



SFMTA

Powered Scooter Share Program Safety and Enforcement Update

Land Use and Transportation Committee

October 3, 2022

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

❖ Three permittees:

Bird (Scoot) up to 1,500 devices

Lime up to 2,000 devices

Spin up to 2,000 devices

❖ The current permit term expires June 30, 2023



Program Snapshot: July 2021 – September 2022



Trips: 2,442,000

All Citations: 12,889

311 Complaints: 9,037

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



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

Permanent Adaptive Program

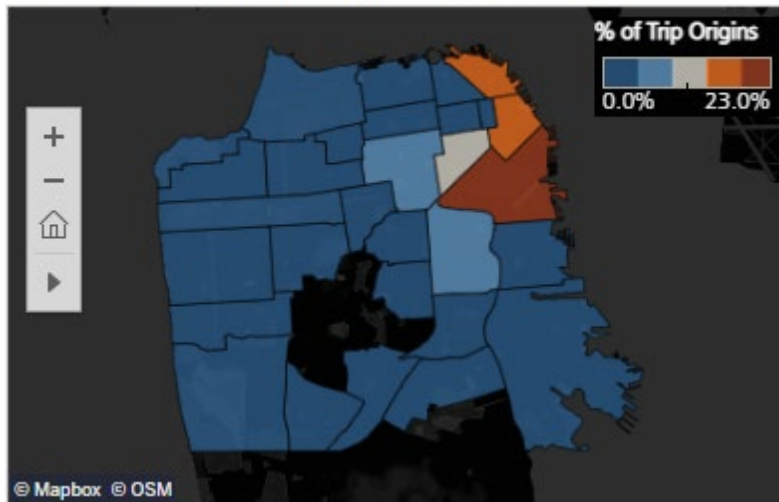
Permit Terms and Conditions

- ❖ 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
- ❖ All three permittees committed to Complementary Adaptive Programs, with additional adaptive devices available for pre-scheduled drop-off and pick-up

