

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: NANCY ADAMS, TRANSPORTATION PLANNER  
TRANSPORTATION AND PUBLIC WORKS DEPARTMENT  
SUBJECT: APPROVAL OF SHARED SCOOTER SYSTEM PILOT PROGRAM

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Transportation and Public Works Department that the Council, by resolution: 1) approve the City of Santa Rosa's Shared Scooter System Pilot Program; and 2) authorize the Assistant City Manager and/or Director of Transportation and Public Works or designee to modify permit conditions, issue and/or revoke permits, and/or limit and/or suspend the operation of a shared scooter system.

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EXECUTIVE SUMMARY

This resolution will 1) approve the shared scooter system pilot program and 2) authorize the Assistant City Manager and/or Director of Transportation and Public Works Department Director to modify permit conditions, issue and/or revoke permits, and/or limit and/or suspend the operation of a shared scooter system.

This resolution supports the following Council goals and priorities: #4 - fiscal stability funding and services, #5 - economic resiliency, and #6 - climate change. A shared scooter system will help to reduce vehicle miles traveled implementing one of the Climate Action Plan goals. In addition, a shared scooter system supports the city's Silver Bicycle Friendly Community designation.

BACKGROUND

1. The evolution of Shared Mobility Devices (SMDs) has surged in the last several years. Examples of these devices include electric scooters and electric bikes.
2. Two of the goals of the Bicycle and Pedestrian Master Plan Update 2018 (BPMPU2018) include Goal 1 Increase Access and Comfort and Goal 3 Support a Culture of Walking and Biking. If the shared scooter devices are deployed in the city, then it can help us in meeting these goals in the BPMPU2018.

3. During March 2021, staff held a meeting with a variety of city departments (Parking, Police, Fire, Planning Economic Development (PED) and the City Attorney Office (CAO) to discuss shared scooter systems.
4. During Spring/early Summer 2021, City staff contacted the cities of Emeryville, Fremont, Oakland, Palo Alto, Sacramento, San Francisco, and San Jose to follow up with questions from our city department staff related to shared scooter systems.
5. In Summer/Fall 2021, City staff followed up with Parking, Police, PED, and CAO after gathering responses and information from the other cities related to the permit process and regulation of shared scooter systems.

### PRIOR CITY COUNCIL REVIEW

On December 3, 2020, the Downtown Subcommittee on provided comments and feedback related to the operations of shared scooter devices and requested staff to reach out to the Downtown Action Organization and the Historic Railroad Square Association.

On November 10, 2020, the City Council gave direction to develop a one-year pilot program for shared scooter devices.

On September 22, 2020, the City Council Climate Action Subcommittee provided comments and feedback on how shared scooters integrate into Climate Action Plan goals and policies.

In 2019, the City Council approved the Bicycle and Pedestrian Master Plan Update 2018 which included a policy to related to the City's commitment to monitor and report on the pilot two-county bike share program funded by the Metropolitan Transportation Commission (MTC).

In 1996 and 2001, the City Council adopted ordinances 3249 and 3516, respectively prohibiting skating activities and scooters on sidewalks and streets within the specified downtown area, the specified Railroad Square area, in shopping centers and other specified areas of public property.

### ANALYSIS

1. In developing the draft permit conditions, staff contacted seven California cities to discuss several issues and concerns from our city departments related to the permit regulations for shared scooters. Attachment 1 is a summary comparing parking requirements and fleet requirements for the cities. It also includes Santa Rosa's permit conditions for these requirements.

2. In addition to the city's permit conditions listed in Attachment 1, the permit will include the following:

Operational regulations – (regulated through CA Vehicle Code and Santa Rosa City Code) –

- Not allowed on sidewalks (CA Vehicle Code).
- Not allowed on public streets, sidewalks, or alleys in Downtown/Railroad Square (City Ordinance (3249 and 3516) will need to be amended prior to launch of the pilot program)).

Engagement, Education, and Safety –

- Operator(s) responsible for engaging and educating all users and non-users on all relevant laws and regulations using bilingual materials.
- Operator(s) required to be on site in deployment areas the first week of launching the pilot.
- Operator(s) must verify users have valid credentials.

