

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Bolt

1. Initial Screening

Staff will review each application for initial determinations on responsiveness and acceptability in an Initial Screening process. Applications are not scored during the Initial Screening process. Initial Screening is simply a pass/fail determination as to whether an application meets all threshold requirements. Elements subject to review during Initial Screening include, without limitation: application completeness, compliance with format requirements, and responsiveness to the material terms and conditions of the Permit Requirements. SFMTA staff reserve the right to request clarification from applicants prior to rejecting an application for failure to meet the Initial Screening requirements. Clarifications are limited exchanges between the SFMTA and an applicant for the purpose of clarifying certain aspects of the application, and will not provide an applicant the opportunity to revise or modify its application. Applications that pass the Initial Screening process will proceed to the evaluation process described below.

Required Submission	Pass
Application Completeness Submitted application is completed in its entirety.	✗
Application Formatting Compliance with page limits and other formatting requirements in Permit Application: Section C (2 pages), Sec. D (5, not including Adaptive Scooter Pilot Plan), Sec. E (4), Sec. F (3), Sec. G (3), Sec. H (6), Sec. J (2).	✓
Permittee Signature Page Applicant's signature accepting all permit terms and conditions.	✓
Responsiveness to Material Terms and Conditions Application demonstrates responsiveness to material permit terms and conditions as specified in Appendix A.	✓
Device Standards & Safety Assurances As per Section A 1 and 2: Proof of UL 2271 and 2272 battery certifications from the manufacturer. Test results from a qualified independent lab demonstrating that each model scooter put into service meets or exceeds California Vehicle Code §21223.	✗
Sample Scooters As per Section B: Two sample scooters received by SFMTA. Scooters comply with Appendix A Device Requirements.	✓
Mandatory Plan Components All required plans are complete per Permit Application specifications. C. Pricing Description (including Low-Income Membership Plan(s)) D. Operations Plan E. Plan for Safe Scooter Riding & Parking F. Recharging, Maintenance, Cleaning, and Sustainability Plan G. Hiring and Labor Plan (including Labor Harmony Plan) H. Community Engagement Plan	✗
Additional Plan Components If independent contractors will be used, application includes all relevant requested information under Section F 1(a), 1(b), and Section G 2, 2(a), and 4.	✓
Data Protocols, Privacy, & Accountability Verification of data-sharing protocols as per Section I. Privacy policies, user agreements, terms of service, etc. as listed under Section K.	✓
Images & Descriptions Images & descriptions of scooter devices and mobile application as per Sections L and M.	✓
Proof of Insurance Certificate of insurance and endorsement of additional insured, or statement of intent to obtain this insurance in advance of being issued a permit, received by application submission deadline as per Section N.	✓

2. Evaluation Process - Application Review & Scoring

Permit Applications will be scored according to the Evaluation Scoresheet to determine which applicants qualify for a permit. Scored evaluation criteria primarily reflect questions from the Permit Application. Applicants can 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.

Criteria will be scored using the following rubric. Applicants must receive an average score of 2 or greater for each section, or will be disqualified from further evaluation.

- "1" ratings will be 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 will be 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 will be 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 will be 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 will then be summed for each section. Each application section will be given the following weight: Section A (5%), C (10%), D (10%), E (20%), F (10%), G (10%), H (15%), J (20%)
Overall application scores will be calculated based on these percentages.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Bolt

						✓
A. Device Standards and Safety Assurances (5%)		1 (least robust)	2	3	4 (most robust)	Comments
LS	3. Commitments applicant makes to ensure that devices are safe for operation, and what applicant commits to do if a safety issue with device(s) is discovered					Application did not pass initial screening
						N/A
C. Pricing Structure (10%)		1 (least robust)	2	3	4 (most robust)	Comments
JH	1. Quality of low-income customer plan, and commitment to expanding affordable access					Application did not pass initial screening
LS	2. Quality of other discounted customer plans					
JH	3. Plan for achieving the goal of one low-income plan member for every five scooters authorized					
JH	4. Proposed rates, including any membership plans					
LS	5. Cash payment options					
LS	6. Plan for offering service to users without a smart phone					
JH	7. Strategy to employ variable rates (or other incentives) based on trip duration to prioritize short term trips, maximize fleet availability, and discourage overconcentration of scooters in the downtown core					
LS	8. Billing and customer service business rules for lost scooters					
LS	9. Plan for offering incentives for trips starting or ending along key transit lines or at transit hubs, including how applicant plans to advertise any incentives to users					
JH	10. Plan for promoting the low-income user plan					
						N/A
D. Operations Plan (10%)		1 (least robust)	2	3	4 (most robust)	Comments
Rebalancing & Operations Plans						
JH	1. Hours of operation					Application did not pass initial screening
JH	2. Storage of scooters during non-operational hours					
JH	8. Staffing and operations plan sufficient for scale of proposed operations					
EM	9. Plan for proper scooter parking					
JH	11. Commitments to modifying operations in response to a major transit issue					
Distribution Strategy						
JH	5. Methods for deploying and redistributing scooters consistent with Distribution Guidelines and Requirements					
PC	6. Proposed methods for avoiding overcrowding of scooters in high demand area(s)					
Equitable Operations						
JH	3. Service to Key Neighborhoods, as defined in the Distribution Guidelines and Requirements					
JH	4. Service to neighborhoods without existing powered scooter share service					
EM	7. Robustness of proposed Adaptive Scooter Pilot Plan, including proposed fleet size and service area, outreach plan to collaborate with disability rights organizations, and timeline and description of how applicant will strive to expand access to people with disabilities					
						N/A
E. Plan for Safe Scooter Riding & Parking (20%)		1 (least robust)	2	3	4 (most robust)	Comments
Rider Safety Measures						
EM	1.a. Robustness of education, incentives, training, scooter modifications, notification systems, infrastructure, etc. that you commit to implementing to ensure legal operation of scooters, and safety of users and those around them					Application did not pass initial screening
EM	1.b. Commitments to conveying information about proper parking to users on the mobile application and/or on the scooters, including detailed educational tools and reminders					
EM	1.c. Incentive programs applicant will implement to encourage riders to properly park scooters at bike racks or to the specifications described in the SFMTA's Powered Scooter Parking Requirements and General Guidelines (Appendix 1), including review of photographic records of proper parking, and rewards programs for consistent good parking behavior					
PC	1.d. Description of any fines or consequences for users who improperly park their scooters - including punitive measures like warnings or suspension of service - that you commit to issuing for patterns of bad parking behavior					
PC	1.e. Rider accountability measures you commit to implementing, and how you commit to monitoring compliance with applicable laws and regulations, including any penalties and/or technology innovations that allow monitoring, and what commitments you make to address noncompliant users					
EM	3. Description of commitments to ensure customers have a valid driver's license, and notification process for registered users who do not have licenses					
EM	4. Describe commitments to ensure that users wear a helmet while riding, including device innovations that make a helmet available as part of each rental					
EM	7. Describe how you commit to educate users on how to report a collision or other safety incident to you and appropriate authorities, including an option to report these issues at the end of every ride					
Operator Accountability Measures						
PC	1.f. Description of safety complaint investigation and resolution process					
PC	1.g. Additional measures you will phase in if initial approach does not achieve desired compliance					
AL	2. Quality of locking mechanism(s) to be deployed upon program launch that will allow scooters to be secured to fixed objects as specified in Appendix 1					
PC	5. Description of procedures for noncustomers to notify the company through phone, app, website, or email, if there is an improperly parked scooter, along with operator's response procedures, and commitments to logging complaints in the shared complaints database described in Appendix A #29					

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PC	6. Description of procedures for responding to an identified problem of consistent over-concentration of scooters at a specific location, including operational measures like scooter valet, or incentive programs to re-locate such scooters to less crowded areas						
F. Recharging, Maintenance, Cleaning, and Sustainability Plan (10%)		1 (least robust)	2	3	4 (most robust)	Comments	
Recharging, Maintenance, & Cleaning							N/A
LS	1.a. Description of how staff and/or independent contractors will know when a scooter needs to be recharged, and any information and training you will provide concerning safe charging practices					Application did not pass initial screening	
LS	1.b. Description of plans to educate and train staff and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance						
LS	1.c. Description of commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters						
LS	3. Description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning						
LS	4. Describe procedures for customers to notify the company that there is a safety or maintenance issue with a scooter, and procedures for removing that scooter from service until it is inspected						
Zero Waste & Producer Responsibility							
JH	5. Description of how applicant will comply with the City's Zero Waste and Producer Responsibility policies, including properly managing hazardous components such as batteries, reducing the need for new scooters through repair, redistributing for reuse, recycling, and otherwise properly disposing of all component parts						
JH	6. Commitments to ensure scooters do not be foul the environment, including commitments to respond to reports that a scooter is in the bay or another body of water						
Accountability							
JH	1.d. Description of plan to document and report to the SFMTA on new non-revenue vehicle miles traveled (VMT), and number and length of trips generated by collecting, redistributing and charging activities						
JH	1.d.i. Plan to provide the SFMTA with this data by vehicle type and/or average fuel efficiency						
JH	2. Life-cycle analysis (LCA) of scooter model(s) to be deployed, including life expectancy of component parts, or description of plan to provide the SFMTA with an LCA within 6 months of permit issuance						
G. Hiring and Labor Plan (10%)		1 (least robust)	2	3	4 (most robust)	Comments	
JH	1. Robustness of staffing plan, including hired staff and contractors, for operation and maintenance of your Powered Scooter Share program	✓				The plan identifies positions and describes responsibilities, but does not provide specific names or the number of employees needed to fulfill service.	1.2
AL	2. Employment standards, whether independent contractors or full-time employees		✓			Bolt intends to hire a full-time staff, not independent contractors, to manage and implement its operations in San Francisco. Some additional information is provided, demonstrating a moderate level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements.	
AL	3. Plan complies with best practices regarding equal opportunity, local hiring, and fair wages	✓				Bolt does not mention equal opportunity, local hiring strategies or wages.	
JH	5. Skills and training procedures for staff and contractors	✓				Bolt mentions training, but no details are provided.	
AL	6. Robustness of labor harmony plan as it relates to consistent distribution, operation and maintenance (including steps taken to avoid potential service disruptions), and information regarding employee work hours, working conditions, and wages	✓				Bolt does not mention labor harmony.	
H. Community Engagement Plan (15%)		1 (least robust)	2	3	4 (most robust)	Comments	
AL	Plan complies with SFMTA's Community Engagement Plan Requirements	✓				Bolt provides broad objectives but few tactics are discussed besides engagement meetings.	1.0
JH	Communications strategy will be routinely updated upon any service change related to pricing, service area, devices, membership programs, or operations	✓				No detail is provided on whether the communications strategy will be routinely updated upon any service change related to pricing, service area, devices, membership programs, or operations	
AL	A community engagement staffing plan, including key staff with relevant experience, specifically dedicated to community engagement	✓				No detail is provided around engagement plan staffing, beyond designation of a Community Relations Manager who will focus on hosting regular meetings and outreach events.	
AL	A culturally sensitive marketing plan tailored to neighborhoods within the service area	✓				Bolt does not mention cultural sensitivity.	
JH	Number of partnering organizations	✓				No partnering organizations are listed	
JH	Geographic distribution of partnering organizations	✓				No partnering organizations are listed	
Partner-ready programs with established process, dedicated staff, and proper resources:							
AL	• For local hiring	✓				No detail is provided about this.	
AL	• To work with community based organizations	✓				No detail is provided about this.	
AL	• To offer scooter safety courses	✓				No detail is provided about this.	
AL	• To offer culture and arts opportunities	✓				No detail is provided about this.	
AL	• For local small business promotional opportunities						
		✓				No detail is provided about this.	

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J. Experience and Qualifications (20%)		1 (least robust)	2	3	4 (most robust)	Comments
JH	1. Qualifications to operate a Powered Scooter Share Program					Application did not pass initial screening
JH	2. Comprehensive experience operating a Powered Scooter Share Program in San Francisco and/or other similarly dense, urban North American cities. <i>General scoring guidance: Higher scores will be given for applications with verifiable experience reliably operating permitted (if applicable) systems of at least 500 scooters. Applicants with experience in greater numbers of similarly dense, urban North American cities will also receive higher scores. Lower scores will be given for high numbers of citations from local authorities or citations that were not paid on time, services that were suspended, services that were operated without a permit from the applicable agency, and/or if the applicant has been found to have misrepresented their experience based on verification with the reference/point of contact, and/or if the reference/point of contact is not a relevant city/municipal representative.</i>					N/A

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Helbiz

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Permittee Signature Page Applicant's signature accepting all permit terms and conditions.	✓
Responsiveness to Material Terms and Conditions Application demonstrates responsiveness to material permit terms and conditions as specified in Appendix A.	✓
Device Standards & Safety Assurances As per Section A 1 and 2: Proof of UL 2271 and 2272 battery certifications from the manufacturer. Test results from a qualified independent lab demonstrating that each model scooter put into service meets or exceeds California Vehicle Code §21223.	✓
Sample Scooters As per Section B: Two sample scooters received by SFMTA. Scooters comply with Appendix A Device Requirements.	✓
Mandatory Plan Components All required plans are complete per Permit Application specifications. C. Pricing Description (including Low-Income Membership Plan(s)) D. Operations Plan E. Plan for Safe Scooter Riding & Parking F. Recharging, Maintenance, Cleaning, and Sustainability Plan G. Hiring and Labor Plan (including Labor Harmony Plan) H. Community Engagement Plan	✓
Additional Plan Components If independent contractors will be used, application includes all relevant requested information under Section F 1(a), 1(b), and Section G 2, 2(a), and 4.	✓
Data Protocols, Privacy, & Accountability Verification of data-sharing protocols as per Section I. Privacy policies, user agreements, terms of service, etc. as listed under Section K.	✓
Images & Descriptions Images & descriptions of scooter devices and mobile application as per Sections L and M.	✓
Proof of Insurance Certificate of insurance and endorsement of additional insured, or statement of intent to obtain this insurance in advance of being issued a permit, received by application submission deadline as per Section N.	✓

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SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Helbiz

					✓
A. Device Standards and Safety Assurances (5%)	1 (least robust)	2	3	4 (most robust)	Comments
3. Commitments applicant makes to ensure that devices are safe for operation, and what applicant commits to do if a safety issue with device(s) is discovered		✓			Applicant includes basic commitments to ensure devices are safe for operation, such as scooter checks before deployment, but did not provide any details on what those checks entail, and an adequate but unexceptional plan for addressing safety issues with devices, including reacting to reports of safety issues within 20 minutes, not immediately.
2.0					
C. Pricing Structure (10%)	1 (least robust)	2	3	4 (most robust)	Comments
1. Quality of low-income customer plan, and commitment to expanding affordable access				✓	This proposal substantially exceeds the minimum requirements because it includes an exceptionally high quality low-income customer plan with a completely free option.
2. Quality of other discounted customer plans			✓		This proposal includes solutions demonstrating a higher level of commitment because it includes waiving fees for some users and a CCSF monthly discount plan.
3. Plan for achieving the goal of one low-income plan member for every five scooters authorized		✓			This plan includes basic or typical, but unexceptional solutions including partnerships with a small number of organizations and bi-weekly events in low-income communities.
4. Proposed rates, including any membership plans			✓		Applicant's proposed rates are of average cost (unlock fee: \$1, usage rate: 15 cents/min) and include a low-income membership plan, a full-priced membership plan, and other discounts, significantly exceeding the minimum requirements.
5. Cash payment options		✓			Applicant's plan says users will be able to add cash to their account at local stores through future partnerships. This response is being given a 2 because the partnerships don't currently exist.
6. Plan for offering service to users without a smart phone			✓		Applicant provides detailed plan demonstrating a higher level of ability to solving known challenges and concerns by offering trip unlocking/locking by text for users without a smart phone.
7. Strategy to employ variable rates (or other incentives) based on trip duration to prioritize short term trips, maximize fleet availability, and discourage overconcentration of scooters in the downtown core		✓			Applicant's approach includes basic but unexceptional solutions, demonstrating a moderate level of ability to solve known challenges and concerns by proposing incentives to address overconcentration of scooters in downtown core (through discounted rates for riders to start trips in overconcentrated areas and reduce the congestion of scooters). Applicant does not address prioritizing short term trips and maximizing fleet availability through rates or incentives.
8. Billing and customer service business rules for lost scooters			✓		Applicant provides clear and detailed billing and customer service business rules for lost scooters with dollar fees and the conditions under which they are assessed.
9. Plan for offering incentives for trips starting or ending along key transit lines or at transit hubs, including how applicant plans to advertise any incentives to users			✓		Applicant significantly exceeds the minimum requirements by providing a detailed response about robust incentives, such as discounts or free rides) and plan for advertising them.
10. Plan for promoting the low-income user plan		✓			Applicant's approach includes basic or typical, but unexceptional solutions, demonstrating a moderate level of ability to solving known challenges and concerns by proposing bi-weekly events to promote the service, sign up low-income plan participants, accept cash, and set up non-smartphone plans. Applicant also proposes a City College of SF discounted monthly subscription- \$9.95 a month (CCSF will promote this partnership).
2.7					
D. Operations Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
Rebalancing & Operations Plans					
1. Hours of operation		✓			Applicant's approach includes basic or typical, but unexceptional solutions because scooters are available 6am to 10pm rather than a wider range of hours.
2. Storage of scooters during non-operational hours			✓		This proposal significantly exceeds the minimum requirements because the applicant's entire fleet is returned to their warehouse ("in the city") overnight for charging and cleaning; applicant is also open to keeping small % of scooters available overnight if SFMTA desires.
8. Staffing and operations plan sufficient for scale of proposed operations			✓		Applicant's proposal includes detailed approaches demonstrating a higher level of ability to solving known challenges and concerns, significantly exceeding the minimum requirements by providing a detailed breakdown of operations team breakdown, as well as the number of vans required per 150 scooters.
9. Plan for proper scooter parking		✓			This approach includes basic or typical, but unexceptional solutions because it details a general commitment to proper parking with a focus on detecting and uprighting tipped scooters.
11. Commitments to modifying operations in response to a major transit issue		✓			Applicant's approach includes basic or typical, but unexceptional solutions because it proposes redeploy scooters with "a reaction time of 20 minutes maximum to solve any problem." However, the application lacks further details specific to transit issues.
Distribution Strategy					
5. Methods for deploying and redistributing scooters consistent with Distribution Guidelines and Requirements				✓	This proposal includes unique approaches demonstrating the highest level of ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because applicant provides details on the three shifts that will be used for operations, and states that the city will be divided into a series of operations zones. Morning shift (5am-1pm): Operations team members load recharged scooters into cargo bikes, vans, and cars, before deploying them along predetermined route (assigned by fleet management team) locking them to specific racks. Lunch shift (1pm-8pm): responsible for repositioning fleet to optimize usage (based on patterns) and ensure "balanced scooter density in all zones." Night shift: responsible for end-of-day inventory, and returning the scooters to warehouses to be charged. Scooters with <40% [charge] will be removed from the street; entire fleet disabled after 10pm. During all shifts, the team will also address any scooters that are dirty, tipped, vandalized, or improperly parked.
6. Proposed methods for avoiding overcrowding of scooters in high demand area(s)			✓		This proposal significantly exceeds minimum requirements by including on the spot discounts and utilizing AI to monitor demand.
Equitable Operations					
3. Service to Key Neighborhoods, as defined in the Distribution Guidelines and Requirements		✓			This approach includes basic or typical, but unexceptional solutions because the applicant commits to deploying "the minimum number required by the guidelines plus some more scooters" in Key Neighborhoods, but provides no further details.
4. Service to neighborhoods without existing powered scooter share service		✓			This approach includes basic or typical, but unexceptional solutions because the application simply states "Helbiz will also concentrate on neighborhoods without existing powered scooter share services." However, no further details are provided.
7. Robustness of proposed Adaptive Scooter Pilot Plan, including proposed fleet size and service area, outreach plan to collaborate with disability rights organizations, and timeline and description of how applicant will strive to expand access to people with disabilities	✓				This approach meets but does not exceed the minimum requirements because it provides limited details on a potential vehicle type and does not mention any intended community outreach or a plan to implement a pilot within three months.
2.4					
E. Plan for Safe Scooter Riding & Parking (20%)	1 (least robust)	2	3	4 (most robust)	Comments
Rider Safety Measures					
1.a. Robustness of education, incentives, training, scooter modifications, notification systems, infrastructure, etc. that you commit to implementing to ensure legal operation of scooters, and safety of users and those around them		✓			This approach includes basic or typical, but unexceptional solutions because it mainly focuses on providing ambassadors to educate riders in-person while making a general commitment to promote compliance with applicable laws.
1.b. Commitments to conveying information about proper parking to users on the mobile application and/or on the scooters, including detailed educational tools and reminders		✓			The approach meets minimum requirements because it proposes basic or typical but unexceptional solutions, such as in-app and on-scooter messaging, but does not provide examples.
2.7					

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1.c. Incentive programs applicant will implement to encourage riders to properly park scooters at bike racks or to the specifications described in the SFMTA's Powered Scooter Parking Requirements and General Guidelines (Appendix 1), including review of photographic records of proper parking, and rewards programs for consistent good parking behavior		✓			The proposed rewards program meets minimum requirements and includes basic or typical, but unexceptional solutions because it generally commits to reviewing photos of parked scooters and providing rewards to users who park in specific areas but does not provide further details.
1.d. Description of any fines or consequences for users who improperly park their scooters - including punitive measures like warnings or suspension of service - that you commit to issuing for patterns of bad parking behavior				✓	This proposal includes robust approaches, demonstrating the highest level of commitment to solving known challenges and concerns by offering a clearly defined step process and probationary period, up to and including a ban from the platform.
1.e. Rider accountability measures you commit to implementing, and how you commit to monitoring compliance with applicable laws and regulations, including any penalties and/or technology innovations that allow monitoring, and what commitments you make to address noncompliant users				✓	This proposal substantially exceeds minimum requirements by including an incentivized reporting system and the use of AI for trip data analysis.
3. Description of commitments to ensure customers have a valid driver's license, and notification process for registered users who do not have licenses		✓			This approach includes basic or typical, but unexceptional solutions, demonstrating a moderate level of ability to solving known challenges and concerns because it proposes using MicroBlink ID scanning software to ensure valid government-issued ID verifying the user is over the age of 18 but does not address whether this is will verify a valid driver's license or send notification to users without a valid license.
4. Describe commitments to ensure that users wear a helmet while riding, including device innovations that make a helmet available as part of each rental				✓	This approach substantially exceeds the minimum requirements because Helbiz commits to locking a helmet to every scooter in addition to providing in-app and in-person education.
7. Describe how you commit to educate users on how to report a collision or other safety incident to you and appropriate authorities, including an option to report these issues at the end of every ride		✓			This approach includes basic but unexceptional solutions because riders will encouraged to contact 911 or use an emergency button available in the app. The proposal does not include details on how a rider would report a safety incident to the company after contacting 911.
Operator Accountability Measures					
1.f. Description of safety complaint investigation and resolution process		✓			This response meets minimum requirements but does not offer unique or innovative proposals.
1.g. Additional measures you will phase in if initial approach does not achieve desired compliance				✓	This response includes unique approaches demonstrating the highest level of commitment to solving known challenges by including clear steps such as flyers and advertising.
2. Quality of locking mechanism(s) to be deployed upon program launch that will allow scooters to be secured to fixed objects as specified in Appendix 1		✓			This approach includes basic or typical, but unexceptional solutions because the employed lock-to device is a simple combination lock.
5. Description of procedures for noncustomers to notify the company through phone, app, website, or email, if there is an improperly parked scooter, along with operator's response procedures, and commitments to logging complaints in the shared complaints database described in Appendix A #29		✓			This approach meets minimum standards but does not offer any unique or innovative approaches.
6. Description of procedures for responding to an identified problem of consistent over-concentration of scooters at a specific location, including operational measures like scooter valet, or incentive programs to re-locate such scooters to less crowded areas			✓		This plan includes robust approaches to solving known concerns and significantly exceeds minimum requirements by proposing no parking zones and incentives to resolve overconcentration.

F. Recharging, Maintenance, Cleaning, and Sustainability Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
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Recharging, Maintenance, & Cleaning						2.7
1.a. Description of how staff and/or independent contractors will know when a scooter needs to be recharged, and any information and training you will provide concerning safe charging practices			✓		This approach significantly exceeds the minimum requirements because Helbiz provides a detailed description of how staff will know when a scooter needs to be recharged (onboard sensors report battery status remotely), and some details about info and training concerning safe charging practices (one week training course, with few details provided).	
1.b. Description of plans to educate and train staff and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance		✓			This approach demonstrates a moderate level of ability to solving known challenges and concerns because Helbiz's plan includes some positive elements such as a one-week training course with a playbook or how to safely and legally park, and consequences for violating rules, but does not mention that parked vehicles shouldn't block traffic and Muni.	
1.c. Description of commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters		✓			This plan demonstrates a moderate level of ability to solving known challenges and concerns as it lists a few commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters, including optimized routing and growing fleet of electric cargo bikes.	
3. Description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning		✓			This approach demonstrates a moderate level of ability to solving known challenges and concerns as it provides few specifics for description of maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning, beyond visual inspections daily and adhering to a minimum cleanliness standard.	
4. Describe procedures for customers to notify the company that there is a safety or maintenance issue with a scooter, and procedures for removing that scooter from service until it is inspected	✓				This approach does not meet the minimum requirements because Helbiz describes the procedure for promptly disabling a device, but doesn't provide details on how "manual user reports" can be made.	

Zero Waste & Producer Responsibility					
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5. Description of how applicant will comply with the City's Zero Waste and Producer Responsibility policies, including properly managing hazardous components such as batteries, reducing the need for new scooters through repair, redistributing for reuse, recycling, and otherwise properly disposing of all component parts				✓	This approach substantially exceeds the minimum requirements because the applicant commits to disassembling scooters that are deemed beyond repair in a "proper way," properly managing hazardous components including batteries. Parts that are still usable will be added to the inventory of spare parts while parts that cannot be reused or repaired will be sent directly to recycling. Applicant specifically states that they will "completely comply" with the City's Zero Waste and Producer Responsibility policies, and will stay "in ongoing communications with the Department of the Environment and the Department of Toxic Substances Control to ensure compliance with all rules and local laws." Applicant holds monthly training of all team members about rules and regulations defined in the "San Francisco Environment" guide.
6. Commitments to ensure scooters do not befool the environment, including commitments to respond to reports that a scooter is in the bay or another body of water		✓			This approach includes basic or typical, but unexceptional solutions because applicant states that they are committed to an immediate reaction if a scooter is found in the bay (or in another body of water) in order to remove it, and will always be available for any problem or situation involving our scooters on a 24/7 basis. Applicant "will determine the best possible partners to ensure Environment Code compliance." However, no further details are provided.

Accountability					
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1.d. Description of plan to document and report to the SFMTA on new non-revenue vehicle miles traveled (VMT), and number and length of trips generated by collecting, redistributing and charging activities				✓	This approach substantially exceeds the minimum requirements because applicant's entire staff and their vehicles are tracked on a 24-hour basis; applicant will be able to provide the SFMTA with exact numbers and lengths of trips, as well as exact routes, speed, and parking data for all non-revenue vehicles. See also: response to Section F #1di.
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SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Helbiz

1.d.i. Plan to provide the SFMTA with this data by vehicle type and/or average fuel efficiency				✓	This approach substantially exceeds the minimum requirements because on a monthly basis, Helbiz will provide a full breakdown and report of every Helbiz-owned vehicle, along with a custom API allowing the city to easily inquire past and real-time trip data to the SFMTA including: hours of operating time, miles traveled, average speed, maximum speed, refuelment times, refuelment volume, average fuel efficiency (total miles traveled / total gallons fueled), times out of service, any system-detected irregularities regarding parking or routes. In the report, all vehicles will be listed by type (electric van, gasoline van, electric car, gasoline car, electric cargo bike, bicycle) as well as the model of each vehicle.
2. Life-cycle analysis (LCA) of scooter model(s) to be deployed, including life expectancy of component parts, or description of plan to provide the SFMTA with an LCA within 6 months of permit issuance				✓	This approach significantly exceeds the minimum requirements because the applicant plans to provide a Life-Cycle Analysis within 6 months, provides details on what it will include, and commits to goal of mitigating CO2 associated with vehicle charging and manufacturing. Applicant provides life expectancy for component parts: i) Deck: 1 year ii) Wheels: 3 to 4 months iii) Motor: 1 year iv) Battery: 1 year. However, because the applicant has not yet completed a Life-Cycle Analysis, they did not receive the top score.

G. Hiring and Labor Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments	
1. Robustness of staffing plan, including hired staff and contractors, for operation and maintenance of your Powered Scooter Share program		✓			This plan includes basic or typical, but unexceptional solutions because it lists positions and describes their duties, but includes no specifications as to who will fill these positions, nor when they would be filled, merely the platforms upon which the openings will be advertised.	2.2
2. Employment standards, whether independent contractors or full-time employees			✓		This plan significantly exceeds the minimum requirements because it commits to having full-time employees instead of independent contractors, but allows for the possibility of contractors if their FTEs "aren't sufficient for operations."	
3. Plan complies with best practices regarding equal opportunity, local hiring, and fair wages		✓			This plan includes basic or typical, but unexceptional solutions because it simply says they will hire a California law firm to help support compliance with California state and local laws.	
5. Skills and training procedures for staff and contractors	✓				This approach does not meet the minimum requirements because the application does not provide information on skills and training procedures for staff and contractors, but instead includes what appear to be job listings/descriptions for its Operations Manager and Operations Specialists.	
6. Robustness of labor harmony plan as it relates to consistent distribution, operation and maintenance (including steps taken to avoid potential service disruptions), and information regarding employee work hours, working conditions, and wages			✓		This plan significantly exceeds the minimum requirements because it cites labor harmony as a reason for full-time employees, and discusses details like benefits, vacation days and warehouse nurseries; however it doesn't address steps to avoid potential service disruptions.	

H. Community Engagement Plan (15%)	1 (least robust)	2	3	4 (most robust)	Comments	
Plan complies with SFMTA's Community Engagement Plan Requirements		✓			This plan includes basic or typical, but unexceptional solutions because it minimally complies with Community Engagement Plan Requirements with very few specifics.	1.1
Communications strategy will be routinely updated upon any service change related to pricing, service area, devices, membership programs, or operations	✓				This approach does not meet the minimum requirements because the communications strategy does not provide any details other than the use of a website and an app, and there is no description for how program changes will be provided to users or the general SF community.	
A community engagement staffing plan, including key staff with relevant experience, specifically dedicated to community engagement	✓				This approach does not meet the minimum requirements because it provides no information regarding who will conduct the engagement plan, nor what their responsibilities will be, nor how many people will be involved.	
A culturally sensitive marketing plan tailored to neighborhoods within the service area	✓				This approach does not meet the minimum requirements because it does not address cultural sensitivity; even when it mentions community need, it does not explain who would be responsible, nor how it would conduct some kind of needs assessment.	
Number of partnering organizations	✓				This plan does not meet the minimum requirements because it does not identify any partnering organizations, beyond listing some groups that the company has emailed for introduction.	
Geographic distribution of partnering organizations	✓				This plan does not meet the minimum requirements because it does not identify any partnering organizations, beyond listing some groups that the company has emailed for introduction.	