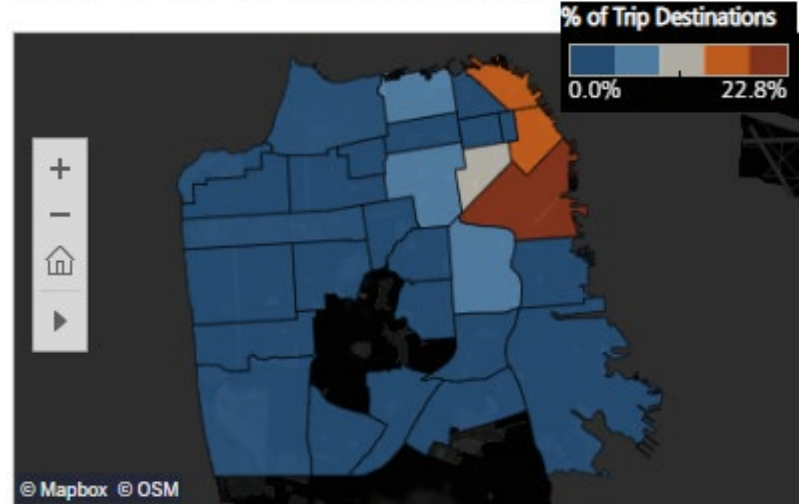


Scooter Trips

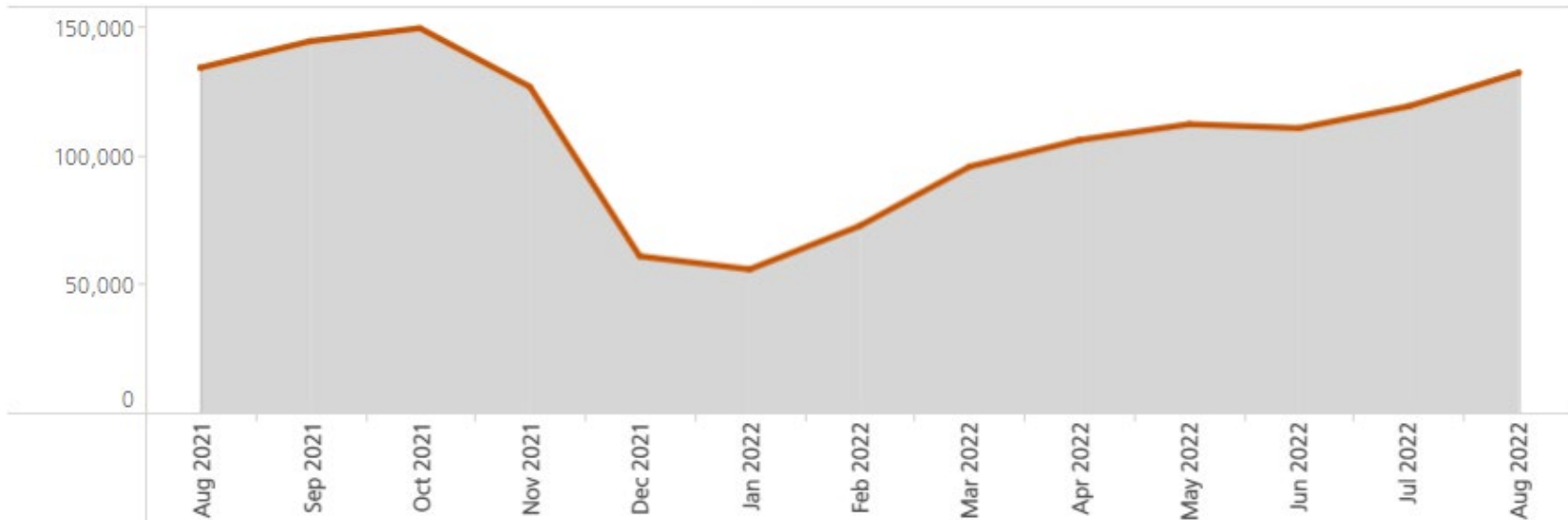
Share of Trip Origins by Neighborhood



Share of Trip Destinations by Neighborhood



Total Trips



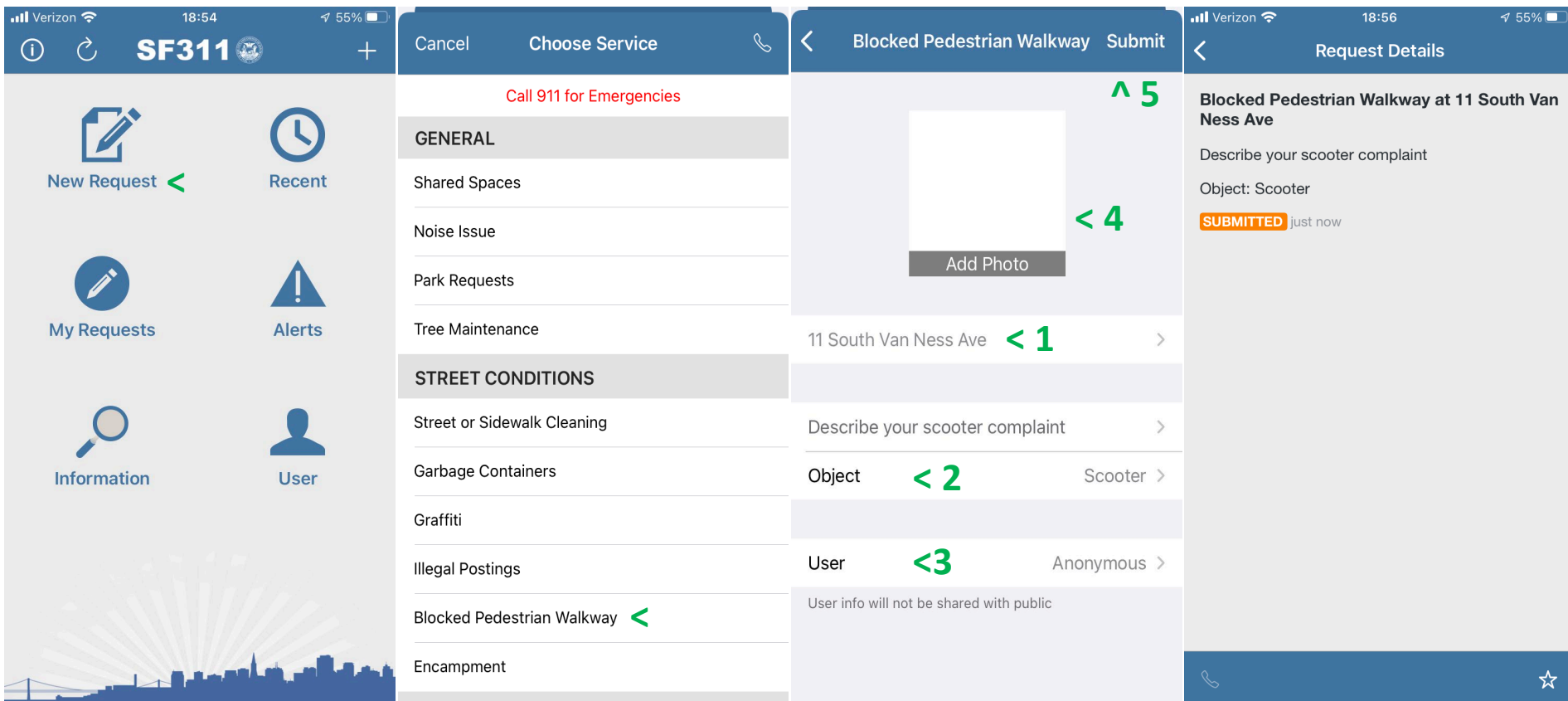
