

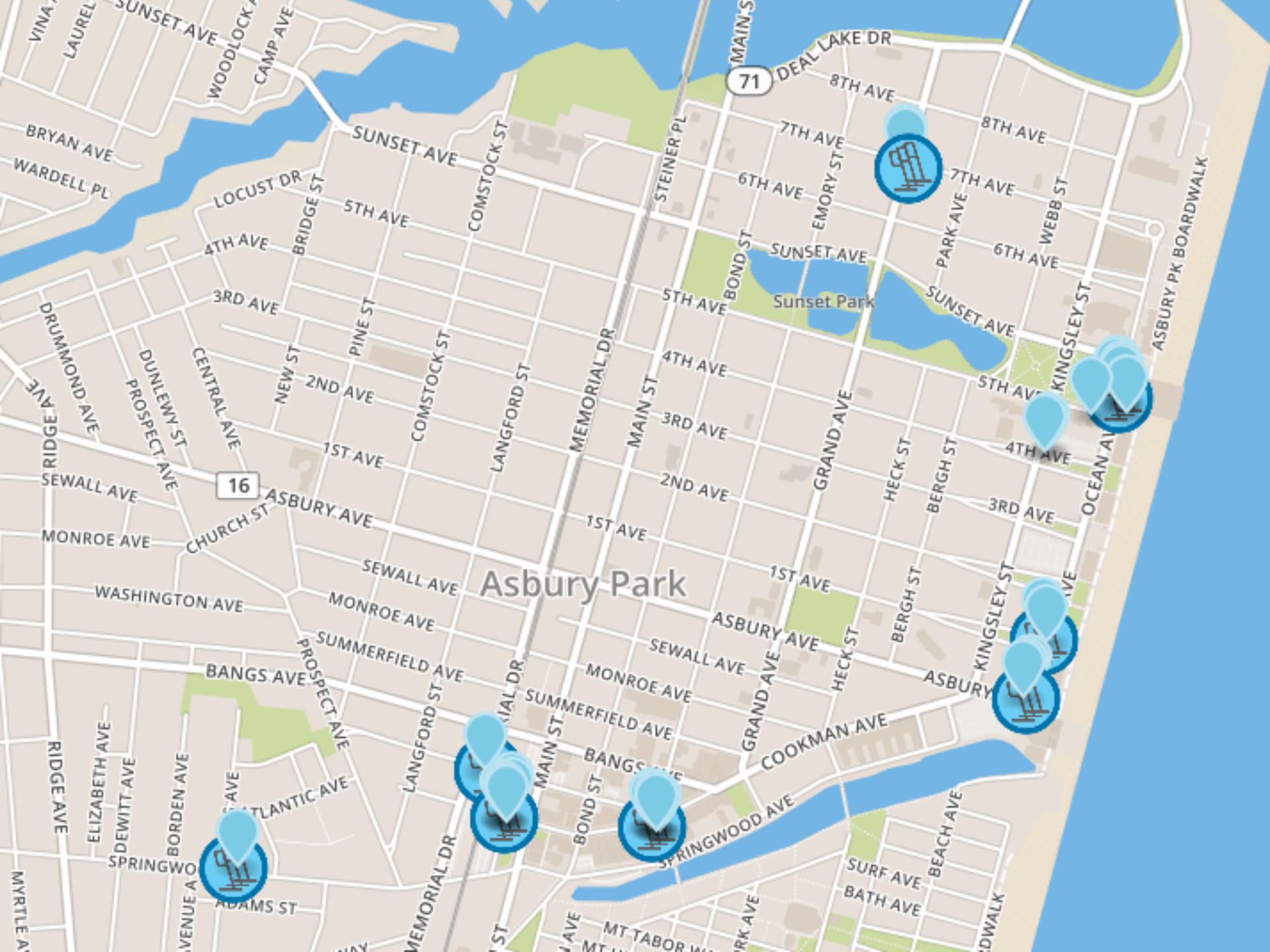
Micromobility in Asbury Park



Mike Manzella
February 20, 2020







Asbury Park

16

71



ASBURY PARK



AP BIKE SHARE PROGRAM SHOWS HIGHER THAN EXPECTED RETURN

ZAGSTER: 646 RIDERS LOGGED 1,248 TRIPS
TOTALING 202,807 MINUTES, OFFSETTING
33,801 POUNDS OF CO2 EMISSIONS

 Recommend 118

 Tweet

By Michelle Gladden

Do bike-share programs make sense for the Jersey Shore?

