E-Scooter Share Program

Queens Community Board 7

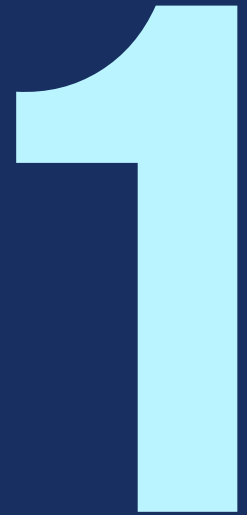May 17th, 2024

NEW YORK CITY DOT

Agenda

1. E-Scooter Share Introduction

2. Program Overview

3. Proposal for CB 7 and Next Steps

E-Scooter Share Introduction

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Micromobility Vehicles in NYC

Electric Bicycles & More

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

NEW YORK CITY DOT — VISION ZERO — nyc.gov/visionzero

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
How fast can I go?	20 MPH	20 MPH	25 MPH	20 MPH	30 MPH	40 MPH	15 MPH	
Do I need a license?	No	No	No	Yes, Driver's License	Yes, Driver's License	Yes, Driver's License Endorsement	No	Moped (without license plate or VIN)
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	Electric Skateboard
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	Segway, Hoverboards
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	Electric unicycle (two types)

Compared to private e-scooters or e-bikes, <u>e-scooter share is heavily regulated and enforced:</u>

- GPS geofencing restricts riding and parking

- Users register in company app

- Incidents can be reported to NYCDOT and companies
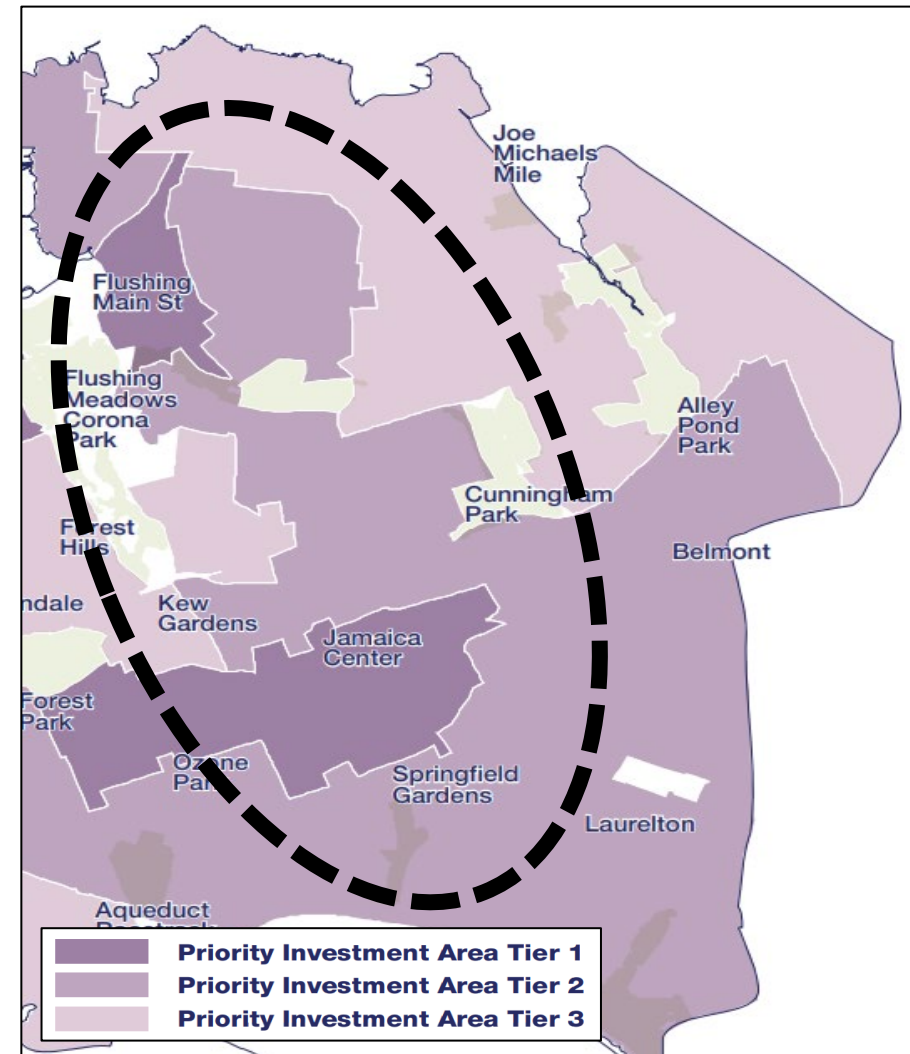
- Not used for delivery work

