



People Connected

Forging Partnership with the
Small Business Community

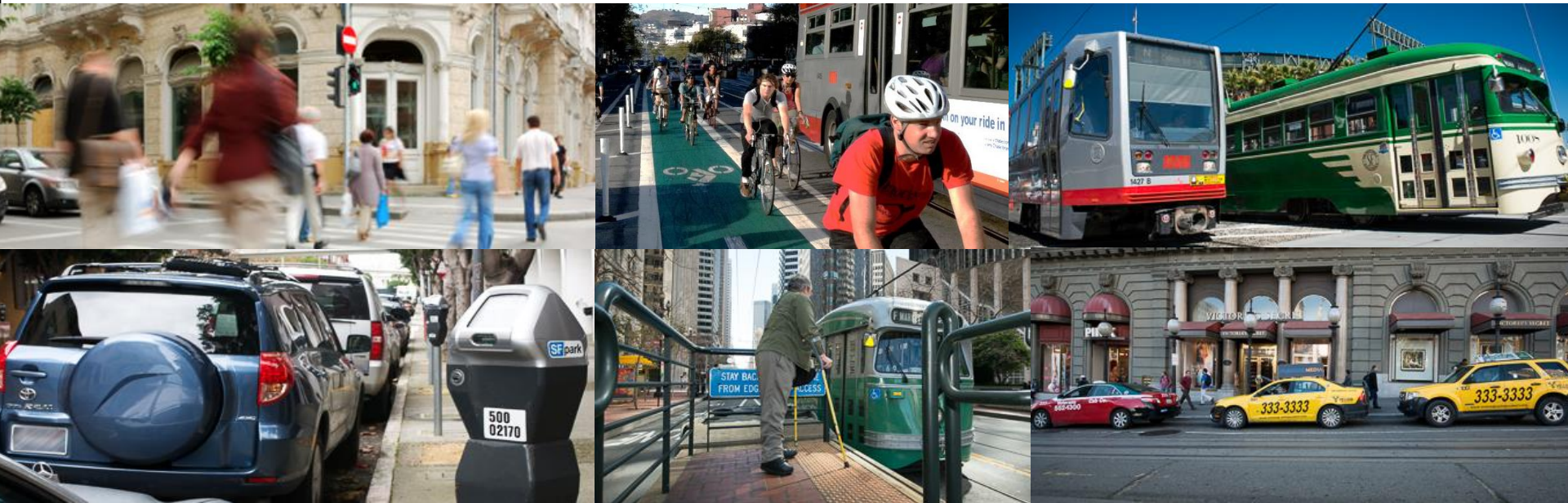


SFMTA
Municipal
Transportation
Agency

Transportation is Vital to our City

To ensure quality of life and economic health in San Francisco, the primary objective of the transportation system must be the safe and efficient movement of people and goods.

-- 1973 Transit First Policy



Public Agencies Governing Transportation

United States Department of Transportation	Federal Highways Administration	Federal Transit Administration	<i>Federal Funding, Regulation & Policy Highway Design Guidelines Vehicle Standards</i>
California Department of Transportation	California Public Utilities Commission	California Air Resources Board	<i>State Funding, Regulation & Policy Highway Jurisdiction & Guidelines, Railway and Vehicle Fleet Regulation</i>
Metropolitan Transportation Commission	Air Quality Management District	Association of Bay Area Governments	<i>Regional Funding Policy & Grants, Toll Operator, Air Quality, Energy & Housing Growth Policy</i>
San Francisco City Planning			<i>General Plan, Transportation Element, Parking & Zoning</i>
San Francisco County Transportation Authority			<i>County Transportation Sales Tax Administrator, County Congestion Management Agency, Countywide Plans</i>
San Francisco Municipal Transportation Agency			<i>City's Transportation Manager: Policy, Planning, Regulation, Design, Funding, Construction & Operations, Parking & Traffic Management</i>

Local Policy Bodies and Agencies

Policy Body: San Francisco County Transportation Authority Board of Directors (Board of Supervisors)

