



SFMTA

Powered Scooter Share Program Update

SFMTA Citizens' Advisory Council

April 6, 2023

Program Updates

- ❖ Current Program Status
- ❖ Program Evaluation Underway
- ❖ Permit Term Extension



Scooter Share Program: Desired Outcomes

- ❖ Safe and equitable mobility options that serve public interest
- ❖ Diverse riders
- ❖ Support transit service by providing first mile/last mile option
- ❖ Mobility innovation that helps reduce:
 - Traffic congestion
 - Parking demand
 - Carbon emissions



Scooter Share Program: Challenges

- ❖ Illegal and unsafe riding behaviors
 - Sidewalk riding
 - Double riding
 - Riding the wrong way
- ❖ Improperly parked devices impacting accessible right of way
- ❖ Rider accountability
- ❖ Equitable service



FY2023 Permit Program

❖ Two permittees:

Lime up to 2,000 devices

Spin up to 2,000 devices

(Bird terminated its permit as of 2.17.23)

❖ The current permit term expires June 30, 2023



Program Snapshot: July 2021 – Jan 2023



Trips: 2,861,080

All Citations: 15,010

311 Complaints: 14,389

Key Requirements

[Permit Terms and Conditions](#) require:

- ❖ Safety and rider accountability
- ❖ [Parking requirements](#)
- ❖ Equity focus
 - Adaptive program
 - Low-income plans
 - Neighborhood distribution
 - Community engagement
- ❖ Reporting requirements
- ❖ Labor Harmony



Permittee Commitments

1. User education

- ❖ App pop-ups, safety reminders, and safety quiz
- ❖ On-vehicle safety messaging
- ❖ Quarterly safety training class

2. Escalating Penalties

- ❖ Fines or account suspension in increasing intensity for improperly parked scooters or unsafe riding

3. Sidewalk Riding Detection Technology

- ❖ Each Permittee has committed to implementing technology to eliminate sidewalk riding

SFMTA Support

Biweekly meetings

- ❖ Strategy sessions
- ❖ Collaborate
- ❖ Discuss common goals and develop solutions

On-line reporting portal

- ❖ Salesforce portal creates efficiencies
- ❖ Permittees can check compliance through portal

Notice of complaint

- ❖ Permittees notified of complaints at same time as SFMTA
- ❖ Opportunity to move device before SFMTA issues citation

Community Engagement

- ❖ Coordinate events with the disability community to test adaptive technologies

Street Infrastructure

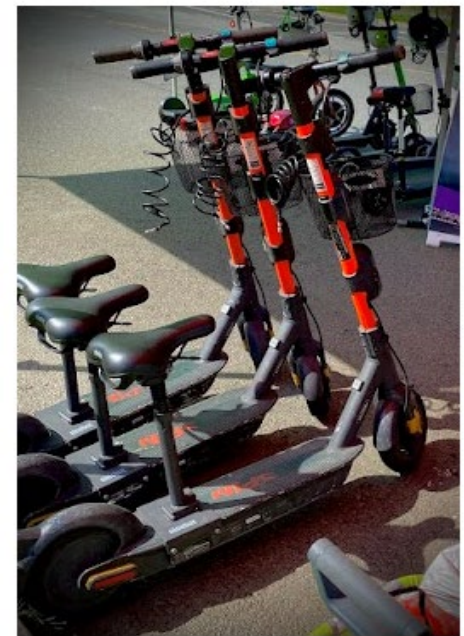
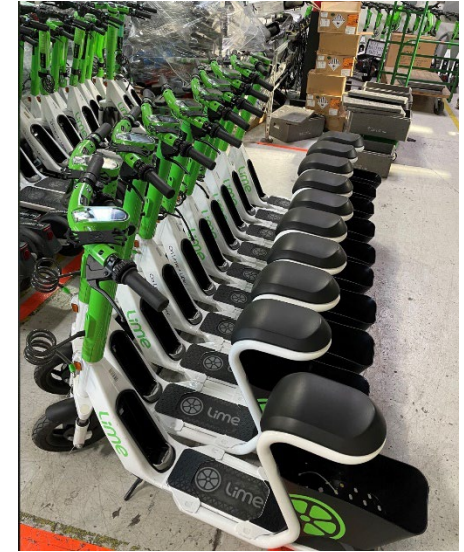
- ❖ Permittees pay rack fee to support SFMTA's bike rack program
 - 3,000+ racks installed since beginning of scooter permit program
 - 11,000+ bike racks available citywide for scooter parking
- ❖ Scooters allowed in bike lanes, not on sidewalks
 - 465 miles of bikeways in San Francisco
 - 78 miles off-street paths
 - 139 miles of bike lanes (Class II)
 - 43 miles of separated bikeways (Class IV)
- ❖ 45+ miles of bike lanes & separated bikeways added since 2018
- ❖ 33 miles of Slow Streets