Partner-ready programs with established process, dedicated staff, and proper resources:						
• For local hiring	✓				This approach does not meet the minimum requirements because it does not present any specific programs or efforts that detail how to achieve local hire.	
• To work with community based organizations	✓				This approach does not meet the minimum requirements because the planned outreach to CBOs does not describe any kind of partnership beyond communication about scootershare services.	
• To offer scooter safety courses	✓				This approach does not meet the minimum requirements because the community engagement plan does not describe any partner-ready programs for scooter safety courses.	
• To offer culture and arts opportunities	✓				This approach does not meet the minimum requirements because the community engagement plan does not describe any partner-ready programs for culture and arts opportunities.	
• For local small business promotional opportunities	✓				This approach does not meet the minimum requirements because the community engagement plan indicates a desire to partner with small businesses, but does not include any partner-ready programs.	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Helbiz

J. Experience and Qualifications (20%)	1 (least robust)	2	3	4 (most robust)	Comments	
1. Qualifications to operate a Powered Scooter Share Program	✓				SFMTA staff conclude Helbiz does not meet the minimum qualifications to successfully operate a Powered Scooter Share program in San Francisco compared with the more qualified applicants based on the following. Helbiz operates Powered Scooter Share programs in Milan, Rimini, and Riccione, Italy, and Malaga, Spain, but these cities are not comparable in population or density to San Francisco, except for Milan. No further notable qualifications are provided.	1.0
2. Comprehensive experience operating a Powered Scooter Share Program in San Francisco and/or other similarly dense, urban North American cities. <i>General scoring guidance: Higher scores will be given for applications with verifiable experience reliably operating permitted (if applicable) systems of at least 500 scooters. Applicants with experience in greater numbers of similarly dense, urban North American cities will also receive higher scores. Lower scores will be given for high numbers of citations from local authorities or citations that were not paid on time, services that were suspended, services that were operated without a permit from the applicable agency, and/or if the applicant has been found to have misrepresented their experience based on verification with the reference/point of contact, and/or if the reference/point of contact is not a relevant city/municipal representative.</i> <i>*Note: per the 9/25/19 Policy Directive, citations in San Francisco and/or other cities were not considered in the scoring as originally stated.</i>	✓				SFMTA staff do not believe Helbiz's experience operating Powered Scooter Share programs in San Francisco and/or other similarly dense, urban North American meets the minimum qualifications to successfully operate a Powered Scooter Share program in San Francisco compared with the more qualified applicants based on the following: -No experience operating in similarly dense, urban North American cities. -No additional relevant information provided such that the SFMTA was not able to score this section.	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - JUMP

1. Initial Screening

Staff will review each application for initial determinations on responsiveness and acceptability in an Initial Screening process. Applications are not scored during the Initial Screening process. Initial Screening is simply a pass/fail determination as to whether an application meets all threshold requirements. Elements subject to review during Initial Screening include, without limitation: application completeness, compliance with format requirements, and responsiveness to the material terms and conditions of the Permit Requirements. SFMTA staff reserve the right to request clarification from applicants prior to rejecting an application for failure to meet the Initial Screening requirements. Clarifications are limited exchanges between the SFMTA and an applicant for the purpose of clarifying certain aspects of the application, and will not provide an applicant the opportunity to revise or modify its application. Applications that pass the Initial Screening process will proceed to the evaluation process described below.

Required Submission	Pass
Application Completeness Submitted application is completed in its entirety.	✓
Application Formatting Compliance with page limits and other formatting requirements in Permit Application: Section C (2 pages), Sec. D (5, not including Adaptive Scooter Pilot Plan), Sec. E (4), Sec. F (3), Sec. G (3), Sec. H (6), Sec. J (2).	✓
Permittee Signature Page Applicant's signature accepting all permit terms and conditions.	✓
Responsiveness to Material Terms and Conditions Application demonstrates responsiveness to material permit terms and conditions as specified in Appendix A.	✓
Device Standards & Safety Assurances As per Section A 1 and 2: Proof of UL 2271 and 2272 battery certifications from the manufacturer. Test results from a qualified independent lab demonstrating that each model scooter put into service meets or exceeds California Vehicle Code §21223.	✓
Sample Scooters As per Section B: Two sample scooters received by SFMTA. Scooters comply with Appendix A Device Requirements.	✓
Mandatory Plan Components All required plans are complete per Permit Application specifications. C. Pricing Description (including Low-Income Membership Plan(s)) D. Operations Plan E. Plan for Safe Scooter Riding & Parking F. Recharging, Maintenance, Cleaning, and Sustainability Plan G. Hiring and Labor Plan (including Labor Harmony Plan) H. Community Engagement Plan	✓
Additional Plan Components If independent contractors will be used, application includes all relevant requested information under Section F 1(a), 1(b), and Section G 2, 2(a), and 4.	✓
Data Protocols, Privacy, & Accountability Verification of data-sharing protocols as per Section I. Privacy policies, user agreements, terms of service, etc. as listed under Section K.	✓
Images & Descriptions Images & descriptions of scooter devices and mobile application as per Sections L and M.	✓
Proof of Insurance Certificate of insurance and endorsement of additional insured, or statement of intent to obtain this insurance in advance of being issued a permit, received by application submission deadline as per Section N.	✓

2. Evaluation Process - Application Review & Scoring

Permit Applications will be scored according to the Evaluation Scoresheet to determine which applicants qualify for a permit. Scored evaluation criteria primarily reflect questions from the Permit Application. Applicants can 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.

Criteria will be scored using the following rubric. Applicants must receive an average score of 2 or greater for each section, or will be disqualified from further evaluation.

- "1" ratings will be 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 will be 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 will be 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 will be 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 will then be summed for each section. Each application section will be given the following weight: Section A (5%), C (10%), D (10%), E (20%), F (10%), G (10%), H (15%), J (20%)
Overall application scores will be calculated based on these percentages.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - JUMP

					✓
A. Device Standards and Safety Assurances (5%)	1 (least robust)	2	3	4 (most robust)	Comments
3. Commitments applicant makes to ensure that devices are safe for operation, and what applicant commits to do if a safety issue with device(s) is discovered				✓	Applicant makes the highest level of commitment to ensure that devices are safe for operation, with quality checks after each charge event and a test ride after devices are repaired at the warehouse, and includes a robust plan for addressing safety issues with devices, including identification, routing, evaluation, and root-cause analysis.
4.0					
C. Pricing Structure (10%)	1 (least robust)	2	3	4 (most robust)	Comments
1. Quality of low-income customer plan, and commitment to expanding affordable access			✓		This proposal significantly exceeds the minimum requirements because it includes a high quality low-income customer plan with a low-price unlimited trip option.
2. Quality of other discounted customer plans			✓		This proposal includes solutions demonstrating a higher level of commitment because it includes a future subscription plan, a student pricing discount, and a SFUSD discount.
3. Plan for achieving the goal of one low-income plan member for every five scooters authorized			✓		This plan demonstrates a higher level of commitment with proposed local org partnerships, a JUMP community center, coordination with management of affordable housing, a community benefits package, inclusive marketing materials, social media, and partnership opportunities with Mayor's Office of Neighborhood Services
4. Proposed rates, including any membership plans			✓		Applicant's proposed rates are of average cost (no unlock fee, usage rate: 33 cents/min) and include a low-income membership plan and other discounts, significantly exceeding the minimum requirements.
5. Cash payment options			✓		This plan significantly exceeds the minimum requirements because cash payment options include widely available Uber gift cards
6. Plan for offering service to users without a smart phone			✓		Applicant provides detailed plan demonstrating a higher level of ability to solving known challenges and concerns by offering trip unlocking/locking through a call to a phone number for users without a smart phone.
7. Strategy to employ variable rates (or other incentives) based on trip duration to prioritize short term trips, maximize fleet availability, and discourage overconcentration of scooters in the downtown core			✓		Applicant's plan includes detailed approaches demonstrating a higher level of ability to solving known challenges and concerns, significantly exceeding the minimum requirements by proposing incentives to address overconcentration of scooters in downtown core and maximize fleet availability in under-supplied areas (through cash incentives to begin and end rides at specific hubs to discourage overconcentration and incentivize redistribution of scooters to under-supplied areas). Applicant does not address prioritizing short term trips through rates or incentives.
8. Billing and customer service business rules for lost scooters			✓		Applicant provides clear and detailed billing and customer service business rules for lost scooters with dollar fees and the conditions under which they are assessed.
9. Plan for offering incentives for trips starting or ending along key transit lines or at transit hubs, including how applicant plans to advertise any incentives to users			✓		Applicant significantly exceeds the minimum requirements by providing a detailed response about robust incentives, such as free rides and Uber Cash, and plan for advertising them.
10. Plan for promoting the low-income user plan				✓	This plan substantially exceeds the minimum requirements by having first-time users see a Boost Plan eligibility and pricing screen in the app (and all proposals listed in Section C #3).
3.1					
D. Operations Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
Rebalancing & Operations Plans					
1. Hours of operation				✓	Applicant's approach to providing service substantially exceeds the minimum requirements by making scooters available to customers 24/7.
2. Storage of scooters during non-operational hours			✓		This proposal significantly exceeds the minimum requirements because scooters are available 24/7, but if a scooter is non-operational for an unreasonable amount of time, applicant will store at warehouse ("near Bayview"). The applicant does not define unreasonable.
8. Staffing and operations plan sufficient for scale of proposed operations		✓			This approach includes basic or typical, but unexceptional solutions, because while JUMP pledges to ensure that the system is supported with sufficient staffing and service tracking tools, the applicant makes no promises regarding the number of staff.
9. Plan for proper scooter parking		✓			This approach includes basic or typical, but unexceptional solutions, because it includes education and outreach but does not mention enforcement or incentives, or refer specifically to the scooter program's parking guidelines.
11. Commitments to modifying operations in response to a major transit issue				✓	This plan includes robust approaches demonstrating the highest level of ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because it outlines responses for two types of service disruptions - planned and unplanned disruptions. For unplanned disruptions, applicant may deploy additional scooter service while collaborating closely with the SFMTA to identify high-priority deployment locations and get word out to users. For planned disruptions, JUMP will engage with SFMTA top explore possibility of additional incentivized scooter pickup/drop-off hubs to create reliable scooter supply at key stations and/or along disrupted transit lines, adjust deployment zones, temporarily increase fleet size and service area, and message users regarding these actions.
3.1					
Distribution Strategy					
5. Methods for deploying and redistributing scooters consistent with Distribution Guidelines and Requirements				✓	This proposal includes unique approaches demonstrating the highest level of ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because applicant has developed a phased launch plan based on experience operating e-bikes in San Francisco, urban planning data analysis, and the SFMTA's guidance for a total fleet size per permittee. Proposes temporally- and geographically-phased deployment. Applicant also details their redistribution plan, including intentional rebalancing and incentives. Intentional rebalancing utilizes efficient routing principles, data analytics, and the SFMTA's distribution standards. Overnight field technicians prioritize deploying JUMP vehicles in designated distribution zones across the service area each day to ensure vehicles are adequately and equitably distributed for morning commute hours. Applicant will also utilize geofencing and incentives to incentivize movement of scooters to undersupplied areas, parking in designated hubs, and/or reparking of scooters in charging locations.
6. Proposed methods for avoiding overcrowding of scooters in high demand area(s)			✓		These proposals exceed minimum requirements by including additional solutions such as geofencing and incentive hubs.
Equitable Operations					
3. Service to Key Neighborhoods, as defined in the Distribution Guidelines and Requirements				✓	This plan substantially exceeds the minimum requirements because the applicant specifically agrees to meet minimum threshold and percent coverage metrics in Key Neighborhoods by deploying at least 373 scooters in these areas. The applicant also includes table of distribution by Key Neighborhood, including an applicable phasing plan.
4. Service to neighborhoods without existing powered scooter share service			✓		This proposal significantly exceeds the minimum requirements because the applicant commits to providing service to all areas as required by the Distribution Guidelines and Requirements, including serving Bayview and Hunters Point, Bernal Heights, Portola, Visitacion Valley, Excelsior, and Ingleside/SFSU, as part of Phase 1 of their deployment.
7. Robustness of proposed Adaptive Scooter Pilot Plan, including proposed fleet size and service area, outreach plan to collaborate with disability rights organizations, and timeline and description of how applicant will strive to expand access to people with disabilities		✓			This approach includes basic or typical, but unexceptional solutions because the timeline for implementing the plan is not definitively within three months of full program launch, the proposal lacks details on when and where selected vehicles would be available, and alludes to requiring additional funding from SFMTA or a third-party.
2.6					
E. Plan for Safe Scooter Riding & Parking (20%)	1 (least robust)	2	3	4 (most robust)	Comments
Rider Safety Measures					
1.a. Robustness of education, incentives, training, scooter modifications, notification systems, infrastructure, etc. that you commit to implementing to ensure legal operation of scooters, and safety of users and those around them			✓		Safety messaging (in-person and online), incentives, hardware, and rider accountability measures. Photo enforcement/incentive plan is in early stages/not yet implemented. Trainings/in-person engagement will occur at the proposed Hub. No infrastructure improvements proposed.
2.6					

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - JUMP

1.b. Commitments to conveying information about proper parking to users on the mobile application and/or on the scooters, including detailed educational tools and reminders			✓		This approach significantly exceeds the minimum requirements because scooters include decals/messaging and the applicant refers to and provides concrete and illustrative examples of in-app messaging in Section M.
1.c. Incentive programs applicant will implement to encourage riders to properly park scooters at bike racks or to the specifications described in the SFMTA's Powered Scooter Parking Requirements and General Guidelines (Appendix 1), including review of photographic records of proper parking, and rewards programs for consistent good parking behavior		✓			This approach includes basic but unexceptional solutions because riders are encouraged to park in designated areas but incentives for proper parking of vehicle, based on photo, are still being explored.
1.d. Description of any fines or consequences for users who improperly park their scooters - including punitive measures like warnings or suspension of service - that you commit to issuing for patterns of bad parking behavior			✓		This proposal significantly exceeds minimum requirements by offering a clearly defined step warning process up to account suspension.
1.e. Rider accountability measures you commit to implementing, and how you commit to monitoring compliance with applicable laws and regulations, including any penalties and/or technology innovations that allow monitoring, and what commitments you make to address noncompliant users			✓		This proposal, coupled with E5, demonstrates a moderate level of commitment, and meets the minimum requirements but does not offer any solutions not offered by other operators.
3. Description of commitments to ensure customers have a valid driver's license, and notification process for registered users who do not have licenses	✓				This approach meets but does not exceed the minimum requirements because the applicant ignores that a valid drivers' license is required by state law and only commits to a review "if desired" by the SFMTA. In addition, the proposal lacks detail on how licenses would be verified and what "notification process" exists for riders with invalid licenses.
4. Describe commitments to ensure that users wear a helmet while riding, including device innovations that make a helmet available as part of each rental			✓		This proposal includes detailed approaches demonstrating a higher level to solving known challenges and concerns, significantly exceeding the minimum requirements because, in addition to proposing helmet distribution events and a discount program, it also promises to launch a local study on the most effective way to distribute helmets.
7. Describe how you commit to educate users on how to report a collision or other safety incident to you and appropriate authorities, including an option to report these issues at the end of every ride			✓		This approach includes basic or typical, but unexceptional solutions because riders are encouraged to contact customer service through the web, by phone, or in-app.
Operator Accountability Measures					
1.f. Description of safety complaint investigation and resolution process			✓		This approach provides detailed plans demonstrating a higher level of commitment, significantly exceeding minimum requirements by including clear protocols for dealing with safety complaints about vehicle condition such as contacting the last user and having a special icon to denote problematic vehicles.
1.g. Additional measures you will phase in if initial approach does not achieve desired compliance				✓	This plan includes robust approaches demonstrating the highest level of commitment, substantially exceeding minimum requirements including by allowing individuals communicate directly with the local team, expanded in-app reporting for improper parking and a proposed Sidewalk Response Plan.
2. Quality of locking mechanism(s) to be deployed upon program launch that will allow scooters to be secured to fixed objects as specified in Appendix 1				✓	This approach substantially exceeds the minimum requirements because the applicant incorporates a proprietary integrated lock, controlled through the service app.
5. Description of procedures for noncustomers to notify the company through phone, app, website, or email, if there is an improperly parked scooter, along with operator's response procedures, and commitments to logging complaints in the shared complaints database described in Appendix A #29		✓			This approach meets minimum standards but does not offer any unique or innovative approaches because it only offered solutions that other applicants also proposed.
6. Description of procedures for responding to an identified problem of consistent over-concentration of scooters at a specific location, including operational measures like scooter valet, or incentive programs to re-locate such scooters to less crowded areas		✓			This approach meets minimum standards but does not offer any unique or innovative approaches because it only offered solutions that other applicants also proposed.

F. Recharging, Maintenance, Cleaning, and Sustainability Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
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Recharging, Maintenance, & Cleaning						3.1
1.a. Description of how staff and/or independent contractors will know when a scooter needs to be recharged, and any information and training you will provide concerning safe charging practices				✓	This approach substantially exceeds the minimum requirements because Jump provides a detailed description of how staff will know when a scooter needs to be recharged (through a fleet management tool), and detailed description of info and training concerning safe charging practices (technicians are trained on proper battery handling such as never placing a battery on an unstable surface, always checking connections for exposed wires, etc., and trained on how to examine batteries and chargers for signs of defects.)	
1.b. Description of plans to educate and train staff and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance			✓		This plan includes detailed and high-quality approaches demonstrating a higher level of ability to solving known challenges and concerns regarding the education and training of staff and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance, including training on preferred parking locations, preventing the obstruction of traffic, and screening of motor vehicle records.	
1.c. Description of commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters			✓		This plan substantially exceeds the minimum requirements as it lists many commitments to minimize potential negative impacts associate with practices related to collecting, redistributing, and recharging scooters, including using cargo bikes and people on foot wherever possible, developing charging hubs, developing swappable batteries, optimizing vehicle paths, and using 50% clean energy, to be increased to 100% clean energy.	
3. Description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning			✓		This plan significantly exceeds the minimum requirements because it provides a comprehensive description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning, including safety checks every time a scooter is in the warehouse, and a check and cleaning after every 100 miles or every month.	
4. Describe procedures for customers to notify the company that there is a safety or maintenance issue with a scooter, and procedures for removing that scooter from service until it is inspected			✓		This approach significantly exceeds the minimum requirements because JUMP describes multiple ways for customers to notify the company that there is a safety or maintenance issue with a scooter and describes procedures for promptly deactivating that scooter from service.	

Zero Waste & Producer Responsibility					
5. Description of how applicant will comply with the City's Zero Waste and Producer Responsibility policies, including properly managing hazardous components such as batteries, reducing the need for new scooters through repair, redistributing for reuse, recycling, and otherwise properly disposing of all component parts				✓	This proposal substantially exceeds the minimum requirements because applicant states that waste in their operations is fairly minimal—the modular design enables mechanics to swap out all components as needed, and that most components are recyclable, which applicant recycles at appropriate recycling facilities. Applicant transfers vehicles and parts for reuse rather than creating waste when possible, and has contracted with a certified vendor to handle all elements of recycling safely and compliance with regulations. Applicant also provides details on strategy regarding vehicle life expectancy, vehicle disposal practices, and innovations to extend vehicle durability, life expectancy, and durability.
6. Commitments to ensure scooters do not befool the environment, including commitments to respond to reports that a scooter is in the bay or another body of water		✓			This approach includes basic or typical, but unexceptional solutions because JUMP tracks all vehicles reported as lost or stolen and, similar to the e-bike operation in San Francisco, JUMP proactively meets with local law enforcement to discuss appropriate response and mitigation measures for scooter misuse. Upon receiving a report of a scooter in an area that requires complex asset recovery (such as a body of water), Uber's security team will contract a third-party vendor to recover the asset. However, no further details are provided.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - JUMP

Accountability					
1.d. Description of plan to document and report to the SFMTA on new non-revenue vehicle miles traveled (VMT), and number and length of trips generated by collecting, redistributing and charging activities			✓		This approach significantly exceeds the minimum requirements because JUMP actively monitors VMT. Each time field technicians put fuel in our dedicated operations vehicles, they record the vehicles mileage. Each month, JUMP collects and monitors this information, and will provide this information to the SFMTA as requested. However, no further details are provided on the number of trips generated.
1.d.i. Plan to provide the SFMTA with this data by vehicle type and/or average fuel efficiency				✓	This approach substantially exceeds the minimum requirements because JUMP's non-revenue VMT and trips generated data will be broken down by vehicle type and average fuel efficiency when shared with the SFMTA.
2. Life-cycle analysis (LCA) of scooter model(s) to be deployed, including life expectancy of component parts, or description of plan to provide the SFMTA with an LCA within 6 months of permit issuance		✓			This approach includes basic or typical, but unexceptional solutions because the applicant agrees to comply within the six month period requirement for undertaking a Life-Cycle Assessment, and has established an internal work process for their LCA report (provided). However, no further details are provided on the LCA and the applicant does not provide average lifespan of component parts.
G. Hiring and Labor Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
1. Robustness of staffing plan, including hired staff and contractors, for operation and maintenance of your Powered Scooter Share program				✓	This plan substantially exceeds the minimum requirements because it provides a detailed description of various roles, identifies people in those positions, and explains how they address operations and maintenance of the program, and addresses compliance with legal requirements; it additionally describes recruiting efforts, including partnership with two DBE/WBE and veteran-owned staffing agencies.
2. Employment standards, whether independent contractors or full-time employees			✓		This approach significantly exceeds the minimum requirements because it details an operations team of all W-2 employees, mixed with employment through JUMP or a staffing agency, along with hourly wages and opportunities for growth into roles with more responsibility and higher pay; all team members are offered competitive benefits.
3. Plan complies with best practices regarding equal opportunity, local hiring, and fair wages				✓	This plan substantially exceeds the minimum requirements because it commits to being an equal opportunity employer and provides detailed local hiring efforts; it further describes wage rates and related working conditions.
5. Skills and training procedures for staff and contractors				✓	This approach substantially exceeds the minimum requirements because the plan provides detailed training regimen and methodology (along with information on retraining).
6. Robustness of labor harmony plan as it relates to consistent distribution, operation and maintenance (including steps taken to avoid potential service disruptions), and information regarding employee work hours, working conditions, and wages			✓		This approach significantly exceeds the minimum requirements because it identifies active steps to avoid potential service disruption, and includes extensive details regarding the JUMP work environment.
H. Community Engagement Plan (15%)	1 (least robust)	2	3	4 (most robust)	Comments
Plan complies with SFMTA's Community Engagement Plan Requirements			✓		This approach significantly exceeds the minimum requirements because it identifies staff and responsibilities related to community engagement, along with details around multilingual outreach, and partnerships with CBOs and small businesses for service provision and arts and culture opportunities.
Communications strategy will be routinely updated upon any service change related to pricing, service area, devices, membership programs, or operations			✓		This approach significantly exceeds the minimum requirements because JUMP will add a new "City Updates" section within its existing Help Center (help.jumpbikes.com), and will include a San Francisco specific page, which will serve as the hub for the required and latest JUMP system updates, including, but not limited to: pricing changes, service area updates, devices, information regarding membership programs, and operations. All historical updates are logged in a browsable format online. Major updates will be communicated via email. No specific updates to non-users beyond website.
A community engagement staffing plan, including key staff with relevant experience, specifically dedicated to community engagement			✓		This approach significantly exceeds the minimum requirements because the applicant identifies some key staff who will be accountable for community engagement; although, they do not identify the actual Community Engagement Manager staff person who will be responsible for handling tasks or managing their brand ambassadors.
A culturally sensitive marketing plan tailored to neighborhoods within the service area			✓		This approach significantly exceeds the minimum requirements because the applicant's community engagement team commits to bringing culturally sensitive and relevant information to meetings and events, including specific and detailed Community Benefits Packages tailored to meet the needs and goals of various communities.
Number of partnering organizations				✓	This approach substantially exceeds the minimum requirements because JUMP lists the following community partners in San Francisco: YMCA Urban Services, People for Protected Bike Lanes, and Livable Cities. JUMP is also working on a Community Benefits Package with coalition of Mission District community groups to be announced once completed. Career development/local hiring partnerships with Chinese Newcomers and PODER to identify local hires, and intent to work with Youth Community Developers, the A. Phillip Randolph Institute, and Mission Hiring Hall, and Mayor's Opportunities for All Program. JUMP also partners with various CBDs, including San Francisco Council of District Merchants Association (SFCDMA). JUMP has "laid the groundwork to building and deepening partnerships" with Calle 24, Soma Filipinas, Japanese Heritage, the Leather District and African American Art & Cultural District.
Geographic distribution of partnering organizations			✓		JUMP partners with organizations across the City and in key Communities of Concern, significantly exceeding the minimum requirements, although representation in the western half of the City is less robust.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - JUMP

Partner-ready programs with established process, dedicated staff, and proper resources:						
• For local hiring			✓		This approach significantly exceeds the minimum requirements because the applicant commits to working with their existing network of community organizations and staffing agency partners to identify local workers for their Electric Hub, including organizations like Chinese Newcomers and PODER to identify local hires; they also commit to participation in local job fairs, and local team referrals.	
• To work with community based organizations				✓	This approach substantially exceeds the minimum requirements because the applicant commits to continue developing Community Benefits Packages, in conjunction with CBOs to create local programming that prioritizes equity and promotes access.	
• To offer scooter safety courses			✓		This approach significantly exceeds the minimum requirements because the applicant will offer classes focused on alternative transportation options to address following traffic laws and proper helmet fitting in conjunction with community partners to identify bi- and multi-lingual LCI-certified instructors, along with free helmets to scooter safety course participants.	
• To offer culture and arts opportunities				✓	This approach substantially exceeds the minimum requirements because it details specific programs where the applicant will work with community partners to develop original programming that supports the cultural diversity of San Francisco, including local artist murals in partnership with YMCA Urban service, Infrastructure Rides co-hosted with SFBC highlighting public art, and rotating art on display at the Electric Hub.	
• For local small business promotional opportunities			✓		This approach significantly exceeds the minimum requirements because the applicant commits to continuing support with the San Francisco Council of District Merchants Association (SFCDMA), and working with other community organizations to provide cross-promotional opportunities with Community Benefit Districts, like holiday celebrations and neighborhood tours, along with cultural district and merchant maps, calling out cultural institutions and businesses.	
J. Experience and Qualifications (20%)	1 (least robust)	2	3	4 (most robust)	Comments	
1. Qualifications to operate a Powered Scooter Share Program			✓		SFMTA staff conclude that these qualifications to operate a Powered Scooter Share program significantly exceed the minimum requirements based on the following. JUMP operates stationless mobility in more than 50 cities worldwide and has seen over 13 million trips. JUMP currently operates e-bikes and scooters in 31 cities globally (23 of which are in North America), which is more markets than many applicants but fewer than Lime and Scoot. This includes experience operating stationless bikeshare for 500-e-bikes in San Francisco, which the SFMTA concludes has been satisfactory, with no lengthy service disruptions. JUMP notes its track record for compliance and expedient resolution of issues in San Francisco, with which the SFMTA agrees. However, compared with Scoot and Lime, some of JUMP's experience is with bikeshare and not powered scooter share which, while relevant, is not as directly applicable as operating a powered scooter share service.	3.0
2. Comprehensive experience operating a Powered Scooter Share Program in San Francisco and/or other similarly dense, urban North American cities. <i>General scoring guidance: Higher scores will be given for applications with verifiable experience reliably operating permitted (if applicable) systems of at least 500 scooters. Applicants with experience in greater numbers of similarly dense, urban North American cities will also receive higher scores. Lower scores will be given for high numbers of citations from local authorities or citations that were not paid on time, services that were suspended, services that were operated without a permit from the applicable agency, and/or if the applicant has been found to have misrepresented their experience based on verification with the reference/point of contact, and/or if the reference/point of contact is not a relevant city/municipal representative. *Note: per the 9/25/19 Policy Directive, citations in San Francisco and/or other cities were not considered in the scoring as originally stated.</i>			✓		SFMTA staff conclude that the applicant's experience operating Powered Scooter Share programs in San Francisco and/or other similarly dense, urban North American cities significantly exceeds the minimum requirements based on the following: -2 powered scooter share programs in similarly dense North American cities (>75k people, >10k people per square mile) listed in application. -3 powered scooter share programs with greater than 500 scooters listed in application. -No service suspensions reported.	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Lime

1. Initial Screening

Staff will review each application for initial determinations on responsiveness and acceptability in an Initial Screening process. Applications are not scored during the Initial Screening process. Initial Screening is simply a pass/fail determination as to whether an application meets all threshold requirements. Elements subject to review during Initial Screening include, without limitation: application completeness, compliance with format requirements, and responsiveness to the material terms and conditions of the Permit Requirements. SFMTA staff reserve the right to request clarification from applicants prior to rejecting an application for failure to meet the Initial Screening requirements. Clarifications are limited exchanges between the SFMTA and an applicant for the purpose of clarifying certain aspects of the application, and will not provide an applicant the opportunity to revise or modify its application. Applications that pass the Initial Screening process will proceed to the evaluation process described below.

Required Submission	Pass
Application Completeness Submitted application is completed in its entirety.	✓
Application Formatting Compliance with page limits and other formatting requirements in Permit Application: Section C (2 pages), Sec. D (5, not including Adaptive Scooter Pilot Plan), Sec. E (4), Sec. F (3), Sec. G (3), Sec. H (6), Sec. J (2).	✓
Permittee Signature Page Applicant's signature accepting all permit terms and conditions.	✓
Responsiveness to Material Terms and Conditions Application demonstrates responsiveness to material permit terms and conditions as specified in Appendix A.	✓
Device Standards & Safety Assurances As per Section A 1 and 2: Proof of UL 2271 and 2272 battery certifications from the manufacturer. Test results from a qualified independent lab demonstrating that each model scooter put into service meets or exceeds California Vehicle Code §21223.	✓
Sample Scooters As per Section B: Two sample scooters received by SFMTA. Scooters comply with Appendix A Device Requirements.	✓
Mandatory Plan Components All required plans are complete per Permit Application specifications. C. Pricing Description (including Low-Income Membership Plan(s)) D. Operations Plan E. Plan for Safe Scooter Riding & Parking F. Recharging, Maintenance, Cleaning, and Sustainability Plan G. Hiring and Labor Plan (including Labor Harmony Plan) H. Community Engagement Plan	✓
Additional Plan Components If independent contractors will be used, application includes all relevant requested information under Section F 1(a), 1(b), and Section G 2, 2(a), and 4.	✓
Data Protocols, Privacy, & Accountability Verification of data-sharing protocols as per Section I. Privacy policies, user agreements, terms of service, etc. as listed under Section K.	✓
Images & Descriptions Images & descriptions of scooter devices and mobile application as per Sections L and M.	✓
Proof of Insurance Certificate of insurance and endorsement of additional insured, or statement of intent to obtain this insurance in advance of being issued a permit, received by application submission deadline as per Section N.	✓

2. Evaluation Process - Application Review & Scoring

Permit Applications will be scored according to the Evaluation Scoresheet to determine which applicants qualify for a permit. Scored evaluation criteria primarily reflect questions from the Permit Application. Applicants can 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.

Criteria will be scored using the following rubric. Applicants must receive an average score of 2 or greater for each section, or will be disqualified from further evaluation.

