

City of Asbury Park Experiences in Micromobility

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Zagster Bicycle Share

- Launched in 2017
- Eight Bicycle Corals
- About 40 bicycles



Pilot Scooter Program

- Launched August 2019
- Up to 250 scooters
- Geofenced parking stations
- Available 8am to 9pm
- Removed from streets at night



Superpedestrian E-Scooter Share

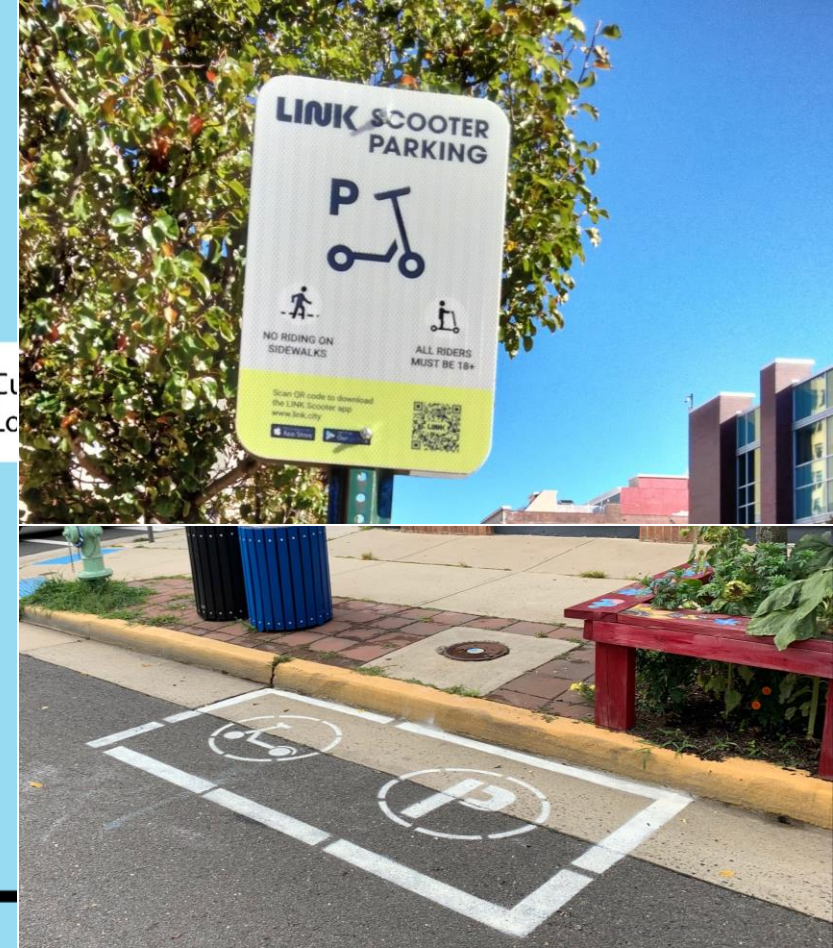
- Launched May 19, 2021
- Minimum of 50 to maximum of 250 scooters at a time
- Geofenced parking corrals
- Limited to 12 mph



New Program Features

- Limited to 12 mph
- Geofenced slow zones and no riding zones
- Age Verification
- Safe Riding Course and Test
- Originally operational 7 am to 9 pm now extended to 5 am to 10 pm
- Includes prohibited riding area and slow areas
- LinkUp Program for qualifying lower income and disadvantages riders

