

Private Employer Shuttles

09 | 14 | 2012

SAN FRANCISCO, CALIFORNIA



Background

- **Growth of private shuttle sector**
 - At least 18 schools, employers, buildings providing intra-SF shuttles
 - At least 9 employers/institutions providing regional shuttles
- **Conflicts, needs, and complaints dealt with ad hoc**
- **Need for consistent, clear, enforceable policies**

Muni Partners Program

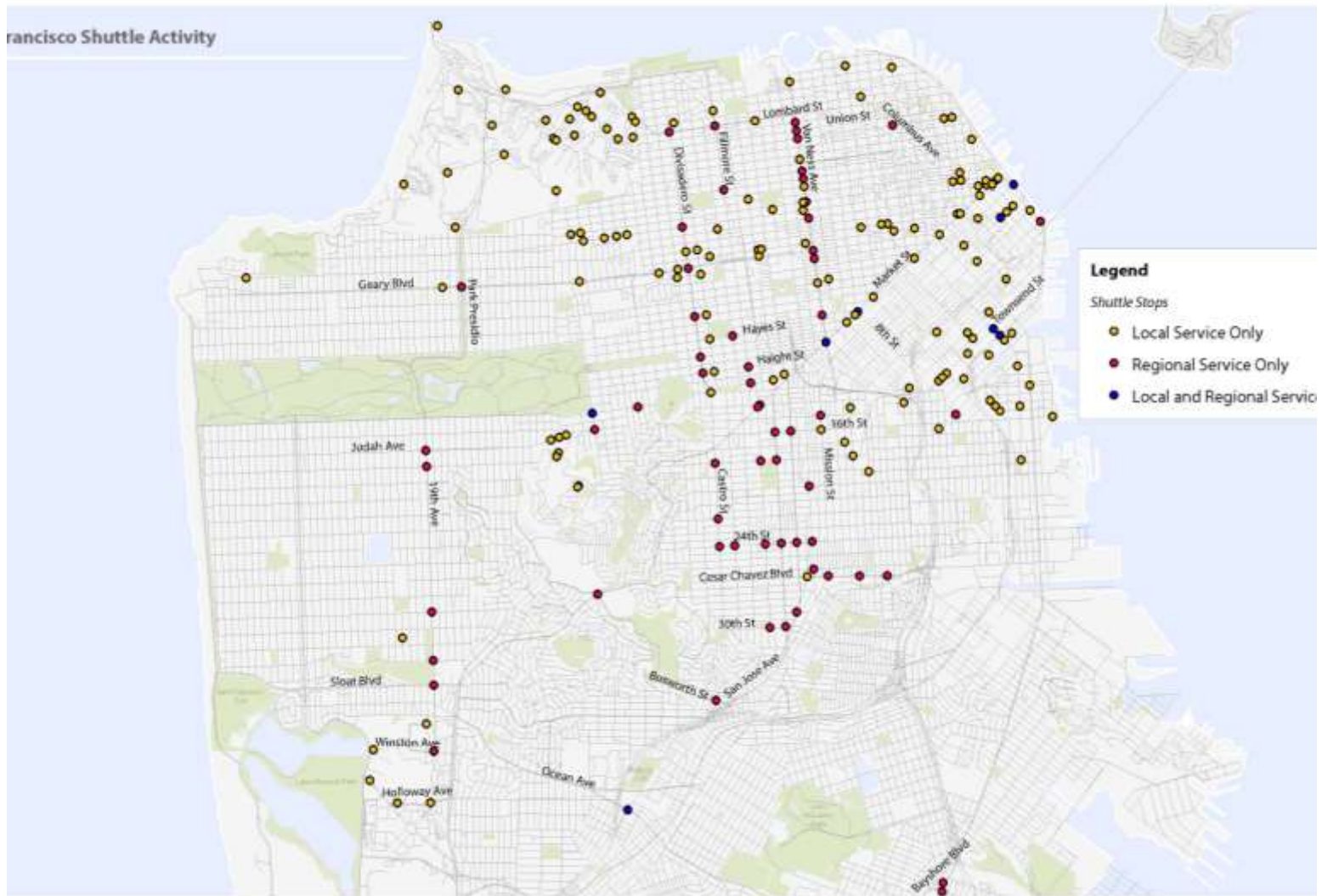
- **Funded by MTC Bay Area Climate Initiative grant**
- **SFCTA Strategic Analysis Report provides background, input**
- **Goals:**
 - Better understand private shuttle sector
 - Establish clear curb use policies
 - Create identification system
 - Collaborate with shuttle providers for mutual benefits

Data Collection

- **Shuttle provider inventory**
- **Shuttle-related communications**
- **Citywide shuttle activity**
- **Field data collection**
- **Shuttle fleet , fuel, and activity profile**
- **Rider survey**

Shuttle Sector: Key Findings

- **At least 27 institutions/employers providing shuttles in SF**
- **Over 200 different loading/unloading locations**
- **Conflicts are more frequent where Muni is frequent, where red zones are shorter, and where parking precedes stop**
- **Informal coordination between shuttle providers to avoid conflicts**



Map of shuttle stops in San Francisco

Shuttle Sector: Key Findings (con't)

- **Confirmed conflicts :**
 - blocking Muni access to stops
 - Average dwell time is 1 minute
 - use of restricted streets
 - blocking traffic and bike lanes
- **Quantified benefits :**
 - 45million VMT reduced, 11,000 tons GHG emissions reduced

Shuttle Sector: Key Findings (con't)

- **Rider behavior changes associated with shuttle use:**
 - Increased use of transit, walking, biking for trips
 - Forgo purchase/lease of or shed a personal vehicle
- **If no shuttle, regional shuttle riders would not take job or would drive; intra-SF shuttle riders would transit, carpool, walk, bike**

Policy Development

- **Policy Considerations:**
 - Public safety
 - Balance need for regulation with shuttle benefits
 - Implementation and administration requirements
- **Next steps:**
 - Develop policy proposal
 - To MTAB in late Winter/early spring 2013