

San Francisco Municipal Transportation Agency

Executive Director/CEO's Office

Overview

FY 2010-2011 and FY 2011-2012

MISSION

The Executive Director/CEO's Office (ED/CEO) provides overall management, leadership, and direction to the seven (7) Operations and Administrative divisions that comprise the San Francisco Municipal Transportation Agency (SFMTA). Specifically, the ED/CEO ensures each division is working effectively to serve our community by providing high quality, responsive and reliable public transportation for San Francisco and the Bay Area region.

STRATEGIC PLAN GOALS AND OBJECTIVES

The Executive Director/CEO's Office champions achievement of all Strategic Plan goals and objectives:

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

- Improve safety and security across all modes of transportation
- Improve cleanliness of SFMTA stations and vehicles by providing a clean, comfortable experience
- Reduce emissions as required by the SFMTA Clean Air Plan
- Improve accessibility across transit service
- Increase percentage of trips using more sustainable modes (such as transit, walking, bicycling, and rideshare)

Goal 2: System Performance

To get customers where they want to go, when they want to be there

- Transit Reliability: Improve on-time performance to 85%
- Transit connectivity and span of service
- Fulfill bicycle and pedestrian network connectivity
- Reduce congestion through major corridors
- Manage parking supply to align with SFMTA and community goals

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

- Improve economic vitality by growing relationships with business, community, and stakeholder groups
- Pursue internal and external customer satisfaction through proactive outreach and heightened communication conduits
- Provide a working environment that fosters a high standard of performance, recognition for contributions, innovations, mutual respect, and a healthy quality of life
- Enhance proactive participation and cooperatively strive for improved regional transportation

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Goal 4: Financial Capacity

To ensure financial stability and effective resource utilization

- Increase revenue by 20% or more by 2012 from improving collections and identifying new sources
- Ensure efficient and effective use of resources

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

- Increase resources available for employees in performing their jobs (tools, staff hours, etc.)
- Improve facilities in which people are working
- Improve internal communication (improve employee satisfaction)
- Increase internship/apprentice opportunities to fill critical positions (determine current and future critical needs and create opportunities)
- Improve SFMTA's ability to grow and retain strong leadership (Succession Planning)
- Improve the performance management process across all classifications (Increase the number of performance expectation discussions and employee assessments)
- Leadership and Management Training
- Improve work/life balance of employees (e.g. daycare options, costs of getting to work, etc.)
- Improve access to HR System information
- Improve access to knowledge capital across the SFMTA (HR portal)

Goal 6: Information Technology

To improve service and efficiency, the SFMTA must leverage technology

- Identify, develop and deliver the new and enhanced systems and technologies required to support SFMTA's 2012 goals

DIVISIONAL TACTICS AND INITIATIVES

The Executive Director/CEO's Office will employ the following tactics and initiatives to advance the Strategic Plan:

- Continue the SFMTA transformation into a best in class, multi-modal transportation agency that facilitates efficient travel throughout the City and County of San Francisco
- Advance transportation goals consistent with the City's Transit First Policy and ensure proper coordination of all transportation issues and practices for the City and County of San Francisco
- Continue to develop and implement policies that improve system-wide safety, security, and reliability
- Implement an agency-wide Strategic Plan that executes a vision to enhance the quality of life of San Francisco by providing timely, convenient, safe, and environmentally friendly transportation alternatives

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- Implement the recommendations of the Transit Effectiveness Project, an 18-month comprehensive review of the transit system to make service more attractive to the public and more economical to operate
- Complete the implementation of Proposition A, including enhanced service delivery standards and promoting the Agency's long-term financial stability; reinforcing the fiscal and operational strength of the Agency; reducing carbon emissions
- Continue the implementation of innovative technology projects to improve management and the customer experience such as Translink, NextMuni, *SFpark and SFgo*
- Provide timely and accurate information about SFMTA services and programs and support swift customer complaint resolution
- Continuously improve integration of all surface transportation modes, including walking, bicycling, automobiles, taxicabs and public transit

ORGANIZATION

The Office of the Executive Director/CEO is comprised of the Executive Director and support staff.