



SFMTA

Emerging Mobility in San Francisco

California Transit Association: Transforming Transit

October 25, 2018

The SFMTA: At a Glance

\$1.1 Billion

Annual Operating Budget

\$3.6 Billion

5-Year Capital Improvement Program

720,000 Muni rides daily

200 million Muni rides each year

3.1 million hours of transit service annually

447 lane miles of bicycle paths, lanes and routes

441,950 publicly available parking spaces

1,575 taxi medallions

1,212 signalized intersections

281,700 street signs

~6,000 employees

The SFMTA: What Drives Us

Vision

- **San Francisco: great city, excellent transportation choices**

Goals

1. **Create a safer transportation experience for everyone**
2. **Make transit and other sustainable modes of transportation the most attractive and preferred means of travel**
3. **Improve the environment and quality of life in San Francisco**
4. **Create a workplace that delivers outstanding service**

Emerging Mobility Services and Technologies

Regulated by SFMTA



Moped Share



E-Scooter Share



Ridesharing/
Carpool



Carshare



Ride-hailing



Microtransit/
Private Transit



Bikeshare



Courier Services



Autonomous Vehicles

Guiding Principles for Emerging Mobility



SAFETY

Emerging Mobility Services and Technologies must be consistent with the City and County of San Francisco's goal of achieving Vision Zero, reducing conflicts, and ensuring public safety and security.



TRANSIT

Emerging Mobility Services and Technologies must support, rather than compete with public transit services, must account for the operational needs of public transit and encourage use of high-occupancy modes.



SUSTAINABILITY

Emerging Mobility Services and Technologies must support sustainability, including helping to meet the city's greenhouse gas (GHG) emissions reduction goals, promote use of all non-auto modes, and support efforts to increase the resiliency of the transportation system.



COLLABORATION

Emerging Mobility Services and Technology providers and the City must engage and collaborate with each other and the community to improve the city and its transportation system.



EQUITABLE ACCESS

Emerging Mobility Services and Technologies must promote equitable access to services. All people, regardless of age, race, color, gender, sexual orientation and identity, national origin, religion, or any other protected category, should benefit from Emerging Mobility Services and Technologies, and groups who have historically lacked access to mobility benefits must be prioritized and should benefit most.



CONGESTION

Emerging Mobility Services and Technologies must consider the effects on traffic congestion, including the resulting impacts on road safety, modal choices, emergency vehicle response time, transit performance and reliability.



FINANCIAL IMPACT

Emerging Mobility Services and Technologies must promote a positive financial impact on the City's infrastructure investments and delivery of publicly-provided transportation services.



LABOR

Emerging Mobility Services and Technologies must ensure fairness in pay and labor policies and practices. Emerging Mobility Services and Technologies should support San Francisco's local hire principles, promote equitable job training opportunities, and maximize procurement of goods and services from disadvantaged business enterprises.



ACCOUNTABILITY

Emerging Mobility Services and Technologies providers must share relevant data so that the City and the public can effectively evaluate the services' benefits to and impacts on the transportation system and determine whether the services reflect the goals of San Francisco.



DISABLED ACCESS

Emerging Mobility Services and Technologies must be inclusive of persons with disabilities. Those who require accessible vehicles, physical access points, services, and technologies are entitled to receive the same or comparable level of access as persons without disabilities.

Mobility Permit Programs

❖ Intent

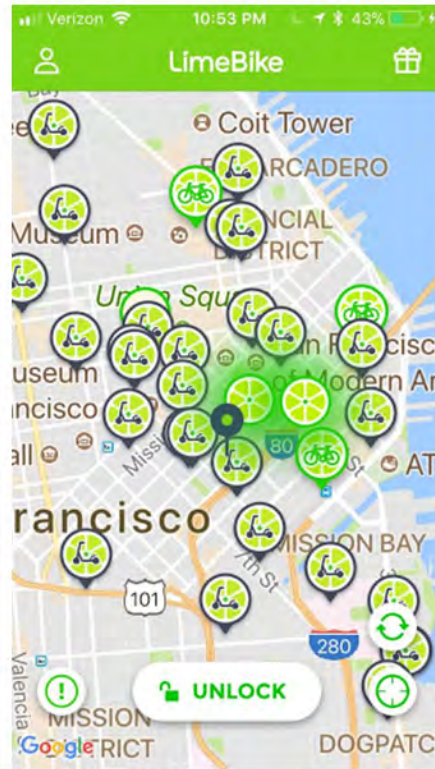
- Improve safety
- Minimize negative impacts
- Gather data
 - Monitor and enforce
 - Planning and Design
 - Analyze + Forecast

