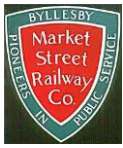


San Francisco Transport Integration Evolution for People





Market Street Railway



Muni

Muni

Prop E



Prop A



Public Competition for new Logo

Bureau of Streets

Dept. of Parking & Traffic

Parking Authority

Transit First Policy



- Traffic Engineering
- Traffic Signs / Markings
- Parking Meters
- Parking Lots / Garages
- Resident Parking Permits

SFMTA

S.F. Municipal Transportation Agency)



2013 Adoption of Strategic Plan

Taxi Commission

1912

1944

1973

1989

1994

1999

2009

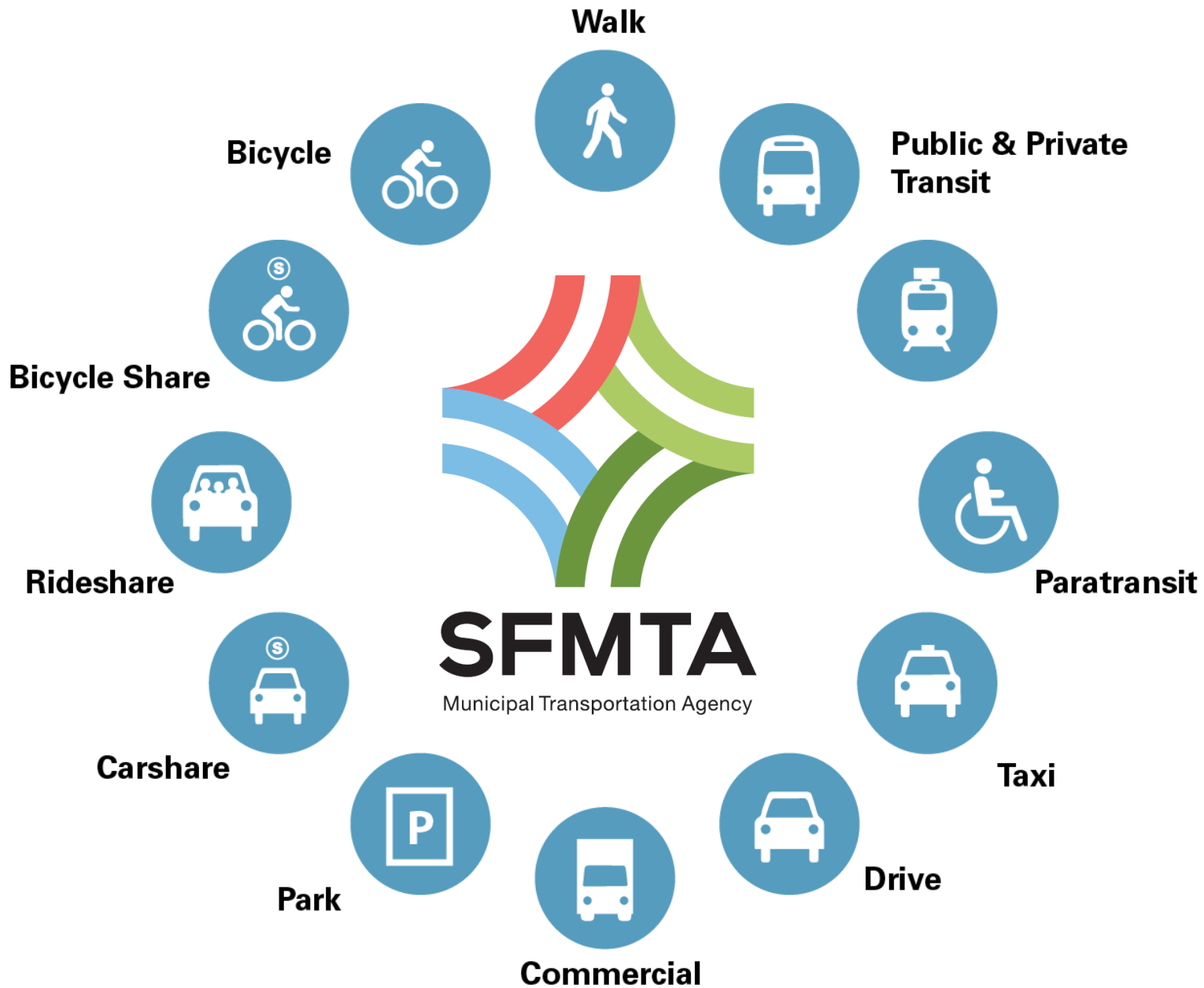
2012

Citizen initiated Process

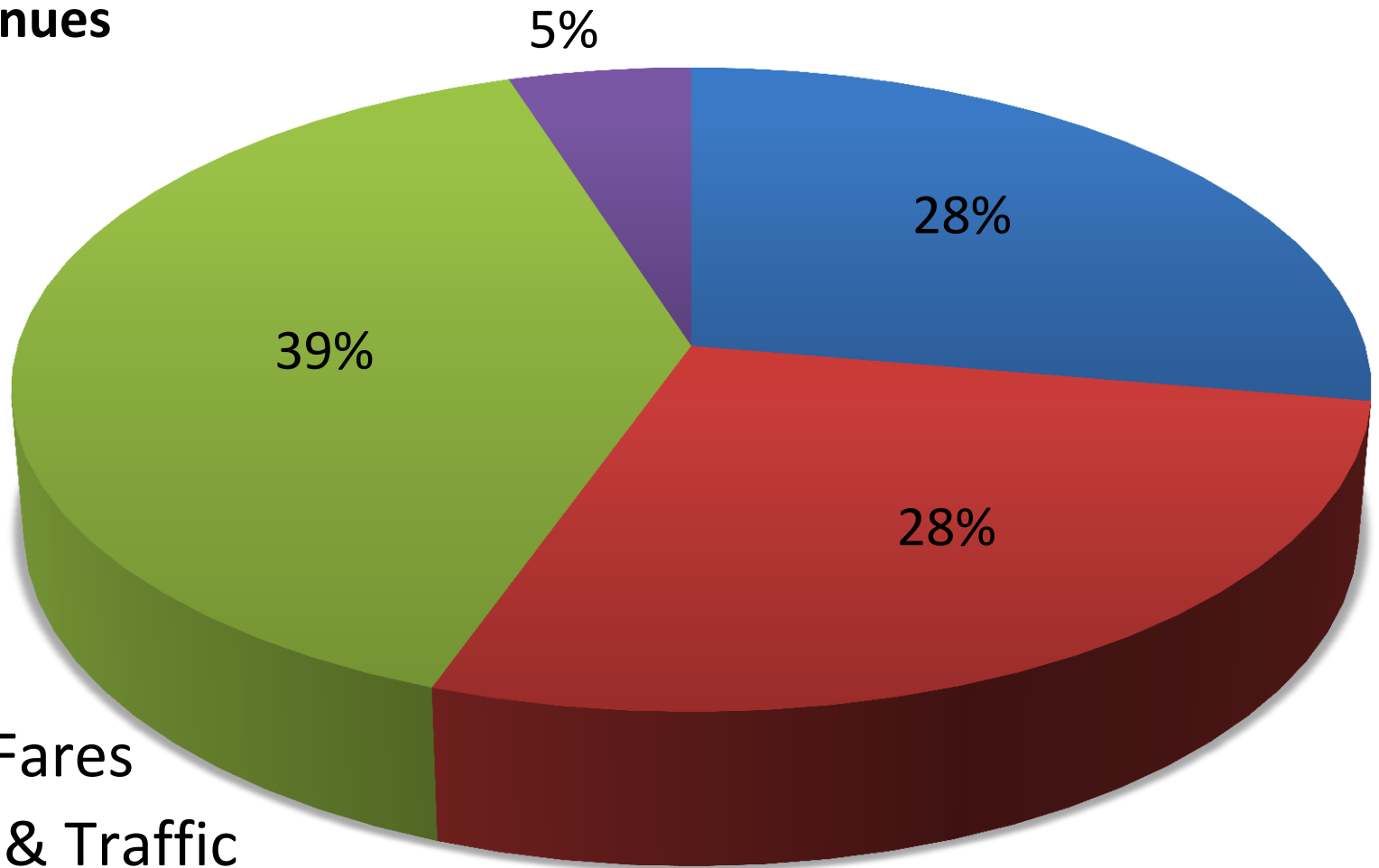
Political Leadership

Internal Staff Champions





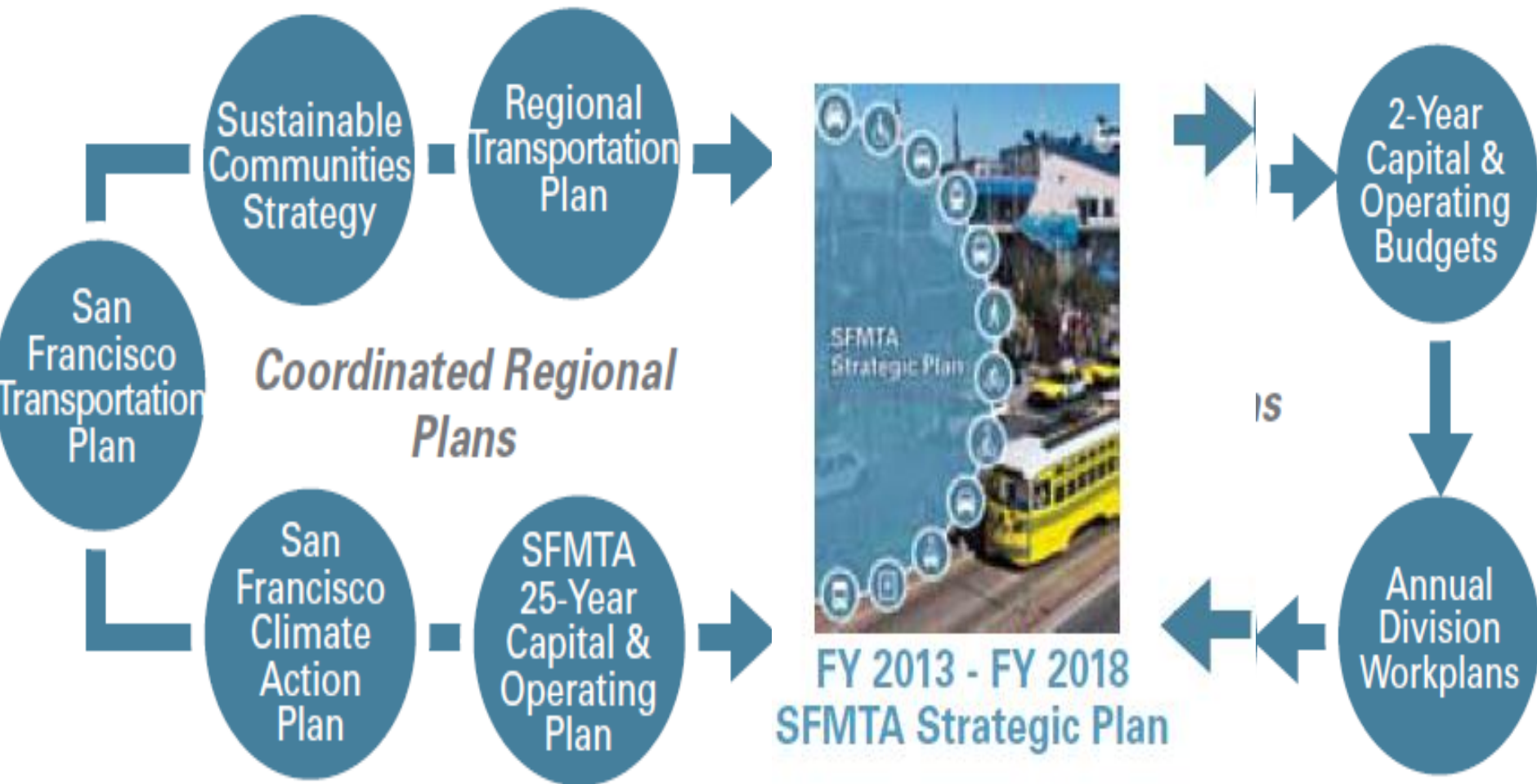
2012 Revenues

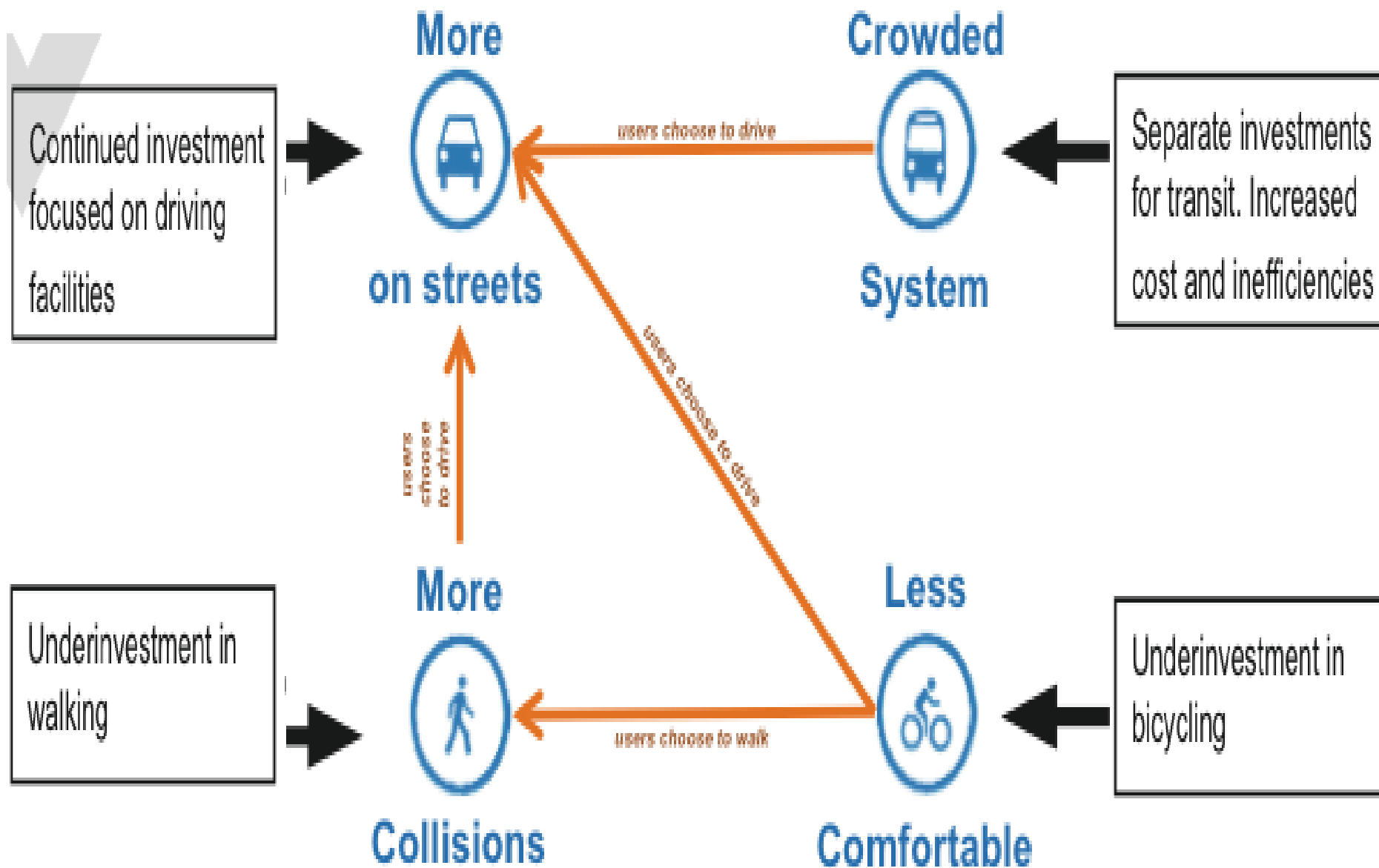


