



**SFMTA**

# **Powered Scooter Share Program Safety and Enforcement Update**

**Mayor's Disability Council**

November 18, 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 – October 2022



**Trips:** 2,633,556

**All Citations:** 14,539

**311 Complaints:** 9,465

# 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





# Adaptive Transportation Day

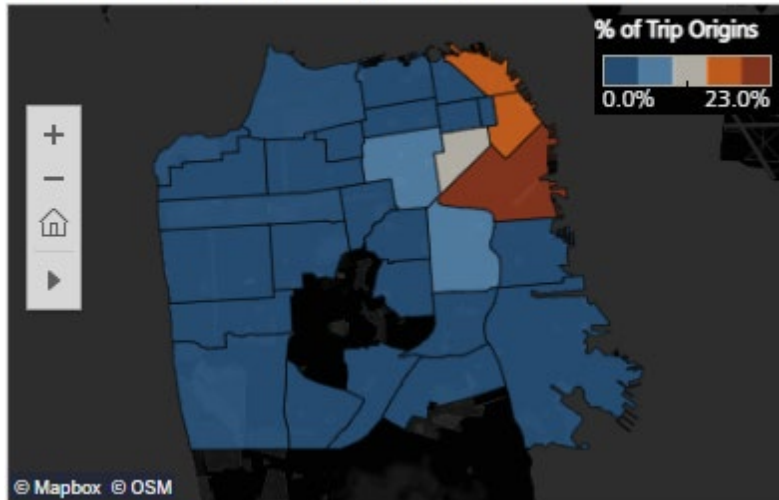
**Golden Gate Park November 5, 2022**

- ❖ Scooter permittees joined the regular BORP adaptive cycling program for an adaptive demo day