Permanent Adaptive Program

Permit Terms and Conditions

- ❖ Adaptive scooters required to comprise 5% of on-street fleet
- ❖ Adaptive scooters must be available for reservation through the permittee's mobile application
- ❖ Monthly reporting requirements, including ridership, deployment data, and a narrative summary



Permanent Adaptive Program II

Complementary Adaptive Program

- ❖ Lime and Spin committed to Complementary Adaptive Programs, with additional adaptive devices available for pre-scheduled drop-off and pick-up
- ❖ CAP devices have longer rental timeslots and are available to riders free of charge



Adaptive Transportation Day

Golden Gate Park November 2022

- ❖ Scooter permittees joined the regular BORP adaptive cycling program for an adaptive demo day



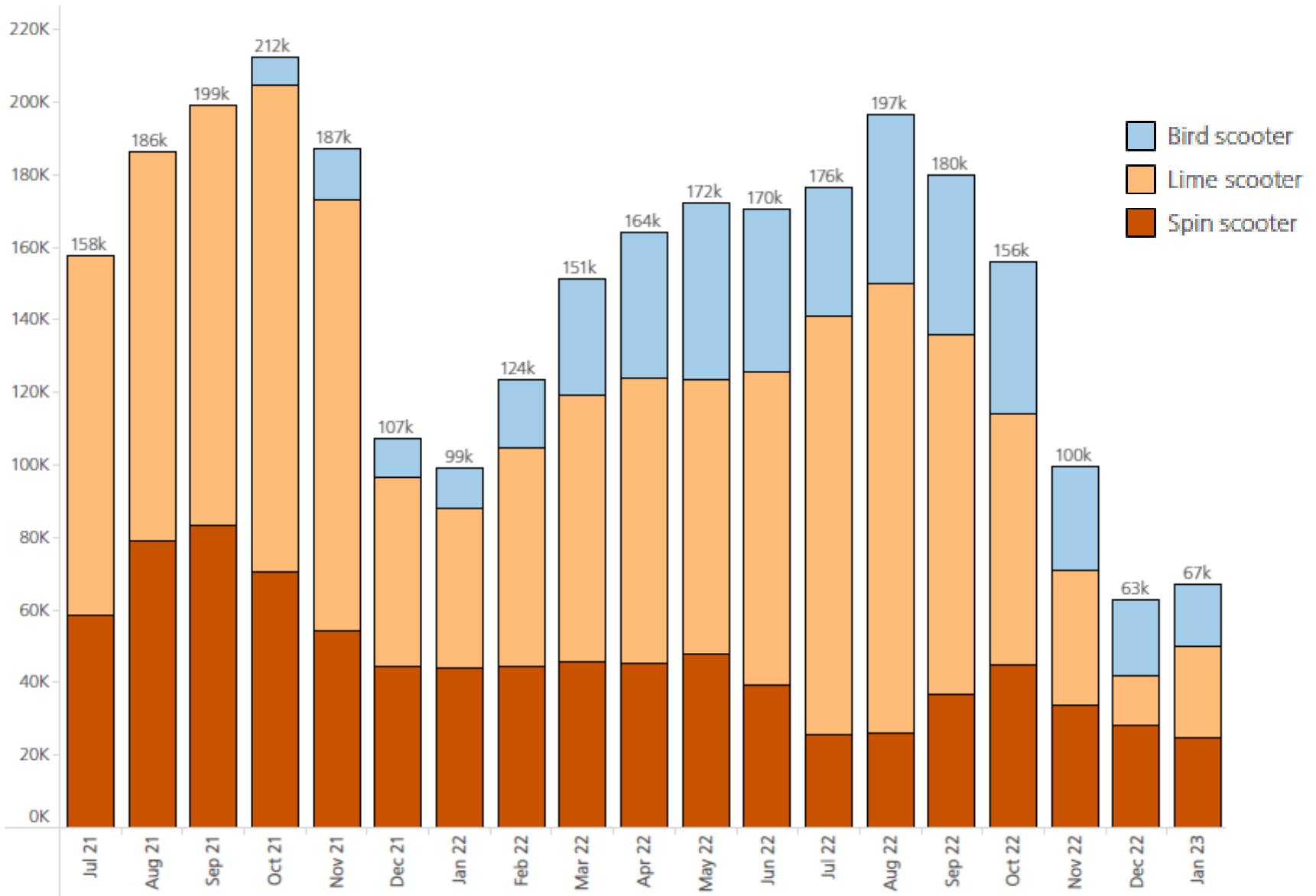
Adaptive Scooter Demo with Students with Disabilities