Street Infrastructure

- ❖ 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**



How to Make a Scooter Complaint

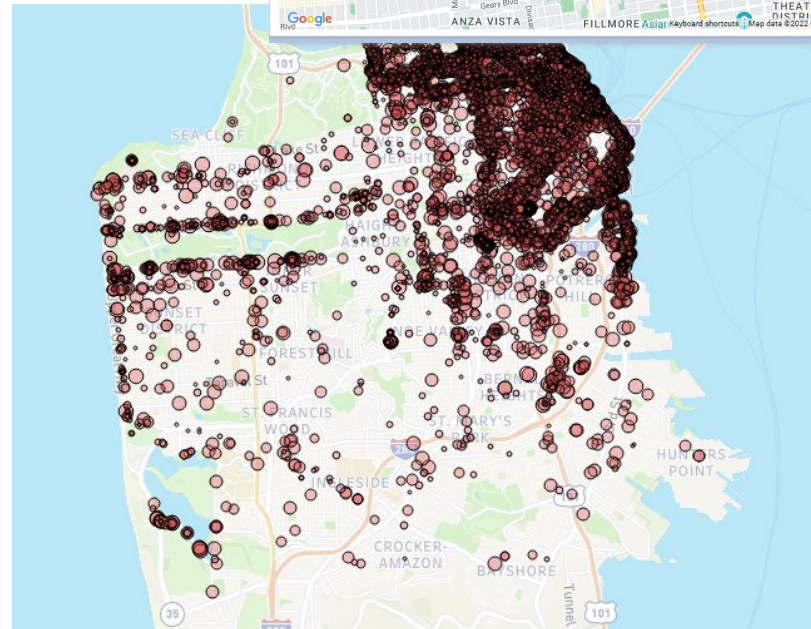
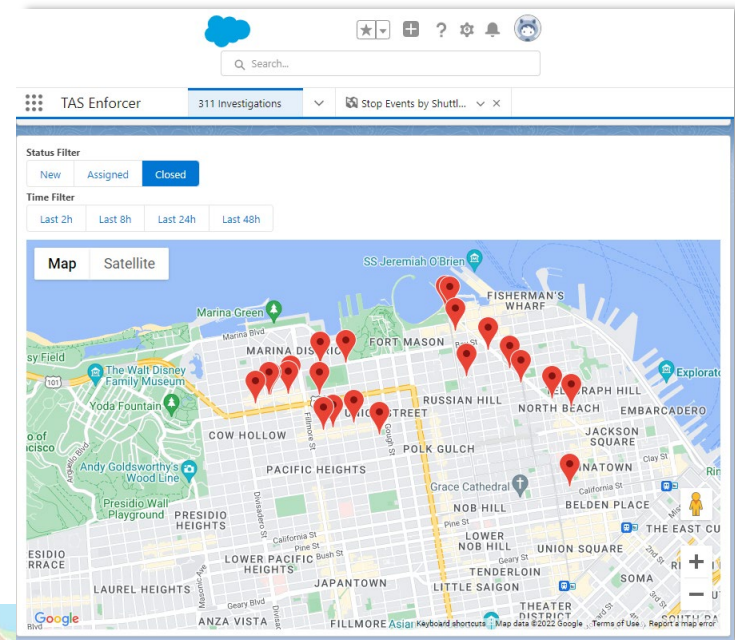
- ❖ Call 311
- ❖ Web - SF311.org
- ❖ SF311 Mobile App



