

# District 10 Mobility Study

## Progress Update Agenda Item 15



**SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY**

**June 27, 2018**

# Purpose: Health, Livability

PURPOSE > SCOPE OF WORK > SCHEDULE & STATUS > OUTREACH

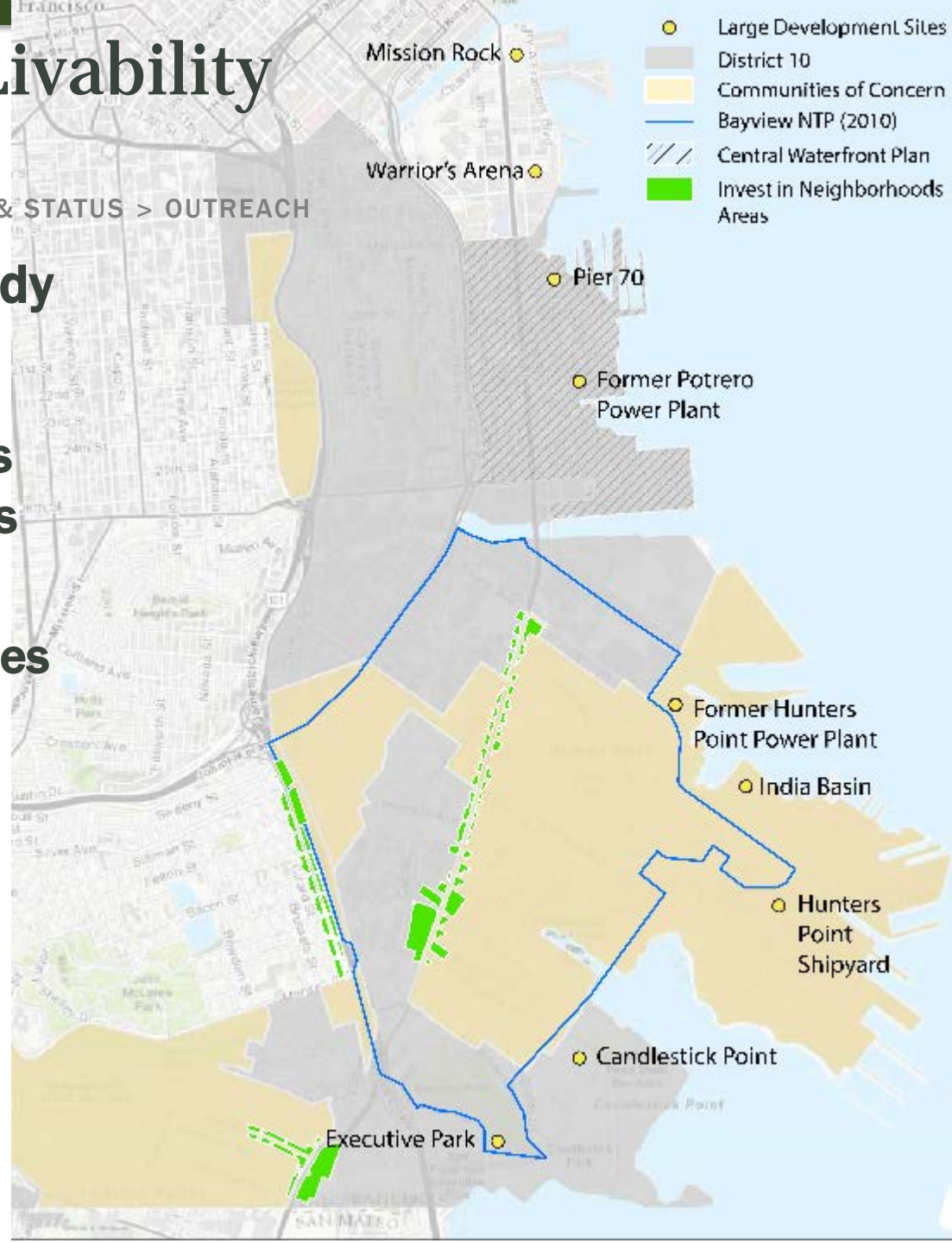
## ▶ D10 NTIP Planning study

## ▶ 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 Transit Enhancements





# Strategies: New Mobility

PURPOSE > SCOPE OF WORK > SCHEDULE & STATUS > OUTREACH



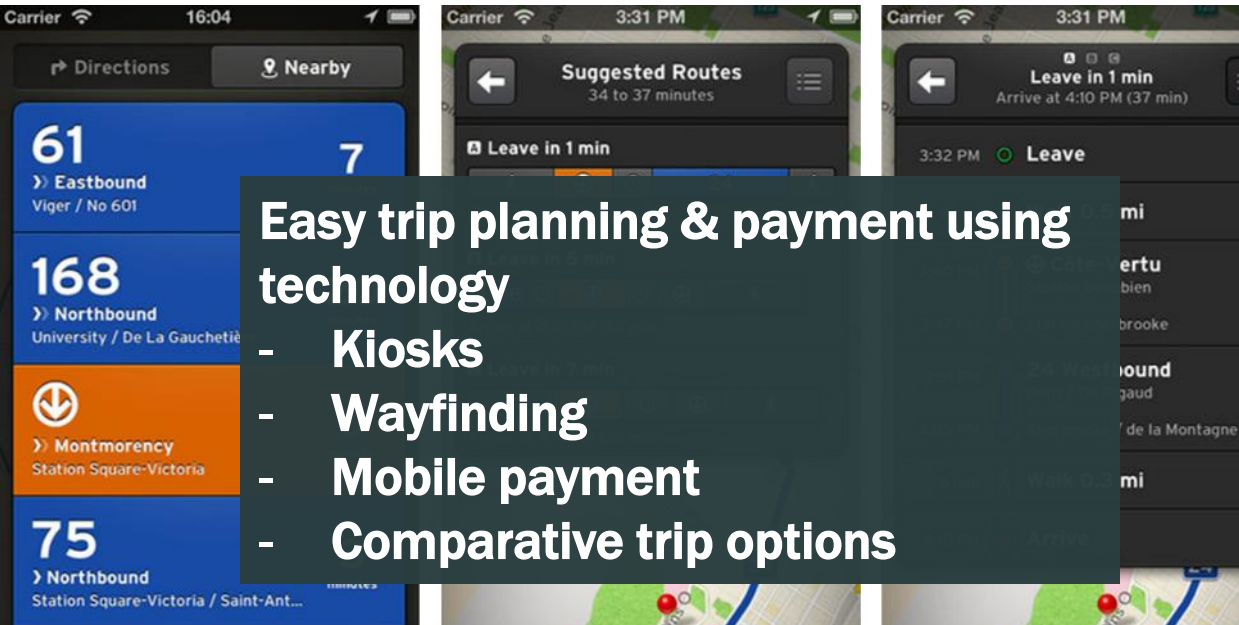
## On-demand transportation services

- Carpool
- Car/scooter share
- Microtransit



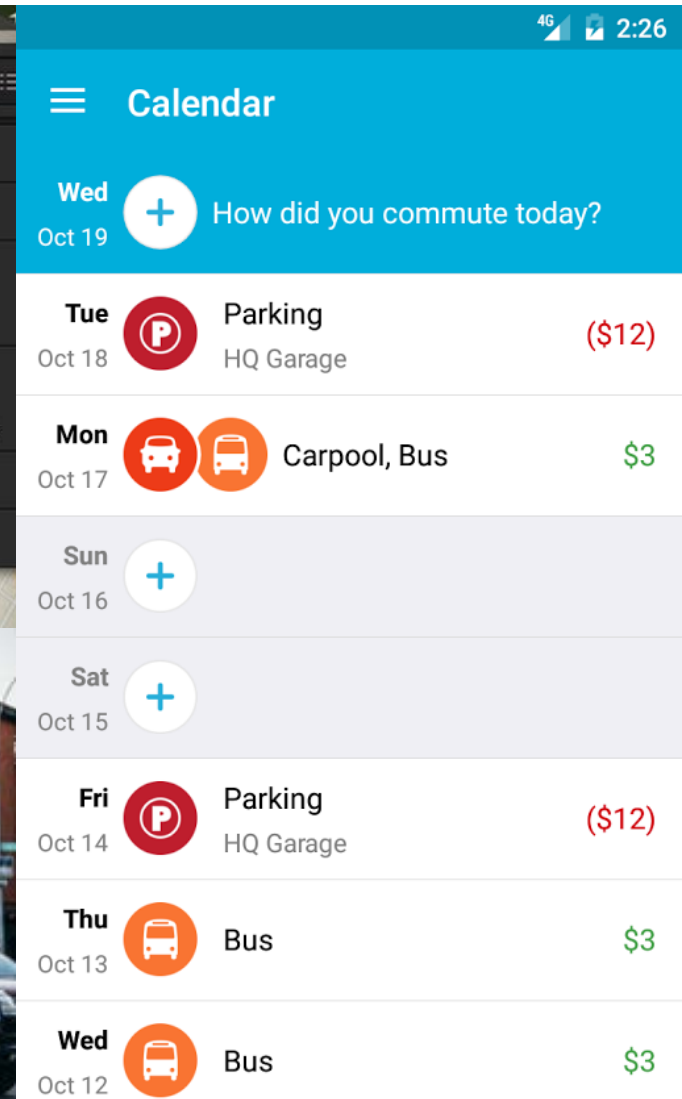
# Strategies: “Mobility as a Service”

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## Easy trip planning & payment using technology

- Kiosks
- Wayfinding
- Mobile payment
- Comparative trip options





# Strategies: Incentives & Rewards

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**Perks** Settings Help Share

