EMERGING REGULATORY ARENAS: GOVERNING FOR THE FUTURE

Anuj Gupta
Deputy City Manager/Director of Policy – Santa Monica, CA

October 22, 2019
Santa Monica – Where the E-Scooter Revolution Began

• Shared Mobility Pilot Program
  ➤ Duration – September 2018 to December 2019
  ➤ Four Operators, Two Device Types (E-Scooters and E-bikes)
  ➤ Governed by Administrative Regulations
  ➤ Enforcement – Code Enforcement, Santa Monica Police Department

• Key Public Safety Considerations / Impacts
  ➤ Sidewalk Riding
  ➤ Underage Riding
  ➤ Double Riding
  ➤ Helmets
  ➤ Prohibited Areas – Beach Bike Path, Parks
  ➤ Parking – Obstructions, Hazards
Feeding the Demand – Million-Ride Summer

TOTAL TRIPS COMBINED PER MONTH – ALL SHARED MOBILITY OPERATORS
Shared Mobility Devices on the Move

AVERAGE DAILY UTILIZATION – ALL OPERATORS COMBINED

#ICMA2019
KEY TACTICS: MANAGING SHARED MOBILITY
Geofence
Data: Mobility Data Specification

Community Input

#ICMA2019
Investing in a Multimodal Future – Infrastructure
Skin in the Game – Safety Education Campaign
Surveys – Riders and Non-Users

**Purpose of Trip**

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Santa Monica</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work-Related</td>
<td>30.8%</td>
</tr>
<tr>
<td>Recreation</td>
<td>14.2%</td>
</tr>
<tr>
<td>Dining</td>
<td>18.9%</td>
</tr>
<tr>
<td>To/From Home</td>
<td>15.3%</td>
</tr>
<tr>
<td>Shopping</td>
<td>10.4%</td>
</tr>
<tr>
<td>Other</td>
<td>7.5%</td>
</tr>
<tr>
<td>To/From Transit</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

**Mode Displaced by Last Trip**

<table>
<thead>
<tr>
<th>Mode</th>
<th>Santa Monica</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car</td>
<td>51.7%</td>
</tr>
<tr>
<td>Walk</td>
<td>35.1%</td>
</tr>
<tr>
<td>Bike/Scooter</td>
<td>9.5%</td>
</tr>
<tr>
<td>Transit</td>
<td>2.7%</td>
</tr>
<tr>
<td>Other</td>
<td>1.0%</td>
</tr>
</tbody>
</table>
Partnerships to Innovate and Tackle Challenges
Lessons Learned: Governing for the Future

- Open Doors to Partnerships – the Big IF...
- Nimble / Flexible Regulatory Approaches – Pilots
- Share Successes – Regional Partnerships
- Vertical as well as Horizontal
THANK YOU

Questions?