

District 10 Mobility Study Progress Update

Transportation Authority Board
Agenda Item 15



SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY

July 24, 2018

Purpose: Health, Livability

PURPOSE > SCOPE OF WORK > SCHEDULE & STATUS > OUTREACH

▶ D10 NTIP Planning study

▶ Focus is on:

▶ Reducing vehicle miles of travel and emissions

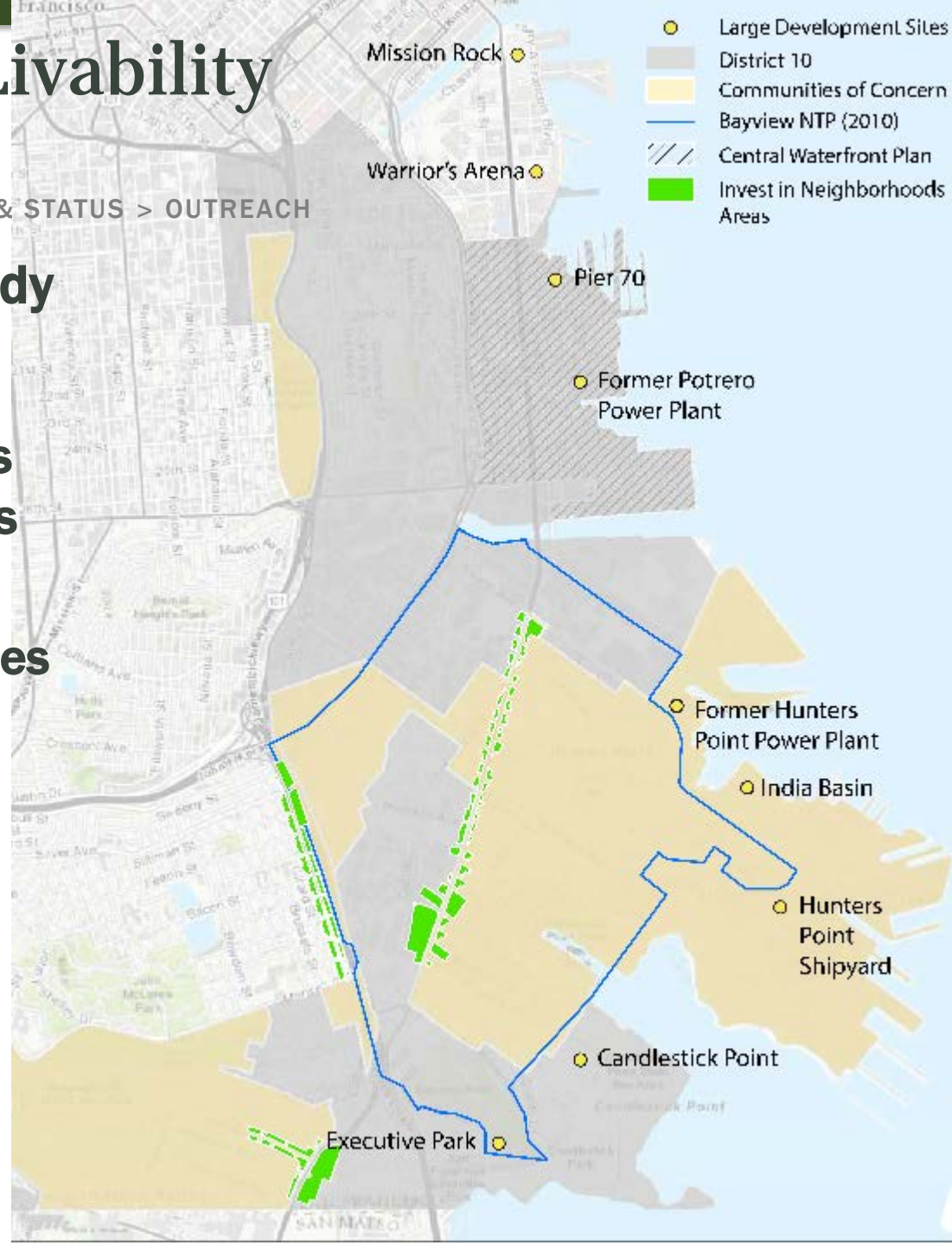
▶ Non-infrastructure transportation strategies

