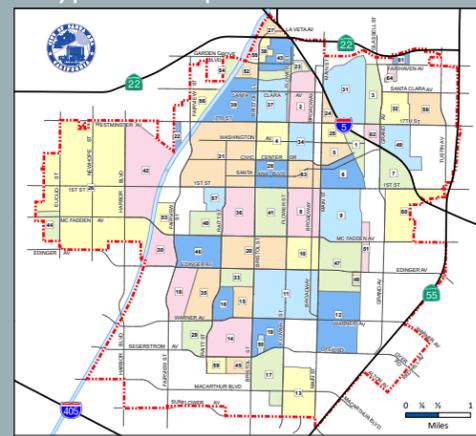




Background

Micro-Mobility is a concept that is defined as lightweight transportation designed for individual use. The most popular devices used by cities e-bikes and e-scooters. This type of transportation allows for an alternative way to get around the



Santa Ana Neighborhood Map

SANTA ANA NEIGHBORHOODS

1. Legan	14. Thornton Park	27. Northwest	39. Riverview	52. Casa De Santiago
2. Floral Park	15. Brand/Walker	28. Flower Park	40. Bella Vista	53. Washoe Village North
3. Fairhaven	16. Laurelhurst	29. Morning Sunwood	41. Pico-Lowell	54. Concord
4. Washington Square	17. South Coast	30. Windsor Village	42. Santa Anita	55. Rossmore
5. French Park	18. Sunwood Central	31. Park Santiago	43. Morrow/Eldridge Park	56. Eden Park
6. Lacy	19. Sunwood East	32. Potrero Park	44. West Grove Valley	57. Casa Bonita
7. Middleback View	20. Mid-City	33. Shadow Run	45. Republic Homes	58. Mendell Parkwood
8. Hastings Park	21. Astoria Flair	34. Willard	46. New Horizons	59. Metro Classic
9. Pacific Park	22. Mar-Lee	35. Valley Adams	47. Madison Park	60. Lyon Street
10. Wilshire Square	23. Fisher Park	36. Central City	48. Cedar Emergency Co-Op	61. Fairbridge Square
11. Santa Ana Memorial Park	24. Santa Ana Triangle	37. West Floral Park	49. Mabury Park	62. Grand Sunrise
12. Dublin	25. French Court	38. Brand/Memroy	50. Rowwood Baker	63. Downtown
13. Sandstone	26. Riverside West	38. Brand/Memroy	51. Cornerstone Village	64. Young Square

Map Date: 5/7/2020

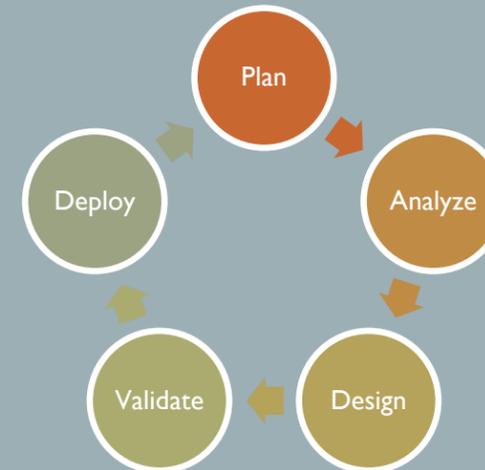
community while having a positive impact on the environment. This allows for an increase in to public transportation use by giving convenient ways to travel while reducing the number of cars on the road.

In 2019, the City of Santa Ana established a pilot program. Through this they wanted to see if the use of micro-mobility would have any impact on the community. They found that during the short pilot program more than 22,000 rides occurred and most popular destinations were within the downtown district, showing a demand and need for micro-mobility devices. However, they did find through this pilot that they needed to make some changes toward the municipal code and to set direct regulations to ensure a successful future permit program.

With this I began to research the current City's ordinances and what needed to be changed or added to comply with micro-mobility needs. In order to do this, I constructed an Implementation Plan that would help the City of Santa Ana deploy an effective permit program, starting from the planning and designing of new ordinances to actively deploying vendors throughout the city.



THE IMPLEMENTATION PLAN



Summary

Step 1 Plan: This is the very first step, finding out what our objective is and the possibilities of achieving it. During this phase I looked over current City of Santa Ana ordinances to see what needed to be changed along with reviewing past research and drafts that were generated during the pilot program. From there I compiled questions that I needed to further research.

Step 2 Analyze: Once I had a list of questions, I began to find answers to them. By researching surrounding cities' ordinances on micro-mobility I was able to see what methods were used. Understanding how different cities were working with vendors, the type of restrictions that were placed. Figuring out if Santa Ana could utilize their methods.

Step 3 Design: After researching various cities and compiling resources then I began to create a draft of ordinances. Along with this I also drafted an Administrative Regulations which is a more detailed description for micro-mobility vendors to follow. This took about a month to complete. Once completed I turned it over to be reviewed in order to make changes to finalize the draft.

Step 4 Validate: This step confirms that when the ordinances and administrative regulations are finalized, they go through the proper channels of approval. The result would be to officially be approved by the City Council. Implementation of the actual program cannot be started until this step is complete. It is extremely important for all paperwork, such as ordinances, be updated and instilled before any action takes place.

Step 5 Deploy: Beginning the implementation process of the permit program. Allowing micro-mobility vendors to apply for permits and allow for devices to be placed throughout approved areas. Making a team in charge of guaranteeing implementation, checking in on vendors and keeping an eye to ensure compliance. Creating an action plan that would include step by step instructions on the role of different team members.

Step 6 Repeat Process: Every six months review current conditions of the program and see if there are any changes that need to be made. It is extremely important to constantly review and make changes when needed, allowing for success.

Conclusion

This Implementation Plan allows the City of Santa Ana to deploy an efficient micro-mobility permit program. By doing so they can create alternative transportation for their community that allows access for all residents along with having a better impact on the environment.