By [Diane Stopyra](#) · December 7, 2017





Date Range

Aug 18, 2017 to Dec 20, 2019

Group by

Month

Week

Day

Stats This Period

11711

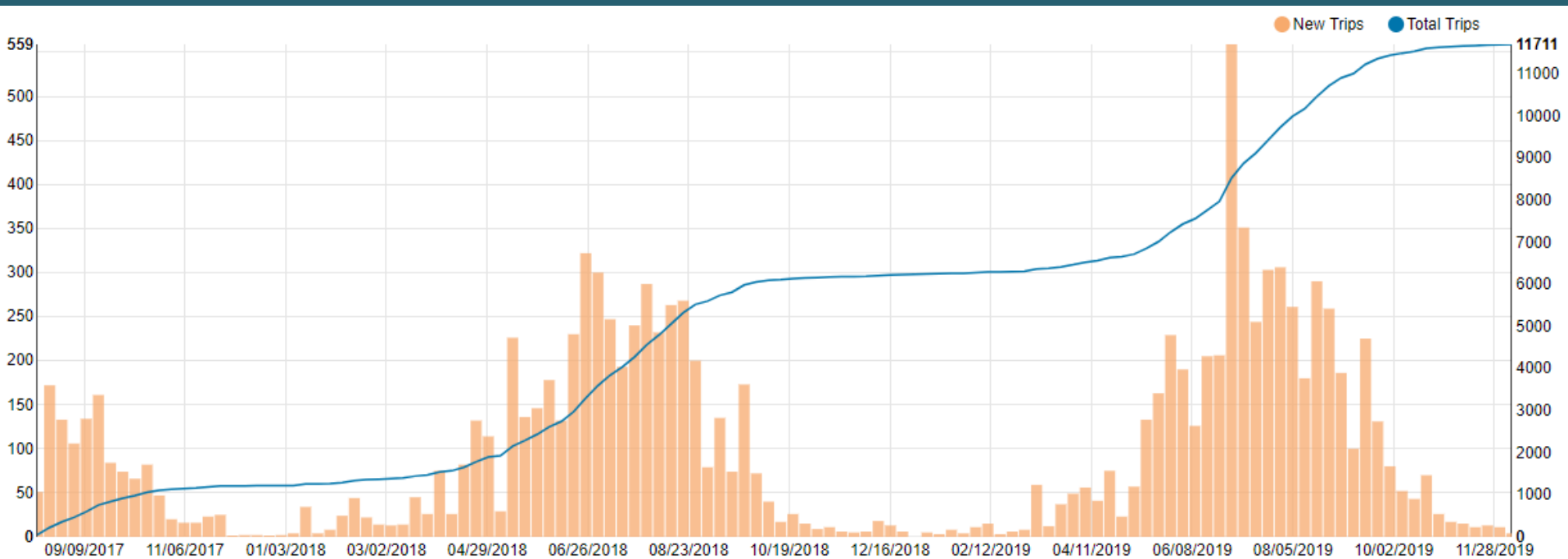
Trips

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

11711

Trips

97

Avg. Trips / Week

23 mins

Median Trip Duration

Avg. trips/day – 15

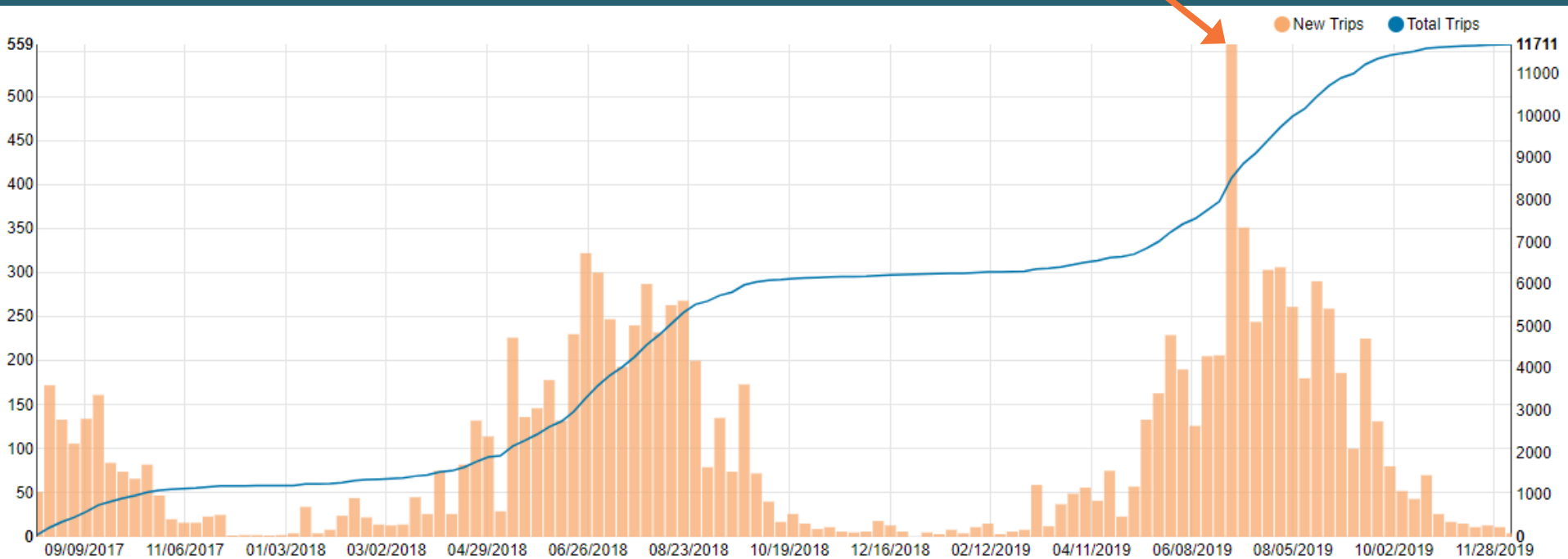
Avg. utilization – 0.4 trips/bike

Typical summer weekend day:

