



SFMTA

Powered Scooter Share Program

SFMTA Board Meeting

April 18, 2023

Seeking MTAB Approval to:

- ❖ Extend current permits from June 30, 2023 to June 30, 2024
- ❖ Require sidewalk riding technology, rider notifications, and monthly report to SFMTA on sidewalk riding



Scooter Share Program: Desired Outcomes

- ❖ Safe and equitable mobility options that serve public interest
- ❖ Diverse riders
- ❖ Support transit service by providing first mile/last mile option
- ❖ Mobility innovation that helps reduce:
 - Traffic congestion
 - Parking demand
 - Carbon emissions



Scooter Share Program: Challenges

- ❖ Illegal and unsafe riding behaviors
 - Sidewalk riding
 - Double riding
 - Riding the wrong way
- ❖ Improperly parked devices impacting accessible right of way
- ❖ Rider accountability
- ❖ Equitable service



FY2023 Permit Program

- ❖ Two active permittees
- ❖ Current permit term expires June 30, 2023

Lime

2,000 device cap



Spin

2,000 device cap



Bird

Permit ended 2/17



Program Snapshot: July 2021 – March 2023

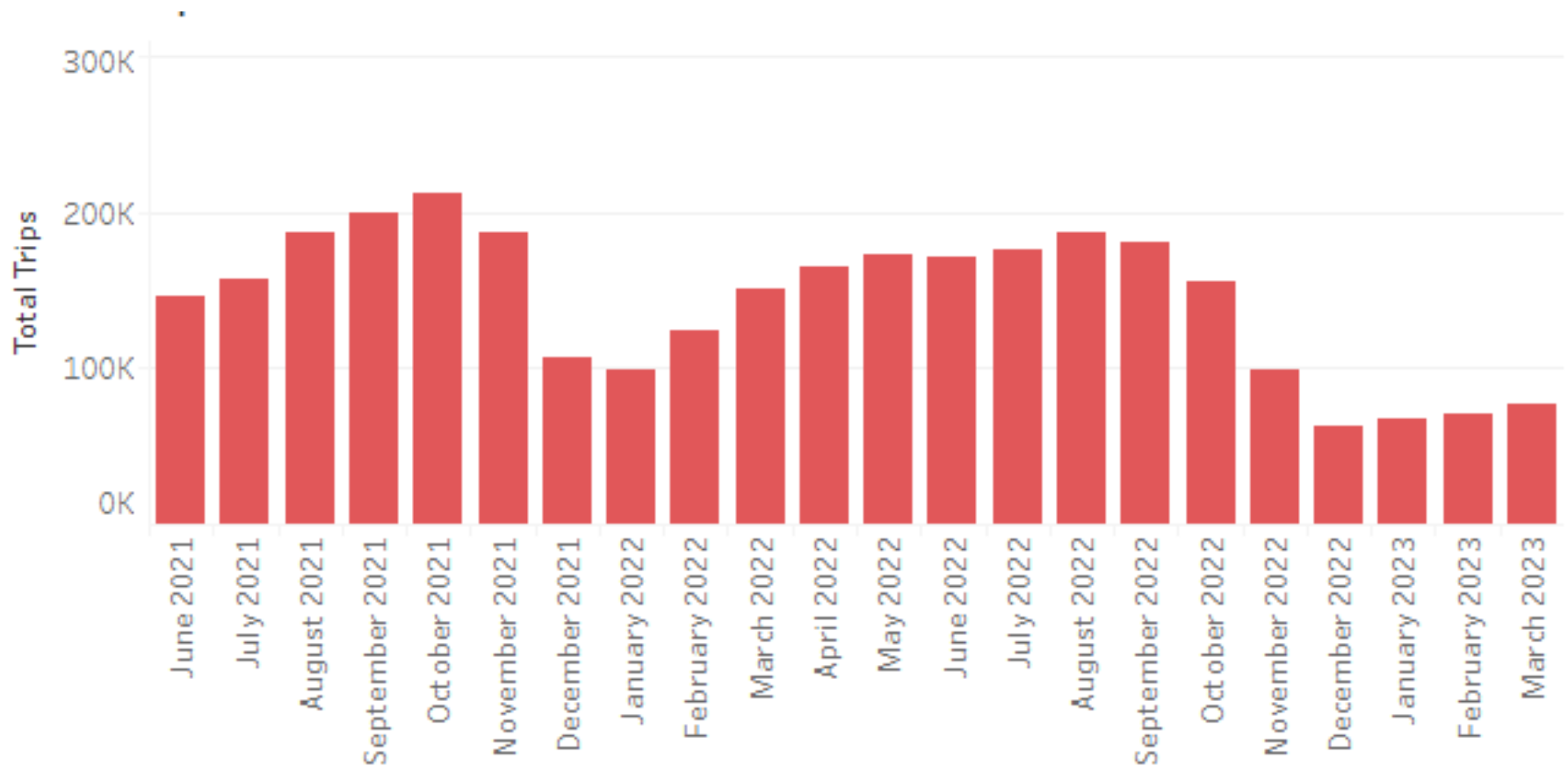


Trips: 3,009,719

All Citations: 18,973

311 Complaints: 10,731

Shared Scooter Trips



