

District 10 Mobility Study

Draft Final Report
Agenda Item 11



SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY
November 28, 2018

Purpose: Health, Livability

PURPOSE > OUTREACH > RECOMMENDATIONS

▶ D10 NTIP Planning study

▶ Focus is on:

▶ Reducing vehicle miles of travel and emissions

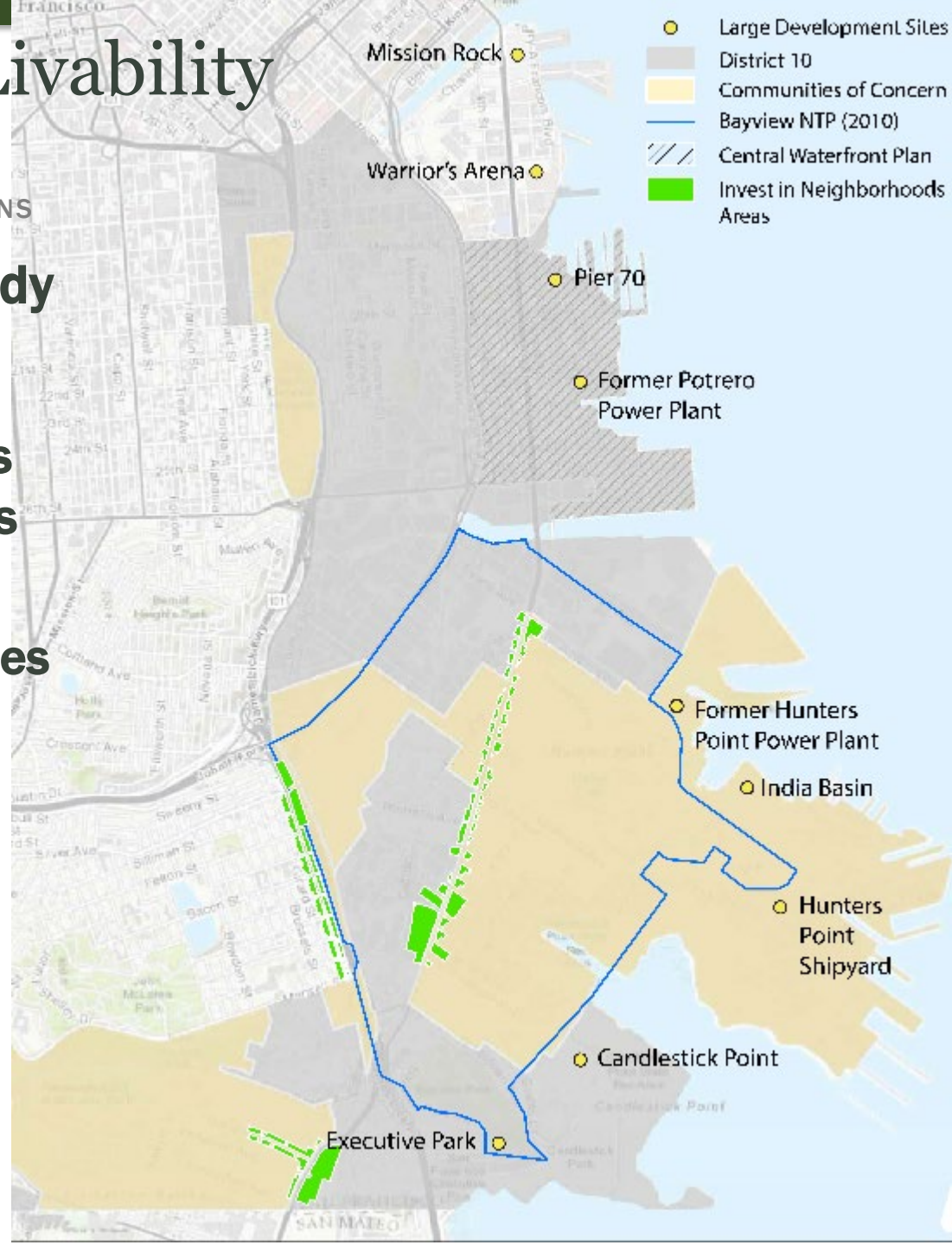
▶ Non-infrastructure transportation strategies

▶ Study results can be:

