

Geofencing Specifications

Scooter Parking – February and March 2023



SFMTA

To: Austin Marshburn and Alex Rudow, Bird Rides Inc
From: Danny Yeung, Acting Manager – Permits & Administration
Taxis, Access & Mobility Services Division
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As you are aware, on December 23, 2022, the San Francisco Municipal Transportation Agency (SFMTA) issued geofencing specifications (January Geofencing Specifications) related to the Powered Scooter Share Program Permit (Permit) issued to Bird. In particular, pursuant to Permit Term 27, the January Geofencing Specifications prohibited parking along portions of the Embarcadero, and specified three new locations where parking is allowed. The January Geofencing Specifications are currently set to expire on January 31, 2023, however, SFMTA has decided to extend the duration of the January Geofencing Specifications, for a two-month term from February 1 through March 31, 2023, to allow for the establishment of temporary locking racks/infrastructure near Pier 41 and to collect additional data as a result of these three specific locations identified in the January Geofencing Specifications.

For reference, Permit Term 27 reads as follows:

27. Permittee shall apply geofencing specifications provided by the SFMTA to prohibit parking/locking scooters in specified areas or addresses, or to direct users to specified designated parking area (e.g., at an event venue), within one week of notice, and provide proof such as screenshots of the app showing this geofencing to the SFMTA via email.

For reference, the January Geofencing Specifications specifically identified the following locations along the Embarcadero where scooters may be parked:

- Pier 27, James R Herman Cruise Ship Terminal: scooters may only be parked at existing bike racks.
- Ferry Building, south of the building, a maximum of 30 scooters (cumulative for all three permittees) may only be parked at existing bike racks.
- Pier 41, concrete area just south of the Ferry Arch, along The Embarcadero, at pre-approved designated areas in the street furniture zone (Permittee is responsible for any permits, temporary installation, and maintenance of any temporary markings designating such zones and related temporary locking racks/infrastructure). San Francisco Port approval must be obtained prior to installation.

SFMTA is testing these parking exceptions based on the assurances from Bird regarding geolocation detection accuracy and sidewalk riding detection technology, along with the currently pending joint implementation amongst all three scooter permittees of the temporary locking racks/infrastructure. SFMTA will assess the impact of the January

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through March 2023 Geofencing Specifications on the Powered Scooter Share program according to the established criteria.

SFMTA may modify the Geofencing Specifications by modifying or extending the term, modifying the boundaries, modifying the allowable parking locations, and/or terminating the parking exceptions imposed under the Geofencing Specifications, based on effectiveness of your efforts to reduce improper parking and improper riding. Additionally, SFMTA expects that Bird will continue to improve your sidewalk riding detection technology and the development of other solutions to minimize both improper parking and improper riding. Thank you for working collaboratively with your fellow permittees to implement a joint solution.