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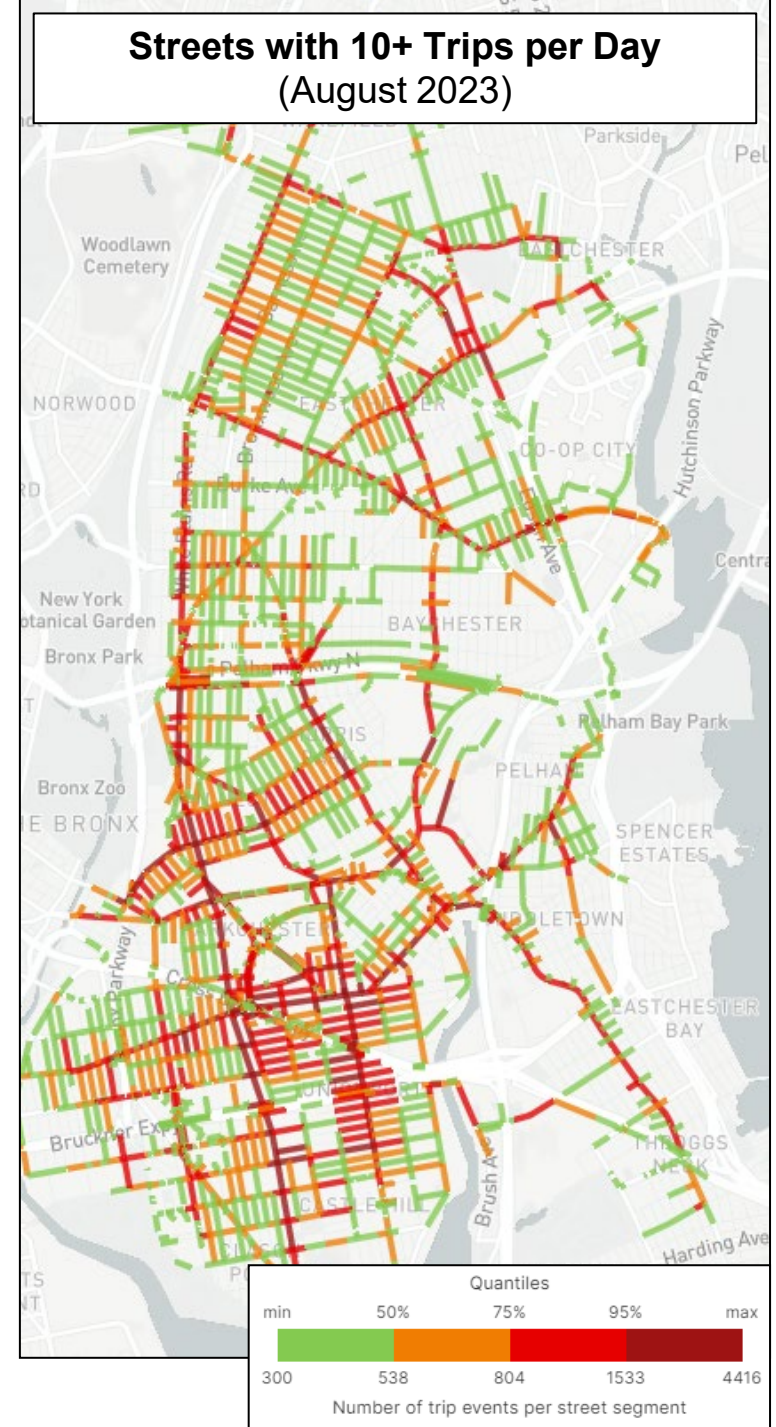 - Users find, unlock, and lock e-scooters through smartphone apps

