

Emerging Mobility Services & Technologies Guiding Principles

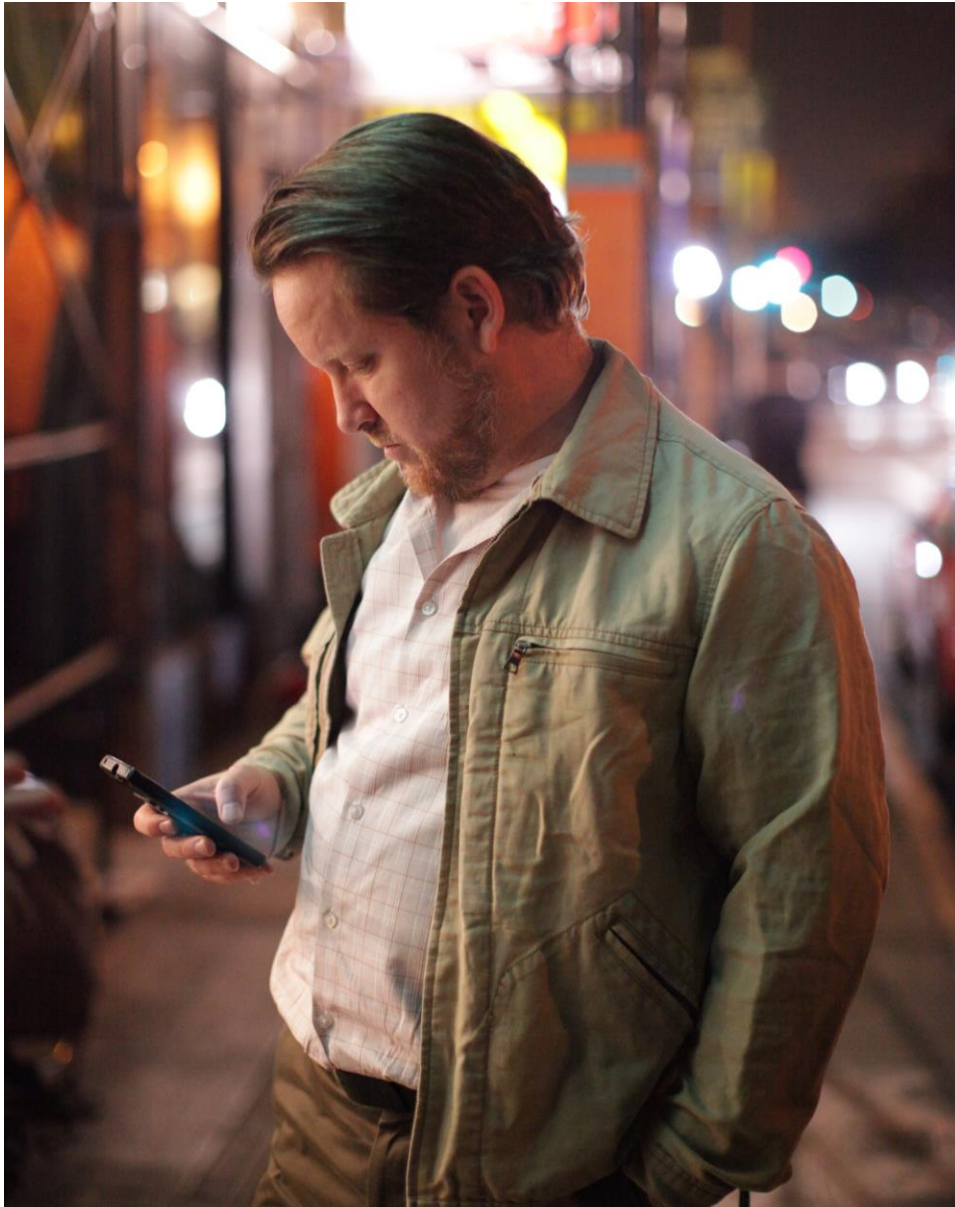
Board
Agenda Item 10



SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY

July 11, 2017

Emerging Mobility Services & Technology



Overview



- Guiding Principles**
- How will we use Guiding Principles?**
- Community Feedback**
- Recent Legislative and Regulatory Activities**
- Research on TNCs**
- Questions**

EMST Guiding Principles



- SFCTA and SFMTA collaboration to develop principles**
- Nine Ten principles based on existing/adopted CCSF policies, plans and strategies:**
 - Safety**
 - Transit**
 - Equitable Access**
 - Disabled Access**
 - Sustainability**
 - Congestion**
 - Accountability**
 - Labor**
 - Financial Impact**
 - >Collaboration<**

Source Documents:

- 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)

How will we use the Guiding Principles?



- Evaluation of emerging mobility services & technology**
- Signal to EMST sector what our goals and intentions are**
- Guide potential policy responses**
- Guide collaboration with EMST sector**

Community Feedback



- City Departments**
- Transit Partners**
- Community Stakeholders**
- EMST industry representatives**

- Principles were strengthened**
- Principles include services, technologies and now software applications**
- Principles identify ideals**
- Collaboration added as 10th principles**

Livable City
SF Bicycle Coalition
SF Transit Riders Union
WalkSF
Greenlining Institute
Transform
Department of Aging and Adult Services
Independent Living Resource Center
Lighthouse for the Blind
Mayor's Office on Disability
Senior Disability Action
SF In-Home Supportive Services Public Authority

A3 Ventures (AAA)
Cruise GM
EasyMile
Lyft
Scoop
Zagster

Vision Zero Task Force
SFMTA PAG
Director's Working Group
Taxi Task Force
Interagency Shared Mobility Task Force

Recent Legislative and Regulatory Activities



- CPUC Rulemaking Amendment
- Track 3 - TNC Data Sharing
- TNCs Today

Research on TNCs



TNCs Regulatory Landscape

Who regulates TNCs?

How are TNCs regulated in other Cities/states?

Case study policy responses?

What are our options?

Questions?

Warren Logan, Senior Transportation Planner
warren.logan@sfcta.org



SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY