City of Rochester Hills
AGENDA SUMMARY
NON-FINANCIAL ITEMS

1000 Rochester Hills Dr.
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Legislative File No: 2026-0456 V1

TO: Mayor and City Council Members

FROM: Nathan Mueller, Chief of Communications
Captain Paul Workman, Oakland County Sheriff's Office
Sara Roediger, Planning and Economic Development Director
Tracey Balint, P.E., Department of Public Services Director
Ken Elwert, Parks and Natural Resources Director

DATE: October 30, 2026

SUBJECT: E-Mobility Initiative Update and Acceptance for First Reading an ordinance to amend Section 74-64 - Bicycles, Section 74-145 - Prohibited and Restricted Activities, and Section 74-259 - Bicycles, of Chapter 74 Parks and Recreation, and Chapter VII. Bicycles, Motorcycles and Certain Recreational Vehicles of Chapter 98 Traffic and Vehicles

REQUEST:
Acceptance for First Reading an ordinance to amend Section 74-64 - Bicycles, Section 74-145 - Prohibited and Restricted Activities, and Section 74-259 - Bicycles, of Chapter 74 Parks and Recreation, and Chapter VII. Bicycles, Motorcycles and Certain Recreational Vehicles of Chapter 98 Traffic and Vehicles, of the Code of Ordinances of the City of Rochester Hills, Oakland County, Michigan, and to repeal conflicting ordinances, and prescribe a penalty for violations.

BACKGROUND:
Over the past few years, the rapid advancement and popularity of micromobility devices—including e-bikes, e-scooters, and high-powered electric skateboards—have transformed how residents travel and recreate across Rochester Hills. While these devices offer eco-friendly and accessible transportation options, their proliferation has outpaced existing state and city regulations, creating a growing safety challenge on our public rights-of-way.

The line between traditional bicycles and high-speed motor vehicles has increasingly blurred. High-speed devices traveling upwards of 20 to 30+ mph on shared pathways and sidewalks have led to escalating community concerns regarding vehicle and pedestrian safety, potential conflicts, and consistent regulations, enforcement, and penalties. Recognizing that new regulations alone cannot solve these challenges, the City is deploying a balanced, proactive two-part strategy: launching an aggressive public education and awareness campaign while modernizing our municipal code to establish enforceable legal boundaries to equip families and riders with the knowledge they need before devices are purchased or operated.

Education and Awareness Campaign

1. Enhanced webpage dedicated to information on all E-Mobility types: rochesterhills.org/e-mobility. Offering free bike registration to residents that also educates resident on where the various E-Mobility types can be used. Chatbot on City website will also be able to answer specific questions from residents.
2. Media Team is creating a video educating residents to "Know What You're Buying" prior to the holiday shopping season. They will also have multiple videos in the spring focused on safety and where riders can ride.
3. Mayor's Office has created a detailed infographic highlighting the various E-Mobility types with answers to commonly asked questions that will be shared on social media and at City events.

4. Partnering with Rochester Community Schools and Avondale Schools to provide them with educational materials they can distribute to parents and students.
5. Creating educational signage for our parks and on our trails.

E-Mobility Ordinance Amendments

This proposed ordinance amendments establish clear local rules for bicycles, electric bicycles, electric skateboards, scooters, and e-motorcycles in one Article. Please see the attached E-Mobility at a Glance and points below for a summary of the updated ordinance.

1. **Defines & Categorizes Devices:** Formally adopts state standards distinguishing low-speed e-bikes and e-skateboards from higher-speed e-motorcycles, mopeds, and traditional motor vehicles.
2. **Clarifies Sidewalk & Trail Access**: Bicycles, Class 1 and Class 2 e-bikes (under 20 mph), and e-skateboards/scooters are permitted on sidewalks, paved paths, and groomed trails unless posted otherwise. Class 3 e-bikes (up to 28 mph assist), mopeds, and e-motorcycles are banned from sidewalks and trails and restricted to roadway travel.
3. **Conservation Area Protections:** Regulated motorized and recreational vehicles are completely banned in dedicated conservation areas and green spaces.
4. **Pedestrian Priority & Rider Conduct:** Riders on shared paths must yield to pedestrians, sound an audible warning before passing, follow state helmet/age laws, and refrain from reckless riding, stunt acceleration, or operating under the influence.
5. **Powertrain Tampering Ban:** Outlaws modifying or tuning e-bike or e-skateboard motors to exceed legal power or speed limits without state motor vehicle registration.
6. **Penalties & Parental Responsibility:** Violations carry a civil fine of up to $500, and parents or legal guardians can be cited if they knowingly allow or fail to prevent a minor from violating the rules.
7. **ADA Protections:** Explicitly protects the use of electric personal assistive mobility devices and wheelchairs for individuals with mobility impairments.

RECOMMENDATION:
Administration recommends that City Council accepts for First Reading an ordinance to amend Section 74-64 - Bicycles, Section 74-145 - Prohibited and Restricted Activities, and Section 74-259 - Bicycles, of Chapter 74 Parks and Recreation, and Chapter VII. Bicycles, Motorcycles and Certain Recreational Vehicles of Chapter 98 Traffic and Vehicles, of the Code of Ordinances of the City of Rochester Hills, Oakland County, Michigan, and to repeal conflicting ordinances, and prescribe a penalty for violations.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Mayor		
Deputy Clerk		

Contract Reviewed by City Attorney ☒ Yes ☐ N/A