



City Council

**Item No. 5, RTC 25-1260
Study Session and Update
on the City's Shared Mobility
Program**

July 15, 2025

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City of Santa Clara
The Center of What's Possible

Agenda

- Background
- Shared Mobility Device Program
- Programs in Other Cities
- Program Data
- Upcoming Program Modifications
- Questions/Comments



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Background

- 2019 - Council enacts a temp. moratorium on shared mobility (bicycle and scooters) and directs staff to develop a program
- 2020 - California AB 1286 requires shared mobility operators to obtain City permits/agreements
- Class action ADA/Scooter litigation against scooter companies (San Diego & other CA cities)
- Santa Clara pauses moving forward until litigation resolved

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Background

- 2019 – 2021: City staff develops a permit program:
 - Research on laws, existing programs, industry standards
 - Discussions w/operators and other cities
 - Outreach to residents, City Depts., BPAC, and Council
- December 7, 2021 - City Council approves a Shared Mobility Permit Program.
- No additional DPW staffing allocated to manage program.

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Shared Mobility Device Program



Administrative Regulations

- Shared Device Requirements
- Parking
- Usage Areas within City
- Fleet Management and Balancing
- Customer Service
- Education and Outreach
- Maintenance
- Data Sharing
- Enforcement
- Insurance and Indemnification
- Permit Fees
- Special Event Requirements





Key Elements

- One-year operating permits
- Maximum number of citywide devices (3,000)
- Device parking and management
- Device data
- Customer service
- Fines and permit revocation



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Usage Areas within City

- Allowed on 25 mph public roadways
- Allowed on public roads >25 mph if Class II or Class IV bikeway present
- No use on City Park property
- Adhere to speed limit on City trails
- No riding on sidewalks



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Shared Device Requirements

- GPS for tracking location
- Permanent Device ID
- Display business name, customer service phone number and email address
- Comply with California Law, Vehicle Code and Industry standards
- Geofencing capabilities



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Enforcement

- Enforcement of State Laws related to helmets, licensure, sidewalk riding, riding on streets without bike lanes
- Impounding when unresolved parking or safety issues beyond 2 hrs
- Failure to comply or pattern of complaints
 - Fines
 - Annual Permit review
 - Permit revocation



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Customer Service/Maintenance

- Multilingual website, call center and mobile app
- 24-hour customer service
- Email, Text and Phone options
- Parking issues and unsafe devices
 - Two-hour response time
- Devices must be in working condition
- Maintenance information (as requested)



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Education and Outreach

- Operators to ensure compliance with laws on helmets, parking, sidewalks, speed and bike lanes
- Operator shall hold safety and education outreach events for users and the public
- State Laws visible on shared devices, websites and mobile apps



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Parking

- Operators to inform users and ensure compliance w/ State Laws/parking regulations
- Devices shall be parked upright
- Devices shall not obstruct items such as:
 - sidewalks, fire hydrants, utility poles, transit facilities, ADA parking, loading zones, curb ramps, driveways and City's vision triangles
- Two-hour response time for improperly parked devices
- Shared parking and Future Priority Parking Areas



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Typical Deployment Areas

- Santa Clara Caltrain Station
- Old Quad/Santa Clara University boundary
- Mission College Area
- El Camino Real
- Stevens Creek Boulevard
- Tasman Drive Light Rail Stations



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Programs in Other Cities

City	Pilot*	Permanent	Bike Share	Scooter Share
San Francisco		X	X	X
Oakland		X	X	X
San Jose		X	X	X
Fremont	X		X	X
Sunnyvale	X		X	X
Mountain View	X		X	X
Palo Alto	X		X	X
Berkeley		X	X	X
Sacramento		X	X	X

*Pilot programs are in various stages of completion.



Shared Mobility Program Data



Operator Devices by Fiscal Year

Fiscal Year	Operator	Devices	Total per FY
2022-23	Bird	1000	1300
	Veo	300	
2023-24	Bird	150	450
	Lime	300	
2024-25	Bird/Spin	150	150
2025-26	TBD*	TBD	TBD

*Finalizing 3-month permit extension for Bird/Spin

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Operator Data by Fiscal Year

Fiscal Year	Operators	#of Trips	Total Distance (mi)	Avg Distance/ Ride (mi)
22-23	Bird and Veo	35,028*	41,254*	1.18*
23-24	Bird and Lime	25,663	23,045	0.90
24-25	Bird/Spin**	503	806	1.62
25-26	TBD	TBD	TBD	TBD

*Does not include Veo data due to unavailability. Veo also ceased operations in Santa Clara in March 2023

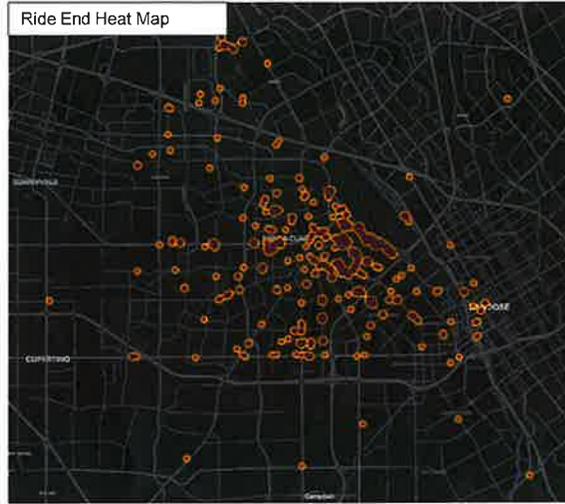
** Bird/Spin permit issued in Feb 2025

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Heat Maps

Bird (Feb – Jun 2025)



Total Rides: 503

Unique Riders: 249

Avg Rides per User: 2.02

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Upcoming Program Modifications

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Updated Admin Regulations

Proposed changes to take effect in summer 2025

- Open Permit Applications throughout the year (as needed)
- Permits valid for one year from date of issuance with optional one year renewal
- Permits may also be temporarily extended 3 months to close gaps in operation
- Operator to offer insurance coverage for riders per AB 458 (effective Jan 1, 2024)

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Questions/Comments

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The seal of the City of Santa Clara, California, is circular. It features a central illustration of a mission-style building with a red roof and a bell tower, set against a blue sky with clouds and a green lawn. The year "1852" is printed below the building. The outer ring of the seal contains the text "CITY OF SANTA CLARA CALIFORNIA" at the top and "THE MISSION CITY" at the bottom, separated by a dotted line.

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