



SFMTA

Powered Scooter Share Program Update

SFMTA Citizens' Advisory Council

February 1, 2024



Agenda

1. Permit Overview

- ❖ Current Program
- ❖ Current Rules

2. Safety

- ❖ Sidewalk Detection
- ❖ Enforcement
- ❖ Media Campaign

3. Adaptive Scooter Share Requirements

- ❖ On-Street Adaptive Program
- ❖ Complementary Adaptive Program

4. Feedback and comments

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



FY23-24 Permit Program

❖ Two permittees:

Lime up to 2,750 devices

Spin up to 2,750 devices

❖ Permit term expires June 30, 2024



Program Snapshot: July 2021 – December 2023



Trips: 3,988,975

All Citations: 31,458

311 Complaints: 13,433

Key Requirements

Permit Terms and Conditions require:

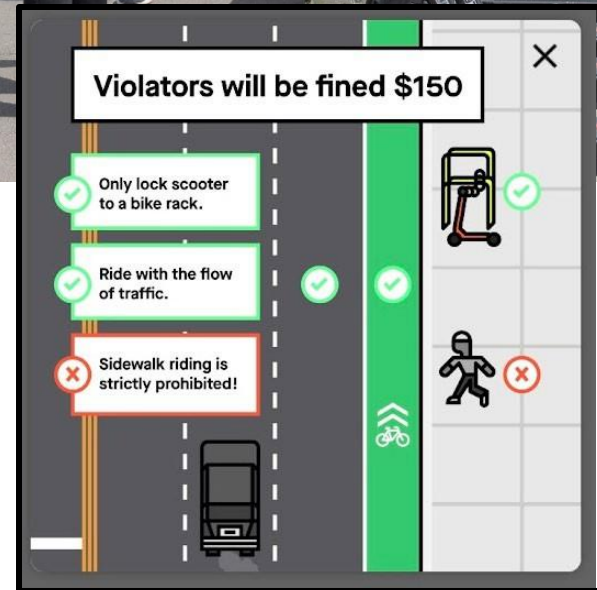
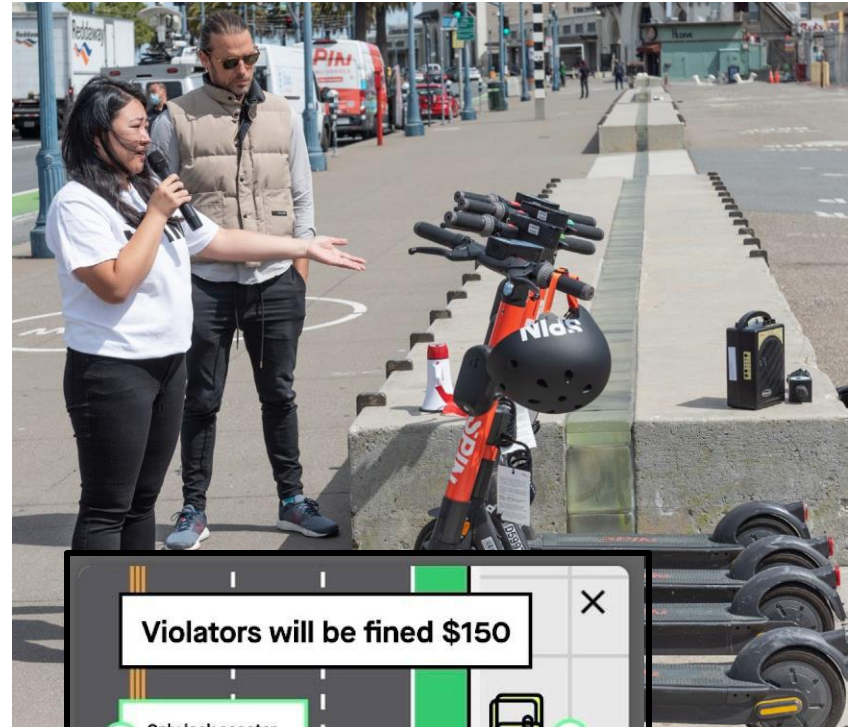
- ❖ Safety and rider accountability
- ❖ Parking requirements
- ❖ Equity focus
 - Adaptive program
 - Low-income plans
 - Neighborhood distribution
 - Community engagement
- ❖ Reporting requirements
- ❖ Labor Harmony
- ❖ Summary suspension



Sidewalk Detection Requirements

The Transportation Code Requires:

- ❖ GPS-based technology plus an additional mechanism to detect and deter sidewalk riding
- ❖ Continuous audible messages to riders when operating on the sidewalk
- ❖ Technology to analyze and provide report informing riders of possible riding violations
- ❖ Monthly sidewalk riding reports
- ❖ SFMTA able to cite companies for riders operating on the sidewalk



