Active Transportation Working Group

December 20, 2018
1:00 pm to 2:30 pm
SCAG's Main Office*
900 Wilshire Blvd., Ste. 1700, Los Angeles, CA 90017

*Video conferencing is available at SCAG's regional offices. Space is limited at the Orange County office. If you plan on attending at the Orange County Regional Office please RSVP to Rye Baerg (baerg@scag.ca.gov). Orange County participants must also check in with the OCTA office's receptionist so should arrive early.

AGENDA

1. Active Transportation Program Cycle 4 Update
   Rye Baerg, SCAG

2. 2018 Sustainability Communities Planning Grants Update
   Hannah Brunelle, SCAG

3. Active Transportation and Technology
   - Scooters and Dockless Bike Share – Francie Stefan, City of Santa Monica
   - Bike Share in LA County – Carolyn Mamaradlo, Metro
   - Update on Freight Delivery Technologies – Scott Strelecki, SCAG

4. Go Human Update
   Lindsey Hansen, SCAG

5. Connect SoCal Update and ATWG Outlook
   Rye Baerg, SCAG

TO PARTICIPATE VIA WEB CONFERENCE:
To join PC, Mac, Linux, iOS or Android: https://scag.zoom.us/j/828712917
Conference Number: 1 669 900 6833
Meeting ID: 828 712 917

SCAG, in accordance with the Americans with Disabilities Act, is committed to providing special accommodations to those who are interested in participating in the workshop. SCAG is also committed to helping those with limited proficiency in the English language by providing translation services at the workshop in accordance with Title VI of the Civil Rights Act. We ask that you provide your request for special accommodations or translation services at least 72 hours prior to the meeting so that SCAG has sufficient time to make arrangements. Please contact Rye Baerg, Program Manager at baerg@scag.ca.gov or by calling (213) 236-1866.
2019 ATP Cycle 4 Update

Rye Baerg
Senior Regional Planner
December 20, 2018
## Applications Received

### Summary of Applications Received

<table>
<thead>
<tr>
<th></th>
<th>Statewide</th>
<th>SCAG Region</th>
<th>SCAG Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Applications Received</td>
<td>551</td>
<td>199</td>
<td>36%</td>
</tr>
<tr>
<td>Total Project Cost</td>
<td>$3,095,826,000</td>
<td>$1,217,217,000</td>
<td>39%</td>
</tr>
<tr>
<td>Total ATP Request</td>
<td>$2,227,084,000</td>
<td>$1,008,627,000</td>
<td>45%</td>
</tr>
<tr>
<td><strong>Infrastructure Apps</strong></td>
<td>444</td>
<td>157</td>
<td>35%</td>
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<tr>
<td>Total Project Cost</td>
<td>$2,779,296,000</td>
<td>$1,097,169,000</td>
<td>39%</td>
</tr>
<tr>
<td>Total ATP Request</td>
<td>$1,957,370,000</td>
<td>$896,026,000</td>
<td>46%</td>
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<tr>
<td><strong>Infrastructure + NI</strong></td>
<td>54</td>
<td>20</td>
<td>37%</td>
</tr>
<tr>
<td>Total Project Cost</td>
<td>$267,597,000</td>
<td>$99,719,000</td>
<td>37%</td>
</tr>
<tr>
<td>Total ATP Request</td>
<td>$223,366,000</td>
<td>$92,783,000</td>
<td>42%</td>
</tr>
<tr>
<td><strong>Non-Infrastructure</strong></td>
<td>29</td>
<td>12</td>
<td>41%</td>
</tr>
<tr>
<td>Total Project Cost</td>
<td>$37,214,000</td>
<td>$12,350,000</td>
<td>33%</td>
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<tr>
<td>Total ATP Request</td>
<td>$35,215,000</td>
<td>$12,151,000</td>
<td>35%</td>
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<tr>
<td><strong>Plans</strong></td>
<td>24</td>
<td>10</td>
<td>42%</td>
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<tr>
<td>Total Project Cost</td>
<td>$11,719,000</td>
<td>$7,979,000</td>
<td>68%</td>
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<tr>
<td>Total ATP Request</td>
<td>$11,133,000</td>
<td>$7,667,000</td>
<td>69%</td>
</tr>
<tr>
<td>Event</td>
<td>Date</td>
<td></td>
<td></td>
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<tr>
<td>----------------------------------------------------------------------</td>
<td>--------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCAG SCP Application Deadline</td>
<td>December 14, 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Statewide staff recommendation for statewide and small urban and rural portions of the program</td>
<td>December 31, 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commission adopts statewide and small urban and rural portions of the program</td>
<td>January 2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SCAG Draft Regional Program</td>
<td>February 15, 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deadline for MPO DRAFT project programming recommendations to the Commission</td>
<td>February 15, 2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RC approves SCP Projects</td>
<td>March 7, 2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TC recommends approval for Regional Program</td>
<td>April 4, 2019</td>
<td></td>
<td></td>
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<tr>
<td>RC Adopts SCAG Regional Program Approval</td>
<td>April 4, 2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deadline for MPO FINAL project programming recommendations to the Commission</td>
<td>April 30, 2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commission adopts MPO selected projects</td>
<td>June 2019</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Statewide and MPO Selection Process

