

# Los Angeles On-Demand Mobility Permit Program

June 9, 2021

UrbanismNext Conference



# Program Development



## Program Objectives

- **Healthy, transparent, and equitable:** Give Angelenos more accessible transportation choices, empower impacted communities to participate in transparent decision making, reduce racial and social inequities, and improve mental and physical health outcomes.
- **Safety-focused:** Embed neighborhood needs in permit requirements and operator accountability metrics.
- **Clean and resilient:** Give individuals options to drive less and use clean transportation options for short trips.
- **Open marketplace:** Create local jobs. Foster competition and innovation in an open marketplace and regulate to reward good actors.

## THE L.A. STORY SCOOTERS

THE SPEED OF  
ADOPTION  
CREATES NEW  
CHALLENGES

NUMBER OF RIDES ACHIEVED IN THE EARLY DAYS  
OF MOBILITY COMPANIES

● Lime    ● Lyft

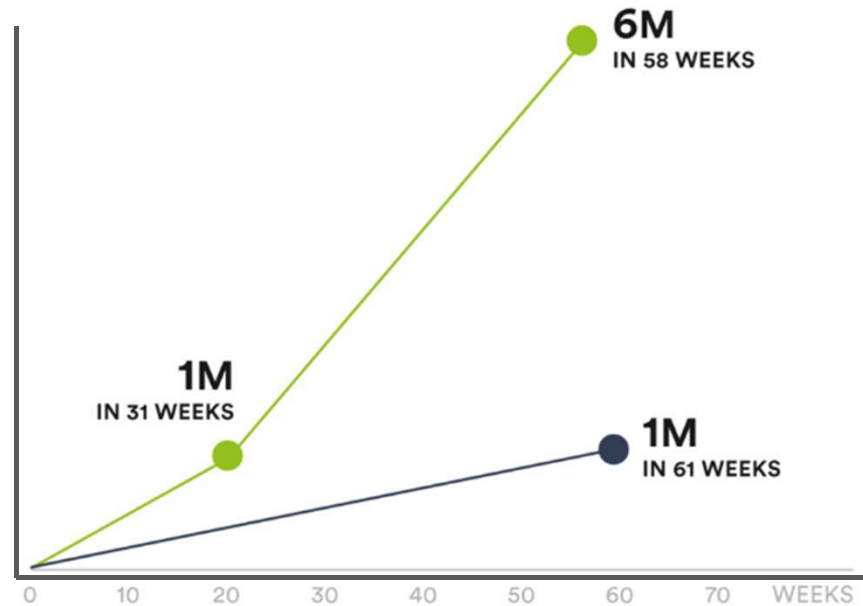


IMAGE SOURCE: Lime blog, Lyft blog. Graphic created by BASE10 from Source Data. From Ajao, Adeyemi.  
"Electric Scooters and Micro-Mobility: Here's Everything You Need to Know." Forbes, Feb. 1, 2019

