

Appendix B: Emerging Mobility Recommendations

In 2018, the San Francisco Transportation Commission adopted the Emerging Mobility Evaluation Report which looked at a variety of new technology companies launching products on San Francisco streets and sidewalks. Contained within the report is also series of recommendations which are shared below.

The Emerging Technology Open Working Group continued to build from the work conducted by the San Francisco County Transportation Authority and San Francisco Municipal Transportation Agency. Our hope is that both the recommendations by the City Administrator and the Emerging Mobility Report will be considered jointly when discussing the future of new technologies in San Francisco.

For the full report, please go to: <https://www.sfcta.org/emerging-mobility/studies>

Recommendation 1: Proactively Partner

The SFMTA and the San Francisco Municipal Transportation Agency should develop a framework for emerging mobility pilots that considers this study's evaluation results and encourages the city to proactively partner with companies to develop innovative solutions to address unmet city transportation needs. This framework should consider partnerships with transportation companies, employers, developers, and civic and neighborhood organizations.

- ◆ Develop a Framework for Emerging Mobility Pilots
- ◆ Establish a Public-Private Emerging Mobility Task Force
- ◆ Pilot Mobility as a Service Application

Recommendation 2: Collect Emerging Mobility Data and Conduct Research

San Francisco public agencies should develop a data reporting and warehouse strategy to coordinate and consolidate existing data streams. Additionally, the city should employ a travel decision study to understand travel behavior. Such a study could be combined with a mobile application pilot that studies traveler choices and factors that inform them.

- ◆ Develop a Data Reporting and Data Warehouse Strategy
- ◆ Conduct a Travel Decision and Behavior Study
- ◆ Pilot a 3rd Party Data Collaborative

Recommendation 3: Regulate and Recover Costs

The SFMTA should harmonize existing permit programs related to emerging mobility and create a framework for new services. The emerging mobility permit program should administer a permit fee that considers the full cost to plan for and regulate these services. Similarly, the city should seek regulatory and/or impact fees to mitigate effects these services have on safety, city resources and investments, as warranted by research studies. The permit must also require a standard set of data necessary to conduct ongoing evaluation of these services and include standards for equitable provision of services to underserved areas and to people with disabilities.

- ◆ Harmonize existing permits and develop emerging mobility service permit framework
- ◆ Develop and Implement Emerging Mobility Impact Fee
- ◆ On-Street Shared Vehicle Parking Permit Program
- ◆ Develop and Implement an Emerging Mobility Business Tax

Recommendation 4: Bridge Mobility and Access Gaps

The city should develop a user study to more clearly understand who uses emerging mobility services and for what purposes. This study should focus on equity gaps for low-income users and issues related to disabled access. The SFMTA and the Transportation Authority should also develop pilots to fill mobility and access gaps, such as for on-demand accessible services, late night transportation, school-related transportation, and in areas less well-covered by public transit.

- ◆ Reduce Barriers to Access
- ◆ Conduct an Equity and Disabled Access Study
- ◆ Pilot Late Night Transportation Options

Recommendation 5: Support Public Transit and Prioritize Transit

The Transportation Authority and the SFMTA should continue to support the expansion of transit-priority facilities and methods to make transit service more competitive. The Transportation Authority and the SFMTA should collaborate in developing a series of studies related to rights-of-way prioritization, vehicle miles traveled, financial impacts, and cost-recovery. To support these studies, the Transportation Authority and the SFMTA should conduct pilot programs that improve first and last mile connectivity to transit stations.

- ◆ Continue to Support Expansion of Transit-Priority Treatments
- ◆ Conduct a Customer experience study
- ◆ Conduct a Right-of-Way Prioritization Study
- ◆ Conduct a Financial Impact Study
- ◆ Pilot First and Last Mile Connections to Transit

Recommendation 6: Enforce Safe Streets

The SFMTA and the Police Department should increase enforcement of known emerging mobility conflict areas throughout the city and consider piloting enforcement blitzes to encourage safe operation. Similarly, they should seek legislative authority and implement a pilot that automates enforcement to promote safety, ensure more systematic adherence to traffic rules, and reduce enforcement costs. The SFMTA should also develop a Vision Zero study that studies collision rate trends and unsafe operations, determines whether there is a correlation with emerging mobility services, and identifies recommendations to reduce traffic fatalities.

- ◆ Conduct an Emerging Mobility and Vision Zero Study
- ◆ Increase enforcement of traffic rules and hours of service

Recommendation 7: Manage Congestion at Curbs and on City Roadways

The SFMTA and the Transportation Authority should prioritize developing a curb management strategy that allocates and prices curb access appropriately. Such a strategy should be supported by curb management pilots with emerging mobility services and through a curb management prioritization study. The SFMTA should also develop and implement an emerging mobility streets design guide to reduce modal conflicts. Finally, based on current congestion levels on San Francisco roadways, San Francisco should move toward implementing a decongestion pricing and incentives system, whether through cordons or roadway user fees, to manage roadway congestion.

- ◆ Move towards implementation of a Decongestion Pricing and Incentives Program
- ◆ Develop a Curb Management Strategy
- ◆ Produce a New Mobility Street Design Guide

