



## Board Report

File #: 2019-0737, File Type: Program

Agenda Number: 33.

**REVISED**  
**EXECUTIVE MANAGEMENT COMMITTEE**  
**NOVEMBER 21, 2019**

**SUBJECT: FRAMEWORK FOR NEW MOBILITY REGIONAL ROADMAP FOR LOS ANGELES COUNTY**

**ACTION: RECEIVE AND FILE**

**RECOMMENDATION**

RECEIVE AND FILE the:

- A. Responses to Board motion 32.3C [Explore Fees for Transportation Network Company (TNC)] by Directors Garcetti, Kuehl, Butts, Solis, and Hahn (Attachment A);
- B. Progress report on the Transformational Initiatives central to “The Re-imagining of LA County,” which includes new mobility fees (Attachment B);
- C. Response to Motion 47 (Los Angeles County Micro-Mobility Review) by Directors Garcia, Hahn, Solis, and Dupont-Walker (Attachment C);
- D. Draft framework for developing a New Mobility Regional Roadmap, which includes (Attachment D):
  1. Building a countywide coalition of city, county, council of governments (COG), community-based organizations (CBOs), and other municipal partners to evaluate a wide range of options related to collectively determine the best path forward for managing new mobility in Los Angeles County and achieving our regional mobility goals; and
  2. Engaging internal and external stakeholders and convening a working group to:
    - Identify challenges and opportunities around new mobility
    - Adopt guiding principles and shared goals around new mobility
    - Explore potential tactics for meeting shared goals
    - Commit to and coordinate roles and responsibilities

## **ISSUE**

Private “new mobility” providers such as ride hailing, and bicycle and scooter sharing, continue to transform the urban transportation environment in Los Angeles, with both positive and negative results. Vision 2028 goal 1.3 states Metro will “begin looking at possible legislative and regulatory strategies for leveling the playing field to preserve competition, reduce negative impacts and ensure access” to private new mobility services.

On February 28, 2019, the Board passed Motion 32.3C (Garcetti, Kuehl, Butts, Solis, and Hahn) instructing staff to move forward with exploring fees for transportation network company (TNC) and micro-mobility trips in Los Angeles County (Attachment A).

Also on February 28, 2019, the Board approved staff recommendations to pursue the Transformational Initiatives that are central to the “Re-Imagining of LA County,” which includes exploring fees on new mobility services, including both transportation network companies (TNCs) and micro-mobility (Attachment B).

On June 27, 2019, the Board passed Motion 47 (Garcia, Hahn, Solis, and Dupont-Walker) instructing staff to return to the Board with responses to questions about the status of micro-mobility in Los Angeles County (Attachment C).

Informed by recent research and ongoing conversations with city, county and other regional stakeholders, staff proposes to address these motions holistically through the development of a New Mobility Regional Roadmap (Attachment D).

## **BACKGROUND**

Metro proposes to expand engagement with external and internal stakeholders to establish meaningful dialogue and inclusive decision-making, culminating with the development of a New Mobility Regional Roadmap for Los Angeles County (Attachment D). The proposed Roadmap will include the following four elements:

- 1: Identify Challenges & Opportunities Around New Mobility
- 2: Adopt Guiding Principles and Shared Goals Around New Mobility
- 3: Explore Potential Tactics to Achieve Goals
- 4: Commit to and Coordinate Roles and Responsibilities

Metro can play an important role in this area by convening all stakeholders to explore best practices for managing new mobility. The power to regulate private mobility operators through tax, licensing, parking and other methods is dispersed amongst many different agencies at the state, city, and county level. Currently cities individually have the ability to regulate though parking and other curb management policies and the PUC at the state level has the ability to tax and license. This results in a confusing array of regulations that produce suboptimal outcomes in terms of equity, mobility, and the environment. Additionally, this results in policies that make it challenging to meet our environmental goals including SB375, and the emission standards set by regional air pollution control district (APCD) and air quality management district (AQMD) per the Federal Clean Air Act.

## **DISCUSSION**

### **Status of Existing Publicly Owned Bike Share - Response to Motion 47**

The questions in Motion 47 as they pertain to publicly owned bike share systems in Los Angeles County will be addressed in a separate November/December 2019 Board Report by the Planning Department. The report includes a Southern California Association of Governments (SCAG) Study of Metro Bike Share and Santa Monica Breeze Bike Share. Santa Monica Breeze Bike Share can serve as a proxy to Long Beach Bike Share since they both use the same bicycle technology, are both beach cities in Los Angeles County and have similar operating structures.

### **Survey of All Existing New Mobility in LA County - Response to Motion 47**

The proposed New Mobility Regional Roadmap will respond to many of the questions asked in the motion in greater detail and depth than we can answer today. In response to the motion's request to provide a snapshot of new mobility in Los Angeles County, we have provided an initial inventory of existing systems to establish a baseline (Attachment E).

### **How Cities Should Manage New Mobility? - Response to Motion 32.3C & 47**

The working group, which will include internal and external stakeholders, tasked with creating a New Mobility Regional Roadmap is best positioned to respond to this question.