70-100 trips, ~2 trips/bike

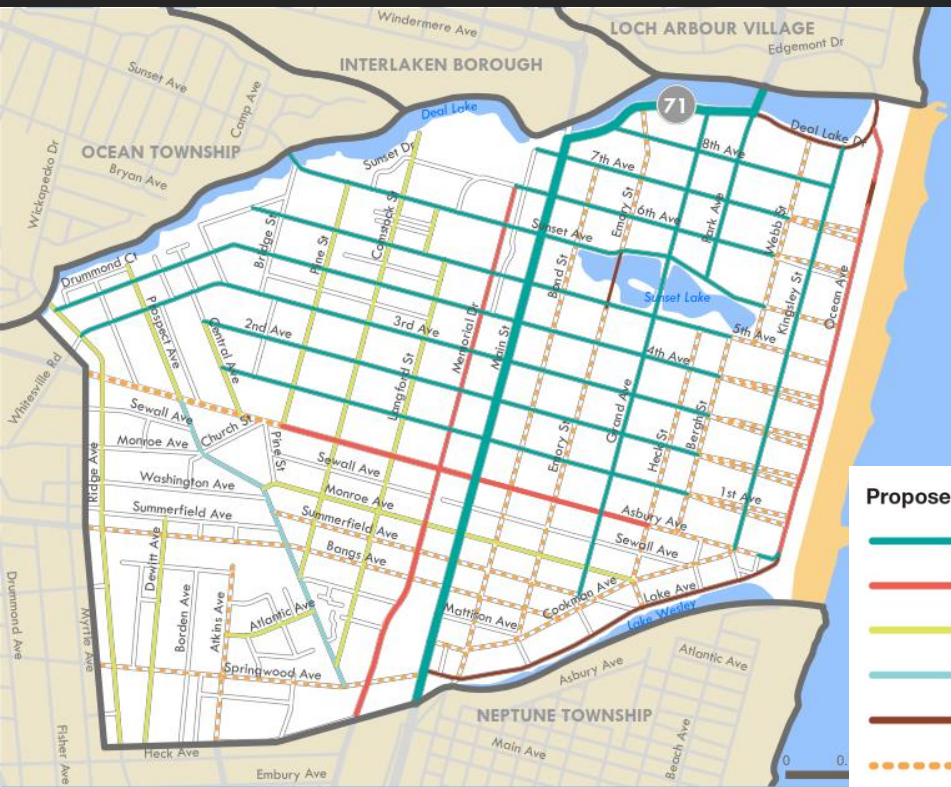
July 5, 2019

178 trips, 40 bikes, 4.45 trips/bike



ASBURY PARK

Plan for Walking and Biking



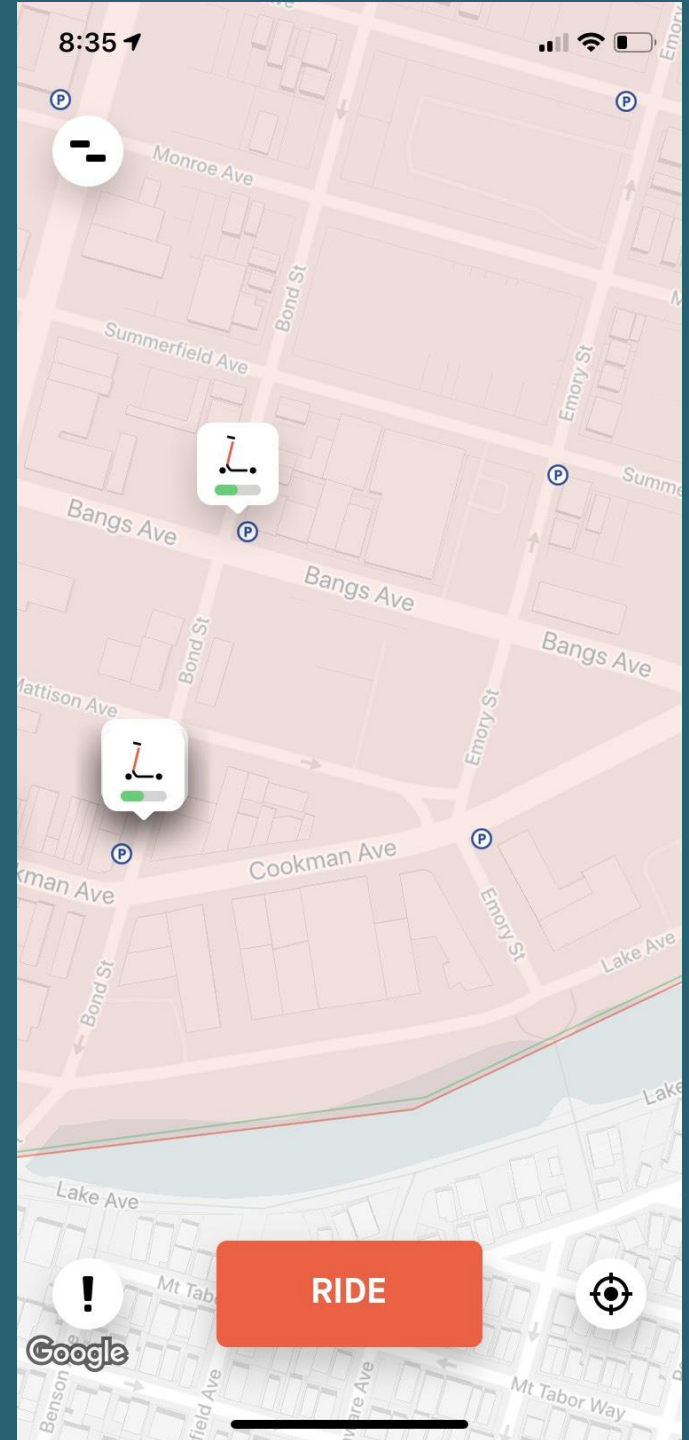






SPIN Scooter Locations





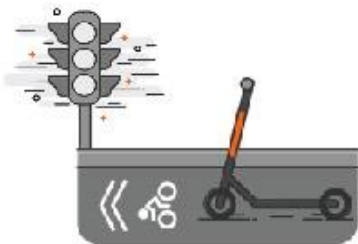




Scooter Safety Tips & Rules

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.

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

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

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



