

Communication from Public

Name:

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Comments for Public Posting: Attached is Bird's letter to City Council regarding the update to the City's micromobility program.



LETTER SENT VIA EMAIL

March 23, 2021

Los Angeles City Council
200 N Spring St
Los Angeles, CA 90012

Re: Bird Feedback Related to March 2021 Dockless Mobility Program Update

Dear Honorable Members of the Los Angeles City Council,

Bird Rides, Inc. (Bird) would like to thank the Los Angeles City Council, the Los Angeles Department of Transportation, Council Staff, and all those who have contributed to this program over the past two plus years to build one of the most robust micromobility programs in the world. This program has seen tremendous growth, success, and opportunity; and provided some meaningful lessons for all stakeholders involved along the way. While we are saying goodbye to one program and moving onto the next, we hope to impart our deepest recognition to those who have brought this program to fruition, supported it, and nurtured it to its current state. We believe that this program demonstrates the true possibilities that public / private partnerships can achieve in taking on the many challenges we currently face.

We would like to provide a few points on the heels of last week's Joint Committee meeting for our final recommendations for the program:

- **We believe City Council should consider a 3-to-1 ratio for EFMDD deployed vehicles to SOZ deployed vehicles should be required across all operators.**

We support the increased equity deployment requirements for operations in the SOZs, though we fundamentally believe that another mechanism should be included to ensure all operators are treated fairly with regard to access to SOZs. As of now, the extent of the equity deployment of the program is shouldered by the City's largest operators, but all operators who meet the distribution criteria will have the ability to deploy 150 vehicles to the Venice SOZ regardless of scale. Bird intends to have the maximum fleet of 6000 vehicles, and with it, will deploy 1200 vehicles for access to the SOZs. Other companies can deploy as few as 500 vehicles, and distribute 100 vehicles for equal access to the Venice SOZ. Without a requirement that creates proportionality amongst operations in equity zones and the SOZs, the program favors operators to scale small fleets that will result in more concentration around the SOZs. Our recommendation would ensure community complaints do not increase in and around SOZs.

- **We urge Council to move forward with a one year moratorium on operations to the special operations zones and Downtown Los Angeles for new operators to the City.**

As was the requirement for current operators before the Conditional Use Permit and even into the beginning of the pilot, we believe that a moratorium should be placed on these zones for new operators who have yet to demonstrate technical capabilities and neighborhood engagement required to maintain and upkeep expected in the zones.

- **We urge City Council to request a report back on the implementation and changes to the compliance program from LADOT and at least a 3 month delay of proposed compliance changes for operators to fully invest engineering and staff time to monitor and implement requirements.**

Without proper lead time or notice, these sweeping changes could have negative impacts on the program and operations. With more time to build out our engineering and processes, we could ensure a smooth transition and create a more sustainable compliance infrastructure.

In closing, we value the relationship we have built with City Council, LADOT, Council Staff, and all those involved in this program. These changes, we believe, will allow all operators to thrive in Los Angeles for many years.

Thank you for your consideration.

Sincerely,

Morgan Roth
Manager, Government Partnerships, US West

Tim Harter
Director, Government Partnerships, US West

CC:

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