

# Shared Micro-Mobility Program and Regulatory Framework

December 18, 2018, Item 6.1  
Mayor and City Council





# What is Shared Micro- Mobility?

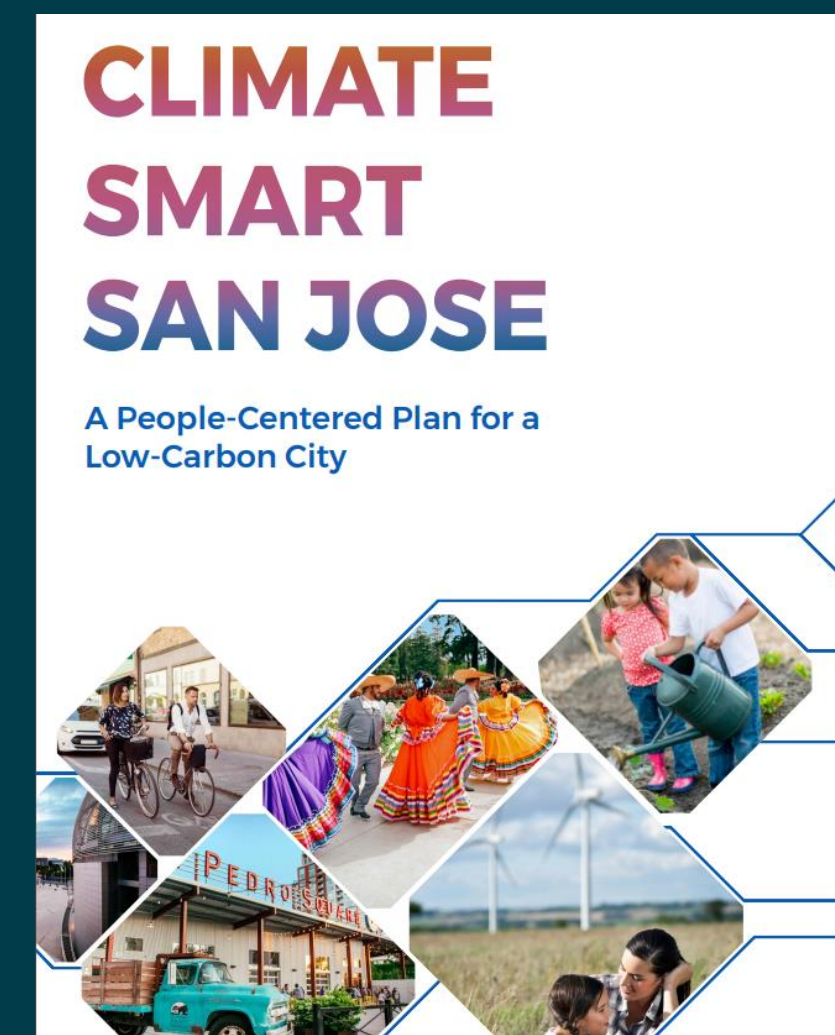
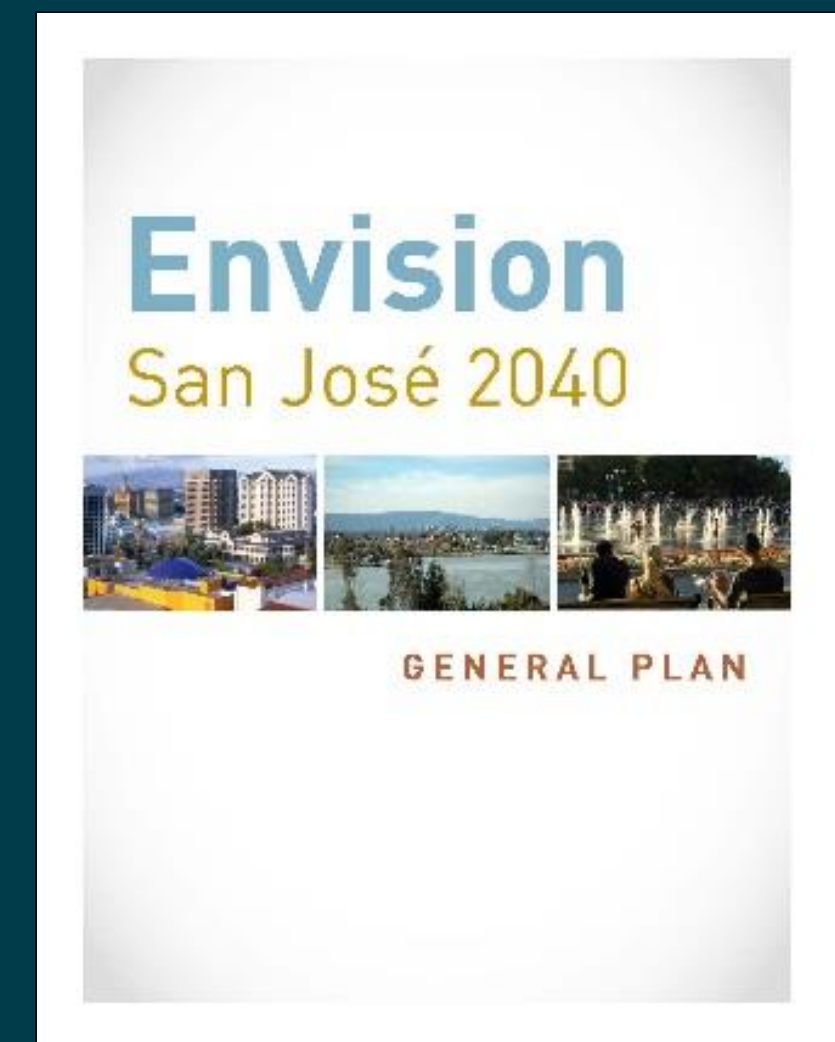
A service or program in which small mobility devices are made available for shared use to individuals on a short-term basis.





