

# Geofencing Specifications

Scooter Parking – November 2022



**To:** Austin Marshburn and Alex Rudow, Bird Rides Inc  
**From:** Danny Yeung, Acting Manager – Permits & Administration  
Taxis, Access & Mobility Services Division  
**Date:** October 25, 2022

Pursuant to Permit Term 27 of the Powered Scooter Share Program Permit issued to you, SFMTA is issuing scooter geofencing specifications to prohibit parking along portions of the waterfront, commencing November 1<sup>st</sup>, 2022.

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.

This imposition of this parking restriction is due to the high number of parking complaints submitted via 311, parking citations issued by SFMTA Investigators, and improper riding citations issued by SFMTA Investigators for observed and documented violations. Pursuant to the new restrictions, you are required to implement geofencing specifications to prohibit parking in the following locations:

- The Embarcadero, north/east side of the street all the way to the bay (including side streets and piers), bounded between the entrances from Pier 45 to Pier 14 inclusive
- Jefferson Street, both sides of the entire street segment and all the way to the bay (including side streets and piers), west of Hyde Street inclusive

The existing Service Area and Key Neighborhoods maps referenced in the [Permit Terms](#) have been updated to reflect and depict these new geofencing specifications, and is available at this [link](#).

These new restrictions will be in place for at least one month from November 1<sup>st</sup> through November 30<sup>th</sup>, 2022. SFMTA may extend the term, and/or modify the boundaries, based on effectiveness of these specific restrictions, the increased improper riding citation fine amount, and any other permittee methods to reduce improper parking and improper riding currently underway. Additionally, SFMTA expects that permittee will continue to implement their sidewalk riding detection technology and to develop other solutions to minimize both improper parking and improper riding.

Please provide screenshots of your app in production showing this parking geofencing restriction by close of business November 1<sup>st</sup>.