Pricing and Affordability -

- Operator(s) provide ways to use and pay for rentals that do not require a smart phone or credit card.
- Operator(s) must offer a discounted membership for those who have a household income 200% below the federal poverty level. Participation in CalFresh, State Nutritional Assistance Program (SNAP), California Alternative Rates for Energy (CARE), or Clipper START may be used for discount eligibility. The price for low-income membership will be set by the Operator in coordination with the City.

Data Sharing and Reporting -

- Operator(s) provide quarterly reports – user data, fleet utilization, incident reports, sustainability metrics and progress updates on mis-parked devices.
- Operator(s) must agree to distribute a survey developed by the city.

User Privacy –

- Operator(s) must keep all personal, financial and travel information private in accordance with all local, state, and federal laws.

Liability & Insurance

- Meet all terms outlined under City Code 13-04.070.

Notices to Cure, Suspension and Revocation of Permit –

- If violations of the permit occur, the permit may be revoked or suspended consistent with Section 13-04.350 of Santa Rosa City

Code. Assistant City Manager/Transportation and Public Works Director may issue a notice to cure any permit violation.

The above conditions are all very similar and typical general conditions that the seven cities included in their respective permit conditions.

3. The draft permit conditions include an application which requests information about potential vendors, such as experience and qualification, operation and maintenance business portfolio, and engagement, education, and safety plan. This information will be evaluated to determine which vendor the city will select.
4. The overall parameters of the pilot program allow the Assistant City Manager/Transportation and Public Works Director to:
  - a. Issue, suspend, and revoke permits.
  - b. Determine the type and number of scooters.
  - c. Set a maximum on the number of scooters parked in specific areas of the city.
  - d. Limit or deny the use and/or parking of scooters in specific areas of the city; and
  - e. Set the total number of scooters and total number of operator(s) permitted.
5. Staff is presenting the shared scooter system permit conditions to the following -
  - November 17, 2021 – Downtown Action Organization (DAO)
  - November 18, 2021 – Historic Railroad Square Association
  - November 18, 2021 – Bicycle and Pedestrian Advisory Board (BPAB)
  - December 7, 2021 – Downtown Subcommittee
6. Staff will provide a summary of comments from BPAB, DAO, Historic Railroad Square Association, and the Downtown Subcommittee at the Council meeting.
7. The pilot program would include the following staff recommendations for Council consideration:
  - a. Fleet size – 50 – 100.
  - b. Service areas – Courthouse Square, Railroad Square, Santa Rosa Junior College, Roseland.
  - c. Engagement – city website, social media.

Staff would appreciate comments on any items that may need additional attention or added their recommendation.

### FISCAL IMPACT

This item does not have a fiscal impact on the General Fund.

### ENVIRONMENTAL IMPACT

This project is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15301, Existing Facilities, and CEQA Guidelines Section 15183, Projects Consistent with a Community Plan, General Plan or Zoning. Specifically, the project consists of the continued operation of the existing street network with a negligible expansion of use. In addition, the project implements the City's General Plan by providing alternative modes of transportation, furthering connectivity and greenhouse gas reduction goals and policies.

### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

On November 21, 2019, staff made a presentation to the Bicycle and Pedestrian Board (BPAB) on shared scooter devices as an informational item.

On October 12, 2020, the BPAB provided comments and feedback related to the operations of shared scooters.

On October 28, 2020, staff made a presentation to the Citizens Advisory Board (CAB) on shared scooter devices.

On March 17, 2021, staff made a presentation to the Downtown Action Organization (DAO) on shared scooter devices and was asked to return to the DAO when a draft permit process was developed.

On March 18, 2021, staff made a presentation to the Historic Railroad Square Association on shared scooter devices and was asked to return to the Association when a draft permit process was developed.

### NOTIFICATION

Not applicable.

### ATTACHMENTS

- Attachment 1 – Scooter Parking & Fleet Requirements
- Resolution 1 / Exhibit A – Permit Conditions and Application

### CONTACT

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