



SFMTA

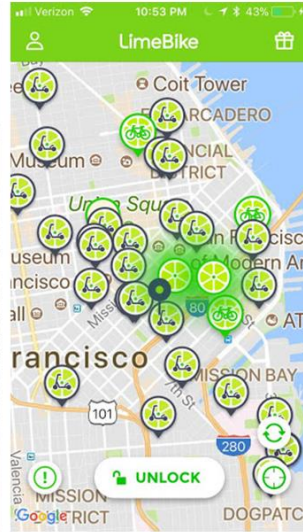
# Powered Scooter Share Pilot Mid-point Evaluation

Pedestrian Safety Advisory Committee

5.14.19

Jason Hyde

# 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**

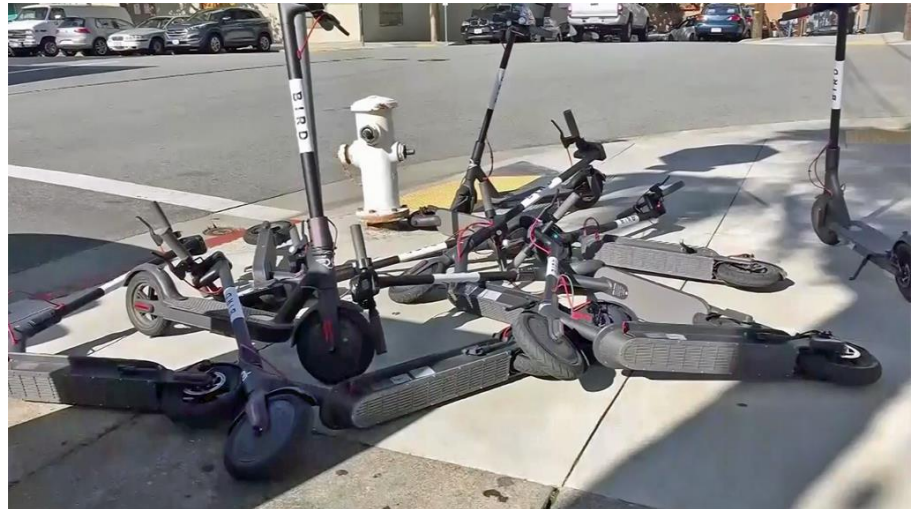
San Francisco, where e-scooters and e-bikes have gone from novelty to necessity, are causing a headache for city officials. A flood of complaints about scooters parked in the street for hours, the clutter, and the noise of scooters parked in the street, are causing a headache for city officials. A flood of complaints about scooters parked in the street for hours, the clutter, and the noise of scooters parked in the street, are causing a headache for city officials. A flood of complaints about scooters parked in the street for hours, the clutter, and the noise of scooters parked in the street, are causing a headache for city officials.



