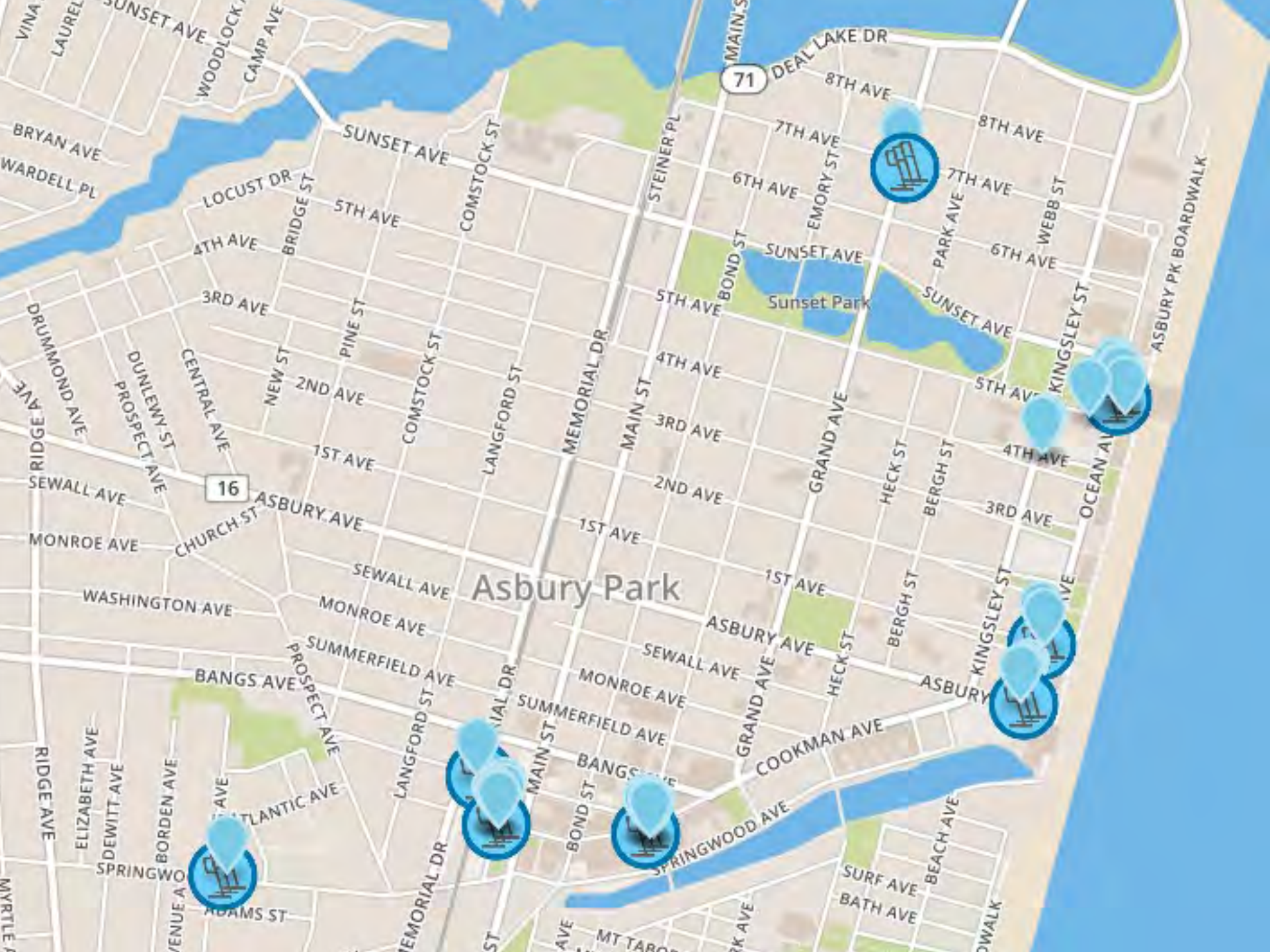
Shared Mobility in Asbury Park

Mike Manzella

October 1, 2019

Lagster



Asbury Park
Sunset Park
SUNSET AVE
DEAL LAKE DR
71
16
8TH AVE
7TH AVE
6TH AVE
5TH AVE
4TH AVE
3RD AVE
2ND AVE
1ST AVE
ASBURY AVE
SEWALL AVE
MONROE AVE
WASHINGTON AVE
SUMMERFIELD AVE
BANGS AVE
COOKMAN AVE
SPRINGWOOD AVE
SURF AVE
BATH AVE
BEACH AVE
OCEAN AVE
ASBURY PK BOARDWALK
KINGSLEY ST
WEBB ST
PARK AVE
EMORY ST
BOND ST
STEINER PL
MAIN ST
MEMORIAL DR
LANGFORD ST
COMSTOCK ST
PINE ST
NEW ST
BRIDGE ST
CENTRAL AVE
DUNLEWY ST
PROSPECT AVE
DRUMMOND AVE
RIDGE AVE
CHURCH ST
LOCUST DR
WARDELL PL
BRYAN AVE
WOODLOCK
CAMP AVE
ELIZABETH AVE
DEWITT AVE
BORDEN AVE
ADAMS ST
GRAND AVE
HECK ST
BERGH ST

ASBURY PARK

AP BIKE SHARE PROGRAM SHOWS HIGHER THAN EXPECTED RETURN

Recommend 118
Tweet

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?