1. Statewide Selection and Scoring
2. Implementation: Projects Not Selected by State
3. Counties Apply Up to 20 Points
4. NI + Planning: Projects Not Selected by State
5. MPO Component
6. SCP Project List
7. SCP Projects
• Next Quarterly Progress Reports are due January 11th.
  • Cover October – December 2018.
  • Regional-atp@scag.ca.gov
  • [http://www.dot.ca.gov/hq/LocalPrograms/atp/proj_report.html](http://www.dot.ca.gov/hq/LocalPrograms/atp/proj_report.html)
NIJC has posted the bid package, which includes the bid requirements, scoring criteria, and more information on the project, on the NIJC website: www.nijc.org

The deadline for submitting proposals is Friday, December 28, 2018 by 5 p.m. PST

For pre-bid information, please contact Ben Myers, Staff Attorney, at benmyers@nijc.org
Thank you

Rye Baerg
baerg@scag.ca.gov
213-236-1866
Sustainable Communities Program Update

Hannah Brunelle
Assistant Regional Planner
Brunelle@scag.ca.gov
Sustainable Communities Program Goals

• Provide needed planning resources to local jurisdictions for sustainability planning efforts
• Develop local plans that support the implementation of the 2016 Regional Transportation Plan/Sustainable Communities Strategy
• Increase the region’s competitiveness for federal and state funds, including but not limited to the California Active Transportation Program and Greenhouse Gas Reduction Funds
3 categories:
- Active Transportation
- Integrated Land Use (ILU)
- Green Region Initiative (GRI)

Successful applicants receive technical assistance
- Active Transportation – SCAG completes procurement for submitted scope of work
- ILU & GRI projects – Specific deliverables completed
Active Transportation Project Category Goals

- **Active Transportation**
  - Increase biking & walking;
  - Increase safety and mobility of non-motorized users;
  - Promote implementation of the 2016 RTP/SCS;
  - Produce plans that provide for future ATP applicants;
  - Increase the overall budget for active transportation planning & capacity building projects
### 2018 SCP Call for Projects Summary

<table>
<thead>
<tr>
<th>SCP Project Categories</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Active Transportation</strong></td>
<td>36</td>
</tr>
<tr>
<td>• Community-wide/Area Plans</td>
<td>18</td>
</tr>
<tr>
<td>• Quick Build</td>
<td>12</td>
</tr>
<tr>
<td>• Regional Corridors</td>
<td>4</td>
</tr>
<tr>
<td>• Safety Strategic Plan</td>
<td>2</td>
</tr>
<tr>
<td><strong>Sustainability</strong></td>
<td>25</td>
</tr>
<tr>
<td>• EV Charging Infrastructure Planning</td>
<td>13</td>
</tr>
<tr>
<td>• Livable Corridor/TOD Planning</td>
<td>3</td>
</tr>
<tr>
<td>• Parking Pricing, Reduction, &amp; Management</td>
<td>1</td>
</tr>
<tr>
<td>• Parking Strategies</td>
<td>1</td>
</tr>
<tr>
<td>• SB 743 Implementation Assistance</td>
<td>4</td>
</tr>
<tr>
<td>• Urban Greening/Heat Island</td>
<td>3</td>
</tr>
</tbody>
</table>