- Transit Fares
- Parking & Traffic
- Taxes
- Other

Integrated Governance

Planning and Prioritization, Funding and Delivery Processes

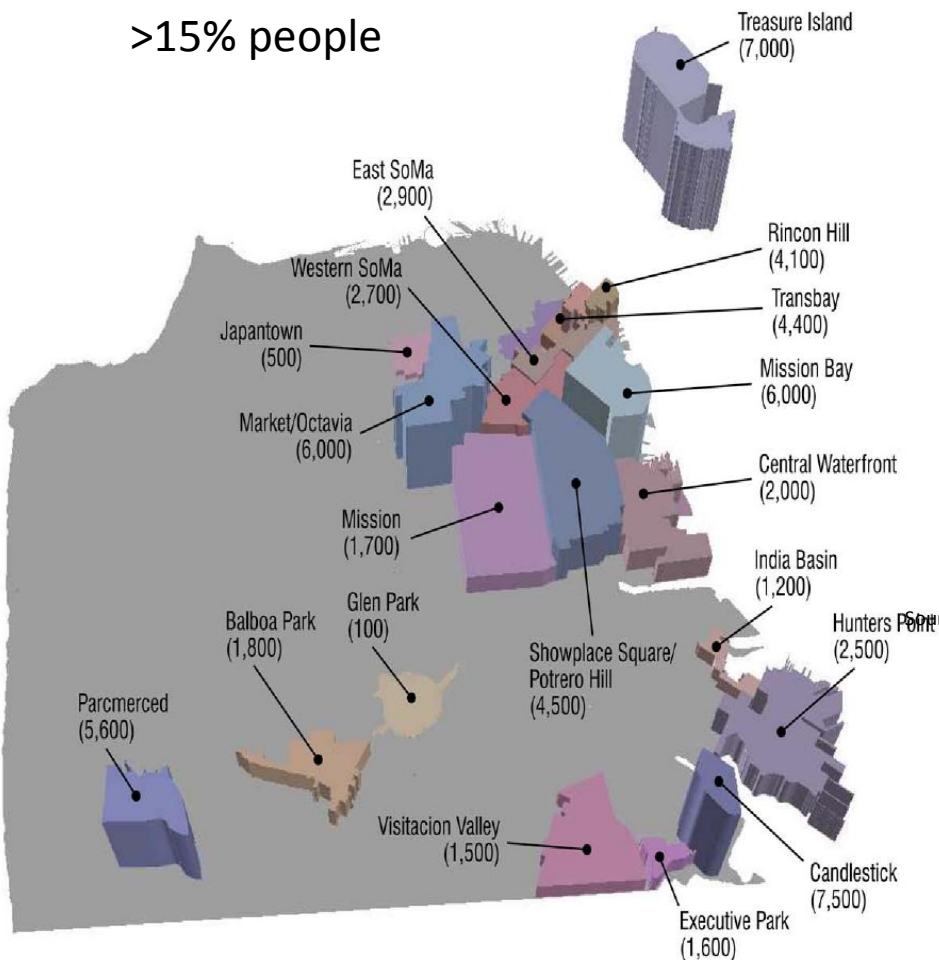




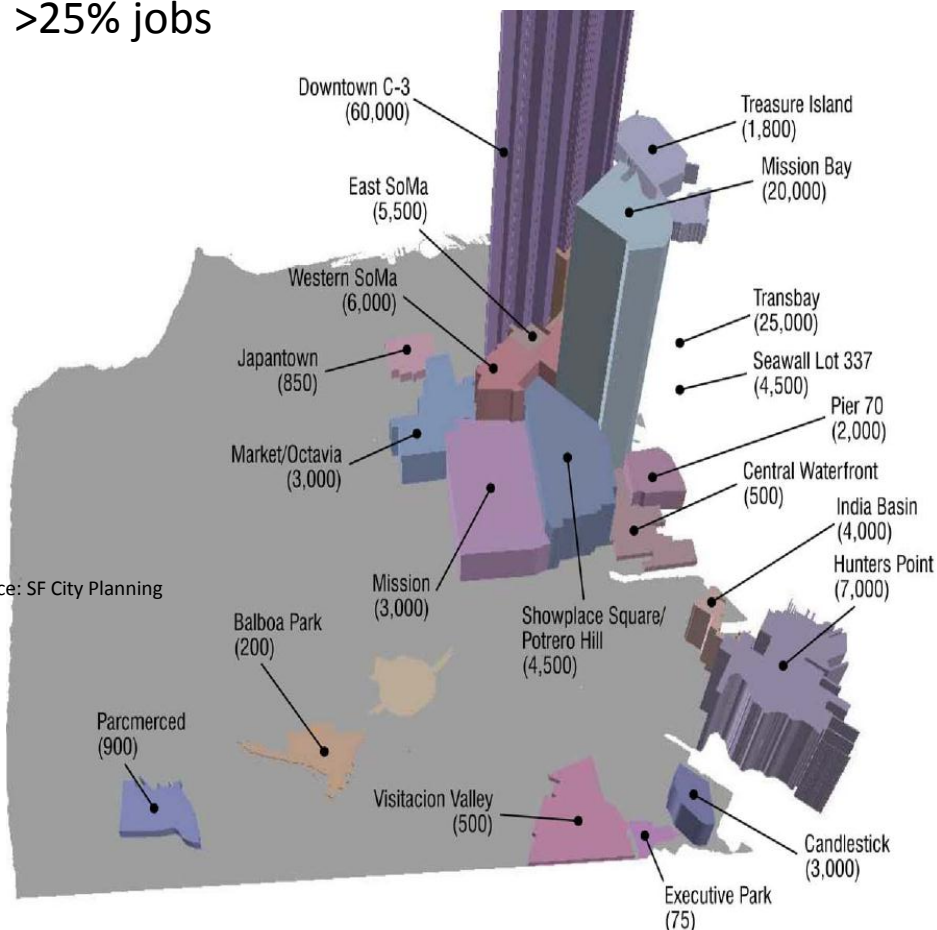
San Francisco 2035 Population & Employment

