

# San Francisco Smart City Challenge



SmartCitySF.com

## What is the Smart City Challenge?

- Fully integrate innovative technologies into transportation network
- Serve as national leader to provide playbook to all cities in the nation and the world
- Outcomes: Improve **Safety**, Enhance **Mobility**, Enhance **Ladders of Opportunity**, Address **Climate Change**
- \$40M USDOT + \$10M Vulcan Foundation = \$50M



# DOT Smart City Challenge

**1,400**

local officials, companies, academics and non-profits joined our webinars

**800**

people participated in our Smart City Forum

**300**

companies have expressed interest in partnering

**78**

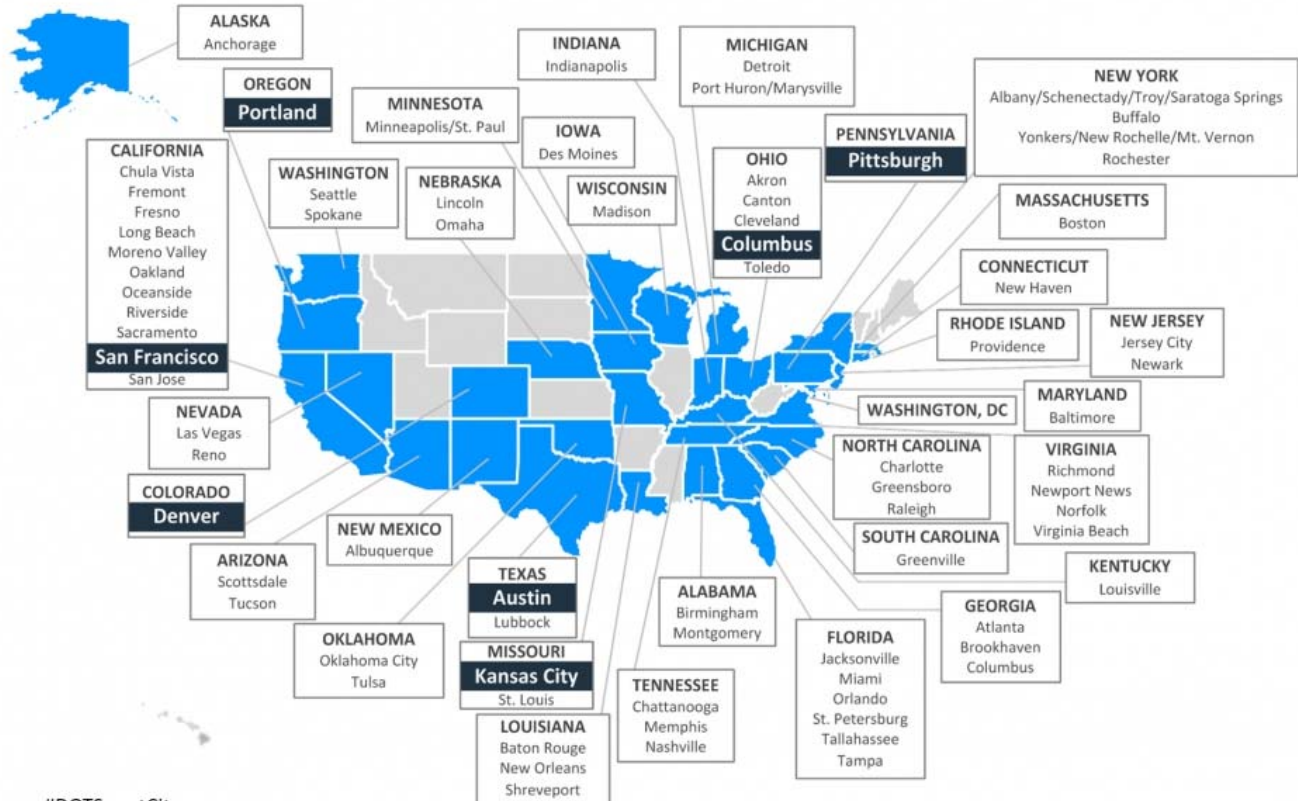
applications received for the Smart City Challenge

**7**

Smart City Challenge Finalists announced in March at SXSW

**1**

Smart City Challenge Winner announced in June



#DOTSmartCity  
[www.transportation.gov/smartcity](http://www.transportation.gov/smartcity)



## Key Reasons San Francisco is Responding to the Smart City Challenge



18% of household income goes to mobility.\*

*\*Based on average private vehicle costs*



San Francisco is experiencing an affordability crisis.



