

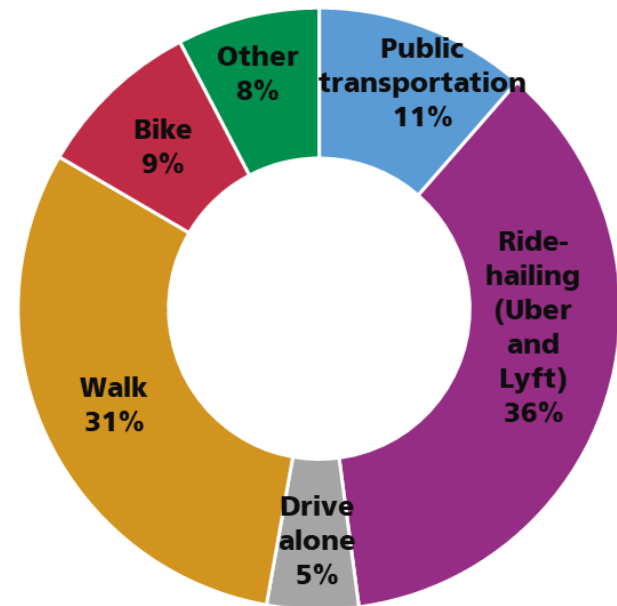


SFMTA

Scooter Share Program Update Permit Issuance and Roll-Out

Context

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



Mode Choice Had Scooter Not Been Available

Scooter Program by the Numbers

- *# of Applicants:* 11
- *# of Permittees:* 4 (JUMP, Lime, Scoot, and Spin)
- *# of Scooters:* Up to 1,000 scooters per operator
- *Permit dates:* 10/15/2019 – 10/14/2020

Keys to Success

- Detailed and rigorous application requirements
- Thorough regulations based on pilot experience
- Thoughtful roll-out plan
- On-going monitoring and compliance reporting

Application Scoring

1. Review of sample scooters

- Device standards
- Lock-to
- Safety check

2. 8 categories, 62 criteria

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

Application Evaluation Summary

	Section Weight	Relevant Emerging Mobility Guiding Principle(s)	Bolt	Helbiz	JUMP	Lime	Lyft	Razor	Scoot	Skip	Spin	Veoride	Wheels
Section A. Device Standards & Safety Assurances	5%	Safety	N/A	2.0	4.0	3.0	3.0	2.0	4.0	1.0	3.0	3.0	3.0
Section C. Pricing Structure	10%	Equitable Access	N/A	2.7	3.1	3.1	2.8	2.6	2.6	2.4	3.0	2.6	2.4
Section D. Operations Plan	10%	Equitable Access	N/A	2.4	3.1	3.1	3.1	2.5	3.1	2.4	3.4	2.6	2.7
Section E. Plan for Safe Scooter Riding & Parking	20%	Safety, Disabled Access, Accountability	N/A	2.7	2.6	2.4	2.3	2.5	2.5	2.5	3.4	2.7	2.5
Section F. Recharging, Maintenance, Cleaning, and Sustainability Plan	10%	Sustainability, Accountability	N/A	2.7	3.1	3.2	3.0	2.8	3.5	2.7	3.1	2.9	1.9
Section G. Hiring & Labor Plan	10%	Labor	1.2	2.2	3.6	3.2	2.8	2.8	3.4	2.8	3.8	2.6	2.2
Section H. Community Engagement Plan	15%	Collaboration	1.0	1.1	3.3	3.1	3.1	2.3	3.4	2.9	3.1	1.9	1.2
Section J. Experience & Qualifications	20%	N/A	N/A	1.0	3.0	3.5	3.0	1.5	3.5	2.0	2.5	1.5	2.0
Total Score	0-100 scale		N/A	50.1	77.6	76.3	71.1	57.6	79.3	60.6	78.0	58.6	53.5

Rating Definitions

4

"4" ratings were given to responses that include robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements.

3

"3" ratings were given to responses that include significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and significantly exceeding the minimum requirements.

2

"2" ratings were given to responses that include basic or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements.

1

"1" ratings were given to responses that include rudimentary solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements.



Why 4? Why 4,000?

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

Key Regulation and Requirements

- Lock-to requirement
- Distribution
- Equity/Engagement
- Labor Harmony
- Sustainability

Lock-To Requirement

- 100 percent lock-to devices required



Equity/Engagement

- Multilingual Service
- Adaptive Scooter Plan
- Culturally Sensitive Outreach
- Partner-Ready Programs
 - Local Hiring
 - CBO Partnership
 - Safety Courses
 - Culture/Arts Collaboration
 - Local Small Business Promotion
- Geofencing Criteria
 - Steep Grades
 - Narrow Sidewalks
 - Community/Supervisor Input
 - Ridership Observation (i.e. # of trip start/ends)



