



## Legislation Details (With Text)

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**Title:** CONSIDERATION OF AN ORDINANCE PROHIBITING DOCKLESS SCOOTER AND BIKE SHARE OPERATIONS IN THE CITY, AND IN THE ALTERNATIVE, CONSIDERATION OF OTHER REGULATORY OPTIONS TO PERMIT AND REGULATE THE OPERATION OF DOCKLESS SCOOTER AND BIKE SHARE OPERATIONS IN THE CITY (Environmental Analyst Leeanne Singleton)

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. 1. Ordinance Adopting a Temporary Ban on Shared Mobility and Clarifying Current Strand a-c2.pdf, 2. 2. City Council Resolution on Amending Master Fee Schedule.pdf, 3. 3. Preliminary South Bay Shared Mobility Goals and Outline of Topics for Guidelines.pdf, 4. 4. November 14, 2017 Staff Report on Options for a South Bay Bikeshare Program.pdf, 5. 5. Survey Results.pdf, 6. 6. City of Santa Monica Shared Mobility Page, 7. 7. 2004 Strand Recommendations Staff Report.pdf, 8. 8. SUPPLEMENTAL Email from Pam Tatreau (added 8-27-18 at 10am).pdf, 9. 9. SUPPLEMENTAL eComment from Tracie Maffei (submitted 8-28-18 at 12:18pm).pdf

Date	Ver.	Action By	Action	Result
8/28/2018	1	City Council		
8/28/2018	1	City Council		

**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 28, 2018**

**CONSIDERATION OF AN ORDINANCE PROHIBITING  
DOCKLESS SCOOTER AND BIKE SHARE OPERATIONS IN  
THE CITY, AND IN THE ALTERNATIVE, CONSIDERATION  
OF OTHER REGULATORY OPTIONS TO PERMIT AND  
REGULATE THE OPERATION OF DOCKLESS SCOOTER  
AND BIKE SHARE OPERATIONS IN THE CITY**  
(Environmental Analyst Leeanne Singleton)

**Recommended Action:**

It is recommended that the City Council:

1. Introduce upon first reading, an ordinance implementing a ban on the deployment and operation of scooters/bikeshare within the City of Hermosa Beach until the City adopts guidelines for shared mobility operations and clarifying current definitions/regulations for motorized equipment on the Strand and Pier Plaza. (**Attachment 1**)

2. Adopt a resolution amending the comprehensive fee schedule for administrative fees to add an administrative fee related to the release of impounded bicycles, scooters, and other personal mobility devices in the amount of \$130. (**Attachment 2**)
3. Provide input on the preliminary South Bay Shared Mobility Goals/Outline of Topics for Pilot Program Guidelines (**Attachment 3**) and direct staff to return to Council within three months with guidelines for a pilot shared mobility program with the intent to issue a Request for Applications (in conjunction with other interested beach/south bay cities) for operators to implement a shared mobility pilot program in accordance with final guidelines.

### **Background:**

A recent surge of shared mobility systems and devices with "dockless" technology, including motorized scooters (e.g., Bird Rides, Lime-S, Spin) and dockless bicycles (e.g. LimeBike, JUMP, Mobike, Spin), have emerged in cities throughout the United States.

These shared mobility devices offer additional transportation choices, ideal for short distance trips providing users the ability to pick up equipment at a variety of designated locations and return it to any other location within the system's service area. These services allow users to only pay for the equipment while they are actually riding the bike or scooter. The technology associated with bikeshare equipment has evolved rapidly in the last year, with several companies now offering dockless equipment in which the bike or scooter self-locks, meaning that it can be left virtually anywhere in the public right of way and has the potential to create a nuisance condition if not addressed.

Although these devices provide additional mobility and transit options, the disruptive nature of this new technology does not fall under conventional regulations related to bicycles or vehicles and has resulted in many communities experiencing impacts from the use and misuse of such devices. These issues include: parking in the public right-of-way and obstructing vehicle and pedestrian access; reduced sidewalk area or parking spaces (docked systems); urban clutter (dockless systems); aggressive competition/oversupply; use of public property for commercial purposes; potential public liabilities; safe operation of equipment by riders; scooter/pedestrian conflicts; scooter/vehicle conflicts; and increased demand on enforcement resources.

In addition to concerns over shared mobility equipment, these same technology innovations have resulted in a dramatic increase in the number of privately-owned electric and motorized bicycles, skateboards, scooters, hoverboards and other wheeled devices. While these privately-owned devices eliminate some of the parking, blocked access concerns of shared devices, they exhibit many of the same rider/pedestrian safety concerns (riding without a helmet, speeding on the Strand, riding on sidewalks) that has raised the need to further clarify regulations, particularly on The Strand and Pier Plaza, and provide additional education and awareness around safe rider practices for all users regardless of shared or privately-owned equipment.

## City Action to Date

Establishing a bikeshare program in Hermosa and the South Bay has been a topic of discussion in various Hermosa Beach commission and City Council discussions for several years as an opportunity to expand transportation choices for residents and visitors to Hermosa Beach. The 2016 Strategic Plan identified Bike Sharing as an item “on the horizon” for 2017-2021 and PLAN Hermosa, the City’s integrated General Plan, and Coastal Land Use Plan includes policies and implementation actions associated with expanding transportation options and facilitating rentals in the Coastal Zone.

