

CITY OF SANTA ROSA
BICYCLE AND PEDESTRIAN ADVISORY BOARD
STAFF REPORT
November 18, 2021

SUBJECT

Shared Mobility Devices (SMDs) -
Scooters – Draft Permit Process

ISSUE

The Board may provide input on the draft permit process conditions and application for Shared Mobility Devices (SMDs) - Scooters in Santa Rosa.

STAFF PRESENTER

Nancy Adams, Transportation Planner

RECOMMENDATION

Board may provide input on the draft permit process conditions and application.

BACKGROUND

The evolution of Shared Mobility Devices (SMDs) has surged in the last several years. Examples of these devices include electric scooters and electric bikes.

Since the arrival of electric scooters in California in 2017, the landscape has evolved from being dominated by two vendors to being crowded with competitors. The e-scooter companies typically offer wheeled electric mobility that may be accessed via a smartphone app and a credit card and picked up and dropped off anywhere. The dockless nature of e-scooters is primarily what makes them more convenient and appealing.

As cities struggle to meet the mobility needs of residents, workers and tourists, e-scooters can provide a convenient solution for improved mobility options. On the other hand, e-scooters can pose challenges to riders and pedestrians and the use of public right of way.

Two of the goals of the Bicycle and Pedestrian Master Plan Update 2018 (BPMPU2018) are Goal 1 Increase Access and Comfort and Goal 3 Support a Culture of Walking and Biking. If the City is willing to consider a policy that would enable these devices to operate within our jurisdiction, then it can help us in meeting these goals in the BPMPU2018.

On November 21, 2019, staff made a presentation to the Bicycle and Pedestrian Board (BPAB) on SMDs.

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

On October 12, 2020, staff made a presentation to the BPAB on SMDs.

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

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

On December 3, 2020, staff made a presentation to the Downtown Subcommittee on SMDs.

On March 17, 2021, staff made a presentation to the Downtown Action Organization on SMDs.

On March 18, 2021, staff made a presentation to the Historic Railroad Square Association on SMDs.

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 SMDs.

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 the regulation and permitting process for SMDs.

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 SMDs.

ANALYSIS

1. The overall parameters of the one-year 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.
2. Staff would like some focused feedback from the Board on these key areas of the draft permit process terms and conditions (Attachment 1).
 - a. Device specifications
 - b. Fleet size, deployment, services areas
 - c. Parking and redistribution of devices
 - d. Operation and maintenance
 - e. Engagement, education, and safety
 - f. Pricing and affordability
 - g. Data sharing and reporting, privacy
 - h. Accessibility

3. In addition, the Board may give us feedback/comments on the draft application which will be attached to the permit conditions. (Attachment 2).
4. Upcoming schedule –
November 17, 2021 – Downtown Action Organization
November 18, 2021 – Historic Railroad Square Association
December 7, 2021 – Downtown Subcommittee
5. This item is scheduled for City Council consideration on December 14, 2021.
Staff would like to receive some input from the Board prior to the presentation to the City Council.

RECOMMENDATION

Board may provide input on the draft permit process conditions and application.

Attachment 1:	Draft Permit Process Conditions
Attachment 2:	Shared Scooter System Pilot Program Permit Application