

COUNCIL MINUTES

December 3, 2018

The City Council of the City of Mesa met in a Study Session in the lower level meeting room of the Council Chambers, 57 East 1st Street, on December 3, 2018 at 5:00 p.m.

COUNCIL PRESENT

John Giles
David Luna
Mark Freeman
Christopher Glover
Francisco Heredia
Kevin Thompson
Jeremy Whittaker

COUNCIL ABSENT

None

OFFICERS PRESENT

Christopher Brady
Dee Ann Mickelsen
Jim Smith

Items on the agenda were discussed out of order, but for the purpose of clarity will remain as listed on the agenda.

1. Review items on the agendas for the December 3 and December 10, 2018 Regular Council meetings.

All of the items on the agendas were reviewed among Council and staff and the following was noted:

December 3, 2018 Council Agenda:

Conflict of interest: None.

Items removed from the consent agenda: None

Assistant City Manager John Pombier introduced Police Lieutenant Tony Landato who displayed a PowerPoint presentation **(See Attachment 1)** and discussed item 8-a **(Five-Year Term Contract for Photo Safety Enforcement Program Services for the Police Department (Sole Source) (Citywide))** on the Regular Council Meeting agenda.

In response to a question posed by Mayor Giles, Mr. Pombier advised the statistic, “85% of residents are in favor of the cameras,” is from the Governor’s Office of Highway Safety.

Mr. Pombier detailed the programs that were funded by the revenues received from the Photo Safety Enforcement Program. (See Page 8 of Attachment 1)

City Manager Christopher Brady pointed out all signalized intersections are not included in the list and are funded from the revenues generated through the Photo Safety Enforcement Program. He added the Pedestrian Hybrid Beacons cost approximately \$300,000 to install.

Mayor Giles suggested staff track the revenues generated and present to Council a detailed list of all pedestrian and traffic safety projects being funded.

Councilmember Freeman commented his support for the Photo Enforcement Program if the funds generated are being used to develop traffic safety programs for the good of the community.

Mr. Pombier advised the City has worked with American Traffic Solutions to create five or six public service announcements and would be a great partner in producing additional content directed towards high school students.

Vice Mayor Luna commented that the installation of traffic signals at Red Mountain High School has “dramatically changed” how high school students are driving in the area. He expressed his support for the installation of cameras at Red Mountain High School to further mitigate any potential accidents.

Councilmember Thompson suggested specific funds be identified and “split out” from the budget to pay for traffic signals and utilized for traffic safety projects that were not originally identified during the budget process.

Discussion ensued relating to the photo enforcement cameras located in school zones being operational only during school hours.

In response to a question posed by Councilmember Freeman, Lieutenant Landato stated the decision to install photo radar at an intersection is made when residents request it and studies are completed to determine if evidence supports the traffic safety concerns and warrants the installation of cameras.

Mr. Brady added some intersections are chosen due to reoccurring accidents and areas where traffic engineers and police department personnel agree photo enforcement is needed.

In response to a question posed by Councilmember Whittaker, Mr. Brady reported the revenue generated from the photo enforcement program is placed in the General Fund. He added, through the direction of Council, staff will look into identifying the specific revenues generated from the program and identify projects that could be funded from the program.

In response to a question posed by Councilmember Whittaker, Lieutenant Landato advised the cameras are triggered when a vehicle runs a red light and when a vehicle is speeding through an intersection (speed-on-green).

December 10, 2018 Council Agenda:

Conflict of interest: None.

Items removed from the consent agenda: None.

Councilmember Freeman commented on agenda item 7-a **(Amending Title 8, Chapter 6, Sections 5 through 18 of the Mesa City Code, relating to Public Nuisances, Property**

Maintenance and Neighborhood Preservation. The changes impact the service of citations and will take effect 30 days after adoption. (Citywide)). He requested the nuisance code include stricter enforcement of illegal dumping and suggested items be removed and disposed within 48 hours.

Mayor Giles requested a presentation from staff at a future meeting on the changes to the nuisance code.

2-a. Hear a presentation, discuss, and provide direction on staff recommendations for regulating shared active transportation vehicles (commercially-rented bicycles, scooters, etc. with self-contained locking mechanisms).

Transportation Director RJ Zeder introduced Deputy Transportation Director Erik Guderian, Supervising Engineer Al Zubi, and Management Assistant Andrew Calhoun and displayed a PowerPoint presentation. **(See Attachment 2)**

Mr. Zeder provided background information on Shared Active Transportation Vehicles (SATV). He noted the difference between a SATV and a Grid bicycle is a SATV does not have a docking station and is not required to be locked at a specific location. He advised it costs \$1.00 to unlock a scooter and individuals are charged \$.15 per minute to use a scooter. (See Page 2 of Attachment 2)

In response to a question posed by Vice Mayor Luna, Mr. Zeder advised if the decision is made to create a licensing structure around the companies operating SATVs an indemnification and insurance provision would be included to protect the City in the event an individual gets hurt while riding a SATV.

In response to a question posed by Councilmember Whittaker, Mr. Zeder replied there is no City Ordinance requiring individuals to wear a helmet while riding a bicycle or SATV.

