WEBVTT

1
00:00:12.610 --> 00:00:15.430
Jessica Peyton / SPUR Public Programs: Hey, everyone! We'll get started in just a second.

2
00:00:29.710 --> 00:00:34.460
Hi, everyone! We're going to give it another 20 s and then we'll go ahead and get started.

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00:00:50.070 --> 00:00:52.260
Jessica Peyton / SPUR Public Programs: Okay, let's go ahead.

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00:00:52.460 --> 00:01:17.800
Hello! My name is Jessica Peyton, and I am one of Spurs Public programming associates for those of you have been t0 0ne of these before. Thank you so much for joining us for another spur digital discourse, and thank you for your continued support. If you are not a spur member. I encourage you to join to support spurs, ongoing work and using education, policy, analysis, and advocacy to make our cities and region more prosperous, sustainable and equitable places to live.

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00:01:18.020 --> 00:01:27.750
Jessica Peyton / SPUR Public Programs: Your financial support enables us to continue our work, including the hosting of programs like today's you'll find more information online@spur.org slash join.

6
00:01:28.280 --> 00:01:42.110
Jessica Peyton / SPUR Public Programs: I just want to plug one of our upcoming events very quickly. Our next online event is scheduled for Thursday at 1230 Pm. It is towards a more equable recovery. Activating Federal funds for Bipoc owned businesses

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00:01:42.110 --> 00:01:52.590
Jessica Peyton / SPUR Public Programs: with the passage of the American Rescue Plan Act, Inflation Reduction Act and other Federal spending bills. The Federal Government has given States billions of dollars that can be used to help small businesses.

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00:01:52.620 --> 00:02:02.720
Jessica Peyton / SPUR Public Programs: This funding could drive both a more equitable economic recovery and progress towards meaningful economic security for bipoc communities and ultimately help close the racial Wealth gap.

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00:02:02.980 --> 00:02:15.550
Jessica Peyton / SPUR Public Programs: join us in partnership with the asset funders network to discuss how Federal funding can be used to achieve a truly equitable recovery for byipot communities, and you can register for that at the link in the chat that will drop in just a second.

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00:02:15.780 --> 00:02:25.270
Jessica Peyton / SPUR Public Programs: I'd also like to quickly announce that we've launched our spring calendar of events. We have a lot of exciting stuff coming up so check that out@spur.org slash event slash list

11
00:02:25.690 --> 00:02:40.190
Jessica Peyton / SPUR Public Programs: beginning to today's event today's digital discourse is making micro mobility work in San Francisco. Active and gentle modes, like bicycles, E. Bike scooters, and other small wheel devices offer people more options for traveling shorter distances.

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00:02:40.190 --> 00:02:48.250
Jessica Peyton / SPUR Public Programs: while advancing climate Goals and lowering traffic congestion, however, San Francisco is still working to regulate and embrace micro-mobility for the public good.

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00:02:48.300 --> 00:03:06.230
Jessica Peyton / SPUR Public Programs: to more fully adopt active mobility and micro mobility within its transportation vision. San Francisco, starting a citywide planning process. The active communities plan to foster adoption of all forms of active mobility that can legally operate on bike lanes, such as bicycles, wheelchairs, scooters, and other electronic devices.

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00:03:06.230 --> 00:03:18.210
Jessica Peyton / SPUR Public Programs: Today we'll identify thought, provoking ideas to leverage micro availability to support the silly's mobility climate, access and equity goals. We're joined by a great panel of speakers today. Starting with Anne Brown.

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00:03:18.290 --> 00:03:29.220
Jessica Peyton / SPUR Public Programs: Anne is an assistant professor in the school of planning public policy and management at the University of Oregon. She researches issues of transportation, equity, shared mobility and travel behavior.

16
00:03:29.500 --> 00:03:48.030

Jessica Peyton / SPUR Public Programs: Next we have Andrea Korb Andrea's lifelong passion is using policy and legislation to shape cities for the better. Prior to her role as a director of legislative policy of bird. She worked primarily in the public sector, including Santa Monica's downtown business Improvement District, and the New York City and Washington, DC. Mayor's offices.

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00:03:48.360 --> 00:03:57.650
Jessica Peyton / SPUR Public Programs: Next we have Colin Hughes Colin is the senior policy manager for lifts, transit bikes and scooter team and manages policy and government relations for bay wheels.

18
00:03:57.880 --> 00:04:05.420
Colin is a transportation planner by training, and has previously worked for Jump the Institute of Transportation and Development Policy and barked.

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00:04:05.690 --> 00:04:23.240
Jessica Peyton / SPUR Public Programs: and the next we have Charlie Mastelloni Charlie is a seasoned cross-functional leader with over 5 years of experience working in government relations and community engagement and companies such as Airbnb and do dash. He's an avid cyclist and micro mobility enthusiasts base in San Francisco. Thank you all for joining us today.

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00:04:23.240 --> 00:04:38.650
Jessica Peyton / SPUR Public Programs: so there's a lot to talk about. I encourage you to use the chat to share your thoughts with each other and the speakers. But if you have any questions, please use the dedicated Q. A. Button at the bottom of your screen or top. You're on the mobile. It just helps us keep track of questions a little bit easier.

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00:04:38.780 --> 00:04:44.720
Jessica Peyton / SPUR Public Programs: and within the next few days we'll be sharing a copy of this recording and the transcript and chat with everyone who registered.

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00:04:44.960 --> 00:04:52.360
Jessica Peyton / SPUR Public Programs: And with that i'm going to turn things over to Laura tolk off first transportation policy director to get things started. Go ahead, Laura.

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00:04:53.300 --> 00:05:23.300
Laura Tolkoff: Thank you, Jessica. Welcome and thank you. Everybody for joining today and spending your lunch with us. Today's Forum is focused on making micro mobility work in San Francisco, and I do want to note that you know we're joined here by Christopher Kidd, who is a

transportation planner with Sfmta, who is going to be talking to us a little bit about the active communities plan.

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00:05:23.300 --> 00:05:37.430
Laura Tolkoff: and so I encourage you to take a look at our spring calendar if you're interested in this topic, and and you're interested in transportation in San Francisco, there will be more coming up. So do check out our spring calendar.

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00:05:37.820 --> 00:05:50.490
Laura Tolkoff: The impetus for this program today is, you know, that in our view, in Spurs view, micro mobility has enormous potential to help re imagine the bay area's, transportation system

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00:05:50.490 --> 00:06:01.140
Laura Tolkoff: really providing fast and easy access to things like trunkling, transit and filling mobility and access gaps in low, in in low density areas, For example.

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00:06:01.620 --> 00:06:16.280
Laura Tolkoff: Of course, attention from the start has been Whether or not you know this revolution, which is led largely by the private sector and by private sector consumer transportation services could really be counted on to meet public goals.

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00:06:16.380 --> 00:06:27.000
Laura Tolkoff: Our report, the future of transportation from 2,020, which was part of our regional strategy offers a set of recommendations, and is really rooted in the belief

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00:06:27.620 --> 00:06:39.690
Laura Tolkoff: that if that if private sector innovation is channeled in the right direction, it could help us meet key regional and local goals for climate, social equity, and economic prosperity.

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00:06:40.800 --> 00:07:10.450
Laura Tolkoff: And of course, private mobility. Providers are owned and operated by private companies, and they can enter and exit new markets at modest cost and relative to public transit service and other modes. And while this flexibility can be a huge advantage, allowing them to rapidly increase mobility options in any given place. It also comes with understandable concerns about pricing stability and the availability of services, and if they can be, do

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00:07:10.450 --> 00:07:31.340

Laura Tolkoff: deployed equitably, creating a really important role for the public sector specifically for local governments. So today, what we're going to do is really talk to talk about San Francisco's active communities plan, and how it can be a venue for considering some of the city's policies and program requirements for micro mobility.

