



COUNCILMEMBER CHRISTOPHER WARD

MEMORANDUM

DATE: September 19, 2018

TO: Mayor Kevin Faulconer

FROM: Councilmember Chris Ward

SUBJECT: Regulation of Dockless Scooters in San Diego

In response to a request made by Committee Chair Chris Cate, three dockless vehicle companies made presentations at today's Public Safety & Livable Neighborhoods Committee meeting. Specifically, representatives from Bird, Lime, and Razor presented on strategies and commitments their companies have made and will make to ensure the safety of San Diegans with the advent of shared dockless scooter vehicles.

I appreciate Councilmember Cate's leadership to activate this dialogue and further the opportunity to make sure San Diegans feel safe on our sidewalks and streets. Along with him I have had the occasions to meet with representatives of these companies and underscore our expectations of safe operations, deterrence of nuisance, and other issues.

I have supported the opportunity presented by scooters to help transform how we think about transportation, making the first and last mile connections much easier than we could have imagined even a year ago. However, irresponsible and illegal behavior by some have caused a major public safety hazard and concern for many residents.

It is my understanding you are meeting with the companies to establish rules and agreements for continued operations. Thank you; this is important and overdue, and I hope agreements will be able to incorporate these ideas:

- Require indemnification of the City, business improvement districts, and community organizations from liability of claims from scooter operations.
- Require proof of insurance by companies that sufficiently covers potential claims of users and those infringed by users or vehicles.
- Require all riders to acknowledge, at the initiation of every ride, state and local laws that govern where it is legal to ride (e.g. not on sidewalks), the limitation of scooters to one rider only, that the user is the person identified by the driver's license used to

establish the account, obeying traffic signals, signs, and flow of traffic as any other vehicle, and other common infractions.

- Establish a customer rating system to track instances of user violations so that some reasonable frequency of infractions could lead to the suspension or prohibition of a rider's ability to rent.
- Provide technology that allows users to report dangerous behaviors, and consider mechanisms for citations issued by San Diego Police Department (SDPD) to be communicated to companies, for incorporation to the customer rating system.
- Provide incentives to users to properly park scooters after their ride, and warnings to users about the proper locations to park once ride is complete.
- Work with City staff to designate preferred parking zones, with a preference to on-street parking spaces where possible, as well as no ride and no parking zones where appropriate.
- Limit scooter speeds to 8 mph on the Mission Beach, Mission Bay, and La Jolla Boardwalks, and other geographic areas or multimodal pathways as identified in the future.
- Develop a real-time user alert or mechanical intervention to compel compliance with no ride or slow zone areas, and forbid ending rides in no parking zones.
- Provide the City and SDPD current information of where and how much scooter usage is occurring, at least quarterly, or in a digital format which can be updated in real time.
- Ensure that scooters with dead or low batteries are retrieved in a timely manner.
- Establish ambassador teams with sufficient personnel who can provide active education to the San Diego community about safe scooter use.
- Establish a permit and fee structure, consistent with best practices under development in other cities, to improve revenue opportunities for city infrastructure, enforcement, and management.
- Establish reasonable, expeditious deadlines to comply with expectations of the agreement, with penalties of noncompliance including potential discontinuation of operations.

Meanwhile, it is imperative in the City that we provide signage on the safe operation of scooters in areas where ridership is highest, especially Downtown, and partner with stakeholder organizations such as the Port of San Diego and San Diego Tourism Authority on strategies to influence safe usage among tourists.

The City has set aggressive goals to make our streets safe and accessible for everyone and to increase access to and utilization of alternative transportation. Creating a framework to safely allow the advancement and integration of new transportation technology is critical to the success of meeting these goals.

I look forward to working with you on this important issue.

CC: Hon. Mara W. Elliott, City Attorney
Hon. Chris Cate, Chair, Public Safety and Livable Neighborhoods Committee
Jessica Lawrence, Director of Council Affairs, Office of the Mayor
Kris McFadden, Director of Transportation & Storm Water