

Micro Mobility Program 2023 Updates

Mobility, Ports, and Infrastructure Committee

June 13, 2023

Public Works Department



Micromobility Update

Overview

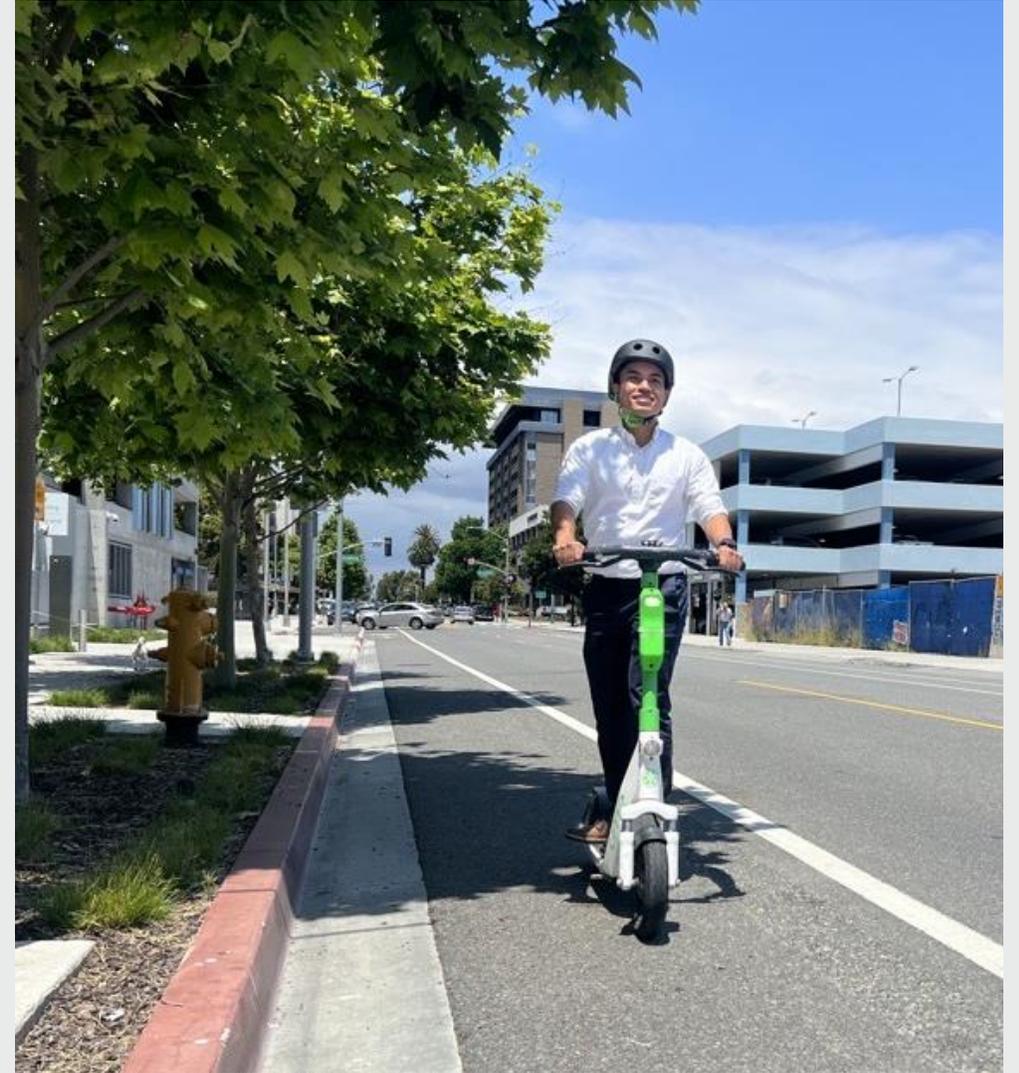
- E-Scooters
- Bike Share
- E-Bike Lending Library
- Micro-Shuttle Program



E-Scooter Program

Overview

- Program Structure
- Annual Trends
- Permitting and Oversight



E-Scooter Program



At a glance:

- Average trips: 1.2 trips/per scooter/per day
- Average trip distance: 1.24 miles
- 440 drop zones
- Daily average 2459 scooters Citywide
- 749,458 total rides in 2022

E-Scooter Laws

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 & LBMC 10.38.020)



PRIVATE PROPERTY
(LBMC 9.42.1004)

GO ACTIVE LB PW CITY OF LONG BEACH

Questions or comments?
e-ScooterShare@LongBeach.gov

[f](#) [t](#) [i](#) @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)

