Purpose: Health, Livability

D10 NTIP Planning study

Focus is on:
- Reducing vehicle miles of travel and emissions
- Non-infrastructure transportation strategies

Study results can be:
- Deployed as grant-funded pilots
- Included in developer TDM plans
- Sponsored by private sector
What We Heard

- 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
Outreach

PURPOSE > OUTREACH > RECOMMENDATIONS

Design Lab Workshops

- Co-create project ideas and refinements
- English, Cantonese, and Spanish
- Food, child care, and Clipper cards available at all
- Interviews with developers and EMSTs
Recommendations: New Mobility

PURPOSE > OUTREACH > RECOMMENDATIONS

On-demand transportation services
- Microtransit
- SFMTA’s ShopAround Shuttle and Van Gogh
- Ridehail health services
Recommendations: New Mobility

PURPOSE > OUTREACH > RECOMMENDATIONS

On-demand transportation services
- Moped share & car share
Recommendations: New Mobility

PURPOSE > OUTREACH > RECOMMENDATIONS

On-demand transportation services
- Carpool ride-matching
Strategies: “Mobility as a Service”

PURPOSE > OUTREACH > RECOMMENDATIONS

Easy trip planning & payment using technology
- Access for non-English speakers, those without smartphones, and the underbanked
- Community-relevant promotion

![Image of mobile app screens with route information]

### Calendar

<table>
<thead>
<tr>
<th>Day</th>
<th>Activity</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wed</td>
<td>How did you commute today?</td>
<td></td>
</tr>
<tr>
<td>Tue</td>
<td>Parking</td>
<td>HQ Garage ($12)</td>
</tr>
<tr>
<td>Mon</td>
<td>Carpool, Bus</td>
<td>$3</td>
</tr>
<tr>
<td>Sun</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fri</td>
<td>Parking</td>
<td>HQ Garage ($12)</td>
</tr>
<tr>
<td>Thu</td>
<td>Bus</td>
<td>$3</td>
</tr>
<tr>
<td>Wed</td>
<td>Bus</td>
<td>$3</td>
</tr>
</tbody>
</table>
Strategies: Incentives & Rewards

- Games and contests
- Employer programs
- Delivery services
Strategies: Partnerships

Collaborations between private service providers, developers, community, and government agencies
- Citywide TMA working group
- TMA Membership program
- Coordinated and public shuttle services
Rachel Hiatt
Principal Transportation Planner
Rachel.hiatt@sfcta.org
415-522-4809
http://www.sfcta.org/D10_mobility_management_study