Key Requirements

[Permit Terms and Conditions](#) require:

- ❖ Safety and rider accountability
- ❖ [Parking requirements](#)
- ❖ Equity focus
 - Adaptive program
 - Low-income plans
 - Neighborhood distribution
 - Community engagement
- ❖ Reporting requirements
- ❖ Labor Harmony



Permittee Commitments

1. User education

- ❖ App pop-ups, safety reminders, and safety quiz
- ❖ On-vehicle safety messaging
- ❖ Quarterly safety training class

2. Escalating Penalties

- ❖ Fines or account suspension in increasing intensity for improperly parked scooters or unsafe riding

3. Sidewalk Riding Detection Technology

- ❖ Each Permittee has committed to implementing technology to eliminate sidewalk riding

SFMTA Support

Biweekly meetings

- ❖ Strategy sessions
- ❖ Collaborate
- ❖ Discuss common goals and develop solutions

On-line reporting portal

- ❖ Salesforce portal creates efficiencies
- ❖ Permittees can check compliance through portal

Notice of complaint

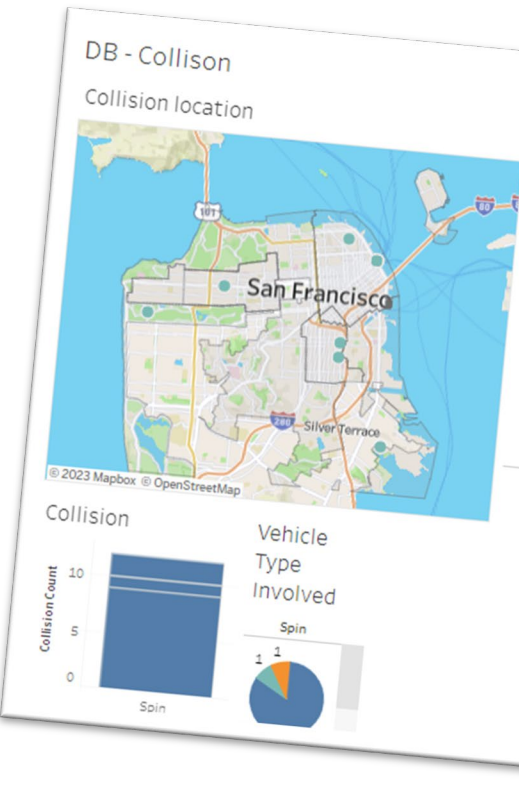
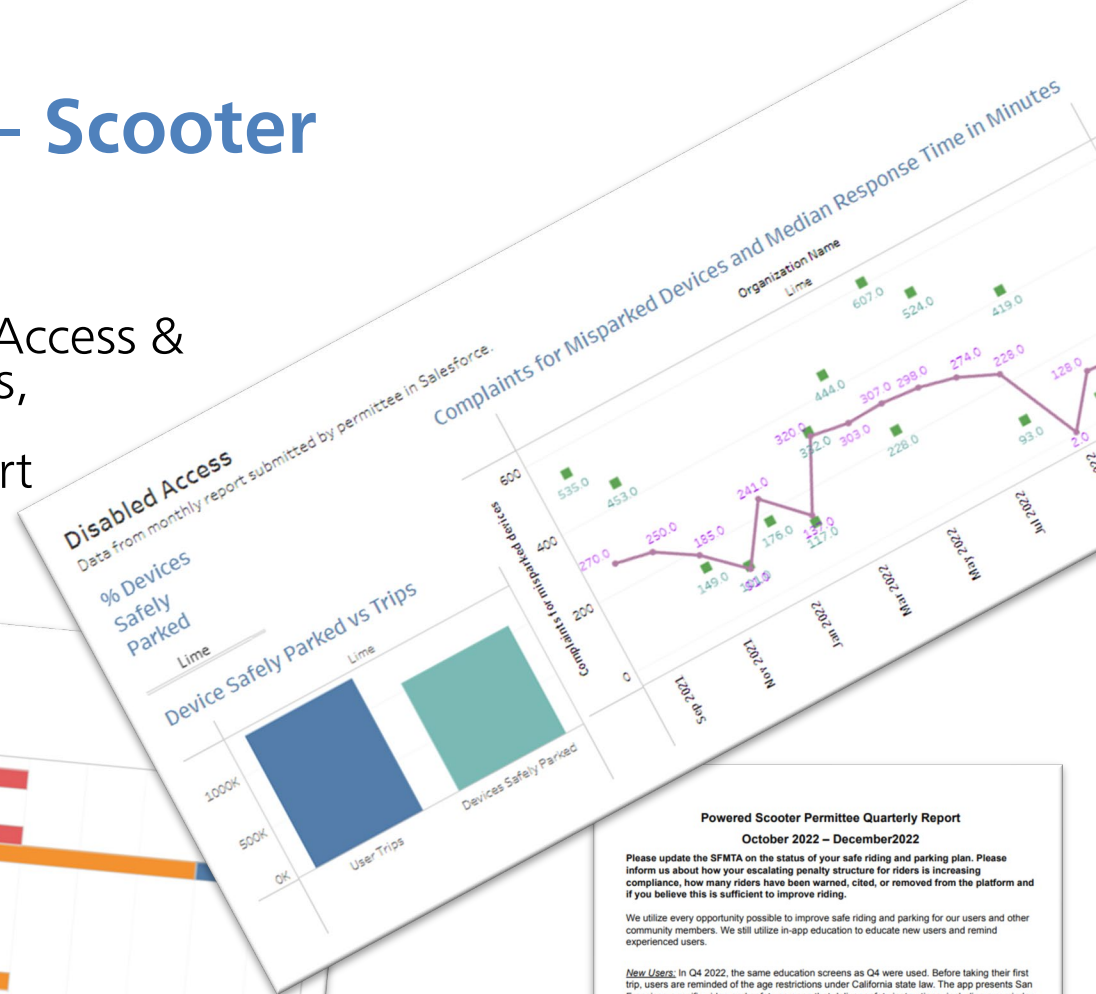
- ❖ Permittees notified of complaints at same time as SFMTA
- ❖ Opportunity to move device before SFMTA issues citation