Fragmented network that doesn't meet needs of all users

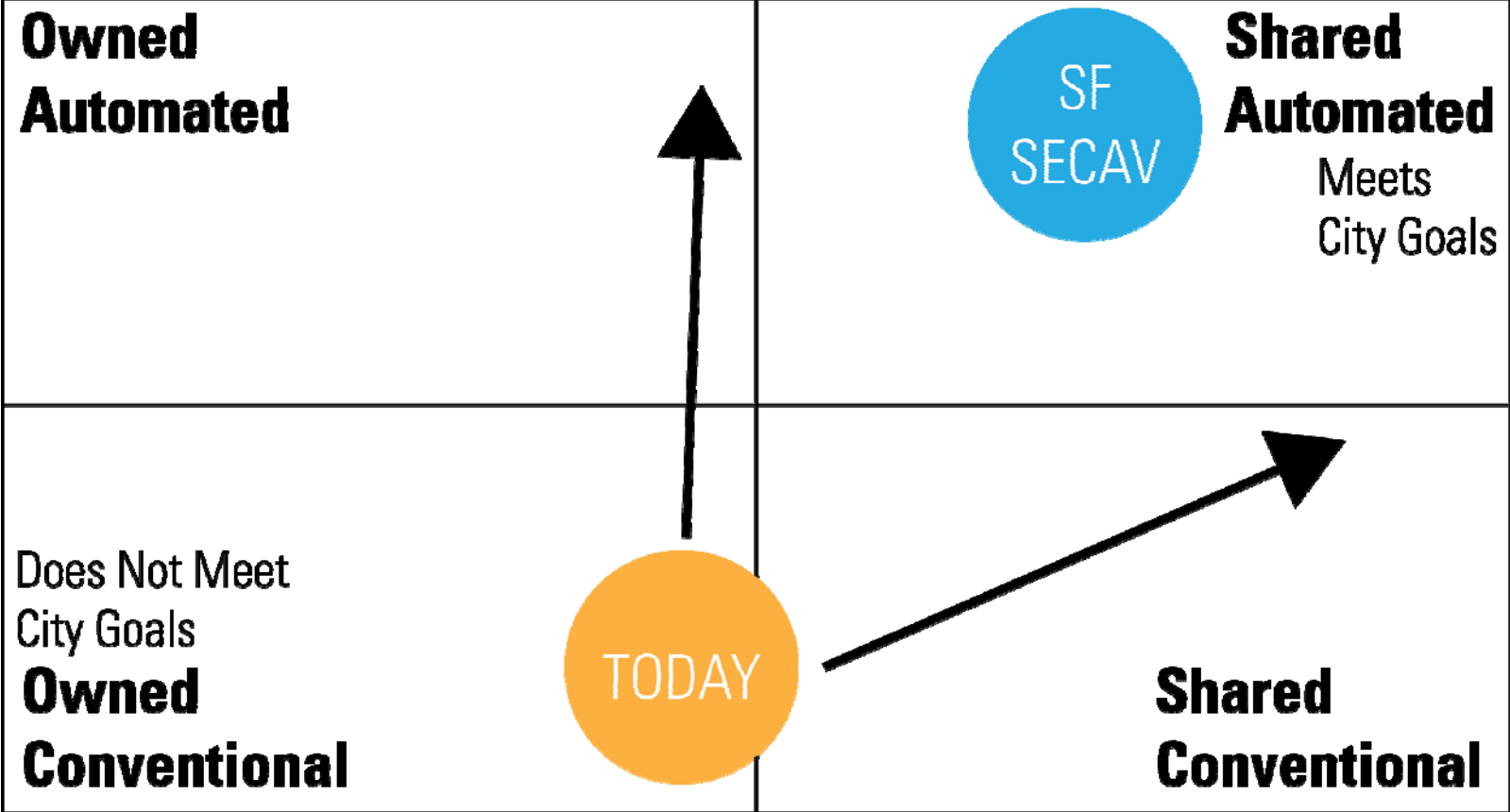


Thirty people lost their lives in 2015 in tragic, preventable, traffic fatalities.



