

TOGETHER
**NORTH
JERSEY.**

MICROMOBILITY IN YOUR COMMUNITY

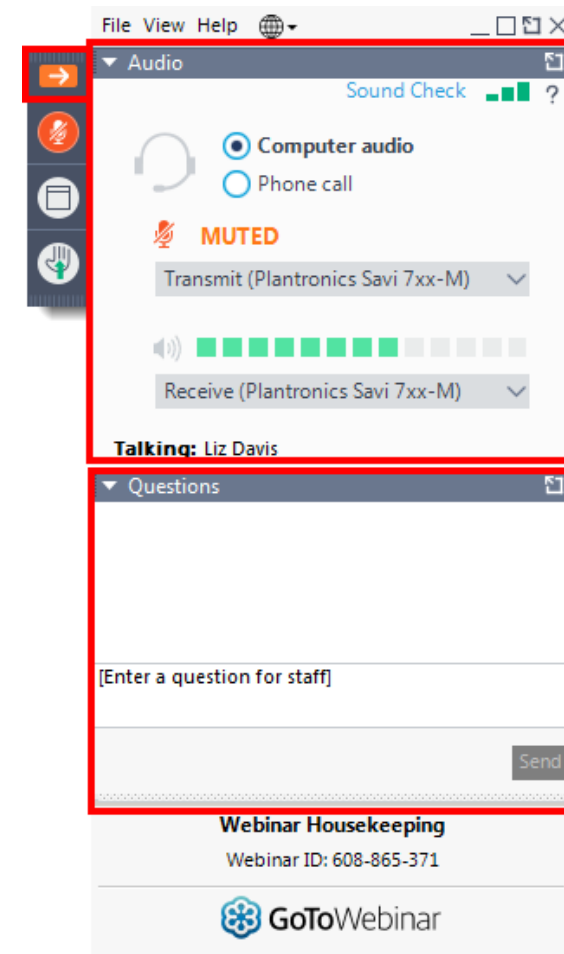
JUNE 16, 2020



GoToWebinar Housekeeping

- All participants will join muted.
- Listen to **Audio** using **Computer audio** or **Phone call**.
- Submit questions and comments in the **Questions** panel.
- The webinar will feature live **Polls**.
- Agenda and speaker bios are available for **Download**.
- This conference is being recorded.

Toll-free: 1 866 952 8437
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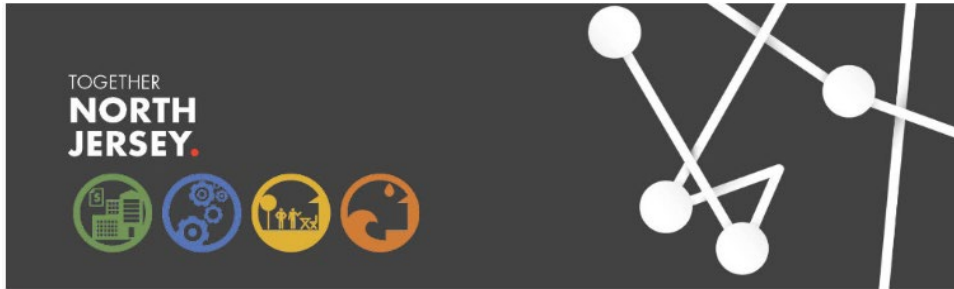


Welcome

Mary Ameen, Executive Director,
North Jersey Transportation Planning
Authority



Workshop Development Team



**Micromobility in Your Community
Together North Jersey Institute Webinar**

1.5 AICP credits available!

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Melissa Hayes

Today's Agenda

- ~~Welcome~~
- What is Micromobility
- Micromobility Perspectives Speaker Panel
- Audience Q&A



What is Micromobility?

Definition varies, but is typically...

- Low speed
- Lightweight (typically less than 100 lbs)
- Partially- or fully-motorized
- Personally owned or part of a shared, public fleet



Photos, top to bottom: Kona Electric Ute, Evolve Skateboard, Sisigad hoverboard, GoTRAX e-scooter, One Wheel Pint

Additions to Title 39 in New Jersey

“Low Speed Electric Bike”	“Low Speed Electric Scooters”	“Motorized Bikes”	“Motorized Scooter”
<ul style="list-style-type: none"> - 2 or 3 wheels with fully operable pedals - “Pedal assist” or “throttle” - Class 1 or 2 electric bicycles - Max of 20 mph - 750 watts or less 	<ul style="list-style-type: none"> - Has floorboard and handlebars - 19 mph max 	<p>Pedal bicycle, motor has max piston displacement less than 50 cc. or 1.5 brake horsepower or electric drive motor with max 25 mph or electric motor with speeds of 20-28 mph</p>	<p>Miniature motor vehicle includes pocket bikes, scooter, mini-scooter, mini choppers, motorized skateboards and more</p>
<p>No license, insurance or registration</p>		<p>Need license, insurance, registration</p>	
<p>Under age 17, helmets required</p>		<p>Helmets required for all</p>	
<p>Can park on sidewalks</p>			
<p>Can operate on streets, highways, roadways, bicycle paths, but not on non-motorized trails</p>			
<p>Subject to same rules and regulations as bicycles (obey traffic signals, ride with direction of traffic etc.)</p>			

Typical Concerns

- **Safety**
 - Crash coding, under-reporting
 - Intermodal conflicts
- **Regulation**
 - Speed management
 - Data for performance monitoring
 - Parking
 - Managing and partnerships
- **Infrastructure**
 - Equity (payment or access)
 - Where to ride (bike lane, sidewalk, non-congested areas)
 - ADA and accessibility



Photo: David Paul Morris, The Atlantic

Micromobility Perspectives Speaker Panel

Courtenay Mercer, AICP, PP, *Principal, Mercer Planning Associates* (MODERATOR)

Michael Smart, PhD., *Associate Professor, Edward J. Bloustein School of Planning and Public Policy, Rutgers University*

Mike Manzella, AICP, PP, *Director of Transportation/Deputy City Manager, City of Asbury Park, NJ*

Peter Kim, *Bike Hoboken – Hoboken, NJ*

Marco Germano and Kala La Fortune Reed, *Food on Bikes – Newark, NJ*



Michael Smart, PhD.