Community Engagement

- ❖ Coordinate events with the disability community to test adaptive technologies

Community Portal – Scooter

- ❖ Permittee's Metrics
- ❖ Monthly Report
 - ❖ Labor, Safety, Disabled Access & Safety, Trips and Devices, Zero Waste, Equitable
- ❖ Collision and Outreach Report
- ❖ Quarterly report



Powered Scooter Permittee Quarterly Report
October 2022 – December 2022

Please update the SFMTA on the status of your safe riding and parking plan. Please inform us about how your escalating penalty structure for riders is increasing compliance, how many riders have been warned, cited, or removed from the platform and if you believe this is sufficient to improve riding.

We utilize every opportunity possible to improve safe riding and parking for our users and other community members. We still utilize in-app education to educate new users and remind experienced users.

New Users: In Q4 2022, the same education screens as Q4 were used. Before taking their first trip, users are reminded of the age restrictions under California state law. The app presents San Francisco-specific video and safety screens that deliver safety instructions, including a reminder to never ride on sidewalks. Users must pass a mandatory quiz that has questions directly related to the video.

Repeat Users: Users who return to our platform sees an easy, scrolling screen reminding them of riding and parking etiquettes before starting their ride. The screen for repeat users were changed to a rotating GIF in October.

Street Infrastructure

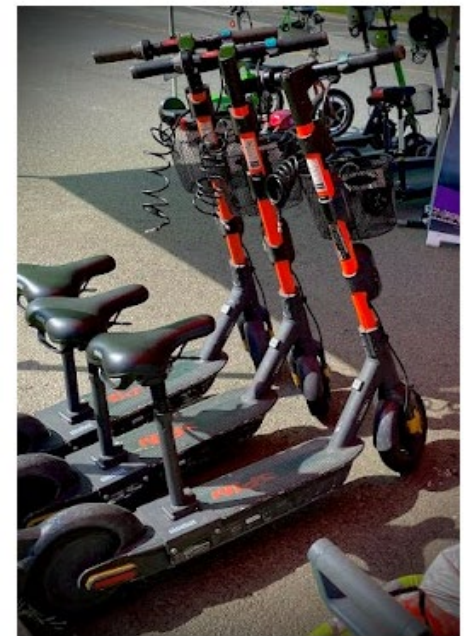
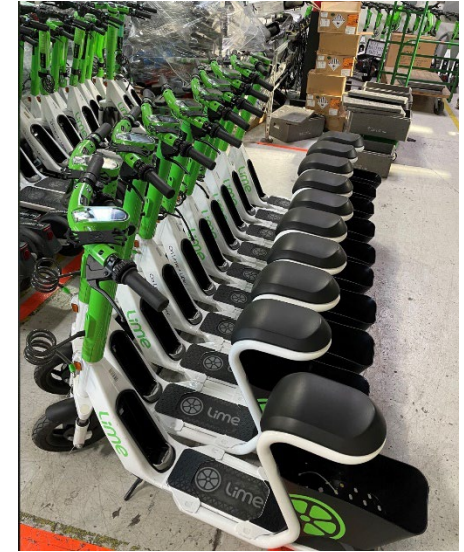