Complaint Reporting

- ❖ 311 Complaints passed directly to Permittees to respond
- ❖ Permittees can close out 311 complaint directly, 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

Transparency

Shared Mobility



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

Scooter Citations vs Trips & Devices

Parking Citations vs Trips

0.51%

Parking Citations: 12,380
Trips: 2,442K

Parking Citations vs Devices

1.93%

Parking Citations: 12,380
Devices: 1,098K

Scooter Complaints vs Trips & Devices

Complaints vs Trips

0.37%

Complaints: 9,037
Trips: 2,442K

Complaints vs Devices

0.82%

Complaints: 9,037
Devices: 1,098K

SFMTA Enforcement

Enforcement Team

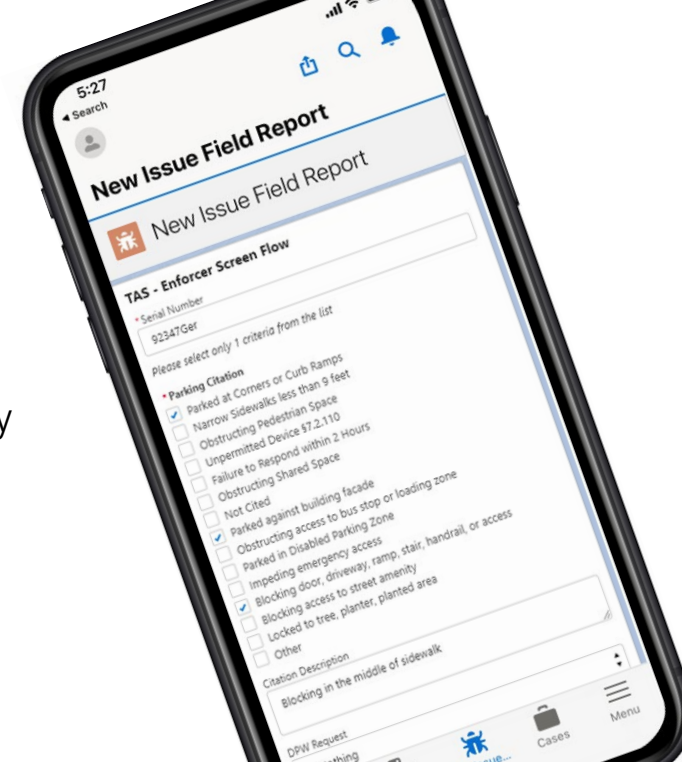
- ❖ Eight enforcement staff
- ❖ On-street generally seven days a week
- ❖ Authorized to issue administrative penalties for improperly parked devices and improper riding
- ❖ Citations issued via enforcement app that automatically requests device removal
- ❖ Device removal required within 2-hours
- ❖ Enforcement 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 – September 30, 2022
- ❖ **12,380 citations issued**
- ❖ **\$1,355,850 collected**
- ❖ Fine was \$100 per citation from July 1, 2021 to February 28, 2022
- ❖ Fine increased March 1, 2022 to \$150

