San Francisco Transportation Plan Update

PART 5: Strategic Initiatives

Spring 2013
Strategic Initiatives

- Complete Streets
- Next-Generation Transportation Demand Management
- Local-to-Regional Connections
- Project Delivery
Why strategic policy initiatives? What are they?

- Identify timely or emerging areas of transportation policy need
- Set policy direction for these areas of need and recommend sector strategies and activities that can respond to needs
- Guide the Authority’s work and those of other agencies working in the transportation sector
- Suggest new opportunities for experimentation and innovation
Three strategic policy initiatives in the 2004 CWTP

Investments to support key land use goals

- Transit improvements to serve growth areas
  - T-Third, Central Subway, 19th Ave study, Geary BRT, Van Ness BRT, Transbay Terminal
  - New generation of developer mitigation measures

- Coordinated land use/transportation planning efforts
  - Bi-County Study, Park Merced, Treasure Island

- Transportation Sustainability Fee and CEQA reform work
Three strategic policy initiatives in the 2004 CWTP

Streets as vital public spaces

- Better Streets Plan
- Pavement to Parks
  - Ped plazas (16th, 24th, Balboa BART)
  - Parklets
- Sunday Streets
- Streetscape improvement projects
  - Valencia, Newcomb, Leland
- Better Market Street planning/design
- Shared streets
  - Linden, planned Western SOMA alleys
Three strategic policy initiatives in the 2004 CWTP

Travel demand and parking management

- SFpark pilot implementation
- Mobility Access and Pricing Study
- Transportation Demand Management Partnership
- Muni Partners Program
- Continued growth of car-sharing with City support
- Bike sharing kick-off
- Strategic analysis report (SAR) on shuttles
- Guaranteed Ride Home program
- Bike parking ordinance for private buildings
The goals of the SFTP

- Create a more livable city
- Ensure a healthy environment
- Provide world-class infrastructure
- Strengthen the city’s regional competitiveness
Four proposed strategic policy initiatives for the SFTP

1. **Complete Streets**: Provide more benefit with each transportation investment by creating a cost-effective complete streets approach

2. **Next-generation TDM**: Broaden and deepen TDM efforts in order to manage the demand for driving and parking more effectively

3. **Local-to-regional connection**: Strengthen San Francisco’s connection to the region and balance the needs of residents, commuters, visitors and through travelers

4. **Project Delivery**: Improve the delivery of projects and programs
Complete Streets Initiative

Goal: Provide more benefit with each transportation investment by creating a more cost-effective complete streets approach

- Consider all modes from the conceptual stages of a project to reduce the cost and time to delivery of complete streets
- Strengthen the modal strategies, especially pedestrian sector capital priorities
- Clarify complete street expectations in terms of project development and implementation
- Develop a consistent city approach for prioritization and funding of all stages of project development
Consider all modes, define modal priorities

Consider all modes from the conceptual stages of a project to reduce the cost and time to deliver complete streets

- Clarify format and use of City’s Complete Streets Checklist
- Continue to refine citywide project database to support inter-agency coordination
- Further develop modal priorities, including:
  - Transit Effectiveness Project and next generation bicycle projects
  - Pedestrian Sector Development
    - City Pedestrian Strategy
    - Next-generation Traffic Calming Program
    - Pedestrian Implementation Strategy
Set realistic expectations, practices

Clarify complete streets expectations by creating more consistent approaches to:

- Design features/scope (how to establish “must,” “should,” “may” practices)
- Design processes (mainstreaming a culture of value engineering, alternatives analysis, phasing)
- Funding practices (defining when a desired component is a “base” project cost vs. add-on funded by another “pot” of money)
- Recognizing trade-offs, prioritizing our efforts: How many multi-featured projects can/should we deliver per year?
Increase consistency across funding programs

Develop a consistent city approach for prioritization and funding of all stages of project development:

- Authority fund programs
  - OBAG – responding to regional program requirements, criteria
  - Prop AA – responding to voter-approved expenditure plan
  - Prop K – supporting OBAG, AA and other project development needs
- Other city funding policies and programs
  - City capital plan, streets bond program
  - SFMTA, other agencies’ capital programs
Next-Generation Transportation Demand Management

- Institute more coordinated and streamlined delivery and monitoring of TDM by City agencies
- Support and promote TDM activities with and among private-sector employers and institutions
- Implement robust and innovative TDM strategies, particularly pricing and technology solutions
- Advance bicycling and walking as TDM strategies
Next-Generation Transportation Demand Management

Potential strategies and approaches

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<td>Inter-agency coordination</td>
<td>TDM Partnership Project, evaluation of pilots and of Planning Code TDM</td>
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<td>Private-sector engagement</td>
<td>Sector Working Groups, Muni Partners Program</td>
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<td>Innovative strategies</td>
<td>Congestion/parking pricing, bundled transit passes, HOV studies, dynamic ridesharing</td>
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<td>Bicycling and walking</td>
<td>Bike sharing, “Commute by Bike,” public area maps</td>
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