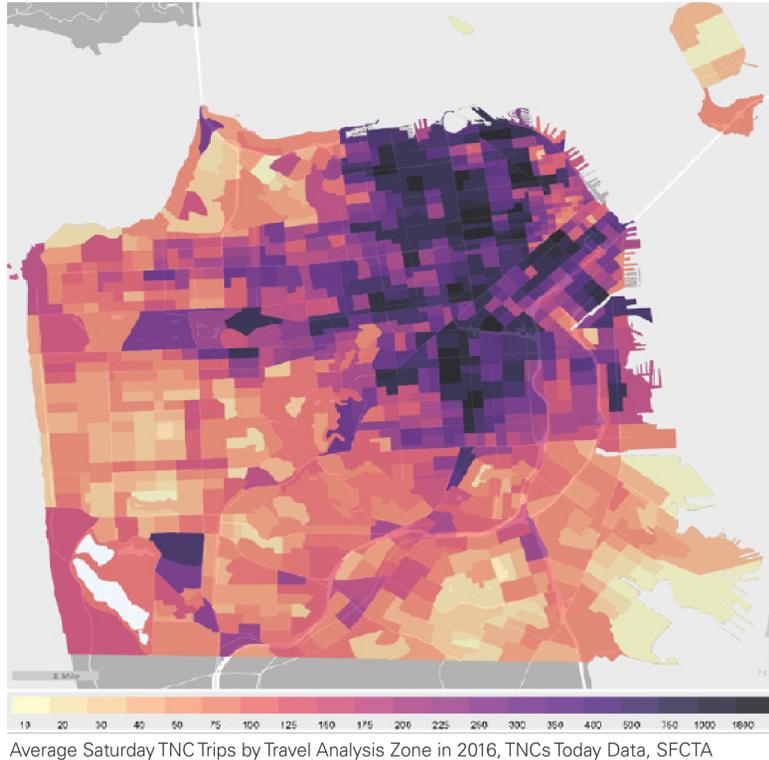


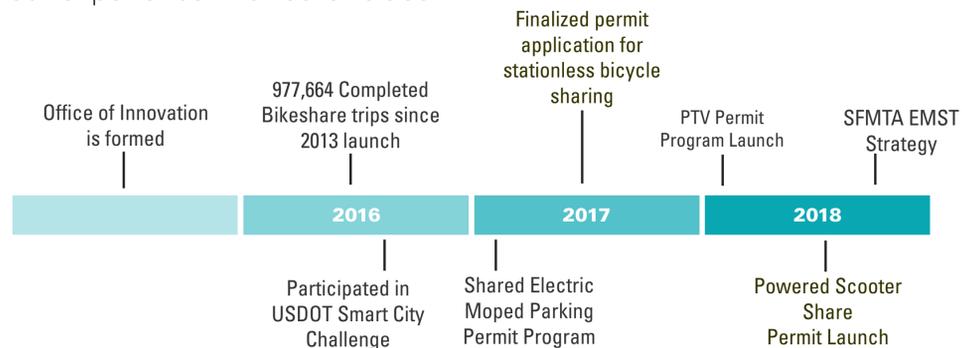
# EMERGING MOBILITY IN SAN FRANCISCO

## SFMTA OFFICE OF INNOVATION

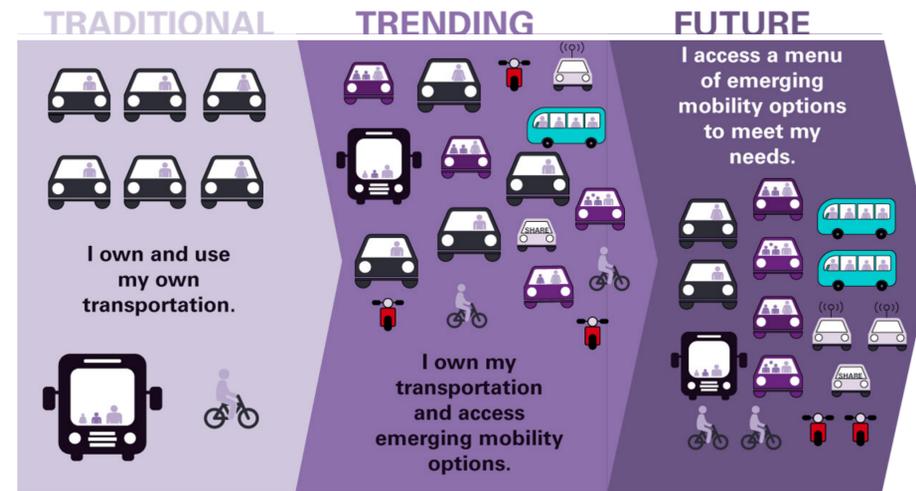
San Francisco Municipal Transportation Agency's Office of Innovation develops the city's forward-looking approach to emerging mobility services and technologies. Our role is to facilitate alignment between emerging mobility and San Francisco's goal for a safe, equitable, and sustainable transportation system. We build relationships with the industry to address emerging mobility impacts and to explore opportunities for collaboration.



San Francisco has long been the center of innovation and the early adoption of emerging mobility. TNCs trips, for instance, make up 15% of all car trips and 9% of all trips across different modes within San Francisco. We are laying the groundwork to ensure that San Francisco can appropriately address any challenges that arise from these new services and technologies. Since our inception, we established multiple pilot programs, shaped emerging mobility permit legislation and shared our experience with other cities.



## EMERGING MOBILITY TRENDS



Transit, biking and walking are in San Francisco's DNA, however with the introduction of emerging mobility, there has been a dramatic shift in transportation preferences with people relying less on auto ownership and on more alternative choices. This shift prompts us to rethink the use of our streets and curbs, our policies and our programming so that we design spaces that are better adapted to people's changing travel behavior.



### POWERED SCOOTERS

SFMTA initiated 12-month pilot to prioritize public safety, integrate equity, and focus on accountability.



### MICROTRANSIT

SFMTA has collaborated with Chariot to move 100 stops to safer loading spaces.



### BIKESHARE

Bikeshare network grew from 350 bikes and 35 stations to 4,500 bikes.



### MOPED SHARE

More than 700 electric mopeds are available for rent within San Francisco.