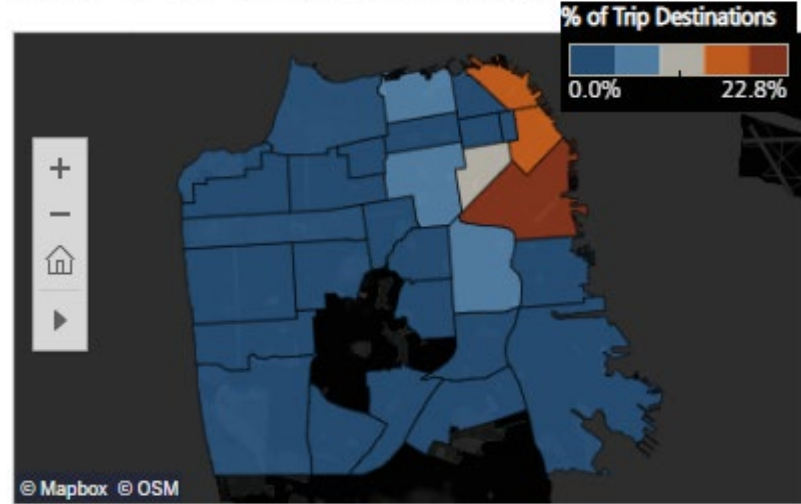


# Scooter Trips

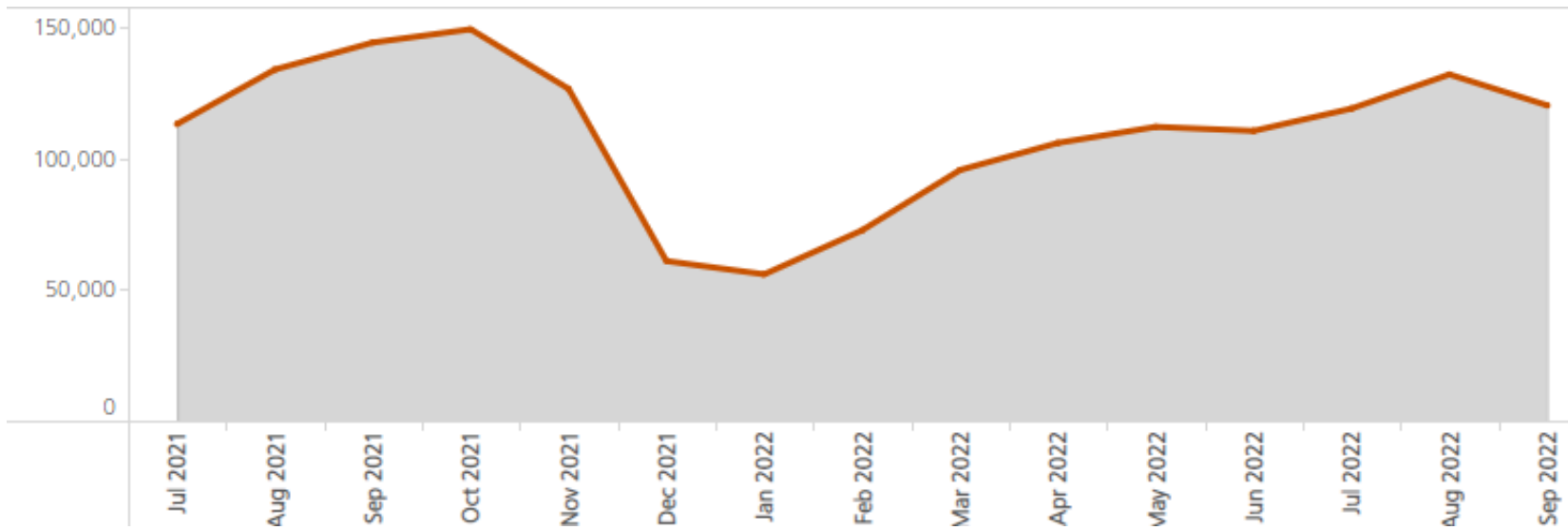
Share of Trip Origins by Neighborhood



Share of Trip Destinations by Neighborhood



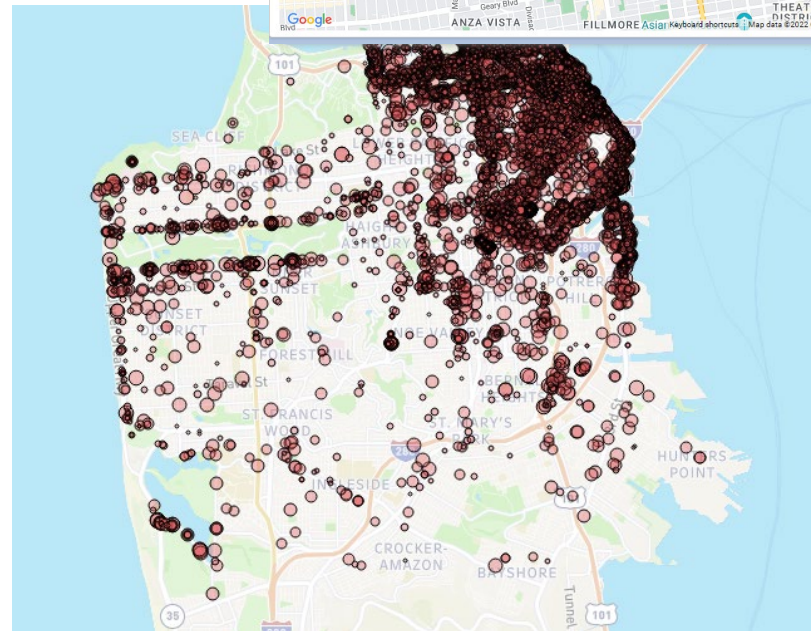
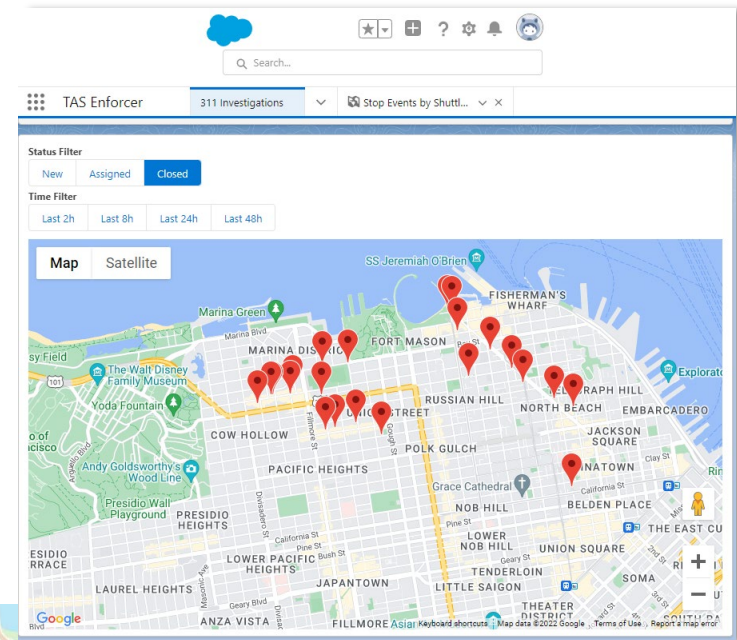
Total Trips



