

# 2008-2012 STRATEGIC PLAN

## FY08 Progress Report



# Our Vision

- “Providing timely, convenient, safe and environmentally friendly transportation alternatives...SFMTA enhances the quality of life in San Francisco”

# Our Mission

- The San Francisco Municipal Transportation Agency (SFMTA), comprised of the Municipal Railway, Department of Parking and Traffic and the Parking Authority, is responsible for all modes of transportation within the City and County of San Francisco including public transit, pedestrian planning, accessibility, and parking and traffic management.

# Goal 1: Customer Focus

- To provide safe, accessible, clean, environmentally sustainable service and encourage the use of auto-alternative modes through the Transit First Policy
  - Accomplishments
    - Safe Routes to School Program
    - Accessible Pedestrian Signals
    - MUNI Metro Station Makeovers
    - Metro Improvement Project (overhead lines)
  - Ongoing Initiatives
    - Safety Awareness Plan/Pedestrian Summit
    - Twin Peaks Tunnel/West Portal Station Improvements
    - Clear Air Plan

## Goal 2: System Performance

- To get customers where they want to go, when they want to be there
  - Accomplishments
    - Improved equipment reliability
    - Increased operator availability
    - Enhanced service delivery – reduced missed runs
  - Ongoing Initiatives
    - On-time performance improvement
    - Bicycle Plan approval/implementation
    - Transit Signal Priority

# **Goal 3: External Affairs/ Community Relations**

- To improve the customer experience, community value, and enhance the image of the SFMTA, as well as ensure SFMTA is a leader in the industry
  - Accomplishments
    - Customer Service Center opening
    - Communication Plan finalized
    - TEP community outreach efforts
  - Ongoing Initiatives
    - Customer Alert Subscription Service
    - Business Partnership Campaign
    - Senior/Disabled Fast Pass

## **Goal 4: Financial Capacity**

- To ensure financial stability and effective resource utilization
  - Accomplishments
    - Transit Shelter Contract implementation
    - Fare Media distribution and sales improvements
  - Ongoing Initiatives
    - Revenue Panel to address MUNI's funding needs
    - Farebox replacement

## **Goal 5: SFMTA Workforce**

- To provide a flexible, supportive work environment and develop a workforce that takes pride and ownership of the agency's mission and vision and leads the agency into an evolving, technology-driven future
  - Accomplishments
    - Management Training Program
    - Divisional Staff Briefings to Executive Team
    - Quarterly Employee Newsletters
  - Ongoing Initiatives
    - Performance Appraisal Program
    - Enhanced Training Opportunities



# Goal 6: Information Technology

- To improve service and efficiency, the SFMTA must leverage technology
  - Accomplishment
    - Paratransit Debit Card
    - Automatic Vehicle Location (AVL) / NextMUNI
  - Ongoing Initiatives
    - TransLink® testing
    - Trapeze software implementation

# **FY09-FY10: Priorities**

- Infrastructure Renewal
- TEP Implementation
- Bicycle Plan Approval/Implementation
- Pedestrian Safety Improvements
- MUNI Metro East LRV Maintenance Facility
- Fare/Revenue Collection Program
- Central Control and Communications
- Business System Integration
- Central Subway
- Employee Productivity and Morale Enhancements
  - Improvement of non-revenue fleet, investment in new small tools/equipment, installation of new operator restrooms

## **FY09-FY10: Next Steps**

- Identify and prioritize initiatives for upcoming budget cycle (in process)
- Finalize performance measures to gauge progress; integrate reporting into quarterly Service Standards
- Ramp-up internal communications; ensure all business units and staff are aligned with the Strategic Plan
- On an ongoing basis, refine the Strategic Plan to reflect the responsibilities and priorities of the organization