



# Final Administrative Decision

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**Date: July 18, 2019**

By: David Martin, Director of Planning and Community Development  
Re: Shared Mobility Pilot Program Jump 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 for the City to consider in addition to the MUR thresholds 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**

In November 2018, and February and March 2019, Jump requested to increase its e-scooter and e-bike fleets from 250 to 750 e-scooters, and 500 to 1,000 e-bikes

This request was not approved at the time, because Jump did not meet the criteria listed in Section 3.3 of the Administrative Regulations. Specifically, Jump fell below the MUR thresholds for a device increase of four e-scooter and three e-bike rides per device per day.

In May 2019, Jump asked the City to revisit the earlier device increase request noting its growing ridership/utilization, overall compliance with the Administrative Regulations, - commitment to community engagement, and proactive approach to solving issues and incorporating feedback. Because Lyft had not launched the 500 e-bikes it was originally allocated within the 30-day window required by the Administrative Regulations, Jump requested an additional 500 e-bikes to fulfill the initially envisioned 1,000 total Pilot Program e-bike fleet.

Between June 1 and June 30, 2019, the Pilot Program has generated a total of over 315,000 trips and a combined average of 4 rides per device per day for all four operators and devices combined (including both e-bikes and e-scooters). In that same period, Jump's ridership reached to 3.3 and 4.6 rides per device per day on e-scooter and e-bikes respectively, and Jump has continued to demonstrate an ardent and continued commitment to be responsive to City regulations and community complaints.

Jump is currently permitted to operate 750 shared mobility devices in Santa Monica. Jump's e-bike ridership of 4.6 rides per bike per day has surpassed the 3 rides per e-bike MUR threshold as defined in the Administrative Regulations and revealed a growing demand for shared e-bike service. Jump has also demonstrated a commitment to be responsive to community feedback and has worked quickly to resolve issues and comply with Pilot Program requirements. The City has observed the Jump e-bikes to be durable, well maintained, and well utilized. The e-bike's larger size, however—compared to e-scooters—can pose additional parking/spatial challenges in the Public Right of Way (PROW), as is evidenced by a relatively higher number of complaints regarding e-bike

parking and usage. Based on the growing demand for shared e-bike services, and consideration of the parking/spatial challenges in the PROW posed by e-bike size, the City will partially fulfil Jump's device increase request and permit Jump to operate an additional 250 (750 total) e-bikes in Santa Monica.

Because Jump's e-scooter ridership has not exceeded the MUR threshold of 4 rides per e-scooter per day, and the Pilot Program as a whole has yet to substantially exceed the anticipated MUR of 4 trips per device per day, the City will not grant Jump's request to expand its e-scooter fleet at this time.

These adjustments to Jump's device allocations are intended to improve service and responsiveness from all Pilot Program operators and meet the growing demand for shared mobility devices. As adjusted, Jump's permitted device cap would be the following:

**Adjusted Permitted Caps**

Jump: 750 e-bikes (increase from 500), 250 e-scooters (no increase)

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