Golden Gate Park January 2023

- ❖ AccessSFUSD students and staff rode adaptive devices and shared feedback with Lime and Spin
- ❖ [Blog post about the event](#)



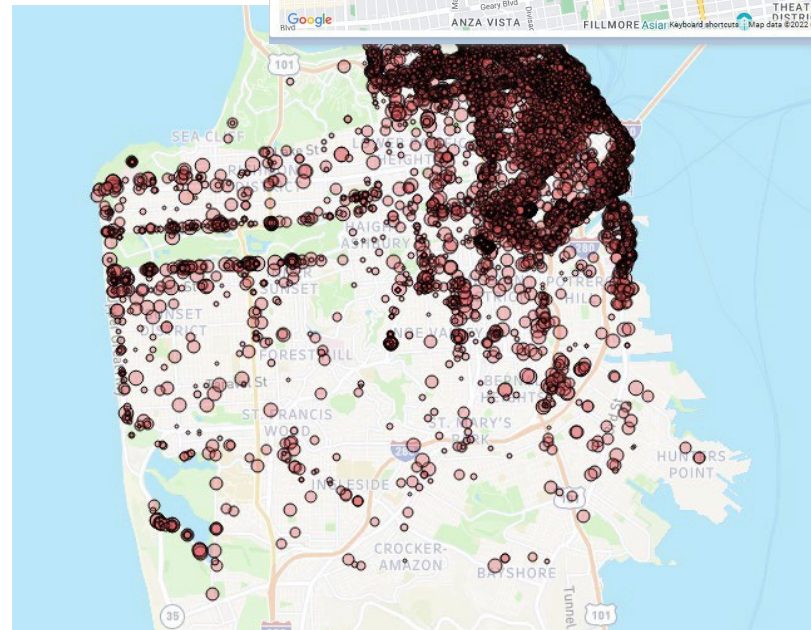
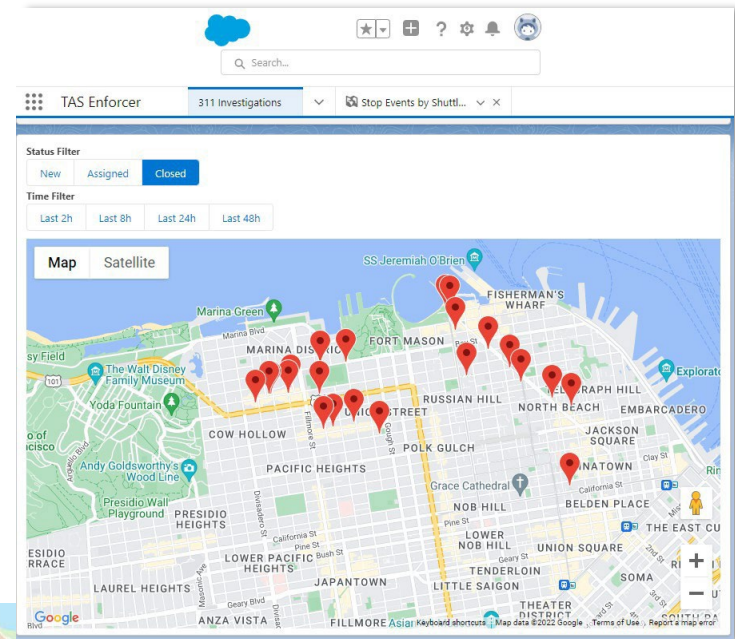
Scooter Trips



