



SFMTA

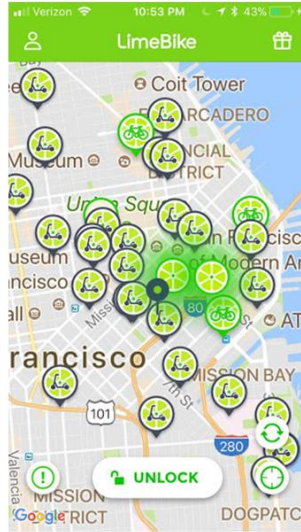
# Powered Scooter Share Pilot Mid-point Evaluation

SFMTA Board of Directors

4.16.19

Jamie Parks

# Context



A rider cruises down Mission Street on a Bird scooter. Almost all city regulations govern the vehicles — yet.

## Complaints roll in over scooter crush

City officials weigh action against stand-up vehicle firms

By Michael Robinson  
San Francisco, where e-scooters and other share bikes are just about everywhere, has started to experience a new kind of congestion: stand-up scooters. The vehicles, capable of speeds up to 20 mph, are being used in large numbers by city residents and visitors alike. They are being used in the same way as bicycles, but with the added benefit of being able to be used in the middle of the street. They are also being used in the same way as bicycles, but with the added benefit of being able to be used in the middle of the street. They are also being used in the same way as bicycles, but with the added benefit of being able to be used in the middle of the street.



- *March 2018* – Shared scooter companies deploy in San Francisco
- *April 2018* – BOS grants SFMTA power to permit scooter share
- *May 2018* – SFMTA Board establishes scooter share pilot permit program
- *May 2018* – SFMTA publishes pilot application.
- *June 2018* – un-permitted operators ordered off streets
- *August 2018* – SFMTA announces two permittees – Scoot & Skip
- *October 2018* – Powered scooter share pilot program begins

# Spring 2018 Unpermitted Roll-Out

- Many Unsafe Behaviors Observed:
  - Parked/tipped scooters blocked pedestrian ROW & created tripping hazard
  - Illegal sidewalk riding
- Thousands of complaints received



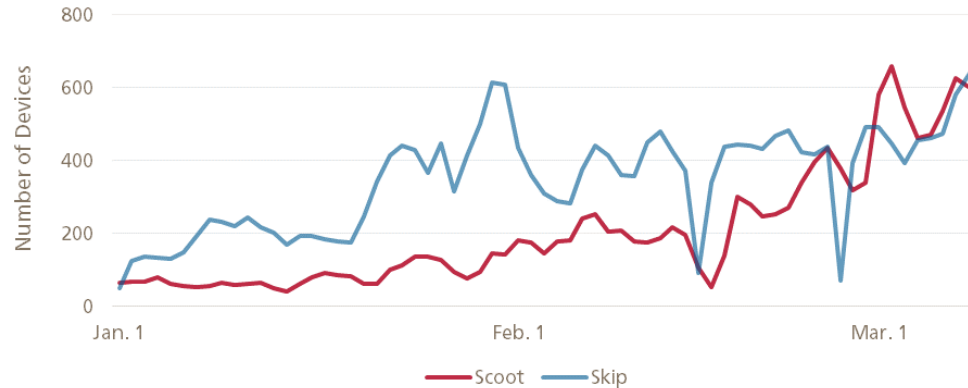
# Scooter Pilot Overview

- October 2018 – October 2019
- 2 permittees: Skip and Scoot
  - 625 scooters each first 6 months
  - Potential doubling after 6 months (pending evaluation)
- Mid-pilot evaluation metrics
  - Usage –  
Trips & availability
  - Safety & Accessibility –  
Collisions, lock-to, user education
  - Equity & Engagement –  
Demographics, programming
  - Complaints & Citations



# Usage

- Availability



- Demand
  - 242,398 trips through Feb.
  - Skip accounts for 90%, Scoot 10%
- Trip characteristics
  - Origins & destinations clustered downtown
  - 42% of scooter trips replaced auto trip