Improper Riding

As of March 2022, SFMTA began issuing improper riding citations to permittees

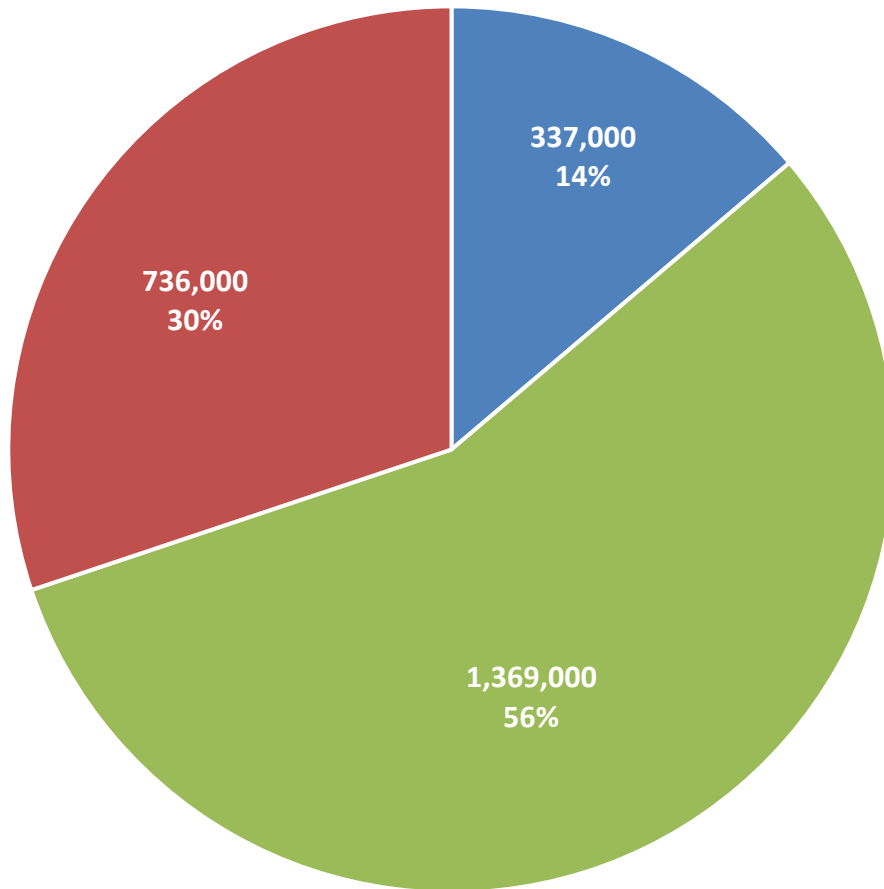
- ❖ **509 citations issued**
- ❖ **\$75,750 collected**
- ❖ Fine was \$150 per citation from March 15, 2022 to August 31, 2022
- ❖ Fine increased September 1, 2022 to \$200

Scooter Citations vs Trips

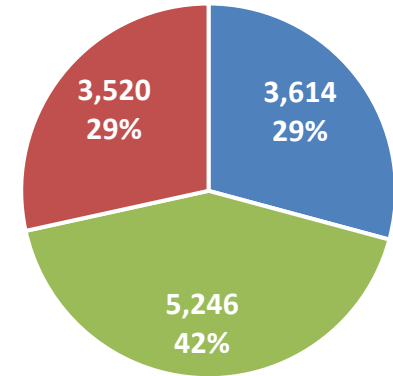
| | Parking Citation | Riding Citation | Total Citation | Trips | Total Citation vs Trips |
|------|------------------|-----------------|----------------|-----------|-------------------------|
| Bird | 3,614 | 164 | 3,778 | 337,000 | 1.12% |
| Lime | 5,246 | 228 | 5,474 | 1,369,000 | 0.40% |
| Spin | 3,520 | 117 | 3,637 | 736,000 | 0.49% |

