

Proposed Shared Micro-Mobility Program

February 19, 2019

E-Scooter Pilot Program Overview

- Pilot launched July 2018
- E-Scooters are owned and operated by participating vendors:
 - Bird, Lime, Razor, Skip, Spin, Uscooter
- Currently 980 scooters; 230 drop zones
- Must be deployed on designated drop zones each morning
- Call center active throughout pilot - LongBeachCallCenter@willdan.com or (562) 908-3516



E-Scooter Rider Rules

City of Long Beach Pilot Program Requirements


- Users must be at least 18 years of age;
- Users must have valid license (CVC);
- Users may only park scooters outside of the sidewalk path-of-travel in compliance with ADA;
- Users must agree to comply with the California Vehicle Code and Long Beach Municipal Code:
 - No riding on sidewalks (CVC), private property or Beach Path (LBMC)
 - Ride in a bike lane (CVC);
 - No longer mandatory to wear a helmet as of January 1, 2019 (CVC)

eScooters
IN LONG BEACH


The City of Long Beach recently launched an eScooter share pilot program to provide residents and visitors with additional mobility options. The program, which runs through **October 31, 2018**, enables six eScooter operators to each deploy 150 scooters throughout the City. The following laws and rules will help you stay safe and enjoy your ride.

All Riders Must:


WEAR A HELMET, REGARDLESS OF AGE
(CVC 21235c)



CALIFORNIA **HAVE A LICENSE OR LEARNER'S PERMIT TO OPERATE**
(CVC 21235d)



Questions or comments?
(562)908-3516
LongBeachCallCenter@willdan.com

 **CITY OF LONG BEACH**

eScooters
IN LONG BEACH

Treat It Like A Bike:



RIDE IN A BIKE LANE
(CVC 21229.4)

PARK WITHOUT BLOCKING SIDEWALKS, BIKEWAYS OR PATHS
(CVC 21235j)



No Riding On:

SIDEWALKS
(CVC 21235g)



PRIVATE PROPERTY
(LBMC 9.42.100a)



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 **CITY OF LONG BEACH**

HAVE A SAFE RIDE! 

E-Scooter Pilot Program Data (Aug. 1-Oct. 31)

Pilot Program Data:

- First e-scooters on the ground August 3rd, 2018
- **186,621** total rides reported
- Average trip distance: 1.2 miles
- Scooters deployed Citywide in three zones; 20% of fleet required in each
- Most persistent issue sidewalk riding (CVC 21235(g))
- Beach Path no scooter zone (LBMC 10.38.020); (geo-fencing possible)

LBPD reported 85 total traffic violations:

- Riding without a helmet (57)
- Riding on the sidewalk (17)
- Riding without driver license (8)

LBFD reported 20 EMT incidents (2-month period):

- Scrapes, bruises or abrasion (13)
- Head injuries (5)
- Back injuries (2)