## **DETERMINATION OF SAFETY IMPACT**

The framework for a New Mobility Regional Roadmap will have no adverse impact on the safety of Metro's patrons and employees and the users of the reference transportation facilities.

## **FINANCIAL IMPACT**

The cost center manager will be responsible for budgeting the funds to conduct the full scope of the Roadmap.

## **IMPLEMENTATION OF STRATEGIC PLAN GOALS**

To achieve the visionary outcome of doubling the percent usage of transportation modes other than solo driving, Metro has committed to the following from the Vision 2028 Strategic Plan:

- Metro and its partners will improve LA County's overall transit network and assets by improving connectivity to provide seamless journeys through the existence and quality of transportation infrastructure, such as sidewalks, bikeways, and drop-off zones that help facilitate access to transit - these efforts will build off Metro's current first/last mile and active

transportation planning work. (Goal 1.2)

- Metro and its partners will manage congestion and reduce conflicts between the movement of goods and people on streets and highways and will explore opportunities for expanding access to shared, demand-responsive transportation options for everyone. (Goal 1.3)
- Metro will begin looking at possible legislative and regulatory strategies around transportation network companies (TNCs) for leveling the playing field to preserve competition (with other public and private mobility operators), reduce negative impacts, and ensure access to a variety of transportation options for everyone. (Goal 1.3)
- Metro will work with partners to build trust and make decisions that support the goals of the Vision 2028 Plan. (Goal 4.1)
- Metro will help drive mobility agendas, discussions, and policies at the regional, state, and national levels. With respect to new technologies that have yet to be regulated, such as connected and autonomous vehicles, Metro will work to help establish and enforce policies aimed at shaping their deployment in ways that advance the goals in this Plan and protect the public interest. (Goal 4.2)
- Metro will continue building coalitions with local and regional organizations to address common issues at the state and national levels.(Goal 4.2)

The proposed actions are fully consistent with Initiatives 1.2, 1.3, 4.1 and 4.2 of the Metro Vision 2028 Strategic Plan and will be utilized during the development of the New Mobility Regional Roadmap (Attachment D).

## **ALTERNATIVES CONSIDERED**

The Board may choose to not approve the recommendation. However, this option is not recommended as it will delay progress on Vision 2028 goals.

## **NEXT STEPS**

Internal and External Stakeholder Conversations and Consultation	July 2019 - Ongoing
Initiate procurement process to procure Consultant Services for Facilitation and Regulatory Cost/Benefit Analysis	December 2019
Convene Series of Working Group Meetings	December 2019 - Summer 2020
Progress Report to Board	Spring 2020
Report Back to Board on Roadmap Work	Fall 2020

**ATTACHMENTS**

Attachment A - Board Motion - Exploring fees for TNC's (Motion 32.3, C, February 2019)

Attachment B - The Re-Imagining of LA County: Mobility, Equity and the Environment

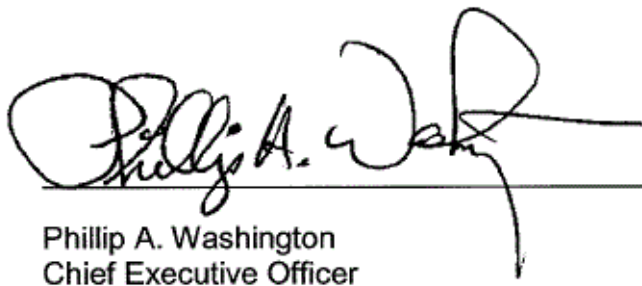
Attachment C - Board Motion - Micro-Mobility Review (Motion 47, June 2019)

Attachment D - New Mobility Regional Roadmap Framework

Attachment E - Chart of Existing New Mobility Systems and Programs in Los Angeles County

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# Metro

## Board Report

Los Angeles County  
Metropolitan Transportation  
Authority  
One Gateway Plaza  
3rd Floor Board Room  
Los Angeles, CA

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**File #:** 2019-0109, **File Type:** Motion / Motion Response

**Agenda Number:**

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**REGULAR BOARD MEETING  
FEBRUARY 28, 2019**

**Motion by:**

**Garcetti, Kuehl, Butts, Solis and Hahn**

**Item 32.3: Congestion Pricing**

As Los Angeles County continues to grow, the region should consider every strategy to provide accessible and affordable transportation for everyone. Congestion Pricing is a promising strategy to accomplish the region's mobility goals.

MTA must undertake a Congestion Pricing Feasibility Study that thoroughly and deliberately investigates all potential congestion pricing models and examines their effects on mobility, equity, and environmental sustainability, so that the Board has the information to make a fully informed decision.

Mobility and access to opportunity are fundamental to achieving social equity and fostering a thriving regional economy. It is important that MTA understand and prioritize the mobility benefits of congestion pricing and other traffic reduction strategies for our region. Accordingly, revenue generation should not be the primary reason to study congestion pricing.

