



San Francisco Municipal Transportation Agency Integrating Land-Use and Streets with Shared Mobility



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Baby Boomers

Millennials

**Drop in Licenses
& Revenues**



**Ubiquitous
Connectivity**

**Work Anywhere
Everywhere**

**Changing
Preferences**



Big Trends

Major societal and system changes

Transportation is vital to our City

City transportation & land use context



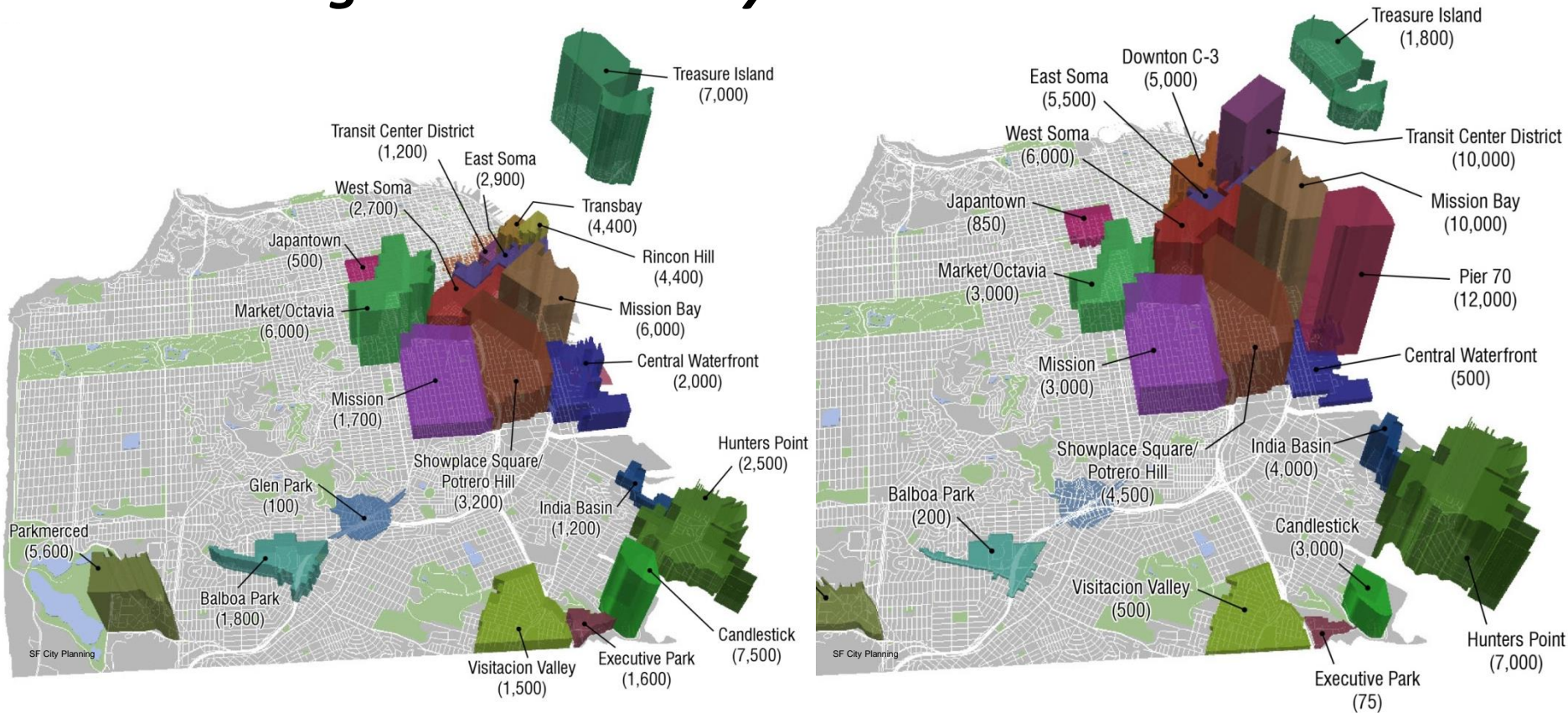
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Vision

Great City: Excellent Transportation Choices

How do we grow sustainably?

