



SFMTA
Municipal
Transportation
Agency

Private Commuter Shuttles Policy Draft Proposal

SFMTA Board
January 21, 2014

Commuter Shuttle Sector

- 200+ locations where shuttles stopping
 - Most in Muni zones
- >35k boardings/day
 - 6.5k boardings regional shuttles
 - 28.5k intra-SF shuttles
- AM and PM peak concentration
- Stop: transit hubs, high-density neighborhoods, along major corridors



Conflicts





Shuttle Benefits

- Without shuttle, many would drive alone
- Riders using transit, walking, biking for non-commute trips
- Walk, transit to shuttles
- Many have gotten rid of/forgone purchase of a car because of shuttle
- Annual environmental benefits: 45 million VMT reduced; 11,000 tons GHG emissions reduced

Guiding Principles

- Safety for all users
- Ensure that shuttles do not adversely impact Muni operations
- Support the shuttle sector as part of SF's sustainable transportation network
- Consistent and fair enforcement
- Easy to navigate communication system for concerns, complaints, opportunities



Problems to Solve

- Muni delay
- Vehicle identification
- Safety concerns
- Local congestion
- Lack of enforcement clarity
- Lack of complete information



Proposal

- Pilot 18-month program
- SFMTA would approve ~200 Muni zones to be shared with shuttles that get permits
- In defining network, SFMTA to consider:
 - Shuttle service provider preference
 - Muni frequency
 - Stop length/side of intersection
 - Other street considerations (as documented from residents)
- Use and permit fee
- Permit terms
- Enforcement

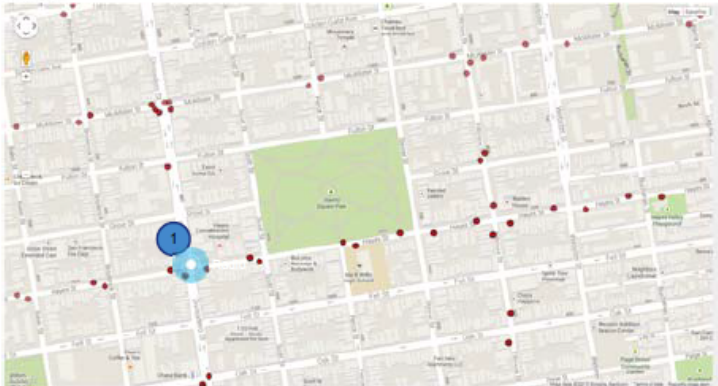
Network of Shared Stops: Shuttle Service Provider Preferences

Stop Selection

Phase 1: Stop Request Application (Stop Selection page)

Stop Selection

Type in Intersection



Stop Attributes

STOPARR: DIVISADERO

STOPID: 4425

STOPNAME: Divisadero St & Haight St

ONSTREET: DIVISADERO ST

OFFSTREET: HAIGHT ST

BUSSTOPARR: DIVISADERO

STOPORIENTATION: NS

Select Stop

To add a new stop, select a new stop

The page will display a map that provides Muni stops. The user can click on each stop and the Stop Attribute information would be listed on the right-hand side to confirm. Once the stop is confirmed, the stop color changes, indicating to the user that the stop has been selected.

Summary Table

Stop ID	Intersection	Direction	Time Range	Weekdays	Weekend
4016	Haight and Divisadero	SW corner, FS	6-7am	5	0
4016	Haight and Divisadero	SW corner, FS	7-8am	10	0
4016	Haight and Divisadero	SW corner, FS	8-9am	10	0

Stop Information window

- 3 Bus Stop ID will populate once stop selection on map is confirmed
Please enter the number of stops a bus will make at this particular stop (peak use)

Stop ID	4425	Weekdays	Weekend	Weekdays and Weekend validation: positive numbers only
6:00 am to 7:00 am	<input type="text"/>	<input type="text"/>	<input type="text"/>	
7:00 am to 8:00 am	<input type="text"/>	<input type="text"/>	<input type="text"/>	
8:00 am to 9:00 am	<input type="text"/>	<input type="text"/>	<input type="text"/>	
9:00 am to 10:00 am	<input type="text"/>	<input type="text"/>	<input type="text"/>	
10:00 am to 11:00 am	<input type="text"/>	<input type="text"/>	<input type="text"/>	
11:00 am to 12:00 pm	<input type="text"/>	<input type="text"/>	<input type="text"/>	
1:00 pm to 2:00 pm	<input type="text"/>	<input type="text"/>	<input type="text"/>	
2:00 pm to 3:00 pm	<input type="text"/>	<input type="text"/>	<input type="text"/>	
3:00 pm to 4:00 pm	<input type="text"/>	<input type="text"/>	<input type="text"/>	
4:00 pm to 5:00 pm	<input type="text"/>	<input type="text"/>	<input type="text"/>	
5:00 pm to 6:00 pm	<input type="text"/>	<input type="text"/>	<input type="text"/>	
6:00 pm to 7:00 pm	<input type="text"/>	<input type="text"/>	<input type="text"/>	
7:00 pm to 8:00 pm	<input type="text"/>	<input type="text"/>	<input type="text"/>	