**SUBJECT: CONGESTION PRICING**

**APPROVE Motion by Garcetti, Kuehl, Butts, Solis and Hahn** that the Board direct the CEO to:

- A. Move forward with a Congestion Pricing Feasibility Study entitled "The Re-Imagining of LA County";
- B. Ensure the Congestion Pricing Feasibility Study fully addresses and incorporates the parameters identified in the January 2019 Motions 43.1 (Butts) and 43.2 (Solis, Garcetti, Dupont-Walker, Butts, Hahn), which include, but are not limited to, a detailed implementation timeline, cost estimates, sources of funding, and an equity strategy execution plan;
- C. Move forward to explore fees for Transportation Network Company (TNC) trips in Los Angeles County; and
- D. Report back on the all the above at the April 2019 Board cycle.



# Metro

## Board Report

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**File #:** 2019-0105, **File Type:** Policy

**Agenda Number:**

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**REVISED**  
**REGULAR BOARD MEETING**  
**FEBRUARY 28, 2019**

**SUBJECT: THE RE-IMAGINING OF LA COUNTY: MOBILITY, EQUITY, AND THE ENVIRONMENT**

**ACTION: APPROVE RECOMMENDATIONS**

### **RECOMMENDATIONS**

APPROVE the staff recommendations to:

- A. PURSUE the Transformational Initiatives that are central to “The Re-Imagining of LA County;”
- B. CONTINUE work on the Twenty-Eight by '28 goal and accelerate the delivery of the remaining eight projects in every feasible way, and report progress to the Board on the acceleration efforts on a quarterly basis; and
- C. DEVELOP proposed funding and financing plans for the accelerated projects, and report back to the Board in ~~September~~ July 2019.

### **ISSUE**

Metro staff proposes the pursuit of solutions to eradicate congestion in LA County, drastically reducing the region’s carbon footprint and combatting climate change, increasing transit frequency and capacity, dramatically improving transportation equity, and putting the County in a position to be the first major region in the world that could offer free transit services. This proposal has been branded as “The Re-imagining of LA County: Mobility, Equity, and the Environment.” This item asks the Board to approve staff recommendation to pursue the Transformational Initiatives to achieve “The Re-imagining of LA County.”

### **BACKGROUND**

LA County is currently home to more than 10 million people and its population is projected to grow to 10.75 million by 2028. This means that an increasing volume of people and goods will need to travel on a transportation network that is already inadequately serving their needs. Overall consumption in the region is expected to intensify the conflicts between passenger and goods movement. Optimizing system capacity to accommodate new growth will be necessary to ensure that the region can meet

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these new demands and remain economically competitive in the global marketplace. Significant investments are needed, both to shore up an aging system of roadway and transit infrastructure, as well as to expand and fully utilize available capacity to ensure continued delivery of safe and reliable transportation services.

Historically, transportation policies and investments in LA County have prioritized single-occupancy travel in private passenger vehicles at the expense of providing other high-quality travel alternatives. The result is an inequitable transportation system that exacerbates the divide between those who have the access and means to drive and those who do not, while providing inadequate options for both groups. This system is not sustainable from an economic or environmental perspective. As more people turn to driving alone for speed and convenience, mobility and air quality for all citizens suffers due to the inefficient use of existing roadway space. Changing this paradigm and raising the quality of multiple transportation options is essential to delivering a system that provides better mobility for everyone. This means investing in high-quality transit options that can carry more people in less space, creating incentives to reduce solo driving, and removing incentives that further exacerbate transportation inequities. Moving forward we must align Metro's policies and investments across its portfolio of programs and services to provide more high-quality transportation options for people and, equally important, effectively manage demand from all users.

Metro is considering several "Transformational Initiatives" that demonstrate significant potential to address the widely shared desire to eradicate congestion, improve mobility and air quality, realize equity, and ultimately provide a more sustainable and resilient LA County for all.

## **DISCUSSION**

Metro is currently meeting or exceeding the Measure M schedule on all projects. However, as we complete construction on the first decade of Measure M projects, it is imperative to make concurrent efforts to improve mobility and equity by identifying ways to improve congestion throughout the County. The Transformational Initiatives described below represent bold and progressive ways to achieve a number of our public policy goals as we anticipate new projects coming on line.

### **Transformational Initiatives** **Congestion Pricing**

The Congestion Pricing strategy proposes to investigate the feasibility and framework for conducting congestion pricing pilots with the intent to expand the program in the most traffic-clogged parts of LA County. Congestion pricing offers a compelling mobility solution that, when implemented thoughtfully, can significantly improve equity and reduce emissions by providing cleaner, more frequent and more reliable mobility options for the most vulnerable populations in LA County.

At the January 24, 2019 Board meeting, Motions 43.1 (Butts) and 43.2 (Solis, Garcetti, Dupont-Walker, Butts and Hahn) were presented and approved. Motion 43.1 asked Metro staff to respond to several questions, mostly related to scope and framework of a proposed Congestion Pricing Feasibility Study. Staff have prepared responses to the various parts of Motion 43.1 in a separate Board Receive and File report (File ID 2019-0083). The response includes a detailed plan for the feasibility study, should the Board approve pursuing this recommended strategy as part of the Re-Imagining LA County Plan. The contents of Motion 43.1 and the related response are provided in



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Attachment A to this report.

