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Community Engagement Expectations for Shared Scooter Programs 10/5/18

OVERVIEW

This document supplements the SFMTA's Powered Scooter Share Pilot Program application to provide prospective scooter share permittees in San Francisco with guidance for conducting community engagement activities during the SFMTA's 12-month Powered Scooter Share Pilot Program.

To ensure that the expectations set forth in this document are met, the SFMTA will require the prospective permittees to submit revised Community Engagement Plans by October 15, 2018. Permittees will regularly report on outreach efforts and outcomes throughout the course of the pilot.

The revised plans should include efforts undertaken by scooter operators to date, as well as proposed strategies to gather, respond, and incorporate community feedback. While the revised Community Engagement Plans are required by October 15, 2018, operators should expect that additional revisions may be required during the course of the pilot based on community input and feedback.

PURPOSE

The SFMTA is committed to inclusive public outreach and engagement for all facets of the agency's operations to ensure that the public is adequately informed and involved in the agency's efforts in their communities. Objective 3.1 of the SFMTA's Strategic Plan describes the SFMTA's 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 ensuring the full participation of groups that have experienced oppression.

To ensure that the shared scooter program meets this Strategic Plan objective, this document provides community engagement guidance regarding appropriate content and process for community engagement plans. The community engagement plan is an opportunity for prospective permittees to move beyond simple informational outreach to the public and toward a system of meaningful outreach. Outreach should address community needs and ensure that stakeholder feedback is received, and to the extent possible incorporated, to



ensure that San Francisco's historically underserved and disadvantaged neighborhoods and promote cultural diversity are being adequately served by the shared scooter program.

The SFMTA is also committed to the Ten Guiding Principles of the Transportation Authority and SFMTA Emerging Mobility framework. These principles were established with extensive community input and should be incorporated throughout community engagement efforts.

Collaboration—Emerging Mobility Services and Technology providers and the City must engage and collaborate with each other and the community to improve the city and its transportation system.

Safety—Emerging Mobility Services and Technologies must be consistent with the City and County of San Francisco's goal for achieving Vision Zero, reducing conflicts, and ensuring public safety and security.

Transit—Emerging Mobility Services and Technologies must support, rather than compete with public transit services, must account for the operational needs of public transit and encourage use of high-occupancy modes.

Congestion—Emerging Mobility Services and Technologies must consider the effects on traffic congestion, including the resulting impacts on road safety, modal choices, emergency vehicle response time, transit performance and reliability.

Sustainability—Emerging Mobility Services and Technologies must support sustainability, including helping to meet the city's greenhouse gas (GHG) emissions reduction goals, promote use of all non-auto modes, and support efforts to increase the resiliency of the transportation system.

Equitable Access—Emerging Mobility Services and Technologies must promote equitable access to services. All people, regardless of age, race, color, gender, sexual orientation and identity, national origin, religion, or any other protected category, should benefit from Emerging Mobility Services and Technologies, and groups who have historically lacked access to mobility benefits must be prioritized and should benefit most.

Accountability—Emerging Mobility Services and Technologies providers must share relevant data so that the City and the public can effectively evaluate the services' benefits to and impacts on the transportation system and determine whether the services reflect the goals of San Francisco.

Labor—Emerging Mobility Services and Technologies must ensure fairness in pay and labor policies and practices. Emerging Mobility Services and Technologies should support San Francisco's local hire principles, promote equitable job training



opportunities, and maximize procurement of goods and services from disadvantaged business enterprises.

Disabled Access—Emerging Mobility Services and Technologies must be inclusive of persons with disabilities. Those who require accessible vehicles, physical access points, services, and technologies are entitled to receive the same or comparable level of access as persons without disabilities.

Financial Impact—Emerging Mobility Services and Technologies must promote a positive financial impact on the City’s infrastructure investments and delivery of publicly-provided transportation services.

In addition, a standard level of community engagement will:

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.

COMMUNITY ENGAGEMENT GUIDELINES

The SFMTA directs prospective permittees to submit a community engagement plan that includes the following elements:

- **Summary of past community engagement efforts** - Detailed log of meetings and discussions with community stakeholders, their expressed needs and concerns, and an explanation of how the prospective permittee will address them in their program.
- **Community engagement staffing plan** – Anticipated staffing level for community engagement, and list of prospective permittee key staff dedicated to community engagement including relevant experience and specific role for outreach. Staffing plans should also indicate how consultant and/or non-profit partners will be used to supplement outreach efforts (if applicable).
- **Detailed plan and timeline for gathering and responding to public input** - Schedule of anticipated meetings, typical agenda items, and anticipated response times for distribution of notes and action items. This should include identifying existing Task Forces or other established groups from whom input may be valuable (e.g., San Francisco Pedestrian Safety Advisory Committee, SFMTA Small Business Working Group).
- **Outreach Strategy for setting service areas and adjustments to deployment zones** – Detailed approach to inform service area stakeholders—including but not limited to elected officials, neighborhood and merchant associations, community

benefit districts, police districts, and schools—and to receive, incorporate and respond to stakeholder feedback.

EQUITY ENGAGEMENT OVERVIEW & GUIDELINES

In addition, the SFMTA is requiring that prospective permittees prioritize community engagement in seven focus neighborhoods, as appropriate, based on the proposed service areas for specific shared scooter programs. Figure 1 shows the neighborhoods. The criteria used to identify these neighborhoods are based on the SFMTA’s Equity Policy, and are described in detail in the SFMTA’s [2016 Equity Strategy Report](#).

- Concentration of households with low-income
- Concentration of residents who identify with a race other than white
- Private vehicle ownership
- Concentration of affordable and public housing developments
- Muni routes heavily used by persons of color and low -income transit riders



Figure 1: SFMTA Focus Neighborhoods for Equity Outreach

The SFMTA directs prospective scooter share permittees to submit a community engagement plan with equity-focused strategies that will include, but not be limited to:



- **Community advisory board or equivalent** - Permittees should develop a community advisory board, with regularly scheduled meetings, to ensure responsiveness to community concerns and feedback, including accessibility concerns of seniors and people with disabilities.
- **Local business partnership strategy** - Permittees should develop partnership strategies with willing small businesses. These businesses may be identified through outreach to community groups, merchant associations, community benefit districts, economic development organizations and the Office of Economic and Workforce Development.
- **Partnership plan to increase economic and cultural access** - Permittees should partner with willing, community-based service and advocacy organizations to increase economic and cultural access through in-language materials, and in-language customer support, cash payment options and the promotion of service to low-income and undocumented residents. Plan should identify established cultural districts in the proposed service area, and address needs comprehensively.
- **Low-income plan** - Permittees must offer a low-income plan that offers a significant discount similar to other low-income programs from comparable transit and shared mobility operators in San Francisco. These plans should include programs for low-income proxy indicators so that income verification is not required for participation. For example, this could include students, affordable housing residents, and participants in service programs that are hosted by community-based organizations with social mobility, access, and empowerment goals.
- **Culturally sensitive marketing plan** - Permittees should tailor marketing plans 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.
- **Local hire and recruitment plan** - Permittees should actively seek to provide employment opportunities to residents of communities of concern, including partnerships with job placement service organizations.



ENGAGEMENT PLAN EVALUATION

The SFMTA will continuously assess prospective permittee engagement plan delivery—for planning, development, responsiveness, and execution—of both the community and equity engagement components.

Successful plans will develop healthy, collaborative working relationships with willing and engaged stakeholders. Business practices and service provision should directly address community needs and concerns and respond appropriately by prioritizing public feedback, when feasible, into programs and operations.

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 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