Transportation comprises more than 40% of San Francisco's greenhouse gas pollution.

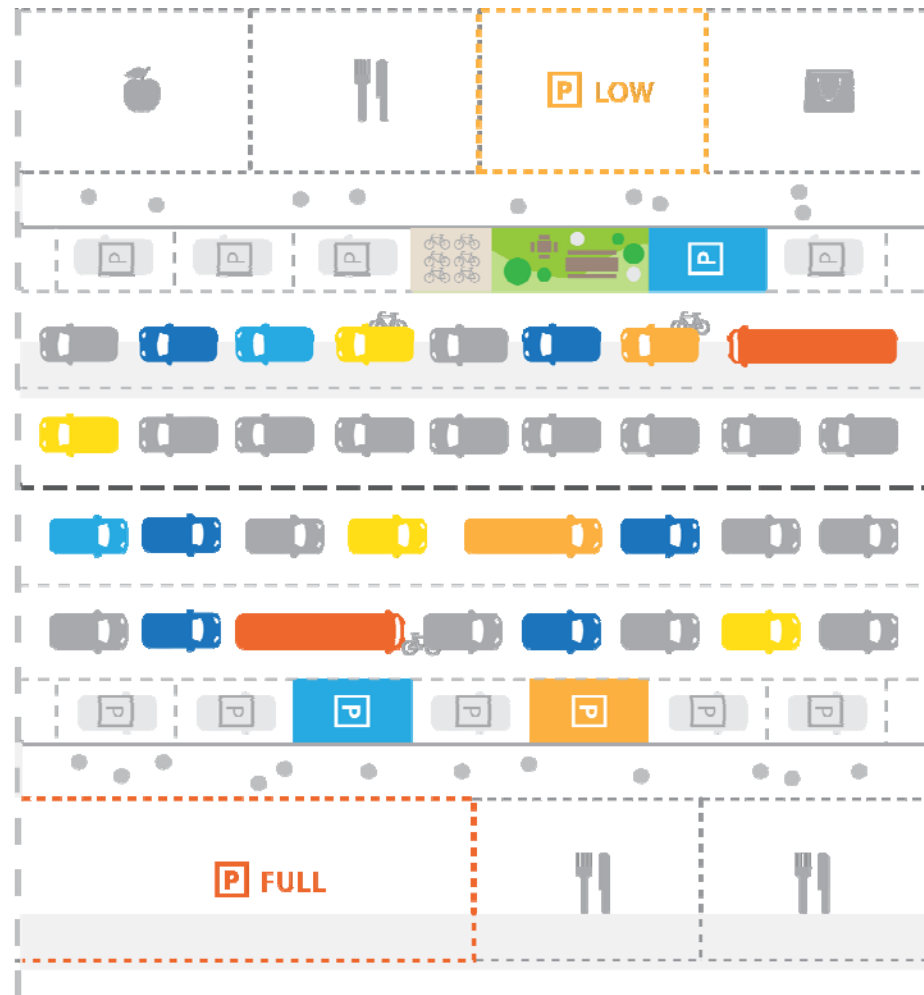
# Shared Electric Connected Automated Meets Smart City Goals