# Complaint Reporting

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

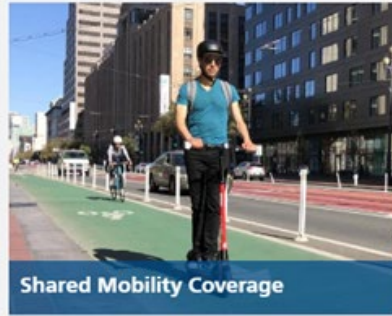
311  
complaint  
integration  
with  
Salesforce



Scooter Parking Citations Issued

# Transparency

## Shared Mobility



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

### Scooter Citations vs Trips & Devices

Parking Citations vs Trips  
**0.52%**

Parking Citations: 13,776  
Trips: 2,633,556

Parking Citations vs Devices  
**0.96%**

Parking Citations: 13,776  
Devices: 1,424,823

### Scooter Complaints vs Trips & Devices

Complaints vs Trips  
**0.36%**

Complaints: 9,465  
Trips: 2,633,556

Complaints vs Devices  
**0.66%**

Complaints: 9,465  
Devices: 1,424,823

# SFMTA Enforcement

## Enforcement Team

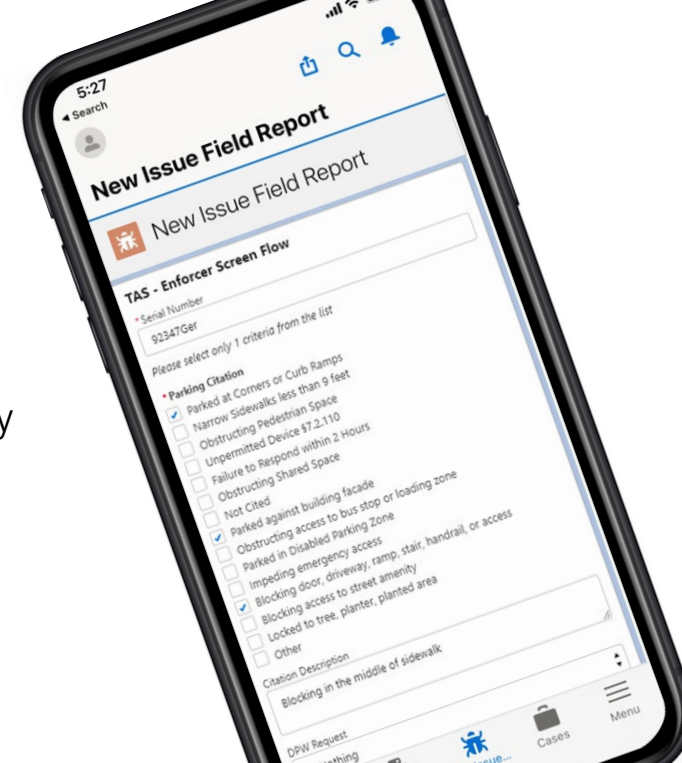
- ❖ Eight enforcement staff
- ❖ On-street generally seven days a week
- ❖ Authorized to issue administrative penalties for improperly parked devices and improper riding
- ❖ Citations issued via enforcement app that automatically requests device removal
- ❖ Device removal required within 2-hours
- ❖ Enforcement 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 – October 31, 2022
- ❖ **13,776 improper parking citations issued**
- ❖ **\$4,113,900 collected**
- ❖ Fine for improper parking was \$100 per citation from July 1, 2021 to February 28, 2022
- ❖ Fine increased March 1, 2022 to \$150

