



**SFMTA**

# Shared Mobility Device Update

Land Use and Transportation Committee

December 6, 2021

# 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



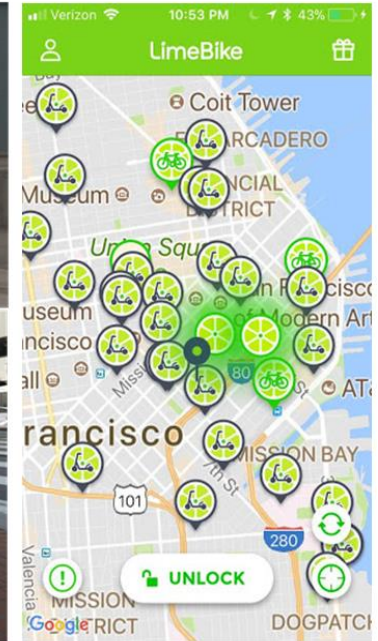
# Shared Mobility Device Services: Challenges

- ❖ 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 present

**Trips: 927,458**

**Improper Parking Citations: 4,359**

311 complaints: 1,947

Moving Violations: 5\*

\*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 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



# Adaptive Demonstration 11.8.21

- ❖ AccessSFUSD students and staff
- ❖ Many first-time scooter riders testing adaptive devices in Golden Gate Park
- ❖ Feedback: baskets, wheeled devices, floorboards, seat heights and speed





# 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 intensity for improperly parked scooters or unsafe riding

## 3. Sidewalk Riding Detection Technology

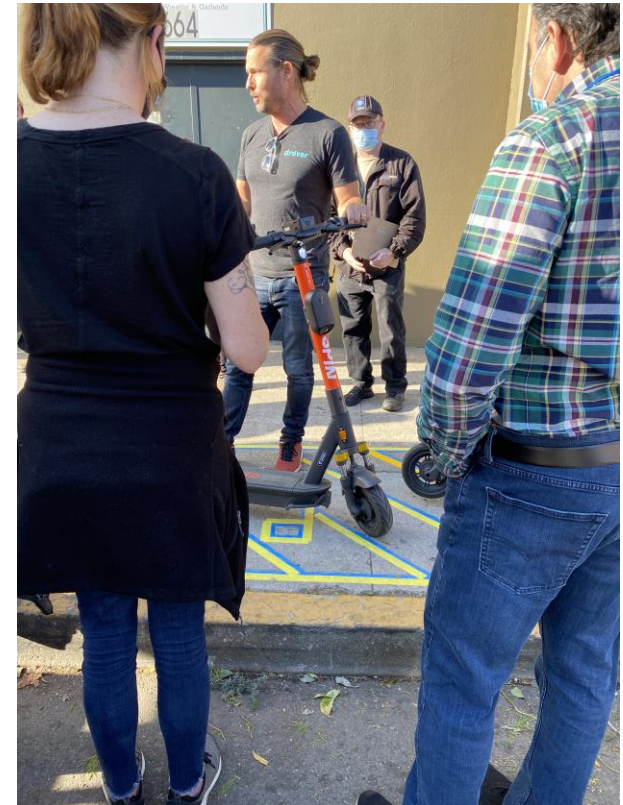
- ❖ Each Permittee has committed to implementing technology to eliminate sidewalk riding

# Sidewalk Riding Detection Demo 12.1.21



# Sidewalk Riding Detection Best Practices

- ❖ Audible "No sidewalk" message
- ❖ Slow down speed 4 mph
- ❖ Technology Demonstrated
  - GPS/Mapping
  - Camera
  - Vibration



# Sidewalk Riding Detection Next Steps

- ❖ Work with permittees on implementation, including timeline
- ❖ Develop audit framework for enforcement
- ❖ Issue updated policy directive
- ❖ Fleet expansion and permit extension requirement



