



SFMTA
Municipal Transportation Agency

Private Commuter Shuttles Policy Draft Proposal

07 | 19 | 2013

SAN FRANCISCO, CALIFORNIA





- 200+ locations where shuttles stopping
 - Most in Muni zones
- <35k trips/day
- AM and PM peak concentration
- Average dwell time: up to 1 min (Muni ~ 20 sec)





AM Shuttle Activity

San Francisco Morning Shuttle Activity

LEGEND

Downtown Study Region

Number of AM Stops

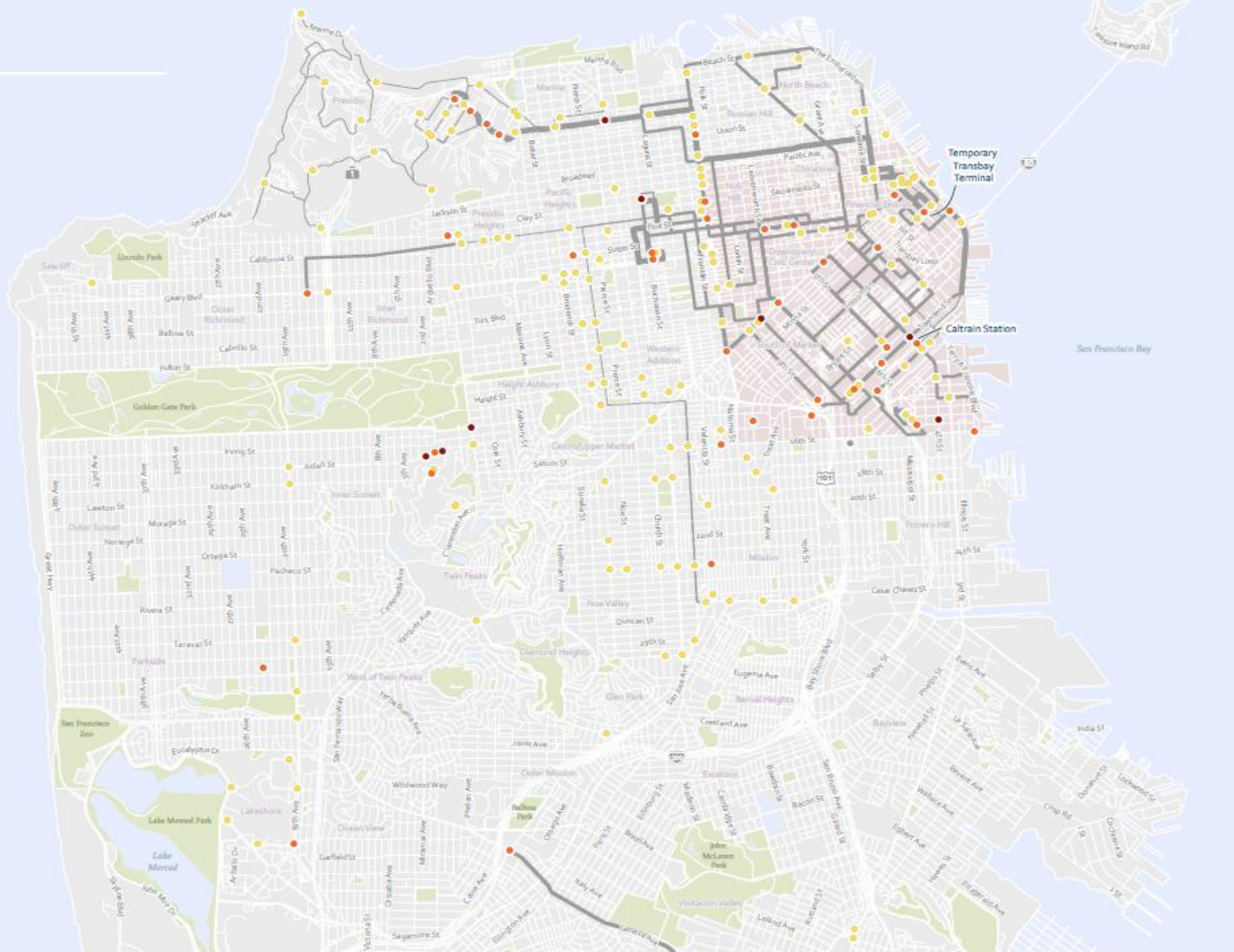
- <= 15
- 16 to 35
- > 35
- Unknown

Number of AM Runs

- < 5
- 6 to 15
- > 15



Not to Scale





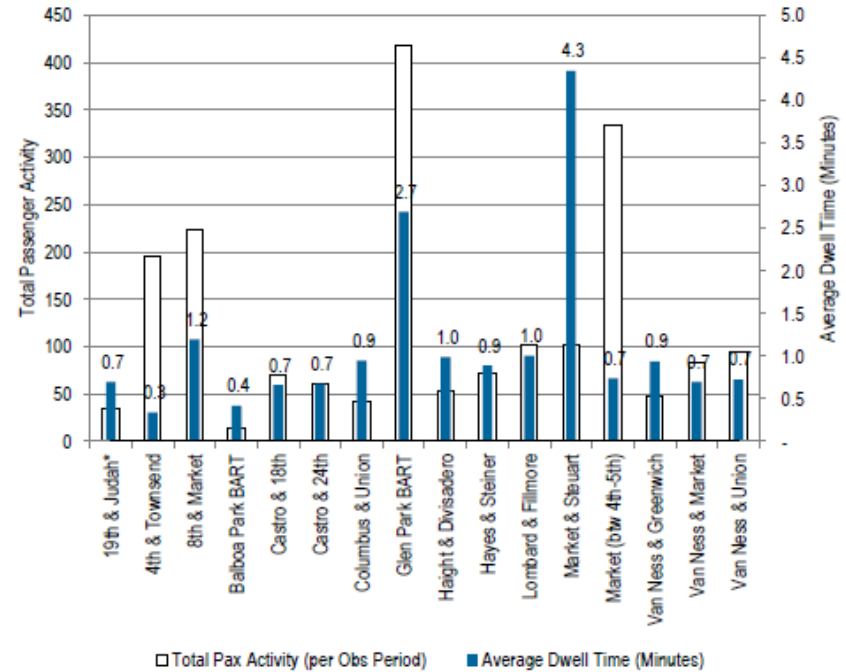
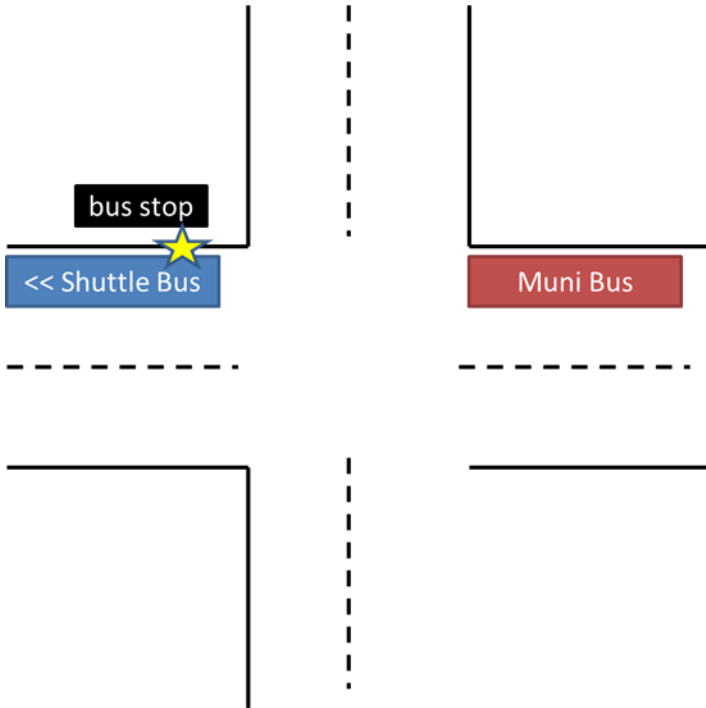
Data Collection