▶ Study results could be:

▶ Deployed as grant-funded pilots

▶ Included in developer TDM plans

▶ Sponsored by private sector



What We've Heard

PURPOSE > SCOPE OF WORK > SCHEDULE & STATUS > OUTREACH

- ▶ **Transit service quality: reliability, coverage, crowding**
- ▶ **Safety on streets**
- ▶ **Barriers to mobility: affordability, access to technology**
- ▶ **Traffic congestion: today and with future growth**
- ▶ **Enhance economic opportunity**

Coordination

PURPOSE > SCOPE OF WORK > SCHEDULE & STATUS > OUTREACH

▶ Past Studies and Projects

- ▶ 2010 Bayview CBTP
- ▶ SFMTA Equity Strategy
- ▶ Bayview Moves Shuttle
- ▶ Developer mitigation measures

▶ Current Studies and Projects

- ▶ 2018/19 Bayview CBTP
- ▶ Dogpatch Transit Connections
- ▶ Southeast Muni Expansion



Outreach



PURPOSE > SCOPE OF WORK > SCHEDULE & STATUS > OUTREACH

▶ Co-Creation Workshops

- ▶ Bayview YMCA (English)
- ▶ Community Youth Center (Cantonese)
- ▶ El Centro (Spanish)

▶ Food, Child Care, and Clipper cards

▶ ~65 participants

▶ ~25 project ideas created



Strategies: Emerging Mobility

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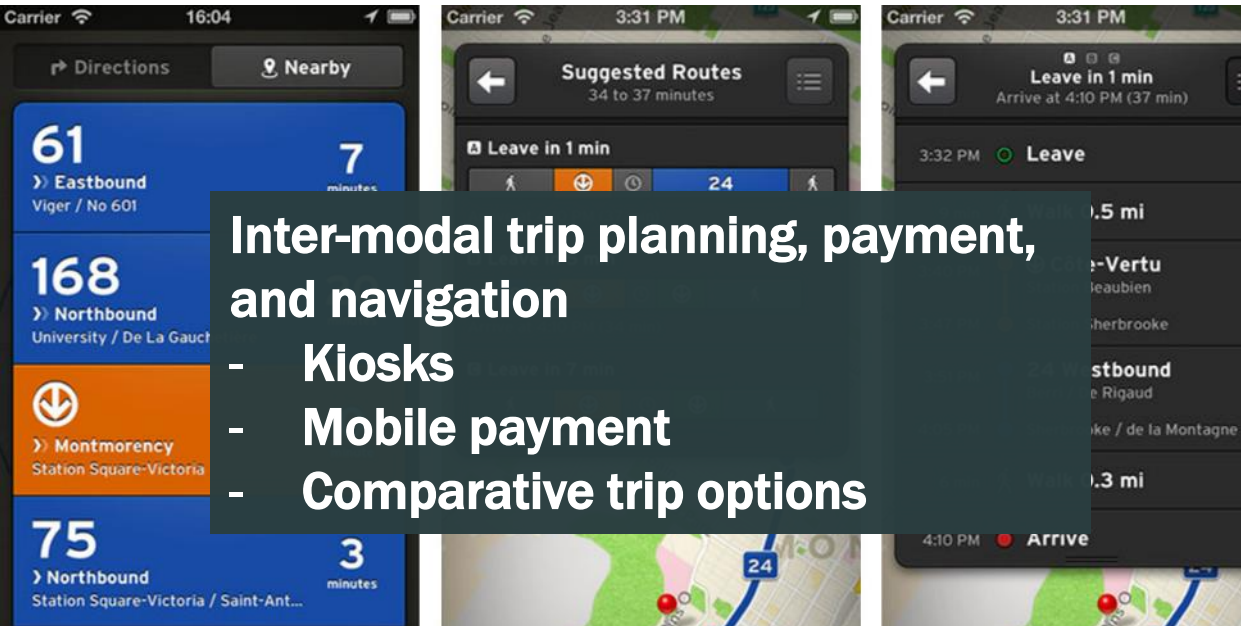
On-demand transportation services

