



# San Francisco California

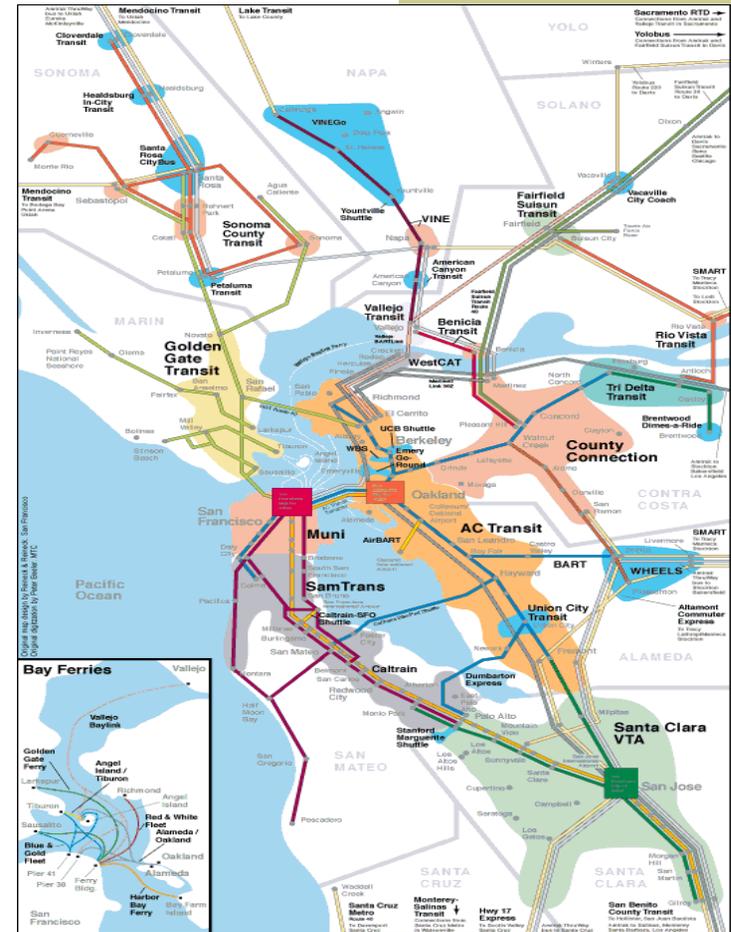
# Honolulu Transit Symposium

November 13, 2007

Business and Community Considerations  
Jim Lazarus, SF Chamber of Commerce

# SF Transportation Facts

- San Francisco 1 of 9 counties in Bay Area (over 7 million residents)
- SFMTA is largest of 26 Bay Area transit agencies (rail, bus, ferry)
- Daytime SF population increase is over 160,000
- Daytime vehicle population increase is 35,000 vehicles
- About 450,000 Vehicles registered in SF
- 49% of all commute trips to downtown SF are on transit.
- 9% SF workers walk to work, 2% bike
- 1,088 Miles of roads, 7,200 Intersections