## Improper Riding

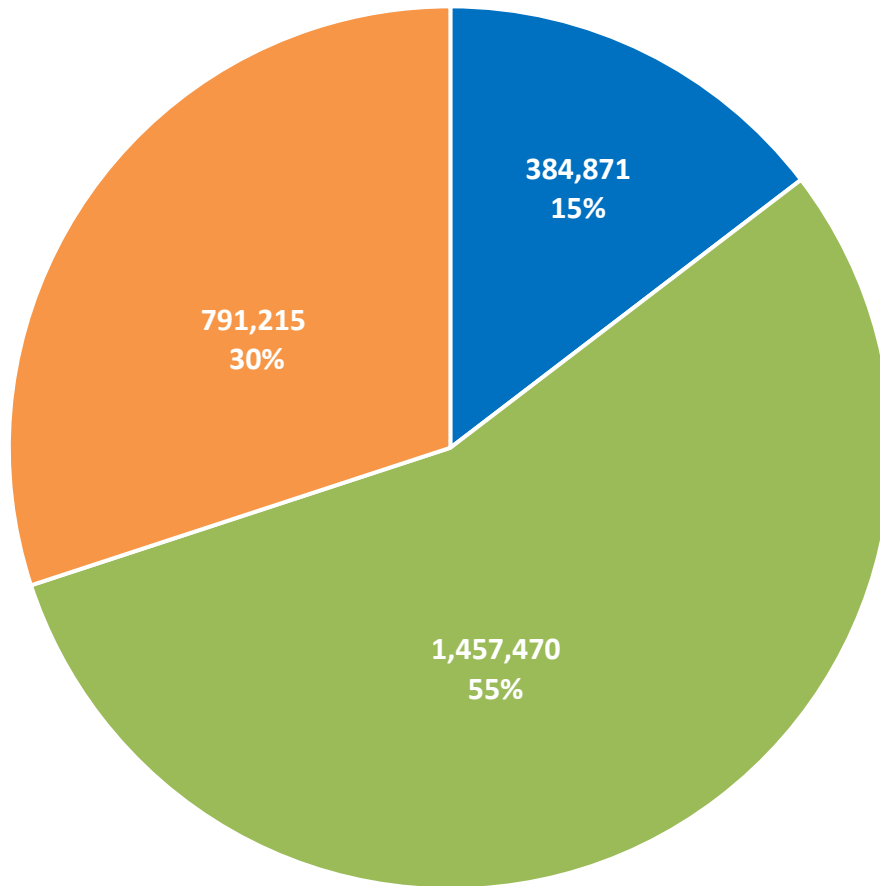
- ❖ Starting March 15, 2022, SFMTA began issuing citations to scooter permittees for improper riding
- ❖ **763 improper riding citations issued**
- ❖ **\$207,300 collected**
- ❖ \$150 per citation from March 15, 2022- August 31, 2022
- ❖ \$200 per citation starting September 1, 2022
- ❖ \$500 per citation starting November 1, 2022

# Scooter Citations vs Trips

	Parking Citation	Riding Citation	Total Citation	Trips	Parking Citation vs Trips
Bird	4,283	226	4,509	384,871	1.17%
Lime	5,542	314	5,856	1,457,470	0.40%
Spin	3,951	223	4,174	791,215	0.53%

