



SFMTA

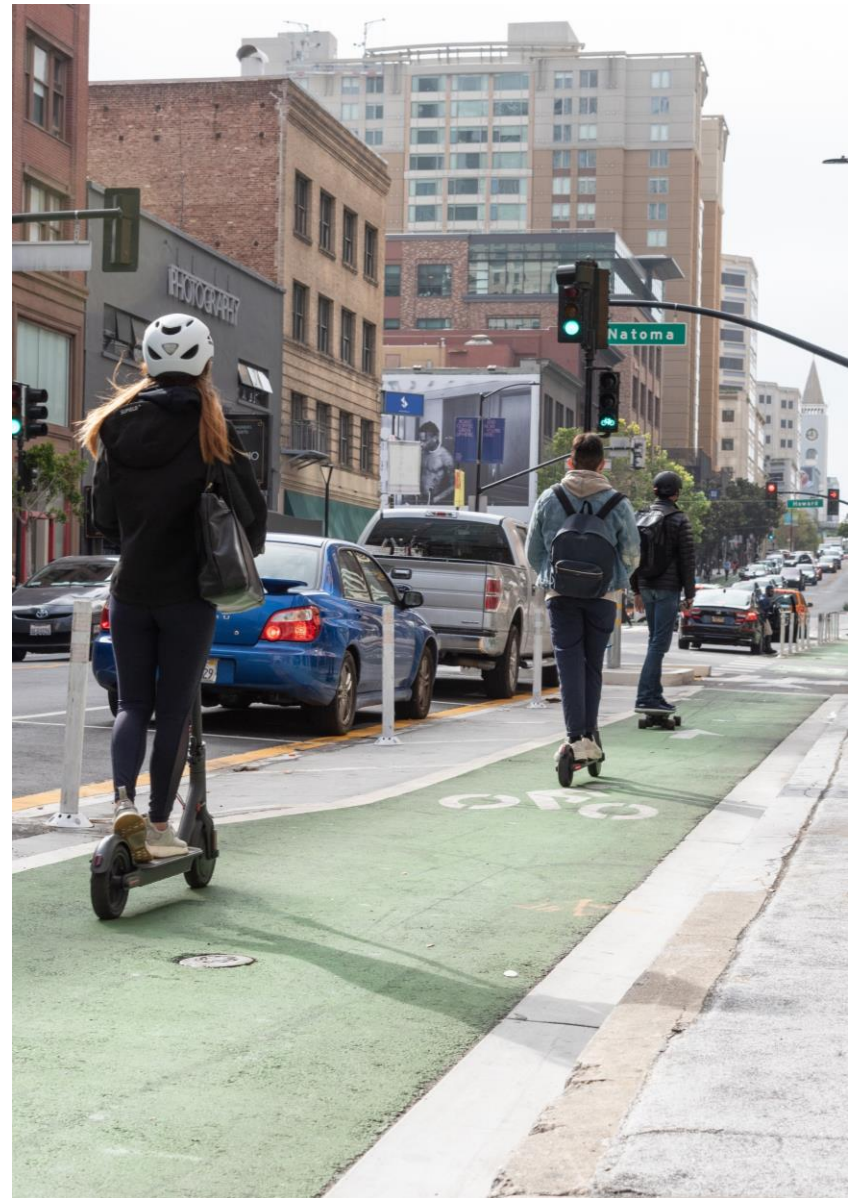
Powered Scooter Share Program Update

Mayor's Disability Council

January 21, 2022

Shared Mobility Device Services: 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



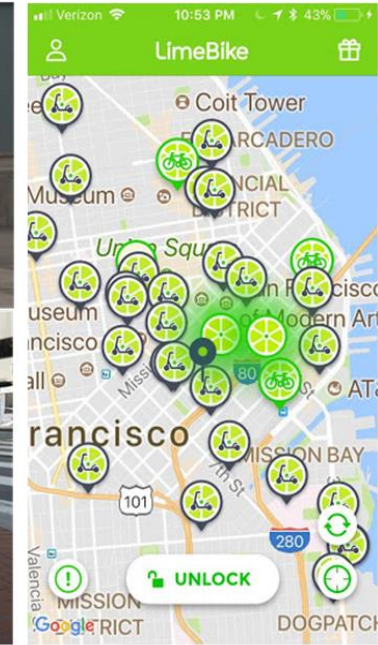
Shared Mobility Device Services: Challenges

