

An aerial photograph of Los Angeles at sunset. The city skyline is visible in the background, with the sun setting behind the mountains, creating a warm orange and pink glow. In the foreground, there are residential areas with houses and palm trees, and a body of water reflecting the sunset. The title 'MICROMOBILITY EQUITY IN LOS ANGELES' is overlaid in large, white, sans-serif capital letters, centered within a white rectangular border.

# MICROMOBILITY EQUITY IN LOS ANGELES

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# Presentation Outline

- Overview of Micromobility in LA
- Problem Identification
- Policy Options
- Criteria for Evaluation
- **Option 1:** Limit Permitting
- **Option 2:** Strengthen Outreach Requirements
- **Option 3:** Reduce Penalty Burden
- Conclusion

# About Micromobility

- Electric scooters distributed and maintained by private operators
- Potentially reduce car reliance and carbon emissions

## Micromobility Regulation Timeline in Los Angeles



What actions can LADOT take  
within its micromobility program  
to improve the equitable  
deployment of scooters?

*Client: Los Angeles Department of  
Transportation (LADOT) For-Hire Policy and  
Enforcement Division*



# The Policy Question

# Problem Identification

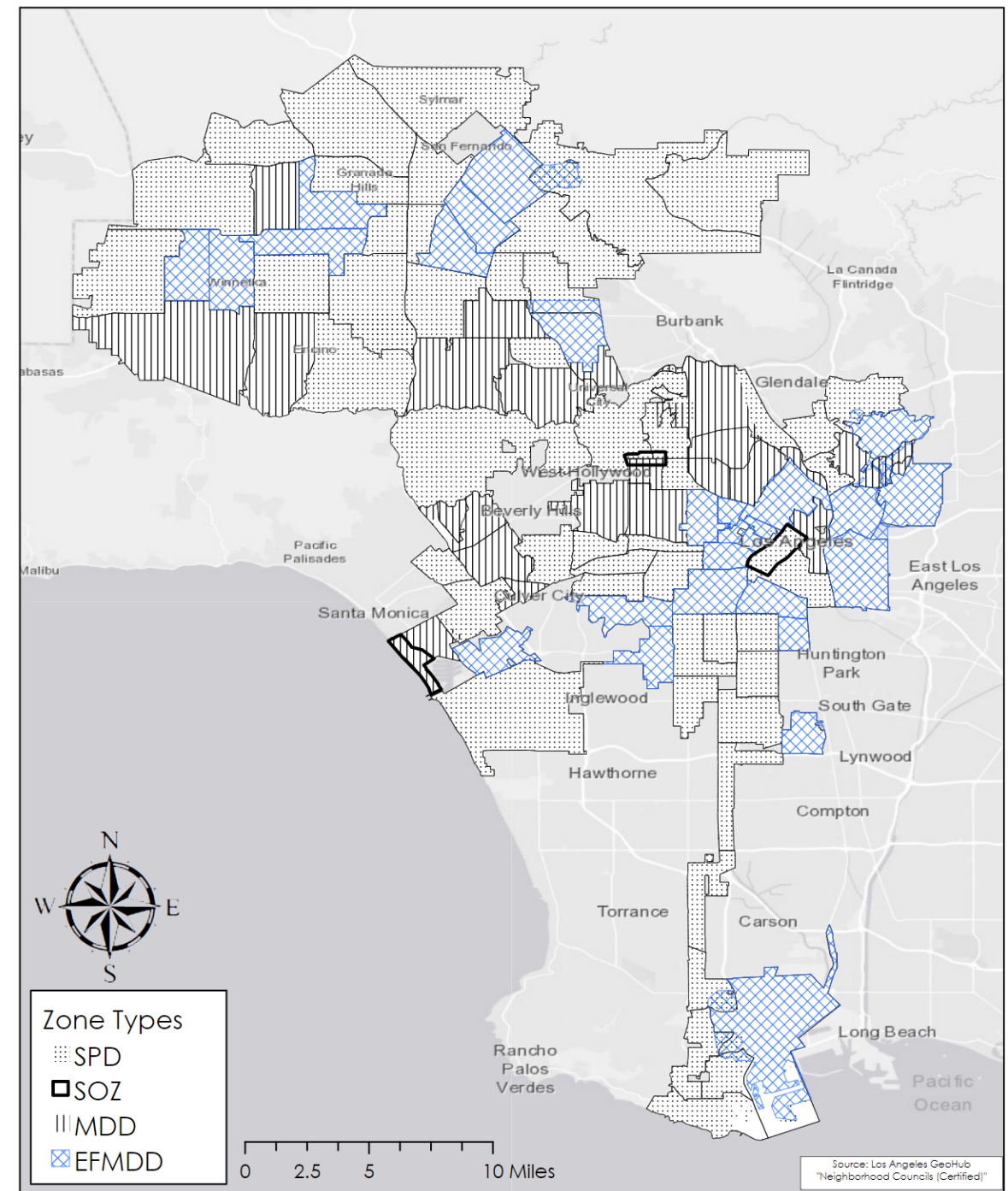
| Pilot Program  | Current Program  |
|--|--|
| April 2019 - March 2020  | April 2020 - September 2022  |
| Equity zones (called Disadvantaged Communities, "DACs") determined by CalEnviroScreen 4.0 Tool | Equity zones determined by mobility needs, infrastructure, and socioeconomic factors   |
| \$130 per vehicle fee  | Zonal per-trip fees (April 2021)   |
| Allowed to deploy up to 5,000 vehicles in SFV DACs and 2,500 in non-SFV DACs                   | 500 minimum deployment.<br>If deploying in the Venice Special Operations Zone (SOZ), must have 20% of total fleet in equity zones. |
| *Offer low-income discounts  | Penalty points and fines   |
| *Community outreach  |  |
| *Respond to MyLA311 requests   |  |