Complaint Reporting

- ❖ 311 Complaints passed directly to Permittees to respond
- ❖ Permittees can close out complaints with photo to resolve case
- ❖ Complaints Database and Public Dashboards
 - Track complaints about improper riding/parking
 - Parking complaints required to be resolved within 2-hours
 - Investigators respond and issue citations

311
complaint
integration
with
Salesforce



Scooter Parking Citations Issued

SFMTA Enforcement

Enforcement Team

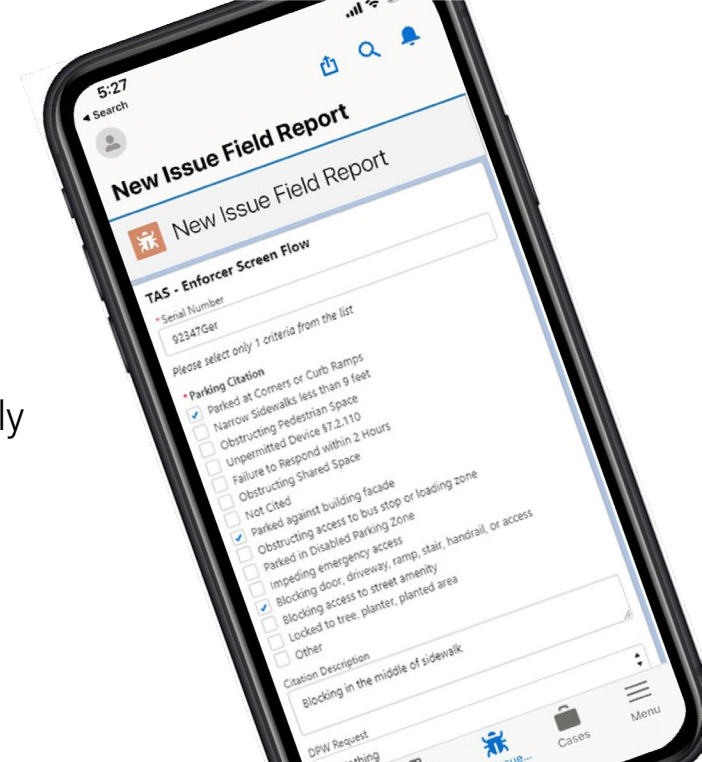
- ❖ Eight enforcement staff
- ❖ On-street generally seven days a week
- ❖ Authorized to issue administrative penalties for improperly parked devices and improper riding
- ❖ Citations issued via enforcement app that automatically requests device removal
- ❖ Device removal required within 2-hours
- ❖ Enforcement app is integrated with 311 and dashboards

Compliance Monitoring

- ❖ Monitor daily trip activity
- ❖ Device Cap/Minimums
- ❖ Complaints database
- ❖ Monthly & quarterly reports

Salesforce Tools

- ❖ Using technology to improve tracking shared mobility parking citations
- ❖ Improve reporting efficiencies
- ❖ 311 complaint integration with Salesforce



Improper Parking and Riding Citations

Improper Parking

- ❖ From July 1, 2021 – January 31, 2023
- ❖ **14,192 improper parking citations issued**
- ❖ **\$2,626,400 collected**
- ❖ Fine for improper parking was \$100 per citation from July 1, 2021 to February 28, 2022
- ❖ Fine increased March 1, 2022 to \$150

Improper Riding

- ❖ Starting March 15, 2022, SFMTA began issuing citations to scooter permittees for improper riding
- ❖ **818 improper riding citations issued**
- ❖ **\$163,050 collected**
- ❖ \$150 per citation from March 15, 2022- August 31, 2022
- ❖ \$200 per citation starting September 1, 2022
- ❖ \$500 per citation starting November 1, 2022

Sidewalk Detection Demonstration December 2021

- ❖ SoMa Neighborhood
 - Bike lane
 - Parking lane
 - Various curb cuts
 - Safe initial testing area
 - **Low** pedestrian traffic
- ❖ Tested permittee's promises as stated in their application
- ❖ Validated what worked well and areas needing improvement
- ❖ Issued guidance and recommendations