- "1" ratings will be 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 will be 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 will be 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 will be 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 will then be summed for each section. Each application section will be given the following weight: Section A (5%), C (10%), D (10%), E (20%), F (10%), G (10%), H (15%), J (20%)
Overall application scores will be calculated based on these percentages.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Lime

					✓
A. Device Standards and Safety Assurances (5%)	1 (least robust)	2	3	4 (most robust)	Comments
3. Commitments applicant makes to ensure that devices are safe for operation, and what applicant commits to do if a safety issue with device(s) is discovered			✓		Applicant's response includes a high level of commitment, such as a full preventative maintenance evaluation at least once per day, and sufficient response to discovery of a safety issue, including promptly contacting relevant agencies if they discover a broader issue affecting the safety of devices, significantly exceeding the minimum requirements.
3.0					
C. Pricing Structure (10%)	1 (least robust)	2	3	4 (most robust)	Comments
1. Quality of low-income customer plan, and commitment to expanding affordable access			✓		This proposal significantly exceeds the minimum requirements because it includes a high quality low-income customer plan with a low-price unlimited trip option.
2. Quality of other discounted customer plans				✓	Applicant demonstrates the highest level of commitment with LimePass, a high quality discounted membership plan available to commuters (weekly \$4.99 fee, then each ride is a flat \$1) resulting in lower per trip costs as users take more trips, which substantially exceeds the minimum requirements.
3. Plan for achieving the goal of one low-income plan member for every five scooters authorized			✓		This plan demonstrates a higher level of commitment with messages in-app at registration, specific outreach events, specific community partnerships, a multi-media campaign, and dedicated staff.
4. Proposed rates, including any membership plans			✓		Applicant's proposed rates are of average cost (unlock fee: \$1, usage rate: 29 cents/min) and include a low-income membership plan and a commuter plan, significantly exceeding the minimum requirements.
5. Cash payment options		✓			This plan includes the basic or typical, but unexceptional solution of cash payment limited to PayNearMe.
6. Plan for offering service to users without a smart phone			✓		Applicant provides detailed plan demonstrating a higher level of ability to solving known challenges and concerns by offering trip unlocking/locking by text for users without a smart phone.
7. Strategy to employ variable rates (or other incentives) based on trip duration to prioritize short term trips, maximize fleet availability, and discourage overconcentration of scooters in the downtown core			✓		Applicant's plan includes detailed approaches demonstrating a higher level of ability to solving known challenges and concerns, significantly exceeding the minimum requirements by proposing incentives and fees to address overconcentration of scooters in downtown core (surge pricing based on overconcentration, demand, and supply) and incentives to maximize fleet availability (credit for parking or rebalancing outside of the downtown core in designated areas). Applicant does not address prioritizing short term trips.
8. Billing and customer service business rules for lost scooters			✓		Applicant provides clear and detailed billing and customer service business rules for lost scooters with dollar fees and the conditions under which they are assessed.
9. Plan for offering incentives for trips starting or ending along key transit lines or at transit hubs, including how applicant plans to advertise any incentives to users			✓		Applicant significantly exceeds the minimum requirements by providing a detailed response about robust incentives, such as LimePass, and plan for advertising them.
10. Plan for promoting the low-income user plan				✓	This plan substantially exceeds the minimum requirements by providing information on qualifications and how to enroll in-app at registration, listing specific outreach events/locations where info will be available, describing promotion through specific community partnerships, promotion through multi-media campaign, and dedicating staff time to overseeing equity outreach.
3.1					
D. Operations Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
Rebalancing & Operations Plans					
1. Hours of operation				✓	Applicant's approach to providing service substantially exceeds the minimum requirements by making scooters available to customers 24/7.
2. Storage of scooters during non-operational hours			✓		This proposal significantly exceeds the minimum requirements because if selected, the applicant will procure a San Francisco warehouse to store scooters.
8. Staffing and operations plan sufficient for scale of proposed operations			✓		Applicant's proposals in these sections include detailed approaches demonstrating a higher level of ability to solving known challenges and concerns, significantly exceeding the minimum requirements by providing a detailed breakdown of operations team roles depending on time of day. Applicant references other sections that describe operations and estimate the number of staff to meet a reliable service level.
9. Plan for proper scooter parking		✓			The proposed plan for proper parking includes basic or typical, but unexceptional solutions because it identifies a variety of approaches, such as in-app education, without providing comprehensive detail or examples that demonstrate effectiveness.
11. Commitments to modifying operations in response to a major transit issue			✓		Applicant's plan significantly exceeds the minimum requirements because it provides an example of modifying operations and adding up to 500 scooters in response to planned rail service shutdown in Portland, and provides details of responses to a major transportation issue in San Francisco. In such an event, applicant commits to partnering with the City to craft a targeted solution to supplement the transit system, and will use cargo-trikes to rebalance scooters to these areas to minimize environmental impact.
Distribution Strategy					
5. Methods for deploying and redistributing scooters consistent with Distribution Guidelines and Requirements				✓	This proposal includes unique approaches demonstrating the highest level of ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because applicant provides a detailed response, including a detailed breakdown of operations staff roles & responsibilities, as well as three-shift field schedule. Morning shift (5am - 1pm) rebalances/redeploys repaired and/or recharged scooters, using cargo bike or van, to specific drop off points based on previous usage, bike rack availability, and foot traffic, among other tasks. Mid-day shift (1pm - 8pm) monitors and addresses issues, including maintenance, customer service issues reported through various channels including 311, reparking improperly parked scooters, rebalancing, and swapping scooters to recharge those with low battery. Night shift (beginning at 8 pm) deploys by zone to rebalance after rush-hour to ensure that coverage is maintained in Communities of Concern and underserved neighborhoods, retrieves low-battery devices for recharging, and addresses other issues. At end of shift, rebalance and redistribute scooters for use during morning commute.
6. Proposed methods for avoiding overcrowding of scooters in high demand area(s)		✓			This proposal includes typical, but unexceptional responses offered by many applicants, demonstrating a moderate level of commitment.
Equitable Operations					
3. Service to Key Neighborhoods, as defined in the Distribution Guidelines and Requirements			✓		This plan significantly exceeds the minimum requirements because the applicant provides a breakdown of the proposed number of scooters, by neighborhood, which meets the minimum thresholds in Key Neighborhoods. Additionally, the applicant explicitly commits to serve Core Service Area outside of the Downtown Core.
4. Service to neighborhoods without existing powered scooter share service				✓	This proposal substantially exceeds the minimum requirements because the applicant's proposed service area encompasses most of San Francisco. The application includes specific mention of the Tenderloin, Excelsior, Bayview, Oceanview, SFSU, Inner and Outer Richmond, Inner and Outer Sunset, Outer Mission, Bernal Heights, Balboa Park, and Marina.
7. Robustness of proposed Adaptive Scooter Pilot Plan, including proposed fleet size and service area, outreach plan to collaborate with disability rights organizations, and timeline and description of how applicant will strive to expand access to people with disabilities			✓		This proposal significantly exceeds the minimum requirements because it proposes a program that will deliver an adaptive scooter to a rider anywhere in the San Francisco service area and promises 10 vehicles within three months and 75 vehicles within six months.
3.1					
E. Plan for Safe Scooter Riding & Parking (20%)	1 (least robust)	2	3	4 (most robust)	Comments
Rider Safety Measures					
1.a. Robustness of education, incentives, training, scooter modifications, notification systems, infrastructure, etc. that you commit to implementing to ensure legal operation of scooters, and safety of users and those around them		✓			This approach includes basic or typical, but unexceptional solutions because it commits to methods without providing comprehensive detail or information on how they will be effective. For example, the proposed parking photo verification process is vague and does not include information on how photos are reviewed or verified.
2.4					

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Lime

1.b. Commitments to conveying information about proper parking to users on the mobile application and/or on the scooters, including detailed educational tools and reminders		✓			This approach includes basic or typical, but unexceptional solutions because it commits to providing information but provides brief details and few examples of how messaging might be provided in-app or on the vehicle.
1.c. Incentive programs applicant will implement to encourage riders to properly park scooters at bike racks or to the specifications described in the SFMTA's Powered Scooter Parking Requirements and General Guidelines (Appendix 1), including review of photographic records of proper parking, and rewards programs for consistent good parking behavior	✓				This approach does not meet minimum requirements because the incentives described address proper riding and not proper parking.
1.d. Description of any fines or consequences for users who improperly park their scooters - including punitive measures like warnings or suspension of service - that you commit to issuing for patterns of bad parking behavior			✓		This plan demonstrates a higher level of commitment and ability to solving known challenges by offering a clearly defined step process up to and including termination.
1.e. Rider accountability measures you commit to implementing, and how you commit to monitoring compliance with applicable laws and regulations, including any penalties and/or technology innovations that allow monitoring, and what commitments you make to address noncompliant users		✓			This proposal includes basic solutions and meets minimum requirements but does not include unique or innovative proposals because it proposes developing sidewalk riding detection, which is not in existence and was offered by other applicants.
3. Description of commitments to ensure customers have a valid driver's license, and notification process for registered users who do not have licenses		✓			This approach includes basic or typical, but unexceptional solutions because it commits to requiring riders to scan driver's license but does not provide detail on how license is verified or how users without valid licenses are notified.
4. Describe commitments to ensure that users wear a helmet while riding, including device innovations that make a helmet available as part of each rental			✓		This proposal significantly exceeds the minimum requirements because in addition to providing helmet discounts and distributing helmets at events, it also commits to setting up a network of businesses that would distribute helmets.
7. Describe how you commit to educate users on how to report a collision or other safety incident to you and appropriate authorities, including an option to report these issues at the end of every ride			✓		This approach significantly exceeds the minimum requirements because in addition to basic education efforts, it proposes integrating with SF311.
Operator Accountability Measures					
1.f. Description of safety complaint investigation and resolution process				✓	This proposal includes unique approaches, demonstrating the highest level of commitment, substantially exceeding minimum requirements by including a detailed description of assigned levels to complaints, a targeted response time for addressing complaints and a portal for law enforcement access.
1.g. Additional measures you will phase in if initial approach does not achieve desired compliance		✓			This approach meets minimum standards but does not offer any unique or innovative approaches, many of which were offered by other applicants.
2. Quality of locking mechanism(s) to be deployed upon program launch that will allow scooters to be secured to fixed objects as specified in Appendix 1			✓		This approach significantly exceeds the minimum requirements because the lock has a commercial-off-the-shelf solution based on bluetooth.
5. Description of procedures for noncustomers to notify the company through phone, app, website, or email, if there is an improperly parked scooter, along with operator's response procedures, and commitments to logging complaints in the shared complaints database described in Appendix A #29		✓			This plan meets minimum standards but does not offer any unique or innovative approaches, many of which were offered by other applicants.
6. Description of procedures for responding to an identified problem of consistent over-concentration of scooters at a specific location, including operational measures like scooter valet, or incentive programs to re-locate such scooters to less crowded areas		✓			This approach meets minimum standards but does not offer any unique or innovative approaches, many of which were offered by other applicants.
F. Recharging, Maintenance, Cleaning, and Sustainability Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
Recharging, Maintenance, & Cleaning					
1.a. Description of how staff and/or independent contractors will know when a scooter needs to be recharged, and any information and training you will provide concerning safe charging practices				✓	This approach substantially exceeds the minimum requirements because Lime provides a detailed description of how staff will know when a scooter needs to be recharged (through an Operations app), and detailed description of info and training concerning safe charging practices (OSHA compliance and safe lithium ion battery training on first day and on a recurring basis).
1.b. Description of plans to educate and train staff and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance		✓			This approach demonstrates a moderate level of ability to solving known challenges and concerns because Lime's plan includes some positive elements such as training during onboarding and reminders at start of shift on things like proper parking procedures and not idling, but does not mention that parked vehicles shouldn't block traffic and Muni.
1.c. Description of commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters			✓		This plan substantially exceeds the minimum requirements as it lists many commitments to minimize potential negative impacts associate with practices related to collecting, redistributing, and recharging scooters, including e-assist cargo trikes and pedestrian tidiness squads, and zero-emissions electric vans by end of 2020, optimized routes, purchase of carbon offsets, and scooters charged with renewable energy.
3. Description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning			✓		This plan significantly exceeds the minimum requirements because it provides a comprehensive description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning, including preventative maintenance and cleaning and compliance checks at least once per week.
4. Describe procedures for customers to notify the company that there is a safety or maintenance issue with a scooter, and procedures for removing that scooter from service until it is inspected			✓		This approach significantly exceeds the minimum requirements because Lime describes multiple ways for customers to notify the company that there is a safety or maintenance issue with a scooter and describes procedures for promptly deactivating that scooter from service.
Zero Waste & Producer Responsibility					
5. Description of how applicant will comply with the City's Zero Waste and Producer Responsibility policies, including properly managing hazardous components such as batteries, reducing the need for new scooters through repair, redistributing for reuse, recycling, and otherwise properly disposing of all component parts				✓	This approach substantially exceeds the minimum requirements because the applicant states that their program "aligns with the Zero Waste and Producer Responsibility policies, focused on first preventing waste, reusing materials to reduce waste, and finally recycling only when necessary." Scooters that are deemed irreparable are broken down into component parts which are reused for repairs. Components are more than 96% recyclable; all steel/aluminum alloy metals are recycled with a national recycling partner; plastics are recycled locally, unusable batteries are recycled through national and local recycling partners. Applicant states that they are "committed to running a zero-waste business."
6. Commitments to ensure scooters do not beful the environment, including commitments to respond to reports that a scooter is in the bay or another body of water				✓	This proposal includes robust approaches demonstrating the highest level of ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because applicant will institute a similar water body protection protocol currently in use in Oakland, where the applicant does not deploy scooters near bodies of water, and patrols local water bodies every four hours. Applicant has geofenced no riding/deployment/no parking zones around water bodies, educates riders in coastal areas about problems caused by scooter dumping, and fines and removes repeated bad actors from their platform. Applicant partners with the Lake Merritt Institute (LMI) to assist if retrieval is needed and, every Tuesday, applicant volunteers with LMI cleanup Lake Merritt. Applicant's batteries comply with UN38.3, an international safety standard that addresses the quality and safety of lithium ion batteries (including when submerged).
Accountability					
1.d. Description of plan to document and report to the SFMTA on new non-revenue vehicle miles traveled (VMT), and number and length of trips generated by collecting, redistributing and charging activities			✓		This approach significantly exceeds the minimum requirements because the applicant commits to tracking all vehicle miles traveled in San Francisco through a two-step verification process: (1) odometer readings are entered every time fleet vehicles get fuel, so reporting shows miles traveled over time and (2) applicant verifies VMT through telematics installed in vehicles. These plug into the engine diagnostic port (OBD2 port) and provide a live feed of miles traveled. No specific mention of reporting the number of trips generated.

3.2

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1.d.i. Plan to provide the SFMTA with this data by vehicle type and/or average fuel efficiency				✓	This approach substantially exceeds the minimum requirements because the applicant agrees to provide this data to the SFMTA by vehicle type and EPA miles per gallon in accordance with the permit requirements. Applicant uses a robust fleet management service, EMKAY, and are able to track and share VMT, idle time, mpg, gps locations/routes, fuel costs, etc. broken down by vehicle and/or fuel efficiency with the City.	
2. Life-cycle analysis (LCA) of scooter model(s) to be deployed, including life expectancy of component parts, or description of plan to provide the SFMTA with an LCA within 6 months of permit issuance		✓			This approach includes basic or typical, but unexceptional solutions because the applicant has "a robust life cycle analysis underway, and will submit a third party report that meets SFMTA's requirements within six months of permit award" but no further details are provided on the LCA or on the average lifespan of component parts.	
G. Hiring and Labor Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments	
1. Robustness of staffing plan, including hired staff and contractors, for operation and maintenance of your Powered Scooter Share program			✓		This approach significantly exceeds the minimum requirements because the applicant commits to hiring full-time staff; the plan describes the number of people needed for operations, and some programmatic employment efforts, with significant detail for work conditions and benefits; although they do not identify any specific people who would be responsible in these roles other than their North California General Manager.	3.2
2. Employment standards, whether independent contractors or full-time employees			✓		This plan significantly exceeds the minimum requirements because Lime will not use 1099 independent contractors. Any hourly staff will be hired through staffing agency partners, which provide benefits, including health insurance, 401k, and paid sick leave. No details on percentage of staff that will be full Lime employees vs. staffing agency employees.	
3. Plan complies with best practices regarding equal opportunity, local hiring, and fair wages				✓	This approach substantially exceeds the minimum requirements because the applicant provides extensive detail around local hiring partnerships with the Center for Employment Opportunities and Young Community Developers, while also maintaining an equal opportunity employer status as stated in their handbook; wages and benefits packages are competitive for full or part-time staff, and all in accordance with local, state, and Federal laws.	
5. Skills and training procedures for staff and contractors				✓	This plan substantially exceeds the minimum requirements because it provides detailed training regimen and methodology. The application also includes information on ongoing training and career development.	
6. Robustness of labor harmony plan as it relates to consistent distribution, operation and maintenance (including steps taken to avoid potential service disruptions), and information regarding employee work hours, working conditions, and wages		✓			This approach includes basic or typical, but unexceptional solutions because it simply recognizes the rights of workers to organize and join Unions, and it explains how positive employee relationships preserve labor harmony; it does not describe any additional steps taken to avoid potential disruption.	
H. Community Engagement Plan (15%)	1 (least robust)	2	3	4 (most robust)	Comments	
Plan complies with SFMTA's Community Engagement Plan Requirements			✓		This approach significantly exceeds the minimum requirements because the Community Engagement Plan extensively details some programs and outreach; however, it does not identify any people who would be responsible for delivering these engagement strategies.	3.1
Communications strategy will be routinely updated upon any service change related to pricing, service area, devices, membership programs, or operations		✓			This plan includes basic or typical, but unexceptional solutions because it promises to provide regular updates about the service related to pricing, service area, devices, membership programs and operations, and to receive feedback via the website, app, and through in-person outreach (as well as multi-media campaign); however, commitments to provide updates upon any service change through these channels are somewhat vague and not definitive.	
A community engagement staffing plan, including key staff with relevant experience, specifically dedicated to community engagement		✓			This approach includes basic or typical, but unexceptional solutions because the applicant will details how a full time Community Outreach Program Coordinator will work directly with their Public Affairs Manager to oversee community outreach and LimeAccess equity programs in San Francisco, but no specific person is named.	
A culturally sensitive marketing plan tailored to neighborhoods within the service area		✓			This plan includes basic or typical, but unexceptional solutions because it highlights some multilingual platform strategies and tactics for developing community and culturally sensitive efforts, but it doesn't specify any specific programs for San Francisco.	
Number of partnering organizations				✓	This approach substantially exceeds the minimum requirements because Lime is entering into partnerships with Young Community Developers, New Community Leadership Foundation, Chinese Newcomer Service Center, and Downtown Streets Team to promote Lime Access, implement outreach, and/or build a hiring pipeline. Lime is also partnering with Giving Something Back and People of Parkside Sunset to support culture and arts initiatives. Lime also proposes partnerships with SF Council of District Merchants, and Taraval Merchants Association to support local small businesses. Lime also submitted letters of intent for most of these partnerships, and proposes the "Lime Hero partnership" which will provide donations to a local non-profit.	
Geographic distribution of partnering organizations				✓	Lime partners with organizations across the City, substantially exceeding the minimum requirements.	
Partner-ready programs with established process, dedicated staff, and proper resources:						
• For local hiring				✓	This approach substantially exceeds the minimum requirements because the applicant will execute protocols for localizing hiring and expanding opportunities through a Jobs pipeline, partnering with YCD to pre-screen and provide soft skills and job readiness training to a cohort of individuals, primarily Bayview Residents for their Operations Team; they will also partner with workforce development organizations and provide all job postings to Center for Employment Opportunities (CEO), First Source Hiring, OEWD Neighborhood Access Points and other community partners, selected because of their mission to help underserved, formerly incarcerated and homeless individuals find sustainable work opportunities; finally, the applicant commits to developing growth opportunities for staff who begin as processors/mechanics to move up to shift leads.	
• To work with community based organizations				✓	This approach substantially exceeds the minimum requirements because it includes a number of endorsements and partnerships with CBOs to help sign riders up to low-income plans and to deliver promotional programs.	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Lime

<ul style="list-style-type: none"> To offer scooter safety courses 			✓		This approach significantly exceeds the minimum requirements the applicant commits to lead "First Ride" events, at least once a month, recurring, interactive safety sessions, and will include contracting with community partners to equip them to host safety trainings in order to bring safe scooter education to serviced neighborhoods in a culturally relevant manner.
<ul style="list-style-type: none"> To offer culture and arts opportunities 			✓		This approach significantly exceeds the minimum requirements because the applicant will partner with communities on initiatives that celebrate SF cultural heritage, including a Fillmore Cultural History Tour, Fillmore Mini Park event sponsorship, Tours of Taraval, and other material development.
<ul style="list-style-type: none"> For local small business promotional opportunities 			✓		This approach significantly exceeds the minimum requirements because the applicant's LimeHub program will partner with local businesses to drive traffic to their locations and support merchant corridors; programs will include helmet giveaways, small business scooter tours in partnership with CDMA, and Unlock SF Passport, citywide business tours.
J. Experience and Qualifications (20%)	1 (least robust)	2	3	4 (most robust)	Comments
1. Qualifications to operate a Powered Scooter Share Program				✓	SFMTA staff conclude that Lime's qualifications to operate a Powered Scooter Share program substantially exceed the minimum requirements based on the following. Lime operates shared mobility services in over 100 cities in more than 25 countries. Lime riders have taken more than 75 million trips. This is more cities and more trips on scooters than all other applicants. Only Scoot approached this number of cities and trips. Additionally, Lime lists five cities in their application where they have deployed more than 500 scooters (accounting for over 3 million trips), and have not reported any service suspensions.
2. Comprehensive experience operating a Powered Scooter Share Program in San Francisco and/or other similarly dense, urban North American cities. <i>General scoring guidance: Higher scores will be given for applications with verifiable experience reliably operating permitted (if applicable) systems of at least 500 scooters. Applicants with experience in greater numbers of similarly dense, urban North American cities will also receive higher scores. Lower scores will be given for high numbers of citations from local authorities or citations that were not paid on time, services that were suspended, services that were operated without a permit from the applicable agency, and/or if the applicant has been found to have misrepresented their experience based on verification with the reference/point of contact, and/or if the reference/point of contact is not a relevant city/municipal representative. *Note: per the 9/25/19 Policy Directive, citations in San Francisco and/or other cities were not considered in the scoring as originally stated.</i>			✓		SFMTA staff conclude that the applicant's experience operating Powered Scooter Share programs in San Francisco and/or other similarly dense, urban North American cities significantly exceeds the minimum requirements based on the following: -1 powered scooter share program in a similarly dense North American city (>75k people, >10k people per square mile) listed in application. -7 powered scooter share programs with greater than 500 scooters listed in application. -1 permit fee not paid on time. -No service suspensions reported.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Lyft

1. Initial Screening

Staff will review each application for initial determinations on responsiveness and acceptability in an Initial Screening process. Applications are not scored during the Initial Screening process. Initial Screening is simply a pass/fail determination as to whether an application meets all threshold requirements. Elements subject to review during Initial Screening include, without limitation: application completeness, compliance with format requirements, and responsiveness to the material terms and conditions of the Permit Requirements. SFMTA staff reserve the right to request clarification from applicants prior to rejecting an application for failure to meet the Initial Screening requirements. Clarifications are limited exchanges between the SFMTA and an applicant for the purpose of clarifying certain aspects of the application, and will not provide an applicant the opportunity to revise or modify its application. Applications that pass the Initial Screening process will proceed to the evaluation process described below.

Required Submission	Pass
Application Completeness Submitted application is completed in its entirety.	✓
Application Formatting Compliance with page limits and other formatting requirements in Permit Application: Section C (2 pages), Sec. D (5, not including Adaptive Scooter Pilot Plan), Sec. E (4), Sec. F (3), Sec. G (3), Sec. H (6), Sec. J (2).	✓
Permittee Signature Page Applicant's signature accepting all permit terms and conditions.	✓
Responsiveness to Material Terms and Conditions Application demonstrates responsiveness to material permit terms and conditions as specified in Appendix A.	✓
Device Standards & Safety Assurances As per Section A 1 and 2: Proof of UL 2271 and 2272 battery certifications from the manufacturer. Test results from a qualified independent lab demonstrating that each model scooter put into service meets or exceeds California Vehicle Code §21223.	✓
Sample Scooters As per Section B: Two sample scooters received by SFMTA. Scooters comply with Appendix A Device Requirements.	✓
Mandatory Plan Components All required plans are complete per Permit Application specifications. C. Pricing Description (including Low-Income Membership Plan(s)) D. Operations Plan E. Plan for Safe Scooter Riding & Parking F. Recharging, Maintenance, Cleaning, and Sustainability Plan G. Hiring and Labor Plan (including Labor Harmony Plan) H. Community Engagement Plan	✓
Additional Plan Components If independent contractors will be used, application includes all relevant requested information under Section F 1(a), 1(b), and Section G 2, 2(a), and 4.	✓
Data Protocols, Privacy, & Accountability Verification of data-sharing protocols as per Section I. Privacy policies, user agreements, terms of service, etc. as listed under Section K.	✓
Images & Descriptions Images & descriptions of scooter devices and mobile application as per Sections L and M.	✓
Proof of Insurance Certificate of insurance and endorsement of additional insured, or statement of intent to obtain this insurance in advance of being issued a permit, received by application submission deadline as per Section N.	✓

2. Evaluation Process - Application Review & Scoring

Permit Applications will be scored according to the Evaluation Scoresheet to determine which applicants qualify for a permit. Scored evaluation criteria primarily reflect questions from the Permit Application. Applicants can 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.

Criteria will be scored using the following rubric. Applicants must receive an average score of 2 or greater for each section, or will be disqualified from further evaluation.

- "1" ratings will be 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 will be 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 will be 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 will be 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 will then be summed for each section. Each application section will be given the following weight: Section A (5%), C (10%), D (10%), E (20%), F (10%), G (10%), H (15%), J (20%)
Overall application scores will be calculated based on these percentages.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Lyft

					✓
A. Device Standards and Safety Assurances (5%)	1 (least robust)	2	3	4 (most robust)	Comments
3. Commitments applicant makes to ensure that devices are safe for operation, and what applicant commits to do if a safety issue with device(s) is discovered			✓		Applicant's response includes a high level of commitment, with inspections at least once every four days and real time monitoring of scooters, and sufficient response to discovery of a safety issue, including immediate removal of scooters that the operations team determines unsafe to ride, significantly exceeding the minimum requirements.
3.0					
C. Pricing Structure (10%)	1 (least robust)	2	3	4 (most robust)	Comments
1. Quality of low-income customer plan, and commitment to expanding affordable access			✓		This proposal significantly exceeds the minimum requirements because it includes a high quality low-income customer plan with a low-price unlimited trip option.
2. Quality of other discounted customer plans		✓			This proposal includes basic or typical, but unexceptional solutions because it offers other discounts in the form of incentives for good behavior and redistribution, but no membership plans or general discount for users.
3. Plan for achieving the goal of one low-income plan member for every five scooters authorized			✓		This plan demonstrates a higher level of commitment by building off of Bay Wheels success and using local community groups, advocacy groups, bike shops, farmer's markets, block parties, etc. as venues for outreach.
4. Proposed rates, including any membership plans			✓		Applicant's proposed rates are of average cost (unlock fee: \$1, usage rate: 15 cents/min) and include a low-income membership plan, significantly exceeding the minimum requirements.
5. Cash payment options		✓			This plan includes the basic or typical, but unexceptional solution of cash payment limited to prepaid debit cards
6. Plan for offering service to users without a smart phone			✓		Applicant provides detailed plan demonstrating a higher level of ability to solving known challenges and concerns by offering trip unlocking/locking through a call to an Operations phone number and future Clipper integration for users without a smart phone.
7. Strategy to employ variable rates (or other incentives) based on trip duration to prioritize short term trips, maximize fleet availability, and discourage overconcentration of scooters in the downtown core			✓		Applicant's plan includes detailed approaches demonstrating a higher level of ability to solving known challenges and concerns, significantly exceeding the minimum requirements by proposing incentives to address overconcentration of scooters in downtown core and maximize fleet availability in under-supplied areas (by charging a fee for parking in an overcrowded area, and offering incentive zones that give real-time discounts to nudge users toward certain starting and ending points). Applicant does not address prioritizing short term trips through rates or incentives.
8. Billing and customer service business rules for lost scooters			✓		Applicant provides clear and detailed billing and customer service business rules for lost scooters with dollar fees and the conditions under which they are assessed.
9. Plan for offering incentives for trips starting or ending along key transit lines or at transit hubs, including how applicant plans to advertise any incentives to users			✓		Applicant significantly exceeds the minimum requirements by providing a detailed response about robust incentives, such as dynamic discounting up to 100% for trips starting and ending at transit hubs, and plan for advertising them.
10. Plan for promoting the low-income user plan			✓		This approach significantly exceeds the minimum requirements by proposing to advertise the low-income plan on scooter microsites, at community events, and through community partners, in multiple languages. Microsite includes information on pricing, how to qualify, and how to sign up for the membership. Applicant will also work with community partners to reach low-income residents in Communities of Concern who may qualify for the program (in multiple languages). However, the plan does not include in-app marketing of the low-income plan unlike top proposals.
2.8					
D. Operations Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
Rebalancing & Operations Plans					
1. Hours of operation				✓	Applicant's approach to providing service substantially exceeds the minimum requirements by making scooters available to customers 24/7. Daily rebalancing and maintenance operations are from 5am-11pm.
2. Storage of scooters during non-operational hours		✓			This proposal includes basic or typical, but unexceptional solutions because operation is 24/7, but any scooter undergoing charging and maintenance would be located at warehouse in Fremont, not in San Francisco.
8. Staffing and operations plan sufficient for scale of proposed operations			✓		Lyft's plan(s) significantly exceeds the minimum requirements by listing the staff positions and describing the corporate support and established working relationship internal to their operations. Applicant also references the labor/hiring section of their application which estimates the number of staff needed to provide reliable service.
9. Plan for proper scooter parking		✓			This plan includes basic or typical but unexceptional solutions, demonstrating a moderate level of ability to solving known challenges and concerns because it focuses mainly on education but lacks specific details on the depth of the educational content on parking in this section, or in Sections E and M.
11. Commitments to modifying operations in response to a major transit issue				✓	This plan includes robust approaches demonstrating the highest level of ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because it outlines responses for three types of service interruptions: 1. For expected service interruptions, proposes increasing capacity along disrupted transit route 2. For unexpected service interruptions, proposes coordinating with SFMTA to shift and target rebalancing of scooters to stations along the disrupted route. 3. Valet stations: proposes adding valet stations located in areas heavily affected.
Distribution Strategy					
5. Methods for deploying and redistributing scooters consistent with Distribution Guidelines and Requirements				✓	This proposal includes unique approaches demonstrating the highest level of ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because applicant provides phasing plan with maps, and their deployment methodology prioritizes Key Neighborhoods as well as locations that enhance access to transit and serve high travel corridors. Applicant will also prioritize deployment proximate to transit stations and along retail and commercial corridors that have lower transit frequency and/or coverage, and will also prioritize deployment as close to bikeways as possible. VMT in vans minimized using algorithm and use of e-assist cargo trikes and longtail bikes for distribution and rebalancing. Applicant can also offer dynamic incentives in-app to encourage redistribution, and will also offer a proper parking incentive to minimize VMT generated by trips associated with redistributing improperly parked scooters.
6. Proposed methods for avoiding overcrowding of scooters in high demand area(s)			✓		These proposals demonstrate a higher level of commitment and exceed the minimum requirements because the proposals include incentives to users in addition to on-street rebalancing by staff parking in underutilized zones.
Equitable Operations					
3. Service to Key Neighborhoods, as defined in the Distribution Guidelines and Requirements				✓	This proposal substantially exceeds the minimum requirements because the applicant's deployment methodology prioritizes Key Neighborhoods as well as locations that enhance access to transit and serve high travel corridors. The application also commits to ensuring coverage and availability in Key Neighborhoods (propose dedicating 20% of the scooter fleet to service San Francisco residents who reside in Key Neighborhoods). Additionally, in each phase, regardless of permitted fleet size, Lyft will deploy scooters on a daily basis throughout the Key Neighborhoods, exceeding the minimum number of scooters outlined in the Minimum Threshold Table.
4. Service to neighborhoods without existing powered scooter share service				✓	This proposal substantially exceeds the minimum requirements because the applicant commits to serving entire Core Service Area (including areas outside of existing scooter service areas), as well as Richmond District (if granted 2,500 scooters). Additionally, if granted 2,500 scooters, Lyft will add service to the northern portion of the Sunset in Phase 2 and to the southern portion, primarily West Portal, in Phase 3. Otherwise, Lyft will expand to the Richmond and a portion of the Presidio in Phase 2. Lyft anticipates working with the City of San Francisco to make adjustments as needed, either in fleet size or service area. Once Lyft has proven to be a successful scooter operator, Lyft hopes to bring scooter service to the entirety of San Francisco with an increased fleet size.
3.1					

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Lyft

7. Robustness of proposed Adaptive Scooter Pilot Plan, including proposed fleet size and service area, outreach plan to collaborate with disability rights organizations, and timeline and description of how applicant will strive to expand access to people with disabilities	✓					This approach meets but does not exceed the minimum requirements because it provides some details about community input and engagement but lacks specifics of how scooters could be more accessible to people with disabilities or what kind of program the applicant would consider beyond the adaptive bikeshare program.
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E. Plan for Safe Scooter Riding & Parking (20%)	1 (least robust)	2	3	4 (most robust)	Comments	
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Rider Safety Measures						2.3
1.a. Robustness of education, incentives, training, scooter modifications, notification systems, infrastructure, etc. that you commit to implementing to ensure legal operation of scooters, and safety of users and those around them		✓				This approach includes basic or typical, but unexceptional solutions, demonstrating a moderate level of ability to solving known challenges and concerns because while it proposes an approach of education, enforcement and engineering, education is most robust/emphasized but application does not contain details on the curriculum of trainings or how Lyft will target specific riders beyond general public events. Rules of the road (riding and parking) are buried on the example Oakland microsite. Enforcement plan seems to heavily rely on the City identifying bad behavior/requesting action. The engineering solutions for parking are basic in-app messages.
1.b. Commitments to conveying information about proper parking to users on the mobile application and/or on the scooters, including detailed educational tools and reminders		✓				This approach includes basic or typical, but unexceptional solutions because it does not reference SFMTA's scooter parking guidelines or provide examples of how content will be effectively conveyed.
1.c. Incentive programs applicant will implement to encourage riders to properly park scooters at bike racks or to the specifications described in the SFMTA's Powered Scooter Parking Requirements and General Guidelines (Appendix 1), including review of photographic records of proper parking, and rewards programs for consistent good parking behavior	✓					This approach includes rudimentary solutions, demonstrating the minimum level of ability to solving known challenges and concerns because it does not include a review of parking photos that riders take and the written instructions and incentives are not well defined/seem to incentivize parking in certain areas of the city over proper parking overall.
1.d. Description of any fines or consequences for users who improperly park their scooters - including punitive measures like warnings or suspension of service - that you commit to issuing for patterns of bad parking behavior			✓			This plan demonstrates a higher level of commitment and significantly exceeds the minimum requirements by offering suspension of users and implementing street education teams.
1.e. Rider accountability measures you commit to implementing, and how you commit to monitoring compliance with applicable laws and regulations, including any penalties and/or technology innovations that allow monitoring, and what commitments you make to address noncompliant users		✓				This plan demonstrates a moderate level of commitment to solving known challenges, meeting minimum requirements but does not offer any proposals different or above what other applicants offered.
3. Description of commitments to ensure customers have a valid driver's license, and notification process for registered users who do not have licenses		✓				This approach includes basic or typical, but unexceptional solutions because it promises a basic scan of a rider's driver's license but does not provide information on how the scanned license is validated and lacks detail on the "notification process" for riders with invalid licenses.
4. Describe commitments to ensure that users wear a helmet while riding, including device innovations that make a helmet available as part of each rental		✓				This approach includes basic or typical, but unexceptional solutions because it promises community events and outreach and reminders in the app without proposing device innovations/other more innovative solutions that would make a helmet more available at each rental.
7. Describe how you commit to educate users on how to report a collision or other safety incident to you and appropriate authorities, including an option to report these issues at the end of every ride		✓				This approach includes basic or typical, but unexceptional solutions because it makes company contact info available in app and on scooter, and implies that customer service receives training on how to respond to these calls. However, it does not provide information on how customer service will respond if they receive reports through social media, email, etc. and suggests that third parties with complaints should file police reports.
Operator Accountability Measures						
1.f. Description of safety complaint investigation and resolution process			✓			This response significantly exceeds minimum requirements by including answering calls within 30 seconds and resolving 90% of calls under 2 hours, and by including inspections and response prioritization.
1.g. Additional measures you will phase in if initial approach does not achieve desired compliance		✓				This response meets minimum requirements but does not offer any approaches or proposals not offered by other applicants.
2. Quality of locking mechanism(s) to be deployed upon program launch that will allow scooters to be secured to fixed objects as specified in Appendix 1				✓		This approach substantially exceeds the minimum requirements because it includes a thick proprietary lock that is fully integrated with the service app.
5. Description of procedures for noncustomers to notify the company through phone, app, website, or email, if there is an improperly parked scooter, along with operator's response procedures, and commitments to logging complaints in the shared complaints database described in Appendix A #29			✓			This approach includes significantly more details, demonstrating a higher level of commitment and ability to solve known issues due to the inclusion of response time targets and direct communication with field staff and including the shared complaints database.
6. Description of procedures for responding to an identified problem of consistent over-concentration of scooters at a specific location, including operational measures like scooter valet, or incentive programs to re-locate such scooters to less crowded areas		✓				This approach exceeds minimum standards but does not offer any solutions or proposals not offered by other applicants.

F. Recharging, Maintenance, Cleaning, and Sustainability Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments	
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Recharging, Maintenance, & Cleaning						3.0
1.a. Description of how staff and/or independent contractors will know when a scooter needs to be recharged, and any information and training you will provide concerning safe charging practices		✓				This approach includes basic but unexceptional solutions because Lyft provides a detailed description of how staff will know when a scooter needs to be recharged (through a back-end fleet management tool), but no details about info and training concerning safe charging practices.
1.b. Description of plans to educate and train staff and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance	✓					This approach does not meet the minimum requirements because the response does not include details on training for safe and legal parking of rebalancing vehicles, just scooters themselves.
1.c. Description of commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters			✓			This plan substantially exceeds the minimum requirements as it lists many commitments to minimize potential negative impacts associate with practices related to collecting, redistributing, and recharging scooters, including off-peak work, using identified loading zones, not blocking Muni, and renewable energy offsets.
3. Description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning			✓			This plan significantly exceeds the minimum requirements because it provides a comprehensive description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning, including preventative maintenance every 4 days or sooner
4. Describe procedures for customers to notify the company that there is a safety or maintenance issue with a scooter, and procedures for removing that scooter from service until it is inspected		✓				This approach includes unexceptional solutions in that Lyft describes one way for customers to notify the company that there is a safety or maintenance issue with a scooter and describes procedures for promptly deactivating and then removing that scooter from service.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Lyft

Zero Waste & Producer Responsibility					
5. Description of how applicant will comply with the City's Zero Waste and Producer Responsibility policies, including properly managing hazardous components such as batteries, reducing the need for new scooters through repair, redistributing for reuse, recycling, and otherwise properly disposing of all component parts				✓	This proposal substantially exceeds the minimum requirements because applicant is working with suppliers to extend rideable lifespan and develop manufacturing systems that progressively minimize negative impacts on human health and the physical environment along the supply chain, including the development of a Supplier Code of Conduct. Applicant works to extend the useful life of each device through preventative maintenance and parts replacement, and maintains a partnership with a third-party entity to provide a national-level recycling program that includes safe storage and transport, any required disassembly and responsible recycling for all batteries and parts.
6. Commitments to ensure scooters do not defile the environment, including commitments to respond to reports that a scooter is in the bay or another body of water				✓	This proposal includes robust approaches demonstrating the highest level of ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because the applicant provides a thorough detailed response to this question. The comprehensive commitments range from education and prevention (including associated fines for disposing of scooters in bodies of water), to reporting, to retrieval.
Accountability					
1.d. Description of plan to document and report to the SFMTA on new non-revenue vehicle miles traveled (VMT), and number and length of trips generated by collecting, redistributing and charging activities				✓	This approach significantly exceeds the minimum requirements because Lyft's field operations vans are equipped with software (GeoTab) that continuously tracks VMT. This mileage is aggregated and reviewed on a monthly basis. Lyft will report VMT to SFMTA, as well as the percentage of scooters that are deployed and rebalanced by vans, versus by bike trains, e-bikes, or users. Lyft will share this data with SFMTA in monthly reports. No further information is provided on the number of trips generated.
1.d.i. Plan to provide the SFMTA with this data by vehicle type and/or average fuel efficiency				✓	This approach substantially exceeds the minimum requirements because Lyft will provide this information as monthly and year-to-date totals. It will be broken down by vehicle type and and/or fuel efficiency based on the EPA City MPG rating for the van by make/model/year. Applicant will collect this data using the GeoTab software described in F.1.d. It will be tracked in Google Sheets to be shared with SFMTA.
2. Life-cycle analysis (LCA) of scooter model(s) to be deployed, including life expectancy of component parts, or description of plan to provide the SFMTA with an LCA within 6 months of permit issuance				✓	This proposal includes robust approaches demonstrating the highest level of ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because the applicant has conducted an initial Life-Cycle Analysis. A detailed methodology is provided (including Global Warming Potential impacts of manufacturing, transportation, use, and end-of-life), but results are not given. Applicant plans to expand future LCA research into each of these categories. Initial LCA identified key areas for action that Lyft is investing in to reduce the lifecycle impact of vehicles. Provides estimated lifespan for scooter parts: Frame = 12 months; Handlebars = 9 months; Deck = 12 months; Wheels = 6 months; Brakes = 6 months; Lights = 12 months; Motor = 9 months; Battery = 15 months.

G. Hiring and Labor Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments	
1. Robustness of staffing plan, including hired staff and contractors, for operation and maintenance of your Powered Scooter Share program			✓		This plan/significantly exceeds the minimum requirements because it provides details around the responsibilities for various team roles, identifies people in key positions, estimates position numbers related to operational need, commits to not having independent contractors, only full and part-time staff, and addresses compliance with requirements.	2.8
2. Employment standards, whether independent contractors or full-time employees			✓		This plan significantly exceeds the minimum requirements because includes a local blend of full-time Lyft employees and full-time and part-time operations team members from a staffing agency who are fully integrated in the Lyft Operations Team and receive proper training for maintenance and operations, with W-2 status and benefits.	
3. Plan complies with best practices regarding equal opportunity, local hiring, and fair wages		✓			This approach includes basic or typical, but unexceptional solutions because it simply promises that Lyft function as an equal employment opportunity employer for all applicants and employees, and suggests a respectful work environment, but does not include any notable programming or efforts to achieve or maintain this status, nor wage or benefit details.	
5. Skills and training procedures for staff and contractors				✓	This approach substantially exceeds the minimum requirements because the applicant provides details on training and tools for all operations staff, both on-site at warehouse as well as in the field. Applicant also distinguishes between training for new scooter mechanics and senior mechanics, who are trained to audit and re-inspect scooters to ensure at least two inspections prior to returning the scooter to the field.	
6. Robustness of labor harmony plan as it relates to consistent distribution, operation and maintenance (including steps taken to avoid potential service disruptions), and information regarding employee work hours, working conditions, and wages		✓			This approach includes basic or typical, but unexceptional solutions because the applicant acknowledges how labor harmony is critical for the provision of service, but does not propose any specific steps to avoid potential service disruption.	

H. Community Engagement Plan (15%)	1 (least robust)	2	3	4 (most robust)	Comments	
Plan complies with SFMTA's Community Engagement Plan Requirements			✓		This proposal includes detailed approaches demonstrating a higher level of ability to solving known challenges and concerns, significantly exceeding the minimum requirements because it identifies staff and responsibilities related to community engagement, along with details around multilingual outreach, and partnerships with CBOs and small businesses for service provision and arts and culture opportunities.	3.1
Communications strategy will be routinely updated upon any service change related to pricing, service area, devices, membership programs, or operations			✓		This approach significantly exceeds the minimum requirements because the applicant commits to updating users through multiple channels upon any service change related to pricing, service area, devices, membership program, or operations. Historical data of service and pricing changes will be available on microsite. The applicant does not specifically address updates to members of the public/non-users.	
A community engagement staffing plan, including key staff with relevant experience, specifically dedicated to community engagement				✓	This proposal substantially exceeds the minimum requirements because it provides a list of specific employees in relevant roles dedicated to community engagement.	
A culturally sensitive marketing plan tailored to neighborhoods within the service area			✓		This approach significantly exceeds the minimum requirements because it commits to delivering an equitable and inclusive effort that will design outreach activities to address barriers to participation, across schedules, language, tone, or culture, with identified community-based organizations that have extensive local knowledge and deep roots.	
Number of partnering organizations				✓	This approach substantially exceeds the minimum requirements because Lyft's "prioritized list of stakeholders" includes more than 20 downtown groups (mainly Community Benefit Districts), organizations that represent citywide interests, and neighborhood organizations. Applicant also partners with 2 workforce development agencies (America Works - San Francisco and JobsNOW! - San Francisco Human Services Agency) in San Francisco. Lyft also works with 3 additional community organizations - Mission Asset Fund, San Francisco Bicycle Coalition, and SF Yellow Bike Project.	
Geographic distribution of partnering organizations			✓		Lyft partners with organizations across the City and in key Communities of Concern, significantly exceeding the minimum requirements, although representation in the western half of the City is less robust.	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Lyft

Partner-ready programs with established process, dedicated staff, and proper resources:					
• For local hiring				✓	This approach substantially exceeds the minimum requirements because the applicant continues to partner with local hiring organizations across San Francisco and the East Bay, including Building Opportunities for Self-Sufficiency, Career Training and Employment Center (CTEC); America Works - San Francisco; Beyond Emancipation; JobsNOW! - San Francisco Human Services Agency; and CEOworks.org. Employment programs will specifically work to generate employment opportunities for formerly incarcerated people and immigrant communities, along with internship opportunities for youth and other people entering the workforce.
• To work with community based organizations			✓		This proposal significantly exceeds the minimum requirements because the applicant will work with community based organizations to promote their low-income program, and partner with housing authorities and other organizations to reach qualified applicants beyond the CalFresh, MUNI Lifeline, and PG&E CARE programs.
• To offer scooter safety courses		✓			This approach includes basic or typical, but unexceptional solutions because the applicant will host quarterly scooter safety training workshops, and classes will be taught by multilingual staff, including Spanish and Chinese.
• To offer culture and arts opportunities		✓			This approach includes basic or typical, but unexceptional solutions because the applicant pledges to expand their local artist program that decorates bikeshare on an unspecified scale with their scooter program while working with partners to identify unspecified opportunities to use scooters in support of connecting people to arts and culture in San Francisco.
• For local small business promotional opportunities			✓		This approach significantly exceeds the minimum requirements because the applicant will partner with local small business owners for guidance on suggested locations for scooter deployment locations, offer discounts to their customers, and provide opportunities for advertising and promotions.

J. Experience and Qualifications (20%)	1 (least robust)	2	3	4 (most robust)	Comments	
1. Qualifications to operate a Powered Scooter Share Program		✓			SFMTA staff conclude that Lyft's qualifications to operate a Powered Scooter Share program are basic or typical, but unexceptional based on the following. Lyft scooters are currently available in 21 cities, with over 5.5 million rides, which demonstrates a broad range of experience, although not as broad as some other applicants. Additionally, Lyft specifically relies on its bikeshare experience in its application and states that it is now the largest bikeshare provider in North America, including that Lyft bikeshare riders have taken over 100 million rides, including "millions of rides in and around" San Francisco. This breadth of experience is a positive and the SFMTA is pleased to be partnering with Lyft on station-based and e-bike programs. However, with respect to station-based bikeshare, where approximately 75% of rides occur in San Francisco, the Metropolitan Transportation Commission assessed Motivate \$251,000 in liquidated damages, which exceeded the contracted maximum, mostly related to the failure to meet bicycle availability and rebalancing expectations in the Bay Area, including San Francisco, for the first half of 2019. In terms of shared stationless e-bikes, which are similar to shared electric scooters, Motivate suspended its hybrid (station-based and stationless) e-bike service in the entire Bay Area on July 31, 2019 after 12 days of service (in San Francisco), through the time of this evaluation. Although the SFMTA applauds the proactive removal of those bikes from service due to public safety concerns, Motivate's significant delay in returning any hybrid e-bikes to service and its lack of communication to the public and the SFMTA about any return to service, is a concern.	3.0
2. Comprehensive experience operating a Powered Scooter Share Program in San Francisco and/or other similarly dense, urban North American cities. <i>General scoring guidance: Higher scores will be given for applications with verifiable experience reliably operating permitted (if applicable) systems of at least 500 scooters. Applicants with experience in greater numbers of similarly dense, urban North American cities will also receive higher scores. Lower scores will be given for high numbers of citations from local authorities or citations that were not paid on time, services that were suspended, services that were operated without a permit from the applicable agency, and/or if the applicant has been found to have misrepresented their experience based on verification with the reference/point of contact, and/or if the reference/point of contact is not a relevant city/municipal representative. *Note: per the 9/25/19 Policy Directive, citations in San Francisco and/or other cities were not considered in the scoring as originally stated.</i>				✓	SFMTA staff conclude that the applicant's robust experience operating Powered Scooter Share programs in other similarly dense, urban North American cities substantially exceed the minimum requirements based on the following: -4 powered scooter share programs in similarly dense North American cities (>75k people, >10k people per square mile) listed in application. -11 powered scooter share programs with greater than 500 scooters listed in application. -No service suspensions reported.	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Razor

1. Initial Screening

Staff will review each application for initial determinations on responsiveness and acceptability in an Initial Screening process. Applications are not scored during the Initial Screening process. Initial Screening is simply a pass/fail determination as to whether an application meets all threshold requirements. Elements subject to review during Initial Screening include, without limitation: application completeness, compliance with format requirements, and responsiveness to the material terms and conditions of the Permit Requirements. SFMTA staff reserve the right to request clarification from applicants prior to rejecting an application for failure to meet the Initial Screening requirements. Clarifications are limited exchanges between the SFMTA and an applicant for the purpose of clarifying certain aspects of the application, and will not provide an applicant the opportunity to revise or modify its application. Applications that pass the Initial Screening process will proceed to the evaluation process described below.

Required Submission	Pass
Application Completeness Submitted application is completed in its entirety.	✓
Application Formatting Compliance with page limits and other formatting requirements in Permit Application: Section C (2 pages), Sec. D (5, not including Adaptive Scooter Pilot Plan), Sec. E (4), Sec. F (3), Sec. G (3), Sec. H (6), Sec. J (2).	✓
Permittee Signature Page Applicant's signature accepting all permit terms and conditions.	✓
Responsiveness to Material Terms and Conditions Application demonstrates responsiveness to material permit terms and conditions as specified in Appendix A.	✓
Device Standards & Safety Assurances As per Section A 1 and 2: Proof of UL 2271 and 2272 battery certifications from the manufacturer. Test results from a qualified independent lab demonstrating that each model scooter put into service meets or exceeds California Vehicle Code §21223.	✓
Sample Scooters As per Section B: Two sample scooters received by SFMTA. Scooters comply with Appendix A Device Requirements.	✓
Mandatory Plan Components All required plans are complete per Permit Application specifications. C. Pricing Description (including Low-Income Membership Plan(s)) D. Operations Plan E. Plan for Safe Scooter Riding & Parking F. Recharging, Maintenance, Cleaning, and Sustainability Plan G. Hiring and Labor Plan (including Labor Harmony Plan) H. Community Engagement Plan	✓
Additional Plan Components If independent contractors will be used, application includes all relevant requested information under Section F 1(a), 1(b), and Section G 2, 2(a), and 4.	✓
Data Protocols, Privacy, & Accountability Verification of data-sharing protocols as per Section I. Privacy policies, user agreements, terms of service, etc. as listed under Section K.	✓
Images & Descriptions Images & descriptions of scooter devices and mobile application as per Sections L and M.	✓
Proof of Insurance Certificate of insurance and endorsement of additional insured, or statement of intent to obtain this insurance in advance of being issued a permit, received by application submission deadline as per Section N.	✓

2. Evaluation Process - Application Review & Scoring

Permit Applications will be scored according to the Evaluation Scoresheet to determine which applicants qualify for a permit. Scored evaluation criteria primarily reflect questions from the Permit Application. Applicants can 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.

Criteria will be scored using the following rubric. Applicants must receive an average score of 2 or greater for each section, or will be disqualified from further evaluation.

- "1" ratings will be 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 will be 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 will be 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 will be 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 will then be summed for each section. Each application section will be given the following weight: Section A (5%), C (10%), D (10%), E (20%), F (10%), G (10%), H (15%), J (20%)
Overall application scores will be calculated based on these percentages.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Razor

					✓
A. Device Standards and Safety Assurances (5%)	1 (least robust)	2	3	4 (most robust)	Comments
3. Commitments applicant makes to ensure that devices are safe for operation, and what applicant commits to do if a safety issue with device(s) is discovered		✓			Applicant includes basic commitments to ensure devices are safe for operation, with mechanics ensuring that every scooter meets a high threshold of safety before being deployed, and an adequate but unexceptional plan for addressing safety issues with devices, consisting of mechanics repairing safety issues at the local warehouse and notification of Design team if more substantive changes are needed, but no mention of remotely disabling the device.
2.0					
C. Pricing Structure (10%)	1 (least robust)	2	3	4 (most robust)	Comments
1. Quality of low-income customer plan, and commitment to expanding affordable access		✓			This proposal includes basic or typical, but unexceptional solutions, because it has a moderate quality low-income customer plan including per trip discounts but no unlimited trip option.
2. Quality of other discounted customer plans		✓			This proposal includes basic or typical, but unexceptional solutions, because it offers a moderate-discount plan for certain types of users (SFUSD, Active-duty military and veterans) but no membership plan or firm plan for incentive based discounts.
3. Plan for achieving the goal of one low-income plan member for every five scooters authorized		✓			This plan includes basic or typical, but unexceptional solutions including promotion at public events, job fairs, and pop-up events, and partnerships with local orgs that the applicant doesn't have existing relationships with.
4. Proposed rates, including any membership plans		✓			Applicant's proposed rates are of above-average cost (unlock fee: \$1, usage rate: 34 cents/min, for base rate) and include some discount plans.
5. Cash payment options			✓		This plan significantly exceeds the minimum requirements because cash payment options include an in-person site as well as pre-paid debit cards.
6. Plan for offering service to users without a smart phone			✓		Applicant provides detailed plan demonstrating a higher level of ability to solving known challenges and concerns by offering trip unlocking/locking by text for users without a smart phone.
7. Strategy to employ variable rates (or other incentives) based on trip duration to prioritize short term trips, maximize fleet availability, and discourage overconcentration of scooters in the downtown core			✓		Applicant's approach includes variable rates based on trip duration and penalties for parking in overconcentrated areas (\$0.50 surcharge for parking in the Downtown Core), significantly exceeding the minimum requirements. Applicant does not mention how they will maximize fleet availability through rates or incentives.
8. Billing and customer service business rules for lost scooters			✓		Applicant provides clear and detailed billing and customer service business rules for lost scooters, saying Razor does not charge for lost or stolen scooters.
9. Plan for offering incentives for trips starting or ending along key transit lines or at transit hubs, including how applicant plans to advertise any incentives to users		✓			This plan is incomplete as the applicant provides a detailed response about incentives, such as discounts for verified transit users and trips that start or end at transit stations, but does not describe a plan for advertising them.
10. Plan for promoting the low-income user plan				✓	This plan substantially exceeds the minimum requirements by including advertising in social media, blog, in-app notifications, mobile push notifications, in-app local pricing page, and multilingual written materials to be distributed at all community events.
2.6					
D. Operations Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
Rebalancing & Operations Plans					
1. Hours of operation				✓	Applicant's approach to providing service substantially exceeds the minimum requirements by making scooters available to customers 24/7.
2. Storage of scooters during non-operational hours		✓			This proposal includes basic or typical, but unexceptional solutions because if a scooter is taken off the street for maintenance, it will be transported to and repaired at a centrally located, leased facility in the Bay Area (applicant does not specifically commit to a location in San Francisco); this facility will also recharge the battery packs that are continuously rotated into deployed scooters.
8. Staffing and operations plan sufficient for scale of proposed operations		✓			This plan includes basic or typical, but unexceptional solutions, demonstrating a moderate level of ability to solving known challenges and concerns because while Sections F and G contain additional detail on proposed staffing and operations, SFMTA staff do not believe the number of proposed staff is sufficient for the scale of proposed operations. Based on proposed initial launch fleet of 1,000 to 1,500 in San Francisco, Razor plans to begin operations with a full-time staff of 17 employees and assess thereafter if an increase in staff is needed.
9. Plan for proper scooter parking		✓			Applicant's approach includes basic or typical, but unexceptional solutions because education on proper is limited to requiring end of ride photos and showing geofenced areas where riders can/cannot park.
11. Commitments to modifying operations in response to a major transit issue		✓			Applicant's approach includes basic or typical, but unexceptional solutions because applicant is able to "rapidly redirect" rebalancing efforts to accommodate any major transit issues. Applicant is able to move scooters to areas where other transit options are temporarily unavailable to provide service for commuters. No further details are provided.
Distribution Strategy					
5. Methods for deploying and redistributing scooters consistent with Distribution Guidelines and Requirements		✓			Applicant's approach includes basic or typical, but unexceptional solutions because scooters are rebalanced/adjusted to comply with parking regulations every time they receive a recharged battery, meaning that entire fleet will be rebalanced at least several times per week (excluding more immediate corrections); applicant will also work with SFMTA to determine "extreme weather events" which may preclude deployment. However, no further details are provided on applicant's approach to redistributing scooters consistent with the Distribution Guidelines and Requirements.
6. Proposed methods for avoiding overcrowding of scooters in high demand area(s)		✓			These proposals include basic, but unexceptional responses, demonstrating a moderate level of commitment, as the solutions offered only involve internal staff operations and do not include other creative solutions.
Equitable Operations					
3. Service to Key Neighborhoods, as defined in the Distribution Guidelines and Requirements			✓		This plan significantly exceeds the minimum requirements because the applicant commits to meeting minimum thresholds in Key Neighborhoods as required, and is open to deploying beyond minimum thresholds. Applicant will also dedicate specific operations team cohorts to specific areas who are responsible for deployment in certain neighborhoods to ensure percent coverage targets are met.
4. Service to neighborhoods without existing powered scooter share service			✓		This proposal significantly exceeds the minimum requirements because the applicant explicitly commits to serving areas of the city without existing powered scooter share service, and will accomplish this with a robust labor force that will be continuously rebalancing and evenly distributing scooters throughout the City.
7. Robustness of proposed Adaptive Scooter Pilot Plan, including proposed fleet size and service area, outreach plan to collaborate with disability rights organizations, and timeline and description of how applicant will strive to expand access to people with disabilities			✓		This proposal significantly exceeds the minimum requirements because the applicant is proposing its adaptive model for 100% of the standard fleet. However, application lacks detail on how the company will solicit input from the disability community on the vehicle and program design moving forward.
2.5					
E. Plan for Safe Scooter Riding & Parking (20%)	1 (least robust)	2	3	4 (most robust)	Comments
Rider Safety Measures					
1.a. Robustness of education, incentives, training, scooter modifications, notification systems, infrastructure, etc. that you commit to implementing to ensure legal operation of scooters, and safety of users and those around them		✓			This approach included basic or typical, but unexceptional solutions because while it makes a commitment to in-app tools and outreach events, it provides limited description and examples of in-app tools and how they would be effective.
1.b. Commitments to conveying information about proper parking to users on the mobile application and/or on the scooters, including detailed educational tools and reminders	✓				This response does not meet the minimum requirements because it provides very few details on how riders will be educated specifically about proper parking, and focuses instead on education regarding proper riding.
2.5					

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Razor

1.c. Incentive programs applicant will implement to encourage riders to properly park scooters at bike racks or to the specifications described in the SFMTA's Powered Scooter Parking Requirements and General Guidelines (Appendix 1), including review of photographic records of proper parking, and rewards programs for consistent good parking behavior			✓		This proposal significantly exceeds the minimum requirements because the applicant commits to reviewing every photo of parked scooters through a combination of machine learning and human review, and to providing discounted ride rates (by minute) for good parking, using the "status retention" method.
1.d. Description of any fines or consequences for users who improperly park their scooters - including punitive measures like warnings or suspension of service - that you commit to issuing for patterns of bad parking behavior				✓	This response substantially exceeds the minimum requirements by offering clearly defined consequences for rider behavior, and the appeal of fines and tracking of individual complaints are unique and were not offered by any other applicant.
1.e. Rider accountability measures you commit to implementing, and how you commit to monitoring compliance with applicable laws and regulations, including any penalties and/or technology innovations that allow monitoring, and what commitments you make to address noncompliant users			✓		This approach demonstrates a higher level of commitment to solving known problems and challenges by proposing clearly defined steps for non-compliant users and parking fines for parking in prohibited areas.
3. Description of commitments to ensure customers have a valid driver's license, and notification process for registered users who do not have licenses	✓				This approach does not meet minimum requirements because it does not provide detail on how a drivers license is validated or how users with non-valid licenses are notified.
4. Describe commitments to ensure that users wear a helmet while riding, including device innovations that make a helmet available as part of each rental			✓		This approach includes basic or typical, but unexceptional solutions, because while it promises to always remind riders to wear a helmet before each ride and provide complimentary helmets on request it is still exploring opportunities to provide helmets more readily through commercial partners.
7. Describe how you commit to educate users on how to report a collision or other safety incident to you and appropriate authorities, including an option to report these issues at the end of every ride			✓		This approach includes basic or typical, but unexceptional solutions because it identifies ways for riders to report incidents within the app but not how to report a collision outside of the app.
Operator Accountability Measures					
1.f. Description of safety complaint investigation and resolution process				✓	This proposal substantially exceeds minimum requirements and demonstrates the highest level of commitment because it contemplates safety complaints regarding both vehicle condition and unsafe rider behavior and provides detailed protocols for responding to each.
1.g. Additional measures you will phase in if initial approach does not achieve desired compliance		✓			This approach meets minimum standards but does not offer any unique or innovative approaches.
2. Quality of locking mechanism(s) to be deployed upon program launch that will allow scooters to be secured to fixed objects as specified in Appendix 1			✓		This approach significantly exceeds the minimum requirements because the lock has a commercial-off-the-shelf solution based on bluetooth.
5. Description of procedures for noncustomers to notify the company through phone, app, website, or email, if there is an improperly parked scooter, along with operator's response procedures, and commitments to logging complaints in the shared complaints database described in Appendix A #29			✓		This approach meets minimum standards but does not offer any unique or innovative approaches.
6. Description of procedures for responding to an identified problem of consistent over-concentration of scooters at a specific location, including operational measures like scooter valet, or incentive programs to re-locate such scooters to less crowded areas			✓		This approach demonstrates a higher level of commitment, significantly exceeding minimum requirements by including real time monitoring and adjustment of scooters.

F. Recharging, Maintenance, Cleaning, and Sustainability Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
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Recharging, Maintenance, & Cleaning						2.8
1.a. Description of how staff and/or independent contractors will know when a scooter needs to be recharged, and any information and training you will provide concerning safe charging practices	✓				This approach does not meet the minimum requirements because Razor provides some description of how staff and contractors will know when a scooter needs to be recharged (maintenance team dispatched when scooter reaches low battery) and provides minimal description of info and training concerning safe charging practices for charging (just mentions OSHA instruction).	
1.b. Description of plans to educate and train staff and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance		✓			This approach demonstrates a moderate level of ability to solving known challenges and concerns as it says training consists of a two-week training probationary period and weekly reading and confirmation of rules, with both forms of training involving "understanding specific requirements of San Francisco's deployment and operational rules" but does not go into the specifics of those deployment and operational rules as they relate to safe and legal parking when retrieving scooters.	
1.c. Description of commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters		✓			This plan demonstrates a moderate level of ability to solving known challenges and concerns as it lists a few commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters, including swappable batteries, and using own scooters to service the fleet reducing the number of vans.	
3. Description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning			✓		This plan significantly exceeds the minimum requirements because it provides a comprehensive description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning, including maintenance every 1-2 days.	
4. Describe procedures for customers to notify the company that there is a safety or maintenance issue with a scooter, and procedures for removing that scooter from service until it is inspected			✓		This approach significantly exceeds the minimum requirements because Razor describes multiple ways for customers to notify the company that there is a safety or maintenance issue with a scooter and describes procedures for promptly deactivating that scooter from service.	

Zero Waste & Producer Responsibility					
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5. Description of how applicant will comply with the City's Zero Waste and Producer Responsibility policies, including properly managing hazardous components such as batteries, reducing the need for new scooters through repair, redistributing for reuse, recycling, and otherwise properly disposing of all component parts				✓	This approach substantially exceeds the minimum requirements because the applicant specifically agrees to fully comply with the City's Zero Waste and Producer Responsibility policies and Sustainability Guidelines and Requirements. Proactive maintenance program maximizes the useful life of scooters, and reallocates parts to other scooters in the fleet as necessary, and when scooters or batteries reach end of life, applicant works with local recycling partners to ensure that they are disposed of properly. Applicant is also developing a new scooter with a 100% increase in battery capacity. This will further improve operational efficiency, and reduce carbon footprint from company vehicles. Applicant operates out of LEED-certified warehouses wherever available.
6. Commitments to ensure scooters do not befool the environment, including commitments to respond to reports that a scooter is in the bay or another body of water		✓			This approach includes basic or typical, but unexceptional solutions because reports of scooters in or near protected or sensitive environmental areas, including any body of water, will be immediately escalated to first priority response by applicant's Operations recovery team. However, no further details are provided.

Accountability					
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1.d. Description of plan to document and report to the SFMTA on new non-revenue vehicle miles traveled (VMT), and number and length of trips generated by collecting, redistributing and charging activities				✓	This approach substantially exceeds the minimum requirements because Razor's San Francisco Operations Manager will log the vehicle miles traveled (VMT) and gasoline consumption for each of its fleet vehicles at the end of every month to ensure that vehicles are being utilized as efficiently as possible. The manager will also continuously track the number of vehicle trips and length of each trip, which will be included in the same logs for reporting to the City.
1.d.i. Plan to provide the SFMTA with this data by vehicle type and/or average fuel efficiency				✓	This approach substantially exceeds the minimum requirements because the reported non-revenue VMT data will be broken down by vehicle make and model, as well as the manufacturer-reported Miles Per Gallon (MPG) for each vehicle. Razor will provide all data as listed in the Sustainability Guidelines and Requirements (Appendix 6) with the reporting template provided by the SFMTA.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Razor

2. Life-cycle analysis (LCA) of scooter model(s) to be deployed, including life expectancy of component parts, or description of plan to provide the SFMTA with an LCA within 6 months of permit issuance			✓		This approach includes basic or typical, but unexceptional solutions because Razor is currently in the process of gathering information and generating an ISO-compliant Life Cycle Assessment to be submitted within six (6) months of permit issuance. Razor has already requested the necessary information from relevant third-party companies, including all suppliers and vendors. However, no further information is provided on the LCA. Per Section F #5, the estimated lifespan of scooters under heavy use is six to twelve months. Within each scooter, batteries have an estimated lifespan of two years, as do GPS/IoT devices.	
G. Hiring and Labor Plan (10%)						
	1 (least robust)	2	3	4 (most robust)	Comments	
1. Robustness of staffing plan, including hired staff and contractors, for operation and maintenance of your Powered Scooter Share program		✓			This plan includes basic or typical, but unexceptional solutions because it identifies positions and describes benefits, but it does not estimate the number of positions required, nor does it identify any people who will occupy these roles.	2.8
2. Employment standards, whether independent contractors or full-time employees				✓	This plan substantially exceeds the minimum requirements because the applicant utilizes full-time and part-time company staff who are eligible for benefits if they work at least 30 hours per week. The applicant does not utilize independent contractors.	
3. Plan complies with best practices regarding equal opportunity, local hiring, and fair wages		✓			This approach includes basic or typical, but unexceptional solutions because it claims that the applicant is an equal opportunity employer, but it does not identify any local hire plans or programs, and does not provide any details regarding wages other than saying they are above minimum wage.	
5. Skills and training procedures for staff and contractors				✓	This plan substantially exceeds the minimum requirements because it provides a detailed training regimen and methodology. On a weekly basis, all employees are required to read and confirm San Francisco deployment and operational rules. The applicant also provides information on training geared toward career development.	
6. Robustness of labor harmony plan as it relates to consistent distribution, operation and maintenance (including steps taken to avoid potential service disruptions), and information regarding employee work hours, working conditions, and wages		✓			This approach includes basic or typical, but unexceptional solutions because the applicant does not anticipate disruptive labor disputes, nor does it formulate any steps in response; it simply relies on providing the necessary resources to ensure employees feel supported and valued.	
H. Community Engagement Plan (15%)						
Plan complies with SFMTA's Community Engagement Plan Requirements	1 (least robust)	2	3	4 (most robust)	Comments	
			✓		This plan significantly exceeds the minimum requirements because it commits to efforts, including soliciting feedback from an advisory committee, listening sessions, pop-up events, and disability outreach; however beyond initial contact, no endorsements or partnerships have been formulated.	2.3
Communications strategy will be routinely updated upon any service change related to pricing, service area, devices, membership programs, or operations				✓	This approach substantially exceeds the minimum requirements because Razor explicitly commits to routinely updating its public facing communications upon any service change including but not limited to pricing, service area, device functions, membership programs, and operational model. Razor is able to communicate with users of its app via multiple channels. Razor will also provide social media posts regarding any updates and will publish news bulletins on its website which will be archived and easily searchable by date and keyword.	
A community engagement staffing plan, including key staff with relevant experience, specifically dedicated to community engagement		✓			This approach includes basic or typical, but unexceptional solutions because the applicant identifies a Government Relations team and a Public Affairs consultant, but no number of staff is identified, and no one is named in these positions.	
A culturally sensitive marketing plan tailored to neighborhoods within the service area		✓			This approach includes basic or typical, but unexceptional solutions because the applicant provides no specific culturally sensitive solutions beyond multilingual capabilities, and a commitment to hire a culturally sensitive public affairs firm.	
Number of partnering organizations	✓				This approach does not meet the minimum requirements because Razor states that they will "reach out" to three organizations with which to partner for job readiness, safety course, and local business opportunities, but does not provide any proof that they are in the process of partnering with these organizations and/or have reached out to them.	
Geographic distribution of partnering organizations	✓				This approach does not meet the minimum requirements because Razor states that they will "reach out" to three organizations with which to partner for job readiness, safety course, and local business opportunities, but does not provide any proof that they are in the process of partnering with these organizations and/or have reached out to them.	
Partner-ready programs with established process, dedicated staff, and proper resources:						
<ul style="list-style-type: none"> For local hiring 		✓			This approach includes basic or typical, but unexceptional solutions because the applicant commits to participating in job fairs and plans to reach out to local family support organizations.	
<ul style="list-style-type: none"> To work with community based organizations 		✓			This approach includes basic or typical, but unexceptional solutions because the applicant plans to work with members of an Advisory Board, which have yet to be confirmed.	
<ul style="list-style-type: none"> To offer scooter safety courses 			✓		This plan significantly exceeds the minimum requirements because it commits to offering free rider safety courses open to all, and will seek to partner with advocacy and neighborhood groups to tailor curriculum accordingly.	
<ul style="list-style-type: none"> To offer culture and arts opportunities 		✓			This approach includes basic or typical, but unexceptional solutions because it commits to working with the San Francisco Arts Commission to produce future "skin" designs for events around the City, but no commitment has been formalized with the Commission.	
<ul style="list-style-type: none"> For local small business promotional opportunities 			✓		This plan significantly exceeds the minimum requirements because the applicant will partner with local businesses to visit local shops and restaurants to offer mutual pricing incentives, and to strategically deploy scooters in their vicinity, thereby creating greater visibility and foot traffic.	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Razor

J. Experience and Qualifications (20%)	1 (least robust)	2	3	4 (most robust)	Comments	
1. Qualifications to operate a Powered Scooter Share Program		✓			SFMTA staff conclude that these qualifications to operate a Powered Scooter Share program are basic or typical, but unexceptional, based on the following. Razor operates in 11 American cities, and riders have taken over 1.2 million trips using these systems. Razor also has 18 years of scooter manufacturing experience and manufactures its own scooters.	1.5
2. Comprehensive experience operating a Powered Scooter Share Program in San Francisco and/or other similarly dense, urban North American cities. <i>General scoring guidance: Higher scores will be given for applications with verifiable experience reliably operating permitted (if applicable) systems of at least 500 scooters. Applicants with experience in greater numbers of similarly dense, urban North American cities will also receive higher scores. Lower scores will be given for high numbers of citations from local authorities or citations that were not paid on time, services that were suspended, services that were operated without a permit from the applicable agency, and/or if the applicant has been found to have misrepresented their experience based on verification with the reference/point of contact, and/or if the reference/point of contact is not a relevant city/municipal representative.</i> <i>*Note: per the 9/25/19 Policy Directive, citations in San Francisco and/or other cities were not considered in the scoring as originally stated.</i>	✓				SFMTA staff do not believe Razor's experience operating Powered Scooter Share programs in San Francisco and/or other similarly dense, urban North American meets the minimum qualifications to successfully operate a Powered Scooter Share program in San Francisco compared with the more qualified applicants based on the following: -1 powered scooter share programs in similarly dense North American cities (>75k people, >10k people per square mile) listed in application. -1 powered scooter share programs with greater than 500 scooters listed in application. -No service suspensions reported.	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Scoot

1. Initial Screening

Staff will review each application for initial determinations on responsiveness and acceptability in an Initial Screening process. Applications are not scored during the Initial Screening process. Initial Screening is simply a pass/fail determination as to whether an application meets all threshold requirements. Elements subject to review during Initial Screening include, without limitation: application completeness, compliance with format requirements, and responsiveness to the material terms and conditions of the Permit Requirements. SFMTA staff reserve the right to request clarification from applicants prior to rejecting an application for failure to meet the Initial Screening requirements. Clarifications are limited exchanges between the SFMTA and an applicant for the purpose of clarifying certain aspects of the application, and will not provide an applicant the opportunity to revise or modify its application. Applications that pass the Initial Screening process will proceed to the evaluation process described below.

Required Submission	Pass
Application Completeness Submitted application is completed in its entirety.	✓
Application Formatting Compliance with page limits and other formatting requirements in Permit Application: Section C (2 pages), Sec. D (5, not including Adaptive Scooter Pilot Plan), Sec. E (4), Sec. F (3), Sec. G (3), Sec. H (6), Sec. J (2).	✓
Permittee Signature Page Applicant's signature accepting all permit terms and conditions.	✓
Responsiveness to Material Terms and Conditions Application demonstrates responsiveness to material permit terms and conditions as specified in Appendix A.	✓
Device Standards & Safety Assurances As per Section A 1 and 2: Proof of UL 2271 and 2272 battery certifications from the manufacturer. Test results from a qualified independent lab demonstrating that each model scooter put into service meets or exceeds California Vehicle Code §21223.	✓
Sample Scooters As per Section B: Two sample scooters received by SFMTA. Scooters comply with Appendix A Device Requirements.	✓
Mandatory Plan Components All required plans are complete per Permit Application specifications. C. Pricing Description (including Low-Income Membership Plan(s)) D. Operations Plan E. Plan for Safe Scooter Riding & Parking F. Recharging, Maintenance, Cleaning, and Sustainability Plan G. Hiring and Labor Plan (including Labor Harmony Plan) H. Community Engagement Plan	✓
Additional Plan Components If independent contractors will be used, application includes all relevant requested information under Section F 1(a), 1(b), and Section G 2, 2(a), and 4.	✓
Data Protocols, Privacy, & Accountability Verification of data-sharing protocols as per Section I. Privacy policies, user agreements, terms of service, etc. as listed under Section K.	✓
Images & Descriptions Images & descriptions of scooter devices and mobile application as per Sections L and M.	✓
Proof of Insurance Certificate of insurance and endorsement of additional insured, or statement of intent to obtain this insurance in advance of being issued a permit, received by application submission deadline as per Section N.	✓

2. Evaluation Process - Application Review & Scoring

Permit Applications will be scored according to the Evaluation Scoresheet to determine which applicants qualify for a permit. Scored evaluation criteria primarily reflect questions from the Permit Application. Applicants can 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.

Criteria will be scored using the following rubric. Applicants must receive an average score of 2 or greater for each section, or will be disqualified from further evaluation.

- "1" ratings will be 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 will be 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 will be 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 will be 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 will then be summed for each section. Each application section will be given the following weight: Section A (5%), C (10%), D (10%), E (20%), F (10%), G (10%), H (15%), J (20%)
Overall application scores will be calculated based on these percentages.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Scoot

					✓
A. Device Standards and Safety Assurances (5%)	1 (least robust)	2	3	4 (most robust)	Comments
3. Commitments applicant makes to ensure that devices are safe for operation, and what applicant commits to do if a safety issue with device(s) is discovered				✓	Applicant makes the highest level of commitment to ensure that devices are safe for operation, with each scooter being tested every morning before deployment, and includes a robust plan for addressing safety issues with devices, including immediate removal of vehicles from the field and immediate notification to customers and the SFMTA.
4.0					
C. Pricing Structure (10%)	1 (least robust)	2	3	4 (most robust)	Comments
1. Quality of low-income customer plan, and commitment to expanding affordable access			✓		This proposal significantly exceeds the minimum requirements because it includes a high quality low-income customer plan with a low-price unlimited trip option.
2. Quality of other discounted customer plans			✓		This proposal includes solutions demonstrating a higher level of commitment, including other discounted customer plans such as a high quality Scoot Community Plan and Scoot Access plan with both eligible to students, teachers, non-profit employees, and veterans as well as Red, White and Scoot plan for which veterans and service members are also eligible.
3. Plan for achieving the goal of one low-income plan member for every five scooters authorized			✓		This plan demonstrates a higher level of commitment by proposing targeted marketing, plan promotion during sign-up process, partnerships with community-based orgs for sign up at events, social media, email and flyers, multilingual marketing, and in-app messaging.
4. Proposed rates, including any membership plans			✓		Applicant's proposed rates are of average cost (unlock fee: \$1, usage rate: 29 cents/min)and include a low-income membership plan and other discounted plans, significantly exceeding the minimum requirements.
5. Cash payment options		✓			This plan includes the basic or typical, but unexceptional solution of cash payment limited to prepaid debit cards and PayNearMe.
6. Plan for offering service to users without a smart phone			✓		Applicant provides detailed plan demonstrating a higher level of ability to solving known challenges and concerns by offering trip unlocking/locking by text for users without a smart phone.
7. Strategy to employ variable rates (or other incentives) based on trip duration to prioritize short term trips, maximize fleet availability, and discourage overconcentration of scooters in the downtown core	✓				This approach does not meet the minimum requirements because the applicant refers only to a last-mile transit incentive plan, which does not directly address the question.
8. Billing and customer service business rules for lost scooters	✓				Applicant answer lacks detail and does not meet the minimum requirements as Scoot does not provide the dollar amount assessed when billing users for lost scooters.
9. Plan for offering incentives for trips starting or ending along key transit lines or at transit hubs, including how applicant plans to advertise any incentives to users			✓		This plan substantially exceeds the minimum requirements by providing a detailed response about robust incentives, such as credits for trips starting or ending at transit hubs, and plan for advertising them.
10. Plan for promoting the low-income user plan				✓	This plan substantially exceeds the minimum requirements by advertising discount programs through multi-lingual targeted marketing campaigns online, scooter hang tags, ongoing community partnership events, incentive offerings, email and social media advertisements, and through daily rider interface as part of the in-app sign-up process.
2.6					
D. Operations Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
Rebalancing & Operations Plans					
1. Hours of operation		✓			Applicant's approach includes basic or typical, but unexceptional solutions because scooters available 6am to 10pm rather than a wider range of hours. Field Service Team operates 24/7
2. Storage of scooters during non-operational hours				✓	This proposal substantially exceeds the minimum requirements because scooters will be stored at Scoot-managed facilities, MTA garages, or in "appropriately-zoned locations"; scooters overnight on the street will remain locked and secured in proper locations by Scoot's team.
8. Staffing and operations plan sufficient for scale of proposed operations			✓		This plan significantly exceeds the minimum requirements because field staff are trained on maintenance, rebalancing, and regulatory requirements to ensure Scoot's compliance with all regulations and guidelines. Detailed redistribution plan (Section D #5) also includes staffing considerations. For requested allocation of 2,500 permitted scooters, applicant also expects to hire and employ over 100 additional operations and field staff by the end of 2019.
9. Plan for proper scooter parking		✓			Applicant's proposal provides basic or typical, but unexceptional solutions because Section E, which the applicant refers to the reader to, does not provide a comprehensive or innovative plan to incentivize good parking behavior on a daily basis, and Appendix L focuses largely on technology still unproven/in development.
11. Commitments to modifying operations in response to a major transit issue		✓			Applicant's approach includes basic or typical, but unexceptional solutions because applicant proposes working with the city and MTA to ensure scooters are readily available at transit stops, including bus stops. However, no further details are provided.
Distribution Strategy					
5. Methods for deploying and redistributing scooters consistent with Distribution Guidelines and Requirements				✓	Applicant's proposal includes very detailed response to this item, demonstrating the highest level of ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because it specifically assents to all Distribution Guidelines and Requirements. Applicant details three operations shifts: Morning (6am-2:30pm), when scooters are staged at "strategic deployment areas spread equitably across the service area," among other tasks; Afternoon/Evening (2pm-10:30pm), when applicant will monitor service, rebalance and remove any low-battery or damaged devices; and Overnight (10pm-6:30am), when applicant will inspect scooters and collect those that require maintenance for delivery to a local service center, and collect and charge low-battery devices or swap batteries. Applicant provides detailed information on the ways that field staff will receive scooters, investigate scooters in need of service, and undertake proactive upkeep, and will also work towards predictively rebalancing based on data.
6. Proposed methods for avoiding overcrowding of scooters in high demand area(s)				✓	This proposal includes unique approaches demonstrating the highest level of commitment due to several unique proposals not offered by any other applicant, particularly using off-street parking with valets, promotional credits, visible preferred parking areas and push notifications, and field staff sweeps.
Equitable Operations					
3. Service to Key Neighborhoods, as defined in the Distribution Guidelines and Requirements			✓		This plan significantly exceeds the minimum requirements by proposing a deployment of 2,500 scooters in two phases over 60 days, and including a table of scooter distribution, by phase and neighborhood, which meets the minimum thresholds. Applicant also states that this deployment proposal will help them meet "coverage area targets."
4. Service to neighborhoods without existing powered scooter share service				✓	This proposal substantially exceeds the minimum requirements because the application explicitly lists a number areas that have not previously had Powered Scooter Share service, which will be included in the first deployment phase. Applicant's second deployment phase will extend into Richmond and Sunset districts. Applicant will focus on historically underserved neighborhoods where transit options are limited, as well as on community awareness and engagement to "optimize service" in these neighborhoods.
7. Robustness of proposed Adaptive Scooter Pilot Plan, including proposed fleet size and service area, outreach plan to collaborate with disability rights organizations, and timeline and description of how applicant will strive to expand access to people with disabilities			✓		Applicant's proposal significantly exceeds the minimum requirements by proposing a program to accommodate manual wheelchair users with a mount attachment and demonstrates input from the disability community. While the applicant commits to implementing within three months, it is unclear if the timeline is realistic, especially if user testing finds that applicant needs a new mount model/design.
3.1					

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Scoot

E. Plan for Safe Scooter Riding & Parking (20%)		1 (least robust)	2	3	4 (most robust)	Comments	
Rider Safety Measures							2.5
1.a. Robustness of education, incentives, training, scooter modifications, notification systems, infrastructure, etc. that you commit to implementing to ensure legal operation of scooters, and safety of users and those around them			✓			The applicant's response offers basic or typical, but unexceptional solutions by not proposing new or innovative methods to educate riders on legal operations, such as letting non-riders know how to report bad behaviors and a one-time safety animation that riders must watch.	
1.b. Commitments to conveying information about proper parking to users on the mobile application and/or on the scooters, including detailed educational tools and reminders			✓			This approach includes basic or typical, but unexceptional solutions by directing riders to park in preferred areas near identified bike racks. While email, in-app messaging, and in-person communications are promised, most examples provided in the application are incomplete or only apply to the initial Safety Education.	
1.c. Incentive programs applicant will implement to encourage riders to properly park scooters at bike racks or to the specifications described in the SFMTA's Powered Scooter Parking Requirements and General Guidelines (Appendix 1), including review of photographic records of proper parking, and rewards programs for consistent good parking behavior			✓			This approach includes basic or typical, but unexceptional solutions because it commits to manually reviewing parking photos and providing incentives for good parking, but the incentive scheme/structure is not described.	
1.d. Description of any fines or consequences for users who improperly park their scooters - including punitive measures like warnings or suspension of service - that you commit to issuing for patterns of bad parking behavior				✓		This proposal significantly exceeds minimum standards by offering a clearly defined escalating step-process for riders up to and including account suspension.	
1.e. Rider accountability measures you commit to implementing, and how you commit to monitoring compliance with applicable laws and regulations, including any penalties and/or technology innovations that allow monitoring, and what commitments you make to address noncompliant users			✓			This proposal includes typical, but unexceptional responses offered by other applicants, demonstrating a moderate level of commitment.	
3. Description of commitments to ensure customers have a valid driver's license, and notification process for registered users who do not have licenses			✓			Applicant's response provides basic or typical, but unexceptional solutions by committing to checking and requiring drivers licenses but lacks detail on how licenses are verified and how users without valid licenses are notified.	
4. Describe commitments to ensure that users wear a helmet while riding, including device innovations that make a helmet available as part of each rental			✓			This approach provides basic or typical but unexceptional solutions because the applicant's innovative proposals, such as an incentive program or device innovations to store helmets on the vehicle, are still being explored.	
7. Describe how you commit to educate users on how to report a collision or other safety incident to you and appropriate authorities, including an option to report these issues at the end of every ride			✓			This approach provides basic or typical but unexceptional solutions because it mainly focuses on in-app reporting.	
Operator Accountability Measures							
1.f. Description of safety complaint investigation and resolution process				✓		This plan demonstrates a higher level of commitment to solving known issues, and significantly exceeds minimum requirements by including clear complaint investigation processes and consequences, particularly the proposal to investigate every report of noncompliance to determine an appropriate remedy up to and including suspension.	
1.g. Additional measures you will phase in if initial approach does not achieve desired compliance			✓			This proposal includes typical, but unexceptional responses offered by other applicants, demonstrating a moderate level of commitment.	
2. Quality of locking mechanism(s) to be deployed upon program launch that will allow scooters to be secured to fixed objects as specified in Appendix 1				✓		This approach significantly exceeds the minimum requirements because the lock has a commercial-off-the-shelf solution based on Bluetooth.	
5. Description of procedures for noncustomers to notify the company through phone, app, website, or email, if there is an improperly parked scooter, along with operator's response procedures, and commitments to logging complaints in the shared complaints database described in Appendix A #29					✓	This response includes innovative approaches including development of a standalone app, which substantially exceeds minimum requirements by including solutions not offered by other applicants including the development of a standalone reporting app, providing real time data to advocacy groups and tracking of complaints.	
6. Description of procedures for responding to an identified problem of consistent over-concentration of scooters at a specific location, including operational measures like scooter valet, or incentive programs to re-locate such scooters to less crowded areas					✓	This approach demonstrates unique and proactive proposals that substantially exceed minimum requirements by including proactive solutions such as incentives, preferred parking areas, push notifications and field sweeps.	
F. Recharging, Maintenance, Cleaning, and Sustainability Plan (10%)		1 (least robust)	2	3	4 (most robust)	Comments	
Recharging, Maintenance, & Cleaning							3.5
1.a. Description of how staff and/or independent contractors will know when a scooter needs to be recharged, and any information and training you will provide concerning safe charging practices					✓	This approach substantially exceeds the minimum requirements because Scoot provides a detailed description of how staff will know when a scooter needs to be recharged (sensors alert when battery level drops below a certain percentage), and detailed description of info and training concerning safe charging practices (training includes live demos, online training, step-by-step instructional guides, and videos).	
1.b. Description of plans to educate and train staff and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance				✓		This plan includes detailed and high-quality approaches demonstrating a higher level of ability to solving known challenges and concerns regarding the education and training of staff and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance, including written and visual curriculum for staff about not obstructing sidewalks and clearing the public right of way.	
1.c. Description of commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters				✓		This plan substantially exceeds the minimum requirements as it lists many commitments to minimize potential negative impacts associate with practices related to collecting, redistributing, and recharging scooters, including work during off-peak hours, optimized routes, electric cars and vans as well as cargo bikes, and not blocking Muni.	
3. Description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning				✓		This plan significantly exceeds the minimum requirements because it provides a comprehensive description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning, including maintenance checks that surpass the two-month requirement.	
4. Describe procedures for customers to notify the company that there is a safety or maintenance issue with a scooter, and procedures for removing that scooter from service until it is inspected				✓		This approach significantly exceeds the minimum requirements because Scoot describes multiple ways for customers to notify the company that there is a safety or maintenance issue with a scooter and describes procedures for promptly deactivating that scooter from service.	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Scoot

Zero Waste & Producer Responsibility					
5. Description of how applicant will comply with the City's Zero Waste and Producer Responsibility policies, including properly managing hazardous components such as batteries, reducing the need for new scooters through repair, redistributing for reuse, recycling, and otherwise properly disposing of all component parts				✓	This proposal substantially exceeds the minimum requirements because Scoot explicitly commits to compliance with the City's Zero Waste and Producer Responsibility policies. When scooters are no longer operable, they are delivered to a third party vendor for refurbishing, recycling, or disposal. While the majority of scooter parts can be reused or recycled, batteries are handled by a local recycler that is certified in environmentally friendly disposal. When a scooter must be retired, applicant recycles parts and responsibly retire hazardous materials, such as batteries. The majority of scooter parts can be reused or recycled, and batteries are disposed by a local recycler appropriately certified in environmentally friendly disposal. In response to Section F #2, applicant states that they use a battery safety and technology consultant, and provides detailed information on use of a battery recycler (iTAP) that is certified as an R2 Responsible Recycler, discusses standard operating procedure for handling batteries, and states that every Service Center employee is trained to handle electronic waste safely and responsibly.
6. Commitments to ensure scooters do not be foul the environment, including commitments to respond to reports that a scooter is in the bay or another body of water				✓	This proposal includes robust approaches demonstrating the highest level of ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because applicant provides a detailed response and discusses the following components–prevention: If scooters are found in the bay, applicant will use geofencing and Bluetooth beacons to implement no-parking zones near the area where they are found; Damage Limitation: Critical components within scooters are encased to prevent damage to scooters and the environment in the event of water exposure or submersion; Recovery: Within four hours of receiving a report of a scooter in a waterway, applicant will deploy a trained, in-house retrieval specialist to collect the scooter
Accountability					
1.d. Description of plan to document and report to the SFMTA on new non-revenue vehicle miles traveled (VMT), and number and length of trips generated by collecting, redistributing and charging activities				✓	This approach substantially exceeds the minimum requirements because Scoot has developed an energy estimator and VMT protocol that captures VMT of Field Staff during pick up and drop off; captures odometer readings of mechanics, and other operations staff. Applicant commits to sharing this information with the SFMTA on the first of each month. Applicant will expand reporting to include trips generated.
1.d.i. Plan to provide the SFMTA with this data by vehicle type and/or average fuel efficiency				✓	This approach substantially exceeds the minimum requirements because Scoot has been providing nonrevenue VMT by vehicle type to MTA on a monthly basis, and will expand this to include average fuel efficiency. Employees will report totals daily at the end of each shift to ensure accurate data. Scoot explicitly agrees to provide this data in a format requested by the SFMTA.
2. Life-cycle analysis (LCA) of scooter model(s) to be deployed, including life expectancy of component parts, or description of plan to provide the SFMTA with an LCA within 6 months of permit issuance			✓		This proposal includes robust approaches demonstrating the highest level of ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because the applicant is currently working with several organizations to conduct a comprehensive life cycle analysis (LCA) including an inventory analysis and impact assessment, which will be completed within six months of permit issuance For the key impact areas, applicant will identify strategies to reduce life-cycle impact. Applicant provides details on average lifespan of component parts, and states that with proper maintenance, the average lifespan of the scooter is 1 year, with expectation that newer models will last longer. Deck 2b.i): Estimated life cycle: upwards of 15 months based on environment and maintenance. Wheels 2b.ii): Estimated life cycle: one year based on environment and maintenance. Motor 2b.iii): Estimated life cycle: one year based on environment and maintenance. Battery 2b.iv): Estimated life cycle: one year based on environment and maintenance. Applicant also provides detailed information on how they will take responsibility for scooters throughout their life cycle, proactively reduce the need for new scooters through repair, resale, or redistribution for reuse, and recycle all components of non-working scooters to the maximum extent possible. However, because the applicant has not yet completed a Life-Cycle Analysis, they did not receive the top score.
G. Hiring and Labor Plan (10%)					
	1 (least robust)	2	3	4 (most robust)	Comments
1. Robustness of staffing plan, including hired staff and contractors, for operation and maintenance of your Powered Scooter Share program			✓		This approach significantly exceeds the minimum requirements it commits to hire full time employees and not rely on independent contractors, describes types of workers and responsibilities, but makes no identification of who will be in these positions.
2. Employment standards, whether independent contractors or full-time employees			✓		This plan significantly exceeds the minimum requirements because full time employees used to perform most of critical operations functions including charging, deployment, rebalancing and maintenance. Scoot full-time employees are paid competitive wages, including benefits; require vendors/contractors to do the same. Will not use any independent contractors in "core operations" (but no definition of what this means). Scoot evaluates practices with respect to staff to ensure open lines of communication, engagement, and payments for services that are consistent with the marketplace and operational needs.
3. Plan complies with best practices regarding equal opportunity, local hiring, and fair wages				✓	This approach substantially exceeds the minimum requirements because the applicant commits to hiring local staff, and compliance with all state and local laws for fair and equitable hiring practices, as well as equal opportunity guidelines, along with being an equal employment opportunity employer.
5. Skills and training procedures for staff and contractors				✓	This plan substantially exceeds the minimum requirements because it provides a detailed training regimen and methodology whereby field staff progress through four training tiers. Employees also have access to employer-paid continuing education opportunities.
6. Robustness of labor harmony plan as it relates to consistent distribution, operation and maintenance (including steps taken to avoid potential service disruptions), and information regarding employee work hours, working conditions, and wages			✓		This approach significantly exceeds the minimum requirements because the Labor Harmony plan describes the commitment to a functional workspace, and details some of the operations and working hours, along with working conditions and wages; it also commits to recognizing the rights of employees to organize and join unions. The application does not mention potential steps to avoid service disruption.
					3.4
H. Community Engagement Plan (15%)					
	1 (least robust)	2	3	4 (most robust)	Comments [draft opinion of the author; public-facing]
Plan complies with SFMTA's Community Engagement Plan Requirements				✓	This plan substantially exceeds the minimum requirements because it provides all required components with extensive detailed specificity around programs and the corresponding people responsible for delivery; the plan also details numerous in-place partnerships that are ready to further grow stakeholder relationships assessment with programs that directly meet and respond to community needs.
Communications strategy will be routinely updated upon any service change related to pricing, service area, devices, membership programs, or operations			✓		This approach significantly exceeds the minimum requirements because Scoot communicates with riders routinely, providing updates on topics that include pricing, service area, devices, membership programs, and/or operations. Scoot sends riders communications every fifth ride, or four times a month for frequent riders, and increases the cadence of communication if there are important updates. No specific updates to non-users beyond social media and website.
A community engagement staffing plan, including key staff with relevant experience, specifically dedicated to community engagement				✓	This plan substantially exceeds the minimum requirements because it identifies numerous key staff with exact scope of work and responsibilities.
A culturally sensitive marketing plan tailored to neighborhoods within the service area			✓		This plan significantly exceeds the minimum requirements because the applicant commits to incorporating language needs, cultural heritage, community sensibilities and the unique cultural landscapes of communities of concern and other districts in the city with a plan that includes community-focused and culturally sensitive marketing, outreach, and engagement to increase awareness on shared mobility benefits, and the use of equity programs such as their low-income plan.
					3.4

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Number of partnering organizations				✓	This approach substantially exceeds the minimum requirements because Scoot lists a number of partnering organizations, including Young Community Developers (Bayview), Chinatown CCDC, SF Bicycle Coalition, Transform, Positive Resource Center, Sunday Streets, Urban Education Academy, Success Centers, Walk SF, People Protected, Renaissance Centers, and TNDC. Scoot has partnered directly with local businesses such as Radio Africa, Triple Voodoo Brewery, All Good Pizza, Flora Grubb, Smitten, Outdoor Voices, and more, to host events educating attendees about Scoot and shared scooters in general.
Geographic distribution of partnering organizations				✓	This approach substantially exceeds the minimum requirements because Scoot lists the following distribution of neighborhoods for its partnering organizations: Bayview, Bernal Heights, the Castro, Chinatown, Diamond Heights, Excelsior, Glen Park, The Haight, Hayes Valley, Hunters Point, the Mission, Mission Bay, Mission Terrace, North Beach, Pacific Heights, Portola, Potrero Hill, Richmond, SOMA, Sunnysdale, Sunset, Tenderloin, Twin Peaks, Upper Market, West Portal, Western Addition, and Visitacion Valley.
Partner-ready programs with established process, dedicated staff, and proper resources:					
<ul style="list-style-type: none"> For local hiring 				✓	This plan substantially exceeds the minimum requirements because it commits to working with numerous local employment development organizations, which has previously resulted in full time hires of people who are re-entering the job market after dealing with difficult personal issues, such as addiction, homelessness, and incarceration.
<ul style="list-style-type: none"> To work with community based organizations 		✓			This plan includes basic or typical, but unexceptional solutions because it commits to continue partnership with, and provide discounted transportation services to, community based organizations to ensure equitable access to all San Franciscans, but does not provide significant details.
<ul style="list-style-type: none"> To offer scooter safety courses 			✓		This plan significantly exceeds the minimum requirements because the applicant offers at least two classes each month on the safe operation of our electric mopeds and scooters with trainers who have M1 licenses and are certified through Scoot's own instructor training protocol, and to partnership with the San Francisco Bicycle Coalition to host classes and fun rides in various neighborhoods and in multiple languages.
<ul style="list-style-type: none"> To offer culture and arts opportunities 			✓		This plan significantly exceeds the minimum requirements because it extends the applicant's commitments to sponsoring SF events like the Renaissance Bonanza at the Bayview Opera House to an American Idol Karaoke night for Homeless people living in the Tenderloin to participating in Pride with a full squad of employees, enhancing cultural promotion by scheduling monthly 'Mixers' held in various neighborhoods throughout San Francisco, celebrating culturally distinct aspects of select neighborhoods by customizing scooters with designs unique to the serviced neighborhoods, and partnering with communities for artist selection and design choice, to emphasize cultural heritage.
<ul style="list-style-type: none"> For local small business promotional opportunities 				✓	This plan significantly exceeds the minimum requirements because the applicant commits to continuing partnerships with various merchant associations, such as Bayview Merchants Association, Merchants of Butchertown, and the Castro Merchants Association, along with partnering directly with local businesses such as Radio Africa, Triple Voodoo Brewery, All Good Pizza, Flora Grubb, Smitten, Outdoor Voices, to host events educating attendees about shared scooters in general.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Scoot

J. Experience and Qualifications (20%)	1 (least robust)	2	3	4 (most robust)	Comments	
<p>1. Qualifications to operate a Powered Scooter Share Program</p>			✓		<p>SFMTA staff conclude that these qualifications to operate a Powered Scooter Share program significantly exceed the minimum requirements based on the following. Scoot has operated shared, smartphone-activated, electric (moped) scooters in San Francisco for seven years, and asserts that this is longer than any other company has offered a similar service in anywhere in the world. Scoot was also the first operator to introduce integrated infrastructure locks fleet-wide. Scoot's partnership with Bird has led to new resources, and Bird's experience in scooter-share operation is robust; it has operated fleets in over 120 markets and has provided over 50 million rides worldwide. However, SFMTA has noted some specific areas for improvement for Scoot under the Powered Scooter Share Pilot, particularly its low deployment numbers for the first 8+ months of the Pilot (well below the cap of 625 scooters).</p>	3.5
<p>2. Comprehensive experience operating a Powered Scooter Share Program in San Francisco and/or other similarly dense, urban North American cities. <i>General scoring guidance: Higher scores will be given for applications with verifiable experience reliably operating permitted (if applicable) systems of at least 500 scooters. Applicants with experience in greater numbers of similarly dense, urban North American cities will also receive higher scores. Lower scores will be given for high numbers of citations from local authorities or citations that were not paid on time, services that were suspended, services that were operated without a permit from the applicable agency, and/or if the applicant has been found to have misrepresented their experience based on verification with the reference/point of contact, and/or if the reference/point of contact is not a relevant city/municipal representative.</i> <i>*Note: per the 9/25/19 Policy Directive, citations in San Francisco and/or other cities were not considered in the scoring as originally stated.</i></p>				✓	<p>SFMTA staff conclude that the applicant's robust experience operating Powered Scooter Share programs in San Francisco and/or other similarly dense, urban North American cities substantially exceeds the minimum requirements based on the following:</p> <ul style="list-style-type: none"> -3 powered scooter share programs in similarly dense North American cities (>75k people, >10k people per square mile) listed in application. -15 powered scooter share programs with greater than 500 scooters listed in application. -No service suspensions reported. 	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Skip

1. Initial Screening

Staff will review each application for initial determinations on responsiveness and acceptability in an Initial Screening process. Applications are not scored during the Initial Screening process. Initial Screening is simply a pass/fail determination as to whether an application meets all threshold requirements. Elements subject to review during Initial Screening include, without limitation: application completeness, compliance with format requirements, and responsiveness to the material terms and conditions of the Permit Requirements. SFMTA staff reserve the right to request clarification from applicants prior to rejecting an application for failure to meet the Initial Screening requirements. Clarifications are limited exchanges between the SFMTA and an applicant for the purpose of clarifying certain aspects of the application, and will not provide an applicant the opportunity to revise or modify its application. Applications that pass the Initial Screening process will proceed to the evaluation process described below.

Required Submission	Pass
Application Completeness Submitted application is completed in its entirety.	✓
Application Formatting Compliance with page limits and other formatting requirements in Permit Application: Section C (2 pages), Sec. D (5, not including Adaptive Scooter Pilot Plan), Sec. E (4), Sec. F (3), Sec. G (3), Sec. H (6), Sec. J (2).	✓
Permittee Signature Page Applicant's signature accepting all permit terms and conditions.	✓
Responsiveness to Material Terms and Conditions Application demonstrates responsiveness to material permit terms and conditions as specified in Appendix A.	✓
Device Standards & Safety Assurances As per Section A 1 and 2: Proof of UL 2271 and 2272 battery certifications from the manufacturer. Test results from a qualified independent lab demonstrating that each model scooter put into service meets or exceeds California Vehicle Code §21223.	✓
Sample Scooters As per Section B: Two sample scooters received by SFMTA. Scooters comply with Appendix A Device Requirements.	✓
Mandatory Plan Components All required plans are complete per Permit Application specifications. C. Pricing Description (including Low-Income Membership Plan(s)) D. Operations Plan E. Plan for Safe Scooter Riding & Parking F. Recharging, Maintenance, Cleaning, and Sustainability Plan G. Hiring and Labor Plan (including Labor Harmony Plan) H. Community Engagement Plan	✓
Additional Plan Components If independent contractors will be used, application includes all relevant requested information under Section F 1(a), 1(b), and Section G 2, 2(a), and 4.	✓
Data Protocols, Privacy, & Accountability Verification of data-sharing protocols as per Section I. Privacy policies, user agreements, terms of service, etc. as listed under Section K.	✓
Images & Descriptions Images & descriptions of scooter devices and mobile application as per Sections L and M.	✓
Proof of Insurance Certificate of insurance and endorsement of additional insured, or statement of intent to obtain this insurance in advance of being issued a permit, received by application submission deadline as per Section N.	✓

2. Evaluation Process - Application Review & Scoring

Permit Applications will be scored according to the Evaluation Scoresheet to determine which applicants qualify for a permit. Scored evaluation criteria primarily reflect questions from the Permit Application. Applicants can 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.

Criteria will be scored using the following rubric. Applicants must receive an average score of 2 or greater for each section, or will be disqualified from further evaluation.

- "1" ratings will be 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 will be 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 will be 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 will be 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 will then be summed for each section. Each application section will be given the following weight: Section A (5%), C (10%), D (10%), E (20%), F (10%), G (10%), H (15%), J (20%)
Overall application scores will be calculated based on these percentages.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Skip

					✓
A. Device Standards and Safety Assurances (5%)	1 (least robust)	2	3	4 (most robust)	Comments
3. Commitments applicant makes to ensure that devices are safe for operation, and what applicant commits to do if a safety issue with device(s) is discovered	✓				Applicant did not provide a response for section A3 in the application
					1.0
C. Pricing Structure (10%)	1 (least robust)	2	3	4 (most robust)	Comments
1. Quality of low-income customer plan, and commitment to expanding affordable access		✓			This proposal includes basic or typical, but unexceptional solutions because it has a moderate quality low-income customer plan including per trip discounts but no unlimited trip option.
2. Quality of other discounted customer plans		✓			This proposal includes basic or typical, but unexceptional solutions, because it offers other discounts in the form of credits for education and safety behaviors and general discounts to certain users (SFUSD teachers). The proposal includes a plan to offer a future \$35/month commuter program which seems operationally challenging to run.
3. Plan for achieving the goal of one low-income plan member for every five scooters authorized		✓			This plan includes basic, but unexceptional solutions including expanding eligibility to people who don't necessarily have a low income.
4. Proposed rates, including any membership plans			✓		Applicant's proposed rates are of average cost (unlock fee: \$1, usage rate: 25 cents/min) and include discounts and a future commuter program.
5. Cash payment options			✓		This plan significantly exceeds the minimum requirements because cash payment options include in-person site as well as pre-paid debit cards.
6. Plan for offering service to users without a smart phone			✓		Applicant provides detailed plan demonstrating a higher level of ability to solving known challenges and concerns by offering trip unlocking/locking by call or text for users without a smart phone.
7. Strategy to employ variable rates (or other incentives) based on trip duration to prioritize short term trips, maximize fleet availability, and discourage overconcentration of scooters in the downtown core		✓			Applicant's approach includes basic or typical, but unexceptional solutions, demonstrating a moderate level of ability to solving known challenges and concerns by proposing a plan to maximize fleet availability of scooters (through a subscription-based commuter program that allows subscribers to have a guaranteed scooter for commute trips but makes that scooter available to the public during the day). Applicant does not address prioritizing short term trips and discouraging overcrowding through rates or incentives.
8. Billing and customer service business rules for lost scooters			✓		Applicant provides clear and detailed billing and customer service business rules for lost scooters, saying absent confirmed theft or vandalism, Skip does not bill customers for lost scooters
9. Plan for offering incentives for trips starting or ending along key transit lines or at transit hubs, including how applicant plans to advertise any incentives to users			✓		Applicant significantly exceeds the minimum requirements by providing a detailed response about robust incentives, such as no unlock fee if you start or end at a major transit hub, and plan for advertising them.
10. Plan for promoting the low-income user plan	✓				Applicant's response does not meet the minimum requirements because applicant refers to Section H, which contains no further details or specifics on promotion of the low-income plan.
					2.4
D. Operations Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
Rebalancing & Operations Plans					
1. Hours of operation			✓		Applicant did not provide an answer under this heading; Section D #2 states 4am to 10pm. This approach to providing service significantly exceeds the minimum requirements by making scooters available to customers for a wider range of hours.
2. Storage of scooters during non-operational hours		✓			This proposal includes basic or typical, but unexceptional solutions because between the hours of 10:00 pm-4:00 am, applicant's scooters are either picked up for charging or locked to a bike rack and placed in a rider un-rentable state (approximately 20-30% of active fleet); per Section F #1b, "some" are charged at applicant's Maintenance and Repair Operation (MRO) in Bayview, while others are charged (presumably at home) by Rangers (independent contractors).
8. Staffing and operations plan sufficient for scale of proposed operations			✓		This plan significantly exceeds the minimum requirements because Skip currently employs nearly 50 trained repair technicians, van drivers, scouts, and operations staff to maintain their fleet in San Francisco. Additionally, the plans in Sections F & G include detailed approaches.
9. Plan for proper scooter parking			✓		Applicant's proposal significantly exceeds the minimum requirements because riders are able to request a bike rack through the app, parking photo verification is used to review rides and issue strikes/suspensions, and both Skip rangers and riders both receive training on proper parking.
11. Commitments to modifying operations in response to a major transit issue			✓		Applicant's plan significantly exceeds the minimum requirements because in the event of a transit issue, applicant will send company vans and independent contractors to deploy scooters in the area and use targeted notifications to remind affected riders that additional transportation options are available.
Distribution Strategy					
5. Methods for deploying and redistributing scooters consistent with Distribution Guidelines and Requirements	✓				This approach does not meet the minimum requirements because this section is left blank, and the information is not immediately or easily found in another portion of application.
6. Proposed methods for avoiding overcrowding of scooters in high demand area(s)		✓			This approach includes basic solutions that meet the minimum requirements because the solutions offered only involve staff operations and do not include other creative solutions.
Equitable Operations					
3. Service to Key Neighborhoods, as defined in the Distribution Guidelines and Requirements			✓		This plan significantly exceeds the minimum requirements by proposing to make drop zones only available in Key Neighborhoods between 4am and 5am in order to meet minimum threshold and percent coverage metrics in Key Neighborhoods. If at 5am it is determined that minimum thresholds will not be met by Ranger (independent contractor) drop-offs, Skip commits to dispatching vans from Maintenance Repair Operation to supplement deployment.
4. Service to neighborhoods without existing powered scooter share service			✓		This proposal significantly exceeds the minimum requirements because the applicant believes that investment in new scooters, combined with past efforts to improve deployment reliability, will position them to expand into neighborhoods without existing scooter share service. Applicant will leverage existing ties and partnerships to conduct outreach, and has heard from Richmond District community that scooters are wanted there and will therefore expand there.
7. Robustness of proposed Adaptive Scooter Pilot Plan, including proposed fleet size and service area, outreach plan to collaborate with disability rights organizations, and timeline and description of how applicant will strive to expand access to people with disabilities	✓				Applicant's proposed pilot program does not meet the minimum requirements because it proposes a device that does not clearly make it easier for people with disabilities to participate in the program. Further, outreach to the disability community was limited to understanding how scooters obstruct the right of way.
					2.4
E. Plan for Safe Scooter Riding & Parking (20%)	1 (least robust)	2	3	4 (most robust)	Comments
Rider Safety Measures					
1.a. Robustness of education, incentives, training, scooter modifications, notification systems, infrastructure, etc. that you commit to implementing to ensure legal operation of scooters, and safety of users and those around them			✓		Applicant's approach significantly exceeds minimum requirements because it provides innovative in-app features that facilitate safer riding and parking, such as routing with bike lane, bike rack parking information, and the ability to request bike racks from SFMTA to improve infrastructure.
1.b. Commitments to conveying information about proper parking to users on the mobile application and/or on the scooters, including detailed educational tools and reminders		✓			Applicant's approach provides basic or typical, but unexceptional solutions by committing to a Rider Code of Conduct and some in-app messaging. Applicant provides limited examples of content in Section M.
					2.5

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Skip

1.c. Incentive programs applicant will implement to encourage riders to properly park scooters at bike racks or to the specifications described in the SFMTA's Powered Scooter Parking Requirements and General Guidelines (Appendix 1), including review of photographic records of proper parking, and rewards programs for consistent good parking behavior			✓		This proposal significantly exceeds minimum requirements because all proper parking photos will be reviewed and riders with good parking will be notified and rewarded with \$5 ride credit.
1.d. Description of any fines or consequences for users who improperly park their scooters - including punitive measures like warnings or suspension of service - that you commit to issuing for patterns of bad parking behavior			✓		This plan significantly exceeds minimum requirements by offering a clearly defined strike system up to and including suspension or removal.
1.e. Rider accountability measures you commit to implementing, and how you commit to monitoring compliance with applicable laws and regulations, including any penalties and/or technology innovations that allow monitoring, and what commitments you make to address noncompliant users			✓		This plan significantly exceeds minimum requirements by offering proactive education and quizzes, as well as feedback loop for complaint investigations.
3. Description of commitments to ensure customers have a valid driver's license, and notification process for registered users who do not have licenses			✓		This proposal significantly exceeds the minimum requirements because it commits to validating all licenses and automatically disabling accounts when licenses expire.
4. Describe commitments to ensure that users wear a helmet while riding, including device innovations that make a helmet available as part of each rental			✓		This approach significantly exceeds the minimum requirements because it commits to specific credits/incentives for anyone who orders a helmet or provides proof of wearing a helmet.
7. Describe how you commit to educate users on how to report a collision or other safety incident to you and appropriate authorities, including an option to report these issues at the end of every ride		✓			This proposal provides basic or typical, but unexceptional solutions because it only addresses an in-app reporting option.
Operator Accountability Measures					
1.f. Description of safety complaint investigation and resolution process		✓			This proposal meets minimum requirements but does not offer any unique or innovative approaches.
1.g. Additional measures you will phase in if initial approach does not achieve desired compliance		✓			This proposal meets minimum requirements but does not offer any details.
2. Quality of locking mechanism(s) to be deployed upon program launch that will allow scooters to be secured to fixed objects as specified in Appendix 1		✓			This approach includes basic or typical, but unexceptional solutions because the employed lock-to device is a simple combination lock.
5. Description of procedures for noncustomers to notify the company through phone, app, website, or email, if there is an improperly parked scooter, along with operator's response procedures, and commitments to logging complaints in the shared complaints database described in Appendix A #29			✓		This plan significantly exceeds minimum standards by including access to the ticket and resolution.
6. Description of procedures for responding to an identified problem of consistent over-concentration of scooters at a specific location, including operational measures like scooter valet, or incentive programs to re-locate such scooters to less crowded areas		✓			This approach meets minimum standards but does not offer any unique or innovative approaches.

F. Recharging, Maintenance, Cleaning, and Sustainability Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
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Recharging, Maintenance, & Cleaning						2.7
1.a. Description of how staff and/or independent contractors will know when a scooter needs to be recharged, and any information and training you will provide concerning safe charging practices			✓		This approach significantly exceeds the minimum requirements because Skip provides detailed description of how staff and contractors will know when a scooter needs to be recharged (Ranger portion of the app), and a detailed description of info and training concerning safe charging practices for charging done by staff (Field Operations staff have hands on training), but minimal details for charging done by contractors (Rangers receive info in their agreements about charging locations and need to have independent experts certify their charging procedures are adequate).	
1.b. Description of plans to educate and train staff and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance			✓		This plan includes detailed and high-quality approaches demonstrating a higher level of ability to solving known challenges and concerns regarding the education and training of staff and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance, including training on not double parking or blocking bike lanes, and consequences for violating rules.	
1.c. Description of commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters		✓			This plan demonstrates a moderate level of ability to solving known challenges and concerns as it lists a few commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters, including reuse and recycling of components, work during off-peak hours, and carbon offsets.	
3. Description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning		✓			This approach demonstrates a moderate level of ability to solving known challenges and concerns as it provides few specifics for description of maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning, especially lacking details on regular cleaning.	
4. Describe procedures for customers to notify the company that there is a safety or maintenance issue with a scooter, and procedures for removing that scooter from service until it is inspected		✓			This approach demonstrates a moderate level of ability to solving known challenges and concerns because Skip describes multiple ways for customers to notify the company that there is a safety or maintenance issue with a scooter and but it is not clear what happens to a scooter after a Rider or Community Member reports an issue.	

Zero Waste & Producer Responsibility					
5. Description of how applicant will comply with the City's Zero Waste and Producer Responsibility policies, including properly managing hazardous components such as batteries, reducing the need for new scooters through repair, redistributing for reuse, recycling, and otherwise properly disposing of all component parts				✓	This approach substantially exceeds the minimum requirements because the applicant repairs scooters onsite at their Maintenance and Repair Operation facility rather than shipping them elsewhere, and reuses components when possible, extending lifecycle of scooters and reducing the number of scooters that end up in the landfill. Applicant's new model, the S3, will deliver further advancements in vehicle durability. Applicant takes responsibility for scooters throughout their lifecycle, and in the event that a scooter is damaged beyond repair, applicant take steps to ensure its proper disposal and have provided receipts of disposal to SFMTA. Applicant reuses undamaged components, contracts with licensed electronic recycling companies to dispose of damaged or broken batteries, and recycles components that cannot be reused. Applicant has partnered with Recology for safe battery disposal.
6. Commitments to ensure scooters do not defile the environment, including commitments to respond to reports that a scooter is in the bay or another body of water			✓		This approach significantly exceeds the minimum requirements because Skip worked with SFMTA over the past year to implement a safety plan for any submerged scooters and rolled out additional training including equipping vans with fire blankets. Rangers are incentivized to let the Skip Operations team know, but are paid for reporting it, and have no role in removal. Submerged scooters are marked for priority removal within an hour or less. Once the scooter is taken back to the Maintenance Repair Operation it is disassembled by a battery expert and marked for pickup by Recology. However, the application does not discuss preventative measures.

Accountability					
1.d. Description of plan to document and report to the SFMTA on new non-revenue vehicle miles traveled (VMT), and number and length of trips generated by collecting, redistributing and charging activities			✓		This approach significantly exceeds the minimum requirements because Skip will document and report new non-revenue vehicle miles traveled (VMT), although it is an estimate. Skip's Data Science team can determine the approximate route used to travel to drop-off the scooter and therefore get an estimate of the VMT generated. No information provided on non-Ranger operational VMT (i.e. upon rollout of the Skip S3 model, upon which Skip will "vastly reduce its reliance on Rangers.").

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Skip

1.d.i. Plan to provide the SFMTA with this data by vehicle type and/or average fuel efficiency			✓		This approach significantly exceeds the minimum requirements because Skip will begin collecting information from Rangers about the make and model of the vehicle they use most frequently for charging and rebalancing activities. This information will allow applicant to determine average fuel efficiency for Rangers and report accurate information to SFMTA. However, no information is provided on reporting of non-Ranger operational VMT, and SFMTA staff conclude that the data for Rangers (an estimate based on vehicle used most frequently) will be less accurate than direct tracking of company-owned vehicles.	
2. Life-cycle analysis (LCA) of scooter model(s) to be deployed, including life expectancy of component parts, or description of plan to provide the SFMTA with an LCA within 6 months of permit issuance		✓			This approach includes basic or typical, but unexceptional solutions because the applicant will provide an LCA at the six month mark. No further details are provided.	
G. Hiring and Labor Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments	
1. Robustness of staffing plan, including hired staff and contractors, for operation and maintenance of your Powered Scooter Share program		✓			This plan includes basic or typical, but unexceptional solutions because it identifies positions, including the number of warehouse staff, but does not detail roles nor identify any core staff.	2.8
2. Employment standards, whether independent contractors or full-time employees		✓			This plan includes basic or typical, but unexceptional solutions because the applicant currently utilizes "a corps of independent contractors to crowdsource some of the charging, deployment, and redeployment functions of operations" (but notes this will change upon deployment of the Skip S3 scooter in October-November; swappable battery will "reduce reliance on independent contractors while still using such workers for drops and pickups"). Applicant does not discuss the employment status of remainder of staff (e.g. full employees vs. staffing agency/temp agency employees).	
3. Plan complies with best practices regarding equal opportunity, local hiring, and fair wages			✓		This approach significantly exceeds the minimum requirements because the applicant pledges to pay workers more than 25% of minimum wage; however, it does not mention equal opportunity, even though it does provide more detail around local hiring in the Community Engagement Section around various programs related to reentry, veteran's groups and homeless outreach.	
5. Skills and training procedures for staff and contractors				✓	This approach substantially exceeds the minimum requirements because the plan provides detailed training regimen and methodology. Skip's technicians are required to re-certify their training anytime there is an update to processes.	
6. Robustness of labor harmony plan as it relates to consistent distribution, operation and maintenance (including steps taken to avoid potential service disruptions), and information regarding employee work hours, working conditions, and wages			✓		This plan significantly exceeds the minimum requirements because not only does the applicant acknowledge the rights of employees to organize, it vows to make reasonable efforts to avoid service interruptions due to labor disputes, and it details work hours and sick time accrual.	
H. Community Engagement Plan (15%)	1 (least robust)	2	3	4 (most robust)	Comments	
Plan complies with SFMTA's Community Engagement Plan Requirements			✓		This plan significantly exceeds the minimum requirements because it commits to key components of the application, including a communications strategy, community input, public feedback database, and culturally sensitive marketing, along with various partner-ready programs.	2.9
Communications strategy will be routinely updated upon any service change related to pricing, service area, devices, membership programs, or operations				✓	This approach substantially exceeds the minimum requirements because the applicant explicitly commits to updating users through multiple channels upon any service change related to pricing, service area, devices, membership program, and/or operations. Historical data of service and pricing changes will be available on website. Applicant specifically addresses updates to members of the public as well.	
A community engagement staffing plan, including key staff with relevant experience, specifically dedicated to community engagement			✓		This plan significantly exceeds the minimum requirements because it describes hiring a bilingual community engagement director, but does not name the person, or describe their role beyond deepening ties with community groups. The plan also commits to hiring two engagement specialists, along with as-needed support for multilingual outreach.	
A culturally sensitive marketing plan tailored to neighborhoods within the service area		✓			This plan includes basic or typical, but unexceptional solutions because the applicant identifies multilingual capability for developing a culturally sensitive marketing plan; however, it does not provide any detail regarding other culturally sensitive programs and efforts that will assist in new partnerships for "a wide swath of ages, backgrounds and occupations."	
Number of partnering organizations			✓		This approach significantly exceeds the minimum requirements because Skip has partnered with a number of organizations, including KindSF (trash pickup event), Opportunity for All (job training), People Protected Bike Lanes, SF Bike Coalition, and Sunday Streets (safer streets advocacy), Shift.org and Honor Foundation (to support local hiring), ArtsSpan (culture and arts). Skip also intends to partner with First 5 for translation needs.	
Geographic distribution of partnering organizations			✓		Skip partners with organizations across the City and in key Communities of Concern, significantly exceeding the minimum requirements, although representation in the western half of the City is less robust.	
Partner-ready programs with established process, dedicated staff, and proper resources:						
• For local hiring				✓	This approach substantially exceeds the minimum requirements because it identifies ongoing partnerships to promote local hiring opportunities.	
• To work with community based organizations			✓		This plan significantly exceeds the minimum requirements because it commits to continuing various programs, including the Opportunity for All initiative, KindSF, and various sponsorships.	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Skip

<ul style="list-style-type: none"> To offer scooter safety courses 			✓		<p>This plan significantly exceeds the minimum requirements because the applicant will conduct Community Days events to maintain personal scooters, along with Bike lane etiquette classes with the SF Bike Coalition, and 1:1 scooter lessons at Sunday Streets events.</p>	
<ul style="list-style-type: none"> To offer culture and arts opportunities 		✓			<p>This plan includes basic or typical, but unexceptional solutions because it pledges to continue sponsoring ArtSpan to promote cultural and arts opportunities, but it does not describe specific programming for Skip to incorporate culture and arts opportunities into their service provision.</p>	
<ul style="list-style-type: none"> For local small business promotional opportunities 		✓			<p>This plan includes basic or typical, but unexceptional solutions because it commits to conducting group rides to bring users to various communities, which may end at legacy businesses.</p>	
<p>J. Experience and Qualifications (20%)</p>	<p>1 (least robust)</p>	<p>2</p>	<p>3</p>	<p>4 (most robust)</p>	<p align="center">Comments</p>	
<p>1. Qualifications to operate a Powered Scooter Share Program</p>		✓			<p>While the SFMTA has had a generally satisfactory experience with Skip as a permittee, staff conclude that these qualifications to operate a Powered Scooter Share program are basic or typical, but unexceptional, based on the following. Skip operates Powered Scooter Share programs in eight American cities, many of which are comparably dense and urban to San Francisco. Users have taken nearly 2 million rides on Skip scooters. However, Skip has only had an average daily deployment of greater than 500 scooters in one city (San Diego). This, combined with their service suspension listed in their application (Washington D.C.), calls into question their qualifications to reliably operate a powered scooter share system.</p>	2.0
<p>2. Comprehensive experience operating a Powered Scooter Share Program in San Francisco and/or other similarly dense, urban North American cities. <u>General scoring guidance:</u> Higher scores will be given for applications with verifiable experience reliably operating permitted (if applicable) systems of at least 500 scooters. Applicants with experience in greater numbers of similarly dense, urban North American cities will also receive higher scores. Lower scores will be given for high numbers of citations from local authorities or citations that were not paid on time, services that were suspended, services that were operated without a permit from the applicable agency, and/or if the applicant has been found to have misrepresented their experience based on verification with the reference/point of contact, and/or if the reference/point of contact is not a relevant city/municipal representative. *Note: per the 9/25/19 Policy Directive, citations in San Francisco and/or other cities were not considered in the scoring as originally stated.</p>		✓			<p>SFMTA staff conclude that the applicant's experience operating Powered Scooter Share programs in San Francisco and/or other similarly dense, urban North American cities is basic or typical, but unexceptional, based on the following: -3 powered scooter share programs in similarly dense North American cities (>75k people, >10k people per square mile) listed in application. -1 powered scooter share programs with greater than 500 scooters listed in application. -1 service suspension reported.</p>	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Spin

1. Initial Screening

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Required Submission	Pass
Application Completeness Submitted application is completed in its entirety.	✓
Application Formatting Compliance with page limits and other formatting requirements in Permit Application: Section C (2 pages), Sec. D (5, not including Adaptive Scooter Pilot Plan), Sec. E (4), Sec. F (3), Sec. G (3), Sec. H (6), Sec. J (2).	✓
Permittee Signature Page Applicant's signature accepting all permit terms and conditions.	✓
Responsiveness to Material Terms and Conditions Application demonstrates responsiveness to material permit terms and conditions as specified in Appendix A.	✓
Device Standards & Safety Assurances As per Section A 1 and 2: Proof of UL 2271 and 2272 battery certifications from the manufacturer. Test results from a qualified independent lab demonstrating that each model scooter put into service meets or exceeds California Vehicle Code §21223.	✓
Sample Scooters As per Section B: Two sample scooters received by SFMTA. Scooters comply with Appendix A Device Requirements.	✓
Mandatory Plan Components All required plans are complete per Permit Application specifications. C. Pricing Description (including Low-Income Membership Plan(s)) D. Operations Plan E. Plan for Safe Scooter Riding & Parking F. Recharging, Maintenance, Cleaning, and Sustainability Plan G. Hiring and Labor Plan (including Labor Harmony Plan) H. Community Engagement Plan	✓
Additional Plan Components If independent contractors will be used, application includes all relevant requested information under Section F 1(a), 1(b), and Section G 2, 2(a), and 4.	✓
Data Protocols, Privacy, & Accountability Verification of data-sharing protocols as per Section I. Privacy policies, user agreements, terms of service, etc. as listed under Section K.	✓
Images & Descriptions Images & descriptions of scooter devices and mobile application as per Sections L and M.	✓
Proof of Insurance Certificate of insurance and endorsement of additional insured, or statement of intent to obtain this insurance in advance of being issued a permit, received by application submission deadline as per Section N.	✓

2. Evaluation Process - Application Review & Scoring

Permit Applications will be scored according to the Evaluation Scoresheet to determine which applicants qualify for a permit. Scored evaluation criteria primarily reflect questions from the Permit Application. Applicants can 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.

Criteria will be scored using the following rubric. Applicants must receive an average score of 2 or greater for each section, or will be disqualified from further evaluation.

- "1" ratings will be 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 will be 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 will be 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 will be 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 will then be summed for each section. Each application section will be given the following weight: Section A (5%), C (10%), D (10%), E (20%), F (10%), G (10%), H (15%), J (20%)
Overall application scores will be calculated based on these percentages.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Spin

					✓
A. Device Standards and Safety Assurances (5%)	1 (least robust)	2	3	4 (most robust)	Comments
3. Commitments applicant makes to ensure that devices are safe for operation, and what applicant commits to do if a safety issue with device(s) is discovered			✓		Applicant's response includes a high level of commitment, with internal scooter stress testing, and sufficient response to discovery of a safety issue, including blocking from public rental scooters with safety concerns reported to Spin and complying with applicable requirements for addressing a systemic product failure, significantly exceeding the minimum requirements.
3.0					
C. Pricing Structure (10%)	1 (least robust)	2	3	4 (most robust)	Comments
1. Quality of low-income customer plan, and commitment to expanding affordable access				✓	This proposal substantially exceeds the minimum requirements because it includes an exceptionally high quality low-income customer plan with a completely free option.
2. Quality of other discounted customer plans			✓		This proposal includes solutions demonstrating a higher level of commitment because it includes a high quality student pricing discount (50% off).
3. Plan for achieving the goal of one low-income plan member for every five scooters authorized			✓		This plan demonstrates a higher level of commitment, proposing community engagement in-app, at community benefit orgs events, through existing community events, an advertising budget for billboards, newspaper ads, social media, etc. as well as Neighborhood Ambassadors.
4. Proposed rates, including any membership plans			✓		Applicant's proposed rates are of average cost (unlock fee: \$1, usage rate: 25 cents/min)and include a low-income membership plan and other discounts, significantly exceeding the minimum requirements.
5. Cash payment options		✓			This plan includes the basic or typical, but unexceptional solution of cash payment limited to prepaid debit cards.
6. Plan for offering service to users without a smart phone			✓		Applicant provides detailed plan demonstrating a higher level of ability to solving known challenges and concerns by offering trip unlocking/locking by text for users without a smart phone.
7. Strategy to employ variable rates (or other incentives) based on trip duration to prioritize short term trips, maximize fleet availability, and discourage overconcentration of scooters in the downtown core			✓		Applicant's plan includes detailed approaches demonstrating a higher level of ability to solving known challenges and concerns, significantly exceeding the minimum requirements by proposing incentives to address overconcentration of scooters in downtown core and maximize fleet availability in under-supplied areas (by offering discounts for parking at specific locations and for rides that prevent overconcentration and help meet distribution requirements). Applicant does not address prioritizing short term trips through rates or incentives.
8. Billing and customer service business rules for lost scooters			✓		Applicant provides clear and detailed billing and customer service business rules for lost scooters with dollar fees and the conditions under which they are assessed.
9. Plan for offering incentives for trips starting or ending along key transit lines or at transit hubs, including how applicant plans to advertise any incentives to users		✓			This plan is incomplete as the applicant provides a detailed response about Incentivized Rebalance Points but does not describe a plan for advertising them.
10. Plan for promoting the low-income user plan				✓	This plan substantially exceeds the minimum requirements by advertising low-income plan in user onboarding process (including information on how to verify their eligibility), \$20k advertising budget for first 6 months, and having Neighborhood Ambassadors provide on-the-ground sign up support.
3.0					
D. Operations Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
Rebalancing & Operations Plans					
1. Hours of operation		✓			Applicant's approach includes basic or typical, but unexceptional solutions because scooters available 6am to 10pm rather than a wider range of hours.
2. Storage of scooters during non-operational hours			✓		This proposal significantly exceeds the minimum requirements because during non-operational hours scooters are charged at a warehouse or at partner charging locations, or are waiting to be retrieved; scooters may also be charged overnight at the "up to 50" charging stations that Spin plans to fund and install. [Proposed] warehouse location is not made clear.
8. Staffing and operations plan sufficient for scale of proposed operations			✓		Applicant's proposal includes detailed approaches demonstrating a higher level of ability to solving known challenges and concerns, significantly exceeding the minimum requirements by providing a clear and thoughtful estimation for how the proposed staffing will meet operational needs, and identifying tools to facilitate high service standards. For example, Spin will dedicate up to 160 hourly staff and 6 full-time Operations Managers to oversee the deployment, distribution, parking, maintenance, and charging of Spin's fleet. Associated sections relate both supplemental programs and efforts for outreach and labor/hiring.
9. Plan for proper scooter parking				✓	This plan substantially exceeds minimum requirements because it uses innovative and comprehensive approaches to clearly articulate and incentivize compliance with SFMTA's parking guidelines, such as a clearly defined parking photo review system tied to specific rewards and consequences and the education and testing of scooter deployment staff.
11. Commitments to modifying operations in response to a major transit issue			✓		Applicant significantly exceeds the minimum requirements by providing information about an example partnership with Portland Bureau of Transportation to address a [planned] temporary transit outage. Applicant additionally states that "In the event that unexpected service disruptions occur, the SFMTA may contact Spin's Neighborhood team to redeploy scooters to affected areas and provide discounts to impacted users."
Distribution Strategy					
5. Methods for deploying and redistributing scooters consistent with Distribution Guidelines and Requirements				✓	This proposal includes unique approaches demonstrating the highest level of ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because applicant provides detailed description of the methods for deploying and redistributing scooters. Spin's Operations Specialists will deliver a fleet dedicated to a particular neighborhood to be distributed according to plan by the Operations Specialist and the Neighborhood Ambassador. Spin's Operations Leads will track the fleet in real-time to ensure they are compliant with the Distribution Guidelines and Requirements. Throughout the day, Spin will proactively rebalance scooters and respond to instances when fleet tracking tool notifies Operations Leads that Spin is nearing non-compliance. Applicant will also use gamification to incentivize users to rebalance the fleet, including to high-demand transit stops, areas outside walking distance to frequent transit, areas outside the downtown core, and areas within Key Neighborhoods.
6. Proposed methods for avoiding overcrowding of scooters in high demand area(s)				✓	This proposal demonstrates the highest level of commitment and ability to solving challenges and concerns and substantially exceeds minimum requirements by offering unique approaches not proposed by other applicants, particularly planning for special events, utilizing 50 charging stations on private property, not deploying scooters in excessive amounts on the same block and use of incentives and charging infrastructure.
Equitable Operations					
3. Service to Key Neighborhoods, as defined in the Distribution Guidelines and Requirements				✓	This plan includes innovative approaches demonstrating the highest level of ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because the applicant provides a deployment map with deployment zones, including in Key Neighborhoods, and explains detailed analysis methodology to come up with deployment plan. Applicant proposes serving Key Neighborhoods with a fleet that is 47% above Distribution Guidelines minimum thresholds. Applicant also provides detailed methodology used to determine deployment locations in Key Neighborhoods. Neighborhood Ambassador operational model will dedicate at least one staff member to each Key Neighborhood to oversee a number of operational tasks and engage with the community at local events.
3.4					

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Spin

4. Service to neighborhoods without existing powered scooter share service				✓	This proposal substantially exceeds the minimum requirements because the applicant provides a deployment map with deployment zones and number of scooters to be deployed in each zone, including in neighborhoods that currently lack Powered Scooter Share service. The applicant also commits to hosting "consistent" safety demonstrations and helmet giveaways upon expansion into an Expanded Service Area community that has not previously had scooter share service, and will proactively reach out to local organizations and attend community events to share information, collect feedback, and resolve issues with service. The applicant will utilize Neighborhood Ambassador operational model in Expanded Service Areas.
7. Robustness of proposed Adaptive Scooter Pilot Plan, including proposed fleet size and service area, outreach plan to collaborate with disability rights organizations, and timeline and description of how applicant will strive to expand access to people with disabilities			✓		This proposal significantly exceeds the minimum requirements because it demonstrates previous knowledge/research that will be very beneficial to piloting within three months, including existing relationships and identified device types. The approach to rollout is detailed, and while it does not technically provide "on-demand" rental of adaptive scooters, it provides a roadmap for how the applicant will answer remaining questions with community input.

E. Plan for Safe Scooter Riding & Parking (20%)	1 (least robust)	2	3	4 (most robust)	Comments
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Rider Safety Measures						3.4
1.a. Robustness of education, incentives, training, scooter modifications, notification systems, infrastructure, etc. that you commit to implementing to ensure legal operation of scooters, and safety of users and those around them				✓	This plan substantially exceeds the minimum requirements because it proposes a suite of detailed and innovative approaches to ensure legal operation of scooters, and safety of users and those around them, such as the Good/Bad Scooter game, staffed parking compliance monitoring, illustrated versions of SFMTA's parking guidelines, Neighborhood Ambassadors, and a clearly defined incentive/consequence system.	
1.b. Commitments to conveying information about proper parking to users on the mobile application and/or on the scooters, including detailed educational tools and reminders				✓	This proposal substantially exceeds the minimum requirements because parking rules are displayed on the scooters and rules and reminders are clearly displayed in the app, as supported by Section M.	
1.c. Incentive programs applicant will implement to encourage riders to properly park scooters at bike racks or to the specifications described in the SFMTA's Powered Scooter Parking Requirements and General Guidelines (Appendix 1), including review of photographic records of proper parking, and rewards programs for consistent good parking behavior				✓	This plan substantially exceeds the minimum requirements because it provides positive reinforcement, including ride credits and in-app messages, not only for riders who submit photos of good parking after their trip, but also for riders who elect to play a good parking game to test their knowledge of proper parking.	
1.d. Description of any fines or consequences for users who improperly park their scooters - including punitive measures like warnings or suspension of service - that you commit to issuing for patterns of bad parking behavior				✓	This proposal includes unique approaches to solving known challenges and concerns, substantially exceeding minimum requirements, including a step-process and clearly defined timeline for repeated complaints, as well as requiring the user to play a game to get off suspension.	
1.e. Rider accountability measures you commit to implementing, and how you commit to monitoring compliance with applicable laws and regulations, including any penalties and/or technology innovations that allow monitoring, and what commitments you make to address noncompliant users				✓	This proposal provides innovative and detailed approaches, demonstrating the highest level of commitment, substantially exceeding the minimum requirements by providing a clear process for matching riders to behavior and a clearly defined step process, as well as clearly defined measures for dealing with non-compliance.	
3. Description of commitments to ensure customers have a valid driver's license, and notification process for registered users who do not have licenses			✓		This approach includes detailed approaches demonstrating a higher level of ability to solving known challenges and concerns, significantly exceeding the minimum requirements because licenses are verified with OnFido and need to be reverified every six months.	
4. Describe commitments to ensure that users wear a helmet while riding, including device innovations that make a helmet available as part of each rental			✓		This approach significantly exceeds the minimum requirements because riders can request to ship or pick-up a helmet from the app, receive helmets at events, and receive discounts on foldable, packable helmets.	
7. Describe how you commit to educate users on how to report a collision or other safety incident to you and appropriate authorities, including an option to report these issues at the end of every ride		✓			This approach includes basic or typical, but unexceptional solutions because customers are simply encouraged to report accidents/issues in the app through an educational screen before their first ride and then have an option to report in app during ride and after ride.	
Operator Accountability Measures						
1.f. Description of safety complaint investigation and resolution process				✓	This unique approach substantially exceeds minimum requirements by including protocols for matching rides to complaints with clear steps if a match is made including consequences based on a strike system. If no match is made, warning emails are sent to all potential matches.	
1.g. Additional measures you will phase in if initial approach does not achieve desired compliance	✓				Applicant did not provide a response.	
2. Quality of locking mechanism(s) to be deployed upon program launch that will allow scooters to be secured to fixed objects as specified in Appendix 1				✓	This approach substantially exceeds the minimum requirements because it includes a lock that is fully integrated with the service app.	
5. Description of procedures for noncustomers to notify the company through phone, app, website, or email, if there is an improperly parked scooter, along with operator's response procedures, and commitments to logging complaints in the shared complaints database described in Appendix A #29			✓		This response demonstrates a higher level of commitment to solving known issues, including the incorporation of Braille on scooters, the use of strike system for rides that are matched and consequences including fines and suspension/bans.	
6. Description of procedures for responding to an identified problem of consistent over-concentration of scooters at a specific location, including operational measures like scooter valet, or incentive programs to re-locate such scooters to less crowded areas				✓	This proposal includes robust approaches to addressing known challenges and substantially exceeds minimum standards by including incentives, time goals for staff response, not deploying scooters in excessive numbers on specific blocks and the use of private property for charging infrastructure.	

F. Recharging, Maintenance, Cleaning, and Sustainability Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
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Recharging, Maintenance, & Cleaning						3.1
1.a. Description of how staff and/or independent contractors will know when a scooter needs to be recharged, and any information and training you will provide concerning safe charging practices				✓	This approach substantially exceeds the minimum requirements because Spin provides a detailed description of how staff will know when a scooter needs to be recharged (through an internal app), and detailed description of info and training concerning safe charging practices (minimum 1 hour training on charging and battery safety during onboarding, qui at end of onboarding, and quarterly refreshes).	
1.b. Description of plans to educate and train staff and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance			✓		This plan includes detailed and high-quality approaches demonstrating a higher level of ability to solving known challenges and concerns regarding the education and training of staff and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance, including training during onboarding with learning modules and real-world training, emphasizing yielding to and giving priority to Muni, not parking in red zones or idling, pulling fully up to the curb, and not impeding vehicle travel lanes or bike lanes..	
1.c. Description of commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters		✓			This plan demonstrates a moderate level of ability to solving known challenges and concerns as it lists a few commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters, including grouping scooters for pickup by rebalancing vehicles, use of cargo bikes and electric vehicles in addition to warehouse vehicles that consume fossil fuels.	
3. Description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning			✓		This plan significantly exceeds the minimum requirements because it provides a comprehensive description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning, including scooter checks whenever a scooter is handled by staff and comprehensive checks at least every month.	
4. Describe procedures for customers to notify the company that there is a safety or maintenance issue with a scooter, and procedures for removing that scooter from service until it is inspected			✓		This approach significantly exceeds the minimum requirements because Spin describes multiple ways for customers to notify the company that there is a safety or maintenance issue with a scooter and describes procedures for promptly deactivating that scooter from service.	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Spin

Zero Waste & Producer Responsibility					
5. Description of how applicant will comply with the City's Zero Waste and Producer Responsibility policies, including properly managing hazardous components such as batteries, reducing the need for new scooters through repair, redistributing for reuse, recycling, and otherwise properly disposing of all component parts				✓	This proposal substantially exceeds the minimum requirements because applicant has implemented a modular approach to repair to maximize reusability of scooter components and minimize the carbon costs associated with the shipping of whole scooters (this reduces need to ship entire scooter). When parts are no longer reusable, applicant is committed to proper recycling and disposal of all scooter parts, and is working with San Jose-based consultant to ensure that all parts of our scooters are properly recycled, including both end-of-life and damaged lithium ion batteries. Non-leaking batteries are shipped to a precious metals reclamation facility to recapture and recycle their precious metals. Batteries showing any sign of damage are shipped to a separate facility able to recycle 100% of component materials.
6. Commitments to ensure scooters do not defoul the environment, including commitments to respond to reports that a scooter is in the bay or another body of water				✓	This approach significantly exceeds the minimum requirements because Spin states it is committed to keeping scooters out of San Francisco Bay and all other sensitive environmental areas in the region. Neighborhood Ambassadors assigned to geographic regions near water will include waterfront areas on their rounds in order to check for scooters which may have become submerged, as well as to potentially observe individuals throwing scooters into water bodies and contact the appropriate authorities. Spin commits to removing any Spin scooter identified as submerged or otherwise defouling a sensitive environmental area within 24 hours of a conclusive report, and will contract with a certified diving and salvage firm. In the case of inconclusive reports, Spin commits to investigating the inconclusive report within 24 hours. However, the application does not discuss preventative measures.
Accountability					
1.d. Description of plan to document and report to the SFMTA on new non-revenue vehicle miles traveled (VMT), and number and length of trips generated by collecting, redistributing and charging activities				✓	This approach significantly exceeds the minimum requirements because all vehicles used for fleet management will have onboard telematics devices that track trip mileage and fuel consumption. These records will be actively reviewed and maintained by Spin Operations Managers, who will make this data available to the SFMTA monthly or as otherwise required to the SFMTA. There is no specific mention of reporting the number of trips generated.
1.d.i. Plan to provide the SFMTA with this data by vehicle type and/or average fuel efficiency				✓	This approach substantially exceeds the minimum requirements because VMT reports to the SFMTA will categorize VMT and fuel consumption by EPA vehicle size class as defined in the US Fuel Economy Guide and 40 CFR § 600.315- 08. Non-revenue trips taken on electric or human powered vehicles carrying or picking up scooters will be included and so-identified.
2. Life-cycle analysis (LCA) of scooter model(s) to be deployed, including life expectancy of component parts, or description of plan to provide the SFMTA with an LCA within 6 months of permit issuance		✓			This approach includes basic or typical, but unexceptional solutions because the applicant states that the Life Cycle Analysis for their vehicle and its associated supply chain has been initiated and will be completed by the end of 2019. The applicant provides letter from MIT Materials Research Laboratory confirming contract to conduct LCA. However, no further details are provided on the LCA or on the average lifespan of component parts.

G. Hiring and Labor Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments	
1. Robustness of staffing plan, including hired staff and contractors, for operation and maintenance of your Powered Scooter Share program			✓		This approach significantly exceeds the minimum requirements because it estimates a full set of staffing needs, and details various position responsibilities, along with an organizational structure; however, it does not include any specific individuals in these positions.	3.8
2. Employment standards, whether independent contractors or full-time employees				✓	This approach substantially exceeds the minimum requirements because the applicant ensures that all staff are full-time and part-time unionized W-2 employees of the company (vs. a staffing agency or other arrangement). Spin will follow all applicable federal, state, and San Francisco labor laws applicable to employees. All hourly employees undergo a background check and motor-vehicle report check upon hire. Spin considers qualified applicants with arrest and conviction records, consistent with applicable local, state, and federal law.	
3. Plan complies with best practices regarding equal opportunity, local hiring, and fair wages				✓	This approach substantially exceeds the minimum requirements because it lists all the laws with which it complies, and describes its role as an equal opportunity employer. It also commits to sourcing local hiring through the OEWD's First Source program, partnerships with local hiring organizations, consultation with the applicant's local community advisors, Teamsters Local 665, neighborhood events with recruiting components, and other traditional recruiting methods like online and physical job postings and working through the EDD.	
5. Skills and training procedures for staff and contractors				✓	This approach substantially exceeds the minimum requirements because the applicant provides a detailed training schedule for maintenance, warehouse, and field employees, along with a detailed methodology. Staff receive ongoing weekly specialized trainings and monthly review trainings. Application also provides detailed information on the trainings themselves.	
6. Robustness of labor harmony plan as it relates to consistent distribution, operation and maintenance (including steps taken to avoid potential service disruptions), and information regarding employee work hours, working conditions, and wages				✓	This proposal substantially exceeds the minimum requirements because the applicant has signed a Labor Peace Agreement with Teamsters Local 665 inclusive of a card check clause, neutrality clause, and provision to provide access to employees through work site meetings and name/contact information for hourly operations personnel.	

H. Community Engagement Plan (15%)	1 (least robust)	2	3	4 (most robust)	Comments	
Plan complies with SFMTA's Community Engagement Plan Requirements			✓		This plan significantly exceeds the minimum requirements because it lists staff and responsibilities related to community engagement, along with details around multilingual outreach, and partnerships with numerous CBOs and small businesses for service provision and arts and culture opportunities, with programing and deep neighborhood commitment.	3.1
Communications strategy will be routinely updated upon any service change related to pricing, service area, devices, membership programs, or operations				✓	This approach substantially exceeds the minimum requirements because the applicant provides detailed information on plan to provide timely communication on these topics to users and non-users, including digital methods, and in-person through Neighborhood Ambassadors. The applicant also plans to display a street-level monitor adjacent to the Salesforce Transit Center and Embarcadero and Montgomery Stations to display timely updates to service and programs paired with the work of local community artists.	
A community engagement staffing plan, including key staff with relevant experience, specifically dedicated to community engagement		✓			This approach includes basic or typical, but unexceptional solutions because Spin defines roles for various positions related to their community engagement efforts, but no specific people are identified in these roles.	
A culturally sensitive marketing plan tailored to neighborhoods within the service area			✓		This approach significantly exceeds the minimum requirements because the applicant plans to conduct culturally-sensitive marketing by utilizing staff and partners to host community events, to provide localized focused information through monthly in-language news letters, coordination with local cultural groups and events, community advisory feedback and neighborhood ambassadors with localized expertise of issues and needs.	
Number of partnering organizations				✓	This approach substantially exceeds the minimum requirements because Spin partnered with LightHouse for the Blind and Visually Impaired to add braille to their scooters. Spin's "partner organizations and advisors include, among others, Livable City, The Arc, LightHouse, Tyra Fennell, GM Consulting Group, and Youth Art Exchange." Current local hiring partner organizations are: the Office of Economic and Workforce Development, Mission Hiring Hall, Faces SF, Teamsters Local 665, and Mayor's Opportunities for All Program. Spin lists 5 additional community groups that it partners with to support low-income plan. Spin also lists 5 partners through which it offers/will offer safety courses. Spin also lists 4 partnerships for developing culture and arts opportunities, and 3 small business partners.	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Spin

Geographic distribution of partnering organizations			✓		This plan significantly exceeds the minimum requirements because the applicant partners with organizations across the City and in key Communities of Concern, although representation in the western half of the City is less robust.
Partner-ready programs with established process, dedicated staff, and proper resources:					
<ul style="list-style-type: none"> For local hiring 				✓	This approach substantially exceeds the minimum requirements because the applicant works with local hiring programs including partners like OEWD First Source, Mission Hiring Hall, Faces SF, Teamsters 665, and the Mayor's Opportunities For All Program.
<ul style="list-style-type: none"> To work with community based organizations 			✓		This proposal significantly exceeds the minimum requirements because the applicant works with CBOs, like Imprint City, SF Transit Riders, and Livable City, to support access programs. They also commit to working with community advisors to design effective programs with community centers, and affordable housing developments.
<ul style="list-style-type: none"> To offer scooter safety courses 			✓		This proposal significantly exceeds the minimum requirements because the applicant commits to offering safety classes, complete with a safety course, education materials and free helmets through a number of community based organizations.
<ul style="list-style-type: none"> To offer culture and arts opportunities 			✓		This approach significantly exceeds the minimum requirements because the applicant has invited local artists to participate on their podcast, and to display local art in their office space. They commit to holding a fundraiser for youth arts at the AAACD. They are dedicating volunteers to rehab the Bayview Blooms space, and funding free Youth Arts Exchange printmaking workshops, and sponsoring the Youth Arts Summit at the CCA.
<ul style="list-style-type: none"> For local small business promotional opportunities 		✓			This approach includes basic or typical, but unexceptional solutions because the applicant has a handful of local business partnerships, to advise deployment plans and co-promotional campaigns
J. Experience and Qualifications (20%)	1 (least robust)	2	3	4 (most robust)	Comments
1. Qualifications to operate a Powered Scooter Share Program		✓			SFMTA staff conclude that these qualifications to operate a Powered Scooter Share program are basic or typical, but unexceptional, based on the following. Spin operates Powered Scooter Share programs in 52 cities and on 17 campuses in the United States. However, Spin does not provide additional noteworthy qualifications in Section J #1. Spin does provide details on a number of these 52 cities in Section J #2, however in only one city (Los Angeles/Long Beach) has it had an average daily deployment of greater than 500 scooters, and this appears to be a combined total deployment for two separate, geographically disparate jurisdictions (Los Angeles and Long Beach).
2. Comprehensive experience operating a Powered Scooter Share Program in San Francisco and/or other similarly dense, urban North American cities. <i>General scoring guidance: Higher scores will be given for applications with verifiable experience reliably operating permitted (if applicable) systems of at least 500 scooters. Applicants with experience in greater numbers of similarly dense, urban North American cities will also receive higher scores. Lower scores will be given for high numbers of citations from local authorities or citations that were not paid on time, services that were suspended, services that were operated without a permit from the applicable agency, and/or if the applicant has been found to have misrepresented their experience based on verification with the reference/point of contact, and/or if the reference/point of contact is not a relevant city/municipal representative. *Note: per the 9/25/19 Policy Directive, citations in San Francisco and/or other cities were not considered in the scoring as originally stated.</i>			✓		SFMTA staff conclude that the applicant's experience operating Powered Scooter Share programs in San Francisco and/or other similarly dense, urban North American cities is basic or typical, but unexceptional, based on the following: -4 powered scooter share programs in similarly dense North American cities (>75k people, >10k people per square mile) listed in application. -1 powered scooter share program with greater than 500 scooters listed in application. -1 permit fee not paid on time. -No service suspensions reported.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - VeoRide

1. Initial Screening

Staff will review each application for initial determinations on responsiveness and acceptability in an Initial Screening process. Applications are not scored during the Initial Screening process. Initial Screening is simply a pass/fail determination as to whether an application meets all threshold requirements. Elements subject to review during Initial Screening include, without limitation: application completeness, compliance with format requirements, and responsiveness to the material terms and conditions of the Permit Requirements. SFMTA staff reserve the right to request clarification from applicants prior to rejecting an application for failure to meet the Initial Screening requirements. Clarifications are limited exchanges between the SFMTA and an applicant for the purpose of clarifying certain aspects of the application, and will not provide an applicant the opportunity to revise or modify its application. Applications that pass the Initial Screening process will proceed to the evaluation process described below.

Required Submission	Pass
Application Completeness Submitted application is completed in its entirety.	✓
Application Formatting Compliance with page limits and other formatting requirements in Permit Application: Section C (2 pages), Sec. D (5, not including Adaptive Scooter Pilot Plan), Sec. E (4), Sec. F (3), Sec. G (3), Sec. H (6), Sec. J (2).	✓
Permittee Signature Page Applicant's signature accepting all permit terms and conditions.	✓
Responsiveness to Material Terms and Conditions Application demonstrates responsiveness to material permit terms and conditions as specified in Appendix A.	✓
Device Standards & Safety Assurances As per Section A 1 and 2: Proof of UL 2271 and 2272 battery certifications from the manufacturer. Test results from a qualified independent lab demonstrating that each model scooter put into service meets or exceeds California Vehicle Code §21223.	✓
Sample Scooters As per Section B: Two sample scooters received by SFMTA. Scooters comply with Appendix A Device Requirements.	✓
Mandatory Plan Components All required plans are complete per Permit Application specifications. C. Pricing Description (including Low-Income Membership Plan(s)) D. Operations Plan E. Plan for Safe Scooter Riding & Parking F. Recharging, Maintenance, Cleaning, and Sustainability Plan G. Hiring and Labor Plan (including Labor Harmony Plan) H. Community Engagement Plan	✓
Additional Plan Components If independent contractors will be used, application includes all relevant requested information under Section F 1(a), 1(b), and Section G 2, 2(a), and 4.	✓
Data Protocols, Privacy, & Accountability Verification of data-sharing protocols as per Section I. Privacy policies, user agreements, terms of service, etc. as listed under Section K.	✓
Images & Descriptions Images & descriptions of scooter devices and mobile application as per Sections L and M.	✓
Proof of Insurance Certificate of insurance and endorsement of additional insured, or statement of intent to obtain this insurance in advance of being issued a permit, received by application submission deadline as per Section N.	✓

2. Evaluation Process - Application Review & Scoring

Permit Applications will be scored according to the Evaluation Scoresheet to determine which applicants qualify for a permit. Scored evaluation criteria primarily reflect questions from the Permit Application. Applicants can 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.

Criteria will be scored using the following rubric. Applicants must receive an average score of 2 or greater for each section, or will be disqualified from further evaluation.

- "1" ratings will be 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 will be 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 will be 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 will be 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 will then be summed for each section. Each application section will be given the following weight: Section A (5%), C (10%), D (10%), E (20%), F (10%), G (10%), H (15%), J (20%)
Overall application scores will be calculated based on these percentages.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - VeoRide

					✓
A. Device Standards and Safety Assurances (5%)	1 (least robust)	2	3	4 (most robust)	Comments
3. Commitments applicant makes to ensure that devices are safe for operation, and what applicant commits to do if a safety issue with device(s) is discovered			✓		Applicant's response includes a high level of commitment and sufficient response to discovery of a safety issue, with remote disabling of scooters reported unsafe or in need of repair, significantly exceeding the minimum requirements.
3.0					
C. Pricing Structure (10%)	1 (least robust)	2	3	4 (most robust)	Comments
1. Quality of low-income customer plan, and commitment to expanding affordable access		✓			This proposal includes basic or typical, but unexceptional solutions because it has a moderate quality low-income customer plan including per trip discounts but no unlimited trip option.
2. Quality of other discounted customer plans		✓			This proposal includes basic or typical, but unexceptional solutions because it offers other discounts in the form of incentives for some individual rides, but no general discount for users or membership plans.
3. Plan for achieving the goal of one low-income plan member for every five scooters authorized		✓			This plan includes basic or typical, but unexceptional solutions including monitoring the number of low-income users and mapping their location to identify effective promoting efforts for targeted communities
4. Proposed rates, including any membership plans		✓			Applicant's proposed rates are of average cost (unlock fee: \$1, usage rate: 20 cents/min), but applicant provides incomplete information about deposits for non-low income users.
5. Cash payment options		✓			This plan includes the basic or typical, but unexceptional solution of cash payment limited to PayNearMe.
6. Plan for offering service to users without a smart phone			✓		Applicant provides detailed plan demonstrating a higher level of ability to solving known challenges and concerns by offering trip unlocking/locking by text for users without a smart phone.
7. Strategy to employ variable rates (or other incentives) based on trip duration to prioritize short term trips, maximize fleet availability, and discourage overconcentration of scooters in the downtown core				✓	Applicant approach includes variable rates based on trip duration, incentives to maximize fleet availability (discounts for using scooters that have been idle for long periods of times), and penalties for parking in overconcentrated areas (users pay \$1-2 extra to park in overconcentrated areas), substantially exceeding the minimum requirements.
8. Billing and customer service business rules for lost scooters			✓		Applicant provides clear and detailed billing and customer service business rules for lost scooters with dollar fees and the conditions under which they are assessed.
9. Plan for offering incentives for trips starting or ending along key transit lines or at transit hubs, including how applicant plans to advertise any incentives to users			✓		Applicant significantly exceeds the minimum requirements by providing a detailed response about robust incentives, such as a 50% off discount for multiple trips starting or ending at key transit hubs, and plan for advertising them.
10. Plan for promoting the low-income user plan			✓		This approach significantly exceeds the minimum requirements by proposing to advertise the low-income plan using websites, social media, physical media such as hang-tags and flyers, promotional materials at key agencies, stores, libraries, etc. The applicant also commits to working with key community organizations to promote the low-income plan. However, the plan does not include in-app marketing of the low-income plan unlike top proposals.
2.6					
D. Operations Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
Rebalancing & Operations Plans					
1. Hours of operation				✓	Applicant's approach to providing service substantially exceeds the minimum requirements by making scooters available to customers 24/7.
2. Storage of scooters during non-operational hours		✓			This proposal includes basic or typical, but unexceptional solutions because applicant's "local" warehouse will be used for storage for recharging and housing spare parts and extra scooters (no further details on location); applicant claims field-swappable batteries reduces need to hold scooters in storage.
8. Staffing and operations plan sufficient for scale of proposed operations			✓		Applicant's proposal includes detailed approaches demonstrating a higher level of ability to solving known challenges and concerns, significantly exceeding the minimum requirements by providing a detailed breakdown of operations team roles depending on time of day. Additionally, 100% staff are in-house (no independent contractors) for operations.
9. Plan for proper scooter parking		✓			The proposed plan for proper parking includes basic or typical, but unexceptional solutions by committing to geofencing parking zones that generally show riders where and where not to park.
11. Commitments to modifying operations in response to a major transit issue			✓		Applicant's plan significantly exceeds the minimum requirements because in the event of a major transit issue, applicant will deploy ad hoc transit team and will deploy additional scooters from storage and redeploy scooters in low-traffic areas along the affected corridor. Applicant can also bring in additional 100-200 scooters within the hour to respond to "transportation strike or a natural event" to serve transportation needs when roads are not passable for cars but are safe for scooters.
Distribution Strategy					
5. Methods for deploying and redistributing scooters consistent with Distribution Guidelines and Requirements			✓		This plan significantly exceeds the minimum requirements because applicant proposes to rebalance fleet multiple times a day, depending on distribution, and commits to addressing overconcentration of scooters within 2 hours, and will work to support rebalancing needs for special events. Application proposes "lucky ride" rewards scheme to reward users with free ride coupons to address the following: misparked scooters, overconcentration of scooters, scooters idle for more than 48 hours, and/or special events. See also: response to Section D #3.
6. Proposed methods for avoiding overcrowding of scooters in high demand area(s)			✓		These proposals demonstrate a higher level of commitment and ability to solve known challenges and concerns by offering incentives to riders to reinforce positive behaviors and automatic notifications for overconcentration.
Equitable Operations					
3. Service to Key Neighborhoods, as defined in the Distribution Guidelines and Requirements			✓		This plan significantly exceeds the minimum requirements by providing a table of their deployment schedule, by neighborhood, that meets the minimum thresholds defined in the Distribution Guidelines. Applicant proposes phased approach for deployment that is designed to have the appropriate number of e-scooters placed at launch and then strategically ramp up as ridership increases, based on ridership data and collaborative discussions with [SFMTA] staff.
4. Service to neighborhoods without existing powered scooter share service	✓				This proposal does not meet the minimum requirements because the application does not specifically address neighborhoods without existing scootershare service.
7. Robustness of proposed Adaptive Scooter Pilot Plan, including proposed fleet size and service area, outreach plan to collaborate with disability rights organizations, and timeline and description of how applicant will strive to expand access to people with disabilities		✓			The plan proposes a basic or typical, but unexceptional pilot program because the applicant does not say how the proposed program is or will be informed by people with disabilities and lacks detail on how riders would reserve the adaptive vehicles.
2.6					
E. Plan for Safe Scooter Riding & Parking (20%)	1 (least robust)	2	3	4 (most robust)	Comments
Rider Safety Measures					
1.a. Robustness of education, incentives, training, scooter modifications, notification systems, infrastructure, etc. that you commit to implementing to ensure legal operation of scooters, and safety of users and those around them		✓			The applicant proposes basic or typical, but unexceptional, solutions because while riders are required to take photos when they park, the applicant only commits to reviewing parking photos if a vehicle is found/reported to be misparked.
1.b. Commitments to conveying information about proper parking to users on the mobile application and/or on the scooters, including detailed educational tools and reminders			✓		The proposal significantly exceeds minimum requirements because the applicant provided examples of hang tags and in-app content with reminders of the rules.
2.7					

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - VeoRide

1.c. Incentive programs applicant will implement to encourage riders to properly park scooters at bike racks or to the specifications described in the SFMTA's Powered Scooter Parking Requirements and General Guidelines (Appendix 1), including review of photographic records of proper parking, and rewards programs for consistent good parking behavior		✓			This approach provides basic or typical, but unexceptional, solutions because riders could potentially mispark and still receive an incentive, as long as they are not reported. All other incentives promised by the applicant are not related to safe/proper parking.
1.d. Description of any fines or consequences for users who improperly park their scooters - including punitive measures like warnings or suspension of service - that you commit to issuing for patterns of bad parking behavior			✓		This proposal demonstrates a higher level of commitment and ability to solve known challenges by offering a clearly defined step process up to and including removal from the system.
1.e. Rider accountability measures you commit to implementing, and how you commit to monitoring compliance with applicable laws and regulations, including any penalties and/or technology innovations that allow monitoring, and what commitments you make to address noncompliant users			✓		This proposal, coupled with step process, significantly exceeds minimum requirements.
3. Description of commitments to ensure customers have a valid driver's license, and notification process for registered users who do not have licenses	✓				This proposal does not meet the minimum requirements because the applicant states they will accept any government-issued identification.
4. Describe commitments to ensure that users wear a helmet while riding, including device innovations that make a helmet available as part of each rental			✓		This approach significantly exceeds the minimum requirements because the applicant promises to develop software that detects if a helmet is being worn in a photo and commits to providing incentives to riders who wear their helmet.
7. Describe how you commit to educate users on how to report a collision or other safety incident to you and appropriate authorities, including an option to report these issues at the end of every ride	✓				This response does not meet the minimum requirements because it does not provide any specific details to answer the question.
Operator Accountability Measures					
1.f. Description of safety complaint investigation and resolution process			✓		This plan demonstrates a higher level of commitment to solving known issues, significantly exceeding minimum requirements.
1.g. Additional measures you will phase in if initial approach does not achieve desired compliance			✓		This plan includes detailed approaches and demonstrates a higher level of commitment to solving known challenges, which includes utilizing staff to observe rider behavior and provide coaching.
2. Quality of locking mechanism(s) to be deployed upon program launch that will allow scooters to be secured to fixed objects as specified in Appendix 1				✓	This approach substantially exceeds the minimum requirements because it includes a lock that is fully integrated with the service app.
5. Description of procedures for noncustomers to notify the company through phone, app, website, or email, if there is an improperly parked scooter, along with operator's response procedures, and commitments to logging complaints in the shared complaints database described in Appendix A #29			✓		This plan directly addresses the question and substantially exceeds minimum requirements by providing customer access to leadership and including a searchable complaint database.
6. Description of procedures for responding to an identified problem of consistent over-concentration of scooters at a specific location, including operational measures like scooter valet, or incentive programs to re-locate such scooters to less crowded areas				✓	This plan substantially exceeds minimum requirements by proposing temporary or permanent parking restrictions at specific times or places.

F. Recharging, Maintenance, Cleaning, and Sustainability Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
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Recharging, Maintenance, & Cleaning						2.9
1.a. Description of how staff and/or independent contractors will know when a scooter needs to be recharged, and any information and training you will provide concerning safe charging practices				✓	This approach significantly exceeds the minimum requirements because Veoride provides a detailed description of how staff will know when a scooter needs to be recharged (auto-alert system shuts down scooters with low batteries and signals a technician for a swap), and a detailed description of info and training concerning safe charging practices (section G5 describes training manual info on proper charging positions, how many batter packs per station, how to monitor charging indicator, when to harvest fully charged batteries, etc.).	
1.b. Description of plans to educate and train staff and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance	✓				This approach does not meet the minimum requirements because VeoRide's response refers to a section on Training in general and just refers to training on rebalancing as a general topic, with no details about safe and legal parking when retrieving scooters.	
1.c. Description of commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters		✓			This plan demonstrates a moderate level of ability to solving known challenges and concerns as it lists a few commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters, including deploying hybrid and electric vehicles where possible, experimenting with cargo bikes, and using swappable batteries.	
3. Description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning			✓		This plan significantly exceeds the minimum requirements because it provides a comprehensive description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning, including preventative maintenance and cleaning either daily, weekly, or monthly depending on the type of maintenance.	
4. Describe procedures for customers to notify the company that there is a safety or maintenance issue with a scooter, and procedures for removing that scooter from service until it is inspected			✓		This approach significantly exceeds the minimum requirements because VeoRide describes multiple ways for customers to notify the company that there is a safety or maintenance issue with a scooter and describes procedures for promptly deactivating that scooter from service.	

Zero Waste & Producer Responsibility					
5. Description of how applicant will comply with the City's Zero Waste and Producer Responsibility policies, including properly managing hazardous components such as batteries, reducing the need for new scooters through repair, redistributing for reuse, recycling, and otherwise properly disposing of all component parts				✓	This approach substantially exceeds the minimum requirements because the applicant's relationship with the manufacturer allows them to directly influence the manufacturing process. 99% of scooter components are designed to be recyclable, and applicant has established responsible end-of-life policies to ensure maximum reuse, and safe and responsible recycling for those e-scooters that cannot be reused. Applicant also claims it is the only company in the industry to utilize water-based painting technology to minimize environmental impact during the coating and painting process. Applicant works with the battery supplier to recycle every single lithium battery, and will ship the battery pack back to the supplier for recycling.
6. Commitments to ensure scooters do not befool the environment, including commitments to respond to reports that a scooter is in the bay or another body of water	✓				This approach does not meet the minimum requirements because the applicant does not specifically address this question.
Accountability					
1.d. Description of plan to document and report to the SFMTA on new non-revenue vehicle miles traveled (VMT), and number and length of trips generated by collecting, redistributing and charging activities				✓	This approach substantially exceeds the minimum requirements because VeoRide utilizes Wex Fleet Management card to track each operational non-revenue vehicle mileage and fuel usage. Wex Fleet Management card provides VeoRide a dashboard including the number and length of trips generated by operational activities, which can be shared in an exported report format with SFMTA on a monthly basis or quarterly basis.
1.d.i. Plan to provide the SFMTA with this data by vehicle type and/or average fuel efficiency				✓	This approach substantially exceeds the minimum requirements because the applicant is able to track each single vehicle type and fuel level consumed throughout a certain timeline. The applicant is able to utilize the information in F1d to calculate and generate analysis by vehicle type and its average fuel efficiency.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - VeoRide

2. Life-cycle analysis (LCA) of scooter model(s) to be deployed, including life expectancy of component parts, or description of plan to provide the SFMTA with an LCA within 6 months of permit issuance			✓		This approach significantly exceeds the minimum requirements because the applicant is working with a researcher at Purdue University to conduct the Life-Cycle Analysis. Applicant provides a detailed scope of analysis for the LCA, which will include both inventory analysis and impact analysis, and which will be completed within 6 months of permit issuance. Applicant projects the life expectancy of components as follows: i) Deck (2,100 rides or 24 months), ii) Wheels (1,200 rides or 18 months), iii) Motor (1,200 rides or 18 months), iv) Battery (500 recharge cycles). Applicant has adopted sustainable approaches throughout the product lifecycle and adjusts procurement, manufacturing, energy use, shipping/transportation, and on-the-ground practices. However, because the applicant has not yet completed a Life-Cycle Analysis, they did not receive the top score.	
G. Hiring and Labor Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments	
1. Robustness of staffing plan, including hired staff and contractors, for operation and maintenance of your Powered Scooter Share program		✓			This plan includes basic or typical, but unexceptional solutions because it describes various positions and their roles, but no people are identified in these positions; the plan does not include independent contractors for maintenance staff, and claims the benefits of in-house full-time hires, but they do include contractors for field operations, which seems to contradict the claim of all in-house benefits.	2.6
2. Employment standards, whether independent contractors or full-time employees		✓			This plan includes basic or typical, but unexceptional solutions because field technicians are independent contractors. Applicant contracts with JustWorks to provide payroll, benefits, HR and compliance support. Staffing plan provided, but no indication whether or not staff are full employees of the company vs. staffing agency employees.	
3. Plan complies with best practices regarding equal opportunity, local hiring, and fair wages			✓		This plan significantly exceeds the minimum requirements because it describes how the applicant conducts itself as an Equal Opportunity Employer, including the details around tools it uses to share mandatory labor law postings and hourly wages; however, it does not mention local hire programs.	
5. Skills and training procedures for staff and contractors				✓	This plan substantially exceeds the minimum requirements because it provides a detailed training regimen and methodology. The application also includes information on ongoing training.	
6. Robustness of labor harmony plan as it relates to consistent distribution, operation and maintenance (including steps taken to avoid potential service disruptions), and information regarding employee work hours, working conditions, and wages		✓			This plan includes basic or typical, but unexceptional solutions because the labor harmony component does not acknowledge national labor laws, and it does not identify steps to avoid potential service disruption beyond some staffing redundancy.	
H. Community Engagement Plan (15%)	1 (least robust)	2	3	4 (most robust)	Comments	
Plan complies with SFMTA's Community Engagement Plan Requirements		✓			This plan includes basic or typical, but unexceptional solutions because it describes some programs, like events, community rides, and a targeted effort for certain "Equity" neighborhoods, but it only commits a timeline for contacting various stakeholder groups.	1.9
Communications strategy will be routinely updated upon any service change related to pricing, service area, devices, membership programs, or operations			✓		This approach significantly exceeds the minimum requirements because VeoRide proactively utilizes many media and channels to communicate with riders on system updates (service area, pricing, special promotions etc.), parking and safety information. However, no information is provided regarding updates to non-users.	
A community engagement staffing plan, including key staff with relevant experience, specifically dedicated to community engagement		✓			This plan includes basic or typical, but unexceptional solutions because community engagement staff are identified as a single Community Engagement Manager, and characteristics of the person are described, but no one is named.	
A culturally sensitive marketing plan tailored to neighborhoods within the service area	✓				This plan does not meet the minimum requirements because it discusses multilingual communication, but cultural sensitivity isn't mentioned.	
Number of partnering organizations	✓				This approach does not meet the minimum requirements because VeoRide lists more than 30 partner organizations they "will work with," but does not provide any additional information on the nature of their partnerships or proof that they are in the process of partnering with these organizations and/or have reached out to them.	
Geographic distribution of partnering organizations	✓				This approach does not meet the minimum requirements because VeoRide lists more than 30 partner organizations they "will work with," but does not provide any additional information on the nature of their partnerships or proof that they are in the process of partnering with these organizations and/or have reached out to them.	
Partner-ready programs with established process, dedicated staff, and proper resources:						
<ul style="list-style-type: none"> For local hiring 		✓			This plan includes basic or typical, but unexceptional solutions because it commits to hiring 95% from local communities, but it does not describe any plans or programs to achieve this target.	
<ul style="list-style-type: none"> To work with community based organizations 		✓			This plan includes basic or typical, but unexceptional solutions because it describes collaborating with CBOs, but the only commitment is to reach out to various groups for input as a Sounding Board effort.	
<ul style="list-style-type: none"> To offer scooter safety courses 			✓		This approach significantly exceeds the minimum requirements because it commits to hosting community group rides and in-person classes once a month to introduce people to e-scooters and teach fleet safety.	
<ul style="list-style-type: none"> To offer culture and arts opportunities 	✓				This plan does not meet the minimum requirements because it does not describe arts and cultural promotion opportunities.	
<ul style="list-style-type: none"> For local small business promotional opportunities 			✓		This approach significantly exceeds the minimum requirements because it describes local business collaboration and offers to partner with local merchants to bring customers to stores, and offer discounts for partnering stores, along with other cross-promotional initiatives	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - VeoRide

J. Experience and Qualifications (20%)	1 (least robust)	2	3	4 (most robust)	Comments	
1. Qualifications to operate a Powered Scooter Share Program		✓			SFMTA staff conclude that these qualifications to operate a Powered Scooter Share program are basic or typical, but unexceptional, based on the following. VeoRide has bikeshare and/or Powered Scooter Share systems in 40 communities, generally college campuses and small- to medium-size American cities. Few of these systems are in dense, urban cities similar to San Francisco.	1.5
2. Comprehensive experience operating a Powered Scooter Share Program in San Francisco and/or other similarly dense, urban North American cities. <i>General scoring guidance: Higher scores will be given for applications with verifiable experience reliably operating permitted (if applicable) systems of at least 500 scooters. Applicants with experience in greater numbers of similarly dense, urban North American cities will also receive higher scores. Lower scores will be given for high numbers of citations from local authorities or citations that were not paid on time, services that were suspended, services that were operated without a permit from the applicable agency, and/or if the applicant has been found to have misrepresented their experience based on verification with the reference/point of contact, and/or if the reference/point of contact is not a relevant city/municipal representative.</i> <i>*Note: per the 9/25/19 Policy Directive, citations in San Francisco and/or other cities were not considered in the scoring as originally stated.</i>	✓				SFMTA staff do not believe VeoRide’s experience operating Powered Scooter Share programs in San Francisco and/or other similarly dense, urban North American meets the minimum qualifications to successfully operate a Powered Scooter Share program in San Francisco compared with the more qualified applicants based on the following: -1 powered scooter share programs in similarly dense North American cities (>75k people, >10k people per square mile) listed in application. -1 powered scooter share programs with greater than 500 scooters listed in application. -No service suspensions reported.	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Wheels

1. Initial Screening

Staff will review each application for initial determinations on responsiveness and acceptability in an Initial Screening process. Applications are not scored during the Initial Screening process. Initial Screening is simply a pass/fail determination as to whether an application meets all threshold requirements. Elements subject to review during Initial Screening include, without limitation: application completeness, compliance with format requirements, and responsiveness to the material terms and conditions of the Permit Requirements. SFMTA staff reserve the right to request clarification from applicants prior to rejecting an application for failure to meet the Initial Screening requirements. Clarifications are limited exchanges between the SFMTA and an applicant for the purpose of clarifying certain aspects of the application, and will not provide an applicant the opportunity to revise or modify its application. Applications that pass the Initial Screening process will proceed to the evaluation process described below.

Required Submission	Pass
Application Completeness Submitted application is completed in its entirety.	✓
Application Formatting Compliance with page limits and other formatting requirements in Permit Application: Section C (2 pages), Sec. D (5, not including Adaptive Scooter Pilot Plan), Sec. E (4), Sec. F (3), Sec. G (3), Sec. H (6), Sec. J (2).	✓
Permittee Signature Page Applicant's signature accepting all permit terms and conditions.	✓
Responsiveness to Material Terms and Conditions Application demonstrates responsiveness to material permit terms and conditions as specified in Appendix A.	✓
Device Standards & Safety Assurances As per Section A 1 and 2: Proof of UL 2271 and 2272 battery certifications from the manufacturer. Test results from a qualified independent lab demonstrating that each model scooter put into service meets or exceeds California Vehicle Code §21223.	✓
Sample Scooters As per Section B: Two sample scooters received by SFMTA. Scooters comply with Appendix A Device Requirements.	✓
Mandatory Plan Components All required plans are complete per Permit Application specifications. C. Pricing Description (including Low-Income Membership Plan(s)) D. Operations Plan E. Plan for Safe Scooter Riding & Parking F. Recharging, Maintenance, Cleaning, and Sustainability Plan G. Hiring and Labor Plan (including Labor Harmony Plan) H. Community Engagement Plan	✓
Additional Plan Components If independent contractors will be used, application includes all relevant requested information under Section F 1(a), 1(b), and Section G 2, 2(a), and 4.	✓
Data Protocols, Privacy, & Accountability Verification of data-sharing protocols as per Section I. Privacy policies, user agreements, terms of service, etc. as listed under Section K.	✓
Images & Descriptions Images & descriptions of scooter devices and mobile application as per Sections L and M.	✓
Proof of Insurance Certificate of insurance and endorsement of additional insured, or statement of intent to obtain this insurance in advance of being issued a permit, received by application submission deadline as per Section N.	✓

2. Evaluation Process - Application Review & Scoring

Permit Applications will be scored according to the Evaluation Scoresheet to determine which applicants qualify for a permit. Scored evaluation criteria primarily reflect questions from the Permit Application. Applicants can 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.

Criteria will be scored using the following rubric. Applicants must receive an average score of 2 or greater for each section, or will be disqualified from further evaluation.

- "1" ratings will be 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 will be 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 will be 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 will be 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 will then be summed for each section. Each application section will be given the following weight: Section A (5%), C (10%), D (10%), E (20%), F (10%), G (10%), H (15%), J (20%)
Overall application scores will be calculated based on these percentages.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Wheels

					✓
A. Device Standards and Safety Assurances (5%)	1 (least robust)	2	3	4 (most robust)	Comments
3. Commitments applicant makes to ensure that devices are safe for operation, and what applicant commits to do if a safety issue with device(s) is discovered			✓		Applicant's response includes a high level of commitment, such as routine field quality checks during battery swaps, and sufficient response to discovery of a safety issue, including remotely disabling devices reported as not safe, significantly exceeding the minimum requirements.
3.0					
C. Pricing Structure (10%)	1 (least robust)	2	3	4 (most robust)	Comments
1. Quality of low-income customer plan, and commitment to expanding affordable access		✓			This proposal includes basic or typical, but unexceptional solutions because it has a moderate quality low-income customer plan including per trip discounts but no unlimited trip option.
2. Quality of other discounted customer plans			✓		This proposal includes solutions demonstrating a higher level of commitment, because it includes a high quality discounted prepaid credit program
3. Plan for achieving the goal of one low-income plan member for every five scooters authorized		✓			This plan includes basic or typical, but unexceptional solutions including working with local stakeholders to promote low-income plan and promoting the plan within app
4. Proposed rates, including any membership plans			✓		Applicant's proposed rates are of average cost (unlock fee: \$1, usage rate: 25 cents/min) and include low-income discounts and a prepaid credit program, significantly exceeding the minimum requirements.
5. Cash payment options		✓			This plan includes the basic or typical, but unexceptional solution of allowing users to send a check or money order to a corporate address.
6. Plan for offering service to users without a smart phone		✓			Applicant hasn't fully thought out plan for offering service to users without a smart phone. Applicant requires users to unlock/lock by text and include a QR code to unlock device, which is difficult to do without a smartphone. Confirm device doesn't have a numerical code on QR code
7. Strategy to employ variable rates (or other incentives) based on trip duration to prioritize short term trips, maximize fleet availability, and discourage overconcentration of scooters in the downtown core		✓			Applicant's approach includes basic or typical, but unexceptional solutions, demonstrating a moderate level of ability to solving known challenges and concerns by proposing variable rates based on trip duration. Applicant does not mention how they will discourage overconcentration of scooters or maximize fleet availability through rates or incentives.
8. Billing and customer service business rules for lost scooters	✓				Applicant answer lacks detail and does not meet the minimum requirements as the User agreement says if device is deemed lost or stolen, "Wheels shall have the authority to take any and all actions it deems appropriate . . ." but no amount that will be billed is mentioned.
9. Plan for offering incentives for trips starting or ending along key transit lines or at transit hubs, including how applicant plans to advertise any incentives to users			✓		Applicant significantly exceeds the minimum requirements by providing a detailed response about robust incentives, such as waiving the unlock fee, and plan for advertising them.
10. Plan for promoting the low-income user plan				✓	This plan substantially exceeds the minimum requirements by having staff work with local stakeholders to promote low-income plan, promoting the plan in-app, and making program information discoverable in the in-app menu as well as publishing an in-app banner to every rider in the service area.
2.4					
D. Operations Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
Rebalancing & Operations Plans					
1. Hours of operation				✓	Applicant's approach to providing service substantially exceeds the minimum requirements by making scooters available to customers 24/7.
2. Storage of scooters during non-operational hours	✓				This approach does not meet the minimum requirements because no details are provided.
8. Staffing and operations plan sufficient for scale of proposed operations			✓		Applicant provides detail on field operations shifts, roles, and responsibilities, and detailed staffing plan, significantly exceeding the minimum requirements
9. Plan for proper scooter parking	✓				This approach does not meet the minimum requirements because the applicant did not provide any details in its response to the question.
11. Commitments to modifying operations in response to a major transit issue		✓			Applicant's approach includes basic or typical, but unexceptional solutions by leveraging field staff to reposition devices as needed in the event of a major transit issue such as a metro line outage. No further details are provided.
Distribution Strategy					
5. Methods for deploying and redistributing scooters consistent with Distribution Guidelines and Requirements			✓		This plan significantly exceeds the minimum requirements because applicant's device placement and rebalancing system is operated around-the-clock by Transporters (a network of contractors), who are equipped with Transporter app which displays each geofenced parking location or "Hub" available for device rebalancing. Applicant proposes creating these Hubs based upon bike rack installations, furnishing zones identified by the SFMTA, and other acceptable locations that have been identified by local stakeholders through community engagement efforts. The Transporter app features specific instructions on how many devices are permitted to be parked in each Hub, GPS navigation to each location, real time data to prevent overflow at Hubs that are no longer available, and education on how to properly park the devices according to City rules and guidelines. The app also requires that Transporters submit reviewable photos each time a device is parked to ensure devices are not left in prohibited areas.
6. Proposed methods for avoiding overcrowding of scooters in high demand area(s)				✓	This proposal includes unique approaches and demonstrates the highest level of commitment by contemplating non-operational zones that prevent trip start and end - a unique solution not offered by other applicants.
Equitable Operations					
3. Service to Key Neighborhoods, as defined in the Distribution Guidelines and Requirements			✓		This plan significantly exceeds the minimum requirements by proposing a phased approach (4 months) to reach maximum fleet size of 2,300. The applicant will deploy to downtown core and Key Neighborhoods initially, and states that deployment will meet minimum thresholds in Key Neighborhoods.
4. Service to neighborhoods without existing powered scooter share service		✓			This approach includes basic or typical, but unexceptional solutions because the applicant will deploy to downtown core initially, but not to other core areas (outside of Key Neighborhoods).
7. Robustness of proposed Adaptive Scooter Pilot Plan, including proposed fleet size and service area, outreach plan to collaborate with disability rights organizations, and timeline and description of how applicant will strive to expand access to people with disabilities				✓	This proposal substantially exceeds the minimum requirements because the applicant's standard model (100% of the fleet) is adaptive and the applicant has identified partners in the disability community to provide input on future iterations.
2.7					
E. Plan for Safe Scooter Riding & Parking (20%)	1 (least robust)	2	3	4 (most robust)	Comments
Rider Safety Measures					
1.a. Robustness of education, incentives, training, scooter modifications, notification systems, infrastructure, etc. that you commit to implementing to ensure legal operation of scooters, and safety of users and those around them		✓			This approach provides basic or typical, but unexceptional answers because it lacks details on in-person outreach/education the applicant would conduct.
1.b. Commitments to conveying information about proper parking to users on the mobile application and/or on the scooters, including detailed educational tools and reminders			✓		This approach significantly exceeds minimum requirements because, in addition to a general commitment to educating riders, the applicant provided screenshots of on-vehicle and in-app information.
1.c. Incentive programs applicant will implement to encourage riders to properly park scooters at bike racks or to the specifications described in the SFMTA's Powered Scooter Parking Requirements and General Guidelines (Appendix 1), including review of photographic records of proper parking, and rewards programs for consistent good parking behavior			✓		This approach significantly exceeds minimum requirements because it commits to providing ride credits for riders who park well 90% of the time or more.
2.5					

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Wheels

1.d. Description of any fines or consequences for users who improperly park their scooters - including punitive measures like warnings or suspension of service - that you commit to issuing for patterns of bad parking behavior			✓		This approach significantly exceeds minimum requirements by offering clearly defined consequences for rider behavior up to and including removal from the platform.
1.e. Rider accountability measures you commit to implementing, and how you commit to monitoring compliance with applicable laws and regulations, including any penalties and/or technology innovations that allow monitoring, and what commitments you make to address noncompliant users			✓		This approach significantly exceeds minimum requirements by including incorporating public complaints into the investigation process and by including clearly defined escalating steps to encourage compliance.
3. Description of commitments to ensure customers have a valid driver's license, and notification process for registered users who do not have licenses		✓			This approach provides basic or typical, but unexceptional answers because while it promises an in-app proprietary software that validates driver's license, it does not include information on how effective their software has been elsewhere and how/whether users without valid license are notified.
4. Describe commitments to ensure that users wear a helmet while riding, including device innovations that make a helmet available as part of each rental				✓	This plan includes an innovative approach demonstrating the highest level of ability to solve the known challenge, and substantially exceeds the minimum requirement because the applicant's proposal includes a patent pending scooter model with a helmet attached to the back. The shared helmets will be equipped with removable biodegradable hygienic headliners.
7. Describe how you commit to educate users on how to report a collision or other safety incident to you and appropriate authorities, including an option to report these issues at the end of every ride	✓				This approach does not meet the minimum requirements because the applicant did not provide any details in response to the question.
Operator Accountability Measures					
1.f. Description of safety complaint investigation and resolution process		✓			This response, in conjunction with the Safety Assurances Plan, meets minimum requirements but does not offer unique or innovative approaches.
1.g. Additional measures you will phase in if initial approach does not achieve desired compliance	✓				Does not appear to be answered
2. Quality of locking mechanism(s) to be deployed upon program launch that will allow scooters to be secured to fixed objects as specified in Appendix 1		✓			This approach includes basic or typical, but unexceptional solutions because the employed lock-to device is a simple combination lock.
5. Description of procedures for noncustomers to notify the company through phone, app, website, or email, if there is an improperly parked scooter, along with operator's response procedures, and commitments to logging complaints in the shared complaints database described in Appendix A #29		✓			This approach meets minimum standards but does not offer any unique or innovative approaches
6. Description of procedures for responding to an identified problem of consistent over-concentration of scooters at a specific location, including operational measures like scooter valet, or incentive programs to re-locate such scooters to less crowded areas				✓	This approach specifically addresses the question, substantially exceeding minimum requirements by directly addressing overconcentration at a specific location.

F. Recharging, Maintenance, Cleaning, and Sustainability Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
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Recharging, Maintenance, & Cleaning						1.9
1.a. Description of how staff and/or independent contractors will know when a scooter needs to be recharged, and any information and training you will provide concerning safe charging practices		✓			This approach includes basic but unexceptional solutions because Wheels provides a detailed description of how staff and contractors will know when a scooter needs to be recharged (app shows real time fleet info including battery levels) but no details about safe charging practices.	
1.b. Description of plans to educate and train staff and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance	✓				This approach does not meet the minimum requirements because Wheels says contractors will ride devices to Hubs, but does not address how devices with depleted batteries will be brought to Hubs, or training for parking of vehicles swapping batteries at Hubs or any other location.	
1.c. Description of commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters		✓			This plan demonstrates a moderate level of ability to solving known challenges and concerns as it lists a few commitments to minimize potential negative impacts associated with practices related to collecting, redistributing, and recharging scooters, including the use of Hubs to reduce VMT, and swappable batteries.	
3. Description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning		✓			This approach demonstrates a moderate level of ability to solving known challenges and concerns as it provides few specifics for description of maintenance, cleaning, and repair of scooters, safety check protocols, beyond routine maintenance and quality checks every two months, and minimum standards for repair and cleaning, especially lacking details on regular cleaning.	
4. Describe procedures for customers to notify the company that there is a safety or maintenance issue with a scooter, and procedures for removing that scooter from service until it is inspected	✓				This approach does not meet the minimum requirements because Wheels describes multiple ways for customers to notify the company that there is a safety or maintenance issue with a scooter, but the only detail provided about what happens after notification is that the ". . . customer service center responds to inbound reports within 24 hours".	

Zero Waste & Producer Responsibility					
5. Description of how applicant will comply with the City's Zero Waste and Producer Responsibility policies, including properly managing hazardous components such as batteries, reducing the need for new scooters through repair, redistributing for reuse, recycling, and otherwise properly disposing of all component parts				✓	This approach substantially exceeds the minimum requirements because the applicant states that through a modular design, their devices have swappable parts and batteries that gives our devices a product life-cycle up to ten-times longer than other dockless vehicles on the market, and ensures that the fleet is maintained without excessive consumption or waste. The applicant's scooter also meets several environmental/safety standards regarding its batteries and electronic equipment. Once devices are beyond repaired, applicant has partnered with a third party to strip devices for parts and responsibly dispose of any materials that can't be utilized, and partners with local recycling centers for any scrap parts realized through the maintenance operation. Batteries have a lifespan of more than 900 charge cycles and when a battery eventually reaches end of life in roughly 2- 3 years, work with federal and state approved lithium ion battery recyclers.
6. Commitments to ensure scooters do not defoul the environment, including commitments to respond to reports that a scooter is in the bay or another body of water		✓			This approach includes basic or typical, but unexceptional solutions because Wheels commits to respond to reports of scooters found in the bay or another body of water within 4 hours and will use best effort to retrieve these devices, or notify the appropriate authorities in the event the device cannot be achieved by reasonable methods. However, no further details are provided.

Accountability					
1.d. Description of plan to document and report to the SFMTA on new non-revenue vehicle miles traveled (VMT), and number and length of trips generated by collecting, redistributing and charging activities		✓			This approach includes basic or typical, but unexceptional solutions because Field Operations are performed with the use of the Field Operations app which can track the miles traveled of each Field Operations Specialist through the use of GPS. Wheels also collects vehicle mileage through refueling system. This data point can be stored by Wheels and provided to the City as needed. No mention of tracking the number of trips, or tracking contractor ("Transporter") VMT.
1.d.i. Plan to provide the SFMTA with this data by vehicle type and/or average fuel efficiency	✓				This approach does not meet the minimum requirements because no specific response is provided for this question.
2. Life-cycle analysis (LCA) of scooter model(s) to be deployed, including life expectancy of component parts, or description of plan to provide the SFMTA with an LCA within 6 months of permit issuance		✓			This approach includes basic or typical, but unexceptional solutions because Wheels is currently engaging a third party to complete a Life Cycle Analysis of devices and system, which will be provided to the SFMTA within the first six months of permit issuance. Per internal data collected during the first year of operations, devices have a useful life of 12 months. No details are provided on the LCA or expected lifespan of component parts.

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Wheels

G. Hiring and Labor Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments	
1. Robustness of staffing plan, including hired staff and contractors, for operation and maintenance of your Powered Scooter Share program		✓			This plan includes basic or typical, but unexceptional solutions because it describes positions, and provides an estimated number of staff, but no specific people are named.	2.2
2. Employment standards, whether independent contractors or full-time employees		✓			This approach includes basic or typical, but unexceptional solutions because the applicant's hourly staff are paid through third party payroll provider(s), and relies on a record of promoting hourly workers to Supervisor positions, and career growth opportunities, while transporters are independent contractors.	
3. Plan complies with best practices regarding equal opportunity, local hiring, and fair wages		✓			This approach includes basic or typical, but unexceptional solutions because the applicant simply identifies itself as an equal opportunity employer and offers to establish hiring fairs for potential worker, without describing any specific programs or plans related to equal opportunity, local hiring, or fair wages.	
5. Skills and training procedures for staff and contractors			✓		This approach significantly exceeds the minimum requirements because all employees are provided with onboarding training, trained on properly using the Warehouse and/or Field Operations app, and continued training in dockless mobility operations and device repair. Application provides details on the different types of training. Applicant claims to have track record of promoting hourly workers to Supervisor positions, and provides career growth opportunities into salaried and management positions.	
6. Robustness of labor harmony plan as it relates to consistent distribution, operation and maintenance (including steps taken to avoid potential service disruptions), and information regarding employee work hours, working conditions, and wages		✓			This approach includes basic or typical, but unexceptional solutions because the applicant simply pledges to comply with national labor law, without providing any steps to avoid potential service disruption, other than maintaining a positive relationship with its workforce.	
H. Community Engagement Plan (15%)	1 (least robust)	2	3	4 (most robust)	Comments	
Plan complies with SFMTA's Community Engagement Plan Requirements	✓				This approach does not meet the minimum requirements because it discusses engaging with the community with no specific strategies, plans or programs.	1.2
Communications strategy will be routinely updated upon any service change related to pricing, service area, devices, membership programs, or operations		✓			This approach includes basic or typical, but unexceptional solutions because the applicant commits to communicate up-to-date information relating to service changes to pricing, service area, devices, membership programs, or operations and will provide updates via a community-based stakeholder forum, held each month (members appointed by each Supervisor). However, no other communication channels are provided for this particular item.	
A community engagement staffing plan, including key staff with relevant experience, specifically dedicated to community engagement	✓				This approach does not meet the minimum requirements because while it identifies three positions and community ambassadors, it does not identify any people, nor does it describe their roles.	
A culturally sensitive marketing plan tailored to neighborhoods within the service area	✓				This approach does not meet the minimum requirements because it makes no mention of cultural sensitivity within marketing besides multilingual outreach.	
Number of partnering organizations		✓			This approach includes basic or typical, but unexceptional solutions because Wheels is committed to outreach and solicitation of partnership opportunities with a number of organizations, and has "formed a relationship with United Playaz and intend to create a program for young adults to become repair technicians." However, Wheels does not provide any further information about the partnerships, and does not provide proof of any existing partnerships.	
Geographic distribution of partnering organizations	✓				This approach does not meet the minimum requirements because the applicant has "formed a relationship with United Playaz," but does not currently have any other partnering organizations.	
Partner-ready programs with established process, dedicated staff, and proper resources:						
<ul style="list-style-type: none"> For local hiring 	✓				This plan does not meet the minimum requirements because it mentions local hiring, but does not commit to any plans, programs or relationships.	
<ul style="list-style-type: none"> To work with community based organizations 	✓				This plan does not meet the minimum requirements because it commits to contacting CBOs, and establishing programs, but no details around partner-ready programs are provided.	
<ul style="list-style-type: none"> To offer scooter safety courses 	✓				This plan does not meet the minimum requirements because it mentions safety courses and helmet giveaways, but no details are provided.	
<ul style="list-style-type: none"> To offer culture and arts opportunities 	✓				This plan does not meet the minimum requirements because it mentions vehicle wraps, but no program details are provided.	
<ul style="list-style-type: none"> For local small business promotional opportunities 	✓				This plan does not meet the minimum requirements because it makes no mention of small business partnership.	

SFMTA Powered Scooter Share Application Evaluation Scoresheet (Revised) - Wheels

J. Experience and Qualifications (20%)	1 (least robust)	2	3	4 (most robust)	Comments	
<p>1. Qualifications to operate a Powered Scooter Share Program</p>		✓			<p>SFMTA staff conclude that Wheels does not meet the minimum qualifications to successfully operate a Powered Scooter Share program in San Francisco compared with the more qualified applicants based on the following. Wheels operates in five markets (four cities and one university, per information provided in Section J), and Wheels users have taken more than one million rides.</p>	2.0
<p>2. Comprehensive experience operating a Powered Scooter Share Program in San Francisco and/or other similarly dense, urban North American cities. <i>General scoring guidance: Higher scores will be given for applications with verifiable experience reliably operating permitted (if applicable) systems of at least 500 scooters. Applicants with experience in greater numbers of similarly dense, urban North American cities will also receive higher scores. Lower scores will be given for high numbers of citations from local authorities or citations that were not paid on time, services that were suspended, services that were operated without a permit from the applicable agency, and/or if the applicant has been found to have misrepresented their experience based on verification with the reference/point of contact, and/or if the reference/point of contact is not a relevant city/municipal representative.</i> <i>*Note: per the 9/25/19 Policy Directive, citations in San Francisco and/or other cities were not considered in the scoring as originally stated.</i></p>		✓			<p>SFMTA staff conclude that the applicant's experience operating Powered Scooter Share programs in San Francisco and/or other similarly dense, urban North American cities is basic or typical, but unexceptional, based on the following: -1 powered scooter share programs in similarly dense North American cities (>75k people, >10k people per square mile) listed in application. -3 powered scooter share programs with greater than 500 scooters listed in application. -No service suspensions reported.</p>	