

**City of Long Beach
E-Scooter Pilot Program
Summer 2018**

Key Messaging

Scooters will be in all parts of the city

- We want to make sure that all parts of the city get to test ride the e-scooter pilot program.
- Similarly, we want to make sure that all operators get to know the whole city.
- That's why vendors are required to deploy at least twenty percent of their fleet in each of the three deployment areas in the city.

We've set rules to ensure a safe, orderly program

- The number one priority for the program is to ensure safety for the community.
- We've implemented a number of measures to make sure operators collect their e-scooters and place them in a safe place every night.
- We also designed the pilot program to incentivize safe parking and penalize operators who allow e-scooters to be left in the road or in pedestrian rights of way.

The pilot program is another step forward for active transportation

- We see this fitting in perfectly with the city's mobility efforts.
- The goal is to reduce the number of short, single occupancy car trips, and e-scooters are designed for that exact type of trip.
- It also makes Long Beach Transit and Metro Blue Line a more viable option. Stops and stations that used to take too long to reach by foot are now more easily within reach.

The pilot program is a learning opportunity

- The City waited to see how e-scooters worked in other cities, noting what worked well and what can be improved. We developed this program with those lessons in mind.
- By working with the operators for three months, we will regularly assess the success of the program to craft the safest and most effective permanent program in the future.

Sample Q&A

Why did you wait to do this program?

The City closely followed the issues that other cities faced with e-scooters. We also noted what worked well in other cities. By waiting, we were able to use those examples to craft a pilot program that bypasses some of those growing pains and puts in place a place a more mature program that we think best fits our city.

How are you avoiding the problems from San Francisco, Santa Monica?

Each vendor is required to identify and physically mark locations for placement of the scooter fleet during initial deployment and daily rebalancing. Doing so will address two issues that we saw elsewhere: scooter concentration in only a few areas and parking in the pedestrian right of way. Also, scooters are prohibited from operating on the beach path.

How does the pilot program work?

We have six operators participating in the pilot program and the city is split into three zones. Each operator needs to maintain twenty percent of its fleet in each zone so that city residents will have the opportunity to see how different operators do business in their areas. At the end of the program the City will assess how each operator served the community over the three-month pilot. Then the City will determine if a permanent program makes sense, and if so, which operator or operators will be licensed for long term service.

Why are you splitting the city into zones?

Each operator needs to maintain at least twenty percent of its fleet in each zone. This is to give residents the opportunity to try all and for the operators to learn about different parts of the City. We want to give everything the chance to try various operators and ensure that all the scooters don't concentrate in just a couple parts of the city.

How many scooters will be on the ground?

Each operator will deploy 150 scooters in the first month with the option to deploy a second group of 150 scooters after the first month.

What do riders need to know before riding?

Riders need to be 18 years of age and possession of driver license per the California Vehicle Code. They must wear a helmet, and if they don't have one, they can request one for free from an operator. They cannot ride on the sidewalk, must use a bike lane whenever possible and need to park their scooters out of the street and out of the public right of way. If riders have any questions or issues, they can reach a dedicated customer service hotline at (562) 908-3516 and LongBeachCallCenter@willdan.com.

What's next?

Operators have sighted deployment spots and they are starting to deploy in the City. The pilot program concludes on October 30th, and all scooters must be cleared from the streets by 12 PM on October 31st. Each company will submit a final report to the City including a summary of the vendor's overall operation and its ability to assist in potential future operation in Long Beach.