



SFMTA

# San Francisco's Scooter Share Pilot Program

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## Excellent Transportation Options



# Using Limited Space Wisely



# Evolving Transportation Landscape

## TRADITIONAL



I own and use my own transportation.



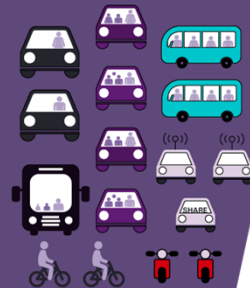
## TRENDING



I own my transportation and access emerging mobility options.

## FUTURE

I access a menu of emerging mobility options to meet my needs.



# Evolving Transportation Landscape



Autonomous Vehicles



Courier Network Services



Ridesharing/ Carpool



E-bike/ Scooter Share



Microtransit/ Private Transit



Ride-hailing

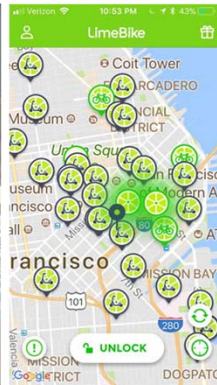


Bikeshare

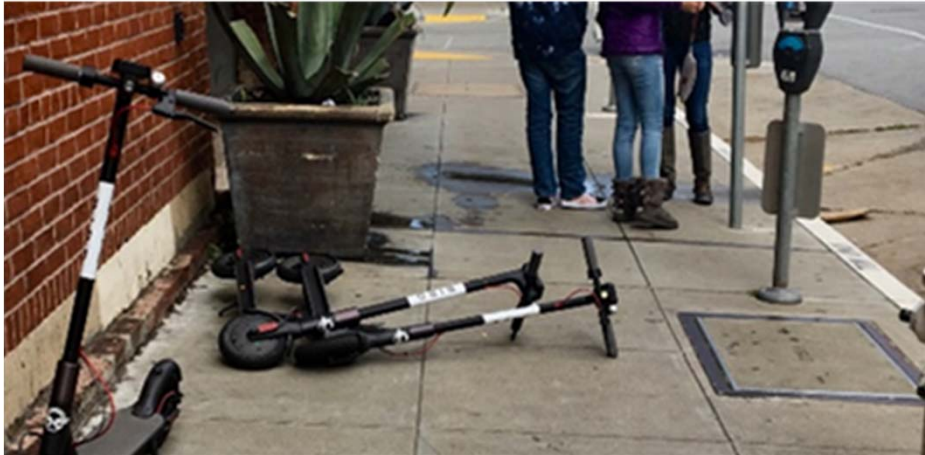


Carshare

# March: Lime, Bird, and Spin Launch



## Challenges and Concerns

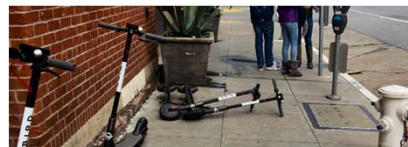


## Existing Laws Govern Usage

- Sidewalk Riding Prohibited



- May not obstruct sidewalk



## New Regulations Needed

### Board of Supervisors

- New Law: Permit Required from the SFMTA

### SFMTA Board:

- One year pilot program for evaluation
- Up to 2,500 scooters across all permittees
- Zero to 5 permits may be issued
- Detailed permit requirements

## Emerging Mobility Guiding Principles



Safety



Sustainability



Transit



Financial Impact



Equitable Access



Accountability



Disabled Access



Labor



Congestion



Collaboration

## Application Evaluation Criteria

Safety	Strategies to educate and train users should result in safe operations of scooters by riders.
	Strategies to promote and distribute helmets should result in helmet use by riders.
Disabled Access	Strategies to ensure properly parked scooters, including any commitments to locking or tethering, should result in parking that does not block the right of way
	User penalties for poor compliance by users with laws governing scooter operation, including possibility of suspension by the applicant, should support appropriate operation and parking by users.
Equitable Access	Approach to providing service to low-income residents, including diverse payment options and fare discounts, should reduce barriers to participation.
	Service Area beyond the downtown core and commitment to rebalancing should ensure availability of scooters in underserved areas.

## Application Evaluation Criteria

Community Outreach	Outreach approach should include strategies to ensure that low income residents are aware of service and how to participate.
	Approach to outreach should ensure that members of the public, including those that choose not to use scooter services, have the opportunity to be heard and to stay informed about program.
Labor	Should demonstrate understanding of operational needs and resource requirements to ensure service reliability.
	Approach to hiring and training employees and/or contractors should ensure that staff have the knowledge and skills to ensure safe operational practices and knowledge of the communities in which they operate.
Sustainability	Approaches to operations and disposal should demonstrate commitment to environmental sustainability.
Experience & Qualifications	Applicant's experience in operating and maintaining shared mobility systems, in San Francisco and elsewhere as well as applicant's history, and the history of their users, in complying with city regulations should demonstrate their capacity to comply with the terms of the scooter share permit.



