


CITY OF LOS ANGELES
INTER-DEPARTMENTAL CORRESPONDENCE

Date: February 5, 2019

To: Honorable City Council
c/o City Clerk, Room 395, City Hall
Attention: Honorable Mike Bonin, Chair, Transportation Committee

From: Seleta J. Reynolds,  General Manager
Department of Transportation

Subject: **MYLA311 DOCKLESS ENFORCEMENT SERVICE REQUEST AND PILOT STATUS UPDATE**

SUMMARY

As directed by City Council in CF17-1125, this report provides an update on the Dockless On-Demand Personal Mobility Pilot, including status of the Conditional Permit released on September 28, 2018, integration to the MyLA311 platform, enforcement, infrastructure, and future outreach for the One Year Permit Application made available on January 28, 2019.

RECOMMENDATION

RECEIVE and FILE this report.

BACKGROUND

City Council approved LADOT's Dockless On-Demand Personal Mobility Pilot on September 28, 2018, beginning a 120-day conditional permit phase. LADOT received Conditional Permit applications from interested dockless operators beginning October 1, 2018. Conditional Permits authorized approved operators to deploy up to 3,000 vehicles each throughout the City, excluding Council District 12, Council District 13, and the Downtown portion of Council District 14. To date, LADOT conditionally permitted the following operators:

- **Bird** (3,000 scooters)
- **Jump** (2,000 electric bikes, 1,000 scooters)
- **Lime** (3,000 scooters)
- **Lyft** (3,000 scooters)
- **Skip** (3,000 scooters)
- **Spin** (3,000 scooters)
- **Razor** (3,000 scooters)
- **Wheels** (3,000 bikes)

Of the eight permitted operators, seven are expected to deploy within the Conditional Permit period. Deployment areas include Venice, Koreatown, Westwood, Melrose/Fairfax, Sherman Oaks, and Palms.

LADOT posted applications for the One Year Permit on January 28, 2019 and the last day to submit an application is February 15, 2019. The earliest LADOT will issue permits is March 4, 2019. As part of the One Year Permit, operators will be allowed to deploy up to 3,000 vehicles citywide, an additional 2,500

vehicles in disadvantaged communities (DAC) that scored at or above the 75th percentile as defined by the CalEnviroScreen 3.0, and 5,000 vehicles in DACs within the San Fernando Valley for a total fleet size of up to 10,500 vehicles per operator.

The dockless bike and scooter model allows users to return vehicles to the public right-of-way. The absence of a physical docking station creates potential for vehicles to park improperly in areas other than the recommended “furniture zone”. To address this issue, LADOT partnered with the City of Los Angeles Information Technology Agency (ITA) to create the first Transportation Service Request for “Dockless Mobility Enforcement”. On MyLA311, the public is able to report improperly parked dockless vehicles to the appropriate operator. Operators are required to close out their service requests and LADOT can monitor and track the responsiveness of each individual operator.

DISCUSSION

MyLA311 Integration

To address complaints and manage improperly parked dockless devices, LADOT partnered with ITA to create the first Transportation Service Request for dockless enforcement within MyLA311. Permitted operator onboarding will begin as early as February 12, 2019, with a rollout tentatively scheduled for February 27, 2019. The Transportation Service Request will capture public complaints and allow LADOT to monitor operator responsiveness. LADOT expects to release this service publicly at the start of the Dockless On-Demand Personal Mobility One-Year Permit period. Costs associated with the addition of this new service request are covered in full by operator permit fees.

According to the Dockless On-Demand Personal Mobility Rules and Guidelines, dockless operators are responsible for resolving inoperable and improperly parked devices within two hours, from 7am to 10pm daily. With the Transportation Service Request, requests will be sent directly to the operator and LADOT will be able to monitor responsiveness to ensure the two hour window is met.

The Rules and Guidelines also state that vehicles parked in one location for more than five consecutive days may be removed by the City of Los Angeles’ Bureau of Sanitation (LASAN) and taken to a City facility for storage at the expense of the operator. With data provided through the Mobility Data Specification, LADOT is able to monitor the five-day window for compliance. To further streamline service request processing and monitoring, ITA will work with LASAN to integrate MyLA311 and SANSTar, LASAN’s cloud-based technology that includes mobility, mapping, tracking, and dashboarding capabilities.

Enforcement Status

As a bulky item, dockless scooter and bicycle removal and pickup fall under the purview of LASAN. For the duration of the pilot, LASAN will be responsible for the removal and impound of vehicles operating outside permit guidelines.