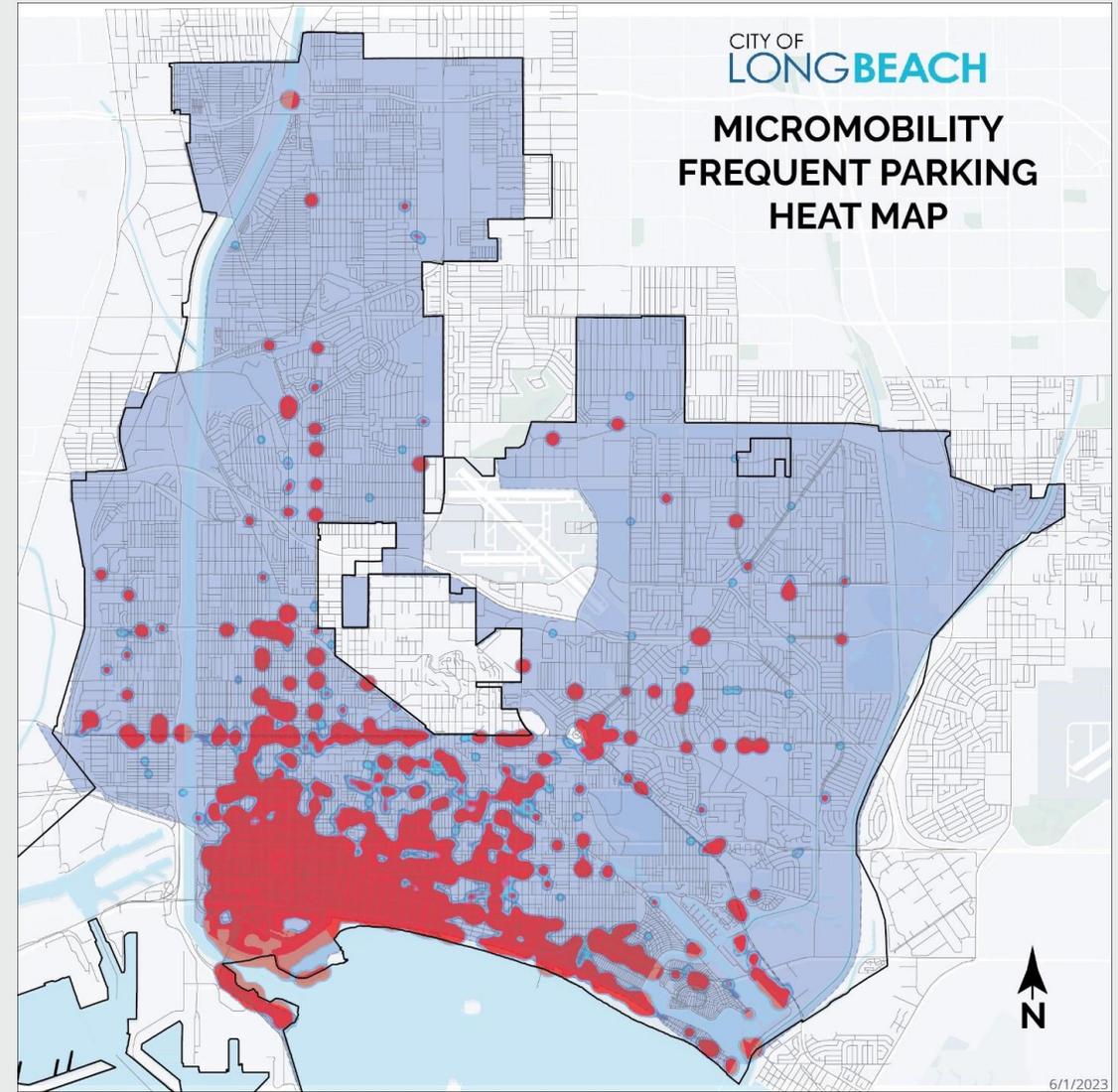
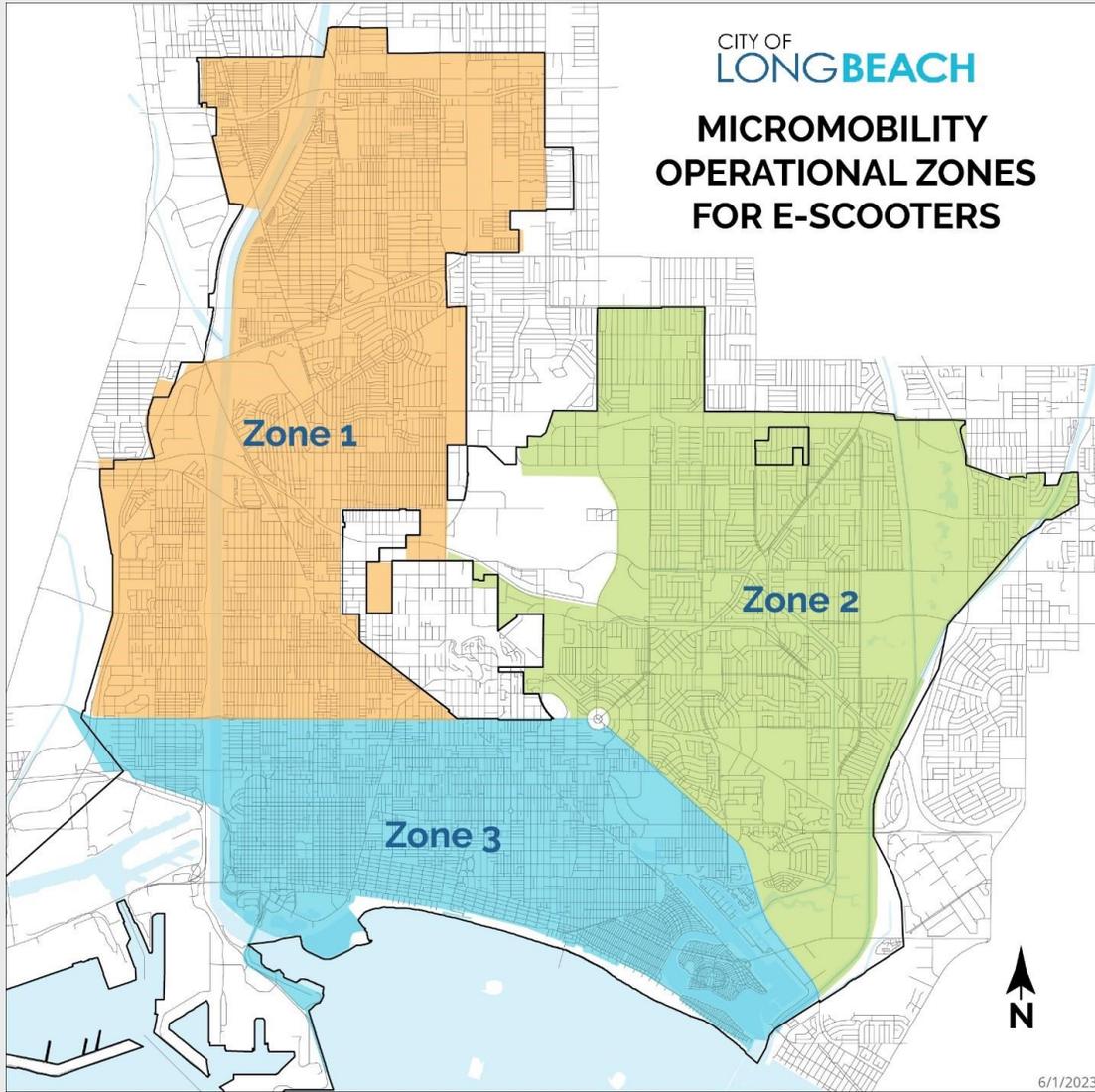


