

# Micromobility's Launch in NJ & Beyond

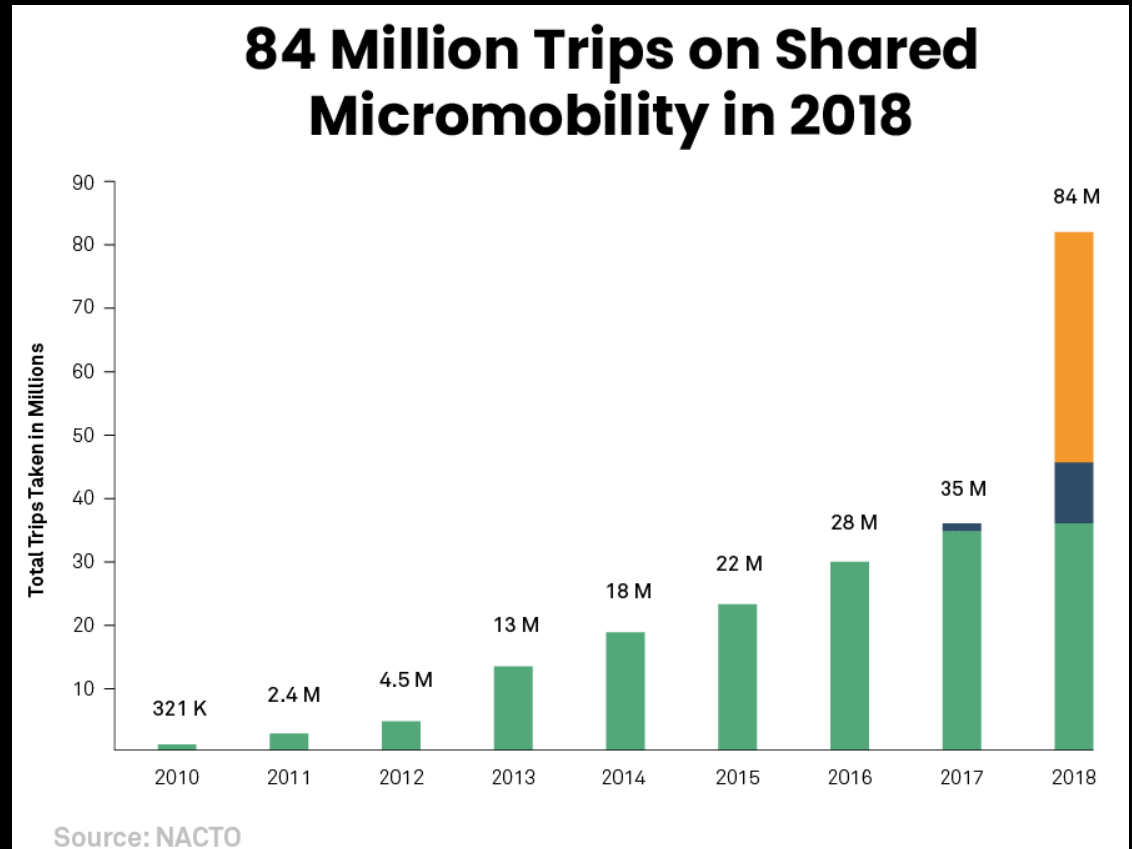


**Ryan Sharp, PP, AICP**  
Director of Transportation and Parking, City of Hoboken

February 20, 2020

# Why should cities embrace micromobility?

- Enhanced mobility
- 30% of trips are 1 mile or less, 40% of trips are 2 miles or less, and 50% of trips are 3 miles or less
- First/last mile trips
- Reduce VMT
- 10-20 bikes or scooters can be stored within the footprint of one vehicle parking space



# “Try it before you buy it”

## Bike Share (2013)

### Bike-Share Technology Takes Trial Run in Hoboken

As New York City rolls out its bike-share program, Hoboken, N.J., is debuting its own that could offer a new way cities -- both large and small -- can encourage bicycling.

BY RYAN HOLEYWELL | MAY 27, 2013 AT 1:00 PM



Hoboken's bikes have a built-in "smart lock" that allows cyclists to park their bikes wherever they can lock them up, eliminating the need for docks. (Photo: Nicholas & Lence Communications)

## Scooter Share (2019)

### Hoboken launches e-scooter pilot program

Posted: 6:05 PM, May 20, 2019 Updated: 6:05 PM, May 20, 2019

By: Andrew Ramos



The PIX11 Morning News: Now 'til 10 a.m.



# Sobi Pilot (2013)

- Partnership with Social Bicycles (Sobi), now JUMP
- 6-month pilot program, launched in May 2013
- 25 bikes, 7 stations
- 1<sup>st</sup> municipal “smart bike” bike share program in the U.S.

## MOBILIZING THE REGION

NEWS AND OPINION FROM THE TRI-STATE TRANSPORTATION CAMPAIGN

### Hoboken Announces Unprecedented “Hybrid” Bike Share Model

POSTED BY: JANNA CHERNETZ APRIL 23, 2013

Late last week, the City of Hoboken **announced** its plan to partner with E3Think, Bike And Roll and Social Bicycles (SoBi) to launch the nation’s first hybrid bike rental and bike share program.



