Powered Scooter Share Permit Program: Appendix 5
Distribution Guidelines and Requirements – Updated July 30, 2020

OVERVIEW

This document provides requirements for the distribution of powered scooter devices, and includes guidelines for service in specific neighborhoods, to be submitted as part of the Powered Scooter Share Program Permit Application. Permittees must structure operations in accordance with these guidelines to offer comprehensive service such that powered scooters may be a safe, equitable and reliable travel option in San Francisco.

PURPOSE

Major commute and land use patterns tend to create an imbalance in shared fleet distribution toward a central business district. The SFMTA recognizes that rebalancing scooters is crucial to successfully integrate them into San Francisco's broader transportation system and to avoid clutter that makes the pedestrian right of way inaccessible.

This imbalance can compound a lack of transportation options in historically underserved communities. Deliberate redistribution is required to support the Powered Scooter Share Program in achieving its equity goals, and to ensure this service is a convenient travel option throughout San Francisco.

The SFMTA's Distribution Requirements seek to accomplish the following:

1. Make powered scooter share a convenient travel option throughout the City to complement fixed transit service by serving as a last-mile solution;
2. Make powered scooter share a reliable transportation option for trips outside of regular commute times and patterns;
3. Make powered scooter share a viable transportation option in Key Neighborhoods that encompass Communities of Concern[1] that have been historically underserved by travel mode options; and,
4. Establish metric-based practices, which allow the SFMTA to dynamically regulate and actively manage operators in order to establish Powered Scooter

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[1] The Metropolitan Transportation Commission (MTC) defines Communities of Concern (CoCs) as census tracts that have a concentration of both minority and low-income residents, or that have a concentration of low-income residents and any three or more of the following six disadvantage factors: persons with limited English proficiency, zero-vehicle households, seniors aged 75 years and over, persons with one or more disability, single-parent families, and renters paying more than 50 percent of their household income on housing.

Share as a reliable transportation option, while minimizing negative impacts such as cluttered and inaccessible sidewalks.

Note that the metrics in the Distribution Guidelines and Requirements (such as the Minimum Thresholds and cap on scooters in the Downtown Core) were developed based on a fleet size of 1,000 scooters and shall be scaled according to permitted fleet size.

Service Areas

This section describes the service area and distribution requirements, which are primarily intended to prevent an over-concentration of scooters in the Downtown Core, and to ensure that rebalancing operations provide service availability in Key Neighborhoods, which include Communities of Concern that are outside the downtown core.[2] Each category is subject to the three Distribution Metrics (Percent Coverage, Minimum Thresholds, and Trips per Scooter per Day) detailed on page 3 of this document, and the corresponding Minimum Threshold tables based on the applicable fleet size.

The Powered Scooter Share Service Area Map provides geographic boundaries of these categories. The light blue area in the Service Area Map constitutes the Core Service Area. The Service Area Map can be found here.

Core Service Area – Permittees must provide service to the Core Service Area upon permit issuance, as designated in the Service Area Map.

Downtown Core – No more than 400 devices per 1,000 permitted scooters shall be deployed within the Downtown Core at any time to prevent an over-concentration of scooters and to encourage availability in communities outside downtown with fewer mobility options. The fleet cap in the downtown core will scale with expanded fleet sizes, increasing by 100 for each additional 500 permitted scooters.

Key Neighborhoods (includes Mission, Western Addition, Bayview-Hunter's Point, Visitacion Valley, SFSU, Ingleside, and Excelsior) – Permittees must provide the minimum number of scooters as specified in the Minimum Threshold Table, and maintain at least 75% coverage for 75% of the time between 6am and 10pm in

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[2] Communities of Concern within Key Neighborhoods include Mission, Western Addition, Bayview-Hunter's Point, Visitacion Valley, Portola, Outer Mission, Excelsior, and Oceanview. A map of Communities of Concern can be found here.

the Key Neighborhoods outside the Downtown Core as defined in the Service Area Map.

Expanded Service Area[3] (includes Richmond, Sunset, and Presidio) – Permittees may be authorized to extend service to Expanded Service Areas, as designated in the Service Area Map, at permit issuance, or contingent upon approved fleet expansion(s) issued during the term of the permit.[4] Note that permittees will be held to the percent coverage threshold (75% coverage for 75% of the time) for any and all portions of the Expanded Service Area served.

Required Fleet Deployment Threshold

Permittees shall consistently maintain 50% or greater deployment of their total permitted fleet size. On a daily basis, the SFMTA will calculate powered scooter deployment as the total number of scooters in the entire service area, multiplied by the number of minutes they are available for hire or in-use, divided by the total number of scooters permitted, across the hours of 6:00 am to 10:00 pm. The goal of this is for operators to reliably deploy more than half their permitted fleet, and to ensure an adequate level of customer services for riders. Any operator who fails to meet this threshold for 25 days out of any 30 consecutive-day period may be found in violation of the permit terms and conditions.