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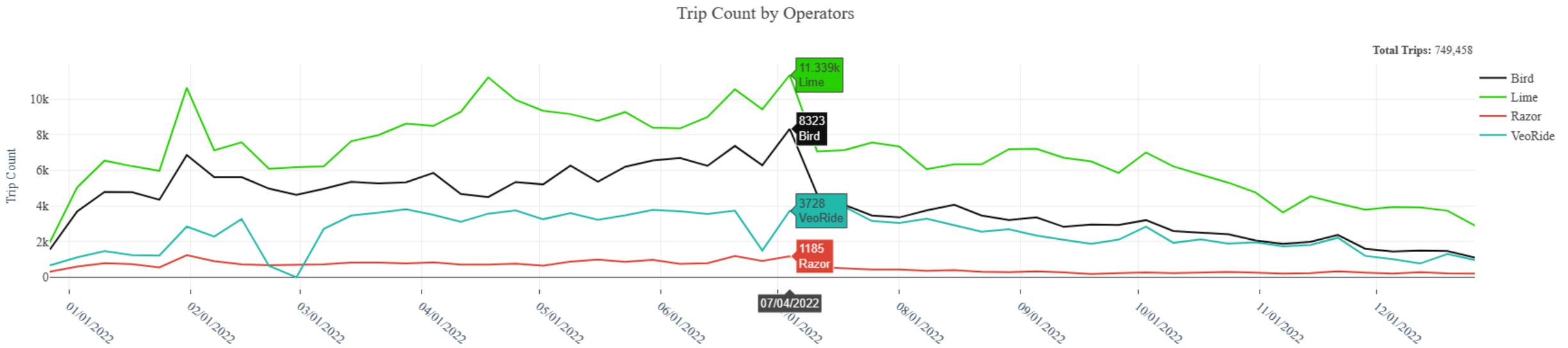


Operational Zones



Usage Trends

Total trips for 2022: 749,458
(62,454 Monthly Avg.)



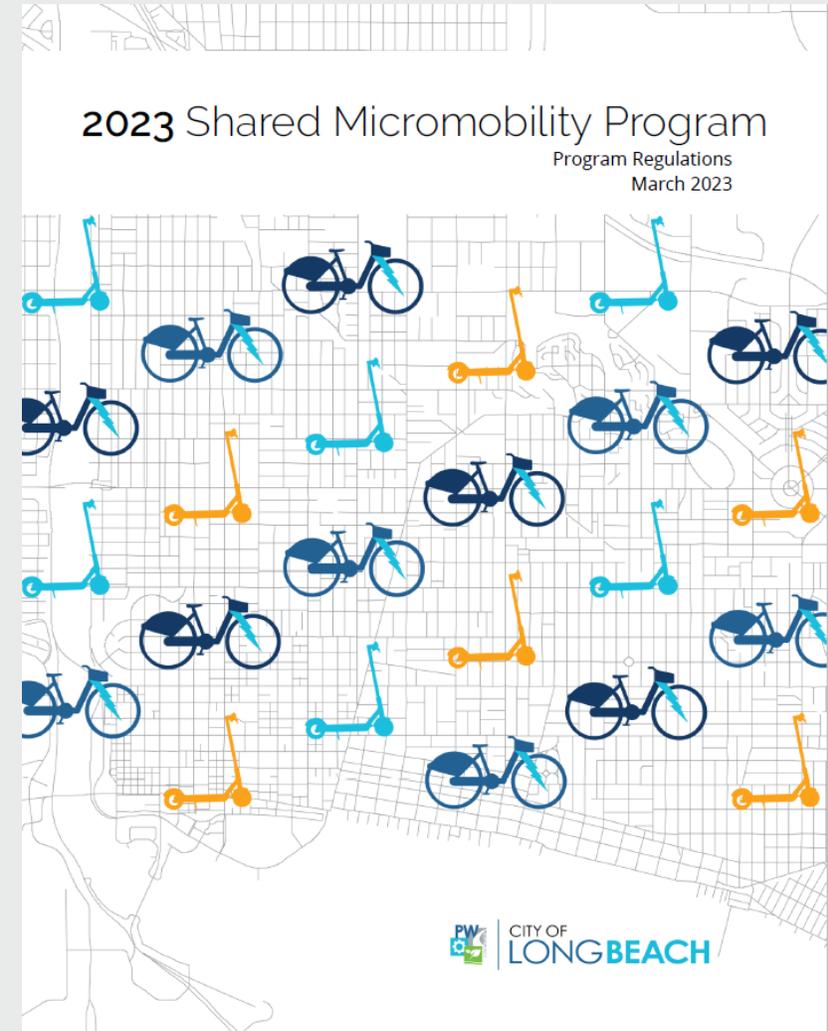
Operators



Permit Fees

Vendor Cost	
Permit Fee	\$25,000 annually
Per Vehicle Permit Fee	\$75 per unit annually
Per Trip Fee	\$0.20 per trip
Geofence Violation Fee	\$2 per violation
Impound Fee	\$100/unit plus \$25/day