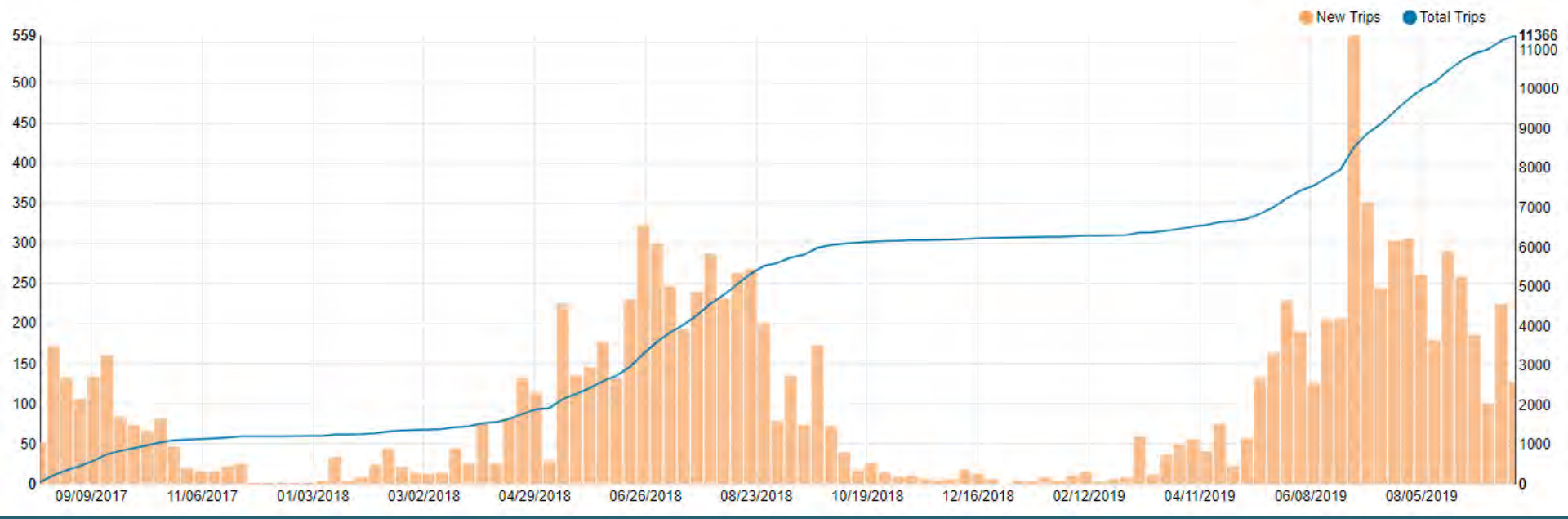
By Diane Stopyra - December 7, 2017

Date Range **Aug 18, 2017 to Sep 29, 2019**

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

Stats This Period

11366	104	25 mins
Trips	Avg. Trips / Week	Median Trip Duration



Date Range **Aug 18, 2017 to Sep 29, 2019**

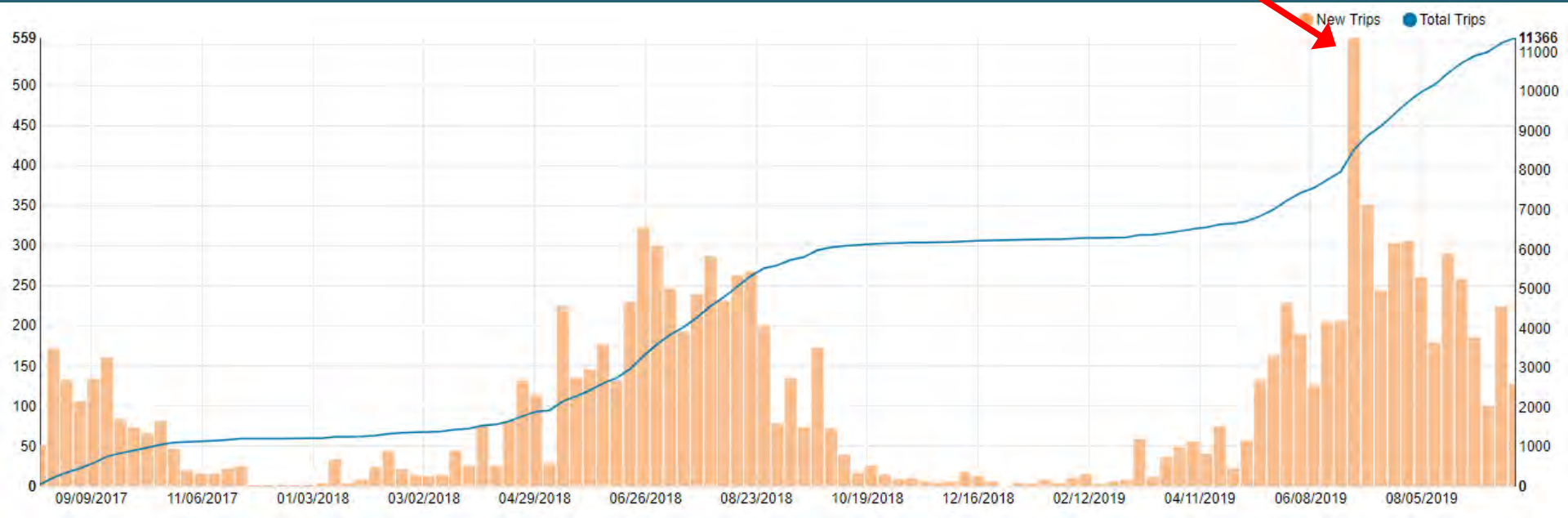
