



City of Culver City

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Staff Report

File #: 19-1317, **Version:** 1

Item #: A-3.

CC - (1) Presentation on the Status of the Scooter Share Trial Program; and (2) Direction to City Manager.

Meeting Date: May 28, 2019

Contact Person/Dept: Diana Chang/Transportation Department

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Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☐ No ☒

Public Hearing: ☐ **Action Item:** ☒ **Attachments:** ☐

Commission Action Required: Yes ☐ No ☒ **Date:**

Public Notification: (E-Mail) Meetings and Agendas - City Council (05/22/19)

Department Approval: Art Ida, Transportation Director (05/16/19)

RECOMMENDATION

Staff recommends the City Council (1) receive a presentation on the status of the Scooter Share Trial Program; and (2) provide direction to City Manager as deemed appropriate.

BACKGROUND

On May 29, 2018, City Council directed staff to develop a draft Interim Operating Agreement (IOA) and to negotiate with Bird to allow for the deployment of the stand-up electric scooter share service for a "trial period" of six months while City develops the future regulations. City Council further directed that this IOA be a template for use with other potential operators (Operators) interested in deploying the scooter share service in the City.

On July 9, 2018, City Council authorized the City Manager to finalize and approve the IOA with Bird and another operator. Thereafter, the City executed the IOAs with Bird and Lime and the operators commenced service in July and August.

At the request of the Mobility, Traffic and Parking Subcommittee (Subcommittee) on January 8, 2019, and with the approval of the City Manager, the IOAs were administratively extended for an additional

two months to allow time for staff to prepare an agenda item for City Council to consider a longer extension, during which time the City would continue its evaluation of the current program and develop recommendations for proposed future regulations.

On April 8, 2019, City Council approved a second extension of the IOAs through June 30, 2019 in order to prepare a new IOA for the period of July 1, 2019 through June 30, 2020 (FY20 IOA), which will give the City additional time to monitor the program and prepare proposed regulations to be incorporated into the Culver City Municipal Code.

DISCUSSION

Since the inception of the trial period, Staff has done the following:

- Monitored and resolved issues with Bird and Lime to ensure their compliance on various requirements in the IOA, which included review and resolution of data issues and other issues related to scooter share;
- Monitored and addressed public input;
- Monitored the scooter share landscape in the region and in the nation, which included research and communication with other jurisdictions on their program requirements and lessons learned;
- Communicated with other scooter share providers to assess their service and operations;
- Conducted on-going evaluations of the City's trial program in order to propose revised program requirements;
- Provided regular status updates on the trial program at the Subcommittee meetings and obtained feedback and direction from the Subcommittee;
- Conducted the rider survey (with assistance from Bird and Lime) and the public opinion survey in May - staff will present the preliminary results to the City Council at the May 28 City Council meeting; and,
- Drafted the FY20 IOA.

FY20 IOA

Based on what the City has learned during the current trial period, staff is proposing changes to the existing IOA for FY20, which will include a proposed fee structure to recover City's costs on the program and changes to the operator requirements in order to address issues that have arisen during this initial trial period. Staff anticipates returning to City Council in June for its consideration of the FY20 IOA.

The FY20 IOA, includes, but is not limited to, the following:

1. A new fee structure
2. More defined requirements in the following sections:
 - Vehicle Technologies
 - Fleet Size and Distribution
 - Fleet Re-balance and Maintenance
 - Parking Requirements and Strategies to Encourage Correct Parking
 - User and Public Engagement/Events

- Data Specifications
- Indemnification and Insurance Requirements

FY20 Program Considerations for City Council Direction

At the March Subcommittee meeting, the Subcommittee suggested considering other Operator(s) for the FY20 program. As such, Staff is seeking direction on whether the City Council would like to:

1. Keep the existing operators and the total number of Operators in the program at two (2);
2. Consider new Operators for the program and keep the total number of Operators in the program at two (2); or,
3. Consider new Operators for the program and increase the total number of Operators in the program;

Below is a matrix of potential advantages and disadvantages of the options above:

| No. | Options | Advantages | Disadvantages |
|-----|---|--|--|
| 1 | Keep the existing operators and keep the total number of Operators in the program at two (2) | <ul style="list-style-type: none"> • Service continuity. • Does not incur significant additional staff time for issue resolution with the Operators; staff can focus on program evaluation and improvements. | <ul style="list-style-type: none"> • Existing Operator(s) may not choose to participate in the FY20 program. |
| 2 | Consider new Operators for the program and keep the total number of Operators in the program at two (2) | <ul style="list-style-type: none"> • More flexibility in choosing operators; | <ul style="list-style-type: none"> • Significant coordination efforts with the new operators on program set up; • Initial service disruption to customers if existing operator(s) are not selected. |
| 3 | Consider new Operators for the program and increase the total number of Operators in the program at two (2) | <ul style="list-style-type: none"> • More flexibility in choosing operators; • Additional choices for riders; • Service continuity if Bird/Lime remain in the program. | <ul style="list-style-type: none"> • Current utilization rates do not justify additional operators; • Potentially, there will be more scooters on the street that may lead to more issues; • Significant additional staff time/coordination efforts with new operators; would require additional staff positions. |

FISCAL ANALYSIS

City staff anticipates incurring costs on the administration, monitoring, and enforcement of the IOA on the stand-up electric scooter sharing service.

The costs associated with the program will be partially offset through the program fees.

ATTACHMENTS

None.

RECOMMENDED MOTIONS

That the City Council:

1. Receive a presentation on the Scooter Share Trial Program; and,
2. Provide direction to City Manager as deemed appropriate.