

ORDINANCE NO.

**AN ORDINANCE AMENDING THE CODE OF ORDINANCES,
OF THE CITY OF GULF SHORES ADOPTED JULY 29, 1989,
AT CHAPTER 8, BUSINESS LICENSES, TAXES AND REGULATIONS,
ARTICLE I. IN GENERAL BY ADDING SEC. 8-47 – 8-49.
REGULATIONS OF RENTAL OF MOBILITY VEHICLES**

WHEREAS, in recent years the number of mobility devices, many with electric-driven power assistance, has increased dramatically, both because of personal ownership and the number of rentals; and

WHEREAS, the City Council of Gulf Shores finds that the unsafe operation of regulated mobility devices on all public property and private property open to the public for pedestrian and bicycle travel poses a significant risk to the safety and welfare of persons, pedestrians, motorists, and children throughout the City; and

WHEREAS, the purpose of this Ordinance is to implement reasonable regulations on the rental of these types of mobility devices pursuant to the City's police power to protect the public health, safety, and welfare, to better promote the safe use and operation of regulated mobility devices, to prevent vehicular and pedestrian conflicts and other traffic hazards, to prevent hazards to public safety, and to enhance pedestrian and motorist safety; and

WHEREAS, rental companies that offer mobility devices to the public play an important role in insuring the safe use and operation of regulated mobility devices, as they often serve as the initial point of contact to new users; and

WHEREAS, rental companies can play an important role in educating customers, particularly those with little or no prior experience with mobility devices, about the importance of their safe operation, as education is essential to a safe and enjoyable experience; and

NOW, THEREFORE, BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF GULF SHORES, ALABAMA, WHILE IN REGULAR SESSION ON JANUARY 26, 2026, as follows:

Section 1. That Chapter 8, BUSINESS LICENSES, TAXES AND REGULATIONS, of the *Code of Ordinances*, adopted July 24, 1989, be and is hereby amended at ARTICLE I., IN GENERAL, by adding Sec. 8-47 – 8-49, E-Bike Rentals to read as follows:

CHAPTER 8 BUSINESS LICENSES, TAXES AND REGULATIONS

ARTICLE I. IN GENERAL.

* * * *

Sec. 8-47. Rental of Mobility Devices

Definitions.

In addition to the definitions set forth elsewhere in this Code, for purposes of this Ordinance, the words and phrases defined herein shall be construed in accordance with the following definitions:

ELECTRIC BICYCLE. A bicycle equipped with fully operable pedals, a saddle or seat for the rider, and an electric motor of less than 750 watts that meets the requirements of one of the following three classes:

(a) *Class 1 electric bicycle* means an electric bicycle equipped with a motor that provides assistance only when the rider is pedaling and that ceases to provide assistance when the bicycle reaches the speed of 20 miles per hour.

(b) *Class 2 electric bicycle* means an electric bicycle equipped with a motor that may be used exclusively to propel the bicycle and that is not capable of providing assistance when the bicycle reaches the speed of 20 miles per hour.

(c) *Class 3 electric bicycle* means an electric bicycle equipped with a motor that provides assistance only when the rider is pedaling and that ceases to provide assistance when the bicycle reaches the speed of 28 miles per hour.

Electric personal assistive mobility device is an electric-driven self-balanced vehicle, more commonly known as a Segway or Hoverboard.

Electrically motorized board is a one or two-wheeled board, more commonly known as an electric skateboard.

Motor-driven cycle is a motor scooter also commonly known as an “E-Moto,” and is further defined in *Ala. Code* § 32-1-1.1(37)

Motorized scooter is a two-wheeled electric scooter with an upright handlebar and rectangular platform on which the rider stands.

Operate means to ride, operate, and/or otherwise control a regulated mobility device other than walking such device.

Regulated mobility device means a Class 1 electric bicycle, Class 2 electric bicycle, Class 3 electric bicycle, electric personal assistive mobility device, electrically motorized board, motorized scooter, E-Moto, shared mobility device, and any other similar mobility device.

Rental shall mean the transfer of possession or control of a mobility device from a vendor to a customer, for a temporary period of time, whether or not that transfer involves an exchange of money.

Mobility Device Vendor shall mean any person who is engaged in the rental of a mobility device within the jurisdictional limits of the City of Gulf Shores.