# Travel in San Francisco

## Total Trips:

About 4.5 million trips per day

## Expected Trip Growth:

About 12—29% more trips in SF in the next 25 years



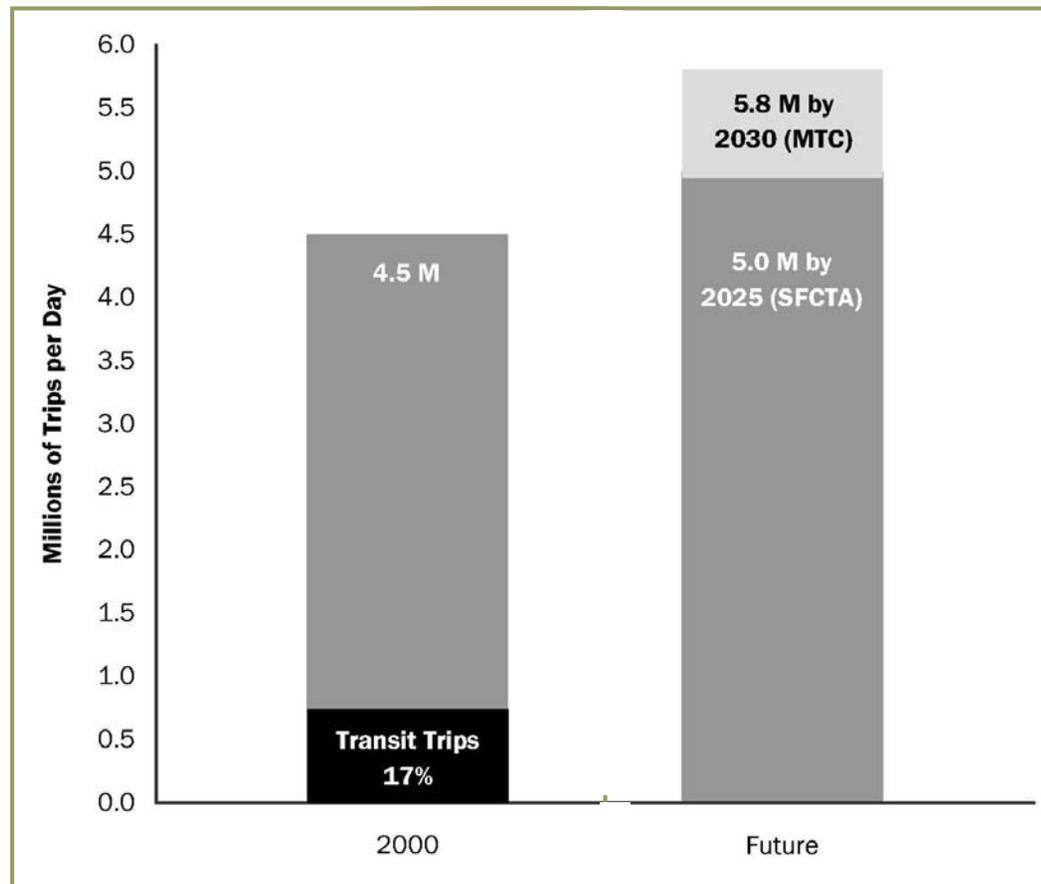
Source: SFCTA Countywide Transportation Plan

# Travel in San Francisco (cont'd.)

## Transit mode share:

About 17% of *all* trips in San Francisco are made on transit.

Of San Francisco trips made on transit, about 8% are made on BART (92% on Muni).