[Micro-Mobility Program \(E-Scooters/E-Bikes\) \(longbeach.gov\)](https://www.longbeach.gov/micro-mobility-program)



Go Long Beach App

Service Request Number - 00128396

E-Scooter

Reported on 08 Jun 2023

● CLOSED REFERRED



Who is the operator? (To select multiple items, click each item)

Lime

What is the issue?

Idle/Abandoned Scooter

Description

Location of Issue

422 Magnolia Avenue, Long Beach CA 90802

Service Request Number - 00127408

E-Scooter

Reported on 02 Jun 2023

● CLOSED REFERRED



Who is the operator? (To select multiple items, click each item)

Lime

What is the issue?

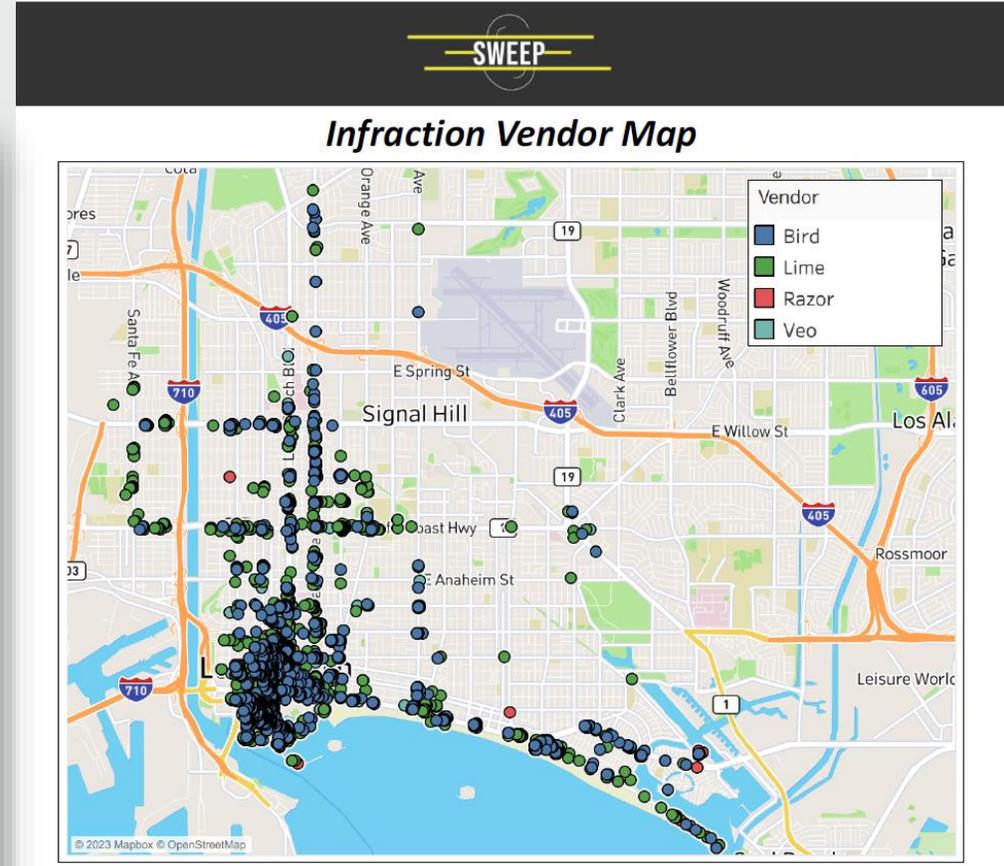
Blocking Road

Description

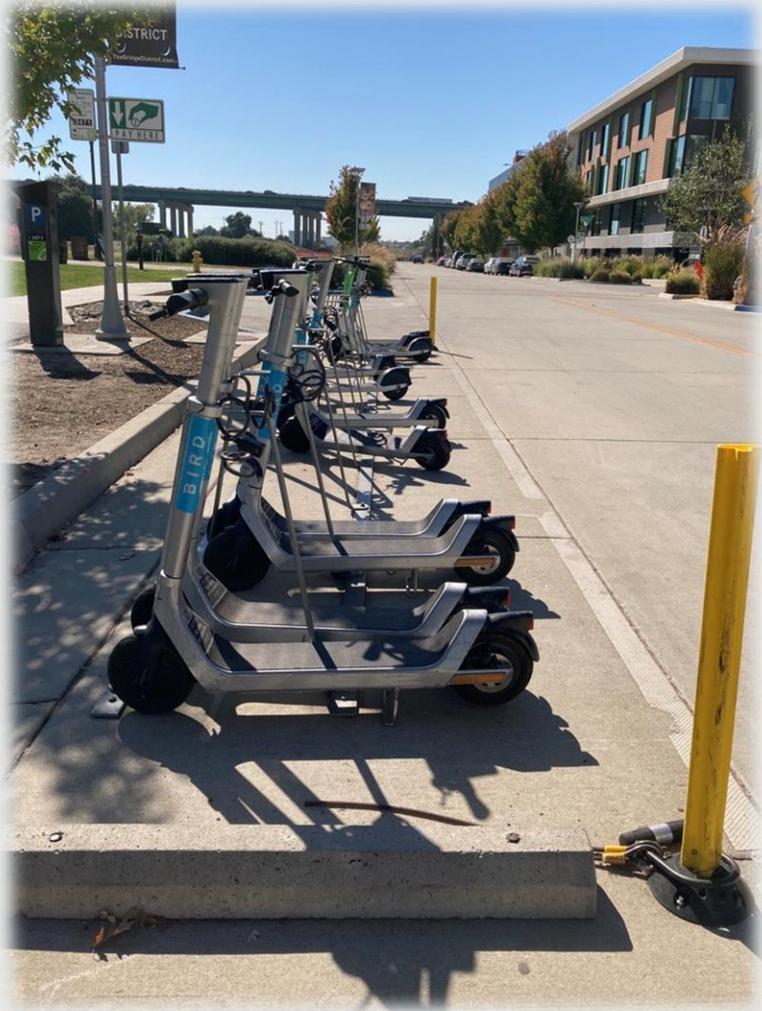
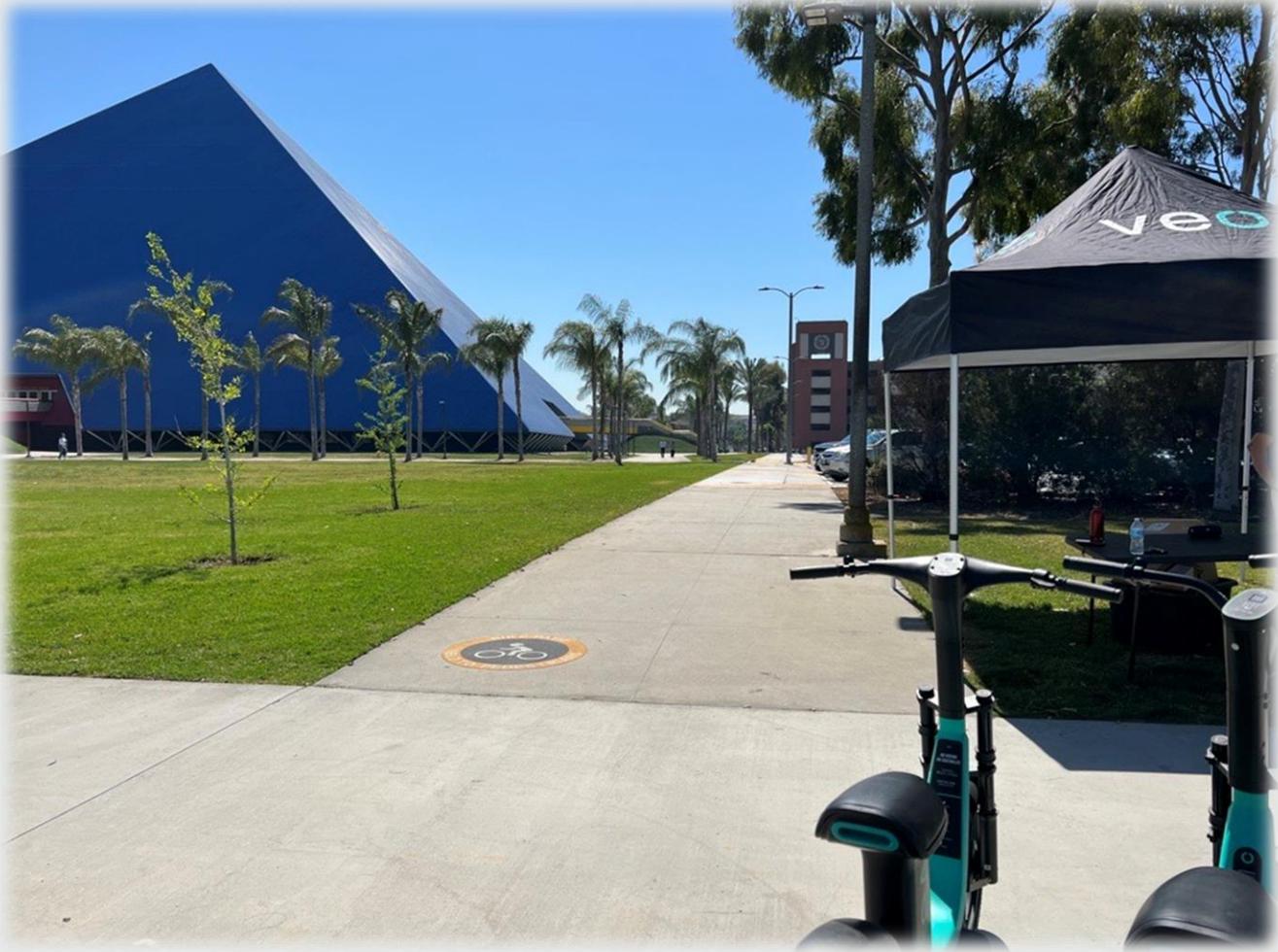
scooter in unauthorized location blocking road knocked over

