



2021 Powered Scooter Share Permit Program Community Engagement Guidelines and Requirements

OVERVIEW

This document provides guidance for the Community Engagement Plan to be submitted as part of the Permit Application to the SFMTA Powered Scooter Share Permit Program. These guidelines and requirements instruct applicants on how to meet public accountability requirements, conduct community outreach, and develop programs for engagement and partnership. Permittees shall be responsible for implementing their Community Engagement Plans as part of the application process and the duration of the permit.

PURPOSE

The SFMTA is committed to inclusive public outreach to ensure that the public is informed and involved in agency decisions that affect their communities. Objective 3.1 of the SFMTA's Strategic Plan describes this commitment to equity and engagement:

Objective 3.1: Use agency programs and policies to advance San Francisco's commitment to equity.

The SFMTA is committed to operating an equitable transportation system that contributes to the fair treatment, access, opportunity, and advancement of all people. The agency will continue to look for effective strategies to understand communities' priorities and ensure the full participation of groups that have experienced systemic oppression.

To ensure Powered Scooter Share services meet this objective, applicants are required to submit Community Engagement Plans. Permittees shall implement the plans during the term of the permit. Plans should go beyond simple informational outreach, toward a coordinated multipronged system of meaningful participation with a variety of community groups to reach Powered Scooter Share users and non-users alike, and to identify and meet the needs of communities that have experienced historically disparate impacts from transportation systems.

Outreach efforts proposed under the Community Engagement Plan are intended to create shared platforms for permittees and community members to understand the benefits and challenges of Powered Scooter Share services, generate open dialogue on community priorities and the impacts of powered scooters, and source potential solutions to strengthen the program. Permittees shall address community needs and incorporate stakeholder feedback to the extent possible. Particular attention should be given to ensuring that low-income neighborhoods, communities of color, and historically marginalized areas are adequately served.

The Community Engagement Plan shall accomplish the following:

1. Provide the public with comprehensive, well-communicated information;
2. Ensure that community concerns are regularly heard and considered; and,



3. Incorporate community feedback and priorities to the maximum extent possible through partner-ready programs.

COMMUNITY ENGAGEMENT PLAN REQUIREMENTS

Each applicant's community engagement plan shall include and describe the following elements:

1. **Mobility Justice Goals and Priorities**, fostering participatory planning, multi-sector collaborations, and community-scale decision-making. Provide documentation of previous equity and mobility justice expertise/capacity building, and commitments for further capacity building, such as racial equity trainings, and written commitment to participate responsively in designated stakeholder meetings and forums.
Mobility Justice is an approach to transportation which seeks to solve problems related to how traditional efforts to provide mobility benefit some at the expense of others, furthering disparity in economic opportunity, physical safety, and community empowerment.
2. **Multilingual communications services**, including a website maintained in languages determined by the SFMTA, a call center, and a mobile application customer interface that is available 24 hours a day, seven days a week. Community outreach materials shall be made available in languages specified by the SFMTA.
3. **A communications strategy routinely updated for service changes**, related to pricing, service area, devices, membership programs, and operations. The strategy should provide the public with comprehensive, up-to-date information. Updates will appear on social media, and be logged in a searchable service change updates page on the operator website, along with a browsable record of all previous updates.
4. **Maintain an easily accessible public online forum for community feedback concerns and reporting complaints** in a searchable database format to be regularly monitored, considered, and addressed. Forums should encourage exchange between communities and operators, providing education about community needs as well as operator challenges towards finding solutions that prevent harmful service impacts and promote mobility justice goals. This tool should also have a convenient intake form for the public to report problems related to scooter riding and parking.
5. **Strategy to incorporate disability community input into services**, including but not limited to the general service model as well as development of Adaptive Scooter devices and their deployment. Strategy shall center feedback from and collaboration with people with a range of disabilities, and demonstrate how input will be incorporated.
6. **Expand outreach beyond current users or target market** to gain insight into how scooter share impacts non-users, and their larger communities and neighborhoods. Strategy shall prioritize equitable outreach practices to center voices of those from low-income communities, communities of color, and other historically marginalized groups, both to promote ridership and to meet community-directed needs.
7. **An easily navigable online annotated record of community engagement efforts**, in the form of a searchable log of meetings and non-traditional outreach formats with



agendas, discussion notes, and comments from community stakeholders, specifically about unmet needs, along with explanation of how the permittee responded. Non-traditional formats include in-person and virtual engagement efforts to reach general community members, beyond specific organizations, to meet denizens where they are in their daily routine and responsibilities. This record will be updated monthly.

