

SFMTA Powered Scooter Share Application Evaluation Scoresheet - Helbiz

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
Application Completeness Submitted application is completed in its entirety.	✓
Application Formatting 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).	✓
Permittee Signature Page Applicant's signature accepting all permit terms and conditions.	✓
Responsiveness to Material Terms and Conditions Application demonstrates responsiveness to material permit terms and conditions as specified in Appendix A.	✓
Device Standards & Safety Assurances 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.	✓
Sample Scooters 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.	✓
Mandatory Plan Components All required plans are complete per Permit Application specifications. C. Pricing Description (including Low-Income Membership Plan(s)) D. Operations Plan F. Plan for Safe Scooter Riding & Parking G. Recharging, Maintenance, Cleaning, and Sustainability Plan H. Hiring and Labor Plan (including Labor Harmony Plan) I. Community Engagement Plan	✓
Minimum Qualifications Applications must clearly demonstrate compliance with the following specified minimum qualifications indicated in bold in the application (Sections A(3); F (3)(a), (8)(a); H(1); I(1),(2),(7),(8); and J (2)).	✓
Additional Plan Components 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.	✓
Data Protocols, Privacy, & Accountability Verification of data-sharing protocols as per Section K. Privacy policies, user agreements, terms of service, etc. as listed under Section L.	
Images & Descriptions Images & descriptions of scooter devices and mobile application as per Sections M and N.	✓
Proof of Insurance 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.

					✓		
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 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 it describes daily device checks and reaction within 30 minutes as well as collaboration with the City, Police, and SFMTA, but doesn't say what actions the reaction might entail and doesn't say they'll immediately inform the SFMTA in the case of a fleet-wide issue.	2.0
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 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 it provides free helmets to users for pickup at community events, at their warehouse, or upon request. The applicant does not provide any financial incentive for helmet usage nor ensures that a helmet will be available for a customer for every ride.	
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 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 it offers a low-income program with free rides and a way to enroll without going online, but cash options are not detailed in the answer for C1.	1.8
2. Quality of other discounted customer plans			✓			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 it waives unlock fees for students, military members, and veterans.	
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 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 offering reduced pricing options based on federal poverty levels, and enrollment pathways have limited accessibility.	
5. Plan for offering service to users without a smart phone		✓				The applicant's response did not include a plan for offering service to users without a smart phone but instead included a plan for offering service to users without a credit card or bank account.	
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 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 it says when an area is overcrowded, Helbiz will offer a discount or waive the \$1 unlock fee.	
7. Billing and customer service business rules for lost scooters			✓			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 users are charged high amounts for lost or stolen devices and still have to pay even if device is later recovered.	
7. Billing and customer service business rules for lost scooters			✓			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 users are charged high amounts for lost or stolen devices and still have to pay even if device is later recovered.	
D. Operations Plan (10%)		1 (least robust)	2	3	4 (most robust)	Comments	
Rebalancing & Operations Plans							1.9
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 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 are available 24/7 with Morning Shift (6am-2pm), Lunch Shift (2pm-10pm) and Night Shift (10pm-6am). During the Lunch Shift, based on real-time location data from each scooter, their operations team reposition scooters throughout the day to equally support the demand across the city to ensure availability of scooters. They also respond to over-concentration problems at a specific location including density prediction by using a full in-house operations team to standby and respond in real-time to redeploy scooters in less dense areas. They implement a "Quiz" and "Carrot and Stick" to help riders move scooters from overcrowded areas or high-demand locations. However, they did not say anything about adaptive availability and deployment and helping transit to meet the last-mile and transportation needs of Muni.	
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 the least compelling solutions, demonstrating no level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements because the applicant did not include any description of an adaptive scooter type or fleet size.	
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 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 creating dedicated fleets for restaurant recovery and increasing its deployments near high demand areas such as hospitals, grocery stores, and mass transit stations.	
Distribution Strategy							

5. Methods for deploying and redistributing scooters, including Adaptive Scooters, consistent with 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 because staff deploy to specific racks around the city in the morning and then the lunch shift rebalances and monitors to ensure balanced scooter density in all zones.
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 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 Helbiz uses density prediction, with the Ops team on standby to redeploy scooters in less dense areas, can prohibit users from parking in overcrowded areas through instantly applied no-parking zones, and can offer incentives to move scooters from overcrowded areas.
Equitable Operations					
4. Service to Key Neighborhoods, as defined in the Distribution Guidelines and Requirements	✓				The applicant's response proposes minimally compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements because they commit to exceeding the number of scooters required by the guidelines but do not outline any ongoing planning or strategies to maintain balanced deployment.
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. <i>The highest scores will be given to applicants that:</i> a) commit to supporting version 1.0 b) propose the shortest implementation timeline for version 1.0 c) commit to supporting version 1.1 d) propose the shortest implementation timeline for version 1.1 e) commit to implementing the Reports endpoint in version 1.1, including the addition of adaptive scooters as a special_group_type <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 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 the applicant agrees to adopt MDS version 1.0 and 1.1, but does not provide a clear timeline for doing so. The applicant also does not commit to meeting MDS version 1.0 or 1.1 on the first day of permit issuance.

E. Complementary Adaptive Scooter Plan (5%) (Optional)	1 (least robust plan)	2	3	4 (most robust plan)	Comments	
1. Proposed adaptive device type(s)	0				No response provided for this section.	0.0
2. Proposed adaptive service model(s), including service area, program eligibility, pricing structure, and reservation/request process	0				No response provided for this section.	
3. Description of community engagement on the Complementary Adaptive Scooter Plan conducted to date	0				No response provided for this section.	
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>	0				No response provided for this section.	
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>	0				No response provided for this section.	

F. Plan for Safe Scooter Riding & Parking (25%)	1 (least robust)	2	3	4 (most robust)	Comments	
Safe Riding Measures						2.0
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 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 it offers ordinary solutions but no unique or innovative approaches.	
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 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 the only solution offered was geofencing.	

