

# EMERGING REGULATORY ARENAS: GOVERNING FOR THE FUTURE

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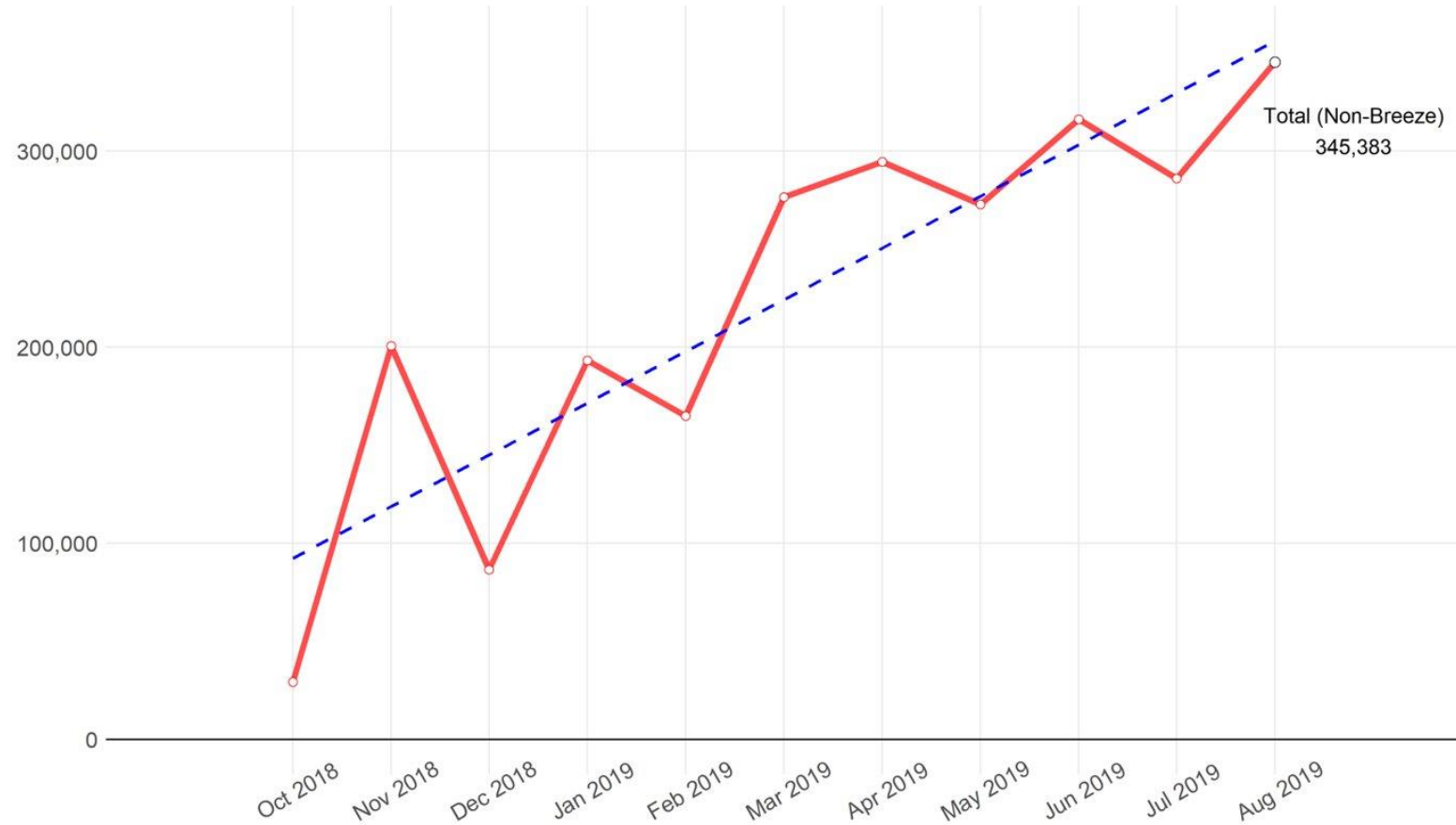
# Santa Monica – Where the E-Scooter Revolution Began

