



The SFMTA Strategic Plan

SFMTA Board of Directors Meeting
April 3, 2018



Agenda

- Overview of the Strategic Plan
- New Strategic Plan Elements
- Strategic Plan Targets
- Implementation and Next Steps



A Roadmap for the Agency

The Strategic Plan:

- Helps align an organization's people, services, projects, processes, and tools.
- Establishes the overall direction of an organization as well as specific strategies, actions, and metrics.
- Will be revised as needed to reflect changing conditions and needs.



Issues to Address in the New 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
- Accessibility
- 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

Changes from the Last Plan

- ***Refine*** the vision and mission statement for the agency.
- ***Retain*** the focus of the four main goals, but redefine and shift objectives to respond to city and agency needs.
- ***Update*** values along with new defining statements to describe intended meaning for the agency.
- ***Establish*** a two-year implementation cycle, aligned with the budget process, for evaluation of the plan and updates to actions and metrics.

Strategic Plan Development

**Summer &
Fall 2016**

Best practices research
Exploratory assessment of the current Strategic Plan

**Winter &
Spring
2017**

Needs assessment and organizational development research
Strengths/Weaknesses/Opportunities/Threats (SWOT) analysis

**Summer &
Fall 2017**

Agency outreach, including a values survey, site visits, and value and objective workshops
Development of the new Strategic Plan Elements

**Winter &
Spring
2018**

Development and vetting of the new Strategic Plan and the Key Performance Indicators (KPIs)
Board of Directors' Approval of the new Strategic Plan

**Summer
2018**

Kick-start implementation of the new Strategic Plan



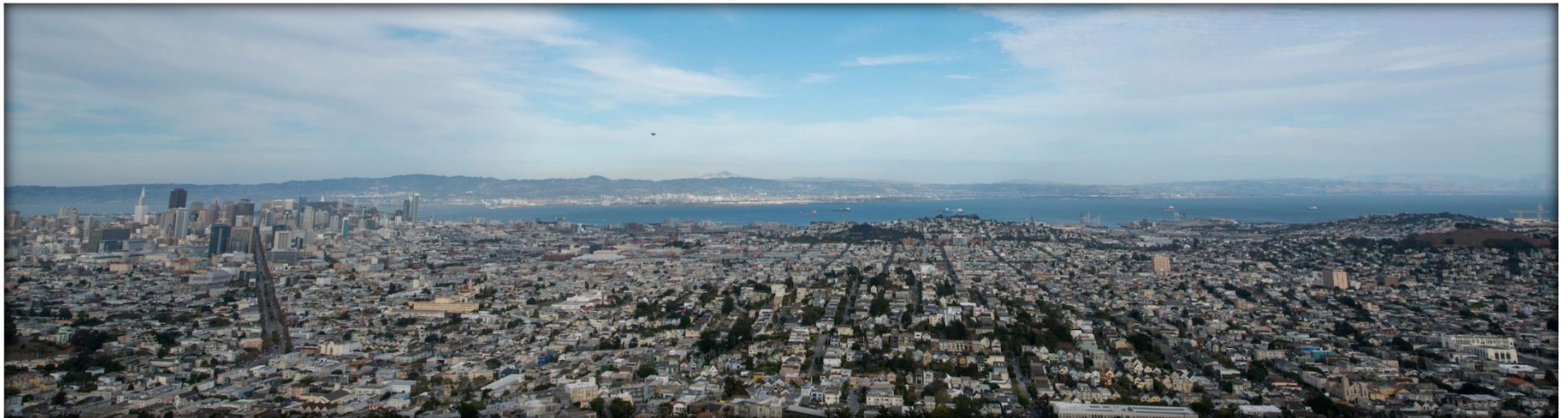
STRATEGIC PLAN ELEMENTS

SFMTA Vision:

Excellent transportation choices for San Francisco.

Mission Statement:

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



Workplace Values



Respect



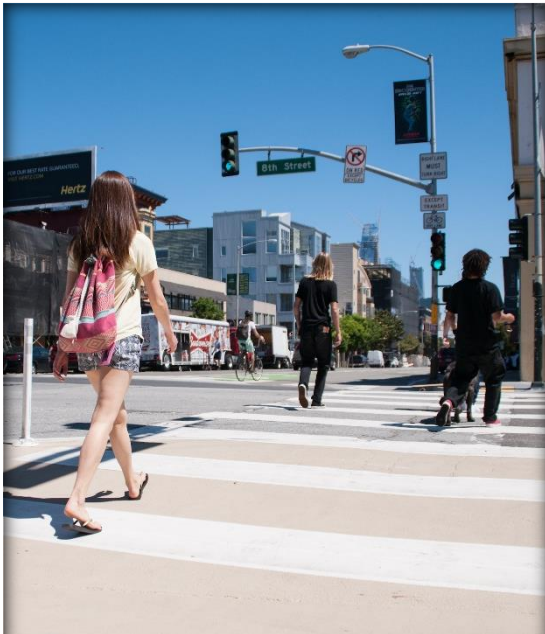
Inclusivity



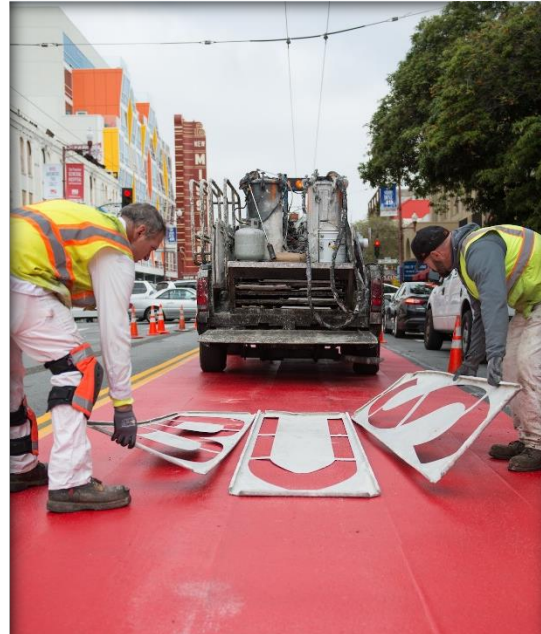
Integrity

Safety

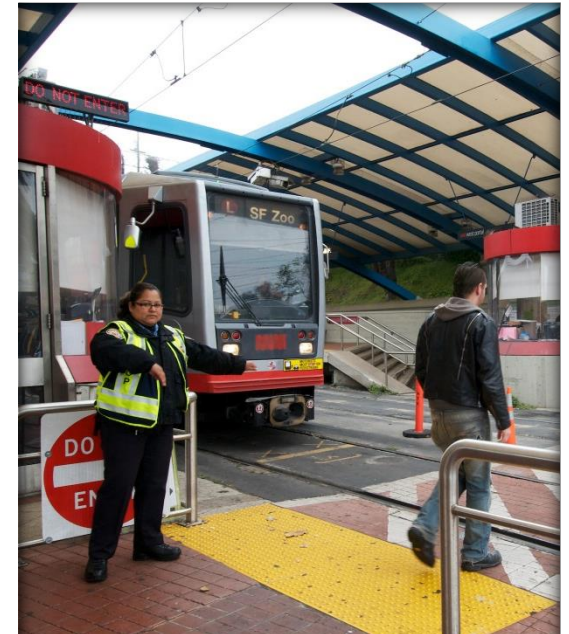
Goal 1: Create a safer transportation experience for everyone.



Vision Zero



Transit system safety



Security

Travel Choices

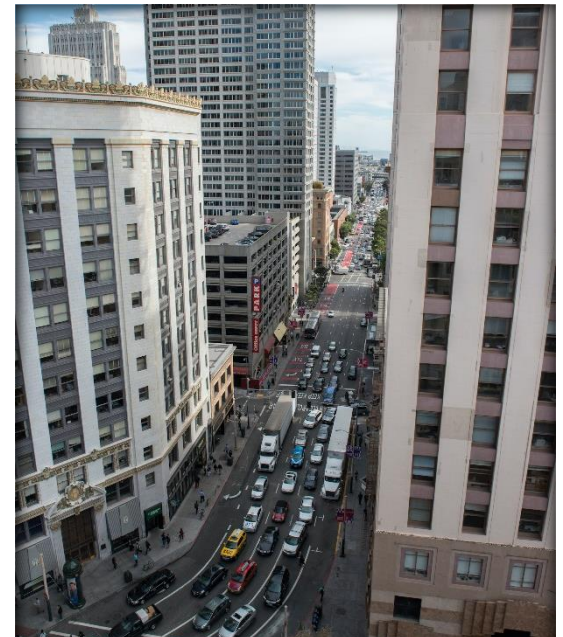
Goal 2: Make transit and other sustainable modes of transportation the most attractive and preferred means of travel.



Transit service



Sustainable modes



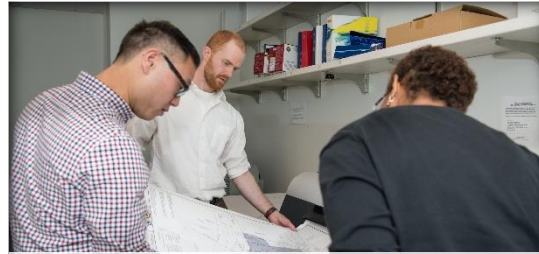
Congestion & parking

Livability

Goal 3: Improve the quality of life and environment in San Francisco and for the region.



Equity



Land use & transportation



Emerging mobility services



Accessibility



Environmental stewardship



Financial sustainability

Service

Goal 4: Create a workplace that delivers outstanding service.



Public outreach & community engagement



Employee morale & wellness



Workplace safety



Diversity & inclusion



Business processes & project delivery

Key Updates to Metrics & Targets

Continued reporting of City Charter Service Standards.

Example new metrics for safety, travel choices, equity, and employee engagement.

- Traffic fatalities
- Muni travel time
- Bike and Taxi trips
- Emerging mobility metrics
- Use of free and reduced fare programs
- Service gaps in Communities of Concern
- Employee survey ratings for diversity and inclusion

Specific, forward-looking targets established for each metric.

IMPLEMENTATION AND NEXT STEPS

Public reporting on progress is critical to the implementation of the Strategic Plan.

The SFMTA will continue to issue regular public reports and updates on the metrics:

- Monthly online updates on the metrics
- Quarterly progress updates and metrics reports at the SFMTA Board's Policy and Governance Committee
- Monthly and Semiannual Controller's Office reporting
- SFMTA Annual Report
- Biennial Municipal Transportation Quality Review

Progress Evaluation

This strategic plan will be a living document that can be updated as needed to respond to the constantly evolving city and region.

- Assess progress and agency needs every two years.
- Update to address changes in city priorities.
- Define targets and actions in coordination with the two-year budget cycle.

San Francisco Municipal Transportation Agency Strategic Plan