*Associate Professor, Edward J. Bloustein
School of Planning and Public Policy,
Rutgers University*



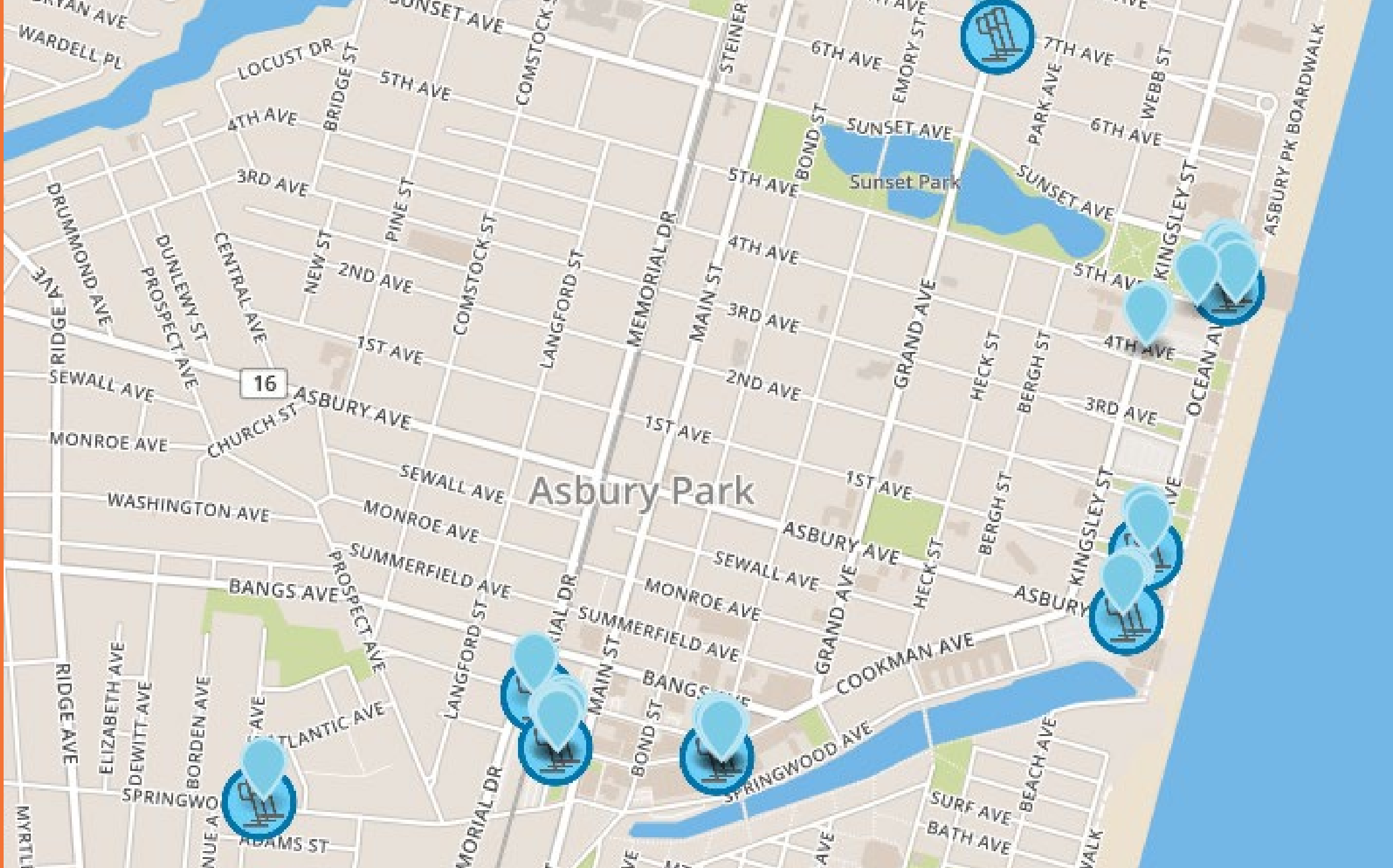
Micromobility in Asbury Park

A row of colorful beach bicycles is parked on a wooden boardwalk. The bicycles have various handlebars, some with black grips and others with brown or gold-colored grips. A silver metal railing runs along the row of bikes. In the background, a sandy beach is visible with people walking and playing. There are blue and white containers on the beach, and a white tent is visible in the distance under a clear blue sky.