- ❖ 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



Scooter Share Service in SF

- ❖ **March 2018** – Shared scooter companies deploy in SF
- ❖ **April 2018** – Board of Supervisors grants SFMTA power to permit scooter share
- ❖ **May 2018** – SFMTA establishes scooter share pilot
- ❖ **October 2018** – Powered Scooter Share Pilot Program begins with two permittees: Scoot and Skip
 - Complaints decrease
 - Improved parking behavior due to lock-to device and parking requirements
 - In-app safety education
- ❖ **October 2019** – Pilot concludes & Powered Scooter Share Program Permit begins
 - Lock-to requirement
 - Increased reporting requirements
 - Low-income plan
 - Adaptive pilot
- ❖ **January 2021** – SFMTA Board approves permit term extension until June 30, 2021
- ❖ **July 2021** – Current permit begins



FY2022 Scooter Permit Program



Lime 2,000 devices



Spin 2,000 devices



Scoot 1,500 devices

Program Snapshot: July 1 to December 31, 2021

Total Trips: 1M

311 complaints: 4K

Total Improper Parking Citations: 5K

Moving Violations: 15*

*issued by SFPD

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
- ❖ Summary suspension



Permanent Adaptive Program

Permit Terms and Conditions:

- ❖ Adaptive scooters required in on-street fleet: at least 5%
- ❖ Adaptive scooters must be available in app
- ❖ Permittees must track and report usage
- ❖ Complementary Adaptive Program allows for innovation and testing



Permittee Commitments

1. User education

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

2. Progressive Discipline Model

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

3. Sidewalk Riding Detection Technology

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

Sidewalk Riding Detection Demo 12.1.21



Sidewalk Riding Detection Best Practices

- ❖ Audible "No sidewalk" message in common SF languages
- ❖ Slow down speed 4-5 mph
- ❖ Quick deceleration on the sidewalk
- ❖ Non-verbal chirping sounds in the bike lane to alert other bike lane users



Board of Supervisors' Resolution 211208

- ❖ Recent resolution urging the SFTMA to “implement measures to significantly expand compliance with existing public health and safety conditions pertaining to safe and accessible parking methods and prohibition on the riding of bicycles and scooters on sidewalks.”



Sidewalk Riding Detection Next Steps

- ❖ Issued updated policy directive on 12.29.21
- ❖ SFMTA will hold permittees to promises in their applications
- ❖ Staff outlined best practices for sidewalk riding detection
- ❖ Fleet expansion and permit extension requirement: response time, citations per device, adaptive program compliance



Rider Escalating Discipline Structure

- ❖ SFMTA will hold permittees to their safety and parking plans
- ❖ This includes rider warnings, fines, safe riding quizzes, and potential removal from the platform



SFMTA Enforcement

Enforcement Team

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

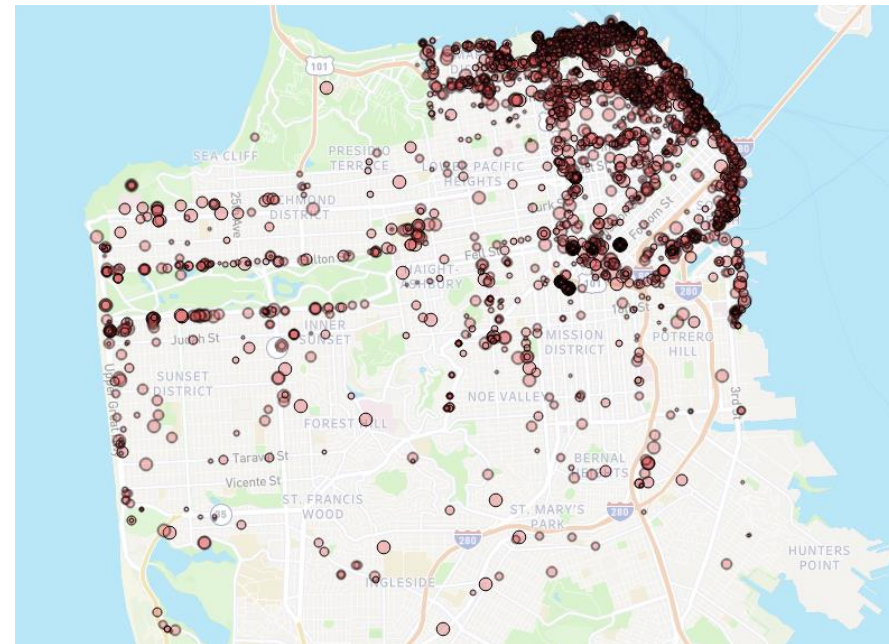
Compliance Monitoring

- ❖ 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
- ❖ Recent implementation of 311 complaints integration with Salesforce

