Powered Scooter Share Program Permit Issuance

Media Roundtable
09.25.19
Context

- May 2018 – SFMTA Board establishes scooter share pilot permit program
- October 2018 – 12-month powered scooter share pilot program begins
- April 2019 – SFMTA issues mid-pilot evaluation showing positive results
- July 2019 – SFMTA Board establishes permanent scooter share program
- Sept. 25, 2019 – SFMTA announces 4 new permittees
- Oct. 15, 2019 – New 12-month permits go into effect
11 Applications Received

Bolt    Hellbiz    Jump    Lime
Lyft    Razor     Scoot    Skip
Spin    VeoRide   Wheels
Evaluation – Initial Screening

1. Review of sample scooters
   • Device standards
   • Lock-to
   • Safety check

2. Confirm application completeness
Application Scoring

- 8 categories, 62 criteria
  - Safety and device standards
  - Pricing
  - Operations plan
  - Safe riding/parking program
  - Recharging, maintenance, cleaning and sustainability
  - Hiring and labor
  - Community engagement
  - Experience and qualifications
# Application Evaluation Summary

<table>
<thead>
<tr>
<th>Section Weight</th>
<th>Relevant Emerging Mobility Guiding Principle(s)</th>
<th>Bolt</th>
<th>Helbiz</th>
<th>JUMP</th>
<th>Lime</th>
<th>Lyft</th>
<th>Razor</th>
<th>Scoot</th>
<th>Skip</th>
<th>Spin</th>
<th>VeoRide</th>
<th>Wheels</th>
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## Rating Definitions

- **4** ratings were given to responses that include robust, unique or innovative approaches demonstrating the highest level of commitment and ability to solving known challenges and concerns, and substantially exceeding the minimum requirements.

- **3** ratings were given to responses that include significantly more detailed approaches demonstrating a higher level of commitment and ability to solving known challenges and concerns, and significantly exceeding the minimum requirements.

- **2** ratings were given to responses that include basic or typical, but unexceptional solutions, demonstrating a moderate level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements.

- **1** ratings were given to responses that include rudimentary solutions, demonstrating the minimum level of commitment and ability to solving known challenges and concerns and meeting the minimum requirements.
Powered Scooter Share Permittees

- **# of Permittees:** 4 (JUMP, Lime, Scoot, and Spin)
- **# of Scooters:**
  - 1,000 scooters per operator initially
  - Potential increase to 2,500 scooters per operator (contingent on performance benchmarks)
- **Permit dates:** 10/15/2019 – 10/14/2020
Why 4? Why 4,000?

• 4 permittees had the strongest applications
• Expanded service
  • 2x the scooters
  • 2x the service area
  • 2x the operators
• >4 operators risks over-crowding in core and diluted service in outer neighborhoods
Key Terms and Conditions

• Lock-to & Bike Rack Fee
• Labor Harmony
• Low-Income Plans
• Fleet Minimums
• Distribution
• Sustainability
• Equity/Engagement
• User/Operator Accountability
Fleet Minimum & Distribution

- 50% availability of permitted fleet size
- Designated service area
  - Target density
  - 40% cap in FiDi/SOMA
  - COC availability requirements
Lock-To Requirement/Bike Rack Expansion

• 100 percent lock-to devices required
• More bike racks needed
  • $75/device rack fee ($300,000 total)
  • SFMTA will accelerate rack installation in high demand areas
User/Operator Accountability

• Public reports bad behavior to operator
  • Sidewalk riding
  • Poor parking
• Operator identifies user based on trip details
  • Time/date
  • Location
  • Scooter ID #
  • Direction of Travel
• Operator warns user, or suspends for repeated violations
• Operator documents and tracks complaint in shared database with MTA
Equity/Engagement

• Multilingual Service
• Adaptive Scooter Plan
• Culturally Sensitive Outreach
• Partner-Ready Programs
  • Local Hiring
  • CBO Partnership
  • Safety Courses
  • Culture/Arts Collaboration
  • Local Small Business Promotion
Low Income Plans

• Jump - $5/first year, $5/month after
  • 60min/day of ride time, 7¢/min after

• Lime - $5/year
  • Unlimited 30min rides

• Scoot – 50% discount
  • Low-income riders, students, teachers, and non-profits

• Spin – Free
  • Unlimited 30min rides
Labor Harmony

• Applicants submitted Labor Harmony Plans
  • All permittees will use W-2 workers, full-time and part-time, with benefits
  • No permittee proposes the use of “gig” economy workers
Sustainability

- New reporting metrics
  - Operational VMT Tracking
  - Lifecycle Analysis

- Operator compliance
  Dept. of Environment Policies
  - SF Zero Waste
  - Producer Responsibility Policies
Thank You!

Questions?