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00:07:31.560 --> 00:07:53.990
Laura Tolkoff: and to hear about some of the things that other cities do that can help result in much higher adoption of micro mobility, usage, and to help and that help reflect really a different mindset that embraces micro mobility, perhaps, that could even find their way here into San Francisco in coming years.

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00:07:54.270 --> 00:08:10.330
Laura Tolkoff: So I'm. Going to turn it over first to Christopher K. To tell us more about the active communities plan, and then from there we'll have a discussion about how micro mobility can be a bigger part of San Francisco's transportation feature.

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00:08:10.760 --> 00:08:11.440
Laura Tolkoff: Okay.

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00:08:12.280 --> 00:08:15.440
Christopher Kidd, SFMTA (he/him): Good afternoon. Thank you so much, Laura. Thank you for

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00:08:15.460 --> 00:08:35.230
Christopher Kidd, SFMTA (he/him): having me on on this panel today to talk briefly about the active communities plan. My name is Christopher Kid. I'm a planner with the complete Streets Section of our planning subdivision at the S. Ofmta and I'm, the project manager for the Active Communities plan, which is San Francisco's first update to the by citywide bicycle master plan since 2,009

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00:08:35.230 --> 00:08:52.170
Christopher Kidd, SFMTA (he/him): for those that have been around since 2,009. You may have remember how how contentious and into this, if that was as a process. And s0 0ur city hasn't revisited that plan since that time, and typically see what back High School master planes are updated about every 5 years. So this is

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00:08:52.170 --> 00:09:11.540
Christopher Kidd, SFMTA (he/him): a a pretty big step from by the city to to engage in this work. We we call it the active communities plan for for 2 different reasons. One is that this is a plan that needs to be inclusive of all devices that can use the bike network. We are no longer in a

world of just bikes. We have scooters. We have one wheels, we have electric skateboards, we have

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00:09:11.540 --> 00:09:37.640
Christopher Kidd, SFMTA (he/him): power chairs, we have assistive mobility devices and the the emerging technology and mobility, or in this field continues to grow every year, and we need to find ways to actively accommodate, promote, and make people feel welcome in those spaces. We also called the active communities Plan, because we have a particular emphasis on working in equity priority communities in San Diego.

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00:09:37.640 --> 00:09:55.410
Christopher Kidd, SFMTA (he/him): baby Hunters Point and outer mission excel here in the mission district in Soma and Tenderloin, and in Western addition fill more. And through those partners we really hope to have kind of deep in meaningful engagement within those communities, to really uncover and and elevate the the different

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00:09:55.860 --> 00:10:14.040
Christopher Kidd, SFMTA (he/him): particular issues that that those community space with regards to the bike network, and how we can ensure that projects end up reflecting their needs and values that people feel represented and visible, and that they feel they they are benefiting directly from the projects that that the agency does end up producing.

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00:10:14.400 --> 00:10:17.060
Christopher Kidd, SFMTA (he/him): This is a very important

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00:10:17.060 --> 00:10:45.060
Christopher Kidd, SFMTA (he/him): yeah effort, because it allows us to take on a a much more city-wide look at things, and and I think, especially when it comes to things like micro mobility, allows us to to look at and and revisit the way that we approach our policy work the way that we approach our programmatic work in conjunction with the way that we plan our network, because a bike plan is not just the the bike network itself, but everything that comes around it. And and we need to be looking at things

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00:10:45.060 --> 00:10:59.790
Christopher Kidd, SFMTA (he/him): from from a number of different goals, including our climate, action, goals or vision 0 goals, and really understanding how we can leverage our investments in our programmatic changes and our policy actions to actively further things like

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00:10:59.950 --> 00:11:02.360
Christopher Kidd, SFMTA (he/him): adoption of of a of

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00:11:02.360 --> 00:11:31.780
Christopher Kidd, SFMTA (he/him): things like scooters as mobility, and how we can utilize electric transportation, whether their E bikes or other types of of means to expand the the audience of who the bike network can serve, and what it represents, and what it means As part of this work we'll be engaging in a year's worth of public engagement and outreach over the 2023 calendar year. We'll be conducting a variety of different types of analysis which will be presenting at a

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00:11:31.780 --> 00:11:52.410
Christopher Kidd, SFMTA (he/him): a future spur event, and we are looking to engage the public as as much as possible. In this discussion we we hope to have a an adopted plan in March of 2,024 and I can share our website in a chat with everybody for folks that want to to learn more and find out how to get involved, and and

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00:11:52.410 --> 00:11:55.680
Christopher Kidd, SFMTA (he/him): hear more about about what we're doing and where we're doing it.

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00:11:59.410 --> 00:12:27.750
Laura Tolkoff: Thanks, Chris. With that. I think we're gonna open it up for for the discussion today, and I think the first question I want to ask. Is it's sort of a softball one? But I think you know a lot of people at times have thought of micro mobility as a fad or something that might just go away. But why should people care about micro mobility? And first i'm gonna ask that question to Anne.

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00:12:28.560 --> 00:12:42.810
Anne Brown (she/her) University of Oregon: Sure, thanks, Lauren thanks everyone for being here. Well, I think both Laura and Jessica had a really nice primer, for why we might care about micro mobility. So, mentioning some of these big trends related to climate goals or increasing mobility. And so.

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00:12:42.830 --> 00:12:57.220
Anne Brown (she/her) University of Oregon: you know, first in terms of just broadening the the modal options that people have, and I think often you can think about the the different stakeholders and the different goals that might come to the table and rally behind micro mobility for those purposes. So

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00:12:57.310 --> 00:13:10.490
Anne Brown (she/her) University of Oregon: things like reducing car dependency and have a whole host of positive benefits, certainly like reducing congestion or reducing greenhouse gas emissions, potentially addressing environmental justice concerns around emissions as well.

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00:13:10.550 --> 00:13:12.660
My personal

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00:13:13.990 --> 00:13:15.790
Anne Brown (she/her) University of Oregon: believe, like my personal

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00:13:15.950 --> 00:13:26.800
Anne Brown (she/her) University of Oregon: goal, and thinking about the potential for my micro mobility. What I think is most exciting is really thinking about how my mobility can fill the existing system gaps. S0 0ur transportation system.

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00:13:26.840 --> 00:13:43.600
Anne Brown (she/her) University of Oregon: as it's built, has a plethora of gaps. Many of those are related to systemic racism, structural inequalities, and how we've invested in transportation over the decades. And Michael really presents both an opportunity to potentially fill those gaps, but also think about how can we provide

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00:13:43.600 --> 00:13:52.590
Anne Brown (she/her) University of Oregon: additional mobility to those who have been most left behind to date? So there's a lot of opportunities, I think for the mobility side and connecting people t0 0pportunities.

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00:13:55.340 --> 00:13:58.720
Laura Tolkoff: Thanks, Andrea. Would you like to add to that?

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00:13:59.190 --> 00:14:09.860
Andrea Korb: Yeah, absolutely, Laura, As you said, you know, I think people scooters first showed up on the scene about 5 years ago. There was definitely some

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00:14:09.860 --> 00:14:28.040

Andrea Korb: gray area there. This hadn't been regulated before, and there were bumps in the road. We're now at this point where the research is showing just how much this can move the needle on climate goals in particular in San Francisco. If you look at Sfm. Tas 2019

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00:14:28.040 --> 00:14:37.120
Andrea Korb: Scooter writer, survey, and then operator surveys it's anywhere between 41% or almost 50% of

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00:14:37.160 --> 00:14:49.690
Andrea Korb: shared scooter trips would have been taken in a car otherwise. And if you look at, for instance, our studies of our birds most recent vehicles, their scooter trip is

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00:14:49.770 --> 00:14:55.320
Andrea Korb: 7 times cleaner in terms of less emissions than a than a ride. Shark share trip

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00:14:55.560 --> 00:15:03.300
Andrea Korb: 5 times cleaner than in a in a a gas car, and then 3 times even 3 times

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00:15:03.310 --> 00:15:16.450
Andrea Korb: cleaner, in terms of less emissions than a trip in an electric car, and so really actually moving the needle on on. Not just climate reduction, but also a traffic reduction.

