Emerging Mobility Services and Technologies

Draft Report Evaluation Results and Recommendations

SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY
June 11, 2018
Overview

▶ Study Purpose
▶ Services Inventory
  
  What is an “Emerging Mobility Service or Technology”?

▶ Policy Framework
  Guiding Principles (adopted June 2017)

▶ Evaluation Method
  How should we measure alignment with our goals?

▶ Evaluation Results
  How are emerging mobility services helping or hurting?

▶ Recommendations
10 Guiding Principles for Emerging Mobility

- Safety
- Transit
- Equitable Access
- Disabled Access
- Sustainability
- Congestion
- Accountability
- Labor
- Financial Impact
- Collaboration
Evaluating Emerging Mobility Services

Safety

<table>
<thead>
<tr>
<th>Outcome Metric</th>
<th>Operational Safety</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number of collisions per 100,000 service miles.</td>
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<tr>
<td><strong>Outcome Metric</strong></td>
<td><strong>Policies and Design Features</strong></td>
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<tr>
<td>1</td>
<td><strong>Operational Safety</strong></td>
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<td>Number of collisions per 100,000 service miles.</td>
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<td>2</td>
<td><strong>Operational Safety</strong></td>
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<tr>
<td></td>
<td>Service avoids in-app messaging and navigation during vehicle operation (during revenue and non-revenue hours).</td>
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<tr>
<td>3</td>
<td><strong>Operational Safety</strong></td>
</tr>
<tr>
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<td>Safety training is required.</td>
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<tr>
<td>4</td>
<td><strong>Operational Safety</strong></td>
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<tr>
<td></td>
<td>Service has hours of service program for both revenue and non-revenue hours and checks DMV Record Duty of Service log.</td>
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<tr>
<td>5</td>
<td><strong>Unsafe Driving Penalties</strong></td>
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<td></td>
<td>Service penalizes speeding, traffic tickets, blocking bicycle and pedestrian facilities, DUIs, reckless driver complaints, and leads to corrective action.</td>
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<td>6</td>
<td><strong>Personal Security</strong></td>
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<td>Service requires background checks of operators.</td>
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<td>7</td>
<td><strong>Personal Security</strong></td>
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<td>Service provides 24-hour service with a human response in a timely manner.</td>
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</table>
Results Overview

- Pilots and permits lead to better performance
- Inadequate data
- Opportunities for equitable access
- Conflicts with public transit
- Impacts on safety
- Impacts on congestion
Recommendations Overview

**Partner**: Proactively partner and pilot

**Measure**: Collect data and conduct research

**Regulate**: Regulate and recover costs

**Bridge**: Reduce mobility and access gaps

**Prioritize**: Support and prioritize public transit

**Enforce**: Enforce safe streets

**Price**: Reduce congestion at curbs and on city roadways
Questions?

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Evaluation Results
Results Overview

- Pilots and permits lead to better performance
- Inadequate data
- Opportunities for equitable access
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- Impacts on congestion
Pilots and Permits Lead to Better Performance

Davis, Sean. Scoot scooter.
Inadequate Data
Opportunities for Equitable Access
Conflicts with Public Transit
Impacts on Congestion
Recommendations
Recommendations Overview

**Partner**: Proactively partner and pilot with industry

**Measure**: Collect emerging mobility data

**Regulate**: Regulate and recover costs

**Bridge**: Reduce mobility and access gaps

**Prioritize**: Support and prioritize public transit

**Enforce**: Enforce safe streets

**Price**: Reduce congestion on city roadways and at curbs
**Partner**: Practively partner and pilot with industry

a. Develop a framework for pilots
b. Establish an Emerging Mobility task force
c. Pilot mobility as a service (MaaS)
Measure: Collect emerging mobility data
  a. Develop a Data Reporting and Data Warehousing Strategy
  b. Conduct a travel decision and behavior study
  c. Pilot mobility as a service (MaaS) application
  d. Pilot a 3rd-party data collaborative
Regulate: Regulate and recover costs
   a. Harmonize existing permits and develop permit framework
   b. Require data to evaluate impacts
   c. Emerging Mobility Impact Fee
Bridge: Reduce mobility and access gaps

1. Reduce barriers to access
2. Equity and disabled access study
3. Pilot late-night transportation options
**Prioritize**

*Prioritize: Support and prioritize public transit*

a. Expand transit-priority treatments
b. Customer experience study
c. Right-of-way prioritization study
d. Financial Impact study
e. First/last-mile to transit pilot
Enforce: Enforce safe streets

1. Vision Zero study
2. Increase enforcement of traffic rules and hours of service
**Price:** Manage congestion on city roadways and at curbs

a. Develop a curb management strategy
b. New mobility street design guide
c. Move toward implementation of decongestion pricing and incentives program