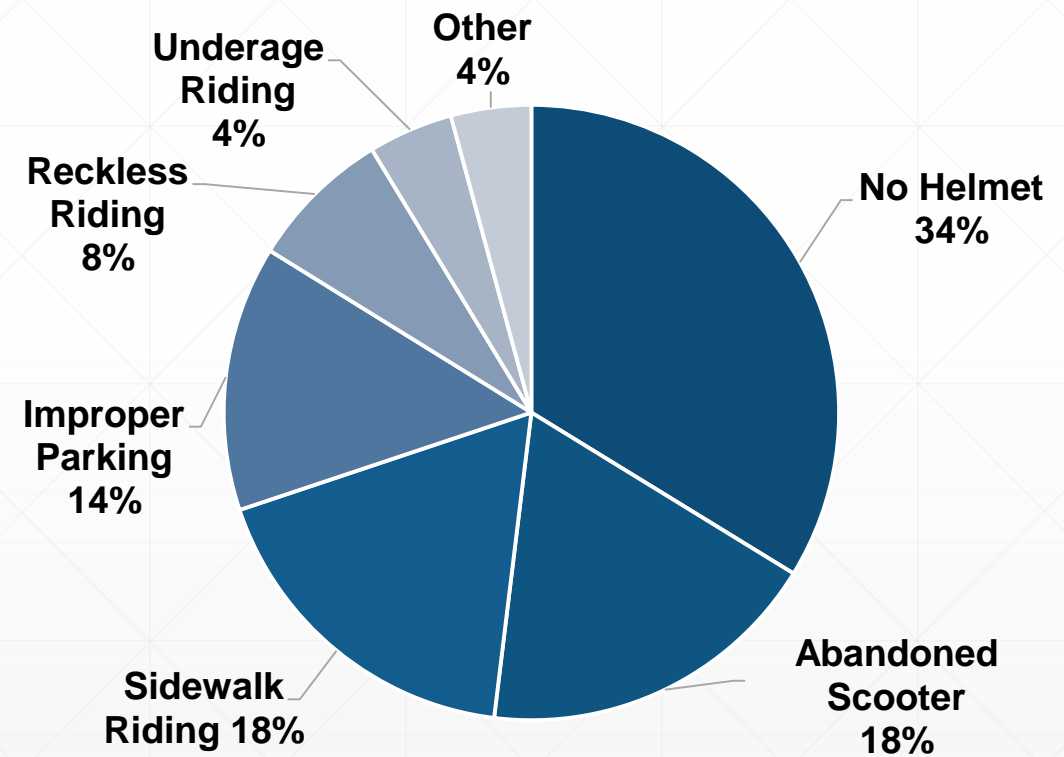


E-Scooter Pilot Program Results

Call Center

- 858 unique calls
 - No helmet (34%)
 - Riding on sidewalk (18%)
 - Abandoned scooter (18%)
 - Improper parking (14%)

Caller-Reported Operational Violations
(744 total issues)



E-Scooter Pilot Program Results

Online Public Opinion Survey

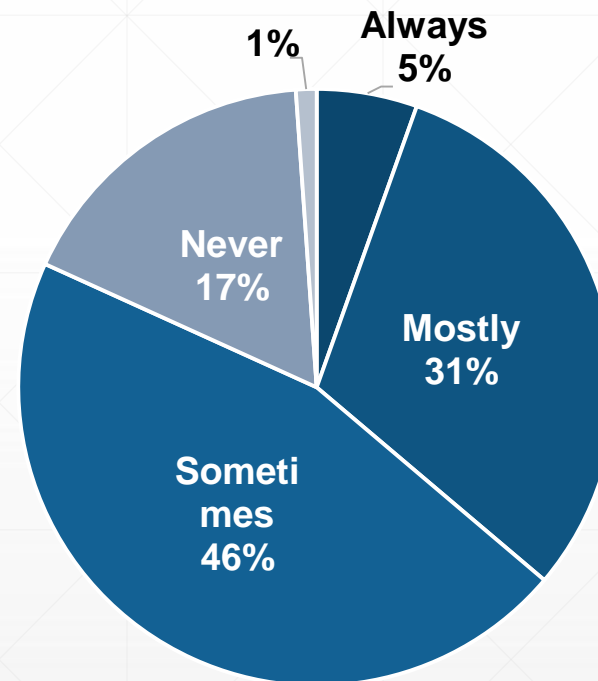
1,965 total responses

56% of respondents had never ridden an e-scooter

55% of respondents think e-scooters are necessary to fill a gap in the City's transportation network

58% Agree that drop zones are effective in organizing scooters in the public right of way

**E-Scooters Are Parked Responsibly
(All respondents)**



Question: What would encourage more use of scooters?