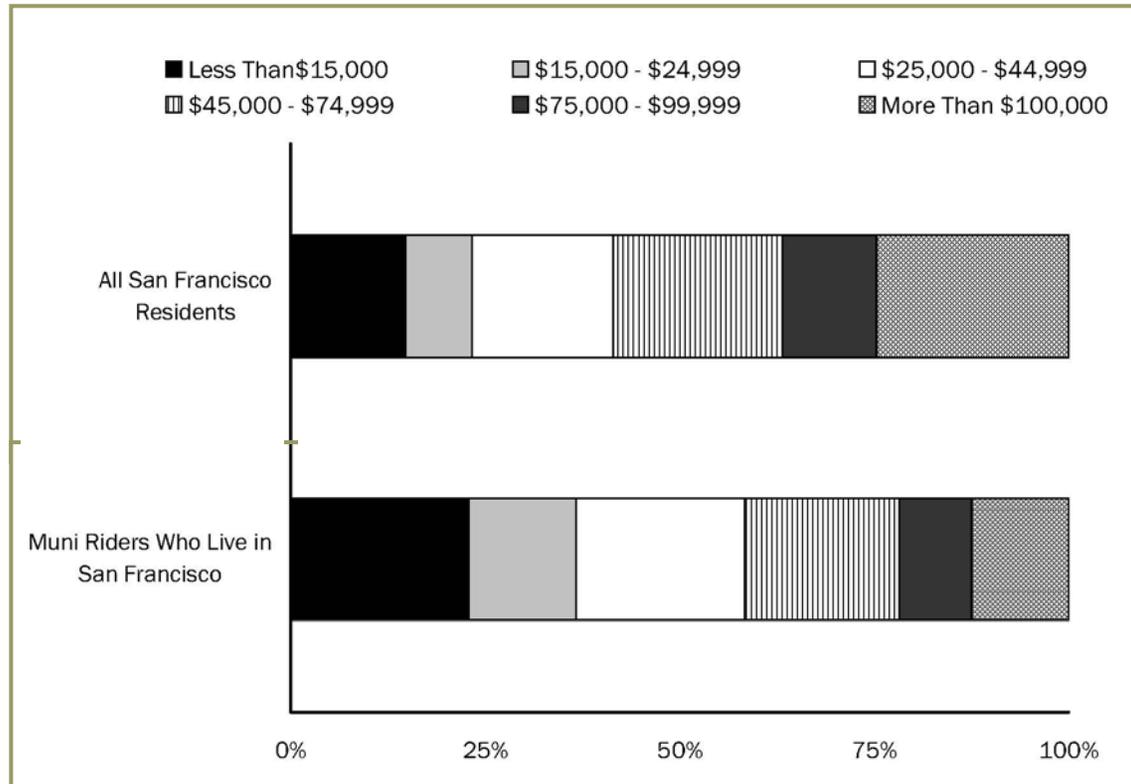
Sources: SFCTA Countywide Transportation Plan. MTC 2030 Plan for the San Francisco Bay Area.

# Who Rides MUNI?

**San Franciscans:**  
80% of Muni riders live in SF.

**Car Owners:**  
Almost half of Muni riders do not own a car compared to just over a quarter of households citywide.

**Mixed incomes:** Muni attracts a broad spectrum of incomes.

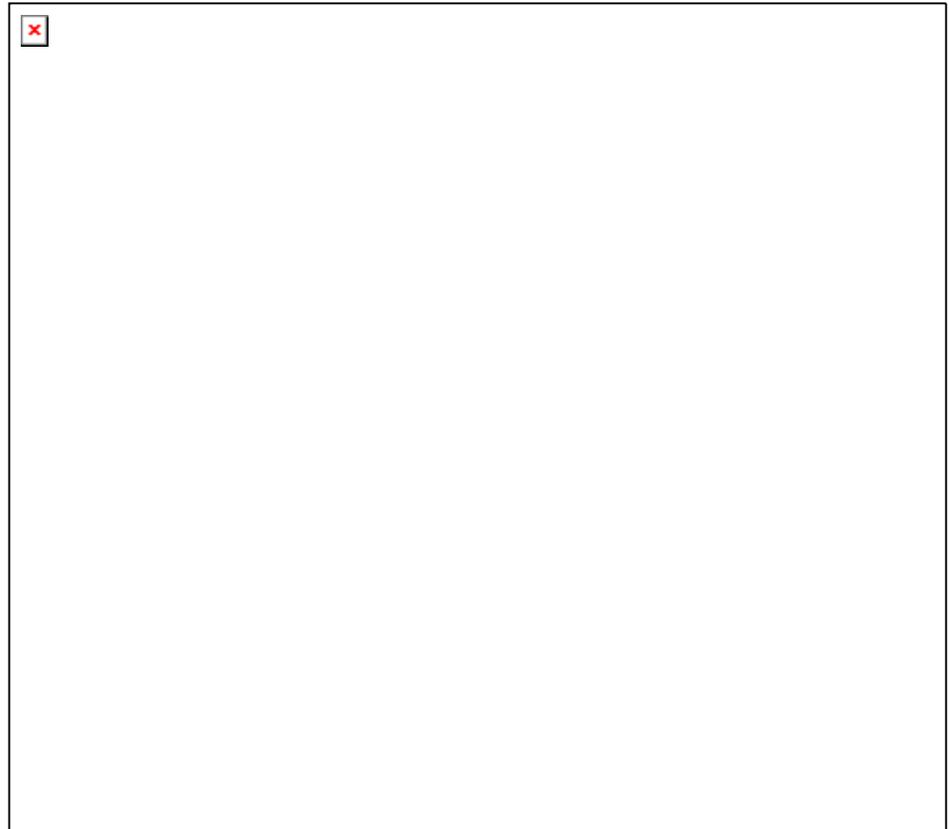


Sources: SFCTA Muni Onboard Survey. US Census.