Asbury Park now has a bike rental, scooter rental and valet parking to help in fight against traffic and parking congestion. Peter Ackerman and Austin Bogues, Asbury Park Press

ACME.

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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.

00/16/2010

SPIN Scooter Locations







9/21/19

1934 trips

8.8 trips/scooter



Live Map

Operator Filters

- ☒ Spin
- ☒ Zagster

Vehicle Type Filters

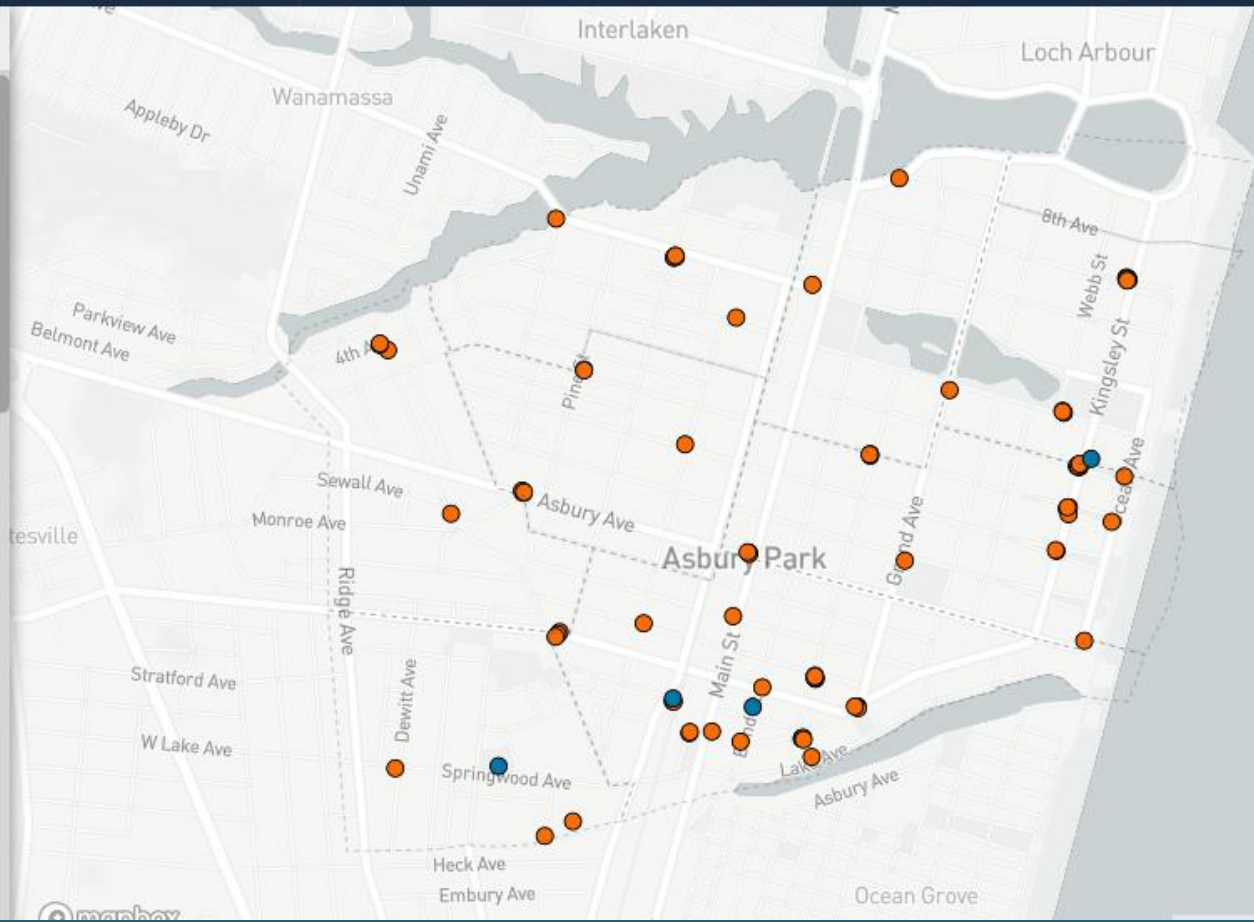
- ☒ Show bicycles
- ☒ Show scooters
- ☒ Show cars