❖ SFMTA Mobility Permit Programs

- Commuter Shuttle
- Carshare
- Moped Share
- Bikeshare
- Private Transit Vehicle
- E-Scooter Share



Spring 2018 – Scooters Launched in SF



A rider cruises down Mission Street on a Bird scooter. Almost an city regulations govern the vehicles -- yet.

Complaints roll in over scooter crush

City officials weigh action against stand-up vehicle firms

By Michael Cavanaugh

San Francisco, whose sidewalks and streets have never just about everything, were assailed by something new at the end of March -- hundreds of unattended stand-up scooters meant to be shared for short rides.

The scooters, capable of speeds up to 15 mph, appeared suddenly, and since their arrival, there's been a spate of complaints from people who don't like one of the slender two-wheeled, legged devices. They can be parked anywhere.

City Attorney Dennis Herrera said his office has received numerous complaints, particularly about sidewalks becoming "slipping grounds for the consumer of accidents." He also, he said, is "receiving all of our legal options to prevent the more than 1 million people who use San Francisco sidewalks every day."

Detractors complain that riders are leaving the scooters -- sometimes piling them -- in the middle of sidewalks and bike lanes, and blocking



A Bird scooter is left on Market Street for the next user to pick up with the rental app. The scooters have no docks and can be left anywhere building entrances with them. Pedestrians see they've tripped over them, and people with disabilities say they're cumbersome and difficult obstacles to navigate around.



Scooters: Existing Laws Govern Usage

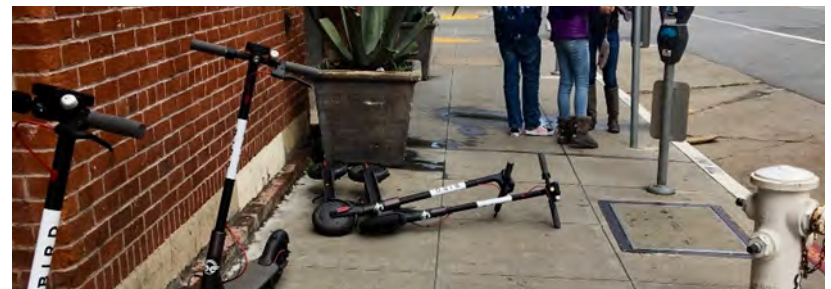
❖ Sidewalk Riding Prohibited



❖ Helmet Required*



❖ May not obstruct sidewalk



New Scooter Regulations

SF Board of Supervisors

Establishes a violation for un-permitted shared scooters

SFMTA Board of Directors

Establishes a one-year pilot with detailed requirements

MTA Director

Authority to issue permit; further able to specify criteria

Prioritizing Public Interest

❖ Ensure Safety and Access

For all users of our sidewalks

Protect user interests

❖ Promote Equity

❖ Accountability

Data to help evaluate a new transportation option

- **Monthly report:** summarized info such total unique users, complaints
- **Semi-annual survey:** user demographics, trip purpose
- **Real-time data feeds:** trip info, status change, service area



Legacy Service: Taxis

SFMTA's regulatory framework should allow the taxi industry to innovate and compete, while maintaining a core focus on safety and consumer protection.