# Sobi Pilot (2013)

- \$15/month memberships
- 1 cumulative hour of unlimited free rides per day
  - \$10/hr. for each additional hour thereafter
- Initially only 150 members able to sign up on first come, first-served basis; demand far exceeded 150



## Is Hoboken's Bike Share Better Than Ours?

BY LAUREN EVANS

MAY 17, 2013 4:05 P.M. • [41 COMMENTS](#)



➡ The Hated Bike Rack of Petrosino Square, courtesy SoHo Alliance "CHILDREN OF CITI BIKE"

PHOTO COMPOSITE COURTESY JEN CARLSON



# System Map and Ridership Data



**sobi**  
SOCIALBICYCLES



# Program Summary

## HOBOKEN BIKE SHARE SYSTEM IN NUMBERS — REPORT



**25\***  
BICYCLES



**472** TOTAL  
SIGNUPS

**ACTIVE MEMBERS** **172**  
(NOVEMBER 2013)



**795 HOURS** = **13.1 MIN** AVG. PER TRIP = **33 DAYS** of non-stop biking

**3,637** TOTAL TRIPS  
**4,349** TOTAL MILES

Total miles equal to a trip from New York to San Francisco and back to Denver!



**21.6** AVG. TRIPS /DAY  
**1.2** AVG. TRIP MILES



**3,835** CARBON LBS. REDUCED VS DRIVING **1.4** ACRES OF FOREST IN 1 YEAR\*

**\$2,523** SAVED ON GAS VS DRIVING **720** GALLONS OF GAS\*\*

**173,972** CALORIES BURNED **632** SLICES OF PIZZA\*\*\*

\*epa.gov \*\*E8.50/gallon \*\*\*275 calories/slice

\* ALL STATISTICS BASED ON TIME SINCE PROGRAM'S LAUNCH

## TESTIMONIALS — REPORT

"With Social Bicycles, I know I have a bike that is ready for me..."

"Because it has changed the commuting experience, it has changed the way I think about Hoboken and where I live."

"It's easy and convenient, it is for everyone!"

"In the long haul, I think it saves me money as well."

"It's fast and efficient..."

"Try it out, then you will know..."

"It's a fun part of the day."

"I have a good bicycle ready for me whenever I want..."

AS FEATURED IN —

WNYC

NEWTECHCITY

CRAIN'S NEW YORK BUSINESS gothamist

CBS New York

STREETS BLOG NETWORK

HobokenPatch



# Hudson Bike Share (2015)

- Launched in 2015
- 5-year contract
- 29 stations, 250 bikes
  - Now 40 stations, 300+ bikes
- Hybrid system w/smart bikes parked at proprietary bike racks

## *Bike-Sharing Programs Gain a Toehold in New Jersey*

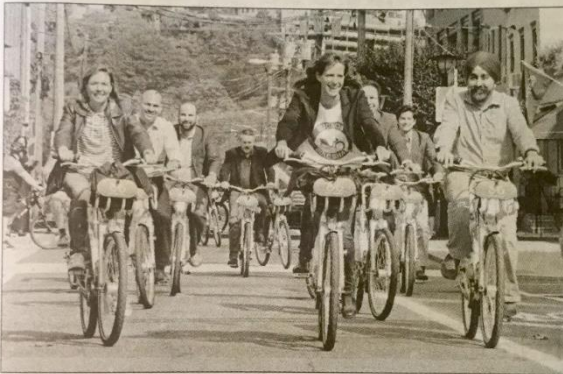
By MATT A.V. CHABAN SEPT. 20, 2015



Mayor Dawn Zimmer of Hoboken expects her city's bike-sharing program to start within weeks.  
Yana Paskova for The New York Times

