

# SFMTA Powered Scooter Share Application Evaluation Scoresheet

## 1. Initial Screening

Staff will review each application for initial determinations on responsiveness and acceptability in an Initial Screening process. Applicants must answer all questions in the application. If a question is not applicable, state N/A. 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, compliance with minimum qualification 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 |
|---|------|
| <b>Application Completeness</b><br>Submitted application is completed in its entirety.  | ✓    |
| <b>Application Formatting</b><br>Compliance with page limits and other formatting requirements in Permit Application: Section C (2 pages), Sec. D (6), Sec. E (2)(Optional), Sec. F (6), Sec. G (3), Sec. H (3), Sec. I (6) Sec. J (2).   | ✓    |
| <b>Permittee Signature Page</b><br>Applicant's signature accepting all permit terms and conditions.   | ✓    |
| <b>Responsiveness to Material Terms and Conditions</b><br>Application demonstrates responsiveness to material permit terms and conditions as specified in Appendix A.   | ✓    |
| <b>Device Standards &amp; Safety Assurances</b><br>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.  | ✓    |
| <b>Sample Scooters</b><br>As per Section B: One sample scooter of each model to be included in the fleet at service launch received by SFMTA, including adaptive models. Scooters comply with Appendix A Device Requirements.   | ✓    |
| <b>Mandatory Plan Components</b><br>All required plans are complete per Permit Application specifications.<br>C. Pricing Description (including Low-Income Membership Plan(s))<br>D. Operations Plan<br>F. Plan for Safe Scooter Riding & Parking<br>G. Recharging, Maintenance, Cleaning, and Sustainability Plan<br>H. Hiring and Labor Plan (including Labor Harmony Plan)<br>I. Community Engagement Plan | ✓    |
| <b>Minimum Qualifications</b><br>Applications must clearly demonstrate compliance with the following specified minimum qualifications indicated in <b>bold</b> in the application (Sections A(3); F (3)(a), (8)(a); H(1); I(1),(2),(7),(8); and J (2)).   | ✓    |
| <b>Additional Plan Components</b><br>If independent contractors will be used, application includes all relevant requested information under Section G 1(a), 1(b), and Section H 2, 2(a), and 4.   | ✓    |
| <b>Data Protocols, Privacy, &amp; Accountability</b><br>Verification of data-sharing protocols as per Section K. Privacy policies, user agreements, terms of service, etc. as listed under Section L.   |      |
| <b>Images &amp; Descriptions</b><br>Images & descriptions of scooter devices and mobile application as per Sections M and N.  | ✓    |
| <b>Proof of Insurance</b><br>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 O.   | ✓    |

## 2. Evaluation Process - Application Review & Scoring

Permit Applications will be scored according to the Evaluation Scoresheet to determine which applicants qualify for a permit. Only items listed below will be scored. Scored evaluation criteria primarily reflect questions from the Permit Application. Applicants can find more details on evaluation criteria in the accompanying Mobility Device Parking Requirements and General Guidelines, Community Engagement Guidelines and Requirements, Data Reporting Guidelines and Requirements, Distribution Guidelines and Requirements, and Sustainability Guidelines and Requirements. While scoring guidance is given for certain criteria indicating proposal content that will receive higher scores, this guidance is not intended to be exhaustive; applicants that propose other methods that the SFMTA concludes will address the issue(s) at hand may also receive higher scores. Note that for a given criteria, if the applicant wishes to refer reviewers to another section of the application, they must refer to the section by question number (e.g. A.1.) and page number in the applicant's application. Information from other sections that is not referenced in this manner will not be considered in that criteria's score.

Criteria will be scored using the following rubric. Applicants must receive an average score of 2 or greater for each section (except Section E which is optional), or will be disqualified from further evaluation.

- "1" ratings will be given to responses that include the least compelling 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 ordinary or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns and exceeding 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 substantially 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 exceeding the minimum requirements to the highest degree.

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 (5%, optional), F (25%), G (10%), H (15%), I (10%), J (10%)

Overall application scores will be calculated based on these percentages.

