

Geofencing Specifications

Scooter Parking – December 2022



SFMTA

To: Austin Marshburn and Alex Rudow, Bird Rides Inc
From: Danny Yeung, Acting Manager – Permits & Administration
Taxis, Access & Mobility Services Division
Date: November 23, 2022

Pursuant to Permit Term 27 of the Powered Scooter Share Program Permit issued to you, SFMTA is extending the term and modifying the boundaries of the scooter geofencing specifications, which prohibit parking along portions of the Embarcadero. The term of the geofencing specifications is extended until December 31, 2022, and the updated boundaries are described below and are intended to conform to existing Mobility Data Specification (MDS) standards to reflect existing census block boundaries of the area.

For reference, Permit Term 27 reads as follows:

27. Permittee shall apply geofencing specifications provided by the SFMTA to prohibit parking/locking scooters in specified areas or addresses, or to direct users to specified designated parking area (e.g., at an event venue), within one week of notice, and provide proof such as screenshots of the app showing this geofencing to the SFMTA via email.

SFMTA is extending the term of the parking restrictions to allow more time to assess the impact of the restrictions on the Powered Scooter Share program. SFMTA will evaluate the effectiveness of the parking prohibition by analyzing the number of parking complaints submitted via 311, parking citations issued by SFMTA Investigators, and improper riding citations issued by SFMTA Investigators for observed and documented violations.

The geofencing specification boundaries are being modified to conform to MDS standards, which will result in a slightly expanded area. The boundaries can be retrieved via SFMTA's existing MDS Geographies API at <https://services.sfmta.com/tams/mobility/geographies>. The UUID is '28fd1298-69fe-11ed-a1eb-0242ac120002'. Pursuant to the updated restrictions, Bird is required to implement geofencing specifications to prohibit parking in the specified areas as of December 1, 2022. For readability, these geofencing specifications are described as:

- The Embarcadero, north/east side of the street all the way to the bay (including side streets and piers), bounded between the entrances from Pier 45 to Pier 14 inclusive
- Jefferson Street, both sides of the entire street segment and all the way to the bay (including side streets and piers), west of Hyde Street inclusive

SFMTA may extend the term, and/or modify the boundaries, based on effectiveness of these specific restrictions, the increased improper riding citation fine amount, and any other permittee methods to reduce improper parking and improper riding currently underway.

Geofencing Specifications

Scooter Parking – December 2022



Additionally, SFMTA expects that permittee will continue to implement their sidewalk riding detection technology and to develop other solutions to minimize both improper parking and improper riding.

Please provide screenshots of your app in production showing the updated parking geofencing restriction boundaries by close of business December 1, 2022.