SFMTA

SFMTA Citizen Advisory Committee

Passenger Loading Knowledge Share

Danielle J. Harris
Senior Transportation Planner
SFMTA Office of Innovation
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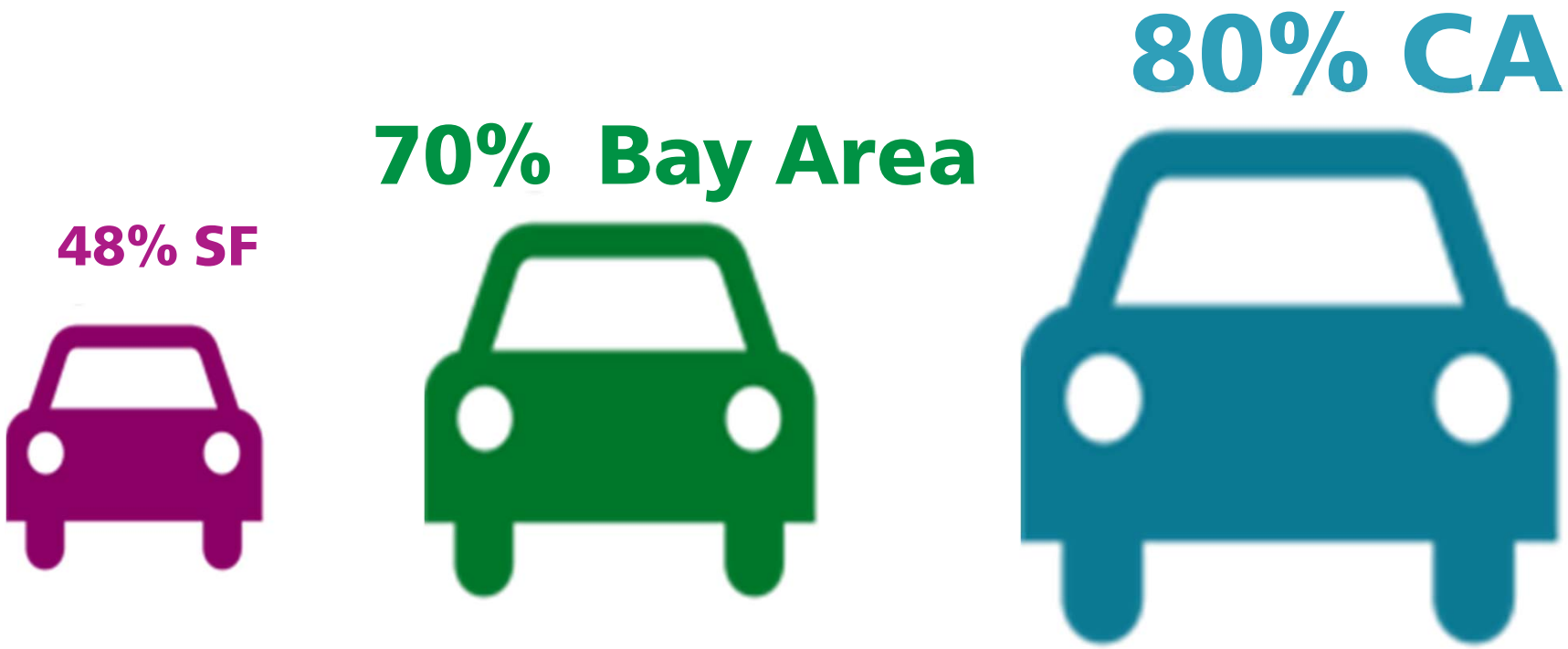
Single Occupant Vehicle Trips