Note that information provided by Scoot in response to SFMTA's requests for information relating to its investigation into Scoot's use of unauthorized subcontractors (Scoot Supplemental Materials) was also incorporated into the scoring of Scoot's application where applicable.

|   |                  |   |   |                 | ✓   |
|---|------------------|---|---|-----------------|---|
| A. Device Standards and Safety Assurances (5%)  | 1 (least robust) | 2 | 3 | 4 (most robust) | Comments  |
| 4. 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 (either with a specific device or fleet-wide)   |                  |   | ✓ |                 | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because it describes road testing, sensors, in-house design, and maintenance schedule, and in the case of a fleet-wide issue says it will immediately notify the City and communicate to riders and suspend the use of their device.         |
| 5. Commitments to encourage that users wear a helmet while riding. <i>Higher scores will be given to applicants that propose a means of providing a helmet with every ride.</i>   |                  |   |   | ✓               | The applicant's response includes a robust and innovative approach to encourage helmet usage by ensuring a helmet is available for every ride through helmets that can lock to scooters. The applicant also provides a ride discount to customers who provide a picture showing helmet usage. This response demonstrates the highest level of commitment to solving known challenges and concerns and exceeds the minimum requirements to the highest degree.               |
| 3.5   |                  |   |   |                 |   |
| C. Pricing Structure (10%)  | 1 (least robust) | 2 | 3 | 4 (most robust) | Comments  |
| 1. Quality of low-income customer plan and cash payment option, and commitment to expanding affordable access   |                  |   | ✓ |                 | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because it offers a low-income program with heavily discounted per minute fees, and cash options at retail locations and prepaid debit cards.  |
| 2. Quality of other discounted customer plans   |                  |   | ✓ |                 | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because it offers pandemic-related free rides to healthcare workers and first responders, and special-fare programs around voting, vaccinations, and school return to classrooms.  |
| 3. Plan for promoting the low-income user plan, and strategy for achieving the goal of one low-income plan member for every two scooters authorized. <i>Higher scores will be given to applicants that demonstrate a strong commitment to expanding affordable access, for example by promoting low-income plans in-app or upon user sign up.</i> |                  |   | ✓ |                 | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements by committing to low-income user plan enrollment above the target goal, outlining outreach pathways that includes partnerships with community organizations working with key populations and includes multi-lingual marketing and promotion. |
| 5. Plan for offering service to users without a smart phone   |                  |   |   | ✓               | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree because it describes how users can use texts to locate, unlock and lock devices.   |
| 6. Strategy to employ other pricing incentives or variable rates, including those that address issues such as overconcentration of scooters in certain areas or at certain locations by incentivizing users to re-locate such scooters to less crowded areas  |                  |   | ✓ |                 | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because it includes ride credits for actions such as addressing overconcentration, and ride discounts for trips ending at bike racks near designated locations such as transit hubs.   |
| 3.3   |                  |   |   |                 |   |

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| 7. Billing and customer service business rules for lost scooters |  |  |  | ✓ | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree because Scoot says it has never and will never bill riders for lost or stolen scooters, and there are few if any instances where Scoot would penalize a rider for a lost or stolen vehicle. |
|--|--|--|--|---|--|

|                                 |                  |   |   |                 |          |
|---------------------------------|------------------|---|---|-----------------|----------|
| <b>D. Operations Plan (10%)</b> | 1 (least robust) | 2 | 3 | 4 (most robust) | Comments |
|---------------------------------|------------------|---|---|-----------------|----------|

