



# City of San Mateo

## Shared Mobility Permit Program

Shared mobility services are networks or systems of shared mobility devices, placed in the public right-of-way for rent in short time increments, that provide increased mobility options over short distances. Shared mobility services provide critical first- and last-mile solutions that connect users to transit, work or home. These services benefit the community by increasing mobility options for short trips, decreasing reliance on single-occupancy vehicles and helping the City meet Climate Action Plan goals by reducing greenhouse gas emissions associated with transportation.

Per Municipal Code Chapter 11.30 “Shared Mobility,” the City requires shared mobility operators to obtain a permit in order to operate in the City of San Mateo’s jurisdictional boundaries. Shared mobility services include programs that deploy bike, electric bike (e-bike), or electric scooter (e-scooter) sharing services in the City’s right-of-way. Operators interested in deploying such programs must apply for a Shared Mobility Permit.

The City intends to issue one permit to one bike share operator for the deployment of a maximum of 500 total bikes and e-bikes. The duration of the bike share permit is 12 months, with the option to extend at the City’s option for up to two 12-month time periods. The City is currently not issuing permits for the operation of any other shared mobility service.

The City requires that all operators meet the Operating Requirements listed in the Shared Mobility Permit Program and submit a Shared Mobility Permit Application (Appendix A). The City will evaluate the operators that apply for a permit and select one bike share operator according to the Evaluation Criteria and Schedule outlined in Appendix A. If approved for a permit, the operator must meet the requirements of the Shared Mobility Permit Program and permit conditions for the duration of the permit term. The City will re-assess the selected operator following that period.

### Operating Requirements

The requirements are laid out in the following categories:

- 1.0 Shared Mobility Devices
- 2.0 Parking
- 3.0 Operations
- 4.0 Maintenance and Rebalancing
- 5.0 Community Engagement and Outreach
- 6.0 Data Sharing
- 7.0 Personal Data and Privacy

#### **1.0 SHARED MOBILITY DEVICES**

- 1.1. All devices must have, and clearly display, a unique, permanent identification number that is provided to the City.
- 1.2. All devices shall be equipped with a Global Positioning Satellite (GPS) tracker or another tracking technology that is capable of recording and transmitting the device’s location on demand.

- 1.3. Operator shall affix its logo for each device. No other logos, sponsorships, or advertisements shall be on the devices.
- 1.4. All devices must have always on front and back lights that are visible from a distance of at least 300 feet under normal atmospheric conditions at night. Front and rear lights must stay illuminated for at least 90 seconds after the bike has stopped.
- 1.5. Operator shall provide easily visible contact information, including toll-free phone number and e-mail address, on each device for reporting safety concerns, complaints, and questions.
- 1.6. Bicycles and Electric Bicycles
  - 1.6.1. All bicycles shall meet the standards outlined in the Code of Federal Regulations (CFR) under Title 16, Chapter II, Subchapter C, Part 1512-Requirements for Bicycles.
  - 1.6.2. All bicycles shall meet the California Vehicle Code (CVC) requirements for brakes, seats, lights, and reflectors, described in CVC 21201(a), (d), (e), and 21204.
  - 1.6.3. All electric bicycles shall meet the National Highway Traffic Safety Administration's (NHTSA) definition of low-speed electric bicycles and shall be subject to the same requirements as ordinary bicycles described above. Electric bicycles shall be "Class 1" or "Class 2" electric bicycles only, as defined in CVC 312.5.
  - 1.6.4. Bicycles and electric bicycles may not be ridden or operated on the sidewalk per SMMC 11.56.100(c).

## **2.0 PARKING**

- 2.1. For device parking requirements, see Municipal Code Chapter 11.30 "Shared Mobility."
- 2.2. The City reserves the right to determine certain block faces where device parking is prohibited or to create geo-fenced stations within certain areas where devices shall be parked.

## **3.0 OPERATIONS**

- 3.1. Operator shall respond directly to all users reporting problems, issues, and/or requesting information regarding the operator's devices and/or service within 24 hours.
- 3.2. Operator shall maintain a 24-hour customer service phone number for users and the public to report safety concerns, complaints, or to ask questions.
- 3.3. Operator will maintain a multilingual website with languages determined by the City, call center, and mobile app user interface that is available twenty-four hours a day, seven days a week. At minimum, the website must explain the terms of service, including user instructions, privacy policies, and all fees, costs, penalties associated with the shared mobility program.
- 3.4. Operator shall provide the City, with contact information (name, phone number, email, and contact hours) for personnel the City should contact during the permit term. The City may contact this person(s) regarding operations, data collection, emergencies, or other issues. Operator shall notify the City, if any of the required contact information changes.
- 3.5. Operator shall be responsible for establishing end-of-life policies or a disposal plan to ensure maximal reuse and safe and responsible recycling of shared mobility devices.

