

REQUEST FOR APPLICATION

PERSONAL DELIVERY
DEVICES PILOT PROGRAM

CITY OF WEST HOLLYWOOD

Due: April 15, 2022



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POLICY STATEMENT AND PURPOSE

The City of West Hollywood has established rules and regulations governing the Personal Delivery Devices (PDD) operators to ensure that such systems are consistent with the safety and well-being of bicyclists, pedestrians, and other users of the public rights-of-way. These guidelines may be updated by the City during the course of the 12-month pilot program should the need arise. The goal of the program is to encourage the use of alternate modes for food/goods delivery instead of motor vehicles to reduce traffic congestion, parking congestion, and reduce tailpipe emissions.

The City initiated a limited six-month pilot which was completed in late 2021. The initial pilot program was in partnership with Serve Robotics. Based on the findings and results of that program, the City Council authorized an expanded 12-month pilot which allows for additional PDD operators with expanded number of robots and night-time deliveries.



APPLICATION SCHEDULE

The following dates represent the City's best estimate of the schedule that will be followed. The City reserves the right, at its sole discretion, to adjust this schedule, as it deems necessary.

Schedule and Deadlines	Date
CFA issued by the City	March 14, 2022
Deadline for Questions	March 30, 2022
Answers posted	April 4, 2022
Application Due Date (4:00 PM PST)	April 15, 2022
Completes screening process	April 29, 2022
Awarding of contract and contract signing	May 2, 2022
Contract Start Date	May 15, 2022

ELIGIBLE APPLICANTS

The City of West Hollywood invites all PDD operators to apply to this program. The City has an evolving policy perspective regarding the use of PDDs, and continues to iterate on the approach to solving last mile delivery challenges. Applicants will be evaluated based on their ability to meet the requirements listed in this document.



PARTNERSHIP BETWEEN CITY AND OPERATORS

The operators selected for the Pilot Program must regularly and actively engage with City staff to resolve issues and develop solutions to improve service performance and experience throughout the duration of the Pilot Program. The operator shall be responsible for clearly communicating operational adjustments to the city, promptly responding to city inquiries and requests, addressing public complaints, and resolving any operational issues that may arise. The operator will be evaluated by the City on their commitment to customer service and a number of other benchmarks.



SELECTION CRITERIA

The City will evaluate operators' applications based their demonstrated ability to meet the Requirements, listed in this document including:

1. **Experience and Expertise:** a list of cities operating in, with fleet size and contact information
2. **History of Compliance:** a summary of operations in the City of West Hollywood, and surrounding cities.
3. **Equipment and Safety:** synopsis of a quality, well-built, easy to operate PDD fleet.
4. **Operations Plan:** a plan that includes dedicated local staff, equitable fare structure, customer service plan.
5. **Data Sharing:** commitment to share data with the City for the purpose of program evaluation.
6. **Insurance and Indemnification:** agree to insurance and indemnification standards. The requirements are attached as an appendix.



REQUIREMENTS

The City has established the following requirements for the PDD operations within the City:

1. Prohibit the use of PDDs on substandard sidewalks including Fountain Avenue and Romaine Street.
2. A “rolling cap” in which the number of PDDs can be adjusted based on demand and monitoring. Up to forty (40) PDDs to start and adjust as needed.
3. PDDs to operate between the hours of 8AM and 10PM.
4. PDDs to operate without chaperone.
5. Limit PDDs to the following: weight limit = 220lbs (fully loaded), max speed = 10mph.
6. Allow for deliveries of food/drinks, personal items and alcohol/tobacco.
7. In the event of an incident, PDD operators will have a maximum response time of 25 minutes.
8. PDD operators to provide monthly reports to staff.
9. Allow both merchants and customers to opt out of the use of PDD service.
10. PDD operators to provide data to City for the purpose of pilot program evaluation.