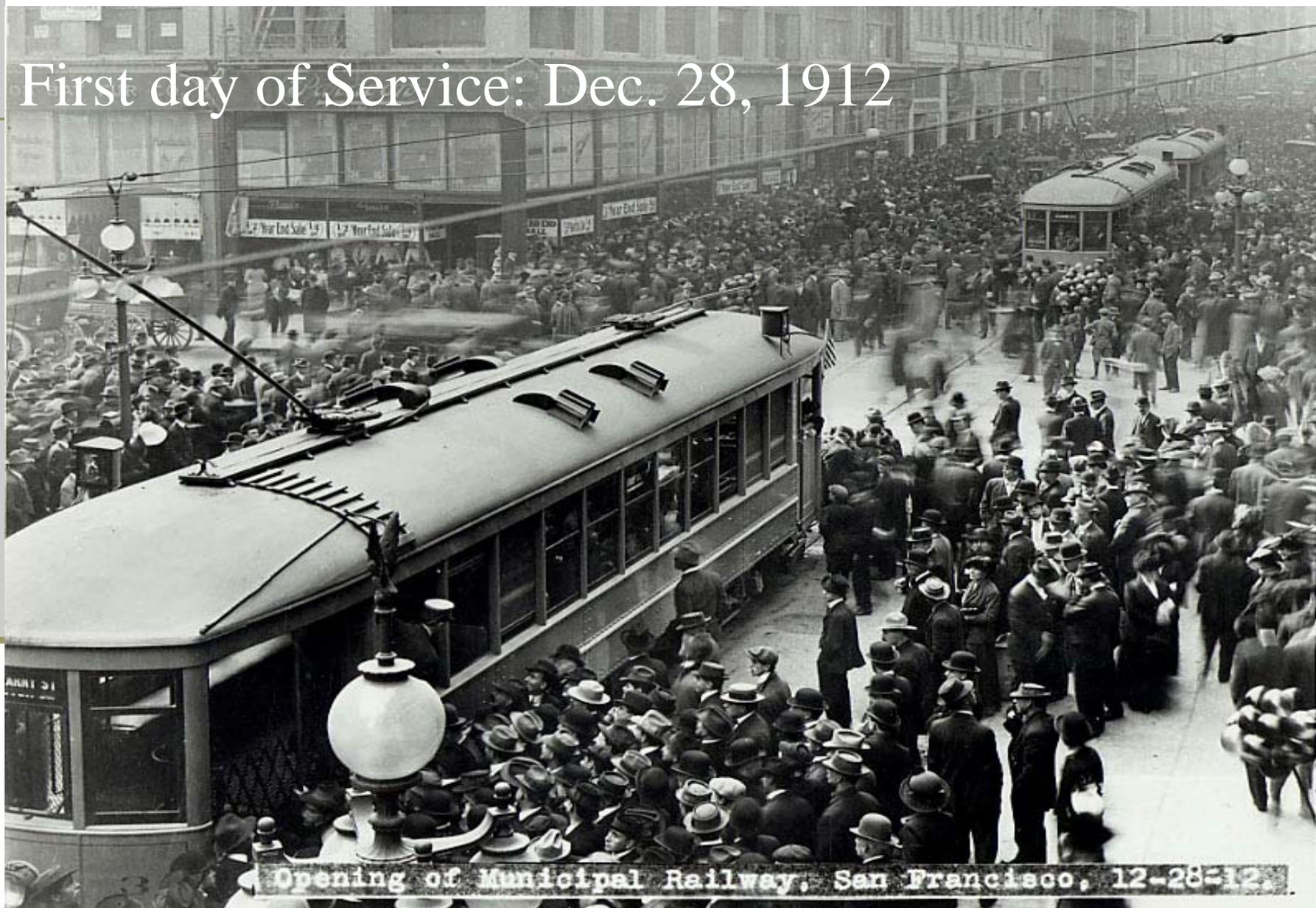
# Muni: Transit Ridership

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- Seventh largest transit system in North America, by ridership
- Service Area: 47.4 square miles
- Service Area Population: 799,203 residents
- Muni weekday boardings: 684,500
- Annual boardings: 217 million
- 95% of residents are within 2 blocks of a Muni stop



First day of Service: Dec. 28, 1912



# San Francisco's World Famous Cable Cars

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# Economic Benefits to San Francisco: Municipal Railway

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## Primary transit system of “Transit First” City

- Muni carries 92% of all transit trips in San Francisco
- Muni connects to all regional transit systems that serve San Francisco: trains, ferries, buses

## Muni helps makes possible:

- 30% of San Francisco households car-free
- San Francisco’s air among cleanest in North America
- Quick access to jobs and services anywhere in SF
- Commercial development saved millions in construction
- Concentrated, compact of development reduces urban sprawl
- Excellent access for tourists make SF top destination
- All age groups have excellent mobility and independence
- San Francisco creative “magnet” with unique urban appeal

# Economic Benefits to San Francisco: Traffic, Pedestrian and Bicycle

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## MTA makes San Francisco a “Multi-Modal” City

- Ensures access to jobs, services, recreation for all
- Focus on Clean Air strengthens local economy
- Pedestrian, Bicycle programs part of why San Francisco is one of nation’s “Most Physically Fit” cities
- Bicycle, Pedestrian focus supports compact development
- High transit ridership = High Pedestrian traffic volumes
- Managed Parking ensures turnover to support businesses

# Economic Benefits to San Francisco: Regional Focus



## Transbay Terminal

- Replace outdated facility with a world class regional transit center to accommodate over 45 million passengers annually.
- Serve AC Transit, Golden Gate Transit, Muni, SamTrans, WestCAT, Greyhound, Caltrain, and future High Speed Rail, with walking connections to BART and Muni Metro.
- Extend the Caltrain commuter rail lines to the Transbay Transit Center site, reducing commute times for Peninsula riders commuting to the city.
- Transform an underutilized section of downtown San Francisco into a thriving transit-oriented neighborhood.

