CITY OF LONGBEACH



Micromobility Ordinance and Fee Schedule

May 14, 2019

Micromobility: Background

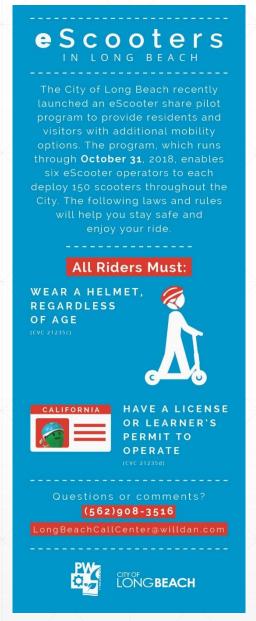
- E-Scooter Pilot launched July 2018
- E-Scooters are owned and operated by participating vendors
 - Bird, Lime, Razor, Skip, Spin
- 980 scooters deployed across 230 drop zones
- Call center active throughout pilot
- City Council approved moving to permanent program on 2/19/19
- 186,621 rides (August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





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 escooter 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
Long Beach (Proposed)	\$25,000 annually	n/a	\$100 per unit annually	n/a	\$100 per unit plus \$25 per day	n/a	6	12 mo
Los Angeles, CA	\$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
Santa Monica, CA	\$20,000	n/a	\$130 annually	n/a	n/a	\$1 per device per day	4	16 mo
San Diego, CA	\$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			
Permit Fee	\$25,000 annually			
Per Vehicle Fee	\$100 per unit annually			
Impound Fee	\$100/unit plus \$25/day *			

^{*} Devices will typically be impounded after a vendor's 3rd 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