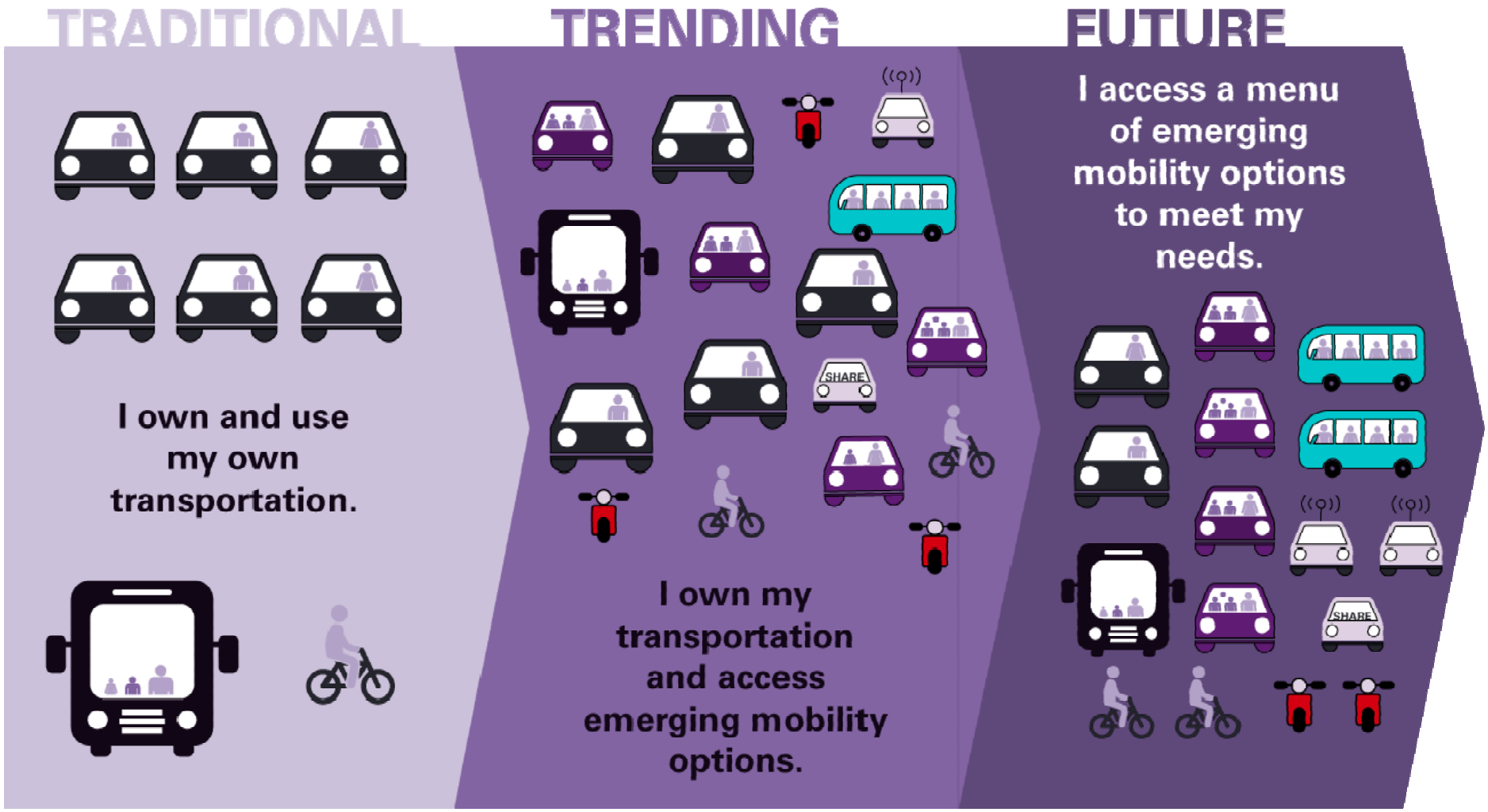


Why do we accept emerging mobility?




POTENTIALLY
REDUCES AUTO OWNERSHIP AND DEPENDENCY


Shift in Transportation Norms



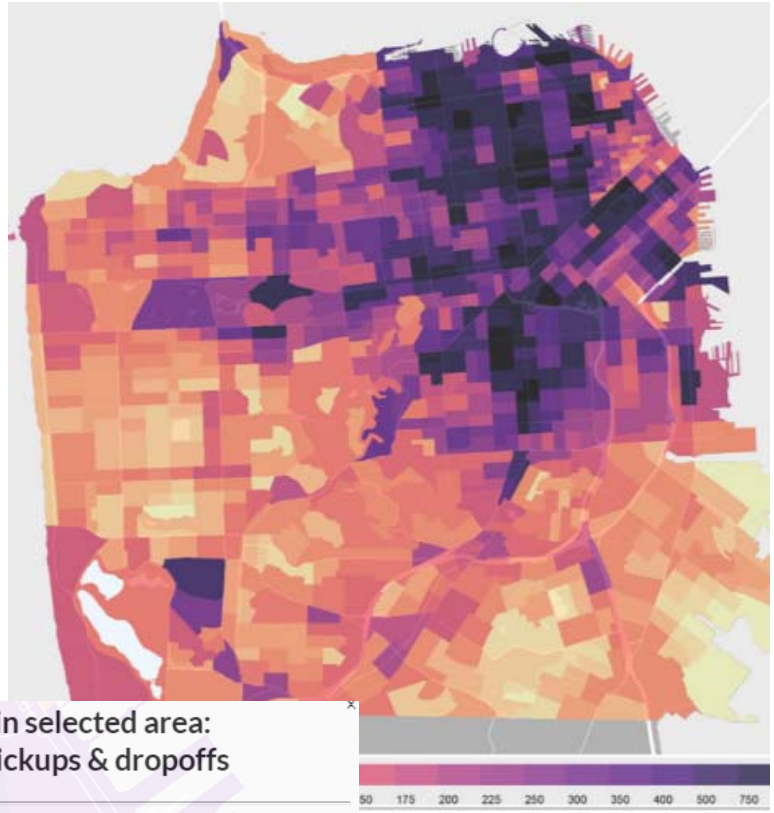
What does this mean at the curb?