Motion 43.2 focused attention on equity as it relates to the proposed Congestion Pricing Feasibility Study. The motion was comprised of five parts that asked staff to develop an Equity Strategy for the study, engage a variety of experts and stakeholders, and defer congestion pricing implementation until the feasibility study, including the Equity Strategy, is complete. The responses to Motion 43.2 are provided in a separate Board Receive and File report (File ID 2019-0055). The contents of Motion 43.2 and the related response are provided in Attachment B to this report.

Three different pricing models would be explored as part of the study: cordon, corridor, and vehicle miles traveled (VMT). The study will include extensive, comprehensive, and genuine community and public engagement throughout the feasibility study, as promised through the Equity Platform that the Board adopted nearly a year ago. As part of the engagement and technical support to the study, Metro intends to create an Advisory Council to inform the study, including subject matter experts in Equity. Staff will work with the Board to identify candidates for the Advisory Council.

The anticipated schedule to complete this feasibility study is 12-24 months. Staff expects to conduct this study through a consultant contract led by Metro. Staff anticipates addressing the following scope elements in the feasibility study:

- Equity strategy to address potential impacts to historically underserved populations (see Equity Strategy below)
- Research and analysis of three models: cordon, VMT, and corridor pricing
- Analysis of potential revenues
- Analysis of policy implications
- Selection criteria and process to identify potential pilot locations.
- Performance measures and desired outcomes of congestion pricing pilot
- Identification of transit service and improvements needed to provide mobility options in congestion pricing pilot area
- Review of research done to date, and determination of any key gaps in that research that bear on Equity issues.
- An assessment of the potential negative and positive impacts of a congestion pricing strategy on historically underserved populations, including low-income drivers and transit users, as it affects their mobility access to jobs, housing, and other opportunities.

A more detailed plan for a Congestion Pricing Feasibility Study is provided as part of the response to Motion 43.1, referenced as Attachment A to this report.

### *Equity Strategy for a Congestion Pricing Feasibility Study*

Congestion pricing as a comprehensive transportation policy has both challenge and promise. Implementing congestion pricing at a scale that would be effective, even for a portion of Los Angeles County, would exert tremendous change on the transportation network and the people who use it. Thus, staff is very clear that a comprehensive and thorough feasibility study must be undertaken before any actions would be considered for implementation.

Equity must be front and center in a congestion pricing evaluation. The Board's adopted Equity

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Platform provides a valuable framework to design an Equity Strategy integral to the Congestion Pricing Feasibility Study.

An equity-driven policy objective for any congestion pricing evaluation would be to improve such access for underserved populations. Data and metrics to evaluate that potential must be incorporated into the Equity Strategy scope of work within the CPFS. More details on an Equity Strategy for a Congestion Pricing Feasibility Study are provided in the response to Motion 43.2, referenced as Attachment B to this report.

### **New Mobility Fees**

Staff proposes to explore the levying of fees for Transportation Networking Company (TNC) trips in Los Angeles County as a mechanism for managing demand on our streets and highways. The shared mobility device strategy also proposes looking at imposing fees on shared devices, such as scooters and bicycles, for the use of public rights-of-way.

Both of these proposals would require building support throughout the state for transferring regulatory and taxation authority from the California Public Utilities Commission (CPUC) to Metro. They would also require building support among cities within LA County for the regulatory authority to be with Metro.

Metro staff has developed a proposed plan to provide more detailed information regarding the timeline and key activities to pursue New Mobility service fees in LA County, if the Board approves these Transformational Initiatives for the Re-Imagining LA County Plan. The proposed plan is provided in Attachment C to this report.

### **DETERMINATION OF SAFETY IMPACT**

This motion response has no direct impact on safety at this time. However, the approval of the Transformational Initiatives will support safe and reliable operations of the transportation system in the long-term.

### **FINANCIAL IMPACT**

If approved to pursue the recommended Transformational Initiatives, funding will be identified to conduct the study and will be the responsibility of the lead department, in partnership with the Office of Management and Budget.

### **IMPLEMENTATION OF STRATEGIC PLAN GOALS**

The proposed actions are fully consistent with Initiative 1.3 of Metro Vision 2028 plan to test and implement pricing strategies to reduce traffic congestion. Also, Initiative 1.3 commits to exploring opportunities for expanding access to shared, demand-responsive transportation options for everyone.

### **IMPLEMENTATION OF EQUITY PLATFORM**

The Transformational Initiatives explicitly address approaches and priorities that would advance the

mobility needs of the County's most vulnerable populations. Managing congestion, particularly to ensure reliable operations for LA County's transit system, upon which many of our most underserved community members depend, enables economic mobility that can help those populations overcome historic disadvantages and disparities. In addition, strategies such as congestion pricing can enable benefits, such as free transit, to these same underserved communities in ways that are unimaginable with traditional approaches. The Metro staff and Board must remain committed to Equity as a key evaluative lens as we consider these progressive strategies for improving mobility, equity, and the environment.