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
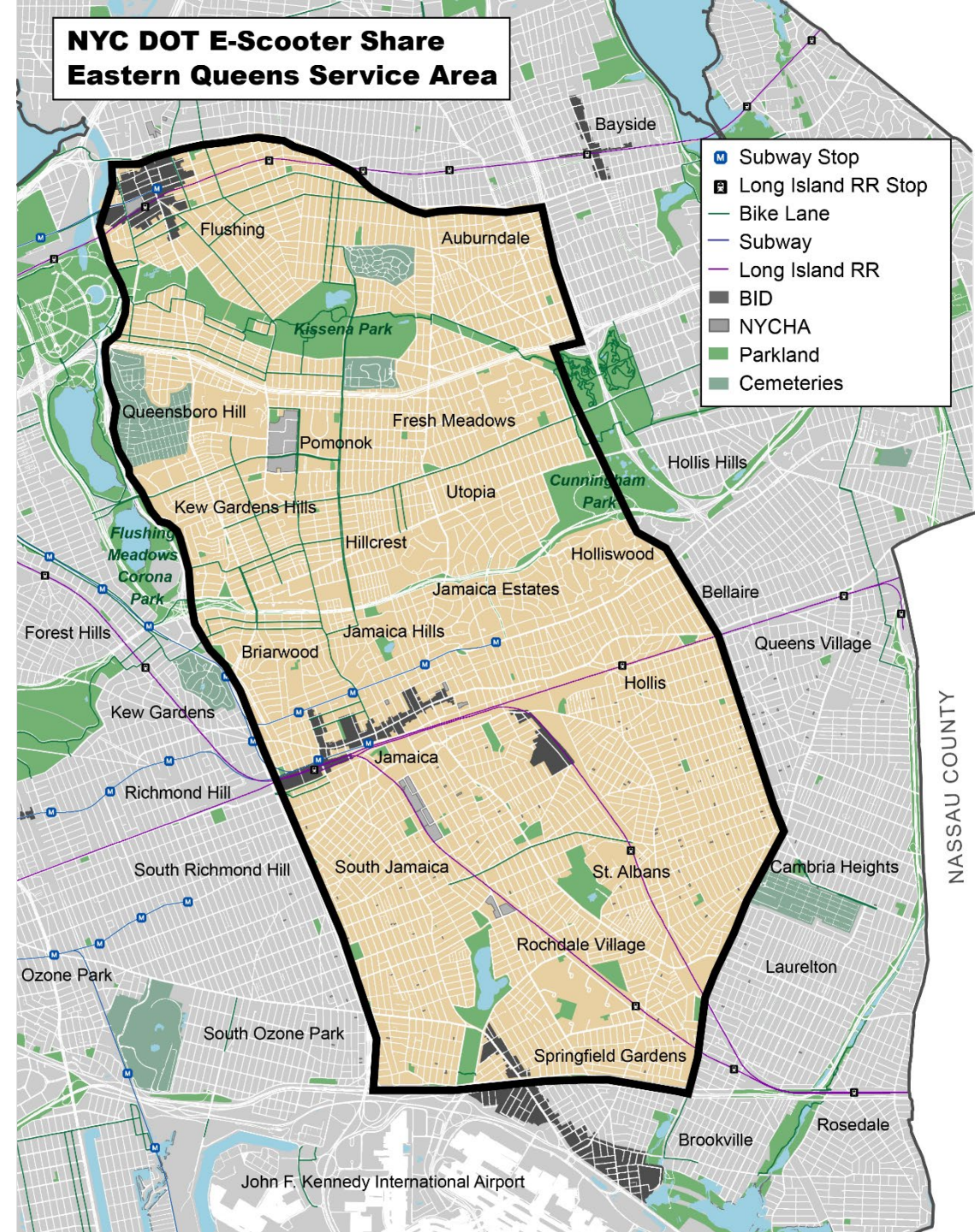
East Bronx Program Success

- 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

Streets with 10+ Trips per Day
(August 2023)

Quantiles

min	50%	75%	95%	max
300	538	804	1533	4416

Number of trip events per street segment

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 Presbyterial 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

