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TO: Powered Scooter Share Program Staff and Interested Parties

FROM: Tom Maguire, Interim Director of Transportation 

THROUGH: Viktoriya Wise, Interim Sustainable Streets Director 
Jamie Parks, Livable Streets Director 

DATE: September 27, 2019

SUBJECT: 2019-2020 Powered Scooter Share Permit Program - Revised

This revised memorandum supersedes the 2019-2020 Powered Scooter Share Permit Program memorandum dated September 24, 2019.¹

This memorandum provides direction to SFMTA Scooter Share Program staff regarding the issuance of permits for powered scooter share operations in San Francisco. This directive reflects due consideration of the public interest and safety of the transportation system and is based on findings and analysis by the SFMTA.

In accordance with San Francisco Transportation Code Sec. 916, SFMTA scooter share program staff are directed to:

- Issue 12-month permits to JUMP, Lime, Scoot, and Spin, with a start date no later than October 15, 2019. Each permit will allow 1,000 scooters, with the potential for the permittees to increase the number of scooters to a maximum of 2,500 scooters each during the term of the permit.

¹ This revised memorandum is being issued to correct errors in the Excel spreadsheet calculations underlying the Evaluation Scoresheet, which staff identified after the initial memorandum was issued. The Evaluation Scoresheets have eight sections that were scored, which in turn each have from one to 13 evaluation criteria for each section. Staff found errors related to the formulas in the spreadsheet, which calculated the average scores for each section. The errors affected the average scores in one to three sections of the scoresheet for each applicant, although it did not affect the same sections for all applicants. Moreover, the underlying scores that the reviewers assigned did not change as a result of the errors; nor did the selection of permittees as set forth in the memorandum.



- The SFMTA has discretion to consider a permittee's request to increase the allotted number of scooters for any specific permit based on: (1) staff evaluation documenting that an increased number of scooters will not adversely impact the public health, safety and welfare; and (2) the permittee has demonstrated consistent deployment of the existing permitted fleet, and has met equity-based criteria as detailed in the Distribution Guidelines and Requirements.
- Prior to issuance of the first permit, the SFMTA will publish final permit terms and conditions. As noted in the application, certain designated plans submitted by permittees as part of their application will be incorporated into their permit.
- Throughout the permit period, the SFMTA will monitor and evaluate the overall impact to the City from scooter deployment and the performance of each permittee to determine their adherence to the permit terms and conditions, and conclude whether further increases to the number of shared scooters is advisable and would serve the public interest. As part of this ongoing evaluation, the SFMTA will evaluate compliance with all plans and proposals submitted in the permittees' original applications.
- The SFMTA will evaluate and document the performance of each permittee and the program as needed during the permit term, and make policy recommendations, including amending the Transportation Code if necessary.
- The SFMTA will not consider additional powered scooter share permits for this permit period for the duration of the permit period beginning October 15, 2019.

This directive reflects the SFMTA's thorough review of the 11 powered scooter share applications received, and determination that four permittees is the appropriate number of permittees given the SFMTA's experience with the Powered Scooter Program, and that the proposals submitted by JUMP, Lime, Scoot, and Spin were the strongest applications with almost indistinguishable scoring. These four applications not only met all of the standards set in the Agency's permit criteria, but exceeded those standards in most respects as compared to other applicants. The actions detailed in this memorandum ensure that the powered scooter share program serves the public interest, maintains safe and accessible public rights-of-way, and provides new mobility options to underserved communities, while continuing to provide opportunities for mobility innovation.

BACKGROUND

Powered scooter share systems have expanded rapidly in the past two years, and the SFMTA supports innovative solutions that complement the City's transportation network. However, numerous challenges surfaced in March 2018 when several companies deployed scooter share programs in San Francisco in the absence of a permitting or regulatory scheme. While



scooter share programs introduce a new transportation option that may reduce traffic congestion, parking demand, and carbon emissions, their initial deployment significantly impacted the safety and accessibility of San Francisco’s sidewalks due to illegal sidewalk riding and scooters left in locations that impeded pedestrian access and created hazards.