Policy Body: San Francisco Municipal Transportation Agency Board of Directors

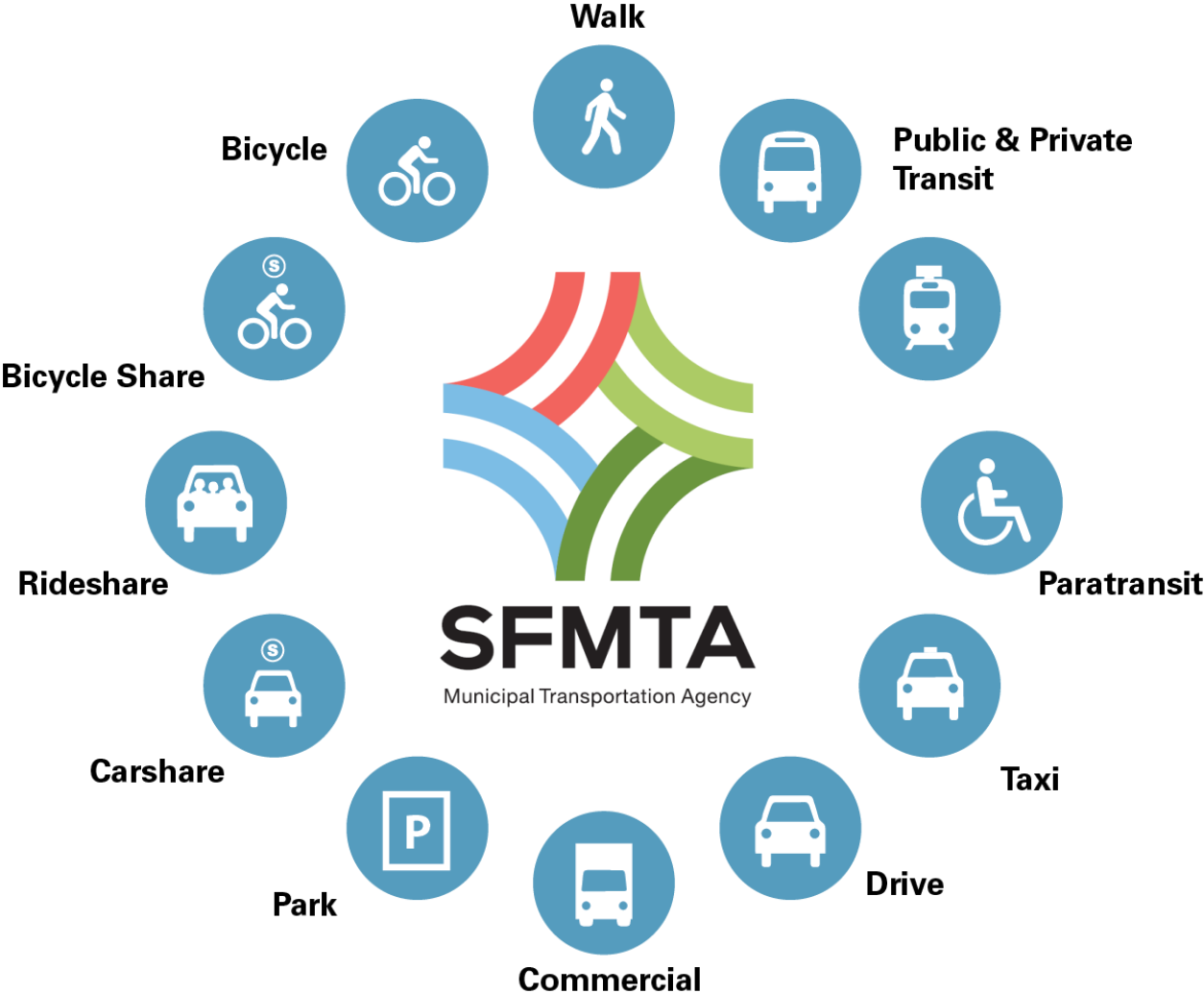
Agency: San Francisco County Transportation Authority