NYC DOT E-Scooter Share
Eastern Queens Service Area

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
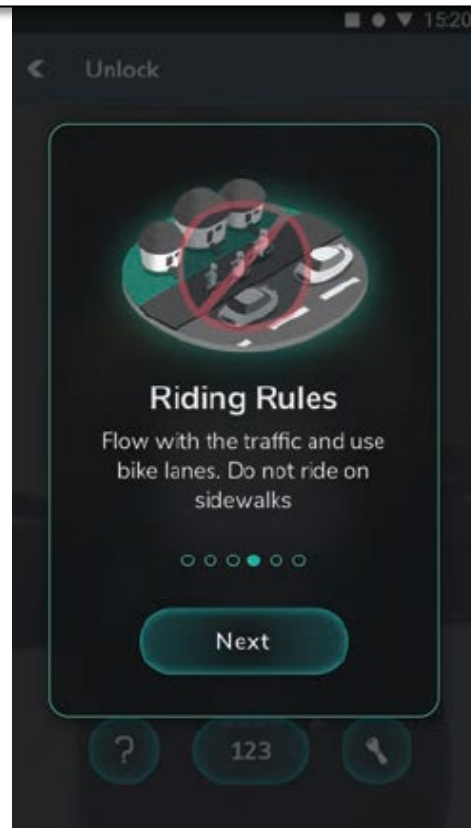- Speed limited to 15mph by state law

How to Ride

Get Ready to Ride

Download the app

Register with ID & payment information
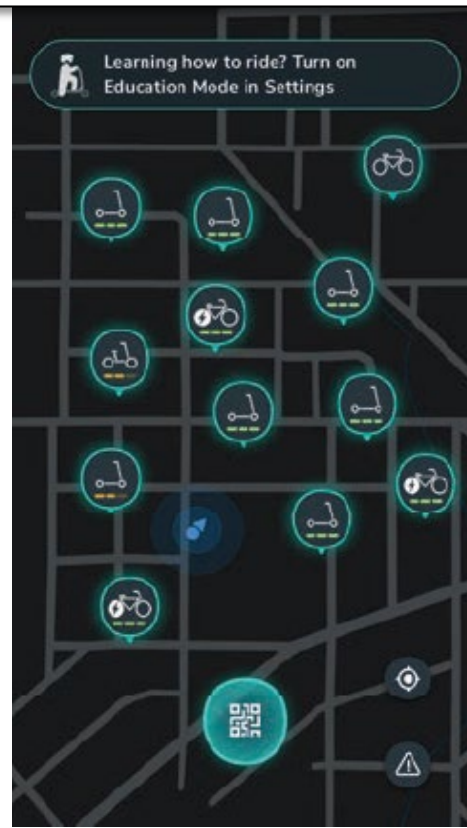
Take in-app safety training and complete safety quiz