Based on these concerns and San Francisco’s past experience regulating shared mobility systems, the Board of Supervisors and the SFMTA Board of Directors amended Divisions I and II, respectively, of the Transportation Code in 2018 to authorize the SFMTA to implement a 12-month Powered Scooter Share Pilot Program.² Through that pilot permit application process, the Director of Transportation issued permits to two operators, Scoot and Skip, commencing on October 14, 2018.

In April 2019, SFMTA staff provided the Board with a mid-pilot evaluation of the Powered Scooter Share Pilot Program. Based on the conclusions of the mid-Pilot evaluation, the SFMTA Board amended the Transportation Code, revising the Powered Scooter Share Permit Program on July 16, 2019 to remove the limitations of the pilot, and authorize the Director of Transportation to establish the number of permittees and a cap on the number of powered shared scooters per permittee. Permits are to be issued for a period of no longer than one year.

Following adoption of revised Transportation Code provisions in July 2019, SFMTA staff implemented a revised permit process to solicit and evaluate applications in order to issue new permits to avoid a gap in service when the current permits expire on October 14, 2019. The application process was open to all, and the evaluation process required applicants to meet high standards for obtaining a permit, including but not limited to, lock-to requirements, qualifications/experience, and data-sharing.

The new permit program takes lessons learned from the Pilot and strengthens oversight of Powered Scooter Share in San Francisco, particularly with respect to safety and disabled access, accountability, labor, equitable access, community engagement, and sustainability. The permit program terms, as established by the SFMTA Board of Directors, authorize the

² Further background on the regulation and evaluation of scooters in San Francisco can be found at: 1) https://www.sfmta.com/sites/default/files/reports-and-documents/2019/08/scooter_policy_directive_08.28.2018.pdf; 2) https://www.sfmta.com/sites/default/files/reports-and-documents/2019/08/powered_scooter_share_mid-pilot_evaluation_final.pdf and 3) <https://www.sfmta.com/reports/7-16-19-mtab-item-13-powered-scooter-share-transportation-code-amendment>



SFMTA to issue permits at the discretion of the Director of Transportation. As of the August 21, 2019 application deadline, the SFMTA received 11 applications.

APPLICATION EVALUATION CRITERIA

The application was published on July 31, 2019, and applications were accepted until August 21, 2019. The SFMTA published several guidelines and requirements documents with the application that gave guidance on what a robust application should contain. The SFMTA also answered more than 60 questions at its Question and Answer session on August 8 to assist applicants in submitting stronger proposals. Finally, the full scoring rubric (Evaluation Scoresheet) was published with the application so that applicants knew how their proposals would be scored.

The application requirements and review criteria are aligned with San Francisco's Guiding Principles for Emerging Mobility Services and Technologies (Guiding Principles), which were adopted by the SFMTA Board of Directors on July 18, 2017.³ The Guiding Principles are a framework to assess the benefits and impacts of all emerging mobility services and technologies in San Francisco. Table 1 summarizes the primary Guiding Principle as they relate to each application section evaluated by staff.

In addition, the SFMTA's review considered an applicant's experience in operating and maintaining shared mobility systems (Section J – Experience and Qualifications) to assess capacity to successfully operate a reliable powered scooter share system in San Francisco. Staff considered applicants' experience providing service in other cities, as stated in their applications, including the size and number of markets they serve, and particularly their capability to deliver service in comparably large, dense cities, and experience operating permitted systems of greater than 500 scooters. Staff also considered depth of experience, including total number of rides. Staff did not consider negative performance indicators beyond information provided in the applications for Section J1, except objective criteria regarding performance with operators of shared mobility devices in San Francisco including Skip, Scoot, JUMP, and Lyft. Staff determined that performing further research in other jurisdictions would be too cumbersome with the total number of markets applicants serve, and potentially subjective and unreliable based on what is included in publicly available articles and reports.