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 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 it offers an emergency button within its app. The response describes a process to report safety issues at the end of every ride and a commitment to safety, but does not include as detailed response or innovative safety features as other applicants.
Safe Parking Measures					
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 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 photos of parked devices are requested but not required and the applicant commits to an escalating system of warning/penalties but does not provide specific details.
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 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 the applicant commits to manual and machine learning review of photos submitted by riders as well as a rewards program for proper parking without providing details of how the program works or which actions are rewarded with points.
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 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 lock that is fully integrated with the service app.
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 the least compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements because it provides no indication that SFMTA bike rack data will be incorporated into the app. The response also lacks any indication that the applicant will crowdsource data from customers on proper parking locations.
Accountability Measures					
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 proposes an escalating fine system, the use of AI to analyze riding data, and a unique incentivized reporting system.
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 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 an escalating fine structure that automatically opens a dispute case.
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 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 an escalating fine system and AI analysis using GPS and parking record of users where irregularities are flagged for review.
9. Description of investigation and resolution process regarding complaints about improper, unsafe, or illegal riding/parking behavior.		✓			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 only solution offered is assigning complaints to a dispute team to ID the rider.
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 the least compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements by alerting riders of proper parking rules only after 5-6 months of low parking compliance and a public outreach campaign on proper parking.
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 the least compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements because non-customers can call or email Helbiz customer service and complaints will be added to the database, but the applicant does not commit to resolving complaints within a specific time period.
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 the least compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements because users have to scan a valid driver's license before unlocking a scooter, but the response doesn't say how Helbiz will address the issue of riders under the minimum legal age operating scooters, and doesn't give example of successful implementation of these strategies in other cities.

G. Recharging, Maintenance, Cleaning, and Sustainability Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments
Recharging, Maintenance, & Cleaning					
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 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 provide staff a one-week training course and a "playbook" which explains the entire operation. In addition, their fleet management team is able to detect a series of technical issues that could impact future rides due to sensor feedback. They have at least one trained in-house mechanic on duty in its main warehouse to service and maintain the fleet around the clock in order to ensure a reliable and smooth experience. They are not clear in terms of "technical issues" if this includes recharging of scooter batteries.

2.4

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 all their employees go through a one-week training course and will be provided a "playbook" which will explain the entire operation including how to safely and legally park when retrieving scooters for recharging, rebalancing, or maintenance of scooters. In addition, all employees consented to have their business vehicles, vans or bikes tracked by real-time GPS connected to the Helbiz Fleet Management system. Their City Manager is automatically alert weekly of irregularities or breaches of driving behaviors and also manually review trip data and driver logs. They have a progressive discipline for drivers.
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 a 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 minimize potential negative impacts including congestion, double parking, excessive vehicle-miles traveled (VMT), and CO2 emissions, in regards to their operation. They use an end-to-end smart-tracked platform paired with an AI powering all the routes and navigation, as well as the management related to collecting, redistributing, and recharging scooters for optimized routing, reduced miles traveled, and time spent in traffic while ensuring the maximum operational efficiency. They also use a fleet of electric cargo bikes to lessen their foot print of fossil fuels to congestion and pollution, and maintain monthly data of non-revenue VMT.
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 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 adhere to a minimum cleanliness standard prior to deployment. Their operations team will clean and refurbish scooters that fall below their cleanliness threshold, and they will be redeployed the following day. In response to the COVID-19 pandemic, they have increased the device cleaning measures. Devices are sanitized with alcohol wipes by in-house mechanics before being given to drivers and are sanitized again by the drivers before deployments. The Ops team wears gloves when deploying or repositioning devices and wipe down a device with alcohol wipes whenever they reposition or otherwise interact with a device and each vehicles will have a small bottle of hand sanitizers attached. They also attached gel sanitizer bottles to the scooters. They have implemented several procedures to detect safety of maintenance issues with the fleet and automatically prevent usage of any scooter that does not meet standards. They rely on manual user reports, automatic-error detection from the IoT, back end detection of irregularities, as well as thorough full inspections of each individual part of the scooter over fixed-time intervals. If an error or issue is detected, then the scooter will automatically be remotely disable and, simultaneously, the device will notify the nearest operations employee to inspect the specific unit.
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 the least compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements because they stated that if a potential error or issue is detected either through a user complaint or by our detection algorithm, the scooter will automatically be remotely disable and, simultaneously, the device will notify the nearest operations employee to inspect the specific unit. However, they do not describe procedures for customers to notify the company of any safety or maintenance issues with a scooter.
Sustainability					
6. Commitments to ensure scooters do not defile 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 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 commit to delivering unusable batteries, metal, and plastic to specialized recycling vendors and commit to removing scooters from the Bay immediately.
Accountability					
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 the least compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements due to lack of information beyond a commitment to share this data. The applicant does not specify how this information will inform efforts to reduce the negative impacts of non-revenue 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 the least compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements due to lack of information beyond a commitment to share this data. The applicant does not specify how this information will inform efforts to reduce the negative impacts of non-revenue VMT.
H. Hiring and Labor Plan (15%)					
	1 (least robust)	2	3	4 (most robust)	Comments
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 a 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 commits to only hiring full-time, in-house employees, and not utilizing independent contractors or staffing agencies.
					2.3

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 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 it does not address compliance with best practices regarding equal opportunity or fair wages even though it commits to local hiring, and participating in City First Source Hiring Program.
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 and exceeding the minimum requirements because field/operations staff go through a one week training course and receive a "playbook" with operations instructions.
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 solving known challenges and concerns and exceeding the minimum requirements because it doesn't address how labor harmony addresses steps to avoid potential service disruptions.

