



The SFMTA Strategic Plan

SFMTA Citizens' Advisory Council Briefing
March 22, 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.



What we heard from the Citizens' Advisory Council

Improve Muni travel time, service capacity and reliability → Objective 2.1

Coordinate with regional transit providers → Goal 3

Improve data analysis and reporting → Objective 4.5

Focus on transit accessibility and accommodation of the aging population → Objective 3.1

Promote shifting modes to active transportation → Objective 3.2

Improve Communications → Objective 4.3

Facilitate the movement of goods → Objectives 2.3 and 3.3

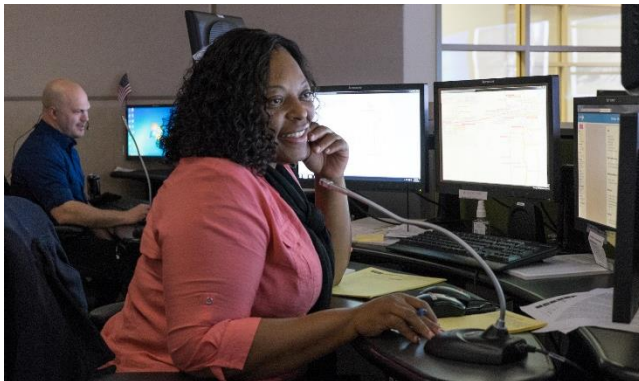
Questions from January CAC Meeting



Inclusion of “fast” in the mission statement



Vehicle miles travelled (VMT) as an objective



Customer communications



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



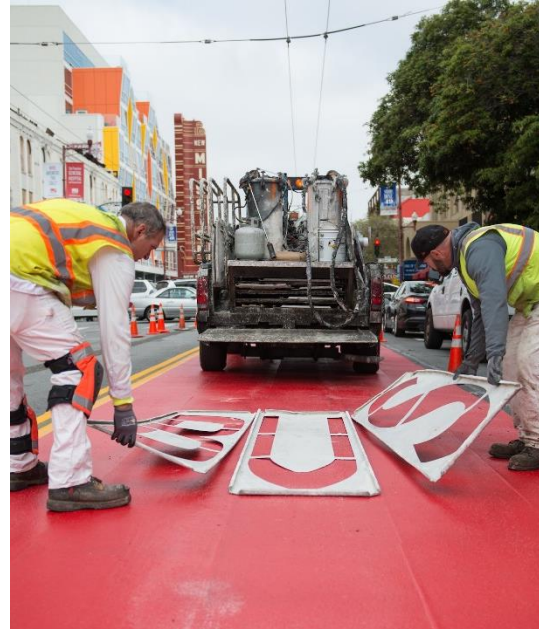
Integrity

Safety

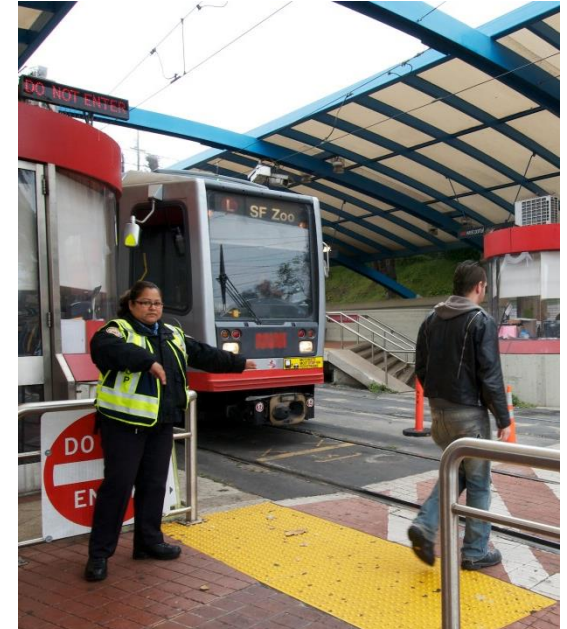
Goal 1: Create a safer transportation experience for everyone.



Vision Zero



Transit system safety



Security

Travel Choices

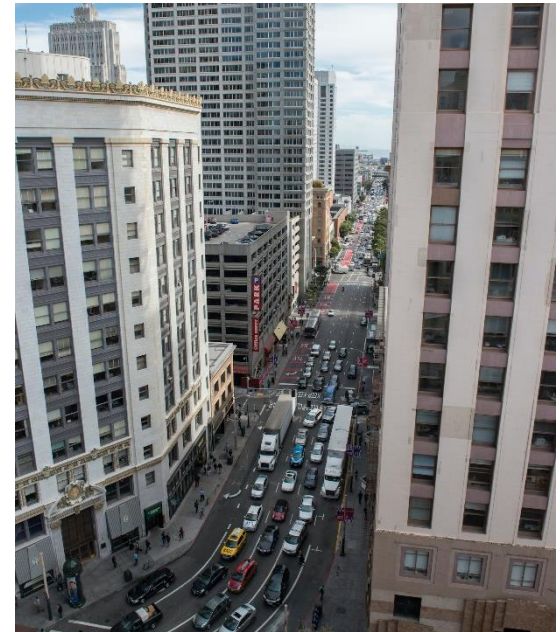
Goal 2: Make transit and other sustainable modes of transportation the most attractive and preferred means of travel.



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.



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

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

San Francisco Municipal Transportation Agency Strategic Plan