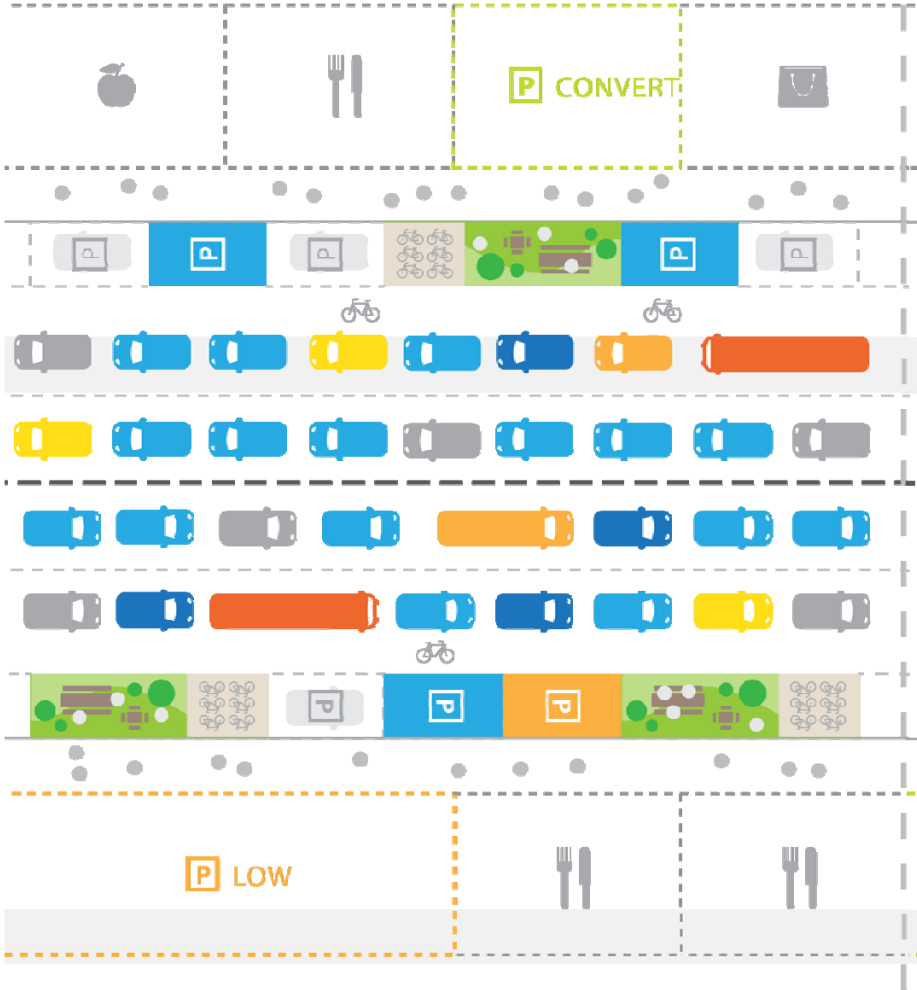
# Bold Vision: Launch the world's first shared, electric, connected and automated transportation system

## Phase 2: On-Demand Services Model



Bold Vision: Launch the world's first shared, electric, connected and automated transportation system