Distribution Metrics

Three key metrics will help to guide operational distribution:

A.   Percent Coverage

Permittee's deployment of Powered Scooters within the entire Service Area will need to meet a Percent Coverage target determined by the SFMTA. Percent Coverage is calculated by summing the total area covered by a quarter-mile radius buffer around each scooter in a service area and dividing that sum by the total service area. The initial target will begin at 50% coverage for 75% of the time between 6:00 am and 10:00 pm. This metric may also be extended to Expanded Service Areas served by the permittee. Key Neighborhoods will also have Percent Coverage targets as outlined in the Service Areas section.

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[3] **Note**: Twin Peaks is not included due to device limitations on hilly terrain. Powered Scooter Share Operators may petition to the SFMTA to serve this area; however, no percent coverage or minimum thresholds will be required.

[4] In order to secure fleet expansion authorization after launch, permittees must meet the criteria under the 'Fleet Expansion' section of these guidelines, which may be amended by the SFMTA.

B.   Minimum Thresholds

The table below identifies the minimum required thresholds of scooters expected to be deployed in Key Neighborhoods. Minimums are approximately twice the number of scooters required to achieve 100% coverage at any given point in time. Permittees shall ensure that the minimum number of scooters is consistently available for each specified service area. Given movement of the fleet throughout the day, minimum thresholds are likely to be significantly lower than the anticipated numbers required to satisfy percent coverage targets over the course of the day.

C.   Trips per Scooter per Day

For system monitoring, the SFMTA will regularly measure trips/scooter/day in order to assess whether fleet size appropriately matches demand and usage. The SFMTA will divide each day's total number of trips by the total deployed fleet, which is intended to incentivize permittees to utilize their total cap and provide consistent service. This metric will be calculated for total operations, as well as for each Service Area subarea (i.e. Key Neighborhoods). The SFMTA will also monitor trips/scooter/day starting or ending in Key Neighborhoods and/or Communities of Concern and may develop targets for each community after program launch.

Minimum Threshold Table (Fleet of 1,000 Scooters)

Core Service Area Thresholds		
Downtown Core	Min. Number of Scooters	Area (sq mi)
Downtown Core	**No more than 400 scooters	3.9
Key Neighborhoods		
Mission	19	1.8
SE Neighborhoods Bayview - Hunters Point - Vis. Valley	51	5.0
SW Neighborhoods SFSU - Ingleside - Excelsior	47	4.6
Western Addition	5	0.5

Fleet Expansion

The SFMTA may consider expanding a permittee's maximum permitted fleet size if the permittee demonstrates consistent deployment of the existing permitted fleet, and meets several other equity-based metrics and standards described below. Requests for expansion may only be for 500 scooters per request. Permittees may petition to the SFMTA for an expansion of their permitted fleet no more than once every two months. The SFMTA may also request that permittees expand their fleets to serve as mutual aid for transit and to help meet travel demand during the Covid-19 emergency referenced in the Proclamation of the Mayor Declaring the Existence of a Local Emergency dated February 25, 2020 ("Covid-19 Emergency"). Should the SFMTA grant a request for expansion, such permission is conditional based on the permittee's continued demonstrated compliance with permit terms and conditions as determined by the SFMTA.

The SFMTA may consider the following metrics and standards, among others, when considering whether to grant fleet expansion, but criteria are subject to change.

Fleet Deployment
Permittees shall demonstrate consistent, reliable service. Permittees must deploy at least 70% of their total permitted fleet size, ensuring that they do not exceed the Downtown Core device cap, for 15 out of any 30 consecutive-day period, in order to be considered for fleet size expansion. Methods to avoid overcrowding of scooters in high demand areas can include, but are not limited to, variable pricing, and scooter valet service.

Equitable Distribution
Permittees must consistently meet all equitable distribution targets (i.e. Minimum Thresholds) in order to be considered for fleet size expansion. This will include compliance with Minimum Threshold targets in Key Neighborhoods.

Low-Income Plan Participation
Permittees should maintain a certain target for low-income plan participation as determined by the SFMTA. The initial target is one low-income plan subscription per every two permitted scooters.

Labor Harmony
The SFMTA will monitor commitments made in each permittee's submitted Labor Harmony plan. Permittees are required to report on compliance with commitments made in these plans and must provide an update of any changes to their plans. The SFMTA will review and confirm this information prior to granting a fleet size increase.

