6th Boro

Newark has LinkNWK
Mayor Fulop says no to scooters (for now)
Jersey City deploying protected bike lanes
Hoboken City Council debating bike lanes
Lime sets planetary records in Hoboken, with issues...
Mayor Bhalla terminates Ojo/P3GM (EYSA) contract mid pilot
CitibikeJC expected to be renewed (2020)… but exclusive?
Hoboken bikeshare - missing half its bikes - up for renewal (2020)
Jersey City deploying Via to augment NJT
NYC congestion pricing implications on 6th Boro (2021)
Strong existing transit: PATH, NJT, HBLR, Ferries
6th Boro arguably 3rd most valuable NYC Boro
White Fox deployed in Jersey City, SPIN and Zagster in Asbury Park
Vulnerable to flooding (3.3mm annual sea level rise)
Goal: 2020 Strategy for the 6th Boro

Panel #1: The Modes
Panel #2: The Street
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14
7.5
3.5
1.5
GOTCHA’S SOLUTION.

CHOICE & CONVENIENCE: HOLISTIC SUITE OF 100%-ELECTRIC OPTIONS

OUR PRODUCTS

- Only company with four distinct shared e-mobility products.
- Powered by robust technology platform.
- Proprietary design and supply chain.
- Industry-leading quality and durability.

OUR APPROACH

- Long-term commitment to partnership.
- Strategic problem solvers through product and service diversification.
- Focused on specific end-markets where we possess deep expertise.
- Data and execution driven.
Snapshot: Asbury Park

Launched in August 2019 for a 10-month pilot program; 250 scooters at 30 deployment sites

In the first month of the program...
- 15,169 trips
- 5,806 unique riders
- Median trip time: 12 minutes
- Median trip distance: 0.5 miles
- Average # of trips/scooter/day: 4.7

Survey of 176 riders found that...
- 46% live in Asbury Park
- Average age: 35
- 54% started trip at home
- 38% utilized scooter to get to/from public transit
- 33% would have used a car instead for the trip
- While 83% reported only riding in the street, 70% said they would be “significantly more likely” to do so if there was more infrastructure available

GET IN TOUCH!
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From City of Asbury Park’s website,
The first **docked** solution for electric scooters for walkable cities and micro-communities

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[Links to App Store and Google Play]
NEW JERSEY
MOBILITY MAP