## Bike-sharing is caring

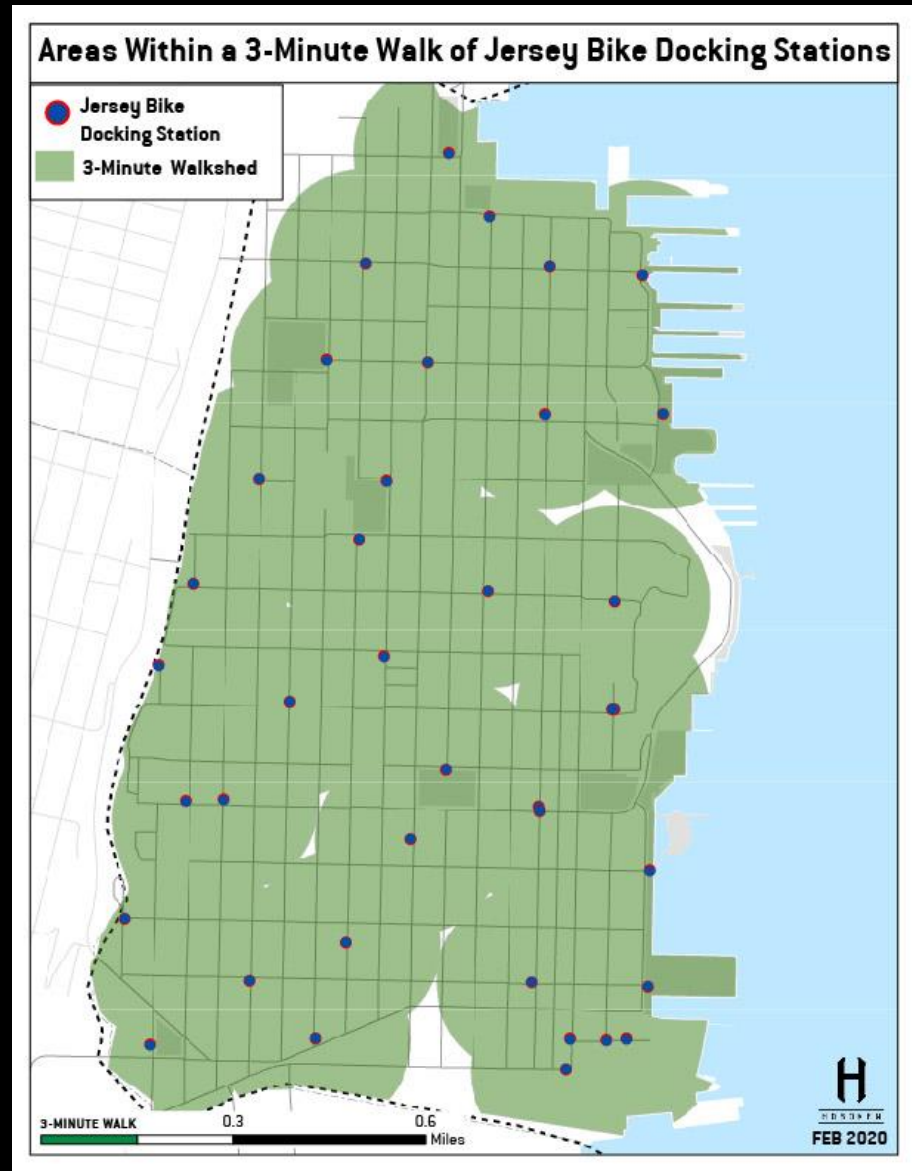
Program launches with 250 smart bikes, 29 stations



LET'S ROLL – Mayor Dawn Zimmer took an inaugural first ride for the city's Hudson Bike Share program. Front row left to right: Councilwoman Jen Giattino, Mayor Dawn Zimmer and City Council President Ravi Bhalla.



# Mobile App and Station Map





# Funding Sources



## Pricing

Hudson Bike Share provides an inexpensive option for cycling trips in the Hudson River area. There are different pricing options for short trips or frequent rides around New Jersey.

Pay As You Go	Monthly Membership	Annual Membership
<b>\$2</b> + tax	<b>\$12.95</b> + tax	<b>\$95</b> + tax
One 30-minute trip	Unlimited 45-minute trips	Unlimited 45-minute trips
Every additional 30 minutes   \$3.00	Every additional 30 minutes   \$3.00	Every additional 30 minutes   \$3.00
	MONTHLY PAYMENT / 3 MONTHS MINIMUM COMMITMENT	

# Stations





# Stations





# Stations





# Anywhere can be a station

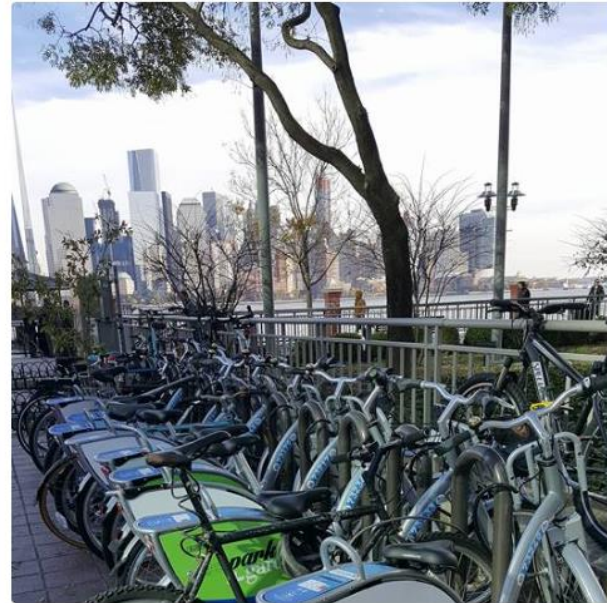


Candice Osborne

@candiceosborne



Clearly wrong & being addressed. Public space being used to subsidize a private venture. Being addressed.



4:14 PM - Nov 9, 2015



## Jersey City council adopts law aimed at Hoboken bike share

Updated Jan 16, 2019; Posted Apr 14, 2016

Comment



0 shares

By Terrence T. McDonald | The Jersey Journal

fulop zimmer

A spat over competing bike-share systems has pitted Jersey City Mayor Steve Fulop against Hoboken Mayor Dawn Zimmer.

Reena Rose Sibayan | The Jersey Journal

# Hudson Bike Share in 2020

- 40 stations, 300+ bikes
- 56,579 total registrations to date
- 10,000+ active users during peak season
- 712,000+ trips to date
  - 1,120 rides highest single day
- 0.69 miles avg. trip distance
- 500,000 miles traveled
- Now part of JerseyBike, which includes 500+ bikes in 6 cities





# What's next for bike share in Hoboken?

- New RFP to be released in 2020
- In talks with Jersey City, and potentially other adjacent municipalities to have interoperable system
- Introduction of e-bikes
- Station-based program

## Planning Begins for CitiBike in Hoboken, Hudson Bike Share in Jersey City

By Chris Fry - February 7, 2018

5



CitiBikes in Jersey City. Photo via CitiBike.