## **4.0 MAINTENANCE AND REBALANCING**

- 4.1. Operator shall regularly monitor and inspect devices to ensure devices are in good working order and appearance.
- 4.2. Operators shall equip all devices with technology to allow the operator to remotely lock-down a device when the operator has received a report or otherwise believes the device is unsafe to operate.
- 4.3. In the event a safety or maintenance issue is reported, that specific device shall immediately be made unavailable to users and shall be removed from the right-of-way within 24 hours of

receiving notice. Any inoperable or unsafe device shall be repaired before it is put back into service.

- 4.4. Operator shall respond to user complaints of improperly parked devices within 24 hours of receiving the complaint.
- 4.5. Operator must rebalance residential areas and high-use areas twice daily. In all areas except for residential and high-use areas, operator must rebalance devices parked in one location for more than 72 hours.

## **5.0 COMMUNITY ENGAGEMENT AND OUTREACH**

- 5.1. Operator must develop and implement a social equity program, including reduced rates for low-income, to serve the City of San Mateo's underserved communities. Operators are encouraged to incorporate user incentives, equity-focused discounts, and education programs.
- 5.2. Operators shall establish payment and participation options for users who do not have access to a smart phone, credit card, and/or bank account.
- 5.3. Operators are encouraged to work with local businesses or other organizations to promote safe riding and the use of helmets through partnerships, website, and emails.

## **6.0 DATA SHARING**

- 6.1. Operator shall develop and maintain a data "dashboard" that is available to the City 24 hours a day, seven days a week, with real-time data. Operators are encouraged to use the data standard developed by the North American Bikeshare Association, known as the "General Bikeshare Feed Specification (GBFS)," or a similar standard.
- 6.2. Operator shall provide a monthly report for the previous month's activity that includes the following data in the City of San Mateo operational area:
  - Device identification number
  - Type of device
  - Trip data – origin and destination locations
  - Trip route data – a map showing route from origin to destination location
  - Device availability and distribution data
  - Locations with high resting idle times (parked and unused for more than 72-hours)
  - Anonymized user demographic data and trends with age separated into the following groups: 17 or younger, 18-25, 26-40, 41-59, and 60 or older.
  - Device maintenance activities, including device identification number and maintenance performed
  - Violation data, including devices parked outside of city boundary, devices blocking the public right of way, devices parked on private property, devices locked to private property, and missing devices from fleet
  - Collisions and other safety data
  - User and public comments and complaints
- 6.3. Operator shall keep a record of maintenance activities, reported safety issues, and collision data. These records shall be sent to the City at any time within three (3) business days, if requested by the City.
- 6.4. The City is permitted to make real-time data available to the public.
- 6.5. Operators may make anonymized trip data available to the public for use in creating apps that are not affiliated with the operator or City.
- 6.6. Operator shall present an annual review to the City at a public hearing prior to approval of a term extension.

## **7.0 PERSONAL DATA AND PRIVACY**

- 7.1. Operator must provide a Privacy Policy that safeguards users' personal, financial, and travel information and usage
- 7.2. Operator must clearly communicate to the City what data will be accessed (e.g. location services, camera, contacts, photos, etc.), what personal information is being collected about users, and explain how and why data will be used.
- 7.3. Prior to operating, operator must submit a copy of their user agreements and privacy policies for review and approval by the City. Operators must provide notice to the City regarding any changes to these terms of service, user agreements, or privacy policies.
- 7.4. Operator must clearly communicate to the users via a prominent notification about what data will be accessed (e.g. location services, camera, contacts, photos, etc.), what personal information is being collected, and explain how and why data will be used. The notification must require an affirmative confirmation to continue and shall not be hidden within other terms-of-service notifications.
- 7.5. Operator must request users to opt-in (not opt-out) to providing access to their contacts, camera, photos, files, other private data and third-party sharing.
- 7.6. Operator should produce a Privacy Policy that complies with the California Online Privacy Protection Act (CALOPPA) and any data protection laws applicable to minors, and further, expressly limits the collection, storage, or usage of any personally identifiable information to the extend absolutely required to successfully accomplish the provision of the shared mobility permit program.

### **APPENDIX A: Shared Mobility Permit Application Packet**