- 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



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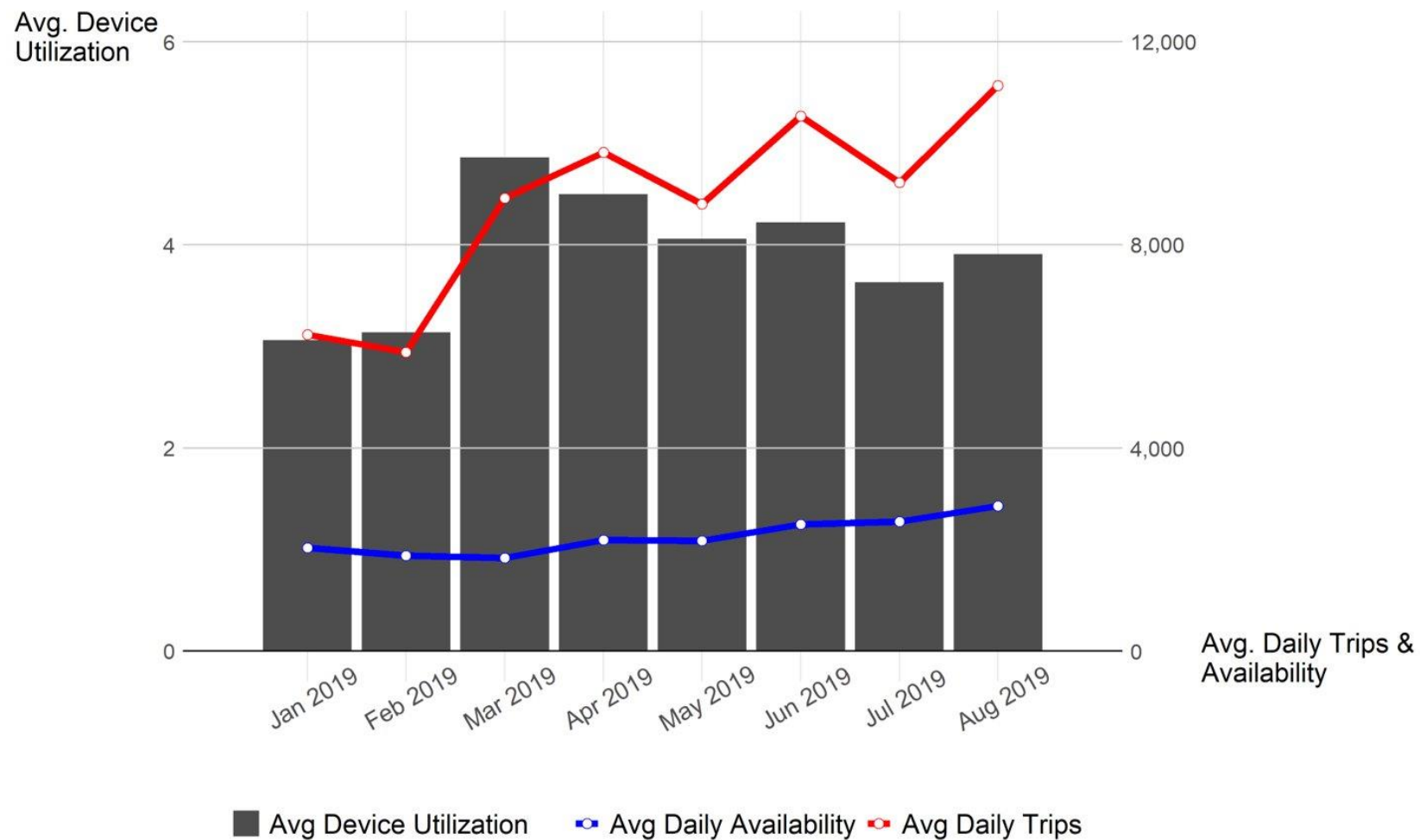
# Feeding the Demand – Million-Ride Summer



**TOTAL TRIPS COMBINED PER MONTH – ALL SHARED MOBILITY OPERATORS**

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# Shared Mobility Devices on the Move



**AVERAGE DAILY UTILIZATION – ALL OPERATORS COMBINED**

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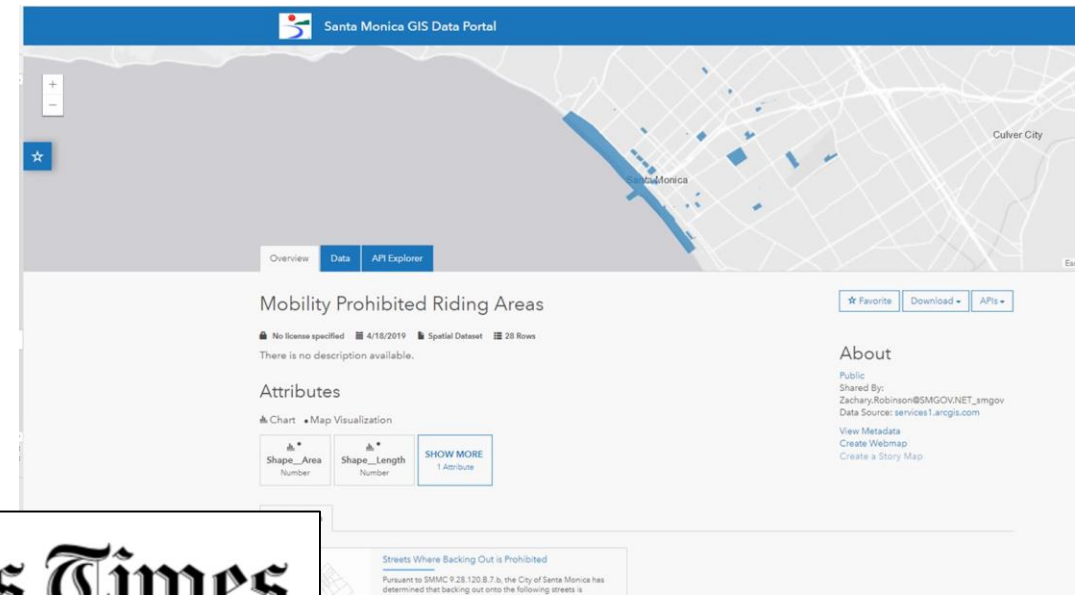




