



**SFMTA**

San Francisco Municipal Transportation Agency

# Mid-Market Street Loading Evaluation

SFMTA Board of Directors  
December 2, 2025

# Overview

- Background
- Evaluation Approach
- Early Monitoring Results
- Evaluation Timeline

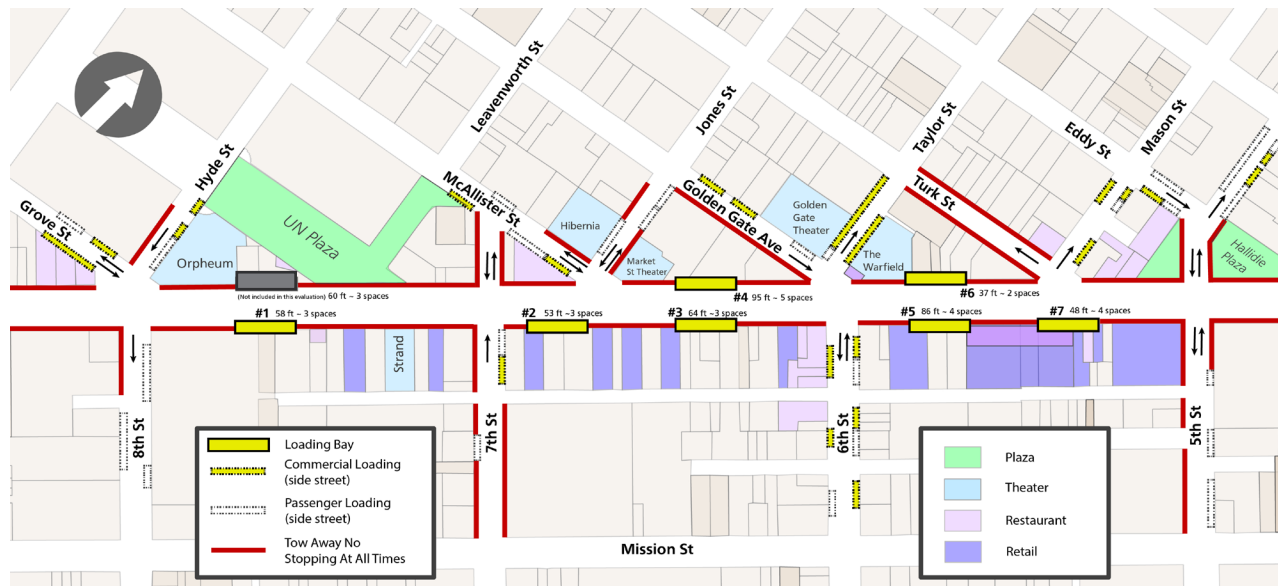
# Background

# 2019 Better Market Street Approval

- The City completed an Environmental Impact Report (EIR) on Better Market Street in Fall 2019
- On October 16, 2019, the SFMTA Board approved the Better Market Street project, including broad restrictions on private vehicles on Market Street
  - Commercial vehicles are allowed on all segments of Market Street
- SFMTA considers commercial vehicles to be vehicles with commercial plates for the purposes of enforcement

# Commercial Providers

On August 26, 2025, Waymo, and a limited number of commercial plated vehicles that operate on the Uber and Lyft platforms, began providing limited commercial passenger service on Market Street and using seven loading bays in Mid-Market area.



# Evaluation Approach and Early Monitoring Results

# Evaluation Metrics

## Muni Travel Time

- Do transit travel times on Market Street increase by more than 5%?
- Does travel time variability on Market Street increase by more than 10%?

## Transportation Safety and Mobility

- Are vehicles stopping improperly in travel lanes?

### Metrics:

- Individual route travel times
  - Transit headways
  - Transit service disruptions
  - Trips by transit, bikes, scooters, paratransit, and taxis
  - Injury collisions and incidents reported to 311
- Citations
  - Observations of loading bay and travel lane activities
  - Incidents where autonomous vehicle operators needed to resolve a call from the City
  - Public, transit operator, and business owner feedback

