



SFMTA

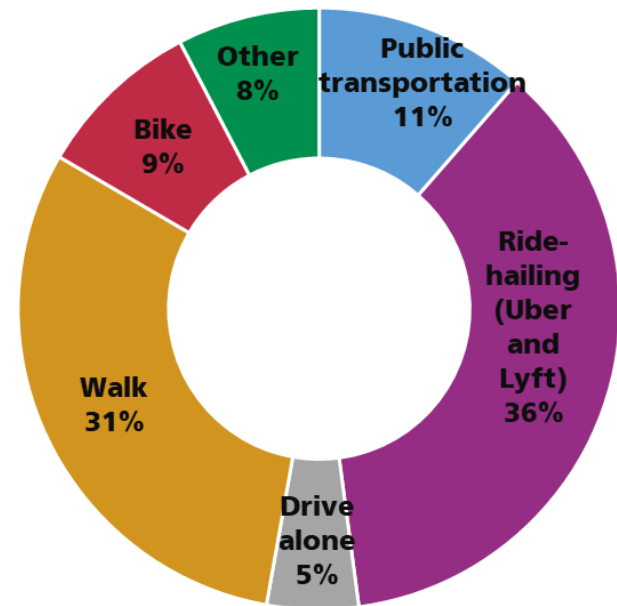
Powered Scooter Share Program Permit Issuance

Media Roundtable

09.25.19

Context

- *May 2018* – SFMTA Board establishes scooter share pilot permit program
- *October 2018* – 12-month powered scooter share pilot program begins
- *April 2019* – SFMTA issues mid-pilot evaluation showing positive results
- *July 2019* – SFMTA Board establishes permanent scooter share program
- *Sept. 25, 2019* – SFMTA announces 4 new permittees
- *Oct. 15, 2019* – New 12-month permits go into effect



Mode Choice Had Scooter Not Been Available

11 Applications Received

Bolt

Hellbiz

Jump

Lime

Lyft

Razor

Scoot

Skip

Spin

VeoRide

Wheels

Evaluation – Initial Screening

1. Review of sample scooters
 - Device standards
 - Lock-to
 - Safety check
2. Confirm application completeness

Application Scoring

- 8 categories, 62 criteria
 - Safety and device standards
 - Pricing
 - Operations plan
 - Safe riding/parking program
 - Recharging, maintenance, cleaning and sustainability
 - Hiring and labor
 - Community engagement
 - Experience and qualifications

Application Evaluation Summary

	Section Weight	Relevant Emerging Mobility Guiding Principle(s)	Bolt	Helbiz	JUMP	Lime	Lyft	Razor	Scoot	Skip	Spin	VeoRide	Wheels
Section A. Device Standards & Safety Assurances	5%	Safety	N/A	2.0	4.0	3.0	3.0	2.0	4.0	1.0	3.0	3.0	3.0
Section C. Pricing Structure	10%	Equitable Access	N/A	2.6	3.1	3.0	2.8	2.6	2.6	2.4	3.1	2.3	2.5
Section D. Operations Plan	10%	Equitable Access	N/A	2.4	3.1	3.1	3.2	2.5	3.1	2.4	3.4	2.6	2.7
Section E. Plan for Safe Scooter Riding & Parking	20%	Safety, Disabled Access, Accountability	N/A	2.8	2.6	2.5	2.4	2.4	2.5	2.5	3.4	2.7	2.6
Section F. Recharging, Maintenance, Cleaning, and Sustainability Plan	10%	Sustainability, Accountability	N/A	2.7	3.1	3.2	3.0	2.8	3.5	2.7	3.1	2.9	1.9
Section G. Hiring & Labor Plan	10%	Labor	1.4	2.0	3.4	3.2	3.0	3.0	2.2	3.0	3.8	2.6	2.4
Section H. Community Engagement Plan	15%	Collaboration	1.0	1.1	3.2	3.2	3.1	2.4	3.4	2.9	3.2	1.8	1.3
Section J. Experience & Qualifications	20%	N/A	N/A	1.0	3.0	3.5	3.0	1.5	3.5	2.0	2.5	1.5	2.0
Total Score	0-100 scale		N/A	49.7	76.8	76.7	72.3	58.0	76.3	61.1	78.8	57.5	55.3

Rating Definitions

4

"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.

3

"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.

2

"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.

1

"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.



Powered Scooter Share Permittees

- *# of Permittees:* 4 (JUMP, Lime, Scoot, and Spin)
- *# of Scooters:*
 - 1,000 scooters per operator initially
 - Potential increase to 2,500 scooters per operator (contingent on performance benchmarks)
- *Permit dates:* 10/15/2019 – 10/14/2020

