

SUBJECT: UPDATE ON PERSONAL DELIVERY DEVICE

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**STATEMENT ON THE SUBJECT:**

The Transportation Commission will receive an update on the findings of the Personal Delivery Devices (PDD) pilot program.

**RECOMMENDATIONS:**

1. Receive and Provide Comments.
2. Recommend to the City Council to make the program permanent.

**BACKGROUND/ANALYSIS:**

On March 2, 2020, the City Council approved a three-month pilot program license agreement with Postmates to deploy Personal Delivery Devices (PDD). The agreement included specific conditions including:

- 1) Prohibit the use of PDDs on substandard sidewalks, including Fountain Avenue and Romaine Street.
- 2) Limit the number of PDDs to a maximum of three.
- 3) Provide monthly updates to the Transportation Commission.
- 4) Limit the duration of the pilot to three months.
- 5) Allow both merchants and customers to opt out of the PDD service.
- 6) Restrict the use of PDDs to daytime hours only.
- 7) Provide the City with monthly reports.

- 8) Assign a chaperone to oversee each PDD during the initial three-month test period.

The pilot program started on December 1, 2020, but was temporarily halted after two months due to the acquisition of Postmates by Uber Technologies. The acquisition resulted in Serve Robotics, a subsidiary of Uber Eats. Serve Robotics resumed operations in August 2021.

On September 2, 2021, the City extended Serve Robotics' contract to December 31, 2021, due to the delay as a result of the Uber Technologies acquisition. On December 6, 2021, a Second Amendment extended the Pilot Program by another year. Below are the conditions of the extended PDD pilot program.

1. Prohibit the use of PDDs on substandard sidewalks, including Fountain Avenue and Romaine Street (no change from the pilot).
2. Allow other vendors to participate in the program. Staff recommended issuing a Call for Applications (CFA).
3. Increase 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 8 AM and 10 PM. 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 chaperones. Based on the results of the 3-month pilot and no incidents reported, staff is recommending testing of PDDs without a 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 will provide monthly reports to staff.

10. Allow both merchants and customers to opt out of the use of PDD service (no change from the pilot).

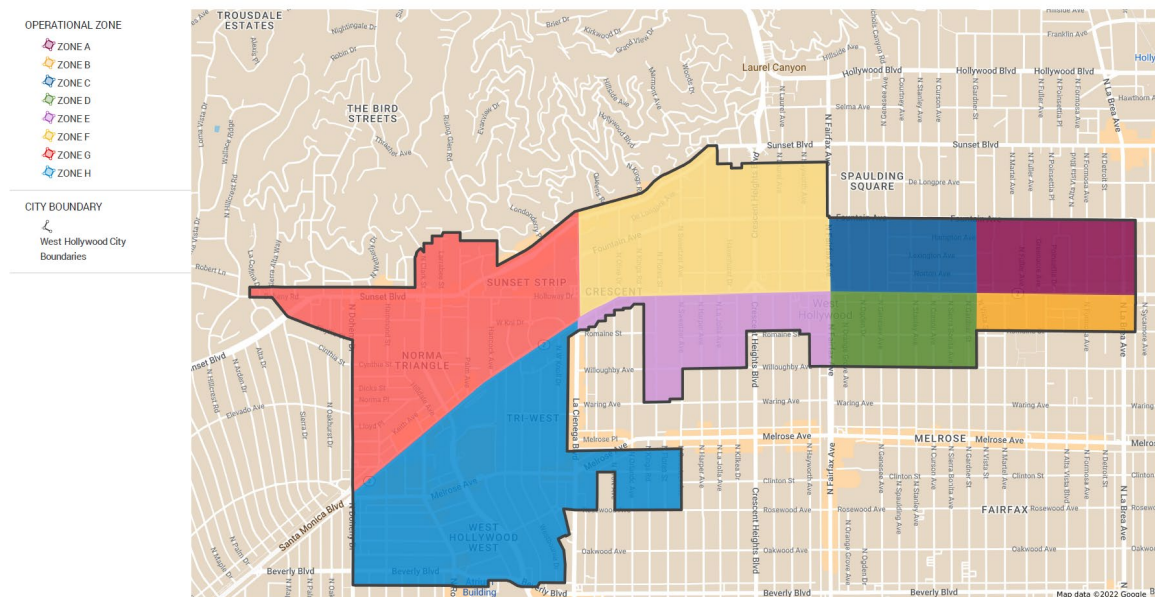
As mentioned above, the expanded pilot program allowed other vendors to participate in addition to Serve Robotics. The City released a Call-For-Application (CFA) in April of 2022. Cyan Robotics (aka Coco) applied and was admitted to the extended pilot program. Because of the new market, Coco did not commence operations/deliveries until September 2023. As such, the monthly data from Coco is limited as they are ramping up service.

To date, the extended pilot program resulted in:

- Over 31,000 deliveries,
- Over 23,000 miles covered,
- An average of 0.74 miles per delivery,
- An average of 36 minutes per delivery,
- A total of 4,280 cars removed,
- A total of 8,100 kg of CO2 emissions removed,
- No reported safety incidents.
- Received seven complaints.

The vendors also provided frequency data on pickup and delivery locations as part of the monthly reporting. The data is provided based on zones established for reporting purposes. The figure below provides a map of the pickup and delivery zones.

**West Hollywood PPD Operational Zones**



The chart below summarizes the average monthly activity level of pickups and deliveries by zone. The column labeled “Pickup” is the origin zone, and the row labeled “Drop off” is the destination zone for robot deliveries.

	Drop Off								
Pickup	Zone A	Zone B	Zone C	Zone D	Zone E	Zone F	Zone G	Zone H	Total
Zone A	2	12	13	13	2	2	0	0	44
Zone B	3	11	5	3	0	0	0	0	21
Zone C	1	2	12	10	9	22	0	0	56
Zone D	0	0	1	1	0	1	0	0	3
Zone E	0	0	10	11	11	37	3	2	74
Zone F	0	0	3	1	12	31	4	5	56
Zone G	0	0	0	0	9	36	155	30	231
zone H	0	0	0	0	4	5	30	28	67
<b>Total</b>	7	26	44	39	47	133	192	65	

As shown, the data suggests that the zone with the highest pickup is Zone G, with 231 average monthly pickups. The zone with the highest frequency for drop-offs is Zone G, followed by Zone F, with 192 and 133 average monthly deliveries, respectively.

**NEXT STEPS:**

Staff will present the findings of the pilot program to the City Council.