Group by **Month** **Week** **Day**

Stats This Period

11366	104	25 mins
Trips	Avg. Trips / Week	Median Trip Duration

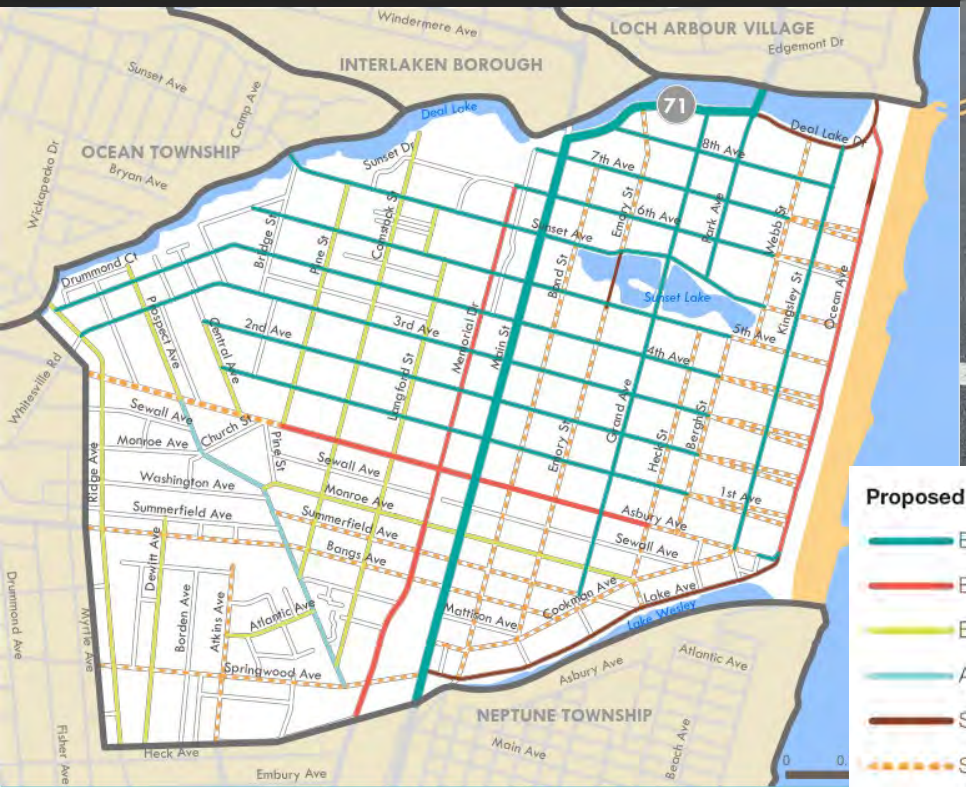
Avg. trips/day – 15
Avg. utilization – 0.4 trips/bike
Typical summer weekend day:
70-100 trips, ~2 trips/bike

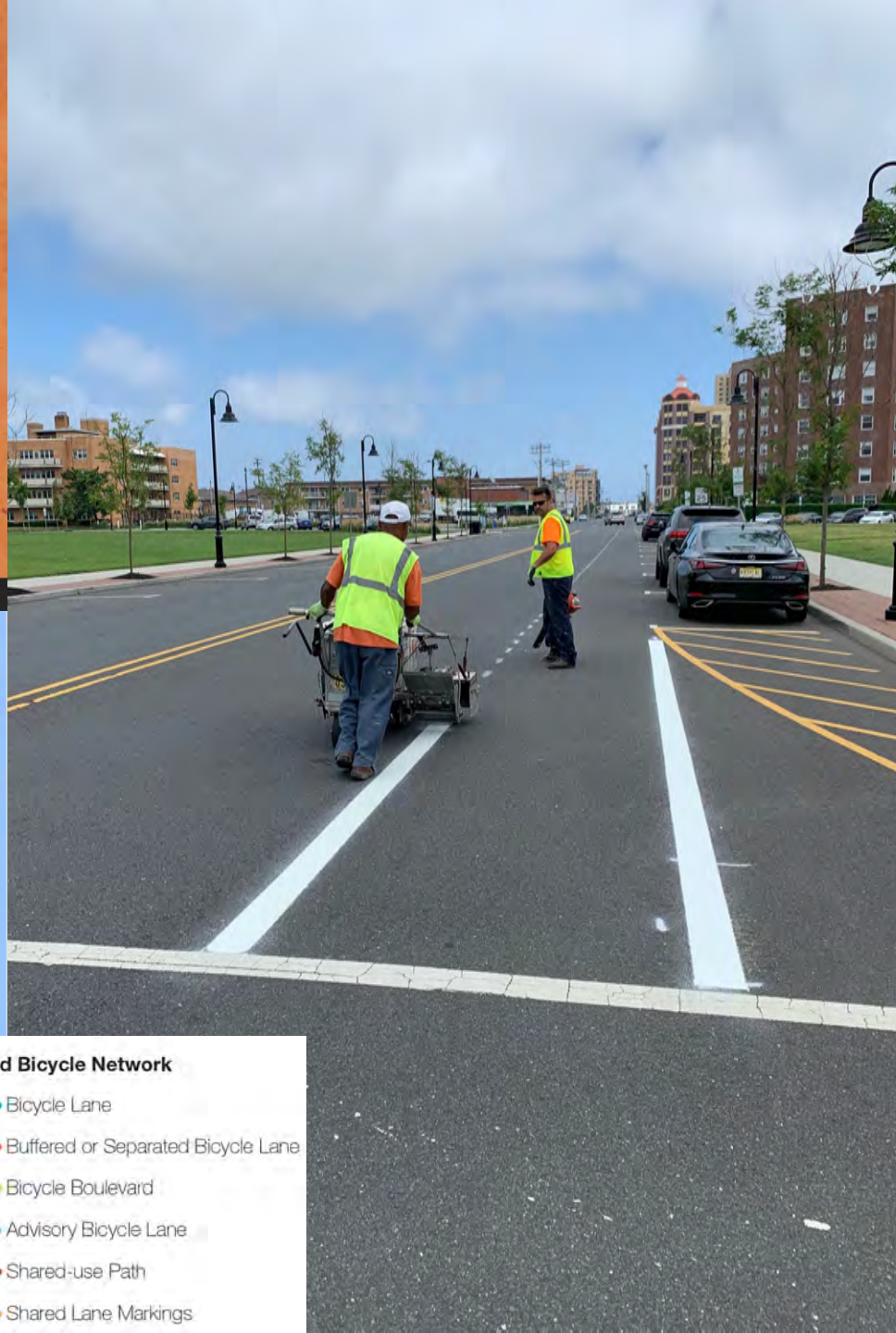
July 5, 2019
178 trips, 40 bikes, 4.45 trips/bike



