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

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

By Diane Stopyra - December 7, 2017
Typical summer weekend day:
70-100 trips, ~2 trips/bike

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

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 in your tweet.

🕒 9:50 AM - Aug 21, 2019
• Required users to scan a picture of their driver’s license so SPIN can verify their age
• Added decals on the scooters pertaining to sidewalk prohibition, age minimum, one rider
• Reduced maximum speed from 15mph to 12mph
• Added large ID numbers to allow for reporting of bad behavior
• Zagster dedicating staff time on education
• App requires that users read safety information before each ride, not just after signing up.
Spin Electric Scooter Sharing Pilot Program

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.
August 2019
Trip Count by Operator And Vehicle Type

September 2019
Trip Count by Operator And Vehicle Type
## Deployments

<table>
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Trip Origins

<table>
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<tr>
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<td>8.7%</td>
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9/21/19
1934 trips
8.8 trips/scooter
Questions?