Additionally, because San Francisco issues citations to operators who violate parking conditions and assumed other cities did as well, it intended to give lower scores in Section J2

³ <https://www.sfmta.com/reports/item-13-principles-emerging-mobility-services-and-technology>



to applicants who had received higher numbers of citations from the cities in which they operate. During the permit process, however, staff learned that many peer cities do not issue citations for parking or other permit violations. As such, the SFMTA chose not to consider the number of citations issued to an applicant—including those that operate in San Francisco—when evaluating this section as it did not seem to meaningfully measure experience and performance across markets.



Table 1 – Emerging Mobility Guiding Principles with Relevant Application Section(s)

Guiding Principle	Relevant Application Section(s)
Safety	<ul style="list-style-type: none"> • Section A – Device Standards and Safety Assurances • Section E – Plan for Safe Scooter Riding and Parking (Rider Safety Measures subsection)
Disabled Access	<ul style="list-style-type: none"> • Section E – Plan for Safe Scooter Riding and Parking
Equitable Access	<ul style="list-style-type: none"> • Section C – Pricing Structure • Section D – Operations Plan (Distribution Strategy and Equitable Operations subsections)
Collaboration	<ul style="list-style-type: none"> • Section H – Community Engagement Plan
Labor	<ul style="list-style-type: none"> • Section G – Hiring and Labor Plan
Sustainability	<ul style="list-style-type: none"> • Section F - Recharging, Maintenance, Cleaning, and Sustainability Plan
Accountability	<ul style="list-style-type: none"> • Section E – Plan for Safe Scooter Riding and Parking (Rider Safety Measures and Operator Accountability Measures subsections) • Section F - Recharging, Maintenance, Cleaning, and Sustainability Plan (Accountability subsection)

The application scoring process included two stages as set forth in the application. First, staff reviewed each application for initial determinations on responsiveness and acceptability in an Initial Screening process. Initial Screening was simply a pass/fail determination as to whether an application met all threshold requirements, including application completeness, compliance with format requirements, and responsiveness to the material terms and conditions of the Permit Requirements. Applications were not scored during the Initial Screening process.

Applications that passed the Initial Screening process proceeded to scoring according to the Evaluation Scoresheet. Scored evaluation criteria primarily reflect questions from the Permit Application. Applicants were able to find more details on evaluation criteria in the accompanying Community Engagement Guidelines and Requirements, Data Reporting



Guidelines and Requirements, Distribution Guidelines and Requirements, and Sustainability Guidelines and Requirements.

Staff applied scores using the following rubric. Applicants were required to receive an average score of 2 or greater for each of the eight sections, or were disqualified from further evaluation.

- "1" ratings were given to responses that include rudimentary solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements.
- "2" ratings were given to responses that include basic or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements.
- "3" ratings were given to responses that include significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and significantly exceeding the minimum requirements.
- "4" ratings were given to responses that include robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements.

Scored criteria were then summed and averaged for each section. The average score for each application section then was given the following weight: Section A (5%), C (10%), D (10%), E (20%), F (10%), G (10%), H (15%), J (20%). Overall application scores were then calculated based on these percentages.

The SFMTA thoroughly reviewed each application, documenting the degree to which proposals demonstrated the ability to meet or exceed each of the criteria outlined in the application and accompanying guidelines. The review was conducted by SFMTA staff assigned to the Powered Scooter Share Pilot Program, the director of the SFMTA's Sustainable Streets Division and the SFMTA Director of Transportation. Multiple staff reviewed various sections of each application, and then scored responses based on the Evaluation Scoresheet published with the application.

PERMIT ISSUANCE DECISION

Based on review and consideration of all 11 applications, the SFMTA will grant four permits to JUMP, Lime, Scoot, and Spin for a period of 12 months. Each permit will allow for 1,000



scooters with the potential for additional scooters at the SFMTA's discretion. The number of permits and scooters is based on lessons learned from the Pilot and through the experiences of peer cities.