▶ Deployed as grant-funded pilots

▶ Included in developer TDM plans

▶ Sponsored by private sector



What We Heard

PURPOSE > OUTREACH > RECOMMENDATIONS

- ▶ **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**

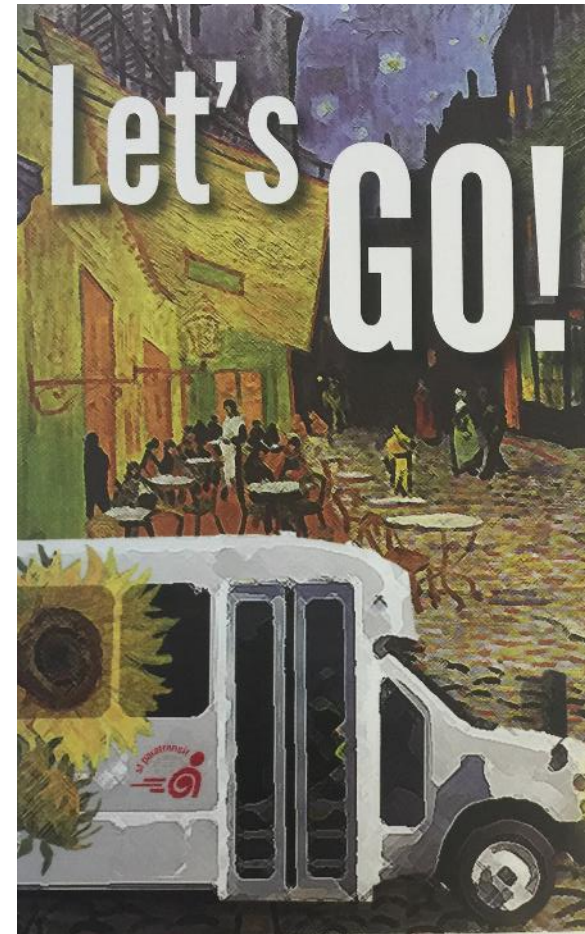
Recommendations: New Mobility



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

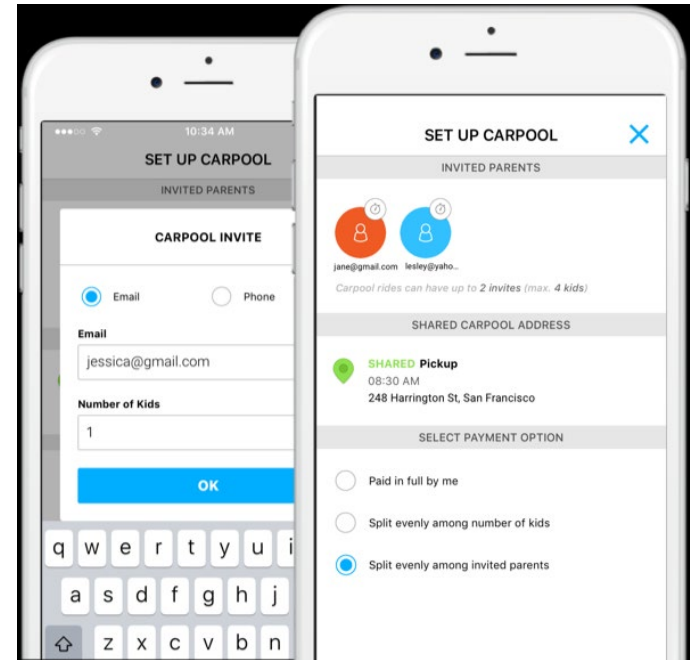
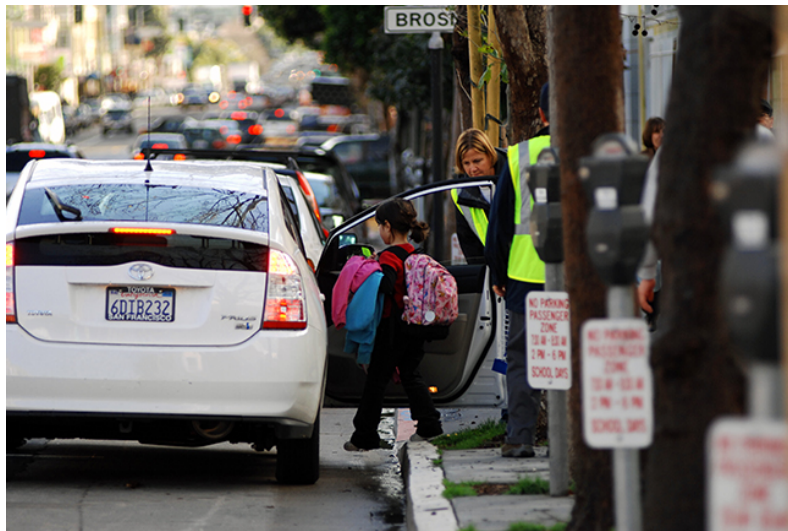