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 proposes minimally compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements. No specific details are provided regarding how communication will be responsive in real-time or how information is actively displayed / delivered beyond being passively available.	1.6
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 developing a community feedback database with review & support from community organizations reflective of key communities.	
5. Disability community outreach and engagement strategy for the overall program	✓				The applicant's response includes the least compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements because the response does not include any information about proactively reaching out to disability organizations or engaging in ongoing communication with the disability community.	
6. Outreach strategy for stakeholders beyond current users or the target market		✓			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 indicating specific community collaborations but does not expand on specific strategies.	
9. Cultural sensitivity		✓			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 listing a series of neighborhoods and cultural districts, promising tailored and specific cultural events, without any further details, examples, or ideas.	
Inclusive Partnerships and Programs						
10.a. Partnerships and detailed programs for local hiring		✓			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 identifying a community group with which to partner to address local hiring without details.	
10.b. Partnerships and detailed programs to work with Community-Based Organizations and affordable housing developers	✓				The applicant's response proposes minimally compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements by stating a commitment but providing no details as to the nature and operationalization of the commitments.	
10.c. Partnerships and detailed programs to offer scooter safety courses	✓				The applicant's response includes the least compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements because they commit to a monthly scooter safety course with appropriate translators but provides minimal details on the target audience and program implementation.	
10.d. Partnerships and detailed programs to offer culture and arts opportunities		✓			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 through their local artist scooter design opportunity.	
10e. Partnerships and detailed programs for local small business promotional opportunities		✓			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 offering discounted rides to participating local merchants.	

J. Experience and Qualifications (10%)	1 (least experience)	2	3	4 (most experience)	Comments	
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 the least compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements because 3 North American cities were listed in J2, each of which has a population greater than 75,000, and 2 of which have a population density greater than 10,000 persons per square mile.	2.2
3.c. Average daily active fleet size in latest six months of operation for cities listed in J2. <i>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 the least compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements because the maximum fleet sizes or caps were provided, not the average daily active fleet size as instructed. The average of these maximum fleet sizes/caps for the 3 North American cities listed in J2 was 1,033; 2 cities had a maximum fleet size/cap of 500 or greater.	

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 the least compelling solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements because the average length of operation for fleets of 500 scooters or more for the 2 cities meeting these criteria in J2 was 22 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 ordinary or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns because lock-to was not deployed in any cities listed in the J2 table.
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 the applicant states that all applicable fees were paid on time in every city in which the applicant operates.
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 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 states they have never received any serious suspensions, penalties, citations, and/or any warnings from a local authority where they operate.

SFMTA Powered Scooter Share Application Evaluation Scoresheet - Lime

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
Application Completeness Submitted application is completed in its entirety.	✓
Application Formatting 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).	✓
Permittee Signature Page Applicant's signature accepting all permit terms and conditions.	✓
Responsiveness to Material Terms and Conditions Application demonstrates responsiveness to material permit terms and conditions as specified in Appendix A.	✓
Device Standards & Safety Assurances 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.	✓
Sample Scooters 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.	✓
Mandatory Plan Components All required plans are complete per Permit Application specifications. C. Pricing Description (including Low-Income Membership Plan(s)) D. Operations Plan F. Plan for Safe Scooter Riding & Parking G. Recharging, Maintenance, Cleaning, and Sustainability Plan H. Hiring and Labor Plan (including Labor Harmony Plan) I. Community Engagement Plan	✓
Minimum Qualifications Applications must clearly demonstrate compliance with the following specified minimum qualifications indicated in bold in the application (Sections A(3); F (3)(a), (8)(a); H(1); I(1),(2),(7),(8); and J (2)).	✓
Additional Plan Components 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.	✓
Data Protocols, Privacy, & Accountability Verification of data-sharing protocols as per Section K. Privacy policies, user agreements, terms of service, etc. as listed under Section L.	
Images & Descriptions Images & descriptions of scooter devices and mobile application as per Sections M and N.	✓
Proof of Insurance 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.

					✓	
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 R&D, road tests, self-diagnosing sensors, maintenance, and in the case of a fleet-wide issue says it will suspend rentals and immediately contact the SFMTA.	3.5
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 and discounts for customers to purchase a foldable helmet. This response demonstrates the highest level of commitment to solving known challenges and concerns and exceeds the minimum requirements to the highest degree.	
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 free rides, and cash options at multiple locations.	3.2
2. Quality of other discounted customer plans				✓	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 offers free rides to many categories of workers as part of the pandemic recovery, free rides to and from vaccination appointments, and day and monthly passes, as well as a morning commute time discount.	
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 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 committing to tripling low-income plan enrollment above the target enrollment, outlining expansive outreach pathways that includes extensive partnerships with community organizations working with key populations, and identifying specific partnership strategies to coordinate and support existing SFMTA low-income services.	
5. Plan for offering service to users without a smart phone		✓			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 it describes how users can unlock devices by text and access account info by text but doesn't describe how users would locate or 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 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 to address overcrowding it will guide and incentivize riders to park in less crowded locations.	
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 Lime will refund charges for lost or stolen scooters if the user identifies an issue preventing them from locking the device, or another situation out of their control.	
D. Operations Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments	
Rebalancing & Operations Plans						
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 provide service 24/7 for both standard and adaptive vehicles. They also provides a more critical transit link to Muni Owl network for third shift workers, and other late night riders. They use a Hotspot Optimizer to ensure that riders in Key Neighborhoods and throughout the City will have scooters when and where they need them and reliable access to scooters outside regular commute times and patterns. In addition, with their Scheduled Scooters feature, riders can request their standard or adaptive scooters to be deployed near any location regardless of neighborhood with 24 hours' notice. They monitor the concentration of scooters in real time to avoid overcrowding and will rebalance the scooters to less dense areas to ensure equitable distribution. They have 24/7 services for both standard and adaptive vehicles and provide critical transit link to Muni Owl and late night riders.	3.1