Sec. 8-48 Licensing & Regulations

1. License required.

(a) Mobility Device Vendor. It shall be unlawful for any person to operate a business conducting the rental of mobility devices expected to be operated within the police jurisdiction of the City without a valid Mobility Device Vendor license.

(b) The City Revenue Office shall make available a form for a license application which shall require the Mobility Device Vendor applicant to verify and acknowledge the requirements of this Ordinance, and their agreement to comply with such prior to the rental of any mobility device.

2. Regulated Mobility Device Rental Regulations.

(a) No regulated mobility device except for a Class 1 electric bicycle shall be offered for rent by a Mobility Device Vendor.

(b) Mobility Device Vendors may offer ADA-compliant motorized scooters, electric wheelchairs and other such ADA-compliant devices to individuals with a disability meeting the standard set forth in Section 32-6-230 of the Alabama Code. Such individual wishing to rent an ADA-compliant device shall present a long-term disability access plate or placard or temporary disability placard to the Mobile Device Vendor prior to the rental.

(c) Mobility Device Vendors shall insure that each operator of a bicycle or regulated mobility device is equipped and furnished with a helmet that meets the safety standards required by state or federal law.

(d) No regulated mobility device may be rented for operation by any individual less than eighteen (18) years of age, unless a parent or legal guardian executes the rental agreement and a waiver and consent acknowledging the parent or legal guardian's responsibility for insuring the minor's compliance with state and local laws concerning the safe operation of the regulated mobility device.

(e) A Mobility Device Vendor shall, upon reasonable notice and request, permit the Gulf Shores Police Department to inspect regulated mobility devices to insure all such devices offered for rental are in compliance with this ordinance.

Sec. 8-49 Education, Penalties and Enforcement

1. Educational requirements.

Prior to the rental of any mobility device, the Mobility Device Vendor must do the following:

(a) Require each individual expected to operate a regulated mobility device to watch a short educational video produced by the Gulf Shores Police Department pertaining to the safe operation of the regulated mobility device.

(b) Notify each operator of a mobility device about the legal requirements pertaining to the use of the mobility device within the jurisdictional limits of the City of Gulf Shores, including the requirements contained in Ordinance No. _____. Such notice shall be in writing and contained either in the rental agreement or a written notice shall be personally delivered to each operator of a mobility device or affixed to the regulated mobility device in a manner that will insure the operator will view it prior to operating the regulated mobility device.

(c) Include in any rental agreement a provision requiring the customer to whom the mobility device is rented to acknowledge, by separate signature, on initial receipt of the notice described in subsection (b).

2. Penalties and Enforcement.

(a) A Mobility Device Vendor found to be in violation of this article shall be subject to a fine of five hundred dollars (\$500). Each day a violation is committed, or permitted to continue, shall constitute a separate offense and shall be fined as such.

(b) If a person under the age of eighteen (18) is found in violation of any provisions of this Ordinance, and no parent or legal guardian is present, the police officer may take immediate possession of a regulated mobility device found to be operating in violation of the provisions herein and transport the device for safekeeping to the nearest City facility. Thereafter, the regulated mobility device shall be released to the Mobility Device Vendor upon payment of a \$50 fee.

(c) The City's legal counsel is hereby authorized to institute, in the name of the City, civil proceedings for the enforcement of this Section to enjoin, prosecute, restrain or correct violations hereof.

(d) Any Mobility Device Vendor found to be in violation of this article more than three (3) times in any license year is subject to a license suspension until, in the discretion of the City Council, such Mobility Device Vendor corrects and remedies the cause of such violations and demonstrates the intent and ability to insure future compliance.

Section 2. That this Ordinance shall become effective upon its adoption and publication as required by law.

ADOPTED this 26th day of JANUARY, 2026.

Robert Craft, Mayor

ATTEST:

Tobi Waters, MMC
City Clerk

CERTIFICATE

I Tobi Waters, MMC, City Clerk of the City of Gulf Shores, Alabama, do hereby certify that the foregoing is a true and correct copy of Ordinance No. ____ (prepared by City Clerk), which Ordinance was duly and legally adopted at a regular meeting of the City Council on January 26, 2026 and the same was duly published as required by law.

City Clerk