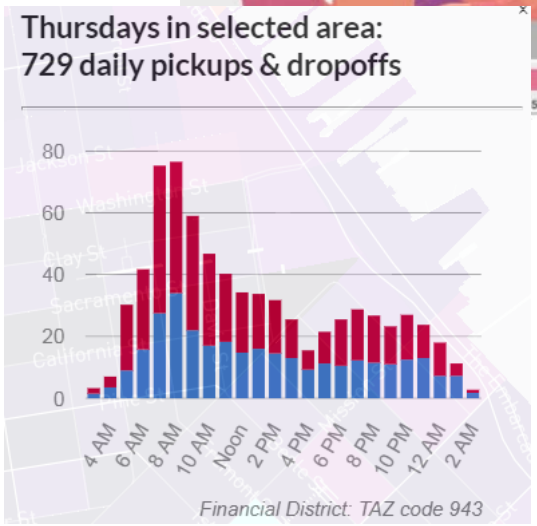
You can’t have your cake and eat it too!

Curb Management Issues

Why focus on TNCs?

- TNCs are biggest share of passenger loading
- Only available data to date
  - SFCTA's TNCs Today
- Other emerging mobility
  - Ridesharing
  - Microtransit
  - Courier Network Services
  - Autonomous Vehicles
- Other transportation services
  - Shuttles, paratransit, general public etc.
- Goods delivery
  - Merchant deliveries
  - E-commerce





Where do we need passenger loading most?

High-Demand Passenger Loading Land Uses

- Commercial Corridors
- Transit Stations
- Event Venues
- Business Centers
- Recreational Spaces
- Hotels
- Tourist Attractions
- Schools
- Hospitals

When do we need passenger loading most?

- Ridehail Trends
  - Gradually grows over the work week
  - Week Peak: Thursday – Saturday, primarily evenings
  - New Nighttime peak: 6PM to 1AM