- *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



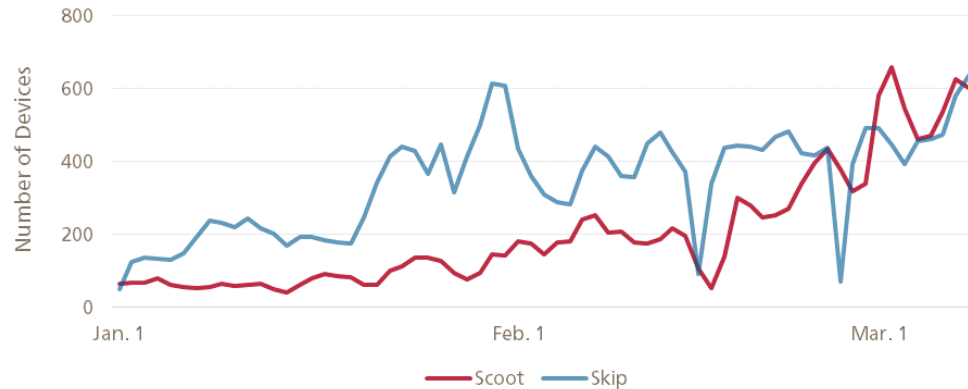
# Scooter Pilot Overview

- 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



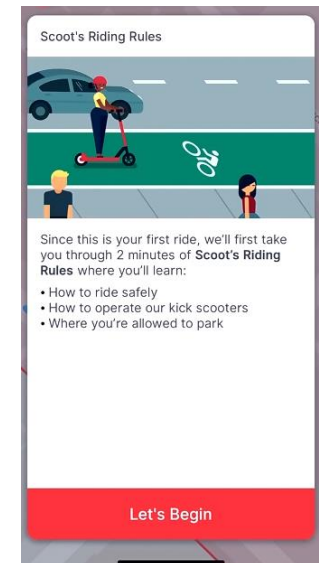
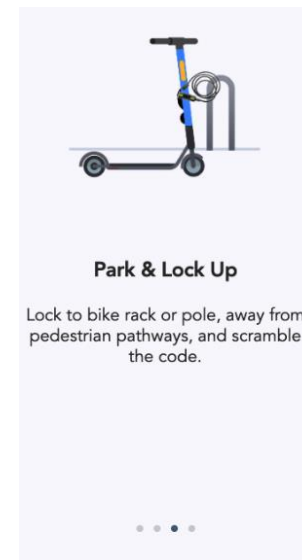
75% of trips  
**< 25 min**



70% of trips  
**< 2 miles**

# Safety & Accessibility

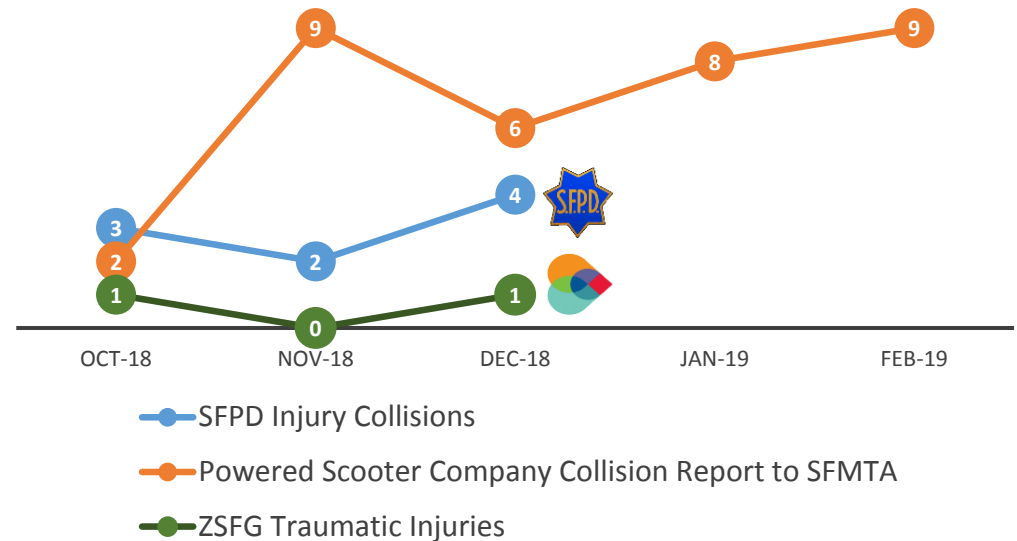
- Lock-to
  - 100% lock-to by February 4
  - Improved parking behavior
  - Reduces theft & vandalism
- Helmets
  - State law changed 1/1/19
  - Operators still encouraging helmet use
- Education
  - Mandatory in-app safety education
  - User registration requirements
  - In-person classes and trainings



