ICMA conference

EMERGING REGULATORY
ARENAS: GOVERNING FOR THE
FUTURE

Anuj Gupta

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

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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











Feeding the Demand – Million-Ride Summer

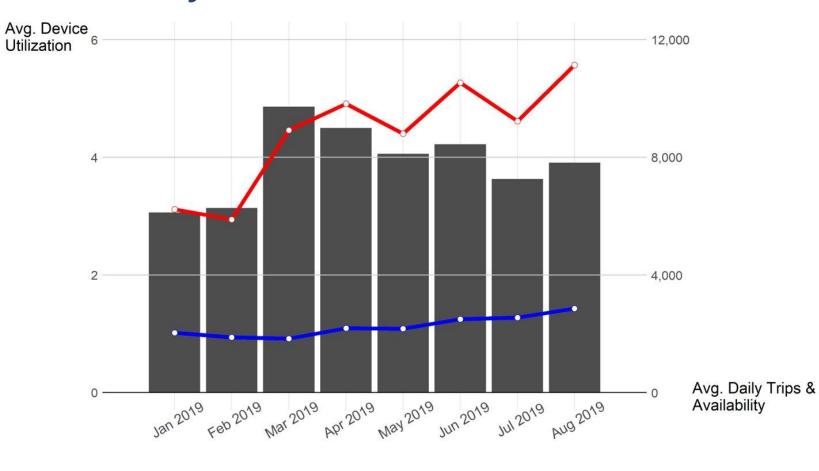


TOTAL TRIPS COMBINED PER MONTH – ALL SHARED MOBILITY OPERATORS



Shared Mobility Devices on the Move

Avg Device Utilization



Avg Daily Availability Avg Daily Trips

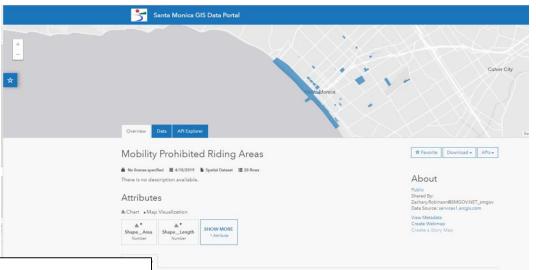
AVERAGE DAILY UTILIZATION – ALL OPERATORS COMBINED



KEY TACTICS: MANAGING SHARED MOBILITY



Geofence







Ma.Mazzos to Apper STEPHEN LEE, center, a Lime scooter operations manager, watches riders return the devices after losing

Who (geo) fenced me in?

Cities test invisible barrier to slow or power down e-scooters

BY SONJA SHA

Like scores of tourists who alp through Santa Monica on e-accorrs every day 25 year-old Ellist Steverson

lowed Santa Monica's lead in limiting the type and number of micro-mobility devices that move inside their bonder and how those vehicles are deployed soons. Now, many are testing the limits of

g scooter ruses Now his written into their system. When the secotor approaches that area, they slow down and the motor no longer works." Eighteen months ago, that application account for blocked. Trates it's so

Trump is in 'no rush' to act on attack on Saudis

He says he wants to avoid a new Middle East war but stresses the U.S. is ready to take on Iran if needed.

> CHRIS MEDERIAN D NABIR BULOS

t Trump said Monday it appeared from was be I air atlacks on two malaudi Arabban of facilbut he emphasized that santed to avoid a new die East war even as he seed that the U.S. miliwas made for action

as ready for action.

ump also appeared to security
or a way to ease the latensions, saying "dilast we
key is never exhausted" present
tat he was in "so rush" dent as

decide on a response. For its part, Iran deried sponsibility for the attacks of ruled out, a potential seeing between Tramp of Iran's president, Haan Buuhant, on the sidenes of the United Notions of the White County of the Whi

to resolve the crisis. The predictor attacks Saturday caused a spike in global energy prices, with oil up treatly 15% on Monday, and the Brent benchmark seeing its biggest jump in shoul Novan, ratifizing stock.