Asbury Park

Plan for Walking and Biking





FITNESS

FREE RIDE
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SPIN
SPIN
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SPIN

SPIN
SPIN
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SPIN

SPIN
Scooter
Locations
Deal Lake
Deal Lake
DEAL LAKE DRIVE
EIGHTH AVENUE
SEVENTH AVENUE
SIXTH AVENUE
SUNSET AVENUE
LOCUST DRIVE
FIFTH AVENUE
FOURTH AVENUE
THIRD AVENUE
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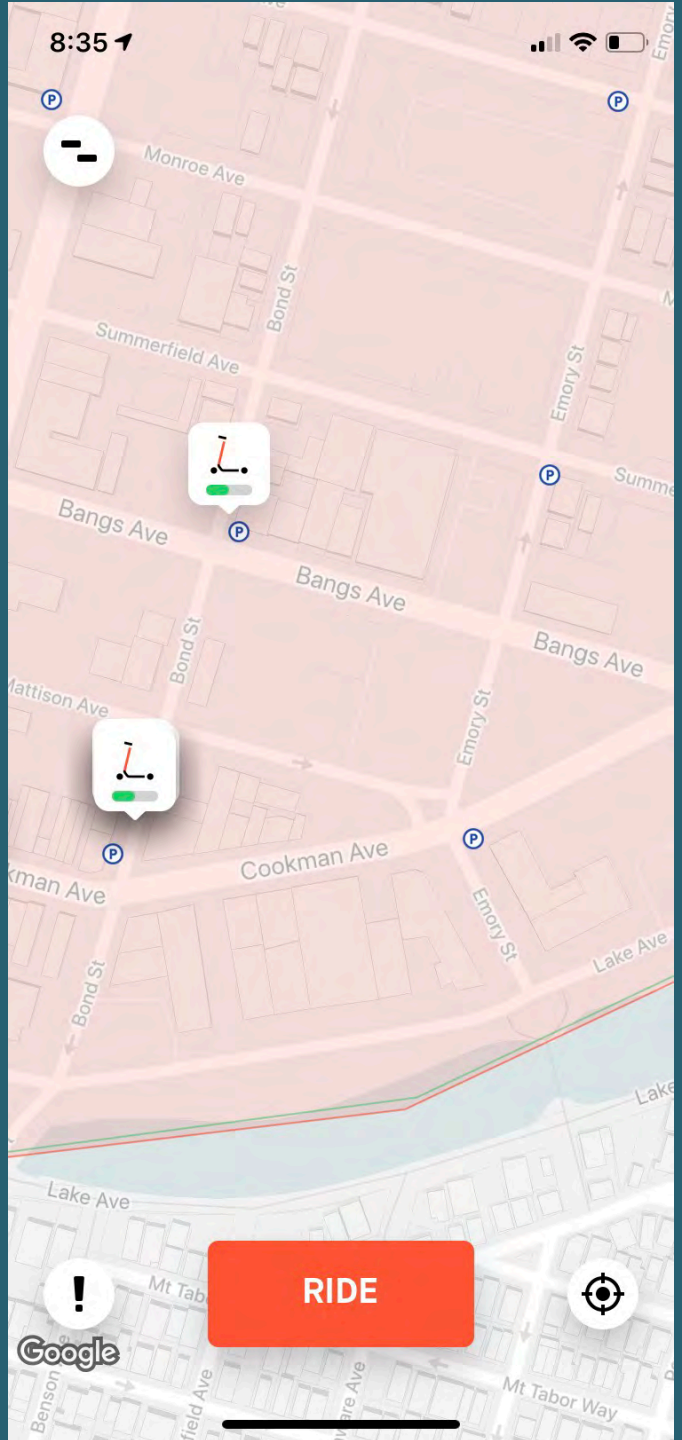
MONROE AVENUE
SUMMERFIELD AVENUE
BANGS AVENUE
MATTISON AVENUE
COOKMAN AVENUE
LAKE AVENUE
SPRINGWOOD AVENUE
MAIN STREET
MEMORIAL DRIVE
GRAND AVENUE
PARK AVENUE
OCEAN AVENUE
KINGSLEY STREET
CENTRAL AVENUE
Sunset Lake
Wesley Lake
Atlantic Ocean
Micro-Mobility Locations
SPIN - Scooter Share (30)
0
500
1,000
2,000
Feet
CITY OF ASBURY PARK


