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Edward D. Reiskin | Director of Transportation

December 12, 2011**Dear SFMTA Stakeholder:**

With the year and my first four months at the San Francisco Municipal Transportation Agency drawing to a close, I want to extend my appreciation to you and your colleagues for your support and valuable input as I transitioned to a vital Agency that touches virtually everyone who moves about the city each day.

I have been especially impressed by the talented, dedicated employees who manage and regulate the intermodal transportation system. On the whole, they have been welcoming and have expressed their eagerness and commitment to do their part to ensure the Agency enables the city to keep pace with development, population and job growth while attracting people to greener, more environmentally friendly modes of travel.

In the short time that I have been at the Agency this committed, energetic workforce has maintained momentum on a number of important initiatives aimed at providing more and better Muni service, keeping the city's transportation system operating well and in a state of good repair, and setting strategic direction for the future.

Some recent initiatives include:

- Making permanent the Nx Express Bus following a successful pilot that exceeded ridership projections and demonstrated conclusively that it reduced overcrowding on Muni's N Judah Line by providing supplemental bus service that is reliable and attractive to Muni customers.
- Extending the Muni 14L Mission Route to Daly City BART in January during weekday rush-hour periods.
- Increasing service on the F Historic Streetcar Line to every five minutes between 10 a.m. and 5:30 p.m. seven days a week.
- Continuing the rehabilitation of Muni light rail vehicles and streetcars.
- Teaming with the Department of Planning to initiate the Transit Effectiveness Project (TEP) environmental review and preparing for outreach in early 2012 to communities on specific projects proposed in their neighborhoods.
- Completing the California Cable Car Line Improvement Project.
- Advancing construction on the new Islais Creek bus facility.
- Launching the massive Church & Duboce Track and Street Improvement Project along with other track replacement projects on Carl and Cole streets and at our Green Division in Balboa Park.
- Pilot testing dedicated, on-street parking spaces for car sharing.
- Implementing San Francisco Bicycle Plan projects such as:
 - New bike lanes
 - Bicycle corrals providing secure parking for employees at businesses throughout the city
 - 100 new sidewalk bike racks

- Conducting 20 bike safety classes through a contract with the SF Bicycle Coalition
- Launching a number of enhancements under the *SFpark* umbrella including:
 - Extending the third-party mobile app for iPhone users released last spring to Android phones
 - Providing *SFpark* garage pricing and availability via text message on any cell phone
 - Conducting a test in the Castro of text alerts to motorists when their parking meters are about to expire and providing a pay-by-phone feature
 - Raising and lowering meter rates and adjusting times based on market demand at *SFpark* pilot sites throughout the city.
- Deploying SFMTA Taxi Investigators to high-traffic taxi areas for the first time in three years to enforce taxi regulations as outlined in the Transportation Code and to rid the streets of “bandit cabs,” illegal, mostly unlicensed and usually uninsured drivers, while getting limousines out of taxi stands and working with hotel management to deal with doormen who “sell” airport rides to limo and taxi drivers.
- Leveraging the city’s traffic management system, *SFgo*, to further support *Transit First* by initiating a full upgrade of all signals and the traffic communications network along and adjacent to the Van Ness corridor in anticipation of the Van Ness Bus Rapid Transit Project.
- Negotiating a new van contract for SF Access that serves 200,000 disabled customers annually, and saving \$2 million in accessible service costs as a result of the new debit card fare system.
- Submitting the application for nearly \$1 billion in federal funding to build the Central Subway Project, which we anticipate receiving in the New Year.

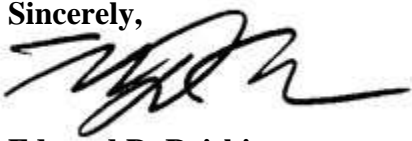
I am particularly pleased to report that we will take the Fiscal Year 2013-2018 Strategic Plan to our Board of Directors in January for approval. This action plan is a road map to guide the Agency toward specific goals and objectives over the next six years, and it sets forth metrics to gauge our progress.

Even with these accomplishments, we are ever mindful that the economic recovery is still fragile and the SFMTA faces deficits this year and in the upcoming two fiscal years. Nevertheless, armed with a new strategic plan, the bench strength of the SFMTA workforce, and the robust support provided by you and other stakeholders, we embark on the New Year confident that we can continue our Capital Improvement Program, provide more and better service, and begin to resolve the structural operating and capital budget deficits that have all too often stifled the Agency’s progress.

Please be assured that I will keep you updated as we implement the new Strategic Plan.

In the meantime, I extend best wishes to you and your family for a safe, memorable holiday season and a productive, fulfilling 2012.

Sincerely,



Edward D. Reiskin
Director of Transportation