Mode share varies greatly by residential location.

SAN FRANCISCO TRAVEL MODE SHARE FY2017

- Carpool
- Drive Alone
- Private Auto
- TNC/Taxi/Carshare
- Transit
- Walk
- Bike
- Other
Transportation accounts for 43% of San Francisco’s greenhouse gas pollution. 

Thirty people lost their lives in 2016 in tragic, preventable, traffic fatalities. 

18% of household income goes to mobility.* 

*Based on average private vehicle costs 

San Francisco is experiencing an affordability crisis. 

Fragmented network that doesn’t meet needs of all users 

Transportation accounts for 43% of San Francisco’s greenhouse gas pollution.
80% CA

70% Bay Area

48% SF
WHY DO WE ACCEPT EMERGING MOBILITY?

EMERGING MOBILITY MOVES MORE PEOPLE WITH LESS VEHICLES.

POTENTIALLY REDUCES AUTO OWNERSHIP AND DEPENDENCY.
SHIFT IN TRANSPORTATION NORMS

TRADITIONAL

I own and use my own transportation.

TRENDING

I own my transportation and access emerging mobility options.

FUTURE

I access a menu of emerging mobility options to meet my needs.
You can’t have your cake and eat it too!
HOW IS SFMTA APPROACHING PASSENGER LOADING?

- Color Curb Program
- 311 Complaints
- Logs
- Street Improvement
- Transit Improvement
- Station Improvement
- Developments
- Area Plans
WHY FOCUS ON TNCs?

• TNCs are biggest share of passenger loading

• Only available Data
  – 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
2017 LYFTIE AWARDS

**Souvla**
Most Visited Restaurant

**Zeitgeist**
Most Visited Bar

**AT&T Park**
Most Visited Event Venue

**UCSF**
Most Visited University

**Mission Dolores Park**
Only in San Francisco

**SF MOMA**
Trending Destination
WHEN DO WE NEED PASSENGER LOADING MOST?

- Grows over the work week
- Nighttime peak 6pm-1am
- Thursday–Saturday night
• Uber and Lyft serve as a digital platforms to connect drivers and riders.
  • Drivers are private contractors
• Pick-up: 1-5 minute dwell time
• Drop off: dwell time (30 sec)
WHAT DO DRIVERS AND RIDERS KNOW?

Rider Knowledge
• Car: make, model, license plate
• Driver: name, photo, ETA, score
• Trip: price, ETA
• Other passengers: name, destination, photo

Driver Knowledge
• Rider: name, photo, pin location
• Trip: Route and destination unknown until pick up rider
• Suggested Pickups
• Geofencing
  – Venues
  – Blackout
  – Identifiers
• Geofencing has proven successful with prior events
  – Identify PU/DO zones
  – Prevent problematic PU and DU
  – Consolidate PU and DU
  – Reduce Congestion
  – Reducing neighborhood impact
  – Improve the driver/rider experience
  – Reducing need for enforcement and therefore citation
WHAT WE DON’T KNOW?

- Volume
- Demand
- Frequency
- Destination and Origin
- Directionality
- Proportion unsafe vs. safe passenger loading
- Trip Purpose
- User Demographics
• New Drivers
• Customer is Always Right
• Unsafe Driving
  – mid-block U-turns
  – sudden lane change
  – illegal stopping
  – unsafe passenger loading
• Pin accuracy
• Accountability
• Enforcement
• Communication and Education
SFPD: Uber, Lyft account for two-thirds of congestion-related traffic violations downtown

SF takes Uber, Lyft to court for GPS traffic data

City Attorney files injunction to force Uber, Lyft to disclose driver data
Mayor Ed Lee proposes pilot program in which companies like Uber, Lyft share traffic data with city and in return, S.F. could help make pick-ups, drop-offs smoother.
**Who:** Mayor’s Office, SFMTA and Private Partners

**What:** Eliminate illegal stopping in the travel lane, transit-only lanes, bike lanes, bus stops and crosswalks

**Where:** Neighborhood Commercial Corridor

**When:** Unknown

**Why:** To improve street safety, transit performance and ease localized congestion

**WHAT IS THE PILOT?**
WHAT RESOURCES DOES SFMTA HAVE?

- TNCs Today data
- Merchant loading surveys
- Fieldwork Observation:
  - dwell time
  - curb capacity
  - traffic counts
- TNCs and Street Safety Video Library
- 311 Complaints
City

- Planning and Engineering
- Physical Infrastructure
- Community Engagement
- Enforcement

Private Partners

- Operational Data
- Digital Infrastructure
- Driver and rider communication and education
- Business Connections
• Curb Controls
• Transit Routes
• Bike Routes
• Collisions
• Volumes
  – Ped
  – Cyclist
  – Vehicle
  – TNC
• Dwell Time
• Curb Capacity
• Field Observations
HOW SHOULD WE APPROACH THE PILOT?

**One zone**
- or
- **Multiple zones**

**All day**
- or
- **Only at peak**
- or
- **Vary based on demand**

**Incremental fixes**
- or
- **One big change**

**White curb and signage**
- or
- **New curbs and signage**
• Understand community’s perceptions about their unique neighborhood transportation issues

• Inform community of pilot goals

• Incorporate community goals

• Continual communication
  – Updates
  – Progress reports
  – Feedback
  – Final Evaluation
HOW ARE WE MEASURING SUCCESS?

• Establish Metrics
  – Street Safety
  – Economic Impacts
  – Localized Congestion
  – Compliance
  – Rider and Driver Experience

• Determine Baseline Data

• Evaluate and Iterate
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THANK YOU