

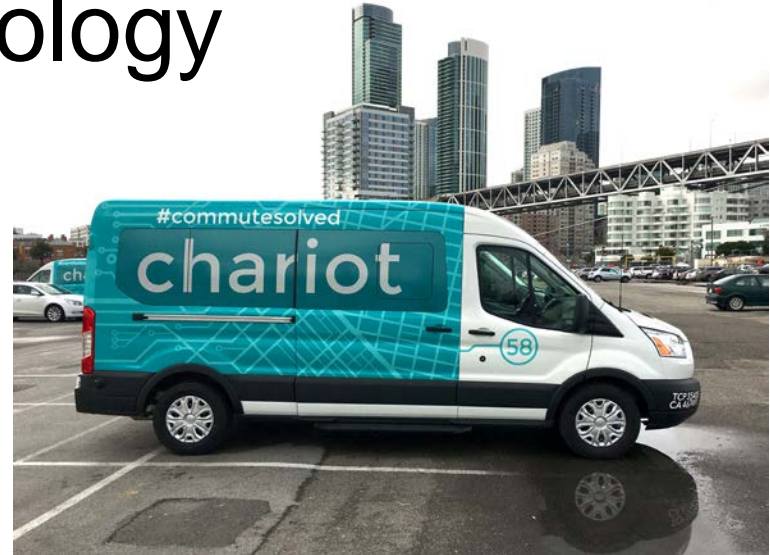


SFMTA
Municipal
Transportation
Agency

Guiding Principles for Emerging Mobility Services & Technology

SFMTA CAC
July 6, 2017

Emerging Mobility Services & Technology



Overview

- Emerging Mobility and Technologies Efforts
- Guiding Principles
- How will we use Guiding Principles?
- Outreach and Method
- Questions

Emerging Mobility and Technologies Efforts

SFMTA Efforts

- Private Transit Vehicles Regulations
- Advanced Transportation (ATCMTD) Grant
- Emerging Mobility Strategy

SFCTA Efforts

- Emerging Mobility Services & Technology Studies
- TNC Analytic and Policy Impact Research

EMST Guiding Principles

- SFCTA and SFMTA collaboration to develop principles
- Nine principles based on existing/adopted CCSF policies, plans and strategies:
 1. Safety
 2. Transit
 3. Equity
 4. Disabled Access
 5. Sustainability
 6. Congestion
 7. Accountability
 8. Labor and consumers
 9. Financial Impact

Transit First Policy (SFMTA)
San Francisco Countywide Transportation Plan (TA)
San Francisco Transportation Plan 2040 (TA)
2015 Congestion Management Program (TA)
2011 Treasure Island Implementation Plan (TA)
SFMTA Strategic Plan
Climate Action Strategy - San Francisco Department of Environment (SFE)
Vision Zero Two-Year Action Strategy - City and County of San Francisco (City)
DataSF Two-Year Strategic Plan - (City)
SFMTA Commuter Shuttle Policy and Pilot Program
SFMTA On-Street Parking Policy
San Francisco Transportation Code, Section 1107 (SFMTA)
San Francisco General Plan - San Francisco Planning Department (SF Planning)
Commuter Benefits Ordinance (SFE)

How will we use the Guiding Principles?

- Evaluation of emerging mobility services & technology
- Assess the benefits and impacts and ability to meet citywide goals.
- Signal to EMST sector what our goals and intentions are
- Guide potential policy responses
- Guide collaboration with EMST sector

Outreach

- Public Agencies
- Community Stakeholders
- EMST representatives

Method

- Focus Groups
- Stakeholder Interviews
- Committee Presentations
- Board Briefings

Questions

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