Discussion ensued relating to staging of SATVs and allowing SATVs in residential neighborhoods.

In response to a question posed by Mayor Giles, City Manager Christopher Brady advised the reason Tempe is charging a licensing fee of \$7,888 annually could be due to the fact that Arizona State University has banned scooters on the campus.

Mr. Brady commented that SATVs are new to the community and other cities in the valley and advised staff will create a proposal of regulations/licensing and present to Council at a future meeting.

Councilmember Freeman requested staff research and present to Council the benefit of SATVs in the City and if SATVs can be banned in Mesa.

Councilmember Whittaker asked that staff provide data on ridership rates of SATVs versus the light rail.

Robert Allen, a Mesa resident, stated his appreciation to the City for proposing the regulation of SATVs in the community. He suggested regulating the speed of the scooters and not allowing scooters on sidewalks. He encouraged the licensing of SATVs to include vendor contact information listed directly on the scooter, so residents can contact the vendor when scooters are left in inconvenient locations.

Joshua Miller, Arizona General Manager for Lime, presented a letter to Council detailing Lime's suggested regulations and providing clarity on noted concerns. **(See Attachment 3)** He thanked City staff for having a proactive approach to regulating SATVs and the open dialogue that has occurred throughout the process.

Councilmember Whittaker requested that Lime personnel provide ridership data to City staff.

Mayor Giles asked staff to draft an ordinance that could be presented to Council and further discussions occur at a future meeting.

3. Acknowledge receipt of minutes of various boards and committees.

3-a. Independent Commission on Compensation for Elected Officials meeting held on November 14, 2018.

Steve Hetsler, a Mesa resident, acknowledged the minutes from the Independent Commission on Compensation for Elected Officials meeting held on November 14, 2018. He advised the minutes from the meeting discuss the City's size and the salaries and ratios between Councilmembers and the Mayor, but does not address how the City compares financially to neighboring cities.

It was moved by Vice Mayor Luna, seconded by Councilmember Freeman, that receipt of the above-listed minutes be acknowledged.

Upon tabulation of votes, it showed:

AYES – Giles-Freeman-Glover-Heredia-Luna-Thompson-Whittaker

NAYS – None

Carried unanimously.

4. Hear reports on meetings and/or conferences attended.

Councilmember Thompson: Deployment Ceremony for the 98th Signal Battalion Corps

Mayor Giles: Inauguration of Mexican President-elect Andrés Manuel López Obrador

5. Scheduling of meetings and general information.

City Manager Christopher Brady stated that the schedule of meetings is as follows:

Monday, December 10, 2018, 5:00 p.m. – Study Session

Monday, December 10, 2018, 5:45 p.m. – Regular Meeting

6. Adjournment.

Without objection, the Study Session adjourned at 6:21 p.m.

JOHN GILES, MAYOR

ATTEST:

DEE ANN MICKELSEN, CITY CLERK

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Study Session of the City Council of Mesa, Arizona, held on the 3rd day of December, 2018. I further certify that the meeting was duly called and held and that a quorum was present.

DEE ANN MICKELSEN, CITY CLERK

mh
(Attachments – 3)

Photo Safety Program



Vision

Relentless commitment to ensuring the safety of our roadways for all who travel them.

Mission

Progressive **E**ducation,
Cutting-edge **E**ngineering
& Courteous **E**nforcement

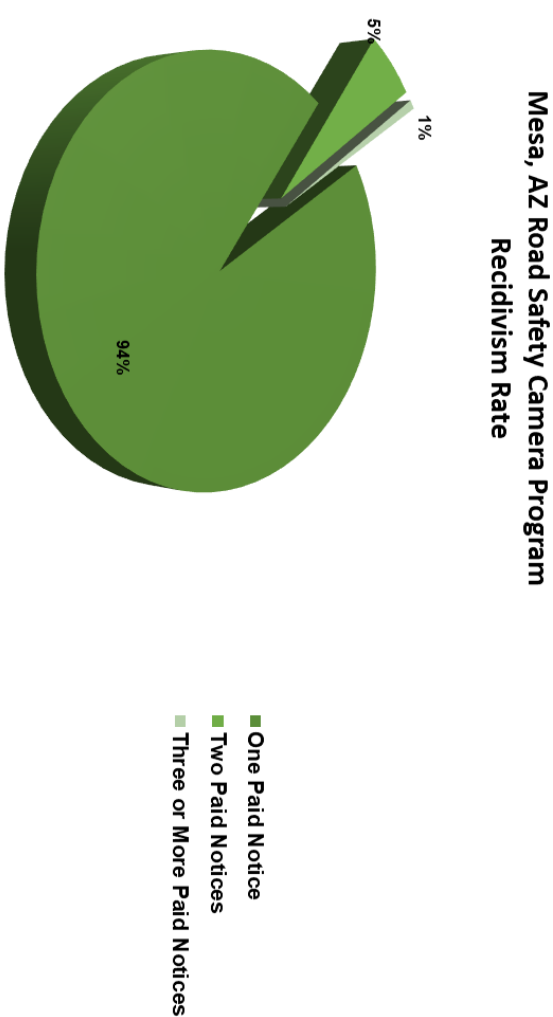


Program

- Active Locations: 25
 - 7 Schools
 - 18 Intersections
 - 2 New Intersections – Active Jan. 7th, 2019
 - Ellsworth / Pecos
 - Guadalupe / Carriage Lane
 - Requested by local Mesa residents

- Citations: Jan. 2016 – Oct. 2018

- Mesa Residents 44%
- Non-Mesa Residents 56%



Recidivism Rate:

(January 2016 – October 2018)

94% of cited drivers do not re-offend.

