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Major Tasks	
•	Visioning. Define our vision for public transit in San Francisco and revisit service design policies.
•	Performance Review. Review performance trends and explore best practices in comparable areas.
•	Market Research. Evaluate existing and potential markets to identify factors affecting residents' travel patterns, attitudes and behavior.
•	Service/Operating Analysis. Review practices to identify opportunities for improvement.
•	<u>Service Plan</u> . Develop recommended service plan (including Transit Preferential Streets applications).
•	Operations/Financial Plan. Develop cost allocation model and financial plan.
•	Final Plan. Develop a set of recommendations and a road map for MTA.
June 2006	12