A long-running bike-share war that has frustrated some Hudson County residents appears to have relaxed a bit, as the mayors of two prominent cities have started to talk about how to better integrate dueling systems and want to know what locals think.

# E-Scooter Pilot (2019)

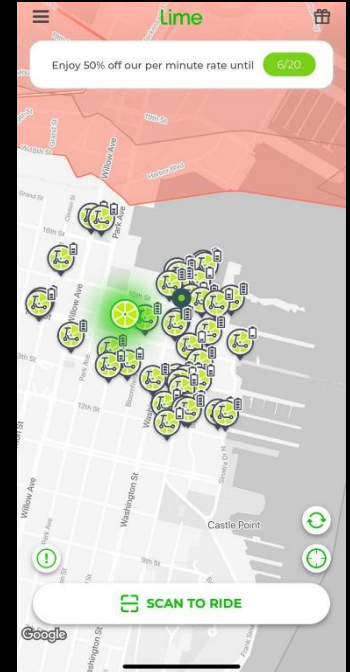
- Launched in May 2019
- 6-month contract
- 250 Lime scooters (dockless)
- 50 Ojo scooters (station-based)

## Hoboken Prepares to Launch NJ's First Electric Scooter Program

By Jared Kotsky - April 11, 2019



Hoboken's Transportation Director Ryan Sharp. Photo via the City of Hoboken.



## Hoboken 1st In New Jersey To Embrace E-Scooter 'Revolution'

Electronic scooters are coming to Hoboken. Is the Mile Square City ready?

By Eric Kiefer, Patch Staff

Apr 5, 2019 12:20 pm ET | Updated Apr 5, 2019 12:23 pm ET

Like 495 Share

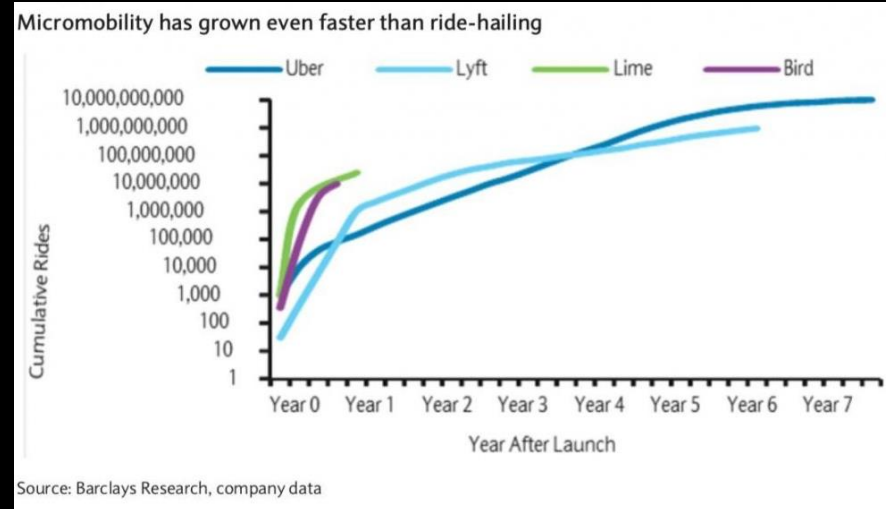
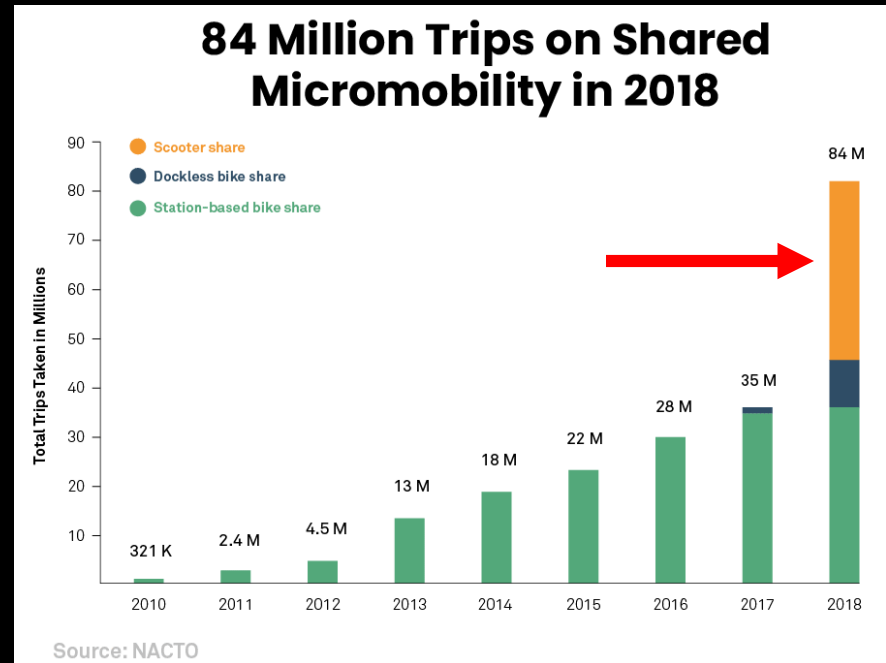
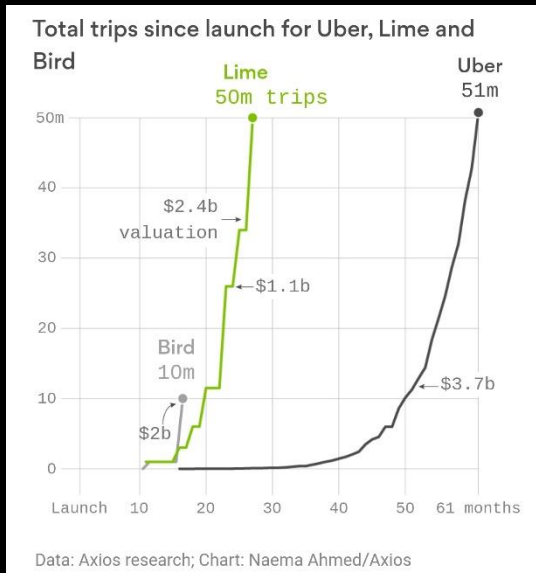
Reply