In November 2017, staff presented an update to Council on options for a South Bay bikeshare program, and some discussion of the newly emerging scooters. The staff report (See **Attachment 4**) provides a detailed summary of bikeshare technology, local businesses renting bicycles, bikeshare operations in other cities in Los Angeles County, and the goals/objectives of implementing a similar program in the South Bay/Beach Cities. At that time, staff recommendation was to introduce an ordinance that established a permit requirement for bikeshare and establish administrative penalties for parking or operating bikeshare equipment that was not part of a City-permitted program. Council direction at that meeting was to have staff return at a future meeting with an ordinance that would prohibit bikeshare, conduct additional community engagement, and to form/expand the multi-jurisdictional group to discuss bikeshare/scooter approach so that a program may be implemented.

The staff recommended action in this report fulfills the direction provided by Council in November 2017 to prepare an ordinance prohibiting shared mobility equipment and further clarifying regulations on the use of wheeled devices on the Strand and Pier Plaza in the City of Hermosa Beach, while also providing Council an update on regional coordination efforts and proposed next steps.

## Analysis:

### Local and Regional Coordination

With the average trip length of bikeshare trips ranging between 1.5 and 2 miles<sup>1</sup>, there is a high likelihood of riders crossing between jurisdictions as small as the beach cities, lending to the need for a coordinated approach. Dating back to 2016, the City of Hermosa Beach has been informally coordinating with the cities of Manhattan Beach, Redondo Beach, and El Segundo, as well as the Beach Cities Health District to explore the development of a Bikeshare Program. Beginning in early 2018, the group expanded to include City staff from all interested South Bay Cities and the South Bay Cities Council of Governments (SBCCOG). Coordination among this group of city staff and agency representatives to date includes:

- Approximately monthly coordination meetings to discuss city policy development, enforcement responses, safety concerns, and community engagement efforts.
- Development of a community survey on bikeshare and scooter interest with a base of consistent questions across South Bay cities (described further below).
- Coordination of bicycle/scooter/rider counts at key locations throughout the beach cities by Beach Cities Health District staff and volunteers (described further below).
- A Bikeshare and E-Mobility Expo hosted on June 28, 2018, for City staff and elected officials to

help educate and familiarize cities to both bike-sharing and scooter-sharing equipment and operations.

- The SBCCOG has obtained a Caltrans grant to study the feasibility of a slow-speed network that would designate certain streets as shared streets to accommodate human powered vehicles as well as motorized scooters, bicycles, segways, and other slow-speed vehicles.

In addition to coordination among South Bay cities, staff from the offices of LA County Supervisors Kuehl and Hahn recently re-instituted roundtable meetings regarding bike path safety for agencies with jurisdiction along the Marvin Braude Bike Path. It is anticipated that this roundtable will continue to meet on a quarterly basis to discuss safety initiatives along the path that stretches from Will Rogers State Beach north of Santa Monica down to Torrance Beach.

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<sup>1</sup> National Association of City Transportation Officials (NACTO), 2017. <https://nacto.org/bike-share-statistics-2017/>

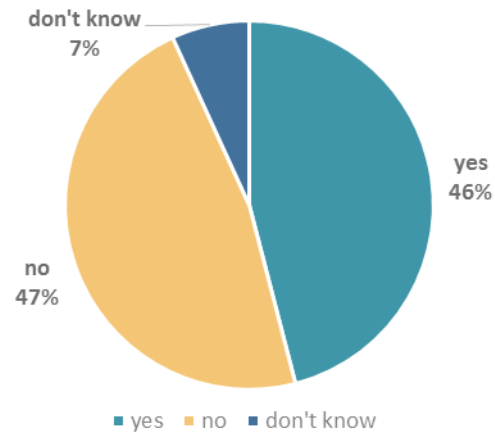
### *1. Community Input to Date*

Staff worked in collaboration with the cities of El Segundo, Manhattan Beach, Redondo Beach, and the SBCCOG to develop a community survey on the topic. About half of the questions are consistent across all of the south bay cities, and then each city has added some additional questions that are specific to their needs and community interests.

