



Intro

Strategic Plan

SFTP

TDM

Facilities

Transit

Bicycle

Pedestrian

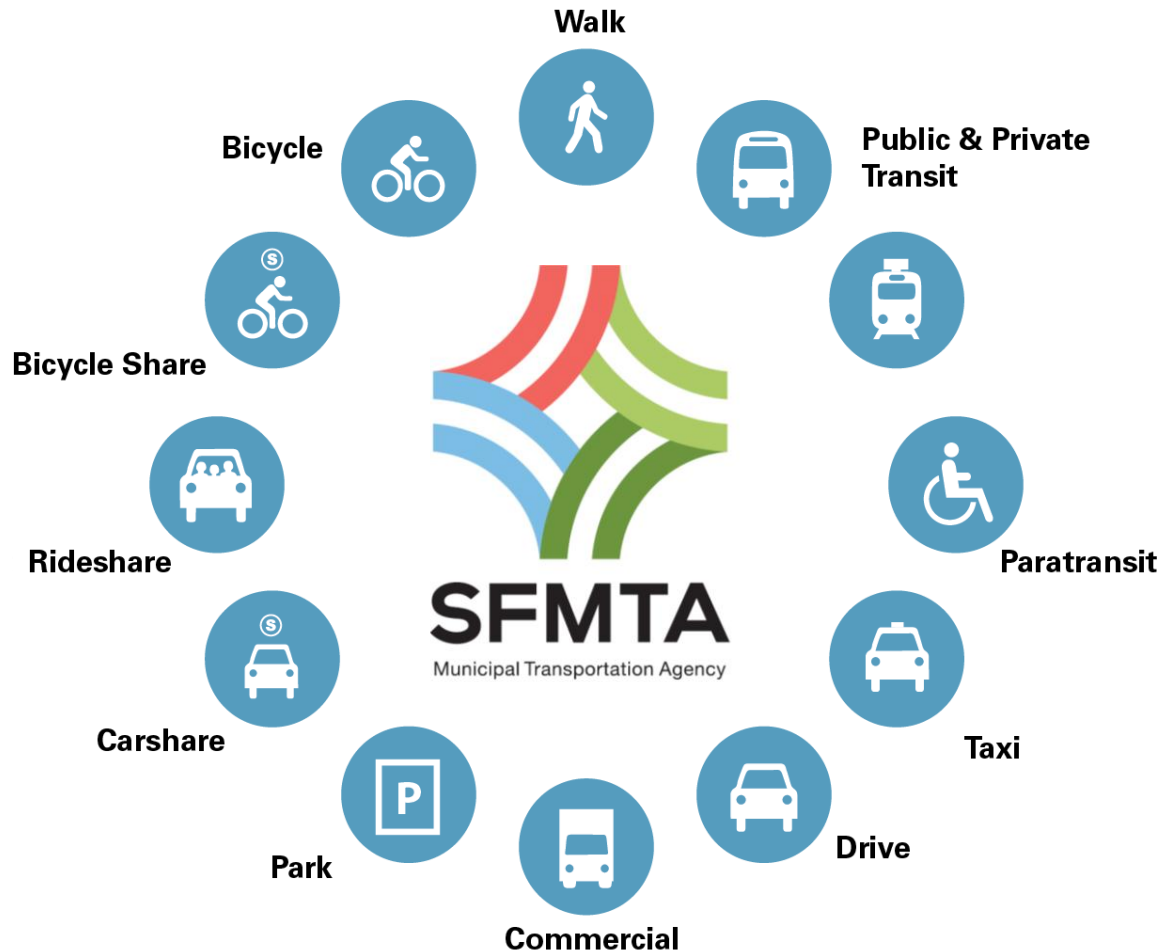
Taxi

STRATEGIC PLAN

Presented by Ed Reiskin, Director of Transportation



Citizen-led Process > All-in-one Agency > Integration Evolution





SFMTA Vision

***San Francisco:
great city, excellent transportation choices***



SFMTA Mission Statement

***We work together to
plan, build, operate, regulate, and maintain
the transportation network, with our
partners, to connect communities.***



SFMTA Strategic Goals

- **GOAL 1:** Create a safer transportation experience for everyone
- **GOAL 2:** Make transit, walking, bicycling, taxi, ridesharing and carsharing the preferred means of travel
- **GOAL 3:** Improve the environment and quality of life in San Francisco
- **GOAL 4:** Create a workplace that delivers outstanding service



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Opening of Municipal Railway, San Francisco, 12-28-12.



