



Final Administrative Decision

Date: March 31, 2020

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

Introduction

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.

The Pilot Program has expanded to a city-wide fleet size of up to 3,250 total devices, including up to 750 e-bikes and up to 2,500 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 to 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: 750 e-bikes, 250 e-scooter
Lime: 750 e-scooters
Lyft: 750 e-scooters
TOTAL: 3,250 devices

As the novel coronavirus (COVID-19) pandemic continues to rapidly evolve, the City of Santa Monica recognizes the need to continue to provide reliable and safe transportation options through this uncertain time for essential trips outside the home. For that reason Bird, Jump and Lyft will continue their regular service to provide additional transportation options in this unique time. Because of the extension of the *Stay at Home Order* until April 30, 2020 and therefore low rider demand, at this time the City will reduce the permitted fleet sizes for Bird, Jump e-bikes, and Lyft from 750 devices per operator to 350 devices per operator. Jump's permitted e-scooter fleet will be reduced from 250 to 100 devices. Jump has temporarily paused its e-scooter operations in Santa Monica, however Jump is able to resume e-scooter operations within the reduced fleet size.

Lime has suspended service in most European markets, Washington State, and California, and on March 18, 2020 notified the City that Lime will permanently discontinue services in Santa Monica beginning April 1, 2020.

As adjusted, citywide permitted device caps will be the following:

Adjusted Permitted Caps

Bird: 350 e-scooters (reduced from 750)
Jump: 350 e-bikes (reduced from 750), 100 e-scooter
Lime: n/a
Lyft: 350 e-scooters
TOTAL: 1,150 devices

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