



Frequently Asked Questions About the Shared Mobility Pilot Program

ABOUT THE PILOT

Why a pilot model for e-bikes and e-scooters?

The 16-month pilot will inform the development of long-term policy solutions to expand sustainable mobility options equitably while protecting public safety on city streets and sidewalks. Working in close partnership with operators will give the City firsthand experience into shared mobility operations. Through this, long-term regulations will be shaped by proven solutions leveraging the best of this new mobility technology.

What does the City hope to achieve through the pilot?

The goals of the program are to:

- Improve access to new mobility options for residents, employees, and visitors to Santa Monica.
- Create new options that meet diverse use cases in support of a multi-modal city.
- Educate users about the proper rules and etiquette for shared mobility devices.
- Create a legal and enforceable framework for managing shared mobility service providers in the public right-of-way, including ensuring safe and easy passage on sidewalks and pathways.
- Build a good working relationship with shared mobility providers to protect the public right-of-way while advancing new mobility options in Santa Monica.

When does it start and how long does it last?

The pilot starts on September 17, 2018 and will conclude at the end of December 2019.

What kind of data will be collected and how will it be used to improve the program?

Since 2015, Santa Monica has been focused on gathering and using data to enhance and expand our mobility network. The operators will be required to provide the City real time access to their data through Application Programming Interfaces (APIs). APIs provide data standards for municipalities to help ingest, compare and analyze data being generated by shared mobility systems like bike share and e-scooter share. Santa Monica is joining with other municipalities like Los Angeles, in requiring data from shared mobility operators because it will enable closer coordination across cities in understanding how the systems work and how best to regulate them. In the future, cities could expand these data requirements to other forms of transportation like ridesharing (i.e TNCs). Working in partnership with operators, the City will expand its use of data on shared mobility in Santa Monica to make the smartest investments to educate/incentivize appropriate rider behavior, enforce compliance with local regulations, and encourage greater adoption of new and innovative transportation options.

Who administers the pilot?

Staff anticipates that the introduction of four companies and 3,000 shared mobility devices will require significant oversight, education, data collection/analysis, and enforcement. A full-

time program coordinator housed in the Mobility Division in the Department of Planning and Community Development will oversee the administration of the program. A full-time code enforcement officer will be dedicated to ensuring that the operators are in compliance with the pilot program’s Administrative Regulations.

How will this pilot be regulated?

The pilot program will be run in accordance with [Administrative Regulations](#), which have been designed to be collaborative and flexible in developing an effective model to regulate these new transportation options. The regulations will allow the City to work with operators to test and implement various tools to help ensure effective compliance with applicable laws while promoting the health, safety and wellbeing of everyone in the community.

What happens if operators don’t follow the Administrative Regulations?

The Shared Mobility Pilot Program is designed to promote and achieve compliance with local law and the program guidelines. The enforcement program includes an escalated enforcement strategy that in most cases will begin with a written warning/advisals to comply. In some cases, depending on the nature of the violation, enforcement could escalate to citations with fines or penalties, or permit revocation, suspension, or denial in accordance with local law. The program is intended, however, to work with the operators to gain voluntary compliance.

How many devices will operate as part of the pilot?

Each of the four selected operators will begin with 750 devices, totaling 1,000 e-bikes and 2,000 e-scooters, in accordance with the initial limits put in place by City Council. Operators are required to report usage data regularly, and may request adjustments to the number of devices based on utilization and performance - this is the “dynamic cap” model adopted by the Council.

| | Bird | Jump | Lime | Lyft |
|---------------|------|------|------|------|
| E-scooters | 750 | 250 | 750 | 250 |
| E-bikes | 0 | 500 | 0 | 500 |
| Total devices | 750 | 750 | 750 | 750 |

What is the process for managing the dynamic cap?

Operators will be required to provide the City with real time access to their data through Application Programming Interfaces (API). Through the API and monthly reporting from the operators, the City will be able to monitor and analyze ridership, utilization, and performance in real time. Operators interested in increasing their fleet size will have to submit a request to the City with supporting data that demonstrates that ridership meets or exceeds minimum utilization rates. The City will verify the utilization data. The City will also take into consideration market needs, the number of devices deployed in the City, device utilization, operator performance, public safety, seasonal and environmental conditions, special events, etc. in determining fleet size increase requests. The City can also require that operators decrease fleet sizes if the ridership is not meeting minimum utilization rates.