Parked Duration Filter

Include all ▾

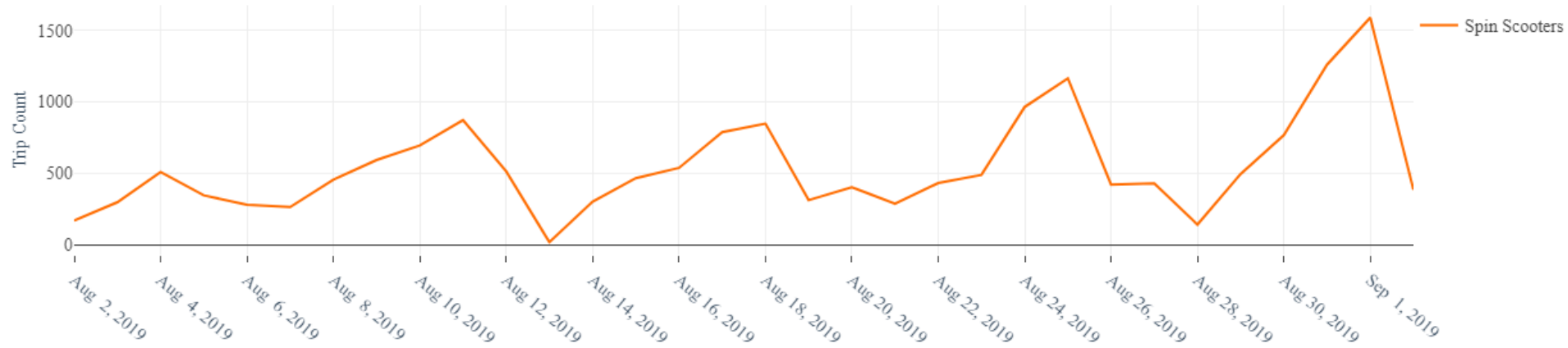
Count by Operator

Operator	Current	Max
Spin	91	152



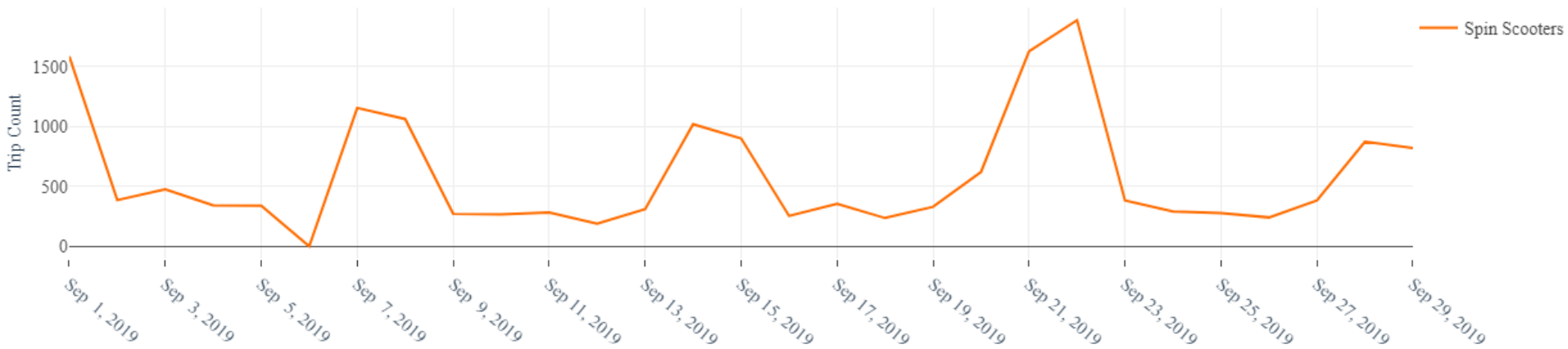
August 2019

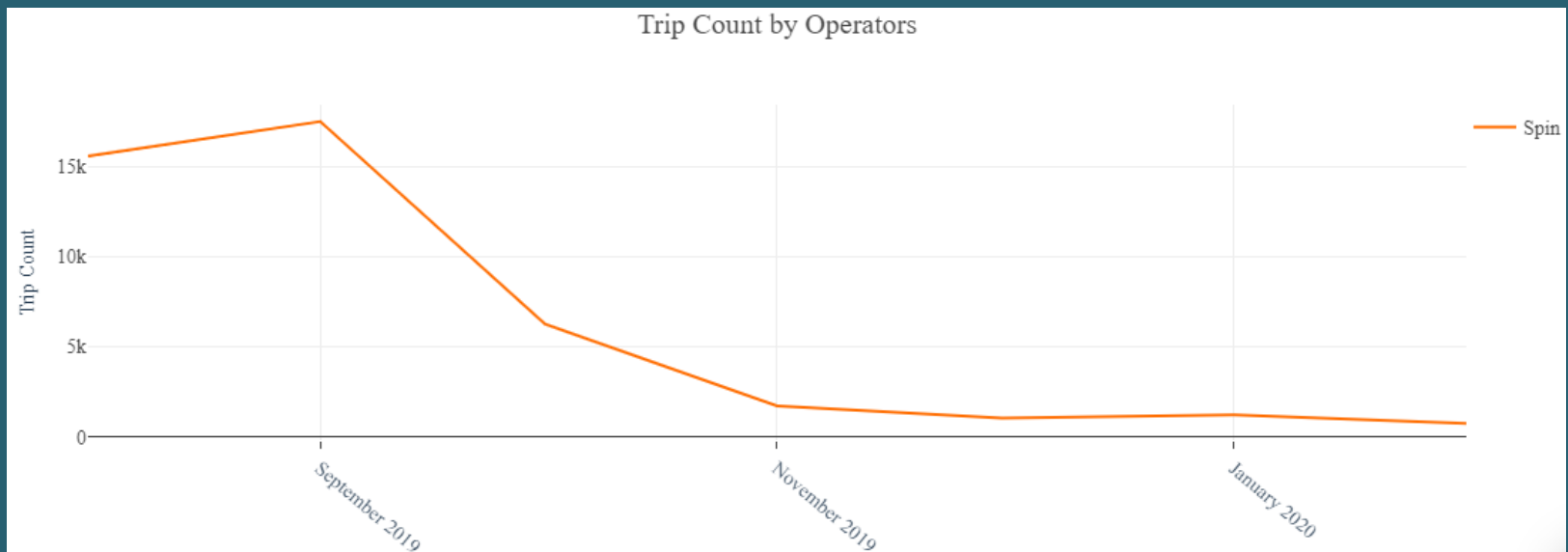
Trip Count by Operator And Vehicle Type