8:35
Monroe Ave
Summerfield Ave
Bond St
Emory St
Bangs Ave
Bangs Ave
Bangs Ave
Bond St
Emory St
Cookman Ave
Emory St
Lake Ave
Lake Ave
RIDE
Google
Mt Tabor Way

ONE WAY
SPIN
SPIN
SPIN

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FACILITY SERVICES
222390
SPIN
SPIN
SPIN
SPIN

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 encourges 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

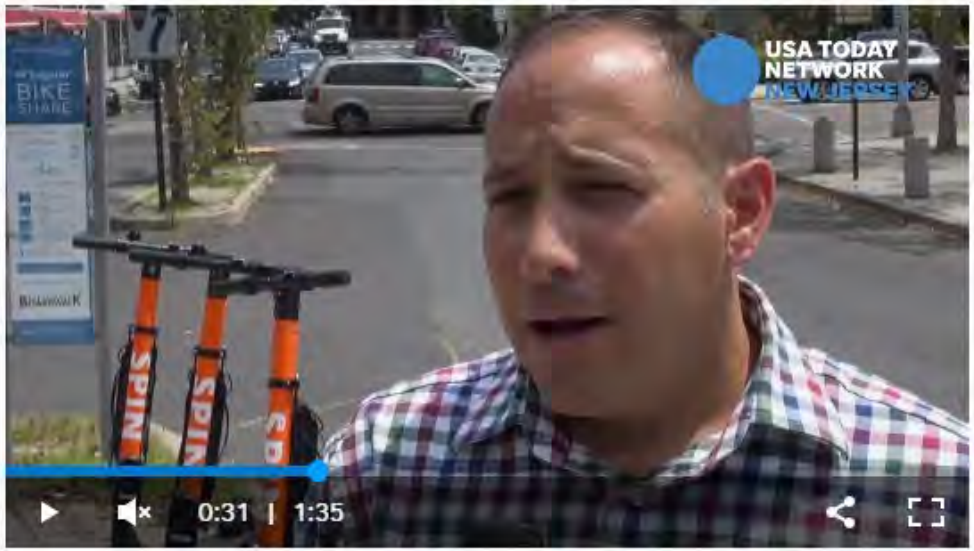
Reporting Bad Scooter Behavior
Note the ID number on the front of the scooter, date, time and location and call or email SPIN at 1(888) 249-9698 or support@spin.pm. You can also use Twitter to report issues by tagging @ridespin in your tweet.

♡ 8 9:50 AM - Aug 21, 2019

app. NEWS MONMOUTH OCEAN DATA UNIVERSE WATCHDOG OPINION SPORTS THINGS TO DO WEIRD NEWS MORE Subscrib

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

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- 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

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

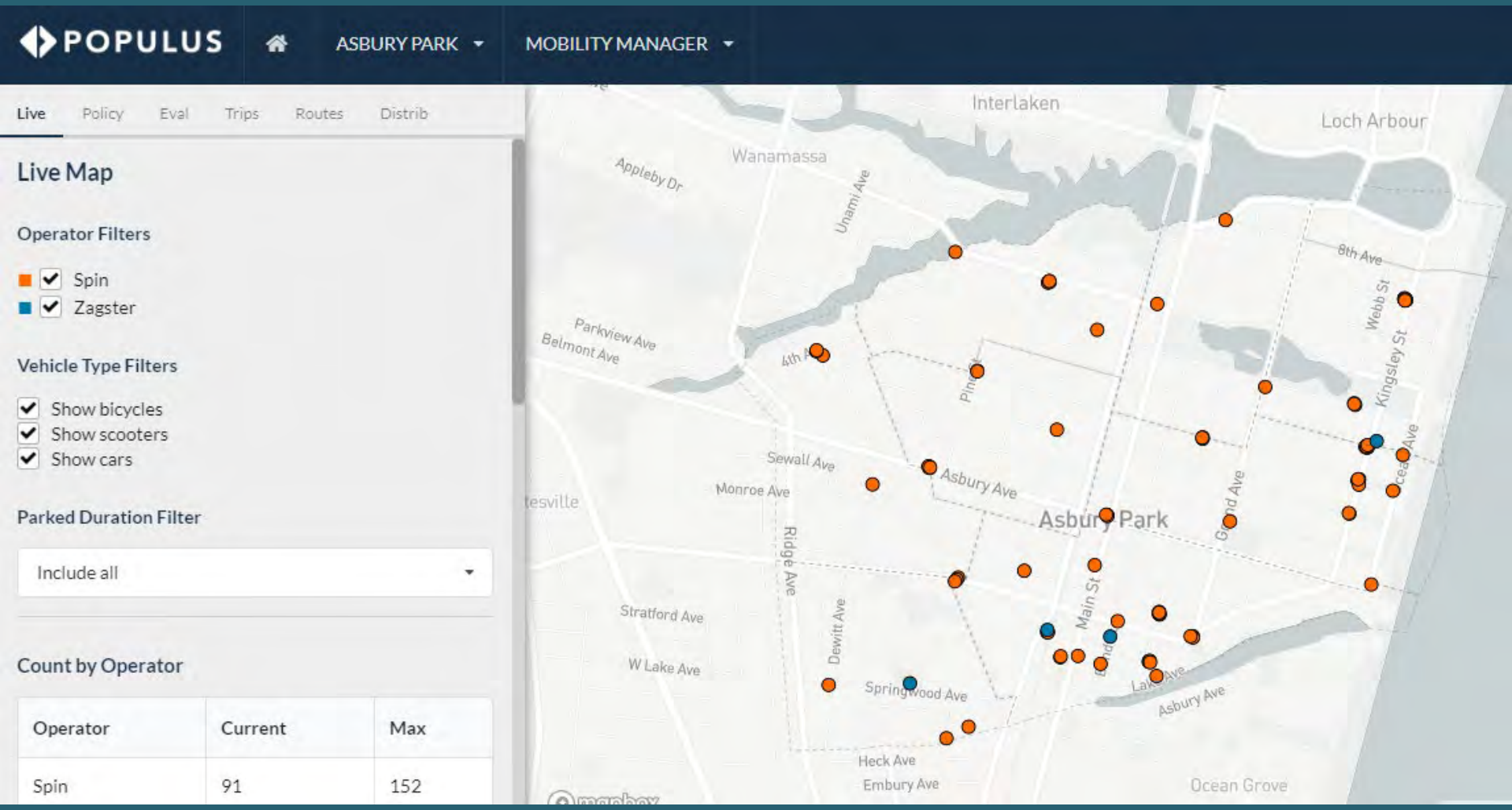
- 54% started their trip from home
- 48% ended their trip at dining/entertainment venues
- 33% would have otherwise used an automobile for the trip
- 38% utilized a scooter to get to or from public transit
- 31% have either never ridden a bicycle or the last time they rode one was over one year ago

