



E-Scooter Share Program Overview

Queens Community Board 7

January 31st, 2024

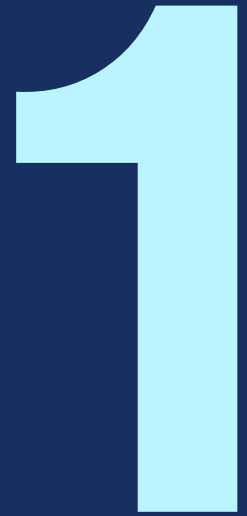


Agenda

1. E-Scooter Share Introduction
2. Program Overview
3. Timeline



E-Scooter Share Introduction



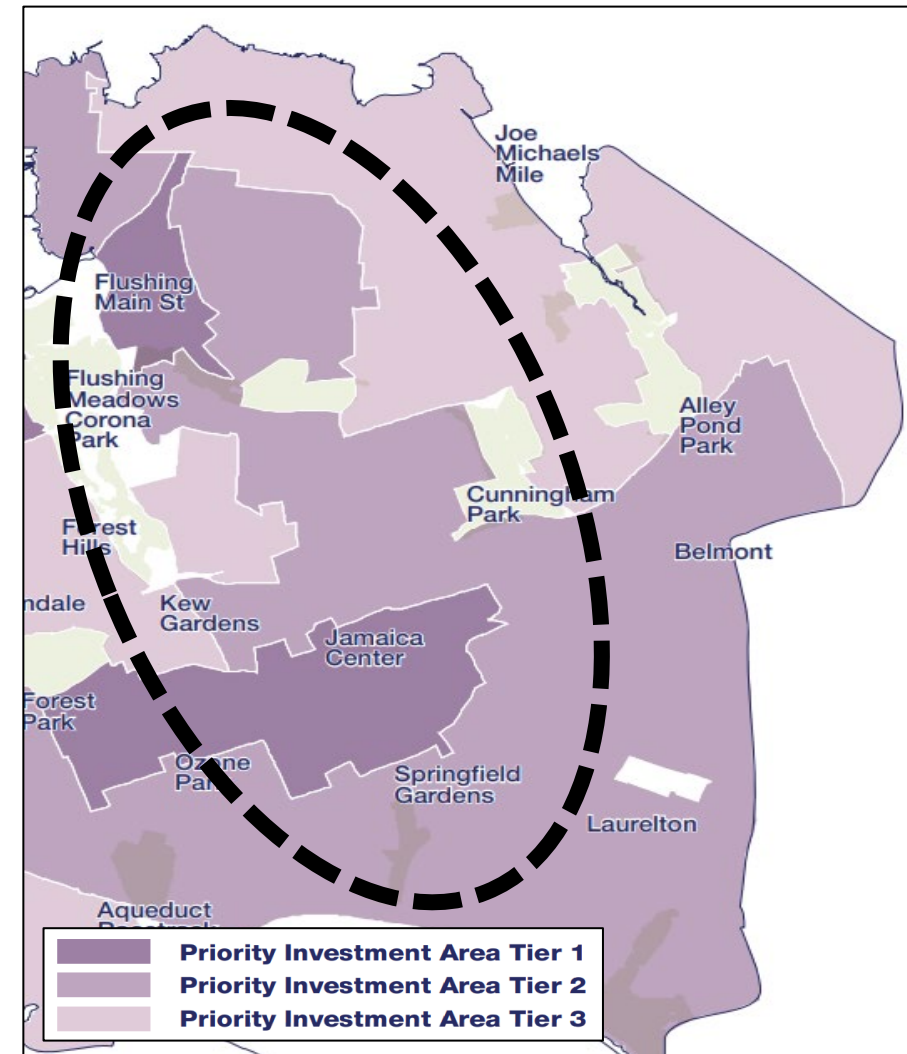
What is E-Scooter Share?

- **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
 - 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



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/Summer 2024** – Program launches in Queens

Why Eastern Queens?