## RUNNING THE NUMBERS IN LA

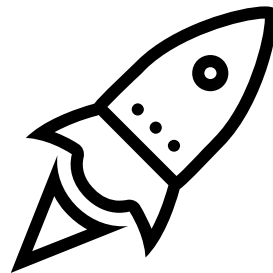
37K

Dockless scooters  
in Los Angeles



~10.3M

Year 1 Pilot



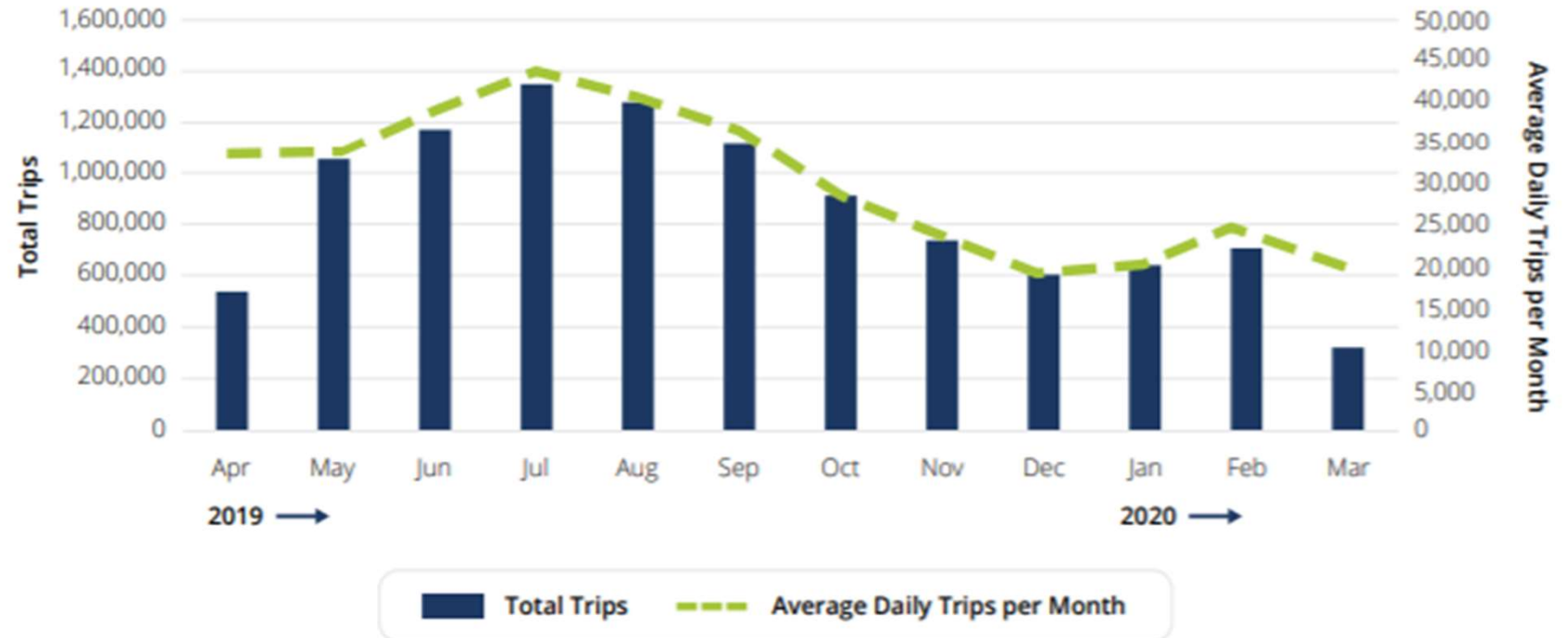
~4M / day

API calls to  
api.ladot.io



## RUNNING THE NUMBERS IN LA

Figure 15. Total Trips and Average Daily Trips per Month



## RUNNING THE NUMBERS IN LA

**60%** of people reported have access to a vehicle



**26%** of people **do not** have regular access to a vehicle



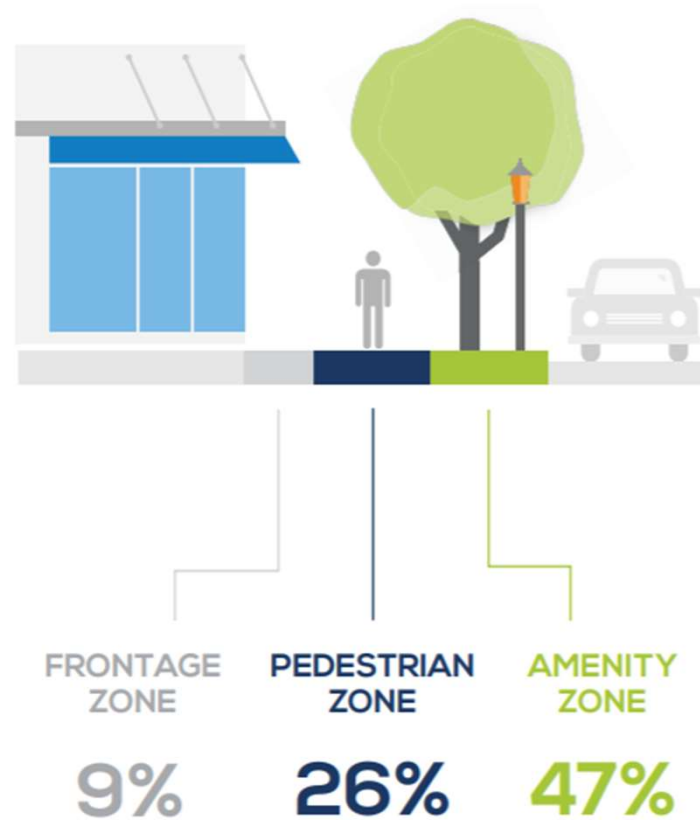
**64%** of people identify themselves as male