*\*The feature exists in both programs.*

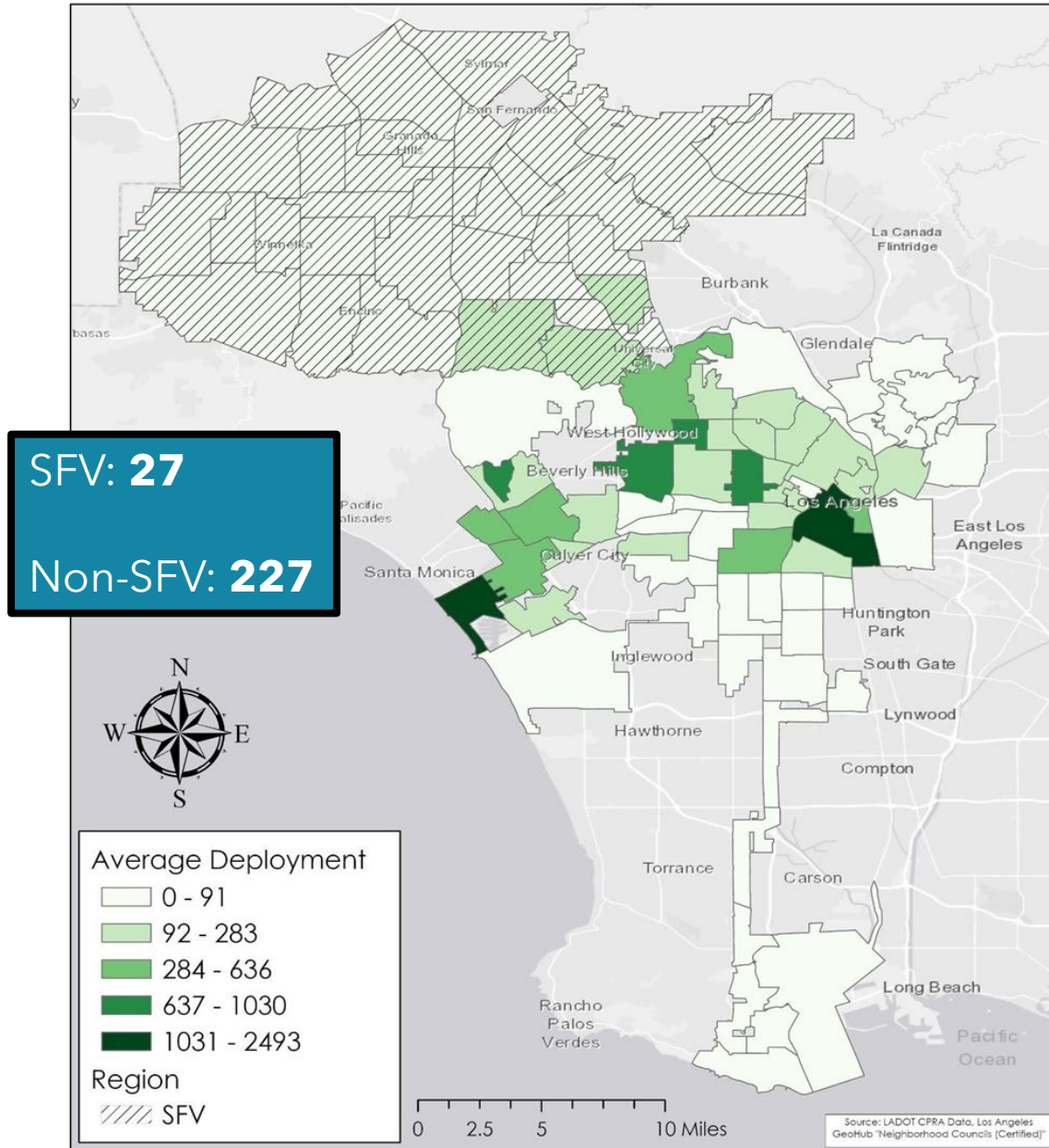


# Current Program Geography Names

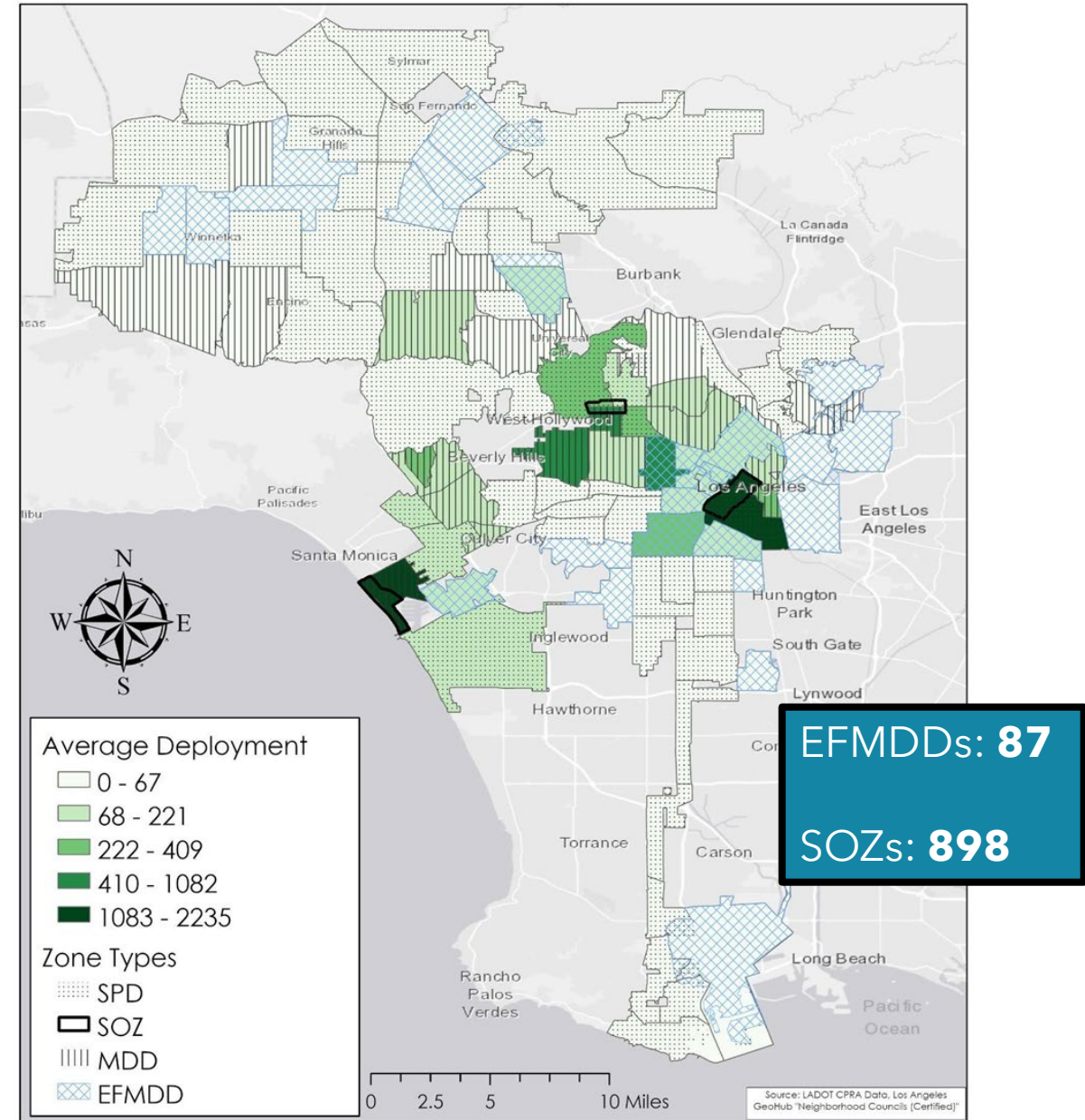
- Standard Permitted Zones (SPZ)
- Special Operation Zones (SOZ)
- Mobility Development Districts (MDD)
- Equity-Focus Mobility Development Districts (EFMDD)