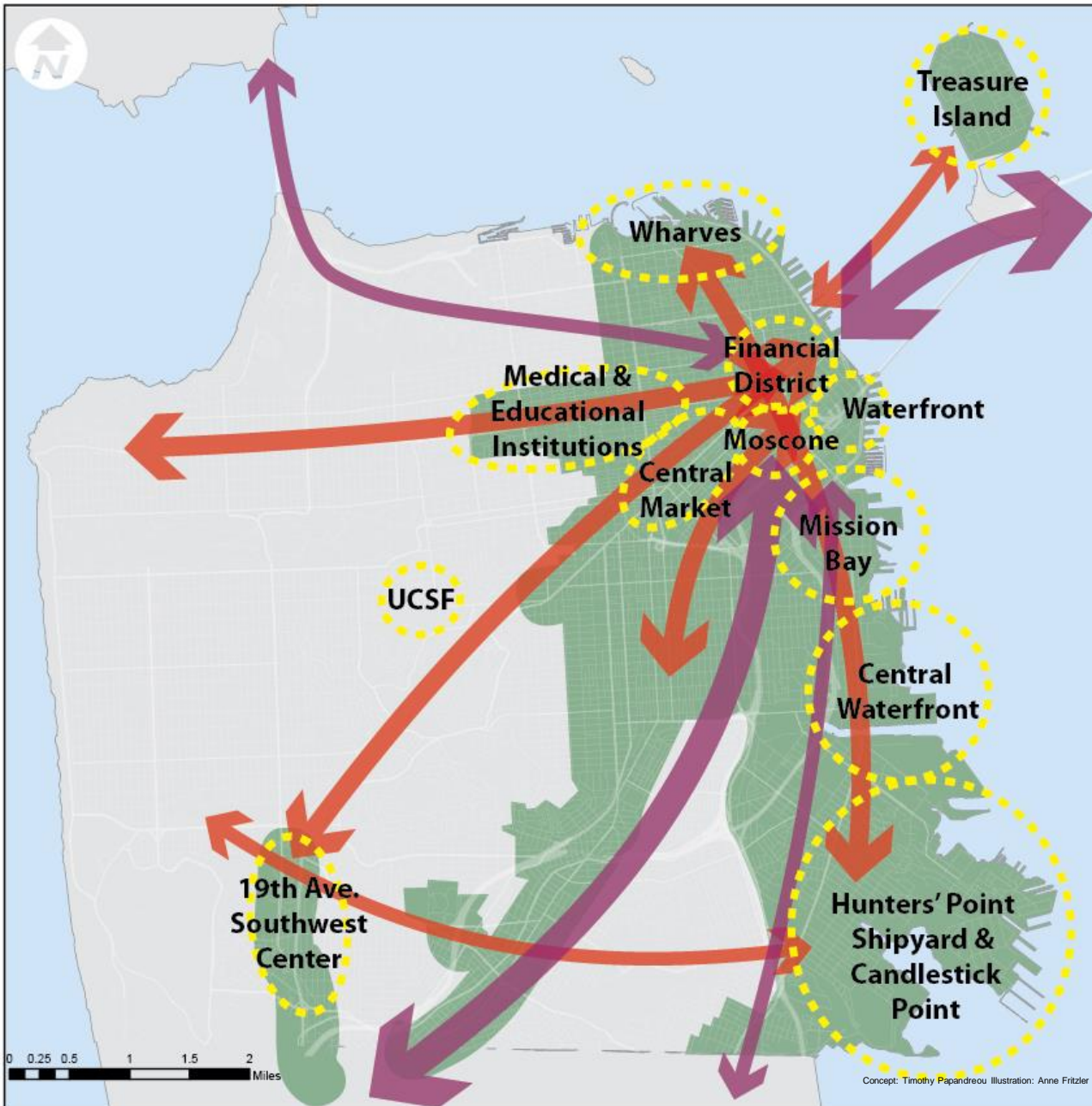


**The number of jobs is projected to grow from 568,724 in 2010 to over 760,000 in 2040.
4,600 housing units are under construction, with 43,000+ in the pipeline**