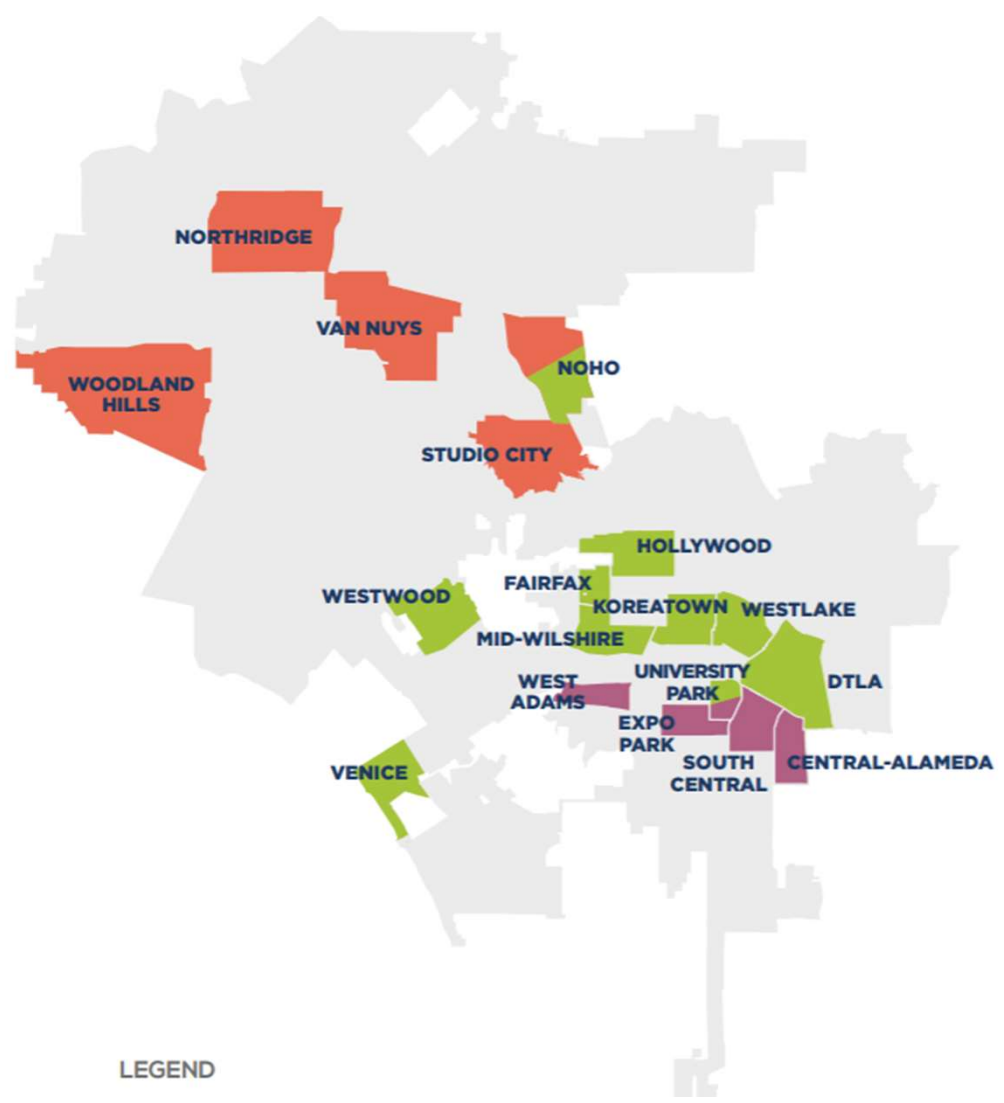
**58%** of people are between the ages of 18-34



