



SFMTA

Bikeshare & Scootershare Update

SFCTA - CAC

07.24.19

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Stationless Bikeshare Pilot

- Jan 2018-July 2019
- JUMP – stationless, lock-to, eBikes
- 500 bikes in SFMTA jurisdiction
- 50 bikes in Presidio jurisdiction



Lock-To Lessons Learned

- Better accessibility
- Reduces theft and vandalism
- Increases bike rack demand

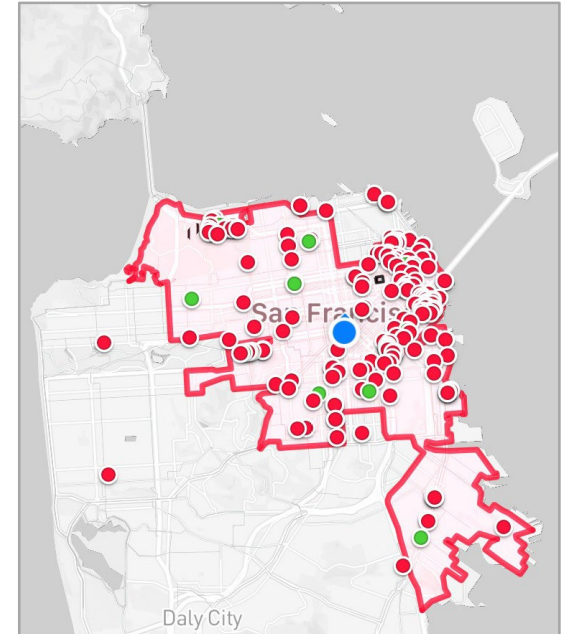
- *Recommendations:*

- Require lock-to devices
- Institute a bike rack fee based on fleet size



Distribution Lessons Learned

- 3 bikes/mi² – hard to enforce
- 20% in Communities of Concern
 - too broad
- Rebalancing challenges



- *Recommendations:*
 - Revise Communities of Concern and bike density requirements
 - Neighborhood-based service distribution
 - Minimum requirements in outer areas

Public Engagement Lessons

- Community Based Organizations partnership – undefined Memorandum of Understanding process
- More Programming Needed
- User accountability challenges

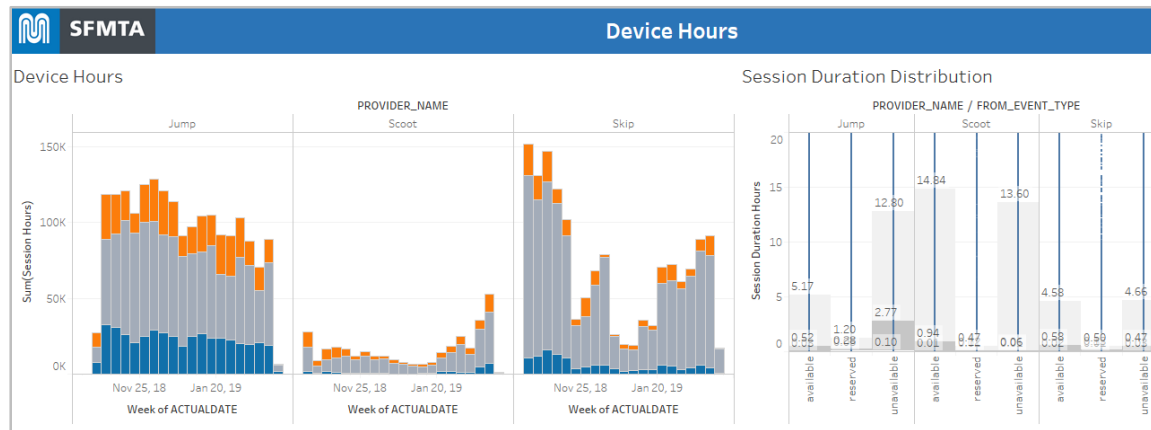


- *Recommendations:*

- Require Partner-ready programs
 - Arts/Culture, Safety education, Low-income, Local hire, Small business promotion
- Set low-income membership participation targets
- Archive, report and track all feedback/response