# 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

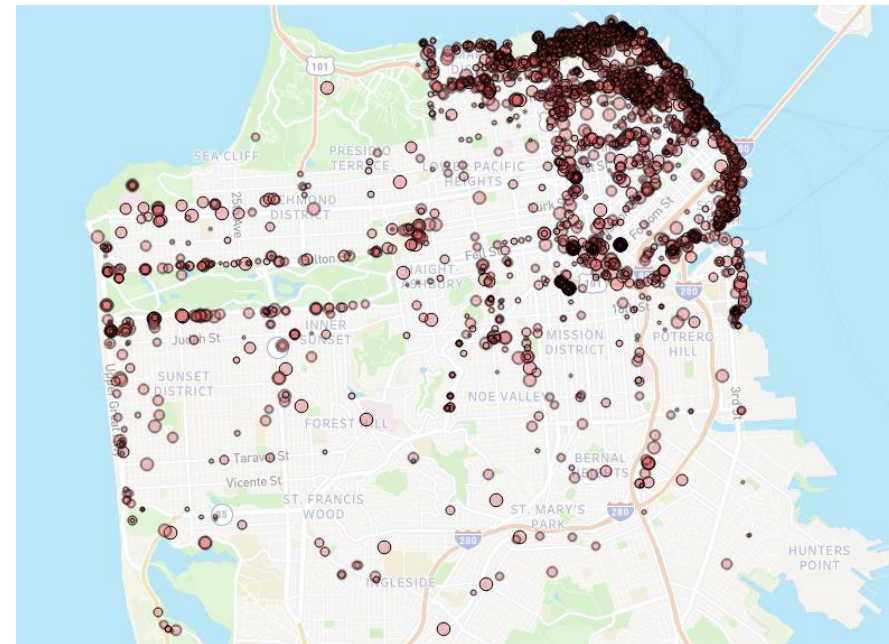
## Compliance Monitoring

- ❖ 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)