- Area: ~20 square miles
- Population: ~600,000
- Population Density: ~25,000 people / square mile
- 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**
 - 25+ meetings with BIDs, community boards, civic associations, developments, council members, assembly members, hospitals, universities, and City agencies
- **On-street outreach**
 - 180+ conversations at Flushing and Jamaica Central Libraries
 - Majority of Flushing participants were Chinese-speaking residents (all materials available in Chinese and Korean)
 - 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

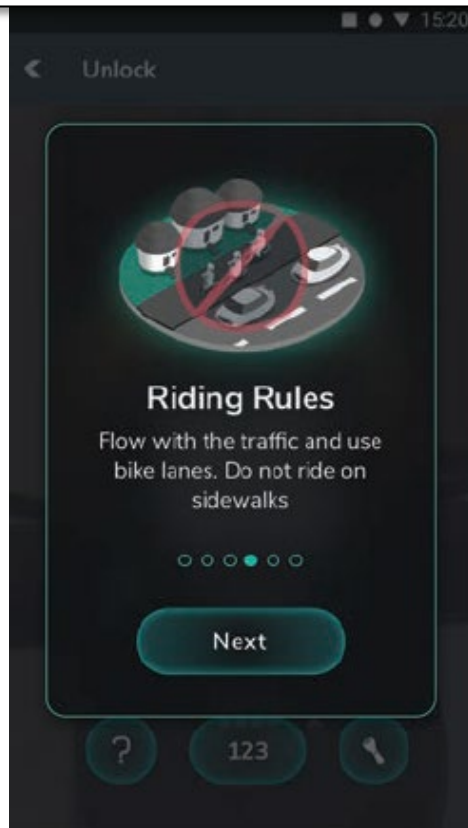
How to Ride

Get Ready to Ride

Download the app

Register with ID & payment information

Take in-app safety training and complete safety quiz

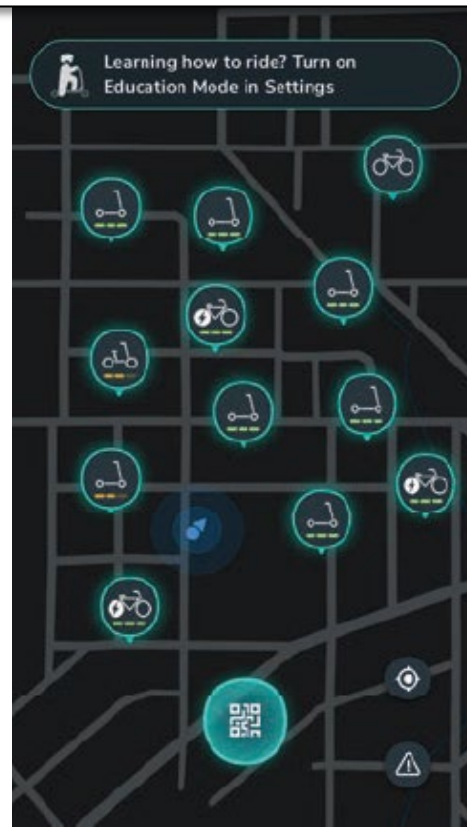


Find an E-Scooter

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	\$0.42	\$0.39
Discounted Price	\$5 per month for unlimited 45-minute rides, \$0.39 / minute afterwards	1 free 30-minute ride / day, \$0.04 / 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