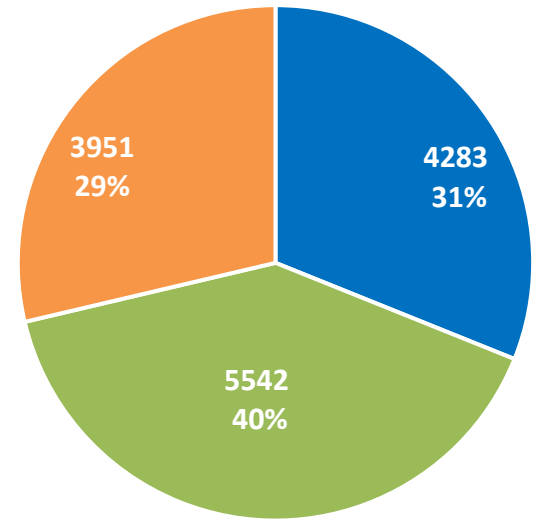
# Scooter Citations

## Scooter Trip

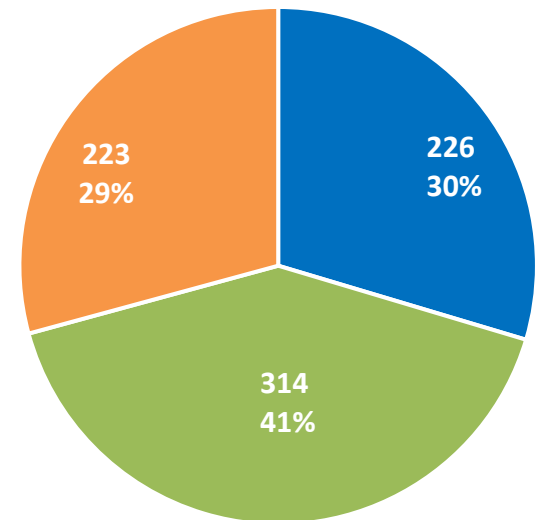


■ Bird (Scoot) ■ Lime ■ Spin

## Scooter Parking Citation



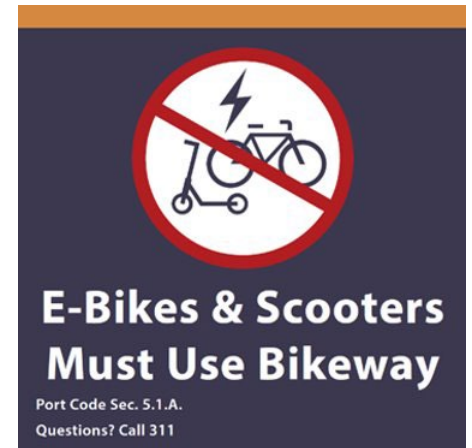
## Scooter Moving Citation





# Partnering with the Port

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



- ❖ Reimbursement for device retrieval: \$750 per retrieval from the bay and \$250 for retrieval from Port property
- ❖ Improved signage on Promenade
- ❖ 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

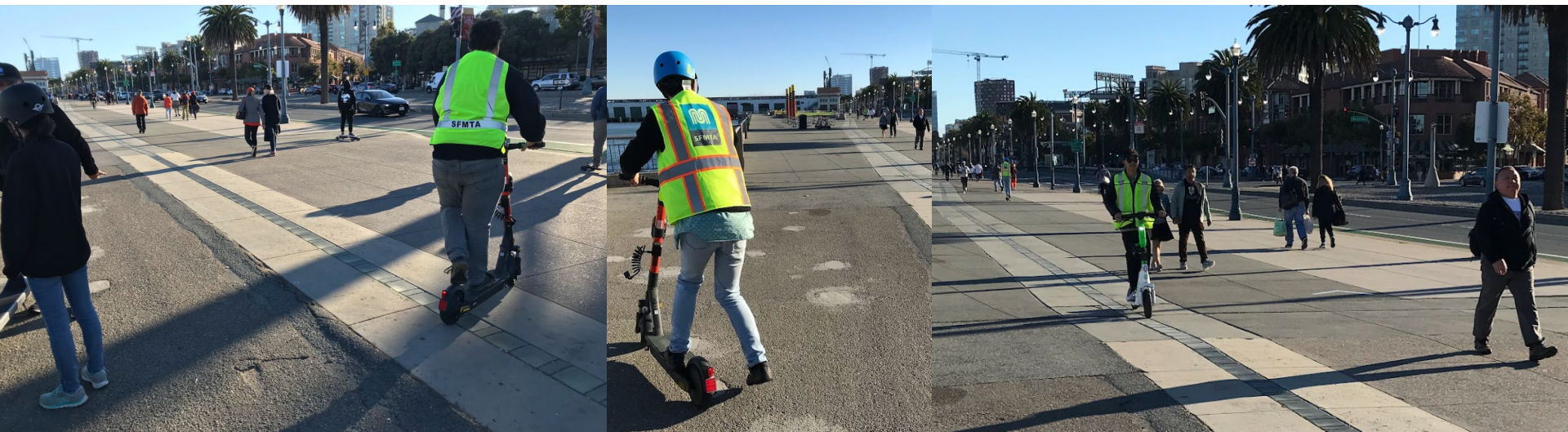
## May 2022

- ❖ Tested on Embarcadero
  - Bike lane
  - Parking lane
  - Various curb cuts
  - **Moderate** pedestrians
- ❖ Published Guidance:
  - In-App Message displaying “No Sidewalk Riding”
  - 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
- ❖ Verified required markings, audio message warnings
- ❖ Found improvement in anti-sidewalk riding technologies, and recommended guidance for continued improvement