Agency: San Francisco Municipal Transportation Agency

Key Roles: County Transportation Sales Tax Administrator, County Congestion Management Agency Countywide Long Range & District Planning
Interregional planning and coordination

Key Roles: City's Transportation Manager
Transportation Planning, Design, Construction
Transportation Funding (Fares, Fees, Grants),
Transit Operations, Street and Traffic Operations, Parking Management
Taxi Regulation, Street Enforcement
partnership with SFPD

SFMTA Manages the Transportation Network



FY 2013 – FY 2018 Strategic Goals

SFMTA Vision

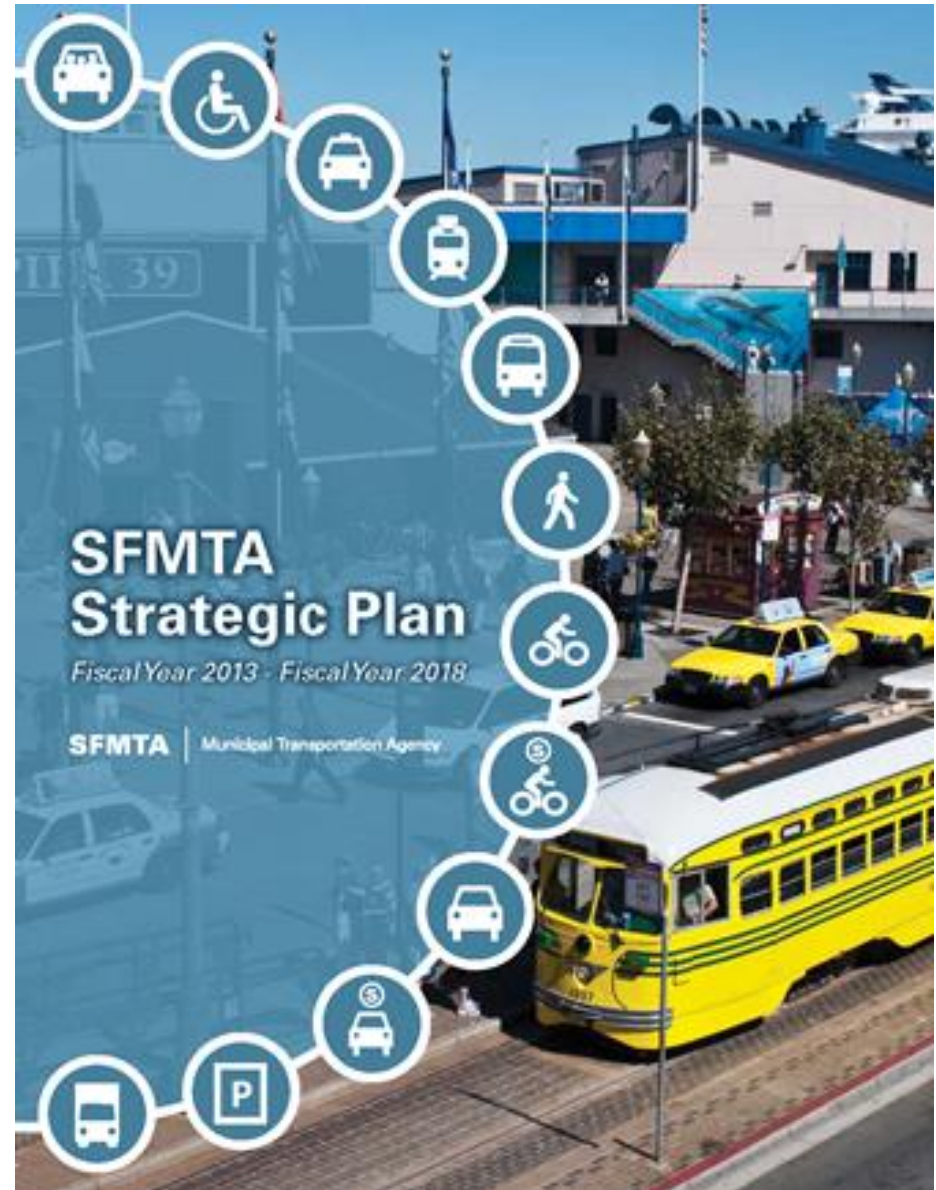
San Francisco: great city, excellent transportation choices.