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00:15:18.680 --> 00:15:32.440
Laura Tolkoff: Thank you. So I want to talk a little bit about what what you all think is really keeping people from using micro mobility and from using

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00:15:35.630 --> 00:15:46.860
Laura Tolkoff: it is in San Francisco. And and why kind of how did we get here to a place where you know, perhaps, that you know micro Mobility Hasn't quite taken off in the way that many people thought it would.

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00:15:50.310 --> 00:15:53.600
Laura Tolkoff: Charlie, Did you want to jump in on that question.

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00:15:53.790 --> 00:16:12.940
Charlie Mastoloni- Lime: Yeah, absolutely. Thank you, Laura. I mean, I would say a couple of things I would say right off the bat that I I would credit the smt quite a bit on already over the

past 5 years, taking the initiative to to re purpose dozens of travel, lanes for people for walking, biking, transit building

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00:16:12.940 --> 00:16:16.160
Charlie Mastoloni- Lime: over 50 miles of protected bike lanes. And

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00:16:16.350 --> 00:16:41.110
Charlie Mastoloni- Lime: you know, in addition to that, taking full, you know, taking full initiative after a. B 43 was passed. Help reduce the speed limit from 25 miles an hour, and higher in some locations to t0 20 miles an hour. But that being said. I think that we can continue t0 0ne way that San Francisco can continue to ensure that folks are choosing micro mobility in tandem with the current transportation options

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00:16:41.110 --> 00:17:00.080
Charlie Mastoloni- Lime: is to continue to focus on slow streaks and slow street program. I'm. Actually really excited to talk about how a recent study came out that Lyme has collaborated with Usc. On which specifically talks about that. As a result of the smt as leadership in creating slow street program

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00:17:00.110 --> 00:17:11.390
Charlie Mastoloni- Lime: that dockless mobility trips have increased between 55, and 127, and so I think it's clear that once folks feel safer on the streets.

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00:17:11.390 --> 00:17:26.180
Charlie Mastoloni- Lime: more and more people are going to continue to choose micro mobility options. And so I think that you know what the Fmta. And I think micro mobility operators can continue to collaborate on is finding ways that we can work together on making

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00:17:26.300 --> 00:17:41.580
Charlie Mastoloni- Lime: use for making users feel safe. Whether that's more infrastructure, whether that's more education classes as well. I think that that is something that we should certainly take into account. And I think another point that's worth mentioning. Laura is, I think, that

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00:17:41.770 --> 00:18:04.320
Charlie Mastoloni- Lime: San Francisco, and this is, I think, the collective community in general needs to collaborate on trying to make sure that the communities that we're that we're reaching out to everyone within everyone within the community. There's a study. There's another study

that came out in tandem with Asset Department of Environment with Uc. Berkeley that talked a lot about how

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00:18:04.320 --> 00:18:20.970
Charlie Mastoloni- Lime: women make up a a a smaller percentage of bike riders in San Francisco, and so I think that it's important for both micro mobility, operators and the cities to continue to to continue to work together, to find ways to ensure that we're reaching out

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00:18:20.970 --> 00:18:30.150
Charlie Mastoloni- Lime: to all of the community, and are making sure that micro mobility and sustainable alternative transportation methods are something that work for everybody.

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00:18:31.590 --> 00:18:51.500
Anne Brown (she/her) University of Oregon: and i'll add on to what Charlie said, which is anytime we're thinking about expanding access to microbility modes. I think it's important to think about the Intersectional barriers that people might face, and so cities often are implementing different equity requirements into micro mobility programs, thinking about how they might overcome those barriers. And there's

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00:18:51.520 --> 00:19:07.300
Anne Brown (she/her) University of Oregon: quite a few projects that have have looked at those different barriers, and there's a lot of them. And so recognizing the fact that you know a single requirement t0 0vercome barriers, maybe that's a reduced rate. Maybe that's providing access without a smartphone. Maybe that's providing adaptive vehicles.

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00:19:07.350 --> 00:19:21.040
Anne Brown (she/her) University of Oregon: A single barrier might not address all the barriers a single individual might face. And so really thinking about how cities can design programs themselves to address the fact that barriers are intersectional and identities are intersectional.

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00:19:21.050 --> 00:19:39.500
Anne Brown (she/her) University of Oregon: And so I completed research last year, looking at the requirements, the equity requirements that cities and agencies put in place in microbility, and about two-thirds a little less than two-thirds, had even a single equity requirement. So a third Don't have any about half a little less than half had more than one.

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00:19:39.620 --> 00:19:54.000
Anne Brown (she/her) University of Oregon: The good news here is San Francisco is doing quite well in this front. It's really a leader on thinking about those intersectional barriers and the many

different requirements that might be needed to address them. So it has 7 different equity requirements across the board.

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00:19:54.050 --> 00:20:12.930
Anne Brown (she/her) University of Oregon: and so those are really important pieces to address various individuals might face. But I think, then the other side to consider is both what Charlie mentioned. And then Christopher also mentioned, which is thinking about the context in which microwave is place, so really reaching out to the community figuring out what our people's travel needs, look out it locally.

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00:20:13.370 --> 00:20:18.920
Anne Brown (she/her) University of Oregon: How and if micro mobility might be part of those solutions and what that might need

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00:20:18.940 --> 00:20:20.950
Anne Brown (she/her) University of Oregon: to look like. For example, maybe

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00:20:21.060 --> 00:20:30.050
Anne Brown (she/her) University of Oregon: people are might be interested in micro mobility, but Don't feel safe taking it so. There's programmatic side, individual side, and then context base barriers that people might be facing.

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00:20:31.630 --> 00:20:50.990
I I would love to add to that also, and I think it take the context. Maybe another concentric circle out here for a second, where you know, when I think a little bit about micro mobility in relationship t0 0ther transportation modes and the overall goals that the city is trying to achieve.

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00:20:50.990 --> 00:20:53.330
Laura Tolkoff: You know. Sorry.

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00:20:53.700 --> 00:21:12.170
Laura Tolkoff: One of the things that that I became aware of was that San Francisco imposes a I think, a $500 fine for writing on the sidewalk, and a $150 fine for a scooter that's parked improperly like on the sidewalk, or or you know.

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00:21:12.300 --> 00:21:21.530
Laura Tolkoff: But you know, cutting into a crosswalk, and the average car parking ticket is something like a 100 $1015

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00:21:21.600 --> 00:21:29.970
Laura Tolkoff: so and and that a lot of those fines, or at least half of it, for the scooters are passed on to the rider

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00:21:30.310 --> 00:21:34.660
Laura Tolkoff: in San Francisco. And I think you know that type of thing is a risk that most

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00:21:34.770 --> 00:21:44.370
Laura Tolkoff: people are not going to take, if that they, if they know that you know, just going a few blocks on a scooter could net them a huge sign.

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00:21:44.560 --> 00:22:13.070
Laura Tolkoff: And I think one of the things that it stands out to me is, you know when you look at the mute at Sfm. Tas finds a fee schedule. You know the fees are really 5 times sometimes it that of improperly parked vehicles. And so what I see is that there's sort of, you know, in the fines and fee structure there is a bias that advantages cars and disadvantages things like scooters and

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00:22:13.070 --> 00:22:18.750
Laura Tolkoff: the people writing them. And so so I think. Excuse me.