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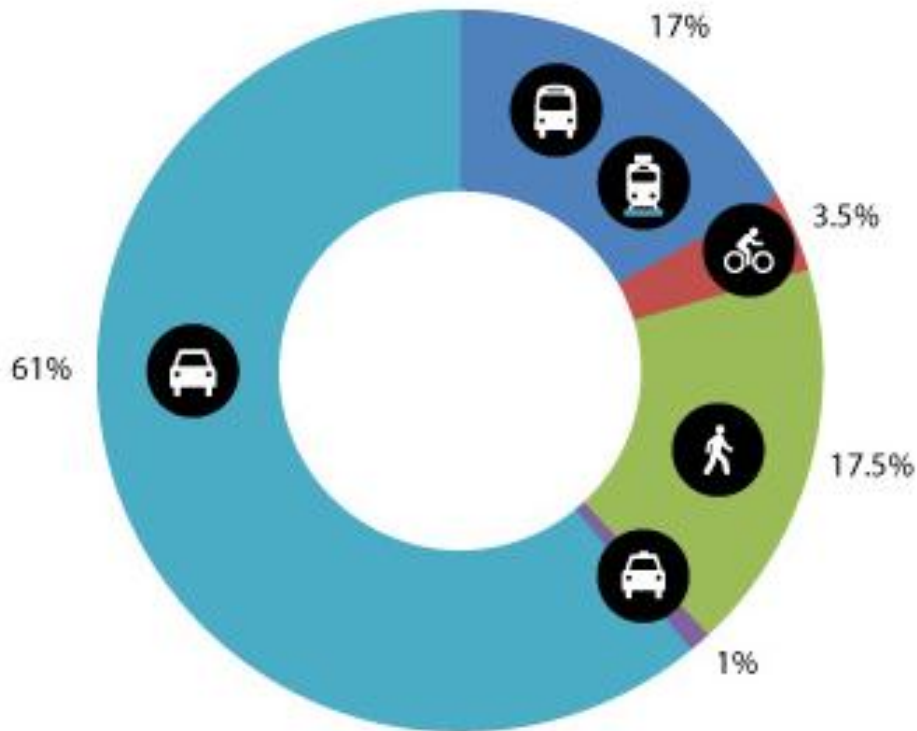
Where We Are Going