LINK Scooter Locations



Link-Up Program

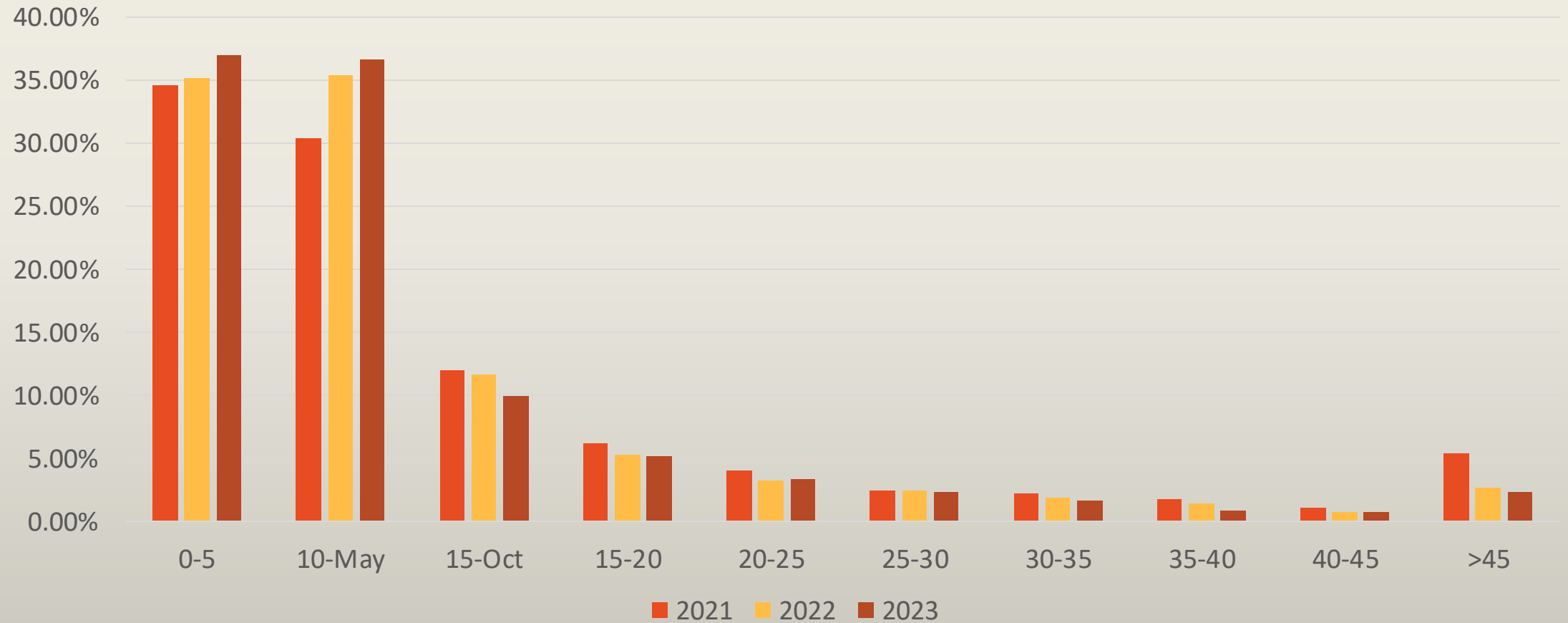
- Link-Up is a 70% reduced fair program for qualifying riders
- Just over 300 enrolled in the program - roughly 150 are active and riding frequently
- Link-Up riders took almost 3,000 trips in 2023
- Link-Up riders average about 8 trips / rider, which is much higher than a standard rider

Program Performance

- 2021 data begins as of May 19, 2021
- 2022 data full year
- 2023 data current as of October 18, 2023