**Grand Total**  61
## 2018 SCP Call for Projects Summary

<table>
<thead>
<tr>
<th>Active Transportation Applications by County</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Imperial</td>
<td>2</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>18</td>
</tr>
<tr>
<td>Orange</td>
<td>3</td>
</tr>
<tr>
<td>Riverside</td>
<td>8</td>
</tr>
<tr>
<td>San Bernardino</td>
<td>3</td>
</tr>
<tr>
<td>Ventura</td>
<td>2</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>36</strong></td>
</tr>
</tbody>
</table>
### SCP Projects Timeline

<table>
<thead>
<tr>
<th>Active Transportation Projects</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Scoring Finalized</td>
<td>January 4, 2019</td>
</tr>
<tr>
<td>SCAG SCP Recommended Project List</td>
<td>January 11, 2019</td>
</tr>
<tr>
<td>SCAG Draft Programming Recommendations to the California Transportation Commission</td>
<td>February 15, 2019</td>
</tr>
<tr>
<td>Regional Council Approval of 2018 SCP Projects</td>
<td>March 7, 2019</td>
</tr>
<tr>
<td>California Transportation Commission Approval</td>
<td>June 2019</td>
</tr>
<tr>
<td>Funding Available</td>
<td>January 2020</td>
</tr>
<tr>
<td>Procurement Process</td>
<td>February – July 2020</td>
</tr>
<tr>
<td>Project Kick-off</td>
<td>July 2020</td>
</tr>
<tr>
<td>Project Completion</td>
<td>January 2023</td>
</tr>
</tbody>
</table>
Questions?

Hannah Brunelle
Brunelle@scag.ca.gov
213-236-1907
Santa Monica’s Adopted Goals:

Circulation Element: No Increase in PM Peak Vehicle Trips (2009 baseline)

Bike Action Plan: 14-35% Trips by Bike (2030)

Pedestrian Action Plan: 25% Trips by Walking (2030)

Vision Zero: Zero by 2026
Changing mobility demand, facilities, services
What we’ve seen? The Good and Bad.
Why a Shared Mobility Pilot Program?

- Develop a new area of policy, regulation, and enforcement through firsthand experience
- Move quickly to adapt to a rapidly changing industry; leave room to learn and adjust
- Explore partnership models with private companies
- Explore possibilities for data capture, structures, and utilization
- Allow time to test management tools like shared mobility device drop zones
- Desired Outcomes:
  - Diversify mobility options
  - Reduce emissions from short trips
  - Protect public safety, PROW access
Santa Monica’s Pilot Program Structure

• **Total duration**: September 2018 to December 2019

• **Selected**:
  - **Bird**: 750 scooters
  - **Jump**: 250 scooters, 500 bikes
  - **Lime**: 750 scooters
  - **Lyft**: 250 scooters, 500 bikes

• **Dynamic cap** on number of devices

• **Cost Recovery** Fees (yearly): $20k/Operator, $130/Device

• **Use of PROW** Fee: $1/device/day (billed monthly)
Operations

- Guided by published Administrative Rules – Flexible and intended to be updated throughout the program
  - 57 items – prioritized (musts/shoulds/phases)
- Daily communications with each vendor by Program Administrator
- Daily field documentation by Code Enforcement Officer
- Requires real-time data feed through an API for managing dynamic caps; also enables operations oversight
Mobility Data Specifications (MDS)

https://github.com/CityOfLosAngeles/mobility-data-specification

Mobility Data Specification: Provider

This specification contains a data standard for mobility as a service providers to define a RESTful API for municipalities to access on-demand.

https://github.com/CityOfLosAngeles/mobility-data-specification
Operator Performance/ Evaluation