- Carpool
- Car/scooter share
- Microtransit



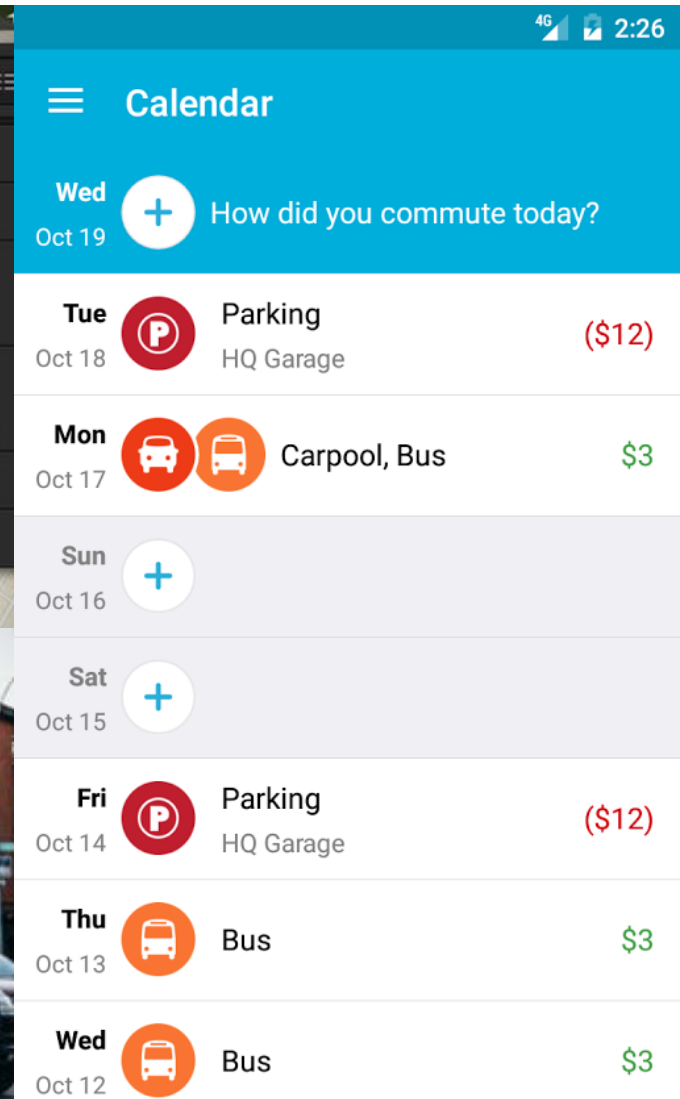
Strategies: “Mobility as a Service”

PURPOSE > SCOPE OF WORK > SCHEDULE & STATUS > OUTREACH



Inter-modal trip planning, payment, and navigation

- Kiosks
- Mobile payment
- Comparative trip options



Strategies: Incentives & Rewards

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Perks [Settings] [Help] [Share]

SPIN TO WIN BONUS BOX CONNECTIONS

Grant Thomas **G**
\$0 won | Gold status | 250 points

Take a Spin, Win Points!

Board **1** 2 3 4

Gold **B** **S** **G** **P**

Perks
NEXT

250 points

Tap the wheel to spin
or

1 spin 10pt

5 spins 50pt

All my points!

- ## Incentives & Rewards
- Games and contests
 - Lane or ramp priority
 - Employer programs

Strategies: Partnerships

PURPOSE > SCOPE OF WORK > SCHEDULE & STATUS > OUTREACH



Collaborations between private service providers, developers, community, and government agencies

- Shuttles
- Carpools
- Shared parking
- Transportation Coordinators



Schedule and Status

PURPOSE > SCOPE OF WORK > **SCHEDULE & STATUS** > OUTREACH

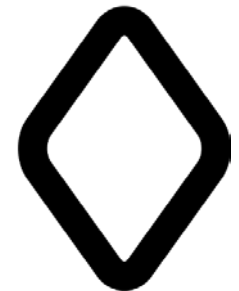


Spring 2018: Met with community groups to confirm community needs


Summer 2018: Workshops to develop pilot ideas; interviews with potential partners

Fall 2018: Workshops to bring partners together & revise pilot ideas

By December 2018: SFCTA Board to adopt recommendations



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http://www.sfcta.org/D10_mobility_management_study



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