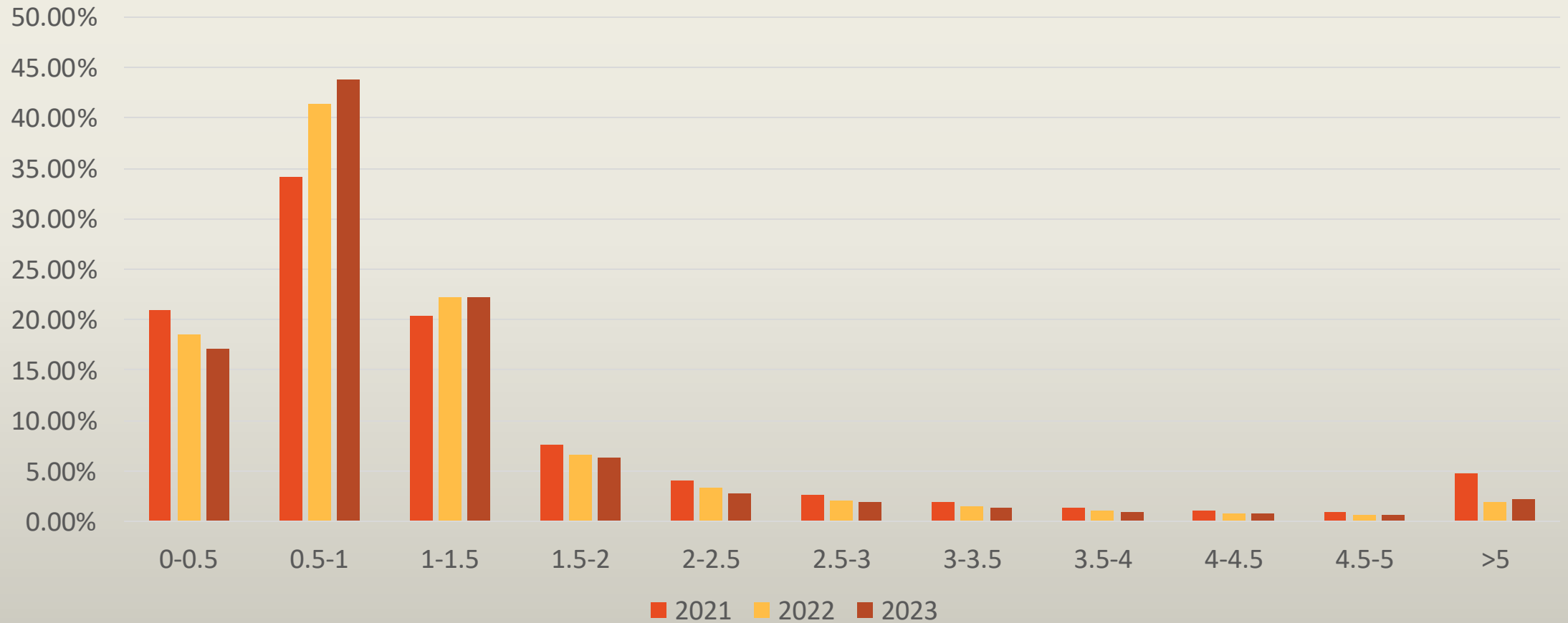
Total Trips		
2021	2022	2023
100,033	114,872	97,098

Trip Duration in Minutes



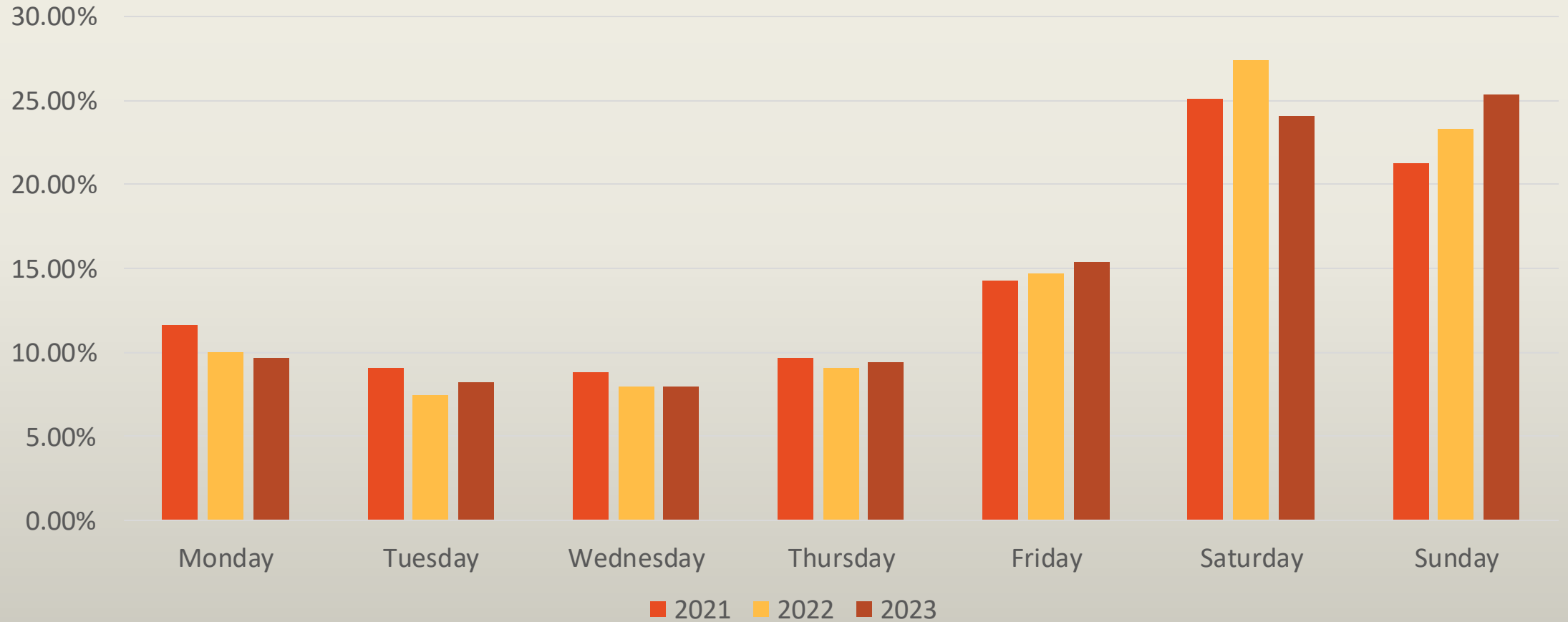
2021 data begins as of May 19, 2021
2023 data current as of October 18, 2023