### **ALTERNATIVES CONSIDERED**

The Metro Board of Directors may decide not to approve the pursuit of the Transformational Initiatives to achieve The Re-imagining of LA County. This is not recommended, as this would take the LA region on a similar path followed in the past, without effectively addressing the problems we face even today.

### **NEXT STEPS**

If the recommended actions are approved, Metro staff will return to Board to report on progress as follows:

April 2019 - Review scope for Congestion Pricing Feasibility Study

June 2019 - Award professional services contract to conduct Congestion Pricing Feasibility Study

September 2019 - Report on financing/funding plans for the accelerated projects

Quarterly - Progress reports on efforts to accelerate the eight remaining projects of Twenty-Eight by '28.

### **ATTACHMENTS**

Attachment A - Motion 43.1 and Response to Motion 43.1 (File ID 2019-0083)

Attachment B - Motion 43.2 and Response to Motion 43.2 (File ID 2019-0055)

Attachment C - LA Metro New Mobility Service Fee Plan

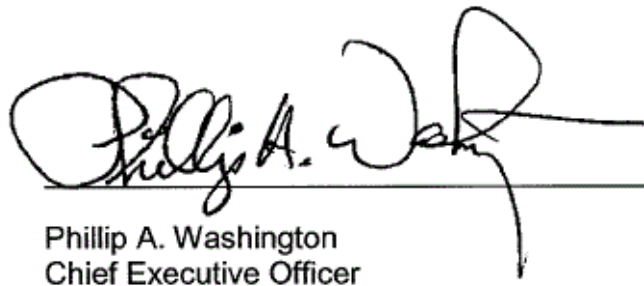
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# Metro

## Board Report

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**File #:** 2019-0520, **File Type:** Motion / Motion Response

**Agenda Number:** 47.

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**REGULAR BOARD MEETING  
JUNE 27, 2019**

**Motion by:**

**Garcia, Hahn, Solis, and Dupont-Walker**

Los Angeles County Micro-Mobility Review

Bike Share first came to LA County in 2015. Today, several cities across the county offer public bike share systems. The Metro Bike Share system is currently in the City of Los Angeles. The Cities of Santa Monica and Long Beach launched their own bike share systems separate from Metro Bike Share. Many cities now host private bike and scooter share programs, with varying strategies for regulation. Together, these micro-mobility services provide important first-/last-mile connectivity, mobility access to low income and historically disinvested communities, and access for visitors who otherwise might rent a car.

These micro-mobility services use different technology, different vehicles, different methods of payment, and different fare structures. Each program is funded through different means, especially in the case of private fleets. They also offer different service areas and discount programs for low income access.

To better understand how all of these micro-mobility services are working, and what new approaches may be necessary to build upon past successes and improve access to these important resources throughout LA County, Metro should assess all of LA County's micro-mobility programs.

**SUBJECT: LOS ANGELES COUNTY MICRO-MOBILITY REVIEW**

APPROVE Motion by Directors Garcia, Hahn, Solis and Dupont-Walker to direct the CEO to report back to the Board in 120 days on LA County's micro-mobility services, with the following information for each of the programs operating in LA County:

1. Program locations, as well as locations no longer being served, including demographics of populations served;
2. Discount programs and percentage of riders using each such program;
3. Methods of payment (credit card, cash, etc.);
4. How these programs are integrated into each other and into TAP;

5. Rider safety statistics (reported minor and severe injuries or fatal crashes);
6. System size (numbers of vehicles and coverage) and characteristics of the sponsoring agency (size of city or value of parent company, etc.);
7. Equipment lifecycle (lifespan of vehicles, rates of equipment loss through theft or vandalism, waste disposal practices, etc.);
8. For public systems: federal, state, and local funding sources available and their utilization;
9. Connectivity to bus and rail transit services; and,
10. Efforts by public agencies and private operators to launch public safety campaigns and encourage safe riding practices as it relates to bike and scooter share.

## **Framework for New Mobility Regional Roadmap**

### **What is New Mobility?**

For the proposed New Mobility Regional Roadmap, we initially define “new mobility” as all private transportation services beyond traditional buses and trains, including, but not limited to, ride-hailing, microtransit, private transit vehicles, car-sharing, scooter and bike share, and courier network services (like Postmates and Uber Eats). These services are unique in that they are newly emerging, utilize real-time communication and are disruptive to the region’s existing mobility ecosystems.

### **Vision**

LA County’s transportation system is a complex network controlled by a patchwork of local, regional, state, and federal agencies. Metro is woven into this complex landscape as the regional transportation planner, coordinator, designer, builder, funder, and operator. By serving these multiple functions, Metro can support the region by convening internal and external stakeholders to work together towards policy outcomes that minimize the costs and maximize the benefits that private mobility operators (Lyft, Uber/Jump, Lime, Bird, and others) create for the region’s mobility ecosystem.