More access to dedicated scooter/bike lanes

Greater availability of scooters and drop zone locations

Better maintained/working equipment

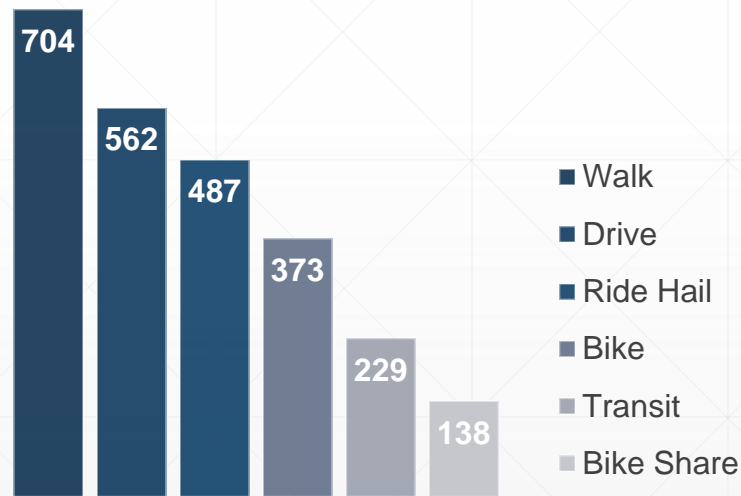
Access to beach path

E-Scooter Pilot Program Results

Online Public Opinion Survey

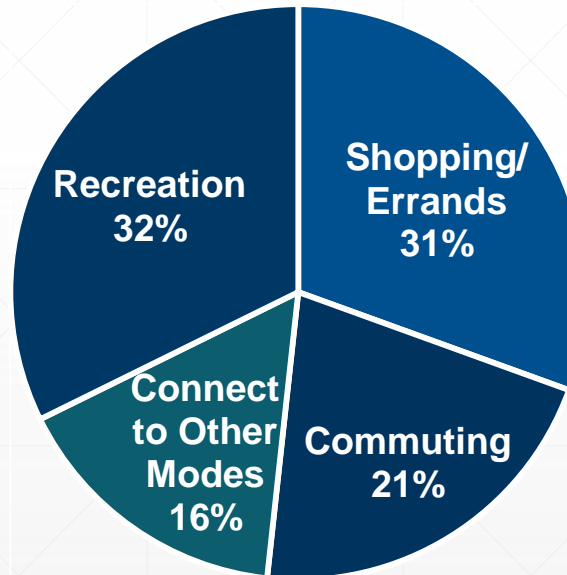
Respondents Who Have Ridden A Scooter – 44%

Trip Mode Replaced by E-Scooters

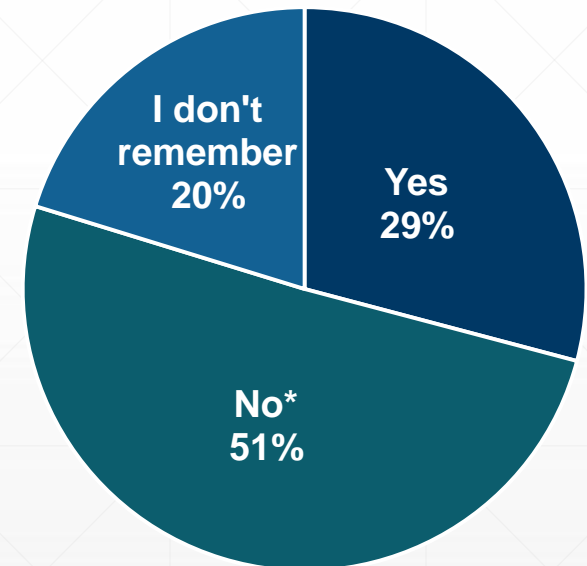


Note: Respondents can choose multiple options

What is the typical purpose of your e-scooter trips in Long Beach?



Percentage of Riders Notified by Companies of the Laws Regarding Scooter Riding*



E-Scooter Pilot Program Results

Online Public Opinion Survey

Respondents Who Have Never Ridden A Scooter – 56%

Why haven't you ridden an e-scooter?

No need to

Dangerous

Not interested

Don't have a helmet

Sidewalk issues

"I can't see myself using one in the areas I would most need a final-mile transportation solution because those areas (Downtown, Belmont Shore) already have so much other traffic. As it is, I never ride my bike on Ocean Blvd where I live because there is too much traffic--instead I ride on the sidewalk until I can get to a protected lane, unless there are pedestrians."