Trip Distance in Miles



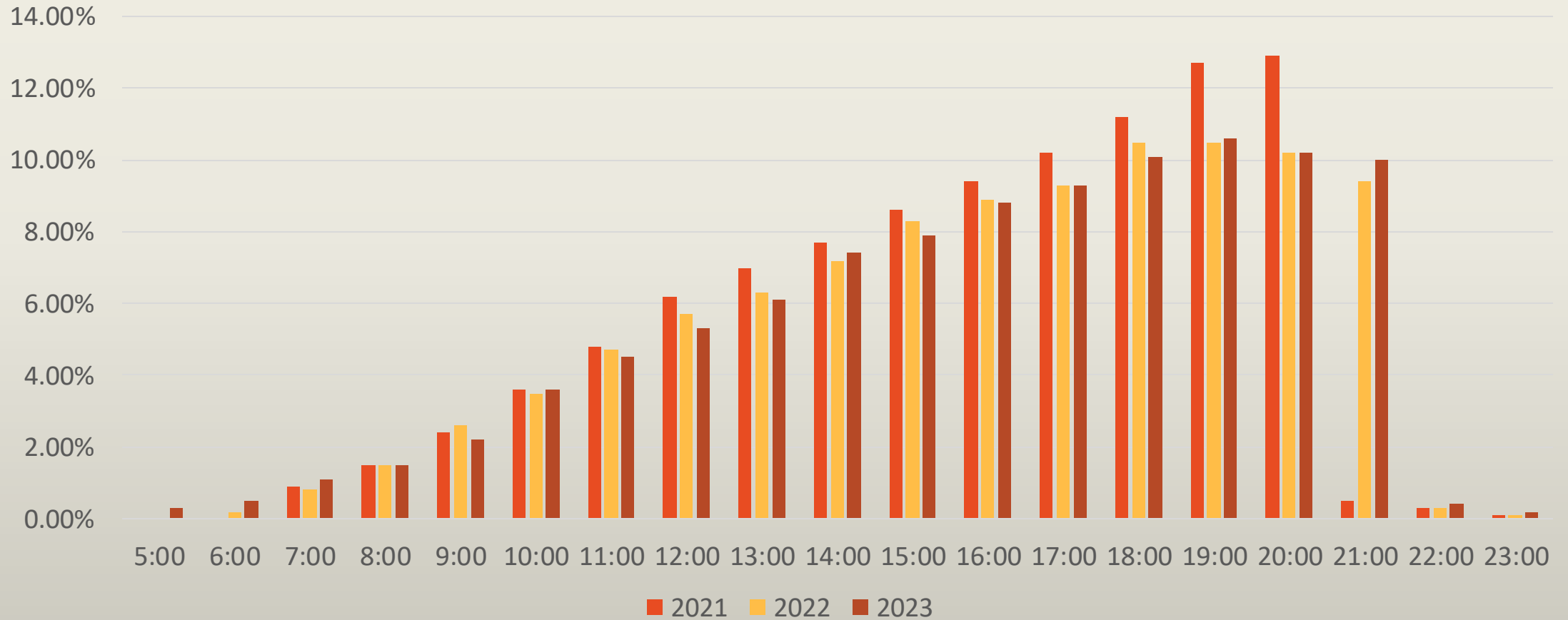
2021 data begins as of May 19, 2021
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Trips By Weekday