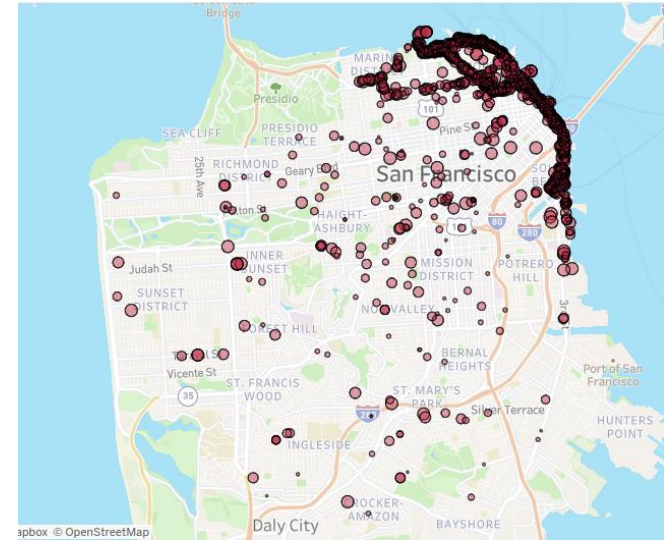
# Transparency

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

## Shared Mobility

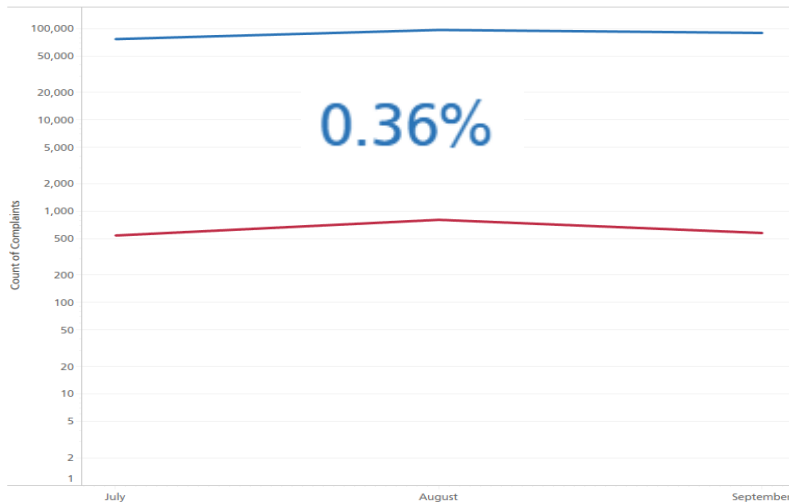


## Scooter 311 Complaints Location

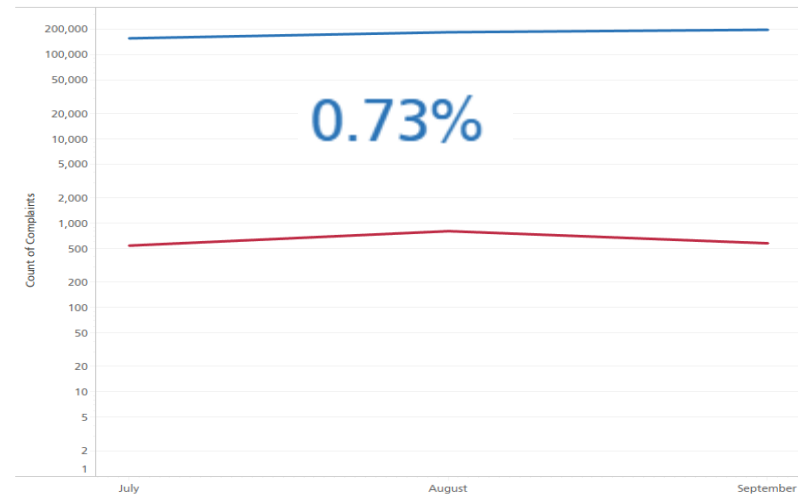


## Scooter and Bike Complaints vs Trips

### Scooter Complaints vs Trips

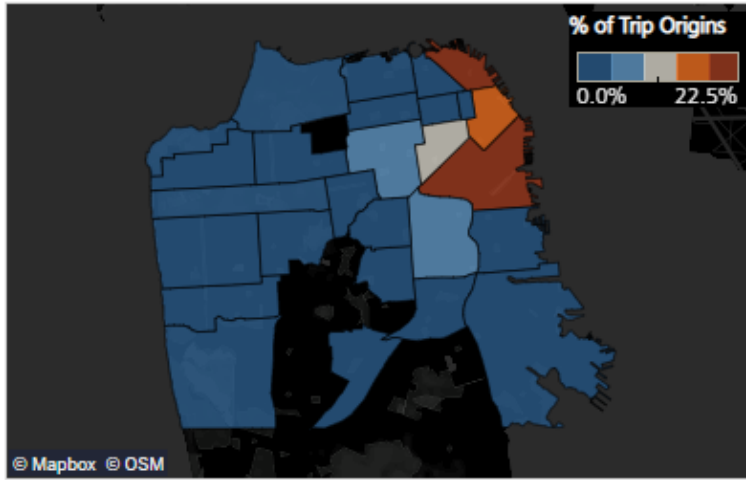


### Scooter Complaints vs Devices

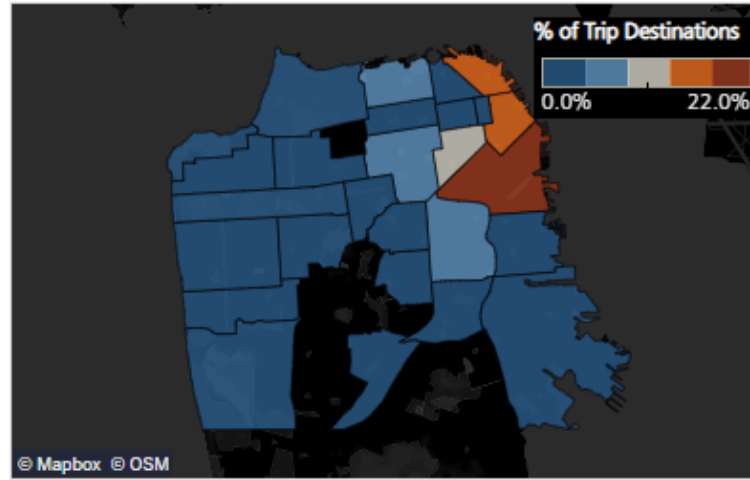


# Scooter Trips

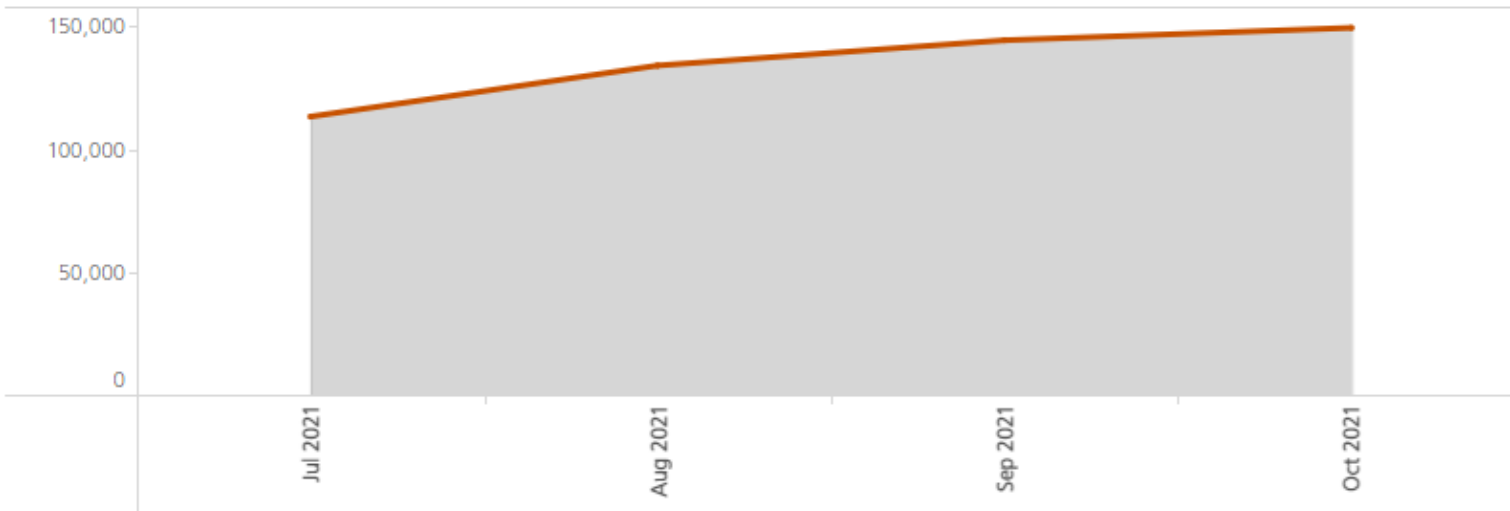
## Share of Trip Origins by Neighborhood



