



Powered Scooter Share Permit Program: Appendix 4 Data Reporting Guidelines and Requirements

OVERVIEW

This document describes the SFMTA's data reporting requirements, and shares examples of requested metrics and reporting standards specific to the Powered Scooter Share Permit Program. The SFMTA may request additional information in other forms (e.g. survey of users) as part of the terms and conditions of the permit program. These guidelines are consistent with San Francisco's Guiding Principles for Emerging Mobility Services and Technologies, which aim to ensure that scooter share programs are held accountable to supporting the city's commitment to improving quality of life and the environment by, among other things, reducing greenhouse gas (GHG) emissions, prioritizing affordable, low-impact mobility options, and improving accessibility throughout the City.

PURPOSE

The SFMTA is committed to providing safe, reliable, sustainable, and equitable transportation choices for the public, now and in the future. The SFMTA's Guiding Principles for Emerging Mobility Services and Technologies demonstrate how this commitment relies on best practices concerning accountable and transparent data reporting:

Accountability: *Emerging Mobility Services and Technologies providers must share relevant data so that the City and the public can effectively evaluate the services' benefits to and impacts on the transportation system and determine whether the services reflect the goals of San Francisco.*

Collaboration: *Emerging Mobility Services and Technology providers and the city must engage and collaborate with each other and the community to improve the city and its transportation system.*

Collecting real-time data, in addition to other periodic data reporting requirements, will enable the SFMTA to analyze data to support:

- Managing permittees and operating permit programs;
- Enforcing permittee's adherence to permit terms and conditions;
- Evaluating permit programs; and
- Collecting data to support planning efforts consistent with the agency's strategic goals.

Success in these areas is highly dependent on staff having access to properly structured data in a timely manner. Towards that end, providers will be required to share data with the SFMTA via a set of Application Programming Interfaces (APIs). To minimize development effort and overhead for permittees, the SFMTA will adhere as closely as possible to existing and emerging standards. This includes using the General Bike Feed Specification (GBFS) as well as the emerging Mobility Data Specification (MDS).



For current operations, all permittees must implement the GBFS. Additionally, the SFMTA will require permittees include a request parameter allowing the agency to obtain data for specific points in time.

While the SFMTA requires this detailed data to manage the public right-of-way and support the agency's strategic goals, the SFMTA recognizes that some of this data may be considered sensitive and will aggregate data temporally and spatially when sharing this information outside of the agency.

MONTHLY REPORTING GUIDELINES

The following metrics are a non-exhaustive list demonstrating examples of data that may be requested by the SFMTA, roughly organized by Guiding Principle for Emerging Mobility. Not all metrics listed below will be incorporated into the final Monthly Reporting Template, which will be provided prior to permit launch.

Baseline Operations

- Users: Number of unique users, etc.
- Trips: Daily number of trips, number of trips per device per day, average trip length, average trip cost, etc.
- Revenue Hours: Daily revenue hours, total daily available hours, etc.
- Evaluation Metrics:
 - Average number of weekday trips per month
 - Number of trips by month
 - Number of unique users by month
 - Daily revenue hours (available & trip time)
 - Average trip length
 - Average trip cost
 - Average utilization rate (trip time over revenue hours)

Safety

- Collision Log
 - Collision Info: Date, time, street location (GPS, reported address, or cross-streets), intersection (y/n), etc.
 - Member Info: Date of birth, gender, etc.
 - Collision Severity: Third-party involvement (y/n), vehicle types involved, reported injury (y/n), severity of injury, helmet use (y/n), hospital visit (y/n), etc.
 - Note: Severity classifications should align with definitions from the American National Standard [Manual on Classification of Motor Vehicle Traffic Crashes](#) to the extent possible.
 - Source: Reported by (member, observer, etc.), police case number, etc.
 - Evaluation Metrics:
 - Number of collisions per 100,000 scooter miles
 - Total number of collisions by severity (incl. DPH and PD reported)
 - Total number of moving citations (not yielding, speeding, etc.)
 - Number of safety trainings



- Safety Training Log & User Compliance
 - Training Info: Date, location, company representatives, hosting organization, training type, description, etc.
 - Citation Info: Number of citations (moving, parking, etc.)
 - Evaluation Metrics:
 - Total number of moving citations (not yielding, speeding, etc.)
 - Number of safety trainings
- Complaints Log
 - Ticket Info: Ticket ID, date, time, location, 311 case, etc.
 - Complaint Info: Type, nature of complaint, minutes until response, etc.
 - Source: Mobile app, website, call, email, etc.
 - Evaluation Metrics:
 - Number of complaints about scooters in motion, scooters parked
 - Number of 311 and other complaints about safety requirements