Data Policy Lessons Learned

- Established national data standard
 - i.e. Mobility Data Specification (MDS)
- Long data-sharing test-phase
- More robust privacy policy



- *Recommendations:*
 - Adopt MDS and Scootershare privacy policy
 - Require feed prior to permitting

Powered Scooter Share Pilot

- Oct 2018 - Oct 2019
- 2 Permittees: Skip & Scoot
 - Allowed for 1250 scooters at launch
 - Potential to double at mid-point
 - Mid-Pilot Evaluation



Safety & Accessibility

Code Changes and Permit Requirements

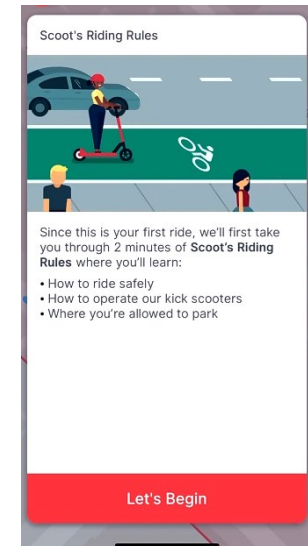
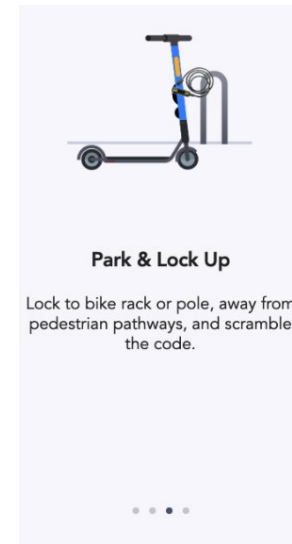
- Lock-to devices
- Helmets
- Operator education programs
- Bike rack installation fee
- Sample scooters for inspection



User + Operator Accountability

Code Changes and Permit Requirements

- Operator public feedback handling
 - Shared and archived
 - General comments
 - Illegal parking/riding behavior
- Alignment of fees and fines
- Regular reporting

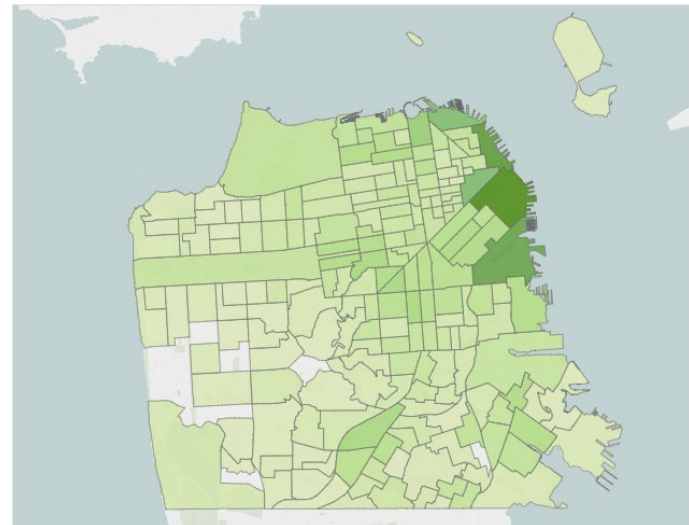


Availability & Distribution

Code Changes and Permit Requirements

- SFMTA to establish service area
 - Target distribution density
 - Minimum thresholds in COC's
- Fleet size adjustments based on trips/device/day