SFMTA Mission Statement

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

Goals

1. Create a safer transportation experience for everyone
2. Make transit, walking, bicycling, taxi, ridesharing and carsharing the most attractive and preferred means of travel
3. Improve the environment and quality of life in San Francisco
4. Create a collaborative



City Growth Projections

In the next 25 years - 35% Increase in Jobs & Housing allocation



The number of jobs is projected to grow from 568,724 in 2010 to over 760,000 in 2040. 4,600 housing units are under construction, with 43,000+ in the pipeline

Current Transportation System - Opportunities



Dense network, high bus ridership ratio;
latent demand



One of the most walkable cities;
city of short trips and neighborhoods



One of the most bicycle-friendly cities;
Bicycling has increased 96% in 7 years as
conditions improve*



Fast growth of bike-car-scooter sharing,
taxi & shuttles



*Bike Count data taken at 21 intersections annually from 2006-2013

Current Transportation System - *Challenges*



Muni reliability and crowding; changing travel patterns



High number of pedestrian accidents and injury corridors; high traffic speeds & narrow sidewalks in growth areas



Fragmented bicycle network and need for bike parking facilities

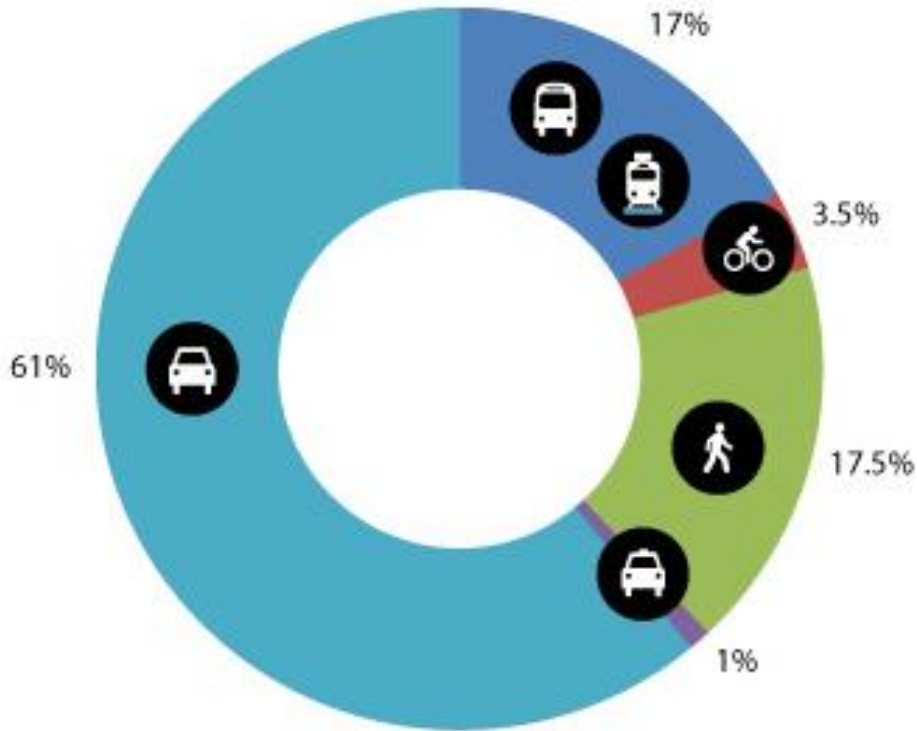


Land use and transportation tradeoffs with auto use, parking and commercial loading