Mike Manzella
June 16, 2020







Asbury Park

16



WARDEN PL

LOCUST DR

5TH AVE

COMSTOCK ST

STEINER

6TH AVE

EMORY ST

7TH AVE

WEBB ST

4TH AVE

BRIDGE ST

PINE ST

COMSTOCK ST

LANGFORD ST

MEMORIAL DR

MAIN ST

4TH AVE

3RD AVE

2ND AVE

1ST AVE

1ST AVE

ASBURY AVE

SEWALL AVE

MONROE AVE

SUMMERFIELD AVE

LANGFORD ST

MEMORIAL DR

MAIN ST

BOND ST

SPRINGWOOD AVE

COOKMAN AVE

HECK ST

BERGH ST

ASBURY

KINGSLEY ST

1ST AVE

3RD AVE

4TH AVE

5TH AVE

KINGSLEY ST

SUNSET AVE

SUNSET AVE

SUNSET AVE

5TH AVE

BOND ST

PARK AVE

6TH AVE

ASBURY PK BOARDWALK

DRUMMOND AVE

DUNLEWY ST

CENTRAL AVE

NEW ST

2ND AVE

1ST AVE

MONROE AVE

CHURCH ST

ASBURY AVE

SEWALL AVE

WASHINGTON AVE

MONROE AVE

PROSPECT AVE

BANGS AVE

RIDGE AVE

ELIZABETH AVE

DEWITT AVE

BORDEN AVE

SPRINGWOOD AVE

ADAMS ST

MORIAL DR

AVE

AVE

SURF AVE

BATH AVE

BEACH AVE

WALK

Date Range

Aug 18, 2017 to Dec 20, 2019

Group by

Month

Week

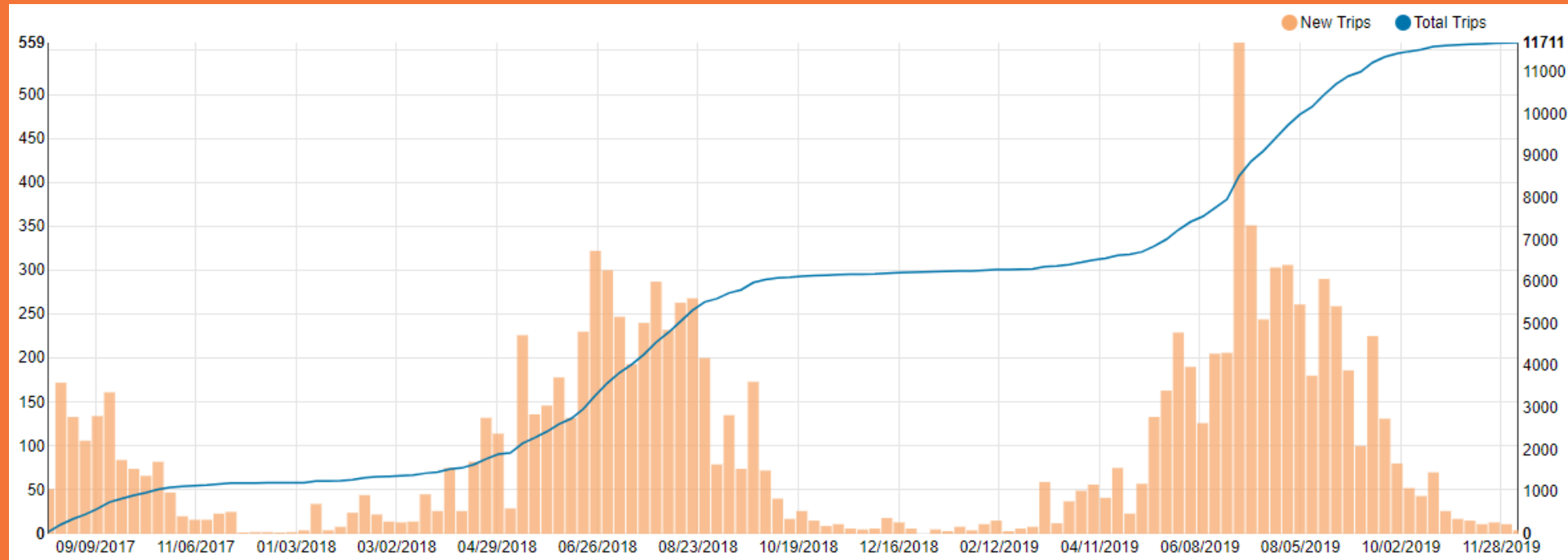
Day

Stats This Period

11711
Trips

97
Avg. Trips / Week

23 mins
Median Trip Duration



Date Range **Aug 18, 2017 to Dec 20, 2019**

Group by **Month** **Week** **Day**

Stats This Period

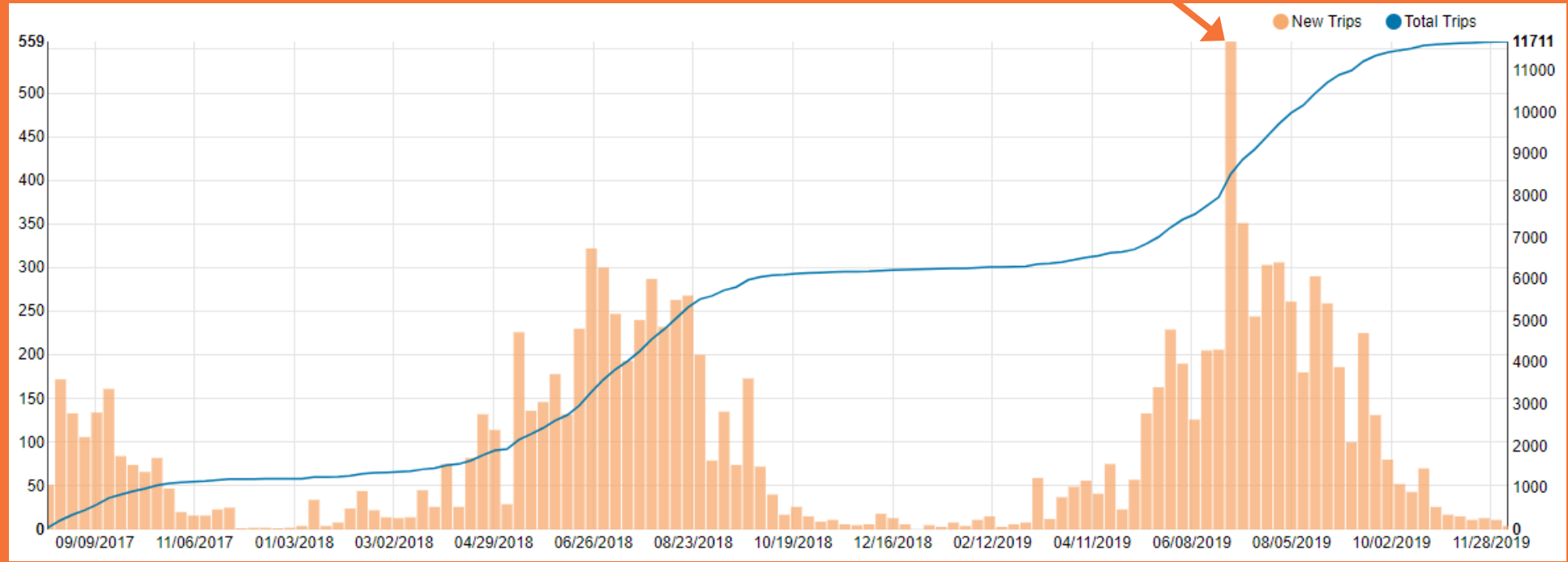
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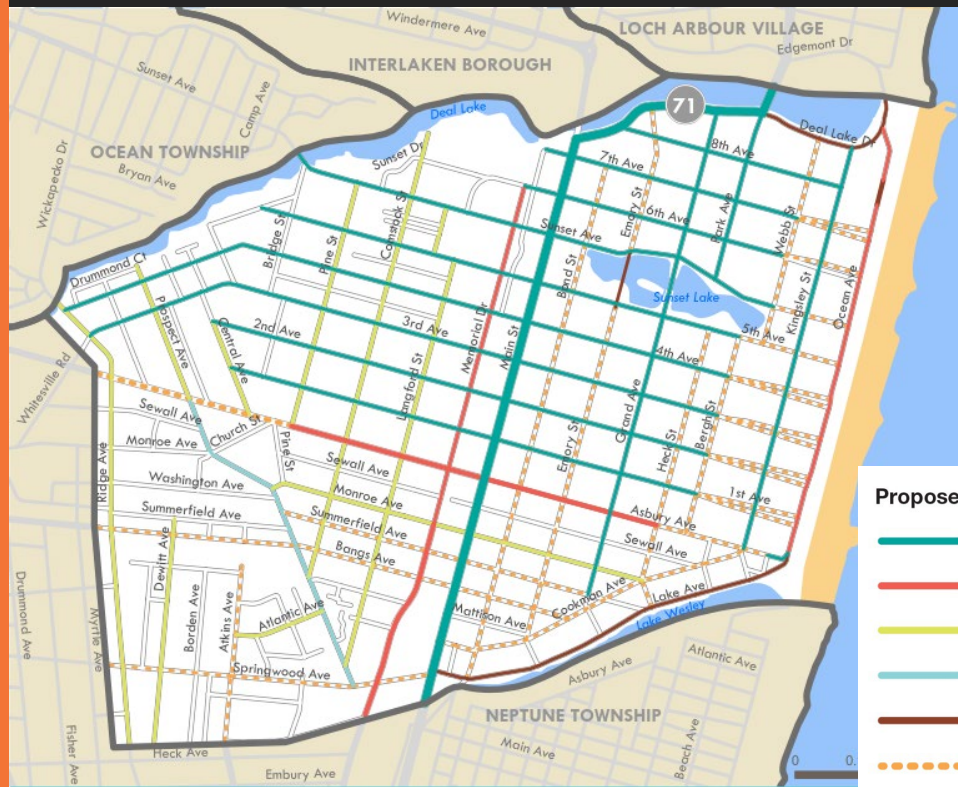
Avg. trips/day – 15
Avg. utilization – 0.4 trips/bike
Typical summer weekend day:
70-100 trips, ~2 trips/bike