| Rebalancing & Operations Plans  | 1 (least robust) | 2 | 3 | 4 (most robust) | Comments   |
|---|------------------|---|---|-----------------|--|
| 1. Hours of operation. <i>Higher scores will be given to applicants that propose a higher number of operating hours that scooters are available.</i>  |                  |   | ✓ |                 | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because they commit to operate 24/7 hours a day, 365 days a year. They have Scoot AI, a machine learning tool that informs where they place scooters and provide data for their team to execute (e.g. Scoot AI might direct the team to deploy six scooters into nests near 16th/Mission St by 9am because it anticipated early morning demand will leave the area undersupplied). The AI allows their in-field teams to tailor redistribution and deployment strategies to each hour of the day and each block of the city. In addition their team will distribute scooters near and next to transit lines and key transit stops, stations, and hubs to increase the last-mile solution. They deploy adaptive scooters via a mobile application.<br><br>They have a 3 score because they deploy six scooters into nests near 16th/Mission St by 9am to anticipate early morning demand, distribute scooters near transit lines and key transit stops, stations and hubs to help the last-mile solution and deploy adaptive scooters. |
| 2. Description of Adaptive Scooter device type and what percentage of the fleet applicant commits to including as part of total fleet, including information on the selection and/or development of the device and demonstration of how input and feedback from people with disabilities was incorporated   |                  |   | ✓ |                 | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because they have already started offering an adaptive device type as 2.5% of current fleet, demonstrated how feedback from disability community was incorporated, and commit to a 5% fleet size by start of new permit program, with specific metrics for increasing the fleet size with SFMTA's permission.   |
| 7. Description of experience providing service during the COVID-19 pandemic in San Francisco or other cities and how applicant commits to contributing to San Francisco's Transportation Recovery Plan  |                  |   | ✓ |                 | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements by modifying distribution using "unfulfilled demand" data to create 1,000+ new nest locations for deployment and rebalancing, prioritizing areas throughout the city impacted by Muni service cuts, and rolling out Free Rides for Frontline Workers program.   |
| <b>Distribution Strategy</b>  |                  |   |   |                 |  |
| 5. Methods for deploying and redistributing scooters, including Adaptive Scooters, consistent with Distribution Guidelines and Requirements   |                  |   | ✓ |                 | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because Scoot identified deployment zones (that meet local requirements and based on transportation infrastructure, demand, street/sidewalk characteristics, city and community input, and Covid adjustments) and then has an AI machine-learning algorithm use historical ride data and real-time conditions to guide deployment and redistribution, prioritizing deployment obligations above rider demand signals.   |
| 6. Proposed methods for avoiding overcrowding of scooters in high demand area(s). <i>Higher scores will be given to applicants that commit to methods to respond to this issue, such as staffed scooter valet services at high-demand locations like transit stations, Fisherman's Wharf, etc.. Higher scores will also be given to applicants that propose other methods that the SFMTA concludes will address this issue.</i> |                  |   |   | ✓               | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree because Scoot has valet service and plans to launch more, uses Scoot AI with predictive modeling to alert staff to overconcentration, staff regularly review historical ride data and increase on-the-ground patrols in those areas and incentivize riders to park at highlighted bike racks away from overcrowding.  |
| <b>Equitable Operations</b>   |                  |   |   |                 |  |
| 4. Service to Key Neighborhoods, as defined in the Distribution Guidelines and Requirements   |                  | ✓ |   |                 | The applicant's response includes ordinary or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns and exceeding the minimum requirements by utilizing their ScootAI tool paired with outreach feedback, historical data, and real-time demand to determine deployment; and incorporating their adaptive fleet in location-specific ways. While the data-driven technological tools informing rebalancing & deployment of scooters in key neighborhoods is extensive, the actual redeployment of scooters relies on in-person field teams— given that fleet managers are assigned specific sub-fleets, the implementation of redistribution is limited as currently described, raising equity concerns.   |

3.1

| Data Sharing   |  |  |  |   |   |
|--|--|--|--|---|---|
| 8. Description of applicant's ability and timeline to support the Mobility Data Specification (MDS) version 1.0 and, when adopted, 1.1. Additionally, describe your company's ability and timeline to implement the Reports endpoint under the Provider API in v1.1 of MDS, including the addition of adaptive scooters as a special group type.<br><i>The highest scores will be given to applicants that:</i><br>a) commit to supporting version 1.0<br>b) propose the shortest implementation timeline for version 1.0<br>c) commit to supporting version 1.1<br>d) propose the shortest implementation timeline for version 1.1<br>e) commit to implementing the Reports endpoint in version 1.1, including the addition of adaptive scooters as a special_group_type<br><i>Proportionally lower scores will be given cumulatively to applicants for not meeting (a), (c), and/or (e), and/or for proposing longer implementation timelines for (b) and/or (d). The lowest scores will be given to applicants that do not commit to (a) and (c).</i> |  |  |  | ✓ | The applicant's response includes a robust approach demonstrating the highest level of commitment and ability to solve known challenges and concerns, and exceeding the minimum requirements to the highest degree because they commit to a timeline for MDS 1.0 and 1.1 implementation and to meeting this standard by the first day of permitted operation. The applicant also commits to including adaptive scooters as a special group type in MDS. |