Equitable Access

- Low-Income Participation
 - Usage: Number of low-income memberships per month, number of unique users who live in Communities of Concern per month, number of trips on low-income plan per month, average revenue hours, etc.
 - Cash Option: Number of trips facilitated through cash payment, average cost of trips facilitated through cash payment, etc.
 - Evaluation Metrics:
 - Percentage of total active users enrolled in low-income plan
 - Percentage of eligible active users enrolled in low-income plan
 - Percentage of total trips taken on low-income plan or with cash payment option per month
 - Average utilization rate (trip time over total revenue hours) in Communities of Concern vs. total service area
 - Average cost of trips facilitated through cash payment
- Distribution & Access
 - Distribution: Percent coverage, minimum threshold, number of days 40% fleet cap is not exceeded in Downtown Core, etc.
 - Usage: Number of trips per scooter per day in Key Communities of Concern or Outer Neighborhoods
 - Evaluation Metrics:
 - Average daily percent coverage by month
 - Percent of days/month permittee complied with minimum threshold, and Downtown Core fleet cap
 - Trips/scooter/day in Key Communities of Concern vs. entire service area

Disabled Access

- Adaptive Scooter Pilot
 - Availability: Number of available adaptive scooters, average cost of adaptive scooter trip, etc.
 - Usage: Daily number of adaptive trips, number of trips/device/day, etc.



- Revenue Hours: Daily revenue hours of adaptive devices, etc.
- Evaluation Metrics:
 - Number of trips per average weekday by month
 - Number of trips by month
 - Number of unique users by month
 - Percent of monthly revenue hours comprised of adaptive scooters
 - Average cost of adaptive trip vs. non-adaptive trip
 - Average utilization rate (trip time over revenue hours)
- Accessibility
 - Accountability: Number of trips ending with devices safely parked in designated areas, number of parking citations, etc.
 - Complaints: Number of parked scooter citations, number of complaints (by mis-parked devices and sidewalk riding), etc.
 - Responsiveness: Median response time to resolve right-of-way or incorrect parking complaints
 - Evaluation Metrics:
 - Percentage of trips ending with safely, correctly parked devices
 - Number of parked scooter citations per month
 - Median response time to improperly parked scooters

Sustainability

- Operational Activities
 - Number of trips generated by redistributing, recharging, and other operational activities monthly (by vehicle type and fuel efficiency)
 - Vehicle Miles Traveled (VMT) for operational activities monthly (by vehicle type, fuel type, and average fuel efficiency)
 - Reported for both employees and independent contractors
 - Evaluation Metrics:
 - Total device revenue VMT
 - Total non-revenue VMT by vehicle type
- Energy Source & Use
 - Source: Source/provider(s) of electricity used to recharge scooters, and the location(s) where charging occurs, location of battery disposal, etc.
 - Energy Use: Average kilowatt hours per mile per scooter, average lifespan of scooters, number of batteries disposed, etc.
 - Evaluation Metrics:
 - Fleet-wide average number of kilowatt hours/mile/scooter
 - Fleet-wide average lifespan of scooters
 - Percentage of devices beyond repair
 - Percentage of devices lost/stolen
 - Number of batteries disposed

Accountability

- Maintenance Reporting
 - Maintenance ID, date, time, device ID, maintenance type
- Financial Responsibility



- Number of citations and other fees paid to the City within 15 days
- Evaluation Metrics:
 - Percentage of parking citations and other fees paid per month

Labor

- Labor Best Practices
 - Fair Pay: Net hourly median earnings for field workers minus job-related expenses, net value of mobility service operator benefits (by employee vs. independent contractor), etc.
 - Local Hire: Number of total employees, number of employees with Bay Area residency 7+ years (by employee vs. independent contractor), etc.
 - Evaluation Metrics:
 - Net hourly median earnings minus job-related expenses
 - Percentage of employees with Bay Area residency 7+ years
 - Percentage of contractors with Bay Area residency 7+ years

Collaboration

- Outreach Database
 - Event Info: Date, location, company representatives, hosting organization, type, safety training (y/n), outreach description, etc.
 - Evaluation Metrics:
 - Number of community outreach events
 - Hours of community outreach events



REAL-TIME DATA REQUIREMENTS

Providers but provide a data sharing API that is compatible with the Mobility Data Specification (MDS) v 0.3.2. This specification is detailed at:

<https://github.com/CityOfLosAngeles/mobility-data-specification>

Only endpoints in the Provider API are required. Data must be exposed for all devices operating within the City of San Francisco, and not just the provider's service area.