# Why e-scooters?

- First-last mile trips
- Lower barrier to entry than bikes
- Explosive growth
- Reduce VMT
- Shrink the footprint of Hoboken



# Regulatory Framework

- Where do e-scooters best fit within our street network?
- Where don't they fit?





# Regulatory Framework

- What other regulations are necessary to create framework for safe, orderly shared e-scooter system?
  - Age requirement (18+)
  - No riding on sidewalks
  - No blocking pedestrian ROW when parking
  - Speed limit (18mph)
  - One rider per scooter
  - Scooters banned overnight
  - Riders must follow “rules of the road”
  - Rider must be same as renter
  - \$100 fines





## Electric Scooter Pilot Program

### Transforming Urban Mobility

Lime provides a network of dock-free, shared transportation options, including electric scooters, and will begin to operate in Hoboken on Monday, May 20, 2019.

Our GPS-enabled technology allows riders to locate and unlock a scooter using our mobile app. When a ride is finished, simply find an appropriate parking location and end the ride. There are no docks required and the rider can pick up and drop off the scooters anywhere in any Hoboken neighborhood.



### How to use Lime

1. Download the Lime app
2. Scan or enter code to unlock
3. Click "End Ride" in the app to end your trip

Customer Service Information (24/7) EMAIL support@lime CALL 1-888-LIME-345



## Scooter Safety Guidelines

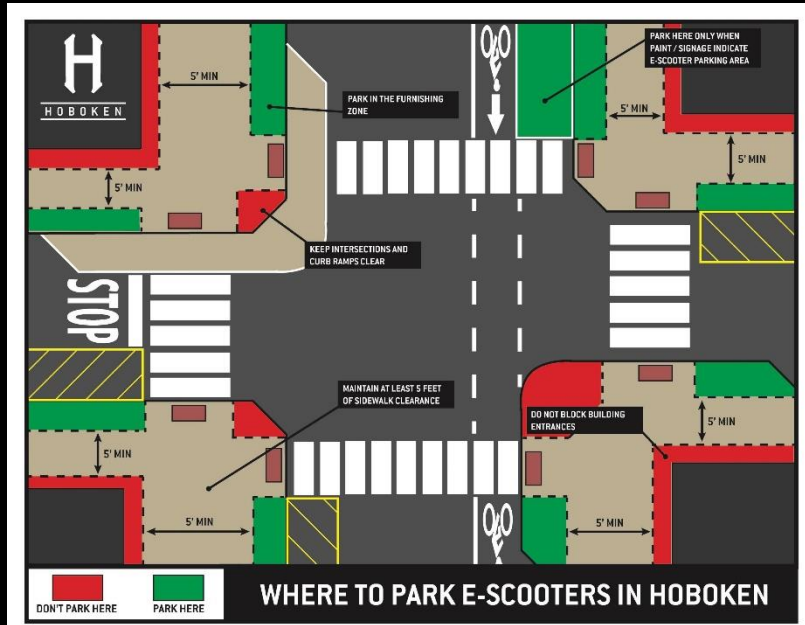
- Never ride on the sidewalk
- Always yield to pedestrians
- Obey all stop signs, traffic signals, and other rules of the road (like a bike or car)
- Only travel in the direction of traffic (not the wrong way down one-way streets)
- Never block sidewalks or crosswalks when parking a Lime scooter (park to the curb)

For a safe and smooth experience, we recommend you ride with one foot in front of the other





# Parking





# Parking





# Record Ridership



## Electric Scooter Sharing Pilot Program Monthly Report



MONTH 1

MAY 20 - JUNE 19, 2019

### TOTAL TRIPS

**109,359**

TRIPS

### PROGRAM HIGHLIGHTS

- 100,000 trips taken by June 17.
- Hoboken's Lime scooters had the highest usage rates in the world on multiple days during the month.\*
- Around 27,000 people rode Lime scooters and 3,200 people rode Ojo scooters during the month.
- 26% of Lime users took at least five trips and 7% took 15 or more trips.
- Lime and Ojo distributed about 16,000 rider education and safety flyers throughout Hoboken.
- Lime and Ojo hosted more than 20 rider safety and education events across Hoboken.