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 ordinary or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns because the applicant proposes two adaptive device types to be 5% of the fleet, except one device is not an eligible device. The applicant exceeded the minimum requirements because it proposed 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 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 increasing service in key neighborhoods and at transit hubs, developing LimeAid-free service for essential workers and first responders and more in coordination with community organizations, and offering free rides for vaccinations.
Distribution Strategy					
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 Lime's Hotspot Optimizer incorporates SFMTA guidelines into deployment and rebalancing instructions to staff, using historical demand data and monitoring concentration of vehicles in real time, and users can request an Adaptive Scooter deployment.
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 Lime has identified specific locations with high ridership, more frequent rebalancing, marketing campaigns, and scooter valets, commits to respond to overcrowding within 2 hours, will use AI to detect overcrowding and redirect riders to less crowded locations, and will incentivize rider rebalancing to more distant locations.
Equitable Operations					
4. Service to Key Neighborhoods, as defined in the Distribution Guidelines and Requirements				✓	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 using their Hotspot Optimizer tool, real-time monitoring, offering scheduled scooters available anywhere with 24 hours notice, and ongoing feedback sessions with CBOs to inform & adapt their deployment in key neighborhoods.
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. <i>The highest scores will be given to applicants that:</i> <i>a) commit to supporting version 1.0</i> <i>b) propose the shortest implementation timeline for version 1.0</i> <i>c) commit to supporting version 1.1</i> <i>d) propose the shortest implementation timeline for version 1.1</i> <i>e) commit to implementing the Reports endpoint in version 1.1, including the addition of adaptive scooters as a special_group_type</i> <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 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 the applicant agrees to meet standards for MDS version 1.0 and 1.1 but does not give a detailed time frame, nor commit to meeting this standard by the first day of permitted operation. Furthermore, the responses lacked a commitment to categorizing adaptive scooters as a special group type.

E. Complementary Adaptive Scooter Plan (5%) (Optional)	1 (least robust plan)	2	3	4 (most robust plan)	Comments
1. Proposed adaptive device type(s)				✓	The applicant's response includes a 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 proposes a large library of adaptive device types which are all equipped with GPS technology.
2. Proposed adaptive service model(s), including service area, program eligibility, pricing structure, and reservation/request process		✓			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 the complementary adaptive program is available to both a rider and one companion for free, and can be reserved through multiple methods.
3. Description of community engagement on the Complementary Adaptive Scooter Plan conducted to date		✓			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 the applicant provides evidence of national-level engagement with the disability community but less detail or specifics on local efforts, including its Accessibility Advisory Board, which includes names of organizations misstated or misspelled, demonstrating a lack of familiarity.
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 ADRCs, creating an Accessibility Advisory Board, social media and traditional media marketing, and conducting a survey after each Lime Able ride.

2.6

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 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 Lime's adaptive devices have a stand-alone GPS module and they commit to quarterly reports on the Complementary Adaptive Program but do not provide many details on their analysis framework.
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F. Plan for Safe Scooter Riding & Parking (25%)	1 (least robust)	2	3	4 (most robust)	Comments
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Safe Riding Measures	1 (least robust)	2	3	4 (most robust)	Comments
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 all riders will complete refreshed training including mandatory video, cognitive testing during certain hours, reminder pop-ups every time the app is opened as well as reminders sent every three trips and rider scorecard.
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 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 training mode limit speed, sidewalk detection and testing technology to slow riders who ride on sidewalks for long periods of time.
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 as detailed by the applicant's call for help system (RADAR), which brings a pop-up option to call for emergency services if a scooter crash is detected. Additionally, riders are able to report crashes at the end of every ride.
Safe Parking Measures					
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 because the applicant commits to using AI recognition in photos of whether a scooter is parked to a bike rack and hosting in-person education events.
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 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 the applicant will incentivize good parking with a weekly lottery but only commits to reviewing 10% of ride photos.
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 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 lock that is fully integrated with the service app.
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 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 the applicant already displays SFMTA provided bike rack locations in the application. As compared to other applicant's responses, this applicant's does not provide significant detail or propose any innovative program to crowdsource new bike rack locations.
Accountability Measures					
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 proposes zero tolerance behaviors, an escalating fine system, an audit and verification system, a unique AI system to detect infractions in real time and staff audits 10% of parking photos.
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 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, an audit and verification system.
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 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 the same structure as riding fines, quizzes, an escalating fine system, an audit and verification system and staff review of 10% of parking photos.
9. Description of investigation and resolution process regarding complaints about improper, unsafe, or illegal riding/parking behavior.		✓			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 it utilizes a ticket system which assigns complaints, which is an ordinary solution.
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 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 providing a "noise footprint" to alert pedestrians when a scooter is approaching; a system to slow scooter speeds when multiple riders are detected; and internal scooter hardware that detects tipped scooters that need to be moved upright.
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 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 non-customers can contact Lime multilingual customer service 24/7 via phone, email, app, text, website and because Lime commits to addressing misparked scooters in no more than two hours and to logging complaints in the database within one week of receipt.