Regional Growth focused in Priority Development Areas

>15% people



>25% jobs

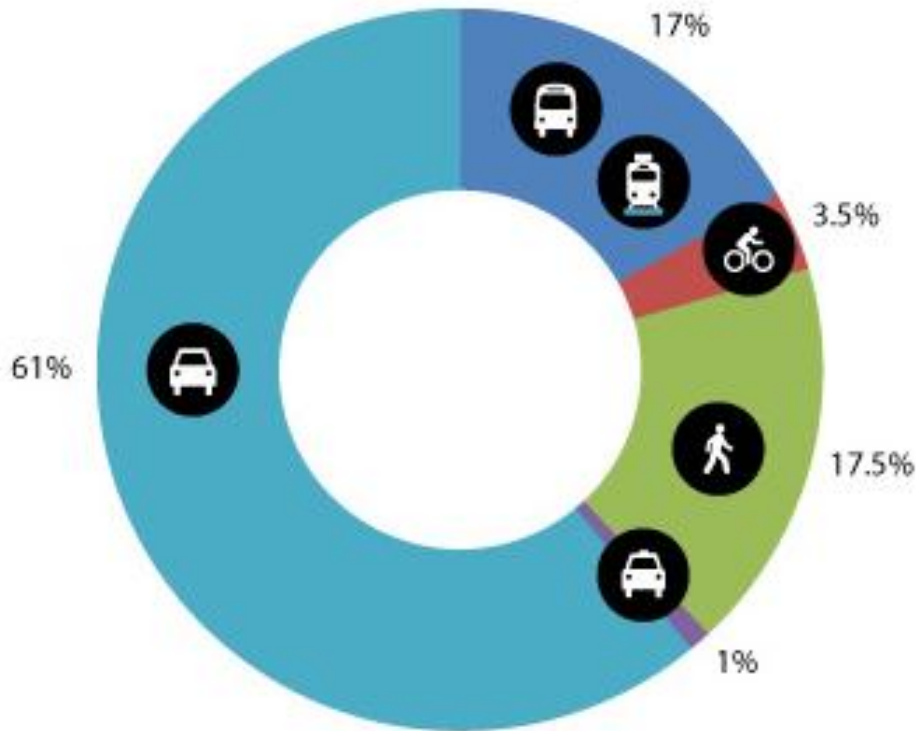


Source: SF City Planning

Targeted land use underscores transport integration

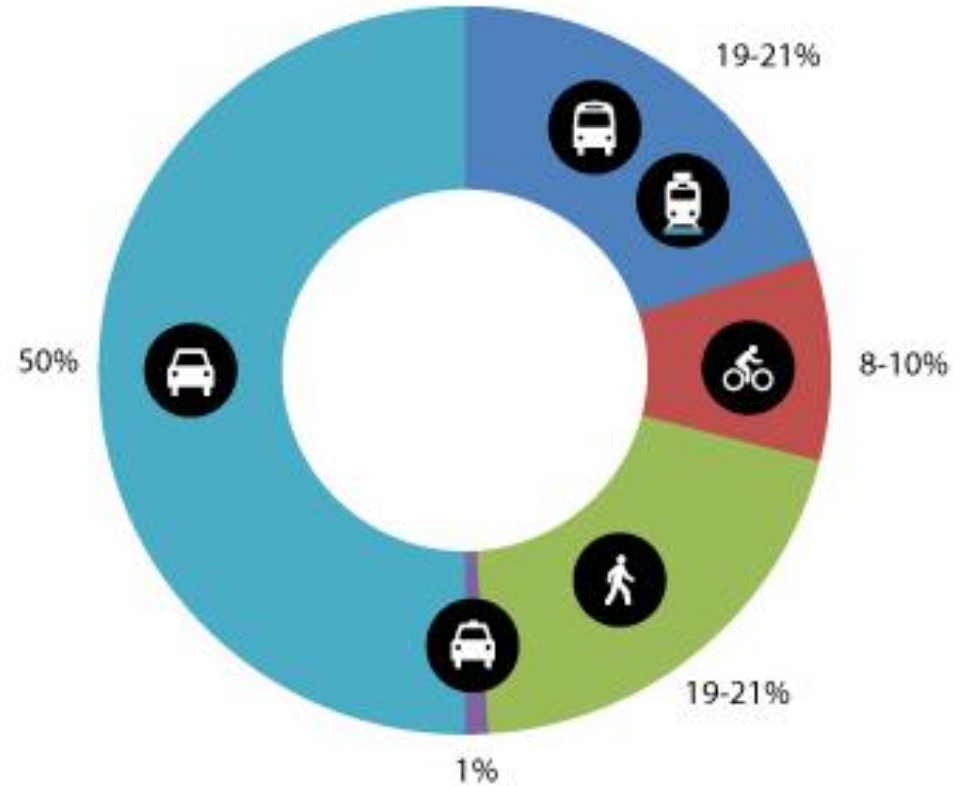
2013-2018 Strategic Plan Performance Outcomes