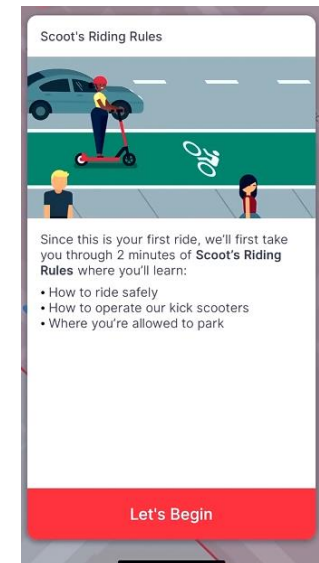
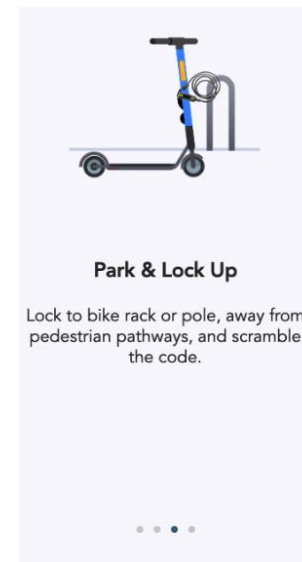
75% of trips  
**< 25 min**



70% of trips  
**< 2 miles**

# Safety & Accessibility

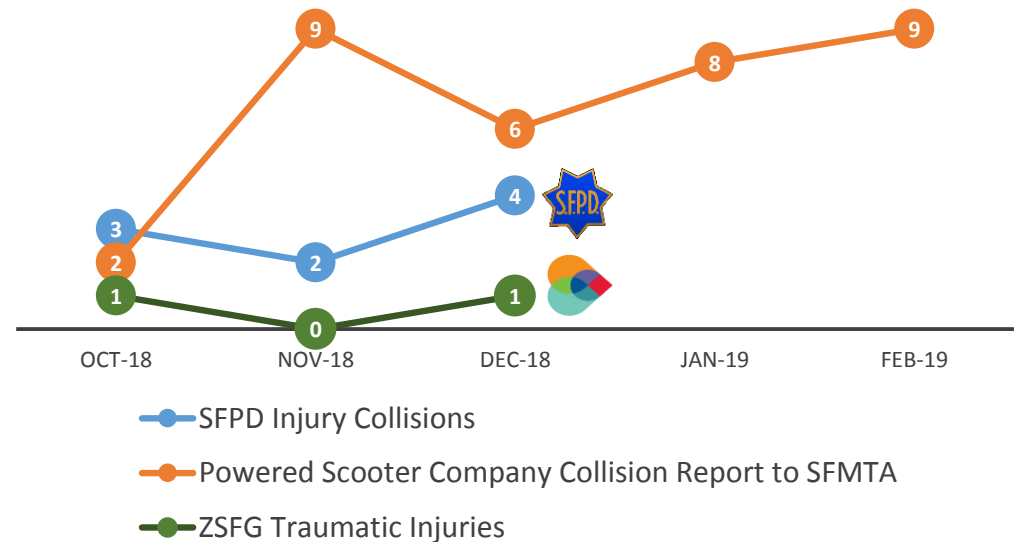
- Lock-to
  - 100% lock-to by February 4
  - Improved parking behavior
  - Reduces theft & vandalism
- Helmets
  - State law changed 1/1/19
  - Operators still encouraging helmet use
- Education
  - Mandatory in-app safety education
  - User registration requirements
  - In-person classes and trainings



# Collisions

- Permittees report collisions to SFMTA monthly
  - Skip – 34 collisions to date (18 injury collisions) in 218k rides
  - Scoot – 0 reported collisions (many fewer trips taken to date)
- SFDPH working with Zuckerberg SF General (ZSFG) to track scooter-related traumatic injuries
- Also tracking SFPD collision reports