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

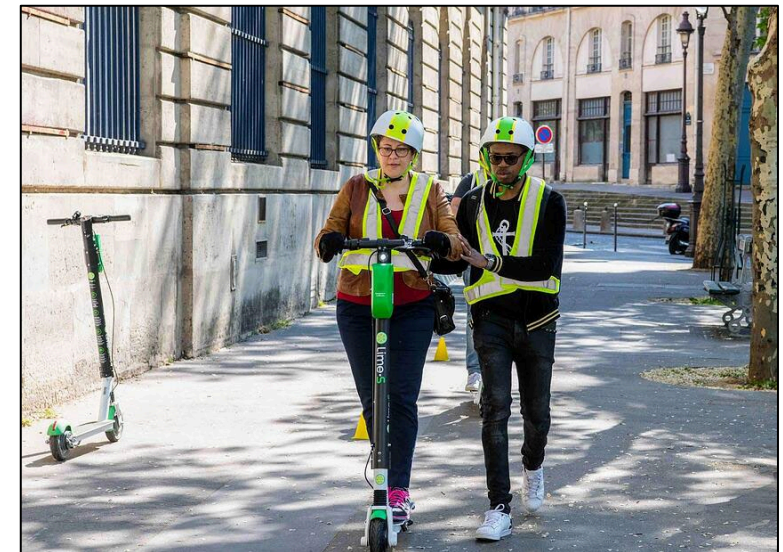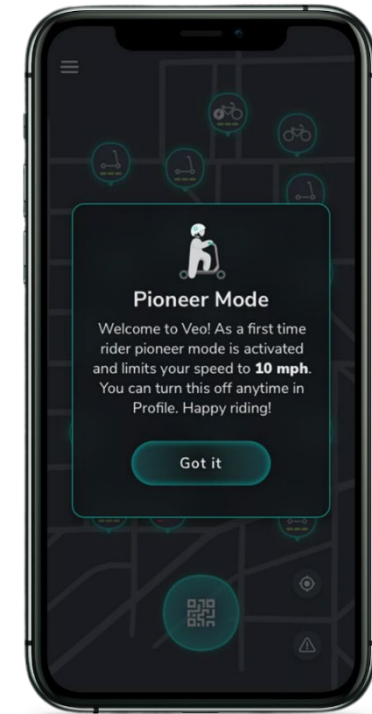| Regular Price	BIRD	Lime	veo
Cost to Unlock	$1	$1	$1
Additional cost / minute	$0.42	$0.45 (Bronx) $0.50 (Queens)	$0.39
Discounted Price	$5 per month for unlimited 45-minute rides, $0.39 / minute afterwards	1 free 30-minute ride / day, then $0.50 unlock and $0.40 / minute afterwards	$5 per month for 1 free 30-minute ride / day, $0.20 / minute afterwards
Eligibility	• 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	• SNAP recipients • WIC recipients • NYCHA residents • Medicaid • Reduced-rate utility bill • Fair Fare recipients • Social security supplemental income • Pell Grant recipients	• SNAP recipients • NYCHA residents

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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

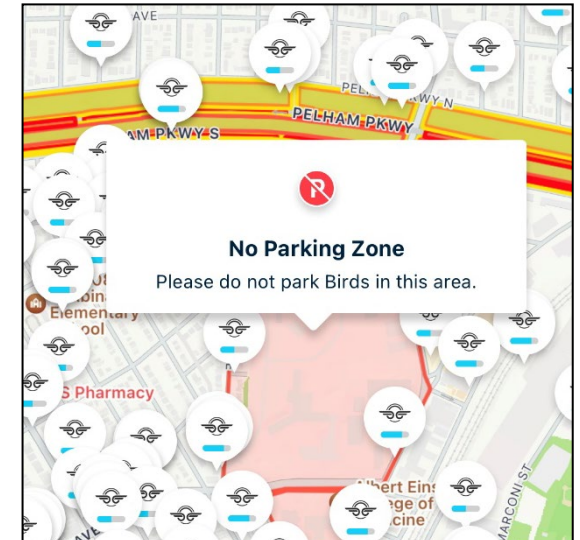- Contract includes worker and user protections

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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
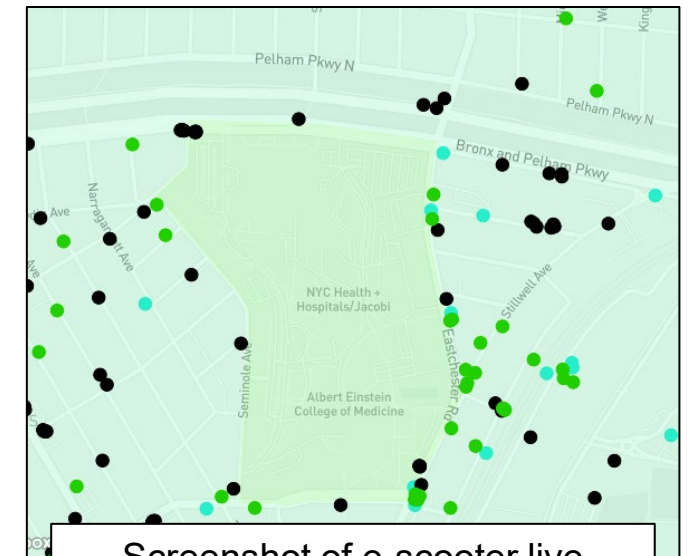
Operations & Enforcement

