

**SFMTA | Municipal Transportation Agency
Title Slide 2012 Strategic Plan Update
02|15|2011 San Francisco, California**

Slide 2 2012 Strategic Plan

- **What the Strategic Plan will do**
- **Board discussion and efforts to date**
- **Developing the Framework and Process**
- **Implementation Schedule**

Picture shows cable car going downhill

Slide 3 What the Strategic Plan will do

- **Sets the vision for the agency**
- **Five year plan of action**
- **Stakeholder and staff driven**
- **Regular reporting on our progress**

Picture shows pedestrian crossing market street and

Bottom pictures of different modes of transport including trolley bus, cable car, bicycle, Muni Metro, walking, taxi, van and historic streetcar

Slide 4 Board Discussion highlights

- **Uphold the transit first policy (walking, transit, bicycle priority)**
- **Cars will still be a choice**
- **Maintain and keep the transportation system safe for all users**
- **Balance expansion over state of good repair needs**
- **Use innovation to reduce costs and improve project delivery**

Bottom pictures of different modes of transport as shown on previous slide.

Slide 5 Board Discussion highlights (cont.)

- **Reduce travel time and improve reliability in key corridors**
- **Develop a plan to transition to a low-floor fleet**
- **Prioritize existing funds to deliver and operate projects**
- **Coordinate better streets delivery**
- **Parking reform to support transit first policy**

Bottom pictures of different modes of transport as shown on previous slide.

Slide 6 Staff efforts to date

- **Uphold the transit first policy (walking, transit, bicycle priority)**
 - **Market Street Required Right turn**
 - **Received bicycle sharing and shuttles coordination grant**
- **Cars will still be a choice**
 - **Updated pyramid to proportionately reflect mode share goals**
- **Maintain and keep the transportation system safe for all users**

- Working with city agencies on Pedestrian safety directive
 - Pursuing street safety and facility security grants
- Bottom pictures of different modes of transport as shown on previous slide.**

Slide 7 Staff efforts to date (cont.)

- **Balance expansion over state of good repair needs**
 - **Capital Plan process is almost complete**
- **Use innovation to reduce costs/improve project delivery**
 - **Developed Innovations working group with city partners**
- **Reduce travel time and improve reliability in key corridors**
 - **Transit toolkit and TEP environmental clearance**
- **Develop a plan to transition to a low-floor fleet**

Bottom pictures of different modes of transport as shown on previous slide.

Slide 8 Staff efforts to date (cont.)

- **Prioritize existing funds to deliver and operate projects**
 - **Funding prioritization of Capital Plan underway**
- **Coordinate better streets delivery**
 - **Better Streets Plan adoption and ordinance updates**
- **Parking reform to support transit first policy**
 - **SFPark pilot and tour bus management**
 - **Revised parking for government employees**
- **Policy and Governance Committee (PAG):**
 - **Forum for strategic plan process**

Bottom pictures of different modes of transport as shown on previous slides.

Slide 9 Developing the Framework and Process

1. Identify Internal and External Agency impacts:
 - Perform Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis
 - Incorporate results from mobility survey
2. Draft Strategic Plan Framework:
 - Vision, Mission, Values
 - Goals Objectives & Actions
 - customer-oriented multi-modal focused

Picture of cyclists down Market Street

Slide 10 Developing the Framework and Process (cont.)

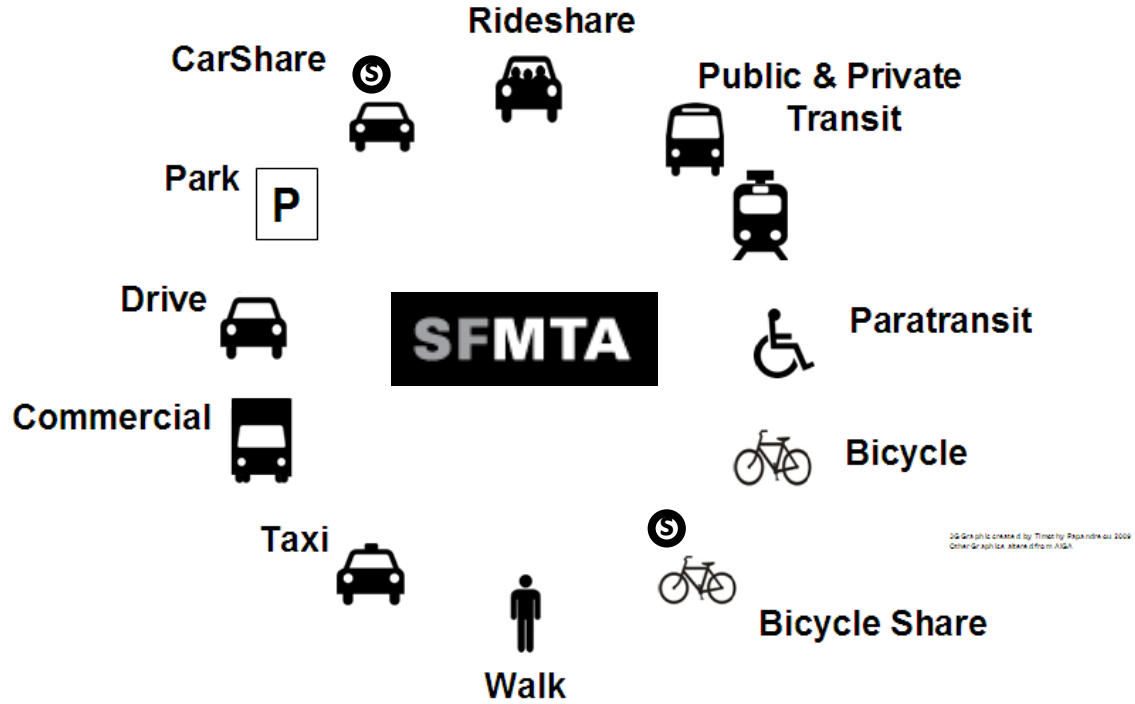
3. Metrics to measure progress
4. Link Agency goals and objectives to Action Planning
5. Implementation Process
6. Performance Evaluation Reporting

Bottom pictures of different modes of transport

Slide 11 Strategic Plan Key Steps in 2011

| Key Step | Schedule |
|--|-------------|
| Present Strategic Plan Framework and Mobility survey results to PAG | April |
| Conduct SWOT Analyses Develop Draft Plan Incorporate stakeholder input | April-July |
| Present Draft Strategic Plan | Late Summer |
| Adopt Strategic Plan | September |

Slide 12 Vision toward an integrated multi-modal agency



Picture shows different modal symbols in a circle with SFMTA logo in center. The modes are public and private transit, paratransit, bicycle, bicycle share, walk, taxi, commercial, drive, park, car share and rideshare.