

SPUR

Ideas + Action for a Better City

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#IfYouBuildItWillTheyCome?



SF Environment

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A Department of the City and County of San Francisco

If you Build It, Will They Come? Inspiring Sustainable Trips

Liore Milgrom-Gartner, Transportation Outreach Program



Our Roads



Bad for People



Bad for the World



GHG Emissions from Cars & Trucks



40%

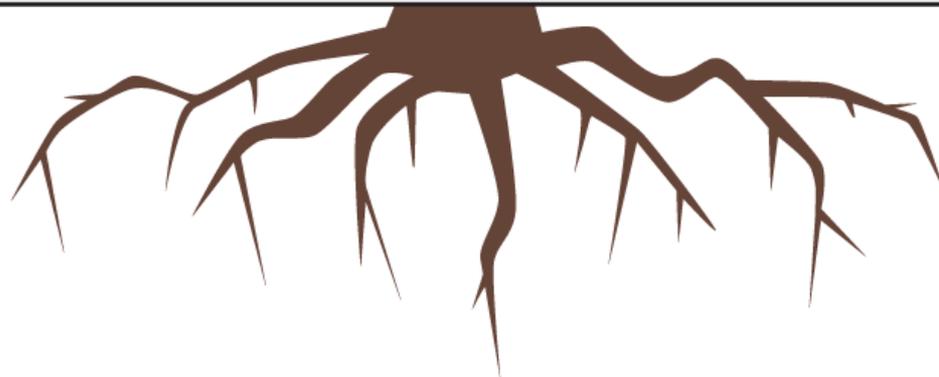


0 – 50 – 100 – Roots



SFClimateAction.org

0 50 100