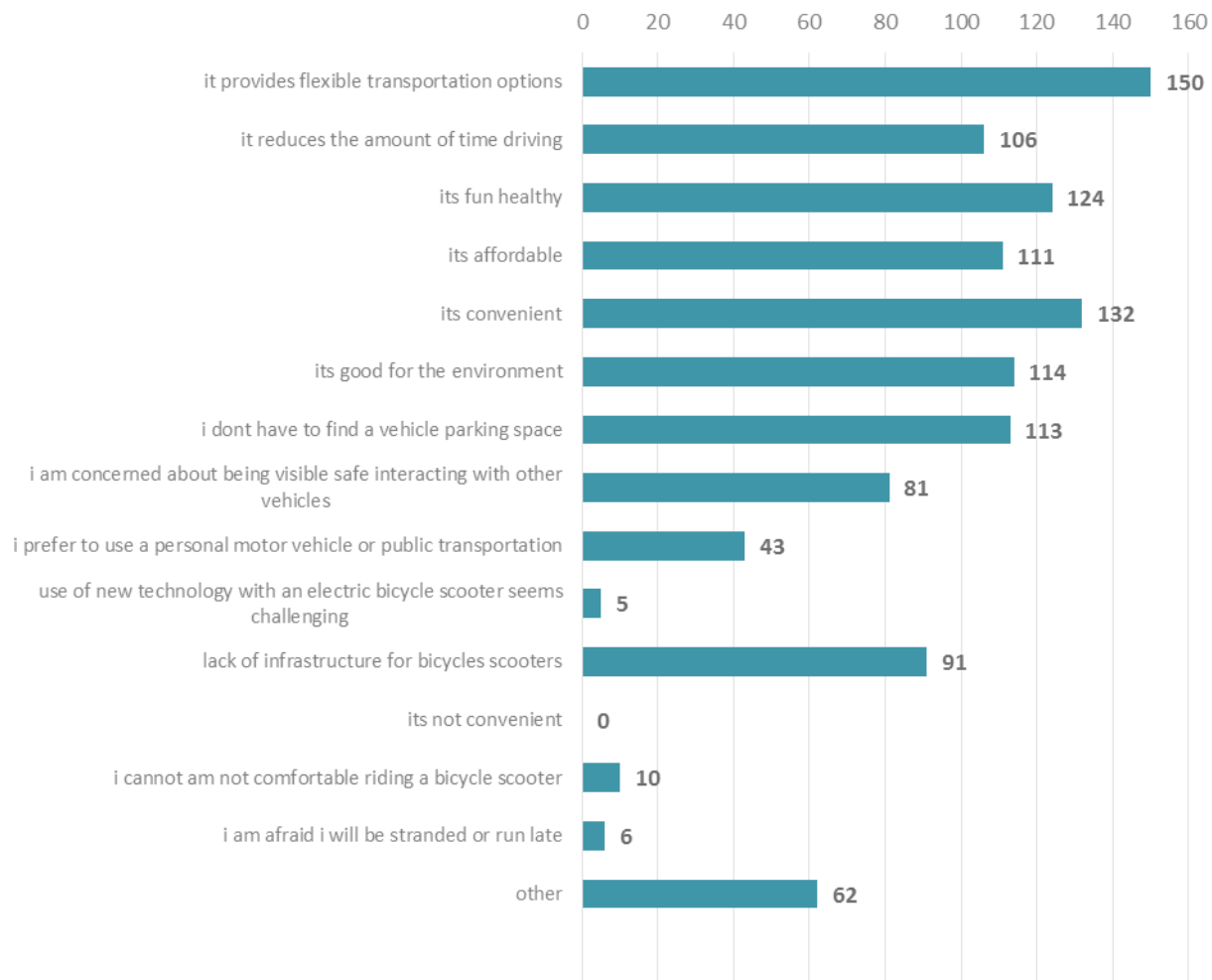
In Hermosa Beach, the survey was posted to our SpeakUp Hermosa platform on August 1, 2018 and shared via the August E-Newsletter, social media platforms, and our website. As of August 21, 2018, the survey had received 332 responses and a complete summary of the responses to date are provided in **Attachment 5**. SBCCOG has also issued their survey with 896 responses from across the South Bay. Staff will continue to take input from the survey as additional coordination occurs and guidelines are developed further.

Initial Survey Results Highlights (complete summary provided in **Attachment 5**):

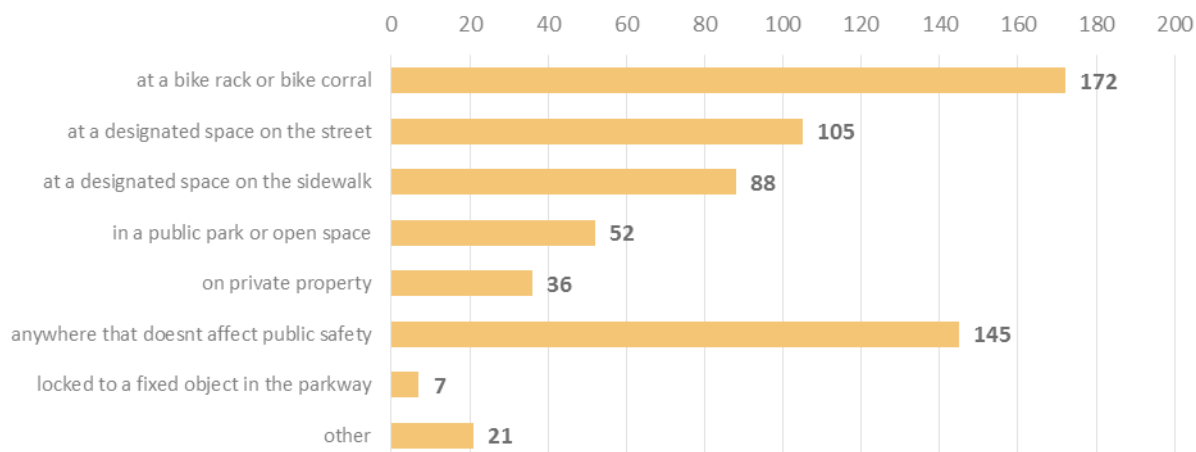
*Would you personally be interested in participating in a bikeshare program?*