### **Problem:**

Across LA County, private companies (like Lyft, Uber, Lime, Bird, Spin and others) have put shared bicycles, scooters, and cars on the streets with the expectation of using public rights of way to generate private benefit. While they have brought many mobility benefits, these companies have been able to grow market share and value from unchecked consumption of public investments in roads and infrastructure due to the region’s limited authority to manage the negative externalities. The power to regulate private mobility operators through tax, licensing, parking and other methods is dispersed amongst many different agencies at the state, city, and county level. Currently cities individually have the ability to regulate scooters and bikes through parking and other curb management policies and the Public Utilities Commission (PUC) at the state level has the ability to tax and license TNC’s. This results in a confusing array of regulations that produce suboptimal outcomes in terms of equity and mobility. Additionally, this results in policies that make it challenging to meet our environmental goals including SB375, and the emission standards set by regional air pollution control district (APCD) and air quality management district (AQMD) per the Federal Clean Air Act.

### Congestion

While Transportation Network Companies (TNCs) may be a conduit towards car-lite behavior and enable people to rely less on private automobiles and shift to transit, emerging research demonstrates they are contributing to traffic congestion and pollution more than relieving it. Recent reports have found that, due to dead-heading (when drivers start or end their trips without customers) and a dearth of shared rides, TNCs are currently creating more vehicle miles traveled than they are replacing, and that in Los Angeles, they currently make up 2-3% of traffic ([August 6, 2019, Fehr & Peers](#)).

### Competition for the Curb

Another challenge with respect to new mobility is availability of appropriate space for people to safely use and park shared or privately-owned scooters and bicycles, or to safely allow for pick-up and drop-off at the curb. Most of the recent friction in cities with private shared scooters is the result of the absence of a standardized parking method/placement (which can result in cluttered sidewalks) and users not having enough safe places to ride them (which can compel users to risk riding on the sidewalk, which is generally not permitted, and poses a hazard to pedestrians.). Currently, most street rights-of-way are designed to facilitate the fast movement and inexpensive storage of private automobiles.

### **Goal:**

Work with cities, the County, the Council of Governments (COGs) and other regional stakeholders to develop a shared policy framework that will prioritize and incentivize micro-mobility (scooters & bicycles), and 2+ rides over drive alone rides in order to meet the Vision 2028 goal of doubling non-drive alone trips by 2028.

### **Stakeholder Input (in process):**

**In order to pursue this goal, Metro has already begun outreach to cities, the County, the COGs, Community-Based Organizations (CBOs) and other stakeholders to determine how Metro can be most helpful.**

Based on stakeholder input thus far, staff identified the following key themes that have emerged around this discussion:

- Concern regarding the challenges of levying fees on TNCs and the equity of revenue collection/distribution.
- Desire for Metro to explore the following areas with city partners:
  - Legislation
  - Data Access & Standards
    - Currently, cities and transportation agencies alike struggle with comprehensively understanding the impact of micro-mobility services, such as Bird and Lime, and transportation network



companies (TNCs), such as Uber and Lyft, because of their refusal to share data with public entities. While the California Public Utilities Commission (CPUC) does require TNCs to report certain data, the CPUC does not share this information with other government entities. In order to secure a permit to operate, certain cities require micro-mobility providers to share data with them, such as the Mobility Data Specifications (MDS) platform from Los Angeles Department of Transportation (LADOT). However, this is not a county-wide or state-level policy.. Further, there is a cost borne by the cities to manage MDS in terms of staff expertise, capacity and budget.

- Resources and technology for Enforcement
  - Need for better curb inventory management as the first step towards better managing micro-mobility and TNC pick-up and drop-off, as well as urban goods movement.

In conversations with the Southern California Association of Governments (SCAG) and our other partner California Municipal Planning Organizations (MPOs), we identified several relevant parallel initiatives. Through a grant-funded project awarded by California Department of Transportation (Caltrans), the San Diego Association of Governments (SANDAG) has partnered with the Southern California Association of Government (SCAG) and the Metropolitan Transportation Commission (MTC) to conduct a large scale multi-jurisdictional survey of ride-hailing users, non-users, and drivers. They are incorporating questions about TNCs to their travel surveys in order to achieve representative TNC passenger behavior datasets for future transportation modeling and planning purposes. SCAG's current timeline to complete passenger data collection is January 2020. We will leverage the regional work conducted by SCAG and include them in our collaborative working groups.

## **Existing Initiatives**

In the initial steps towards developing a Roadmap, Metro has identified existing initiatives that can serve as a foundation and as opportunities for collaboration.

These initiatives include, but are not limited to, the following:

### **Metro Initiatives**

- Metro micro-mobility Parking Policy
- Metro Bike Share
- Goods Movement Strategic Plan
- LA Metro Curbside Asset Management Symposium
  - Through this effort Metro has identified new mobility as a part of a broader curbside mobility and access challenge, and that tackling the new mobility issues would merit from discussions and engagement of stakeholders who represent other elements of curbside mobility challenge.

