



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: Direction to Implement a Pilot Bike Share Program

1. Motion regarding implementation of a Pilot Bike Share Program to be known as GlendaleRide.

COUNCIL ACTION

Item Type: Action Item

Approved for September 1, 2020 **calendar**

ADMINISTRATIVE ACTION

Submitted by:

Philip S. Lanzafame, Director of Community Development

Prepared by:

Bradley Calvert, Assistant Director of Community Development

Reviewed by:

Michele Flynn, Director of Finance

Roubik R. Golanian, P.E., Assistant City Manager

Michael J. Garcia, City Attorney

Approved by:

Yasmin K. Beers, City Manager

RECOMMENDATION

Staff recommends that the City Council note and file the report and provide direction regarding a pilot bike share program with Velvoo, to be known as GlendaleRide.

BACKGROUND/ANALYSIS

On December 18, 2018 staff provided a report to Council regarding the creation of a dockless bicycle and scooter program. The goals of the program were to enhance first/last mile connectivity and to provide a low cost, low emission mobility option for Downtown Glendale, and adjacent higher density communities. At that time Council directed staff to not pursue the creation of a pilot program due to concerns regarding the safety of electric scooters. Council also directed staff to follow Assembly Bill 1112 (AB 1112) and provide a status update to Council. AB 1112 sought to establish overarching policies to guide regulations established by local municipalities, which may have created conflicts in how Glendale may administer a shared mobility program.

At the time, AB 1112 proposed a number of recommendations that would shape how municipalities may regulate micromobility devices. These recommendations included data collection, parking requirements, fees, and the ability to ban such devices from being deployed within a municipality. Since its introduction, the bill has been amended several times in the Assembly and Senate to provide direction regarding the parking of said devices and the ability to relocate them from the right-of-way if improperly parked. The balance of the recommendations has since been removed, and the bill does not propose additional regulations aside from parking. The bill recently was amended in the Senate, on July 22, 2020, and has been re-referred to the Committee on Transportation. At this time, AB 1112 would not supersede any potential regulations the City may wish to impose.

Recently, staff was approached by Velvoo, a shared micromobility company. Velvoo expressed interest in establishing a custom shared mobility program in Glendale, based on their success of their launch in Yerevan, Armenia. Following several discussions with Velvoo, and recognizing that AB 1112 will be much more limited in the impact of local regulations on micromobility options, staff is returning to Council to request direction regarding the potential of a pilot shared mobility program with Velvoo, designated as “GlendaleRide.”

Velvoo’s approach would be to launch a shared e-bicycle and bicycle program with approximately 200 total devices at the time of launch. The operator would work with Glendale to identify locations for deployment and would use a hybrid approach of virtual docks and dockless bicycles. As highlighted in December of 2018, staff has recommended that virtual docks and dockless devices are the best approach to encourage ridership and to ensure that there is an equitable distribution of devices

within the service area. Through the program's app, virtual parking locations would be designated on a map so that users would know where to park. Through a rewards point system, users would be awarded points for proper parking. This same system would also be used to screen out and penalize who do not follow the established rules. This will ensure safe operation of the devices and system. A speed control module will also assist in creating safer trips and a safer environment for electric bicycles.

During this pilot period, the City and operator would analyze user behavior through data collection and determine which virtual locations are most successful and would adjust and designate permanent virtual docks based on user behavior. This could be done through markings on the pavement and branding of the program, once user and travel behavior have been determined. Much like the initial pilot program proposal in December of 2018, this program would begin within a designated service area as highlighted in Exhibit 1, and would be enforced through geofencing technology. Approximately 200 electric bicycles and standard bicycles would be deployed at the beginning of the program, designed with the intent to connect downtown with the Larry Zarian Transportation Center and the businesses north of SR 134. At this time, staff is recommending that the program begin with electric and standard bicycles only.

During the pilot program, staff would work with Velvoo to study and analyze data collected regarding ridership numbers, parking locations, and trips. This data collection and analysis will allow the vendor and City to adjust the service, as necessary, to ensure that it is functional, equitable, and meeting the intents of providing a multi-modal transportation alternative for the city.

In an effort to make this a local program that is unique to the City of Glendale, the program would be branded as GlendaleRide. The operator is currently pursuing local sponsorship and partnership opportunities to ensure that the program is locally supported and representative of the community. This would also include a launch and marketing strategy that would utilize social media, helmet giveaways for active members, and events to promote the program. The branding of devices, stations, and events would speak to the local nature of the program. Vevioo has successfully launched a similar program in Yerevan, Armenia known as YerevanRide. In the first year of the program, the vendor deployed over 200 devices in the city, resulting in over 140,000 rides from over 35,000 different users.