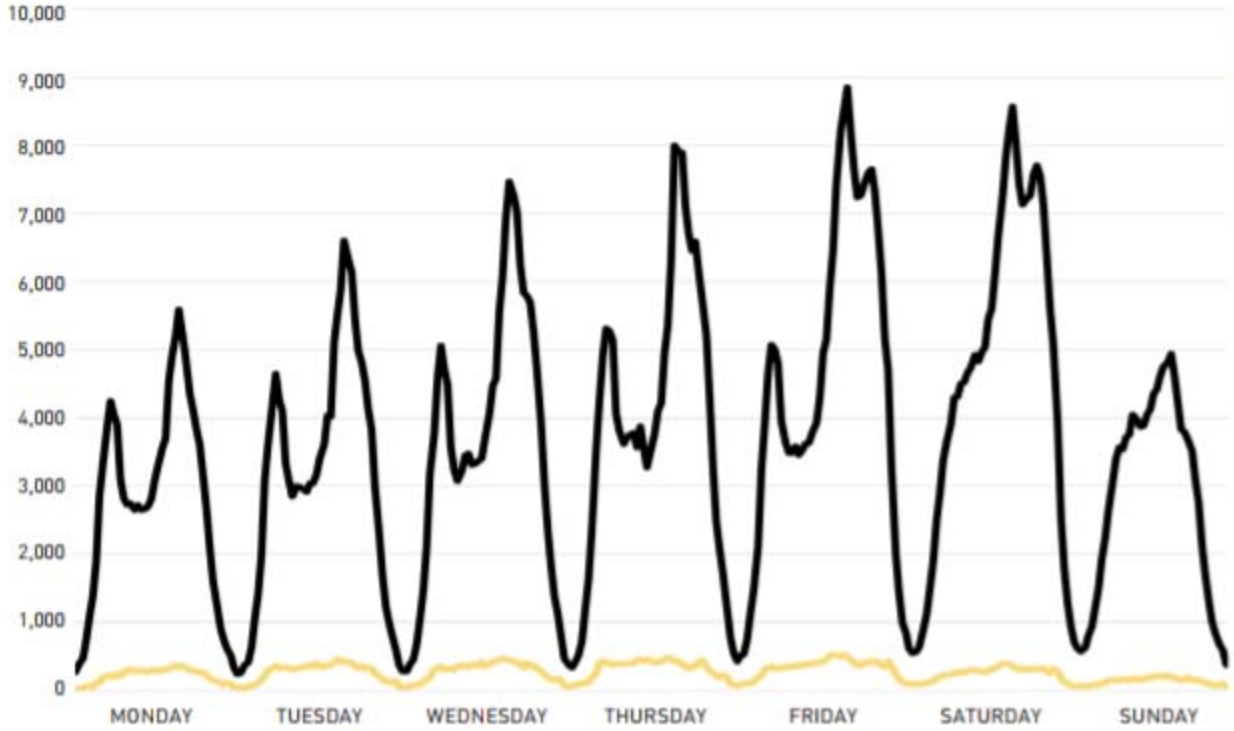


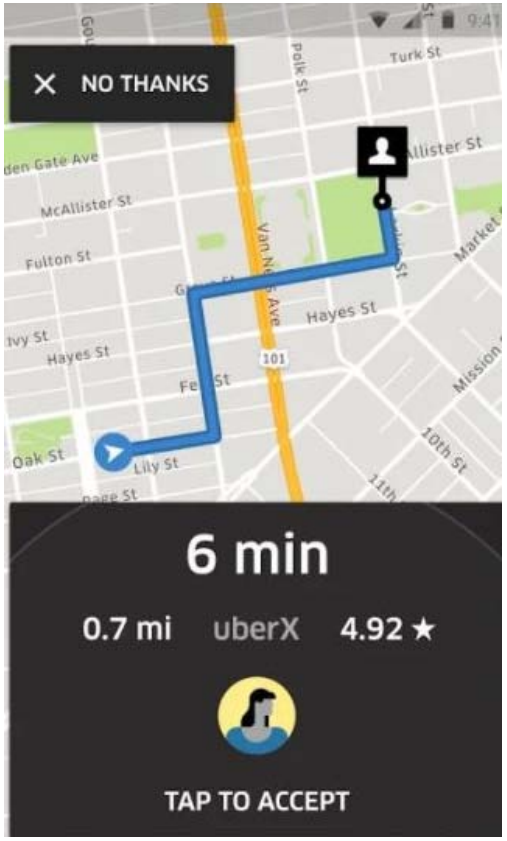
Figure 6. TNC and Taxi Intra-SF Trips by Day-of-Week and Time-of-Day

TNC Trips
Taxi Trips

SOURCE: TNC data; SFMTA

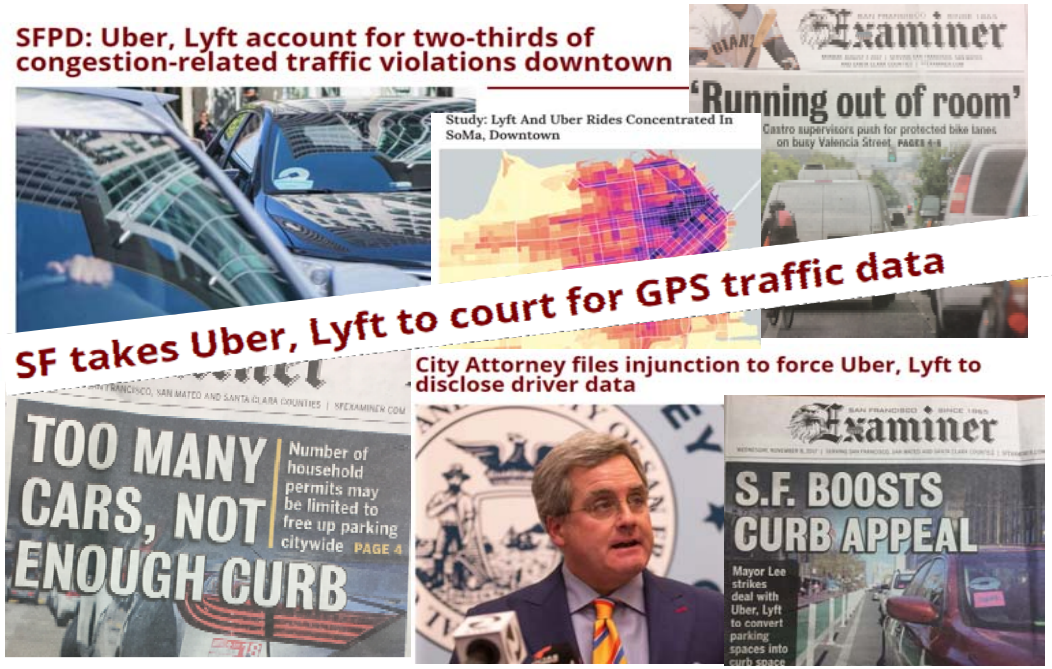
What do we know about TNCs?