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00:22:21.430 --> 00:22:24.430
Laura Tolkoff: as we talk about the context for making

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00:22:24.550 --> 00:22:35.980
Laura Tolkoff: mit ctl and scooters or bike share, or any other type of active or gentle mode more successful. We have to think about. What are we doing? 150

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00:22:35.990 --> 00:22:42.320
Laura Tolkoff: like you, said Charlie, to make it safe, but also like what are we doing to really make sure that those can become

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00:22:42.620 --> 00:23:01.750
Laura Tolkoff: the best kind of default modes instead of driving. And how are we baking in biases into the transportation system with pricing fines, fee structures, and and that regulatory environment and program requirements so just wanted to to add that mighty sense to that picture.

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00:23:02.080 --> 00:23:19.890
Andrea Korb: and just to jump in really quick on that, Laura, I think you know, and I think we'll get into this more. But it's really great to hear about from Christopher on the active transportation plan, because when we look at that, the you know why the riders choose to ride on the sidewalk

102
00:23:19.890 --> 00:23:36.860
Andrea Korb: wire vehicles. This part is really a lack, you know. The really main reason is, we don't have the best infrastructure that's set up for micro mobility. The city is really set up for the car, and so those improvements are going to help those issues so much. But the fines you mentioned.

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00:23:36.860 --> 00:23:48.150
Andrea Korb: It's not really going to help the issue. If you get hop on a scooter one time, and you get 250 buck fine for riding on this sidewalk. You're probably not going to take a suitor again, so you might get back into the car instead.

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00:23:49.800 --> 00:24:18.650
Charlie Mastoloni- Lime: I think something else that's really important, and we've been able to work a lot with the Sfmta on this. They've been fantastic partners in educational campaign. We've been running since. I think late fall of last year, because what we find what we found is that the majority of cases of folks who choose to read on sidewalks are just kind of just lack of under standing on what city regulations and where city infrastructure is. And so we've been able to kind of work with the smta to reduce a lot of instances of

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00:24:18.650 --> 00:24:25.200
Charlie Mastoloni- Lime: sidewalk writing because of just kind of an educational campaign, and something else. That I also.

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00:24:25.200 --> 00:24:48.820
Charlie Mastoloni- Lime: I think, is worth mentioning as well is that I think another thing that San Francisco is on a fantastic job of, and what other cities should look to to is ensuring that we're really doing micro mobility operators. And you know, as we think about transportation is thinking about everyone within the community. And I think that a really important community that we've had the opportunity to listen to. A lot from is

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00:24:48.820 --> 00:24:56.000
Charlie Mastoloni- Lime: the community of individuals with disabilities. The Asmta has actually organized a

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00:24:56.000 --> 00:25:23.010
Charlie Mastoloni- Lime: they workshop a feedback workshop in the closed Jfk promenade. I want to say, almost 2 weeks ago, where I think it was Us and Spain. We're really excited to participate, to show off some bar, adaptive vehicles and get feedback directly from students. And so i'm glad that you know, as San Francisco keeps in mind putting together its future transportation, goals and equity goals, that a community that is really at the forefront of that, and making sure.

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00:25:23.180 --> 00:25:25.590
Charlie Mastoloni- Lime: you know, in in in and making sure that we're

110
00:25:25.970 --> 00:25:34.420
Charlie Mastoloni- Lime: adapting vehicles to respond. That community is, you know, through the leadership of of San Francisco. So I think that that's another important point.

111
00:25:35.320 --> 00:25:46.450
Laura Tolkoff: Thanks. So I think you know from from where I sit here I think there's a huge opportunity for those programs and policies that are associated with the physical network

112
00:25:46.450 --> 00:26:01.780
Laura Tolkoff: as part of the active communities. Plan. Right is is to kind of uncover some of the ways in which you know we could be even more supporting that scalability and greater.

113
00:26:02.240 --> 00:26:20.230
Laura Tolkoff: This. Yeah, excuse me, i'm 6. So my words are not always coming to be very well today, but that we could really kind of those policies, biases, requirements that could really help make a micro mobility scale much more easily for all users.

114
00:26:20.230 --> 00:26:39.390
Laura Tolkoff: and s0 0n. That note. I I want to talk a little bit about who who is using micro mobility. What do we know? I think you know this is a question that i'm sort of asking everybody as we're emerging or coming into this new phase of you know, post pandemic life. And I, I want to know.

115
00:26:39.390 --> 00:26:58.810
Laura Tolkoff: you know. Did Have you noticed any shifts in travel patterns as the city kind of emerges from the pandemic? Who are some of the people who are using micro mobility. How

often do they use them? Where are they going? Would somebody like to start off and share some of that information?

116
00:27:00.040 --> 00:27:07.550
Colin Hughes: I can start us off. Laura. Thank you. Thank you for leading us while you're sick, and thanks for just facilitating a really important conversation.

117
00:27:08.890 --> 00:27:11.690
Colin Hughes: So you know

118
00:27:11.710 --> 00:27:14.440
Colin Hughes: bay wheels is a 24 7

119
00:27:14.630 --> 00:27:26.350
Colin Hughes: transit system across the region, so we have people using it at all times for all reasons. But the majority of trips has always been work. Trips, work commutes, and majority of those work

120
00:27:27.390 --> 00:27:44.100
Colin Hughes: work. Commute trips have been during peak weekday commute times. So the the pandemic really changed that during the pandemic of course, week, day, pew, traditional week, day commutes, and traditional commute times waned.

121
00:27:44.220 --> 00:27:45.680
and

122
00:27:45.700 --> 00:27:55.580
Colin Hughes: now it's coming back. But throughout the pandemic we saw trips outside the central business district increase. We saw trips.

123
00:27:56.730 --> 00:28:14.830
Colin Hughes: you know, not outside of work, traditional work, commute times increase, and you know we saw recreational trip increase. So we saw a lot more people, for instance, going for a ride through the Presidi0 0n a weekend to get out in a way that was, you know, safe and healthy.

124
00:28:14.830 --> 00:28:21.010

Colin Hughes: I think probably all the micro mobility operators saw to some degree these trends, which I think shows their

125
00:28:21.060 --> 00:28:32.890
Colin Hughes: versatility and resilience because they aren't. You know they're obviously very helpful for commutes, but but they were also filled in a gap for outdoor activity and other other forms of connectiveness.

126
00:28:33.240 --> 00:28:43.270
Colin Hughes: Most cities have seen the return to traditional commute trends in some cases stronger than ever. So city bike in New York, actually in 2,022

127
00:28:43.310 --> 00:28:45.350
multiple times broke

128
00:28:45.390 --> 00:28:56.940
Colin Hughes: commute. Bro. Bo broke ridership records. So all throughout the year they were smashing their highest ridership records of all time. I think right now it sits over 135,000 trips per day.

129
00:28:56.990 --> 00:29:07.550
Colin Hughes: But San Francisco has been on a little bit of a different trajectory than New York, with a much slower return t0 0ffice. That's also meant. Those work. Commute trips have been slower.

130
00:29:07.630 --> 00:29:10.330
Colin Hughes: and I think what that means is that

131
00:29:10.630 --> 00:29:28.230
Colin Hughes: micro mobility is now not only just important in the central business district. It's actually important throughout the city and the region, as people might work from home. But then use micro mobility to take a short trip in their neighborhood to pick up some groceries, or, you know, g0 0ut to meet friends.

132
00:29:28.230 --> 00:29:41.070
Colin Hughes: and that's really like what our partners, Mtc. And the Bay wheel cities have been focusing on. They've just developed a recent investment to expand the system which would really focus it on focus on

133
00:29:41.210 --> 00:29:50.560
Colin Hughes: building and enhancing, expanding the system in San Francisco, but also in in the core, but also beyond it. In in more neighborhoods.

