



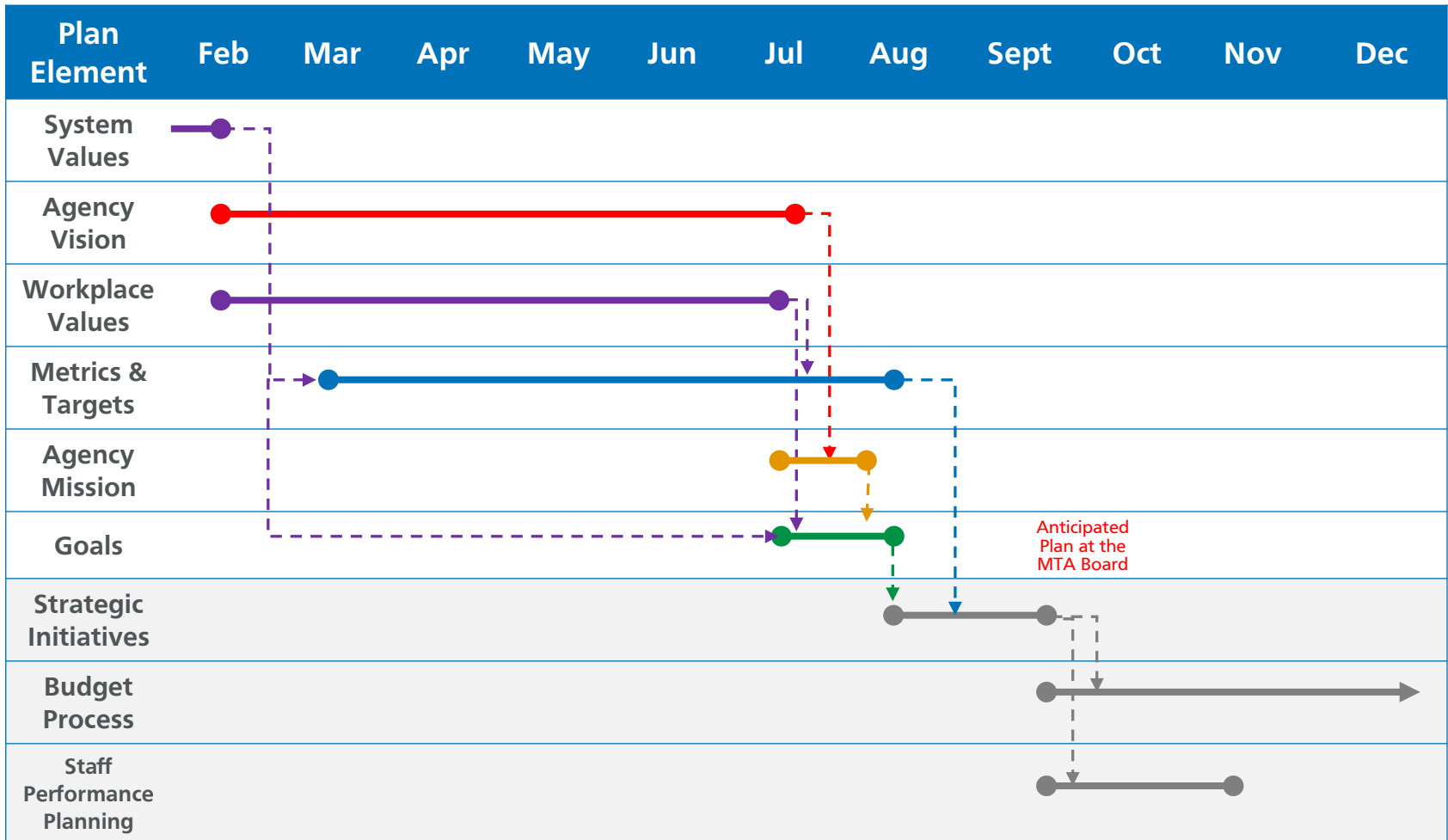
SFMTA

2021 Strategic Planning

SFMTA Board Policy and Governance Committee Meeting
July 2021

Strategic Plan Development Timeline

As of July 2021





SFMTA

Values for the Transportation System

Values for the Transportation System

Draft as of July 19, 2021

Equity: Correction of racial and social inequities and prioritization of those with the most need.

- **Accessibility:** Transportation services and programs that are accessible to all, particularly people with disabilities and older adults, and actively work to eliminate any barriers that limit mobility choices.
- **Safety:** Streets and mobility free from injury and harm.
- **Inclusivity:** Community engagement to understand needs and shape agency priorities.

Economic Vitality: Reliable transportation that support the city and its economic recovery, and a street system that maximizes the movement of people and goods.

- **Service Quality:** Convenient and safe transit and other services that deliver a positive customer experience.
- **Resiliency:** A transportation system prepared for rapid economic, environmental and social change.

Environmental Stewardship: Protection of the environment and improving the quality of life in San Francisco.

- **Livability:** Implementation of the Transit First Policy to make getting around by Muni, walking and biking easy.
- **Climate Action:** Implementation of policies and infrastructure to protect communities and reduce carbon emissions.

Trust: Strengthening the social and cultural connections of the city and building confidence in the agency.

- **Accountability:** Responsible stewardship of public funds through efficient provision of projects and services that meet the needs of the public.
- **Transparency:** Clear communications with the public about the agency data, performance and decision-making processes.



Strategic Goals

Discussion

- **Strengths:** things we do well; our expertise and successes to continue
- **Weaknesses:** what we need to improve; internal issues that have kept us from achieving our goals
- **Opportunities:** what in our current environment can help us achieve our goals
- **Threats:** external factors that have kept us from achieving our goals



Appendix

Past Goals

Goal 1: Create a safer transportation experience for everyone.

- Objective 1.1: Achieve Vision Zero by eliminating all traffic deaths.
- Objective 1.2: Improve the safety of the transit system.
- Objective 1.3: Improve security for transportation system users.

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

- Objective 2.1: Improve transit service.
- Objective 2.2: Enhance and expand use of the city's sustainable modes of transportation.
- Objective 2.3: Manage congestion and parking demand to support the Transit First Policy.

Past Goals

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

- Objective 3.1: Use agency programs and policies to advance San Francisco's commitment to equity.
- Objective 3.2: Advance policies and decisions in support of sustainable transportation and land use principles.
- Objective 3.3: Guide emerging mobility services so that they are consistent with sustainable transportation principles.
- Objective 3.4: Provide environmental stewardship to improve air quality, enhance resource efficiency, and address climate change.
- Objective 3.5: Achieve financial stability for the agency.

Goal 4: Create a workplace that delivers outstanding service.

- Objective 4.1: Strengthen morale and wellness through enhanced employee engagement, support, and development.
- Objective 4.2: Improve the safety, security, and functionality of SFMTA work environments.
- Objective 4.3: Enhance customer service, public outreach, and engagement.
- Objective 4.4: Create a more diverse and inclusive workforce.
- Objective 4.5: Increase the efficiency and effectiveness of business processes and project delivery through the implementation of best practices.