- Digital Platform
  - Platform to connect drivers and riders.
  - Drivers are private contractors
  - Onboarding new drivers daily
  - Limited driver training and education
- Limited and unbalanced information
  - Geographic data can be inaccurate
  - Driver is unaware of trip route and destination until rider is picked up
- Average Dwell time
  - Pick-up: 1-5 minute vs. Drop off: 30 sec
- Digital Infrastructure/Tools
  - Suggested Pickups
  - Geofencing

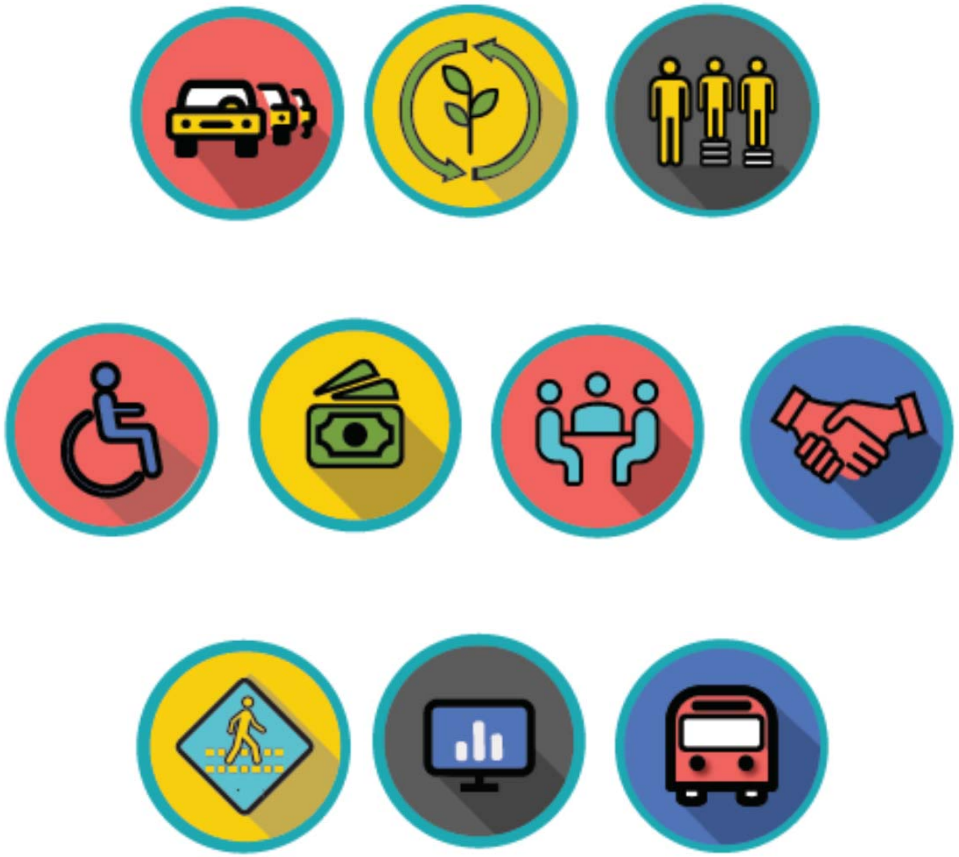


What don't we know?

- Volume
- Demand
- Frequency
- Origin and Destination
- Directionality
- Trip Purpose
- User Demographics
- Extent of Issue
  - Safety
  - Emergency response time delays
  - Congestion
  - Transit delays



Thank You



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