Sidewalk Riding

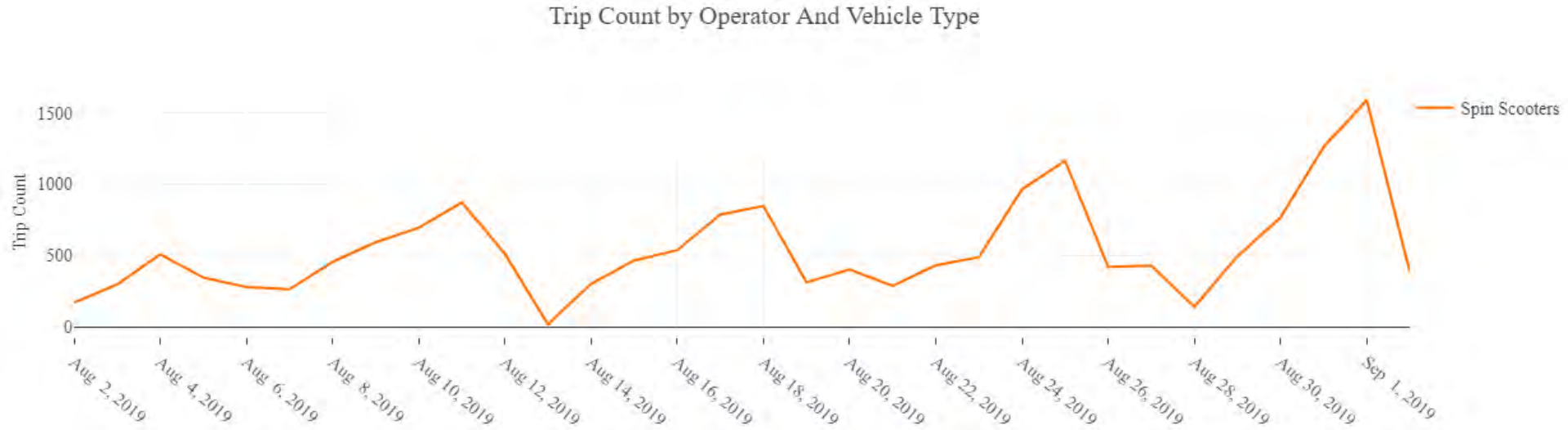
- 83% reported riding only in the street
- 70% said they were significantly more likely to ride only in the street if there was more bike infrastructure available

