

Update on Downtowner Pilot Program



July 18, 2017



Program Background

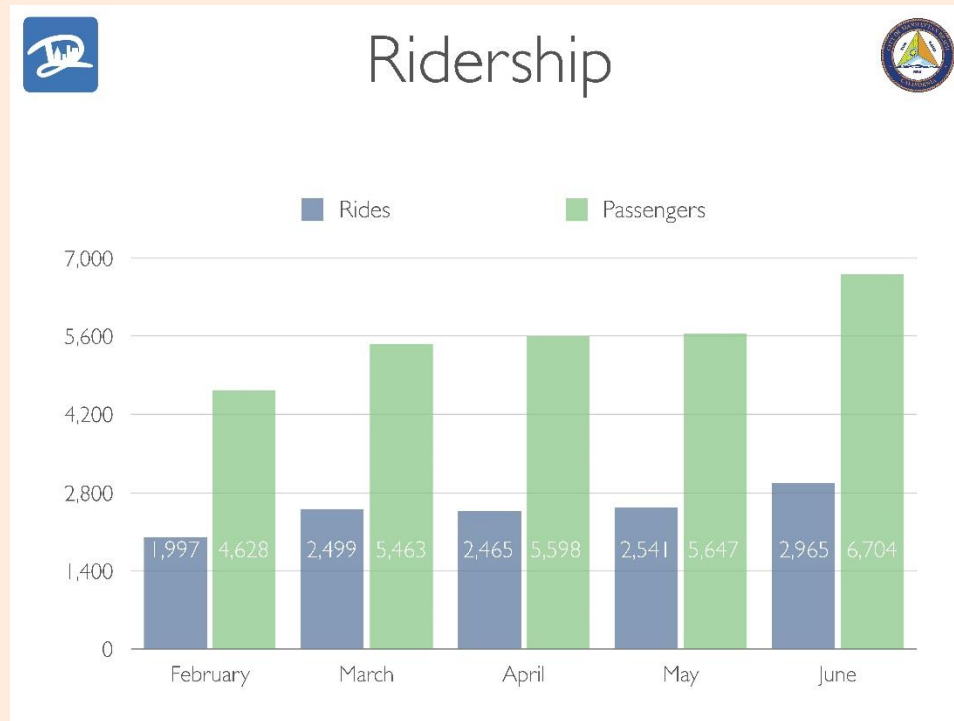
- ▶ DBPA and City introduced the Neighborhood Electric Vehicle service in 2015
- ▶ Service offers free rides in vehicles wrapped in advertising
- ▶ Council approved six-month pilot program on June 21, 2016
 - Directed City Manager to select vendor; research Measure R as potential funding source
 - Service area to Sepulveda (later Pacific); north-south to city limits
- ▶ Vehicles stored and charged at Metlox Garage
- ▶ City Manager's office selected Downtowner to be vendor; contract signed in October of 2016
- ▶ Pilot program launched on Feb. 1, 2017 with six vehicles operating out of the Metlox garage with hours from 11 a.m. – 11 p.m.
- ▶ Program set to expire on July 31, 2017



Pilot Program Results

Feb. 1 – June 30, 2017:

- 28,040 riders
- 12,467 rides
- Avg. wait time of 12 minutes



Funding Sources for Expansion Possibilities

- Strong demand for expansion of program
- Downtowner proposed expanding citywide for \$840,000, replace GEM carts with Chevy Bolts
- No reliable grant funding source for program of this magnitude
- Existing transportation funds (Measure R, Prop A, Prop C) allocated to transportation and public infrastructure
- Communities that have similar program (Civic San Diego, Aspen, Marina Del Rey) support with parking meter revenue OR from hospitality



Next Steps

- Staff Recommendation: Adopt Resolution 17-0105 to extend the term of pilot program for one year
- Direct City Manager to amend agreement to allow for alcohol advertising and prepare guidelines
- Consider directing staff to generate RFP for city-wide ride-hailing service