- 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

Example corral location. Corral not to scale.
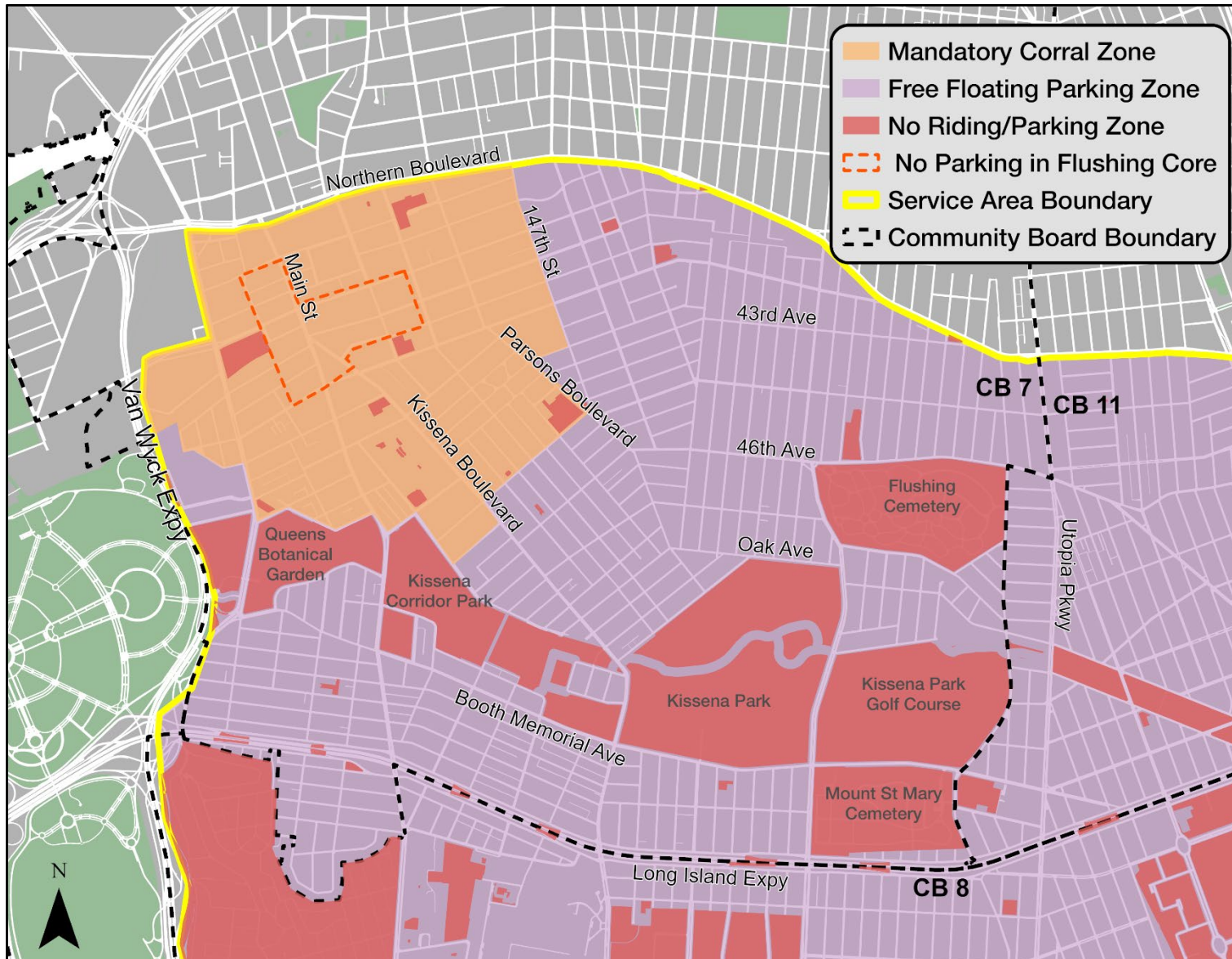

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Free-Floating Parking Zones

- 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

Furniture Zone

Proposal for Community Board 7

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Proposed Parking and Riding Zones

Legend:
- Mandatory Corral Zone
- Free Floating Parking Zone
- No Riding/Parking Zone
- No Parking in Flushing Core
- Service Area Boundary
- Community Board Boundary