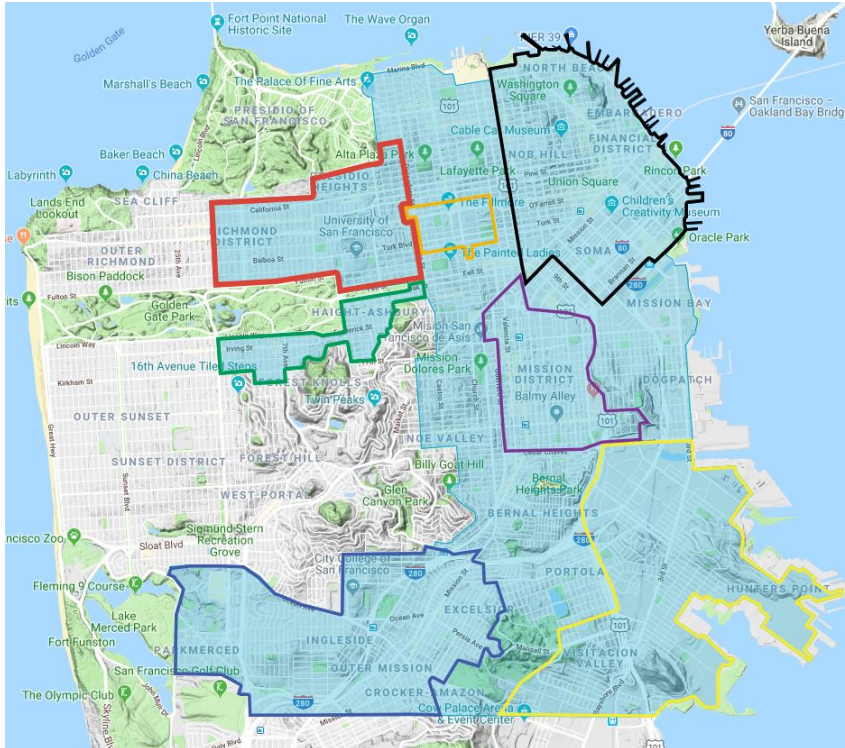
Why 4? Why 4,000?

- 4 permittees had the strongest applications
- Expanded service
 - 2x the scooters
 - 2x the service area
 - 2x the operators
- >4 operators risks over-crowding in core and diluted service in outer neighborhoods

Key Terms and Conditions

- Lock-to & Bike Rack Fee
- Labor Harmony
- Low-Income Plans
- Fleet Minimums
- Distribution
- Sustainability
- Equity/Engagement
- User/Operator Accountability

Fleet Minimum & Distribution



- 50% availability of permitted fleet size
- Designated service area
 - Target density
 - 40% cap in FiDi/SOMA
 - COC availability requirements

Lock-To Requirement/ Bike Rack Expansion

- 100 percent lock-to devices required
- More bike racks needed
 - \$75/device rack fee (\$300,000 total)
 - SFMTA will accelerate rack installation in high demand areas



User/Operator Accountability

- Public reports bad behavior to operator
 - Sidewalk riding
 - Poor parking
- Operator identifies user based on trip details
 - Time/date
 - Location
 - Scooter ID #
 - Direction of Travel
- Operator warns user, or suspends for repeated violations
- Operator documents and tracks complaint in shared database with MTA

Equity/Engagement

- Multilingual Service
- Adaptive Scooter Plan
- Culturally Sensitive Outreach
- Partner-Ready Programs
 - Local Hiring
 - CBO Partnership
 - Safety Courses
 - Culture/Arts Collaboration
 - Local Small Business Promotion



Low Income Plans

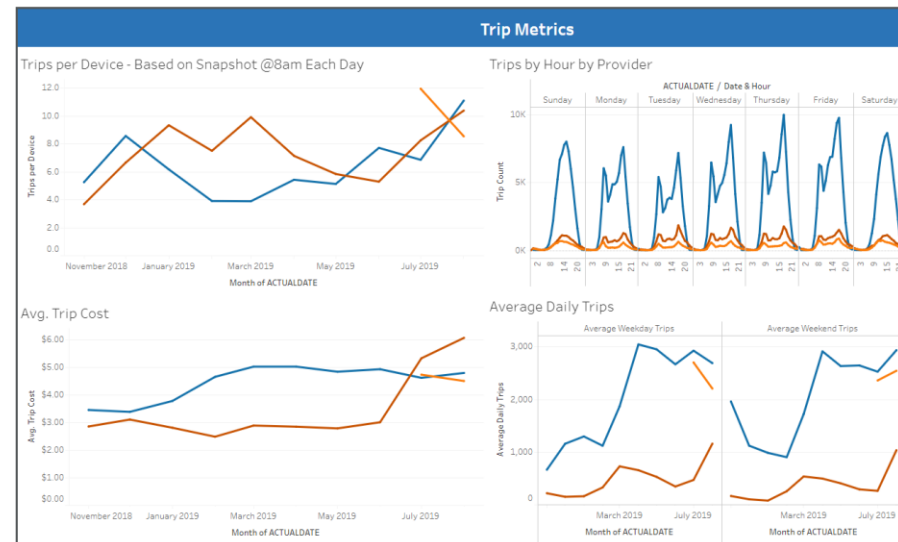
- **Jump** - \$5/first year, \$5/month after
 - 60min/day of ride time, 7¢/min after
- **Lime** - \$5/year
 - Unlimited 30min rides
- **Scoot** – 50% discount
 - Low-income riders, students, teachers, and non-profits
- **Spin** – Free
 - Unlimited 30min rides

Labor Harmony

- Applicants submitted Labor Harmony Plans
 - All permittees will use W-2 workers, full-time and part-time, with benefits
 - No permittee proposes the use of “gig” economy workers

Sustainability

- New reporting metrics
 - Operational VMT Tracking
 - Lifecycle Analysis
- Operator compliance
 - Dept. of Environment Policies
 - SF Zero Waste
 - Producer Responsibility Policies



Thank You!

Questions?