

2020 SDOT Scooter Pilot Scoring Memo

Background:

On July 9, 2020, Seattle Department of Transportation (SDOT) released a permit application for a potential 2020 scooter pilot permitting program. It was released to all known scooter vendors in the United States, as well as the industry group North American Bike Share Association (NABSA) for further distribution. The application included the Permit Requirements document and an application spreadsheet that included all metrics SDOT would use in scoring applications.

- **Application Release Date:** July 9, 2020
- **Application Due Date:** July 27, 2020

Applicants

Vendors could apply for one or more of the following three permit slots:

- **Permit Slot A: *Scooter vendor also offering bikes*** – This slot was designated for a scooter share vendor currently operating bike share in Seattle and committing to bringing at least 2,000 bikes if awarded a scooter permit.
- **Permit Slot B: *Seated Scooter*** – This slot was designated for a vendor offering a fleet of 100% seated scooters.
- **Permit Slot C: *Standing or mixed fleet*** – This slot was designated for a vendor offering a standing device, or a mixed fleet of standing and seated devices.

The following vendors submitted applications:

Applicants Permit A: Lime
Applicants Permit B: Razor, Veo, Wheels
Applicants Permit C: Bird, Helbiz, Link, Plan X, Spin, Veo (Veo applied for both B and C)

Scooter Pilot Permit Scoring Panel

To score the applications, SDOT created a review panel representing subject matter experts from different teams and divisions within the department, including Mobility Solutions, Transportation Planning, Pedestrian Master Plan and Neighborhood Greenways, and the Department's ADA Program. Multiple members of the panel also brought an equity lens as members of SDOT's Race and Social Justice Initiative Change Team.

Scoring Categories

The applications were scored in five categories that were shared with operators in advance of their applications: Equipment and Safety, Parking Plans, Operations Plans, Compliance, and Data, with the following total possible points:

Equipment and Safety	10 points
Parking	30 points
Operations	30 points
Compliance	25 points
Data	5 points
Total	100 points

Applicants attested to the accuracy of the information provided in the applications and were notified that “incomplete or inaccurate information could result in point reductions or disqualification.

Scoring Process

Scoring took place in three different parts, quantitative scoring, subjective scoring, and compliance verification.

Quantitative scoring was completed by the scooter share Program Manager and was done for categories that did not require qualitative scoring. This included areas like ranking wheel size and verifying minimum requirements in the Equipment and Safety category.

Qualitative scoring was completed independently by panel members. The scores for each category were then averaged among the panel to get a final score per category for each vendor.

Seated and standing scooters were scored separately in the equipment and safety section but used the same metrics. This distinction means a vendor could apply with both a mixed fleet or standing-only for Permit C, and SDOT would score those two applications separately. If scoring a mixed seated / standing fleet, the scores were combined using the same ratio as the proposed fleet mix.

Finally, in **compliance verification**, SDOT adjusted scores based on inaccurate responses in the compliance section. This was done by checking with the National Association of City Transportation Officials (NACTO), that tracks issues of non-compliance, and providing vendors the opportunity to review their peers and report potential inaccuracies to SDOT. SDOT verified or invalidated potential inaccuracies found through the NACTO list or noted by operators by reviewing media reports and/or corresponding with city officials and subtracted one point per inaccurate answer from the total compliance score.

Scoring

Permit A: Scooter vendor also offering bikes

Permittee: Lime

Total Score: 66.94

Detailed Scoring

Category	Lime
Equipment and Safety (10)	5.97
Parking (30)	21.20
Operations (30)	19.90
Compliance (25)	20.67
Data (5)	1.60
TOTAL	66.94

Permit B: Seated Scooter

Highest Scoring Operator: Wheels

Total Score: 67.95

Razor devices do not offer both front and rear brakes and the company's application was therefore disqualified and not scored.

Detailed Scoring

(Green box indicates highest score)

Category	#1 Wheels	#2 Veo
Equipment and Safety (10)	7.03	7.80
Parking (30)	16.80	15.80
Operations (30)	18.12	16.22
Compliance (25)	25.00	25.00
Data (5)	1.00	1.40
TOTAL	67.95	66.22

Permit C: Standing or Mixed Fleet

Preliminary Permittee: Link

Total Score: 79.33

Back-up vendor: Spin (mixed fleet) Total Score: 73.75

Rationale

Link is the preliminary permittee for standing or mixed seated scooter slot. Link scored highest in the categories of Equipment and Safety, Parking, Compliance (three-way tie), and Data. Spin scored highest for Operations and is the secondary permittee with its mixed fleet proposal, which scored slightly higher in Equipment and Safety than its standing scooter proposal. If Link does not submit payment and required paperwork in a timely manner, SDOT will approach Spin for Permit C.

SDOT determined that Bird had 16 inaccurate answers in the Compliance section, changing that section's score from a 24.54 to 8.54, putting their proposal in last place.

Plan X did not meet many minimum qualifications and had an incomplete application and was not scored. Veo and Helbiz scored fourth and fifth, respectively

Detailed Scoring

(Green box indicates highest score)

Category	#1 Link	#2 Spin (mixed)	#3 Spin (standing devices only)	#4 Veo (mixed)	#5 Helbiz	#6 Bird
Equipment and Safety (10)	9.03	6.28	6.13	8.04	7.64	7.46
Parking (30)	22.60	19.40	19.40	15.80	15.20	20.08
Operations (30)	19.90	21.11	21.11	16.22	16.73	20.19
Compliance (25)	25.00	24.36	24.36	25.00	25.00	8.54
Data (5)	2.80	2.60	2.60	1.40	1.80	1.80
TOTAL	79.33	73.75	73.60	66.62	66.37	58.78