| E. Complementary Adaptive Scooter Plan (5%) (Optional)  | 1 (least robust plan) | 2 | 3 | 4 (most robust plan) | Comments  | 2.8 |
|---|-----------------------|---|---|----------------------|---|-----|
| 1. Proposed adaptive device type(s)   |                       | ✓ |   |                      | The applicant's response includes ordinary or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns and exceeding the minimum requirements by proposing one device type with a vague commitment to piloting additional device types in the future.  |     |
| 2. Proposed adaptive service model(s), including service area, program eligibility, pricing structure, and reservation/request process  |                       |   | ✓ |                      | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because it includes a delivery option as well as cemented partnerships with Blazing Saddles Rental Bikes and the Dr. George W. Davis Senior Center.  |     |
| 3. Description of community engagement on the Complementary Adaptive Scooter Plan conducted to date   |                       |   | ✓ |                      | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because it demonstrates previous engagement with the senior and disability community that informed program development and device selection.   |     |
| 4. Plan for continued outreach and marketing during program, including how the feedback and perspectives of members of the disability community will continuously be incorporated into Complementary Adaptive Scooter Plan. <i>Note: this item concerns outreach and engagement for the Complementary Adaptive Plan only and will be scored separately from the outreach and engagement for the mandatory Adaptive Scooters in Section D.</i> |                       |   | ✓ |                      | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because it includes partnerships with Blazing Saddles Rental Bikes and the Dr. George W. Davis Senior Center to promote adaptive scooters, highlighting the Complementary Adaptive program on their website and social media channels, and quarterly vehicle demos with San Francisco disability groups. |     |
| 5. Plan for data sharing and Complementary Adaptive Scooter program evaluation framework, including whether data will be reported manually or whether devices will be MDS-enabled. <i>Higher scores will be given for applicants that propose using MDS-enabled devices, and to applicants that explain how they will use ongoing evaluation methods (such as surveys) to improve their Complementary Adaptive Scooter program.</i>           |                       |   | ✓ |                      | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because their adaptive devices are MDS-enabled, they commit to providing a biannual report to SFMTA, and they commit to working with a third-party auditor specializing in accessibility.  |     |

| F. Plan for Safe Scooter Riding & Parking (25%)   | 1 (least robust) | 2 | 3 | 4 (most robust) | Comments  | 3.5 |
|---|------------------|---|---|-----------------|---|-----|
| <b>Safe Riding Measures</b>   |                  |   |   |                 |   |     |
| 1. Robustness of education and training to ensure legal operation of scooters, and safety of users and those around them. Higher scores will be given to applicants that propose any of the following: 1) a mandatory video that expressly instructs riders where they can and cannot ride; 2) a pop-up reminder every time a user opens the app that riding on the sidewalk is illegal; and/or 3) commitment to share educational materials on this topic at all outreach community events that the Permittee participates in or sponsors. Higher points will be given cumulatively for each component proposed noted above. |                  |   | ✓ |                 | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because riders will be given quizzes every 10 rides to maintain awareness, riders must affirmatively dismiss reminders in order to ride and every time the app is opened a reminder regarding sidewalk riding is given.  |     |
| 2. Description of plan to limit speeds (for example, on a user's first ride to allow new users learn to operate devices at a slower speed, in certain geographic areas or locations, or if a user is detected as riding on the sidewalk, etc.)  |                  |   |   | ✓               | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree because it includes geofencing limits speeds on certain streets, beginner mode slows acceleration and top speed. Unique solutions include slow speed areas such as schools or high traffic locations and because sidewalk riding makes the scooter stop. |     |

