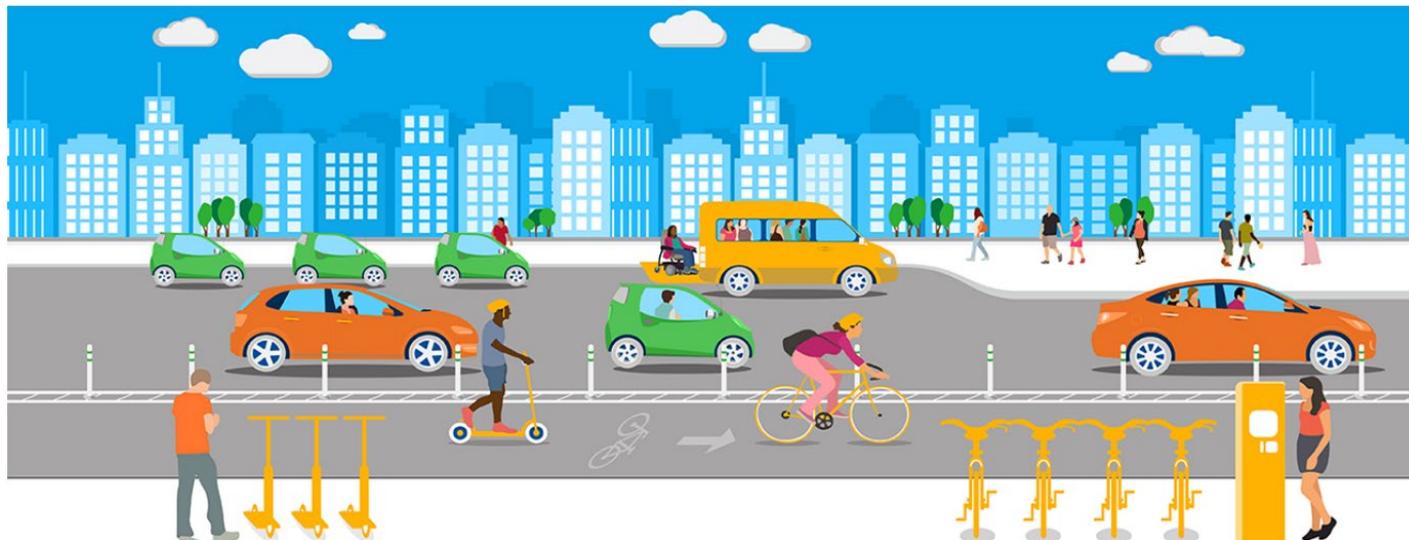




SHARED SCOOTER SYSTEM PILOT PROGRAM



City Council Meeting
December 14, 2021

Nancy Adams, Transportation Planner
Transportation and Public Works

BACKGROUND

November 10, 2020 – City Council direction to develop a one-year pilot program

December 3, 2020 – Downtown Subcommittee

March 17, 2021 – Downtown Action Organization

March 18, 2021 – Historic Railroad Square Assoc

PROCESS

- March 2021 – Parking, Police, Fire, PED, CAO
- Spring/early Summer 2021 – CA Cities
Emeryville, Fremont, Oakland,
Palo Alto, Sacramento, San Francisco
San Jose
- Summer/Fall 2021 – Follow up with
Parking, Police, PED and CAO

FLEET REQUIREMENTS

- Number of Operators (Pilot): 1
- Fleet Size: 50-100 (can apply for fleet expansion)
 - Adaptive scooters must be made available (likely by reservation)
- Service Areas: Downtown/Railroad Square, Roseland, SRJC

PARKING REQUIREMENTS

- Lock to a bike rack or other fixed object (no street furniture that requires access)
- Leave clear path of travel on sidewalks, curb ramps, entryways
- Citation fee schedule established as part of permanent program
- Mis-parked scooters should be reported directly to operator
 - Mon-Fri, 6 AM-6 PM: 2 hours
 - All other times: 12 hours

OPERATIONAL REGULATIONS

- Not allowed on sidewalks (CA Vehicle Code)
- Not allowed on streets with speed limits over 25 MPH unless street has a bike lane
- 15 MPH speed limit (CA Vehicle Code)
 - Can use geofencing to further limit speed within areas specified by City
- Driver's license required (CA Vehicle Code)

ENGAGEMENT, EDUCATION, & SAFETY

- Operator responsible for educating users (including through a “Code of Conduct”)
- Operator must be on-site for first 7 days of deployment
- All materials must be available in English and Spanish
- Operator must verify users have a driver’s license

PRICING & AFFORDABILITY

- Operator must provide methods of payment other than mobile phone and credit card
- Operator must provide discounted membership to those making less than 200% federal poverty level (participation in income assistance programs such as CalFresh, PG&E CARE)

DATA SHARING & PRIVACY

- Operator must provide City with access to anonymized user data, trip information, incident reports, customer service requests
- Operator must distribute a user survey developed by the City
- Operator must comply with all state and federal data privacy laws

BOARDS/COMMUNITY GROUPS COMMENTS

- Nov 2021 – Downtown Action Organization
- Nov 2021 – Historic Railroad Square Assoc
- Nov 2021 – BPAB
- Dec 2021 – Downtown Subcommittee

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.

QUESTIONS