## Frequency of Powered Scooter Collisions/Injuries\*



\*ZSFG and SFPD data not yet available for 2019

# Equity & Engagement

- Low-income plan
  - 68 Scoot participants, 78 Skip
  - 0.5% of Scoot trips, 0.3% of Skip trips
  - 9% of users from survey would qualify for low-income plan
- Outreach
  - Permittees attended numerous public events
  - More comprehensive programmatic efforts needed to overcome barriers to adoption
- User survey demographics
  - Race – 63% White
  - Income – 68% have HH income >\$100k
  - Gender – 82% male



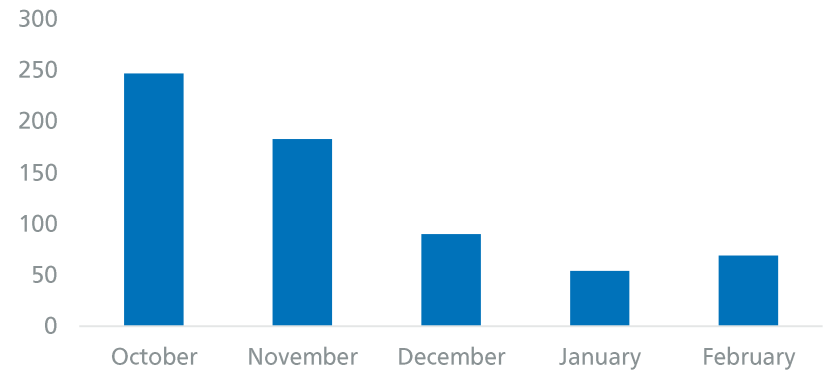


# Complaints & Citations

- Complaints

- 624 for improper parking
- 69 for improper riding
- Trending downward
- Compare with nearly 2k calls to 311 during 6 weeks in spring 2018

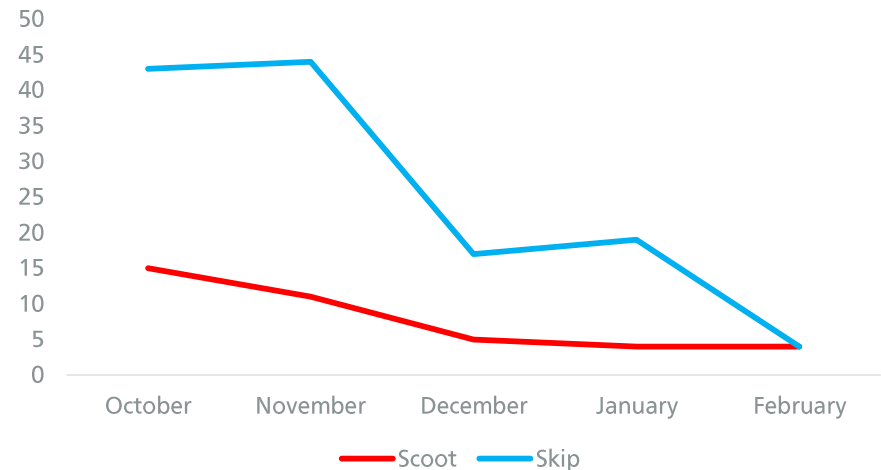
Complaints (311, email, phone)



- Citations

- 166 for improper parking
  - 39 Scoot
  - 127 Skip
- Downward trend since lock-to implemented (100% of fleet lock-to by February)

Parking Citations



# 4/2 Community Discussion

- “World Café”-style discussion groups focused on these topics:
  - Equity & Outreach
  - Safety & Accessibility
  - Data/Other
- What we heard
  - Lock-to improves parking
  - More outreach needed, including multi-lingual
  - Better rider accountability and increased enforcement necessary to improve rider behavior and safety



# Conclusions

- Lock-to mechanism improves safety & accessibility
- More scooters needed for thorough evaluation
- More outreach needed, especially in underrepresented communities



# Next Steps

- Assess possible scooter fleet size increase
- Continue pilot with current permittees
- Improve outreach
- Complete final pilot evaluation and determine on-going program (if any)

*Evaluation results will inform each of these actions*