134
00:29:52.250 --> 00:29:56.880
Charlie Mastoloni- Lime: I think to your point, Colin, something interestingly or something interesting, that we

135
00:29:56.940 --> 00:30:26.940
Charlie Mastoloni- Lime: observed that Lyme, as well as I think, just because of the make up of how San Francisco is full of so many different vibrant neighborhoods. What we've seen is a lot of our users really do like to go from kind of business district to business district in order to really maybe go to their favorite coffee shop in one area, go pick up a coffee, and then go to You know their other favorite coffee area that could be cross town and go, you know, and go just shop in that general area. So what we've kind of seen is how micromability can really work in tandem with lots of

136
00:30:26.940 --> 00:30:38.590
Charlie Mastoloni- Lime: small businesses to be able to spur more residents to kind of maybe go to some places that they wouldn't have necessarily wanted to go to without having that sort of easy access to.

137
00:30:38.670 --> 00:30:41.330
you know, an affordable transportation.

138
00:30:41.330 --> 00:31:00.250
Charlie Mastoloni- Lime: an option, and I mean, that's part and part partial. Why, why i'm right now is we're excited to be collaborating with the North Beach Business Association and Chinatown Merchant Associations to be holding a number of workshops in district to be able to kind of find ways that we can continue to work with the business community, to spur more residents to to shop local.

139
00:31:00.250 --> 00:31:29.640
Charlie Mastoloni- Lime: And I think another interesting trend San Francisco specific is for for Lyme at least. San Francisco is our second highest performing market for Lyme access, and so Lyme access is our industry leading affordability program that provides this discounted rides. Folks who qualify. And so we've found that the program is very, very it's it's well loved in San Francisco, and another interesting study that we've been able to connect or conduct is

140
00:31:30.710 --> 00:31:55.550
Charlie Mastoloni- Lime: through my Nash University. We've been able to determine that live access users. We're more likely that that we're more likely to use to to use line over and over again as consistent users. And so I think it shows that you know, live access and affordability. Programs are conducive towards creating loyal, long term frequent users, which I think is a really interesting tread.

141
00:31:55.590 --> 00:31:57.710
Charlie Mastoloni- Lime: Transfer. The industry.

142
00:32:00.770 --> 00:32:07.680
Laura Tolkoff: I have to admit the number. One thing that I hear is, why is my share in San Francisco so expensive?

143
00:32:07.680 --> 00:32:22.370
Laura Tolkoff: So it is definitely something that I think you know this is where there's you know. We'll get into this in a little bit. But I think this is one of those really key things is is, how can we make it more affordable to more people?

144
00:32:22.370 --> 00:32:39.270
Laura Tolkoff: I I would love to spend a minute, maybe just talking about get getting a little bit more specific in terms of how, what are the ways in which San Francisco can kind of be a a leader, and continue to evolve and grow

145
00:32:39.270 --> 00:32:56.850
Laura Tolkoff: the use of micro mobility in San Francisco like. If you were to think about what were your top? 3 things you would like to see the active communities plan. Do you know what would it be? How can San Francisco really continue to be a leader in this field?

146
00:32:56.850 --> 00:33:04.380
And i'm gonna i'm gonna start with Anne. I know you've done a lot of research on on a lot of cities, and it would be great to hear your perspective.

147
00:33:05.740 --> 00:33:14.620
Anne Brown (she/her) University of Oregon: Sure. So I think there's 2 big things I would highlight. One is really thinking about what the goals of micro mobility can be.

148
00:33:14.630 --> 00:33:30.420
Anne Brown (she/her) University of Oregon: and that's both thinking about a program level, but also how microability can further broad, broad city goals. And so it shouldn't really be treated in isolation from other things. So i'll start with the one piece on the programmatic side. And so what I've observed from a lot of different cities is that

149
00:33:30.500 --> 00:33:42.240
Anne Brown (she/her) University of Oregon: there's this basic policy arc one could consider. So there's goal setting, and it goes all the way through program, design and program component creation. And then data, collection and then evaluation iteration.

150
00:33:42.440 --> 00:33:44.220
Anne Brown (she/her) University of Oregon: And oftentimes

151
00:33:44.440 --> 00:34:03.600
Anne Brown (she/her) University of Oregon: there seems to be disconnects along that that arc. And s0 0ne might have big goals around, say equity and access. And then the program components that program design doesn't actually line up, or maybe the goal is to extend access to people earning lower incomes. There's a reduced rate that's so far lining up. But there's no data collected on

152
00:34:03.630 --> 00:34:16.230
Anne Brown (she/her) University of Oregon: who's actually taking trips? And so it's hard to then a value and iterate. Know what's, what's working, what's not in order to iterate and continuously improve. And so I think, overall San Francisco has done a really nice drop of

153
00:34:16.449 --> 00:34:34.429
Anne Brown (she/her) University of Oregon: doing that full arc. But I think, as any type of program evolves. As the this plan continues really grounding the components in thinking about what are the goals and making sure each piece ties back and supports that along the way is really critical to ensure that long term success.

154
00:34:34.710 --> 00:34:47.780
Anne Brown (she/her) University of Oregon: And then the other piece, think about how Microbi doesn't really exist in isolation. So I think you know, really taking a step back. And you know what your goals for a micro-ability program might be, or for the mode as a whole.

155
00:34:47.909 --> 00:34:56.900

Anne Brown (she/her) University of Oregon: and often the the goal of my research focused on is really access. So thinking about how both people can use different modes of transportation to get places.

156
00:34:57.090 --> 00:35:11.340
Anne Brown (she/her) University of Oregon: but also in the micro mobility side. There's a lot of concern over how parked vehicles can impede access, and so I've done a series of studies with a terrific team of colleagues, looking at parking and microbility from

157
00:35:11.410 --> 00:35:22.090
Anne Brown (she/her) University of Oregon: a number of different cities across the country and across the world. Looking at how we can iterate and experiment with policies to change behavior. Looking at public perceptions, looking at transcription, professional perceptions.

158
00:35:22.400 --> 00:35:28.360
Anne Brown (she/her) University of Oregon: and one of the most striking things is that, although we routinely hear about how

159
00:35:28.420 --> 00:35:32.710
Anne Brown (she/her) University of Oregon: you know the the public perception of.

160
00:35:32.840 --> 00:35:45.660
Anne Brown (she/her) University of Oregon: But when you actually look at observational data when you g0 0ut and measure scooter parking and look at. Are they blocking access for other travelers? Because that's really important, right? If they're blocking the sidewalk, for example.

161
00:35:45.660 --> 00:35:59.910
Anne Brown (she/her) University of Oregon: that's not good. But when you look at that. And we we did data question in San Francisco specifically, and we found that 0% of the scooters in San Francisco that we observed I'm not saying 0% ever ever. But in the observation we did across a few weeks

162
00:36:00.190 --> 00:36:02.820
we're actually impeding access.

163
00:36:03.170 --> 00:36:17.760
Anne Brown (she/her) University of Oregon: and that's importantly contrast with the other modes on that exact same streets we found 30% of cars on that same street in San Francisco were

Miss parked, and that might mean they're doing things like blocking fire hydrants parking in parking spaces reserved for people with disabled placards.

164
00:36:17.800 --> 00:36:22.900
Anne Brown (she/her) University of Oregon: If you think about walking through your neighborhood, very likely seeing cars parked across sidewalks, for example.

165
00:36:23.140 --> 00:36:28.050
Anne Brown (she/her) University of Oregon: And yeah, when you then ask both the public and and transportation professionals.

166
00:36:28.340 --> 00:36:31.590
Anne Brown (she/her) University of Oregon: what are the rate of Miss Parking is across different modes.

