Piloting Dockless Devices in a Changing Mobility Landscape
Transportation is the largest source of GHG emissions in Santa Monica.

Reduce emissions and fuel your happiness.
Adopted Goals:

Circulation Element: No Increase in PM Peak Vehicle Trips (2009 baseline)

Bike Action Plan: 14-35% Trips by Bike (2030)

Pedestrian Action Plan: 25% Trips by Walking (2030)

Vision Zero: Zero by 2026
Why a Shared Mobility Pilot Program?

• **Develop a new area** of policy, regulation, and enforcement through firsthand experience

• **Move quickly to adapt** to a rapidly changing industry; leave room to learn and adjust

• **Explore partnership** models with private companies

• Explore possibilities for **data capture, structures, and utilization**

• Allow time to **test management tools** like shared mobility device drop zones
Pilot Program Structure

• **Duration**: September 2018 to December 2019

• Request for Applications – **18 submitted**, 4 selected:
  - **Bird**: 750 scooters
  - **Jump**: 250 scooters, 500 bikes
  - **Lime**: 750 scooters
  - **Lyft**: 250 scooters

• Published **Administrative Rules – Flexible** and intended to be updated throughout the program
Pilot Program Scope - Operations

• **Citywide distribution** required – max 30% Downtown

• **Ground operation** crews required for maintenance, rebalancing, clean-up; resolution of parking issues in 1 hour (7a-10p)

• **Customer service** accessible 7a-10p; 24-hour emergency contacts

• **Speed reduction** to deter riding on Beach Path, Promenade, inside urban parks

• Special **event protocols** with PD/Fire
Pilot Program Scope - Parking

- **Maintain minimum 48 inches** ADA path of travel
- Stay out of immediate curb ramps, bus stop loading/unloading, fire hydrants, etc.
- No stationary device for >48 hours
- No broken devices left on PROW
- Operators responsible for **private property clearances**
- **Impounding** of immediate hazards
- **As of May 2019** – provide incentives for users to park in the 110 citywide drop zones
How does City enforcement/evaluation work?

- **Test devices** in the field
- **Enforcement** on the street
  - Respond to complaints
  - Tracking deployment, response time, device deficiencies, etc.
  - Issuing citations
- Considering contracts for supplemental enforcement at peak periods
- **Monthly one-on-one meetings** with operators to track and discuss their progress
- Looking for more efficient and real-time tools
Program Fees & Expenditures

Pilot Program Participation Fees – cost recovery
- $20,000 per operator/year and $130/device/year
- Pays for some Pilot Program Support staffing: Program coordinator and Enforcement/Field liaison

PROW Use Fees
- $1 per device/day; billed monthly
- Invested in safety facilities and programs, and infrastructure
- Based on outdoor dining fee study

Miscellaneous Revenues & Expenses
- Citations, impound fees
- Drop Zone installations, signage, markings
2019 Rider Survey: Respondent Attributes

Age

- 65+ 0.8%
- 55-64 4.2%
- 45-54 9.2%
- 35-44 19.7%
- 25-34 40.9%
- 18-24 21.1%
- Under 18 2.2%
- Prefer not to say 1.9%

*4,700 Survey Responses*
2019 Rider Survey: Respondent Attributes

- Gender
  - Male: 55.1%
  - Female: 24.6%
  - Other: 0.3%
  - (no response): 20.0%

*4,700 Survey Responses*
2019 Rider Survey: Respondent Attributes

Income

- (no response): 9.4%
- Over $100,000: 29.2%
- $75,000 - $99,999: 11.4%
- $50,000 - $74,999: 12.9%
- $30,000 - $49,999: 9.4%
- $15,000 - $29,999: 7.2%
- Under $15,000: 8.7%
- Prefer not to say: 11.8%

*4,700 Survey Responses
2019 Rider Survey: Trip Purpose

Santa Monica

- Work-Related: 30.8%
- Recreation: 14.2%
- Dining: 18.9%
- To/From Home: 15.3%
- Shopping: 10.4%
- Other: 7.5%
- To/From Transit: 3.1%

*4,700 Survey Responses
2019 Rider Survey: Trip Purpose

LA County, not SaMo

- Work-Related: 36.7%
- Recreation: 21.5%
- Dining: 12.6%
- To/From Home: 9.6%
- Shopping: 8.0%
- Other: 6.1%
- To/From Transit: 5.5%

*4,700 Survey Responses
2019 Rider Survey: Mode Displaced by Last Trip

Santa Monica

- Car: 51.7%
- Walk: 35.1%
- Bike/Scooter: 9.5%
- Transit: 2.7%
- Other: 1.0%

*4,700 Survey Responses
2019 Rider Survey: Mode Displaced by Last Trip

LA County, not SaMo

- Car: 49.4%
- Walk: 37.6%
- Bike/Scooter: 6.1%
- Transit: 5.6%
- Other: 1.4%

*4,700 Survey Responses
### SMPD Enforcement Citations - Jan

<table>
<thead>
<tr>
<th>Santa Monica Municipal Code 3.12.600:</th>
<th>Citations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Sidewalks</td>
<td>88</td>
</tr>
<tr>
<td>Public Parking Structure</td>
<td>1</td>
</tr>
<tr>
<td>Third Street Promenade and Municipal Pier</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>95</strong></td>
</tr>
</tbody>
</table>
**89:** Number of traffic and injury calls related to E-Scooter incidents responded to SMPD 24 of those calls were in conjunction with SMFD.

**35:** Number of medical calls for service related to E-Scooters responded independently to by SMFD.
City, Bird, Lime shared cost of Summer 2018 education campaign
Education & Communications

NO MOTORIZED DEVICES. IT’S THE LAW.

Motorized devices are prohibited on the Santa Monica Beach bike path, Third Street Promenade, sidewalks, and in parks. [SMC 3.12.800]

Dismount Zone
Walk Bikes + Scooters

The e-scooter rules to know before you go...

Be safe. Avoid a ticket. Wear a helmet. Park respectfully. One person per scooter. Have a license. Ride on the street.
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