Project Goals

Shared mobility vendors have indicated that the City of Glendale is a desirable market for new mobility options. This interest is derived from the city's geographic proximity to Los Angeles, Burbank, and Pasadena as well as its destination for commercial activity

and employment nodes. A pilot program of including electric and standard bicycles would allow the city to further examine and understand:

- The impacts of shared mobility on reduction of automobile trips;
- The impacts of bike share on Glendale's parks, sidewalks, public spaces, and privately-owned land;
- Public perception of the program;
- The role of shared mobility devices in expanding range and connectivity for those with limited mobility options; and
- The relationship of shared mobility options to other transportation options such as walking and transit.

Establishing a pilot program will allow the city to collaboratively and flexibly develop an effective model, with a local company, to regulate these new transportation options. This would also work to ensure effective compliance with applicable laws and to promote a healthy integration into the City's existing transportation infrastructure.

Next Steps

If Council directs staff to further explore regulations and the implementation of a pilot program, staff will work with the City Attorney's Office to identify actions necessary to develop a shared mobility program subject to rules and regulations established by Community Development, Public Works, Police, and other departments and obtain Council approval. The pilot program will inform the development of long-term policy solutions to expand sustainable mobility options equitably while protecting public safety on city streets and sidewalks. If Council directs staff to develop a Shared Mobility Device Pilot Program, staff is recommending establishing a 12-month pilot program for dockless, shared mobility devices, including electric and standard bicycles. Staff will work with the operator to develop a framework for:

Service Area

Staff recommends the devices be distributed to a limited geographic area. This area should include Downtown Glendale and Tropic center in order to provide connectivity between Glendale's activity and employment node and the Larry Zarian Transportation Center. This will assist in providing a solution to the first/last mile connectivity challenge while diversifying mobility options for residents, employees and visitors to Glendale.

Schedule

Staff recommends a pilot program of 12 months. This will allow time for users of all modes to become familiar with the devices and their integration within the transportation network, and to develop a series of measureable habits and behaviors. Staff also recommends an early termination option in the event of unforeseen circumstances or if

the program is not as successful as anticipated. Formal evaluation of the pilot program will begin at 9 months, and conclude with a report and recommendation to City Council regarding a more permanent program or other next steps at the conclusion of the pilot program.

Operating Hours

Staff recommends that operating hours be established during the pilot program. This will ensure that the vendor will have the opportunity to collect, repair, recharge, and redistribute the devices prior to each day.

Fleet Size

Staff recommends the size of the device fleet to begin at approximately 200 devices. Staff recommends that adjustments to the fleet size may be allowed after 90 days, to accommodate higher levels or ridership, or to curb unforeseen negative consequences.

Incentive or Penalty System

Staff recommends that the City work with the operator to establish a reward or penalty system to encourage good behavior. This could be established as fines to users who violate rules and codes of conduct.

Parking Hubs

Staff recommends that parking hubs be established to ensure safety and protection for all transportation modes. Staff will work with the operator and stakeholders to identify locations for parking hubs to ensure clear public rights of way, optimal ridership and connectivity, and continuity with surrounding businesses, stakeholders, and residents.

Additionally, the operator will actively engage with City staff to resolve issues and to develop solutions to improve service performance throughout the duration of the pilot program. The operator shall be responsible for clearly communicating operational adjustments to the city, promptly responding to city inquiries and requests, addressing public complaints, and resolving any operational issues that may arise. The operator will also be evaluated by the City on their commitment to customer service.

Following is a summary of next steps:

- Bring the proposed pilot program and any ordinances necessary for permitting shared mobility to operate for review by various committees, commissions and, ultimately, City Council for adoption;
- During the pilot program staff will monitor operator compliance by collecting data as well as public responsiveness to determine whether to continue, modify or terminate the program; and
- Provide a recommendation to the City Council regarding disposition of a permanent program at the conclusion of the pilot program.

FISCAL IMPACT

There is no fiscal impact associated with noting and filing this report or providing direction regarding future operations.

ALTERNATIVES

Alternative 1: The City Council may direct staff to pursue establishing a pilot program for a shared mobility program.

Alternative 2: The City Council may direct staff to not pursue establishing a pilot program for a shared mobility program.

Alternative 3: The City Council may consider any other alternative not proposed by staff.

CAMPAIGN DISCLOSURE

N/A

EXHIBITS

1. Map of proposed service area of the pilot program.