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MEMORANDUM

TO: SFMTA Citizens Advisory Council

FROM: Darton Ito, Deputy Director of Innovation and Program Delivery,
Sustainable Streets Division

DATE: May 25, 2018

RE: San Francisco County Transportation Authority (SFCTA) Emerging Mobility
Evaluation Report

BACKGROUND

Emerging mobility services and technologies are changing how people get around in cities. Ride-hailing services, shared vehicles, smart traffic signals and the rapid innovations in autonomous vehicles are just a few examples of how the transportation ecosystem has changed and continues to evolve. As San Francisco has already seen, emerging mobility services and technologies often appear much faster than the city can respond to them.

To better respond to innovations in the public right-of-way, last year the respective boards for SFMTA and SFCTA each approved the Guiding Principles for Emerging Mobility Services and Technologies. Since then, SFMTA and SFCTA staff have collaborated to establish emerging mobility evaluation questions and measures, which were used to assess these services and technologies.

SFCTA DRAFT EMERGING MOBILITY EVALUATION REPORT

The SFCTA's Draft Emerging Mobility Evaluation Report provides the first comprehensive look at the emerging mobility sector in San Francisco. The report evaluates each type of emerging mobility service against each guiding principle.

The SFCTA's primary conclusions are that the City and County of San Francisco lacks adequate data to fully evaluate these new services, and that the companies that have established pilots and permit systems with the city more closely align with the city's Guiding Principles. The report also makes focused recommendations on how the city should approach emerging mobility through future research, pilots, and policies.

Based in part on this report's findings, the SFMTA is developing its own Emerging Mobility Strategy, which will outline the process by which the city develops and evaluates policies, partnerships and programs, and propose next steps and actions for the city to take in the emerging mobility space.