- ❖ Permittees pay rack fee to support SFMTA's bike rack program
 - 3,000+ racks installed since beginning of scooter permit program
 - 11,000+ bike racks available citywide for scooter parking
- ❖ Scooters allowed in bike lanes, not on sidewalks
 - 465 miles of bikeways in San Francisco
 - 78 miles off-street paths
 - 139 miles of bike lanes (Class II)
 - 43 miles of separated bikeways (Class IV)
- ❖ 45+ miles of bike lanes & separated bikeways added since 2018
- ❖ 33 miles of Slow Streets
- ❖ Active Communities Plan underway



Permanent Adaptive Program

Permit Terms and Conditions

- ❖ Adaptive scooters required to comprise 5% of on-street fleet
- ❖ Adaptive scooters must be available for reservation through the permittee's mobile application
- ❖ Monthly reporting requirements, including ridership, deployment data, and a narrative summary



Complementary Adaptive Program

- ❖ Lime and Spin committed to Complementary Adaptive Programs, with additional adaptive devices available for pre-scheduled drop-off and pick-up
- ❖ Complementary Adaptive Program devices have longer rental timeslots and are available to riders free of charge



Adaptive Transportation Day Golden Gate Park November 2022

❖ Scooter permittees joined the regular BORP adaptive cycling program for an adaptive demo day



Adaptive Scooter Demo Students with Disabilities

Golden Gate Park January 2023

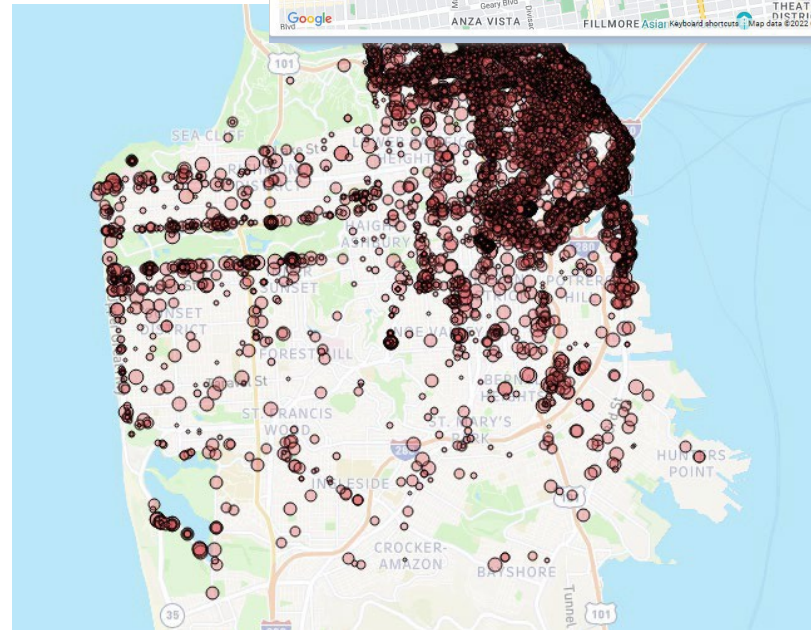
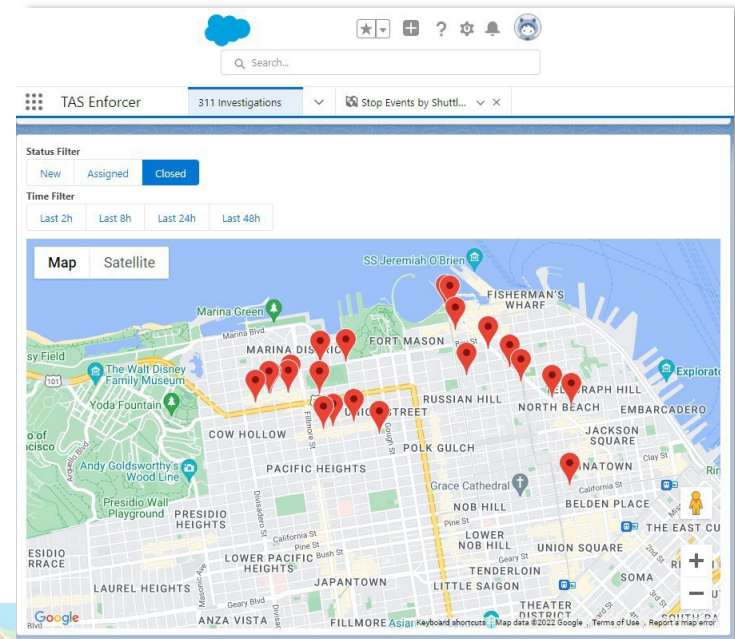
- ❖ AccessSFUSD students and staff rode adaptive devices and shared feedback with Lime and Spin
- ❖ [Blog post about the event](#)