July 5, 2019
178 trips, 40 bikes, 4.45 trips/bike



ASBURY PARK

Plan for Walking and Biking



- Proposed Bicycle Network**
- Bicycle Lane
 - Buffered or Separated Bicycle Lane
 - Bicycle Boulevard
 - Advisory Bicycle Lane
 - Shared-use Path
 - - - Shared Lane Markings

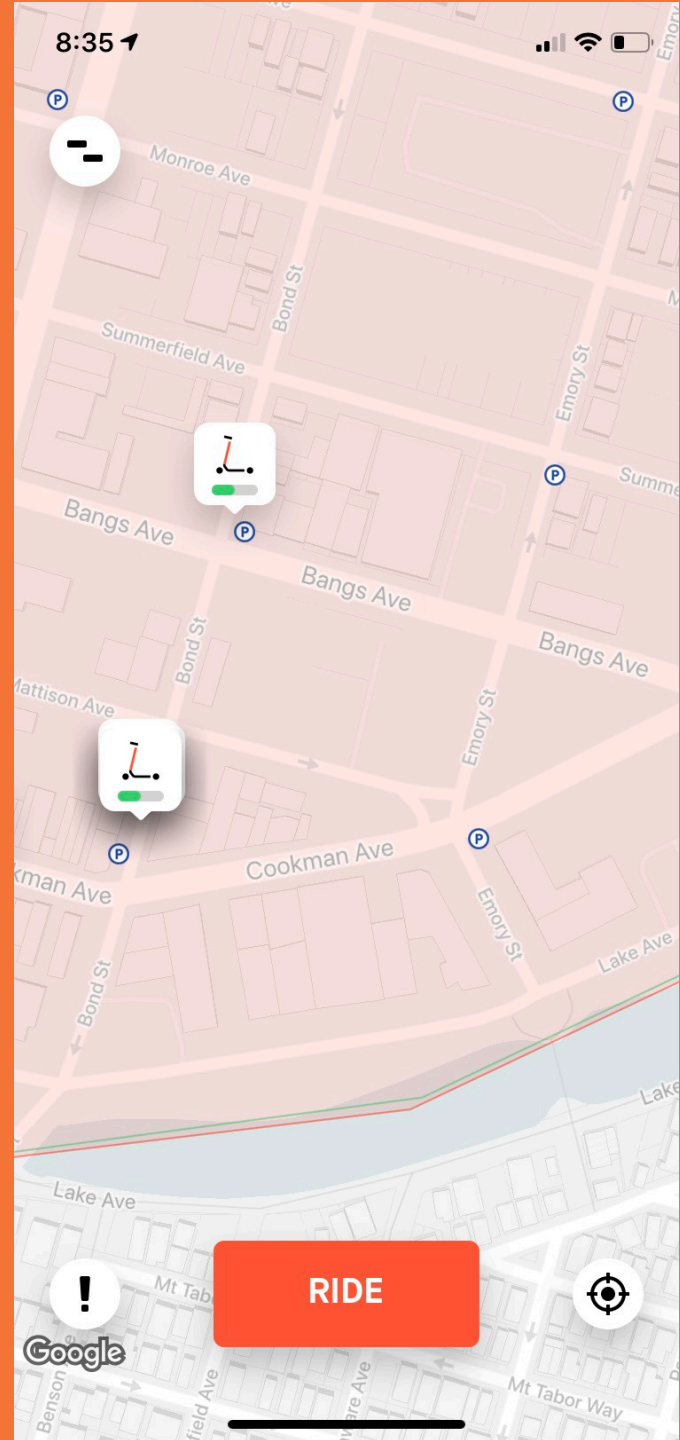




SPIN

Scooter Locations







ONE WAY

General Park
Development
Parking
History
Information

SPIN

SPIN

SPIN

SPIN

SPIN

SPIN

FACILITY SERVICES

222390

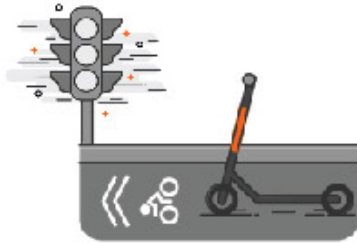
88671



Scooter Safety Tips & Rules

Electric scooters are more popular than ever – providing convenient access and the potential to alleviate parking demand and traffic congestion. The City's new scooter share program will allow residents and visitors who don't own a scooter to get in on the action. And whether you own or rent, the City encourages you to ride safely. Be sure to follow these safety tips and rules for scooter use:

Riding Rules



- Do NOT drink and ride.
- Do NOT ride on sidewalks.
- Use bike lanes where available.
- Follow all street signs, signals, and markings, and obey local traffic laws – always stop for pedestrians, at stop signs and at red traffic lights.
- Always ride in the direction of traffic.
- Riding is not permitted on the Asbury Park Boardwalk at any time.

Parking



- Park close to the edge of the sidewalk closest to the street, near bike racks or in designated scooter drop zones.
- Be mindful and avoid blocking sidewalks, access ramps and bus stops.

Wear a Helmet



- Helmets save lives – so while NJ State Law does not require a helmet for riders over the age of 18, we recommend wearing one.

**Asbury
PARK**

For more information,
visit www.cityofasburypark.com/scooters

**SPIN
ELECTRIC
SCOOTERS**

operated by
Zagster



The City of Asbury Park is pleased to announce a pilot electric scooter share program is now available in Asbury Park for riders 18 years and older! Scooters are an affordable, fast, convenient and fun way to travel around the City.