Prioritize Safety and Evaluation Requirements

- Meet ISO and Federal safety standards and CVC Category Definitions for E-Bike and Motorized Scooter.
- Maximum **20mph** (15mph scooter)
- Reduced speed to 5mph in prohibited areas
- Prohibited areas shown on all customer interfaces
- On-device notices: safety information, customer service number and vehicle ID
- Response time and enforcement actions for non-compliance
- Drop Zones, Proper parking incentives/disincentives
Parking and Deployment

- Downtown Santa Monica Boundary
- No Deployment and Limited Parking Areas

Devices must not be deployed immediately adjacent to or within; or, unless at a bike rack or designated location, devices must not be parked on: Ocean Front Walk, Beach Parking Lots, Third Street Promenade, The Pier or Pier Bridge, Palisades Park, public parks, and transit stops.
Key Features – High Visibility Education

THE e-SCOOTER RULES TO KNOW BEFORE YOU GO

BE SAFE. AVOID A TICKET.
WEAR A HELMET.
PARK RESPECTFULLY.
HAVE A LICENSE.
ONE PERSON PER SCOOTER.
RIDE ON THE STREET.

take the friendly road for a safe santa monica
Key Features – High Visibility Education
Drop Zones, Sidewalk & Beach Education
Ride Start Locations
Ride End Locations
Deployments, Trips, Utilization Rates

![Graph showing the number of unique devices deployed, total deploys, total trips, daily average device availability, period average device availability, and daily utilization over a period from 11/1/2018 to 11/20/2018.]
Deployments, Trips, Utilization Rates
Compliance with Admin Regs.

- All operators have had varying success in meeting all the minimum requirements.

- Some outstanding requirements are still not fully completed.

- The City is keeping regular communication with the operators about compliance and non-compliance.

- The City is beginning to escalate enforcement actions.
Many Opportunities for Regional Alignment

Shared Tool Kit of Best Practices
Questions?

Francie Stefan
Chief Mobility Officer, City of Santa Monica
francie.stefan@smgov.net
310-458-2201 x5378
Metro Bike Share

- Public shared use fleet of bikes
- First/last mile and short trips
- Partnership with cities
- Countywide program
- Environmental & Equity analysis
Currently Servicing DTLA, Venice & the Port of Los Angeles

DTLA - launched July 7, 2016
68 Stations

Port of LA - launched July 31, 2017
13 Stations

Venice – launched September 7, 2017
15 Stations
60% of users are making first/last mile connections to transit
New Business Plan

Metro Bike Share

Media Strategy

Social Media Advertising Directed at Target Audience

Out-of-Home

Pop-Up Shops
Organized Rides
Promotions
Etc

Neighborhood Level

Station Level

Metro Rail/Bus Riders

Ads in Rail Stations w/ Bike Share Stations

Big wall ads. Signage & station audio announcements directing to Bike Share (watch out, our stations are often not optimized in residential areas to receive bikes on other end)

Pop Up Tents at Rail Stations

Similar to BTS’s current event approach, but focused where we have product

Social Media Ads for Rail Riders

Serving ads on social media to Metro Rail riders
**New Fare Structure**

**1-Ride**
- $1.75/30 minutes
  - All trips 30 minutes or less are $1.75
  - $1.75 per 30 minutes thereafter

**1-Day Pass**
- $5/day
  - All trips 30 minutes or less are free
  - $1.75 per 30 minutes thereafter

**30-Day Pass**
- $17/month
  - All trips 30 minutes or less are free
  - $1.75 per 30 minutes thereafter

**Annual Pass**
- $150/year
  - All trips 30 minutes or less are free
  - $1.75 per 30 minutes thereafter

---

**More Options**
- **Reduced Fare Pass**
  - $5/month or $50/year
- **Bike Share for Business**
  - 40% off monthly pass
- **Bulk Passes**
  - Up to 50% off when you buy single ride passes in bulk

---

One fare to get you there **$1.75**
Same low price as Metro Bus and Rail

---

21% increase in ridership after new fares offered
TAP Integration

Makes possible:
- Single multimodal transport account
- Rewards across modes
- Cash payments
- Senior/ low-income/ student / disabled fares across modes
Phase 3 Expansion
Smart Dock

