



# 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 Lyft 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 Shared Mobility 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, Lyft requested to increase its e-scooter fleet from 250 to 750 e-scooters.

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

In May 2019, Lyft 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. Lyft also noted a disadvantage of having fewer devices than the other permitted Pilot Program operators in Santa Monica. Lyft was initially allowed to launch 750 total shared mobility devices (500 e-bikes and 250 e-scooters) but did not launch the 500 e-bikes within the 30-day window required by the Administrative Regulations, and so was left with only 250 e-scooters in operation.

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, Lyft's ridership reached to an average of 4.7 rides per e-scooter per day, and Lyft has continued to demonstrate an ardent and continued commitment to be responsive to City regulations and community complaints.

Lyft has demonstrated an exemplary ability to adhere to the Administrative Regulations and has worked proactively to ensure quick issue resolution and full program compliance. This effort is evident because the City has received few complaints specific to Lyft's operations, issued Lyft few administrative citations, and observed few operational issues (e.g. improper deployment, slow response time, etc.). Based on Lyft's growing average daily ridership, its consistent efforts to comply with the Administrative Regulations, and a demonstrated commitment to be responsive to the City and community, the City will fulfill Lyft's device increase request and permit Lyft to operate an additional 500 (750 total) e-

scooters in Santa Monica. This will bring the total number of Lyft devices into parity with the total number of devices originally deployed by the other Pilot Program operators.

This adjustment to Lyft's device allocation is intended to improve service and responsiveness from all Pilot Program operators and meet the growing demand for shared mobility devices. As adjusted, Lyft's permitted device cap would be the following:

**Adjusted Permitted Caps**

Lyft: 750 e-scooters (increase from 250)

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