Complaint Reporting

- ❖ 311 Complaints passed directly to Permittees to respond
- ❖ Permittees can close out complaints with photo to resolve case
- ❖ Complaints Database and Public Dashboards
 - Track complaints about improper riding/parking
 - Parking complaints required to be resolved within 2-hours
 - Investigators respond and issue citations

311
complaint
integration
with
Salesforce



Scooter Parking Citations Issued

SFMTA Enforcement

Enforcement Team

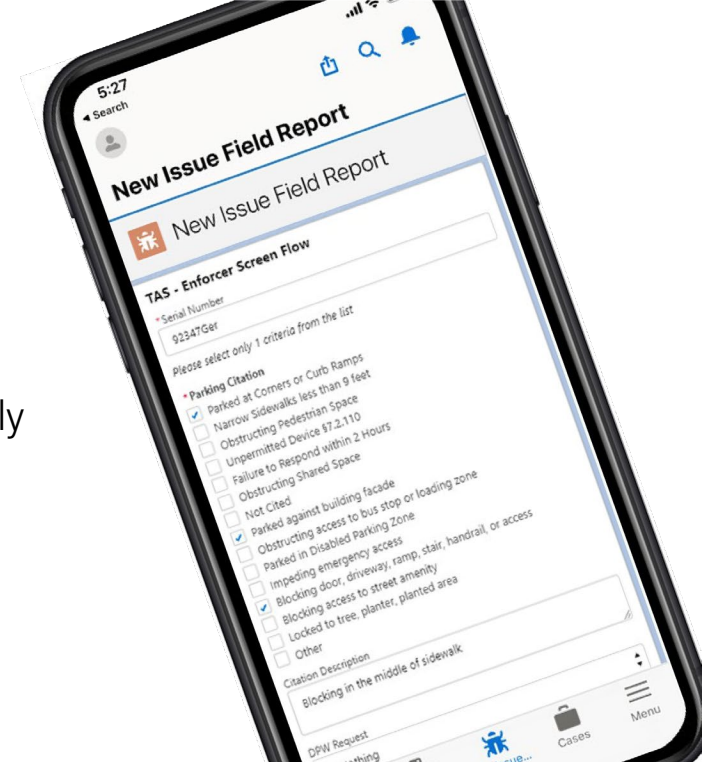
- ❖ Eight enforcement staff
- ❖ On-street generally seven days a week
- ❖ Authorized to issue administrative penalties for improperly parked devices and improper riding
- ❖ Citations issued via enforcement app that automatically requests device removal
- ❖ Device removal required within 2-hours
- ❖ Enforcement app is integrated with 311 and dashboards

Compliance Monitoring

- ❖ Monitor daily trip activity
- ❖ Device Cap/Minimums
- ❖ Complaints database
- ❖ Monthly & quarterly reports

Salesforce Tools

- ❖ Using technology to improve tracking shared mobility parking citations
- ❖ Improve reporting efficiencies
- ❖ 311 complaint integration with Salesforce