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| 3. Description of commitment(s) to educate users on how to report a collision or other safety incident to you and appropriate authorities   |  |  | ✓ |   | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements by including: a "call for help" feature that gives riders a pop-up notification on their mobile device to immediately call for emergency services if a fall is detected by the scooter equipment. Additionally, users can report crashes at the end of their ride.  |
| <b>Safe Parking Measures</b>  |  |  |   |   |  |
| 4. 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 applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements by including a variety of educational methods and reminder tools beyond the device and in-app.  |
| 5. Incentive programs applicant will implement to encourage riders to properly park scooters at bike racks or to the specifications described in the SFMTA's Mobility Device Parking Requirements and General Guidelines (Appendix 1), including review of photographic records of proper parking, and rewards programs for consistent good parking behavior. <i>Higher scores will be given to applicants that commit to collection and review of photographic records of parking at the end of each ride, and also to those that commit to rewards programs for consistent good parking behavior.</i> |  |  | ✓ |   | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements by including a discount for parking at bike racks and recognition campaign for riders who consistently park correctly.  |
| 6. 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  |  |  |   | ✓ | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree by including a lock that is fully integrated with the service app, securely fashioned to the scooter frame.   |
| 7. Description of plan to display bike rack locations in app. <i>Higher scores will be given to applicants that propose plans which utilize and build upon SFMTA's publicly-available bike parking data, including through methods such as crowdsourcing rack locations. Crowdsourcing could include allowing users to submit photos and locations of bike racks to the permittee for inclusion in the app.</i>   |  |  |   | ✓ | The applicant's response includes robust, unique, and innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree by continuing to use SFMTA provided bike rack locations and proposing additional innovative parking improvements. The robust and innovative proposal outlined in the response included turn by turn directions given from an audio system on the scooter to preferred parking zones. The response also includes a proposal to use monetary incentives for customers to request new bike rack locations from the SFMTA, including through a social media campaign.   |
| <b>Accountability Measures</b>  |  |  |   |   |  |
| 8. Rider accountability measures you commit to implementing, and how you commit to monitoring compliance with applicable laws and regulations, such as those prohibiting riding on the sidewalk or proper parking, including any technology innovations that allow monitoring, and what commitments you make to address noncompliant users.   |  |  | ✓ |   | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because it includes zero tolerance behaviors, an escalating fine system, monitoring parking photos, sidewalk detection monitoring, unique skid detection system to detect improper riding, and reviewing complaints for unsafe/illegal behavior.  |
| 8.b. Description of how your escalating penalty structure will hold riders accountable specifically for unsafe and/or illegal riding behavior. <i>Higher scores will be given to applicants who propose escalating consequences for repeat offenders (for example warnings for first offenses, fines for second offenses, and suspensions for third offenses).</i>  |  |  |   | ✓ | The applicant's response includes a unique approach demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree because it includes two strike system of fine and ban from platform, with zero tolerance for illegal or extremely unsafe riding and low income riders are not subject to financial penalties.   |
| 8.c. Description of how your escalating penalty structure will hold riders accountable specifically for improper parking. <i>Higher scores will be given to applicants who propose escalating consequences for repeat offenders (for example warnings for first offenses, fines for second offenses, and suspensions for third offenses).</i>   |  |  |   | ✓ | The applicant's response includes a unique approach demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree because it includes tailored messaging explaining why parking was improper with photos for context and because fines are published in new rider education, email and end-of-ride messages.  |
| 9. Description of investigation and resolution process regarding complaints about improper, unsafe, or illegal riding/parking behavior.   |  |  | ✓ |   | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because it includes a ticket system to respond to complaints, which was offered by other applicants, but also includes providing educational materials to rider and fines for repeat offenders.   |
| 10. Description of any additional scooter modifications, notification systems, infrastructure, etc. not otherwise mentioned in this application that further ensures safe scooter riding and/or parking.  |  |  | ✓ | ✓ | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree by providing the following: compliant parking detection to prevent riders from ending the ride with a misparked scooter; an anti-tipping kickstand meant to keep a scooter upright in inclement weather conditions; autonomous emergency braking systems; dynamic stability control steering systems; skid detection to inform riders of reckless riding behavior and remediate the issue; audible alerts to inform riders they have entered a geofenced zone; dual handlebar breaks for more secure breaking; and an innovative sidewalk riding detection system that slows riders to a stop if sidewalk riding is detected. |

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| 11. 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 #27                    |  |  | ✓ |   | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because non-customers can contact 24/7 Scoot customer service by phone (including TTY), email, text, email, and social media; decals with contact information on the vehicles feature braille and/or raised lettering; and they commit to reparking scooters within 1.25 hours of notification and posting resolutions for each complaint within one week of receipt. |
| 12. Description of commitments to ensure customers have a valid driver's license, and notification process for registered users who do not have licenses. <i>Higher scores will be given to applicants that provide examples of successful implementation of these strategies in San Francisco and/or other cities.</i> |  |  |   | ✓ | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree because users must scan driver's license and match to a selfie before they take their first trip, there's accommodation to submit via MMS for users without smartphones, underage riding results in account suspension, and these strategies have already been successfully implemented in SF or other cities.  |