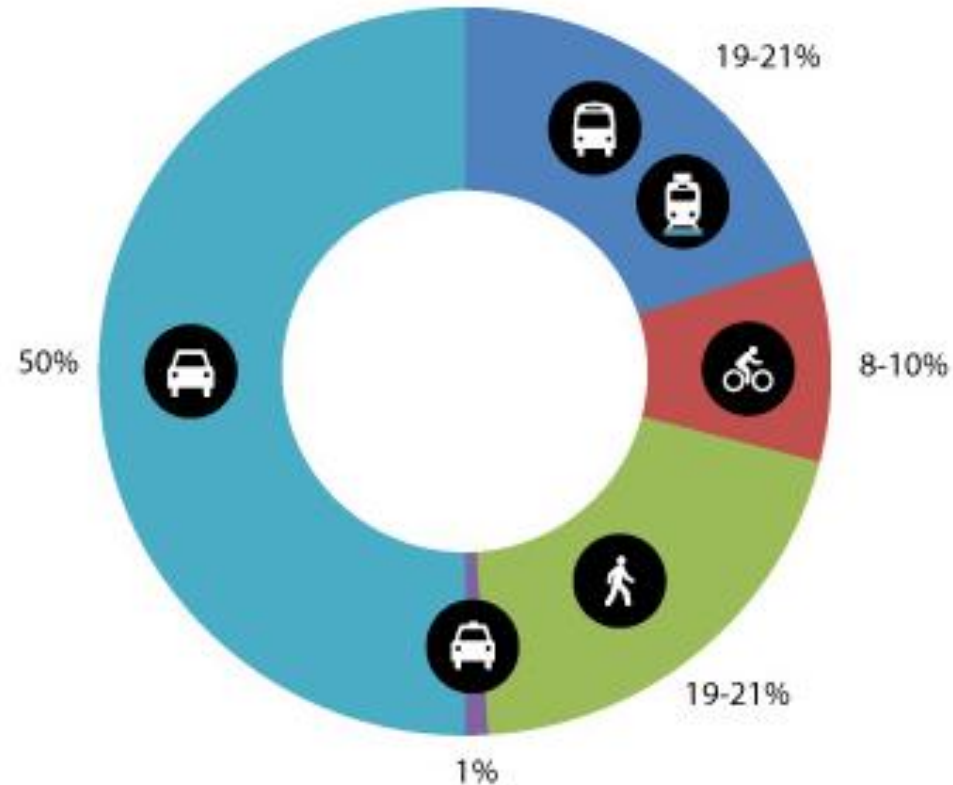
Measuring Our Success

All Trips 2010



61% auto/39% non-auto

2018 Goal



50% auto/50% non-auto

Mode Shifting is key to City Livability



Key Strategic Initiatives Going Forward

- **Transportation Demand Management (TDM)**
 - Citywide Transit-Oriented Development (TOD)
 - Parking Demand Management
 - Vehicle Sharing (car, bicycle, scooter, trucks)
 - Customer First marketing, education and outreach
- **Strategic Capacity Expansion for mode shift**
 - Public Transit: reliability and fleet improvements
 - Fleet Facility storage and development opportunities
 - Ridesharing: shuttles and vans
 - Bicycle, pedestrian and taxi facilities



Key Strategic Plan Challenges & Current Focus Areas

- **Technology/aging infrastructure**
- **Capital project delivery**
- **Service delivery, on-time performance and reinvestment**
- **Hiring/staffing/training**
- **Public outreach and communication**
- **Capital & Operations funding**



Operating & Capital Structural Deficits

- **\$70M additional annual for operations**
 - \$40-45M for transit needs
 - \$20-25M for other modes and related support (bicycles, pedestrians, sustainable streets, taxi services, enforcement, etc.)
- **\$260M additional for State-of-Good Repair (SOGR)**
 - \$510M per year needed for SOGR less \$250 million per year in available funding
- **Approx. \$1.7B 5-Year shortfall for bike, pedestrian, facilities and transit**
 - \$124M in Pedestrian Safety Improvements
 - \$304M in Facilities Improvements (Facilities Vision)
 - \$118M in Bicycle Infrastructure Expansion
 - \$1,154M in Transit Optimization and Expansion



Strategic Plan Recent Progress

- **Goal 1:**

- Implementation of 15 mph in school zones

- **Goal 2:**

- Central Subway Full Funding Grant Agreement
- Increased investment in transit
 - Rail Replacement at Church & Duboce, Duboce Tunnel, Carl & Cole
 - Facility enhancements
 - New vehicles
 - Transit communication technology
- All door boarding
- Taxi customer access
- Increase in bicycle mode share
- JFK cycletrack and Wiggle bicycle route enhancements
- Citywide Pay-by-Phone
- Sunday meter enforcement



Strategic Plan Recent Progress

- **Goal 3:**

- Low-income youth fare pilot program
- First Bond issuance
- Transportation Impact Development Fee Approval

- **Goal 4:**

- Coordinated transportation service delivery (October 2012)
- Innovation – being a partner with the tech sector



Strategic Plan Implementation

- **Actions defined and integrated into staff performance plans**
- **San Francisco Municipal Transportation Agency Board's Policy & Governance Committee agenda restructured to provide for monthly review**
- **Performance measures scorecard produced monthly**
- **Action plan status report forthcoming**