

City of Long Beach Commission on Disabilities Micro-Mobility Program Status Report

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E-Scooters Pilot Overview

- Pilot launched July 2018
- E-Scooters are owned and operated by participating vendors
 - Six original vendors: Bird, Lime, Razor, Skip, Spin, U-Scooter
- Currently: 4 vendors, 980 scooters,
- Drop zones: Sidewalk decals for daily deployment
 - 230 as of August 2019
 - Must be deployed on designated drop zones each morning
- 2-person call center active throughout pilot, but now email customer service overseen by staff



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 double-riding (CVC), especially with children
 - No longer mandatory to wear a helmet as of January 1, 2019 (CVC)

eScooter Laws
IN LONG BEACH

All Riders:

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

CALIFORNIA



SHOULD WEAR A HELMET



No Riding On:



SIDEWALKS & BEACH PATHS
(CVC 21235g & LBCM 10.38.020)



PRIVATE PROPERTY
(LBCM 9.42.100a)

GO ACTIVE LB **PW** **CITY OF LONG BEACH**

Questions or comments?
e-ScooterShare@LongBeach.gov

   @GoActiveLB

HAVE A SAFE RIDE! 

eScooter Laws
IN LONG BEACH

Treat It Like A Bike:



RIDE IN A BIKE LANE OR VEHICLE LANE
25MPH OR LESS
(CVC 21229a & 21235b)



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

Never:

DOUBLE RIDE, ESPECIALLY WITH CHILDREN
(CVC 21235e)



GO ACTIVE LB **PW** **CITY OF LONG BEACH**

Questions or comments?
e-ScooterShare@LongBeach.gov

E-Scooter Pilot Program

Pilot Program Data – Aug 1 to Oct 31, 2018

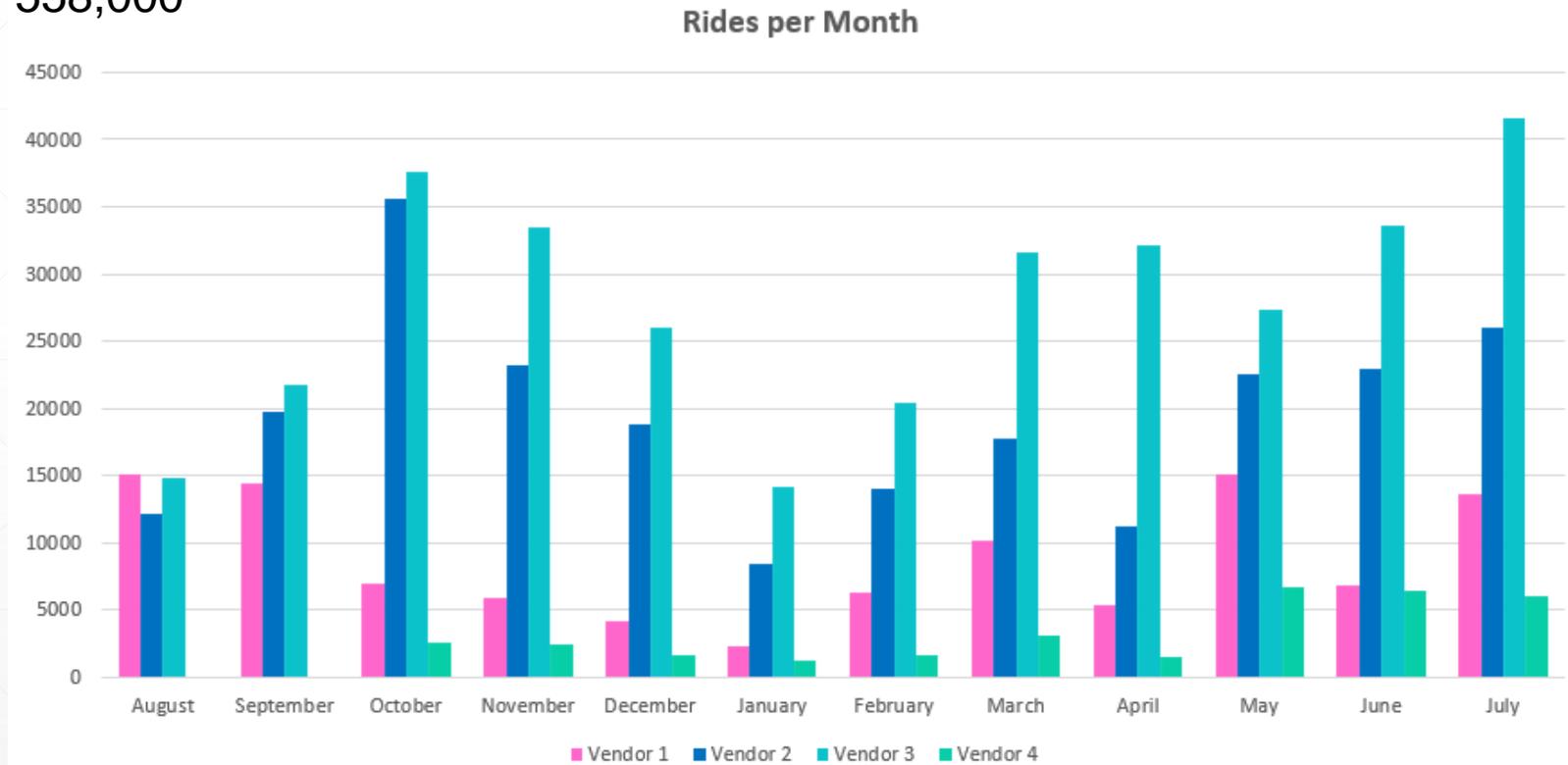
- E-scooters first on the ground on August 3rd, 2018
- Average 980 scooters Citywide at 230 drop zones
- **186,621** total rides reported
- Average trip distance: 1.2 miles reported
- Scooters deployed Citywide in three Zones; 20% of fleet required in each and the rest deployed at the vendor's discretion
- Most persistent issue sidewalk riding (CVC 21235(g))
- Beach Path no scooter zone (LBMC 10.38.020)