- Incorporating micro-mobility into First-Last Mile Plans
- TAP lite and full integrations with private mobility operators
- MicroTransit Pilot and Metro's partnership with Via
- SB1376: 'TNCs for All' rulemaking Process with CPUC
- SCAG Countywide Bike Share Study

#### City/County Initiatives

- City of Los Angeles Development of the Mobility Data Specification (MDS) and Founding of the Open Mobility Foundation. Santa Monica and other North American and Global cities are members.
- City of LA, Long Beach, Santa Monica and other cities' adoption of Mobility Data Specification (MDS).
- County of Los Angeles Parking and Curbside Asset Management Plan
- City of West Hollywood Electric Bike Share Request for Proposals / Pilot
- City of West Hollywood Digital Curb Management Pilot

#### **Next Steps: Roadmap Content Development**

Metro will engage with diverse stakeholders and convene a working group of internal and external stakeholders to develop the content of the following suggested areas and initial proposed questions:

##### 1: Challenges and Opportunities Around New Mobility

- What are the challenges and opportunities that the region's stakeholders face with regards to new mobility?
- What are the mobility benefits offered by these modes?
- What are the negative externalities and impacts?
- What information is needed to better identify and understand these challenges and opportunities?

##### 2: Guiding Principles and Shared Goals Around New Mobility

- What are the guiding principles the working group will adopt as it works to identify a Roadmap?
- What existing, living documents that codify the region's mobility goals (i.e. First/Last Mile Plans, Metro Active Transportation Strategic Plan and stakeholder plans) are relevant and applicable?
- What have other regions done to manage new mobility? What can we learn from them? (i.e. [Emerging Mobility Evaluation Report](#) July 2018 from the San Francisco County Transportation Authority (SFCTA) and San Francisco Municipal Transportation Agency (SFMuni))

3: Explore Potential Tactics to Achieve Identified Shared Goals We plan to bring on new mobility experts to help navigate and facilitate this process.

- What are tactics that stakeholders can utilize to achieve the identified goals around new mobility?
- Who is best suited to implement and deploy these tactics?
- What legislation is needed to allow for these tactics?
- How can Metro help support implementation of these tactics?
- Will any of the following tactics be effective in achieving the shared goals?
  - Collect Data and Conduct Research
  - Regulate
  - Price
  - Curb management
  - Experimentation
  - Partnership/Integration
  - Design

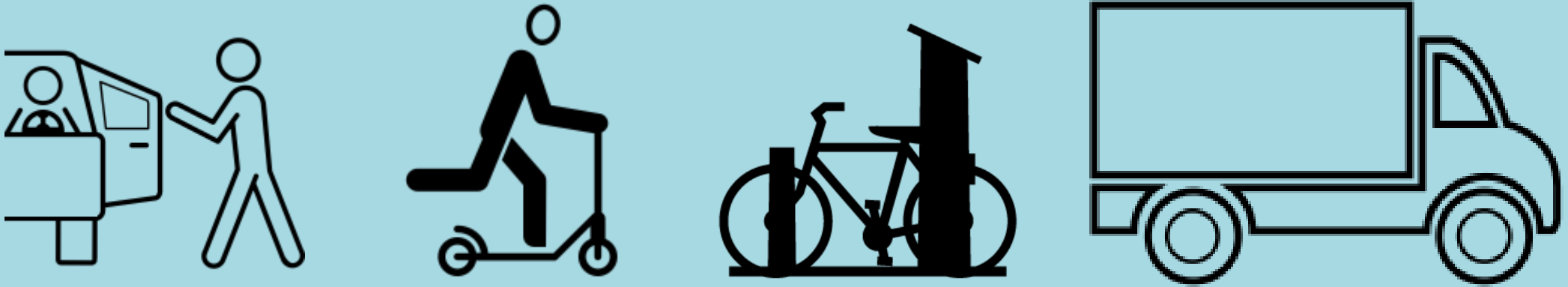
4: Commit to and Coordinate Roles and Responsibilities

- Which entity is best suited to take on which responsibility?
- Where can we partner?
- How can Metro can help set stakeholders up for success?
- What mechanism can the working group utilize to adopt the Roadmap and commit the parties to implementation?

City / Agency	Permits Private Micro-Mobility (As of 9/2019)	Bans Private Micro-Mobility (As of 9/2019)	Neither permit nor ban (As of 9/2019)	Utilizes Mobility Data Specification (MDS)	Bike Share	Bike Share Business Model & Funding	TNC Partnerships	Other
Alhambra		x						
Artesia			x					
Azusa		x						
Baldwin Park		x						
Bellflower			x					
Beverly Hills		x						Ceased operating city funded bike share system in August 2019. Removed 75 Bike share bikes and sold them to Santa Monica and Long beach programs.
Burbank	Staff is working on proposal	x						
Calabasas		x (e-scooters)						
Compton			x					
Claremont			x					
County of LA (Unincorporated)	x			x				
Culver City	x				City Council just voted for Metro Bike Share		Developing Expo Culver City Station Microtransit Pilot with moovel	Had 18-month pilot interim operating agreement with micromobility providers
Downey	Considering after council motion				Zagster	Capital - ATP Grant funded. Operations - Cost neutral.		
Duarte		x						
El Monte		x						
El Segundo			x					Voted yes on a proposal by the SBCOG - but not enough cities supported it.
Gardena			x (City council is considering standards)					
Glendale	Limited depending on location.							
Hermosa Beach		x						Voted yes on a proposal by the SBCOG - but not enough cities supported it.
Huntington <del>Park</del> Beach-		x						
La Canada Flintridge		x						
Lakewood		x						
La Mirada			x					
Lawndale		x						
Lomita			x					
Long Beach	x			x	Long Beach Bike Share	Capital - Call for Projects Grant. Operations - Locally funded.		
Los Angeles	x			x	Metro Bike Share	Capital - ATP / GGRF & Call For Projects grants	FlexLA (FAST, LA Metro, LACI, moovel, ButterFLi) and LAnow (DemandTrans)	
Lynwood		x						