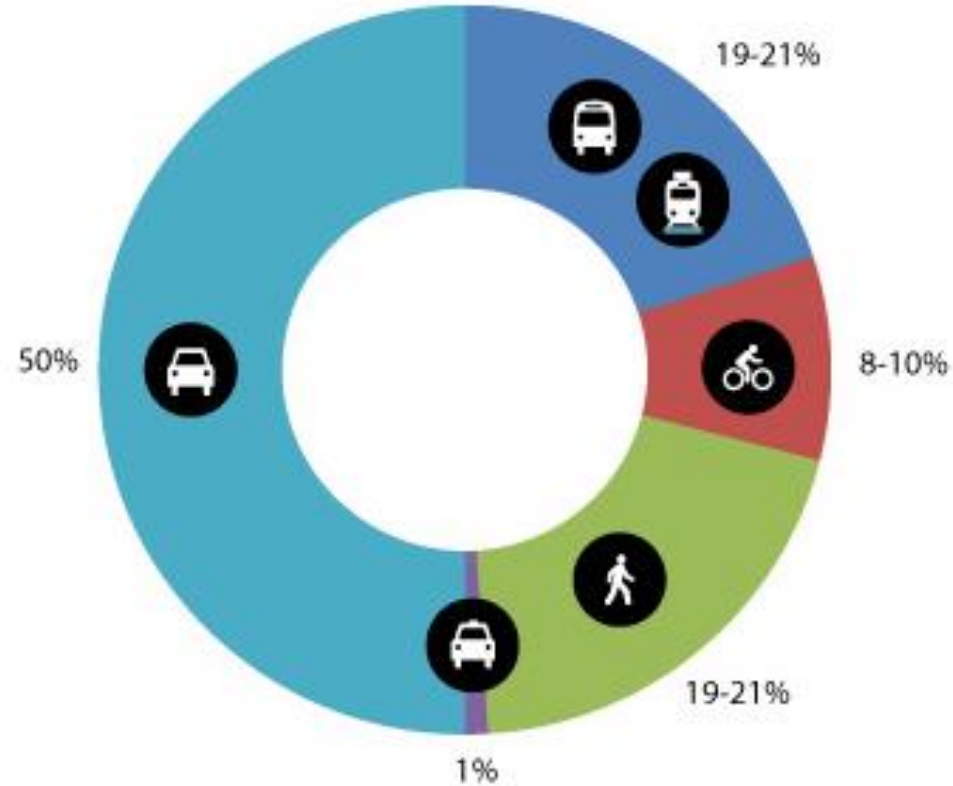
50/50 Mode Split by 2018

All Trips 2010



61% auto/39% non-auto

2018 Goal



50% auto/50% non-auto

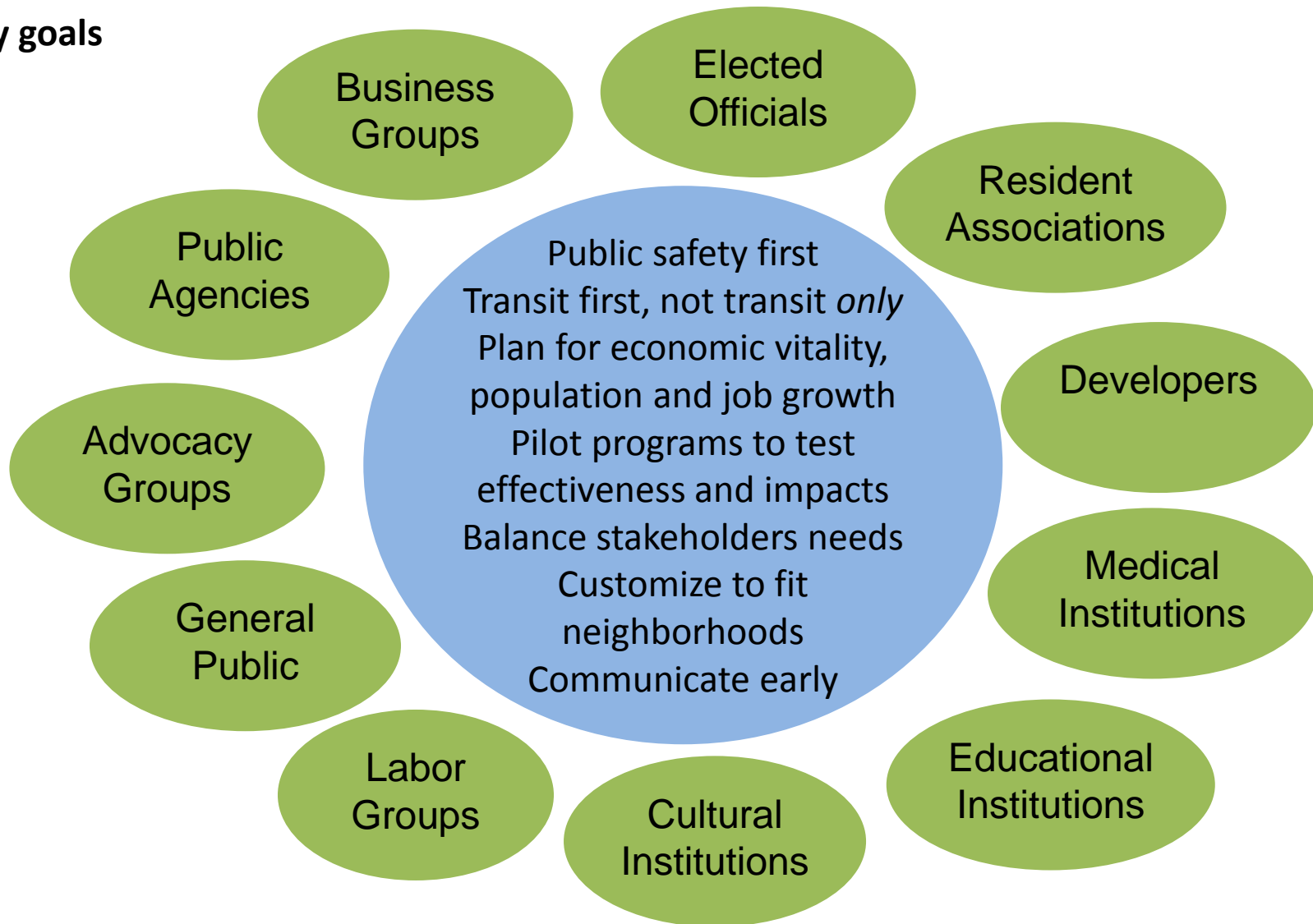
A 15% growth in trips of all modes

Guided by the City Charter and Laws

- SF General Plan Transportation Element
 - Policies 7, 16-17, 30-35 on citywide parking management
 - Focus on Discourage adding parking facilities
- Municipal Transportation Fund (Sec.8A. 105)
 - Parking revenues to fund Transit
- Parking and Traffic-Governance (Sec 8A.113)
 - Manage streets for safe movement of people
- Transit First Policy (8A.115)
 - Priority of streets for transit, walking, bicycling and taxi
- City Planning, Transportation & Public Works Codes
 - Parking, Loading, Right of way uses, encroachments

SFMTA Guiding Principles

Multiple stakeholders have often competing interests-key is to balance those needs with city goals



