



Final Administrative Decision

Date: July 18, 2019

By: David Martin, Director of Planning and Community Development
Re: Shared Mobility Pilot Program Bird Cap Fleet Size Adjustment

Memorandum

On June 26, 2018 City Council adopted Ordinance 2578 (“Ordinance”) and directed staff to proceed with the implementation of the Shared Mobility Device Pilot Program (“Pilot Program”) for regulating dockless shared mobility companies and technologies in a way that protects public safety and promotes community wellbeing, sustainability and equity. Since the launch of the Pilot Program on September 17, 2018, roughly 1.5 million trips have been taken on shared mobility devices, and respondents to a City-conducted user survey self-reported that 50 percent of their most recent trip on a shared mobility device displaced a car trip (including drive alone, ride share services, taxi’s etc.)

The Pilot Program allowed for a program launch with a city-wide fleet size of up to 3,000 total devices, including up to 1,000 e-bikes and up to 2,000 e-scooters. The Ordinance allowed for the total number and ratio (e-bikes to e-scooters) of shared mobility devices permitted to operate in Santa Monica to be adjusted over time.

As detailed in Section 3.3 in the Pilot Program’s Administrative Regulations (“Administrative Regulations”), an operator may add devices to its fleet, upon request and approval by the City, when the operator demonstrates with device and utilization data that average ridership exceeds a Minimum Utilization Rate (“MUR”) of three (3) rides per day for e-bikes and four (4) rides per day for e-scooters. When utilization falls below the prescribed MUR, the City may require operators to remove the number of devices necessary to meet or exceed the MUR. When utilization is above the prescribed MUR, operators may request to add devices.

The Administrative Regulations outline criteria in addition to the MUR thresholds for the City to consider in the evaluation of requests for device increases or device decrease determinations. The criteria include market needs, the number of devices deployed in the City, device utilization, operator performance, public safety, seasonal and environmental conditions, and special events.

Currently, the four companies selected to participate in the Pilot Program have the following maximum device allocations:

Bird: 750 e-scooters

Jump: 500 e-bikes, 250 e-scooter

Lime: 750 e-scooters

Lyft: 500 e-bikes (never launched), 250 e-scooters

TOTAL Launched: 2,500 devices

At this time the City will require Bird to reduce its e-scooter fleet size to 500 from 750 total permitted devices. The City continues to receive a higher number of complaints and observed issues with Bird's operations (i.e. improper deployment, response time, and maintenance) relative to the other operators. Most significantly, the Administrative Regulations require that all operators provide the City an Application Programming Interface (API) that meets the City of Los Angeles Mobility Data Specification (MDS) (Section 3.16.1), which the City uses for planning purposes and to regulate, enforce, and evaluate operators' compliance with program regulations (i.e. deployment, daily available device caps, ridership, prohibited zones, etc.). The City has observed consistent anomalies unique to Bird's data feed that result in a lack of data accuracy and reliability and are inconsistent with the Administrative Regulations.

The City has required Bird to address the issues with its data feed within 7 days of the final publication of this notice. Thereafter, the City will review Bird's data for accuracy and reliability and consistency with MDS. Following the review, the City will make a determination about Bird's future participation in the Pilot Program.

As adjusted, Bird's permitted device cap would be the following:

Adjusted Permitted Caps

Bird: 500 e-scooters (reduced from 750)

Prepared By: David Martin, Director of Planning and Community Development