Improper Parking and Riding Citations

Improper Parking

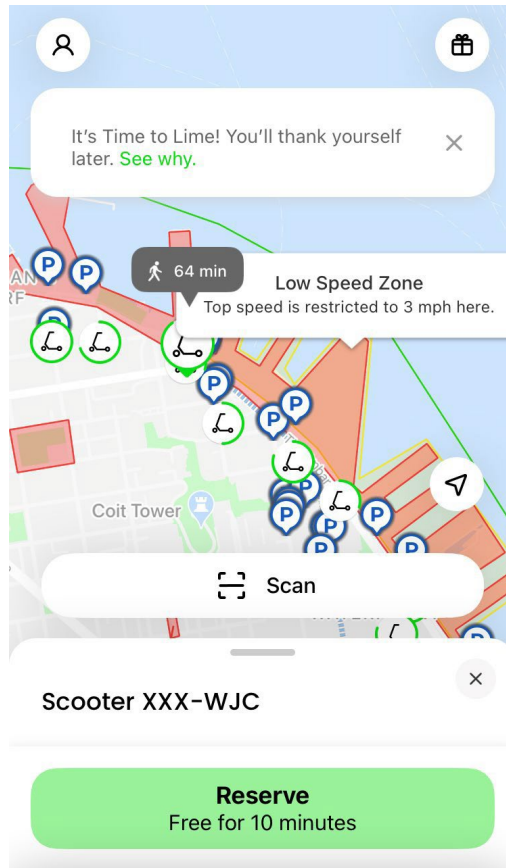
- ❖ From July 2021 – March 2023
- ❖ **17,989 improper parking citations issued**
- ❖ **\$2,370,750 fines issued**
- ❖ Fine for improper parking was \$100 per citation from July 2021 to February 2022
- ❖ Fine increased March 2022 to \$150

Improper Riding

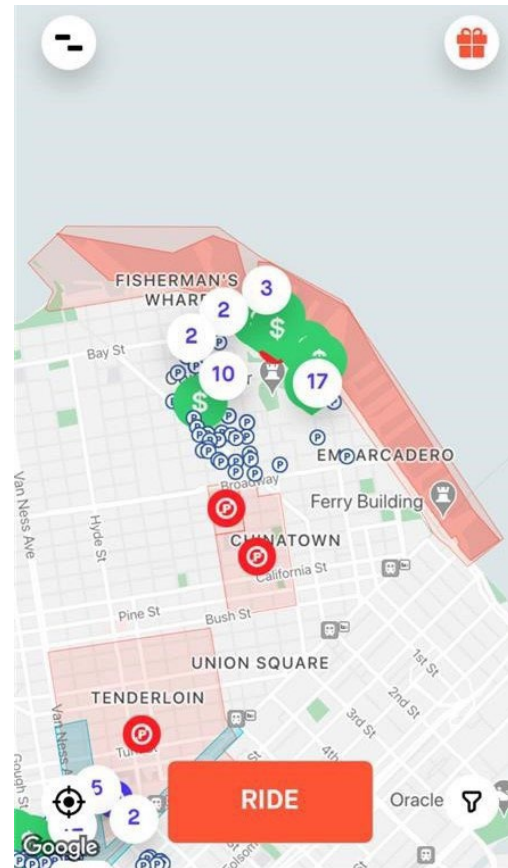
- ❖ Starting March 15, 2022, SFMTA began issuing citations to scooter permittees for improper riding
- ❖ **855 improper riding citations issued**
- ❖ **\$126,050 fines issued**
- ❖ \$150 per citation from March 15, 2022- August 2022
- ❖ \$200 per citation starting September 2022
- ❖ \$500 per citation starting November 2022

Current "No Parking" Zones

SFMTA Issued No Parking Zones Geofencing Restrictions



Lime



Spin

Sidewalk Detection Demonstration December 2021

- ❖ SoMa Neighborhood
 - Bike lane
 - Parking lane
 - Various curb cuts
 - Safe initial testing area
 - **Low** pedestrian traffic
- ❖ Tested permittee's promises as stated in their application
- ❖ Validated what worked well and areas needing improvement
- ❖ Issued guidance and recommendations



