



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: April 16, 2019
TO: Christine Daniel, City Manager
FROM: Andrew Clough, Public Works Director
SUBJECT: Resolution Of The City Council Of The City Of Emeryville Amending The City Of Emeryville Master Fee Schedule For Fiscal Year 2018-19 Regarding Dockless Shared Mobility Systems

RECOMMENDATION

Staff recommends that the City Council conduct a public hearing to consider the above-entitled resolution and thereafter adopt said resolution.

BACKGROUND

The City of Emeryville charges fees for a variety of specific services offered by City departments. Fees in the Master Fee Schedule are intended to recover the costs of services provided.

DISCUSSION

On June 19, 2018, the City Council adopted the FY 18-19 Master Fee Schedule (MFS) that was effective July 2, 2018. On April 2, 2019, the City Council approved the second reading and adoption of a new Ordinance covering Dockless Shared Mobility Systems, which will take effect on May 2, 2019 (Ord.19-005). Implementation of the Ordinance will generate programmatic costs that will be incurred by the City. Therefore, staff recommends adopting new fees for the Dockless Shared Mobility System program to ensure that the program's actual costs are recovered.

The following calculations are based on the mid-range, fully-burdened 2019 cost for the Parking Management Program staff, consisting of one Full Time Equivalent (FTE) staff member at the Management Analyst level and 1.5 FTE at the Police Service Technician level, plus .1 FTE at the Maintenance Worker level. Cost summaries for these positions as well as proposed non-staff costs for the Parking Management Program are shown in Exhibit A.

Dockless Shared Mobility Systems

Annual Application Fee: An applicant for a Dockless Shared Mobility System Permit must submit an application which includes information on a number of system requirements as detailed in the Ordinance. This information includes device specifications, system safety, insurance, communication plans, and compliance with all applicable laws and regulations. The review of this application is anticipated to take 15 hours of staff time at a \$98.36 pay rate, plus consultation with other city departments including Police, Public Works and

Planning, for a total cost of \$2,500. This fee is non-refundable and is due at the time of application.

Annual Permit Fee: The issuance and management of these permits is anticipated to take 10% of the time and resources dedicated to the Parking Management Program, or \$50,000 annually. In addition, a contract with a third-party data management entity is estimated at \$5,000-\$10,000 each year. Staff expect approximately four Dockless Shared Mobility System Permits to be issued each year; therefore, a Permit fee of \$15,000 per operator is proposed to cover those costs. This fee is non-refundable and is due at the time of Permit issuance.

Confiscation and Retrieval Fees: If City staff spend time collecting devices that are improperly parked or otherwise not in compliance with permit terms, a fee to cover staff time for both the removal of the device and its retrieval by the Permit holder is calculated to be \$125 per device. This cost is based on an estimated 2 hours per device at a rate of \$62.34 per hour for a Public Works Maintenance Worker. The Confiscation and Retrieval Fees and the Storage and Disposal Fees will be due to the City upon notice to the Permittee.

Storage and Disposal Fees: If a device that has been collected by the City is not retrieved within the timeframe specified in the Permit, the Permittee responsible for that device will incur storage and disposal fees, which are proposed at \$250 per device for storage and the City's actual cost for arranging for disposal. The storage fee will compensate the City for the use of public property to store these devices until they are retrieved by their owners, or disposed of.

The proposed new fees, above, will become effective upon adoption of the resolution amending the MFS.

STAFF COMMUNICATION WITH THE PUBLIC

Staff communicated with representatives of neighboring cities, including Oakland and Berkeley, and received comments on the proposed fees from representatives of Bird and Lime.

CONCLUSION

Dockless Shared Mobility Systems are a potentially valuable addition to transportation options in Emeryville. The subject fees will enable the City to administer this alternative transportation system.

PREPARED BY: Nancy Humphrey, Environmental Programs Supervisor

**APPROVED AND FORWARDED TO THE
CITY COUNCIL OF THE CITY OF EMERYVILLE:**



Christine Daniel, City Manager

ATTACHMENTS

- Resolution
- Exhibit A, 2019 Costs for Dockless Shared Mobility