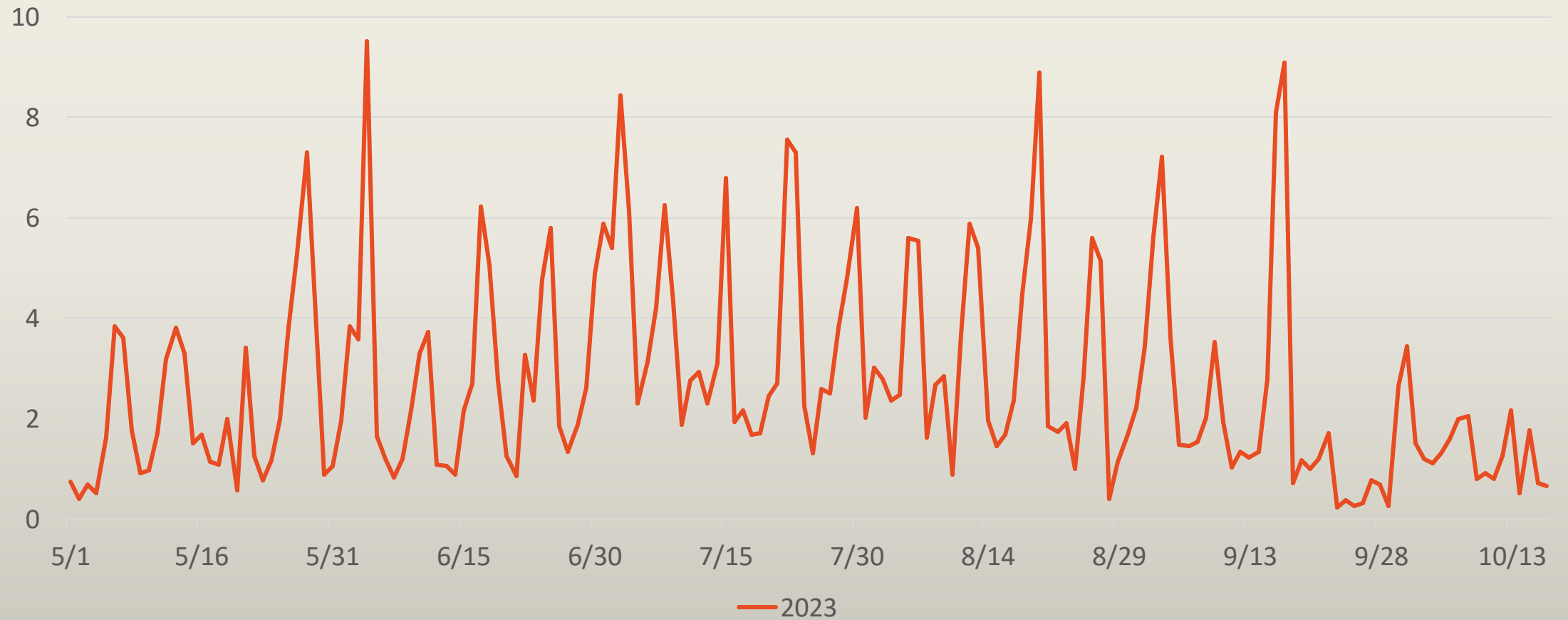
2021 data begins as of May 19, 2021
2023 data current as of October 18, 2023