# RUNNING THE NUMBERS IN LA









Map



Vehicles



Violations



KPI



Providers



Areas



Policies



# Map

## Filters

11,060 vehicles



Vehicle type



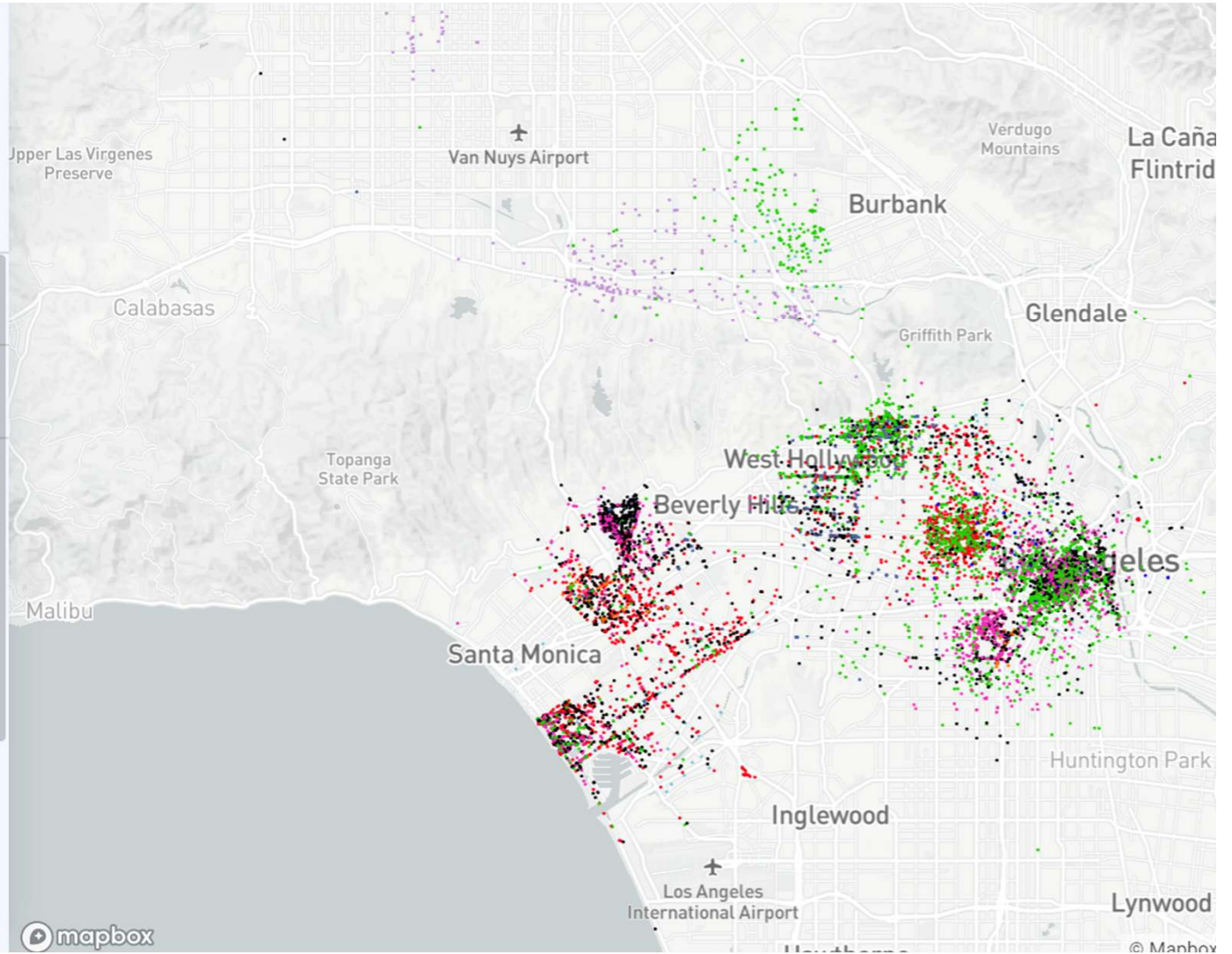
Provider



Status



- |                                     |                    |        |
|-------------------------------------|--------------------|--------|
| <input type="checkbox"/>            | Select / Unsele... | 11,060 |
| <input checked="" type="checkbox"/> | Available          | 9,886  |
| <input checked="" type="checkbox"/> | Unavailable        | 772    |
| <input checked="" type="checkbox"/> | Reserved           |        |
| <input type="checkbox"/>            | Removed            |        |
| <input checked="" type="checkbox"/> | Trip               | 402    |
| <input type="checkbox"/>            | Elsewhere          |        |
| <input type="checkbox"/>            | Inactive           |        |
| <input type="checkbox"/>            | Unknown            |        |



## PRODUCT

# MDS

- <https://github.com/CityOfLosAngeles/mobility-data-specification>



Search or jump to... Pull requests Issues Marketplace Explore

CityOfLosAngeles / mobility-data-specification

Unwatch 20 Star 20 Fork 6

Code Issues 6 Pull requests 0 Projects 0 Wiki Insights

A data standard for Mobility as a Service Providers who work within in the City of Los Angeles

64 commits 1 branch 0 releases 7 contributors CC0-1.0

Branch: master New pull request Create new file Upload files Find file Clone or download

trantom Update ladot-draft-dockless-rules.md Latest commit 385c7a1 22 hours ago

agency	adding tables of contents	18 days ago
provider	Changes to wording.	6 days ago
LICENSE	license	25 days ago
README.md	add note about the LADOT rules	15 days ago
ladot-draft-dockless-rules.md	Update ladot-draft-dockless-rules.md	22 hours ago
ladot-draft-dockless-rules.pdf	Adding PDF rules	27 days ago
ladot-draft-dockless-rules.txt	Add files via upload	3 days ago

