

NOMA Meeting
April 4, 2019
Montana Branch Library, Community Meeting
17th and Montana

- I. Board Members Present: Nancy, Danilo, Jim, Todd, Jeff B., Derek, Ann, Evelyn,
- II. Board Members Absent: Steve, Sonya, Phillis, Victor, Jeff G.
- III. Treasurer's Report
 - A. There is currently slightly less than \$10k in the account. Some was spent on the annual meeting.
- IV. Announcements and Events
 - A. Landmarks Commission on Monday
 - 1. Woodacres Road house is being considered for Landmark status at the next meeting of the Landmarks Commission.
 - 2. The landmarked commercial building at 911 Montana has requested some modifications to the building that the Landmarks Commission will consider.
 - 3. The house at 21st Place and Alta has requested two variances for hedge height. The Zoning Administrator has denied the applications but the Appeal to the Planning Commission will take place on May 1st.
- V. Update on the Interim Zoning Ordinance on R 1: Technical Advisory Group: Robert Posek
 - A. History
 - 1. On 2/12/2018 an interim zoning ordinance to limit home sizes was enacted by City of Santa Monica due to concern of residents in R 1 zones.
 - a) Reduces size of new development by 20%.
 - b) Reduces new development height North of Montana from 32 feet to 28 feet.
 - c) Exempts ADUs (Accessory Dwelling Units) from parcel coverage.
 - d) Basements are not included.
 - B. Community Outreach Opportunities: Please take time to attend one of these two opportunities. Every R 1 resident in the city will receive a notice in the mail. NOMA will send notices via email.
 - C. Member Question: Are solar panels included in the height restriction? Modern developments are ruining the neighborhoods.
 - 1. Nancy Answer: There are many aspects of the ordinance that remain unanswered at this time.
- VI. Mobility in Santa Monica: 'Are scooters the solution or the scourge?' Discussion and Q&A with:
 - A. Nancy: The launch of e-scooters has caused some problems. It was not until September of 2018 that a formal plan was put in place by the City of Santa Monica. Bird, Lime, Jump, and Lyft are the approved operators. Various e-scooters/bicycles are left sporadically throughout the city. The City of Santa

Monica says that all vehicles must have licenses which are visible within 10 feet. Companies do not appear to be following this rule.

1. This meeting has been scheduled for months and yet the city has decided to have their mobility meeting at the same time as NOMA's. Lime and City of Santa Monica mobility staff will not be in attendance.
- B. NOMA NRO Peter Lashley and Crime Prevention Coordinator Suzie Lockwood
 1. Member Question: Can Santa Monica establish a helmet rule?
 - a) Peter: The city of Santa Monica is unable to supersede California vehicle code. That is, we cannot require helmets.
 2. Nancy Statement: Bird came into Santa Monica without any licensure.
 - a) Todd Statement: Another scooter company tried to launch in Santa Monica by going through city regulations and they failed.
 3. Member Question: If Santa Monica is so important for Bird, then how could they not pay for a police officer to enforce rules.
 - a) Nancy Response: Companies paying for police services could create conflicts of interest. We could ask what the additional costs of enforcement are. We could also ask if companies like Bird are paying for city services.
 4. Member Question: What is the percentage of cars/birds involved in total collision accidents in Santa Monica.
 - a) Suzie Answer: smdata.got -> "Open Data"
 5. Member Statement: I am more concerned with general traffic. There is a lot of congestion with last mile transportation modes in Santa Monica. Many of these modes of transportation do not follow the rules of the road.
 6. Member Statement: People come to Santa Monica and ride recklessly.
 7. Suzie Lockwood Crime Update: In the past 6 weeks, there have been 4 residential burglaries. We encourage everyone to lock their house when they're not home. If you're going on vacation or have visitors, inform your neighbors. The rainy weather has helped to keep criminals at bay.
- C. Karla Owunwanne, Lime - Absent
- D. Morgan Roth, Bird
 1. Morgan represents Bird in Santa Monica, Culver City, Long Beach, & Los Angeles. He formally worked in public relations for a member of congress.
 2. Bird provides solely scooters. They do not provide bicycles.
 3. Morgan's cell phone number was provided at the meeting (818-809-7050 ; mroth@bird.co). Please do not call him past 10:00PM.
 4. Nancy Question: Can birds be restricted from riding on the oceanfront bike path?
 - a) Morgan Answer: Bird currently operates a geo fence speed limit in areas like this. Every park including Palisades Park and 3rd Street Promenade has a geo fence in place.
 5. Nancy Question: What is Bird doing about children riding Bird scooters?

- a) Morgan Answer: The current problem is that we cannot validate the rider with the provided license. We are highly reliant on reporting and cooperating with the police department.
 - (1) Nancy Question: Reporting is very difficult because these types of vehicles do not have a visible license number.
 - (a) Peter Lashley Answer: If a license was provided, the PD would not be able to act upon a license number. This is something that will get better in time. It has improved since the launch of e-scooters. Law enforcement alone is not an adequate solution.
- 6. Member Question: What happens if a resident captures bad scooter behavior on video? If additional enforcement is required, then who will pay for it?
 - a) Peter Answer: We cannot act on videos like this. Regarding enforcement, scooters represent a small percent of motor vehicle accidents. The numbers do not support the idea that scooters present a large safety issue.
- 7. Danilo Question: What is the policy of Bird regarding riders who abuse or misuse scooters?
 - a) Morgan Answer: We assess these reports on a case-by-case basis. Reporting and evidence is important.
- 8. Member Question: Scooters are scattered throughout my neighborhood. When are scooters picked up? Can you charge riders for leaving scooters randomly?
 - a) Morgan Answer: We have teams of “Bird Watchers” throughout the city to ensure that scooters are not placed in inappropriate locations. We also built a program called “Community Mode” which allows public feedback about scooter placement. We also provide incentives to riders parking in “Preferred Parking” spaces.
 - (1) Also, the city has a dedicated individual (Kashana) to ensure that Bird is compliant with the rules and regulations.
 - b) Nancy Statement: If the city is called to remove a scooter, then the scooter company is charged \$95. The numbers for the city are located on the city’s mobility website.
 - c) Morgan Comment: We are currently in a pilot program. All of these things can change. Operating hours, for example, are 7am-12am. This could change in time.
- 9. Derek Statement: It seems that rider’s behavior with your vehicles is out of your control.
 - a) Morgan Response: I disagree. There are many measures in place to encourage riders to act within the rules.
- 10. Ann Question: Is there a safe way to park on a lawn? Can the community ambassadors be identified so that we know you are present in the community?
 - a) Morgan Response: Absolutely not. They should not be parked in a lawn.

- b) Morgan's Colleague: In San Francisco, our ambassadors are identified with safety vests.
 - 11. Member Question: What is the split between transportation and reckless riding uses?
 - a) Nancy Response: I object to this question because some NOMA board members use scooters for transportation.
 - b) Morgan Response: 1/3 of our users are using Bird to connect with public transportation. People are substituting scooters for car ownership. Bird is changing the way that transportation works.
 - (1) Member Question: How reliable is that data?
 - (a) Morgan Response: We coordinate data with the city and other entities to understand scooter use. The city has planned to share this data with the public.
 - 12. Peter Lashley: What are your ridership numbers?
 - a) Morgan Response: To date, there have been millions of rides. Santa Monica is one of our best markets globally.
 - E. City of Santa Monica mobility staff - Absent
- VII. Public Comment