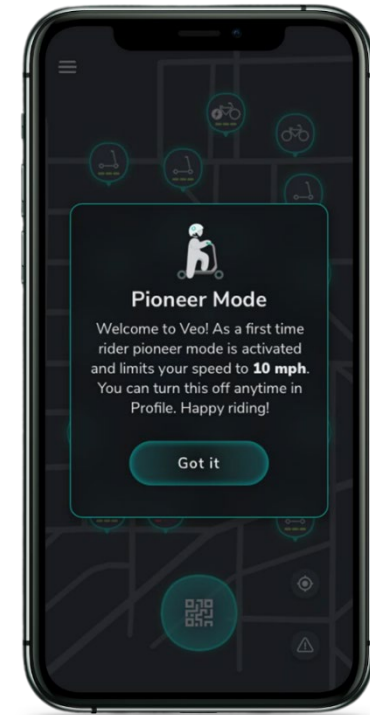
Equity & Accessibility

- 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



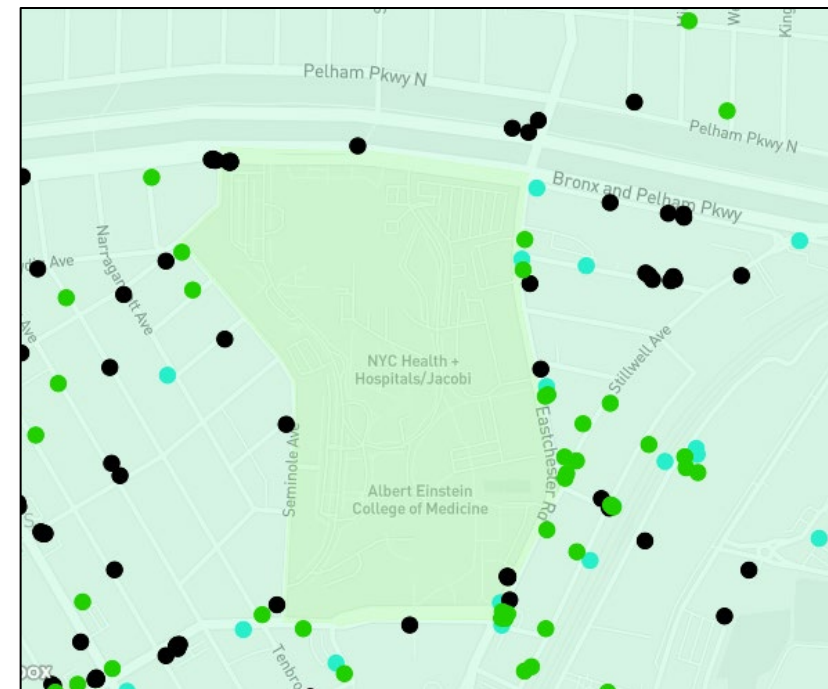
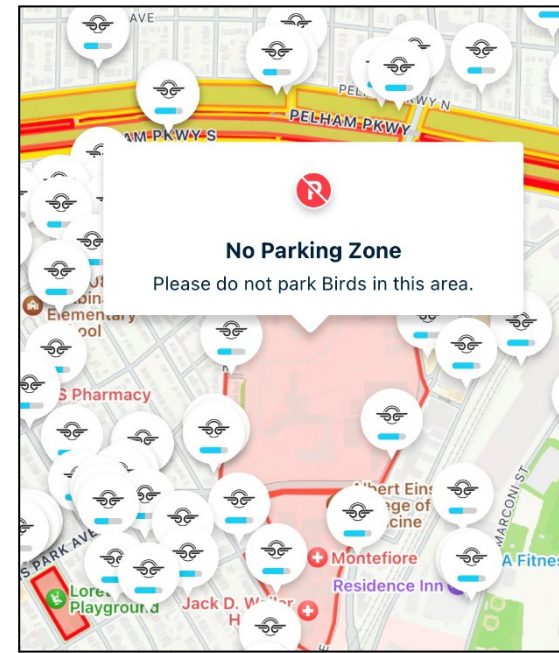
Safety Program

- 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 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 with community input
- 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