What are the fees involved in the pilot?

Each operator will be assessed a base operator fee of \$20,000, and then a scalable per device fee of \$130 per year. These are cost recovery measures to fund two positions that will oversee the program administration and enforcement. On August 28, 2018, Council approved a public right-of-way fee of \$1.00 a day, per device. All fees collected will be invested in infrastructure improvements like expanding sidewalks, green lanes, parking zones, and other enhancements that make walking, biking, scooter riding, and moving around Santa Monica easier and safer.

What happens at the end of the pilot?

The purpose of the pilot is to learn as much as possible during the 16-month timeframe to best position the City for a successful long-term shared mobility program. Formal evaluation of the pilot will begin after the first nine months of the program, with staff using the findings from this evaluation to develop a report and recommendations to the City Council for how to proceed once the pilot ends.

ABOUT THE SELECTION PROCESS

Who was part of the initial selection panel?

The Selection Committee consisted of City staff with appropriate knowledge and experience as it relates to Shared Mobility systems operating in the public right of way; specifically senior staff from Economic Development (HED), Transportation Planning (Mobility Division, PCD), Transit Planning (BBB), Planning and Community Development (PCD), and Santa Monica Police Department (SMPD).

Is there an appeal process?

No. Each applicant, and the public, had the opportunity to submit written comments that were reviewed by the Director of Planning and Community Development as part of his de novo review and selection determination. The Director's selection shall constitute the final decision of the City and shall not be subject to further administrative review.

What categories saw the greatest difference in the Director's scoring?

There was general consistency in application strategies for many of the categories. Operators who demonstrated substantial operating experience scored highest in the experience category. Similarly, in the ability to launch category, companies who demonstrated existing operational capacity received the highest scores.

Was there a difference in the Selection Committee recommendation and the Director's decision?

The Selection Committee recommended two operators – Jump and Lyft – for both e-bike and e-scooter operations. The Director's decision expanded the pool to include four operators as envisioned by Council.

The Selection Committee looked solely at the applications submitted. The Planning Director's review was broader. He reviewed the applications, selection committee recommendations, public comment and supplemental materials. Based on his extensive city planning and mobility

experience, the Director's memo explains the higher marks to the two existing operators, Bird and Lime, for their experience operating in the Santa Monica environment and their ability to launch within the 30-day window.

Were applicants able to negotiate with the City during the selection process?

No negotiations occurred during the selection process or decision—financial or otherwise.

ABOUT SHARED MOBILITY IN SANTA MONICA

How does Breeze fit in with the City's program for shared mobility devices?

Breeze is the City-owned bike share program operated by CycleHop. The program launched in 2015, and currently offers 500 dock-optional bicycles available in 86 locations throughout Santa Monica and Venice. Breeze recently integrated with the bike share systems in Beverly Hills, UCLA and West Hollywood giving users access to 830 bike share bikes across the west side with one bike share subscription. Breeze is the City's first shared mobility system and offers its users a reliable healthy option for short trips around town. The 16-month pilot program expands sustainable mobility options in Santa Monica and will help refine a citywide system that integrates electric bikes and scooters in a safe and equitable manner.

What are the rules regulating the Santa Monica Beach Bike Path?

On August 28, 2018, the Santa Monica City Council voted to prohibit all electric and motorized devices, including electric scooters, electric bikes, Segways, motorized skateboards and all other devices that are not human-powered in such places.

Updating the Municipal Code to clearly prohibit electric and motorized devices, as defined by the California Vehicle Code, clarifies the law and eliminates potential confusion regarding enforcement and regulation of such devices throughout Santa Monica, particularly on the beach bike path, on the Pier and in City parks.

What efforts have been taken to enforce safe riding laws and rules?

The Santa Monica Police Department has proactively educated scooter riders about the rules of the road since January 2018. They have incorporated scooter stops into regular traffic operations and have conducted dedicated operations to enforce the California Vehicle Code and legal scooter riding.