Location of Issue

120 West Broadway, Long Beach CA 90802



Next Steps



Bike Share

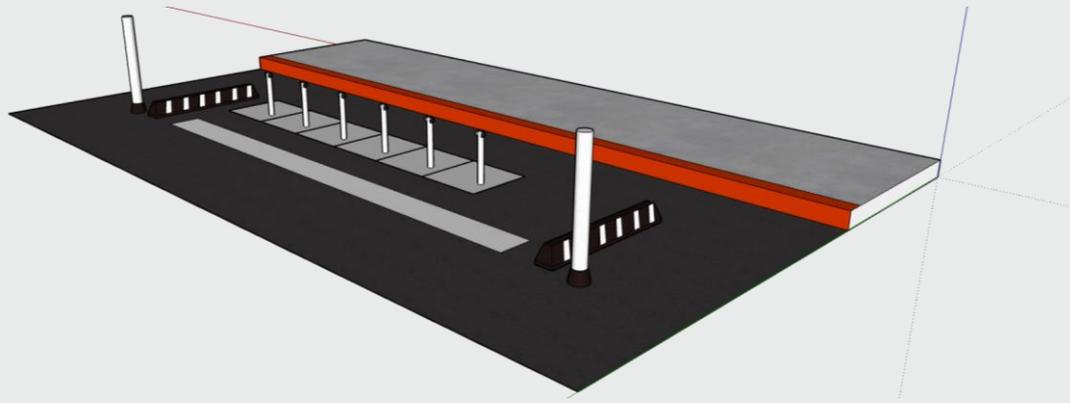
Overview

- Active members, 73,270
- Active hubs, 115
- 27,505 trips taken in 2023
- 1,450 pedal bikes
- Program operations maintained by vendor Pedal Movement

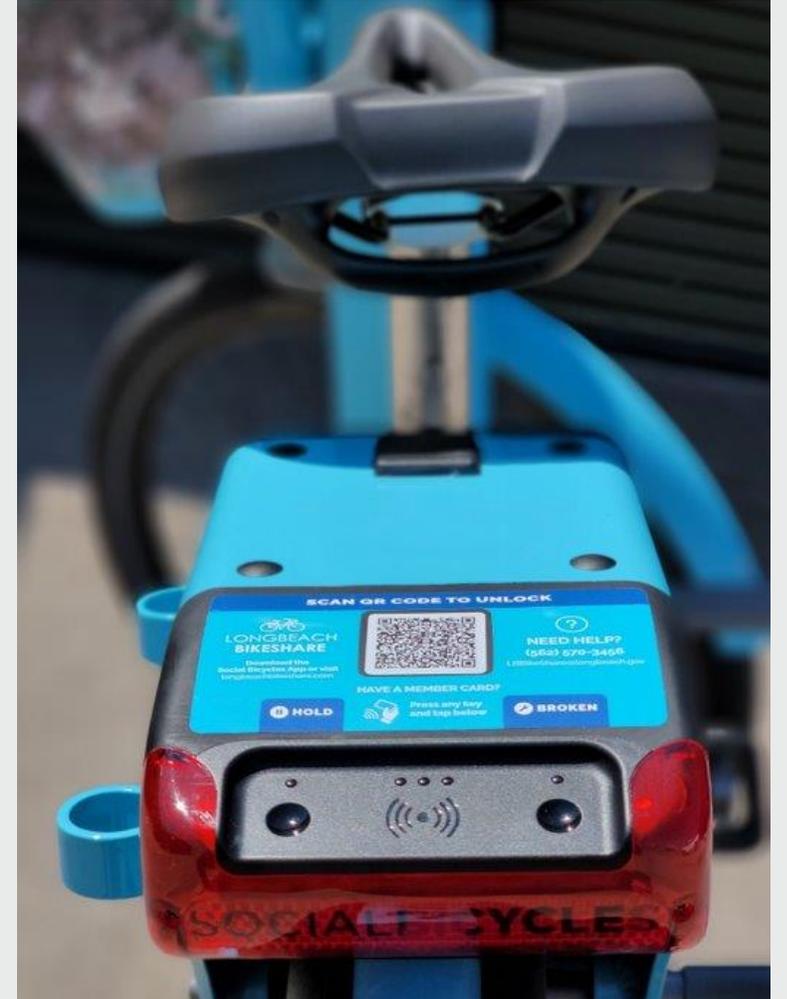


Features

- Four different payment plans to choose from
- All 1450 bikes have new controllers
- Plan for installing more bike hubs over the next 12 months



On-Street Hub



Bike Share For All

Overview

- Launched May 4, 2023
- Funded through Long Beach Recovery Act
- Reduced fare - \$5/year (3 hours of ride time per day)
 - Standard annual plan is \$120/year
- Additional marketing and advertising will take place throughout the year, targeted in high-need communities
 - 41 sign ups in first month



www.longbeach.gov/BSFA

Bike Share For All

Features

- Eligibility – Proof of enrollment in one of sixteen government assistance programs (ex. CalFresh, Medi-Cal, LB Utility Assistance, Veterans Benefits, etc.)
- Application available in English, Spanish, Khmer, and Tagalog
- Accommodations available for unbanked customers and customers without smart phones
 - Cash payments accepted at Go Active Hub
 - Free RFID cards available to unlock bikes in lieu of smart phone app and QR code



E-Bike Lending Library

Overview

- Long Beach Residents
- 3 Month "Check Out"
- 35 E-Bikes
- Fall 2023



What is a micro-shuttle?

- Intended for short trips
- 5-Passenger All-Electric Vehicles operating on roadways limited to <35 MPH.
- On-Demand Ride Share App model (like Lyft and Uber). Ride hail availability dependent on ride queue.
- Free for users.
- ADA-Accessible vehicles available upon request.
- 2018 pilot in DTLB.