Sidewalk Detection Demonstration

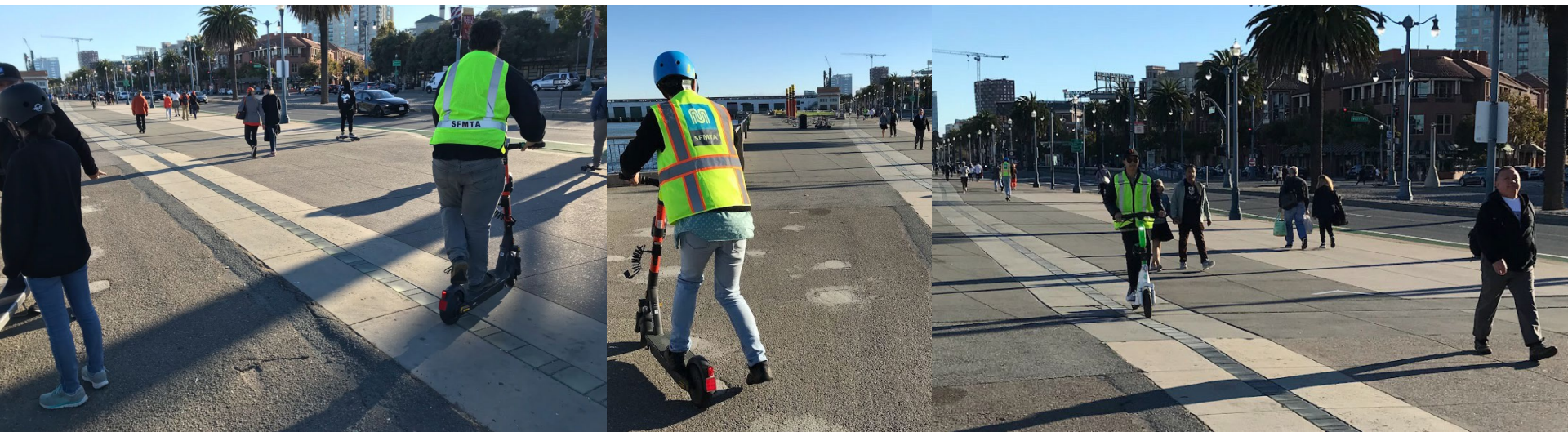
May 2022

- ❖ Tested on Embarcadero
 - Bike lane
 - Parking lane
 - Various curb cuts
 - **Moderate** pedestrians
- ❖ Published Guidance:
 - In-App Message displaying “No Sidewalk Riding”
 - 1-inch decal on all devices displaying “No Sidewalk Riding”
 - Continuous audible sound upon mounting sidewalk
 - Active deceleration to signal device is on sidewalk
 - Audible nonverbal sound in bike lane
 - Advanced GPS and cameras showed most promise



Sidewalk Detection Audit September 2022

- ❖ Tested on Embarcadero
 - **High** pedestrians – pre-ballgame
- ❖ Validating Best Practices Implementation from May 2022 testing
- ❖ Verified required markings, audio message warnings
- ❖ Found improvement in anti-sidewalk riding technologies, and recommended guidance for continued improvement



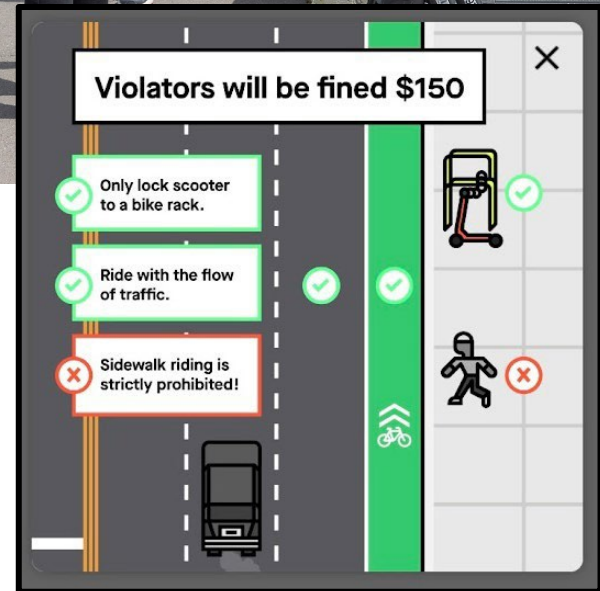
Permittee Summary: Lime

- ❖ Detection technology that alerts Lime when a rider is operating on a sidewalk is on all units
- ❖ In app messaging, follow up safety education and progressive discipline
- ❖ 50% citation pass-through to riders
- ❖ Rolling out new AI-based technology with upgraded audible alerts and deceleration
- ❖ Committed to sharing information about "banned riders" among all permittees