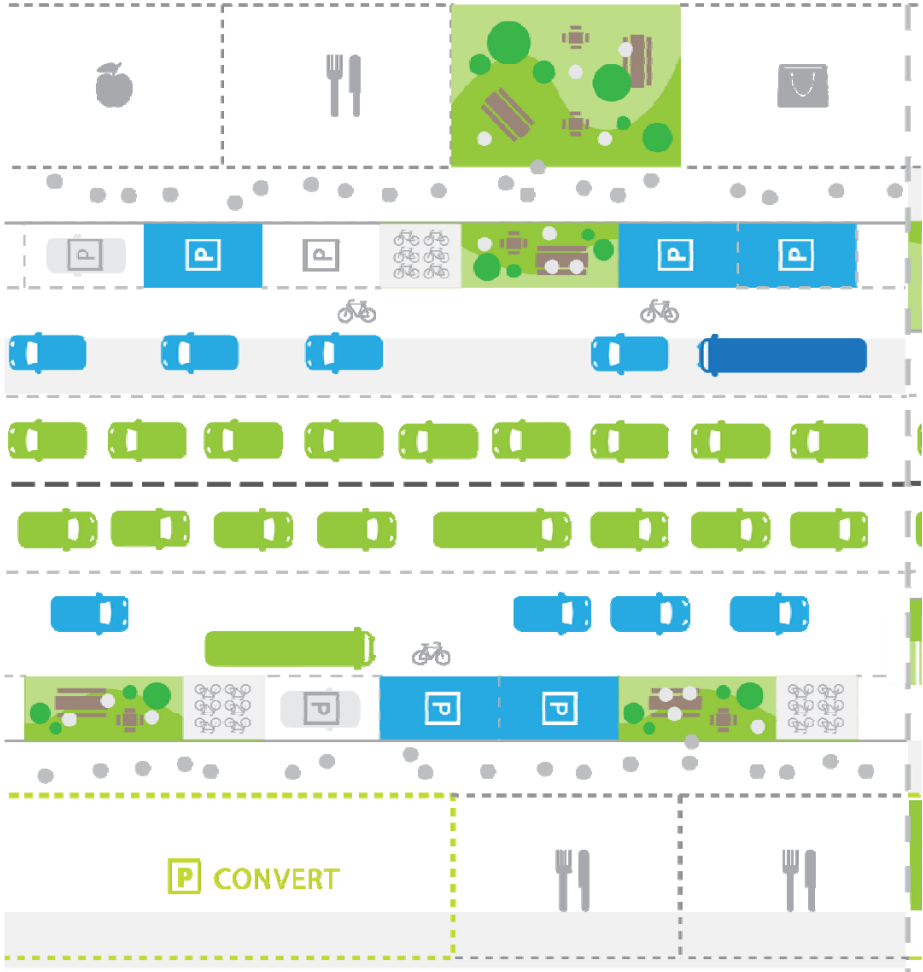
Phase 3:  
Shared On-Demand Model





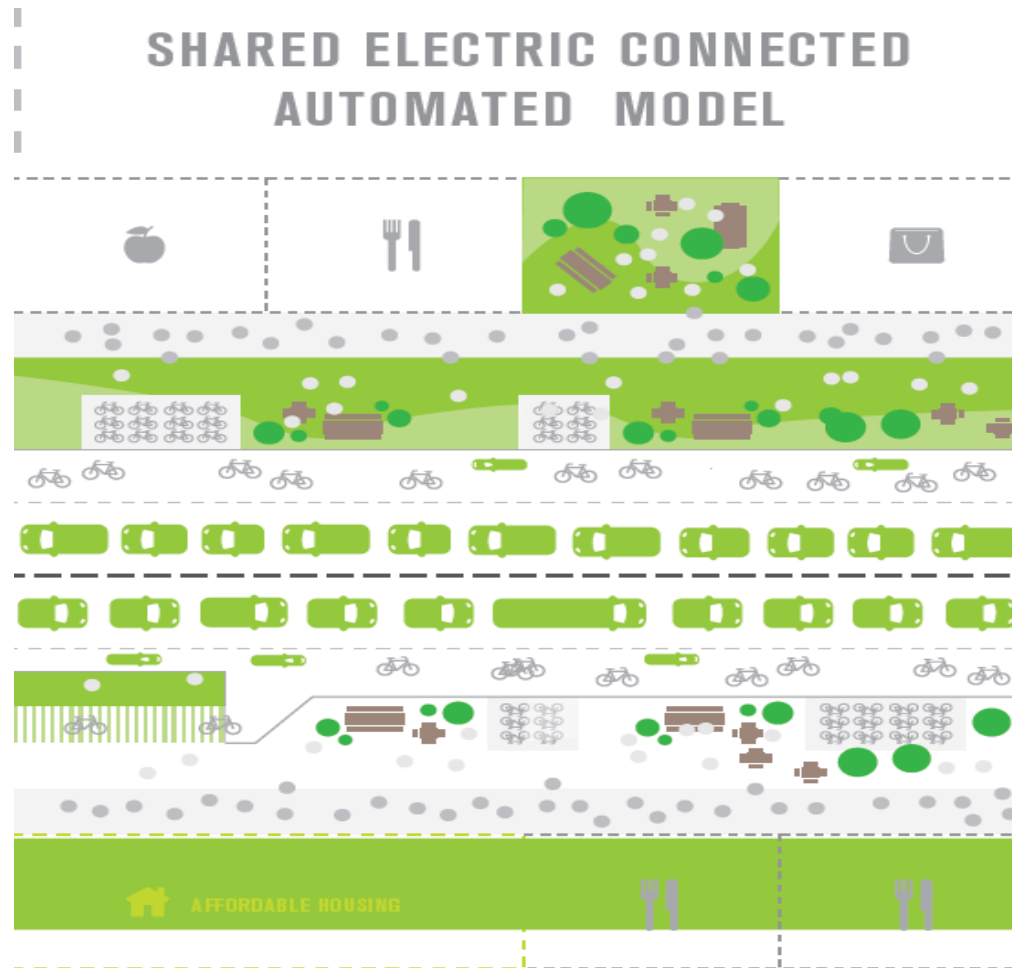
Bold Vision: Launch the world's first shared, electric, connected and automated transportation system

