



TRANSPORTATION & CIRCULATION COMMISSION AGENDA

MEETING DATE: FEBRUARY 5, 2018

TO: TRANSPORTATION & CIRCULATION COMMISSION

FROM: PUBLIC WORKS / TRAFFIC ENGINEERING DIVISION

SUBJECT: APP BASED RIDESHARE PROGRAM

SUMMARY

Consider a staff recommendation to implement an APP Based Rideshare program within the Downtown Business District.

RECOMMENDATION

Approve and recommend to Council the installation of "5-Minute App Based Rideshare Parking Only" between the hours of 6:00 p.m. and 2:00 a.m. of every day, at the following locations as shown in Exhibit "A" (attachment 2):

1. North side of Wilshire Avenue, within the turnout, 70-feet west of Harbor Boulevard (3 spaces).
2. South side of Wilshire Avenue, within the turnout, 70-feet west of Harbor Boulevard (3 spaces).
3. North side of Amerige Avenue 270-feet west of Harbor Boulevard (3 spaces).
4. South side of Amerige Avenue 270-feet west of Harbor Boulevard (3 spaces).
5. North side of Commonwealth Avenue 52-feet west of Harbor Boulevard (4 spaces).
6. South side of Commonwealth Avenue 215-feet west of Harbor Boulevard (2 spaces)
7. South side of Santa Fe Avenue, adjacent to the SOCO Parking Structure, west of Harbor Boulevard (5 spaces).
8. South side of Commonwealth Avenue 70-feet east of Harbor Boulevard (3 spaces).
9. North side of Commonwealth Avenue 140-feet east of Harbor Boulevard (2 spaces).

10. South side of Amerige Avenue, within the turnout, 75-feet east of Harbor Boulevard (2 spaces).
11. North side of Amerige Avenue, within the turnout, 75-feet east of Harbor Boulevard (2 spaces).
12. South side Wilshire Avenue 75-feet east of Harbor Boulevard (3 spaces).
13. North side of Wilshire Avenue 70-feet east of Harbor Boulevard (3 spaces).

Approve and recommend to Council that the following resolutions be repealed in their entirety:

1. Resolution No. 9345, dated June 5, 2002, pertaining to “Taxi Loading/unloading” on the...
 - a. North side of Wilshire Avenue within the turnout immediately west of Harbor Boulevard
 - b. North side of Commonwealth Avenue immediately east of Harbor Boulevard.
2. Resolution No. 9867, dated December 5, 2006, pertaining to “Taxi Loading/unloading” on the south side of Amerige Avenue within the turnout immediately west of Harbor Boulevard.

DISCUSSION

Development of an App Based Rideshare sanctioned program is a result of concerns that the Police Department presented to the City Manager and staff. The Police Department described numerous and regular incidences of App Based Rideshare drivers double parking on arterial streets; i.e. Commonwealth Avenue and Harbor Boulevard, to load/unload passengers. This behavior effects traffic progression, creates a potential traffic hazard, and endangers passengers as they load/unload alongside vehicular traffic.

In discussions with the Police Department it was determined which locations within the Downtown Business District experienced the majority of infractions, where the heaviest concentrations of pedestrian activity occurred, and locations where App Based Rideshare sites would be most beneficial. The Downtown Business District, for the purpose of this program, is defined as the area between Malden Avenue to the west, Pomona Avenue to the east, Chapman Avenue to the north, and Santa Fe Avenue to the south.

In an effort to improve public safety by mitigating problematic driver behavior, staff is proposing to add thirteen (13) “5-Minute App Based Rideshare Only” parking zones. The thought is that a structured program would provide effective umbrella supervision of drivers by the app companies themselves; e.g. Lyft & Uber. An emphasis was made to find locations where loading/unloading would be convenient for both driver & passenger and easily identifiable.

Staff also recommends loading/unloading sites on both sides of each intersecting street, excluding Harbor Boulevard, as a sensible decision to minimize the number of legal/illegal street crossings to access a designated site.

Staff also recommends that the three existing taxi zones, within the designated area to be serviced by an app based rideshare program, be removed. The existing taxi zones are posted as “Taxi Parking Only” between the hours of 6:00pm and 2:00am; however, in speaking with the Police Department it was determined that these locations go unused by taxis as they tend to focus on the Transportation Center and train depot. It should also be noted that the taxi industry is shifting to an app based platform and would thus be eligible to utilize said parking at that time as well.

If approved, non-app based parking would be permitted during the day subject to existing parking restrictions that may be in place; typically established at various time lengths between the hours of 9:00am to 6:00pm. The app based rideshare parking would be in effect between the evening hours of 6:00pm to 2:00am every day.

Staff also held conversations with one app vendors who is willing to implement the City’s pilot program in the following manner:

- Provide international non-proprietary specific signing designating the various locations as “App Based Rideshare Parking Only”; city forces would install the signs.
- Conduct a community outreach program to roll out the program.
- Work with local businesses to create a working model.
- Host a vendor driver event to educate the drivers on protocol and operations.

Consideration has also been given to designating a central dispatch location such as City Hall’s parking lot or other close proximity location as an exclusive driver queueing and dispatch site.

Mark Miller
City Traffic Engineer

MM/DLangstaff:pd
Attachment 1 - PowerPoint
Attachment 2 - Exhibit “A”
Attachment 3 - Sign Sample

cc: Commissioners
Police Traffic Bureau