167
00:36:31.710 --> 00:36:42.560
Anne Brown (she/her) University of Oregon: People routinely. Say, you know, 10 nish percent of cars and something like 60% of of scooters are Miss parked. So it's this really interesting disconnect in some ways between what is the

168
00:36:42.680 --> 00:36:54.140
Anne Brown (she/her) University of Oregon: you know this, these broad goals of access, and then what we emphasize in policy, and and what I think we hear from the public as well. And so in some case, I think there's instances of public

169
00:36:55.200 --> 00:37:12.910
Anne Brown (she/her) University of Oregon: perceptions rather than broad city goals leading the conversation. And again, I think it could be. We're stepping back, squaring pieces with data and thinking about what the the broad goals are, and I will put a number of links to a bunch of different parking studies, as well as an article about thinking about these broad goals of of microwave in the chat.

170
00:37:14.390 --> 00:37:23.340
Laura Tolkoff: Thanks. And that's really fascinating. I think the public rhetoric leading. The policy is is a big one here. I think it's very.

171
00:37:23.630 --> 00:37:42.810

Laura Tolkoff: I think, from day one it's been hard to kind of square the rhetoric with the reality on the ground when it comes to micro mobility. So that's a great suggestion, and I wanted to turn it over to Colin as well to to to give some ideas here.

172
00:37:43.500 --> 00:37:55.860
Colin Hughes: Sure, I really enjoyed and's response as well, and having some of that, just some some of that survey data like an independent survey. That's really interesting to to understand.

173
00:37:56.310 --> 00:38:02.570
Colin Hughes: You know, I think we need in in terms of like, how can San Francisco be a better leader in micro mobility.

174
00:38:02.660 --> 00:38:09.400
Colin Hughes: You know, I think we need continued investment in micro mobility success, you know, kind of at a fundamental level, and

175
00:38:09.420 --> 00:38:16.940
Colin Hughes: policies that really build on that and lock in the mode shift and the change. And and you know, safety benefits

176
00:38:16.950 --> 00:38:23.610
Colin Hughes: and it's, You know, I think the active communities. Planning initiative that's underway is a really good opportunity for San Francisco to do that.

177
00:38:23.640 --> 00:38:34.220
Colin Hughes: The city that really inspired me, and my career was Paris. I moved there as a bike tour guide in 2,006

178
00:38:34.490 --> 00:38:37.950
a year before they put in the valid system.

179
00:38:38.060 --> 00:38:46.200
Colin Hughes: And so I rode my bike all around the city every day. and it was a really unsafe city. It was really harrowing like it was a really unsafe city to ride a bike.

180
00:38:46.220 --> 00:38:48.070
Colin Hughes: and

181
00:38:48.160 --> 00:38:49.430
then they put in

182
00:38:49.490 --> 00:38:59.320
Colin Hughes: the world's first like kind of major city bike share system, and immediately overnight 100,000 more people were riding bikes per day.

183
00:38:59.350 --> 00:39:11.920
Colin Hughes: and they said, You know they, and they immediately. That was a you know there was a big investment from the city, but then they followed it with a cat with a political investment, and they said, oh, we have all these people riding these vehicles. We need to make it safer.

184
00:39:12.000 --> 00:39:28.640
Colin Hughes: They took away parking. They built more bike lanes. Then more people rode the bikes, and then they had to expand the bike share system again, and then add more bike lanes, and they what they did is they built a virtuous cycle where it was like it. They what catalyzed the change in Paris was by share.

185
00:39:28.760 --> 00:39:48.680
Colin Hughes: but then they kept building on that by adding more infrastructure by subsidizing the bike share to keep it cheap by turning the bike share which was pedal bikes into the world's first E bike share system by then bringing in a really robust experimentation with scooters and other forms of micro mobility, and the city just kept building on these.

186
00:39:48.680 --> 00:39:51.900
Colin Hughes: you know each of these steps in progress.

187
00:39:51.910 --> 00:39:52.940
Colin Hughes: and I think.

188
00:39:52.980 --> 00:40:03.040
Colin Hughes: and and now it's 15 years later, and I think they've had at least a 500% growth in bicycle mode share. It's a dominant mode in the city. People feel really safe.

189
00:40:03.240 --> 00:40:14.620

Colin Hughes: You know. It's a city that really turned things around really quickly, and it started with micro mobility. And so I think, like there's a lot to be learned from from that lesson, and

190
00:40:14.720 --> 00:40:21.780
Colin Hughes: you know what they did with private operators, what they did with subsidies, what they did with infrastructure, and what they did with like a political investment in the narrative.

191
00:40:21.960 --> 00:40:25.260
Colin Hughes: to change really what it is to be

192
00:40:25.360 --> 00:40:32.960
Colin Hughes: a Parisian, and you know, I also think that in in the bay we we are moving in that direction.

193
00:40:33.000 --> 00:40:42.700
Colin Hughes: Not on, you know. Maybe not firing on all cylinders for that. But you know the the the big announcement that Mtc. Is going to fund an expansion of bay wheels, you know. I think that's

194
00:40:42.760 --> 00:40:53.410
Colin Hughes: That's a step in that direction for expanding the system. Recognizing the power of he assist, and micro mobility and and increasing e bikes.

195
00:40:53.430 --> 00:41:06.540
Colin Hughes: And you know that it was really designed to bring more people to create more habitual riders. So we're gonna have many more. We're gonna have 2,700 more e bikes in the region.

196
00:41:06.610 --> 00:41:12.820
Colin Hughes: We're gonna have 55 new stations, but we're also gonna have a cheaper membership and cheaper fees for

197
00:41:12.980 --> 00:41:28.970
Colin Hughes: for members to use the e bikes, and that's all that's all, and not getting more tourists to ride the system when they're here. But to get, You know, everyday San Francisco ends riding the system, using micro mobility to access, transit and and and and make it a real.

198
00:41:29.370 --> 00:41:31.650
Colin Hughes: a real transportation habit

199
00:41:32.810 --> 00:41:51.440
Laura Tolkoff: that's great to hear. I think I would love to kind of pick up on some of the comments and pick up where you left off there, Colin, so can we talk for a moment about how the pricing and the the fee and fine structures kind of compare in San Francisco to those in other places with much higher rates of use.

200
00:41:51.450 --> 00:42:03.670
Laura Tolkoff: I'm wondering kind of what are the biggest drivers of cost in San Francisco? And again, how how do we compare t0 0ther cities, perhaps of higher rates of of use.

201
00:42:03.750 --> 00:42:05.700
Maybe just

202
00:42:05.760 --> 00:42:09.660
Laura Tolkoff: since you touched on it, Colin is there? Is there more that you could say about that

203
00:42:11.650 --> 00:42:12.720
Laura Tolkoff: you're muted

204
00:42:15.400 --> 00:42:24.540
Colin Hughes: had to happen once. Thanks. Maybe I can touch on the first piece about like especially bay wheels pricing structure, and and how that works

205
00:42:24.590 --> 00:42:39.140
Colin Hughes: so pricing on bay wheels was initially set at the programs launch in 2,018, with Mtc. And the city partners. Increasing costs related to the to the per minute use of E bikes or memberships

206
00:42:39.210 --> 00:42:48.520
Colin Hughes: is limited by the consumer price, index and or government approval. So you know, this is a system. That's a more

207

00:42:48.550 --> 00:42:54.600
Colin Hughes: in a little bit more engaged with the city. They have some controls and the regional government they have controls

208
00:42:54.660 --> 00:42:56.520
to some degree over pricing.

209
00:42:57.580 --> 00:43:10.950
Colin Hughes: And so you know, the pricing structure for this system is really designed to incentivize that habitual use. So it does appear very expensive if you go and you want to take a single use of an E bike.