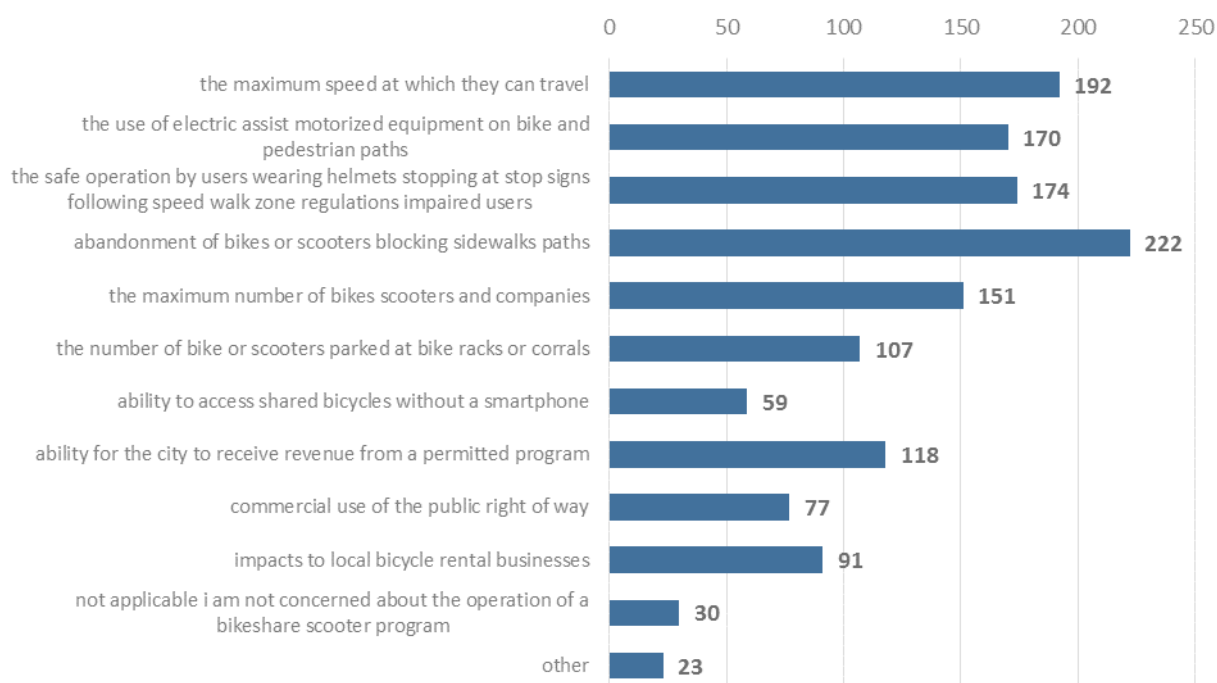
*Why or Why Not?*



*Where do you think bikeshare bicycles or scooters should be parked?*



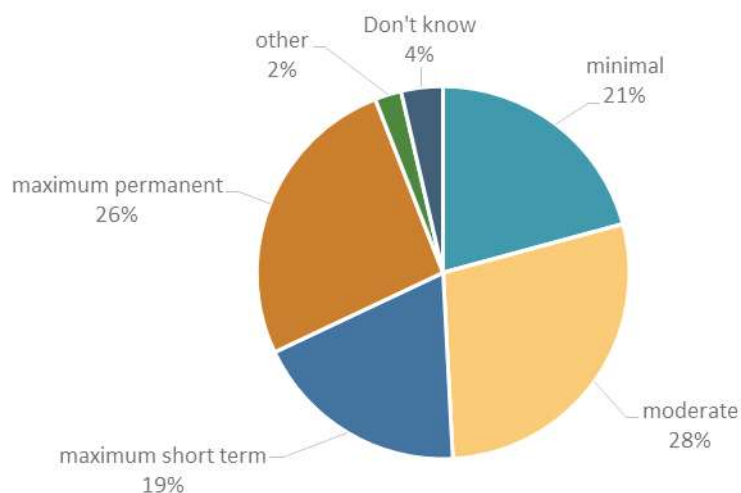
*If a bikeshare or scooter share program were developed, what types of rules or regulation do you think should be covered?*



*What are your concerns related to the operation of a bikeshare scooter program? privately owned operated bikes or scooters?*

	Shared	Privately Owned
the speed at which they can travel	161	142
the use of electric assist motorized equipment on the bike path	132	113
the safe operation by users wearing helmets stopping at stop signs	168	136
following speed walk zone regulations impaired users	189	154
endangerment of pedestrians	204	114
abandonment of bikes or scooters blocking sidewalks paths	157	n/a
abandonment of bikes or scooters as they run out of batteries	106	68
the number of bikes or scooters found parked at bike racks or corrals	149	91
ability resources of the city to enforce rules	31	n/a
ability to access shared bicycles without a smartphone	77	n/a
ability for the city to receive revenue from a permitted program	76	n/a
commercial use of the public right of way	84	46
impacts to local bicycle rental businesses	47	86
not applicable I am not concerned about the operation of bikeshare scooter program	11	12
other		