## Share of Trip Destinations by Neighborhood

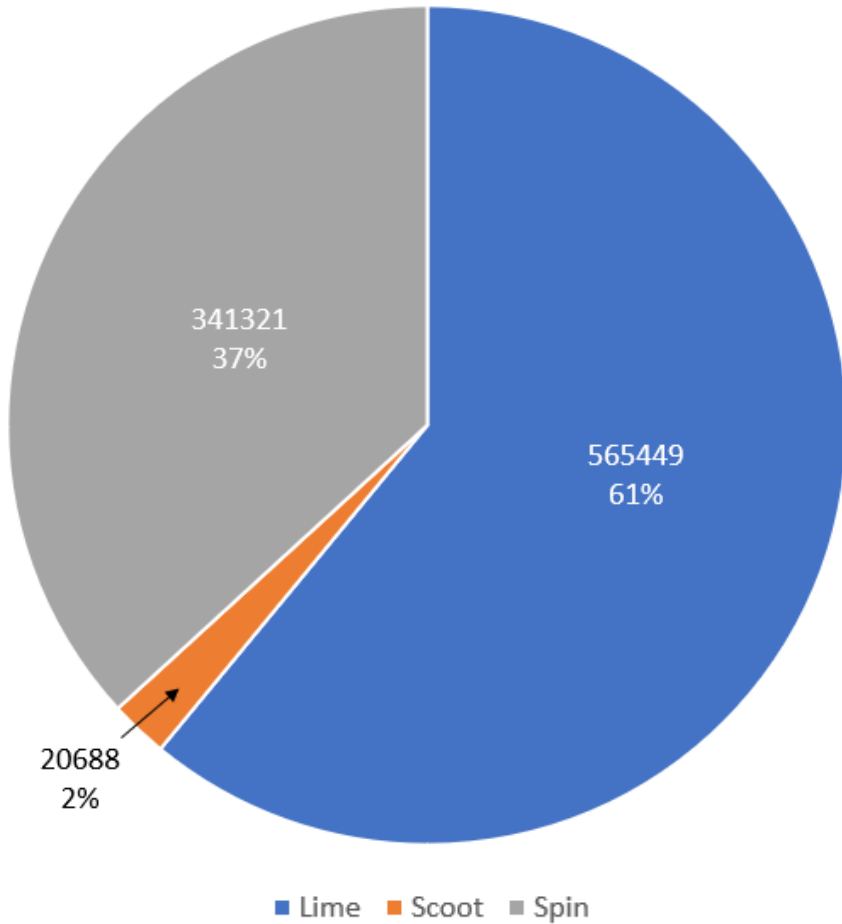


## Total Trips Between All and All

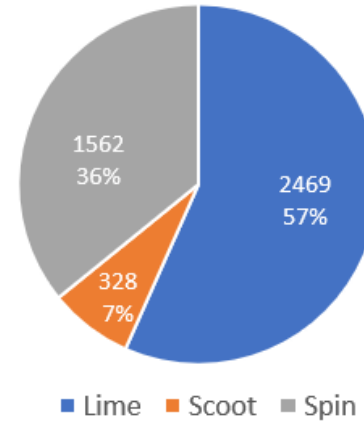


# Scooter Parking Citations

Scooter Trips by Permittee



Scooter Parking Citations by Permittee



Citations vs Trips

	Citations	Trips	% of Citation vs Trips
Lime	2,469	565,449	0.44%
Scoot	328	20,688	1.59%
Spin	1,562	341,321	0.46%