All Trips Today



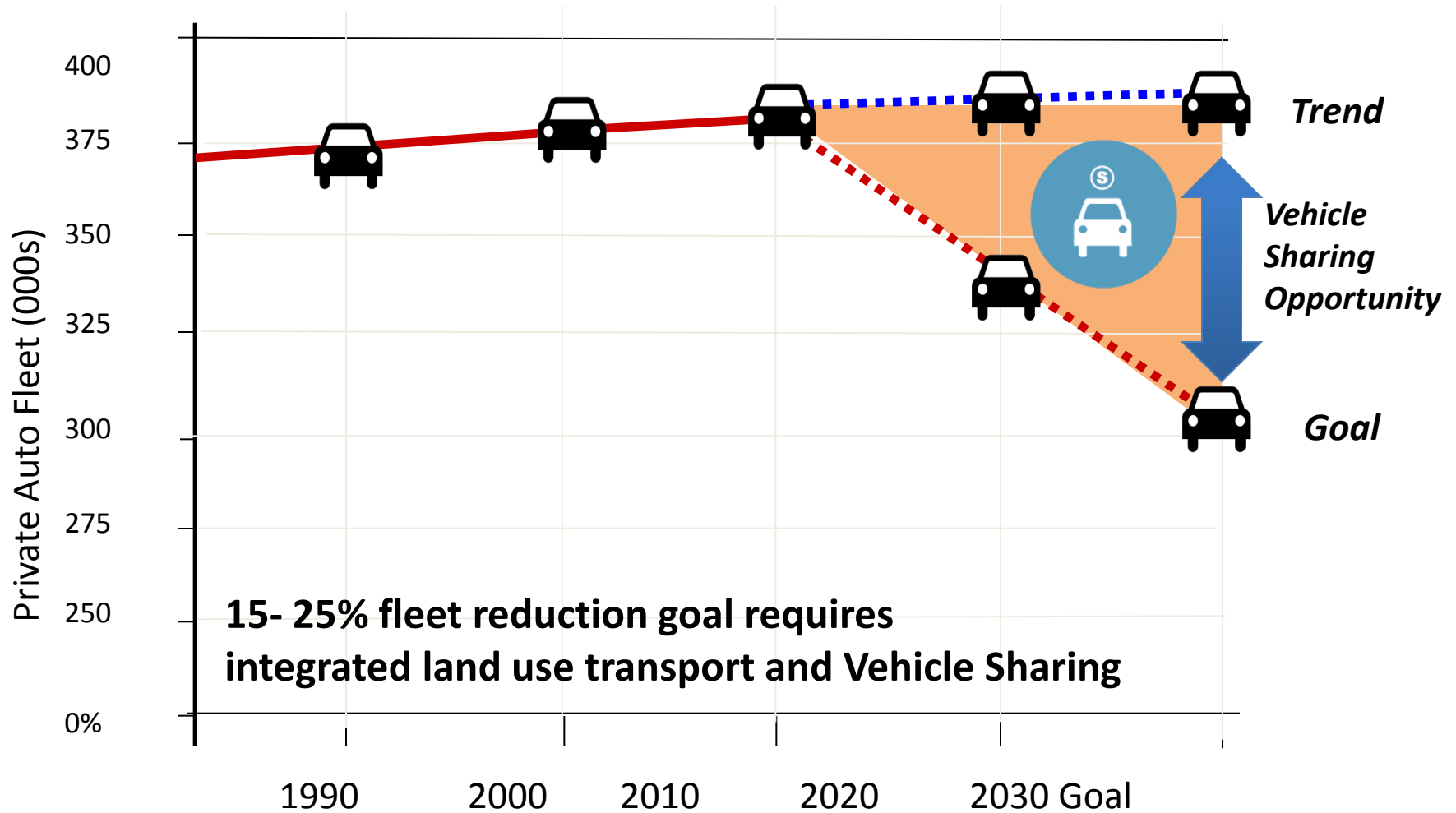
61% auto/39% non-auto

2018 Goal



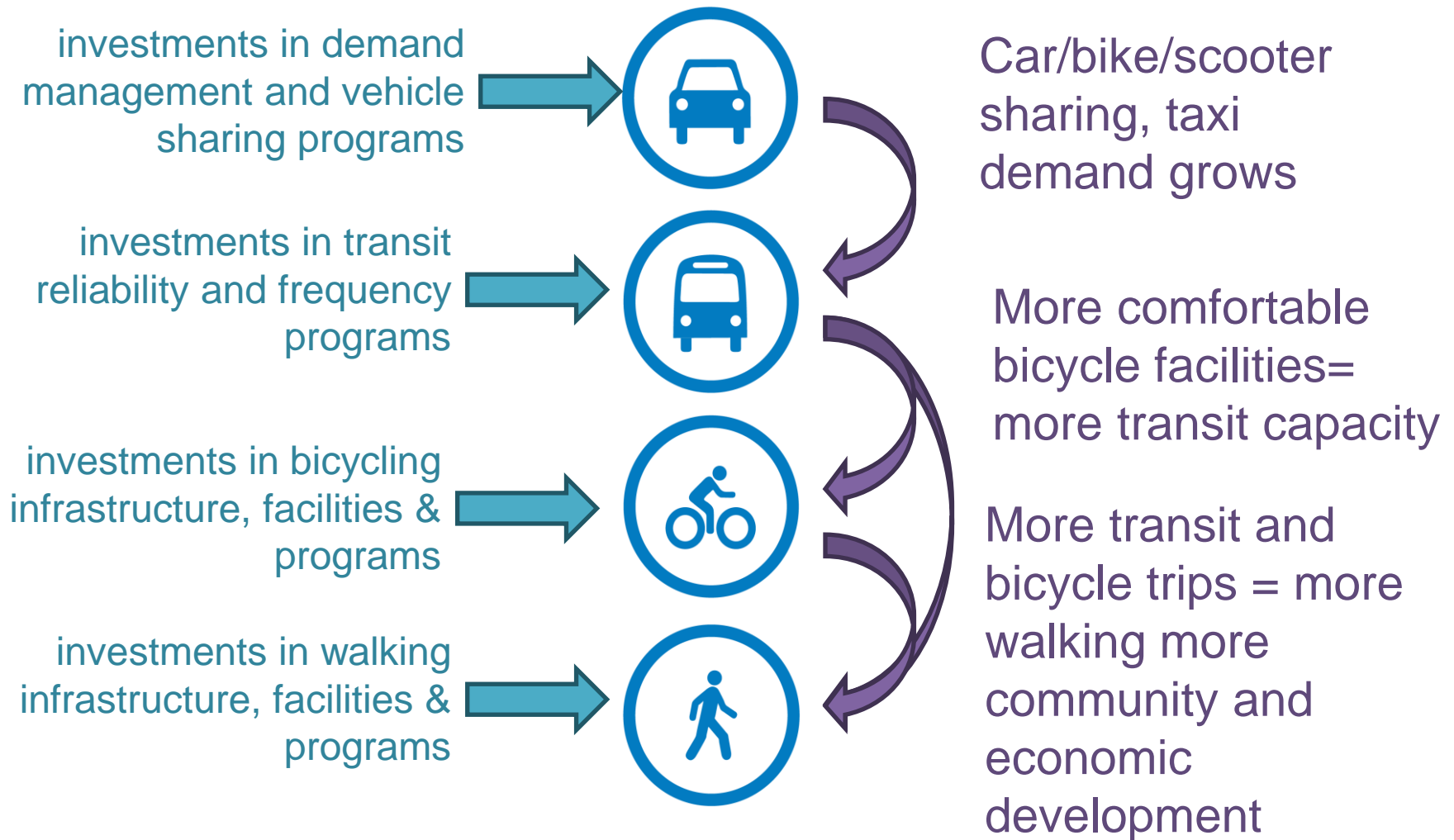
50% auto/50% non-auto

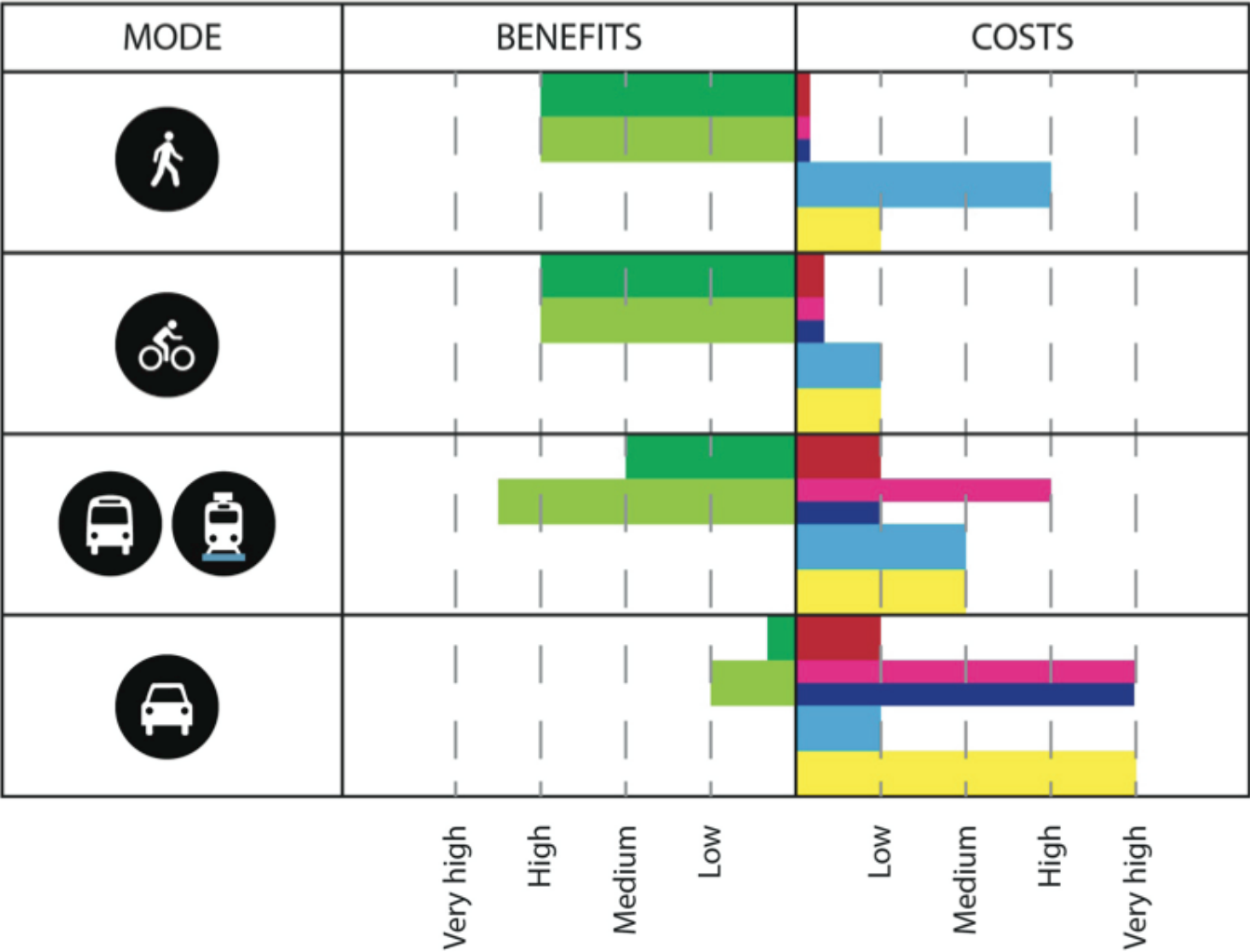
SF Private Auto Fleet Trends and Goals



Project Investment

Mode Shift Effect





