



SFMTA

San Francisco Municipal Transportation Agency

Mid-Market Street Loading Evaluation

SFMTA Citizens' Advisory Council
November 6, 2025

Agenda

- Background
- Mid-Market Street Loading Evaluation Approach
- Implementation Plan
- Evaluation Timeline

Background

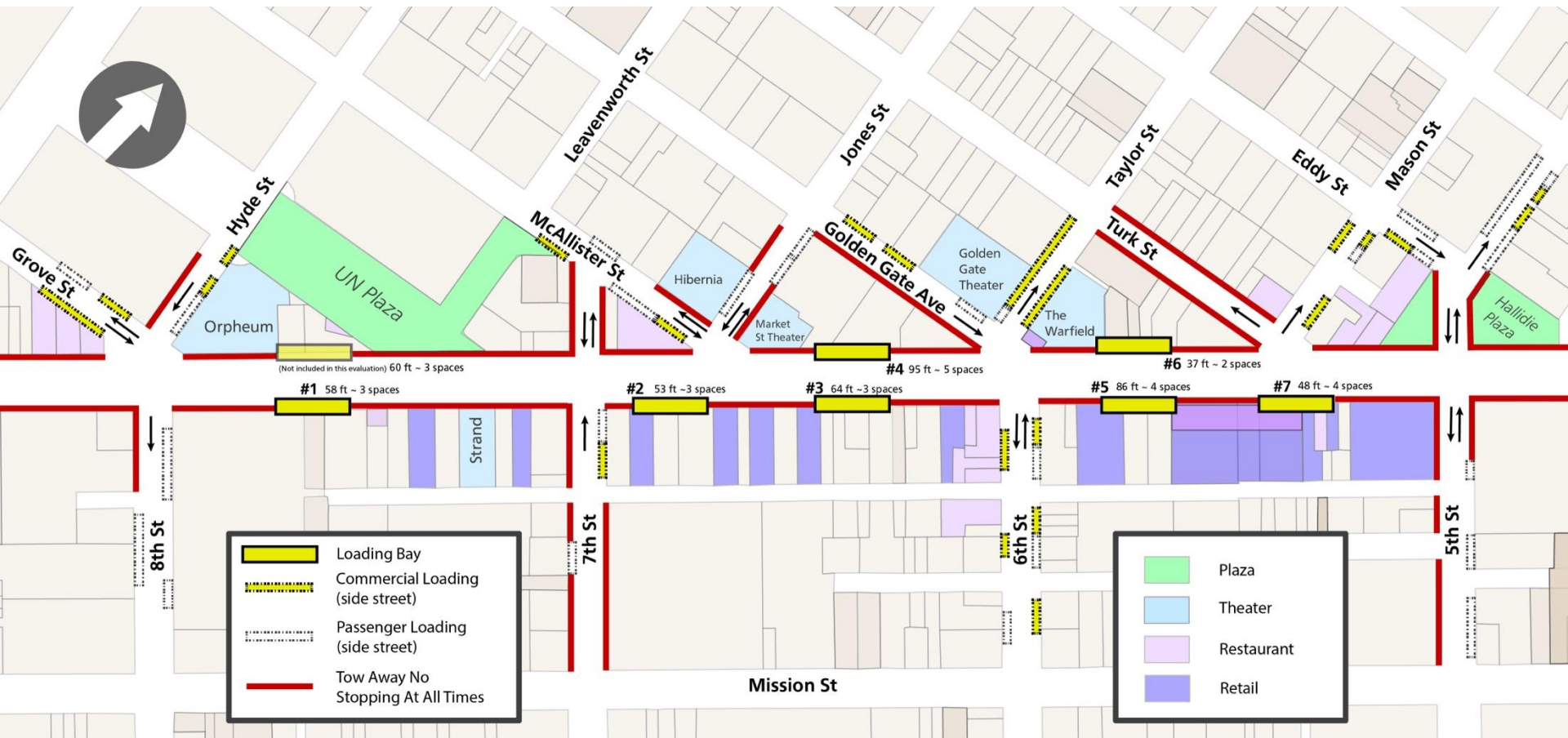
2019 Better Market Street Approval

- 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
- MTA 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.