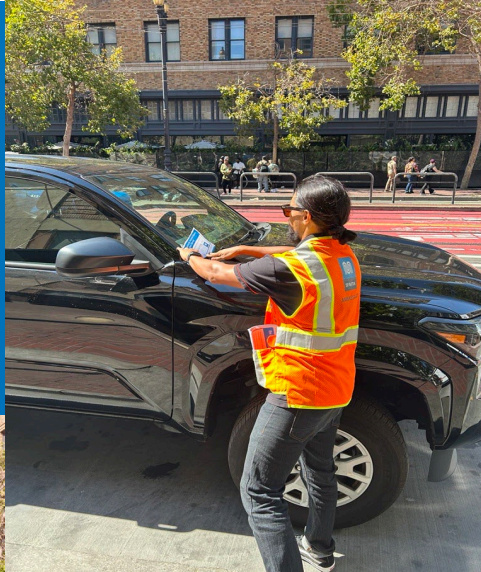
# Evaluation Phasing





# Phase 1: Evaluation Kick-Off

**1. Initial data collection**



**2. Ambassador program**



**3. Initiate ongoing enforcement**

# Phase 2: Early Monitoring

## Waymo Operations

- 9:00 AM to 4:00 PM & 7:00 PM to 6:00 AM
- 7 days per week

## Lyft Black and Uber Black Operations

- 7:00 PM to 6:00 AM
- 7 days per week
- Limited number of vehicles

# Phase 2: Early Monitoring Results

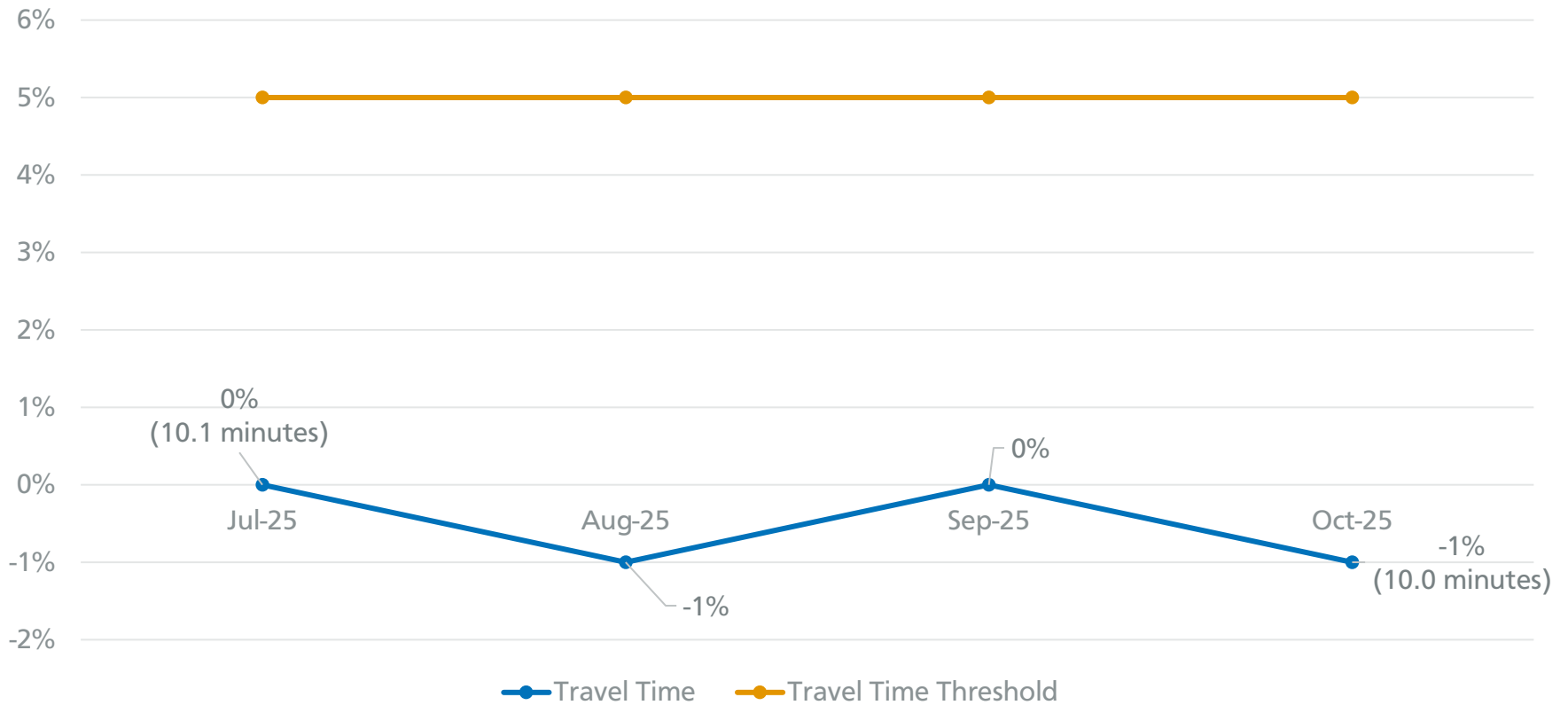
**Early results indicate that limited service by the providers has not substantially affected transit speeds, travel time variability, or trips by mode.**

