

Next Generation Transit Lane and Stop Enforcement

November 17, 2026

SFMTA Board of Directors

Overview

1. Why keeping transit lanes and stops clear matters
2. How SFMTA encourages transit lane compliance
3. Current enforcement program and why we need a new solution
4. Ensuring privacy and data security
5. Proposed contract structure and deployment strategy
6. Project schedule and today's action: recommending approval of contract for next generation solution

Why keeping transit lanes and stops clear matters

Blocked transit lanes and stops directly impact transit reliability, accessibility, safety, and equity

- Blocked transit lanes delay Muni
- Blocked transit stops:
  - Interfere with accessible boarding
  - Force riders to board in the street
  - Delay Muni





How SFMTA promotes clear transit lanes and stops

The goal is clear transit lanes and bus stops, not citations

- The strategy leads with **engineering** (street design) and **education**
- **Enforcement** is the last step, not the first step

Engineering



Education



Enforcement



Existing transit lane enforcement program

Program timeline

- SFMTA began camera-based transit-only lane enforcement (TOLE) as a pilot in 2008
  - — First in the nation to adopt this approach
- Permanent state approval in 2015

Program scale

- Every Muni bus equipped with TOLE camera
- 6,000-8,000 citations issued per year – a small fraction of all violations that occur



Current system is nearly 20 years old

Process

1. Video continuously recorded and saved on all buses
2. Manual video retrieval
3. Manual identification of violations
4. Manual citation preparation

TOLE Outcomes

- Labor intensive
- Limited enforcement coverage and scalability
- Video always recorded

Objectives for new system

1. Behavior change, not maximizing citations
2. Accessibility
3. Transit reliability
4. Operational efficiency and sustainability
5. Privacy and transparency



Next generation solution

- **Provides a cost-effective, off-the-shelf solution** proven at many other agencies
- **Meets or exceeds the City's strict privacy and data security standards**
- **Greatly improves accuracy and efficiency** of detecting parking violations in transit lanes and transit stops
- **Maximizes the value of enforcement staff's time** by automating detection and packaging of violations while retaining staff verification of potential citations
- **Integrates with current system** citation processor and existing appeals process



Comparing today's system to new system

Today's system	Next generation system
Video continuously recorded	Video saved only when potential violation identified
Manual video retrieval from bus	Wireless transmission from bus
Manual identification of violations	Potential violations identified automatically
Manual citation preparation	Automated evidence packages
Limited enforcement coverage	Expanded enforcement coverage

What changes and what stays the same

What changes

- New technology platform
- Targeted detection system
- Transit stop enforcement expansion
- Integrated citation workflow

What stays the same

- Human review before citation
- Existing appeals process
- Existing legal standards
- SFMTA oversight
- Parking citation alternatives for people in low-income households and people experiencing homelessness

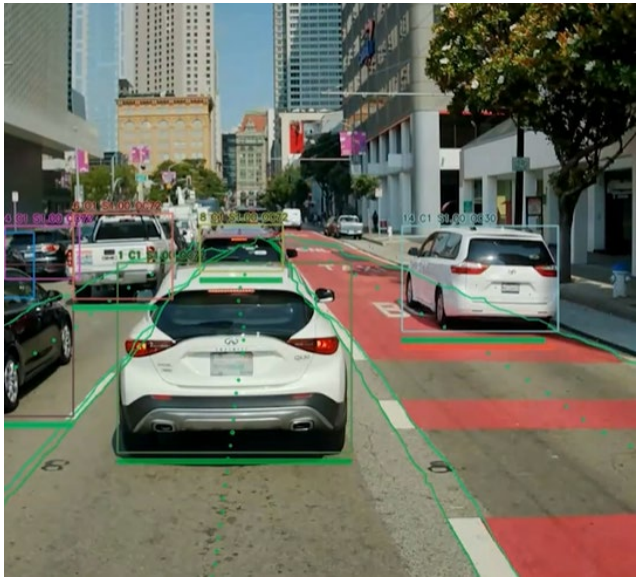
Privacy and data security

- Solution would adhere to San Francisco's strict surveillance data and privacy standards: Surveillance Technology Policy (Admin. Code, Section 19B) and Artificial Intelligence Tools Ordinance (Admin. Code, Chapter 22J)
- **Enhanced privacy features with new system**
  - Data and video capture only when a potential violation is detected
  - Strict video disposal standards if potential violation captured
  - Automated blurring of people and non-violating vehicles
  - Data encrypted at all times
- SFMTA owns data exclusively; cannot be mined by vendor
- **Data not to be used for general law enforcement, per state law**
- Program does not use generative AI

Selected Vendor: Hayden AI

Proven solution in peer cities

- Deployed by many of the largest U.S. transit agencies, including New York, Boston and Washington D.C.
- Experience in California with installations in over 5 jurisdictions, including LA Metro and AC Transit
- 2,400+ active vehicles deployed in the United States



Demonstration of vehicle and transit lane identification in Hayden software.
Source: Hayden AI

Contract structure and funding

Deployment plan

- Initial deployment on 212 buses (25% of fleet)

Funding and costs

- Capital-funded by LCTOP grant (MTC TPI program)
- Operating costs supported by program revenue

Risk reduction

- Contractor payment structure tied to performance and revenue
- Monthly subscription fee capped at net revenue with fixed maximum cost
- Includes ongoing equipment maintenance

Outreach, education and rollout

Outreach and education to raise awareness before the program starts

The SFMTA would launch a broad education campaign before issuing warnings:

- Media outreach
- Deploy multilingual outreach and digital advertising
- Ads on buses
- Distribute education materials to commercial drivers
- Work with elected officials to distribute information

60-day warning period before citations start

- Send multilingual warnings for first 60 days
- Start issuing citations only after this warning period



Previous transit lane education campaign

Procurement timeline to today

- 2023-24 – SFMTA conducted proof-of-concept demonstrations of next generation technology
- November 19, 2025 – SFMTA Board of Directors approved issuing request for proposals
- January 15, 2026 – Received proposals
- November 17, 2026 – Today's item:

Request SFMTA Board to approve contract for Next-Gen Transit Lane Enforcement Program

Next steps if approved today

- **February 2027** – Board of Supervisors contract approval
- **Early 2027** – Review fine policy and bring proposal for reductions to SFMTA Board
- **March 2027*** – Begin testing system on two buses and roll out education campaign
- **May 2027*** – Launch 60-day warning period as next stage of communications and education campaign
- **July 2027*** – Begin issuing citations

*Tentative dates

Thank you