*What level of regulation do you think the City should enact related to bikeshare and scooters?*



## 2. August 2018 Bike, Scooter, and Other Rider Counts

The Beach Cities Health District, in coordination with their Livability Committee, staff from Manhattan, Redondo, and Hermosa, and a group of volunteers, is working to conduct counts of bicycles, e-scooters, and other wheeled devices (roller skates, skateboards, etc) at key locations in the beach cities. These counts are currently being conducted at nine locations throughout the three cities for



weekday (4-6 PM) and weekend (11 AM - 1 PM) periods and are factoring: wheeled device used, direction of travel, number of female and youth riders, percentage of riders wearing helmets. The three areas where counts are being conducted that are relevant to Hermosa Beach include:

- 24th Street and Hermosa Avenue (where the bike path re-directs from Hermosa Ave back to the Strand)
- 14th Street and the Strand (just north of the walk zone signs)
- Harbor Drive and Yacht Club Way (in Redondo Beach just south of the Hermosa Beach border) - count data not yet available

### **Preliminary 2018 Count Findings:**

- *14th St @ Strand*
  - Weekday: 274 riders/hour
  - Weekend: 679 riders/hour
  - Approximately 92% of riders were on bicycles (both weekday and weekend), 1% were on e-scooters, and 7% were on skates, skateboards, or other wheeled devices.
  - Approximately 75% of riders on bicycles were not wearing helmets, 100% of e-scooter riders were not wearing helmets
  - Approximately 8% of riders were youths under the age of 18.
- *24th St @ Hermosa Ave*
  - Weekday: 105 riders/hour
  - Weekend: 264 riders/hour
  - Approximately 98% of riders were on bicycles (both weekday and weekend), less than 1% were on e-scooters, and 1% were on skates, skateboards, or other wheeled devices.
  - Approximately 55% of riders on bicycles were not wearing helmets, 100% of e-scooter riders were not wearing helmets (3 observations)
  - Less than 1% of riders were youths under the age of 18.
  - Note from Observer: A good % of bikers did not make count when they went to the beach down the passage ways at 25th and 26th instead of 24th. You could see there was confusion on the riders as to where to go west back to the Strand path.

### **3. Responses in Other Cities**

Over the past year, these shared mobility devices have been launched in cities throughout the United States often absent contracts, permits, or licenses and, in the case of electric scooters, falling into an area where it was not clear how existing regulations specific to automobiles and bicycles applied. Cities around Los Angeles County and in the South Bay have responded to the influx of shared mobility devices recently with a range of regulations, pilot programs, and prohibitions, based on the context of each jurisdiction.

### **South Bay**

#### ***a. El Segundo - In June 2018, Bird scooter-sharing began operating in the City of El Segundo***

without permits. On July 17, 2018, the El Segundo City Council directed staff to work with the companies to set up a pilot project to evaluate a potential scooter-sharing program in the City that would provide insurance coverage to the City and revenue for the use of public right-of-way. Following the July meeting, Lime Scooters also began operation in El Segundo, and City staff worked to develop a preliminary set of operating guidelines for the regulation of scooters and bikeshare. On August 7, 2018, the El Segundo City Council ordered a cease and desist to two scooter-sharing companies citing the City's ability to reach acceptable insurance coverage terms between the operators and the City and continuing safety concerns without adequate liability coverage provided. Following a 30-day moratorium, El Segundo remains open to issuing pilot program permits to operators willing to comply with the City's liability coverage requirements, proposed fees, and draft operating guidelines.

- b. Manhattan Beach** - On August 21, 2018, the Manhattan Beach City Council adopted a temporary prohibition on shared mobility devices and a fee for the impoundment of shared mobility devices, while staff continue to gather information and work on a regional set of shared mobility guidelines for Council consideration.
- c. Redondo Beach** - On April 17, 2018, the Redondo Beach City Council considered establishing a bike-sharing pilot program and expressed interest, but voted to postpone a decision for six months to evaluate potential regulations and operation in coordination with neighboring cities and to provide time for bike rental shops to develop their own strategy for remaining competitive with this new technology.

## Los Angeles County

- d. Beverly Hills\*** - On July 24, 2018, the City of Beverly Hills adopted an ordinance prohibiting shared mobility devices from being placed in any public right-of-way or on public property, operated in any public right-of-way or on public property, or offered for use anywhere in the City. The ordinance has a sunset clause, and expires in six-months unless extended.
- e. Culver City** - On July 9, 2018, the City of Culver City Council approved an interim operating agreement with Bird, and authorized the City Manager to negotiate an agreement with a second shared mobility system vendor, Lime-S, as well. Bird officially launched as the first vendor in the City's six-month trial period on July 27, 2018 launching with 100 Bird scooters in 50 locations and a community safety event to give away helmets and teach safe riding practices.
- f. Long Beach\*** - In 2016, the City of Long Beach launched a docked bikeshare program with approximately 400 bikes at 156 stations in Long Beach and recently initiated a four month pilot program from July-October for motorized scooter-sharing. Formal regulations will be presented to the Long Beach City Council following the conclusion of the pilot program.
- g. Los Angeles\*** - The City of Los Angeles has established a robust docked bike-sharing program in cooperation with Metro Bike, with dockless bikeshare operations showing up in a number of Council Districts such as Venice and San Pedro beginning in late 2017. Rules and guidelines for dockless on-demand personal mobility systems (such as motorized scooters) have been reviewed and refined by the City of LA's Transportation Planning and Public Works Committees and are pending full City Council approval.