Private Commuter Shuttles Field Data Collection Locations 2012-2013





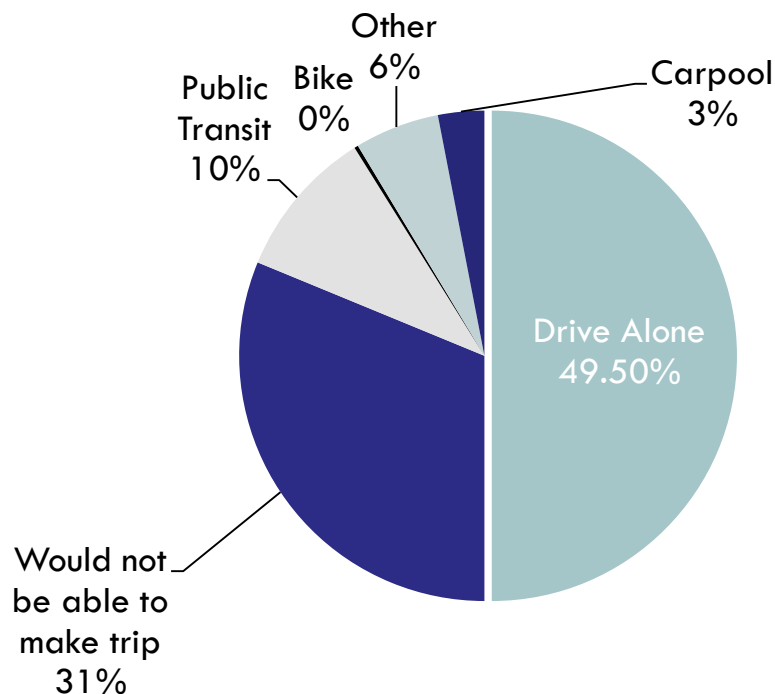
Conflicts





- **Surveys of riders showed:**
 - Using transit/walking/biking for non-commute trips
 - Shedding personal cars
 - Accessing shuttles by transit/walk/bike
 - If no shuttles, high percent would drive alone
- **Environmental benefits that support City/SFMTA goals**

Trip Choice if Shuttle Was Not Available





Proposal

- **Pilot 18-month program**
- **SFMTA would approve ~100 Muni zones to be shared with shuttles of participating companies**
 - Peak combined headways greater than threshold (tbd)
 - Stop length more than 80'
 - No Muni terminals, layovers, rapid stops





- **Shuttle operators comply with guidelines**
 - Muni priority
 - No idling, staging, layovers
 - Stay within network
 - Pull to front of stop
 - Active loading only
 - Training
 - On-board placard
- **Sponsors share data with SFMTA**





- Enforcement to ensure only participating companies using shared zones
- Illegal to use all other Muni zones, enforcement of these
- On-board placard allows enforcement to identify if a participant, allows easier operator, public complaint
- Creation of new citation to enable tracking



- **Cost-recovery basis including:**
 - Program development and administration
 - Review/analysis of proposed stops
 - Materials
 - Stop maintenance
 - Enforcement
 - Data collection/analysis
 - Auditing/spot checks
 - Lost parking meter revenue
 - Share of stop maintenance
- **Pay based on number of stop-events**
- **Amount being developed**



- Develop staffing/implementation plan & fee (Summer 2013)
- MTAB approval (Sept. 2013)
- BOS approval (Sept. 2013)
- Request proposals for stops (Oct. 2013)
- Launch pilot program--network of stops, membership, etc. (Dec-Jan 2013-14)