0 – 50 – 100 – Roots



50

Sustainable Transit



SAN FRANCISCO
CLIMATE ACTION

0 50 100 ROOTS

We're Already at 50



We're Growing



Build for Transit



Build for Bikes



Build for Pedestrians



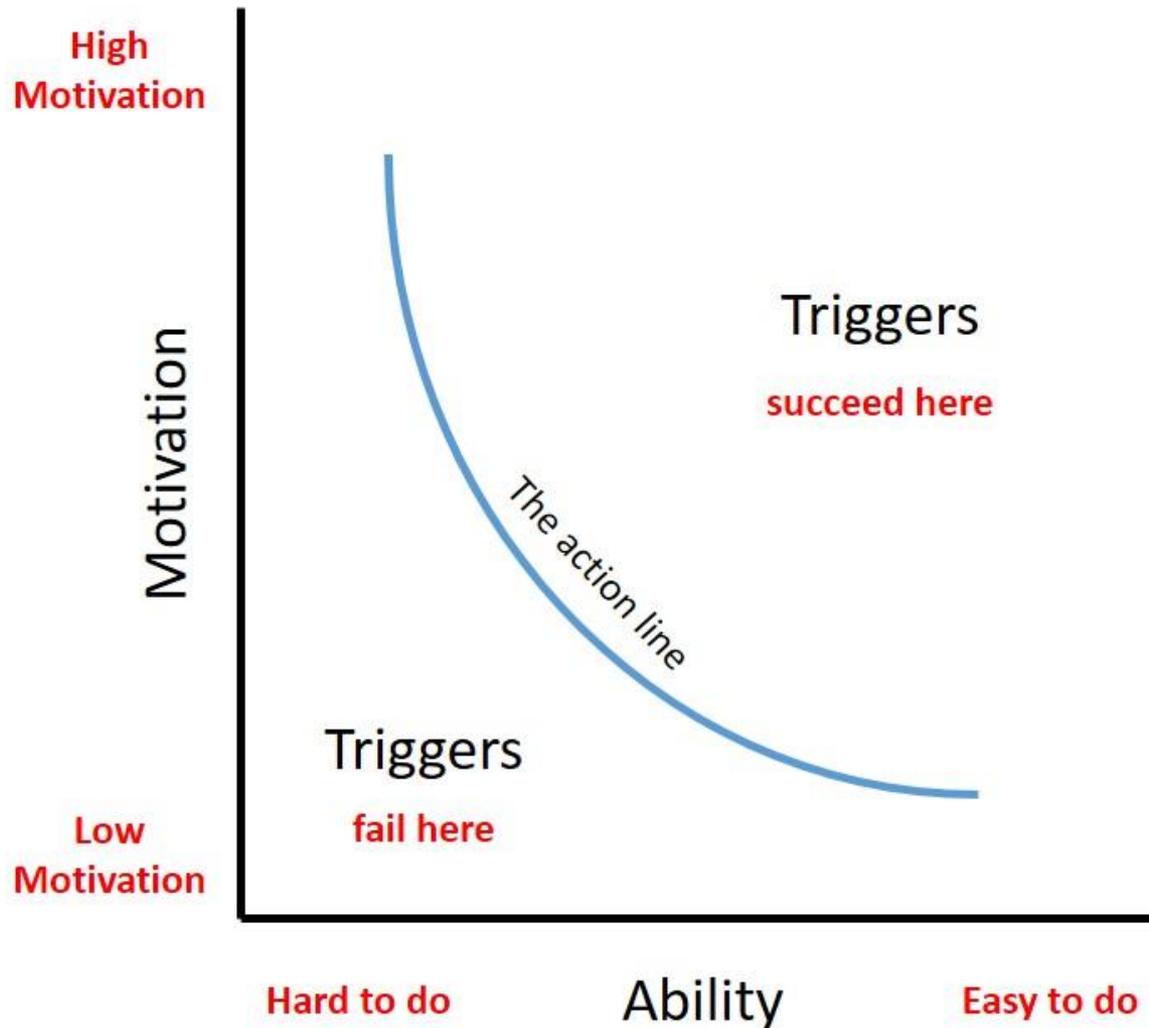
Build for Carpools



And Yet...

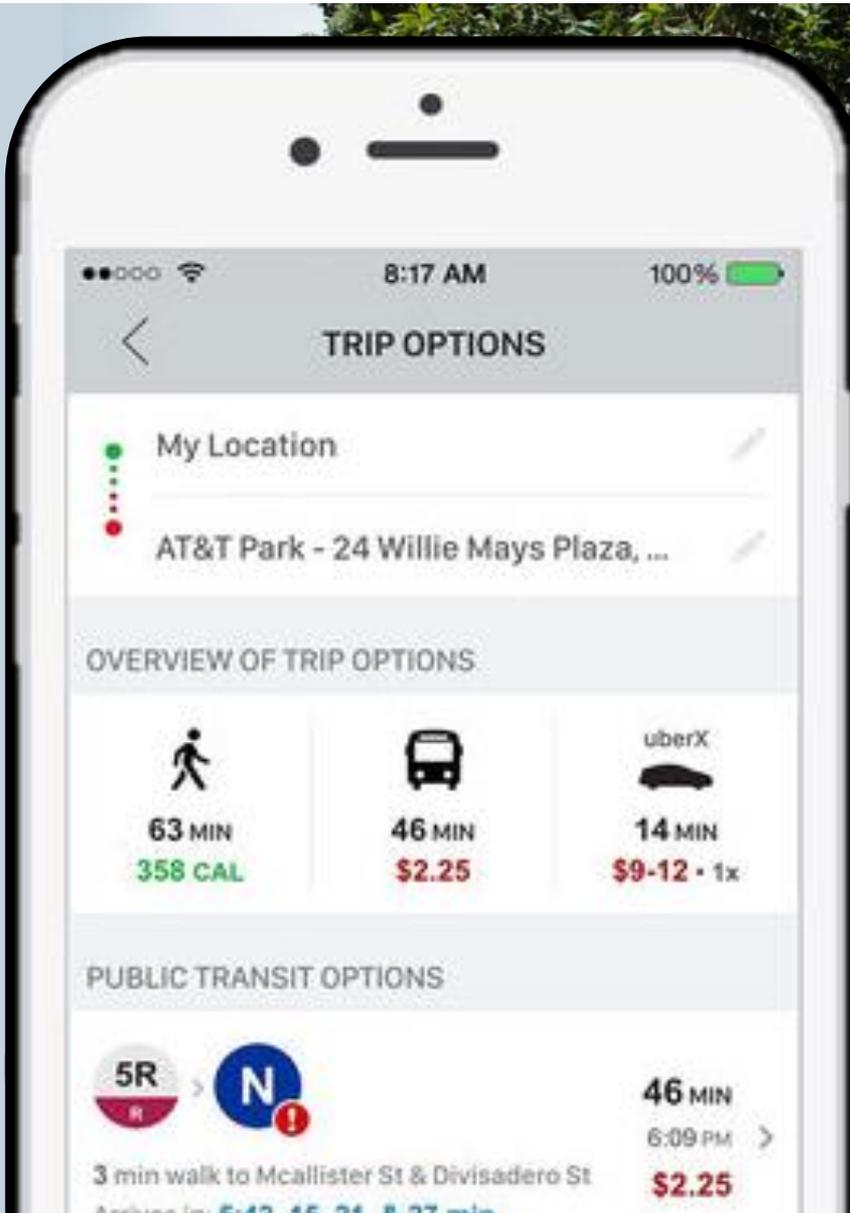


TDM



Source: BJ Fogg's Behavior Model

Make It Easier



Increase Motivation



Make It More Meaningful





Liore Milgrom-Gartner

Transportation Outreach Analyst

Liore.Milgrom-Gartner@sfgov.org



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But...