Preliminary Proposal for Downtown Flushing

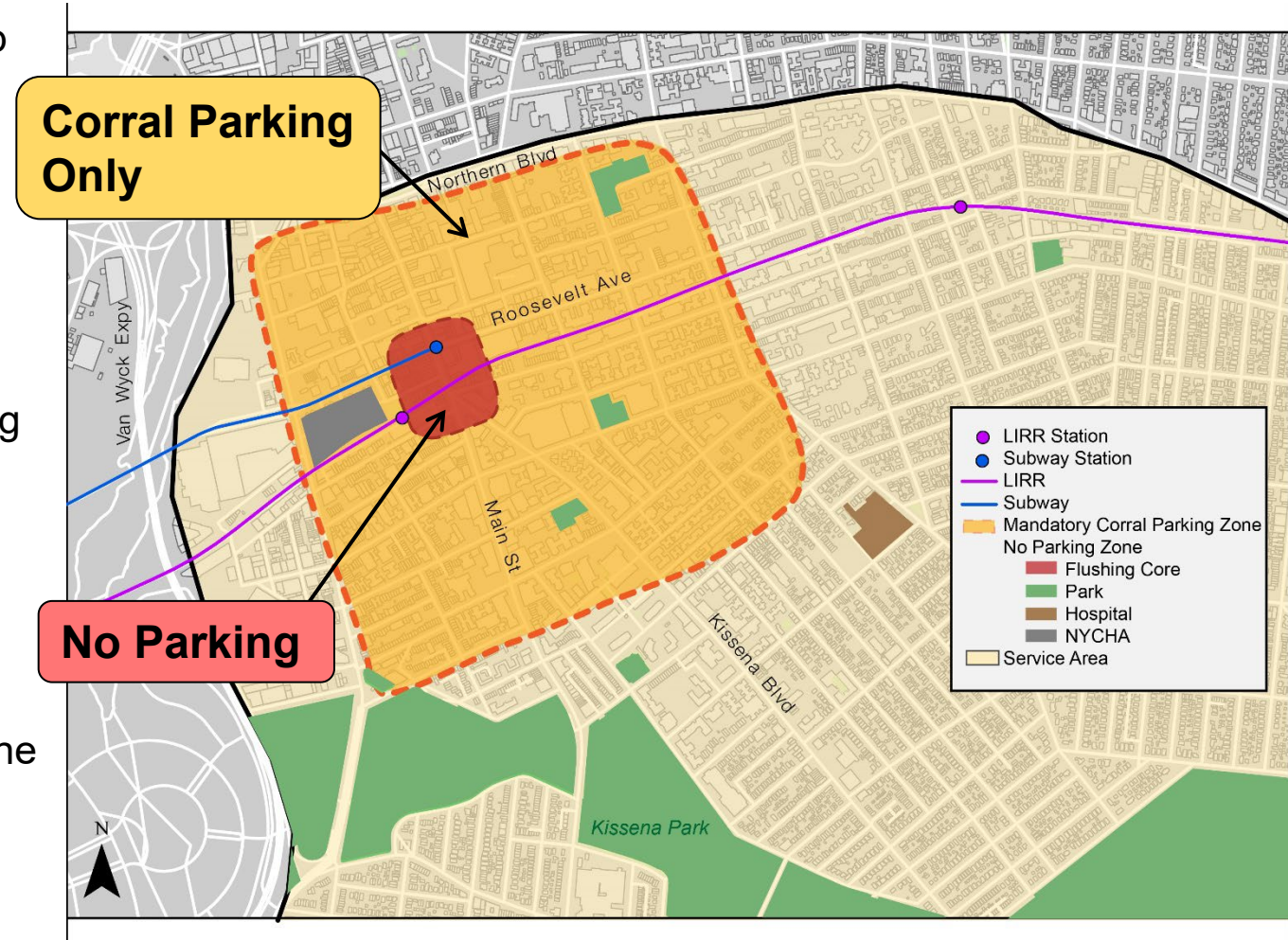
- **Corral-Only Parking Zone**

- Riders will not be able to park or end their trip outside of designated corrals in the zone
- Anticipate approximately 40 corrals in Downtown Flushing
- 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

Possible Parking Solutions in Flushing



Next Steps

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Timeline to Launch

- **Winter & Spring 2024: Pre-Launch Plans**
 - Briefings with elected officials, Community Boards, and other community stakeholders (including BIDs, universities, hospitals, community groups, and other city agencies)
 - 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/Summer 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