- Metro Bike Share existing system
- Technology in station
- Fixed locations, return to any station
Smart Bike

- BCycle “Dash” recently launched in Memphis, Tulsa, Colorado Springs & Jackson Hole
- Technology on bike
- Stations available, but can be returned to any bike rack
- Incentives to return to a station
Electric-Assist Bicycle Pilot

- Works with smart dock equipment
- 10 bikes
- Testing began Fall 2018
Next Steps

• TAP Integration
• Phase 3 Expansion
• Evaluate E-bike Pilot
Update on Freight Delivery Technologies

Active Transportation Working Group

Scott Strelecki
Senior Transportation Planner
December 20, 2018
Agenda

- Last Mile Delivery Context
- Emerging Technologies
  - Electrification/Alternative Fuels
  - Transportation Network Companies (TNCs)/Marketplace/Crowdsourcing
  - Package Locker Delivery
  - Cargo Bikes
  - Robots
  - Autonomous Vehicles
  - Drones
- SCAG Focus On Last Mile Delivery & Curbside Management
Key Trends

- E-Commerce v. In-Store Retail Sales

![U.S. e-commerce penetration](image1)

![Comparing growth: U.S. retail sales vs. e-commerce](image2)
Key Trends

- E-Commerce Performance
Digitally enabled consumers driving most of the eCommerce demand see bargaining power shifting toward them

Rise of the digital consumer

Empowers:

- Greater choice
- Faster reviews
- Low switching costs

Advent of:

- Data
- Devices
- Social networks

Presents:

- More competition
- Easier aggregation of services
- Better visibility in supply chain

So they seek:

- Lower prices
- Greater convenience
- Seamless experience

So they provide:

We have crossed barriers in choice, transparency, and service expectations
Key Trends

- Ride Sharing Performance
The last mile, which holds key to the consumer experience, has witnessed an emergence of multiple delivery models.

**Last mile delivery models**

- **A)** Postal mail-run
- **B)** Courier delivery 1
- **B)** Courier delivery 2
- **C)** Courier delivery to lockers
- **D)** Lifestyle/Crowd-shippers' delivery to homes similar to courier
- **E)** Crowd-shippers delivery to lockers
- **F)** Parcel lockers/Access points

Consumer convenience and cost reduction have been primary objectives guiding the change.

Source: Accenture analysis
Copyright © 2015 Accenture. All Rights Reserved.
Electrification/Alternative Fuels
Package Locker Delivery
Cargo Bikes
Robots
Autonomous Vehicles
Drones
SCAG Studies & Focus

- Last Mile Freight Study
  - City of Los Angeles focus
  - Partnership with key public and private stakeholders
  - Data collection and analysis
  - Strategies and recommendations
  - Pilot project concepts

- Curb Space Management
  - Need for comprehensive multimodal approach
  - Opportunities for innovative, technology-driven strategies
  - Pursuit of Caltrans Strategic Partnerships Grant, and other funding sources
Thank you

Scott Strelecki
strellecki@scag.ca.gov
213-236-1893
Program Update

Lindsey Hansen
Active Transportation and Special Programs
December 20, 2018
Program Update

Recent Activities & Events

2019 Preview
Scooter Safety Campaign

• Advertising Campaign to Encourage Scooter Safety
  • November 5 – December 21
  • Billboards
  • Bus Tails
  • Social Media
  • Digital Ads

• 16 million impressions

• Funded through partnership with Bird
Demonstration Projects

- Costa Mesa
- Walnut Park
- West Covina
- Ontario
- Culver City
- Chino
- San Jacinto
- La Canada Flintridge
- Lake Elsinore
- Riverside
Demonstration Event Results

100% support the pedestrian plaza, creative crosswalks, and paint.
90% want to see these features permanently installed.
97% think the improvements made the street feel safer and more inviting.
98% support more events on Main Street.

