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 though 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.

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))

<u>3: Explore Potential Tactics to Achieve Identified Shared Goals</u> 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

<u>4: Commit to and Coordinate Roles and Responsibilities</u>

- 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?