Low Income Plans

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

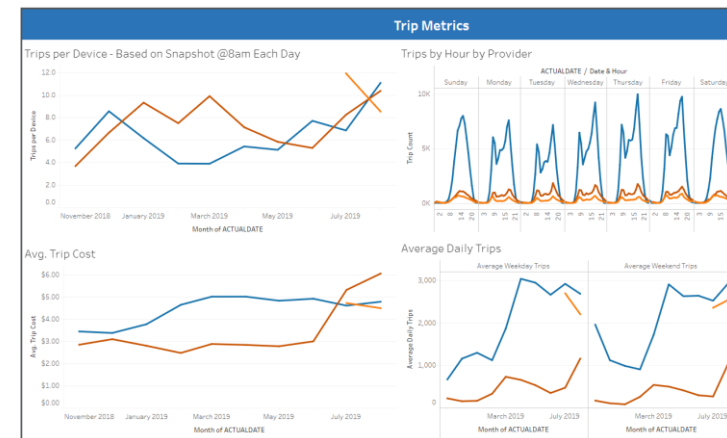
Labor Harmony Plans



- All permittees will use W-2 workers (full-time and part-time), with benefits
- No permittee proposes use of "gig" economy workers
- **Jump:** pays starts at \$19+/hr, recruit locally, through job fairs and CBOs. 3-8 hr shifts, scheduled two weeks in advance
- **Lime:** full benefits (health ins, sick leave, and 401K); 25% staff from Center for Employment Opportunities; \$20-24/hr
- **Scoot:** \$20-30/hr; benefits and stock options; workforce partnerships, (e.g., Success Centers, Salvation Army);
- **Spin:** recruit through OEWD First Source program, Labor Peace Agreement with Teamsters Local 665; Sick Leave, Lactation in the Workplace, Health Care Security, Family Friendly Workplace, and Paid Parental Leave; \$16-24/hr

Sustainability

- New reporting requirements
 - Detailed Operational VMT Tracking
 - Lifecycle Analysis Requirement
 - Inventory analysis and impact assessment
 - Life expectancy of components
 - Detailed reporting on scooter parts disposed of, recycled, or resold, and fleet-wide average lifespan of scooters.
- Compliance w/Dept. of Environment Policies
 - SF Zero Waste
 - Producer Responsibility Policies



Thoughtful Roll-out Plan

- Ramp-up period through early 2020
- Require operators to work with communities to identify appropriate geo-fencing
- SFMTA commits to doubling pace of rack installation
 - >100 new bike racks per month
 - Funded by \$300k of rack installation permit fees

Monitoring and Compliance Reporting

- Operators will be held accountable for commitments made in applications
 - Data-sharing through national Mobility Data Specification (MDS) standard
 - Complaint database with resolution tracking
 - Life-cycle analysis of components and operations
 - Labor harmony plan compliance

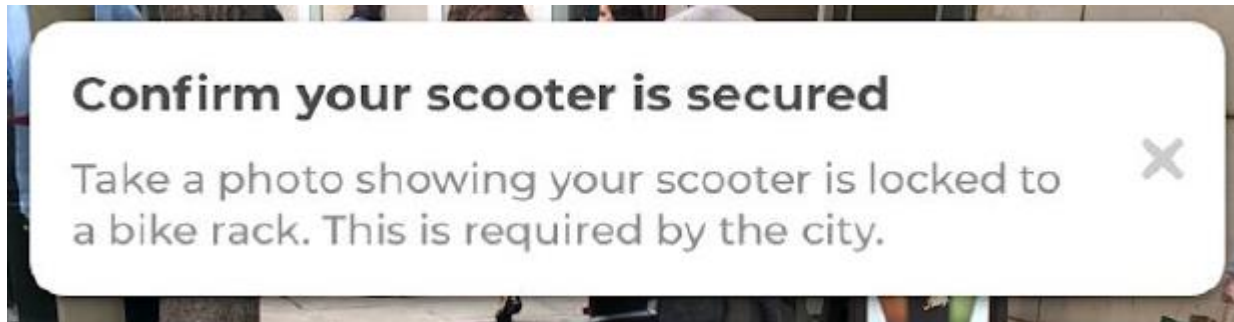
User Accountability

- Multiple channels for complaints (e.g., sidewalk riding or other unsafe behavior)
 - 311
 - Directly to companies (SFMTA will provide contact info for each permittee on [SFMTA.com/scooters](https://www.sfmta.com/scooters))
- Each scooter has prominent unique identifier
- Companies can use date/time/location to identify riders
 - Required to follow up and penalize riders as appropriate
 - Suspension of service for repeat offenders
- Shared database ensures that SFMTA can track each complaint from receipt to resolution



Enforcement - Parking

All permittees use photo-proofing for proper parking at end of trip.



All permittees have a three-strikes policy for improper parking, culminating in service suspension and mandatory training.

SFMTA investigators will respond to 311/Muni reports of improper parking, which result in \$100 citations for permittees.

Enforcement – Sidewalk Riding

- Permittees receive noncustomer feedback through phone, social media, app, or website.
- Mandatory shared database with SFMTA will provide transparency for user accountability, tracking complaints, and following up with warnings and penalties.
- All permittees agree to suspend user accounts for sidewalk riding infractions



Fleet Size Increases

- Rigorous requirements to consider ANY expansion
 - *Fleet Deployment* – deploy > 80% of permitted fleet, < 40% downtown
 - *Equitable Distribution* – meet percent coverage and minimum threshold targets in Key Neighborhoods
 - *Low-Income Plan* – >1 member for every 2 scooters
 - *Usage* – Meet 3 trips/scooter/day target
 - *Labor Harmony* – Demonstrate compliance with submitted Labor Harmony Plan
 - *Complaints Database* – Shared with SFMTA and meet the Agency's specifications
 - *Life-Cycle Analysis* – Completed LCA

Questions?