E-Scooter Pilot Program (Cont.)

Pilot Program To Date Data - Aug 2018 to July 2019

- Average rides per scooter per day: 2.48
- Total trips: 558,000



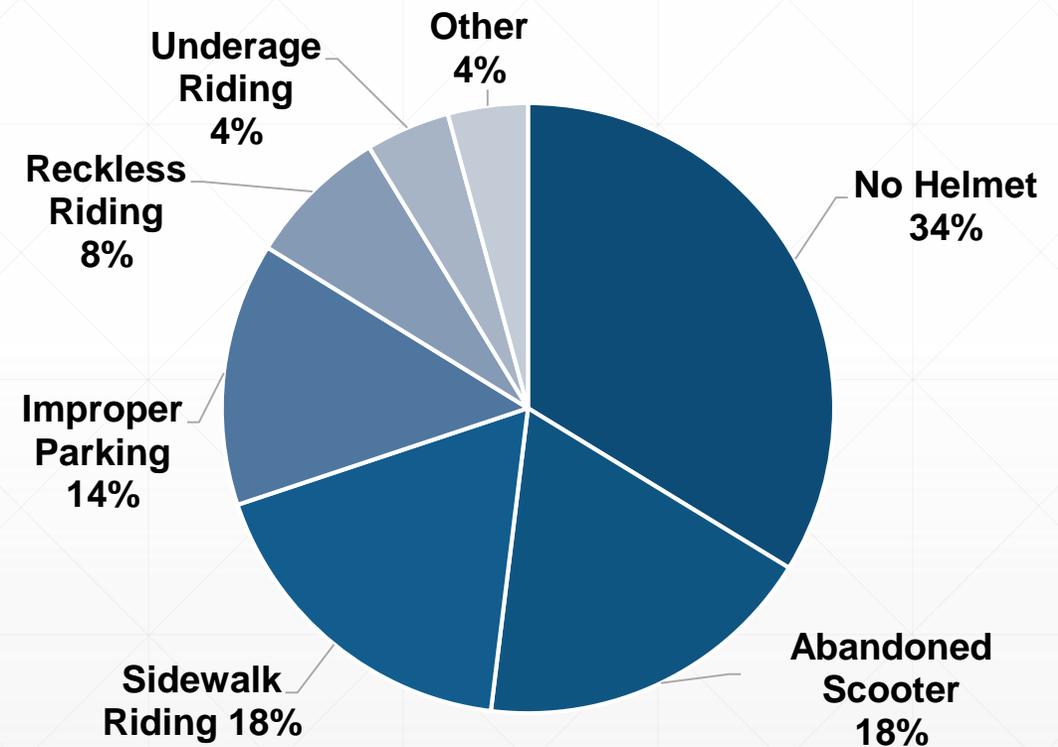
E-Scooter Pilot Program (Cont.)