2.7

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 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 users must scan driver's license and match to a selfie before they take their first trip, verified underage riding results in immediate account deactivation, and these strategies have already been successfully implemented in SF or other cities.	
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G. Recharging, Maintenance, Cleaning, and Sustainability Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments	
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Recharging, Maintenance, & Cleaning						3.3
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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 a 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 their Operations Team can access information about each vehicle, including battery status in their Operations App. When a scooter's charge falls below 20%, their back-end Operations System automatically dispatches an Operations Specialist to replace the battery. All of their Operations Team members who handle batteries complete a safety training every six months, including best practices for safe charging, pass several knowledge checks with 100% accuracy, follow the proper safety procedures and wear the correct PPE. Also best practice for safe charging are posted throughout the warehouse. Their SF team maintains a record of training documentation and OSAH compliance, including battery training dates for each employee and their scores on each knowledge check they complete.	
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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 a 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 their Operations Specialists receive training and monthly reinforcement on the rules of the road, best practices on operating on the streets in SF, and scenario-specific proper parking training. Before driving independently, Operations Specialists go on in-person ride-alongs with Shift Leads. Quick reference guides on proper driving and parking are posted throughout the warehouse. To ensure adherence to the rules, parking and driving compliance is included in individual performance scores. After two violations, the staff face a reduction of hours and, ultimately, termination.	
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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 a 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 reduced their VMTs by 50%+ from Feb. 2020 to Feb. 2021. They introduced e-cargo bikes to their fleet for rebalancing, and will increase their use in 2021-2023. Their "T-Rex" proprietary task assignment algorithm prioritizes field tasks based on route and task importance, minimizing wasted trips and inefficient routes, resulting in savings in fuel, VMT, emissions and reducing congestion. In 2021-2023, they will launch the Gen 4 scooter with swappable batteries which enables the team to replace depleted batteries with charged ones in the field as to bringing them back for charging resulting in fewer van trips, less congestion, and lower emissions. In 2021 they will convert their operational fleet to zero emission with electric vehicles.	
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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 a 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 proactively identify any issues before they become a service problem, in their Service Level Agreement (SLA) chart. Their Ops Team performs a field inspection of each scooter at least once per day and every time they touch the device. Their scooters receive a full 45-point inspection at the warehouse by a trained and certified mechanic at least every 7 days, including screws, brakes, handlebars, grips, battery damage or wear, lights, cleanliness, stickers, a test ride, and more. Scooters that are overdue for an inspection are flagged for immediate retrieval. For COVID-19 protocols, their staff sanitize every scooter at least daily and every time they come in contact with one, follow CDC recommendations for disinfecting, including using EPA-approved cleaners, focusing on frequently touched areas of scooters including handlebars, brakes, and throttles, and wiping surfaces so that they remain visibly wet for five minutes. They also disinfect high traffic areas in their daily operations including vans, doorknobs, bathrooms, and mechanic stations. They provided staff with CDC approved PPE, institute social distancing, and reduced warehouse capacity by 40%. They implemented training on COVID protocols.	
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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 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 customers and non-customers alike can notify them of any issues, including improperly parked scooters, through our 24/7, multilingual customer service via phone, email, app, text, and our safety portal website. They also have a dedicated San Francisco webpage, li.me/sf, and email for direct reporting to the San Francisco local team. Any scooter reported as damaged it is automatically removed from the system and placed in Maintenance Mode, wherein it cannot be seen in our app or rented. They did not state that the scooter is removed form service until it is inspected.	
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Sustainability						
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6. Commitments to ensure scooters do not befoul 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 geofence an 80+ foot buffer near bodies of water, are partnering with a local diving company to retrieve submerged vehicles, have a battery rated IP67 up to one meter, have a carbon neutral fleet, and are committed to becoming carbon negative by 2025.	
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Accountability						
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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 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 the applicant agrees to share this data with the SFMTA and will collect it from both vehicle odometer readings and vehicle telemetry data. The response also includes the type of vehicles that will be utilized for non-revenue service but does not include how the information will be shared or what action will be taken from it.	
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 because the applicant agrees to share this data with the SFMTA and will collect it from both vehicle odometer readings and vehicle telemetry data by vehicle type. The response also outlines which vehicles will be used in non-revenue service. The applicant does not specify how this information will inform efforts to reduce the negative impacts of non-revenue VMT.	
H. Hiring and Labor Plan (15%)	1 (least robust)	2	3	4 (most robust)	Comments	3.3
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 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 commits to only hiring full-time, in-house employees, and not utilizing independent contractors or staffing agencies.	
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 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 promises compliance to best practices for equal opportunity, local hiring, and fair wages. It commits to partnering with City First Source Hiring Program, and provides specific detail for current partners and other dimensions of equal opportunity.	
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 and exceeding the minimum requirements because field/operations staff receive training upon hire and during monthly meetings and have ongoing access to online training materials.	
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 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 cites labor harmony as a main motivator for full-time employees, and discusses details like benefits, vacation days and sick leave. It also discusses a record of promotional job development for front-line operations staff.	
I. Community Engagement Plan (10%)	1 (least robust plan)	2	3	4 (most robust plan)	Comments	3.4
3. Communications strategy for service changes				✓	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 using a combination of digital & physical outreach materials, including a notification process in collaboration with community partners and record of community engagement in addition to service change communications.	
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 providing annotated outreach records and developing a public-facing website specifically for community information exchange.	
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 it includes an SF Accessibility Advisory Board, user surveys after each Lime Able ride, the development of a proper parking PSA to respond to a major accessibility barrier, and clear examples of a program adjustments made due to feedback from the disability community.	
6. Outreach strategy for stakeholders beyond current users or the target market				✓	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 committing to financial investments with specific populations, marketing and education campaigns and advisory boards consisting of user populations with barriers to use, and co-creating partner-ready programs using partner organization feedback.	
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, and comprehensive marketing to reach a diverse cross section of SF communities.	
Inclusive Partnerships and Programs						
10.a. Partnerships and detailed programs for local hiring				✓	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 local hire initiatives, naming partnering community based organizations, providing a break down in where staff are drawn from, responsiveness to critique for tech companies, First Source Hiring with the SF OEWD, and committing to recruitment events to focus on inclusion for marginalized groups.	