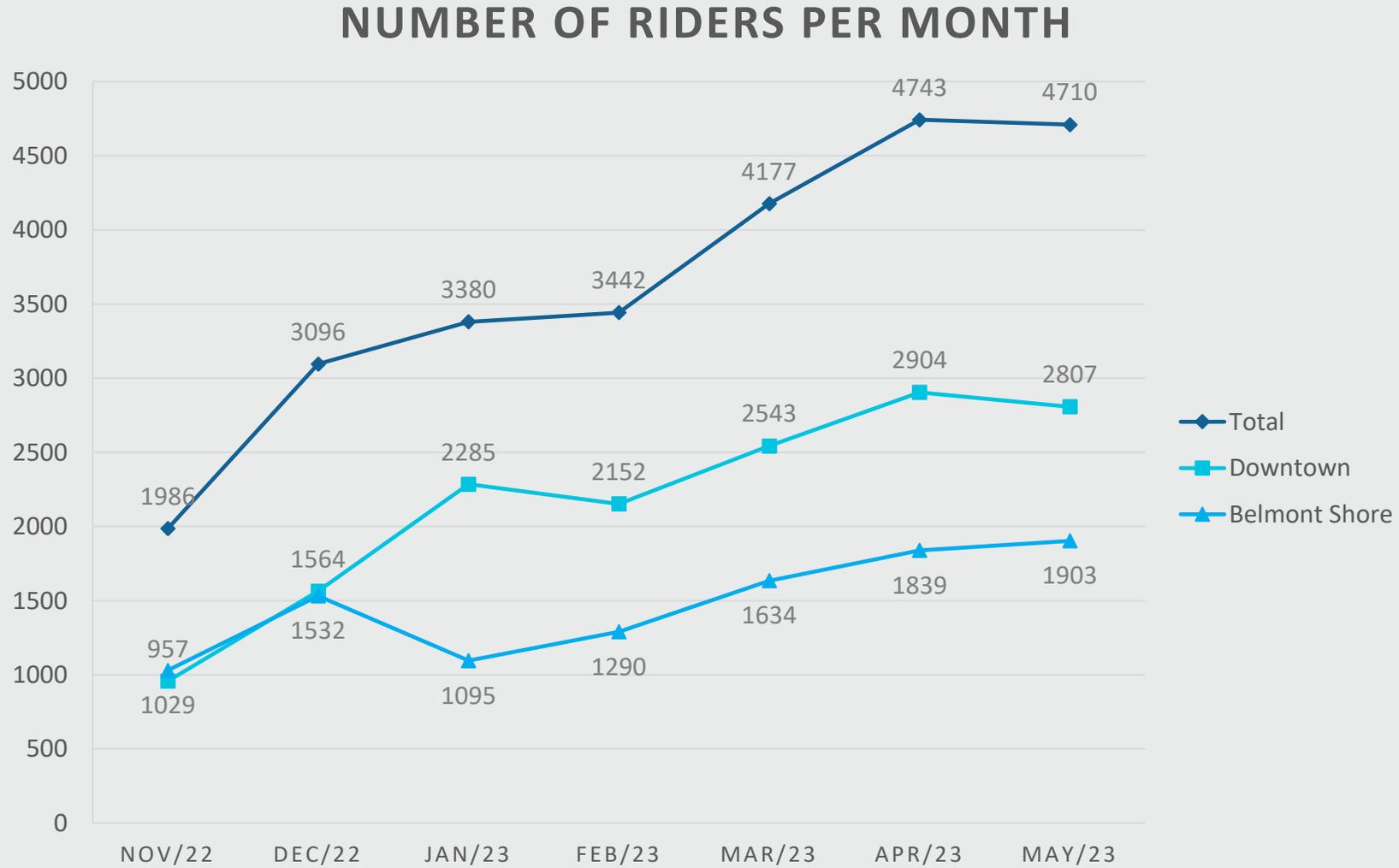




Program Goals

1. Reduce short car trips, especially within each service area.
2. Encourage the use of public parking lots and reduce demand on on-street parking.
3. Improve connections to existing mass transit.
4. Stimulate the local economy by providing more transportation options (improved access) for people throughout the corridor.