**How we are
Growing**

**In the next 25 years - 35% Increase in Jobs &
Housing allocation**



Significant regional growth from the East Bay and South Bay

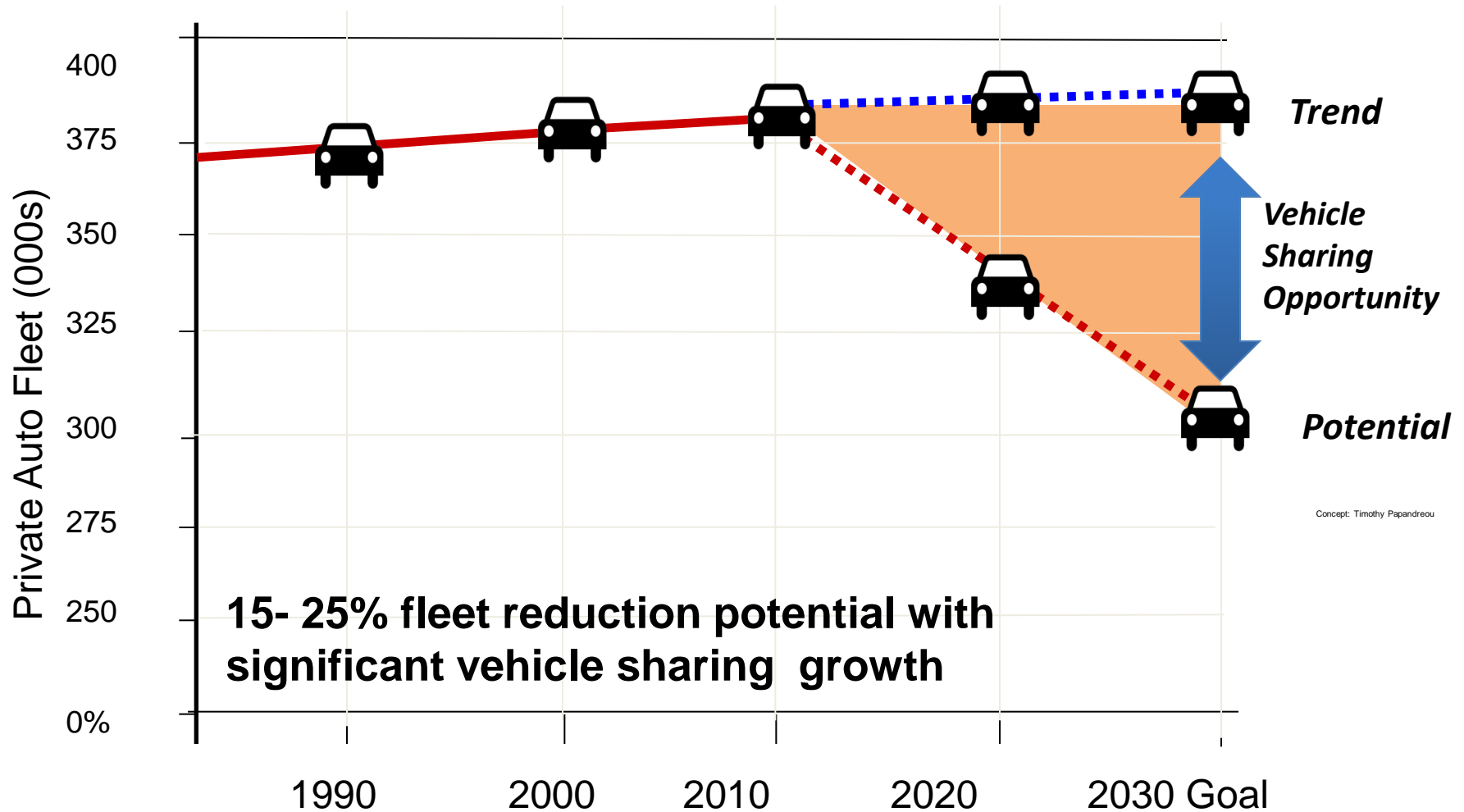
Increasing pressure on BART's downtown station areas, Caltrain and Muni connecting service.