# Permittee Summary: Bird

- ❖ 1,306 units equipped with anti-sidewalk riding technology
- ❖ Bird's technology is based on mapping and data analysis
- ❖ 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 fine



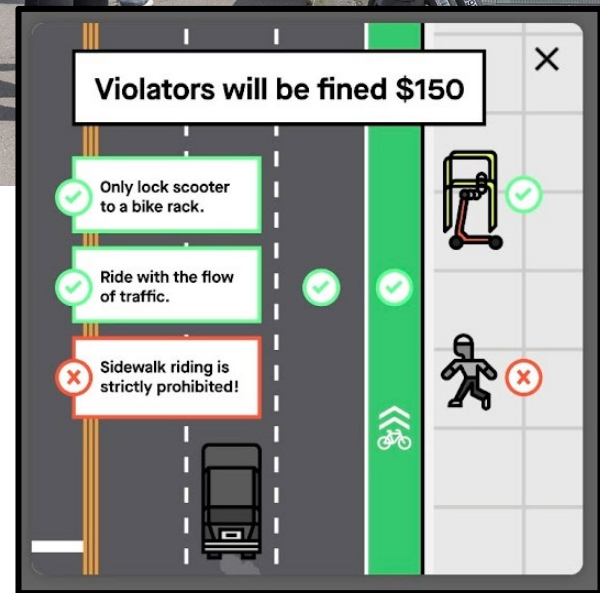
# Permittee Summary: Lime

- ❖ Detection technology that alerts Lime when a rider is operating on a sidewalk is on all units
- ❖ In app messaging, follow up safety education and progressive discipline
- ❖ 50% citation pass-through to riders
- ❖ Rolling out new AI-based technology with upgraded audible alerts and deceleration
- ❖ Committed to sharing information about "banned riders" among all permittees



# Permittee Summary: Spin

- ❖ 300 units deployed
- ❖ Camera-based technology + GPS
- ❖ Technology works citywide
- ❖ In app messaging, follow up safety education and progressive discipline
- ❖ Voluntary **no-ride zone** along the Embarcadero
- ❖ Committed to sharing information about "banned riders" among all permittees



# Escalating Penalty Structure

Permittee:	Spin	Bird	Lime
<b>Rider Discipline Structure</b>	1st: <b>Warning</b> 2nd: <b>\$10</b> 3rd: <b>\$25</b> 4th: <b>24hr suspension + rider safety quiz</b>  <b>Banned Rider List Shared with Lime</b>	1st: <b>\$20</b> 2nd: <b>\$30</b> 3rd: <b>\$40</b>	pass <b>50%</b> of all citation fines to riders  <b>Banned Rider List Shared with Spin</b>
<b>Riders Cited (through October 2022)</b>	1st: <b>1,538</b> 2nd: <b>110</b> 3rd: <b>37</b> Suspensions: <b>5</b>	1st: <b>1,450</b> 2nd: <b>159</b> 3rd: <b>102</b> Suspensions: <b>17</b>	<b>171 citations</b> passed through to riders



# Additional Enforcement Initiatives in Process

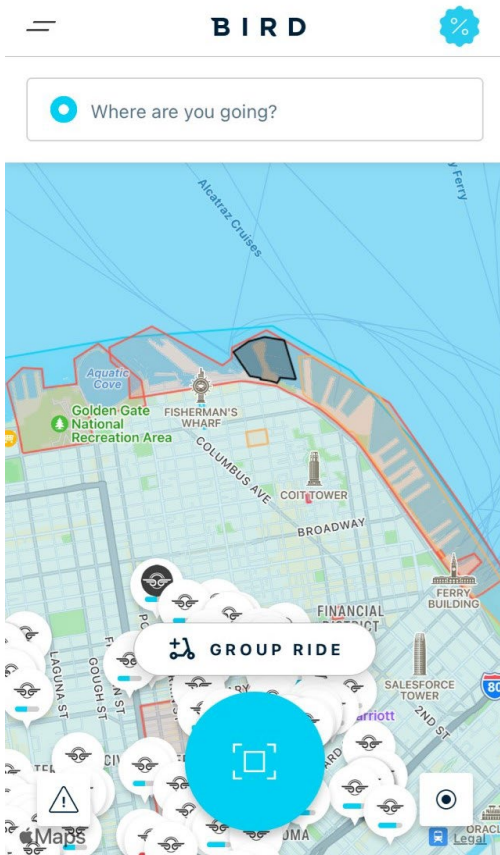
- ❖ Increased fine for **improper riding** from \$200 to **\$500** as of 11/1
- ❖ Established trial **no parking zones** along the Embarcadero as of 11/1
- ❖ Improve 311 app to allow complainants to **report** improper riding more easily through the app (early 2023)
  - Update dashboards with improper riding complaints
- ❖ Audit of device **marking** requirements (NO SIDEWALK RIDING signage)
- ❖ Continued **audit** of sidewalk detection technology
- ❖ Public safety **campaign**
- ❖ Increase Mobility Investigator **staffing**
- ❖ Conduct scooter share program **evaluation**