The Mesa Police Department Photo Safety Program

The Mesa Police Department Photo Safety Program

Established in 1996

LEGEND

City Council Districts

- District 1 - Mark Friesen
- District 2 - Jeremy Whittaker
- District 3 - Francisco Hernandez
- District 4 - Christopher Oliver
- District 5 - David Luna
- District 6 - Kevin Thompson

Police Districts

- Central District
- First District
- Red Mountain District
- Supercenter District

Solutions

- Red Light
- Red Light, Speed
- School Zone Speed

Police District Stations

- Streaming Video

Marker	Direction	Location Description	Camera ID(s)	Solutions
1.56		Baseline & Ellsworth Rd	ME275	Red Light, Speed
1.57		Baseline & Ellsworth Rd	ME275	Red Light, Speed
1.58		Baseline & Ellsworth Rd	ME275	Red Light, Speed
1.59		Baseline & Ellsworth Rd	ME275	Red Light, Speed
1.60		Baseline & Ellsworth Rd	ME275	Red Light, Speed
1.61		Baseline & Ellsworth Rd	ME275	Red Light, Speed
1.62		Baseline & Ellsworth Rd	ME275	Red Light, Speed
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1.99		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.00		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.01		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.02		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.03		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.04		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.05		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.06		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.07		Baseline & Ellsworth Rd	ME275	Red Light, Speed
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2.09		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.10		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.11		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.12		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.13		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.14		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.15		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.16		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.17		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.18		Baseline & Ellsworth Rd	ME275	Red Light, Speed
2.19		Baseline & Ellsworth Rd	ME275	Red Light, Speed

Mesa Residents Support Program



A photo-based traffic enforcement attitude study was conducted in the City of Mesa in 2006 and again in 2013. The studies gauged the support of the photo safety program and its effectiveness.

Results:

- 8 of 10 residents see red light running as a problem in Mesa.
- 85% of residents are in favor of the cameras.
- 3.5% of those surveyed had received a citation in the past year. 86% of those said it made them more careful.

“In summary, the City’s red light camera program is well supported by Mesa residents.”

Complaints

- No historical protocols for collecting this data.
 - Protocol now established.
 - Complaint defined as: Anything escalated to the first-level supervisor.
- According to current Traffic Program Coordinator:
 - Approximately 5 complaints a year are escalated to his attention.
 - Of those, 2-3 are direct overall opposition to the photo safety program. The remaining are process, employee or camera site related.
- According to photo safety vendor (ATS) they have received zero citizen complaints during the current contract period (February 2014 to present.)



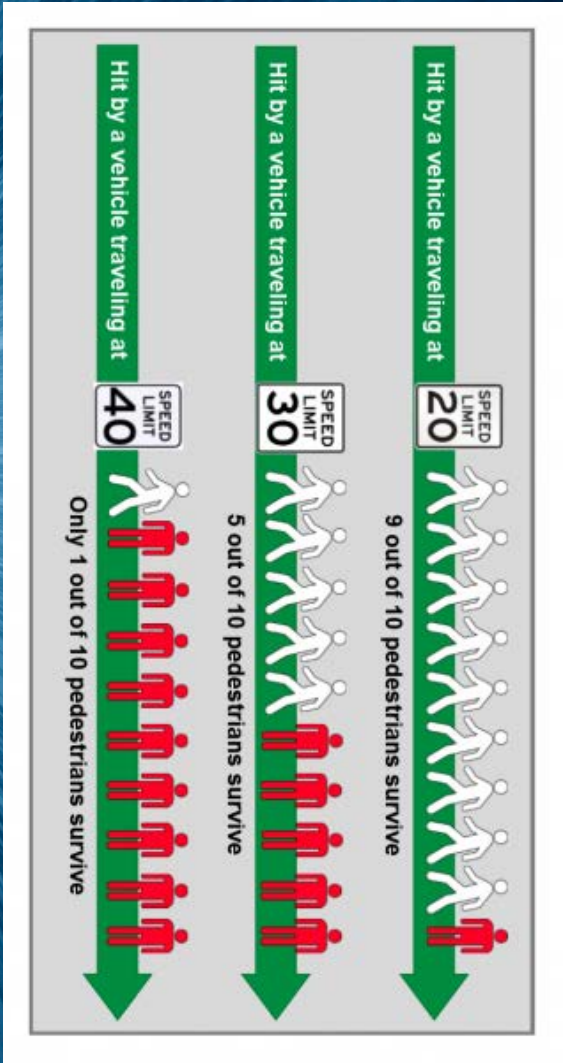
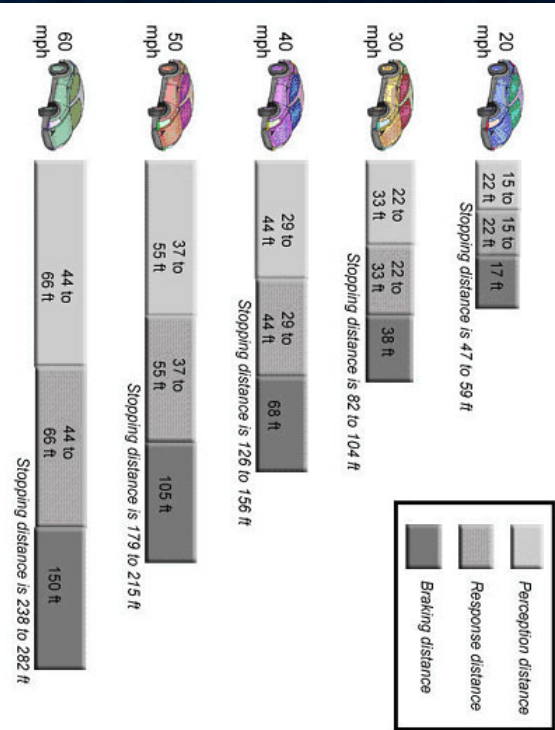
Photo Safety Slows Traffic