Phase 4:  
Shared &  
Connected  
Model

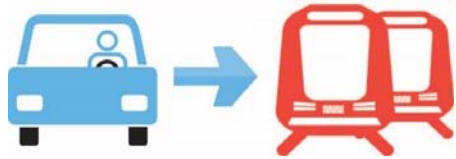


Bold Vision: Launch the world's first shared, electric, connected and automated transportation system

Phase 5:  
Shared, Electric,  
Connected and  
Automated  
Model



# Our Goal: The Power of a 10% Shift



Shift up to 10 percent of single-occupancy vehicle trips to transit, shared and active modes.



Reduce transportation emissions 10 percent through electrification and demand management.



Reduce freight delays and collisions by 10%







Reduce collisions and fatalities 10 percent by leveraging our Vision Zero investments.



Reduce how much lower-income residents spend on transportation by 10 percent.

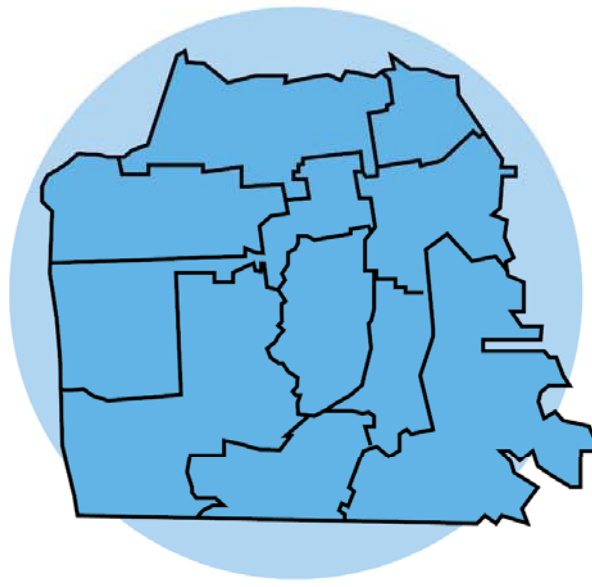
Our Approach: Work with the community, utilize technology and pilots to shift behavior

San Francisco Smart City Demonstration Areas			
Shared	Electric	Connected	Automated
Transport as a Service Platform	EV Charging EV City Fleet	Connected Carpooling	AV First/Last Mile Accessible Shuttle
Late Night Work Shuttle	EV Fleet & Deliveries	Transit & Taxi Wi-Fi Mesh	AV Municipal Vehicle
Shared School Shuttle		Vision Zero Large Vehicles	AV Delivery Service
			

# Three-Tiered Approach to Create A “Model” Platform



**Regional**



**City Wide**



**Neighborhood**

# CleanDriveSF: Vulcan Smart City Challenge

## Focus: Reduce GHGs in transportation sector

- Decarbonize energy supply
- Electrify fleets
- Promote alternative transportation and public transit
- Develop necessary infrastructure



## Smart City Pitch and DC Experience

### Part One – USDOT DC Office

- Six person team
- 45 minute presentation
- 30 minute Q&A



### Part Two – Public Event

- Mayoral presentations
- Three-minute video premiere



## Working on the Smart City Challenge: Experience & Lessons Learned

- Smart Cities is an increasingly popular concept and source of funding
- Federal Government expects change initiated at local level
- Local governments need a holistic approach to embrace new technology in transportation
- Private-Public-Academic Partnerships
- Culture Change