Comparing July 2025 to October 2025:

- Transit travel time were virtually the same
- Travel time variability **did not** exceed the 10% threshold
- No substantial change in trips by transit or paratransit
- Trips by bikes & scooter and taxi pick-ups increased by more than 10%

# Phase 2: Early Monitoring Results

## Transit Travel Time\*



\* Reflects conditions on Market Street between 8<sup>th</sup> and Beale streets during core weekday Muni peak hours

# Phase 2: Early Monitoring Results



- **No injury collisions involving a service provider in September 2025; data not yet available for October**
- **Staff are still analyzing data on Parking Control Officer (PCO issued citations and 311 reports**

# Phase 3: Full Evaluation and Recommendations

1. All day operation by service providers on Market Street.
2. Continue to monitor and evaluate the effects of commercial passenger service provider operations.
3. Share the results of the evaluation and make policy recommendations to the Board of Directors.

# Phase 3: Full Evaluation – Data Collection

Transit travel times, travel time variability, headways, and service disruptions

Trips by transit, bikes, scooters, paratransit, and taxis

Injury collisions, incidents reported to 311, and citations

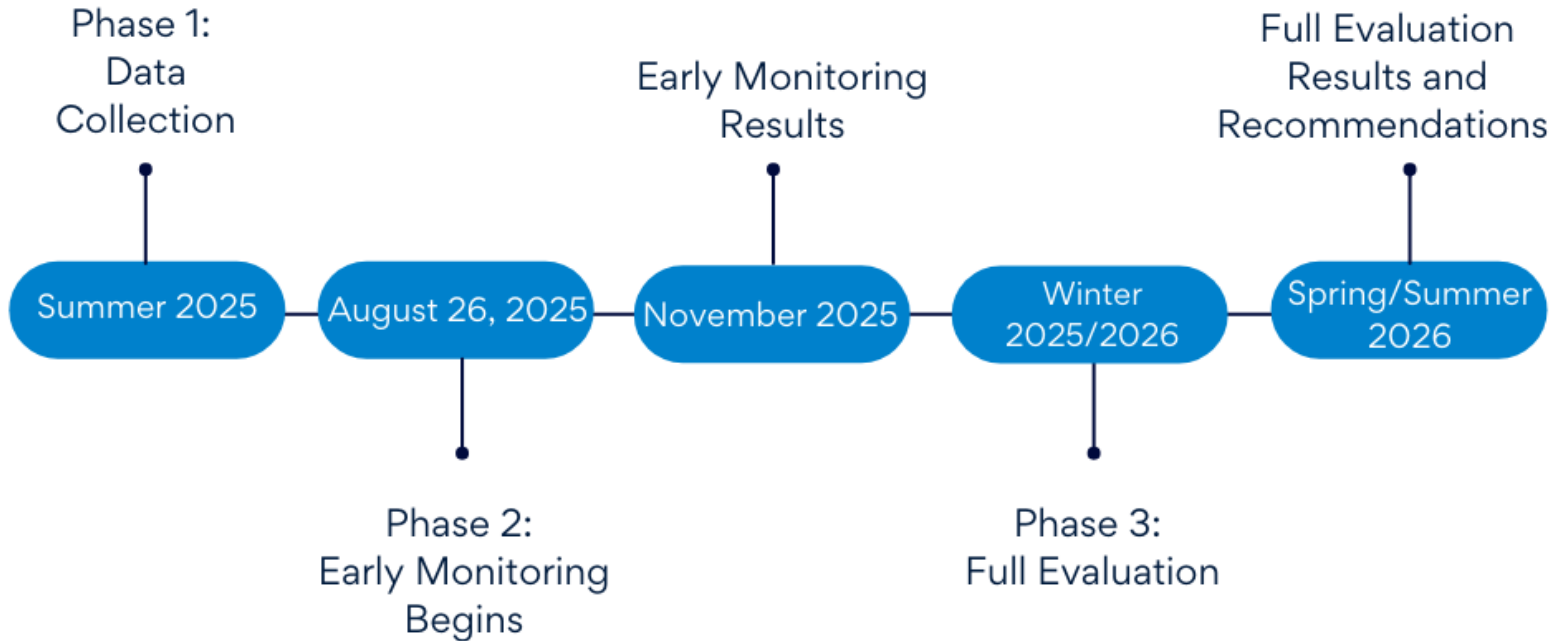
Observations of loading bay and travel lane activities

Incidents where autonomous vehicle operators needed to resolve a call from the City

Feedback from the public, transit operator, and businesses



# Evaluation Timeline





# Thank you