



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Councilmember Jimenez  
Councilmember Diep  
Councilmember Khamis

**SUBJECT:** SEE BELOW

**DATE:** December 14, 2018

APPROVED:

12/14/2018

**SUBJECT:** ACTIONS RELATED TO THE SHARED MICRO-MOBILITY PROGRAM  
AND REGULATORY FRAMEWORK

## RECOMMENDATION

1. Direct staff to explore opportunities to expand bike-share to all 10 Council Districts.
2. Direct staff to study the feasibility of revenue generation from commercial use of public right of way, including the structures of programs implemented by other cities.

## BACKGROUND

We are grateful to Department of Transportation staff for preparing this ordinance to regulate shared micro-mobility and to Councilmember Peralez for bringing this issue to the attention of the Council. The regulatory framework will improve the safety of all users of public right of way and address numerous operational issues that have come to light as use of shared micro-mobility devices increases.

This memorandum recommends that Council provide broad direction to expand and enhance mobility options, specifically bike-share, throughout the entire city. We appreciate staff's efforts to work with Lyft and the MTC to increase the size of the Ford GoBike program, and we hope that the program ultimately will serve residents in every Council District.

Additionally, we recommend exploration of the ways in which other cities may be generating revenue generation from commercial use of the public right of way. Oakland and Santa Monica, for example, recently enacted fees that may serve as models for the City of San José. Santa Monica requires each operator to pay a Shared Mobility Device Public Right of Way Use Fee of \$1.00 per device per day. Oakland charges a 10 cent per-ride parking fee that is intended to reduce scooter congestion.

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In addition to the cost-recovery fees proposed in the staff recommendation, potential revenue from public right of way fees could support educational programs, enforcement, and engineering solutions that improve transportation safety.

It is important that, before any fees are implemented, we also understand the potential impact on entry of new technologies and new participants, as well as any burden they may pose to users. We want to be sure to keep micro-mobility affordable for all users and ensure that San José continues to be a leader in allowing new technology to flourish.

We look forward to the successful implementation of the shared micro-mobility program and improved safety for all users of public right of way.