Call Center Feedback

August 1 to October 31, 2018

- 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 Survey

Online Public Opinion Survey – December 2018

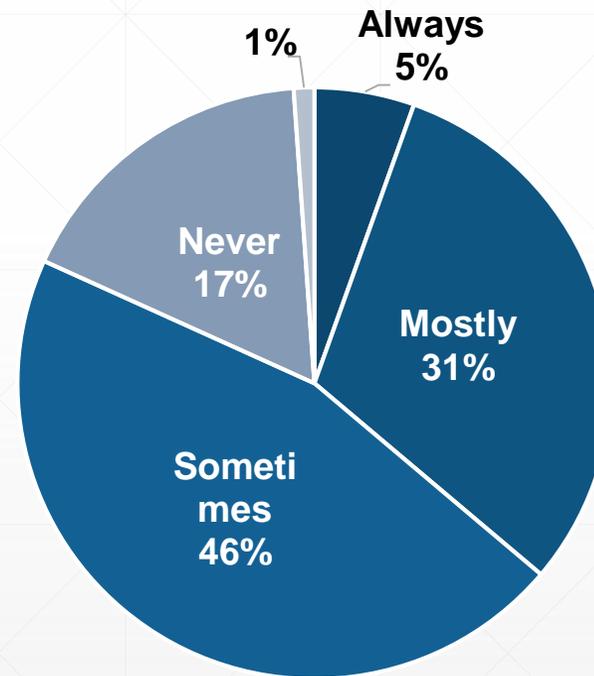
1,965 total responses

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

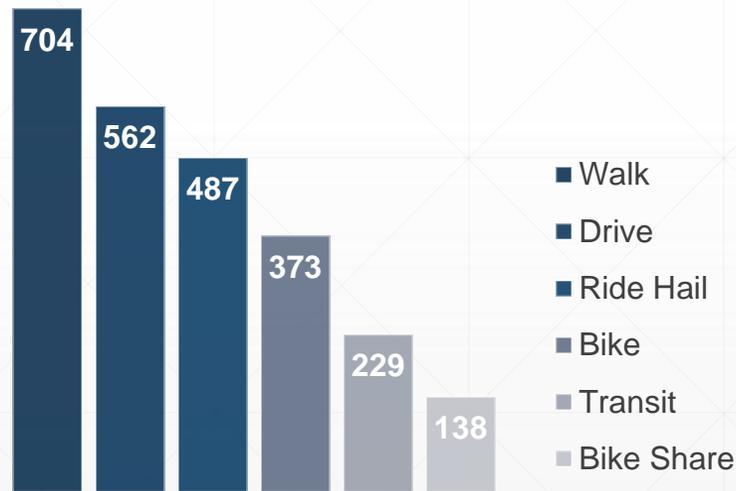
Access to beach path

E-Scooter Pilot Program Survey (Cont.)