10.b. Partnerships and detailed programs to work with Community-Based Organizations and affordable housing developers				✓	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 identifying existing partnerships with community organizations and outlining how they will collaborate in a community-specific way, noting COVID-responsive partnerships, and offering free rides to volunteers of community safety organizations.
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 First Ride safety course in partnership with a range of CBOs and commit to implementing women-focused First Ride courses.
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 partnering with cultural districts to promote and offer free rides, developing scooter tours highlighting community histories and businesses, and working with local artists with disabilities on hardware design.
10e. 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 leveraging outreach pathways to highlight small businesses in-app, and partnering with merchant districts to magnify visibility of recovery and need.

J. Experience and Qualifications (10%)	1 (least experience)	2	3	4 (most experience)	Comments	
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 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 8 North American cities were listed in J2, each of which has a population greater than 75,000, and 3 of which have a population density greater than 10,000 persons per square mile.	3.8
3.c. Average daily active fleet size in latest six months of operation for cities listed in J2. <i>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 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 daily active fleet size across the 8 cities listed in J2 was 2,392, and each city had an average deployed fleet size of 500 or greater.	
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 8 cities meeting these criteria in J2 was 28 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 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 no serious suspensions, penalties, citations, and/or warnings were listed for cities listed in J2.	

SFMTA Powered Scooter Share Application Evaluation Scoresheet - Spin

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
Application Completeness Submitted application is completed in its entirety.	✓
Application Formatting 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).	✓
Permittee Signature Page Applicant's signature accepting all permit terms and conditions.	✓
Responsiveness to Material Terms and Conditions Application demonstrates responsiveness to material permit terms and conditions as specified in Appendix A.	✓
Device Standards & Safety Assurances 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.	✓
Sample Scooters 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.	✓
Mandatory Plan Components All required plans are complete per Permit Application specifications. C. Pricing Description (including Low-Income Membership Plan(s)) D. Operations Plan F. Plan for Safe Scooter Riding & Parking G. Recharging, Maintenance, Cleaning, and Sustainability Plan H. Hiring and Labor Plan (including Labor Harmony Plan) I. Community Engagement Plan	✓
Minimum Qualifications Applications must clearly demonstrate compliance with the following specified minimum qualifications indicated in bold in the application (Sections A(3); F (3)(a), (8)(a); H(1); I(1),(2),(7),(8); and J (2)).	✓
Additional Plan Components 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.	✓
Data Protocols, Privacy, & Accountability Verification of data-sharing protocols as per Section K. Privacy policies, user agreements, terms of service, etc. as listed under Section L.	
Images & Descriptions Images & descriptions of scooter devices and mobile application as per Sections M and N.	✓
Proof of Insurance 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.

	1 (least robust)	2	3	4 (most robust)	Comments	✓
A. Device Standards and Safety Assurances (5%)						
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 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 it describes device checks, on-board sensors, and tracking of reported maintenance issues, as well as the ability to block all rentals, but doesn't mention contacting the City in the case of a fleet-wide issue.	2.5
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 significantly more detailed approach that demonstrates a higher level of commitment and ability to solve known challenges and concerns regarding helmet usage. The applicant proposes a ride discount for pictures at the end of the ride with a helmet shown and proposes to offer discounts for foldable helmets, which are more easily carried by riders before and after scooter rides.	
C. Pricing Structure (10%)						
1. Quality of low-income customer plan and cash payment option, and commitment to expanding affordable access				✓	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 offers a low-income program with free rides, a way to enroll without going online, cash options at multiple locations, and ride credit to offset prepaid debit card fees.	3.2
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 discounts for students and pandemic-related free rides to healthcare workers.	
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 including partnerships with affordable housing developments, and location-based auto-credited discount rides in key neighborhoods.	
5. Plan for offering service to users without a smart phone		✓			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 it describes how Spin cash cards offer a text to ride option allowing users to add ride credit to their account, unlock or lock devices, and check ride credit balances, but doesn't describe how users would locate devices and doesn't describe an option for users who don't need to use cash (for example if they have a credit card) but don't have a smartphone.	
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 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 describe ride credits for parking at designated bike racks, such as adjacent to transit stops, with higher incentive to address overconcentration, a helmet incentive, and automatic discounts for users who start rides in certain neighborhoods.	
7. Billing and customer service business rules for lost scooters			✓		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 Spin may charge \$200 for lost or vandalized scooters and users can contest the penalty through the Customer Support team.	
D. Operations Plan (10%)						
Rebalancing & Operations Plans						
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 their operating hours are 24/7. They will carry adaptive scooters 24/7 in their vans so they can respond to rapid on-demand requests. Their Operations Team begins deployment of scooters at 5AM before the morning commute. They use a Spin Mission Control system to alert them when local availability exceeds the maximum or dips below minimum levels to deploy scooters. The Spin Mission Control tool shows the density of scooters in their entire service area, exposing differences in deployment densities in which their Operations Team will find gaps in availability and push equal distribution across SF. They carry adaptive scooters in their vans to respond to rapid on-demand requests and they deploy at 5am before the morning commute.	3.0

