



About the Shared Mobility Pilot Program

Background

On June 12, the Santa Monica City Council unanimously approved a 16-month pilot program for dockless, shared mobility devices, including electric scooters and bicycles. The pilot program will inform the development of long-term policy solutions to expand sustainable mobility options equitably while protecting public safety on city streets and sidewalks.

The Shared Mobility Pilot Program will:

- Set a dynamic device cap based on utilization.
- Require vendors to create interactive safety education for users and increase the availability of helmets for riders at the time of use.
- Require operators to share real-time utilization data with the City.
- Allow up to four operators to be selected to participate made up of at least two electric scooter and two electric bike options.
- Ensure equitable distribution throughout the City.
- Require operators to develop systems that will remedy improper parking, including pick up/drop off zones and incentives.
- Enhance operator customer service and responsiveness to resident and user complaints, including a 24-hour hotline.
- Set forth a broader list of recommended program components through which partners could be evaluated during the pilot term.

Selection Process

- On July 10, 2018, the City released a Request for Applications for participation in the Shared Mobility Pilot Program. The primary objective of the selection process is to identify shared mobility partners to operate in Santa Monica, meet high standards of service and community response, and to provide for an orderly process.
- On July 13, 2018 the City held a Bidders Conference to address any questions about the program that applicants may have about the program.
- On July 27, 2018 the City received 18 applications, from 12 companies to operate e-scooter and e-bike services in Santa Monica.
- On August 10, 2018 the Selection Committee issued their recommendation to the Director of Planning and Community Development for review. That recommendation was made public at www.smgov.net/sharedmobility.
- The City received 479 personalized email comments and 25,908 form letter email comments during the public comment period that ended on Friday August, 17, 2018.
- The Director of Planning and Community Development conducted a de novo review of the applications, public comments, and materials submitted, and requested additional information from City staff, any applicant or any other source that he needed to assist in determining the final qualifications and rankings.

- The Director issued his final selection on August 30, 2018.

Next Steps

- In the coming weeks, notices to proceed will be issued to the selected operators, who will be required to begin operations within 30 days of receiving notice.
- City staff will hold kickoff meetings with selected operators to review the Administrative Regulations to ensure compliance with the rules of the pilot program, before initiating operations.