# Shared Micro-Mobility and City Policy

- Envision 2040
- Vision Zero San José
- Climate Smart San Jose





# Current Operations

## Electric Scooters

- BIRD, Lime, Wind
- Approx. 1,700 scooters

## Ford GoBike Bike Share

- 400 bikes at 44 stations in the Downtown area
- 200 “dockless” bikes in North San José
- Substantial plans for expansion

## Timeline

- Bike share – Aug. 2013
- Dockless bike share – Nov. 2017
- E-scooters – Feb. 2018



# Actions to Date

- Policy Development
- Public Outreach
- Agency Coordination

# Regulatory Framework Objectives

- Promote safety
- Ensure responsible operations
- Promote economic development and public life



# Shared Micro-Mobility Ordinance

- Requires operators to hold insurance and indemnify the City
- Requires operators to obtain an annual operating permit
- Gives the City several methods to enforce compliance
- Establishes Administrative Regulations that govern operations

# Administrative Regulations

- Safe and well maintained devices
- Safe and accessible parking requirements
- Speed limits
- Sidewalk safety technology
- Responsive and equitable customer service
- Equitable access
- Privacy sensitive device data reporting



# Administration

- Cost recovery fee
  - \$124 per device
  - \$2,500 per operator
- Education:
  - Operator based user education
  - City public education campaign

# Administration (continued)

- Enforcement of Operators:
  - Citation - \$100, \$200, and \$500 for individual violations
  - Fleet size reduction
  - Device removal
  - Permit suspension, revocation, or denial of renewal
- Enforcement of Users:
  - Coordination with San Jose Police
  - Scooter technology to prohibit sidewalk use



# Recommendations to the City Council

- a) Approve an ordinance to establish a new permit system and require companies to obtain a permit and comply with permit requirements to operate within City rights-of-way
- b) Adopt a resolution amending the Schedule of Fees and Charges to establish an:
  - i. Annual Permit and Program Monitoring Fee of \$124 per device
  - ii. Annual Permit Application Fee of \$2,500 per operator
- c) Adopt amendments to the 2018-2019 Appropriation Ordinance and Funding Sources Resolution to increase General Fund fee estimates, and personnel and non-personnel appropriations
- d) Approve a new Transportation Specialist position in the Department of Transportation
- e) Adopt a resolution amending the Citation Schedule of Fines for violations related to prohibited conduct for micro-mobility operators

# Questions?