Trips By Hour



2021 data begins as of May 19, 2021
2023 data current as of October 18, 2023

Trips Per Mean Vehicle



Insights

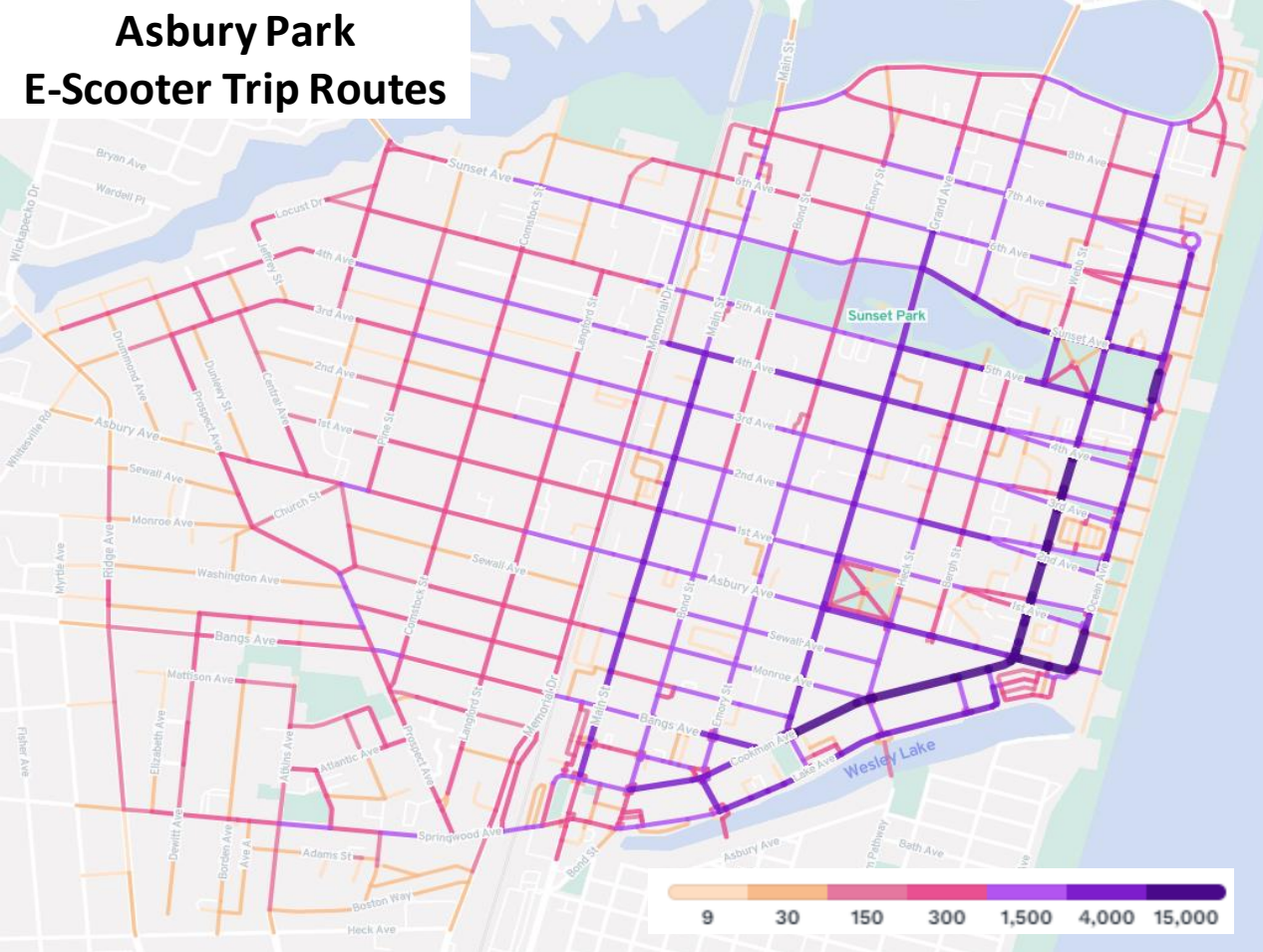
- Decreasing total trips, possibly due to an increase in private ownership mixed with seasonal factors
- Trips becoming less recreational and more functional with shorter trip times and distances
- Utilization on weekends in peak season range between just below 4 and over 8 trips per scooter per day