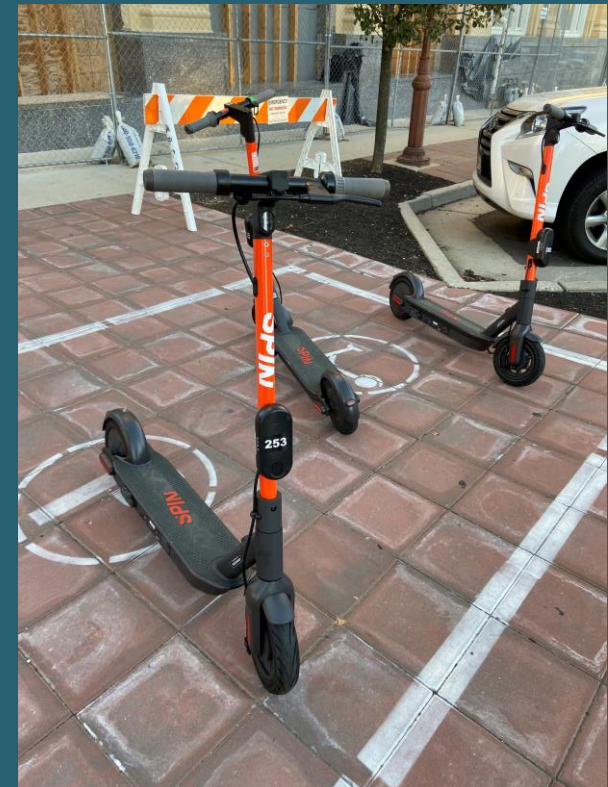
September 2019

Trip Count by Operator And Vehicle Type

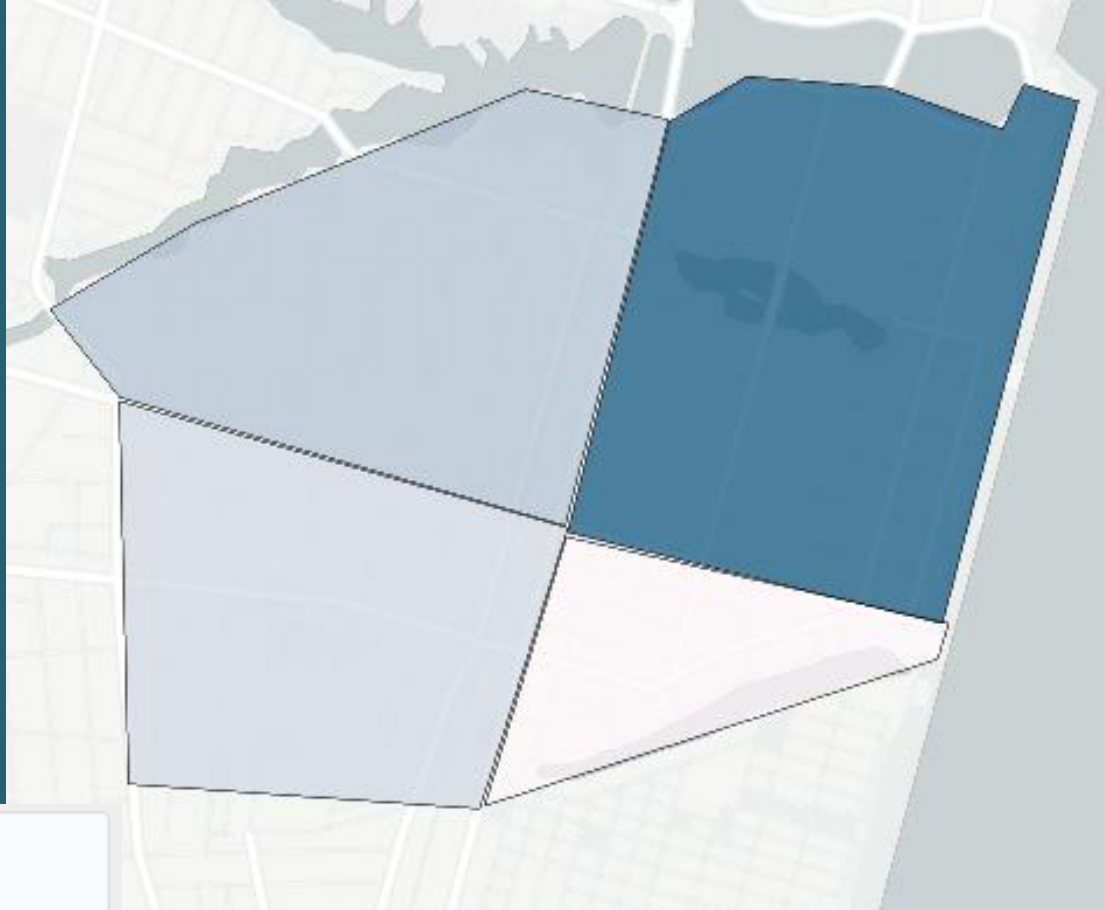




Month	Trips	Utilization
August	15,169	4.7
September	17,504	3.2
October	6,264	2.2
November	1,719	1.5
December	1,044	1.1
January	1,215	1.0
February (as of 15th)	742	1.1