Google

Google Search

I'm Feeling Lucky

But...



Google

where can i get a clipper card

Google Search

I'm Feeling Lucky

But...



where can i get a clipper card



All

Shopping

News

Maps

Videos

More

Settings

Tools

About 4,010,000 results (0.65 seconds)

Get an adult card in person at:

- Many Walgreens, and Whole Foods Market stores and other participating retail locations.
- Transit agency ticket offices and Clipper Customer Service Centers.
- Muni Metro and Golden Gate Ferry ticket machines and SMART fare machines (minimum value required)



[Get Clipper - Clipper Card](https://www.clippercard.com/ClipperWeb/getTranslink.do)

<https://www.clippercard.com/ClipperWeb/getTranslink.do>

About this result

Feedback



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New Resident Campaign



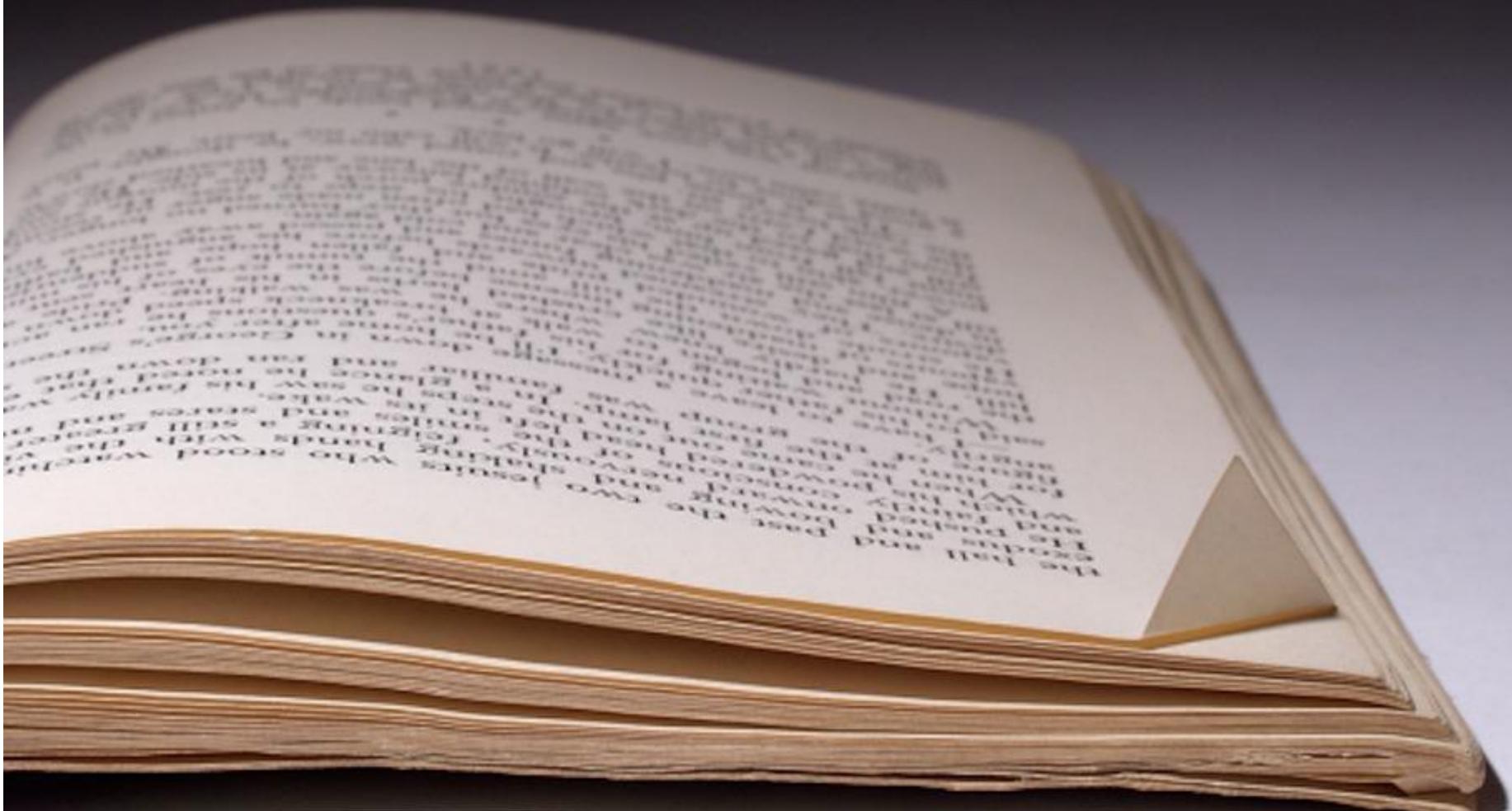
Changing the Fabric of SF



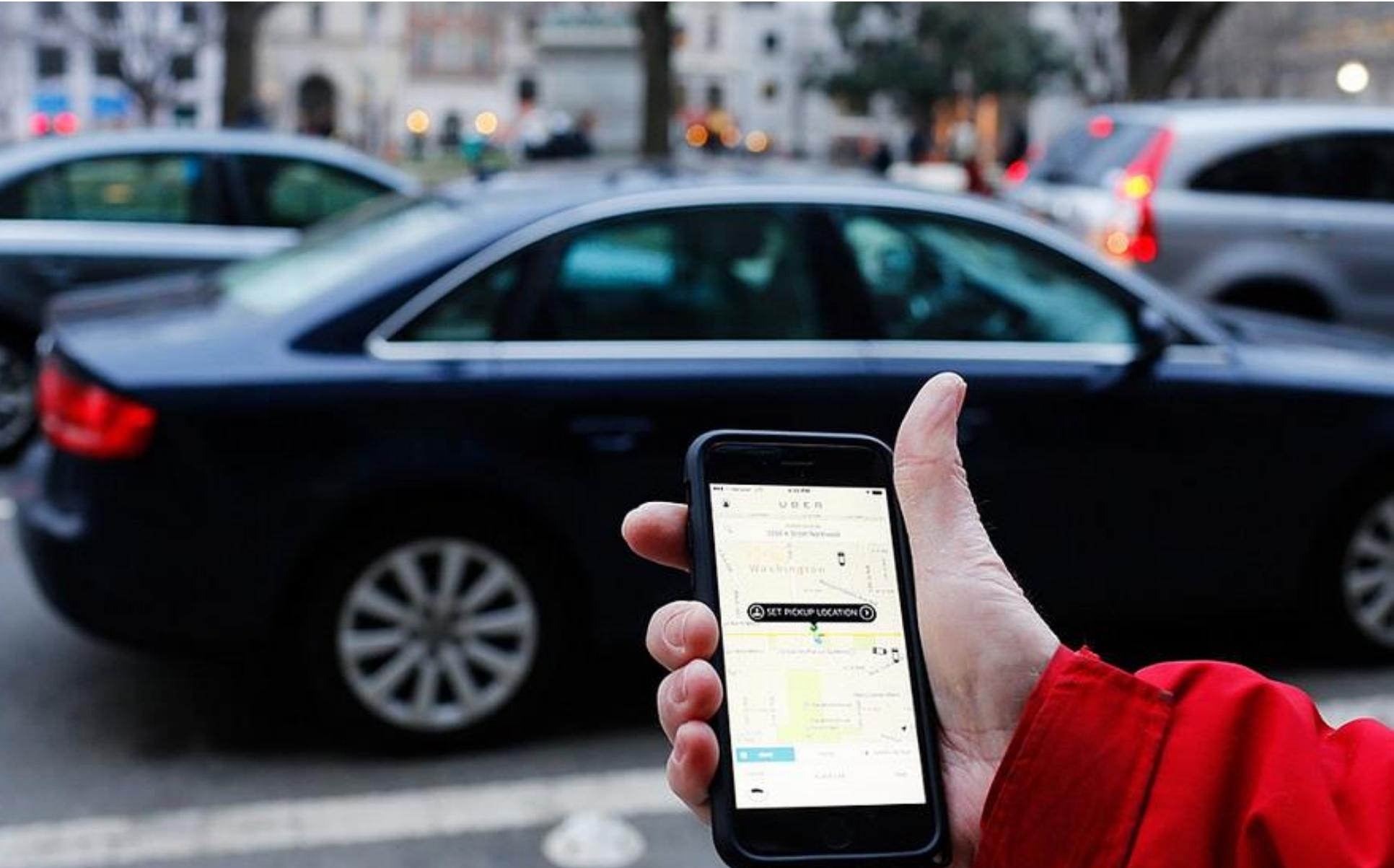
More Hippies Less Hipsters



Chapter 4 – “San Francisco”



Consult the Oracle



Lean in



Welcome to San Francisco



Welcome to your new city!

