



RESOLUTION ADOPTING THE EMERGING MOBILITY EVALUATION REPORT

WHEREAS, The San Francisco Charter mandates Transit First, charging the City and County of San Francisco with providing for the safe and efficient movement of people and goods in San Francisco; and

WHEREAS, In the last decade, San Francisco has seen dramatic growth of many emerging mobility services and technologies (EMST) that present opportunities while also challenging that core policy; and

WHEREAS, These services and technologies include everything from mobile applications that connect passengers with demand-responsive transportation vehicles to self-driving and connected vehicles; and

WHEREAS, These technological advances in transportation services have resulted in services that may complement and conflict with the City's Transit First and other policies and likely require updates to existing transportation infrastructure, rules, regulations and policies; and

WHEREAS, The Transportation Authority and the San Francisco Municipal Transportation Agency (SFMTA) collaboratively developed Guiding Principles for Emerging Mobility Services, adopted in June 2017, that serve as a framework both for proactive public-sector development of policies and programs, and for the formulation of sound, consistent responses when warranted; and

WHEREAS, Together with the SFMTA, the Transportation Authority has engaged in an EMST study that includes several core tasks such as documentation of existing services and technology, developing a policy framework, and evaluating existing services and their ability to meet San Francisco Transportation Plan and citywide goals; and

WHEREAS, For the EMST, staff developed evaluation criteria based on the Guiding Principles for Emerging Mobility, engaging a wide range of community, industry and civic



stakeholders in the process; and

WHEREAS, Staff used a data-driven process to develop the Draft Emerging Mobility Evaluation Report, documenting how emerging mobility services were aligned or misaligned with the Guiding Principles and providing recommendations for sector management, research, and partnerships; and

WHEREAS, At its May 8, 2018 meeting, the Transportation Authority Board was briefed on the Draft Emerging Mobility Evaluation Report and provided input and feedback to staff which has been incorporated into the final Emerging Mobility Evaluation Report (enclosed); and

WHEREAS, The evaluation determined the following major takeaways:

- Companies that performed pilots with and provided data to San Francisco public agencies have informed development of permit systems for those mobility types and have guided those mobility types to be more aligned with the Guiding Principles;
- We do not have adequate data to fully evaluate alignment with our Guiding Principles. Other researchers have produced important studies and findings, but more traveler trip data and surveys are needed to characterize San Francisco travel markets;
- Many emerging mobility services are available during late-night hours, on weekends, and/or in areas less well covered by public transit. This may provide opportunities to increase mobility and access for people with disabilities and people underserved by public transit;
- While some services play a useful first/last-mile connection, very few emerging mobility companies have implemented design features or policies that our methodology identified as directly supportive of transit;
- Operator training is inconsistent among emerging mobility services; many services



exhibit conflicts at curbs, in transit-priority lanes and on sidewalks;

- The City and the emerging mobility companies have not consistently coordinated to develop a robust curb management approach;
- The Transportation Authority's *TNCs Today* study found that ride-hail vehicles in San Francisco are concentrated during times of day and neighborhoods of the city where traffic is most congested; and

WHEREAS, Based on the study findings, the final report recommends that the city implement the following recommendations:

- **Partner:** The SFMTA and the Transportation Authority should develop a framework for emerging mobility pilots to proactively partner with companies to develop innovative solutions to address unmet city transportation needs;
- **Measure:** San Francisco public agencies should develop a data reporting and warehouse strategy to coordinate and consolidate existing data streams;
- **Regulate:** The SFMTA should harmonize existing permit programs related to emerging mobility and create a framework for new services;
- **Bridge:** The City should develop a user study to understand who uses emerging mobility services and focus on equity gaps for low-income users and issues related to disabled access;
- **Prioritize:** The Transportation Authority and the SFMTA should continue to support the expansion of transit-priority facilities and conduct pilot programs that improve first and last mile connectivity to transit stations;
- **Enforce:** The SFMTA and the Police Department should increase enforcement of known conflict areas and automate some enforcement duties to promote safety;



- **Price:** The SFMTA and the Transportation Authority should prioritize developing a curb management strategy that allocates and prices curb access appropriately. Based on current congestion levels on San Francisco roadways, San Francisco should move toward implementing a decongestion pricing and incentives system; and

WHEREAS, At its June 27, 2018 meeting, the Citizens Advisory Committee was briefed on and unanimously adopted a motion of support for the adoption of the final Emerging Mobility Evaluation Report; now, therefore, be it

RESOLVED, That the Transportation Authority hereby adopts the final Emerging Mobility Evaluation Report; and be it further

RESOLVED, That the Executive Director is hereby authorized to communicate this information to all relevant agencies and interested parties.

Enclosure:

1. Final Emerging Mobility Evaluation Report



The foregoing Resolution was approved and adopted by the San Francisco County Transportation Authority at a regularly scheduled meeting thereof, this 24th day of July, 2018, by the following votes:

Ayes: Commissioners Brown, Cohen, Fewer, Kim, Peskin Ronen, Stefani and Yee (8)

Absent: Commissioners Mandelman, Safai and Tang (3)

 7-30-18

Aaron Peskin Date
Chair

ATTEST:  7/26/18

Tilly Chang Date
Executive Director