8. **A community engagement staffing plan** with key staff specifically dedicated to community engagement, including relevant experience and proof of established relationships for outreach in these communities. Staffing plans should also indicate how consultant and/or non-profit partners will be used to supplement outreach efforts (if applicable). Any updates to these teams should be tracked in regular updates to the staffing plan.
9. **A culturally sensitive marketing plan** tailored to neighborhoods by developing culturally sensitive approaches. Specific attention to Communities of Concern and cultural districts should consider language needs, offer opportunities to meaningfully incorporate cultural heritage, and address how programs reflect community sensibilities and the unique cultural landscapes of these areas.
10. **Partner-ready programs** with established process, dedicated staff, and proper resources, that engage communities. These programming commitments should be solidified within the application, with signed and endorsed partnerships with local employment groups, non-profit housing developers, cultural and arts organizations, educational institutions, transportation advocacy non-profits, community benefit districts and merchants groups. Mobility justice programs could take shape in the following areas:
 - a. Local hiring to facilitate employment of San Francisco and other Bay Area residents for all levels within the permittee's company, with special attention to generate employment opportunities for formerly incarcerated people and immigrant communities, along with internship opportunities for youth and other people entering the work force, with detailed programming for recruitment, training, hiring, and retention.
 - b. Community-Based Organization access to promote low-income programs or discounted memberships, especially for service and/or non-profit organizations.
 - i. Affordable housing development-oriented service and membership programs tailored to residents' needs.
 - c. Scooter safety courses offered at least quarterly in multiple languages, and in neighborhoods as requested.
 - d. Culture and arts opportunities for devices and other related infrastructure (e.g. bike corrals) to showcase and celebrate neighborhood and community heritage on an application basis.
 - e. Local small business promotional opportunities, that celebrate long-time small business merchants to generate foot-traffic and commercial activity related to active living, transportation, health and recreation.



REQUIRED WEBSITE CONTENT

The following is a summary of the required content, as detailed above, for your public-facing website, with the goal of providing transparency to community stakeholders regarding how operations and outreach efforts change and respond to expressed needs and feedback.

- Service Change Log (listing changes to pricing, service area, fleet size, etc)
- Searchable Community Feedback Forum
- Searchable Annotated Record of Community Engagement

RECOMMENDED ENGAGEMENT PROCESS

While not required, the following guidelines outline a few best practices that can be applied to the above requirements, as well as a suggested outline for robust engagement processes.

- **Step 1. Prepare & Plan**
Identify the outcomes, measures, and deliverables your efforts will strive to generate.
- **Step 2. Partner Up**
Identify and establish working partnerships with Community-Based Organizations and neighborhood associations that serve affected communities and stakeholders.
- **Step 3. Reach Out**
Contact business owners, residents, and other stakeholders. Go where the people are: reach out at pre-existing local meetings, community centers, and weekend events.
- **Step 4. Diversify Activities**
Define and clearly communicate objectives and parameters. It's best to listen first, then conduct other activities such as workshops, focus groups, and collaborative meetings.
- **Step 5. Analyze & Act**
Evaluate notes and materials gathered through outreach. Summarize, share back, and create a plan to implement actionable findings.

Additional best practices include, but are not limited to:

- Begin outreach processes with a series of public 'listening sessions' throughout San Francisco to solicit input that can be incorporated into the company's operations early in the permit period;
- Establish a 'Community Board' comprised of members of the public representing various neighborhoods and community groups, with meeting minutes and key takeaways to be shared with the SFMTA;
- Hold public outreach sessions outside of traditional work hours, or on weekends;
- Identify existing community meetings or events, and inquire about holding outreach sessions at those times and locations;
- Provide complimentary food, and/or childcare during meetings;
- Be clear about what you are seeking feedback on, and what is not subject to change; and
- Clearly communicate major takeaways and next steps: how will feedback be incorporated, and/or how will updates be communicated back to the community.



COMMUNITY ENGAGEMENT PLAN EVALUATION

The SFMTA will continuously assess and evaluate a permittee's engagement and compliance with their submitted community engagement plan for the duration of the permit.

Successful plans will develop a variety of outreach strategies to connect with a range of community groups, and work towards building healthy, collaborative working relationships with willing and engaged stakeholders. Business practices and service provision should directly address and respond to community concerns by incorporating public feedback into programs and operations when feasible.

PARTNERING ORGANIZATION EXAMPLES

Examples of organizations with which to engage for feedback, and to consider for partnerships include, but are not limited to:

- BMAGIC
- Calle 24
- Chinatown Community Development Corporation
- Chinese for Affirmative Action
- Chinese Newcomers Association
- Chinese Progressive Association
- Daylaborer Association
- Senior and Disability Action
- Excelsior Action Group
- Excelsior Works
- Filipino-American Development Foundation
- Healthy Southeast
- Mission Asset Fund
- Mission Economic Development Association
- Mission Neighborhood Centers
- MoMAGIC
- Independent Living Resource Center
- PODER
- Safe Passage
- SF Rising
- SOMA Pilipinas
- SOMCAN
- Tenderloin Community Benefit District
- Tenderloin Neighborhood Development Corporation
- The Village Project
- United to Save the Mission
- Mayor's Office on Disability