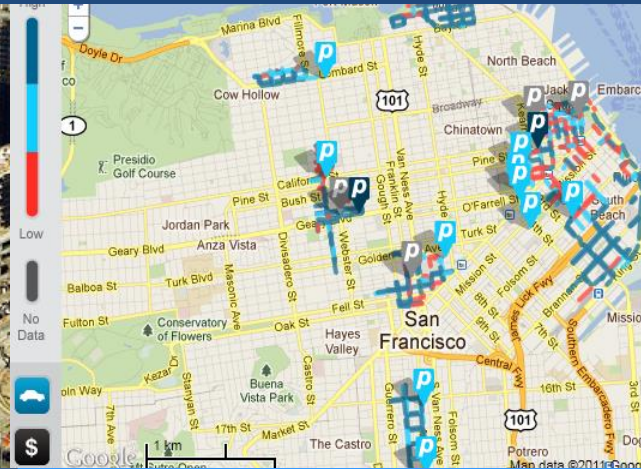
How we are Growing

New and existing travel demand markets

SF Private Auto Fleet Trends and Goals



Demand Management



Smart Land-Use

Demand Pricing

Travel Choices

Infrastructure Support



Public Transit

Complete Streets

Vehicle Sharing



Transport
Strategies

Two-tiered strategy for the transport system



Candlestick/Hunters Point Shipyard



California Pacific Medical Center



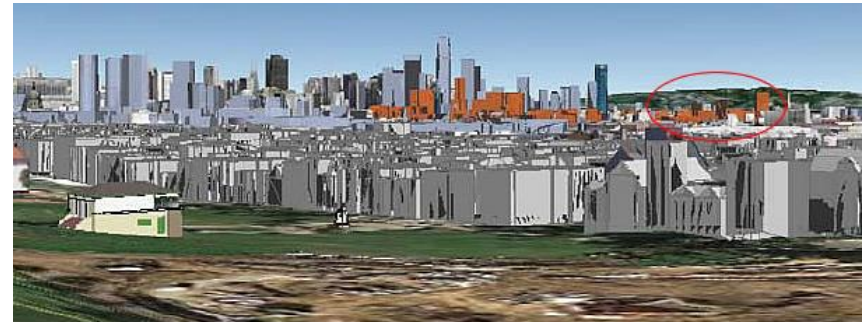
Park Merced



Transit Center District



Treasure Island



Central SoMa

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**Transport
Strategies**

Development Agreements pay into infrastructure operations, and travel demand management



Public Transit



Shuttle services



Taxis & Limos



Bike sharing



Ridesharing



**Transportation
Network Companies**



Carsharing



Jitneys



Scooter Sharing



Driverless

Concept: Timothy Papandreu



Shared Modes

**Evolving, blurring distinctions, varying benefits
and government support**



Governance:

Multiple providers & partnerships, sharing data, balancing multiple city objectives



Customer Focused Integration:

Modes, routes, insurance, booking and payments



Scaling Up:

Network and mode growth, street allocation and funding partnerships



Positive Behavioral Change:

Improved public health, efficient, sustainable and effective mobility

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Key Policy Areas

Focus is on the public good



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Monica Munowitch, Leslie Bienenfeld, Audrey Koh

Governance

Join the dots, make it fair, balance goals

Privately-Owned Vehicles



Public Transit, Rail, Bus, Ferry



Regional & Intercity Services: Rail, High-Speed Rail, Air



Shared Fleet Vehicles



**Employer Shuttles, Jitneys
Commercial Deliveries**



**Taxi, Limousine & Transportation
Network Companies**



Concept: Timothy Papandreou Illustration: Kathleen Phu
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**Transportation
Today**