SFMTA Enforcement

Enforcement Team

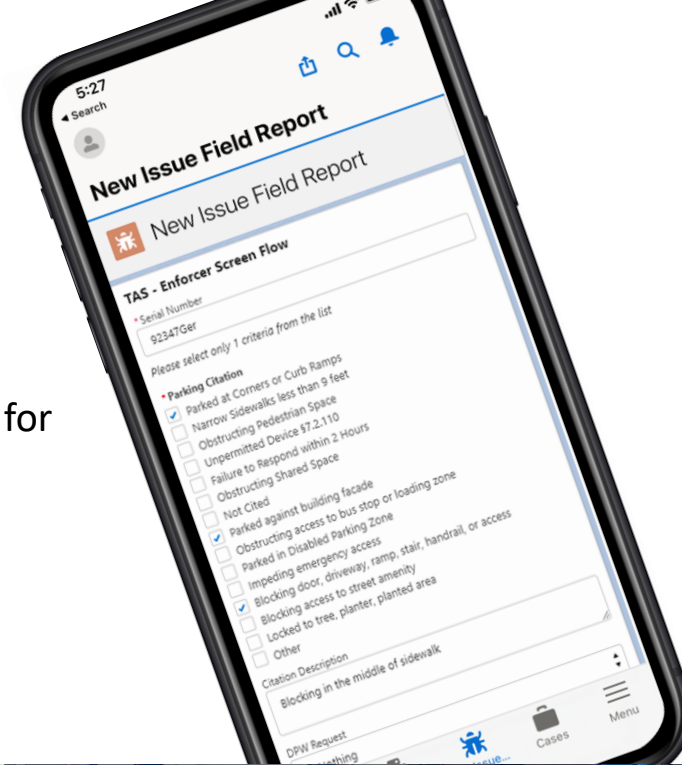
- ❖ Eight enforcement staff
- ❖ On-street generally seven days a week
- ❖ Authorized to issue administrative penalties to permittees for improperly parked devices and improper riding
- ❖ Citations issued via enforcement app that automatically requests device removal
- ❖ Device removal required within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

Compliance Monitoring

- ❖ Monitor daily trip activity
- ❖ Device Cap/Minimums

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 1, 2021 – December 31, 2023
- ❖ **30,326 improper parking citations issued**
- ❖ **\$2,776,055 collected**
- ❖ Safe parking incentive program launched in April 2023

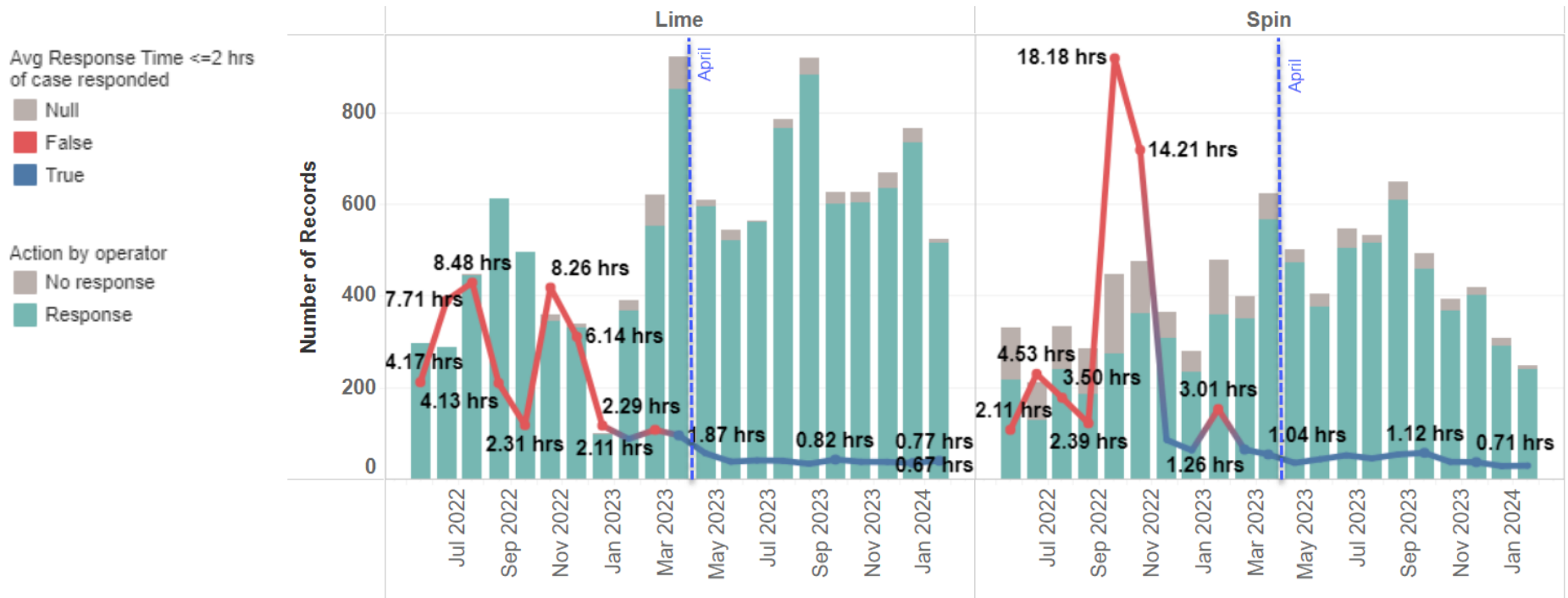
Improper Riding

- ❖ Starting March 15, 2022, SFMTA began issuing citations to scooter permittees for improper riding
- ❖ **1,132 improper riding citations issued**
- ❖ **\$296,500 collected**



