San Francisco’s Scooter Share Pilot Program

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Excellent Transportation Options
Using Limited Space Wisely

Evolving Transportation Landscape

TRADITIONAL
- I own and use my own transportation.

TRENDING
- I own my transportation and access emerging mobility options.

FUTURE
- I access a menu of emerging mobility options to meet my needs.
Evolving Transportation Landscape

- Autonomous Vehicles
- Ridesharing/Carpool
- Microtransit/Private Transit
- Bikeshare
- Courier Network Services
- E-bike/Scooter Share
- Ride-hailing
- Carshare

March: Lime, Bird, and Spin Launch
Challenges and Concerns

Existing Laws Govern Usage

• Sidewalk Riding Prohibited

• May not obstruct sidewalk
New Regulations Needed

Board of Supervisors
• New Law: Permit Required from the SFMTA

SFMTA Board:
• One year pilot program for evaluation
• Up to 2,500 scooters across all permittees
• Zero to 5 permits may be issued
• Detailed permit requirements

Emerging Mobility Guiding Principles

Safety  Sustainability
Transit  Financial Impact
Equitable Access  Accountability
Disabled Access  Labor
Congestion  Collaboration
## Application Evaluation Criteria

<table>
<thead>
<tr>
<th>Safety</th>
<th>Strategies to educate and train users should result in safe operations of scooters by riders.</th>
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<tbody>
<tr>
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<td>Strategies to promote and distribute helmets should result in helmet use by riders.</td>
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<tr>
<td>Disabled Access</td>
<td>Strategies to ensure properly parked scooters, including any commitments to locking or tethering, should result in parking that does not block the right of way</td>
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<td>User penalties for poor compliance by users with laws governing scooter operation, including possibility of suspension by the applicant, should support appropriate operation and parking by users.</td>
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<tr>
<td>Equitable Access</td>
<td>Approach to providing service to low-income residents, including diverse payment options and fare discounts, should reduce barriers to participation.</td>
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<td>Service Area beyond the downtown core and commitment to rebalancing should ensure availability of scooters in underserved areas.</td>
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Application Highlights

Safety and Disabled Access
- “Lock-to” prototype already developed
- Ambassadors to approach users about safe behavior and provide helmets
- In-person training sessions for users
- Free ride incentives for riders without scooter parking violations per SFMTA and San Francisco Public Works guidelines

Equitable Access
- Over 50 percent discount for low-income users
- Proposes deploying 20% of scooters in southeastern communities such as Bayview, Hunters Point, Excelsior, and Visitacion Valley

Labor
- Partnerships with job training and re-training organizations for staff recruitment and retention
- Detailed operations plans and commitment to staff training

Collaboration
- 16-member Community Advisory Board to consider scooter approach and ensure responsiveness to community concerns

Application Highlights

Safety and Disabled Access
- Mandatory instructional videos and free operating classes
- Field staff that monitor/enforce good behavior
- Developing integrated helmet box for scooters
- Commitment to pilot locking technology

Equitable Access
- Commitment to ensure 20% of scooters are available in Communities of Concern
- 24/7 operation ensures scooters available during hours with reduced transit service
- Promotion of services to low income users

Labor
- Detailed operations plans and commitment to staff training

Sustainability
- Recharging synergy with existing Scoot program and use of existing Scoot off-street parking where feasible such as at private garages

Collaboration
- History of close collaboration with the SFMTA in operation of their shared mopeds
- Scoot currently rents space in SFMTA-owned garages for their shared e-moped program, in addition to space at privately owned garages.
Pilot Basics

- 12-month pilot period
- Permits issued by **October 15, 2018**
  - Months 1-6: 625 scooters per permit
  - Months 7-12: Cap increases to 2,500 total
  - Any increase is at SFMTA’s sole discretion
- No additional applications considered during pilot
- SFMTA may revoke permits at any time for non-compliance
Pilot Evaluation

- **Mobility benefits** – Demand, use patterns, mode shift impacts, and overall contribution/reduction in vehicle miles traveled
- **Safety and sidewalk access** – User compliance with relevant laws (including observations of sidewalk riding), number of citations, reported collisions
- **Public feedback** – S FMTA community engagement expectations, 311 reports
- **Administrative costs** – Staff time, impounded scooters
- **Compliance with ALL permit terms and conditions** – SFMTA can revoke permit(s) at any time

Sharing the Results

- Data-sharing and compliance reports required of permittees
- SFMTA evaluation reports at 6 months and 11 months
- Public hearing prior to 6 months
- Final evaluation presented to SFMTA Board
  - Permanent program?
  - Transportation Code changes as appropriate
Thank You

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