Multiple modes, little or no integration



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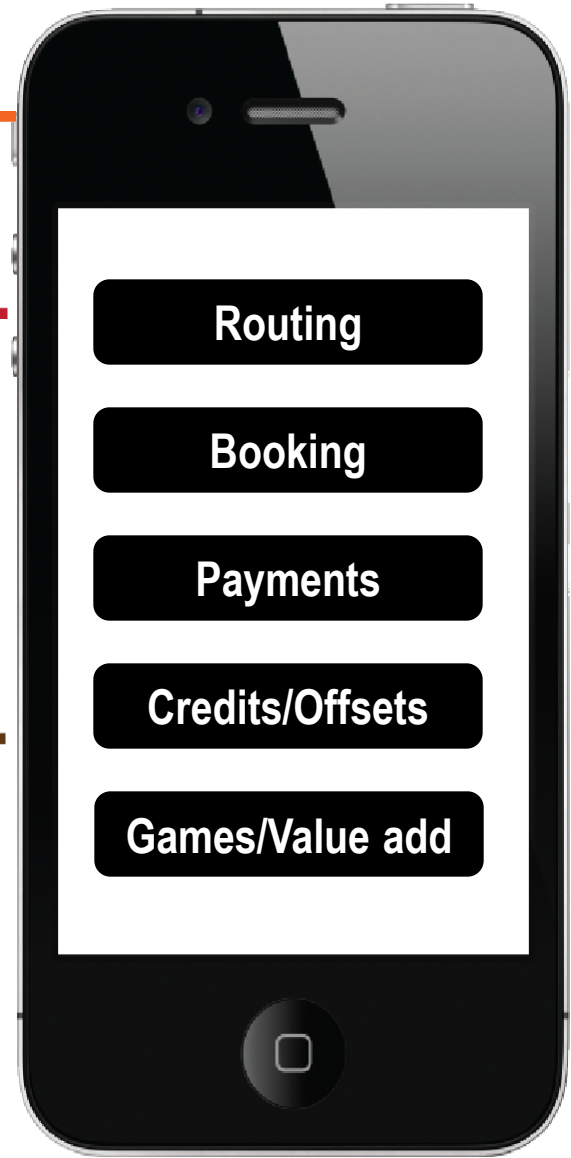
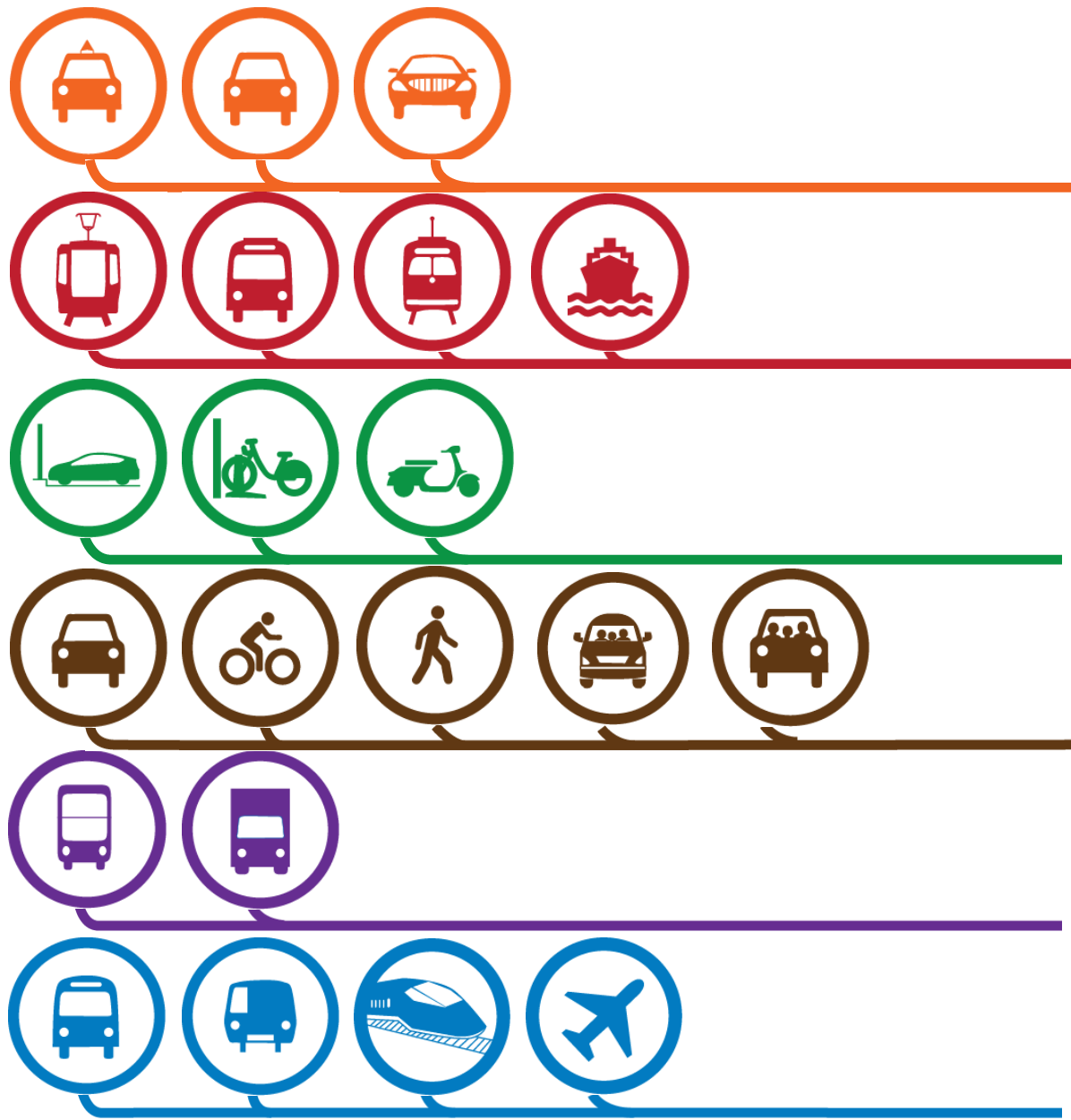