Public Perception of e-Scooter Share

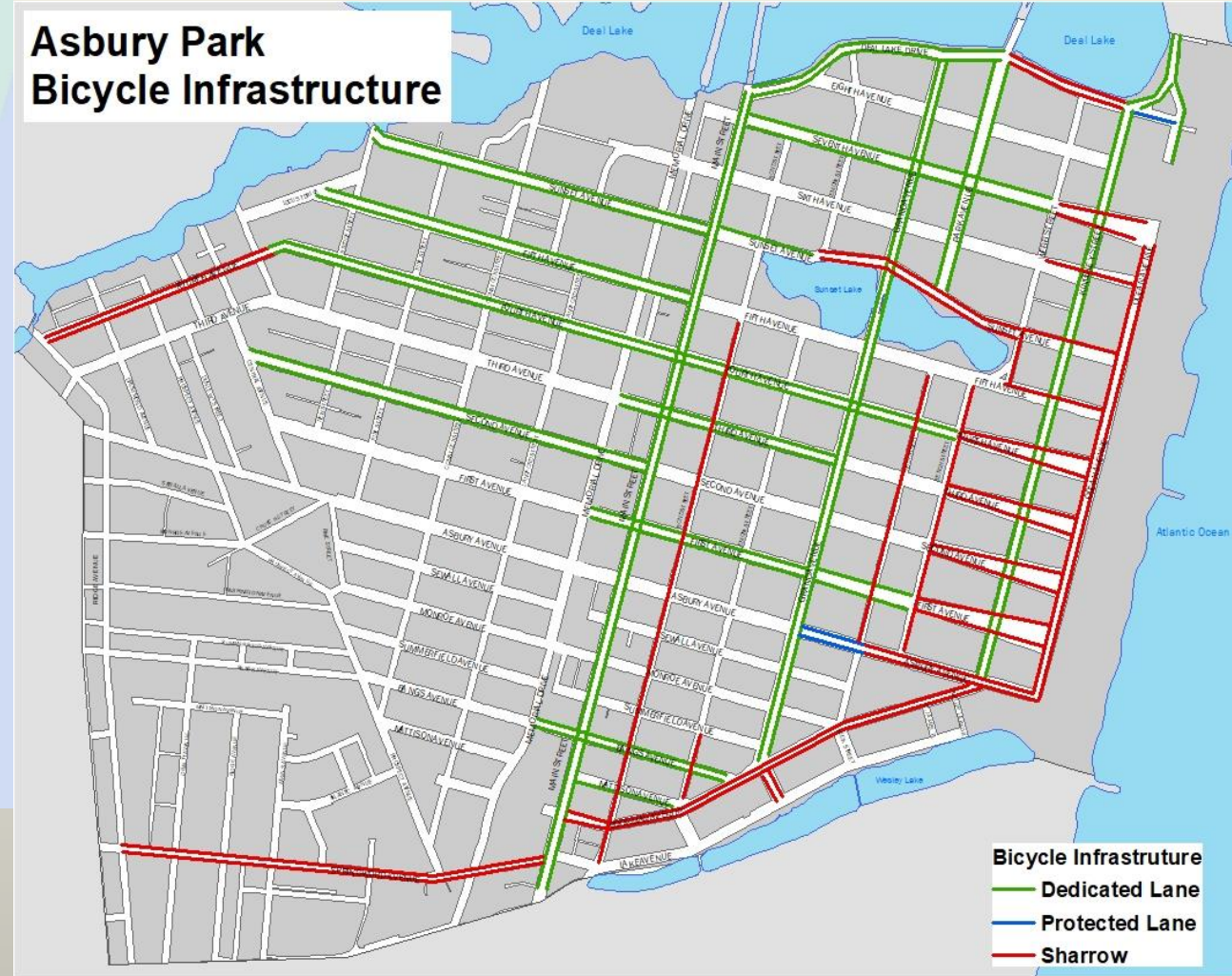
- Originally perceived as dangerous by many
- Seen as recreational rather than a functional mode of transportation
- Presumed a lack of responsibility and liability regarding collisions
- They would be vandalized or used to vandalize
- They would create a clutter on the sidewalks and streets

Bike Infrastructure's Effect on Micromobility

Asbury Park
E-Scooter Trip Routes



Asbury Park
Bicycle Infrastructure



➤ Riders tend to utilize routes with infrastructure over those without

Lessons Learned

- Adapt scooter network for special events
- Scooter speed should be adjusted to match the transportation network it serves
- Geofenced parking corrals help avoid clutter
- Infrastructure promotes safe rides

