

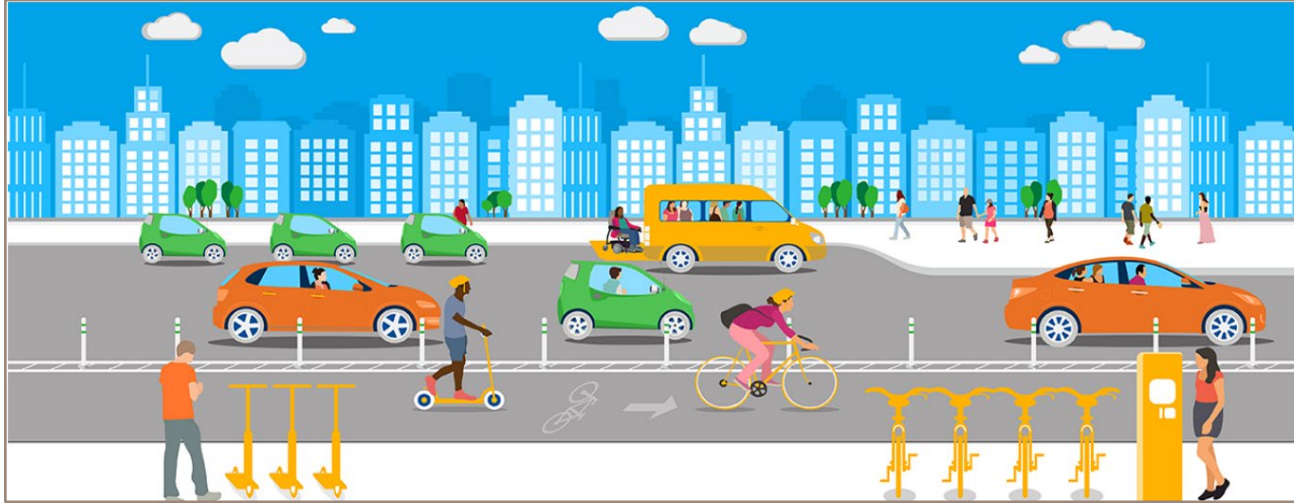
Shared Scooter Program – Ordinance Amendment

City Council

March 26, 2024

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Background



City Council approved the Scooter Share Pilot Program in December 2021. Following a competitive application process, the City awarded Bird Rides, Inc. a pilot program permit. Bird flew in the first 100 electric scooters on July 1, 2022. Bird operated scooters in Santa Rosa until ceasing operations on August 31, 2023.

Background

- In January of 2024, staff met with representatives from Police, Fire, Parking, the DAO, and the Historic Railroad Square District and all were in favor of transitioning the pilot program into a formal Shared Scooter Program.

Background

- 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.

Background

- The project includes an amendment to the Santa Rosa Health and Safety Code Chapter 9-22 to allow for the shared scooter system program.
- The operations of the shared scooter system program would be consistent with state law.

During the Pilot Program

- 13,318 – Total Number of Rides
- 1.85 Miles – Average Distance/ride
- 18.1 minutes – Average time/ride
- Total Distance Traveled 24,697.12 miles
- 3,475 - Unique riders
- 3.48748 CO2 Metric Tonnes Saved

Amendment

- Chapter 9-22. The revision includes:
- Adding a sub-section exempting scooters from prohibition to operate on public streets, public alleys, and public gutters - 9-22.020 (D) Prohibition. These devices will still be prohibited from operating on sidewalks per the existing ordinance;

Recommendation

- It is recommended by the Transportation and Public Works Department that the City Council introduce an ordinance to amend City Code Chapter 9-22: Bicycles, Skateboards, Roller Skates, In-Line Skates, and Similar Devices to allow scooters to operate on public streets, public alleys, and public gutters as part of the Shared Scooter Program.

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