Top 3 Desired Walking Improvements:
- Vibrant things to see and do
- Well maintained and clean sidewalks
- Sidewalk lighting

Top 3 Desired Bicycling Improvements:
- More bike lanes
- Separated and protected bike lanes
- On-street lighting

214 Surveys Collected
Demonstration Event Results

- 93% want more events that promote walking and biking
- 93% feel inspired to walk or bike more
- 68% want the City to invest in an Active Transportation Plan
- 90% support making the high visibility crosswalks permanent
- 31% feel that destinations are too far to walk or bike in their community

Top 3 Desired Walking Improvements:
- Wider sidewalks
- Sidewalk lighting
- Improved pedestrian signage

Top 3 Desired Bicycling Improvements:
- Striped on-street bike lanes
- Protected on-street bike lanes
- Off-street bike paths

36 Surveys Collected
Past Demonstration Events
Upcoming Go Human Activities

Go Human Kit of Parts
• Pop-Up “Library” of supplies
• Partner-Led events
• 6 events by September 2019
Upcoming Go Human Activities

• Leadership Safety Symposium (May 1, 2019)
• Sub-Regional Safety Workshops (Summer 2019)
• Safety Webinars (Summer 2019)
• Go Human Safety Pledge
Go Human Application Add-Ons

- 15 applicants requested Go Human Kit of Parts
- 13 applicants requested Go Human advertising
Connect SoCal & ATWG Outlook

Rye Baerg
Senior Regional Planner
December 20, 2018
Our Region

• Nation's largest Metropolitan Planning Organization (MPO)

• Governed by a Regional Council of 86 elected officials

SCAG Facts

6 COUNTIES
48.1% STATE POPULATION

191 CITIES
5.8% U.S. POPULATION

19.1 MILLION RESIDENTS
15th LARGEST ECONOMY IN THE WORLD

38,618 SQUARE MILES
What is an RTP/SCS?

- Long-term vision and investment framework
- State Requirements (SB 375)
  - Integrated regional development pattern & transportation network
  - Reduce GHG emission to meet targets for passenger vehicles
- Federal Requirements
  - Updated every 4 years
  - 20+ years into the future
  - Revenues = Costs
  - Passes regional emission standards
  - Public involvement
Active Transportation Appendix

• Existing Conditions
• Active Transportation Investment Strategies
• Supportive Strategies
• Next Steps
Existing Conditions

- Policy Considerations (Health, Equity, Technology)
- Current Infrastructure
- Jurisdictions with Plans
- Stakeholders
- Mode Split and Trip Types
- Emerging Trends
- Progress Since 2016 RTP/SCS
- Needs
Active Transportation Investment Strategies

**Investment Types**
- Pedestrian Network Investments
  - ADA Improvements
  - Sidewalk Repairs
- Bicycle Network Investments
  - Regional Corridors
  - Greenway Corridors
- Shared Micro Mobility
- First Last Mile Strategies
- Safe Routes to School
- Encouragement Campaigns

**Funding Strategies**
- Complete Streets
- Active Transportation Program
- Other State Sources
- County Sources
- Local Sources
- Sustainable Communities Program
Supportive Strategies

Strategies that support the implementation of Connect SoCal could include...

- Construct segments of the regional bikeway network linking cities, counties, and intrastate/interstate bicycle routes
- Invest in projects that increase bicyclist and pedestrian access to transit including first/last mile improvements
- Develop projects and programs that increase the number of short trips taken by walking or biking
- Adopt complete streets policies and active transportation plans
Upon adoption of Connect SoCal, SCAG could...

- Conduct research on strategies for mitigating gentrification and displacement related to active transportation investments
- Coordinate with county transportation commissions to develop a regional sidewalk inventory
- Develop a regional methodology and tools for calculating level of traffic stress
- Convene an annual summit on transportation safety
- Expand opportunities to collaborate in Go Human
Connect SoCal + ATWG Outlook

Connect SoCal
- Winter/Spring 2019 – Scenarios
- Summer – Draft Development
- Fall – Draft Adoption

ATWG
- March 21, 2019 – Safe Routes to School + Encouragement
- June 20, 2019 – Environmental Justice + Equity
Thank you

Rye Baerg
baerg@scag.ca.gov
213-236-1866