Complaints Database

Each permittee must maintain a database containing all public complaints and comments related to poor user behavior (e.g. sidewalk riding) and track case status through complaint resolution. This database shall be shared with the SFMTA in a format as determined by the Agency, and must provide documentation of enforcement for unsafe and/or illegal rider behavior, including evidence that the permittee is investigating and taking all complaints seriously, and following the penalty structure as defined in their permit application. Permittees must maintain and update this database, to the Agency's satisfaction, prior to the SFMTA granting a fleet size increase.[5]

Compliance Reports

Each permittee must provide compliance reports to the SFMTA three-month intervals during the permit term. The reports must document compliance with the permit Term and Conditions, to the Agency's satisfaction, with a particular emphasis on rider accountability requirements, prior to the SFMTA granting a fleet size increase. Rider accountability requirements are included in, but not limited to, permit Terms and Conditions #46-#50.

Life-Cycle Analysis

Permittees must submit a completed lifecycle analysis, as specified in the Sustainability Guidelines and Requirements, prior to the SFMTA granting a fleet size increase.

Adaptive Scooter Pilot

In order to increase fleet size, Permittees should demonstrate that they have achieved one of the following regarding their Adaptive Scooter Pilot Plan: increased number of users or increased number of trips.

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[5] The SFMTA reserves the right to audit this information to ensure accuracy prior to granting a fleet size increase per number 7 of the Permit Terms and Conditions. Additionally, the SFMTA may perform periodic audits or review the complaints to ensure continued compliance.

Minimum Threshold Table (Fleet of 1,500 Scooters)

Core Service Area Thresholds		
Downtown Core	Min. Number of Scooters	Area (sq mi)
Downtown Core	**No more than 500 scooters	3.9
Key Neighborhoods		
Mission	29	1.8
SE Neighborhoods Bayview - Hunters Point - Vis. Valley	77	5.0
SW Neighborhoods SFSU - Ingleside - Excelsior	71	4.6
Western Addition	8	0.5
Inner/Central Richmond (west of Divisadero)	42	2.7
Inner/Central Sunset & Haight	18	1.2

The table above shows the minimum thresholds in Key Neighborhoods for a fleet of 1,500 scooters, corresponding to this service area map. Note that specific thresholds and geographies are subject to change at SFMTA's sole discretion, and will be confirmed when the permit is modified to reflect the expanded fleet.

Minimum Threshold Table (Fleet of 2,000 Scooters)

Core Service Area Thresholds		
Downtown Core	Min. Number of Scooters	Area (sq mi)
Downtown Core	**No more than 600 scooters	3.9
Key Neighborhoods		
Mission	37	1.8
SE Neighborhoods Bayview – Hunters Point – Vis. Valley	102	5.0
SW Neighborhoods SFSU – Ingleside – Excelsior	94	4.6
Western Addition	10	0.5
Richmond District	75	3.7
Sunset District	120	5.9

The table above shows the minimum thresholds in Key Neighborhoods for a fleet of 2,000 scooters, corresponding to this service area map. Note that specific thresholds and geographies are subject to change at SFMTA's sole discretion, and will be confirmed when the permit is modified to reflect the expanded fleet.

Minimum Threshold Table (Fleet of 2,500 Scooters)

Core Service Area Thresholds		
Downtown Core	**Min. Number of Scooters**	**Area (sq mi)**
Downtown Core	**No more than 700 scooters	3.9
Key Neighborhoods		
Mission	48	1.8
SE Neighborhoods Bayview - Hunters Point - Vis. Valley	128	5.0
SW Neighborhoods SFSU - Ingleside - Excelsior	118	4.6
Western Addition	13	0.5
Richmond District	95	3.7
Sunset District	151	5.9
Presidio[6]	59	2.3

The table above shows the minimum thresholds in Key Neighborhoods for a fleet of 2,500 scooters, corresponding to this service area map. Note that specific thresholds and geographies are subject to change at SFMTA's sole discretion, and will be confirmed when the permit is modified to reflect the expanded fleet.

Other Guidance

Inclement Weather Caveat
Given the unknown safety implications of operating powered scooters in inclement conditions, the SFMTA allows for an 'Inclement Weather Caveat'. While permittees may still choose to deploy some or all their permitted fleet, they shall not be held to deployment and distribution standards

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[6] Pending Memorandum of Understanding between the SFMTA and Presidio Trust.

on any day where rain accumulation reaches 1/10th of an inch over the course of 24 hours, as reported by the National Weather Service.

Transit Connectivity & Mutual Aid

While not required, distributing scooters peripheral to transit lines and key transit stops, stations, and hubs may increase the likelihood of Powered Scooter Share services being used as a last-mile solution. Powered Scooter Share also stands to serve as a helpful solution in the event of majorly impacted transit service. The SFMTA may request Permittees to deploy along key transit routes that have seen service cuts or disruptions due to the Covid-19 Emergency.