Sidewalk Detection Demonstration

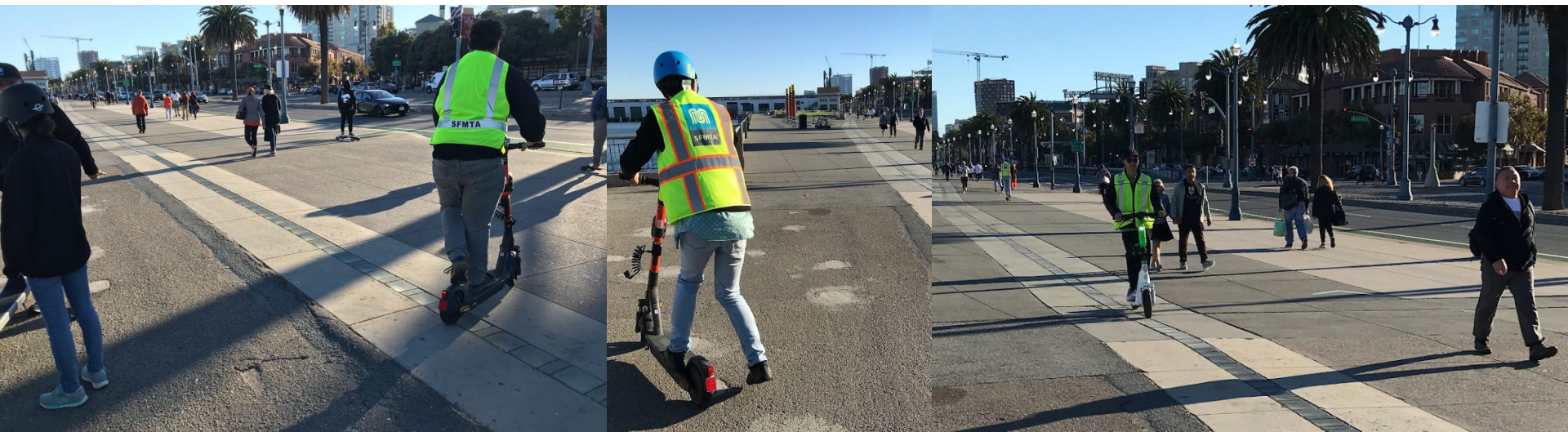
May 2022

- ❖ Tested on Embarcadero
 - Bike lane
 - Parking lane
 - Various curb cuts
 - **Moderate** pedestrians
- ❖ Published Guidance:
 - In-App Message displaying “No Sidewalk Riding”
 - Continuous audible sound upon mounting sidewalk
 - Active deceleration to signal device is on sidewalk
 - Audible nonverbal sound in bike lane
 - Advanced GPS and cameras showed most promise



Sidewalk Detection Audit September 2022

- ❖ Tested on Embarcadero
 - **High** pedestrians – pre-ballgame
- ❖ Validating Best Practices Implementation from May 2022 testing
- ❖ Verified required markings, audio message warnings
- ❖ Found improvement in anti-sidewalk riding technologies, and recommended guidance for continued improvement