Scooter Parking Citations Issued (by Location)



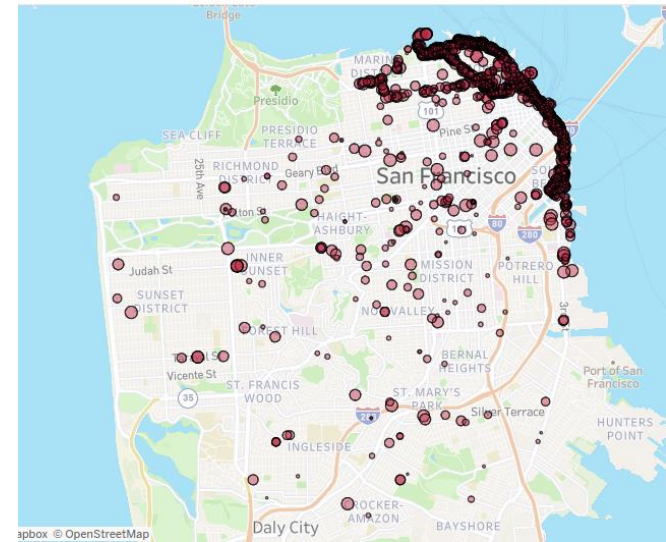
Transparency

- ❖ [Scooter Enforcement & Complaints Dashboards](#)
- ❖ [Scooter Service Statistics](#)