VIOLATION OF TERMS REQUIREMENTS

If after investigation the City determines that the operator has failed to comply with any requirements, the City may take one or more of the following actions:

1. Revoke the operator's permit.
2. Implement a temporary, indefinite, or conditional reduction of the operator's maximum fleet size.
3. Seek reimbursement costs.
4. Take any other enforcement action as defined in WHMC Sections 1.08.



SUBMITTAL REQUIREMENTS

Applicants must demonstrate their ability to meet the Pilot Program Requirements. Applications must be clear, succinct and include the following, to be considered acceptable for review:

1. Experience and Expertise – Operators seeking to participate in the PDD Pilot Program are required to submit a summary of their experience and expertise, including company vision and goals, list of cities where operating, number of devices deployed, and points of contacts as references in cities where currently operating.
2. Equipment and Safety Synopsis - Operators seeking to participate in the PDD Pilot Program are required to submit a synopsis of their service model and qualifications, including images of the devices application, to demonstrate compliance to design requirements,
3. Operations Plan - applicants seeking to participate in the PDD Pilot Program are required to submit a plan that details their operations and maintenance plan. Operators must provide a detailed synopsis of their operations plan, including:
 - Organizational chart of operations team, including title and responsibilities
 - Point of Contact Email Address
 - Point of Contact Phone Number
 - Customer Service Phone Number



ATTACHMENTS

- Insurance/Indemnification Requirements
- City Council Authorization Staff Report

Attachment - Insurance/Indemnification Requirements



**REQUEST FOR EVIDENCE OF INSURANCE – PLEASE PROVIDE THIS TO YOUR
INSURANCE AGENT FOR PROPER PROCESSING**

Dear Vendor/Service Provider:

As part of your contract with the City of West Hollywood you are required to provide evidence of insurance coverage as outlined below. Kindly return your completed ***ACORD Form Certificate of Insurance and the proper policy endorsements*** to your City representative.

Certificate Holder: The City of West Hollywood
8300 Santa Monica Blvd.
West Hollywood, California 90069

Required Coverages & Endorsements:

- Commercial general liability insurance in an amount of not less than \$1,000,000 per occurrence/\$2,000,000 general aggregate.
- Automobile Liability with minimum combined single limit of \$300,000 (for owned, non-owned, hired, rented vehicles as necessary).
- Workers' Compensation Insurance as required by applicable law & Employers' Liability Insurance with minimum limits of \$1,000,000. Coverage waived if vendor is sole proprietor.
- The CITY OF WEST HOLLYWOOD, its elected or appointed officers, officials, employees, agents, and volunteers are to be covered as additional insureds as their interests may appear (excluding Workers Compensation and Professional Liability).
***REQUIRES A POLICY ENDORSEMENT**
- Include a ***Waiver of Subrogation Endorsement*** for the following:
 - ✓ Commercial General Liability
 - ✓ Workers Compensation Coverage (waived if sole proprietor)***REQUIRES POLICY ENDORSEMENT(S)**
- Named insured must state their insurance is primary and non-contributory by policy endorsement.
***REQUIRES A POLICY ENDORSEMENT**
- Certificate should indicate a 30 day notice of cancellation or reduction in limits applies.

Please note: not providing the proper insurance documentation may delay the processing of your contract. Refer to your specific contract for additional terms and requirements as necessary.

RETURN INSURANCE DOCUMENTS TO YOUR CITY REPRESENTATIVE

Attachment - City Council Authorization Staff Report

SUBJECT: PERSONAL DELIVERY DEVICES PILOT PROGRAM
PREPARED BY: PLANNING & DEVELOPMENT SERVICES DEPARTMENT
(John Keho, AICP Director)
(Robyn Eason, AICP, Long Range Planning Manager)
(Bob Cheung, Long Range Planning, Sr. Transportation Planner)

STATEMENT ON THE SUBJECT:

The City Council will receive an update on the Personal Delivery Devices (PDD) Pilot Program and consider extending the program.

RECOMMENDATIONS:

Staff recommends the following:

1. Receive and file summary and findings of the three-month Pilot Program.
2. Extend the Pilot Program for an additional year and allow for other vendors to participate.

