



SFMTA Strategic Plan

SFMTA CAC OCSC Committee
May 9, 2017



SFMTA
Municipal
Transportation
Agency

Agenda

- **Key Takeaways from the Pre-Development Strategic Planning Work:**
 - Feedback from the CAC
 - Feedback from the SFMTA Board
 - Preliminary SWOT Discussions
- **Key Issues to address in the next plan**
- **Discussion & Next Steps**

Feedback from the CAC – February 2

- Improve travel time
- Increase Muni transit service capacity and reliability
- Coordinate with regional transit providers
- Improve data analysis and reporting
- Focus on accessibility (vehicles, facilities, potential sites, elevators/escalators, etc.)
- Promote shifting modes to active transportation
- Improve Communications
- Facilitate the movement of goods as well as people

Feedback from the SFMTA Board – *February 7*

- Promote interagency and regional partnerships
- View emerging technologies as an opportunity; understand and anticipate long-term impacts
- Promote public engagement on how to serve them better
 - Communications and education programs discussing purpose of treatments
 - Improve perception of Muni
 - Raise willingness to fund and use the system
- Assess workforce development
 - Cost of living impacts on staff, esp. related to longer distance commutes
 - Continual education and training programs
 - Address slow hiring processes to get staff we need

Preliminary SWOT Analysis

STRENGTHS

- A skilled workforce proud to serve the SFMTA
- Citywide service delivery
- Commitment to equity
- Solid coordination in cases of emergency

WEAKNESSES

- Internal process challenges
- Succession planning
- Service and facility issues
- Staff training, career planning, recruitment, knowledge sharing

OPPORTUNITIES

- Innovative and forward-thinking policies
- New technologies for vehicles & public outreach
- Local fiscal health and stability
- Emerging technologies & new modes of transport

THREATS

- Federal funding uncertainty
- Public trust in agency work
- Population growth & congestion
- Emerging technologies & new modes of transport
- Conflicting stakeholder interests

Key Issues to address in the next plan

- Equity
- Affordability
- Regional impacts
- Transportation Network Companies
- Autonomous vehicles
- Changing travel modes and patterns
- Sustainability