The Los Angeles Police Department (LAPD) is responsible for enforcing both sidewalk riding and helmet use for riders under the age of 18. As of January 1, 2019, Assembly Bill 2989 permits scooter riding on streets with a speed limit up to 35 mph, but does not allow users to operate scooters on sidewalks or on streets where the posted speed limit is more than 25 mph, unless that person is in a bike lane. Under the new law, helmets are only required for motorized scooter riders under the age of 18. Within the Rules and Guidelines, the user must be at least 18 years old with a valid driver’s license, and LADOT amended the permit to encourage rather than require helmet use.

Parking Zones And No Sidewalk Riding Messaging

LADOT is considering vinyl decal designs that can be placed in the public right-of-way to create dedicated parking zones. While not required, parking zones provide a visual cue that reinforces proper parking etiquette while also providing operators a location to rebalance their vehicles. Vehicle activity data from permitted companies, stakeholder input, and LADOT field checks will determine parking zone locations.

LADOT is working with Council District 5 to create messaging to deploy along Melrose Ave., 3rd Street, and Beverly Blvd. to deter users from riding on the sidewalk. LADOT is currently looking at national best practices to inform the final design.

Outreach

Throughout February and March, 2019, LADOT will host six open house meetings as part of the Community Engagement Plan requirement of the One Year Permit. During these meetings, LADOT staff will introduce the one-year pilot program and the system operators, and receive public comments and questions. LADOT chose initial locations based on dockless ridership data, and Council support. Future meetings will be hosted quarterly as dockless fleets expand into additional districts, and additional meetings may be held to provide additional education to community stakeholders.

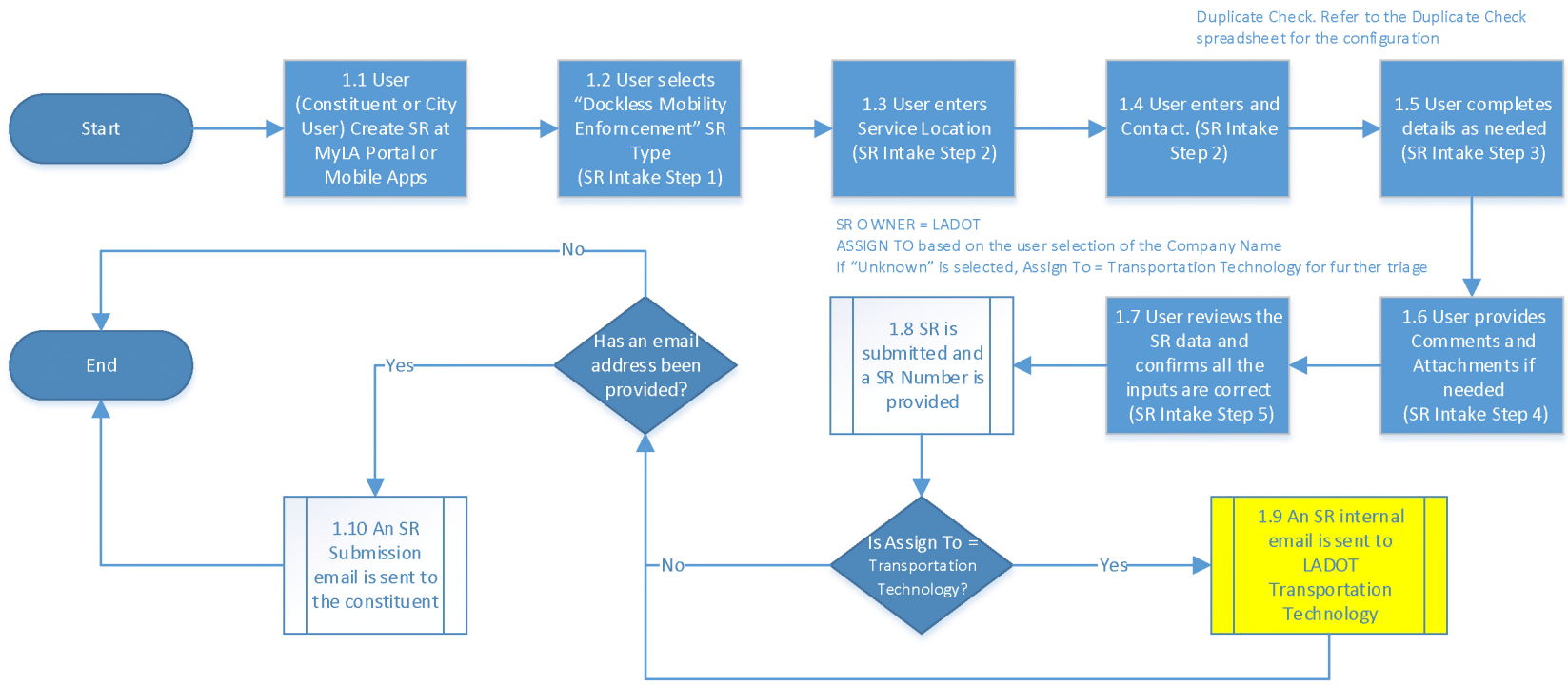
FISCAL IMPACT

There is no fiscal impact as this report is informational.