Online Public Opinion Survey

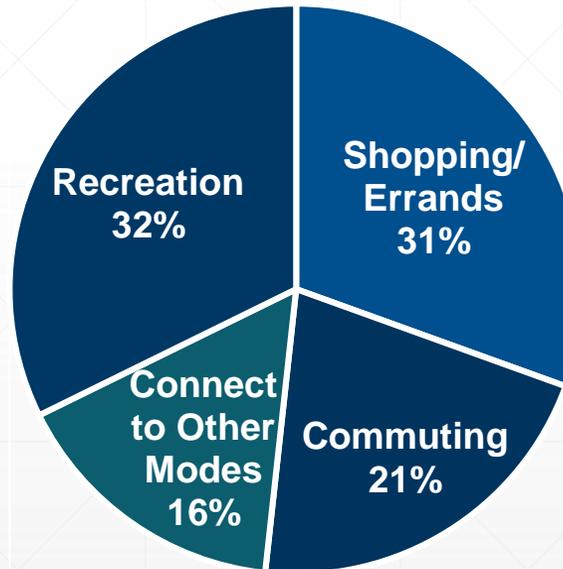
Respondents Who Have Ridden A Scooter (n = 859)

Trip Mode Replaced by E-Scooters

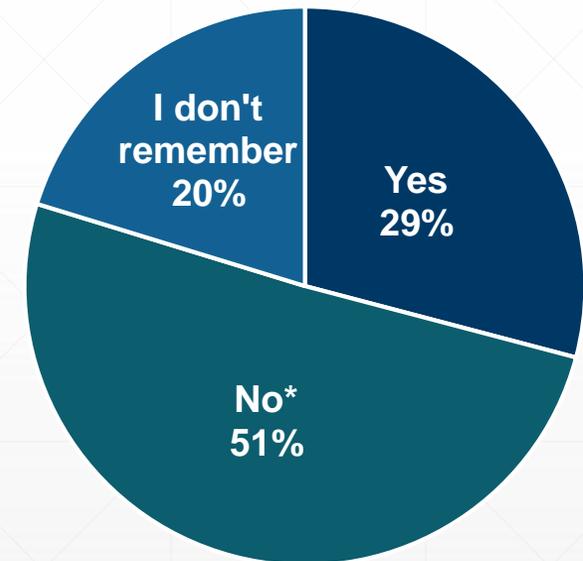


Note: Respondents can choose multiple options

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 Survey (Cont.)

Online Public Opinion Survey

Respondents Who Have Never Ridden A Scooter (n = 1,106)

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 Survey (Cont.)

Online Public Opinion Survey

Respondents Who Have Ridden A Scooter (n = 859)

“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!”

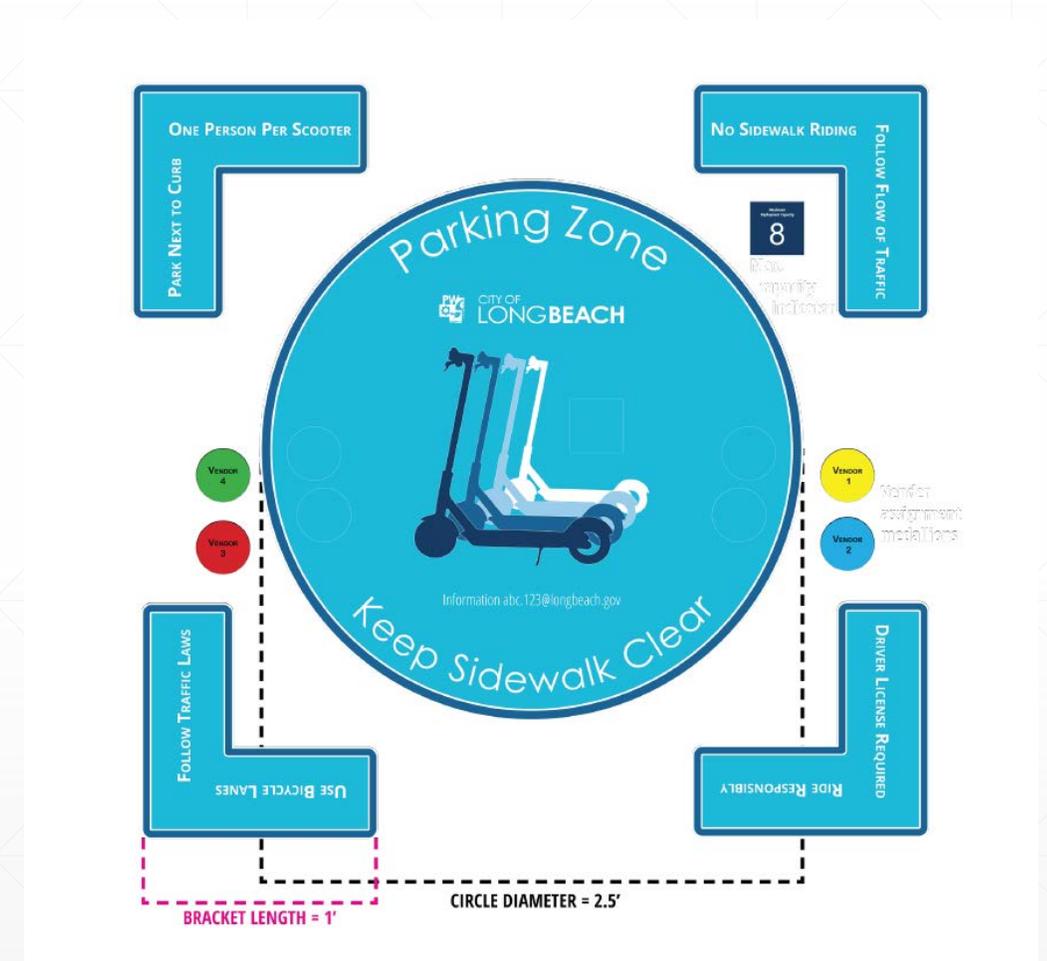
“We need more infrastructure to support this mode of transportation.”