210
00:43:11.150 --> 00:43:22.050
Colin Hughes: because what we want is if you are a local, If you live in San Francisco, we don't want you just taking a trip on a once in a while on a nice weekend afternoon. We we want you to become a member and use it

211
00:43:22.160 --> 00:43:27.280
Colin Hughes: to to go to work and to commute, and hopefully to replace a car.

212
00:43:27.400 --> 00:43:39.780
Colin Hughes: whereas the single use fare is higher, because that's what many tourists would use, and in a sense that the tourists who, you know, really they're in San Francisco for a day, and they want to ride their bike to the Golden Gate Bridge

213
00:43:39.860 --> 00:43:41.790
to to see it.

214
00:43:41.890 --> 00:43:55.320
Colin Hughes: They're willing to pay, you know, a pretty high fare. It's not like it's a cost that's going to recur to them every morning when they go to work. It's a one time cost, so we keep that higher in it. In a sense, subsidizes or offsets a lower cost for locals

215
00:43:55.440 --> 00:44:01.130
Colin Hughes: to use the system year round. And so the the membership right now is 1 69

216
00:44:01.180 --> 00:44:06.590

Colin Hughes: that's actually gonna go down to a $150 in a couple of months

217
00:44:06.730 --> 00:44:10.310
the per minute. Ebay fee is going to go from 20 cents t0 15 cents.

218
00:44:10.690 --> 00:44:24.010
Colin Hughes: and you know we're we're able to do that, because the public partners invested in the system in this expansion, and and that's how we're able to make that work. And that's why you see, other systems, like capital bike, share, or E in Metro.

219
00:44:24.140 --> 00:44:26.170
their metro bike system.

220
00:44:26.250 --> 00:44:38.610
Colin Hughes: You know those are subsidized systems where the Government fully controls the cost. And can, you know, doesn't have to? Can subsidize losses to encourage people to take a really virtuous mode that you know.

221
00:44:38.820 --> 00:44:48.110
Colin Hughes: as no no real pollution decreases. Traffic improves public health, you know there's for all the micro mobility systems there's a great amount of

222
00:44:48.320 --> 00:44:52.850
Colin Hughes: of public externalities, positive externalities that they create

223
00:44:54.950 --> 00:44:57.470
Laura Tolkoff: have it, and and I see you

224
00:44:57.540 --> 00:45:13.920
Andrea Korb: go ahead. Yes, s0 0n the on the shared Scooter side of things. You had asked about how how San Francisco's fines compare t0 0ther cities quite frankly. It's San Francisco's fine system. It's almost

225
00:45:13.980 --> 00:45:33.520
Andrea Korb: not almost. It is unprecedented, the $500 providing the sidewalk 150. Usually it's double that $300, if not corrected within a couple of hours. Those are as much as 5 times more than really any other city that that we work with bird works in

226
00:45:33.520 --> 00:45:36.340
Andrea Korb: over 400 cities around the world.

227
00:45:36.380 --> 00:45:38.480
And

228
00:45:39.690 --> 00:45:49.700
Andrea Korb: what we want is to make sure that this is an industry that that really can stick around and thrive in these markets. Transportation is historically a pretty thin margin business

229
00:45:49.700 --> 00:46:00.990
Andrea Korb: shared. Scooter companies started. They got a lot of Vc. Funding it's now evolved this. Now it's evolved into something that we want to see as a economically sustainable business.

230
00:46:01.040 --> 00:46:18.970
Andrea Korb: and because of that we need to make sure that every market is one in which we really can remain, and which is economically sustainable. And so that's why we really want to focus on working with cities to ensure that we can run really healthy operations. And, as Colin said.

231
00:46:18.970 --> 00:46:28.210
Andrea Korb: you know, and and and Charlie mentioned as well, we have really robust equity programs. You know as much as 80% discount rides

232
00:46:28.210 --> 00:46:42.140
Andrea Korb: for lower income riders for students. But we need to make sure we have really healthy operations elsewhere in downtown operations, and we have, you know, great partnership between the city and operator to create a very equitable program.

233
00:46:43.360 --> 00:46:45.480
Charlie Mastoloni- Lime: I think another

234
00:46:45.600 --> 00:47:05.410
Charlie Mastoloni- Lime: a a city. I think that's doing a really great job in terms of fees is in Denver. We're we're. We operate with with no program fee, and instead, what we do is all

operators contribute to building more infrastructure, and it goes towards parking and bike lanes. And I think that you know

235
00:47:05.540 --> 00:47:06.750
Charlie Mastoloni- Lime: the city is

236
00:47:07.320 --> 00:47:18.520
Charlie Mastoloni- Lime: framing their program around, you know, benefits benefiting the city, like you know, the Sfmta is also done towards building more by cracks, I think, has really contributed to an environment where.

237
00:47:18.550 --> 00:47:30.050
Charlie Mastoloni- Lime: hopefully more and more going forward, the cities are going to adopt that sort of plan for how micro mobility operators exist in in those cities is through helping, you know, through that

238
00:47:30.050 --> 00:47:48.280
Charlie Mastoloni- Lime: is is, is is through that collaboration, I think, as a as a of that I mean, you know, at least for Lyme. We're excited that we've become, you know, officially, the first micro mobility operator to be profitable to to post a full on profitable year, and I think that you know, going

239
00:47:48.280 --> 00:47:58.400
Charlie Mastoloni- Lime: towards a point and future of micro mobility. That's part of why we're so excited To continue to work with cities is just, you know, on more kind of aggressive measures like that.

240
00:48:01.210 --> 00:48:19.090
Laura Tolkoff: Thank you. I want to make sure we have some time to answer some of the questions in the Q. A. Here, so i'm gonna turn it. Turn it over. And, Chris, I think this might be a. A. A. Question for you. What are some of the specific steps that Fmta is taking, or

241
00:48:19.350 --> 00:48:24.140
Laura Tolkoff: we're planning to take to kind of address some of the the gaps in access

242
00:48:24.170 --> 00:48:39.200
Laura Tolkoff: around Bike share just pulling from Phillip Phillips comment here and attract new writers or and expand or attract new micro mobility companies.

243
00:48:40.420 --> 00:48:50.440
Christopher Kidd, SFMTA (he/him): Yeah, thank you, Laura. Well, I think you know that that's a question that you know requires a kind of a multi faceted Answer. Because there's n0 0ne thing that we can do to to

244
00:48:50.530 --> 00:48:55.900
Christopher Kidd, SFMTA (he/him): improve conditions or or create a a, you know, an overall comprehensive solution. But I think that

245
00:48:56.050 --> 00:49:03.880
Christopher Kidd, SFMTA (he/him): you know, in terms of of access for different communities. It really is, is continuing to work with our micro mobility, partners.

246
00:49:03.880 --> 00:49:21.860
Christopher Kidd, SFMTA (he/him): and work on on kind of the the the agreements that we engage in with them to prioritize expansion and service provision within different communities across there.

247
00:49:21.930 --> 00:49:24.540
Christopher Kidd, SFMTA (he/him): But I think that that you know.

248
00:49:24.990 --> 00:49:40.810
Christopher Kidd, SFMTA (he/him): as as these, our public private partnerships, you know a lot of the a lot of the work that we need to do in terms of creating incentives for these programs and creating access programs, especially for low income populations. It has to be a collaborative effort with with these different with these different partners.

249
00:49:40.810 --> 00:50:00.630
Christopher Kidd, SFMTA (he/him): I think that you know, in terms of of what else we can be doing to create better conditions for for riders, and to to help to spur the adoption of these different modes. There's a lot that can be done. And I think that we're looking within the active communities plan to really look at that in a comprehensive fashion rather than taking on.