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| <b>G. Recharging, Maintenance, Cleaning, and Sustainability Plan (10%)</b> | <b>1 (least robust)</b> | <b>2</b> | <b>3</b> | <b>4 (most robust)</b> | <b>Comments</b> |
|--|-------------------------|----------|----------|------------------------|-----------------|

| <b>Recharging, Maintenance, &amp; Cleaning</b>  |  |  |  |   |  |
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| 1.b. Description of how staff, company employees, staff from staffing agencies, 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 |  |  |  | ✓ | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree because staff and Fleet Managers complete comprehensive mandatory training on safe charging practices through mandatory in-person instruction and virtual step-by-step videos designed by senior mechanics and Exponent, a leading battery consulting firm used by Tesla, topics include safe charging setups, device charge times, battery inspections, and how to deal with an overheated battery. Their scooters are equipped with a proprietary battery monitoring system with 14 sensors performing millions of scans per day and conveying real-time information regarding performance, charge capacity and battery health. When a scooter hits 20% battery capacity, the system automatically notifies staff to collect it for charging and removes it from the availability in the rider map.   |
| 1.c. Description of plans to educate and train company employees, staffing agency staff, and/or independent contractors on safe and legal parking when retrieving scooters for recharging, rebalancing, or maintenance                              |  |  |  | ✓ | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree because staff and Fleet Managers are trained to safely and responsibly deploy, retrieve and rebalance their scooters into parking spaces, in compliance with Operational Guidelines. The mandatory training directs team members to follow all local laws and regulations when using vehicles to load/unload scooters and details important areas to avoid parking, such as: double parking; on or blocking ADA ramps; along red curbs; blocking bike lanes, bus stops, crosswalks, lanes of traffic, driveways, or access to fire hydrants; or on private property without permission. All field teams must complete 72 hours of training on right of way and regular refresher trainings and pop-quizzes.   |
| 1.d. Description of commitments to minimize potential negative impacts (e.g. congestion, double parking, excessive vehicle-miles traveled) associated with practices related to collecting, redistributing, and recharging scooters                 |  |  |  | ✓ | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree because they are committed to minimizing negative impacts associated with collecting, redistributing, and recharging scooters. Their operational strategies include staff training, enforcing safe operational parking using Samsara to prevent double parking, deploying and collecting fully charged scooters during off-peak hours to minimize congestion, conducting basic in-field maintenance to avoid transporting vehicles to service location, and prioritizing the use of cargo bikes to move low-battery scooters to designated clusters outside of more congested areas, reducing traffic and limiting VMT. They also incentivize riders to park in designated locations to cluster devices in high-need areas to reduce van trips. Their scooters have high-capacity and advanced battery management system capable of holding a charge range of 35 miles over 60 days, in addition to the use of Charging Stations and swappable battery pilot. The VMT is recorded monthly and use data to purchase carbon offset to mitigate their carbon impact. |
| 3. Description of approach to maintenance, cleaning, and repair of scooters, safety check protocols, and minimum standards for repair and cleaning, including COVID-19-specific cleaning measures   |  |  |  | ✓ | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because their team inspects and sanitizes every scooter using CDC-approved disinfectants multiple times each day. All of their vehicles undergo a 106-point inspection process as part of the charging protocol approximately every three days in the service center. Preventative maintenance is performed weekly. Additionally, vehicles are equipped with industry-leading self-diagnostics programmed for 400 different fault codes that can be triggered for collection if a safety issue is detected, and will have antimicrobial and antifungal handgrips and keep thorough maintenance records. They did not say that they provide staff with PPE and areas that the scooters are sanitized like high touched points.   |