**h. Santa Monica\*** - Santa Monica was the first city in LA County to launch a bikeshare program in August 2015. Santa Monica remains a leader in transportation innovations and became the first City to see the launch of electric scooters back in September 2017. In early 2018, the City settled with Bird Scooters for failure to comply with business license requirements/permits and the company paid the City \$300,000 as part of the settlement. The funds from that settlement have helped to fund education and enforcement resources while the City developed pilot program guidelines. Santa Monica has conducted focused enforcement and education campaigns and issued hundreds of citations for riding scooters on the bike path and other infractions. On June 26, 2018, the Santa Monica City Council approved Shared Mobility Guidelines and provided direction to staff to implement a 16-month pilot program for both e-bike and e-scooter programs through the issuance of a Request for Applications (RFA). Through the RFA process, the City of Santa Monica received a total of 18 applications from 13 different operators which were evaluated by staff from the Community Development Department, Economic Development Division, Transportation Planning Division, and Police Department. The review committee submitted their recommendations to the Director of Planning and Community Development on August 7, 2018 ranking Lyft and Jump (owned by Uber) in both the bike and scooter categories. The Planning and Community Development Director is expected to make a final decision after August 30th. The City's materials and all applications responding to the RFA are available on the City's Shared Mobility page (**Attachment 6**).

**i. West Hollywood\*** - On June 18, 2018, the City of West Hollywood passed an ordinance prohibiting the use of unpermitted shared bicycle, scooter, or other on-demand personal mobility devices in the City. The ordinance grants the City authority to impound the devices effective August 16, 2018. The West Hollywood City Council did not support a proposed pilot permit program that would grant permits to shared mobility system vendors to operate in the City.

\* Denotes cities with existing City-operated or permitted docked bikeshare systems.

## **Recommendation Actions and Implementation:**

Given the rapidly evolving nature of both the technology and regulation surrounding these new forms of shared mobility, staff has developed a series of recommendations organized by short-term actions and long-term implementation. The short-term actions will address many of the immediate safety concerns and provide staff with the enforcement tools to disincentivize the use of this shared equipment while rules and guidelines are developed.

### **Short-Term Actions**

#### **1. Ordinance**

Staff has drafted an ordinance (**Attachment 1**), recommended to be introduced upon first reading, which would amend the Hermosa Beach Municipal Code to temporarily prohibit shared mobility devices from being: offered for use anywhere in the City; placed in any public right-of-way or public property, or operated on any public property or right-of-way in the City and amending Title 12 (Beach

and Strand Regulations) to further clarify regulations on the use of wheeled devices on the Strand walkway.

The ordinance would take effect 30 days after it is adopted upon second reading. The new Chapter on Shared On-Demand Personal Mobility Devices includes a sunset provision in which the Chapter would expire after one year unless extended or amended by the Hermosa Beach City Council. The second portion of the ordinance, amending Title 12 to further clarify regulations on the use of wheeled on the Strand walkway, would be a permanent change to the Hermosa Beach Municipal Code unless amended at a future date.

*a. Prohibiting Shared On-Demand Personal Mobility Devices*

This new Chapter, 10.44 - Shared On-Demand Personal Mobility Devices, is intended to:

- define terminology related to shared mobility devices;
- prohibit their deployment and use within the City;
- authorize all City Enforcement Officers (as defined by HMBC 1.10) to enforce this chapter;
- authorize the charge of an impound fee for removal and storage of shared mobility device equipment consistent with existing procedures set forth in Chapter 10.32 and consistent with California Vehicle Code § 22651 for stopping, standing, and parking of vehicles;
- apply the duties of a driver defined in Title 10 and the operator of wheeled devices in Title 12 to persons riding shared on-demand personal mobility devices; and
- make violations of this chapter subject to the administrative penalty provisions of Chapter 1.10.

*b. Clarifying Use of Wheeled Devices on Strand and Pier Plaza*

Based on the recent rise in popularity of both shared and privately-owned motorized/electric scooters, skateboards, and bicycles, observation of their use on the Strand by City officials, and community concerns expressed in the survey and through social media, staff is recommending that Council also further define and clarify regulations regarding use of the Strand and Pier Plaza.

This recommendation includes amending Chapter 10.04 to add definitions consistent with the California Vehicle Code and amending Sections 12.20.220 and 12.20.230 which regulate use of the Strand. Chapter 10.04 of the Municipal Code currently only speaks to motorized bicycles or mopeds while the definitions have expanded/evolved within the California Vehicle Code (CVC), under AB 1096 signed into law in 2015, to define electric bicycles (divided into 3 classes) and add motorized scooters. Staff recommends that Chapter 10.04 be amended to add new definitions for electric bicycle, motorized bicycle, moped, and motorized scooter consistent with CVC definitions so that they may be used in clarifying which devices are allowed on the Strand and Pier Plaza.