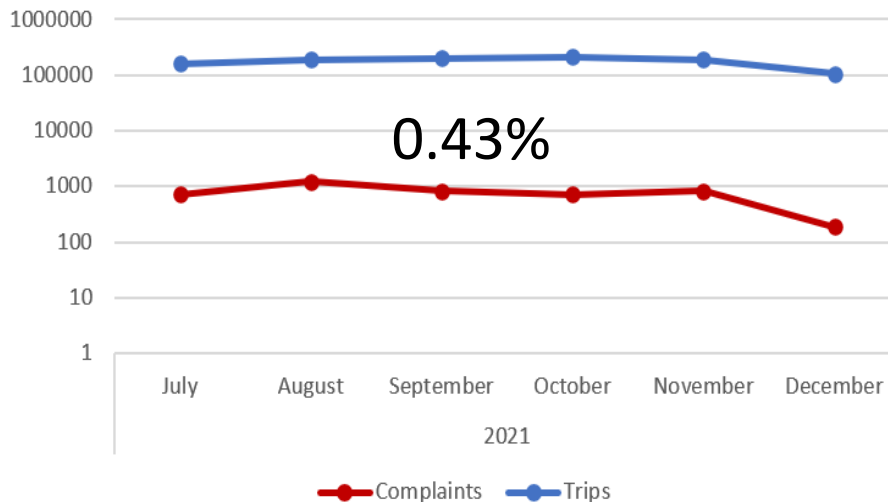
Shared Mobility



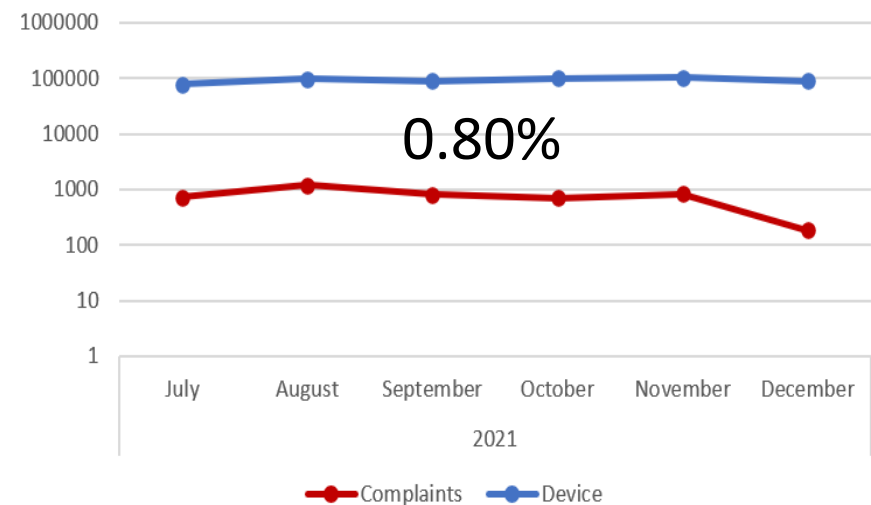
Scooter 311 Complaints Location



Scooter Complaints vs Trips

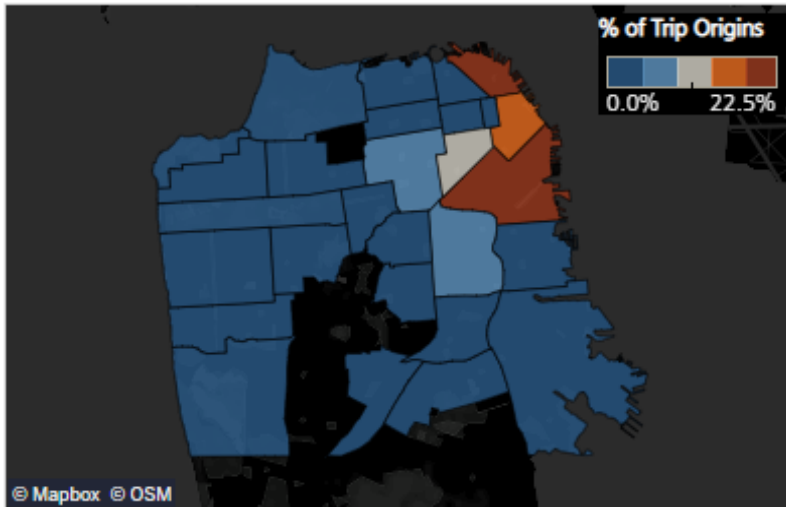


Scooter Complaints vs Devices

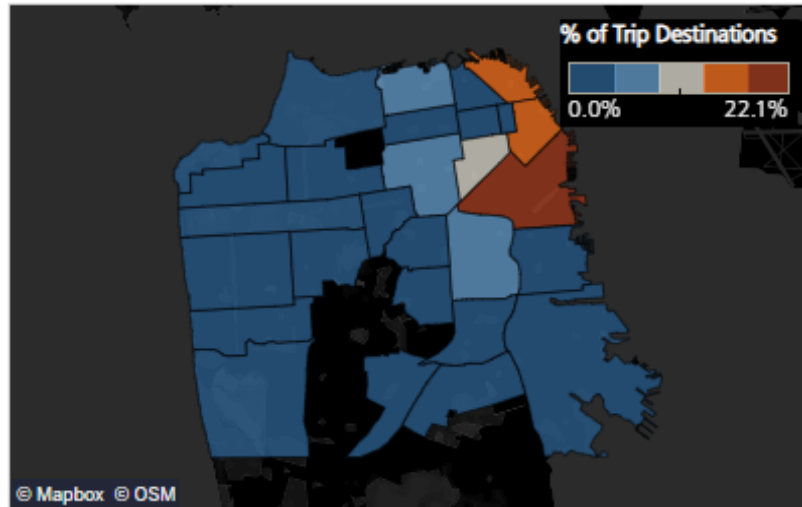


Scooter Trips

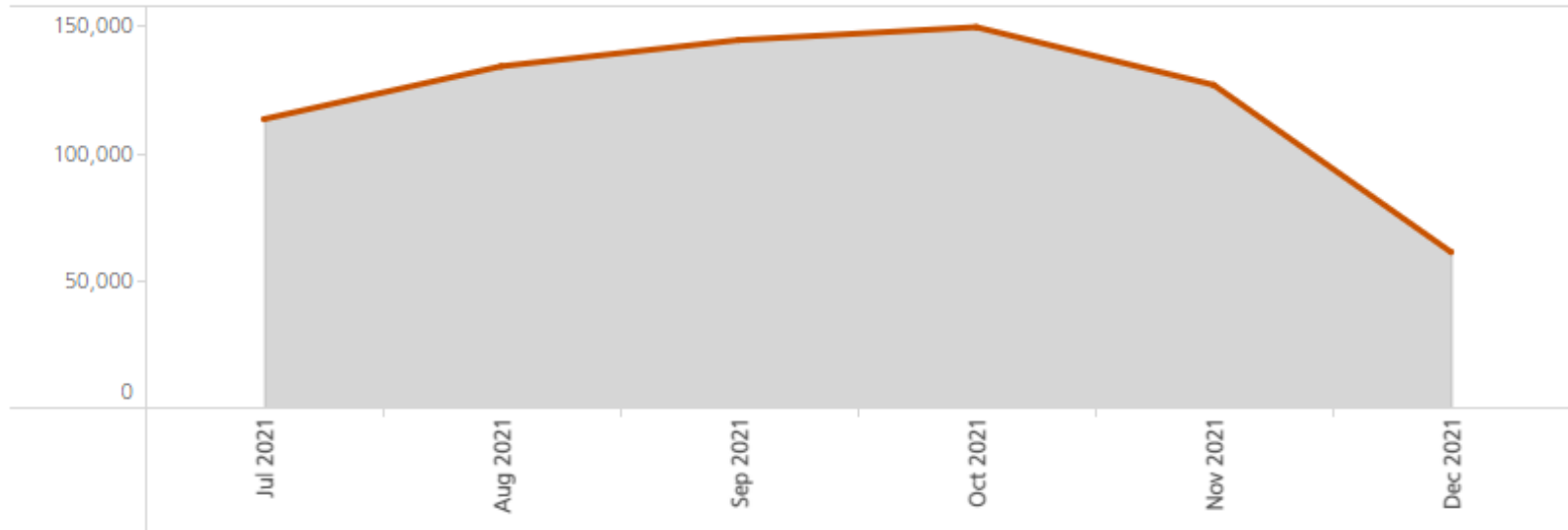
Share of Trip Origins by Neighborhood



Share of Trip Destinations by Neighborhood

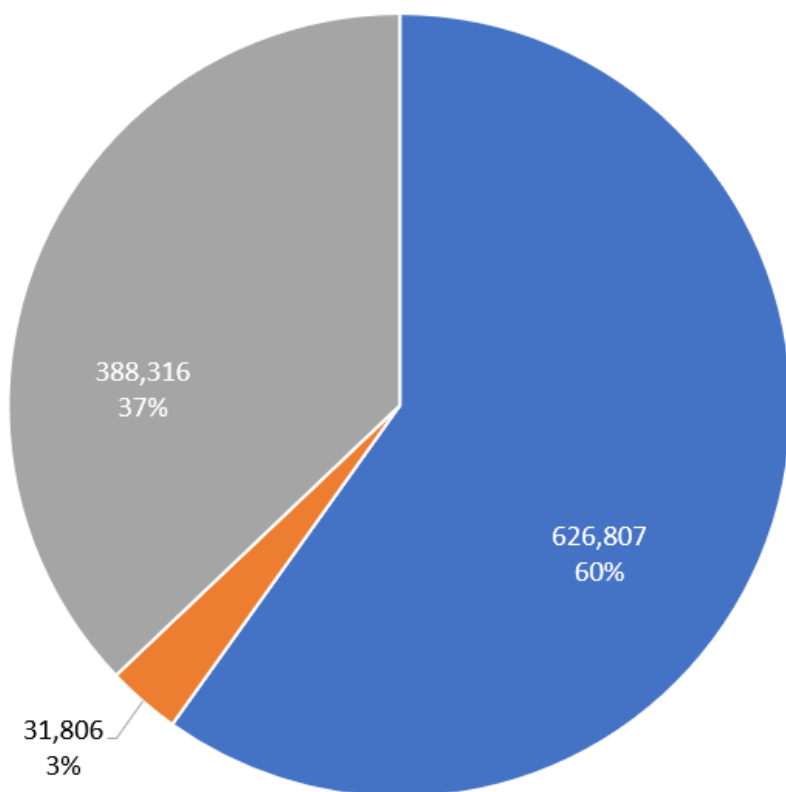


Total Trips Between All and All

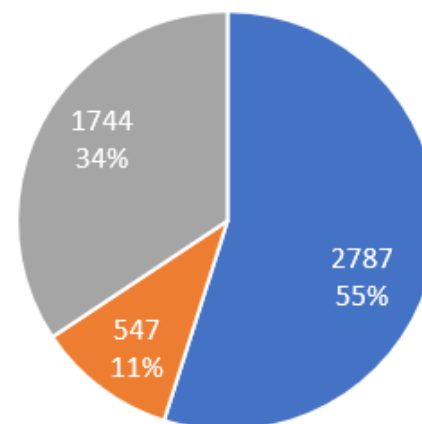


Scooter Parking Citations

Scooter Trips by Permittee



Scooter Parking Citations by Permittee



■ Lime ■ Scoot ■ Spin

	Citation	Trips	% of citation vs Trips
Lime	2787	626,807	0.44%
Scoot	547	31,806	1.72%
Spin	1744	388,316	0.45%

Strengthening Enforcement Tools

- ❖ SFMTA continues to work with permittees on systemic solutions to solve improper riding and parking
- ❖ Community Engagement
- ❖ Administrative citations to permittees for failure of users to comply with applicable laws, including sidewalk riding
- ❖ Initiatives under consideration:
 - Increase fine amount for improper parking (\$100 to \$150)
 - Standardize in-app safety messages and device markings



Thank You