“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.”

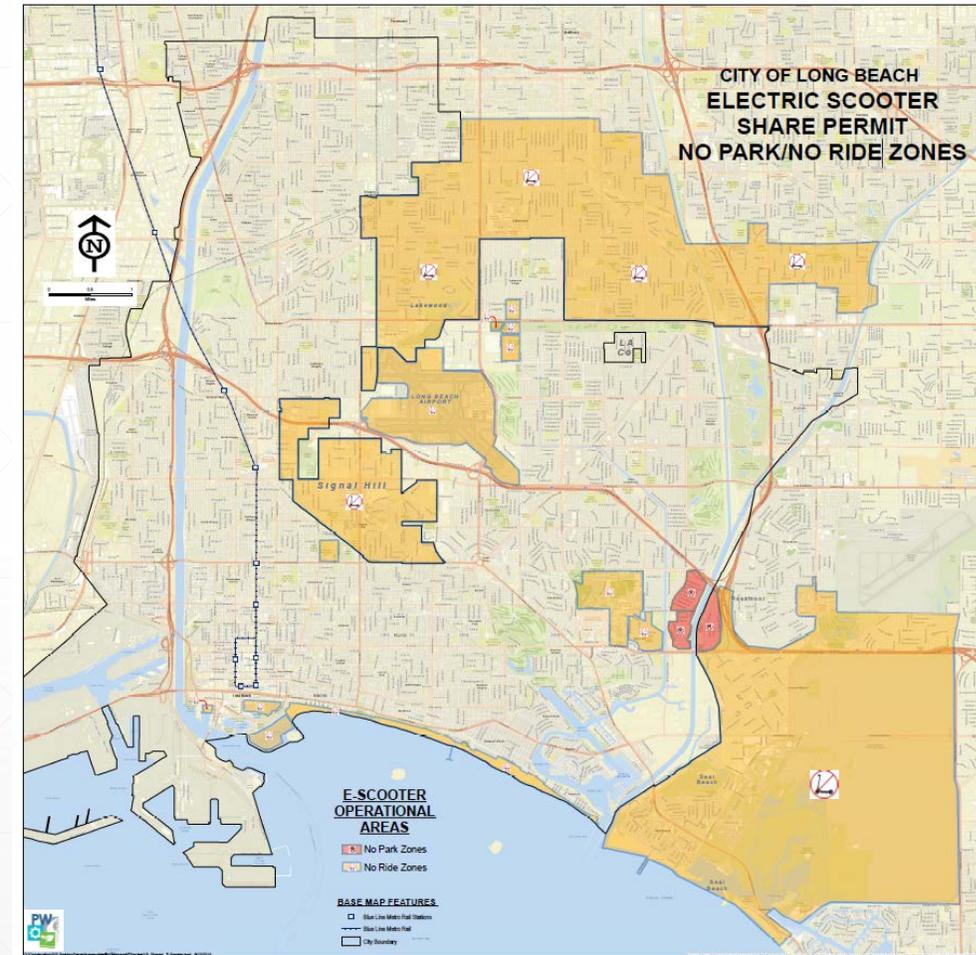
Micro-Mobility Permit (in draft)