markets. Defense Secretary Mark Exper and other seriar officials briefed Trump at the White House on what Exper called 'this unprecedented attack.' Exper also spoke by phore with the Saudi crown petron, Mohammed bin Salman, and Iraq's minister of defense, Najah Sham-

The depicted White team - Trump's national security advisor, John Bolton, was abruptly ousted last week - scrambted to present options to the president as intelligence agencies

The risks of global oil dependency

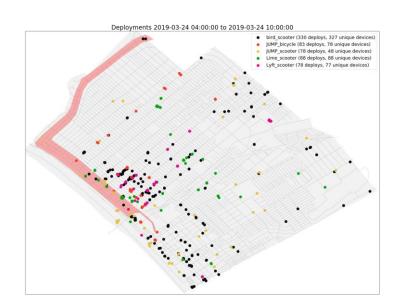
The attacks on Saudi Arabia's oil infrastructure exposed the "Achilles" heel of the world exposes. Co Streets Where Backing Out is Prohibited

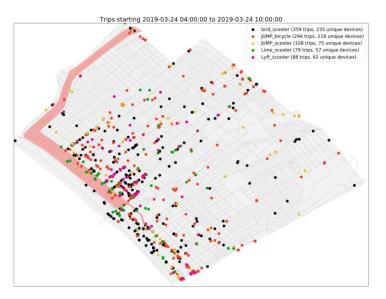
Pursuant to SMMC 9.28.120.8.7.b, the City of Santa Mor





Data:
Mobility
Data
Specification





Community Input







Investing in a Multimodal Future – Infrastructure















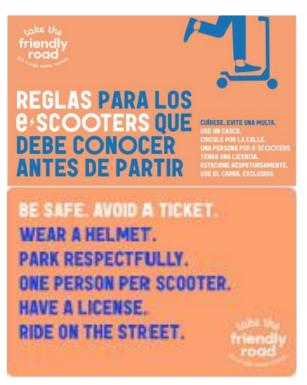


Skin in the Game – Safety Education Campaign









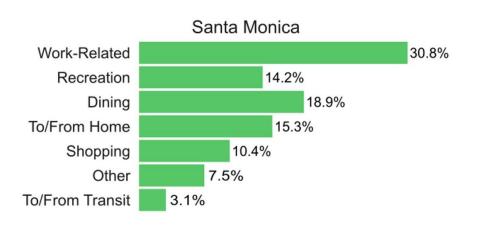


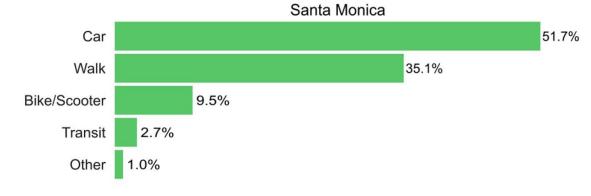






Surveys – Riders and Non-Users





PURPOSE OF TRIP

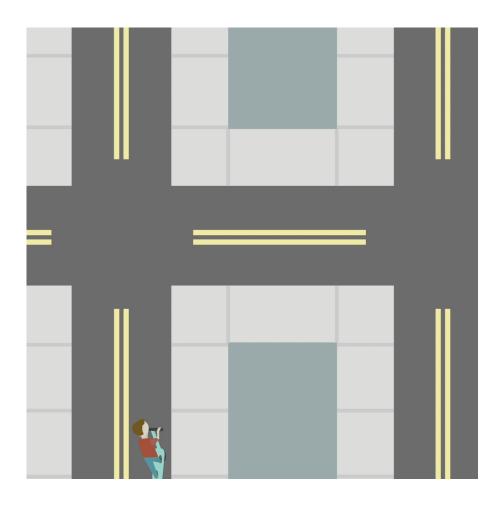
MODE DISPLACED BY LAST TRIP







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?

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