



Councilmember Ben Bartlett
City of Berkeley, District 3

CONSENT CALENDAR
December 19, 2017

To: Honorable Mayor and Members of the City Council
From: Councilmember Ben Bartlett
Subject: Personal Delivery Service Franchise Agreements

RECOMMENDATION:

Referral to the City Manager's Office to develop a program that would enable the City to consider franchise applications for personal delivery service companies involving personal delivery devices.

The City Manager's office should consider the following:

- Prioritization of franchise applicants that offer benefits to local or small businesses
- Prioritization of franchise applicants that utilize the local labor force, particularly youth from disadvantaged backgrounds
- Safety concerns and insurance
- Urge franchise applicants to employ unionized labor for robot operators

BACKGROUND:

Personal delivery services allow for autonomous robots (also known as personal delivery devices) to deliver goods from Berkeley business to Berkeley customers.

As the age of automation inevitably dawns, it is imperative to carve out spaces for human employment. Developing a framework for the City to accept applications for automated personal delivery services, as well encourage the use of local and unionized labor, is a step in the direction of giving local residents equitable access to employment in this new age.

Personal delivery services can offer the following benefits:

- Supports local and small businesses by allowing them to compete with large scale delivery services like Amazon
- Faster and more cost-efficient local deliveries
- Reduced inefficiencies associated with failed deliveries, facilitate the return of unwanted goods, and reduce the number of vehicle trips and the resultant emissions associated with the delivery of goods from local establishments

This is in line with General Plan Policy goals of reducing automobile traffic and congestion, improving the environmental profile of all economic activity in Berkeley and promoting Berkeley as a regional center for environmentally responsible business, improving customer access to Berkeley businesses by supporting and encouraging delivery systems in Berkeley as a means to reduce customer parking demand in commercial areas, as well as promoting innovative approaches to reducing local emissions by reducing air quality impacts of automobiles.

Other Cities in the Bay Area, including Sunnyvale, Redwood City, Menlo Park, Concord, Walnut Creek, and San Carlos, have all successfully permitted and operated personal delivery services programs involving autonomous robots.

FINANCIAL IMPLICATIONS:

Staff time.

CONTACT PERSON:

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