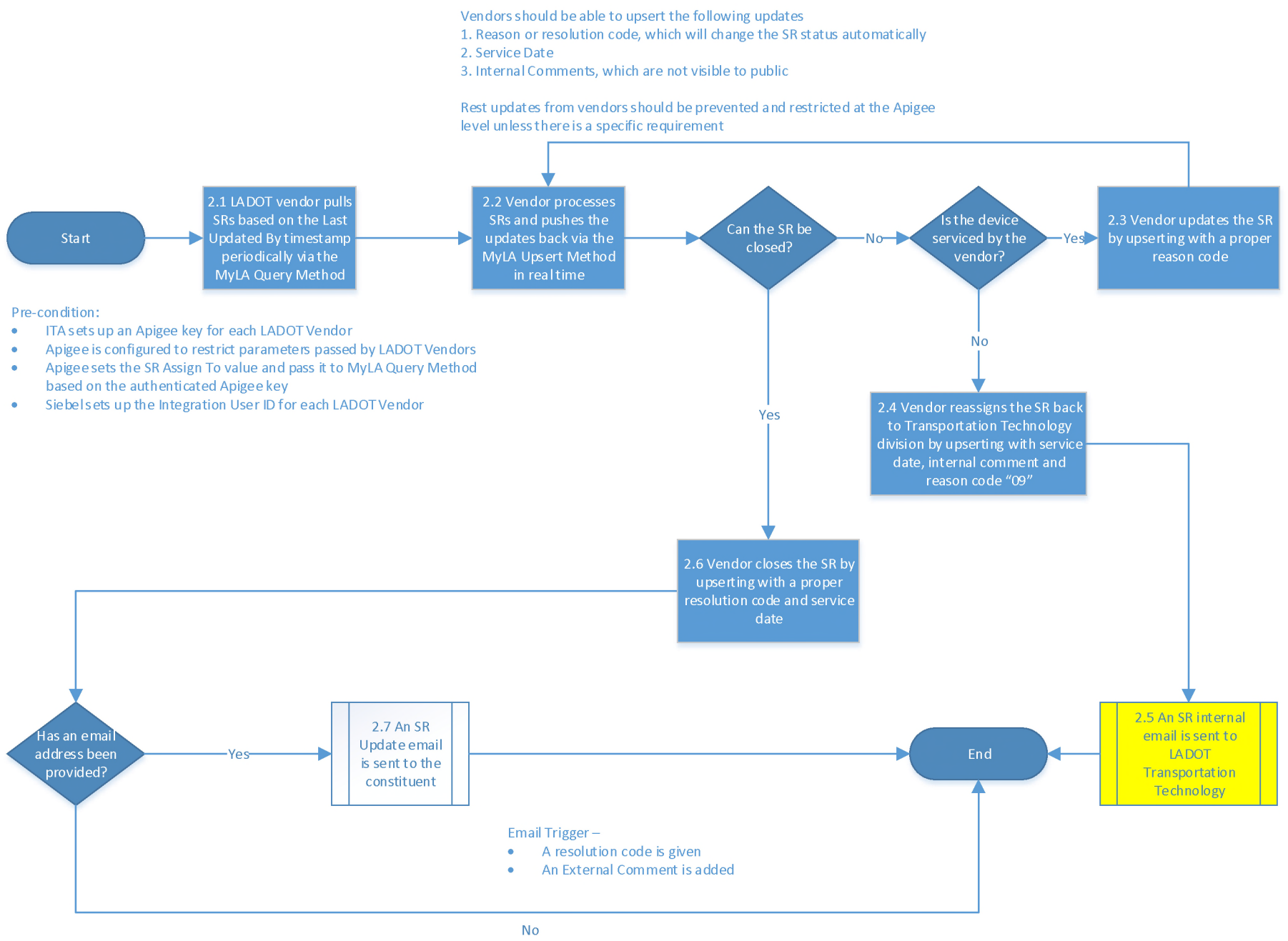
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Attachment

MyLA SR Intake Process



MyLA Integration with LADOT Vendors



SR Update & Close Process (DOT Transportation Technology staff)