Safe Parking Incentive Program

- ❖ Launched April 2023 to improve permittee response time to address improperly parked devices
- ❖ Average response time reduced from over 6 hours to under one hour



Data Dashboards & Transparency

Shared Mobility



- ❖ [Scooter Enforcement & Complaints Dashboards](#)
- ❖ [Scooter Service Statistics](#)

Scooter Citations vs Trips & Devices

Parking Citations vs Trips

0.79%

Parking Citations: 31,458
Trips: 3,989K

Scooter Complaints vs Trips & Devices

Complaints vs Trips

0.34%

Complaints: 13,433
Trips: 3,989K

Parking Citations vs Devices

0.55%

Parking Citations: 31,458
Devices: 5,702K

Complaints vs Devices

0.26%

Complaints: 13,433
Devices: 5,702K

Consultant Evaluation

Key Takeaways from Fehr and Peers Independent Evaluation

- ❖ Maintain permit-based system
- ❖ Continue safe parking incentive program
- ❖ Increase competition
- ❖ Retain scooter distribution requirements
- ❖ Further investments in bike infrastructure to avoid sidewalk riding
- ❖ Strengthen and streamline reporting requirements



Street Infrastructure

- ❖ Permittees pay rack fee to support SFMTA's bike rack program
 - 3,000+ racks installed since beginning of scooter permit program
 - 10,000+ bike racks available citywide for scooter parking
- ❖ Scooters allowed in bike lanes, not on sidewalks
 - 468 miles of bikeways in San Francisco
 - 86 miles off-street paths
 - 133 miles of bike lanes (Class II)
 - 46 miles of separated bikeways (Class IV)
- ❖ **45+ miles of bike lanes & separated bikeways added since 2018**



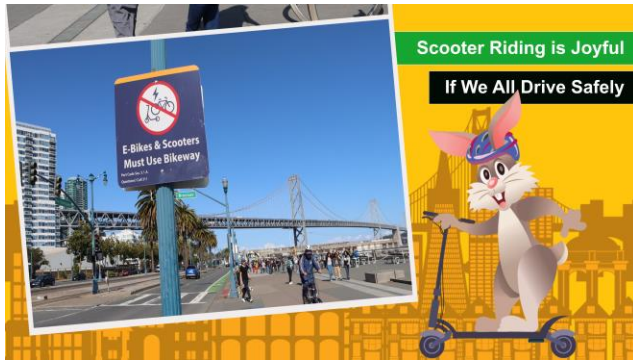
Scooter Safety Campaign

❖ Phase I

- Muni bus, poster, postcard, social media

❖ Phase II

- Video campaign in development
- Mayor's Disability Council collaboration on content



Adaptive Scooter Program Requirements



- ❖ **On-Street Adaptive Program:** Operators required to have 5% of all deployed scooters to be adaptive scooters.
- ❖ **Complementary Program:** Reservation system available through permittee apps and SFMTA website
 - Free of charge, longer rental timeslots

On-Street Program Issues



- ❖ **On-Street Adaptive Program:**
Operators required to have 5% of all deployed scooters to be adaptive scooters.
 - Adaptive scooters are quickly stolen or vandalized
 - This requirement has not expanded access as desired
- ❖ An adaptive scooter meets 2 out of the 3 of the following:
 - Three wheels
 - Seated
 - A Basket
- ❖ Staff taking amendment to MTAB to allow for purpose built seated devices

Complementary Program Issues



- ❖ **Complementary Program:**
Reservation system available through permittee apps and SFMTA website
 - Free of charge, longer rental timeslots
 - Public may not be aware of the program
 - Scooter company responsiveness

What we've heard from the Disability Community



❖ Focus on Safety

- No sidewalk riding
- Safe riding behaviors

❖ Maintaining Accessible Path of Travel

- Ensuring proper parking and clear sidewalks

❖ Device types and usefulness

- Two AccessSFUSD adaptive scooter days
- Three public focused adaptive device demonstrations

Permit Application Process Timeline

Tentative dates:

- ❖ January – March: Community outreach
- ❖ February - March: Revise program rules
- ❖ March - April: Launch application process
- ❖ May: Select Permittees
- ❖ July: New two-year permit term begins



Outreach

- ❖ Paratransit Coordinating Council (PCC)
- ❖ Mayor's Disability Council
- ❖ Multimodal Accessibility Advisory Committee (MAAC)
- ❖ SFMTA Citizens' Advisory Council

- ❖ Questions
- ❖ Comments
- ❖ Feedback can be sent to scootershare@sfmta.com



Thank You



For questions or a copy of this presentation, email scootershare@sfmta.com