

## FY 2013-18 Strategic Plan Goals & 2015 SFMTA Capital Plan Criteria

**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.

### Strategic Plan Goal/Capital Plan Prioritization Criteria

#### GOAL 1. Create a safer transportation experience for everyone.

**Security:** Protects the transportation system and Agency assets from potential threats. Reduces system and asset vulnerability (frequency or severity) due to collisions, vandalism, theft, security threats or natural causes (earthquakes, sea level rise, adaptation to climate change).

**Safety:** Reduces incidents and injuries. Supports the City's Vision Zero policy goal. Provides transportation services that address and minimize safety risks.

#### GOAL 2. Make transit, walking, bicycling, taxi, and carpooling the preferred means of travel.

**Reliability:** Meets core operational Agency performance objectives. Improves transit on-time performance, reduces travel time variability, or improves multi-modal trip predictability. Provides a system that can be reliably used by all. Provides for the proper functioning of transportation assets.

**System Quality:** Improves the quality (comfort, attractiveness and cleanliness) of the transportation system. Supports the development of a seamless, multi-modal transportation system. Enhances multi-modal transfers, improves information and transfer arrangements. Provides or enhances pedestrian-oriented public spaces.

**System Access:** Enhances system access and accessibility by incorporating principles of universal design. Provides access, including access for persons with disabilities, where it does not exist or improving access where existing conditions are substandard. This may include improving wayfinding and interconnectivity.

**Travel Time:** Reduces travel time for transit, pedestrians, bicyclists or carpooling, including taxis. Removes or limits sources of delay through resolving a gap in rights of way, improving connectivity, physical service or expanding existing rights of way or service.

#### GOAL 3. Improve the environmental and quality of life in San Francisco.

**Efficiency & Financial Sustainability:** Results in a positive impact on SFMTA's transportation operating budget. Directly results in a net decrease in operating and/or maintenance costs for the Agency to operate the transportation system. Avoids potential cost increases. Enhances the ability of the Agency to deliver capital improvements in a timely manner. Directly generates additional revenue or provides a direct operating subsidy for the Agency.

**Resource Conservation and Environmental Impacts:** Reduces the SFMTA's use of non-renewable resources. Optimizes the use of sustainable resources and improves energy efficiency of the transportation sector to protect against the impacts of climate change. Creates a positive transportation impact to communities. Reduces vibration, waste, air, water and noise pollution during construction and operation.

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

**Transparent Communications:** Provides clear information (internally and externally) and improves accountability.

**Regulatory Compliance & Risk Management:** Achieves regulatory compliance or mitigates potential risk (organizational, financial, community, etc.).

**Workplace Quality:** Provides for a safe, healthy, and high-quality work environment. Promotes a collaborative organizational culture across the SFMTA.

# 2015 SFMTA Capital Plan Prioritization Criteria and Weights