# 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
  - Sidewalk safety message stencils in high complaint areas



# Bikeshare - Successes

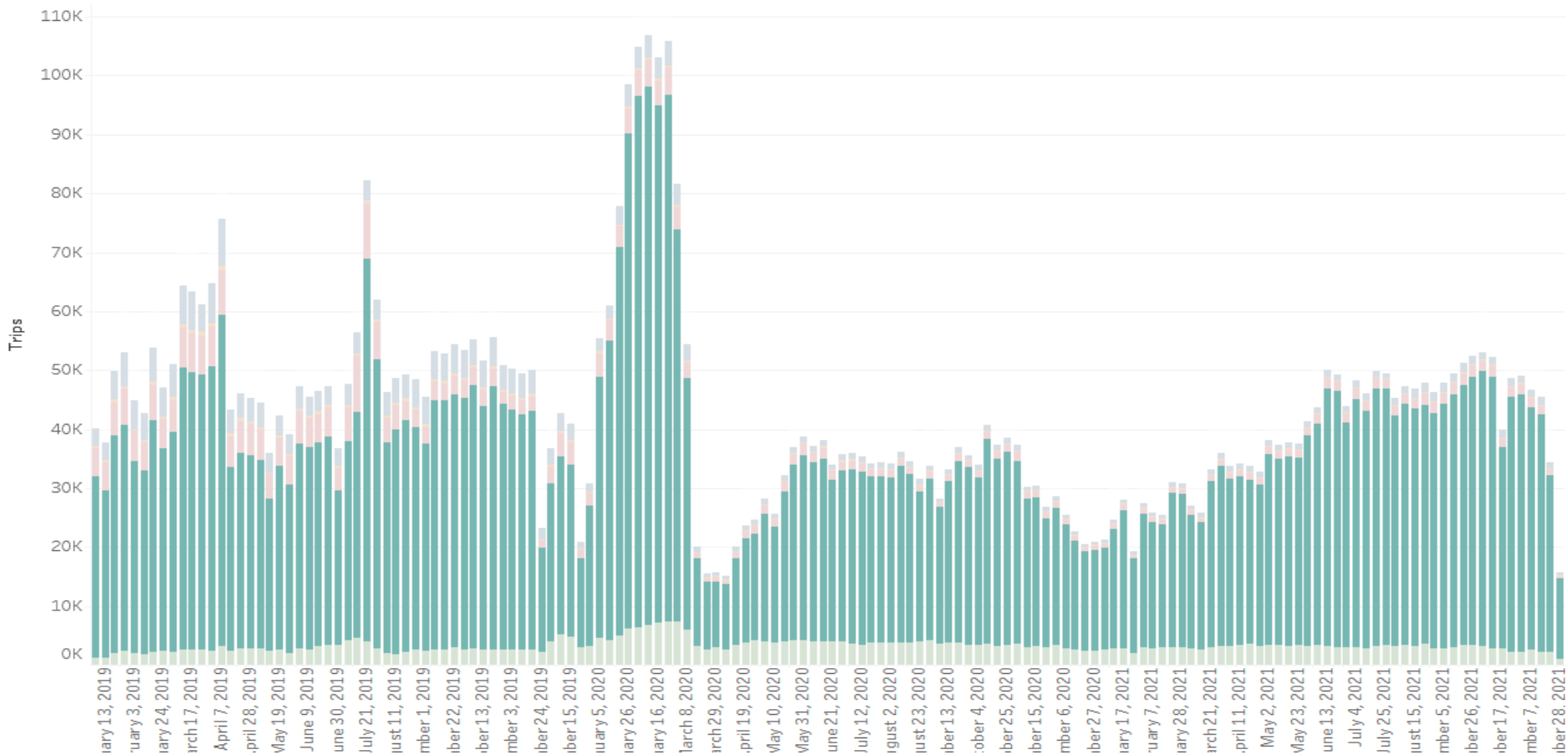
- ❖ 252 Existing Stations +35 in Q1 2022
- ❖ Rack Installations
- ❖ Service
  - station-based pedal bikes
  - hybrid e-bikes
- ❖ Public Private Partnership
  - minimal taxpayer funding



# Bikeshare - Successes

## ❖ Ridership

- peak -15k/day \*no ebike fees
- Oct 21- 9k/day



# Bikeshare - Challenges

- ❖ Theft/Vandalism
- ❖ Needed Bike Rack Installations
- ❖ Station Expansion
  - GGP
  - Sunset
- ❖ Service Modifications



# Thank You!



# Questions?