

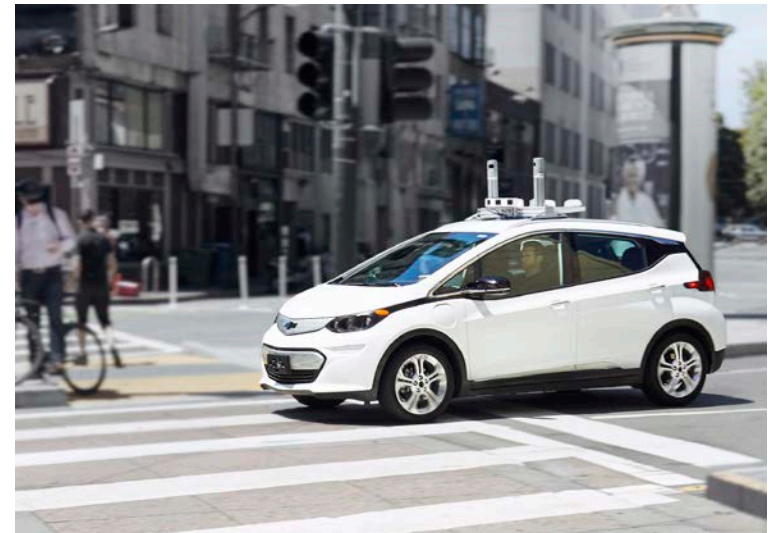
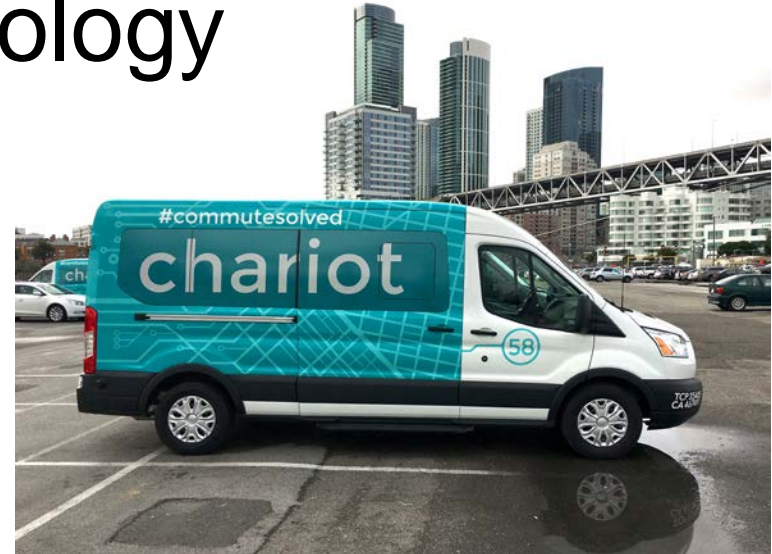


SFMTA
Municipal
Transportation
Agency

Guiding Principles for Emerging Mobility Services & Technology

SFMTA Board
July 18, 2017

Emerging Mobility Services and Technology



Overview

- How will SFTMA use the Guiding Principles
- Guiding Principles for Emerging Mobility Services and Technology (EMST)
- Outreach and Method
- Current EMST Efforts
- Questions

How we will use the Guiding Principles

- Evaluate emerging mobility services and technology
- Assess the benefits and impacts and ability to meet citywide goals
- Signal the city’s goals to emerging mobility services and technology sector
- Guide potential policy responses and programs
- Guide collaboration with emerging mobility services and technology sector

EMST Guiding Principles

SFCTA and SFMTA collaboration to develop ten principles:

1. Safety
2. Transit
3. Equitable Access
4. Disabled Access
5. Sustainability
6. Congestion
7. Accountability
8. Labor
9. Financial Impact
10. Collaboration

Based on existing/adopted CCSF policies, plans and strategies:

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)

Outreach

– Goal:

- Share the purpose, development process and intended use of the Guiding Principles
- Consult with stakeholder to ensure their concerns and goals related to these services and technology are addressed

– Stakeholders

- City Departments and Regional Agencies
- Advocacy Groups (21)
- EMST representatives (14)

– Method:

- Focus Groups (3)
- Stakeholder Interviews (14)
- Committee Presentations (9)

Emerging Mobility & 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

Questions

Kate Toran, Division Director
Taxi and Accessible Services Division

Sarah Jones, Planning Director
Sustainable Streets Division

Thank you