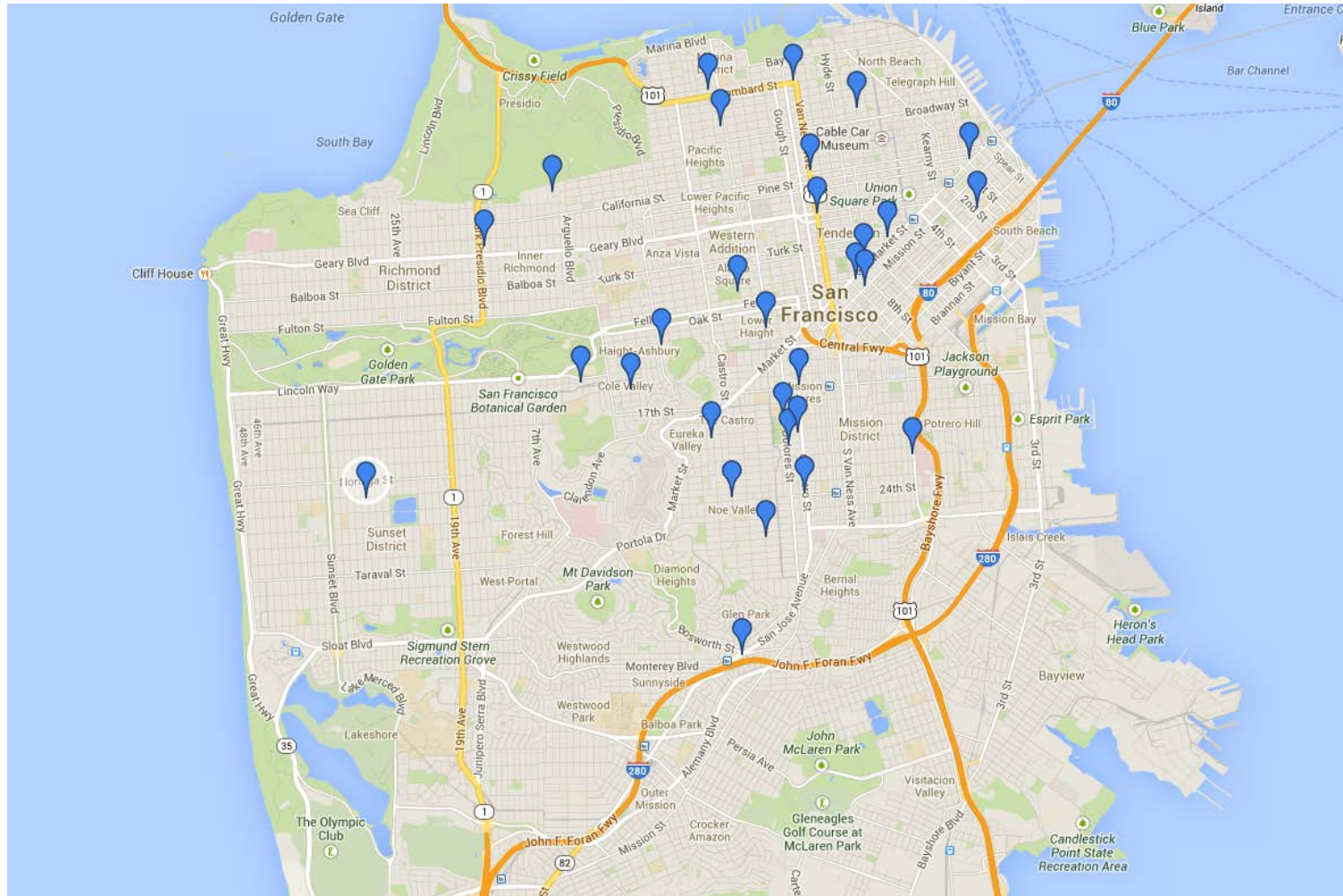
Save & Add Stop

The summary table to the left will display the information submitted by the user previously. If possible, displaying the grid in the upper right with the numbers is preferable but will need to show the intersection, stop ID number, and direction.

Back

Clicking "Back" takes you back to Account Summary page

Network of Shared Stops: Community Information and Input



User and Permit Fee

- Cost Recovery Fee: \$1/stop event/day
 - Upfront program set-up costs
 - Stop proposal process and evaluation
 - Signage/placard design, production, installation
 - Data management system development
 - Permit processing
 - On-going program costs
 - Enforcement
 - Data collection & management
 - Day-to-day oversight and administration
 - Billing, collection, payment processing
 - Evaluation



Permit Terms

- Indemnify SFMTA/City for use of stops
- Display placards
- Comply with operating guidelines
- Provide data
- Pay permit fee
- Pay citations
- Comply with CA PUC requirements

Failure to comply may result in permit revocation and/or penalty fine



Enforcement

- Enforcement to ensure only participating companies using shared zones
- Illegal to use all other Muni zones, enforcement of these
- On-board placard allows enforcement to identify if a participant, allows easier operator, public complaint
- Auditing to identify use in excess of permit: pay fine
- Non-compliance with permit terms may result in permit revocation and/or fine

Pilot Evaluation

- Transportation system impacts and benefits
- Environmental benefits
- Compliance with permits
- Feedback (community, Muni operators, enforcement, shuttle sector)
- Pilot costs

Board Actions

- Amend Transportation Code, Division II, to add Section 914, “Shuttle Stop Permits”
- Adopt “Commuter Shuttle Policy and Pilot Program” to guide implementation and evaluation of 18-month pilot

Next Steps

- Request proposals for stops, community information (Jan-Feb 2014)
- Evaluate stops (Mar-May 2014)
- Approve network, permit processing (June 2014)
- Launch pilot program (July 2014)
- Pilot complete (December 2015)

Thank you!

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