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 propose two adaptative devices types to make up 2.5% of the fleet each (for a total of the required 5%), demonstrated how feedback from disability community was incorporated, and commit to increasing the fleet size with SFMTA's feedback and 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 ordinary or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns. The applicants exceeded the minimum requirements by rolling out an Everyday Heroes program offering free rides to healthcare workers but did not outline any service-specific processes to supporting transportation recovery beyond ongoing support for existing infrastructure projects and communication with CBOs.
Distribution Strategy					
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 morning deployment will meet minimum thresholds, there will be ongoing scooter rebalancing, and Spin will monitor dashboards to never come within 5 scooters of a minimum or maximum threshold, and uses internal tools to monitor density of scooters across the service area, and has users contribute to rebalancing by guiding parking away from oversaturated areas.
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 Spin has valets, the Operations team ensures distribution requirements are met with drive-by sweeps and continuous monitoring, Spin will have an increased number of Preferred Parking Spots to encourage parking in certain areas, and can deter parking in overcrowded areas with additional parking charges there.
Equitable Operations					
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. The applicants exceeded the minimum requirements by utilizing Spin Mission Control to inform deployment, having a dedicated community partnerships team publicizing discount and safety programs. While the applicant introduces tools used to inform deployment such as extensive community partnerships, the application doesn't go into detail about the actual distribution components of service.
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. <i>The highest scores will be given to applicants that:</i> <i>a) commit to supporting version 1.0</i> <i>b) propose the shortest implementation timeline for version 1.0</i> <i>c) commit to supporting version 1.1</i> <i>d) propose the shortest implementation timeline for version 1.1</i> <i>e) commit to implementing the Reports endpoint in version 1.1, including the addition of adaptive scooters as a special_group_type</i> <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
1. Proposed adaptive device type(s)			✓		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 proposes four devices, one of which can accommodate wheelchair users.
2. Proposed adaptive service model(s), including service area, program eligibility, pricing structure, and reservation/request process		✓			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 the program will be available for free to all riders in San Francisco and can be reserved through multiple methods.
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 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 it includes semi-annual surveys, focus groups with disability advocacy partners, and exploring a new rental hub location for adaptive scooters, but has a minimally detailed marketing plan.

2.6

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 several of their adaptive devices use MDS and they commit to a detailed evaluation framework.	
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F. Plan for Safe Scooter Riding & Parking (25%)	1 (least robust)	2	3	4 (most robust)	Comments	3.0
Safe Riding Measures						
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.			✓		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 first trip requires authentication of ID, mandatory video with quiz, in-app messaging and safety curriculum.	
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.)			✓		Response that 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 include slow first ride, downhill speed limits, geofenced slow/no-go zones and sidewalk detection.	
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 ordinary or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns. The applicants exceeded the minimum requirements by allowing customers to generate a support ticket with a response from company operations. The applicant also prompts all riders with the option to report a crash for rides rates less than 5 stars by customers.	
Safe Parking Measures						
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, because of the various education methods and reminder tools beyond the device and the 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 a robust approach demonstrating the highest level of commitment and ability to solving known challenges and concerns, and exceeding the minimum requirements to the highest degree by rewarding good parking using photo review, providing incentives to park at hubs and preferred parking spots, alerting riders to tipped scooters and requiring resolution before the trip is ended.	
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 a robust approach 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 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 continuing to display SFMTA provided bike rack locations to users in-app and by committing staff time to add parking locations to the Spin parking dataset and sharing any additional bike parking locations back to SFMTA staff.	
Accountability Measures						
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 an escalating fine system and requires that users pass a quiz before unlocking their account.	
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 robust 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 a clear penalty structure with escalating consequences with demonstrated results.	
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 robust 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 a clear penalty structure with escalating consequences with demonstrated results.	
9. Description of investigation and resolution process regarding complaints about improper, unsafe, or illegal riding/parking behavior.			✓		The applicant's response 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 because it includes always following up with the original reporter.	
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 ordinary or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns. The applicants exceeded the minimum requirements by providing parking hubs at high use locations, continuing advocacy for street safety and active transportation improvements, and by providing funding to enhance transportation safety projects.	
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 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 non-customers can contact Spin customer service via email, phone, and social media, and Spin commits to responding within two hours, updating the database within one week, and sharing the resolution of complaints within two weeks.	
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 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 users must scan driver's license, Spin will introduce supplemental face verification, these strategies have already been successfully implemented in SF or other cities, but there are no details about how they will address the issue of riders under the minimum legal age operating scooters.	

G. Recharging, Maintenance, Cleaning, and Sustainability Plan (10%)	1 (least robust)	2	3	4 (most robust)	Comments	3.3
Recharging, Maintenance, & Cleaning						
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 a 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 new hires are enrolled in their Operations Academy Curriculum, which includes in-person and digital training modules, an intensive review of relevant local regulations, and ongoing mentoring from a more experienced employee. The employee training program includes: onboarding and continuous on-the-job training that covers OSHA, battery safety, and operational standards training; and monthly reviews of OSHA and battery safety training and best practices in case of safety incidents. It also includes basic electrical safety training. Employees learn how to perform safety checks before deployment to ensure the scooter fleet is well maintained. Training is available in multiple languages.	
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 a 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 of their Operation employee applicants undergo a driving test. During onboarding, employees learn how to adhere to local parking regulations. The employees are taught to yield and give priority to Muni. Parking in red zones, accessible parking spots, bus lanes, and bike lanes is forbidden. Additionally, idling is forbidden and the vehicles must be pulled fully up to the curb where they will not impede on vehicle or bike travel lanes. The team never deploys in a way that blocks the sidewalk, curb cuts, ramps, or doorways. The primary focus is the safety of those around them while approaching, parking or pulling away from a deployment point. Team members practice proper vehicle riding as well as lifting, loading, and charging scooters.	
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 a 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 have a swappable battery, which can be replaced onsite using smaller vehicles, including cargo e-bikes, that take batteries, not scooters, to the warehouse for charging which extends the vehicle's life, reduces the number of scooters needed in our fleet to provide the same level of service, and reduces VMT and emissions. They have a route optimization tool that minimizes VMT. In addition, their Hubs allow a portion of the fleet to be charged without manual pick-up or delivery of recharged batteries, and parking spots, grouping scooters together and decrease stops of operations team which impacts VMT and emissions. In April 2021, they plan on electric Operations vehicles to reduce emissions. During the day, employees monitor scooter locations continuously for coverage and rebalancing. They perform the ground tasks at night, when vehicle and foot traffic are at their lowest. They use e-cargo bikes to minimize congestion, and when deploying vans, use two employees per van to allow the team to move the vehicle immediately if necessary.	
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 a 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 when their scooter needs servicing, it is marked "unrentable," removing it from the app and preventing users from unlocking it. Their mechanics ensure that: the front and rear lights, kickstand, breaks, battery and propulsion system are all properly functioning; the stem and handlebars are secure, the wiring is intact; tires are properly inflated, without punctures or abnormal wear and have; and stickers and vinyls are properly attached. All repairs are documented electronically, and the entire maintenance history of our scooters is available to our mechanics. After servicing, the scooter undergoes a thorough inspection to verify they are safe to redeploy. Lastly, the mechanics conduct a test ride as a part of the final acceptance test. For vandalized scooters, their mechanics will clean the scooter and replace any disfigured parts. Cleaned scooters undergo the same rigorous safety checks described above. In addition, scooters receive a comprehensive checkup every 100 miles to ensure scooter safety, which checks the following: drive train is smooth; steering is straight and true; fenders, kick stands, and bells are attached and operational; front and rear lights are fully functional; and on-scooter electronic components—such as RFID readers, the GPS, locking mechanism, alarm, etc.—are properly functioning. Operations team wears personal protective equipment (PPE). Team members wipe down each scooter that they handle in accordance with CDC guidelines and best practices, with special attention paid to frequent touchpoints. All deployed fleet scooters have antimicrobial grips, reducing the potential of surface transmission between users.	
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 a 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 can report safety or maintenance issues with a scooter using the following channels: our app; website; email (support@spin.pm); phone (1-888-249-9698); and social media (Twitter, Facebook, and Instagram). Their Customer Support number and the scooter identifier are affixed to the scooter. When notified of a scooter that needs servicing, it is marked "unrentable," removing it from the app and preventing users from unlocking it. Their in-house mechanics inspect and repair their vehicles following the procedures detailed in G3 above.	
Sustainability						
6. Commitments to ensure scooters do not defile 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 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 commit to responding immediately to submerged scooters, have specialized tools for retrieving scooters from water, and are in contact with the Port of San Francisco.	
Accountability						