Program Performance: Overall Ridership

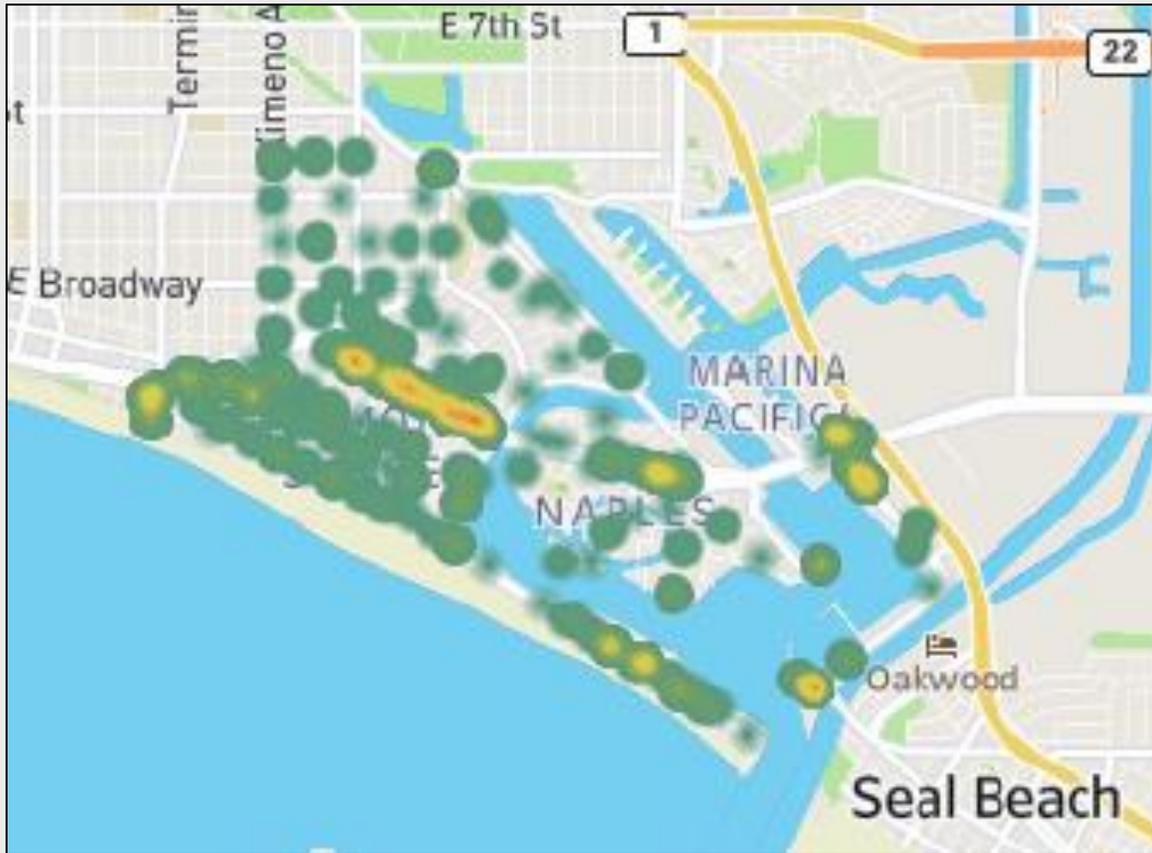


Program Performance: Heatmaps

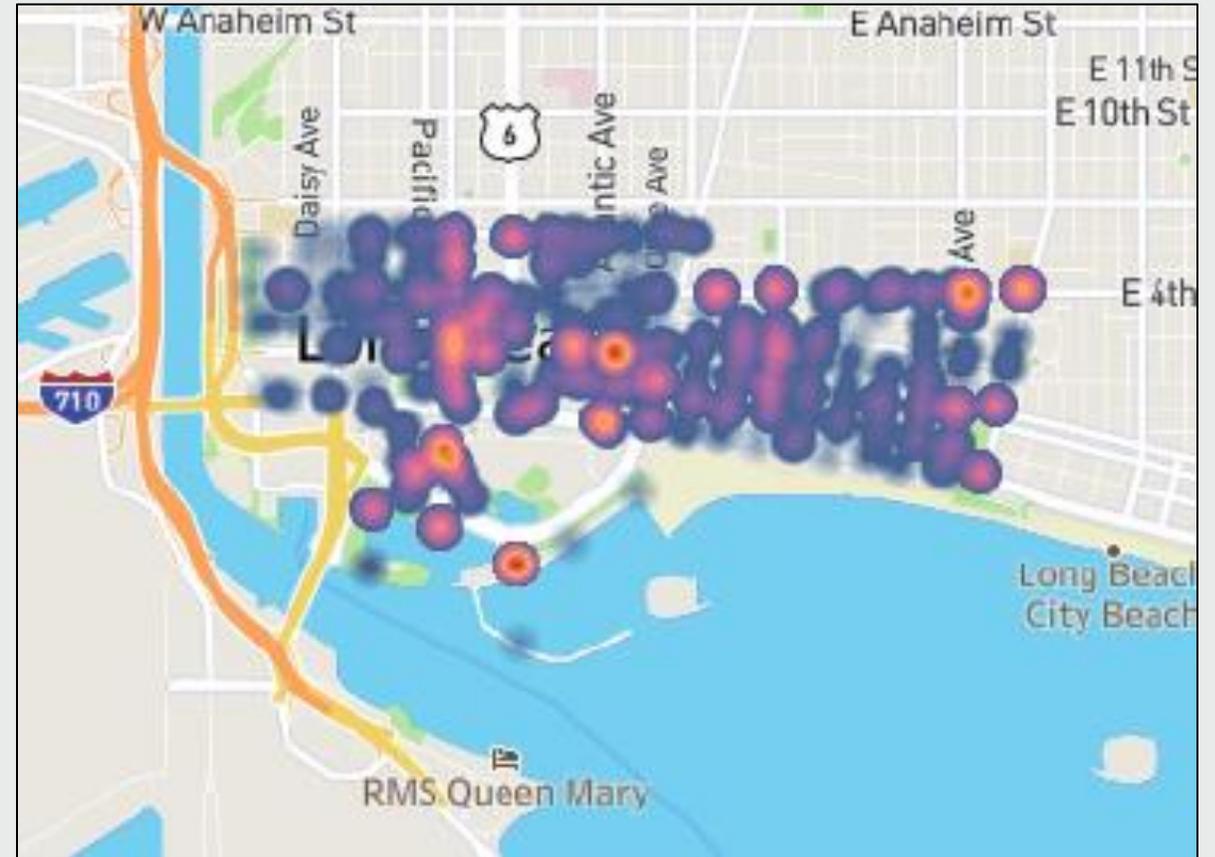
Two Service Areas

(March 2023 Data)

Belmont Shore



Downtown





Thank you

Public Works / Transportation Mobility

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