README.md

### Mobility Data Specification

A data standard and API specification for *mobility as a service* providers, such as Dockless Bikeshare, E-Scooters, and Shared Ride providers who work within the public right of way.

Inspired by GTFS and GBFS. Specifically, the goals of the Mobility Data Specification (MDS) are to provide API and data standards for municipalities to help ingest, compare and analyze *mobility as a service* provider data.

The specification is a way to implement realtime data sharing, measurement and regulation for municipalities and *mobility as a service* providers. It is meant to ensure that governments have the ability to enforce, evaluate and manage providers.

MDS is currently comprised of two distinct components:

- The `provider` API is to be implemented by *mobility as a service* providers, for data exchange and operational information that a municipality will query.

## Example: Outcome-Based Digital Policy (Micromobility in LA)

These new open sources tools helped LADOT create world's largest, best-run microbilty program

### Saturation



Sunday, May 5 @ noon

### Digital Policy

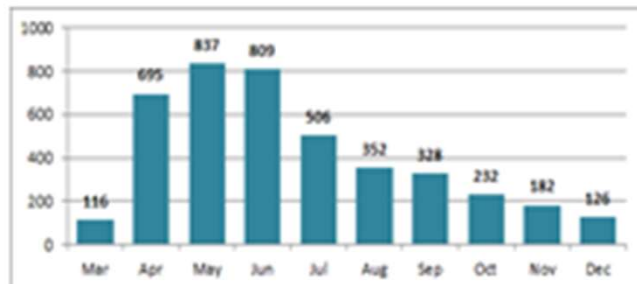
```
{
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  "rule_id": "8ad99dc3...",
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    "scooter"
  ],
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    "reserved": {},
    "available": {},
    "unavailable": {}
  },
  "geographies": [
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  "":
},
{
  "name": "Venice Drop-off Caps",
  "rule_id": "c01cc729...",
  "rule_type": "count",
  "start_time": "05:00:00",
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  "maximum": 5,
  "vehicle_types": [
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    "scooter"
  ],
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  },
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    "... 22 removed ...",
    "e1d54dc4..."
  ],
  "":
}
```