Malibu		x						
Manhattan Beach		x						
Maywood			x					
Metro			x		x		Partnership with Via; developing MicroTransit Pilot	
Monrovia		x (e-scooters)					GoMonrovia (Lyft)	
Palmdale			x					
Pasadena		x						Removed ~30 Metro Bike Share stations in mid 2018
Port of LA				x	Metro Bike Share			
Redondo Beach		x	x					
Rosemead		x						
San Fernando		x (currently developing regulations)						
Santa Clarita		x (e-scooters)			Zagster			
Santa Monica	x			x	Breeze Bike Share	Capital - Call for Projects Grant -STP TEA Federal Funds. Operations - Locally funded.	Blue at Night (Lyft) and MODE (Lyft)	
SGV COG Cities (including -- Arcadia, Baldwin Park, Claremont, Covina, Duarte, El Monte, La Verne, Monterey Park, Pomona, San Dimas, South El Monte; Unincorporated Areas of Los Angeles County (in San Gabriel Valley)					Gotcha - 840 bikes at approximately 200 stations in up to 15 cities in the San Gabriel Valley. 0. Launch in El Monte and South El Monte on October 26, 2019. Full program implemented by June 2020.	Capital - ATP Grant. Operations no cost to city.		
Temple City			x					
Vernon			x					
West Covina		x						
West Hollywood			x					Ceased operating city funded bike share system in August 2019. Removed 150 Bike share bikes and sold them to Santa Monica and Long beach programs.

# Framework for New Mobility Regional Roadmap for Los Angeles County



# Recommended Actions

## A. RECEIVING AND FILING:

- Responses to Prior Board Motions
  - Responses to Feb. 2019 Board Motion 32.3C “Explore Fees on TNCs”
  - Progress report on the Transformational Initiatives central to “The Re-imagining of LA County”
  - Response to June 2019 Board Motion 47 “Los Angeles County Micro-Mobility Review”
- A Framework for a New Mobility Regional Roadmap

### ***New Mobility* includes, but is not limited to:**

- Ride-hailing (e.g. Uber and Lyft)
- Carsharing
- E-scooter and bike share (e.g. Jump and Bird)
- Courier network services (e.g. Postmates and Uber Eats)

# Problem

- New Mobility services can provide improved access to opportunity and connections to transit.
- They also place unchecked costs on the transportation system including:
  - congestion
  - competition for the curb and sidewalk
  - inequitable access and pricing
  - conflicts with public transit
  - inadequate data sharing, and
  - impacts on safety
- New Mobility management is challenging because regulation is dispersed at the state, regional and local level, or is non-existent.



# Vision and Goal of the New Mobility Regional Roadmap

## **Vision:**

Better mobility can be achieved by having a comprehensive set of policies for all New Mobility providers. Metro would like to support cities as a convener and consensus builder in developing a unified approach.

## **Goal:**

Work with cities, COG's, community-based organizations (CBO), private firms and other stakeholders to develop a unified vision and framework that will prioritize and incentivize non-drive-alone trips to achieve the Vision 2028 goal of doubling non-drive-alone trips by 2028.

# Develop a New Mobility Regional Roadmap

**Metro has already begun outreach to cities and other stakeholders to determine how we can be most helpful.** Metro proposes to expand engagement with external and internal stakeholders to establish meaningful dialogue and inclusive decision-making, culminating with the development of a New Mobility Regional Roadmap for Los Angeles County.

The proposed Roadmap will include the following elements:

- 1: Identify Challenges & Opportunities Around New Mobility
- 2: Adopt Guiding Principles and Shared Goals Around New Mobility
- 3: Explore Potential Tactics to Achieve Goals
- 4: Commit to and Coordinate Roles and Responsibilities

**3rd Party  
Facilitator**

# Roadmap Development Timeline

Internal and External Stakeholder Conversations and Consultation	July 2019 – Ongoing
Initiate procurement process to procure Consultant Services for Facilitation and Regulatory Cost/Benefit Analysis	December 2019
Convene Series of Working Group Meetings	December 2019 – Summer 2020
Progress Report to Board	Spring 2020
Report Back to Board on Roadmap Work	Fall 2020