**Average Monthly Deployment** per  
Neighborhood Council during the Pilot Program

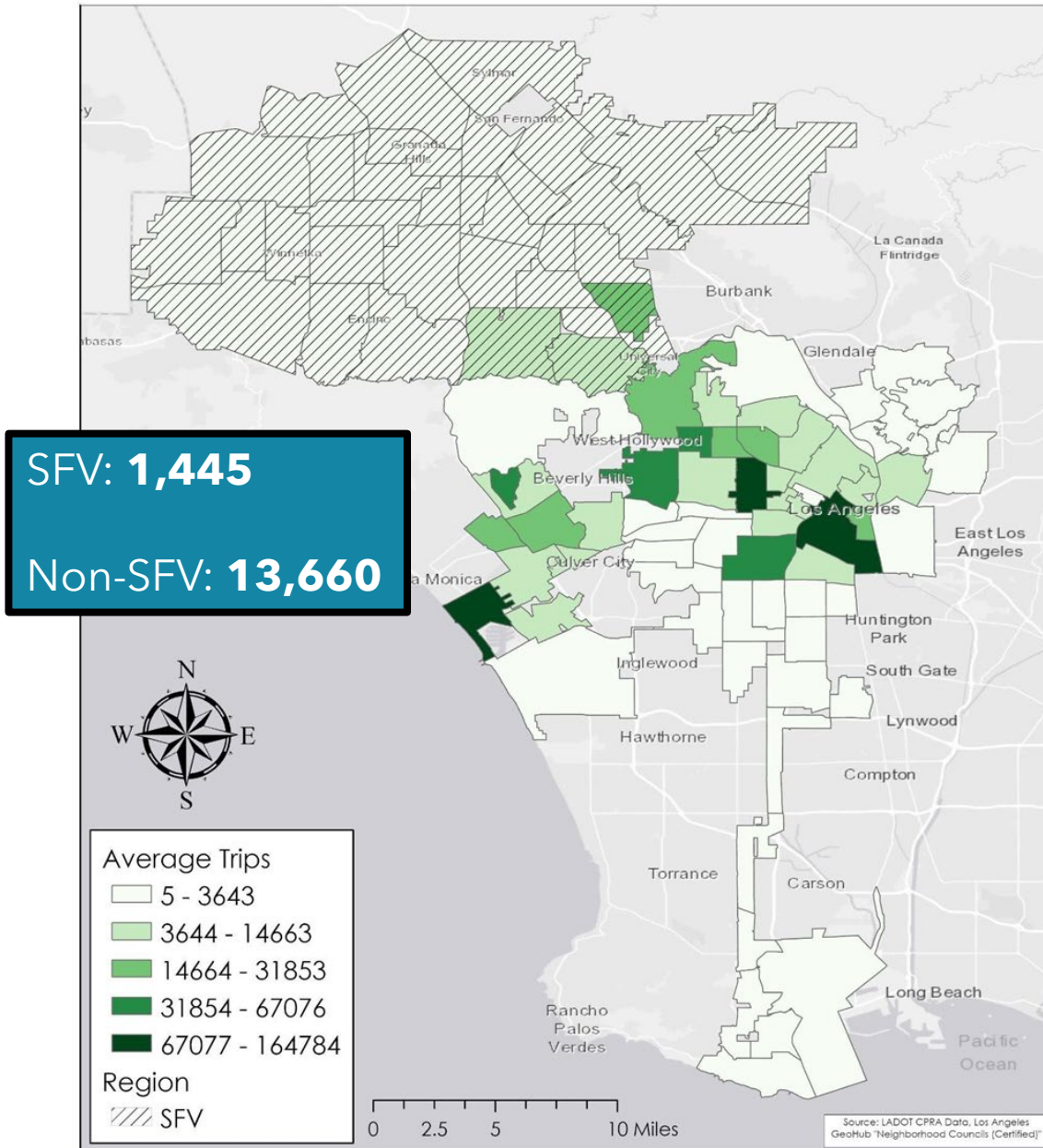


**Average Monthly Deployment** per  
Neighborhood Council in the Current Program

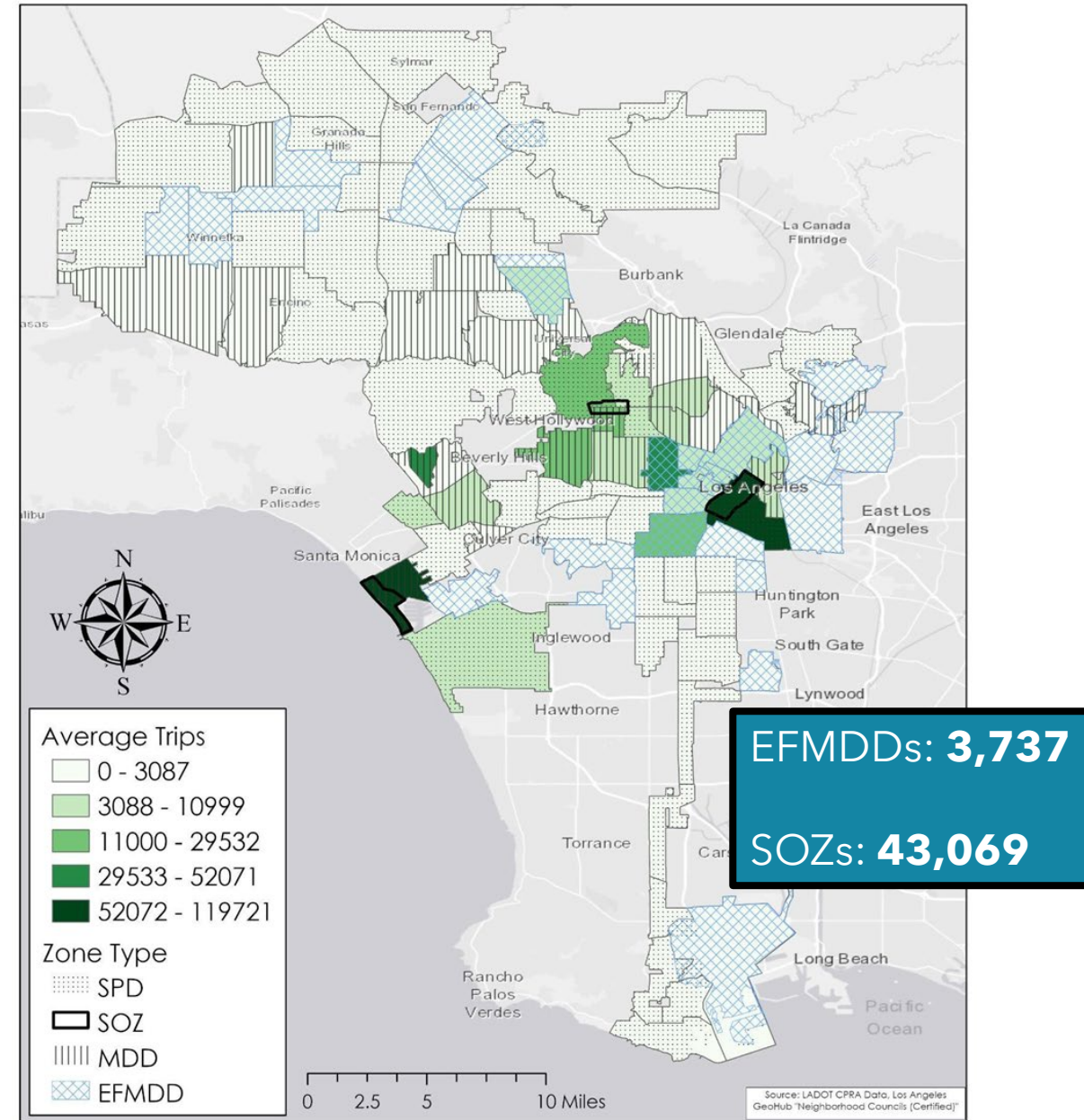




**Average Monthly Trips** per  
Neighborhood Council during the Pilot Program



**Average Monthly Trips** per  
Neighborhood Council in the Current Program



# Policy Options & Criteria for Evaluation

# Six Policy Options

## We don't recommend...

| Fleet size and distribution                                    | Fee Schedules   | Geographic Enhancements                                |
|--|---|--|
| Retain the minimum deployment and 20% distribution requirement | Increase fees in non-EFMDDs, 50% discount for all trips in EFMDDs | Specification of optimal scooter usage in equity zones |

## We recommend...

| Administrative Enhancement                                     | Outreach and Equity Programs                  | Penalties                        |
|--|---|----------------------------------|
| Reduce total operator permits, enforcement of deployment norms | Enforce outreach requirements to equity zones | Leniency on penalties in the SFV |

| ASPECT            | IMPACT  |
|-------------------|---|
| Deployment        | Would there be more deployment in equity zones?           |
| LADOT             | What are the costs and benefits accrued to LADOT?         |
| Operators         | What are the costs and benefits accrued to the operators? |
| Public Perception | Would the policy option be acceptable to the public?      |
| Trip Cost         | What would happen to the price for micromobility service? |