San Francisco is yours to discover. Become an insider:

- Take a walk and discover your local shops
- Grab a Clipper® card and play tourist for a day
- Ask a coworker about their favorite way to get to work
- Join the pack – try biking one morning

Share your car-free adventures and show someone you'll always make time for them with one of these postcards. Set out on the right foot using the cheat-sheet on the back.





Share Resources

Getting around SF...

Whether you're new to biking or ready to hit the road, [SFBike.org](https://www.sfbike.org) will help you on your way.

Get the Bay Area's universal transit card at [ClipperCard.com](https://www.clippercard.com) or local retailers and download MuniMobile on your smartphone.

When you just need a car – rentals & car shares can be found close to home, work and play.

Walk, bike, take transit or carpool to work in San Francisco? Get reimbursed for an Emergency Ride Home. Visit [SFERH.org](https://www.sferh.org) for details.



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#SFThingToDo
@SFEnvironment
SFEnvironment.org

Walking Postcard



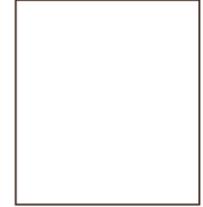
*Hello from
SF!*

CHECK OUT MY NEW RIDE

Walking Postcard



Come visit! Let's go for an urban hike.
#SFThingToDo



Printed on 100% post-consumer recycled paper.

Biking Postcard

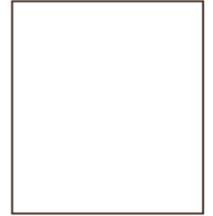


VIP PARKING WHEREVER I GO

Biking Postcard

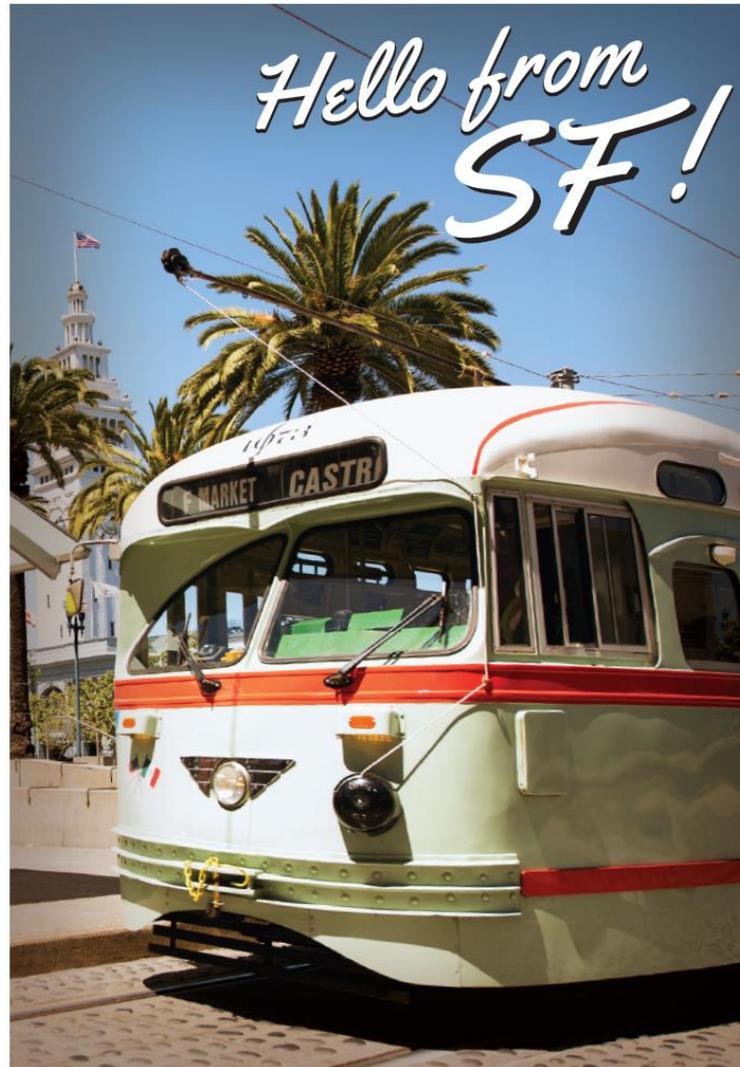


Let's go for a bike ride! VIP parking wherever we go. #SFThingToDo



Printed on 100% post-consumer recycled paper.