85th Percentile Speed Comparison						
School Zone	85th % speed before cameras installed (i.e., school flasher assemblies in place)		85th % speed after cameras installed		Reduction in 85th % speed	
	School Hours	Non-School Hours	School Hours	Non-School Hours	School Hours	Non-School Hours
Franklin @ Bimhall	39.1	49.7	34.7	46.0	-4.4	-3.7
Fremont JHS	44.6	50.0	39.1	46.0	-5.5	-4.0
Mesa HS	38.3	45.0	34.2	41.3	-4.1	-3.7
Rhodes JHS	40.8	47.5	34.2	43.9	-6.6	-3.6
Skyline HS	38.8	48.6	37.1	46.3	-1.7	-2.3
Porter Elem	39.1	47.8	33.9	39.1	-5.2	-8.7
Red Mountain HS	48.1	47.7	36.4	47.0	-11.7	-0.7
Average for all locations (mph)					-5.6	-3.8

Average Stopping Distance for a Given Speed

Stopping distance = perception + response + braking distances



Slower speeds effect the severity of the collision.



Program Successes



Table 8 - Regional Comparison
Period Before Photo Enforcement Was Installed Compared to
Period After Photo Enforcement Was Installed

Data Source	Agency	Average Annual Number of Crashes 2001 - 2005	Average Annual Number of Crashes 2007 - 2016	Difference	% Change
A	Arizona	135,486	114,436	-21,050	-15.5
	Maricopa County	88,426	78,723	-9,703	-11.0
	Phoenix	41,125	34,743	-6,383	-15.5
	Mesa (A)	10,885	7,034	-3,850	-35.4
	Tempe	8,422	7,535	-887	-10.5
	Glendale	5,122	5,030	-93	-1.8
	Scottsdale	4,592	3,971	-621	-13.5
B	Chandler	4,316	4,036	-280	-6.5
	Gilbert	1,946	2,574	628	32.3
	Mesa (B)	9,109	5,585	-3,524	-38.7

Data Sources: A. Arizona Motor Vehicle Crash Facts (ADOT 2001-2014). Includes crashes at any location within the Mesa city limits.

Regional Data

- Approx. 130% reduction in collisions compared to the state average during the same time frames.
- Mesa is doing something right.

Mesa Data

- Intersections data only.
- Comparison location factors:
 - Volume
 - Configuration
- A serious injury collision is > 3 times more likely to occur in an intersection without photo safety.

Table 11 - Mesa Comparison
Period Before Photo Enforcement Was Installed Compared to
Period After Photo Enforcement Was Installed - Serious Injury Crashes

Mesa	Average Annual # of Serious Injury Crashes 2001 - 2005	Average Annual # of Serious Injury Crashes 2007 - 2016	Difference	% Change
Active Photo Enforcement Locations*	11.0	7.1	-3.9	-35.5
Inactive Photo Enforcement Locations*	5.8	6.1	0.3	5.2
Comparison Locations*	2.6	2.3	-0.3	-11.5

* Intersection Related Crashes at Traffic Signals



Insurance Institute for Highway Safety Study



Effects of Turning On and Off Red Light Cameras on Fatal Crashes in Large U.S. Cities

July 2016

“After controlling for temporal trends and annual fatal crashes, population density and unemployment rates, rates of fatal red-light running crashes and of all fatal crashes at signalized intersections”:

Cities with **activated** camera programs:

- Were 21 and 14 percent **lower**, respectively, with cameras turned on than without.