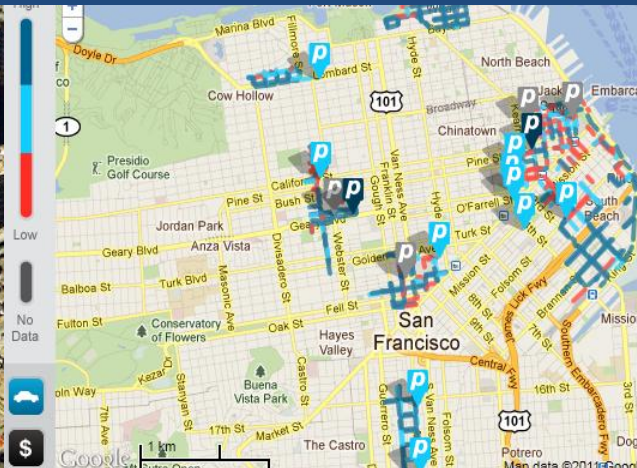
COSTS

- EMISSIONS (GHG / PM / NOx / SOx / noise)
- OPERATIONS & CAPITAL COSTS
 - Public
 - Private
- TRAVEL TIME (Travel / parking / dwell)
- RIGHT-OF-WAY / PUBLIC SPACE

BENEFITS

- PUBLIC HEALTH (Environmental / personal / safety)
- ECONOMIC DEVELOPMENT ACTIVITY

