



Sunnyvale

Authorized the City Manager to Execute  
an Operating Agreement with Bird Rides,  
Inc. for a One-year Pilot Operation of a  
Stand-Up Electric Scooter Sharing  
Program

Dennis Ng  
City Council, September 27, 2022



# History

- Dockless Bike Share Program
  - ◆ Lime
    - Launched on December 17, 2018
    - Ended in March 2019
- Stand-Up Electric Scooter Share Program
  - ◆ Bird Rides, Inc.
    - Reached out to City in March 2022



# Program Operation

- Program Launch October 10, 2022
  - ◆ Deploy 300 stand-up electric scooters
    - Criteria for max 500 stand-up scooter deployment
    - 4am to 2am operating hours
    - 1 year pilot project with option of 1 additional year
      - ◆ Allow staff to gather input, understand ridership demand, lessons learned and develop a possible future program
  - ◆ Bird will provide monthly ridership data
  - ◆ User Requirements
    - 18 years old and older with driver's license using cell phone app
    - Operate on public streets with 25 mph or less, and in bike lanes or bike paths. (California Vehicle Code Section 21235)



# Program Operation

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- Stand-up electric scooters are prohibited
  - ◆ Within City Parks, Caltrain Stations and Santa Clara Valley Transportation Authority (VTA) Light Rail Stations
  - ◆ On streets that are 30 mph or greater with no bike lanes
  - ◆ Are not operable within these locations and will be defined as red zones
- Safety/Concerns
  - ◆ Maintain 24-hr phone number and email for public/users
  - ◆ Local rep to service and balance
  - ◆ Ending rides/parking

# Red Zones





# Fees

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- \$10,000 Application Fee
  - ◆ Processing the application
  - ◆ Overseeing the operation of the Program
    - Resident Request
    - Data Processing
- \$10,000 Deposit
  - ◆ Cover damages to public property
  - ◆ Nuisance scooter removal and storage fees

# Recommendation to City Council

## Staff Recommendation

- Alternative 1: Authorize the City Manager to Execute an Operating Agreement with Bird Rides, Inc. for a One-Year Pilot Operation of Stand-Up Electric Scooter Sharing Program and Authorize the City Manager to exercise the option for an additional one year upon determination that it is in the best interest of the City.



# Questions?