

## Attachment 2

### **Appendix A: City of Santa Rosa Shared Scooter System Pilot Program Permit Application**

An encroachment permit is required to operate Shared Scooter Systems in the City. The City Engineer, or their designee, will issue an encroachment permit to the top-scoring applicant per the criteria in Appendix B. Applications may be denied on the basis that the City does not wish to award additional permits.

#### **Application Procedures**

1. First-time applicants will be required to obtain a [Business Tax Certificate](#) before applying. Business Tax Certificates must be renewed annually.
2. Complete the application form below.
3. Email a searchable format application to [bgripenburg@srcity.org](mailto:bgripenburg@srcity.org)
4. Mail a signed application agreement:

City of Santa Rosa  
Transportation & Public Works  
ATTN: Bjorn Gripenburg, Active Transportation Planner  
69 Stony Circle  
Santa Rosa, CA 95401

#### **Selection Process**

1. The City anticipates initially selecting one Operator.
2. The City will evaluate applications based on the criteria shown in Appendix B.
3. In the case where applicants receive the same evaluation total, the selection will be prioritized to favor the applicant who scored higher, on average, in the following categories: 1) Experience and Qualifications, 2) Operations and Maintenance, and 3) Engagement, Education, and Safety
4. If applicants receive the same evaluation total and score the same in the above, the permit will be granted to the early application submission time stamp via email.
5. After application submission but before selection, applicants may be contacted to provide additional information or documentation.
6. Selected Operator(s) will be allowed to obtain an encroachment permit from the Planning and Economic Development Department conditioned on compliance with the Shared Scooter System Pilot Program Permit Conditions, at which point Operator(s) must pay the encroachment permit processing fee based on the current published rate at the time of application submittal. Only Operator(s) selected by the Transportation and Public Works Department shall be eligible to obtain an encroachment permit from the Planning and Economic Development Department. Operating a shared scooter system within the city without an encroachment permit is strictly prohibited.

## **APPLICATION MATERIALS**

### **General Application Information**

Company Name:  
Mailing Address:  
Physical Address (if different from above):  
Contact Person, Title:  
Applicant's Email:  
Applicant's Phone #:  
Company Website:

### **Experience and Qualification**

1. Detail your experience operating Shared Scooter Systems.
2. Provide a list of cities in which you are currently operating and have operated. If you are operating in and/or have operated in other cities in California, include the following (if applicable):
  - a. Dates of operation;
  - b. Total number of scooters in service;
  - c. The average active fleet size in your first six months of operation;
  - d. Total trips provided in your first six months of operation;
  - e. Citations or suspensions from local authorities; and
  - f. A point of contact with the permitting agency who can serve as a reference.

### **Device Specifications**

1. Submit a description and photos, drawings, or sketches of scooters and how they meet federal, state, and local laws, and City regulations, including the following:
  - a. Scooter measurements and weight;
  - b. Scooter features and components, such as maximum assisted speed, warning bells, lights, baskets, puncture-resistant tires, integrated locking mechanisms, etc;
  - c. Location and size of text informing people how to report parking, safety, or maintenance issues;
  - d. Location and size of text informing people of relevant laws and regulations; and
  - e. Location and size of device identification numbers.
2. Describe your geofencing capabilities and methods in which geofencing will be used to address speed, riding on sidewalks, riding within service areas, parking locations, etc.
3. Demonstrate your ability to communicate with a user electronically when a scooter has been parked in a non-permitted area.
4. Confirm that your scooters will have GPS capable of providing real-time location data.
5. Confirm your ability to remotely lock scooters that are reported or believed to be inoperable or unsafe.

Successful applicants will be asked to provide one fully functioning device of every make and model that they intend to deploy.

## **Fleet Size, Deployment, and Service Area**

1. Submit a description and maps, if applicable, including the following:
  - a. Proposed hours of operation.
  - b. Proposed fleet size, including justification of fleet size.
  - c. Proposed service area(s), if applicable.
  - d. Proposed deployment locations, including number of scooters at each location.

## **Operations and Maintenance**

1. Describe procedures for customers to notify the Operator that scooters are mis-parked, vandalized, or damaged, including follow-up to inform customers that the issue has been resolved.
2. Describe method for deploying and redistributing scooters.
3. Describe approach to inspection, maintenance, cleaning, and repairing scooters.
4. Provide a hiring and labor plan, including number of full-time and contract employees expected to be employed in Santa Rosa and descriptions of hired staff and contractors for the operation and maintenance of your system.
5. Describe your approach to disposal of devices and e-waste, including batteries and other toxic materials.