Demand Management



Smart Land-Use

Demand Pricing

Travel Choices

Infrastructure Support



Priority Transit

Complete Streets

Vehicle Sharing



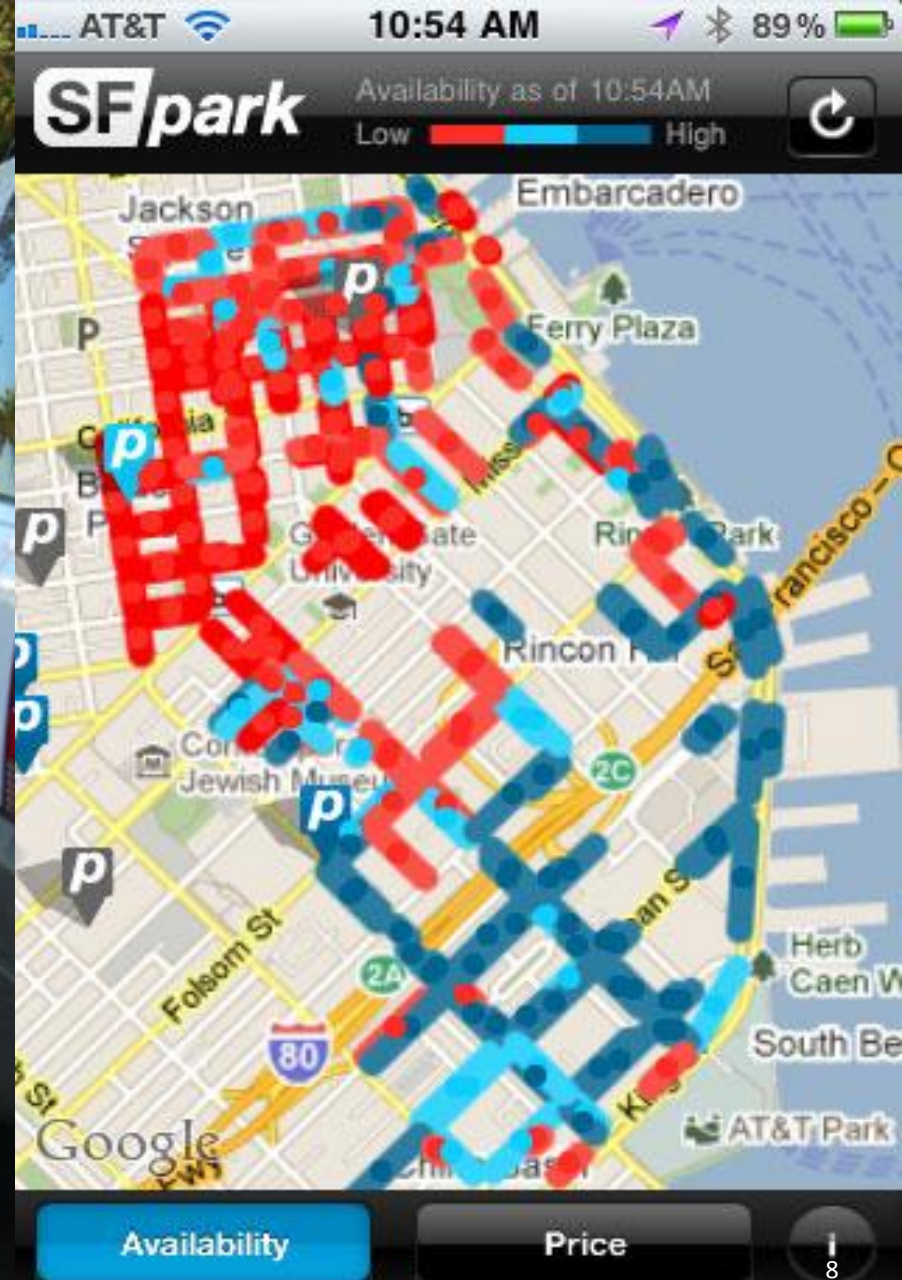
Transport
Strategies

Two-tiered strategy for the transport system

Proposed Transportation Sustainability Fees

<i>Economic Activity Category</i>	<i>TSF Per Sq. Ft.</i>
RESIDENTIAL	\$5.53
NON-RESIDENTIAL	
Management, Information and Professional Services	\$12.64
Retail / Entertainment	\$13.30
Production, Distribution, Repair	\$6.80
Cultural / Institution / Education	\$13.30
Medical and Health Services	\$13.30
Visitor Services	\$12.64

<i>Project Category</i>	<i>Share</i>
A. Transit Headway Improvements and Service Expansions	65%
B. Transit Reliability Improvements	29%
C. Regional Transit Improvements	2%
D. Bicycle, Pedestrian, and Pricing Programs to Shift Mode Share	4%
TSF Program Implementation	<2%
Total:	100%







Transit? 5 min walk
Next train 7 min/10 min ride
\$2.00 one way



Your Bike?
20-25 min ride
Bike parking available



Your Feet?
40-45 min walk



Taxi? next taxi in 3 min
20 min drive



CarShare? 2 min walk
Car is available
\$7.00 hour/20 min drive

Edit Trip

Calculate GHGs



**Infrastructure
Support**

Better Transit Fleets, Networks & Payment





**Infrastructure
Support**

More Streets prioritized for people

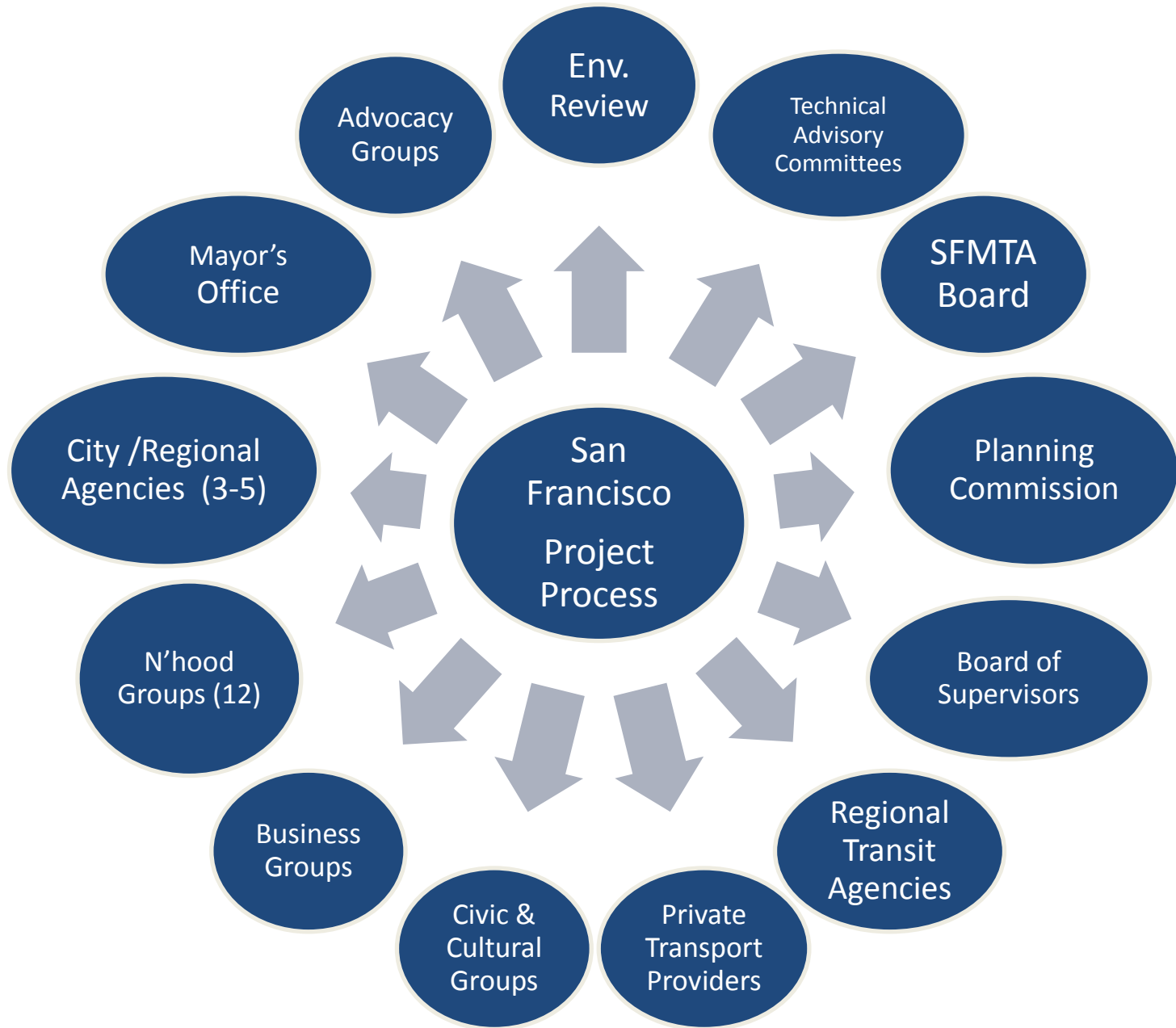




Infrastructure
Support

Smart Streets benefit all users





JFK Drive After



Church and Duboce Project Before





Thank you
Timothy.papandreou@sfmta.com

Church and Duboce Project After



**Infrastructure
Support**

Positive results for all users and city team