3.1

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| 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           |  | ✓ |   |  | The applicant's response includes ordinary or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns and exceeding the minimum requirements because they do not state how customers notify the company except they identify safety and maintenance issues through several channels and one of them is "community reports." Upon receiving a notification, their system remotely locks the flagged scooter and removes it from the app map, making it immediately unavailable to riders. They will remove inoperable devices from the right-of-way within 24 hours and not bring them back into service until fully inspected and repaired.   |
| <b>Sustainability</b>  |  |   |   |  |   |
| 6. Commitments to ensure scooters do not befall the environment, including commitments to respond to reports that a scooter is in the bay or another body of water   |  |   | ✓ |  | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because they implement no-parking zones near bodies of water, use vehicle sensors to detect suspected submerged vehicles, hire local environmental consultants to retrieve submerged vehicles, and use IP68 batteries, which can remain submerged deeper and longer than other scooter batteries.  |
| <b>Accountability</b>  |  |   |   |  |   |
| 1.e. 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 |  |   | ✓ |  | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements by documenting data collection and how the non-revenue VMT data will be made actionable. The applicant's response substantially exceeds minimum requirements in that it includes purchase of carbon offsets to mitigate emissions from operations, discusses use of zero emission and low impact vehicles (cargo bikes) for non-revenue trips, and provides a goal of revenue to non-revenue VMT. Scoot's commitment to tracking VMT is robust, but the application did not include discussion of how Fleet Manager's routes can be optimized to reduce VMT. |
| 1.e.i. Description of plan to provide the SFMTA with this data by vehicle type and/or average fuel efficiency  |  | ✓ |   |  | The applicant's response includes ordinary or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns and exceeding the minimum requirements by continuing to report non-revenue VMT data broken down by various metrics.   |

| H. Hiring and Labor Plan (15%)   | 1 (least robust) | 2 | 3 | 4 (most robust) | Comments  | 2.0 |
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| 2. Employment types, whether independent contractors, staffing agency staff, or employees, for maintenance/operations staff. <i>The highest scores will be given to applicants that commit to employing only company-hired employees. Scores for applicants that use a mix of types of staff, including employees, staff from staffing agencies, and/or independent contractors will be proportionate to the percentage of each type of staff in the plan based on the following: higher scores will be given to applicants that plan to utilize a higher percentage of employees, the next highest scores will be given to the plans with a higher percentage of staffing agencies staff, and lower scores will be given based on the higher percentage of independent contractors in the plan.</i> |                  |   | ✓ |                 | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeds the minimum requirements because it commits to not utilizing staffing agencies. Their Fleet Management program is effectively an independent contractor model.  |     |
| 3. Plan complies with best practices regarding equal opportunity, local hiring, and fair wages. <i>Higher scores will be given to applicants that commit to utilizing the City's First Source Hiring Program, as applicable, and coordinating with other community-based organization hiring programs as appropriate, in order to encourage direct employment of qualified and economically disadvantaged San Franciscans through the City's numerous community workforce partners.</i>  | ✓                |   |   |                 | The applicant's response includes the least compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns by addressing only their own staff hiring, and omitting any detail regarding Fleet Manager employment and labor best practices, from both the application and the Fleet Manager Program Charter.                                     |     |
| 5. Skills and training procedures for field/operations staff and contractors   |                  | ✓ |   |                 | The applicant's response includes ordinary or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns, exceeding the minimum requirements by addressing training for Scoot staff and Fleet Managers, but omitting information about how the Fleet Manager's staff are trained.  |     |
| 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   |                  | ✓ |   |                 | The applicant's response includes ordinary or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solve known challenges and concerns, exceeding the minimum requirements by requiring system operational requirements in the Fleet Manager Program Charter, but omitting any description of labor harmony around Fleet Manager employment work conditions. |     |