Permittee Summary: Spin

- ❖ 300 units deployed
- ❖ Camera-based technology + GPS
- ❖ Technology works citywide
- ❖ In app messaging, follow up safety education and progressive discipline
- ❖ Voluntary **no-ride zone** along the Embarcadero
- ❖ Committed to sharing information about "banned riders" among all permittees



Escalating Penalty Structure

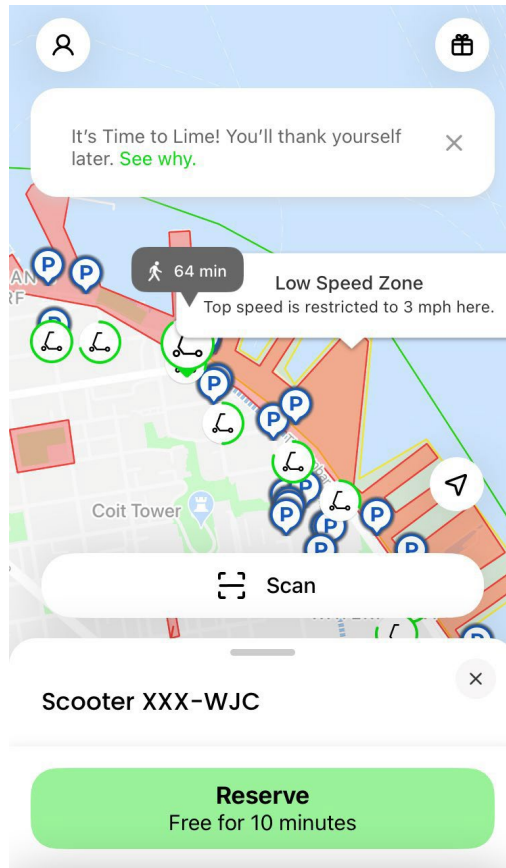
Permittee:	Spin	Lime
Rider Discipline Structure	1st: Warning 2nd: \$10 3rd: \$25 4th: 24hr suspension + rider safety quiz Banned Rider List Shared with Lime	pass 50% of all citation fines to riders Banned Rider List Shared with Spin
Riders Cited (through October 2022)	1st: 1,538 2nd: 110 3rd: 37 Suspensions: 5	171 citations passed through to riders

Additional Enforcement Initiatives in Process

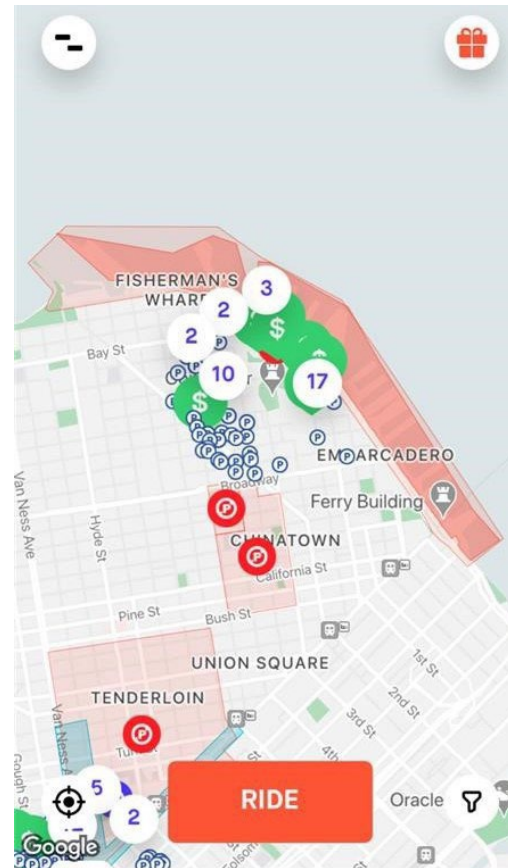
- ❖ Increased fine for **improper riding** from \$200 to **\$500** as of 11/1
- ❖ Established trial **no parking zones** along the Embarcadero as of 11/1
- ❖ Improve 311 app to allow complainants to **report** improper riding more easily through the app (early 2023)
 - Update dashboards with improper riding complaints
- ❖ Audit of device **marking** requirements (NO SIDEWALK RIDING signage)
- ❖ Continued **audit** of sidewalk detection technology
- ❖ Increase Mobility Investigator **staffing**