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 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 state which type of non-revenue vehicle will be used and commit to reporting non-revenue VMT and number of trips.
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 because they state which type of non-revenue vehicle will be used and commit to reporting non-revenue VMT, number of trips, and average fuel efficiency. The applicant does not specify how this information will inform efforts to reduce the negative impacts of non-revenue VMT.

H. Hiring and Labor Plan (15%)	1 (least robust)	2	3	4 (most robust)	Comments	4.0
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 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 commits to only hiring full-time, in-house employees, and not utilizing independent contractors or staffing agencies.	4.0
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 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 compliance to best practices for equal opportunity, local hiring, and fair wages. It commits to partnering with City First Source Hiring Program, and provides specific detail for current partners and other dimensions of equal opportunity.	
5. Skills and training procedures for field/operations staff and contractors				✓	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 shares a detailed list of the training courses required for their operations staff.	
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 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 describing commitment to work with unionized staff to ensure healthy labor relations and working conditions, towards reducing the possibility of service disruptions.	

I. Community Engagement Plan (10%)	1 (least robust plan)	2	3	4 (most robust plan)	Comments	2.9	
3. Communications strategy for service changes		✓			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 utilizing available, existing pathways for communicating service changes.	2.9	
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 offering feedback through community mapping and partner groups in addition to the standard pathways.		
5. Disability community outreach and engagement strategy for the overall program				✓	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 commit to ongoing partnership with specific disability organizations, share a list of program adjustments made due to disability community input, and commit to ongoing engagement with non-riders with disabilities to ensure they are not harmed by the scooter program.		
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 providing multilingual resources, publicizing services & employment opportunities through community org partnerships, and collaborating with affordable housing developments to provide affordable services.		
9. Cultural sensitivity			✓		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 detailing efforts to address unique neighborhoods with tailored approaches, listing community partners and events, along with marketing and safety education initiatives.		
Inclusive Partnerships and Programs							
10.a. Partnerships and detailed programs for local hiring				✓	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 local hire initiatives, naming partnering community based organizations, First Source Hiring with the SF OEWD, and committing to recruitment events to focus on inclusion for marginalized groups.		
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 working with schools to expand teacher / student enrollment, and leveraging existing partnerships with affordable housing developments to meet resident needs.		
10.c. Partnerships and detailed programs to offer scooter safety courses				✓	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 commit to hosting at least three safety and education events per month, are currently partnered with the SF Bike Coalition on a scooter riding course, and have already hosted 180 events since October 2018, 60 of which took place in Key Neighborhoods.		

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 continued partnership with the SFMTA to fund & implement art-oriented safety projects in equity communities.
10e. 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 through their membership with the SF Chamber of Commerce, working with merchant districts and using outreach pathways to share information about events.

J. Experience and Qualifications (10%)	1 (least experience)	2	3	4 (most experience)	Comments	
3.a. Population and population density of cities listed in J2. Higher scores will be given to applicants that list more cities with a population of at least 75,000 <u>and</u> a population density of at least 10,000 people per square mile.			✓		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 10 North American cities were listed in J2, each of which has a population greater than 75,000, and 2 of which have a population density greater than 10,000 persons per square mile.	3.0
3.c. 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.		✓			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 the maximum fleet sizes or caps were provided, not the average daily active fleet size as instructed. The average of these maximum fleet sizes/caps for the 10 cities listed in J2 was 1,354, and each city had a maximum fleet size/cap of 500 or greater.	
3.d. Length of operation for fleets of 500 scooters or more for cities listed in J2. Higher scores will be given to applicants that operated 500 scooters or more in more cities for longer periods (six months or greater).			✓		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 length of operation for fleets of 500 scooters or more for the 10 cities meeting these criteria in J2 was 19 months.	
3.e. Successful deployment of a lock-to system in cities listed in J2. Higher scores will be given to applicants that have successfully deployed a lock-to system in a greater number of cities.			✓		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 deployed a lock-to system in 1 city 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. Higher scores will be given proportionally to applicants with a smaller number of serious violations, i.e. less or no suspensions, minor violations.			✓		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.	