

TRANSPORTATION AND PUBLIC WORKS COMMITTEES REPORT relative to proposed updated trip fee schedule for the On-Demand Mobility Program.

Recommendations for Council action:

1. APPROVE the trip fee update to the Rules and Guidelines of the Program related to the four On-Demand Mobility Program geographies as detailed in the November 30, 2022 Los Angeles Department of Transportation (LADOT) report, attached to the Council File.
2. REQUEST the City Attorney to prepare and present an Ordinance revising Ordinance No. 186955, Regulation of Shared Mobility Devices per the trip fee update, as detailed in the November 30, 2022 LADOT report, attached to the Council File.

Fiscal Impact Statement: The LADOT reports that as dockless mobility ridership increases, the revenue collected will continue to support the self funded On-Demand Mobility Program. The revised trip fee schedule will help staff maintain cost recovery requirements of the program and reduce the potential impact of budgetary expenses on the General Fund.

Community Impact Statement: Yes

For:
Mar Vista Community Council

For, If Amended:
Central Hollywood Neighborhood Council
Los Feliz Neighborhood Council
Northwest San Pedro Neighborhood Council
Wilshire Center Koreatown Neighborhood Council

Summary:

On January 25, 2023, the Transportation Committee considered a November 30, 2022 LADOT report relative to a proposed updated trip fee schedule for the On-Demand Mobility Program. According to the LADOT, on September 4, 2018, Council authorized the One Year Dockless OnDemand Personal Mobility Pilot Program. The pilot program enabled operators of shared dockless bikes and scooters to apply for permits for fleets of up to 10,500 vehicles each. Operator s could deploy the maximum number of vehicles as long as they deployed 7,500 of those vehicles in disadvantaged communities, including the San Fernando Valley.

To receive a permit, applicants submitted fees, insurance documentation, and deployment, parking, equity, and community engagement plans. The LADOT required permitted operators to provide operational data in accordance with the Mobility Data Specification (MDS), integrate with the City's MyLA311 system, take part in a shared mobility task force, and distribute surveys to riders. The LADOT issued permits for the pilot program on March 15, 2019.

In the yearlong pilot, LADOT permitted 36,170 vehicles deployed by eight operators. The average Citywide deployment was 12,800 vehicles with the maximum deployment occurring in July 2019 with 17,700 vehicles. To allow for adequate pilot program evaluation, the LADOT offered all operators who met current requirements a six-month extension period ending on September 15, 2020.

Evaluation showed that despite largescale usage and deployment, the program was not successful in equitably deploying vehicles to provide access in parts of the city that need it most. In March 2021, Council ended the pilot program and approved a permanent permit program, the On Demand Mobility Program now codified in LAMC Section 71.29.

The permanent program defines four deployment geographies: Equity Districts (MDD), Standard Permitted Districts (SPD), and Special Operations Zones (SOZ) has an associated per Focus Mobility Development Districts (EFMDD), Mobility Development. Each geography trip fee designed to increase trips in EFMDDs and MDDs (areas with lower deployment but some infrastructure for ridership), and to ensure that high demand areas like SOZs incur higher fees to account for their greater impact on program administration at LADOT. Since March 2021, trip fee revenue has been insufficient to cover program costs. Over 1.5 million trips were completed in the lowest rate geographies, and did not generate any trip fees. Ultimately, this means fee incentives have successfully driven trips into the highest need areas of the City, but at the expense of full cost recovery. Based on findings from trip invoices and data analysis, the LADOT recommends revised trip fees. In order to meet the equitable goals of the dockless on demand program, this revision does not increase trip fees for the equity focused mobility development district. After further consideration and having provided an opportunity for public comment, the Transportation Committee moved to recommend approval of the recommendations contained in the LADOT report, as amended.

Subsequently, on March 22, 2023, the Public Works Committee also considered this matter and after consideration and also having provided an opportunity for public comment, the Public Works Committee moved to concur with the Transportation Committee. This matter is now submitted to Council for its consideration.

Respectfully Submitted,

Transportation Committee

COUNCILMEMBER VOTE

HUTT: YES
PARK: YES
HERNANDEZ: YES
RAMAN: YES
YAROSLAVSKY: YES

Public Works Committee

COUNCILMEMBER VOTE

LEE: YES
BLUMENFIELD: YES
RAMAN: YES

ARL
3/28/23

-NOT OFFICIAL UNTIL COUNCIL ACTS-