### Outcome



Sunday, Sept. 16 @ noon

MyLA311 Service Requests in Venice, March 2019 - December 2019



## MyLA 311 Dockless Mobility Report

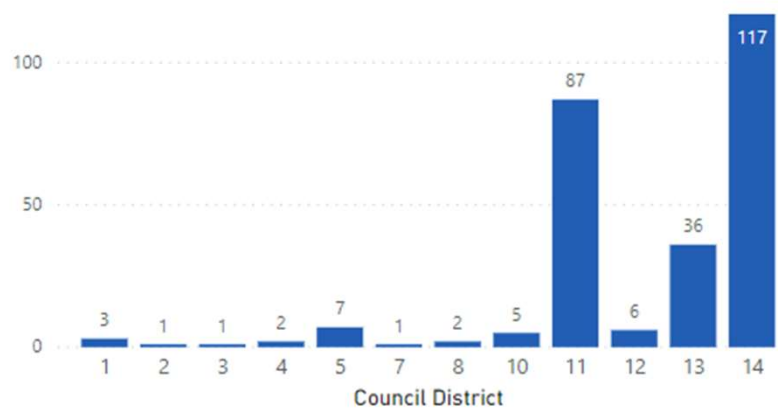
Total number of SRs

268

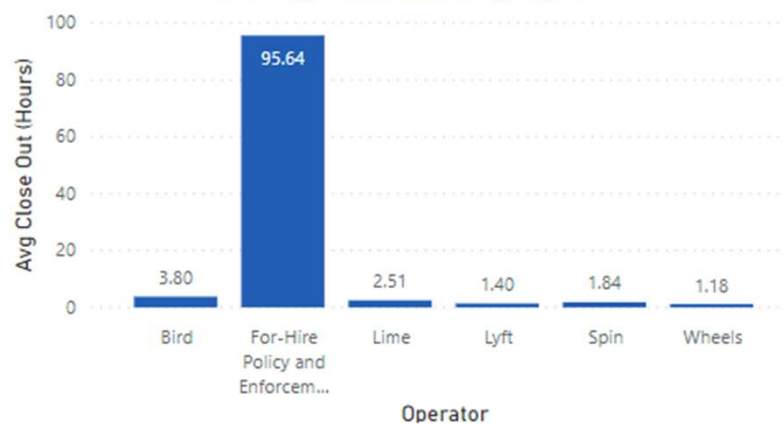
5/24/2021

5/30/2021

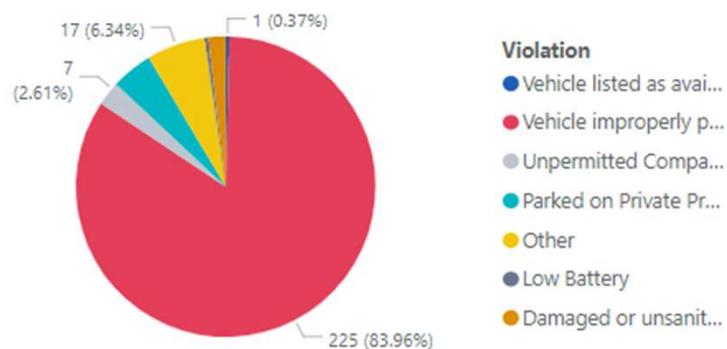
Number of Service Requests by CD



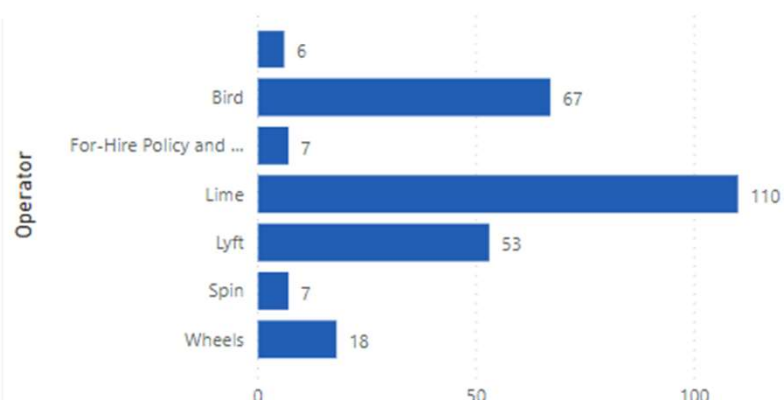
Average Close Out by Operator



Violation infraction by Type



Number of Service Requests by Operator





# Education Campaign

## THE e<sup>⚡</sup>SCOOTER RULES TO KNOW BEFORE YOU GO...



*take the  
friendly  
road  
for a safe community*

**BE SAFE. AVOID A TICKET.**

**WEAR A HELMET. (RECOMMENDED)**

**PARK RESPECTFULLY.**

**ONE PERSON PER SCOOTER.**

**HAVE A LICENSE.**

**RIDE ON THE STREET.**

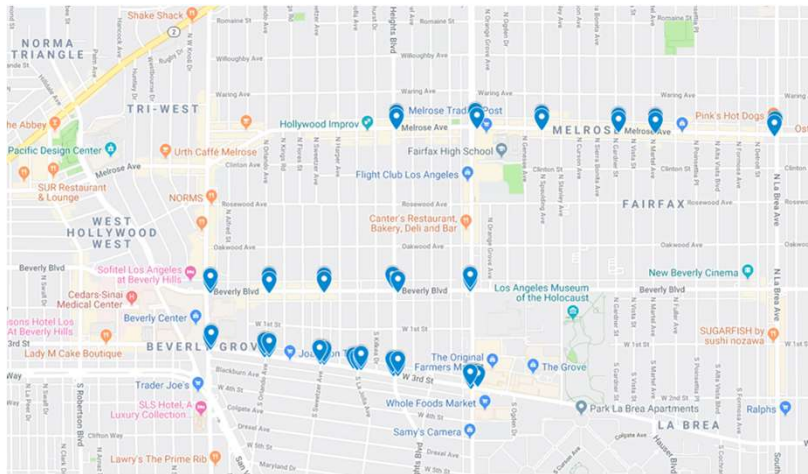
**SUBMIT REQUESTS ON MYLA311.**



**LADOT**

| NEW  
MOBILITY

# No Riding on Sidewalk Stencil



- LADOT installed 43 “No E-Scooter Riding on Sidewalk” Stencils between July and August in Council District 5 along 3rd St., Beverly Blvd., and Melrose Ave.

# Program Geographies

## Geography Name

## Definition



**Equity-Focus Mobility Development Districts**

Where existing shared mobility options exist for travelers but culturally relevant, local engagement with base rules and permit terms are required for deployments to achieve Program goals



**Mobility Development Districts**

Where deployments are encouraged to enhance existing shared mobility options and environment for travelers with base rules and permit terms