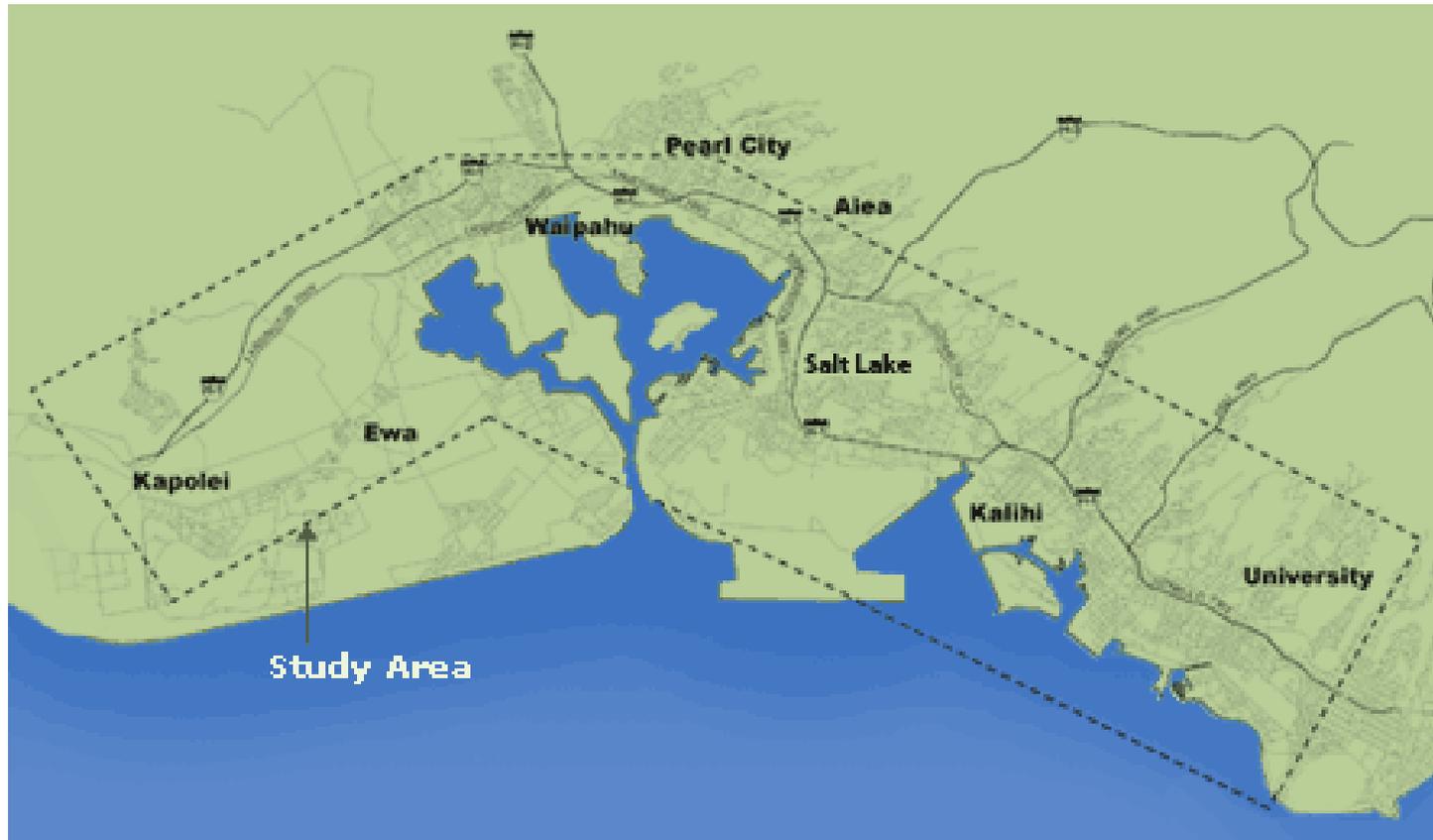
# Engaging the Business Community

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- Create a very public process
  - Citizen Advisory Committees
  - Business corridor-specific committees
- Identify and communicate short term needs and long term project benefits
- #1 issue: minimize business disruption!

# Proposed Honolulu Transit System: Issues for Consideration

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# Revenue and Funding

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- Will the Honolulu Transit System have a dedicated source of revenue?
- SFMTA funded by federal, state, regional and local sources. Examples: Local Prop. K sales tax; Regional Measure 2 Bridge Toll Funds
- Economic base for funding – sales tax receipts can fluctuate. Is Honolulu excise tax a stable source of funding for the long term?
- Pros – Bay Area is very pro-transit and has had success at passing a number of local and regional tax measures to support public transportation.

# Transportation Planning & Development

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- Corridor studies – upzoning around transit-rich areas
- Using tax increment financing to fund adjacent transportation projects
- Getting the necessary densities beyond downtown

# Public Transportation and Sustainability

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- 50% of San Francisco's greenhouse gas emissions come from its transportation infrastructure.
  - 25% from auto/truck throughput
  - 25% generated internally
- State and local mandated goals to reduce greenhouse gas emissions by 20% of 1990 levels
- Therefore, a big emphasis on changing the mode of travel to public transportation
- Other considerations include the increasing cost of fuel, parking, etc.
- Creating a transit-friendly culture in your community needs to tie to global warming, and change the lifestyle choices of SOV driving in peak hours

# Questions?