# KEY TACTICS: MANAGING SHARED MOBILITY



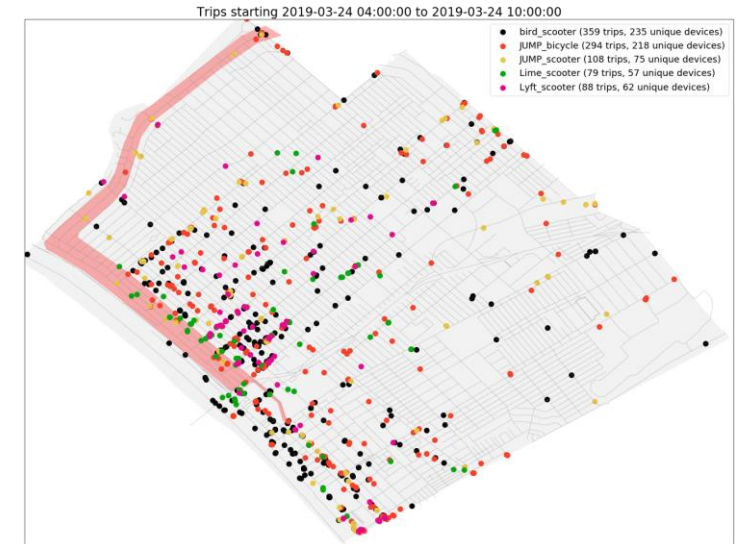
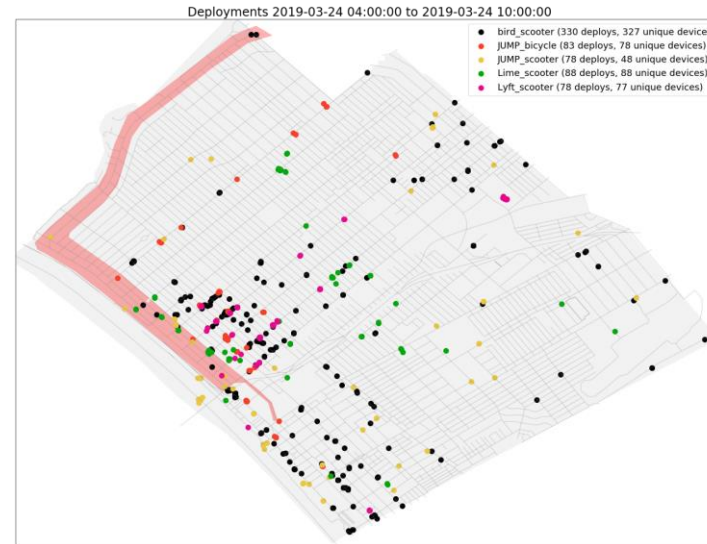
# Geofence



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# Data: Mobility Data Specification



## Community Input



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# Investing in a Multimodal Future – Infrastructure



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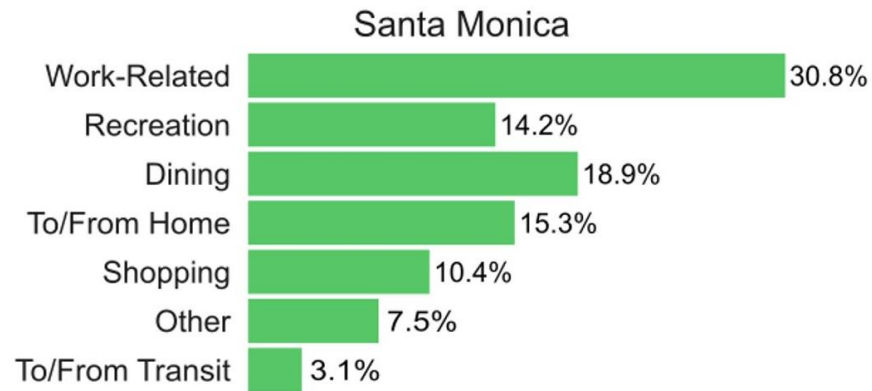