\*usage is based on rides per scooter per day

### TRIP DETAILS

	Lime	Ojo
Total Trips	101,386	7,973
Typical Trip Distance	0.7 MILES	1.5 MILES
Typical Trip Duration	7 MINUTES	20 MINUTES
Fleet Size	250 SCOOTERS	50 SCOOTERS
Total Mileage	116,800 MILES (the equivalent of scooting from Hoboken to Hong Kong more than 13 times)	



WELCOME  
TO  
NEW JERSEY  
THE GARDEN STATE

## PRESS RELEASES

### HOBOKEN SCOOTER PILOT REACHES GLOBAL-HIGH IN RIDERSHIP AFTER THREE WEEKS

June 11, 2019, 12:31 pm | in

HOBOKEN SCOOTER PILOT REACHES GLOBAL-HIGH IN RIDERSHIP AFTER THREE WEEKS





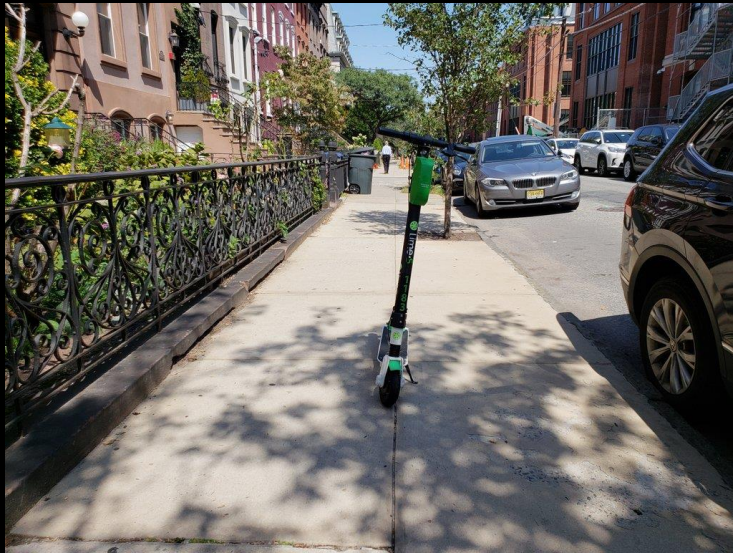
# High Volumes = Challenges

## Complaints pour in over Hoboken e-scooter program

Posted: 5:46 AM, May 22, 2019 Updated: 6:27 PM, May 22, 2019



By: Katie Corrado , Andrew Ramos





# Internal E-Scooter Task Force

- Created internal e-scooter task force
- Developed additional management strategies
  - Geofenced speed restriction of 8mph on waterfront
  - Large font ID #s on each scooter
  - Safety guideline cards
  - First Ride Academies
  - Ban and geofence in parks
  - Local social media presence



## Attention E-Scooter Riders: New Waterfront Walkway Regulations in Effect

- >> E-Scooters may ride on the Waterfront Walkway where no dedicated bicycle infrastructure currently exists.
- >> Riders must obey an 8 MPH speed limit.
- >> Citywide, no e-scooters may be ridden in parks.

### Where to ride along the Waterfront Walkway



↳ Lime\_NJ Retweeted



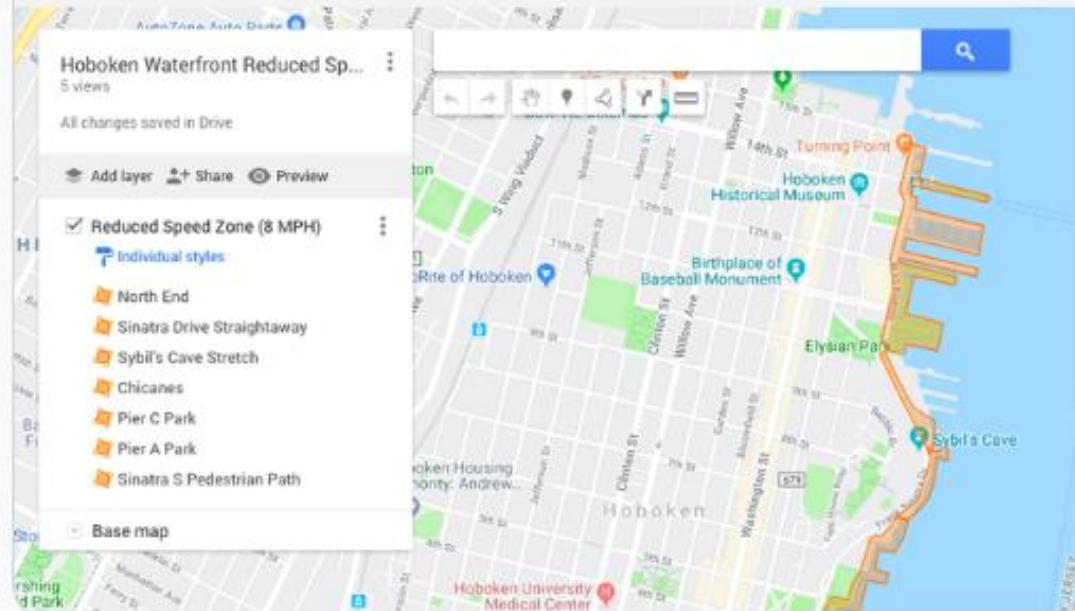
**Hoboken, Inc.** @HobokenInc · Jul 3, 2019

Kudos to @Lime\_NJ for implementing this. I already saw some joyriders from out of town commenting that they can't go full speed on the waterfront. This really works. I hope @OjOElectric is doing the same and this becomes a requirement of any e-scooter program in Hoboken.