### RIDE-HAILING

SFMTA has provided over 30 comments to CPUC's TNC Rulemaking.



### AVs

There are 60+ AV companies within the Bay Area. Several companies are conducting safety driver testing.

## CURRENT EFFORTS

### GUIDING PRINCIPLES

The SFMTA Guiding Principles for Emerging Mobility provide a goals-based policy framework for assessing the benefits and impacts of these services and technologies and evaluating their ability to meet citywide goals.

- Safety
- Transit
- Congestion
- Equitable Access
- Disabled Access
- Sustainability
- Labor
- Financial Impact
- Accountability
- Collaboration

### EMERGING MOBILITY STRATEGY

The Emerging Mobility Strategy is a two-year implementation strategy, using pilots, policies and research, for how SFMTA should engage with emerging mobility services and technologies.

### DATA HARMONIZATION

To ensure there is alignment with transportation goals, we collect data from emerging mobility companies to monitor and assess their operations on the street network. The Office of Innovation sees this as an opportunity to make informed decisions in our transportation planning and street design efforts.

### DIGITAL INFRASTRUCTURE COORDINATION

Increased usage of emerging mobility services is overwhelming existing passenger loading zones, which results in pedestrian and bicycle conflicts and delays to emergency response and transit vehicles. To address these impacts, we are increasing passenger loading and collaborating with emerging mobility companies to implement geo-fencing and other digital infrastructure to reinforce signage, curb paint and striping.

### MENU OF MOBILITY OPTIONS

To mitigate congestion from major city events, such as the Outside Lands Music Festival, the Office of Innovation collaborated with several city departments and emerging mobility companies to pilot a menu of mobility options for event attendees. This included Muni shuttle service, temporary passenger loading zones, temporary taxi zones and an active transportation hub which included bike valet as well as stationed and dockless bikeshare.