

San Francisco Municipal Transportation Agency

Sustainable Streets Division

Overview

FY 2010-2011 and FY 2011-2012

MISSION

The mission of the Sustainable Streets Division is to provide both vision and realization of multimodal transportation planning and engineering in San Francisco by designing and implementing improvements to the City's transportation infrastructure to support San Francisco's needs as the City changes and grows. This vision will be achieved by closely coordinated planning, engineering and constructing improvements to the City's transportation infrastructure including bike, pedestrian, parking, taxi, street and transit facilities, thereby meeting the goals and objectives of the Transit First Policy, as well as supporting the City's General Plan.

STRATEGIC PLAN GOALS AND OBJECTIVES

The Sustainable Streets Division activities support achievement of the following 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
- Increase percentage of trips using more sustainable modes (such as transit, walking, bicycling, and rideshare)
- Reduce emissions as required by the SFMTA Clean Air Plan
- Improve accessibility across transit service

Goal 2: System Performance

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

- Reduce congestion through major corridors
- Manage parking supply to align with SFMTA and community goals
- Improve transit connectivity and span of service
- Fulfill bicycle and pedestrian network connectivity

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 businesses, community, and stakeholder groups
- Pursue internal and external customer satisfaction through proactive outreach and heightened communication conduits
- 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 percent or more by 2012 from improving parking garage collections and identifying new revenue sources
- Ensure efficient and effective use of resources

DIVISIONAL TACTICS AND INITIATIVES

The Sustainable Streets Division will employ the following tactics and initiatives to support fulfillment of the Strategic Plan:

Transportation Planning Section:

- Provide multi-modal transportation policy and transportation programming support for the agency's capital and operations projects and programs
- Issue and update a Climate Action Plan that is in compliance with Proposition A and is a companion document to the City and County of San Francisco's Climate Action Plan
- Develop the Annual Sustainable Mobility Report companion document to the Climate Action Plan that will measure the progress towards the agency's sustainable mobility and mode shift goals
- Lead the development of an agency wide multi-modal comprehensive Capital Improvement Program that will enable the agency to compete for new funding sources and enhance funding opportunities for existing funding sources
- Develop program for performing risk assessment of all SFMTA assets to support the development of the Capital Improvement Program
- Improve Transportation facilities and streetscapes and key transit stations
- Complete the various Bicycle Plan related policies including planning for the overall bicycle network, parking, education, and safety, transit connectivity, innovative treatments and outreach activities
- Complete and adopt the Better Streets Plan
- Work internally and externally to update various transportation plans such as the Short Range Transit Plan
- Manage the interagency planning for the multi-modal transportation programs of community-based efforts such as the Better Neighborhoods' Glen Park and Balboa Park BART Station area plans, Eastern Neighborhoods, Park Merced, Treasure Island, Transbay Center District, Transbay Center, Hunters Point/Bayview, Candlestick Point, Market Street Improvements and Bus Rapid Transit
- Coordinate the SFMTA departments to implement the interagency Pavement to Parks program

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Transportation Engineering, Field Operations, and Off-Street Parking:

- Purchase Sign Shop inventory system that tracks location and maintenance history of all signs using GPS technology and photo surveys
- Move Sign Shop and Paint Shop from rental facilities to new City-owned facility
- Install audible pedestrian signals (APS) at 80 more intersections
- Install 5 new traffic signals at intersections with highest need
- Bring all traffic signs and pavement striping into compliance with the new California Manual on Uniform Traffic Control Devices
- Continue expansion of SFgo's central control of traffic signal and intelligent transportation devices to connect to key arterial corridors in the City
- Continue graffiti abatement efforts through raising and replacing 5,000 regulatory and parking signs with graffiti sheeting
- Install Red Light Photo Enforcement systems at 3 new locations; issue new Red Light Camera Contract
- Increase traffic striping program's annual percentage of lanes striped from 10 percent to 12 percent (from ten year turnaround to eight years)
- Implement two Safe Routes to School infrastructure improvement projects
- Implement the SFgo program in conjunction with Muni's radio replacement project to implement Transit Signal Priority at 100 traffic monitoring cameras and signals on key Muni routes
- Implement Parking Information Project to show how many parking spaces are available in City-owned garages
- Work with SFpark Program to evaluate and implement multi-space credit card/cell phone meters with variable rates
- Conduct investigations of potential hazards and other roadway matters at the request of the public, other City agencies, or at its own initiative. Analyze collisions and produce an annual Collision Report including Muni collisions with recommendations to improve safety at high collision locations
- Provide guidelines, permits, traffic control plans, and detours for construction work in public roadways or sidewalks
- Provide guidelines, permits and coordination for special events related street use in the public right of way
- Install and maintain San Francisco's 200,000 traffic, parking, bicycle, pedestrian and street-name signs
- Install and provide service to over 1,175 signalized intersections within San Francisco through routine maintenance, signal timing and phasing modifications, equipment upgrades, and emergency repairs
- Work with the Transit Preferential Streets program and the Transit Effectiveness Project to implement bus bulbs, right turn pockets, queue jumps, transit signal priority, and bus lanes
- Implement and maintain Traffic Calming signs, markings, devices and measures through continuing community collaboration

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- Administer the School Crossing Guard program
- Make major parking facility improvements by evaluating structural deficiencies, equipment needs and code compliance and initiating a multi-year Capital Improvement Program

ORGANIZATION

The Sustainable Streets Division consists of two closely working and coordinated groups:

- Transportation Engineering, including Traffic Field Operations, the Parking Meter program, Off-Street Parking Program, and the School Crossing Guard Program
- Transportation Planning, including the Bicycle, Pedestrian, and Climate Action Programs as well as Capital System Planning