

**BEFORE THE PUBLIC UTILITIES COMMISSION OF THE
STATE OF CALIFORNIA**

Order Instituting Rulemaking on Regulations
Relating to Passenger Carriers, Ridesharing, And
New On-Line-Enabled Transportation Services

R.12-12-011
(Filed December 20, 2012)

**JOINT SUR-REPLY OF THE SAN FRANCISCO MUNICIPAL TRANSPORTATION
AGENCY AND THE SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY TO
THE REPLY OF LYFT, INC. RE: CONFIDENTIAL TREATMENT OF CERTAIN DATA IN
ITS 2023 ANNUAL REPORT**

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Dated: August 23, 2023

Pursuant to leave granted by the Administrative Law Judge via email on August 15, 2023 at 1:43 p.m., the San Francisco Municipal Transportation Agency and the San Francisco County Transportation Authority (together “San Francisco”) respectfully submit this sur-reply to the Reply of Lyft, Inc. (“Lyft”) Re: Confidential Treatment of Certain Data in its 2023 Annual Report (“Lyft’s Reply”), filed on July 17, 2023.

I. INTRODUCTION

San Francisco appreciates the California Public Utilities Commission’s (“Commission’s”) studied assessment of the technical data analysis issues involved in consideration of the Transportation Network Company’s (“TNC’s”) confidentiality motions. While San Francisco broadly objects to the assertions contained in Lyft’s Reply, San Francisco believes that elements of Lyft’s Reply require elaboration to ensure the Commission’s consideration of the TNC’s confidentiality claims are made using accurate and contextualized information. In particular, Lyft’s Reply contains several misleading representations of the travel locations that can be inferred from census block data. If the Commission relies on these inaccurate statements to evaluate the privacy implications of census block data, an erroneous result could occur. This sur-reply narrowly addresses those misrepresentations.

II. DISCUSSION

1. The Census Blocks identified by Lyft do not “comprise the exact location” of the establishments as claimed in Lyft’s Reply.

Lyft cites from the Declaration of Drs. Whittington and Sun in Support of Motion of Lyft, Inc. For Confidential Treatment of Certain Data in its 2023 Annual Report (“Whittington and Sun Supplemental Declaration”) to assert that Census block locations reveal the exact locations of establishments:¹

For some, re-identification would connect individuals with locations that may be sensitive or pose a risk of privacy harm. For example, the following Census blocks comprise the exact locations of these establishments:

¹ Lyft’s Reply, at 6.

Zip 94114 tract 016900 block 2005 – A gay bar

Zip 94109 tract 015100 block 1004 – Planned Parenthood – San Francisco Health Center

Zip 94143 tract 015300 block 2001 – UCS Center for Pregnancy Options

Zip 94110 tract 025300 block 4006 – Women’s Options Center At San Francisco General Hospital/Mission Bernal Women’s Clinic²

However, this is no more accurate than claiming that “the City of San Francisco comprises the exact location of the San Francisco Ferry Building.” Figure 1, presents a simple overlay of these



Figure 1: Census Blocks with Satellite Imagery

² Whittington and Sun Supplemental Declaration, at 9-10.

Census Blocks with satellite imagery.³ Each comprises an entire city block with numerous buildings, not a specific establishment. For example, Tract 016900 Block 2005 contains over 50 individual buildings.⁴

Table 1 describes the characteristics of each Census Block identified in the Supplemental Declaration and cited by Lyft in their Reply. Each block contains residents and employees collectively numbering in the hundreds, and numerous publicly accessible establishments and other locations including restaurants, coffee shops, dry cleaners, large medical campuses, and public parks.

Table 1: Census Block Characteristics

2010 Census Block	Population (Census 2020)	Jobs (Census LODES 8, 2020)	Establishments and other locations
Block 2005, Block Group 1, Census Tract 169, San Francisco County, California	192	38	Bonita Taqueria, Entour clothing store, Max Muscle Nutrition, La Mediterranee restaurant, Jeffrey's Natural Pet Foods, Rosenberg's market, Toni Dry Cleaners, Noe & Market Laundromat, Flore Dispensary, numerous private residences, and a park
Block 1004, Block Group 1, Census Tract 151, San Francisco County, California	27	112	Starbucks, Wayo Sushi, Planned Parenthood, Van Ness Dental, Franklin Market, Arthur Murray Dance Studio, Body Tonic SF, Felton Institute, Grail Spa, Mattress Firm
Block 2001, Block Group 2, Census Tract 153, San Francisco County, California	14	151	UCSF Medical Center, The Cheese Steak Shop, Starbucks, the San Francisco Athletic Club, Gourmet Food Market, State Farm Insurance Agency, Wells Fargo Bank
Block 4006, Block Group 4, Census Tract 253, San Francisco County, California	234	298	Sutter Health CPMC Mission Bernal Campus, including emergency health services and numerous medical practices

Contrary to the claims presented by Lyft, these Census Blocks do not “comprise the exact locations” of establishments. Instead they describe areas with numerous private and publicly accessible uses. One cannot infer based on the volume and variety of land uses within any of these examples that a TNC trip was bound for any specific destination.

³ Satellite imagery from ESRI ArcGIS basemap. ESRI, Maxar, Earthstar Geographies, and the GIS User Community. Accessed July 26, 2023. Census Blocks from the 2010 Decennial Census.

⁴ For consistency with Lyft’s comments, Census Blocks from the 2010 Decennial Census are used. The 2020 Decennial Census replaces Tract 016900 Block 2005 with Track 016900 Block 1005.

III. CONCLUSION

As described above, Lyft's Reply comments inaccurately represent the trip locations that can be inferred from census block data contained in the TNC Annual Reports. San Francisco submits the above information in the interest of ensuring that any privacy arguments surrounding the public disclosure of the TNC Annual Reports be evaluated using accurate and fully described data.

Dated: August 23, 2023

Respectfully submitted,

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