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Silos of Systems

Multiple providers, agreements, insurance, payments, routes, booking = headaches!

Customer Experience

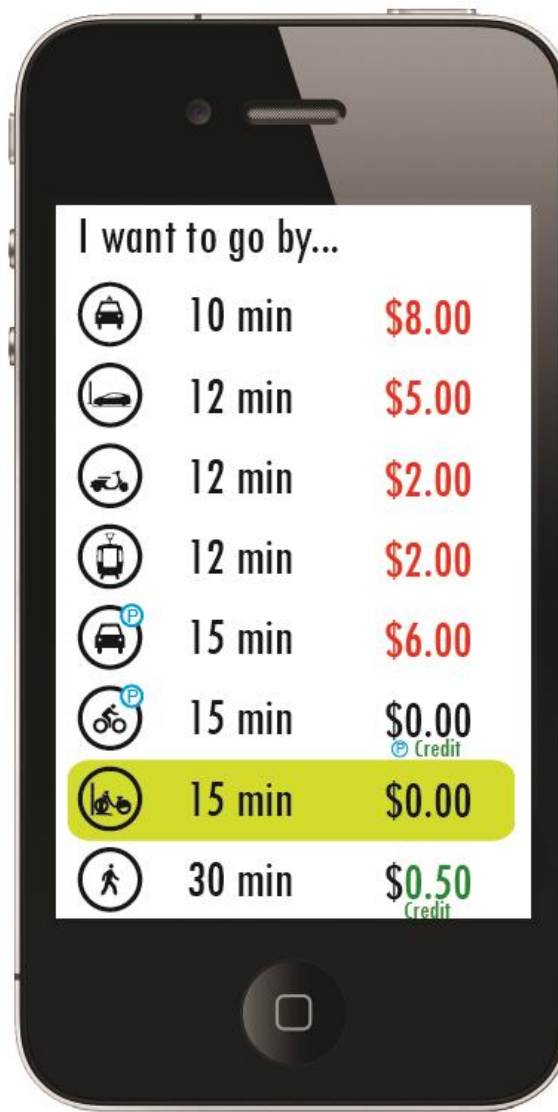


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**Customer
Focus**

Integrated for the customer experience

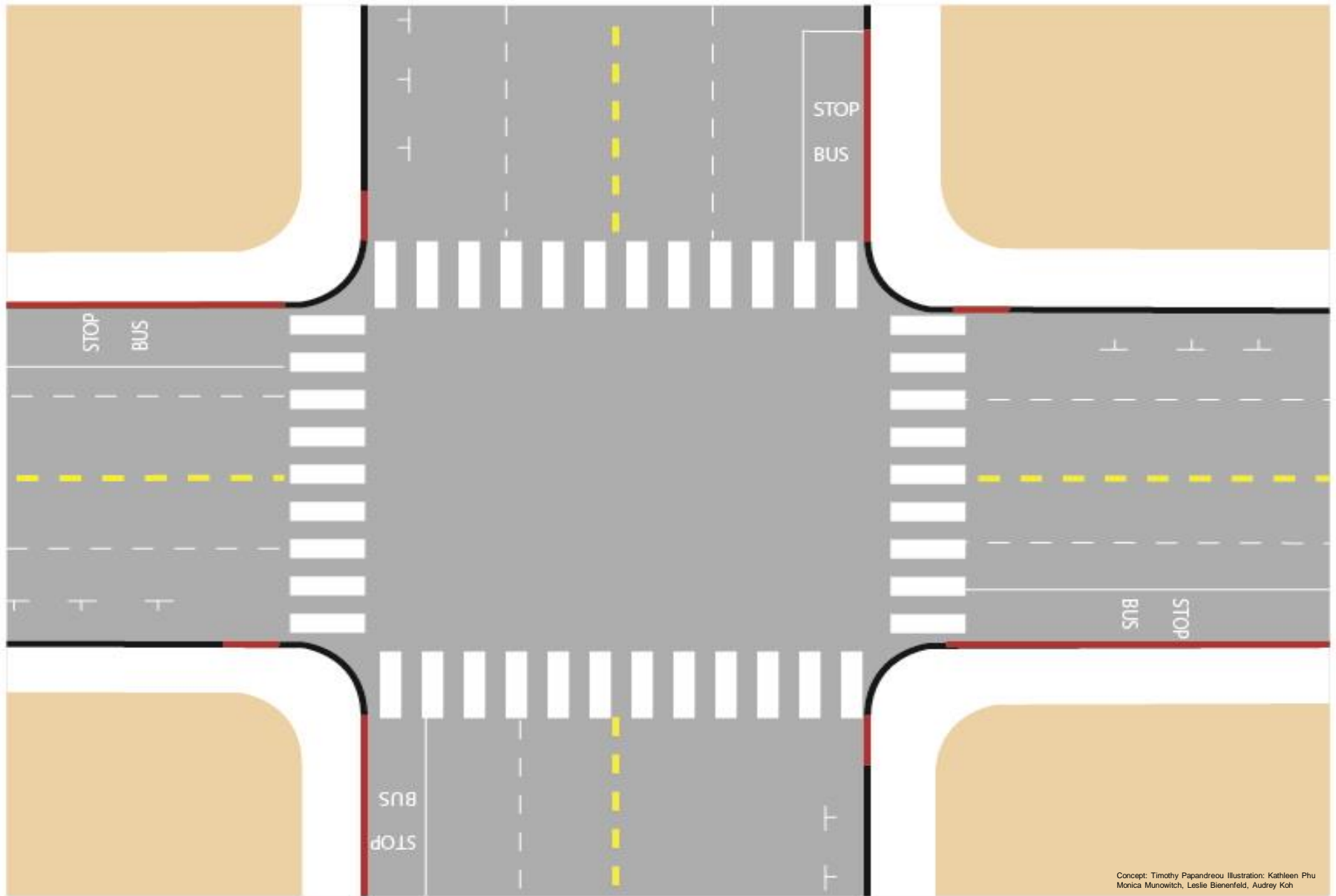


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**Integration
Vision**

**One system select route, choose mode, book it
and go!**



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Integrated City

**Shared systems will need more mixed use
development & dedicated street space**



Timothy Papandreou



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Illustration: Kathleen Phu and Audrey Koh



Shared Use
Vision

Integrated for the customer experience