



## Legislation Text

---

**File #:** 19-0124, **Version:** 1

---

Recommendation to receive supporting documentation into the record, conclude the public hearing, and adopt resolution amending the Master Fee and Charges Schedule by adopting new fees relating to the micro-mobility program;

Request City Attorney to prepare an Ordinance amending the Long Beach Municipal Code governing the use of shared micro-mobility, in accordance with existing state and federal laws, and staff recommendations detailed in this report; and

Extend the current Electric Scooter Pilot Program until the new Ordinance is adopted.  
(Citywide)

In July 2018, staff initiated a short-term electric scooter (e-scooter) pilot program to provide additional mobility options for people living and working in Long Beach. This effort included the development of an e-scooter program guidebook (Attachment A), which outlines requirements for vendors seeking to operate in the City. Six vendors (Bird, Lime, Razor, Skip, Spin, and Uscooter) were approved for the pilot, limiting each to no more than 300 e-scooters, for a total limit of 1,800 e-scooters citywide. Deployment started in early August. Additionally, staff initiated a Customer Service Center, where residents could seek information, or express concerns about e-scooters in Long Beach.

Several key requirements were included in the pilot program to address safety and accessibility within the public right-of-way (ROW). Vendors were responsible for ensuring their users agreed to the following terms and conditions:

- Must be at least 18 years of age;
- Must possess a valid driver license;
- Must agree to the liability waiver;
- Must agree to comply with California Vehicle Code (CVC): No riding on sidewalks; Must wear a helmet; and,
- Must only park scooters outside of the sidewalk path of travel allowing a minimum clearance of four feet, in compliance with the American's with Disabilities Act (ADA). Additionally, vendors were required to:
  - Limit the speed of scooters to 15 mph;
  - Provide riders with free helmets, upon request;

- Rebalance fleet nightly to prevent oversaturation in one area;
- Provide customer service support via email and phone;
- Identify and install drop zones (staff reviewed and approved 230); and,
- Provide City staff with a monthly operations report.

While all the vendors agreed to the above pilot program guidelines during the permitting process, there was only partial compliance. This resulted in several community complaints and created significant impacts to staff who spent hours addressing issues and monitoring vendor operations. The Call Center received 850 calls related to the e-scooter pilot program. The three top concerns were riding without a helmet, riding on the sidewalk, and abandoned e-scooters.

Though riding without helmets was identified as a community concern, the State passed a new law effective January 1, 2019 that limits the speed of e-scooters to 15 mph and allows users 18 years and older to ride without a helmet.

From reports provided by the e-scooter companies, the following table shows there is a significant interest in e-scooters as a micro-mobility option:

Vendor	Avg Rides per E-Scooter per day	Total Rides Aug-Dec	Total Miles Traveled Aug-Dec
Bird	3.134	90,723	155,862
Lime	3.176	107,576	184,816
Razor	2.6	42,369	72,790
Skip	2.2	347	596
Spin	2.3	5,034	8,648
Uscooter	1	8,891	15,275
<b>Total</b>		<b>254,940</b>	<b>437,987</b>
<b>Monthly Avg</b>		<b>42,490</b>	<b>72,998</b>

The data shows a monthly average of over 42,000 rides traveling almost 73,000 miles. To better understand the type of e-scooter usage, staff conducted an online public opinion survey. Our survey received 1,965 responses showing 44 percent had ridden an e-scooter in the City, while 56 percent had not. Common themes from the survey included:

- E-scooters are parked responsibly = 36 percent agreed; 46 percent sometimes; 18 percent never;
- How many people rode an e-scooter instead of driving = 65 percent;

- How many people used e-scooter for commuting and transit connection = 37 percent;
- When the NO respondents were asked if they would consider riding e-scooters, the majority (56 percent) said yes, if there was better infrastructure; and,
- When the YES respondents were asked what would encourage more usage, the majority responded with better infrastructure and greater availability of e-scooters and drop zone locations.

More detailed information on the survey results can be found in the attached e-scooter report (Attachment B).

### **Proposed Program Guidelines**

In consideration of all the information collected during the e-scooter pilot program, Customer Service Center complaints, online survey, operation data, staff field testing, and discussions with other jurisdictions, staff is recommending that the City Council adopt a new ordinance to manage the operation of shared micro-mobility programs in the public ROW. Staff further recommends the new ordinance include the following requirements to ensure these programs adequately address safety and accessibility:

- 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 e-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.

Staff further recommends the City Council review this program one year after adoption to ensure it meets the intended needs for safe access to shared micro-mobility. This program will also require dedicated staffing to manage the citywide program. Micro-mobility program revenue will be used to offset the costs of improved infrastructure, mobility programs, and new staff necessary to provide program enforcement, education, and operation.

This matter was reviewed by Deputy City Attorney Amy R. Webber and by Budget Analysis Officer Julissa José-Murray on February 5, 2019.

City Council action is requested on February 19, 2019, to implement a permanent micro-mobility program, ensuring a safer, more accessible implementation.

The suggested recommendation would prepare an ordinance amending Chapter 10.51 of the Long Beach Municipal Code governing the use of shared micro-mobility in Long Beach, in accordance with existing state and federal laws; and amend the Master Fee and Charges Schedule by adopting the fees for the micro-mobility program. Estimated revenues are expected to range from \$100,000 to over \$750,000 annually, and will be deposited in the General Fund (GF) in the Public Works Department (PW). Estimated revenues are dependent on the number of operators and active units within the City. Total operational costs of the micro-mobility program are currently under review. The Department of Public Works will be asking for additional staff to adequately oversee this program.

Approve recommendation.

[Enter Body Here]

CRAIG A. BECK  
DIRECTOR OF PUBLIC WORKS

APPROVED:

PATRICK H. WEST

CITY MANAGER