



March 11, 2008

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Receive the supporting documentation into the record; find that the public convenience and necessity requires the continued operation of the pedicabs as described in the application for amendment; and authorize the City Manager to retroactively extend the term of the permit granted to Long Beach Pedicabs, LLC to operate pedicabs for a period of one additional year and (ii) expand the area in which Long Beach Pedicabs, LLC is authorized to operate. (District 1 and 2)

## DISCUSSION

Long Beach Pedicabs, LLC (LB Pedicabs) currently operates pedicabs in downtown Long Beach pursuant to a permit authorized by the City Council on December 20, 2005, the term of which permit expired on December 31, 2007. After conducting an evaluation of the effect pedicabs have had on downtown congestion, traffic flow and public convenience, staff recommends both extending the permit term and the service area as defined in the permit. LB Pedicabs continues to provide transportation alternatives for the downtown area while helping to relieve parking and traffic congestion. Expansion of its primary service area will help LB Pedicabs build its business through outreach into the Bluff Park Historical District of Long Beach and offering residents and visitors a convenient and attractive alternative to driving their automobiles to the Downtown Dining and Entertainment District, the East Village Arts District and the Pike.

The Long Beach Municipal Code (LBMC) requires an application be filed and a hearing be held before the City Council prior to extending or substantially amending a permit for pedicab service. The LBMC also requires that the City Council make a determination that the public convenience and necessity require the operation proposed by the applicant for the extended permit. Except for the expansion of the service area, the operating terms and conditions of the original permit (including maximum rates) will remain in full force and effect during the extended term.

The current route as shown on Exhibit "A" attached to this letter includes: Ocean Boulevard; the bike path along the north side of Shoreline Drive between Shoreline Village and Cedar Avenue; streets including Aquarium Way, The Paseo, Cedar Avenue and Seaside Way; and the Promenade, along the 1<sup>st</sup> Street Transit Center. The

City departments have conducted their investigation regarding the expansion of the service area in accordance with the conditions of the existing permit. The following summarizes their findings:

- The Police Department recommends that the application for an amended pedicab permit extending the term and expanding the service area as shown on Exhibit "B" be approved.
- The City Traffic Engineer recommends that the application for an amended pedicab permit extending the term and expanding the service area as shown on Exhibit "B" be approved.

This matter was reviewed by Deputy City Attorney Richard Anthony on February 27, 2008.

#### TIMING CONSIDERATIONS

City Council action is requested on March 11, 2008 to allow LB Pedicabs to be operational with the extended boundary prior to the 2008 Grand Prix.

#### FISCAL IMPACT

The following fees will be collected upon approval of this amended permit. Business License taxes of \$253.76 from the applicant and \$183.92 for each independent contractor driver (Financial Management Department), LiveScans \$44.00 and Police Department Investigations \$75.00 (Police Department)

#### SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

  
LORI ANN FARRELL  
DIRECTOR OF FINANCIAL MANAGEMENT

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ATTACHMENTS

APPROVED:

  
PATRICK H. WEST  
CITY MANAGER

# PRIMARY PEDICAB SERVICE AREA