**SPIN TO WIN** BONUS BOX CONNECTIONS Grant Thomas <sup>G</sup>  
\$0 won | Gold status | 250 points

Take a Spin, Win Points!

Board **1** 2 3 4 Gold **B** **S** **G** **P**

The screenshot shows a game interface for 'Perks'. At the top, there's a blue header with the 'Perks' logo and navigation icons. Below the header, there are tabs for 'SPIN TO WIN', 'BONUS BOX', and 'CONNECTIONS'. The user's name 'Grant Thomas' and status 'Gold' are shown, along with a score of '\$0 won' and '250 points'. The main area features a board with a blue and white checkered pattern. The board has several sections: a 'NEXT' button, a '\$5' and '\$1' reward, a '\$2' and '\$1' reward, a '50 points' reward, a 'RUSH' sign, a '\$2' and '100 points' reward, and another '50 points' reward. A spin wheel is on the right, showing numbers 1 through 6. Below the wheel are three buttons: '1 spin 10pt', '5 spins 50pt' (highlighted with a red box), and 'All my points!'. The text 'Tap the wheel to spin or' is above the buttons.

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

# Strategies: Partnerships

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

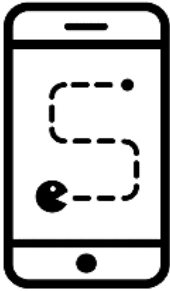
- Shuttles
- Carpools
- Shared parking





# Schedule and Status

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

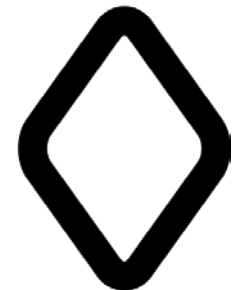


Spring 2018: Met with community groups to confirm community needs

  
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



# Outreach



PURPOSE > SCOPE OF WORK > SCHEDULE & STATUS > OUTREACH



- ▶ **Design Lab Workshops**
  - ▶ **June 30<sup>th</sup>, 1 PM – 3 PM, Bayview YMCA (English)**
  - ▶ **July 12<sup>th</sup>, 5 PM – 7 PM, El Centro (Spanish)**
  - ▶ **July TBD, Community Youth Center (Cantonese)**
- ▶ **Food, Child Care, and Clipper cards available at all**



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[http://www.sfcta.org/D10\\_mobility\\_management\\_study](http://www.sfcta.org/D10_mobility_management_study)



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