Mid-Market Street Loading Bays



1. Market St. at 8th St. – south side
2. Market St. at 7th St. – south side
3. Market St. east of Jones St. – south side
4. Market St. east of Jones St. – north side
5. Market St. at 6th St. – south side
6. Market St. at Taylor St. – north side
7. Market St. at Mason St. – south side

Mid-Market Street Loading Evaluation Approach

Mid-Market Street Loading Evaluation Approach

1. Collect 2025 data
2. Identify evaluation targets and metrics
3. Establish evaluation phases
4. Agree to provider frameworks

Evaluation Targets and Metrics

Muni Travel Time Target

Depending on peak vs off-peak time of day:

- 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 Target

- Are vehicles stopping improperly in travel lanes?

Metrics:

- Individual route travel times
- Transit headways
- Transit service disruptions
- Trips by mode
- Collisions
- 311 and 911 reports and citations
- Observations of loading bay and travel lane activities
- Amount of time autonomous vehicle operators take to resolve calls from the City
- Public, transit operator, and business owner feedback

Evaluation Phasing



Phase 1: Data Collection

SFMTA collected the following transportation data in Summer 2025 to support the evaluation.

- Transit travel times and travel time variability
- Transit delay and disruptions
- Trips by transit, bike, scooter, taxi, and paratransit
- Intersection counts and average daily traffic
- Mid-Market loading bay observations

Phase 1: Data Collection

Target Data

- **Transit travel times***
 - 10.1 minutes
- **Transit travel time variability***
 - 5.6 minutes
- **Observations of vehicles stopped in travel lanes**

*Reflects conditions on Market Street between 8th and Beale streets during core weekday Muni peak hours in July 2025



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 3: Long-Term Monitoring, Reporting and Recommendations

- Continue to monitor and evaluate the effects of commercial passenger service provider operations
- Adjust as needed
- Share the results of the evaluation and make policy recommendations



Commercial Passenger Service Provider Framework

- Autonomous vehicle mapping and phased testing
- Expectations for reviewing passenger service provider data through technical review sessions
- Agree on expectations for safe loading at the curb

Implementation Plan

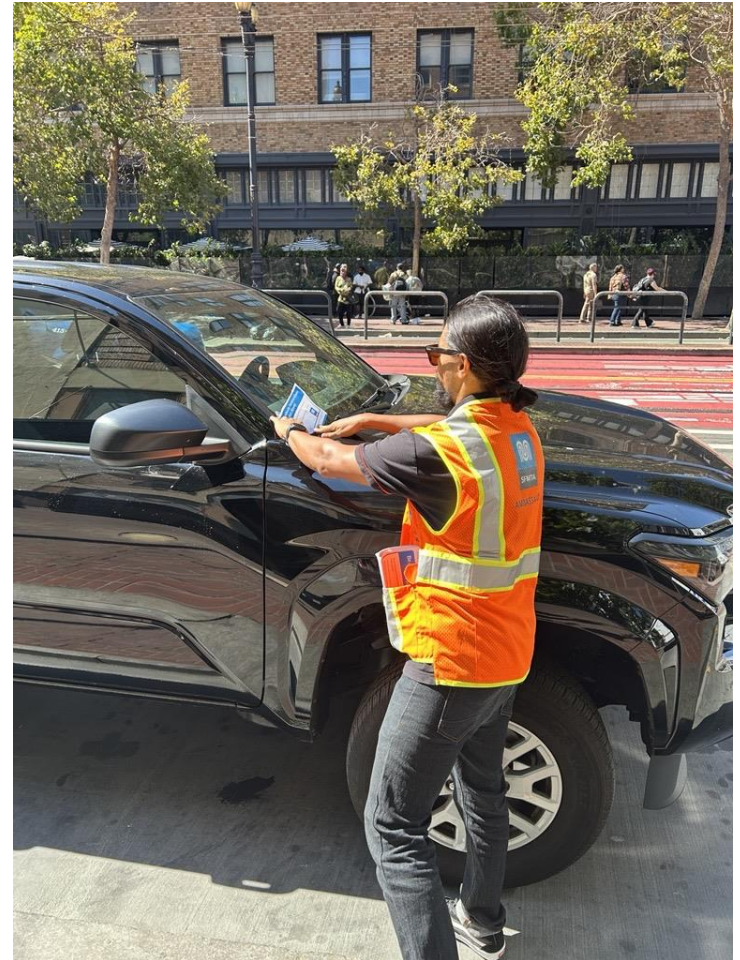
Implementation Plan

1. Ambassador Program
2. Enforcement

Implementation: Ambassador Program

Under the ambassador program SFMTA staff:

- Distributed flyers to vehicles currently using the targeted loading bays
- Spoke directly with nearby businesses to explain the regulations and changes



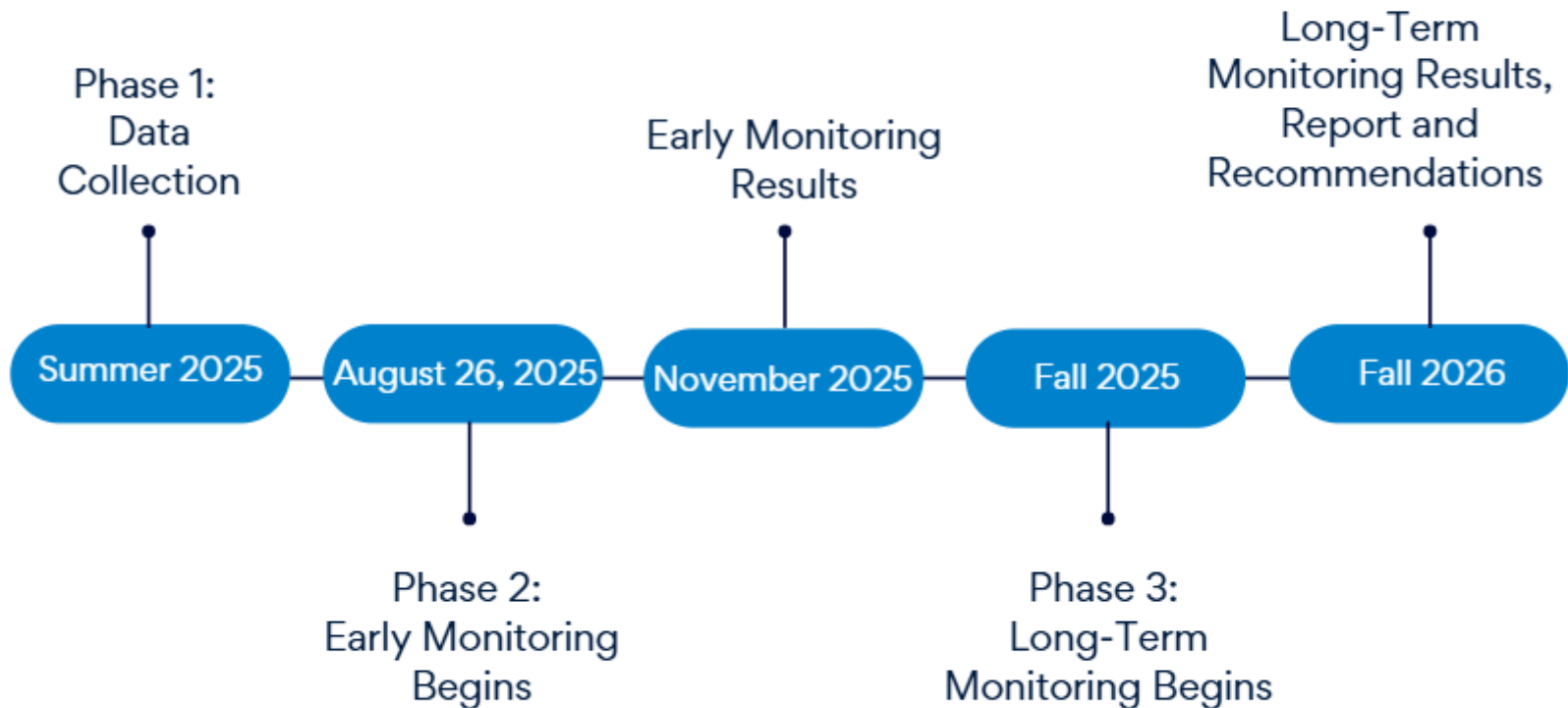
Implementation: Enforcement

- SFMTA Mobility Services Investigators
- San Francisco Police Department Officers
- SFMTA Parking Enforcement Officers



Evaluation Timeline

Evaluation Timeline



Thank you