- What happens when cities drop their photo safety programs?
- Parameters:
 - Cities with pop. > 200k
 - 14 cities that stopped photo safety vs. 14 regionally matched cities with continuous camera programs.

Results

Cities with **terminated** camera programs:

- Were 30 and 16 percent **higher**, respectively, after cameras were turned off.

Program Reinvestments

Completed (2015 to current)

- Static driver speed feedback signs at various locations throughout the City for speed control (\$80K)
- 12 portable driver speed feedback signs for speed control school zones (\$35K)
- School zone flashers on Alma School Road and Broadway Road to reduce speed limits during school start and release to 35 mph for Guerrero Elementary (\$10K)
- Left turn arrows for north- and southbound traffic on Gilbert Road at Hampton Avenue to reduce left turn crashes (\$80K)
- Rectangular Rapid Flash Beacon on Extension at Kleinman Park to provide a safe pedestrian crossing (\$85K)

Future Opportunities

- Pedestrian Hybrid Beacon on Rio Salado Parkway at the Eureka Canal to provide a safe pedestrian crossing for Westwood HS, Carson JH, and Emerson ES (\$100K)
- Safety enhancements for a 15-mph school crosswalk on 24th Street for Hermosa Vista Elementary (\$35-50K)
- Delineators on 2nd Avenue between Solomon and Spencer to provide a walking area for students of Lowell Elementary (\$ TBD)
- New traffic signal on Guadalupe Road for Highland JH to provide a safe pedestrian crossing (\$200K)





Citation Process

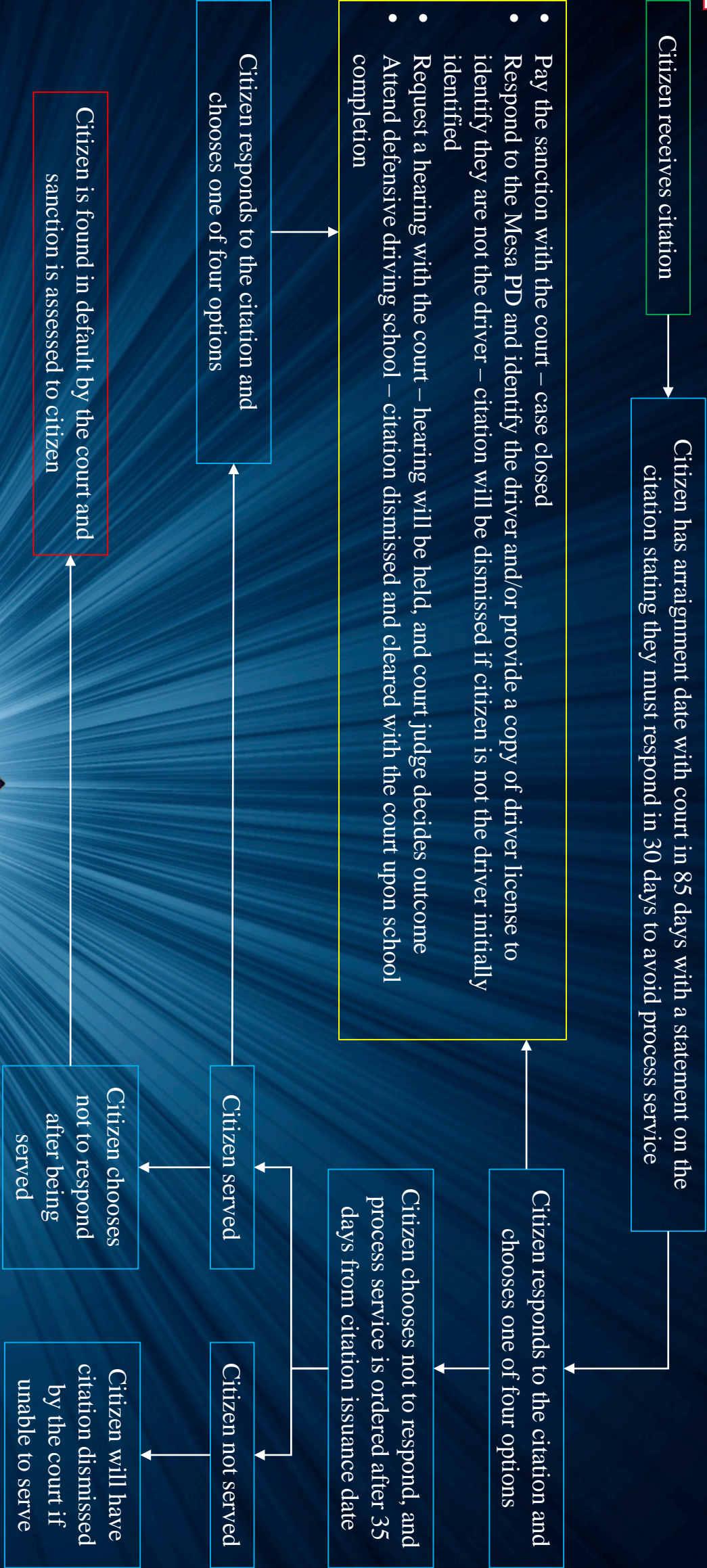


Photo Safety Activity



2018	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
ATS Events	8376	8387	8988	9346	8755	7165	5696	8713	8330	8462			82418
Events Processed	7284	5972	6651	5601	4120	5152	4844	5520	4751	5698			55593
Violations	7110	5846	6494	5461	3590	5055	4777	5346	4688	5619			53986
Citations	5694	4361	4821	3893	2560	4463	4207	3907	4003	4889			42798
Notices	1416	1485	1673	1568	1030	592	570	1439	685	730			11188
Subpoenas	638	538	463	636	601	529	557	487	499	444			5392
Mailings	461	554	531	587	485	469	404	471	409	554			4925
Overtime	43.5	39.5	20.75	25.5	35	60	60	60	60	62			466.25

2017	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
ATS Events	7801	7527	9189	8778	8186	6724	5834	8302	8903	7769	8294	8132	95439
Events Processed	4200	5210	6269	5690	5855	4836	3659	5940	3246	7821	5569	4725	63020
Violations	4058	5069	6116	5565	5694	4741	3603	5765	3185	7654	5427	4629	61506
Citations	3004	4005	4799	4432	4680	4092	2953	4738	2334	6500	4176	3331	49044
Notices	1054	1064	1317	1133	1014	649	650	1027	851	1154	1251	1298	12462
Subpoenas	613	462	454	348	462	440	615	599	392	438	450	303	5576
Mailings	533	519	550	546	664	515	432	402	475	512	467	345	5960
Overtime	0.00	15.00	20.00	20.00	20.00	20.00	20.00	25.00	25.00	45.00	43.50	31.00	284.50

2016	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total
ATS Events	8570	8722	6073	0	0	7757	6609	8565	8564	8074	8526	8375	79835
Events Processed	2984	8603	7919	0	0	3331	5208	6672	5836	6363	5094	5428	57438
Violations	2834	8414	7738	0	0	3267	5152	6515	5752	6253	4992	5318	56235
Citations	1122	6523	7022	0	0	1735	3838	4791	4010	4592	3445	3681	40759
Notices	1812	1891	716	0	0	1532	1314	1724	1742	1661	1547	1637	15576
Subpoenas	600	953	850	29	501	208	135	252	391	404	622	626	5571
Mailings	362	211	635	465	165	156	443	625	677	575	576	542	5432
Overtime													



Expense / Revenue FY 17/18



Direct Expenses

Revenues

Photo Safety Vendor Fees

\$3,284,181

American Traffic Solutions

Speed Programs

\$739,218

Red Light Program

\$580,221

Total American Traffic Solutions

\$1,319,438

Process Service Fees

Hot Shots Delivery

\$422,122

Total Restricted Fund Revenues

\$956,109

Mesa Police Personnel Costs

\$304,098

Total Direct Revenues

\$4,240,290

Transportation Costs (reinvestments)

