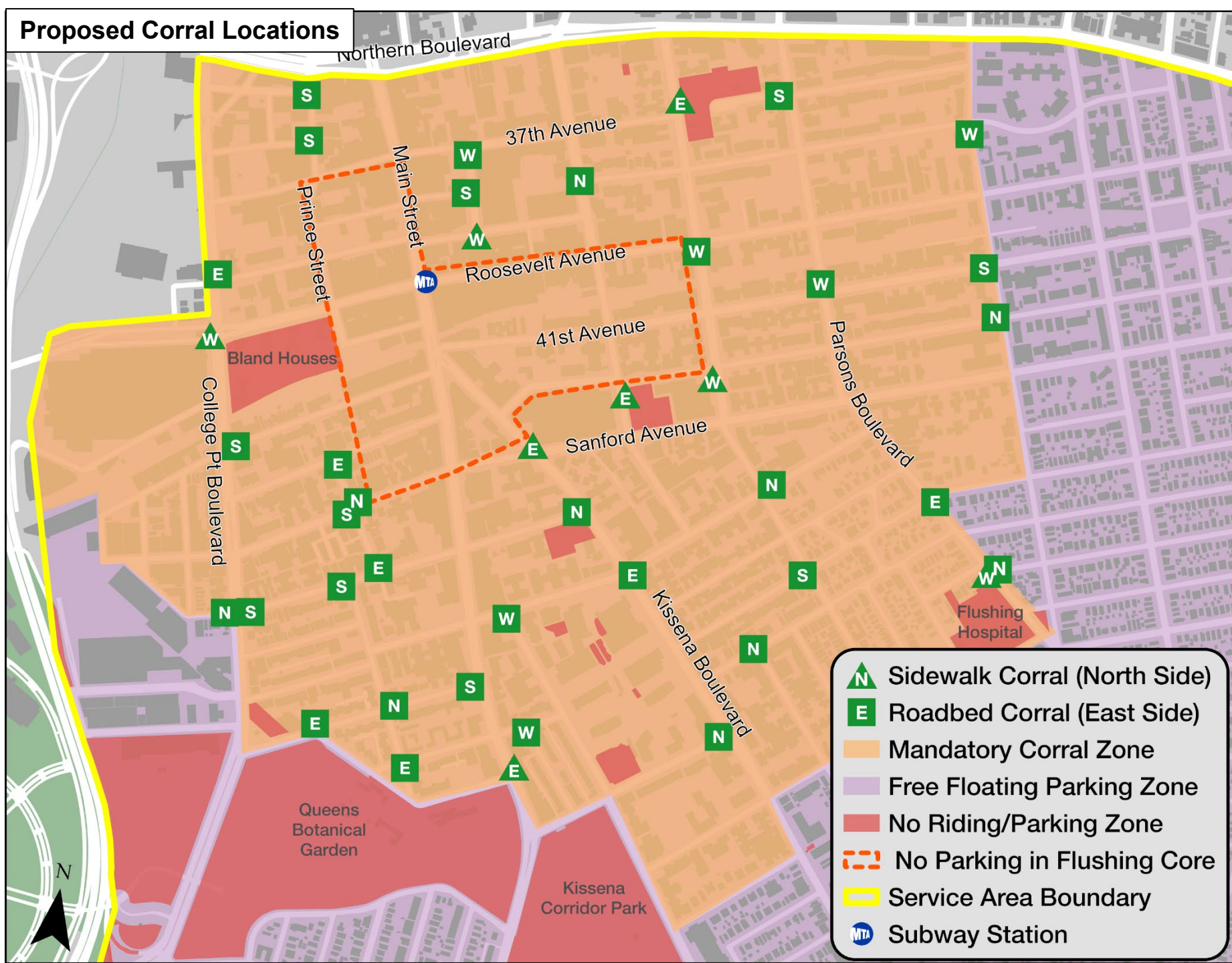
- Riders will not be able to park or end their trip outside of designated corrals in the zone
- ~42 corrals in Downtown Flushing
 - ~8 Sidewalk
 - ~34 Roadbed
- Corrals create reliability and predictability for riders and non-riders alike
- Option to add additional corral zones following program launch



- **Sidewalk Riding Detection Zone**

- GPS enforcement of sidewalk riding – riders who attempt to ride on the sidewalk in the zone will receive alerts and e-scooter will slow



Proposed Corral Locations



-  Sidewalk Corral (North Side)
-  Roadbed Corral (East Side)
-  Mandatory Corral Zone
-  Free Floating Parking Zone
-  No Riding/Parking Zone
-  No Parking in Flushing Core
-  Service Area Boundary
-  Subway Station

Timeline to Launch in Community Board 7

May

- Present corral parking locations to elected officials, Community Boards, and other community stakeholders
- Send corral parking notifications to adjacent property owners and key stakeholders
- Implement geofencing rules

June-July

- Paint parking corrals and install signage
- Launch service with daily on-street outreach and education at key destinations and corrals
- Promote program and highlight discount pricing options via social media and through stakeholders
- Monitor ridership patterns and geofencing, implement changes as needed



Thank you! Questions?

Eastern Queens Priority Areas

- Priority 1 NTA
- Priority 2 NTA
- Parkland