This final decision was based on the following factors:

1. The four selected permittees are the applicants best-suited to meet and exceed the requirements set by the SFMTA Board of Directors for this permit program.

While no application was flawless, as reflected in the scoring, the SFMTA finds that the applications of JUMP, Lime, Scoot, and Spin, considered in total, clearly demonstrated their strong commitment and ability to perform in the categories set forth in the evaluation criteria. The SFMTA also finds that these four applicants best demonstrated their ability to provide reliable service in ways that other applicants did not. These findings are reinforced by the fact that the four scores were all above 75 and were within three points of each other, making it difficult to distinguish among them.

As reflected by the scoring, the applications from JUMP, Lime, Scoot, and Spin met or exceeded the SFMTA's requirements across the full range of criteria including Safety, Disabled Access, Equitable Access, Collaboration, Labor, Sustainability, Accountability, and Experience and Qualifications. Further, JUMP, Lime, Scoot, and Spin demonstrated a high level of commitment to San Francisco's Guiding Principles for Emerging Mobility Services and Technologies, as well as a demonstrated ability to achieve them. In particular, their applications demonstrated the highest levels of commitment to collaboration among the applications received, offering robust plans for community outreach and engagement, and to sustainability.

2. Four permits for a total of 4,000 Scooters is the optimal allocation for the first round of the permanent Program. The decision that each permit will allow for 1,000 scooters reflects the SFMTA's finding, separate and independent from the review of the individual applications, that allowing this number of scooters (4,000 total) will improve the likelihood of an equitable and sustainable permit program while avoiding an overconcentration of scooters in the City.

The SFMTA has also determined that 1,000 scooters per operator is an appropriate initial fleet size based on its experience during the Pilot. As of September 13, 2019, the total permitted fleet size in San Francisco is 2,050. The SFMTA finds that roughly doubling the number of permitted scooters for the new program strikes a balance between permitting too few scooters to serve more areas of the city and permitting too many scooters and therefore leading to an overconcentration of scooters in the city.



Moreover, issuing four permits (with more scooters per permittee compared with issuing five or more permits) will reduce the likelihood of over-concentration and crowding of scooters within high-demand areas of the city, by allowing permittees to adequately serve the Core Service Area⁴—as well as additional neighborhoods as prescribed by the SFMTA—with the allotted number of scooters. As a result, the higher number of scooters per permittee will improve the potential geographic equity of the program by promoting distribution of scooters to neighborhoods that were not served under the Pilot and allowing permittees to meet the Minimum Thresholds and Percent Coverage metrics as defined in the Distribution Guidelines and Requirements.

Additionally, limiting the number of permittees to four operators addresses the SFMTA’s concern about the risk of customer confusion with too many operators, which could also undermine the success of the program. Further, after monitoring two scooter operators under the Pilot Program, the SFMTA has determined that the administrative burden increases with the number of permittees. Thus, the SFMTA believes that four is the maximum of scooter companies that should be operating at this time. As discussed above, because it was clear at the conclusion of the evaluation process that the top four scoring applicants were virtually indistinguishable in the scores they received, SFMTA determined all four should receive permits.

Further monitoring and evaluation over time will be required to determine the correct number of permits and scooters as the program evolves.

APPLICATION SCORING SUMMARY

The results of the application evaluation process are shown in the following Table 2. The selected applicants, which obtained the four highest scores are indicated with green shading and bold text in the table:

- JUMP;
- Lime;
- Scoot; and
- Spin.

⁴ The Core Service Area is defined in the Distribution Guidelines and Requirements that were released with the permit application.



JUMP'S APPLICATION & PROPOSAL

JUMP's application demonstrated their ability to deliver on their proposals to successfully operate a powered scooter share service in San Francisco. JUMP also exhibited a strong commitment to ensuring that scooters are safe for operation, including commitments for when a safety issue with a scooter is discovered. In addition, JUMP's Hiring and Labor Plan included many detailed strategies for local hiring, training, and career development.

