

District 10 Mobility Study

Presentation to SFMTA OCSC



SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY

April 10, 2018

Purpose

PURPOSE > SCOPE OF WORK > OUTREACH & COORDINATION > SCHEDULE & STATUS

▶ **Planning study requested by D10 Supervisor Commissioner Cohen**

▶ **Study will focus on:**

▶ **Non-infrastructure transportation strategies**

▶ **Reducing vehicle miles of travel and emissions**

▶ **Study results to be:**

▶ **Deployed as grant-funded pilots**

▶ **Included in developer TDM plans**



What We've Heard

PURPOSE > SCOPE OF WORK > OUTREACH & COORDINATION > SCHEDULE & STATUS

- ▶ **Transit service quality: reliability, coverage, crowding**
- ▶ **Safety on streets**
- ▶ **Barriers to mobility: affordability, access to technology**
- ▶ **Traffic congestion: today and with future growth**

Scope of Work

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New mobility

Services that meet on-demand transportation needs

EXAMPLES

- Car share
- Carpool
- Bike share
- Other services

Partnerships

Community organizations, government, the private sector

EXAMPLES

- Community shuttles (Bayview Moves)
- Carpool with Scoop to BART or Caltrain
- Autonomous Vehicle pilot
- Shared/flexible parking



NEAR-TERM STRATEGIES

to support community needs:

- Increased mobility options
- Emphasis on comfort, safety, and health
- Access for Communities of Concern
- Reduce traffic congestion and impacts of future growth



Incentives

Encouraging efficient use of our transportation network

EXAMPLES

- Decongestion fees and rewards
- Games and contests (BART Perks)
- Lane or ramp priority for carpools
- Employer programs (flex time, commute programs)

Easy trip planning

An app, online dashboard, and/or kiosk that serves as a one-stop shop for transportation planning and payment with real-time travel information.

EXAMPLES

- Transit app
- Stockholm's Ubigo Mobility App



Outreach & Coordination

PURPOSE > SCOPE OF WORK > **OUTREACH & COORDINATION** > SCHEDULE & STATUS

▶ Past Studies and Projects

- ▶ 2010 Bayview Community Based Transportation Plan
- ▶ SFMTA Equity Strategy
- ▶ Bayview MOVES Shuttle
- ▶ Developer mitigation measures

▶ Current Studies and Projects:

- ▶ SFMTA 48-Quintara routing study
- ▶ 2018/19 Bayview CBTP



Schedule and Status



Spring 2018: Meet with community groups to confirm community needs

Summer 2018: Workshops to develop pilot ideas and bring partners together

Fall 2018: Workshops to revise pilot ideas

By December 2018: SFCTA Board to adopt recommendations



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http://www.sfcta.org/D10_mobility_management_study



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