Current "No Parking" Zones

SFMTA Issued No Parking Zones Geofencing Restrictions



Lime



Spin

Scooter Safety Campaign – Draft Concepts

Be Safe Sidewalk Riding Is Illegal

 **Dangerous Riding**



 **Safe Riding**



 **CVC 21235(e)**
Report Scooter Complaint to sf311.org 

Be Safe Double Riding Is Illegal

Don't Put Your Beloved in Danger
One Person per Scooter

 **HELP**



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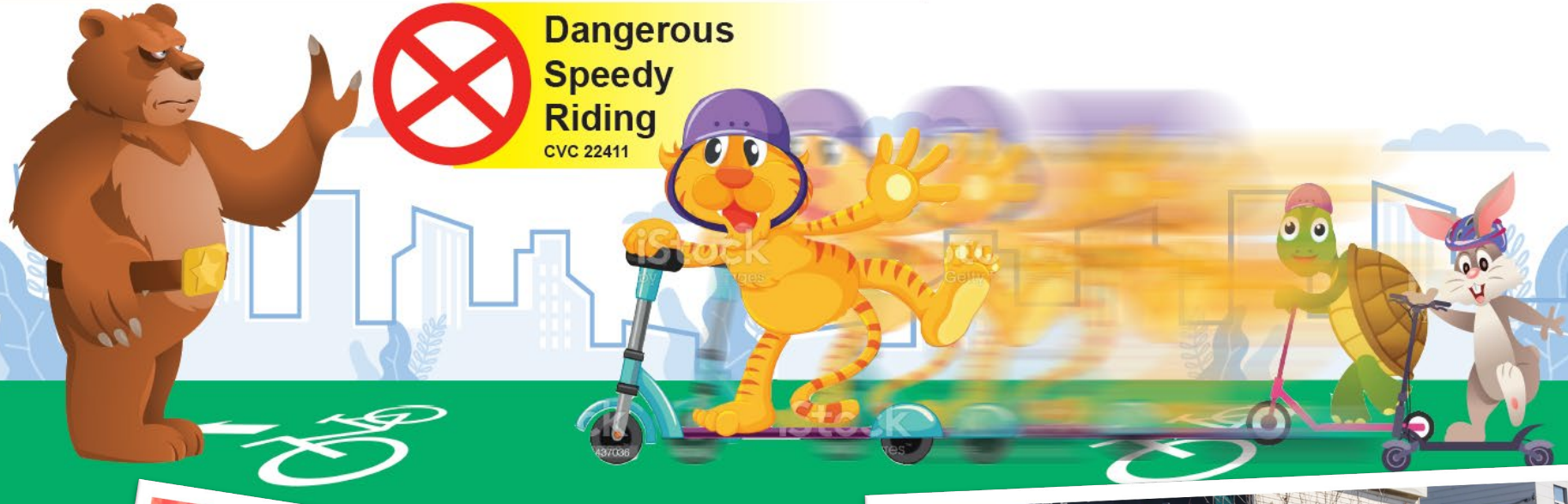
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Report Scooter Complaint to sf311.org 

Scooter Safety Campaign – sample views

Be Safe Powered Scooters May Not Exceed 15 mph



Report Scooter Complaint to sf311.org



Program Evaluation

- ❖ Consultant-led evaluation process is underway
- ❖ Evaluate current program and make recommendation for what should come next after this permit term
- ❖ Includes focus on sidewalk detection technology requirements
- ❖ Vehicle design requirements – best practices for safe vehicles
- ❖ Climate and Equity impact, peer city review, rider surveys, community outreach, and a review of reporting requirements all part of evaluation process
- ❖ Completion anticipated summer 2023

Next Steps

- ❖ Develop fine discount opportunities to maintain focus on safety and accessibility while incentivizing permittees to correct improperly parked devices more quickly
- ❖ Existing Permits set to expire June 30, 2023
- ❖ Request SFMTA approval to extend permit term for one year to allow time for program evaluation and potential recommendations to update the permit issuance process
- ❖ Continue to work with Lime and Spin to expand implementation of sidewalk detection technology
- ❖ Continue adding device parking and expand bike lane infrastructure

Thank You!



Questions?