



SFMTA
Municipal
Transportation
Agency

Emerging Transportation Services Guiding Principles

Policy and Governance Committee
February 17, 2017

“Emerging Transportation Services”

- Often tech-enabled
- Privately operated
- Rely on SFMTA
- Tendency toward “disruption”

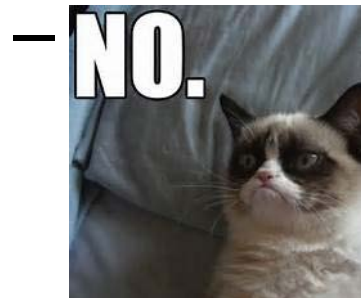


What about Transit First?



Guiding Principles

- Framework for decisions
- Applies existing policies
- Goal is overall consistency, i.e. general compliance, “on balance”
- What if a proposal doesn’t comply?
 - Work to reach compliance



Safety

- Safety for travelers and the general public is a top priority. Emerging Transportation Services must be consistent with the City and County of San Francisco's responsibilities for ensuring **public safety**. Among other safety-related considerations, SFMTA will consider how Emerging Transportation Services contribute toward achievement of the City's **Vision Zero goals**.
 - **Example**: Does not impede bicycle and pedestrian movement

Transit

- Public transit is and must continue to be a universally accessible, available, and effective means for movement around San Francisco. Emerging Transportation Services must **complement rather than compete with Muni service**, and must support and account for the operational needs of Muni vehicles and facilities.
 - **Example:** Serves trips that are underserved by transit (whether geographically or temporally)

Equity

- All people, regardless of race, color, national origin, income level or any other protected category, should benefit from Emerging Transportation Services, and **no group shall be disadvantaged.**
 - **Example:** Provides multiple methods of payment, booking and contact.

Accessibility

- Persons with disabilities, including those who require **accessible vehicles**, are entitled to receive the same or comparable level of access as persons without disabilities.
 - **Example:** Accessible vehicles provided at equivalent cost and in equivalent time frame.

Sustainability

- Emerging Transportation Services must be consistent with SFMTA's Departmental Climate Action Strategy, including helping to meet the City's **greenhouse gas (GHG) emissions reduction goals**. Specifically, Emerging Transportation Services shall be considered in the context of reduction of single-occupant automobile trips and overall Vehicle Miles Traveled (VMT.)
 - **Example:** Support of City's Transportation Demand Management (TDM) efforts and policies

Congestion Management

- The **effects on traffic congestion** must be carefully considered when implementing Emerging Transportation Services projects, especially given the resulting impacts on road safety, modal choices, emergency vehicle response time, transit reliability, and air quality.
 - **Example:** Minimizes disruptive effects of operations, including loading

Data Transparency

- In order to ensure that the implementation of new technologies is consistent with these Guiding Principles, SFMTA must have **the ability to collect data** about Emerging Transportation Services providers, particularly those that are funded or otherwise supported by the City and County of San Francisco. The providers must also share their data with the City and make the data public.
 - **Example:** At minimum, consistent with NACTO principles

Labor and Consumers

- Emerging Transportation Services must consider the needs of their customers and their labor force. Fairness in pay, labor policies and practices, and equitable access to services will be expected.
 - **Example:** Driver safety is prioritized, e.g. limits on daily driving hours

Financial Impact

- Emerging Transportation Services will not have a negative financial impact on delivery of public transportation services.

Comments/Questions