Sections 12.20.220 and 12.20.230 identify the regulations for wheeled devices allowed on the Strand and Pier Plaza and the amendments recommended by staff would clarify that all roller skates, skateboards, scooters, and bicycles must be designed to be solely human-powered or that the motorized or electric-propelled portions cannot be used when on the Strand or Pier Plaza. Exceptions remain for conveyances for those with a physical disability or those operated by federal, state, or local government personnel in the performance of official duties.

Finally, this ordinance would amend the walk zone boundary and speed limit on the Strand walkway, to match previous Council direction from 2004 (See **Attachment 7**) which was implemented to post signage along the Strand which states a speed limit of 8 MPH and designates the walk zone at 11th St to 14th St. While the Council direction was implemented with signage and reflects current practice, the HMBC was never amended to reflect the change in practice. This ordinance would bring Council direction, current practice, and the municipal code into alignment.

## **2. *Amendment of Master Fee Schedule***

The City does not currently have a fee established for the collection and storage of equipment such as bicycles, scooters, or skateboards and therefore staff time spent placing notices/notifying owners, collecting/unlocking equipment, processing paperwork, and storing the equipment is not currently recovered.

To further support the implementation of a temporary ban and proper use of equipment (shared and privately-owned) on the Strand and Pier Plaza, staff has additionally drafted, and recommends adoption of a resolution (**Attachment 2**) that would amend the City's Master Fee Schedule to add administrative fees for the release of impounded bicycles, scooters, and other personal mobility devices. The proposed fee of \$130 is based on the amount of time/staff resources it currently takes for Code Enforcement/Community Services Staff to impound/process equipment such as bikes, as well as the time of our Police Service Officers to release equipment. For comparison, the current fees established for the release of impounded motor vehicles (S-088) is \$211 effective 12/1/17.

## **3. *Continued Community Outreach, Education, and Enforcement***

As staff works to further develop and implement the Shared Mobility Guidelines in coordination with neighboring cities, there are a number of outreach, education, and enforcement initiatives that staff intends to implement or continue as described below:

### **a. *Report Parked Scooters through the GO Hermosa App***

We've added a module to our Go Hermosa App under the Code Enforcement section that allows the community and staff to report bikes, scooters, and other equipment that is parked in problematic locations. Users can provide a photo, location, brand of equipment and select one of the issues related to parked equipment (blocking sidewalk, in roadway, appears dismantled/broken). While the community has the ability to report these directly to different companies (and still do) this may be more convenient for folks that have not downloaded the

apps for each shared mobility company, provides a module to report issues with privately-owned bikes and scooters, and will also provide the City with a record that can be tracked through the app's reporting functions. Note: This is intended to deal with parked equipment only and not moving violations as that should be reported through the Police Department's non-emergency dispatch line.

*b. Targeted Education and Enforcement Initiatives*

Based on our available resources, staff is recommending the following education/enforcement efforts:

- **Parked Equipment** - CSO's, Code Enforcement, and Police Officers would identify scooters that are blocking right of way access. These scooters would either be moved or impounded based on the discretion of the officer.
- **Operation of Equipment** - CSO's, Code Enforcement, and Police Officers have the ability issue citations to riders who violate the City Municipal Code. Police Officers could also cite for California Vehicle Code violations.
- **Signage, and Other Educational Campaigns** - In conjunction with City staff, the Police Department would engage the Community via social media channels (e.g. Nixle, Nextdoor, Facebook). Additionally, the department would look for outreach opportunities at local schools and other community organizations (Kiwanis, Rotary, the Chamber, etc.).

*c. Community Interest Survey on Bikeshare and Scooters*

Staff will continue to make the online survey available to the community as a means to provide their input, ideas, and concerns regarding the use and/or regulation of bikeshare, scooter share, and other motorized equipment. The results of the survey will also be compared with other neighboring jurisdictions and the SBCCOG survey results to better understand regional trends and interest.

## **Long-Term Implementation**

As previously described, staff has been coordinating with neighboring cities and the South Bay Cities Council of Governments on the development of shared mobility guidelines. Provided in **Attachment 3** are the draft goals and objectives for a shared mobility program as well as an outline of the topics proposed to be covered within the guidelines. These goals and guideline topics have been developed in coordination with neighboring jurisdictions and SBCCOG cities based on the unique context of the south bay and beach cities while building off of examples provided from cities like Santa Monica, Culver City, and Los Angeles.

These preliminary goals and outline of guidelines are being provided at this time as an opportunity for Council and the community to review and provide any initial feedback on these topics so that they may be refined in collaboration with neighboring jurisdictions. Once developed in full with coordination and input from SBCCOG and interested partner cities, staff will return to Council with a complete set of guidelines for consideration prior to issuing a Request for Applications.

## **General Plan Consistency:**

PLAN Hermosa, the City's General Plan, was adopted by the City Council in August 2017. The Vision Statement and Guiding Principles adopted as part of PLAN Hermosa describe a future where "Hermosa Beach is the small town others aspire to be; a place where our beach culture, strong sense of community, and commitment to sustainability intersect" and a desire to be a catalyst for innovation with "forward-thinking approaches to anticipating future lifestyles, transportation trends and environmental realities are necessary for creating a durable sustainability plan."

As part of PLAN Hermosa, the City set goals and adopted policies aimed at offering greater transportation choices to the community and reducing traffic congestion/demand for parking. PLAN Hermosa also speaks to the need for collaboration with neighboring jurisdictions when it comes to transportation and projects of mutual interest and concern.

While shared mobility programs are inherently consistent with the goals and policies to expand mobility choices, there are also policies in PLAN Hermosa that speak to the need to create safe, comfortable, accessible and attractive public spaces for non-motorized travelers, and the need to facilitate safe and confident use of alternative modes of transportation by promoting safety and education programs for active transportation users. Given the operation of shared mobility equipment such as dockless bikes and scooters in other cities and understanding of the current technology of active operators, staff believes that adequate mechanisms and regulations are not yet in place to prevent nuisance conditions in the public right-of-way that maintain accessible walkways and ensure safe operation of equipment by users.

Based on the PLAN Hermosa policies listed below, staff believes that it is important in the long-term to implement additional shared mobility options in coordination with neighboring jurisdictions, once safety and accessibility concerns are adequately addressed through a combination of technology, regulation, and proactive education efforts.

## **Governance Element:**

- [4.2 Leadership in sustainability](#). Establish the City as a regional leader in sustainable development and encourage compact, walkable development patterns that conserve land resources, supports active transportation, reduces vehicle trips, improves air quality, and conserves energy and water.
- [4.3 Collaboration with adjacent jurisdictions](#). Maintain strong collaborative relationships with adjacent jurisdictions and work together on projects of mutual interest and concern.
- [4.4 Regional transportation and infrastructure decisions](#). Actively support regional transportation and infrastructure projects and investment decisions that benefit the City and the region.

## **Mobility Element:**

- [2.1 Prioritize public right-of-ways](#). Prioritize improvements of public right-of-ways that provide heightened levels of safe, comfortable and attractive public spaces for all non-motorized travelers while balancing the needs of efficient vehicular circulation.
- [3.1 Enhance public right-of-ways](#). Where right-of-way clearance allows, enhance public right-of ways to improve

connectivity for pedestrians, bicyclists, disabled persons, and public transit stops.

- **3.4 Access opportunities.** Provide enhanced mobility and access opportunities for local transportation and transit services in areas of the city with sufficient density and intensity of uses, mix of appropriate uses, and supportive bicycle and pedestrian network connections that can reduce vehicle trips within the city's busiest corridors.
- **3.6 Complete bicycle network.** Provide a complete bicycle network along all designated roadways while creating connections to other modes of travel including walking and transit.
- **3.7 Transportation project considerations.** Ensure transportation planning projects provide consideration to access, health and safety, and individual responsibility that enhances the quality of life of residents in the community.
- **4.9 Encourage TDM strategies.** Encourage use of transportation demand management strategies and programs such as carpooling, ride hailing, and alternative transportation modes as a way to reduce demand for additional parking supply.
- **6.3 Transportation sharing programs.** Facilitate greater local and regional mobility through programs for shared equipment or transportation options such as car sharing and bike sharing.
- **7.8 Active transportation education and safety.** Promote the participation in pedestrian, bicycle, and skateboard safety and education programs to facilitate safe and confident use of alternative modes of transportation.

### **Fiscal Implications:**

At this time, there are no fiscal implications associated with enacting changes to the municipal code. Amendment of the Fee Schedule to add an administrative fee related to the release of impounded bicycles, scooters, skateboards, and other wheeled devices would result in a net increase in revenue to the City, offsetting costs in staff time and storage of equipment which are not currently recovered.

### **Attachments:**

1. Ordinance 18-\_\_ Adopting a Temporary Ban on the Deployment and Operation of Scooters/Bikeshare and Clarifying Current Strand and Pier Plaza Definitions/Regulations.
2. Resolution 18-\_\_ Adopting an amendment to the comprehensive fee schedule to related to the release of impounded bicycles, scooters, and other personal mobility devices.
3. Preliminary South Bay Shared Mobility Program Goals and Outline of Topics for Pilot Program Guidelines
4. November 14, 2017 Staff Report on Options for a South Bay Bikeshare Program
5. Community Survey Results: South Bay Bikeshare and Scooter Interest Survey
6. Link to City of Santa Monica Shared Mobility page
7. February 2, 2004 Staff Report to Council on the Strand Regulations by the Police Department

**Respectfully Submitted by:** Leeanne Singleton, Environmental Analyst

**Concur:** Milton McKinnon, Police Captain

**Concur:** Ken Robertson, Community Development Director

**Concur:** Vanessa Godinez, Human Resources Manager

**Noted for Fiscal Impact:** Viki Copeland, Finance Director

**Legal Review:** Mike Jenkins, City Attorney

**Approved:** John Jalili, Interim City Manager