• 10.2 million residents
• 4,084 square miles
• 88 incorporated cities
• 125 unincorporated islands
Establishing E-Scooter and Bicycle Pilot Program

Headlines

- Culver City Kicks Off Trial Period as L.A. Responds to Electric Scooters (7/2018)
- El Segundo City Council Places Temporary Ban on Scooters in El Segundo (8/2018)
- Electric Scooters Roll into Long Beach (8/2018)
- Santa Monica, CA Kicks Off Shared Mobility Pilot Program (9/2018)
- Supervisors to Pick-up Debate on Beach Front Scooters (10/2018)
- Bird Sues City of Beverly Hills Over Motorized Scooter Ban (11/2018)
- Razor, Lime Deploy E-Scooters in LA (12/2018)
Establishing an E-Scooter and Bicycle Pilot Program

**Board Motions**

- **October 16** – County Bike Path Guidance Document
  - County Counsel Memo (Oct 10)
  - 9 month Report Back (due July 16, 2019)

- **November 20** – Potential Regulations of E-Scooters and Bikes
  - 30 day Report Back (Dec 20)

- **January 15** - Establishing E-Scooter and Bicycle Pilot Program
  - 45 day Status Report Back (due March 1, 2019)
  - Report on Pilot Progress (due Dec 31, 2019)

**Key Guiding Principles**

- Public Health and Safety
- Sustainability
- Equity
- Encouraging Innovation
Establishing an E-Scooter and Bicycle Pilot Program

**Internal Coordination**

- Public Works Divisions
  - 14 of 30 divisions
- County Departments
  - 8 of 34 departments
- County Counsel
Establishing an E-Scooter and Bicycle Pilot Program

Research

- NACTO: Guidelines for the Regulation and Management of Shared Active Transportation, Version 1: July 2018
- South Bay Cities COG: Draft Framework for a Shared Mobility (Bike and Scooter-Share) Program/Permit
- California Vehicle Code, County Code
- Conferences, webinars
- Media coverage of programs throughout country
- Existing Pilot Programs

Pilot Programs

<table>
<thead>
<tr>
<th>City</th>
<th>Pilot Program Timeline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Culver City</td>
<td>July 2018 + 6 Months</td>
</tr>
<tr>
<td>Long Beach</td>
<td>July 2018 + 4 Months + 3 Months</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>October 2018 + 3 Months</td>
</tr>
<tr>
<td>Santa Monica</td>
<td>September 2018 + 16 Months</td>
</tr>
</tbody>
</table>
Establishing an E-Scooter and Bicycle Pilot Program

**Lessons Learned**

- Consumer protections
- Liability insurance
- Agency best practices
- Working with e-scooter operating companies
- Managing constituent calls
- Groundtruthing data
- Liability insurance
- Staffing requirements
- Need data scientists to analyze the data

**Decision Points**

- Establishing process and responsibilities
- Pilot program area, inc restricted use areas
- Number of operators, devices
- Pricing structure
- Insurance requirements
- Anticipating resource needs
- Ordinance language
Establishing an E-Scooter and Bicycle Pilot Program

Next Steps

• Ordinance language development and adoption
• Fund management and oversight
• Data management and oversight
• Pre-application meeting for vendors
• Internal coordination – roles and responsibilities
• External coordination – neighboring cities, Metro
• Public outreach
• Address resource needs
• Continue to track innovation
• Adjust and address

Thank you!

Elaine Kunitake
ekunitake@dpw.lacounty.gov
(626) 458-3922