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

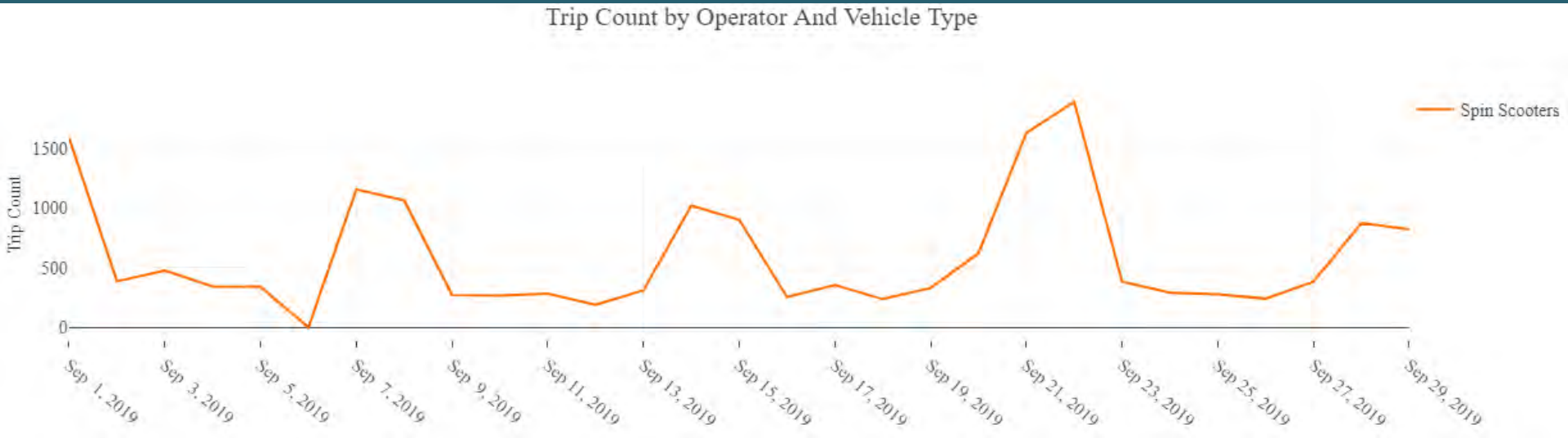
09/16/2019


POPULUS
ASBURY PARK
MOBILITY MANAGER
Live
Policy
Eval
Trips
Routes
Distrib
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
Interlaken
Loch Arbour
Wanamassa
Appleby Dr
Unami Ave
8th Ave
Webb St
Kingsley St
Parkview Ave
Belmont Ave
4th Ave
Pine St
Sewall Ave
Asbury Ave
Monroe Ave
Asbury Park
Ridge Ave
Grand Ave
Main St
Stratford Ave
W Lake Ave
Dewitt Ave
Springwood Ave
Lake Ave
Asbury Ave
Heck Ave
Embury Ave
Ocean Grove