# Skin in the Game – Safety Education Campaign

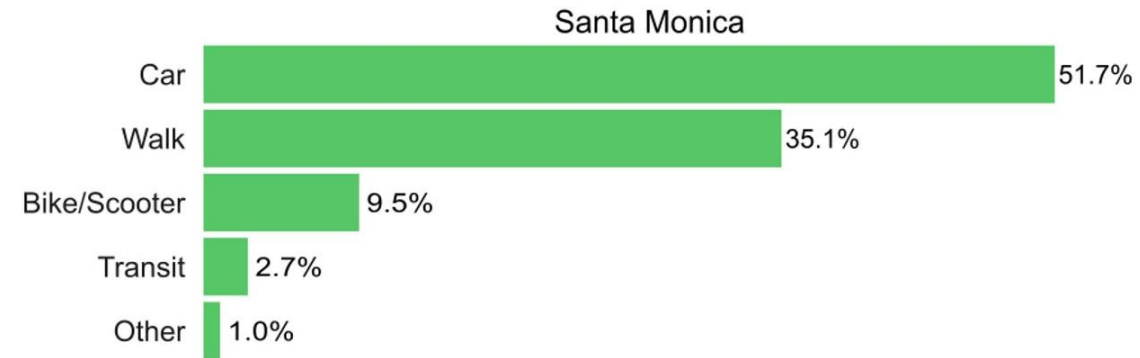


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# Surveys – Riders and Non-Users



**PURPOSE OF TRIP**

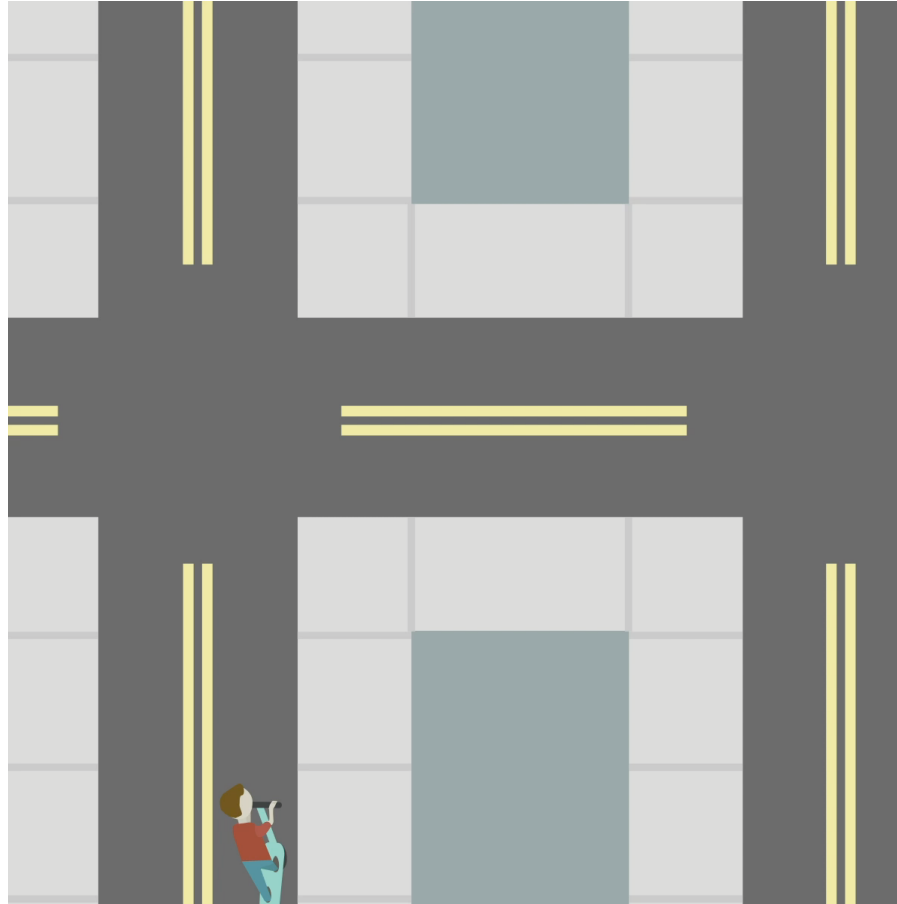


**MODE DISPLACED BY LAST TRIP**





# Partnerships to Innovate and Tackle Challenges



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# 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

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Questions?

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