- ➔ **Location & Hours:** Up to 250 scooters are available at 30 locations throughout Asbury Park every day from 7am to 9pm only.
- ➔ **Cost:** SPIN charges \$1 to unlock scooters and then \$0.15/minute during an active rental. Riders must be at least 18 years old to rent and must provide a valid driver's license.
- ➔ **To Ride:** Download the *SPIN-Ride Your Way* app to your phone to set up an account, find a map of scooter locations, pay for sessions, and 'unlock' scooters for use with a QR code scan.
- ➔ **Safety Features:** Scooters are equipped with a speed limiter of 15mph, a bell, and front and rear safety lights. While NJ State Law does not require helmets for riders 18 years & older, the City strongly encourages helmet use.
- ➔ **Scooter Rules:** Scooter users are required to ride in the street, in the direction of traffic, and should use bike lanes where available. Riding on the sidewalk is prohibited. Riders must obey all traffic laws, including stopping at STOP signs and at red traffic lights. No more than 1 person may ride a scooter at a time.
- ➔ **Returning Scooters:** Scooters can only be returned to designated parking zones which are visible in both the SPIN app and marked at the physical locations. The SPIN app will continue to charge you until your scooter is returned to a marked parking zone and the session is ended.

For more information, and a link to the SPIN app, visit
www.cityofasburypark.com/scooters.

 **City of Asbury Park**
@inAsburyParkNJ



Reporting Bad Scooter Behavior

Note the ID number on the front of the scooter, date, time and location and call or email SPIN at 1(888) 249-9698 or support@spin.pm. You can also use Twitter to report issues by tagging [@ridespin](https://twitter.com/ridespin) in your tweet.

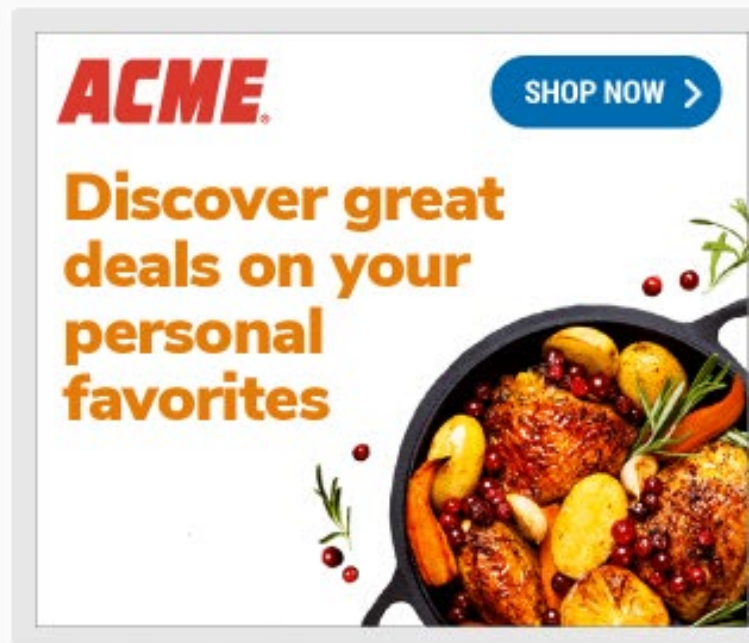
♥ 8 9:50 AM - Aug 21, 2019



Asbury Park scooters are a hit in the city, but new safety measures are coming

Austin Bogues, Asbury Park Press

Published 5:00 a.m. ET Aug. 23, 2019 | Updated 10:34 a.m. ET Aug. 23, 2019



1. Required users to scan a picture of their driver's license so SPIN can verify their age
2. Added decals on the scooters pertaining to sidewalk prohibition, age minimum, one rider
3. Reduced maximum speed from 15mph to 12mph
4. Added large ID numbers to allow for reporting of bad behavior
5. Zagster dedicating staff time on education
6. App requires that users read safety information before each ride, not just after signing up.



SPIN ELECTRIC
SCOOTER SHARING
PILOT PROGRAM

operated by
 **Zagster**

FIRST MONTH REPORT
August 2 - September 2, 2019

TOTAL TRIPS

15,169

UNIQUE RIDERS

5,806

Median Trip Duration: 12.2 minutes

Median Trip Distance: 0.51 miles

Average # of trips per scooter per day: 4.7

Spin/Zagster surveyed registered riders asking them to share the experience of their last trip.

Of the 176 respondents:

- ➔ 46% live in Asbury Park**
- ➔ Average age: 35 years old (54% over age 30, 28% over age 40)**
- ➔ 38% reported household income <\$75,000**
- ➔ 10% Hispanic, 7% Black or African American**

Trip Characteristics

- ➔ 54% started their trip from home**
- ➔ 48% ended their trip at dining/entertainment venues**
- ➔ 33% would have otherwise used an automobile for the trip**
- ➔ 38% utilized a scooter to get to or from public transit**
- ➔ 31% have either never ridden a bicycle or the last time they rode one was over one year ago**

Sidewalk Riding

- ➔ 83% reported riding only in the street**
- ➔ 70% said they were significantly more likely to ride only in the street if there was more bike infrastructure available**

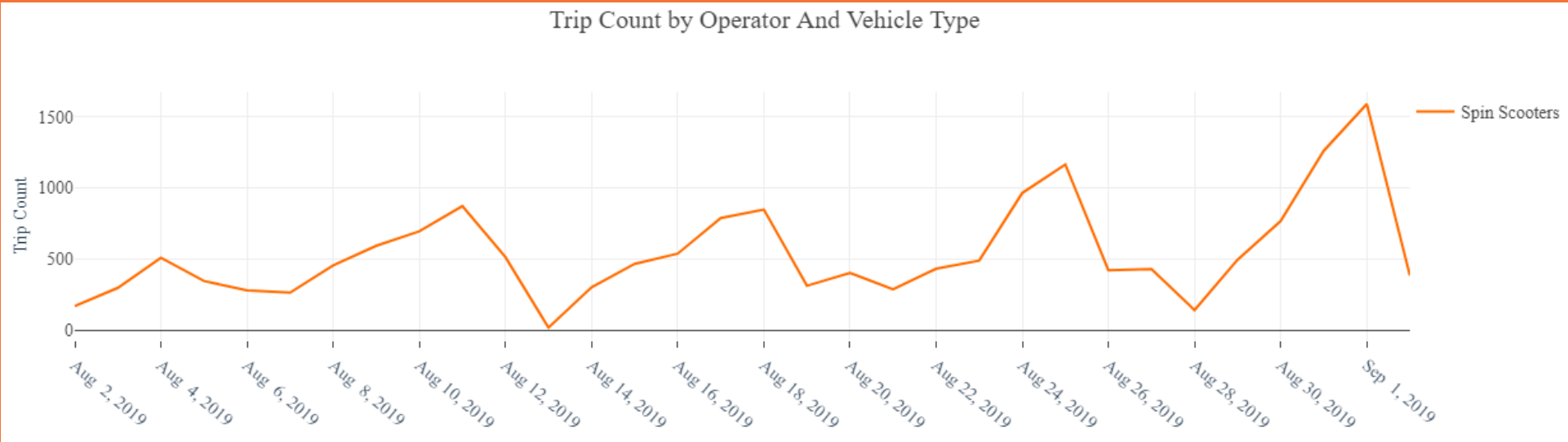
For more information, and a link to the SPIN app, visit

www.cityofasburypark.com/scooters.