# Application Highlights



### Safety and Disabled Access

- "Lock-to" prototype already developed
- Ambassadors to approach users about safe behavior and provide helmets
- In-person training sessions for users
- Free ride incentives for riders without scooter parking violations per SFMTA and San Francisco Public Works guidelines

### Equitable Access

- Over 50 percent discount for low-income users
- Proposes deploying 20% of scooters in southeastern communities such as Bayview, Hunters Point, Excelsior, and Visitacion Valley

### Labor

- Partnerships with job training and re-training organizations for staff recruitment and retention
- Detailed operations plans and commitment to staff training

### Collaboration

- 16-member Community Advisory Board to consider scooter approach and ensure responsiveness to community concerns

# Application Highlights

### Safety and Disabled Access

- Mandatory instructional videos and free operating classes
- Field staff that monitor/enforce good behavior
- Developing integrated helmet box for scooters
- Commitment to pilot locking technology

### Equitable Access

- Commitment to ensure 20% of scooters are available in Communities of Concern
- 24/7 operation ensures scooters available during hours with reduced transit service
- Promotion of services to low income users

### Labor

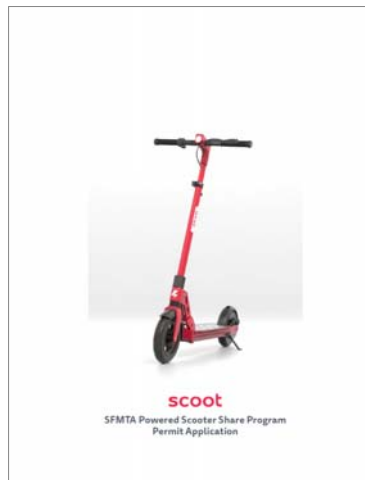
- Detailed operations plans and commitment to staff training

### Sustainability

- Recharging synergy with existing Scoot program and use of existing Scoot off-street parking where feasible such as at private garages

### Collaboration

- History of close collaboration with the SFMTA in operation of their shared moped service
- Scoot currently rents space in SFMTA-owned garages for their shared e-moped program, in addition to space at privately owned garages.



# Summary Table



		Bird	HOPB	JUMP	Lime	Lyt	Oto	Razor	Ridewell	Scot	Skip	Spin	Uscooter
Safety	Strategies to educate and train users should result in safe operations of scooters by riders.	F	F	P	P	P	P	P	F	S	F	F	F
	Strategies to promote and distribute helmets should result in helmet use by riders.	P	S	P	P	P	P	P	P	S	F	P	P
Disabled Access	Strategies to ensure properly parked scooters, including any commitments to locking or tethering, should result in parking that does not block the right of way	F	S	P	F	F	F	F	P	F	S	S	F
	User penalties for poor compliance by users with laws governing scooter operation, including possibility of suspension by the applicant, should support appropriate operation and parking by users.	P	P	P	P	P	P	P	P	F	S	P	P
Equitable Access	Approach to providing service to low-income residents, including diverse payment options and fare discounts, should reduce barriers to participation.	P	P	S	P	S	F	P	P	P	S	F	P
	Service Area beyond the downtown core and commitment to rebalancing should ensure availability of scooters in underserved areas.	P	F	S	P	P	F	P	S	F	S	P	F
Community Outreach	Outreach approach should include strategies to ensure that low income residents are aware of service and how to participate.	P	P	S	F	F	P	P	P	S	F	S	P
	Approach to outreach should ensure that members of the public, including those that choose not to use scooter services, have the opportunity to be heard and to stay informed about program.	P	P	P	F	F	P	P	P	F	S	P	P
Labor	Should demonstrate understanding of operational needs and resource requirements to ensure service reliability.	P	P	S	S	S	S	P	S	S	S	S	F
	Approach to hiring and training employees and/or contractors should ensure that staff have the knowledge and skills to ensure safe operational practices and knowledge of the communities in which they operate.	P	P	P	F	F	S	P	P	S	F	P	F
Sustainability	Approaches to operations and disposal should demonstrate commitment to environmental sustainability.	P	P	F	F	S	P	F	F	F	P	F	P
Experience & Qualifications	Applicant's experience in operating and maintaining shared mobility systems, in San Francisco and elsewhere as well as applicant's history, and the history of their users, in complying with city regulations should demonstrate their capacity to comply with the terms of the scooter share permit.	P	F	F	P	P	S	P	P	S	S	P	P

# Pilot Basics

- 12-month pilot period
- Permits issued by *October 15, 2018*
  - Months 1-6: 625 scooters per permit
  - Months 7-12: Cap increases to 2,500 total
  - Any increase is at SFMTA's sole discretion
- No additional applications considered during pilot
- SFMTA may revoke permits at any time for non-compliance



## Pilot Evaluation

- *Mobility benefits* – Demand, use patterns, mode shift impacts, and overall contribution/reduction in vehicle miles traveled
- *Safety and sidewalk access* – User compliance with relevant laws (including observations of sidewalk riding), number of citations, reported collisions
- *Public feedback* – SFMTA community engagement expectations, 311 reports
- *Administrative costs* – Staff time, impounded scooters
- *Compliance with ALL permit terms and conditions* – SFMTA can revoke permit(s) at any time

## Sharing the Results

- Data-sharing and compliance reports required of permittees
- SFMTA evaluation reports at 6 months and 11 months
- Public hearing prior to 6 months
- Final evaluation presented to SFMTA Board
  - Permanent program?
  - Transportation Code changes as appropriate

# Thank You

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