# Criteria for Evaluating Policy Options



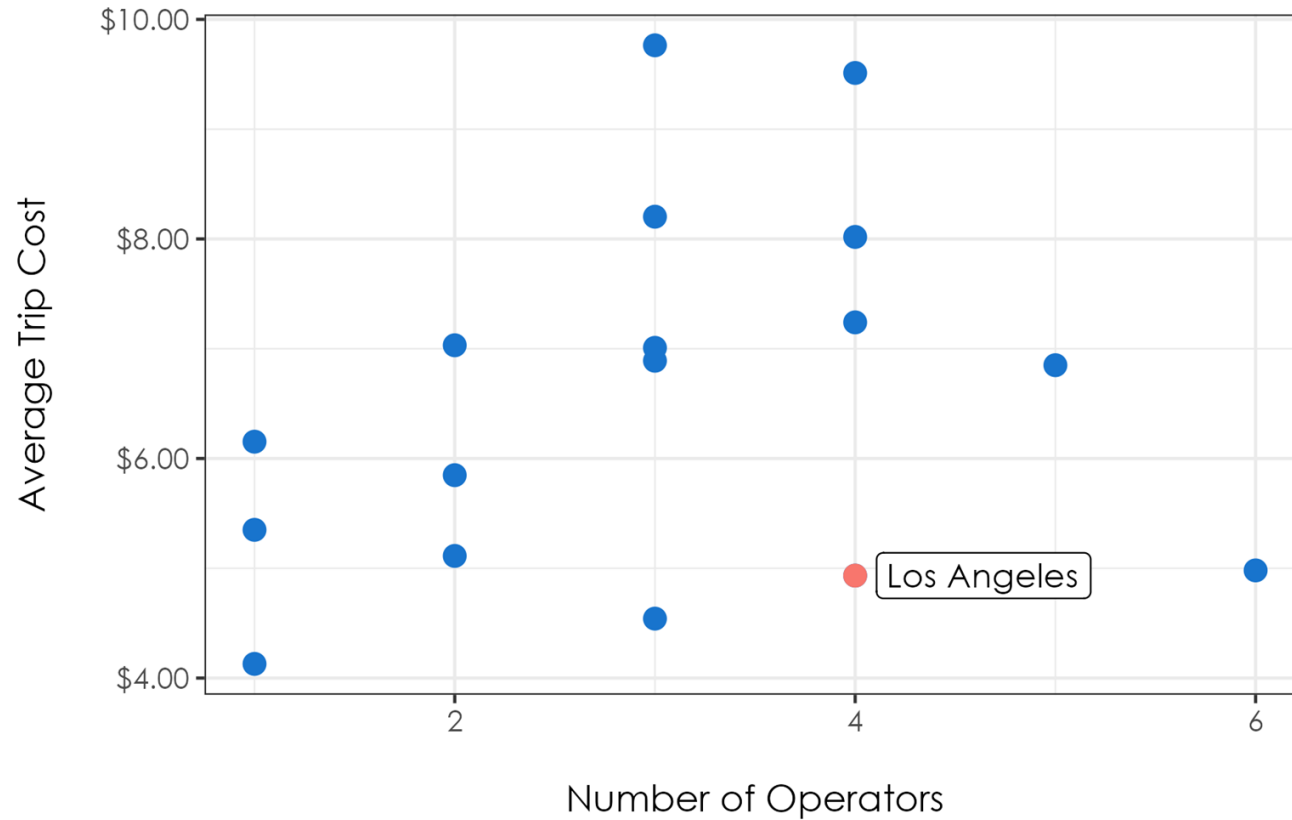
# Option 1: Limited Permitting

**Limiting Permits  
has Limited  
Drawbacks,  
Significant Gains**

- Longer term partnerships
- More leverage
- Lower administrative overhead
- Better monitoring
- Low price risk
- Potential surplus mitigation

## Trip Cost by Number of Operators

*Cities include Austin, Santa Monica, and Portland*



Source: Scooter prices collected individually from mobile apps.  
Trip information from Global Mobility Dashboard.

**No relationship  
between number of  
operators and  
consumer price**


# Recommendation



| POLICY OPTION  | BENEFITS  | DRAWBACKS   |
|--|---|---|
| <ul style="list-style-type: none"><li>Limit number of permits in the micromobility program</li></ul> | <ul style="list-style-type: none"><li>More leverage in program negotiation</li><li>Anticipates future consolidation</li><li>Lower administrative overhead</li></ul> | <ul style="list-style-type: none"><li>Potential for price increases</li><li>Unfavorable view from the public on monopolization</li><li>Nascent market</li></ul> |



# Option 2: Strengthen Outreach Requirements

A background image showing the lower half of a person standing on an electric scooter. The person is wearing a light-colored, pleated skirt and white sneakers. The scooter is dark-colored. The background is a blurred outdoor setting with greenery. The entire image has a light blue overlay.


**“There is latent demand [in EFMDs], and operators have not tapped it.”**

*- Quote from an interview with a Community-Based Organization*

# Strengthening Oversight and Partnership

- **Goal:** to enhance LADOTs role to oversee partnerships and the publicizing of education and low-income fare programs.
- We suggest the following to improve outreach:
  - LADOT is more involved in the partnership between the CBO and operator.
  - LADOT closely monitors and influences the operator's outreach programs like rider education, safety training, and low-income discount advertisement.

# Recommendation

| POLICY OPTION   | BENEFITS  | DRAWBACKS   |
|---|---|---|
| <ul style="list-style-type: none"><li>Strengthen LADOT participation in outreach programs</li></ul> | <ul style="list-style-type: none"><li>Increased uptake of low-income programs</li><li>Buy-in from neighborhoods that might have been overlooked</li></ul> | <ul style="list-style-type: none"><li>Administrative costs</li><li>Imposes a strain on operators</li></ul>  |

