

Guiding Principles for Management of Emerging Transportation Services

The San Francisco City Charter mandates **Transit First** – charging SFMTA with providing for the safe and efficient movement of people and goods in San Francisco. In the last decade or so, a number of transportation services have emerged that present both opportunities for and challenges to that core purpose, from mobile applications that connect passengers with demand responsive transportation (DRT) vehicles, to connected and autonomous vehicles. SFMTA would like to foster and take advantage of these and future innovations and/or collaborate with parties that offer these services, while also ensuring that the implementation of these new transportation services reflects our charter responsibilities and SFMTA’s core values and strategic goals. Toward that end, SFMTA has established the following **Guiding Principles for Management of Emerging Transportation Services**. These Guiding Principles will be taken into consideration in all SFMTA decisions, policies and actions regarding Emerging Transportation Services.

Safety

Safety for travelers and the general public is a top priority. Emerging Transportation Services must be consistent with the City and County of San Francisco’s responsibilities for ensuring **public safety**. Among other safety-related considerations, SFMTA will consider how Emerging Transportation Services contribute toward achievement of the City’s **Vision Zero goals**.

- Operations should support VZ (cautious driving and no speeding)
- Driver safety training
- Vehicle safety checks
- Does not impede bicycle and pedestrian movement (no pick up or drop off in bike lanes, crosswalks; no staging of equipment on public sidewalks)
- Physical safety of the public and city employees

Transit

Public transit is and must continue to be a universally accessible, available, and effective means for movement around San Francisco. Emerging Transportation Services must **complement rather than compete with Muni service**, and must support and account for the operational needs of Muni vehicles and facilities.

- Helps address peak-hour transit crowding
- Serves trips that are underserved by transit (whether geographically or temporally)
- Expedites Muni service and avoids interference with Muni operations at stops and elsewhere

Equity	<p>All people, regardless of race, color, national origin, income level or any other protected category, should benefit from Emerging Transportation Services, and no group shall be disadvantaged.</p> <ul style="list-style-type: none"> • Provides geographic coverage to the entire City • Can be accessed by low-income households • Can be accessed by multi language households • Provides multiple methods of payment, booking and contact
Disabled Access	<p>Persons with disabilities, including those who require accessible vehicles, are entitled to receive the same or comparable level of access as persons without disabilities.</p>
Clean Air/ Sustainability	<p>Emerging Transportation Services must be consistent with SFMTA’s Departmental Climate Action Strategy, including helping to meet the City’s greenhouse gas (GHG) emissions reduction goals. Specifically, Emerging Transportation Services shall be considered in the context of reduction of single-occupant automobile trips and overall Vehicle Miles Traveled (VMT.)</p> <ul style="list-style-type: none"> • Use of clean vehicles (renewable energy) • Support of City’s Transportation Demand Management (TDM) efforts and policies
Congestion	<p>The effects on traffic congestion must be carefully considered when implementing Emerging Transportation Services projects, especially given the resulting impacts on road safety, modal choices, emergency vehicle response time, transit reliability, and air quality.</p> <ul style="list-style-type: none"> • Reduces travel time for all users • Reduces single occupant vehicle (or “ride alone”) trips and overall VMT • Avoids rerouting through ‘neighborhood’ streets • Facilitates off-peak travel • Minimizes disruptive effects of operations, including loading • Encourages greater vehicle occupancy
Data Transparency	<p>In order to ensure that the implementation of new technologies is consistent with these Guiding Principles, SFMTA must have the ability to collect data about Emerging Transportation Services providers, particularly those that are funded or otherwise supported</p>

by the City and County of San Francisco. The providers must also share their data with the City and make the data public.

- Data sharing at minimum should be consistent with NACTO's City Data Sharing Principles (<http://nacto.org/wp-content/uploads/2017/01/NACTO-Policy-Data-Sharing-Principles.pdf>) and provide for the following:
 - Better Data for Transportation Planning
 - Inclusion in Mobility Options
 - Better Tools for Safety
- Data must be independently verifiable by SFMTA.

Labor and Consumers Emerging Transportation Services must consider the needs of their customers and their labor force. Fairness in pay, labor policies and practices, and equitable access to services will be expected.

- Multiple ways to contact customer service are provided
- Driver safety is prioritized, e.g. limits on daily driving hours

Financial Impact Emerging Transportation Services will not have a negative financial impact on delivery of public transportation services.

Use of Guiding Principles: These Guiding Principles are intended to serve as a framework for SFMTA, both for proactive development of policies and programs, and for formulation of sound, consistent responses when warranted. Every Guiding Principle will not be relevant to every consideration associated with Emerging Transportation Services, and in some cases a potential action will not meet all of the principles consistently. SFMTA Directors and staff should consider whether projects are consistent on balance with the relevant Guiding Principles. If a proposal does not generally comply with these Guiding Principles, SFMTA will work with the service provider to better meet the principles if feasible, or will choose not to engage further with the service.