250
00:50:00.630 --> 00:50:20.460
Christopher Kidd, SFMTA (he/him): You know, one program element here. Another program element there, and you know it can be as simple as doing things like striping bike lanes with a

stencil with a scooter rider, to to increase visibility, and to to let people know explicitly that this is a a facility that's meant for you. It it means that we need to align

251
00:50:20.460 --> 00:50:38.860
Christopher Kidd, SFMTA (he/him): the types of projects that we implement with the levels of of a comfort and confidence that people have it. Doesn't do us any good to build a new bike lane if n0 0ne feels comfortable enough to use it, especially a a wider variety of potential users with people that maybe have lower levels of comfort, lower levels of

252
00:50:38.860 --> 00:50:56.190
Christopher Kidd, SFMTA (he/him): experience, and are using different types of devices that they may not feel comfortable using. And it also means that we need to, you know, align our our policy actions and our programmatic elements, with our our long range goals within our strategic plan, as well as looking at

253
00:50:56.190 --> 00:51:15.800
Christopher Kidd, SFMTA (he/him): how we can leverage those programs and policies to help advance a a a more robust and more connected citywide network. I think there's also a lot of discussion in there around how we treat parking, and how we treat charging for vehicles and or devices, and making sure that that those things are

254
00:51:15.800 --> 00:51:17.270
Christopher Kidd, SFMTA (he/him): easily accessible

255
00:51:17.720 --> 00:51:31.970
Christopher Kidd, SFMTA (he/him): and provided in a, in a, in a variety of ways that there's no there's n0 0ne specific solution like there's only one type of bike r. We need to have a a whole range of different types of parking, to be able to accommodate the full range of both users and devices.

256
00:51:34.190 --> 00:51:46.370
Laura Tolkoff: And you talked a little bit about kind of the the policy are the goals program, design, data, evaluation and iteration. Are there any cities that you've come across in your research that you think

257
00:51:46.800 --> 00:51:50.400
Laura Tolkoff: are really getting it right or or very close to right.

258

00:51:51.450 --> 00:52:06.230
Anne Brown (she/her) University of Oregon: Sure, I think one of my one of my personal favorite cities in terms of the work they've done, and that's not. This is not to exclude any others. We're also doing great work, but i'd shout out to Baltimore, and that partly and comes from

259
00:52:06.230 --> 00:52:23.660
Anne Brown (she/her) University of Oregon: really engaged staff. They ensure there's dedicated staff members to working on the microbility program, which seems to be distinction in general cities that have more capacity to be hands on and pay attention to the program. It's hard to pay attention to Burns if you're strapped in and trying to do a 1 million things at once.

260
00:52:23.660 --> 00:52:29.240
and so providing that dedicated staff time. One thing having talked to the the staff

261
00:52:29.250 --> 00:52:32.790
Anne Brown (she/her) University of Oregon: in Baltimore, that they said it was very effective was

262
00:52:32.840 --> 00:52:50.140
Anne Brown (she/her) University of Oregon: having short-term pilots. S0 0ne year, in the beginning of programs to enable to be able to learn identify gaps in infrastructure, what was working what is it working? Provide a lot of community outreach during that time, and as the the learning and knowledge grows over, say, a few years.

263
00:52:50.230 --> 00:53:03.190
Anne Brown (she/her) University of Oregon: recognizing that year long pilots are a lot of work, both in the city and provider side that transitioning into a longer period of of contracting. But they seem to have done a lot in terms of

264
00:53:03.260 --> 00:53:09.580
Anne Brown (she/her) University of Oregon: thinking about how to center both equity and goal making within the procurement process. So in terms of

265
00:53:09.700 --> 00:53:10.880
company

266
00:53:10.960 --> 00:53:17.810

Anne Brown (she/her) University of Oregon: selection, and then collecting a lot of data and then iterating over time. So again I think there's quite a few

267
00:53:18.040 --> 00:53:22.350
Anne Brown (she/her) University of Oregon: good examples. I would point back to that link. I I. There's a bunch of case studies of some

268
00:53:23.520 --> 00:53:24.940
Anne Brown (she/her) University of Oregon: inspiring cities.

269
00:53:25.540 --> 00:53:33.580
Laura Tolkoff: Thank you. And then I think, perhaps for our last question Today there's a question here about the rise of

270
00:53:33.830 --> 00:53:39.670
Laura Tolkoff: micro mobility ownership. So people with their own electric bikes or their own

271
00:53:39.720 --> 00:53:49.810
Laura Tolkoff: scooters. And if they're if you're thinking about integration of personal devices with shared systems.

272
00:53:54.660 --> 00:53:59.440
Laura Tolkoff: We'll turn that over to anyone who's who's able to to answer that question.

273
00:54:00.540 --> 00:54:01.760
Christopher Kidd, SFMTA (he/him): And if I can.

274
00:54:01.790 --> 00:54:15.290
Christopher Kidd, SFMTA (he/him): I'll pop in from the city side. I think we were certainly really interested in in trying to to understand and and plan ahead, for you know what we call, you know, mobility hubs of being able to create these.

275
00:54:15.460 --> 00:54:16.540
Christopher Kidd, SFMTA (he/him): you know.

276
00:54:17.100 --> 00:54:32.620

Christopher Kidd, SFMTA (he/him): sites and locations for for people to to have, you know, multiple ranges of mobility, whether it's it's private, whether it's it's, you know, through micro mobility provider, creating kit opportunities to connect to regional transit.

277
00:54:32.620 --> 00:54:50.840
Christopher Kidd, SFMTA (he/him): And, you know, really to to be able to effectively trip chain. And what do those things look like in terms of the parking that's provided, whether it's charging facilities, whether it's so staffed, you know, repair shops. There's there's a pretty broad range of what that could be and what that represents. But I think we're

278
00:54:50.840 --> 00:55:07.670
Christopher Kidd, SFMTA (he/him): we are pretty interested in in pursuing what that would actually look like on the ground in order to support, You know, a broad variety of of of you know, public, private, and and you know a public private partnership, mob mob mobility services.

279
00:55:09.730 --> 00:55:20.220
Colin Hughes: I can also share the recent Mtc. Expansion calls for a pilot, for on street charging of charity bikes with bay wheels.

280
00:55:20.230 --> 00:55:22.830
So this would allow us to put in some charging stations

281
00:55:22.870 --> 00:55:28.560
Colin Hughes: by by being able to charge the vehicles, you know, in popular stations on the street.

282
00:55:28.690 --> 00:55:31.610
Colin Hughes: It reduces the need for us to have staff

283
00:55:31.620 --> 00:55:34.720
Colin Hughes: vans sometimes just e bikes, but to have

284
00:55:35.050 --> 00:55:39.240
Colin Hughes: the batteries on the E bike swapped and so

285
00:55:39.410 --> 00:55:44.330

Colin Hughes: reduces a lot of operation. Complexity would reduce Vmt on the street.

286
00:55:44.360 --> 00:55:49.210
Colin Hughes: and could be really a positive development for the city and for bike share

287
00:55:54.090 --> 00:56:07.910
Laura Tolkoff: great. Well, I think that brings us pretty much t0 0ur time today, so I want to make sure we get an opportunity to thank all of our panelists here today for talking to us about how we can help

288
00:56:08.100 --> 00:56:28.070
Laura Tolkoff: shape micro mobility and shaped San Francisco's Paula transportation feature to have a fuller embrace of micro mobility options as it undertakes this major planning effort, and I appreciate everybody here who's been with us during their lunch today for this conversation. So

289
00:56:28.070 --> 00:56:44.450
Laura Tolkoff: thank you all for your participation, and I believe this this form will also be posted on Spurs website within the next couple of days. If there's anything you'd like to share or revisit. So again, thank you all, and enjoy the rest of your day.

290
00:56:45.820 --> 00:56:47.200
Laura Tolkoff: Take care, bye.