Kleinman Park Signal

\$84,637

Gilbert/Hampton Signal

\$73,829

Total Transportation Costs

\$158,466

Total Direct Expenses

\$2,204,124

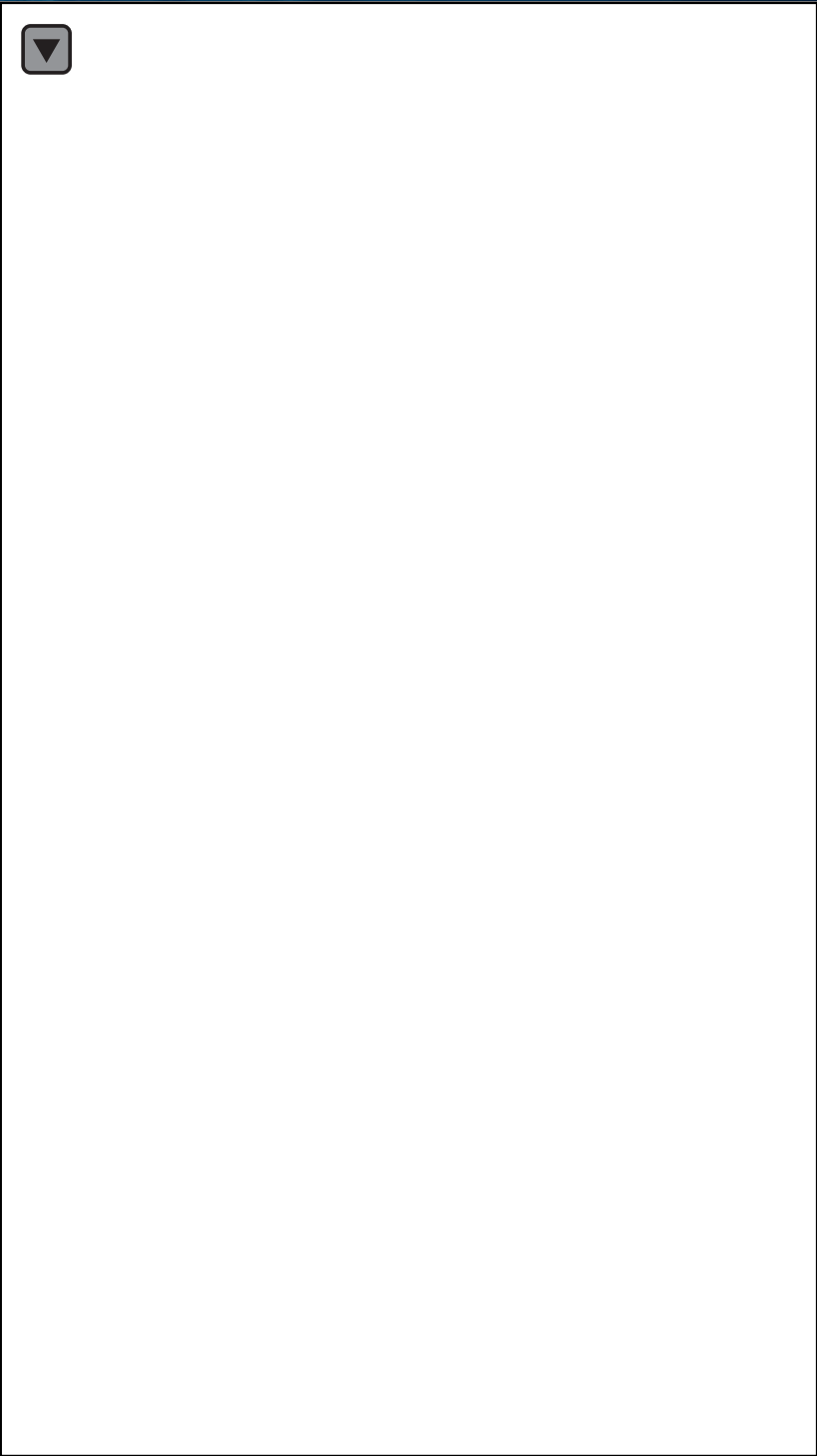




New Technology



- No Loops = No Road Intrusions
- Much Better Resolution
 - 29 megapixels vs. 12
 - HD Live Streaming
- Cloud Based Review



Thank You



Questions?



Shared Active Transportation Vehicles

RJ Zeder, Transportation Director

Erik Guderian, Deputy Transportation Director



What is a Shared Active Transportation Vehicle?

- A Shared Active Transportation Vehicle (**SATV**) is a commercially-rented coaster, scooter, bike, or any other mobile vehicle, excluding automobiles or motorcycles, with a self-containing locking mechanism
- Short-term (minutes to hours) rental
- Customers locate, unlock and rent with their mobile phone

B I R D

Ofo



SPIN

Why involve the City?

- Right-of-Way (ROW) management
- Ensure Operators are responding to complaints, staging and rebalancing SATVs
- Data collection



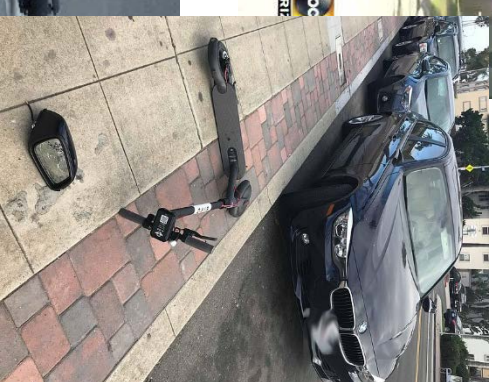
Current Issues Mesa is Facing

- ADA Issues – SATVs blocking sidewalks, bus stops, businesses, etc.
- Bikes and scooters left on private property
- Operator responsiveness
- Vandalized bikes
- Clutter – ROW aesthetics



Safety Concerns

- Speed concerns
- Roadways were not designed for SATVs
- Inexperienced Users
- Users not wearing helmets
- ADA access



Regulation vs. No Regulation

Approach	Pro	Con
Regulation	<ul style="list-style-type: none">• ROW management• Require Operator to respond, stage and rebalance• Maintain aesthetics	<ul style="list-style-type: none">• Potentially limit Operators• Potentially less inventory for customers
No-Regulation	<ul style="list-style-type: none">• No limitations on Operator	<ul style="list-style-type: none">• Less ROW control• Operator not incentivized to respond, stage and rebalance

Approach by East Valley Cities

City of Phoenix

On July 5, 2018, Council approved a ***Dockless Bikes******share Program*** that includes an **ordinance*** to amend City Code, Operator **permit** and **cost recovery fees**. Starting February 1, 2019, Phoenix will require Operators to install "lock-to" technology on their bikes, which will force riders to lock a bike to a fixed object.

City of Tempe

Council considering a ***SATV ROW License**** and **cost recovery fees** with anticipated implementation in February 2019.

City of Scottsdale

On November 13, 2018, Council adopted an **ordinance*** to regulate SATV parking with **penalty fees**. No permit/license.