**Lime\_NJ** @Lime\_NJ · Jul 3, 2019

We have created an 8 MPH slow-zone on the #Hoboken waterfront from the North End to Pier A. Have fun and be safe! @CityofHoboken @HobokenPD





# Watch Out For Trolls



**Bad Scooterists Hoboken**  
@BadHoboken Follows you

I video document lawless acts of scooterists in Hoboken. I rarely drive. Washington Post called me a Documentarian. Pedestrian advocate. "Annoying But Useful"

Hoboken, NJ Joined April 2019

Another Hoboken Fail:  
E-scooter hits blind woman & the town does nothing about it. How unfortunate & sad



**HoBroken scoot**  
@hobokenscoot

The voices of Hoboken. Show your constituents you have viable solution to preventing sidewalk riding and red light violations, or end it. Nov.20.

Joined June 2013



**RudeScooter**  
@RudeScooter

Documenting Rude Scooters nationwide while the Hoboken Pilot is done. You know that City Hall wants them back though so I'm sticking around.

Hoboken, NJ Joined July 2019



**Scoot All Day**  
@AllScoot

"micro mobility" must mean micro something else



**SourLimesHoboken**  
@sour\_limes Follows you

I'm not anti scooter. im just anti lime.

Hoboken, NJ [nytimes.com/2019/11/06/nyr...](https://www.nytimes.com/2019/11/06/nyr...) Joined November 2019



**Scoot So Hard Hoboken**  
@scoot\_so

Scoot Free Scoot Lawless Hoboken

Joined September 2019

# Renegotiated Contracts

## Hoboken scooter program is a hit. But how much is the city making from it?

Updated Jun 04, 2019; Posted Jun 04, 2019



A man rides an electric scooter on Hudson Street in Hoboken. Reena Rose Sibayan | The Jersey

## New contract between Hoboken, Lime would send more than \$100K to the city, officials estimate

Updated Aug 04, 2019; Posted Aug 02, 2019



Hoboken and Lime have drawn up a new contract for their e-scooter pilot program. (AP) Michael Dempsey

9 44 shares

### Hoboken Vision Zero

Through an agreement with the City of Hoboken, a portion of your ride will now support Vision Zero Street Safety efforts.

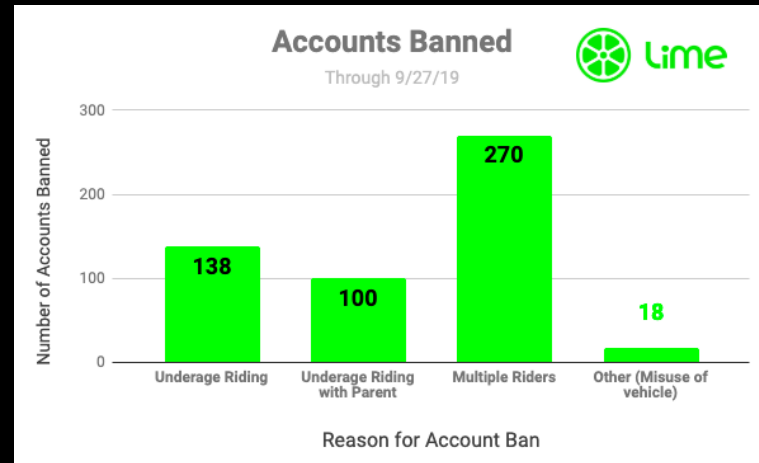
Tap the vehicle icon or scan to ride to see the updated rate.

Happy riding!

OK



# Other Improvements



## Lime set to roll out larger 'safer' electric scooters

Mandy Te • 14:10, Aug 19 2019



JASON DORDAY AND RYAN ANDERSON/STUFF



# Charity and Equity

## BE A LIME HERO

Start Donating

You will round up and donate a slice of your ride fare to  
**Hoboken Community Center.**



## Lime + Hoboken Housing 2019 End of Summer Bash

#unlocklife  
community.li.me



Lime, the world leader in e-scooter sharing, is proud to partner with the Hoboken Housing Authority and host the inaugural "Lime/HHA Block Party!" Join us on **Saturday, September 21 at the basketball court on Fifth Street and Marshall Drive** for an afternoon of scooter ride/safety demonstrations, hiring opportunities, plus a dj/food.