- **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
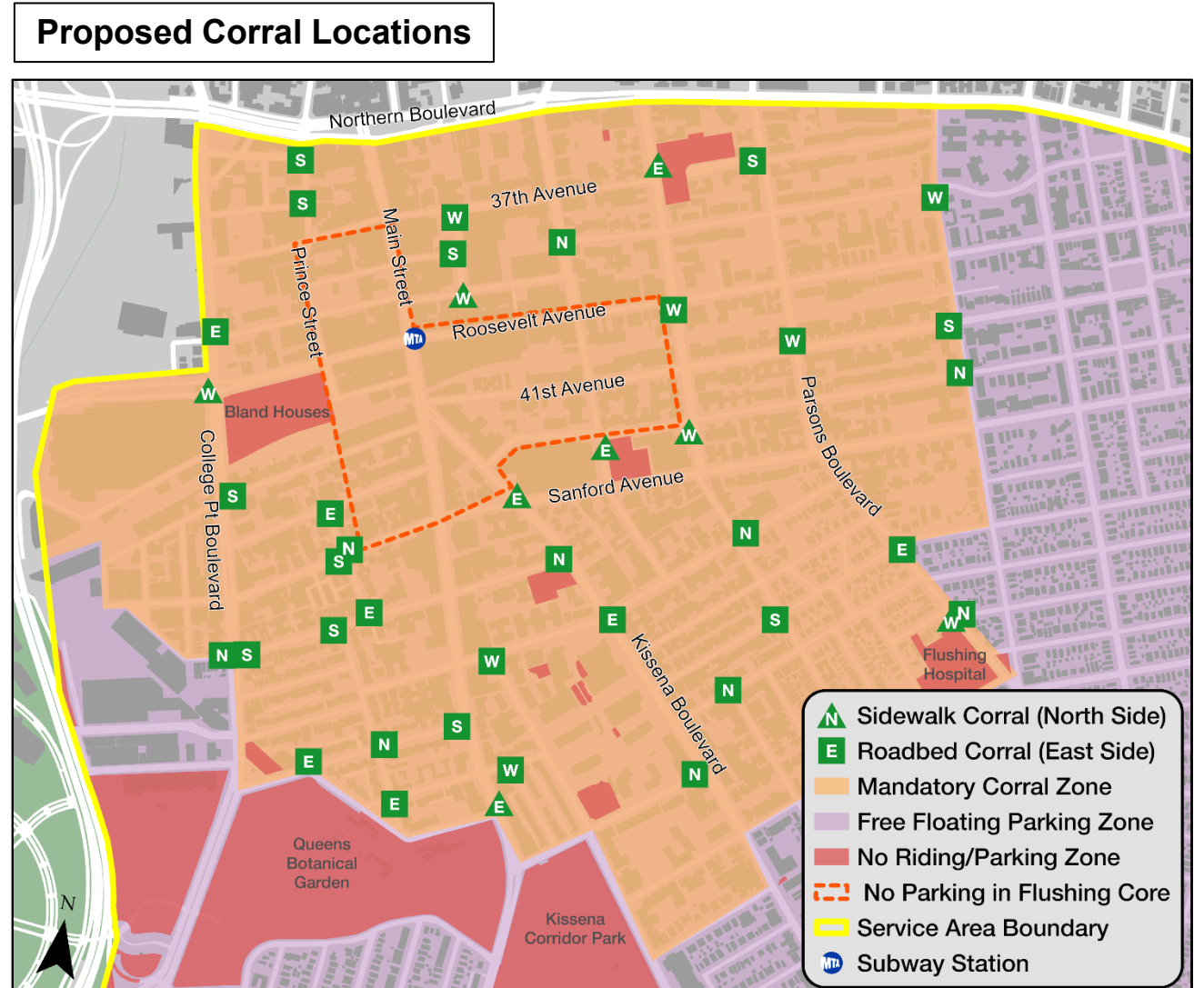
Proposal for Downtown Flushing