Sample campaign from UCLA

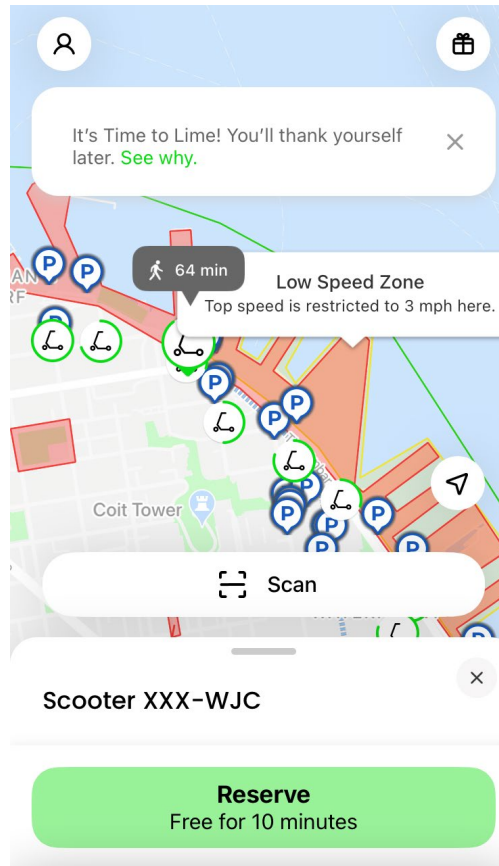


# Current "No Parking" Zones

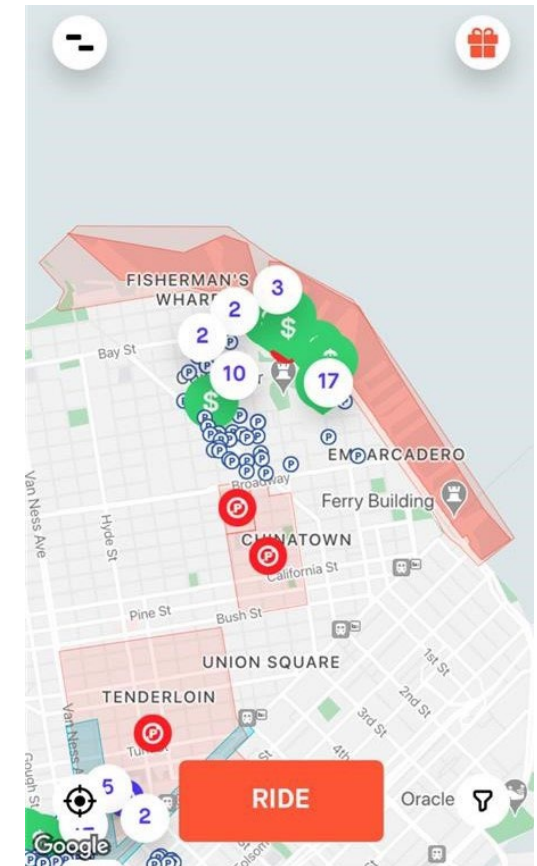
## SFMTA Issued No Parking Zones Geofencing Restrictions



Bird



Lime



Spin

# 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
  - Vehicle design requirements – best practices for safe vehicles
- ❖ Continue existing enforcement and monitoring activities
- ❖ Implement safety and enforcement enhancements
- ❖ Continue adding device parking and expand bike lane infrastructure

# Thank You!



# Questions?