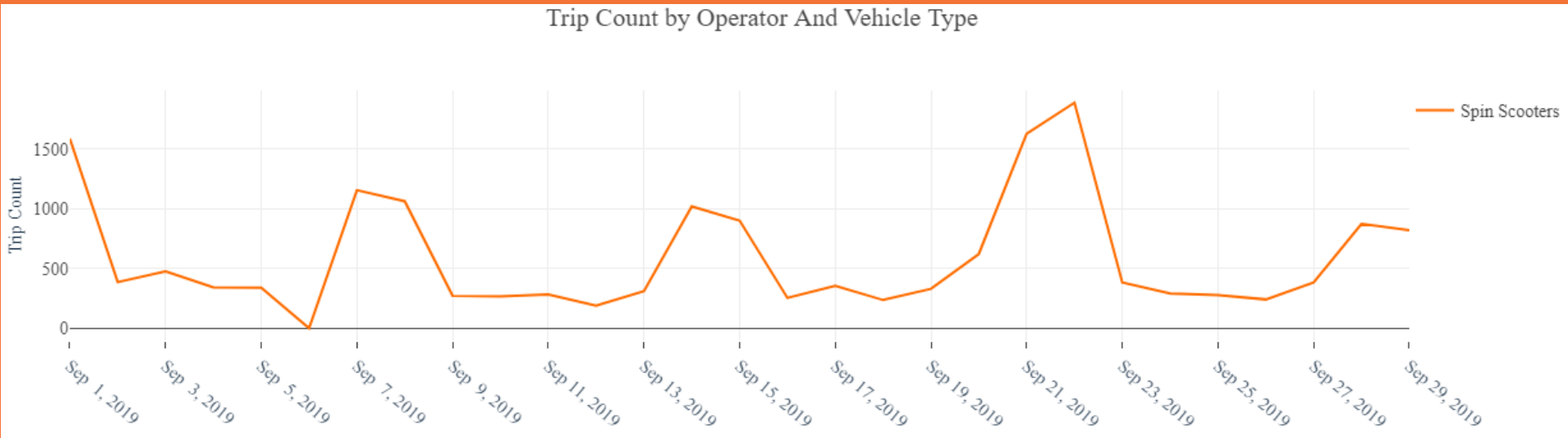
9/21/19
1934 trips
8.8 trips/scooter

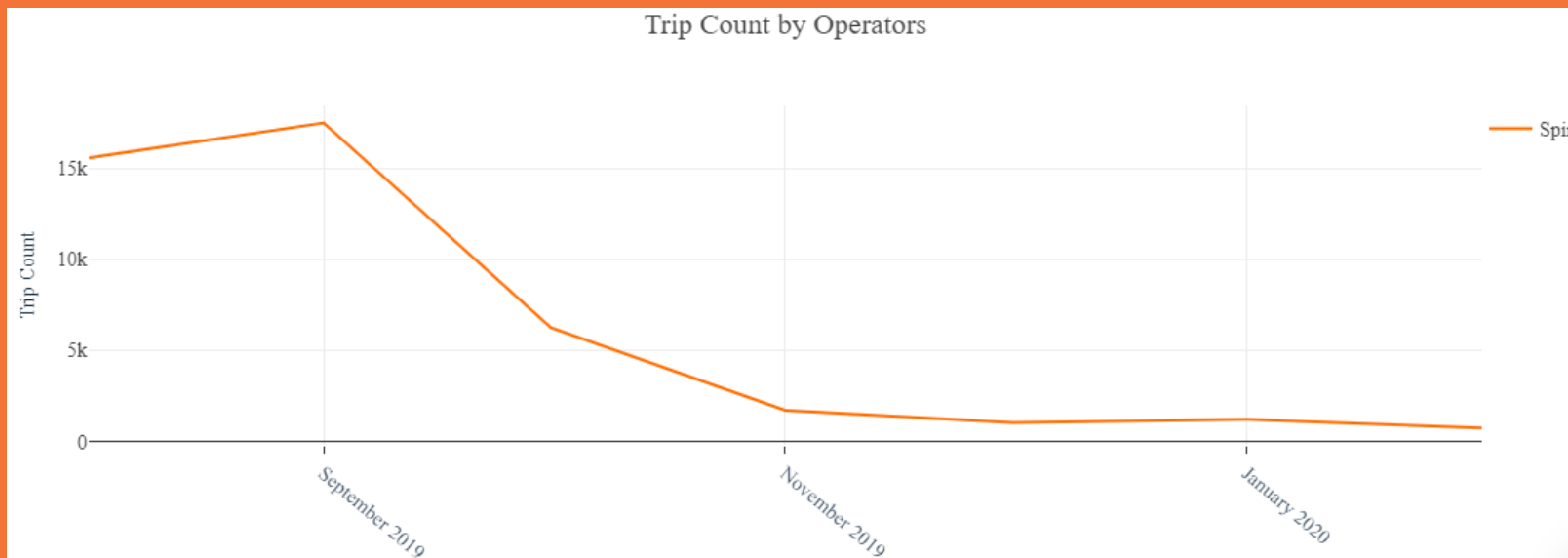


August 2019



September 2019

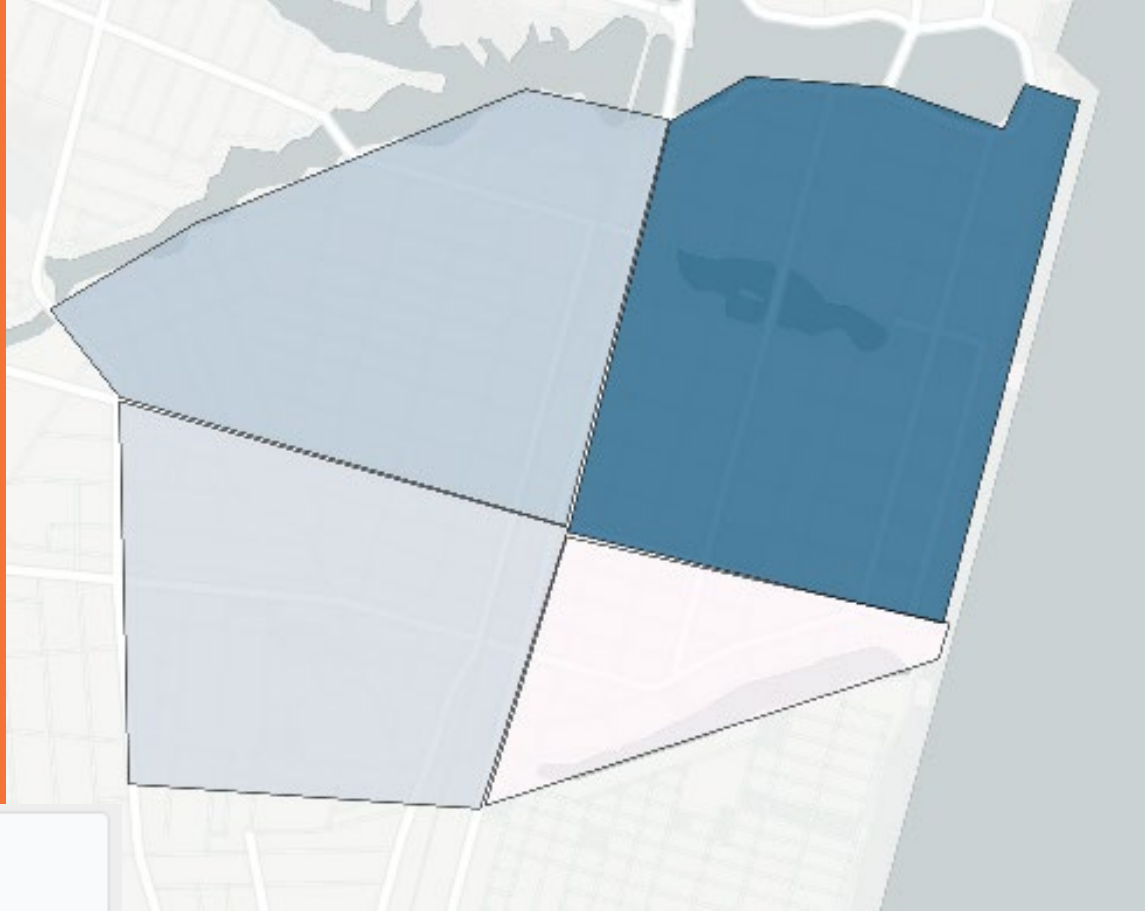




Month	Trips	Utilization
August	15,169	4.7
September	17,504	3.2
October	6,264	2.2
November	1,719	1.5
December	1,044	1.1
January	1,215	1.0
February (as of 15th)	742	1.1

