

## Mobility Share Program – Notable Modifications

1. CAO reviewed the regulations for compliance with ADA and current legislation
2. Staff had operator meeting and obtained comments on regulations
3. Staff reviewed the regulations and compared to other cities
4. As a result, we propose the following changes:

<b>Change</b>	<b>Justification</b>	<b>Benefit</b>
Permit Issuance: Change operating permit from calendar year to fiscal year	Aligns with all other cities	Aligns permit period with NFL season and college school year
Permit Issuance: Limit maximum number of operators in the City to <b>three</b> with up to 1,000 units per operator. Selection of operators to be based on staff scoring of proposals based on qualifications and references	Aligns with all other cities	Provides public with highest quality operators
Parking: Operator must use technology or require users to upload a photo to show parked device is not obstructing sidewalk.	Comply with Oakland ADA lawsuit	Demonstrate incorrectly parked devices
Parking: Modified provision for “priority parking areas” to have City and operators coordinate with private property to identify appropriate parking locations	Original text indicated operators are required to establish parking on private property	Improve coordination with private property owners
Fleet Management and Balancing: Removed maximum cap of 1,000 bicycles and 2,000 scooters	Aligns with all other cities	Allows operators to determine device mix based on their analysis of market demand to meet customer needs
Fleet Management and Balancing: Added a requirement that devices parked in a low-density residential zone shall be moved by the operator out of the zone within 72 hours.	Aligns with Sacramento	Reduces blight and frequency of abandoned devices within single family neighborhoods
Customer Service: Added requirement that operator customer service interface (mobile app, website, etc) comply	Aligns with all other cities	Provide customer support for all users

with federal accessibility requirements.		
Education and Outreach: Removed the requirement that operators provide <b>four</b> outreach events per year to allow operators to develop their own outreach plan.	Aligns with all other cities	Allows operators to propose an outreach plan based on their analysis of marketing methods to meet customer needs. [Note: outreach methods are a selection criteria]
Levi's Stadium and Special Events: Removed specific requirements for Special Event days, such as parking in specific locations, rebalancing to 2 intersections for egress, riding in the main stadium lot, and 15-minute response time.	Original text does not align with Stadium event operations	Allow development of a detailed operational plan later.
Denial, Suspension, or Revocation of Operating Permit: Removed minimum number of operator parking violations that would result in suspension or revocation of permit.	Aligns with all other cities	Allows flexibility to determine the severity of parking violations by operator (i.e. 3-hr response vs. none at all, or all violations on an event day)
Fleet Management and Balancing: Added a requirement that a specified percentage of the total number of devices shall be deployed in an Equity Priority Community as defined by MTC	Aligns with all other cities	Support recent efforts regarding equity
Membership and Enrollment: Added a provision that operators shall provide a low-income discount.	Aligns with all other cities	Support recent efforts regarding equity