## **Engagement, Education, and Safety**

1. Provide documentation (including screenshots, images, and/or text) of all user education materials, technologies, accountability measures, fines, pricing strategies, etc. proposed to encourage compliance with laws and regulations, including those pertaining to parking. Note any materials that will be available in Spanish.
2. Describe in-person outreach, including, at a minimum, during the first seven days following deployment. Include a list of planned communication materials, events and activities with residents, business groups, community organizations, neighborhood associations, and other key stakeholders within the City. Note any outreach that will be done in Spanish.
3. Describe partnerships with local businesses or other organizations to promote the use of the system.
4. Describe how you will monitor users' compliance with rules and regulations, including any technology that allows you to monitor device use, and how you will address users who fail to comply with rules and regulations.
5. Describe how you will verify that users comply with all relevant federal, state, and local laws regarding age requirements.
6. Describe how you will verify that users have valid credentials for use of a scooter, as required by [CVC 21235](#).
7. Confirm that each user is only able to rent one device at a time.

## **Accessibility**

1. Describe how you will provide adaptive devices for persons with disabilities.
2. Confirm that the mobile application and other customer interface technology is fully accessible to persons with disabilities and accessible to screen readers and complies with Section 508 of the United States Workforce Rehabilitation Act of 1973.

### **Pricing and Affordability**

1. Provide your proposed fare/membership structure, including for income-qualifying individuals.
2. Describe your low-income fare/membership application and verification process.
3. Describe how people can use and pay for the service that do not require a smart phone or credit card.
4. Describe any incentives or penalties that will be used to encourage proper parking, riding within service areas, and/or returning devices to specific parking locations.
5. Confirm your ability to provide discounted rides using coupon codes.

### **Data Sharing and Reporting Plan**

1. Provide a sample template of the quarterly report (outlined under X.e. in “Data Sharing and Reporting”).
2. Provide a sample template of the maintenance ticket database (outlined under X.a. in “Data Sharing and Reporting”) and confirm the City will have real-time access to the database. Include any other notifications or workflows that will notify the City when tickets are created, updated, and resolved.

### **User Privacy Plan**

1. Provide any privacy policies, user agreements, and/or terms of service in a searchable format for review, including the method for obtaining user acknowledgement and/or agreement.
2. Define the extent of personal information collected about users, how it is being used, and for how long.

### **Liability and Insurance**

1. Attach certificates of insurance per requirements set forth in [Santa Rosa City Code 13-04.070](#).

### **APPLICATION AGREEMENT**

By signing this application, the applicant verifies on behalf of the prospective Operator that all the information provided is true and that if issued a permit, the applicant agrees to comply with all regulations and requirements set forth in the Shared Scooter One-Year Pilot Program Permit Conditions.

Printed Name, Title:

Signature:

Date:

## Appendix B: City of Santa Rosa Shared Scooter System Pilot Program Permit Application Evaluation

### INITIAL SCREENING

The application will be rejected if there are missing application materials and/or if the information provided does not meet all requirements and regulations.

- Searchable electronic application provided by [DEADLINE]
- Signed application agreement received in the mail, postmarked by [DEADLINE]
- General Application Information
- Experience and Qualifications
- Device Specifications
- Fleet Size, Deployment, and Service Area
- Operations and Maintenance
- Engagement, Education, and Safety
- Accessibility
- Pricing and Affordability
- Data Sharing and Reporting Plan
- User Privacy Plan
- Liability and Insurance

### EVALUATION PROCESS

Criteria will be scored as follows:

- “1” to responses that include basic level of commitment and ability with typical approaches to solving known challenges and concerns, meeting the minimum requirement.
- “2” to responses that include moderate level of commitment and ability with detailed approaches to solving known challenges and concerns, exceeding the minimum.
- “3” to responses that include higher level of commitment and ability with robust and innovative approaches to solving known challenges and concerns.

| Category                                 | Criteria  | Points | Weight |
|--|---|--------|--------|
| Experience and Qualifications            | Knowledge and experience operating Shared Scooter Systems in similarly sized North American cities.           |        | 15%    |
| Device Specifications                    | Demonstration of commitment to ensure devices are safe and durable.   |        | 10%    |
| Fleet Size, Deployment, and Service Area | Justification of fleet size and deployment locations.   |        | 10%    |
| Operations and Maintenance               | Staffing for scale of proposed operations; ability to respond to maintenance issues in a timely fashion.      |        | 15%    |
| Engagement, Education, and Safety        | Demonstration of commitment to communicate safe operations and parking to users through a variety of methods. |        | 20%    |
| Accessibility                            | Demonstration of commitment to provide adaptive devices.  |        | 10%    |

|                                 |   |  |     |
|---------------------------------|---|--|-----|
| Pricing and Affordability       | Availability of special offers and alternative forms of payment for users without smart phones or credit cards. |  | 10% |
| Data Sharing and Reporting Plan | Ease of data interpretation.  |  | 10% |

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