43% say nothing will change their minds to start riding

Others would consider riding with:

Better infrastructure

Free helmets

More safety information

E-Scooter Pilot Program Results

Online Public Opinion Survey

Respondents Who Have Ridden A Scooter

“This is a great way to get around and explore the city for recreation and as a mode of transportation. We need to move away from depending on cars to get use from point A to point B. These scooters are a great start to transform that ideology and culture of transportation.”

“People need to be smarter when using them!”

“We need more infrastructure to support this mode of transportation.”

“Motorists need to be more mindful of pedestrians, cyclists, skaters, and SCOOTERS.”

“My family loves the E scooter program! We are professional small business owners and probably not your average riders, but We love them! We usually take a nice 5 mile walk and then ride home or to get back and forth to our business in downtown. It helps our business to not occupy a customers parking spot.”

E-Scooter Program Staff Recommendations

- All Vendors must obtain a City permit, maintain an active business license, and appropriate insurance;
- Compliance with all Federal, State and Local laws;
- Permanent individual electronic identifiers for all units and continuous Global Position System (GPS) tracking;
- The ability to establish geo-fencing to prevent units from entering certain established areas as identified by City staff (e.g., schools, parks, pier);
- Provision of real-time Mobility Data Specification (MDS) to the City's identified third party data platform;
- Limit the total number of vendors citywide (staff recommends a maximum of four scooter companies to be reevaluated at the end of the first year);
- Limit the maximum number of units (staff recommends 6,000 e-scooters);
- Provide the Director of Public Works with the authority to issue shared micro-mobility operation permits, and provide the ability to limit total unit deployment by vendor to ensure compliance;
- Require all riders to sign liability/indemnification waivers;
- Require vendors to work with the City to develop safety informational videos and require users to view them (link to City website from vendor portal);
- Require vendors to establish a reduced rate structure for low-income users (subject to City approval);
- Require vendors to establish a rate/penalty structure to incentivize use of pre-designated drop zones;
- Provide quarterly maintenance reports;
- Implement a fee structure consistent with Attachment C; and,
- Citywide deployment of e-scooters to meet the needs of all neighborhoods seeking access to shared micro-mobility.



Micro-Transit Pilot Program Results Cont.

Comparable Program Fare Structures

City	Permit Fee	Application Fee	Per Vehicle Fee	Performance Bond	Impound Fee	ROW Maintenance & Repair Fee	Max # of Vendors	Permit Duration
Austin, TX	n/a	\$30 per vehicle	n/a	\$100/unit	All Costs	Included in Performance Bond	7	6 mo
Washington D.C.	\$250	\$50	\$60 first month -\$5 each subsequent month up to 12 months	\$10,000	n/a	n/a	4	12 mo
Denver, CO	\$15,000	\$150	n/a	\$30 per vehicle	n/a	Included in Performance Bond	4	12 mo
Los Angeles, CA	\$20,000	n/a	\$130 \$39 - low-income areas	\$80 per vehicle	\$29 per hour if removed by city	n/a	4	12 mo
Oakland, CA	\$30,000	\$2,500	\$64	n/a	n/a	n/a	3	12 mo
Portland, OR	\$5,000	\$250	\$0.25 per trip	n/a	n/a	n/a	3	12 mo
San Diego, CA	\$20,000	n/a	\$130	n/a	n/a	n/a	3	12 mo
San Francisco, CA	\$25,000	\$5,000	n/a	n/a	n/a	\$10,000 per year	2	12 mo
Santa Monica, CA	\$20,000	n/a	\$130 annually	n/a	n/a	\$1 per device per day	4	16 mo
Long Beach (Proposed)	\$25,000 annually	n/a	\$120 per unit annually \$40 – low-income areas	n/a	\$100 per unit plus \$25 per day	n/a	4	12 mo

E-Scooter Program Next Steps

- Extend the pilot until a permanent program is adopted
- Approve rates
- Draft and adopt ordinance



Questions?