Highlights of JUMP's application included the following:

Safety and Disabled Access

- In-app features support proper parking and rider engagement, including expanded user reporting available through the app, letting individuals report improperly parked scooters directly to the local team.
- Ready to deploy integrated locking technology.

Equitable Access

- High quality low-income customer plan, with low-price unlimited trip option.
- First-time users in app will see a Boost low-income plan eligibility and pricing screen.

Labor

- Detailed staffing plans and commitment to staff training.
- Detailed training regimen and methodology (along with information on retraining).

Sustainability

- Strategy regarding vehicle life expectancy, vehicle disposal practices, and innovations to extend vehicle durability, life expectancy, and durability.

Collaboration

- JUMP's community engagement team will bring culturally sensitive and relevant information to meetings and events, including Community Benefits Packages tailored to meet the needs and goals of various communities.

Accountability

- Three step rider accountability escalation process combining education, warning and penalty.

Experience & Qualifications

- JUMP currently operates e-bikes and scooters in 31 cities globally (23 of which are in North America).



- 3 powered scooter share programs with greater than 500 scooters listed in application.

LIME'S APPLICATION & PROPOSAL

Lime's application demonstrated its extensive experience operating powered scooter share services throughout the United States and internationally, which positions them well to deliver on their proposals to successfully operate a powered scooter share program in San Francisco. Lime's experience and qualifications to successfully operate a scooter share service also shows in their robust Community Engagement Plan, Hiring and Labor Plan, and Operations Plan. Highlights of Lime's application included the following:

Safety and Disabled Access

- Lime will partner with a network of businesses that will distribute helmets. Helmets will also be provided at rider training events.
- In-person rider training ("First Ride") events.
- An Adaptive Scooter Pilot that will deliver a vehicle to someone anywhere in the city.
- Ready to deploy integrated locking technology.

Equitable Access

- Lime's application includes several endorsements and partnerships with Community-Based Organizations to help sign riders up to low-income plans and to deliver promotional programs.

Labor

- Partnerships with job training and re-training organizations for staff recruitment and retention.
- Commitment to staff training and career development.

Collaboration

- Robust Community Engagement Plan.
- Partnerships with Community-Based Organizations across the city.

Accountability

- Detailed safety complaint investigation and resolution process.

Experience & Qualifications

- Lime operates shared mobility services in over 100 cities in more than 25 countries.
- Lime riders have taken more than 75 million trips.



- 7 powered scooter share programs with greater than 500 scooters listed in application.

SCOOT'S APPLICATION & PROPOSAL

Scoot's application demonstrated a strong commitment to users' safe operation of scooters with free in-person trainings and a detailed incentives and penalties structure, as well as its ability to deliver on their proposals to successfully operate a powered scooter share system in San Francisco. In addition, Scoot submitted the most robust Community Engagement Plan among applicants. Highlights of Scoot's application included the following:

Safety and Disabled Access

- Developing incentive program for proof a rider is wearing a helmet.
- Ready to deploy integrated locking technology.
- Proposal to accommodate manual wheelchair users with a mount attachment.
- Scoot is also considering other adaptive scooter models to provide greater accessibility.

Equitable Access

- Will continue to partner with and provide discounted transportation services to community-based organizations to ensure equitable access to all San Franciscans.
- High quality low-income customer plan, with low-price unlimited trip option.

Labor

- Detailed operations plan and commitment to staff training and career development.
- Commitment to working with numerous local employment development organizations, including people who are re-entering the job market after dealing with difficult personal issues, such as addiction, homelessness, and incarceration.

Sustainability

- Scoot is currently working with the Environmental Defense Fund and San Francisco-based California Environmental Associates (CEA) to conduct a comprehensive life cycle analysis (LCA) including an inventory analysis and impact assessment.

Collaboration

- Scoot's Community Engagement Plan provides all required components and extensive detailed specificity around programs and the corresponding people responsible for delivery.