Recommendations: New Mobility



PURPOSE > OUTREACH > RECOMMENDATIONS

On-demand transportation services
- **Carpool ride-matching**



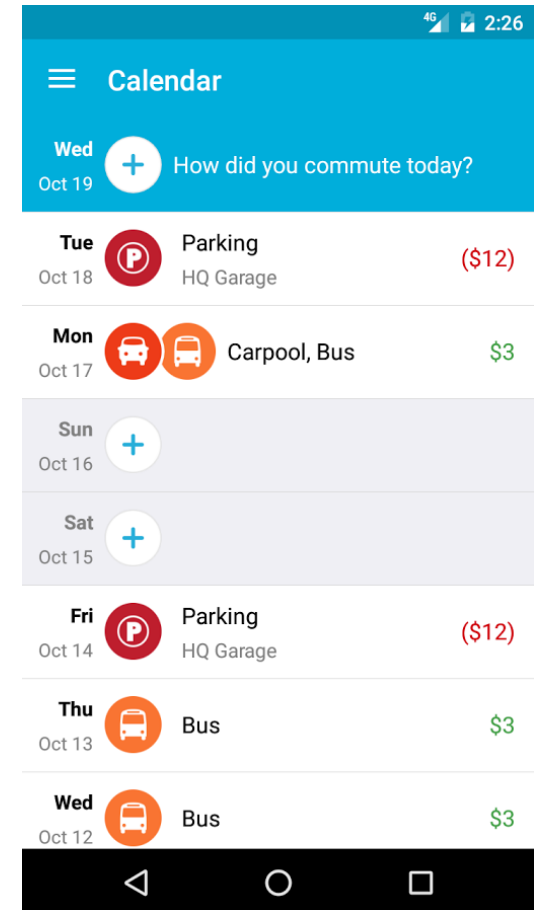
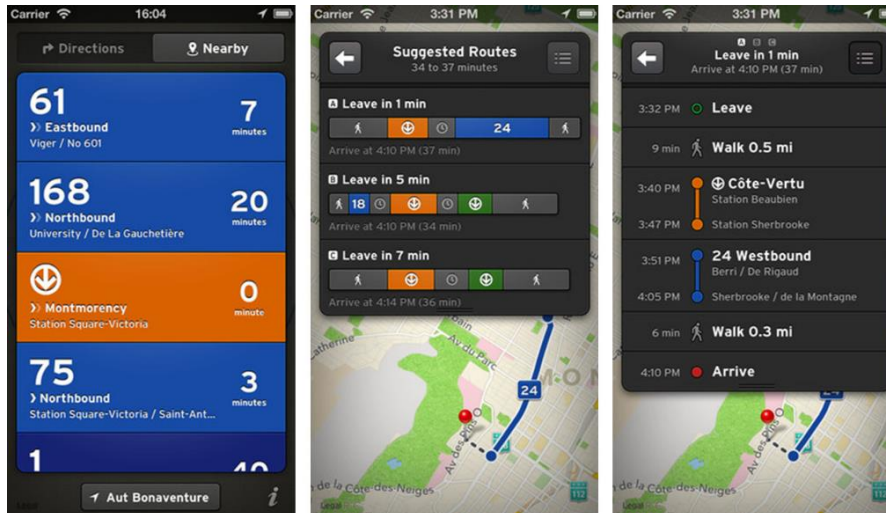
Strategies: “Mobility as a Service”



PURPOSE > OUTREACH > RECOMMENDATIONS

Easy trip planning & payment using technology

- Access for non-English speakers, those without smartphones, and the underbanked
- Community-relevant promotion