- **Maximum 4 e-scooter and 2 e-bike vendors will be chosen**
 - All Vendors must obtain a City permit, maintain an active business license, and appropriate insurance;
 - Maximum 1,000 scooters per vendor with option to expand to 1,500 each after 6 months
 - Scooters must be distributed throughout the City based on 6 operating zones
 - Drop zones will be sited and installed by City staff
 - More durable floor decals will be used
- **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



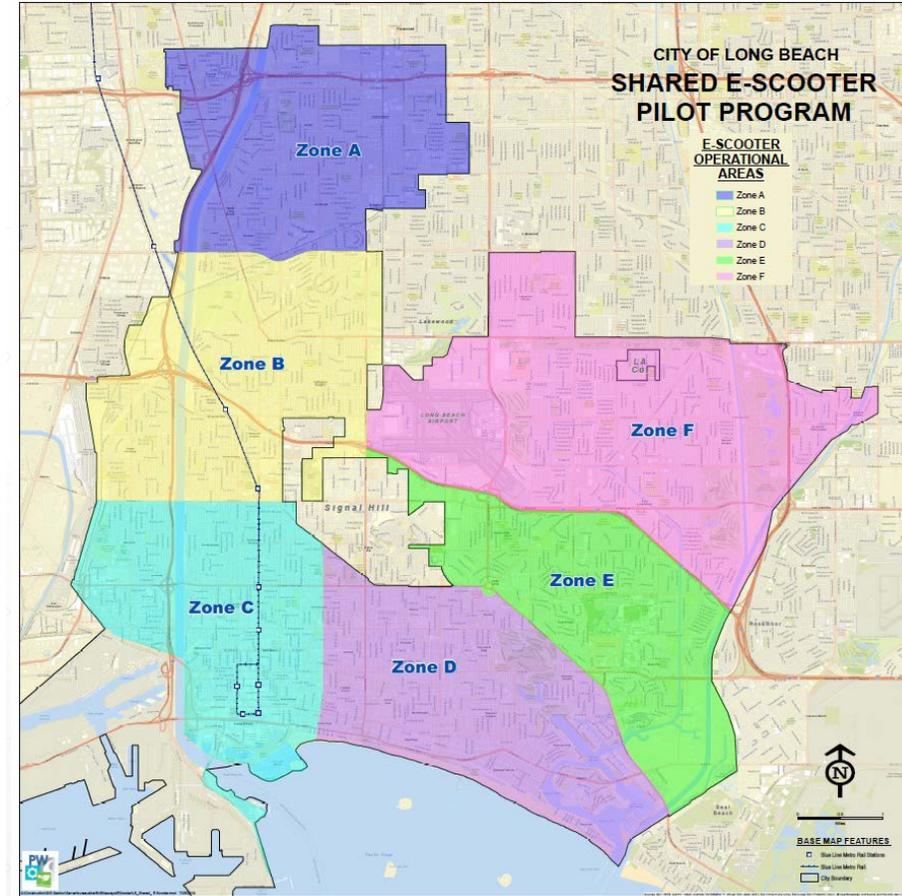
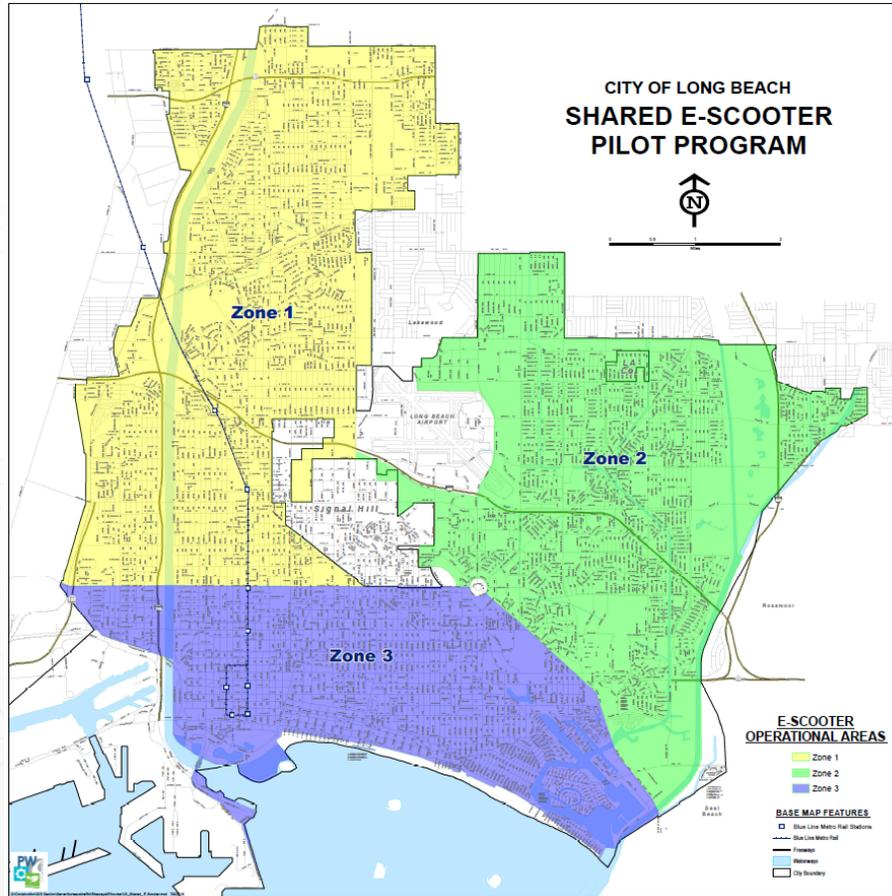
Micro-Mobility Permit (Cont.)

