

An aerial photograph of the San Francisco skyline, featuring the Transamerica Pyramid and other skyscrapers. A blue semi-transparent banner is overlaid on the left side of the image, containing the main title. The sky is blue with light clouds.

Update on the Draft SFMTA Strategic Plan

Policy & Governance Committee Meeting
June 16, 2017



SFMTA
Municipal
Transportation
Agency

Agenda

- Brief overview of the planning process
- Review of the Draft Strategic Plan Elements:
 - SFMTA Vision
 - Mission Statement
 - Strategic Goals & Objectives



Overview of process to date

- **Fall 2016/Winter 2017:** Information gathering & assessment of needs.
 - Held Plus-Delta discussions on the current plan.
 - Facilitated discussions with the SFMTA Board and the Citizens' Advisory Council to identify issues to address in the next plan.
 - Evaluated strategic plans from over 35 peer organizations to identify common themes and approaches.
- **Spring 2017:** Development of the new Plan
 - Worked with staff across the Agency on identifying which values are most important to them.
 - Convened brainstorming sessions for each goal to inform the development of new Objectives.
 - Held an Open House-style meeting for 1SVN staff to drop in and discuss how to achieve agency goals.
 - Compiled external stakeholder interests and recommendations.
 - Drafted new Strategic Plan elements at an Executive Team workshop using information gathered to date.

Key Issues to address in the next plan

- Equity
- Emerging Mobility Services and Technologies: Transportation Network Companies, autonomous vehicles, etc.
- *Vision Zero* policy and initiatives
- *Transit First* Policy and multimodal coordination
- Communications and community engagement
- Sustainability and climate adaptation
- Uncertainty of federal funding sources
- Regional impacts and coordination opportunities
- Planning for changing travel modes and patterns
- Agency diversity and inclusion
- Project delivery and internal process improvements



Draft SFMTA Vision



The organization's desired future state.

**Excellent transportation
choices for San Francisco.**

Current: San Francisco: great city, excellent transportation choices.

Draft Mission Statement

A short statement describing an organization's purpose.

**We connect San Francisco
through a safe, equitable,
and sustainable
transportation system.**

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

Strategic Goals and Objectives

Key areas on which to focus the agency's efforts to achieve our Vision.

Goal 1 – *Goal and Objectives*

CURRENT

Create a safer transportation experience for everyone.

- 1.1: Improve security for transportation system users.
- 1.2: Improve workplace safety and security.
- 1.3: Improve the safety of the transportation system.

Goal 1 – *Goal and Objectives*

DRAFT NEW

Create a safer transportation experience for everyone.

- Achieve Vision Zero by eliminating all traffic deaths by 2024.
- Improve the safety of the transit system.
- Improve security for transportation system users.

Goal 2 – *Goal and Objectives*

CURRENT

Make transit, walking, bicycling, taxi, ridesharing and carsharing the most attractive and preferred means of travel.

2.1: Improve customer service and communications.

2.2: Improve transit performance.

2.3: Increase use of all non-private auto modes.

2.4: Improve parking utilization and manage parking demand.

Goal 2 – *Goal and Objectives*

DRAFT NEW

Make transit and other sustainable modes of transportation the most attractive and preferred means of travel.

- Improve transit service.
- Enhance and expand use of the city's sustainable modes of transportation.
- Manage congestion and parking demand to make streets work better.

Goal 3 – *Goal and Objectives*

CURRENT

Improve the environment and quality of life in San Francisco.

- 3.1:** Reduce the Agency's and the transportation system's resource consumption, emissions, waste, and noise.
- 3.2:** Increase the transportation system's positive impact to the economy.
- 3.3:** Allocate capital resources effectively.
- 3.4:** Deliver services efficiently.
- 3.5:** Reduce capital and operating structural deficits.

Goal 3 – *Goal and Objectives*

DRAFT NEW

Improve the environment and quality of life in San Francisco and for the region.

- Uphold San Francisco's commitment to equity through Agency programs and policies.
- Advance policies and decisions in support of sustainable transportation and land use principles.
- Ensure that emerging mobility services are consistent with sustainable transportation principles.
- Provide environmental stewardship to reduce greenhouse gases, reduce resource consumption, and address climate change.
- Achieve fiscal stability.

Goal 4 – *Goal and Objectives*

CURRENT

Create a workplace that delivers outstanding service.

4.1: Improve internal communications.

4.2: Create a collaborative and innovative work environment.

4.3: Improve employee accountability.

4.4: Improve relationships and partnerships with our stakeholders.

Goal 4 – *Goal and Objectives*

DRAFT NEW

Create a workplace that delivers outstanding service.

- Strengthen morale and wellness through enhanced employee engagement, support, and development.
- Improve the safety, security, and functionality of SFMTA work environments.
- Enhance customer service, public outreach, and community engagement.
- Create a more diverse and inclusive workplace.
- Increase the efficiency and effectiveness of business processes and project delivery.

Thank you for your time.