* Addresses definitions, safety, parking and penalties

Staff Recommendation

- Create **SATV Terms and Conditions**
- Create **SATV License**
- Introduce **Mesa City Code Section 10-11** for SATV License



Terms and Conditions

Requirements for:

- Appropriate staging and parking – no staging in Parks
- Operators to educate Users on laws and proper parking
- Stage SATVs every 24 hours, which shall include removing all SATVs from residential streets and private property
- Impoundment penalties
- Monthly reports on usage statistics, crash summary and fleet summary

Penalties/Fee Options

Ex: Annual Calculations

City	Permit/ License	Per SATV	Relocation/ Impoundment	100 SATVs Per Month	200 SATVs Per Month	500 SATVs Per Month
Mesa Proposed	\$100 (Annually)	\$2 (Monthly)	\$50/per SATV (Impoundment)	\$2,500	\$4,900	\$12,100
Phoenix*	\$500 (One-time)	\$20 (Annually)	\$80/per bike (Relocation)	\$2,500	\$4,000	\$10,000
Tempe	\$7,888 (Annually)	\$1.06 **(Daily)	\$100/per SATV (Relocation)	\$43,320	\$86,752	\$205,048
Scottsdale	---	---	\$50 – 1st violation \$250 – 2nd violation \$1,000 – 3rd and subsequent violations within one year of 1st violation	---	---	---

* Current regulations only address dockless bikes

** Assuming 31-day month

Licensing Process

Operator shall submit:

1. A completed License
2. Insurance documentation
3. Images and description of SATVs
4. License Fee at the Licensing Office

Once the Application is reviewed and approved by City, a License shall be executed by the City. The **Business Licensing Administrator** or designee will have the authority to execute a License.

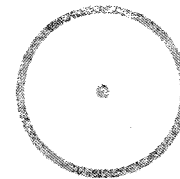
Seeking Direction

**Staff is seeking direction from Council
on how to move forward regulating
SATVs.**

Questions/Discussion



Lime
85 Second Street, 1st Floor
San Francisco, CA 94105



December 3, 2018

Dear Mayor Giles, Vice Mayor Luna, and Councilmembers:

Lime is thrilled to work with Council and staff to bring our products and services to the communities of Mesa. We applaud the City of Mesa for having a proactive and reasoned approach to regulating shared active transportation vehicles. While we are generally supportive of the presentation by city staff, we'd like to share our suggestion about the fee structure and provide some clarity around safety and operations.

The team at Lime appreciates all of the efforts that the City has put into crafting these suggested regulations, and we are eager to move forward with a process that works for everyone.

Fee Structure Recommendation: Ten-Cent Per-Trip Fee

In other markets like Dallas, we have seen that a hybrid fee structure (application fee and per-trip fee) works better for the municipality and Lime than a fixed fee. We suggest an annual permit/license fee of \$100 and a \$.10 cent per trip fee.

A hybrid fee structure allows the City to receive revenue that is directly correlated to use. An increase in ridership will translate to an increase in funding, which the City can dedicate towards the proper amount of bike racks and parking corrals for the City's ridership. From a commercial perspective, a per trip fee is more equitable to vendors. The vendors who provide more trips pay for a greater proportion of the infrastructure and services.

The fee is assessed to every trip completed through the operator's mobile application platform. Lime provides data sharing access to the City via the innovative Mobility Data Specification (MDS), as developed by LADOT. The City can use this system to monitor trips and assess fees.

Business Operations: 24-Hour Local Team

Though our technology and team on the ground, we are able to address many of your operational concerns like staging, private property issues, operator responsiveness, and clutter.

In Arizona, we have a local team of more than thirty people that manage our fleet and internal operations twenty-four hours a day, seven days a week. Our staff includes Operations Specialists, Mechanics, Community Affairs and Senior Management.

Each of our GPS-enabled vehicles is strategically deployed, balanced, monitored and collected on a daily basis. Our team of Operation Specialists monitors the streets to ensure our vehicles are properly placed and compliant with regulatory requirements - ADA, Right of Way, off of private property, etc. Our Smart Parking technology requires riders to take a photograph of where and how they park after each trip to ensure they've adhered to our parking standards. And, because daily charging is required, we are able to ensure that most of our products are off the streets on a nightly basis.

We have a twenty-four-hour customer support line and email/text option to report issues or concerns from our riders and the public.

We are able to respond to most concerns within twelve hours and have the ability to flag issues such as maintenance and safety concerns for further follow-up.

Safety: Lime's Top Priority

Safety is one of our top priorities at Lime. We are continually looking to improve safety with teams focused on rider education, product evolution, and Community Engagement.

We provide in-app safety recommendations about where to ride, the importance of helmets and where/how to park. We also have the ability to create custom in-app messaging based on location and cohort of products.

Lime recently launched a global multi-pronged campaign called 'Respect the Ride' with the goal of educating riders about the importance of safe-riding and helmet wearing. We'll be working with communities to drive safety initiatives and innovate on regulations and policy. The company has also pledged to distribute more than 250,000 free helmets in the future.

In closing, I'd like to express my deep thanks to RJ Zeder and Erik Guderian for your recommendations - we look forward to working with you and your teams moving forward.

Sincerely,

Joshua Miller
joshua.miller@li.me
Arizona General Manager