| I. Community Engagement Plan (10%)   | 1 (least robust plan) | 2 | 3 | 4 (most robust plan) | Comments   |     |
|--|-----------------------|---|---|----------------------|--|-----|
| 3. Communications strategy for service changes   |                       |   |   | ✓                    | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree by outlining significant breadth to communication pathways including physical & digital resources translated into multiple languages, spatial / visual graphics to supplement text information, and a dedicated San Francisco in-person team for direct engagement with services & service changes. | 3.1 |
| 4. Online community feedback forum   |                       | ✓ |   |                      | The applicant's response is ordinary or typical demonstrating a moderate level of commitment and ability to solving known challenges and concerns and exceeding the minimum requirements by outlining a commitment to using the forum as a means to foster positive exchange between the Scoot team and the communities served.  |     |
| 5. Disability community outreach and engagement strategy for the overall program   |                       |   | ✓ |                      | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because they commit to ongoing engagement with specific disability organizations, give a clear example of a program adjustment made due to disability community input, and are forming an Accessibility Community Board.  |     |
| 6. Outreach strategy for stakeholders beyond current users or the target market  |                       |   | ✓ |                      | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements by prioritizing key neighborhoods with community-sourced neighborhood-specific events, leveraging multiple public-private partnerships, & extensive community meeting attendance.   |     |
| 9. Cultural sensitivity  |                       |   |   | ✓                    | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree by detailing specific programming efforts to address unique neighborhoods with tailored approaches, including discounts, inclusive multilingual communication, event sponsorship, and comprehensive marketing to reach a diverse cross section of SF communities.                                   |     |
| <b>Inclusive Partnerships and Programs</b>   |                       |   |   |                      |  |     |
| 10.a. Partnerships and detailed programs for local hiring  |                       | ✓ |   |                      | The applicant's response includes ordinary or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns and exceeding the minimum requirements by identifying a robust set of partnering job-access organizations for Scoot staff, but omitting any description of hiring practices by Fleet Managers.   |     |
| 10.b. Partnerships and detailed programs to work with Community-Based Organizations and affordable housing developers  |                       |   | ✓ |                      | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements by offering free safety events & helmets, & including outreach related to transit to identify connectivity for target residents & communities.  |     |
| 10.c. Partnerships and detailed programs to offer scooter safety courses   |                       |   | ✓ |                      | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because they commit to the continuation and expansion of their Safety School and to partnering with local organizations on safety courses, including Hope SF.   |     |
| 10.d. Partnerships and detailed programs to offer culture and arts opportunities   |                       |   |   | ✓                    | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements by committing to sponsoring events in all seven cultural districts, & is currently exploring partnerships with art galleries that pair safety learning sessions with explorations of local murals.  |     |
| 10.e. Partnerships and detailed programs for local small business promotional opportunities  |                       |   | ✓ |                      | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements by working closely with merchant districts & nonprofits, coordinating with merchants part of cultural celebrations such as Pride month & Black history month.   |     |
| <b>J. Experience and Qualifications (10%)</b>  |                       |   |   |                      |  |     |
| 3.a. Population and population density of cities listed in J2. <i>Higher scores will be given to applicants that list more cities with a population of at least 75,000 and a population density of at least 10,000 people per square mile.</i>   |                       |   |   | ✓                    | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree because 10 North American cities were listed in J2, each of which has a population greater than 75,000, and 4 of which have a population density greater than 10,000 persons per square mile.   | 3.7 |
| 3.c. <i>Average daily active fleet size in latest six months of operation for cities listed in J2. Higher scores will be given to applicants that have operated a greater number of fleets of at least 500 scooters, and will increase proportionally with larger deployed fleets.</i> |                       |   | ✓ |                      | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because the average daily active fleet size across the 10 cities listed in J2 was 1,552, and each city had an average deployed fleet size of 500 or greater.  |     |



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| 3.d. Length of operation for fleets of 500 scooters or more for cities listed in J2. <i>Higher scores will be given to applicants that operated 500 scooters or more in more cities for longer periods (six months or greater).</i>   |  |  |   | ✓ | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree because the average length of operation for fleets of 500 scooters or more for the 9 cities meeting these criteria in J2 was 31 months. |
| 3.e. Successful deployment of a lock-to system in cities listed in J2. <i>Higher scores will be given to applicants that have successfully deployed a lock-to system in a greater number of cities.</i>   |  |  |   | ✓ | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree because the applicant deployed a lock-to system in 2 cities listed in J2.   |
| 3.f. On-time payment of applicable permit fees in cities listed in J2   |  |  |   | ✓ | The applicant's response includes robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree because all applicable permit fees were paid on time for cities listed in J2.   |
| 3.g. Five most recent, serious suspensions, penalties, citations and/or warnings received from a local authority in which applicant operated, even if the city is not one of the cities listed in J2. Include what the alleged violation was for, when applicant received it, in which city it was received, and whether or how the alleged violation was resolved. <i>Higher scores will be given proportionally to applicants with a smaller number of serious violations, i.e. less or no suspensions, minor violations.</i> |  |  | ✓ |   | The applicant's response includes significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements because the applicant lists 5 relatively minor violations.  |