Scooter Safety Campaign Targeting All Scooter Riders

Be Safe Sidewalk Riding Is Illegal

 **Dangerous Riding**



 **Safe Riding**



 CVC 21235(e) **Report Scooter Complaint to sf311.org** 

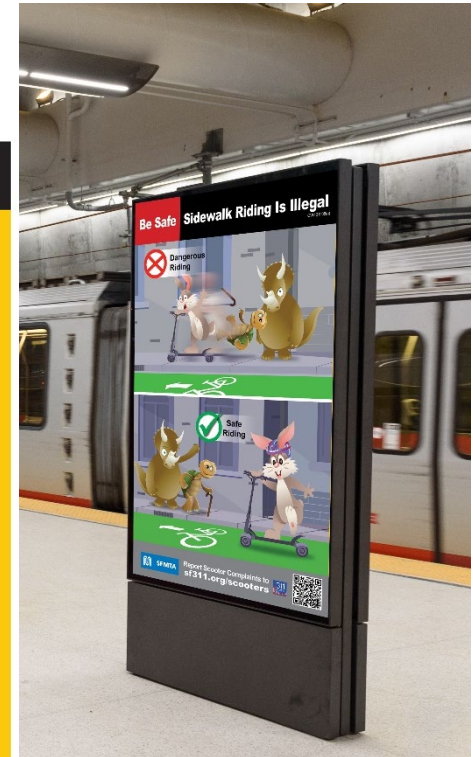
Be Safe Double Riding Is Illegal

Don't Put Your Beloved in Danger
One Person per Scooter



HELP

 CVC 21235(e) **Report Scooter Complaint to sf311.org** 

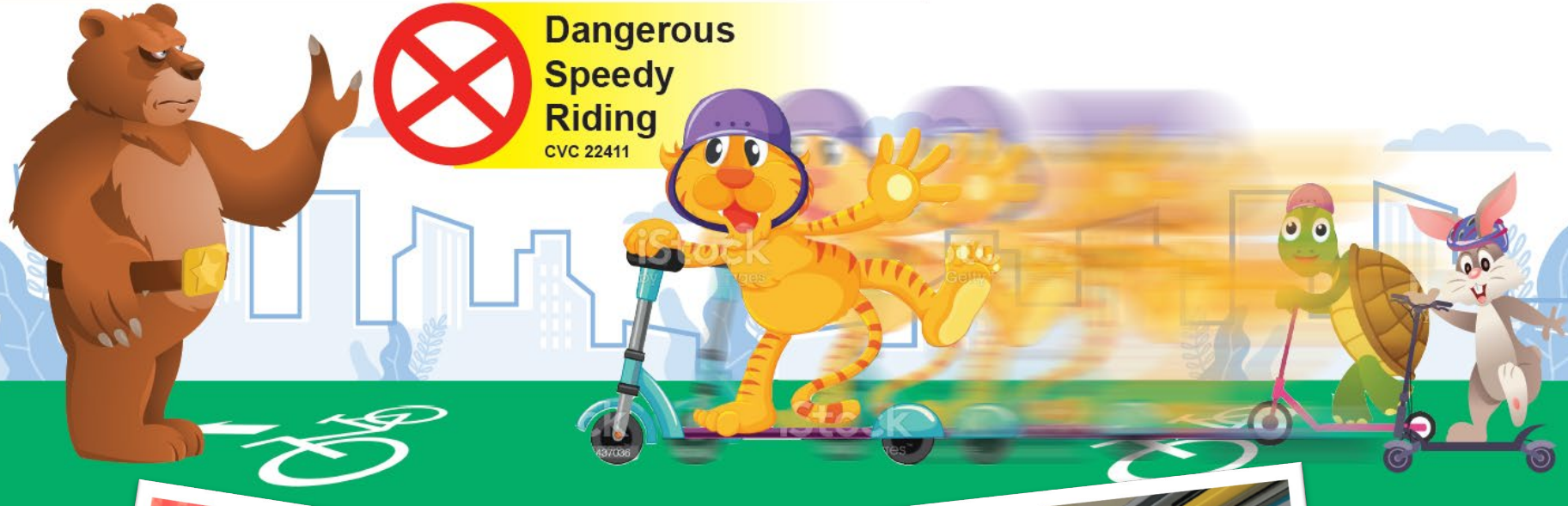


Scooter Safety Campaign – sample views

Be Safe Powered Scooters May Not Exceed 15 mph



Report Scooter Complaint to sf311.org



Program Evaluation

- ❖ Consultant-led evaluation process is underway
- ❖ Evaluate current program and make recommendation for what should come next after this permit term
- ❖ Includes focus on sidewalk detection technology requirements
- ❖ Vehicle design requirements – best practices for safe vehicles
- ❖ Climate and Equity impact, peer city review, rider surveys, community outreach, and a review of reporting requirements all part of evaluation process
- ❖ Completion anticipated late summer 2023

Permit Extension allows time to:

- ❖ Complete Program Evaluation
- ❖ Review program evaluation report and propose updates to program based on report findings
- ❖ Conduct community outreach on proposed changes
- ❖ Undergo a new permit application or request for proposals process
- ❖ Develop recommended amendments to transportation code for MTAB consideration
- ❖ Process new program applications, score them, and select new operator(s)
- ❖ Continue to iterate on sidewalk riding technology requirements

Sidewalk Detection Technology

Requirements:

- ❖ GPS location-based technology that detects mounting or riding on the sidewalk.
- ❖ Technology to emit continuous and audible messages to riders when mounting or riding on the sidewalk, either through the scooter or mobile device application. The scooter or application message must give an audible message such as “No Sidewalk Riding.”
- ❖ Technology to analyze and provide an end-of-trip performance report informing the rider of any possible riding violations.
- ❖ Technology to implement geofencing restrictions in areas designated by the SFMTA.

Permittees Required to have one of these features:

- ❖ Camera-based detection technology that detects mounting or riding on the sidewalk.
- ❖ Gyroscopes, accelerometers, or other similar methods of detecting patterns of vibration typical of mounting or riding on the sidewalk.
- ❖ Active deceleration of the scooter upon mounting or riding on the sidewalk to a speed of 3 miles per hour within a ten-second period, accompanied by directions to the rider to get off the sidewalk or to come to a complete stop.
- ❖ A second GPS-based device, or additional GPS signal processing, that allows the permittee to determine the location of a scooter within a meter or less of the scooter's location.
- ❖ Sidewalk riding detection technology equivalent to the above technologies as approved by SFMTA staff.

Thank You!



Questions?