Scooter Citations

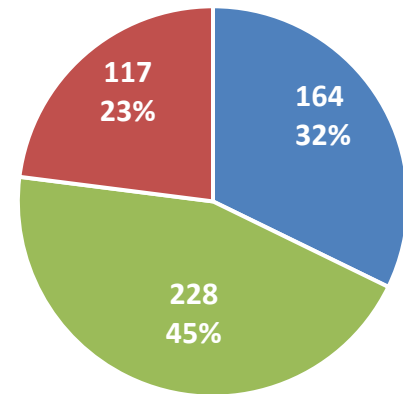
Scooter Trips



Scooter Parking Citations



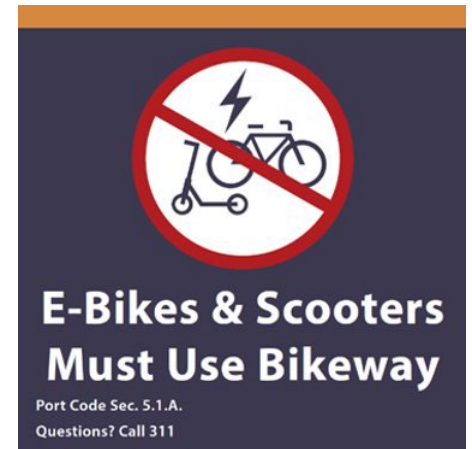
Scooter Riding Citations



■ Bird ■ Lime ■ Spin

Partnering with SF Port

| | May to August 2022 |
|--------------|--------------------|
| Bird (Scoot) | \$9,750 |
| Lime | \$2,250 |
| Spin | \$2,250 |



- ❖ Reimbursement for device retrieval:
\$750 per retrieval from the bay
\$250 for retrieval from landside Port property
- ❖ Improved signage on Promenade
- ❖ Coming soon: automated notices to Port for devices that need recovery

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

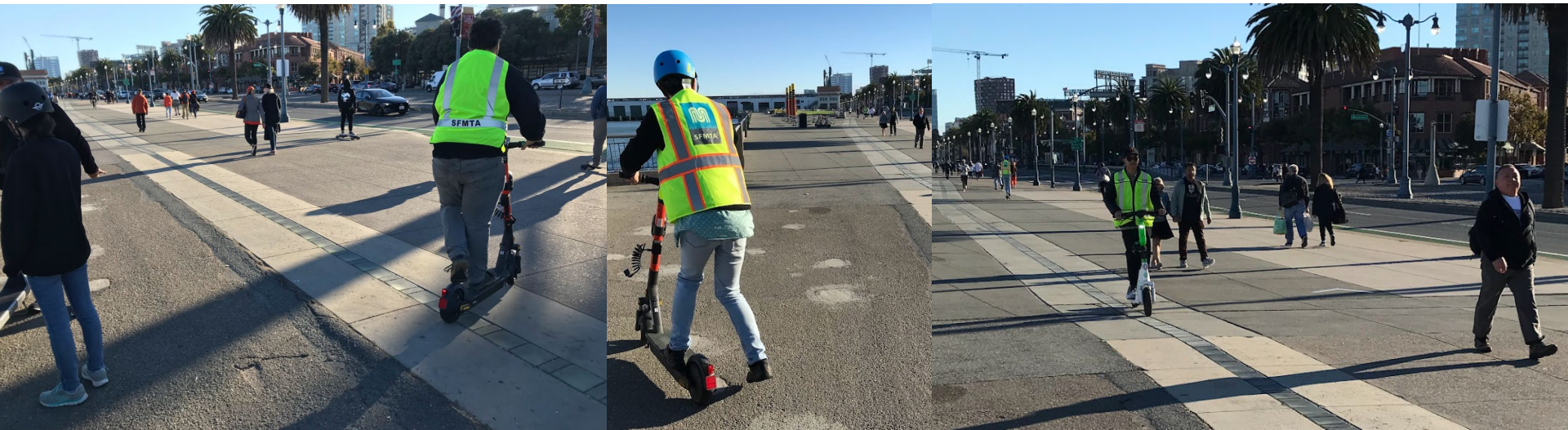
May 2022

- ❖ Tested on Embarcadero
 - Bike lane
 - Parking lane
 - Various curb cuts
 - **Moderate** pedestrians
- ❖ Published Guidance:
 - 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
- ❖ Verifying required markings, audio message warnings
- ❖ Currently compiling assessment



Sidewalk Detection: Bird

- ❖ 91 sidewalk enabled vehicles in circulation
- ❖ Targeting deploying an additional 726 devices enabled with sidewalk riding technology within the next 5 weeks
- ❖ Bird's technology is based on mapping and data analysis, enabled along Embarcadero and Downtown
- ❖ Device will notify rider via on-scooter display and audible alert system before automatically reducing its speed until it comes to a complete stop
- ❖ In-App message pop-up when app is opened that reminds riders to not ride on sidewalks and doing so can result in a \$200 fine.