Average Device Distribution at 8AM



Equity

Code Changes and Permit Requirements

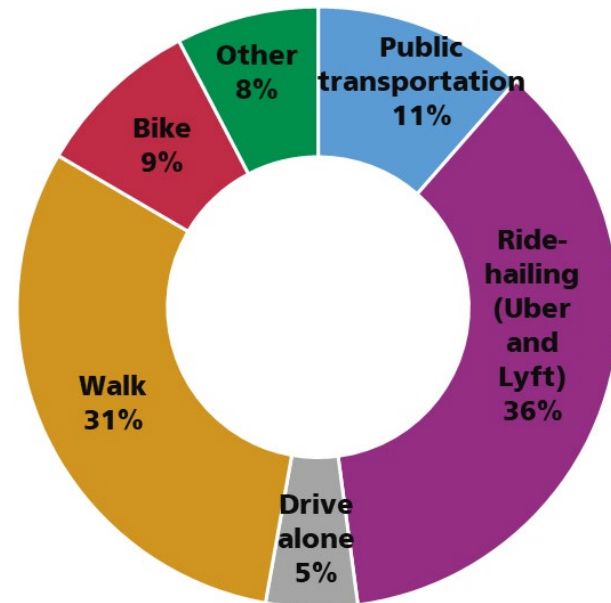
- Directed multilingual outreach programs
- Define low-income membership targets
- Labor harmony plan



Sustainability

Code Changes and Permit Requirements

- Standard reporting metrics
 - Operational VMT Tracking
 - Device Hazard Notification
- Operator compliance
 - Dept. of Environment Policies
 - SF Zero Waste
 - Producer Responsibility Policies

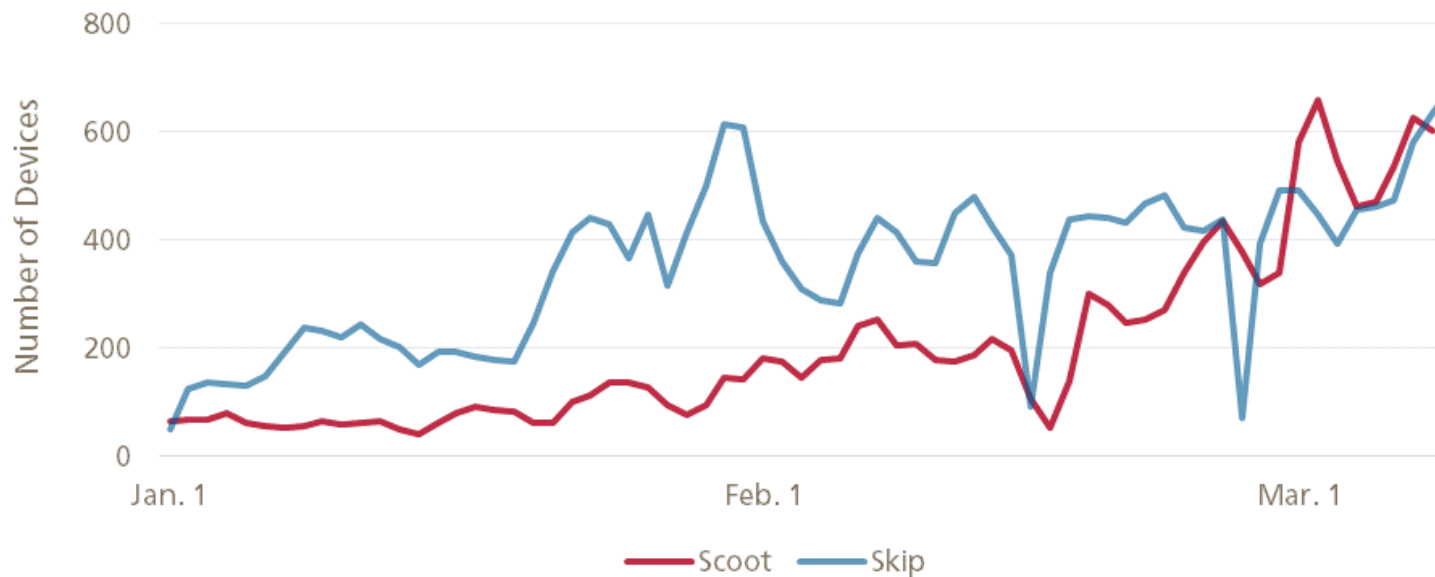


Mode Choice Had Scooter Not Been Available

Data Policy

Code Changes and Permit Requirements

- On-board GPS devices
- Standard aggregated data reporting
- Data sharing compliance prior to permitting



Thank You!

Questions?