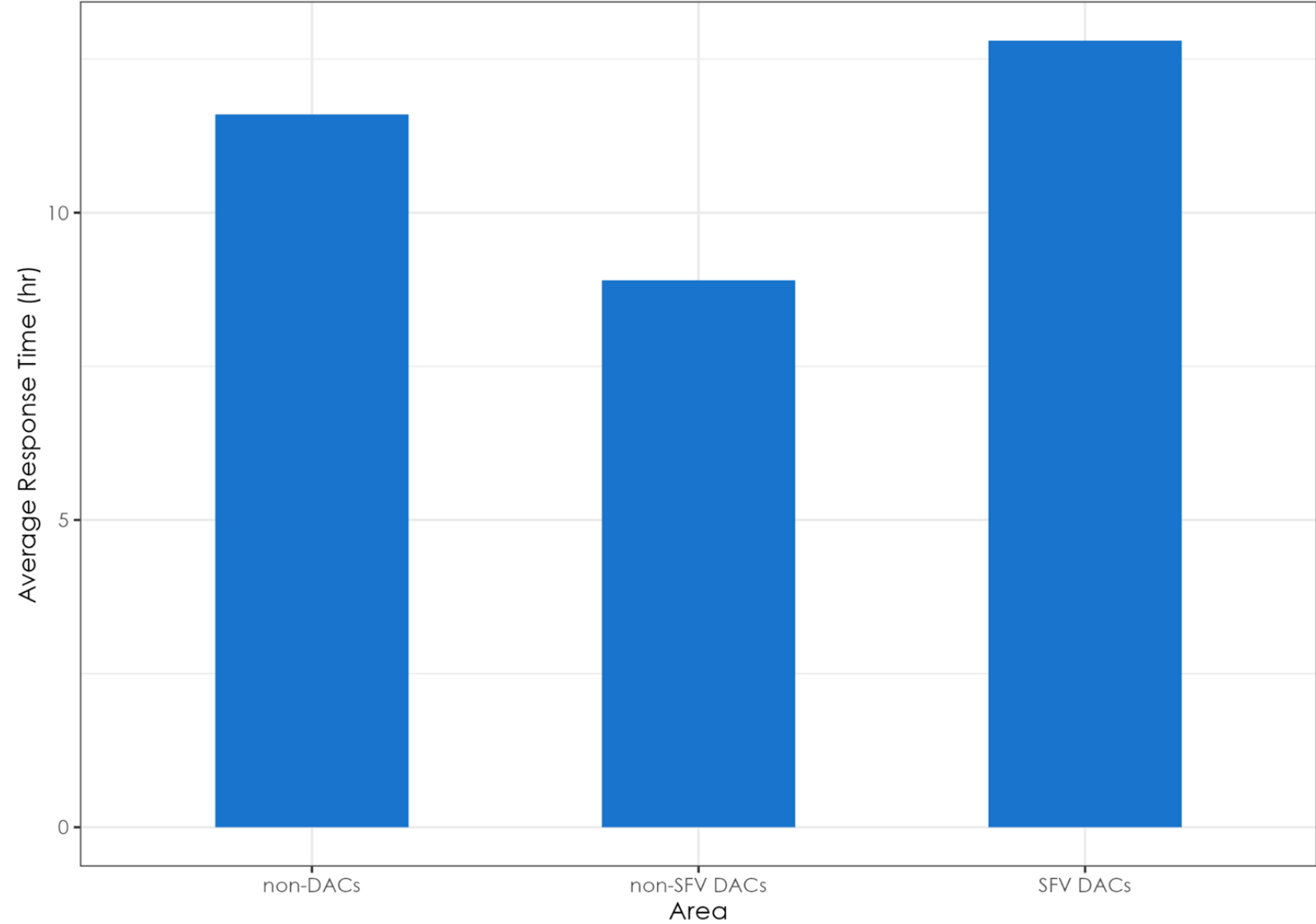


# Option 3: Reduce Penalty Burden

# Current Penalty Structure


- **Goal:** ensure operators to comply with the City's regulations and operate their service safely and efficiently.
- **Problem Identification:** Uniform application of the penalty schedule across the City deters them from deploying

# Average Response Time



Source: LADOT Year One Snapshot

# Recommendation

| POLICY OPTION  | BENEFITS   | DRAWBACKS   |
|--|--|---|
| <ul style="list-style-type: none"><li>• Reduce penalty points accumulated in SFVs</li><li>• Reduce the monetary cost of penalties in SFVs</li><li>• Extend response time in SFVs</li></ul> | <ul style="list-style-type: none"><li>• Induce Deployment</li><li>• Not result in significant revenue loss</li></ul> | <ul style="list-style-type: none"><li>• Administrative burden</li><li>• Unfavorable view from the public</li></ul>  |



# Conclusion

# Conclusion

## Policy Recommendations:

- Limited Permitting
- Strengthen Outreach Requirements
- Reduce Penalty Burden

Questions?