More specifically, Lime is happy to provide information on the following programs:

**Lime Access** - A discounted rate program for Housing Authority riders

**Lime Juicers** - Community Members can earn money charging Lime scooters

**Hiring Locally** - Lime hires locally and wants its workforce to be representative of the communities it's in

**When**  
September 21, 2019  
11:00AM - 3:00PM

**Where**  
Fifth Street and Marshall Drive  
Basketball Court

**Agenda**  
— DJ and Food  
— Ride and Safety Demos  
— Engagement Opportunities

**RSVP**  
community.li.me/cityname

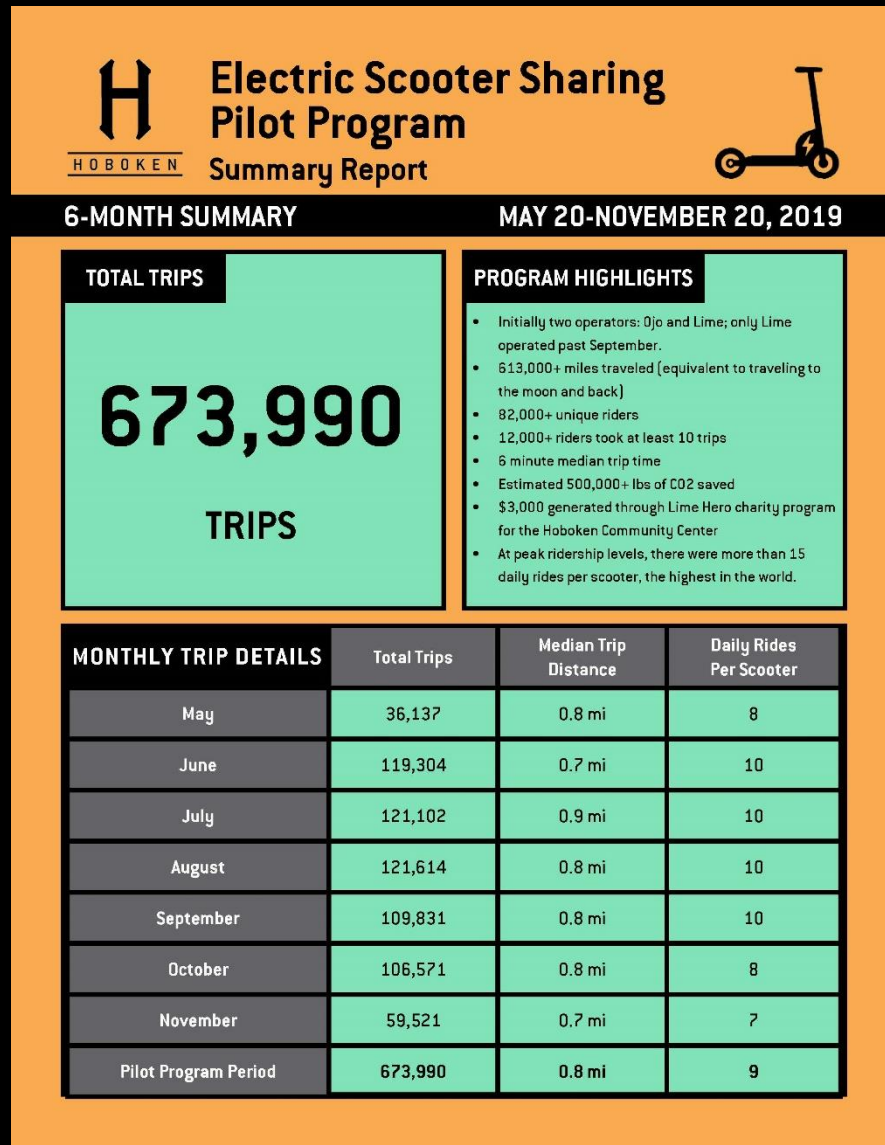
Scan to RSVP





# Program Summary

- 673,990 trips in 6 months
- 82,000+ unique riders
  - 11,000+ riders took 5-15 trips
  - 7,000+ unique riders to >15 trips
- 613,000+ miles
- \$130,000+ in revenue in 3 months
- 43 reported crashes (HPD)
- 115 reported injuries (HUMC)
  - Roughly 1/2 were lacerations



# Program Survey Highlights

- 2,000+ responses
- 92% of respondents lived in Hoboken
- 24% of respondents used shared e-scooters at least once per week
- 81% said they had used an e-scooter to connect to public transportation
- 52% of respondents used shared e-scooters at least once per week to go shopping
- 48% of respondents said that if a shared e-scooter was unavailable for their most recent trip they would have driven a car or used a rideshare service (Uber, Lyft, taxi, etc.)
- 79% of respondents reported never using Hudson Bike Share before or a personal bike in Hoboken
- 163 respondents said that they have reduced the number of vehicles they own or delayed the purchase of an additional motor vehicle because of shared e-scooters
- 75% of respondents felt that the e-scooter share program should continue



- Infrastructure, infrastructure, infrastructure
- Good to have two vendors to drive competition, but more than two could be burdensome
- Require a per ride fee of at least \$0.25 to cover costs
- Set regulations first, then engage in education campaign
- Internal micromobility committee
- Phase in scooters slowly
- First ride mode
- Geofence low-speed zones in areas with high ped volumes
- Use virtual parking zones or preferred parking areas
- Dedicated staff for program management and enforcement
- Use a third party data aggregator
- Prohibit scooters overnight
- Local social media presence

# Future of E-Scooters in Hoboken

- RFI (Q1 2020)
- Interviews (Q1 2020)
- RFP (Q2 2020)
- Pilot 2.0 (Q2 2020)





# Thank you!



**Ryan Sharp, PP, AICP**

Director of Transportation

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