**Standard Permitted Districts**

Where deployments must comply with base rules and permit terms



**Special Operations Zones**

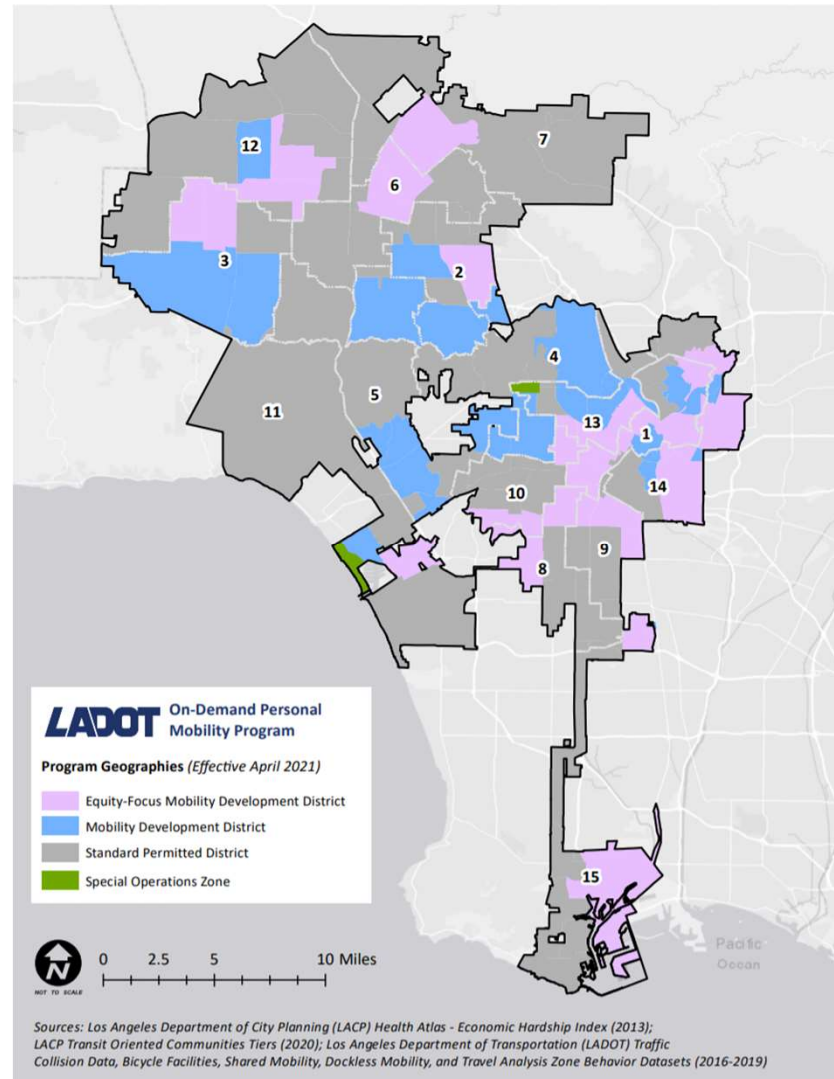
Where place-specific rules for permitted operations supercede base rules and permit terms







# Program geographies

In this proposed iteration, the entire city is designated as one of the following geographies:

- Equity-Focus Mobility Development Districts (EFMDD)
- Mobility Development Districts (MDD)
- Standard Permitted Districts (SPD)
- Special Operations Zones (SOZ)



# Policies by program geography

	Geography Name	Operator Rules	Regulator Roles
	<b>Equity-Focus Mobility Development Districts</b>	<ul style="list-style-type: none"> <li>• 0¢ per-trip fee</li> <li>• Culturally relevant customer engagement plan with at least 1 community consultant</li> <li>• Operations must comply with base program rules</li> </ul>	<ul style="list-style-type: none"> <li>• Check-in on culturally relevant customer engagement</li> <li>• Ability to authorize increased fleet size if ridership thresholds met</li> <li>• Monitor compliance with base terms</li> <li>• Enforcement action, as needed</li> </ul>
	<b>Mobility Development Districts</b>	<ul style="list-style-type: none"> <li>• 6¢ per-trip fee</li> <li>• Commuter outreach encouraged</li> <li>• Operations must comply with base program rules</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor commuter outreach</li> <li>• Monitor compliance with base terms</li> <li>• Enforcement action, as needed</li> </ul>
	<b>Standard Permitted Districts</b>	<ul style="list-style-type: none"> <li>• 20¢ per-trip fee</li> <li>• Operations must comply with base program rules</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor compliance with base terms</li> <li>• Enforcement action, as needed</li> </ul>
	<b>Special Operations Zones</b>	<ul style="list-style-type: none"> <li>• 40¢ per-trip fee</li> <li>• If operators deploy here, daily 5% deployments required in EFMDDs</li> <li>• Must comply with place-specific &amp; base program rules</li> </ul>	<ul style="list-style-type: none"> <li>• Monitor compliance with place-specific rules</li> <li>• Enforcement action, as needed</li> </ul>