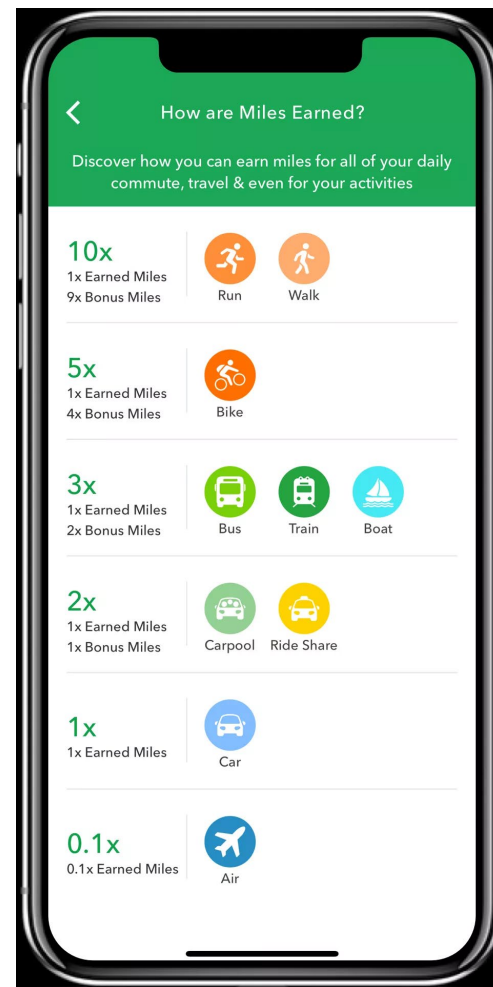
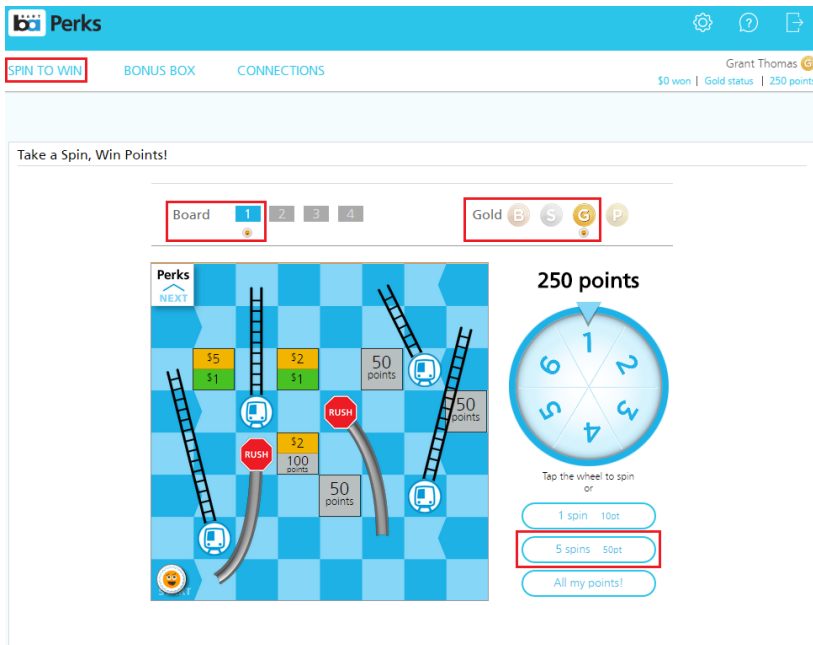
Strategies: Incentives & Rewards



PURPOSE > OUTREACH > RECOMMENDATIONS

Incentives & Rewards

- Games and contests
- Employer programs
- Delivery services



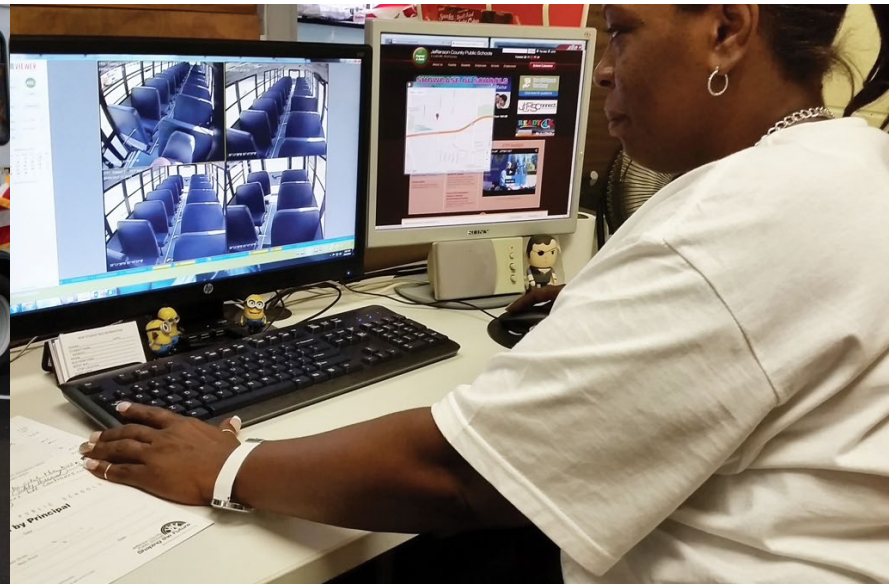
Strategies: Partnerships



PURPOSE > OUTREACH > **RECOMMENDATIONS**

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

- **Citywide TMA working group**
- **TMA Membership program**
- **Coordinated and public shuttle services**



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http://www.sfcta.org/D10_mobility_management_study



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