- History of close collaboration with the SFMTA in operation of their shared moped service and during the Powered Scooter Share Pilot.

Accountability

- Escalating fines and warnings for unsafe or non-compliant riders, including potential suspension from service.

Experience & Qualifications

- Scoot (and/or parent company Bird) has operated fleets in over 120 markets and has provided over 50 million rides worldwide.
- 3 powered scooter share programs in similarly dense North American cities listed in application.
- 15 powered scooter share programs with greater than 500 scooters listed in application.

SPIN'S APPLICATION & PROPOSAL

Spin submitted a robust application and in particular demonstrated a strong commitment to hiring and labor. All operations staff will be full-time or part-time company employees. Additionally, Spin's Neighborhood Ambassadors will serve as an important in-person interface with users and the public and help to avoid an overcrowding of scooters in high-demand areas. Spin's application also demonstrated their ability to deliver on their proposals to successfully operate a powered scooter share service in San Francisco. Highlights of Spin's application included the following:

Safety and Disabled Access

- Robust safety complaint investigation and resolution process.
- Detailed Adaptive Scooter Pilot approach.
- Ready to deploy integrated locking technology.

Equitable Access

- Exceptionally high-quality low-income customer plan, with completely free option for those who qualify.

Labor

- Detailed training schedule for maintenance, warehouse, and field employees, along with detailed methodology. Staff receive ongoing weekly specialized trainings and monthly review trainings.



- Robust Labor Harmony plan.

Sustainability

- Strong commitment to the City's Zero Waste and Producer Responsibility policies.

Collaboration

- Robust Community Engagement Plan.
- Partnerships with Community-Based Organizations across the city.

Accountability

- Escalating warnings/fines for repeat non-compliant parking behavior.
- Parking photo review with rewards (ride credit) for good parking.

Experience & Qualifications

- Spin operates Powered Scooter Share programs in 52 cities and on 17 campuses in the United States
- 4 powered scooter share programs in similarly dense North American cities listed in application.



Table 2 – Final Application Scores

Applicant	Section A. Device Standards & Safety Assurances	Section C. Pricing Structure	Section D. Operations Plan	Section E. Plan for Safe Scooter Riding & Parking	Section F. Recharging, Maintenance, Cleaning and Sustainability Plan	Section G. Hiring and Labor Plan	Section H. Community Engagement Plan	Section J. Experience and Qualifications	Total Score
<i>Weight</i>	5%	10%	10%	20%	10%	10%	15%	20%	<i>Out of 100</i>
Bolt	N/A	N/A	N/A	N/A	N/A	1.2	1.0	N/A	N/A
Helbiz	2.0	2.7	2.4	2.7	2.7	2.2	1.1	1.0	50.1
JUMP	4.0	3.1	3.1	2.6	3.1	3.6	3.3	3.0	77.6
Lime	3.0	3.1	3.1	2.4	3.2	3.2	3.1	3.5	76.3
Lyft	3.0	2.8	3.1	2.3	3.0	2.8	3.1	3.0	71.1
Razor	2.0	2.6	2.5	2.5	2.8	2.8	2.3	1.5	57.6
Scoot	4.0	2.6	3.1	2.5	3.5	3.4	3.4	3.5	79.3
Skip	1.0	2.4	2.4	2.5	2.7	2.8	2.9	2.0	60.6
Spin	3.0	3.0	3.4	3.4	3.1	3.8	3.1	2.5	78.0
Veoride	3.0	2.6	2.6	2.7	2.9	2.6	1.9	1.5	58.6
Wheels	3.0	2.4	2.7	2.5	1.9	2.2	1.2	2.0	53.5



OTHER APPLICATIONS RECEIVED

The SFMTA finds that none of the other applications received meet or exceed the standards for operating a shared scooter program in San Francisco, as established by the Transportation Code, to the extent that these four permittees do. This assessment is reflected in the scores received by each applicant.