- **Corral-Only Parking Zone**
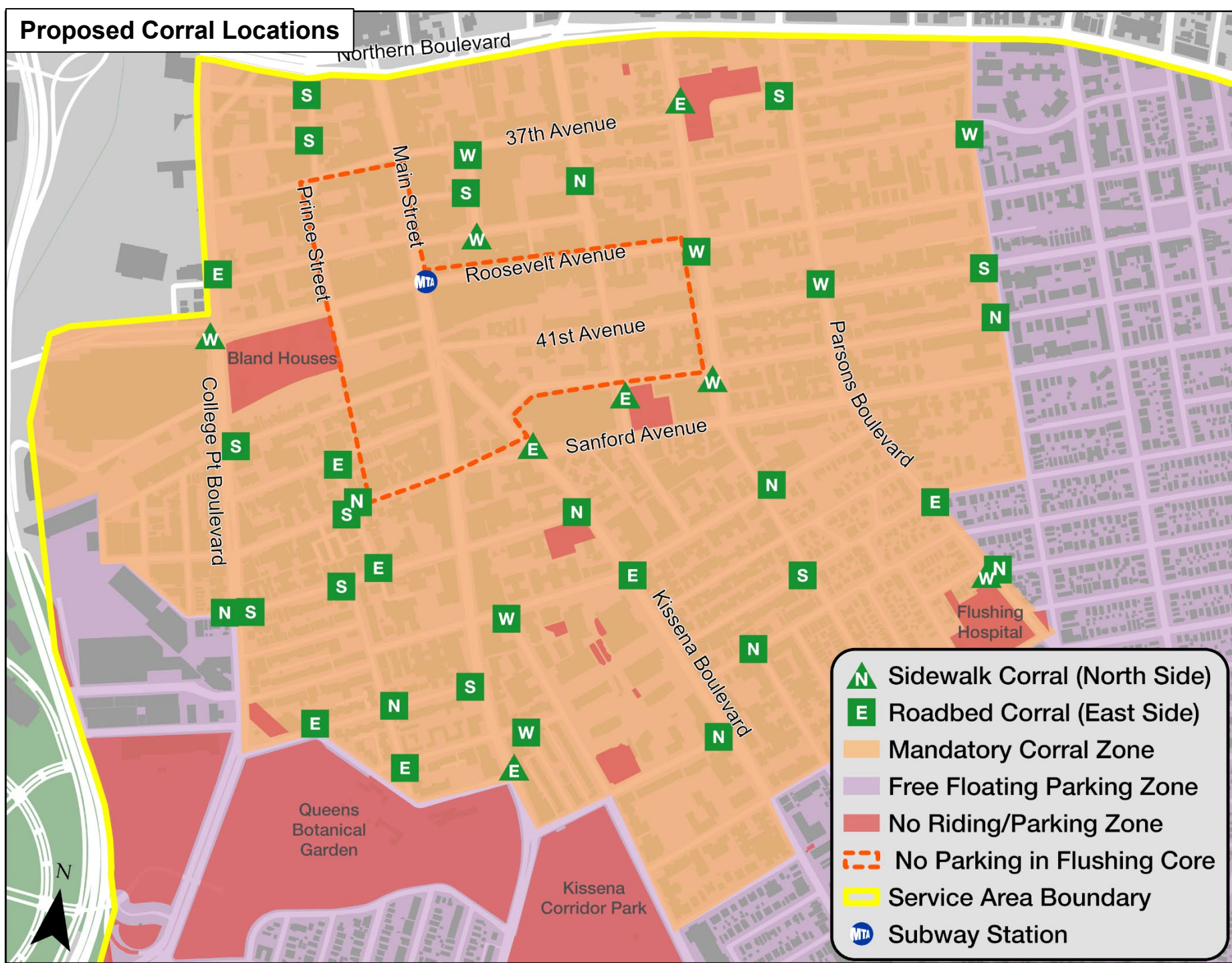
  - Riders will not be able to park or end their trip outside of designated corrals in the zone

  - ~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

Legend:
- **N** Sidewalk Corral (North Side)
- **E** 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

Proposed Corral Locations

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

Map labels: Northern Boulevard, 37th Avenue, Main Street, Prince Street, Roosevelt Avenue, 41st Avenue, Parsons Boulevard, College Pt Boulevard, Bland Houses, Sanford Avenue, Kissena Boulevard, Flushing Hospital, Queens Botanical Garden, Kissena Corridor Park

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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?