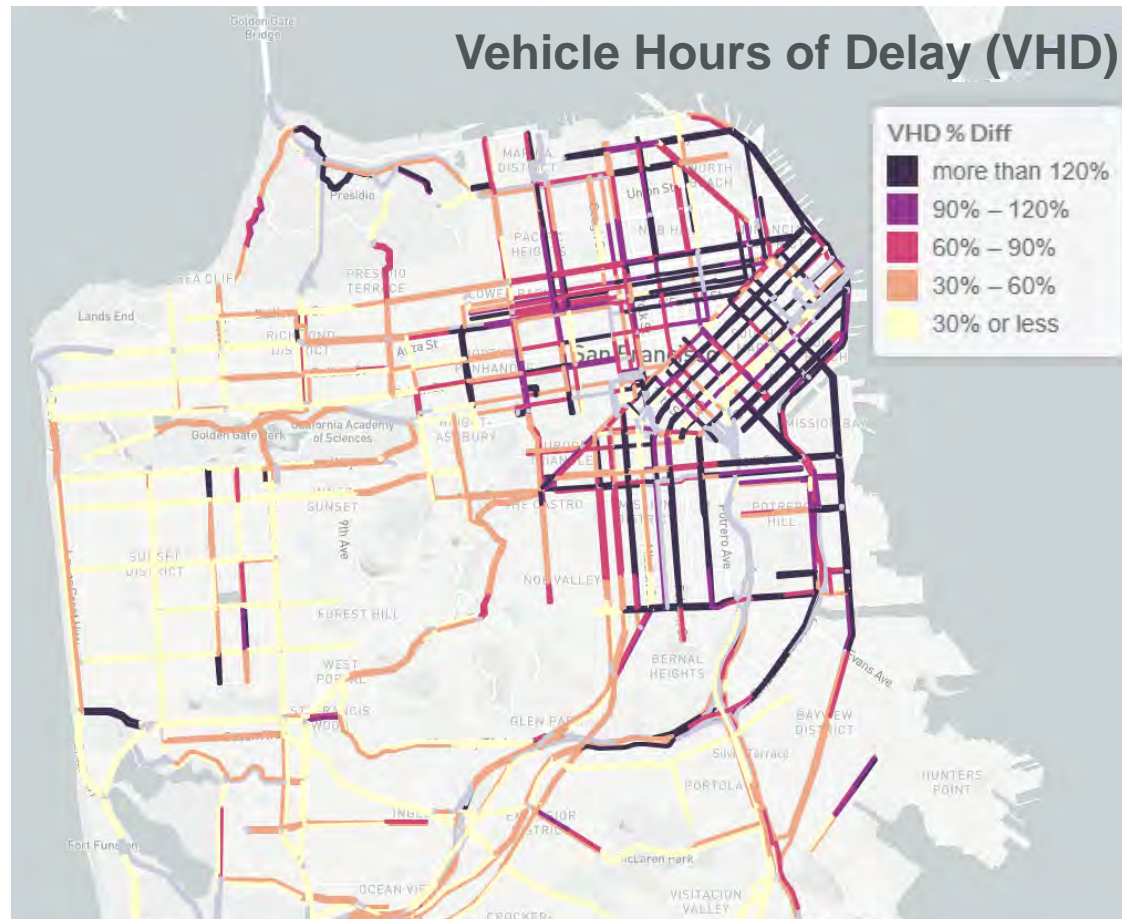
- ❖ Street hail service
- ❖ High level of safety requirements
 - Fingerprint background check
 - Drug and alcohol test
 - Complaint investigation and due process
 - Professional drivers
- ❖ Clean fleet: 95% clean air vehicles
- ❖ Equity
 - Safety Net Service
 - Required to serve all neighborhoods
 - Does not require smart phone or credit card
 - Regulated fares
 - Serves seniors and people with disabilities



TNCs and Congestion

TNCs in San Francisco account for:

- ❖ 51% of the increase in daily vehicle hours of delay between 2010 and 2016
- ❖ 47% of the increase in vehicle miles travelled
- ❖ 55% of the average speed decline on roadways
- ❖ the greatest increases in congestion in the densest parts of SF- up to 73 percent in the downtown financial district



Source: SFCTA, TNCs & Congestion, 2018

All About the Curb





What's the **impact of new mobility** on Muni service?





Lessons Learned & Learning

- ❖ Need clear policy framework
- ❖ Organizational structure
- ❖ Data collection and evaluation
- ❖ Infrastructure needs will be critical as our system evolves

Thank you!

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