Under the criteria described in the Application Evaluation Criteria section above, applicants who receive an average of less than 2 for any one section in the Evaluation Scorecard are not eligible to proceed in the evaluation. While Lyft did not score less than 2 on any one section, it did not score as highly as JUMP, Lime, Scoot, and Spin did. Lyft's score, which was more than five points below the four permittees selected, reflects that their application was not at the same level as the four applicants selected. There were five applicants who received an average of less than 2 for at least one section in the Evaluation Scorecard, thus they were not eligible to proceed. These applicants are shown with red text and pink shading in Table 2. One applicant, Bolt, did not pass the Initial Screening. In an abundance of caution to support the SFMTA's decision, SFMTA staff scored several sections of Bolt's application. However, Bolt also failed to receive an average score of at least 2 on two sections of Bolt's application (Sections G and H) that staff scored, and thus was disqualified from further evaluation on this basis as well.

PERMIT PROGRAM AND NEXT STEPS

By October 15, 2019, the SFMTA will issue the four permits, including permit terms and conditions, to JUMP, Lime, Scoot, and Spin.

Over the 12-month permit period, SFMTA staff will collect data and assess whether further increases to the number of shared scooters is advisable and would serve the public interest, as described above. The SFMTA may also require permittee(s) to serve additional areas of the city upon fleet size increase, and will update the Distribution Guidelines and Requirements as appropriate.

During the 12-month permit period covered by this directive, the SFMTA will not consider additional scooter share permittees to operate during the same period. The SFMTA has determined that the main focus of the 12-month period will be monitoring permittees' performance, assessing the benefits and areas for improvement of the program itself, and evaluating an increase in the overall number of scooters by existing permittees (if such an increase is warranted at all).



The SFMTA will continue its installation of bike parking citywide to ensure that adequate parking is available both for privately-owned bicycles and shared micromobility options such as bikeshare and scooter share, and will consider overall bike parking supply tradeoffs in any decision for fleet size increase(s).

The Agency has crafted detailed and robust distribution guidelines and requirements. Permittees must structure operations in accordance with these guidelines and requirements to offer comprehensive service such that powered scooters may be a safe and reliable travel option in San Francisco, including areas outside the downtown core. As the program emerges, the SFMTA will monitor performance metrics as detailed in the Data Reporting Guidelines and Requirements and continue to develop additional evaluation criteria and metrics as appropriate. The program's permit conditions require that each company provide data to the SFMTA sufficient for monitoring and evaluation of their performance.

A number of new metrics will further track other concerns that have been raised regarding Powered Scooter Share services. They include:

- Product lifecycle;
- Sustainability; and
- Equitable service.

The SFMTA will also collect data regarding compliance with parking and riding rules as well as documenting public feedback about the program, which may result in policy recommendations for regulating scooter share programs going forward, including amendments to the Transportation Code if necessary.

The SFMTA may revoke a permit at any time based on documented non-compliance with the permit terms and conditions, including all associated guidelines documents. The procedures for permit revocation will be issued.

While the SFMTA Board of Directors voted to make the Powered Scooter Share program permanent, further modifications to the Transportation Code or suspension of the program may be necessary if the public interest is not served. Given that the industry and operations are still in a state of growth, if SFMTA's analysis of these critical metrics result in a finding where the scooter services do not complement the transportation system in a way that is aligned with SFMTA Strategic Goals and the Guiding Principles, it may be legitimate for the SFMTA to re-evaluate whether the program should continue after the one year permit period.



Additionally, it is important to note that State law changes may affect the program. Assembly Bill 1112 is two-year bill that may preempt SFMTA regulations once taken up during the 2020 legislative session.

Any permit applicant denied a permit may appeal under procedures issued by the Director in accordance with Transportation Code §916(e)(1). Applicants seeking review of a permit denial will have 15 business days from the date that the notice is mailed to the applicant to request review of the decision by a hearing officer. The procedures for such review are available on the SFMTA's website at: <http://www.sfmta.com/scooters>.