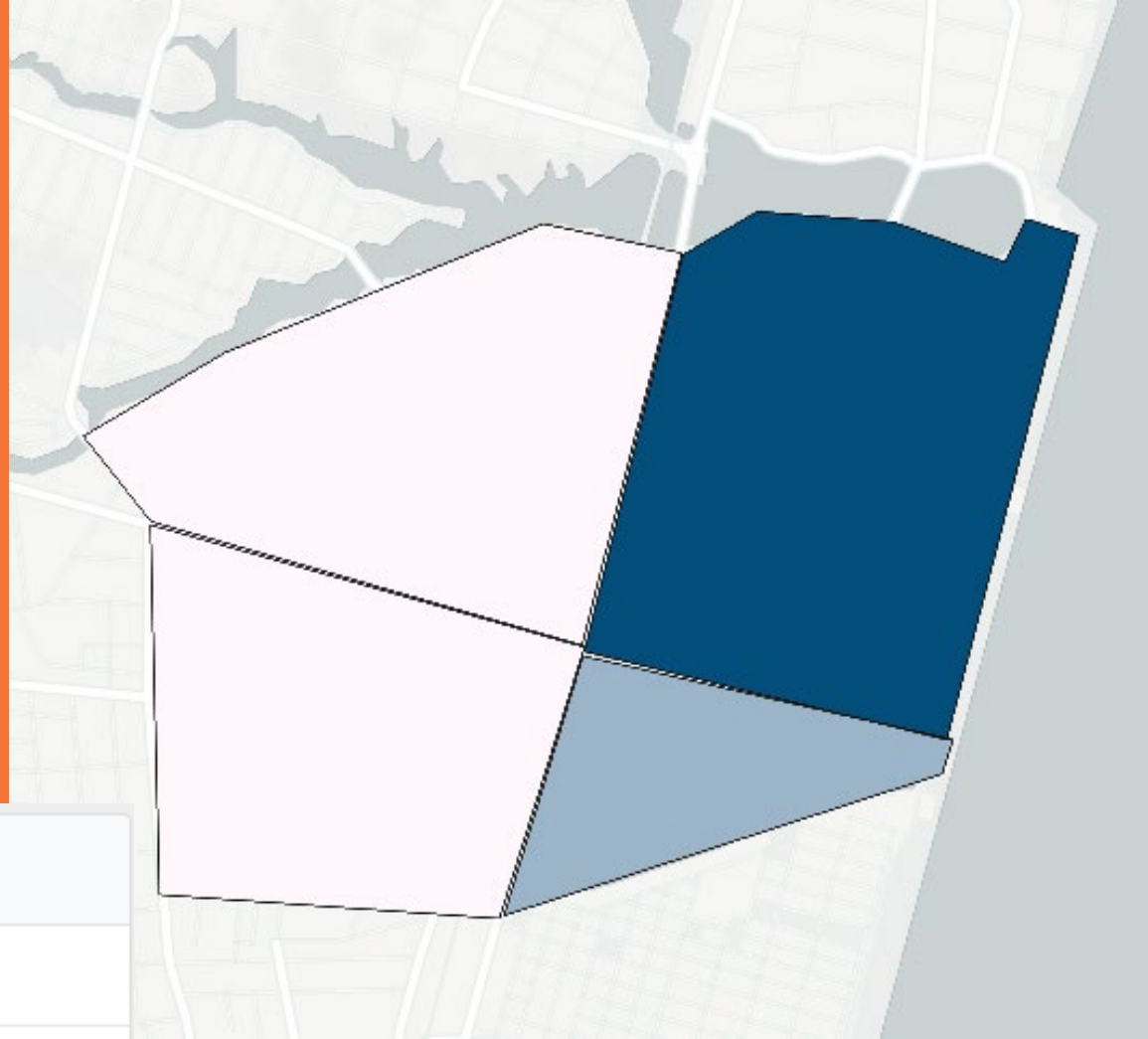


Deployments



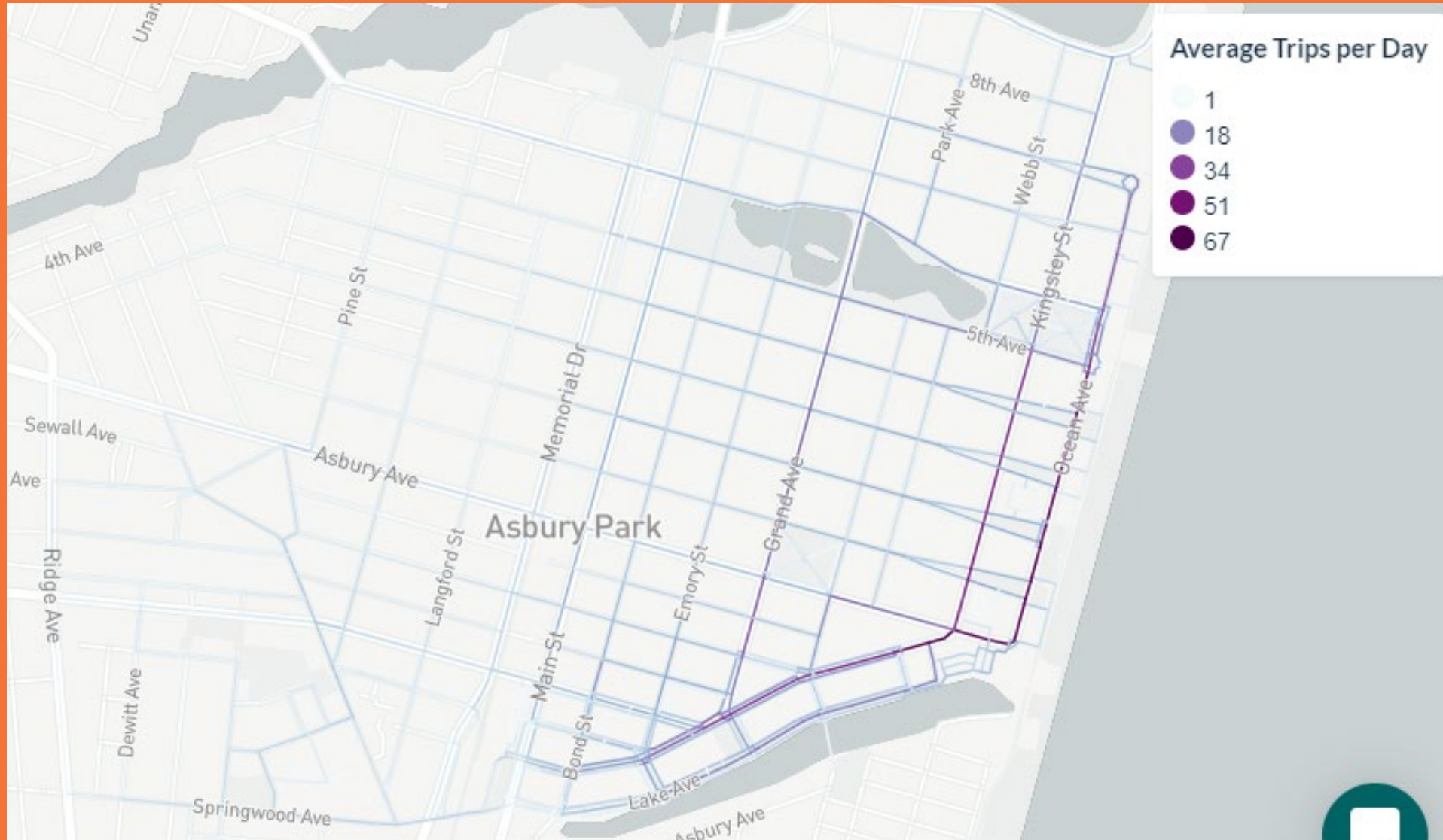
Name	Count	Percent
Northeast	7,302	40.5 %
Northwest	4,111	22.8 %
Southwest	3,461	19.2 %
Southeast	2,595	14.4 %

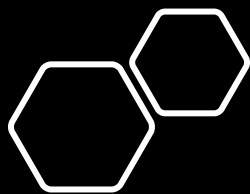
Trip Origins



Name	Count	Percent
Northeast	22,983	52 %
Southeast	13,069	29.6 %
Northwest	3,957	9 %
Southwest	3,683	8.3 %

Route Mapping





Benefits of micromobility for residents and employees in a community

Peter Kim
Board Member, Bike Hoboken



BIKE
HOBOKEN





2019 Hoboken e-scooter pilot

- May to November 2019
- 300 scooters at launch, 400 by November
- 673,990 trips (May to November)
- Median trip distance: 0.8 miles
- Media trip time: 6 minutes (\$2.74)
- 82,000 unique riders
- 12,000 riders took at least 10 trips
- Highest ridership per scooter per day in the world over multiple weeks

Why is micromobility critically important?



Last mile transportation option to mass transit



Efficient, affordable, and green mobility for dense, congested cities

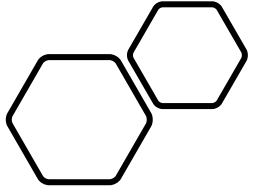


