



City of West Hollywood *The Drop*



Frequently Asked Questions

1. Do these zones mean that ride share drivers can only pick up customers at these twelve current *The Drop* locations?

No. *The Drop* curb zones have been established to provide convenient and accessible passenger pick-up and drop-off areas for ride share drivers in areas of high demand; drivers are not restricted to these areas. Ride share services have notified their drivers about these curb zones and those companies may set up “geo fences” during *The Drop* hours of operation to direct users and drivers to these zones, which are very similar to the “passenger” pickup zones you may have experienced at airports or at theme parks.

2. Why did the City of West Hollywood establish this program?

The Drop launched on Thursday, March 15, 2018 as a pilot program with 12 curb zones located throughout the City of West Hollywood in areas that experience a high volume of ride share use during evenings and nights. *The Drop* is part of a larger effort to address issues such as congested bike and traffic lanes and double-parking, especially in areas with vibrant nightlife and dining scenes.

3. Where are *The Drop* curb zones located?

As of March 2018, there are 12 curb zones located at:

- 1000 N. Formosa Avenue
- 627 N. La Peer Drive
- 1105 N. Laurel Avenue
- 8684 Melrose Avenue
- 8720 Melrose Avenue
- 8727 Melrose Avenue
- 621 N. Robertson Boulevard
- 693 N. Robertson Boulevard
- 694 N. Robertson Boulevard
- 7141 Santa Monica Boulevard
- 8585 Santa Monica Boulevard
- 9039 Sunset Boulevard

4. What are the days and hours that these designated zones operate?

6 p.m. to 3 a.m.; seven days a week.

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- 5. What if I need a ride share pick-up from home at 2 p.m.? In other words, do I need to wait until 6 p.m. or walk to a drop zone to get picked up? For example, if I live in the Hancock Lofts, would I be required to walk somewhere else to get a pickup?**

Ride share services will continue to operate as normal during hours in which *The Drop* is not active or in areas that are outside of *The Drop* curb zones. Drivers will not be restricted to picking up and dropping off passengers at *The Drop* areas. Drivers do, however, need to adhere to all vehicle rules and regulations, regardless of the areas they utilize. Zones established as part of this program launch experience extremely high ride share utilization rates from 6 p.m. to 3 a.m. The program will evaluate the utilization of these zones and will work with all ride share services/transit network companies to obtain data to identify other areas where *The Drop* zones may be needed.

- 6. Will ride share cars be in queue in these zones?**

No. Parking or staging in these zones is not permitted. You must request a ride share by way of an app in order to access services.

- 7. Will other parking be barred from these pick-up zones? Have parking spaces been lost to create *The Drop*?**

Parking will not be permitted at these zones during hours of operation, however, several of these curb zones are commercial loading zones during the day that can only be used for commercial deliveries. These areas will then convert to *The Drop* zones from 6 p.m. to 3 a.m. daily.

- 8. What can an Uber or Lyft driver do to accommodate a handicapped person who may not want to walk a distance to a designated zone for a ride or walk from a designated zone for a ride?**

Uber and Lyft will continue to pick up and drop off customers throughout the City as they have been doing. *The Drop* curb zones will add the benefit of easy-in/easy-out access to a designated high-use zone.

- 9. What is the City doing to let ride share drivers know that they should use *The Drop* zones? Is there any sort of penalty for a driver who doesn't use them?**

Representatives from ride share companies have been included in the process of establishing these zones. Uber and Lyft each have a process in place to notify their drivers that these zones are available in order to provide a more reliable and convenient way to pick up and drop off customers. Drivers will not incur any penalties for not using these zones, as long as they adhere to traffic and parking rules and regulations. Keep in mind that these zones, like other passenger loading zones, are restricted to pick up and drop off of passengers and are limited to 5 minutes to prevent vehicle staging or parking.

- 10. Will ride share services also still operate as they normally do in areas outside of *The Drop* zones?**

Yes!

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