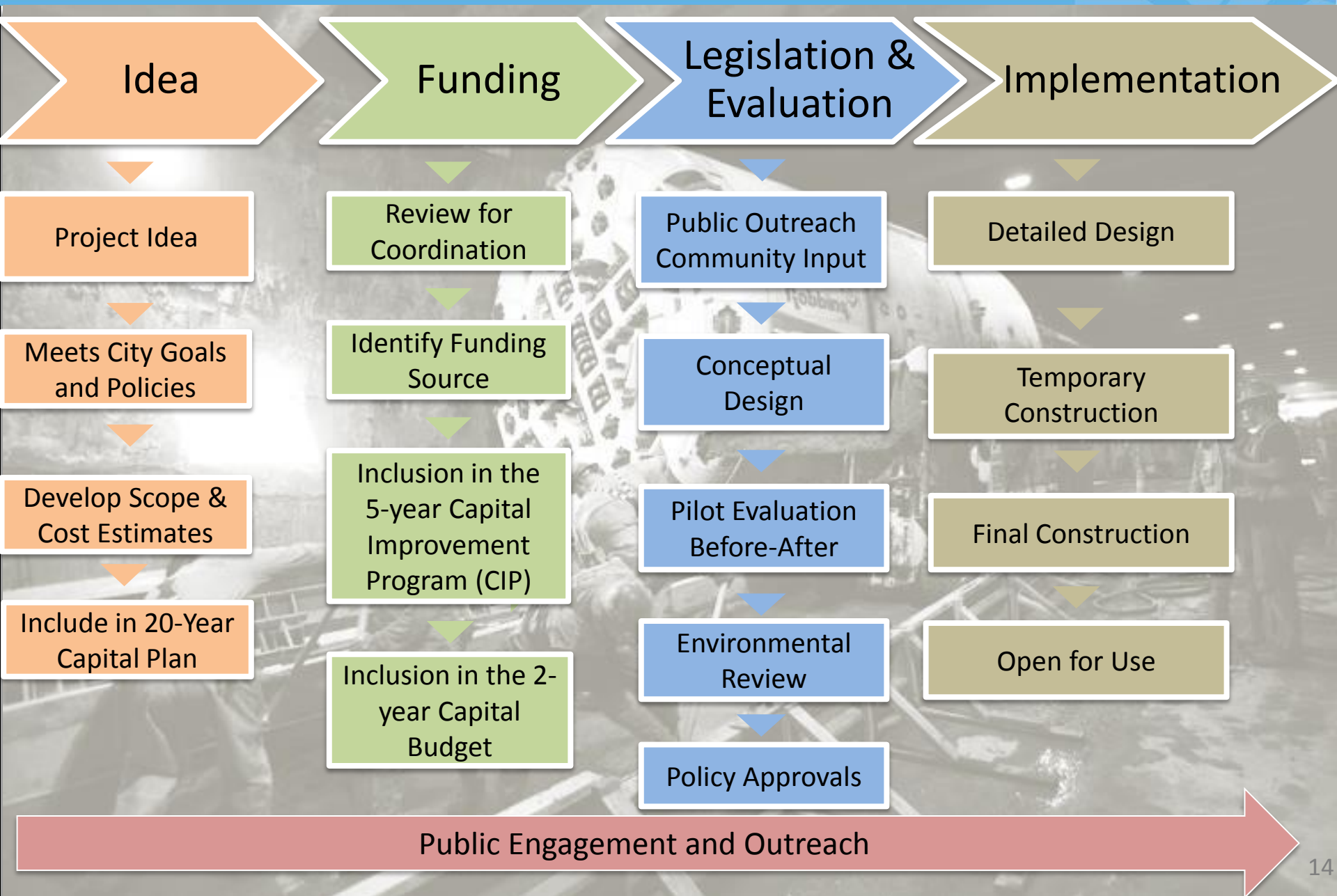
Mobility in the city is about better options for everyone

Services Supporting Small Business Needs

- Color Zones
- Signage, Signals & Street Closure
- Bicycle Racks
- Advertising
- Parking Meters
- Public Garages
- Enforcement
- Contractor Permits
- Procurement/Contracting Preferences
- Accessible Services



Project Delivery Process



Finding Common Ground

Ideas for partnering and collaboration with the Small Business Commission and other business stakeholders:

- Research
- Awareness and Education
- Promotions and Marketing
- Signage and Neighborhood
- Engagement and Inclusion





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Appendix

1973 Transit First Policy

(a) The following principles shall constitute the City and County's transit-first policy and shall be incorporated into the General Plan of the City and County. All officers, boards, commissions, and departments shall implement these principles in conducting the City and County's affairs:

1. To ensure quality of life and economic health in San Francisco, the primary objective of the transportation system must be the safe and efficient movement of people and goods.
2. Public transit, including taxis and vanpools, is an economically and environmentally sound alternative to transportation by individual automobiles. Within San Francisco, travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile.
3. Decisions regarding the use of limited public street and sidewalk space shall encourage the use of public rights of way by pedestrians, bicyclists, and public transit, and shall strive to reduce traffic and improve public health and safety.
4. Transit priority improvements, such as designated transit lanes and streets and improved signalization, shall be made to expedite the movement of public transit vehicles (including taxis and vanpools) and to improve pedestrian safety.
5. Pedestrian areas shall be enhanced wherever possible to improve the safety and comfort of pedestrians and to encourage travel by foot.
6. Bicycling shall be promoted by encouraging safe streets for riding, convenient access to transit, bicycle lanes, and secure bicycle parking.
7. Parking policies for areas well served by public transit shall be designed to encourage travel by public transit and alternative transportation.
8. New transportation investment should be allocated to meet the demand for public transit generated by new public and private commercial and residential developments.
9. The ability of the City and County to reduce traffic congestion depends on the adequacy of regional public transportation. The City and County shall promote the use of regional mass transit and the continued development of an integrated, reliable, regional public transportation system.
10. The City and County shall encourage innovative solutions to meet public transportation needs wherever possible and where the provision of such service will not adversely affect the service provided by the Municipal Railway.

(b) The City may not require or permit off-street parking spaces for any privately-owned structure or use in excess of the number that City law would have allowed for the structure or use on July 1, 2007 unless the additional spaces are approved by a four-fifths vote of the Board of Supervisors. The Board of Supervisors may reduce the maximum parking required or permitted by this section.

(Amended by Proposition A, Approved 11/6/2007)

The City's Parking Policy

Sec 150 of the Planning Code:

- (a) **General.** This [Article 1.5](#) is intended to assure that off-street parking and loading facilities are provided in amounts and in a manner that will be consistent with the objectives and policies of the San Francisco General Plan, as part of a balanced transportation system that makes suitable provision for walking, cycling, public transit, private vehicles, and the movement of goods. With respect to off-street parking, this Article is intended to require facilities where needed but discourage excessive amounts of automobile parking, to avoid adverse effects upon surrounding areas and uses, and to encourage effective use of walking, cycling, and public transit as alternatives to travel by private automobile.

SFMTA At a Glance



MANAGES AND MAINTAINS TRANSPORTATION RESOURCES:

- **\$831** million operating budget
- **28** operations, maintenance, administrative, and storage facilities in San Francisco
- More than **4,700** green jobs planning, building, operating, regulating and maintaining a sustainable transportation system

\$13.4 billion in replacement value of capital assets



OPERATES AND MANAGES MUNI, SAN FRANCISCO'S PUBLIC TRANSIT SYSTEM, WHICH HAS:

- **3** million hours of transit service annually
- More than **3,500** transit stops
- **77** transit lines
- **217** miles of overhead wire systems
- **1,055** service vehicles in its fleet

An average of **700,000** weekday boardings



SUPPORTS WALKING AND BICYCLING BY MANAGING:

- **1,196** signalized intersections
- **132** intersections with accessible pedestrian signals
- **195** school crossing guards
- **3,060** bicycle racks on sidewalks
- **202** racks in on-street corrals
- **35** bikesharing stations with 350 bicycles available

217 miles of bicycle paths, lanes and routes



SUPPORTS GETTING AROUND BY CAR, TAXI AND THE DELIVERY OF GOODS BY MANAGING:

- **1,029** miles of road including streets in parks and former military bases
- **900** miles of pavement markings including signs, crosswalks and bicycle lanes
- **27,935** parking meters
- **281,700** on-street parking spaces
- **19** off-street parking garages
- **19** metered parking lots
- **60** electric vehicle chargers
- **1,855** taxi medallions, and the regulation of the city's green fleet of taxis
- **87** paratransit vans and approximately **710** blue zones for disabled parking placard holders
- **4,000** commercial loading spaces citywide
- More than **1,000** carsharing spaces (including on- and off-street spaces) in San Francisco