Emerging Mobility Services & Technology
Overview

- Emerging Mobility and Technologies Efforts
- Guiding Principles
- How will we use Guiding Principles?
- Outreach and Method
- Questions
Emerging Mobility and Technologies Efforts

SFMTA Efforts
– Private Transit Vehicles Regulations
– Advanced Transportation (ATCMTD) Grant
– Emerging Mobility Strategy

SFCTA Efforts
– Emerging Mobility Services & Technology Studies
– TNC Analytic and Policy Impact Research
EMST Guiding Principles

- SFCTA and SFMTA collaboration to develop principles
- Nine principles based on existing/adopted CCSF policies, plans and strategies:
  1. Safety
  2. Transit
  3. Equity
  4. Disabled Access
  5. Sustainability
  6. Congestion
  7. Accountability
  8. Labor and consumers
  9. Financial Impact

- Transit First Policy (SFMTA)
- San Francisco Countywide Transportation Plan (TA)
- San Francisco Transportation Plan 2040 (TA)
- 2015 Congestion Management Program (TA)
- 2011 Treasure Island Implementation Plan (TA)
- SFMTA Strategic Plan
- Climate Action Strategy - San Francisco Department of Environment (SFE)
- Vision Zero Two-Year Action Strategy - City and County of San Francisco (City)
- DataSF Two-Year Strategic Plan - (City)
- SFMTA Commuter Shuttle Policy and Pilot Program
- SFMTA On-Street Parking Policy
- San Francisco Transportation Code, Section 1107 (SFMTA)
- San Francisco General Plan - San Francisco Planning Department (SF Planning)
- Commuter Benefits Ordinance (SFE)
How will we use the Guiding Principles?

– Evaluation of emerging mobility services & technology
– Assess the benefits and impacts and ability to meet citywide goals.
– Signal to EMST sector what our goals and intentions are
– Guide potential policy responses
– Guide collaboration with EMST sector
Outreach

– Public Agencies
– Community Stakeholders
– EMST representatives

Method

– Focus Groups
– Stakeholder Interviews
– Committee Presentations
– Board Briefings
Questions

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