# 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



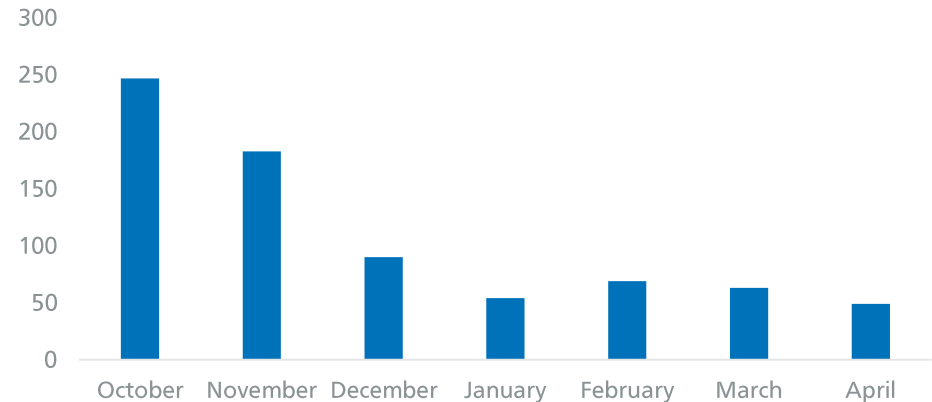


# Complaints & Citations

- Complaints

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

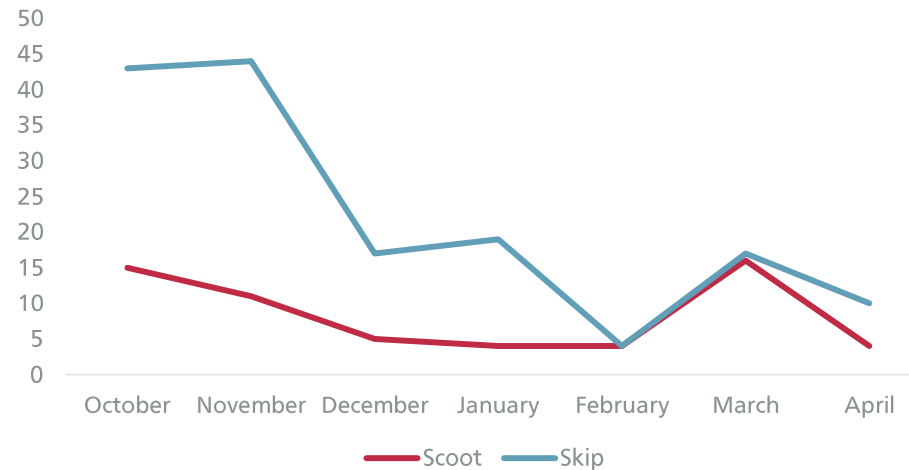
Complaints (311, email, phone)



- Citations

- 213 for improper parking
  - 59 Scoot
  - 154 Skip
- Downward trend since lock-to implemented (100% of both fleets 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



# Fleet Size Increases

- For second half of Pilot, SFMTA may increase the permitted fleet size to 800 scooters once a permittee satisfies the following conditions:
  - Maintains availability **>450 scooters**
  - Continues **100% lock-to deployment**
  - Implements a **safety complaint resolution process**, increasing **rider education** around safety topics, particularly helmet use and sidewalk riding, and improving education around how to alert permittees when a collision occurs
  - At least **150 low-income plan members**



# Fleet Size Increases

- SFMTA may further increase the permitted fleet to 1,250 scooters upon meeting these conditions:
  - Achieve a minimum of **500 low-income plan members**; and
  - Maintain **20% device availability** in Communities of Concern (Scoot); or, 20% availability in southeast neighborhoods (Skip)
  - Operators who fail to maintain a fleet deployment of at least 70 percent of their permitted fleet for 25 out of 30 days is subject to reduction of their permitted fleet size to reflect actual deployment levels.



# Conclusions

- Lock-to mechanism improves safety & accessibility
- More scooters needed for thorough evaluation
- More outreach needed, especially in underrepresented communities
- Safety and rider accountability must continue to be stressed



# 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*