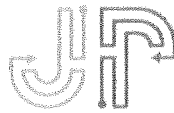




NB-30



COUNCILWOMAN
JEANNINE PEARCE

Date: October 9, 2018

To: Honorable Mayor and Members of the City Council

From: Councilwoman Jeannine Pearce, District 2 JP

Councilwoman Lena Gonzalez, District 1 LG

Councilwoman Suzie Price, District 3 SP

Subject: The Free Ride Presentation and Feasibility Study

RECOMMENDATION:

1. Receive and file a presentation from Long Beach Pilot Program The Free Ride and their models in other cities.
2. Direct City Manager to report back in 120 days on a feasibility study of implementing The Free Ride model in Downtown and Belmont Shore and identify options for special events to utilize The Free Ride throughout the City.

DISCUSSION

Earlier this year, Public Works brought forward The Free Ride to Long Beach as a pilot program in the Downtown area. The Free Ride is an electric and efficient transportation method that can be used through an app or website to request a ride. Currently, they serve 17 cities around the U.S, 4 of them in California.

In the 8 weeks they served, they had 16,742 riders, created 17 jobs, and reduced 7.5 tons of CO2 emissions. With the many events happening in the Downtown and other neighborhoods, and insufficient parking across the city, The Free Ride increased ridership by 95 percent in one month. As a city that is moving toward eco-friendly and affordable mobility methods, The Free Ride has proven to be of great service to residents and visitors.

The pilot program ended after one 6-week extension due to costs of operation and insufficient sponsorships. Cities like San Diego have continued to fund this program from their parking meters, charging stations, and transit oriented taxes.

This recommendation will present the data collected from the pilot program and ask the City Manager to work closely with Public Works to identify funds to continue the program to best serve the city. This may include possible funding through our parking meter programs, business improvement district fees, transit oriented taxes, parking citations or other feasible methods.

FISCAL IMPACT

It is anticipated that this request will have a fiscal impact, but the amount is unknown at this time. This action should include staff reviewing implementation options and associated costs and including the information as part of their report back to City Council.



City of Long Beach Memorandum
Working Together to Serve

REQUEST TO ADD AGENDA ITEM

Date: October 9, 2018

To: Monique De La Garza, City Clerk

From: Councilwoman Jeannine Pearce, District 2
Councilwoman Lena Gonzalez, District 1
Councilwoman Suzie Price, District 3

Subject: Request to Add Agenda Item to Council Agenda of **October 9, 2018**

Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda under New Business via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

- 1. Receive and file a presentation from Long Beach Pilot Program The Free Ride and their models in other cities.**
- 2. Direct City Manager to report back in 120 days on a feasibility study of implementing The Free Ride model in Downtown, Belmont Shore, and Bixby Knolls and identify options for special events to utilize The Free Ride throughout the City.**

Council District	Authorizing Councilmember	Signed by
2	Jeannine Pearce	<i>Jeannine Pearce</i>
3	Suzie Price	<i>SP</i>
1	Lena Gonzalez	<i>Lena Gonzalez</i>