- **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., to Beach Bike Path, schools, parks, pier)
- **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
- **Income Sensitive Program**
 - Reduced rate required
 - Smart phone alternative or cash based payment encouraged



Micro-Mobility Permit (Cont.)

Operational Zones



Micro-Mobility Permit (Cont.)

- **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 residents
- **Public Engagement**
 - Vendors will be expected to conduct community engagement at City events and educate riders on laws, safety, and parking etiquette and will appear quarterly before the Long Beach Citizen's Advisory Commission on Disabilities
- **Reporting**
 - Monthly reports will be mandated and summaries of users, trips, revenues, outreach, equipment make and model, any reported rider injuries,
- **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
- **Equipment Maintenance and Standards**
 - Vendors will be required to indicate relevant laws in writing on each e-scooter and via mobile apps
 - The City will require monthly maintenance logs to ensure all equipment is thoroughly inspected; penalties will be incurred if logs aren't submitted or damaged equipment deployed for use

Micro-Mobility 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 however penalty will vary by violation. See list of example violations at right.

Examples of Permit Violations to Incur Penalties

- Devices deployed outside of approved parking zones, outside of hours of operation or exceeding parking zone capacity
- Device noncompliant with ADA and situation not remedied within 2 hours
- Device speed limit in excess of 15 MPH
- Damaged device deployed for use
- Failure to complete and submit monthly device inspection logs

Micro-Mobility Program Next Steps

- Release permit and application
- Review submitted applications and grant permits to up to 4 e-scooter and 2 e-bike vendors
- City staff to install new parking zone floor decals for e-scooters and establish on-street e-bike parking
- Report back to Council in 6 months before increasing to 6,000 scooters



Questions