College students, international residents, others who don't have a drivers license or access to a car



People with disabilities. Recent Reddit post: “My scooter was stolen near Journal Square. I am disabled... I use a cane and have a few illnesses, so this was really my lifeline to the outside world.”*

* https://www.reddit.com/r/jerseycity/comments/f8xp59/my_scooter_was_stolen_near_journal_square_i_am/



Who uses micromobility and why?



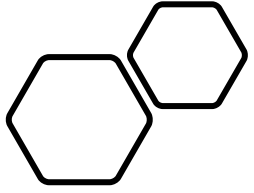
COMMUTERS CONNECTING
WITH PUBLIC TRANSIT



RUNNING ERRANDS: GROCERY
SHOPPING, SCHOOL DROP OFF



VISITORS



How did they get around Hoboken before?



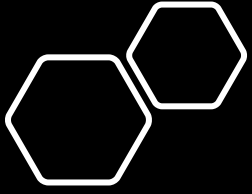
17% would have driven a
car



55% would have hailed
Uber/Lyft



77% had never ridden a
bicycle in Hoboken



Thank you!

Peter Kim
Bike Hoboken



BIKE
HOBOKEN





IG: @foodonbikes



Kala La Fortune Reed & Marco Germano,
Food On Bikes



Newark Bicycle Co-Op and Girls On Bikes
IG: @newarkbicyclecoop | @girlsonbikes

Audience Q&A with Speaker Panel