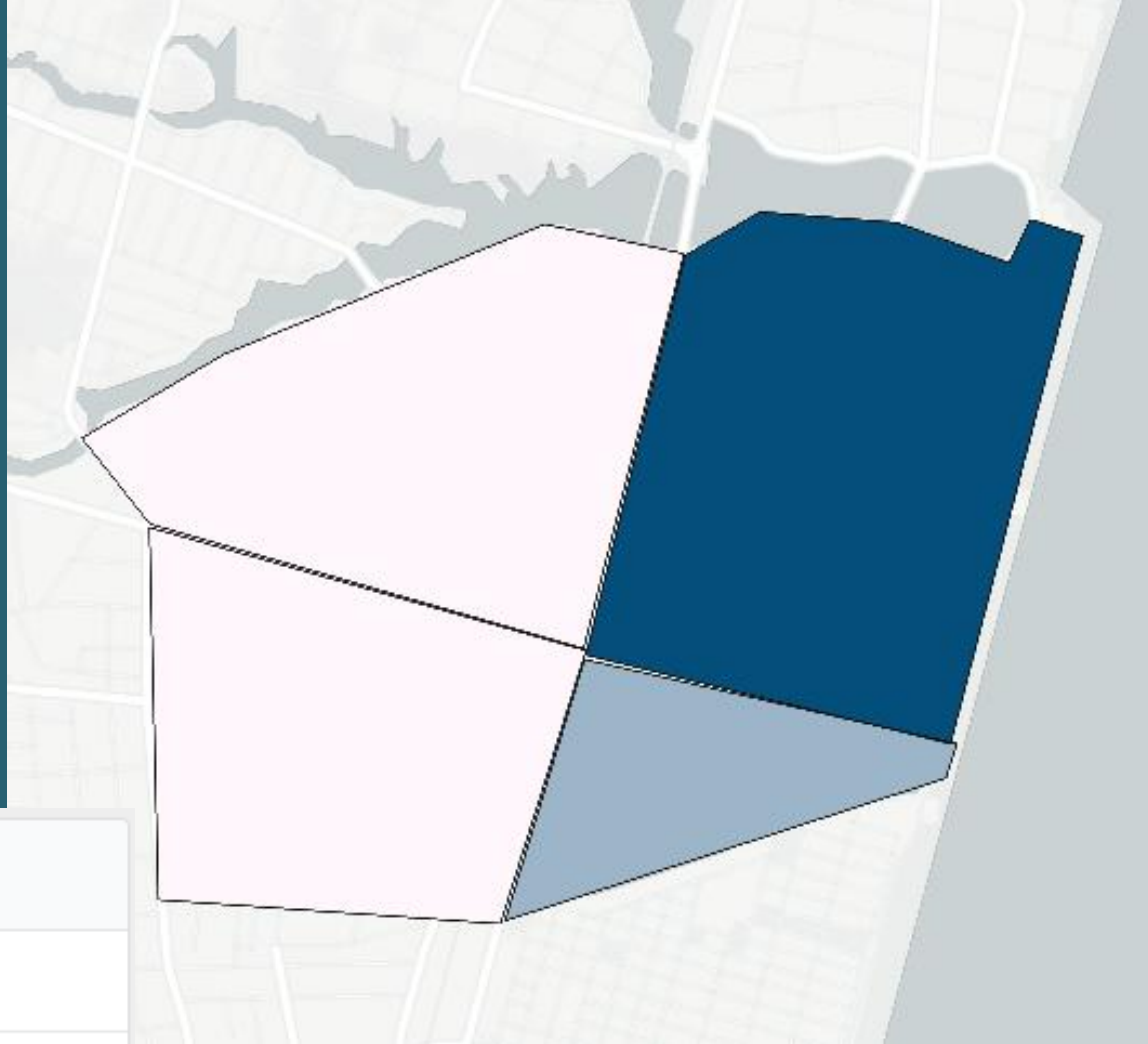


Deployments



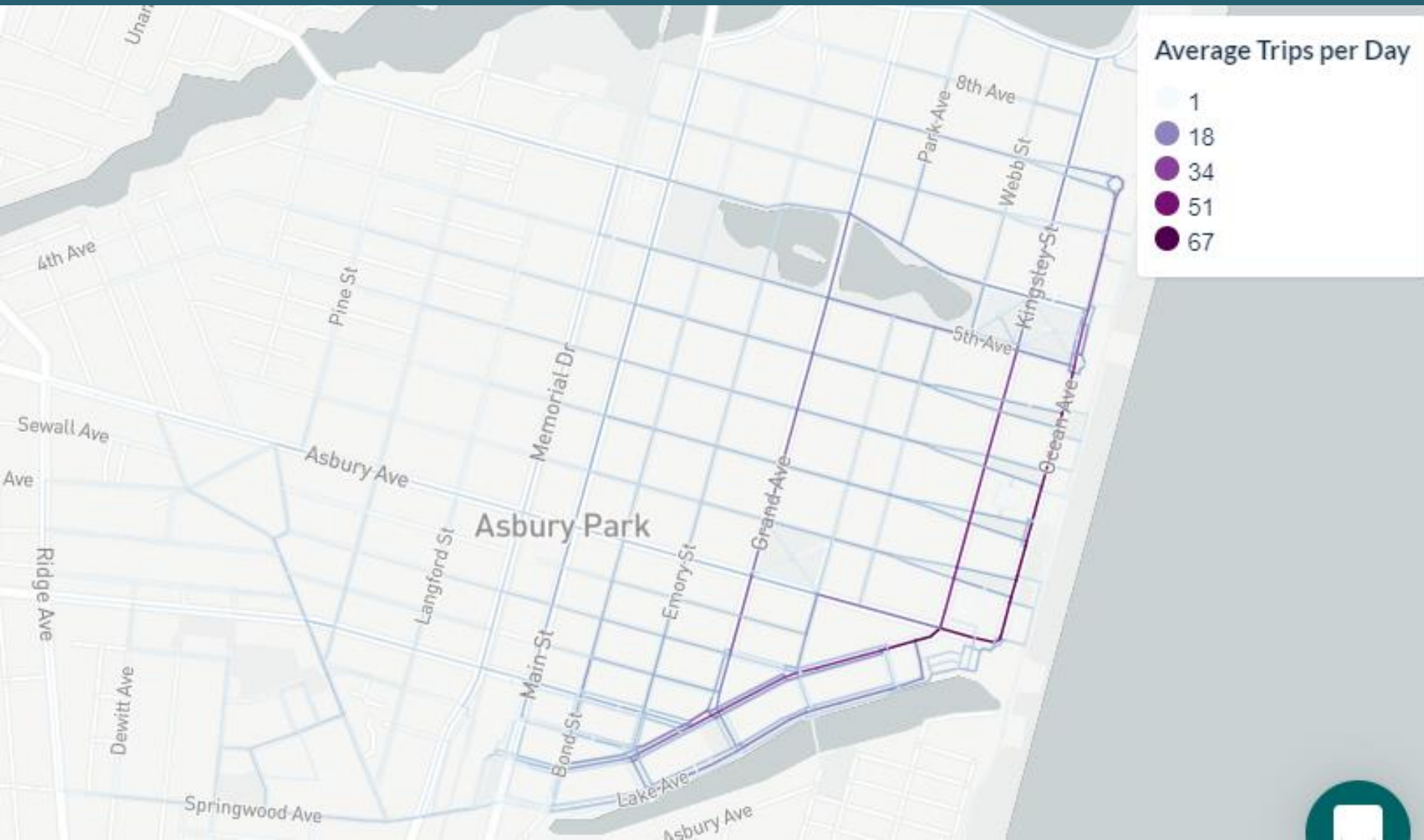
Name	Count	Percent
Northeast	7,302	40.5 %
Northwest	4,111	22.8 %
Southwest	3,461	19.2 %
Southeast	2,595	14.4 %

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



Next Steps

- Roll out SPIN Access discount program
- Continue efforts to combat teen riding – tech initiatives
- Education – further app updates and regular first ride safety sessions
- Consider negotiating long-term agreement with revenue sharing







Questions?