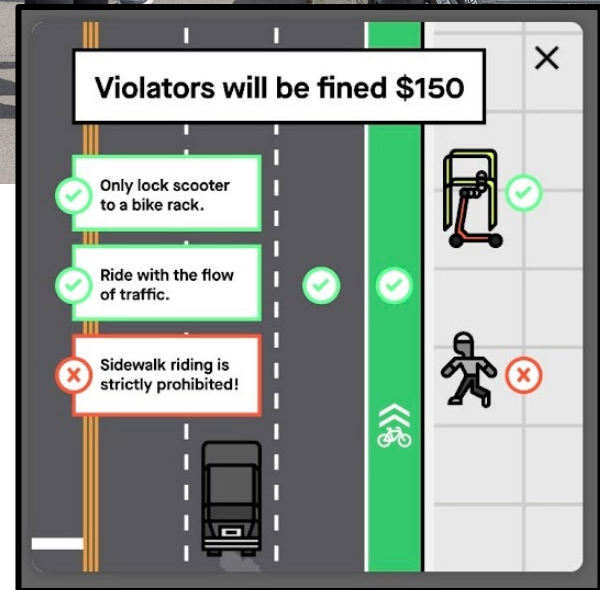
Sidewalk Detection: Lime

- ❖ 50 units deployed, primarily along the Embarcadero
- ❖ Rolling out new AI-Camera Based technology with upgraded audible alerts, enabled along Embarcadero
- ❖ In app messaging, follow up safety education and progressive discipline
- ❖ Lime plans to pass through 50% of all citations to riders for poor parking/riding violations



Sidewalk Detection: Spin

- ❖ 194 units deployed primarily along Embarcadero
- ❖ Camera-based technology + GPS, enabled Citywide
- ❖ In app messaging, follow up safety education and progressive discipline
- ❖ Have passed through 33 citations thus far (9/26)
- ❖ Fine escalation



Escalating Penalty Structure

| Permittee: | Spin | Bird | Lime |
|-------------------------|---|--|--|
| Rider Discipline | <p>1st Offense: \$27.50</p> <p>2nd Offense: \$27.50</p> <p>3rd Offense: \$27.50 + rider quiz and 24hour suspension</p> <p>4th Offense: Banned</p> <p>38 citations passed through</p> | <p>1st Infraction (\$20/infraction): 3,162 users</p> <p>2nd Infraction (\$30/infraction): 407 users</p> <p>3rd Infraction (\$40/infraction): 221 users</p> <p>Suspensions: 25</p> | <ul style="list-style-type: none"> • 5,182 warnings passed to riders • 1,443 fines issued • Lime will pass 50% of all citation fines to riders |

Additional Enforcement Initiatives in Process

- ❖ Improve 311 app to allow complainants to report improper riding more easily through the app
 - Update dashboards with improper riding complaints
- ❖ Audit of device marking requirements (NO SIDEWALK RIDING signage)
- ❖ Continued audit of sidewalk detection technology
- ❖ Public safety campaign
- ❖ Increase Mobility Investigator staffing in high complaint areas
- ❖ Conduct scooter share program evaluation

Sample campaign
from UCLA



Additional Enforcement Initiatives Under Consideration

Embarcadero Device Cap

- ❖ Strictly limit the number of devices allowed to operate in the Embarcadero
 - Allow more devices to operate based on compliance with sidewalk detection technology compliance and other safety metrics
 - Requires amendment to Appendix 5 of Permit Terms and Conditions

Increase Administrative Fine to Permittee for Improper Riding

- \$500 allowable max
- Develop scaled approach to target egregious violators

Other Enforcement Remedies in the Permit Terms and Conditions

Summary suspension

- ❖ In the case of threat to public health or safety

Partial permit revocation

- ❖ For non-compliance with Permit Terms and Conditions or misrepresentation in the application

Permit revocation

Next Steps

- ❖ Existing Permits expire June 30, 2023
- ❖ Scooter Share Program Evaluation
 - Engage consultant to evaluate current program and make recommendation for next permit term
 - Include focus on sidewalk detection technology requirements and vehicle design requirements – best practices for safe vehicles
- ❖ Continue existing enforcement and monitoring activities
- ❖ Implement safety and enforcement enhancements
- ❖ Continue adding device parking and expanding bike lane infrastructure

Thank You!



Questions?