BACKGROUND / ANALYSIS:

On March 2, 2020, the City Council approved a three-month pilot to test PDDs delivery by Postmates. Attachment A is the City Council Staff report relating to the pilot program approval. As part of the pilot program, staff and Postmates provided monthly updates to the Transportation Commission.

The pilot program was launched on December 1, 2020 and was put on hold after January of 2021 after two months of testing as Postmates was acquired by Uber Technologies. Staff provided updates to the Transportation Commission in January 2021. The pilot program resumed under Serve Robotics in August of 2021. Attachment B provides statistics for the three months of pilot testing.

During the 3 months of PDD testing, Serve Robotics completed 569 deliveries for a total of 476 miles without any reported incidents. This equates to approximately 91 cars removed from our streets and a reduction of approximately 196 kg of CO2 emissions from three PDDs. Based on the results of the pilot program, staff is recommending that the program be extended for an additional year with the following be considered:

1. Prohibit the use of PDDs on substandard sidewalks including Fountain Avenue and Romaine Street (no change from pilot).
2. Allow other vendors to participate in the program. Staff recommends issuing a Call for Applications (CFA).

3. Increase of the number of PDDs allowed. Staff recommends a “rolling cap” in which the number of PDDs can be adjusted based on demand and monitoring. Staff recommends a maximum of 40 PDDs to start and adjust as needed.
4. Allow the operations of PDDs between the hours of 8AM and 10PM. This extends the hours of operations which was limited to daytime use only under the 3-month pilot program. This change will allow the use of PDDs for dinner service but avoid late-night bar crowds.
5. Allow PDDs to operate without chaperone. Based on the results of the 3-month pilot and no incidents reported, staff is recommending testing of PDDs without chaperone.
6. Limit PDDs to the following: weight limit = 220lbs (fully loaded), max speed = 10mph.
7. Allow for deliveries of food/drinks, personal items and alcohol/tobacco.
8. In the event of an incident, PDD operators will have a maximum response time of 25 minutes.
9. PDD operators to provide monthly reports to staff.
10. Allow both merchants and customers to opt out of the use of PDD service (no change from pilot).

This item was reviewed by the Transportation Commission at the October 20th meeting where the Commission voted 6 to 0 to support staff’s recommendations.

CONFORMANCE WITH VISION 2020 AND THE GOALS OF THE WEST HOLLYWOOD GENERAL PLAN:

- PSG-1: Maintain the City’s Unique Urban Balance with Emphasis on Residential Neighborhood Livability.
- OSP-1: Adaptability to Future Change.

In addition, this item is compliant with the following goal(s) of the West Hollywood General Plan:

- M-5: Create an environmentally and financially sustainable transportation network that provides for the mobility and livability needs of West Hollywood residents, businesses and visitors.
- M-8: Manage parking supply to serve residents, businesses and visitors.

EVALUATION PROCESSES:

Staff will continually monitor the program with monthly reports provided by vendors.

ENVIRONMENTAL SUSTAINABILITY AND HEALTH:

PDDs are powered by electric motor and replaces automobiles for short-distance deliveries. Replacing automobiles will reduce traffic congestion, improve safety, reduce greenhouse gas and reduce parking.

COMMUNITY ENGAGEMENT:

Prior to the three-month pilot program, staff conducted outreach via various boards and commissions including: Transportation Commission, Public Safety Commission, Senior Advisory Board, Disability Advisory Board, and the Chamber of Commerce. During these meetings, staff collected comments and feedback commissioners, board members and members of the public.

During the three-month pilot, staff did not receive and complaints and concerns from the public. Public comments received during the October Transportation Commission were all in support of extending the pilot program with no one opposed.

OFFICE OF PRIMARY RESPONSIBILITY:

PLANNING & DEVELOPMENT SERVICES DEPARTMENT / LONG RANGE
PLANNING DIVISION

FISCAL IMPACT:

There is no fiscal impact associated with this item.

ATTACHMENTS:

- A - March 2020 City Council Staff Report
- B - Three-Month Pilot Report