

The background of the page is a grayscale photograph of a city street scene. It shows a street with a crosswalk, a building on the left, and a sidewalk with some outdoor seating on the right. The image is slightly faded and serves as a backdrop for the text.

# SFMTA Strategic Plan FY 2013 – FY 2018

# Agenda

- Update since November 14 Workshop
- Strategic Plan in context
- Next steps

# Update since Board Workshop

- Received feedback on 11/14
- Incorporated information from Board **members and Citizens' Advisory Council**
- Developed final draft

# Strategic Plan in Context



**The SFMTA Strategic Plan adoption is critical to completing supporting Agency and staff initiatives.**

# NEXT STEPS

# Implementation of the Strategic Plan

- Adopt the FY 2013 – FY 2018 SFMTA Strategic Plan *Today*
- Coordinate the capital and operating budgets with the Strategic Plan *April 2012*
- Each division develops plans to implement the Strategic Plan *June 2012*

# Develop Action Plan

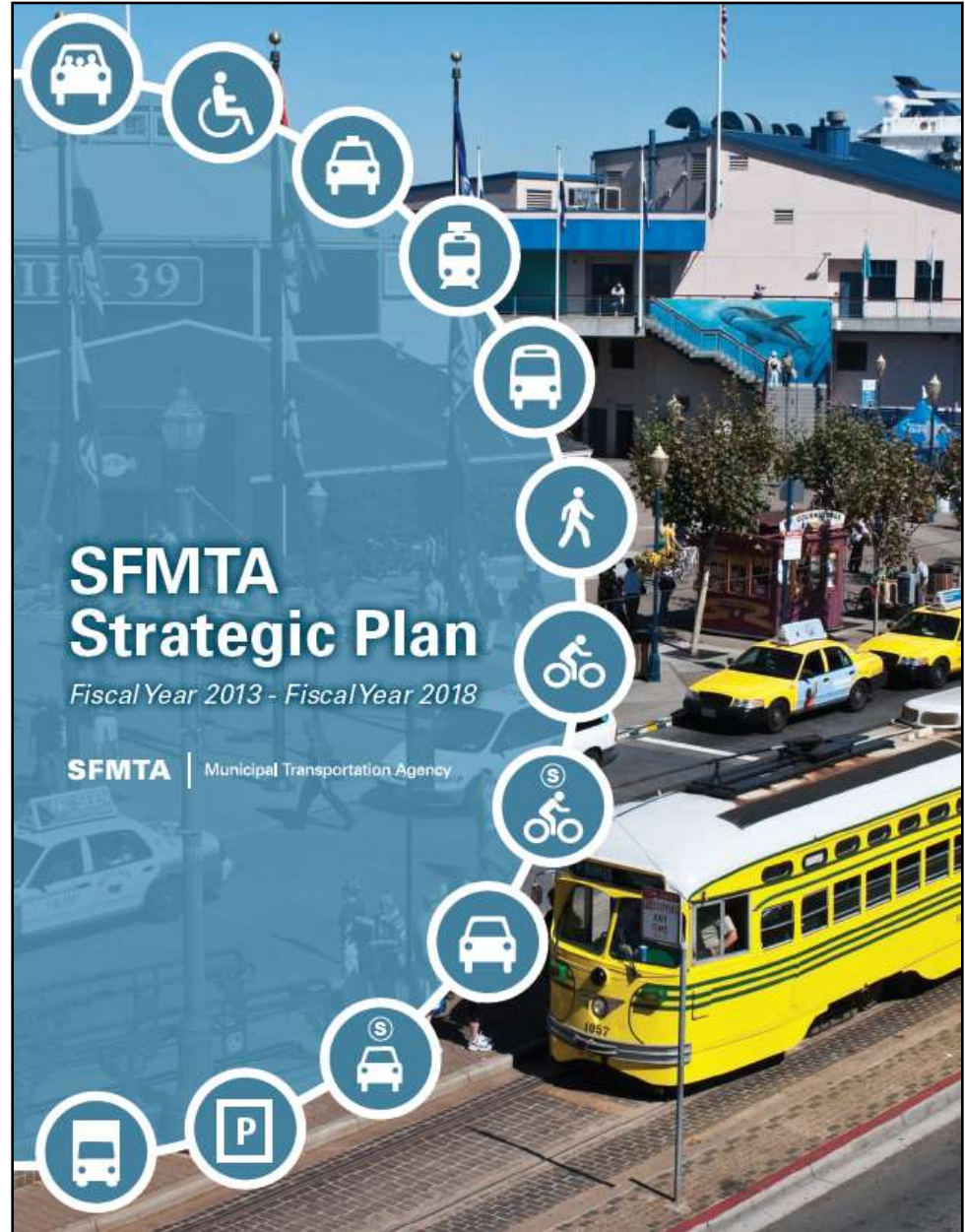
- Collect suggested actions that will lead to the achievement of the objectives January 2012
- Define actions February 2012

# Elements of the Action Plan

- Vision
- Mission Statement
- Goal
  - Objective
    - Key Performance Indicators & FY 2013 – FY 2018 targets
    - *Additional Measurements & FY 2014 targets*
    - *Actions to take to meet the objective*



# FY 2013 – FY 2018 STRATEGIC PLAN



*(Slides to be used as needed)*

# **RECAP**

# DEVELOPMENT OF THE PLAN



## Information Gathering – Surveys and Workshops





## Development of the Plan Elements

# **FY 2013 – FY 2018 STRATEGIC PLAN**

# 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

# OBJECTIVES

# GOAL 1: Create a safer transportation experience for everyone

OBJECTIVE 1.1: Improve security for transportation system users

OBJECTIVE 1.2: Improve workplace safety and security

OBJECTIVE 1.3: Improve the safety of the transportation system

GOAL 2: Make transit, walking, cycling, taxi, ridesharing and carsharing the preferred means of travel

OBJECTIVE 2.1: Improve customer service & communications

OBJECTIVE 2.2: Improve transit performance

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

OBJECTIVE 2.4: Improve parking utilization and manage parking demand

## GOAL 3: Improve the environment and quality of life in San Francisco

**OBJECTIVE 3.1: Reduce the Agency's and the transportation system's resource consumption, emissions, waste, noise**

**OBJECTIVE 3.2: Increase the transportation system's positive impact to the economy**

**OBJECTIVE 3.3: Allocate capital resources effectively**

**OBJECTIVE 3.4: Deliver services efficiently**

**OBJECTIVE 3.5: Reduce capital and operating structural deficits**

## GOAL 4: Create a workplace that delivers outstanding service

OBJECTIVE 4.1: Improve internal communication

OBJECTIVE 4.2: Create a collaborative and innovative work environment

OBJECTIVE 4.3: Improve employee accountability

OBJECTIVE 4.4: Improve relationships and partnerships with our stakeholders