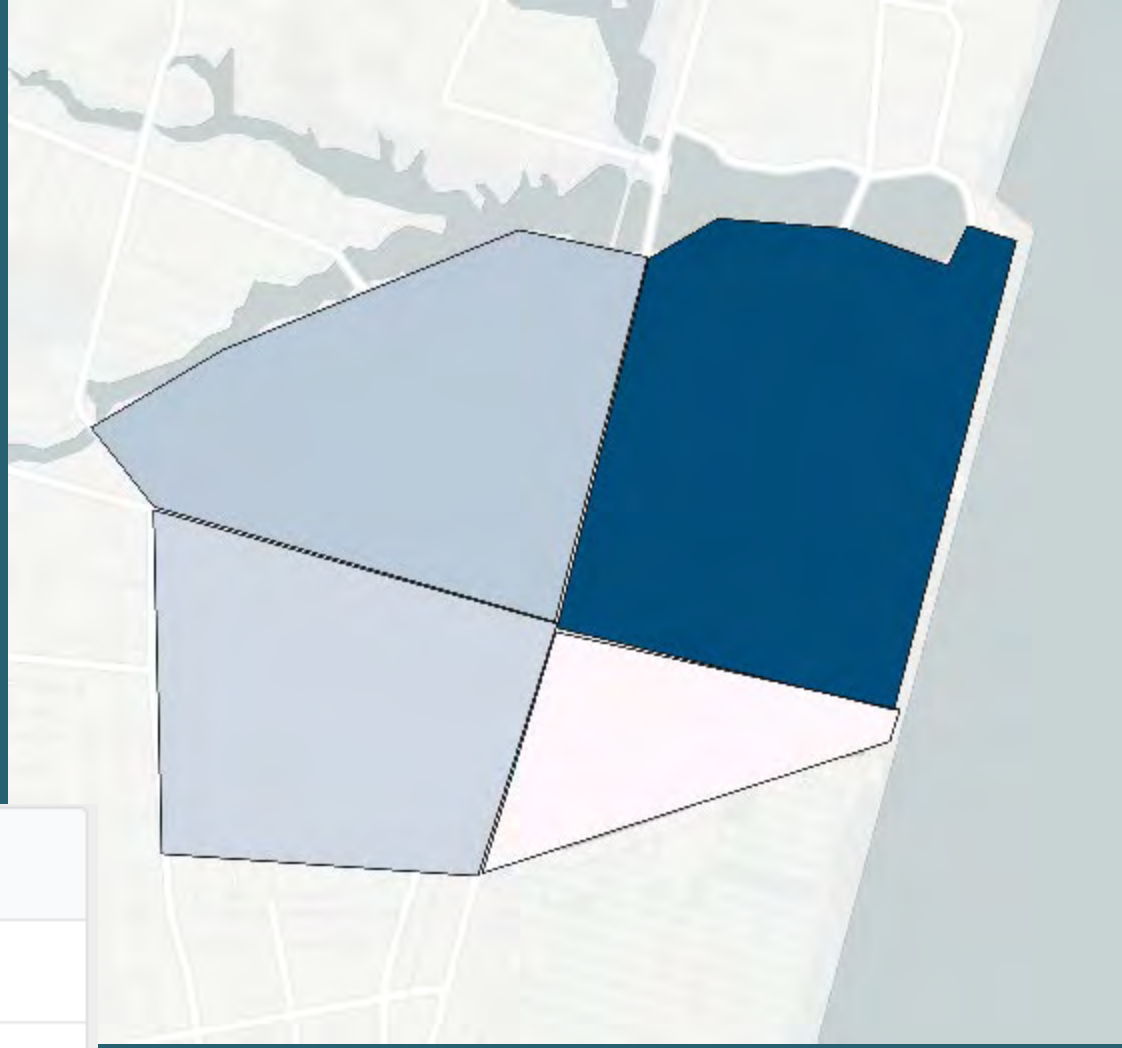
August 2019



September 2019

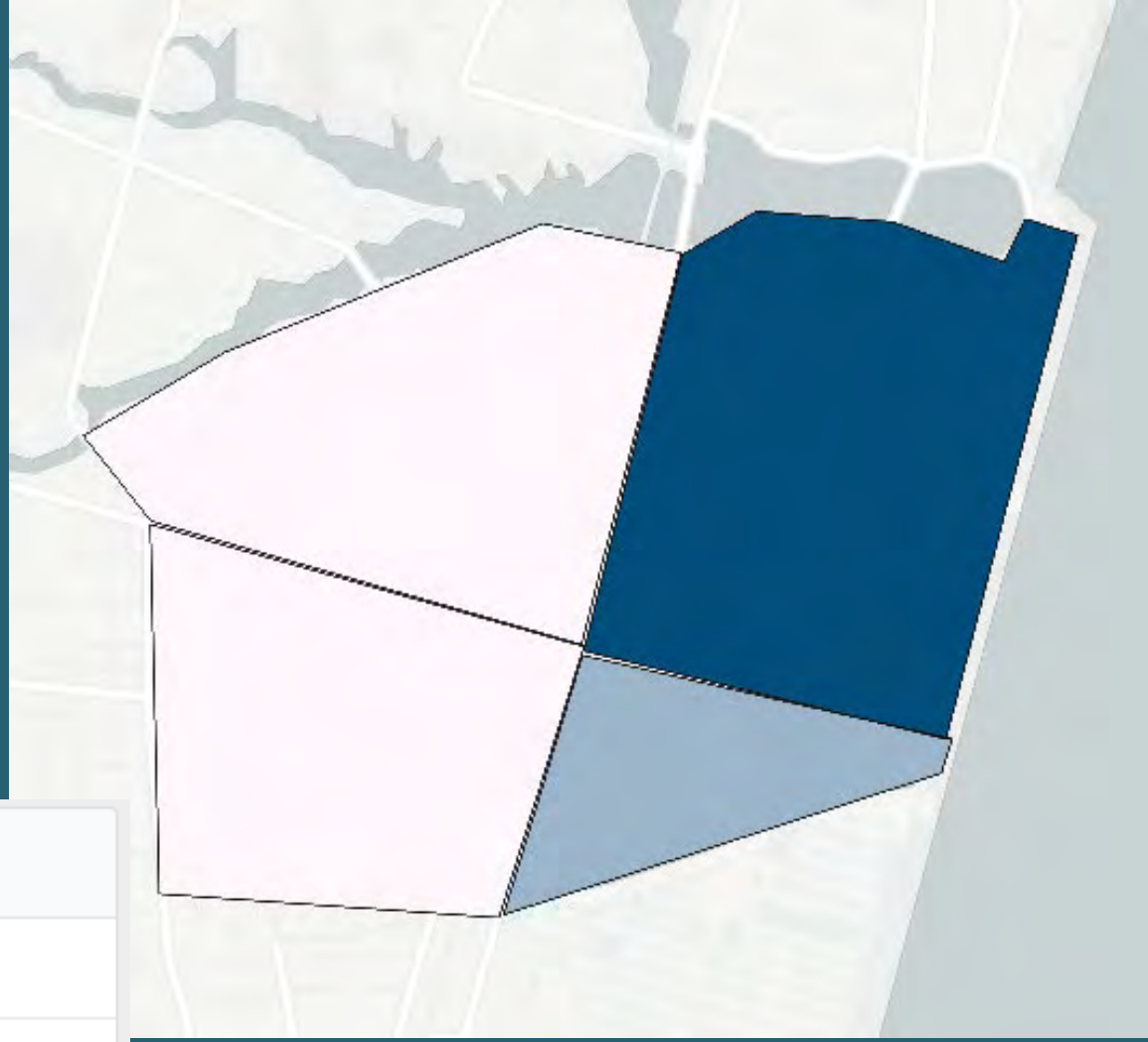


Deployments



Name	Percent of Trips
Northeast	46.9%
Northwest	22.3%
Southwest	19.6%
Southeast	14.4%

Trip Origins



Name	Percent of Trips
Northeast	57.3%
Southeast	30.6%
Southwest	9.2%
Northwest	8.7%

SPIN
Scooter Locations
Deal Lake
Deal Lake
DEAL LAKE DRIVE
EIGHTH AVENUE
SEVENTH AVENUE
SIXTH AVENUE
SUNSET AVENUE
FIFTH AVENUE
FOURTH AVENUE
THIRD AVENUE
SECOND AVENUE
FIRST AVENUE
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BANGS AVENUE
MATTISON AVENUE
COOKMAN AVENUE
LAKE AVENUE
LOCUST DRIVE
MEMORIAL DRIVE
MAIN STREET
GRAND AVENUE
PARK AVENUE
OCEAN AVENUE
KINGSLEY STREET
Sunset Lake
Wesley Lake
Atlantic Ocean
Current Scooter Share Locations (9/2019)
0
500
1,000
2,000
Feet
CITY OF ASBURY PARK
CITY OF ASBURY PARK NEW JERSEY

US.
FOODS

ULTIMATE
BEACH
LIFESTYLE
SPIN

9/21/19
1934 trips
8.8 trips/scooter

greenspot

transdev

Questions?