

Communication from Public

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Comments for Public Posting: The City of Los Angeles and LADOT have done an exceptional job in standing up a permitted shared micromobility program. The regulations are stringent but navigable; any provider who is familiar with the geography and local regulatory environment may easily digest the various program components to deploy a fleet of devices that meets all applicable standards and benefits the community in which it serves. The benefits of a shared mobility program are innumerable. The following list only serves to summarize a few at a very high level: Increase access to low-emissions devices, a more environmentally-friendly option The ability to unlock parts of Los Angeles that may not have been easily accessible via automobile or transit, increased personal mobility in and around Los Angeles Less reliability on personal automobile use and ownership, lower household costs associated with less driving Affordable transportation option for qualified low-income individuals with special pricing plans to accommodate users of all types Veo is writing in regards to Item (11) 17-1125 on the Transportation Committee agenda dated 1/25/2023. Veo is supportive of a revenue-share model with LADOT, and we generally support the idea of per-trip fees. However, we encourage the Committee and Council to take a holistic approach to rejiggering the fee schedule rather than focus solely on increasing one bucket of fees. The steep increase in per-trip fees, compounded with the exceptionally high penalty fees outlined in the Program Rules and Guidelines, lead to unsustainably high operating costs that are inconsistent with other Tier 1 mobility markets in which Veo operates. LADOT's program is unique amongst other Tier 1 cities in which Veo operates in that there are very high per-trip fees coupled with exceptionally high penalty fees. The proposed change in per-trip fees (in some districts as high as a 300+% increase) raises a red flag from an operational and business perspective. Per-trip fees in and of themselves are not an issue. However, shared mobility operators already pay into a very high penalty system (improperly parked devices are ticketed to essentially the tune of \$500/instance, roughly 7x-8x the cost of an automobile parking ticket) where ticket costs compound on top of each other and are paid multiple times over. For example, a ticket issued in January is paid in January and again at every other invoice threshold

thereafter. The program, with its “open permit” nature (i.e. no cap on the number of vendors who can pull a permit to participate in the program) helps drive innovation and competition. However, we have already seen two large companies (Lyft and Spin) exit the Los Angeles market due to high fees. The perception is that increasing fees may only lead to more operators leaving Los Angeles and is antithetical to the competitive landscape the program seems to be aiming to achieve. Overall high costs of operating this particular business in Los Angeles drives the fear that ultimately these cost increases will only be passed along to local scooter and bike riders. The cost of riding a shared scooter or bike in Los Angeles is already high. Veo is excited to continue to work collaboratively with LADOT, the City of Los Angeles, and the local residents, businesses, and community organizations who rely on, use, or live amongst shared mobility devices. We hope that the City and LADOT can take an holistic approach to reevaluating their revenue share fee schedule; we understand the need for the program to remain revenue-neutral, but the proposed fee schedule - in its entirety - inhibits the expansion and proliferation of micromobility across the city.