

AGENDA BILL

No. **15**

Meeting Date: 5/9/17

**SUBJECT: SENIOR MOBILITY PILOT PROGRAM GUIDELINES**

**SUMMARY OF THE MATTER:**

On March 7, 2017, the Council authorized the City Manager to enter into a six-month pilot program for the provision of senior transportation operated by Uber. Staff has developed a set of proposed program guidelines described below and is recommending approval of these guidelines for the implementation of the program.

The discounted Uber rides are proposed to be provided for seniors 55 and older to any destination in Laguna Beach. Rides to medical appointments could be allowed for up to 15 miles outside of the City limits. The seniors are proposed to reimburse or receive reimbursement of 50 percent of the cost of the ride, for up to a maximum of five dollars (eight-dollar maximum outside of the City limits). A discount could be offered to low income seniors, requiring them to only pay one dollar each way for their Uber ride. Staff is proposing that the City offer free rides for the first two months of the pilot program for up to a maximum of 40 rides/month in order to get the program established and successful. After the 40 rides are reached, seniors will pay 50 percent of the ride. Seniors will be able to order a ride using the Uber app on their smart phone or can call Uber directly to schedule the rides during this pilot period.

The service is proposed to operate Sunday through Thursday, 7:30 a.m. to 8p.m. and Friday and Saturday, 7:30 a.m. to 11 p.m. Rides are proposed to be limited to Uber X vehicles only, which have a maximum of three persons in the vehicle at one time. Only one fare will be charged per ride regardless of the number of riders. Applications are proposed to be available online and at the Community and Susi Q, where application assistance will also be offered.

In order to be eligible for the program, the following criteria is proposed:

- Must be a Laguna Beach resident
- 55 years or older and no longer able to drive a car or 75 years of age or older
- Must sign up for an Uber account

Two outreach meetings have been scheduled to discuss the new program, May 18 from 1 p.m. to 2 p.m. and June 7 from 6:30 p.m. to 7:30 p.m. Both meetings will be at the Community and Susi Q Center. (Continued)

**RECOMMENDATION:** It is recommended that the City Council approve the program guidelines for the senior mobility pilot program to be operated by Uber.

Appropriations Requested: \$ none

Submitted by: Shohreh Dupuis  
Shohreh Dupuis Assistant City Manager/  
Director of Public Works

Fund: \_\_\_\_\_

Coordinated with: Paula Faust  
Paula E. Faust, Deputy Director of Public Works

Attachment \_\_\_\_\_

Approved: John Pietig  
John Pietig, City Manager

## **Senior Mobility Pilot Program Guidelines**

**May 9, 2017**

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Staff is aware of recent newspaper articles regarding the background check and safety matters related to Uber Drivers. Uber has indicated that they conduct a comprehensive 10-year background check which includes State DMV driving record, and State and Federal criminal records. This is more stringent than most taxicab companies which typically run a five or seven-year background check. In addition, Uber has a “zero tolerance policy” related to reporting of driving under the influence, which results in a driver account being deactivated while an investigation is being conducted.

### **Americans with Disabilities Act Accessibility**

For seniors who are not physically able to use this pilot Uber service, under the City’s contract with the Orange County Transportation Authority, OC ACCESS service will provide the accessible, on-demand service. Based on staff interpretation of Title II of the American with Disabilities Act, the OC ACCESS service meets the requirements of the complementary paratransit service for the Uber service and provides seniors with disabilities the opportunity to participate in or benefit from a similar service.