

## **Micromobility Ordinance and Fee Schedule**

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**May 14, 2019**

# Micromobility: Background

- E-Scooter Pilot launched July 2018
- E-Scooters are owned and operated by participating vendors
  - Bird, Lime, Razor, Skip, Spin
- 980 scooters deployed across 230 drop zones
- Call center active throughout pilot
- City Council approved moving to permanent program on 2/19/19
- 186,621 rides (August – October)



# E-Scooter Rider Rules

## City of Long Beach Pilot Program Requirements


- Users must be at least 18 years of age; with 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 (LCMC)
  - Ride in a bike lane; Can ride in a vehicle lane if posted speed is 25 mph or less (CVC)
  - No longer mandatory to wear a helmet as of January 1, 2019 (CVC); but the City will continue to encourage helmet use for rider safety


**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](mailto:LongBeachCallCenter@willdan.com)

 **CITY OF LONG BEACH**

**eScooters**  
IN LONG BEACH

**Treat It Like A Bike:**



**RIDE IN A BIKE LANE**  
(CVC 21229a)

**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! 

# Micromobility Permit Overview

- **Maximum 6 vendors will be issued an operative permit**
  - All Vendors must obtain a City permit, maintain an active business license, and appropriate insurance;
  - Maximum 4,000 units, increasing up to 6,000 units after review for compliance with program rules
  - Scooters must be distributed throughout the City based on operating zones
  - Drop zones will be sited and installed by City staff
  - More durable floor decals will be used
- **Data Sharing Requirements**
  - Vendors will be required to share real-time Mobility Data Specification (MDS) to the City's identified third-party data platform
  - Data must be anonymized prior to sharing with City
- **Geo-Fencing Requirements**
  - Vendors must demonstrate ability to employ geo-fencing to prevent 1) parking in, 2) riding in, or 3) riding at full speed within certain established areas as identified by City staff (e.g., schools, parks, pier)

# Micromobility Permit Overview Cont.

- **User Requirements**
  - Vendor required to use incentives to encourage scooter parking in pre-designated drop zones;
  - Users must demonstrate knowledge of applicable California Vehicle Code and LBMC laws
- **Vendor Customer service**
  - Vendors required to establish a reduced fare rate structure for low-income users (subject to City approval);
  - Vendor must provide ongoing support to customers and coordinate with the City
- **Public Engagement**
  - Vendors will be expected to conduct community engagement at City events and educate riders on laws, safety, and parking etiquette
  - Education – Vendors will be required to indicate relevant laws in writing on each e-scooter via mobile apps. Vendors will also provide videos on how to safely ride



# Micromobility Permit Overview Cont.

- **Reporting**
  - The City will require regular reports showing: number of deployed units, usage, trip destinations (heatmaps), maintenance, and compliance with program rules
- **Special Events and Emergencies**
  - Vendors must provide on-site support for events where large numbers of participants are expected to arrive via e-scooter
  - Vendors must relocate scooters within 60 minutes of notification during an emergency

# Micromobility Comparable Permit Fees

City	Permit Fee	Application Fee	Per Vehicle Fee	Performance Bond	Impound Fee	ROW Maintenance & Repair Fee	Max # of Vendors	Permit Duration
<b>Long Beach (Proposed)</b>	\$25,000 annually	n/a	\$100 per unit annually	n/a	\$100 per unit plus \$25 per day	n/a	6	12 mo
<b>Los Angeles, CA</b>	\$20,000	n/a	\$130 \$39 - low-income areas	\$80 per vehicle	Bureau of Sanitation hourly rate plus any additional storage/impound fees	n/a	4	12 mo
<b>Santa Monica, CA</b>	\$20,000	n/a	\$130 annually	n/a	n/a	\$1 per device per day	4	16 mo
<b>San Diego, CA</b>	\$20,000	n/a	\$130	n/a	n/a	n/a	3	12 mo

# Micromobility Permit Fees

## Program Fees and Penalties for Violations

	Vendor Cost
<b>Permit Fee</b>	\$25,000 annually
<b>Per Vehicle Fee</b>	\$100 per unit annually
<b>Impound Fee</b>	\$100/unit plus \$25/day *

\* Devices will typically be impounded after a vendor's 3<sup>rd</sup> violation.

### Examples of Permit Violations to Incur Penalties

- Device speed limit in excess of 15 MPH
- Device obstructing ADA access and situation not remedied within 2 hours of notifying vendor
- Damaged device deployed for use
- Devices parked in an inappropriate area (e.g. private property, park playgrounds, obstructing traffic, etc.)



# Micromobility Program Next Steps

- Initiate new permit application
- Review vendors for past compliance and demonstrated ability to meet all program requirements; issue permits up to 6 vendors
- City staff to install new parking zone floor decals
- Report back to Council in 6 months before increasing to 6,000 scooters



# Questions