Transit Postcard

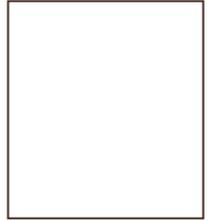


EXPLORE THE CITY

Transit Postcard

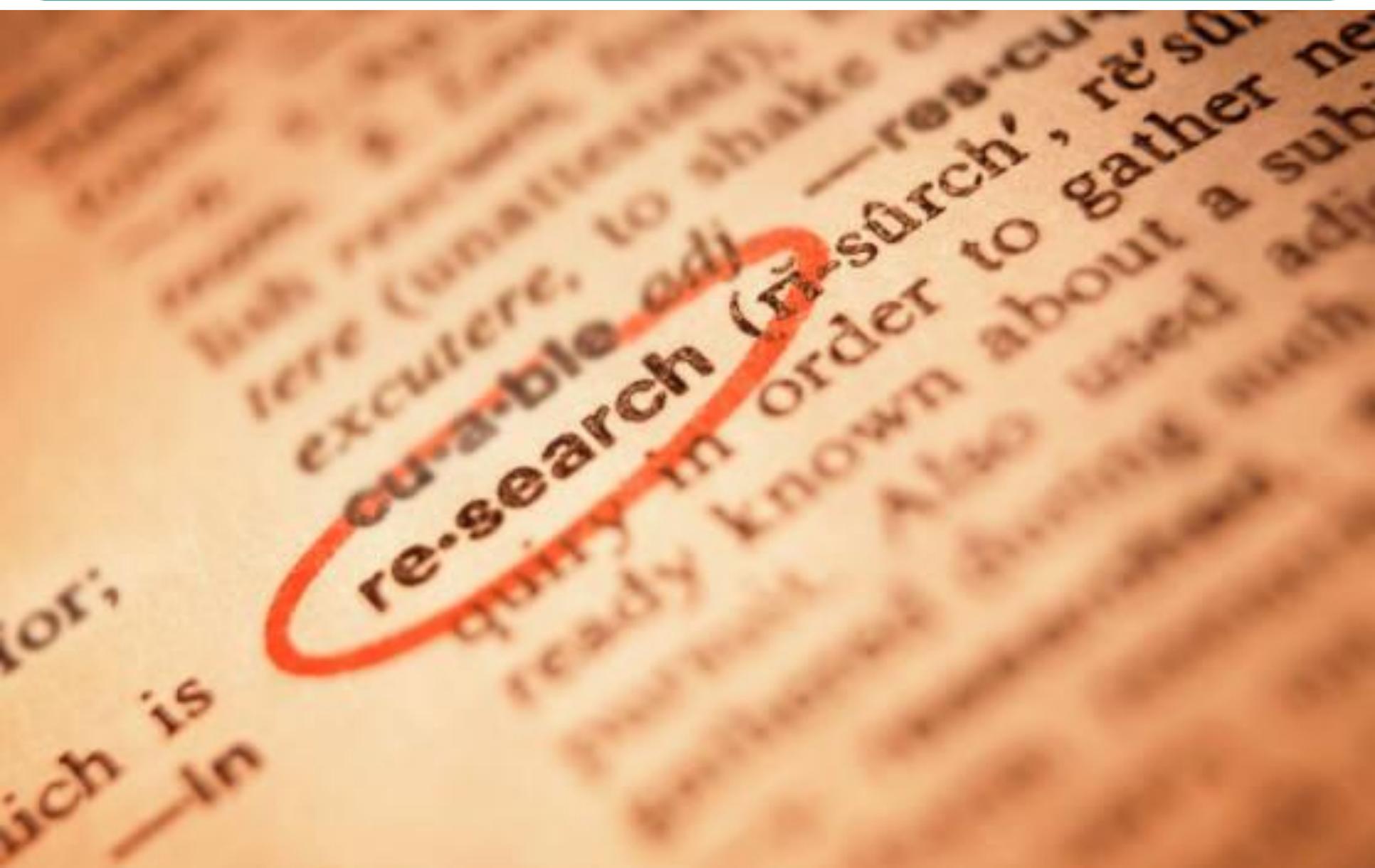


The real SF experience begins on Muni. Let's explore! #SFThingToDo



Printed on 100% post-consumer recycled paper.

Research





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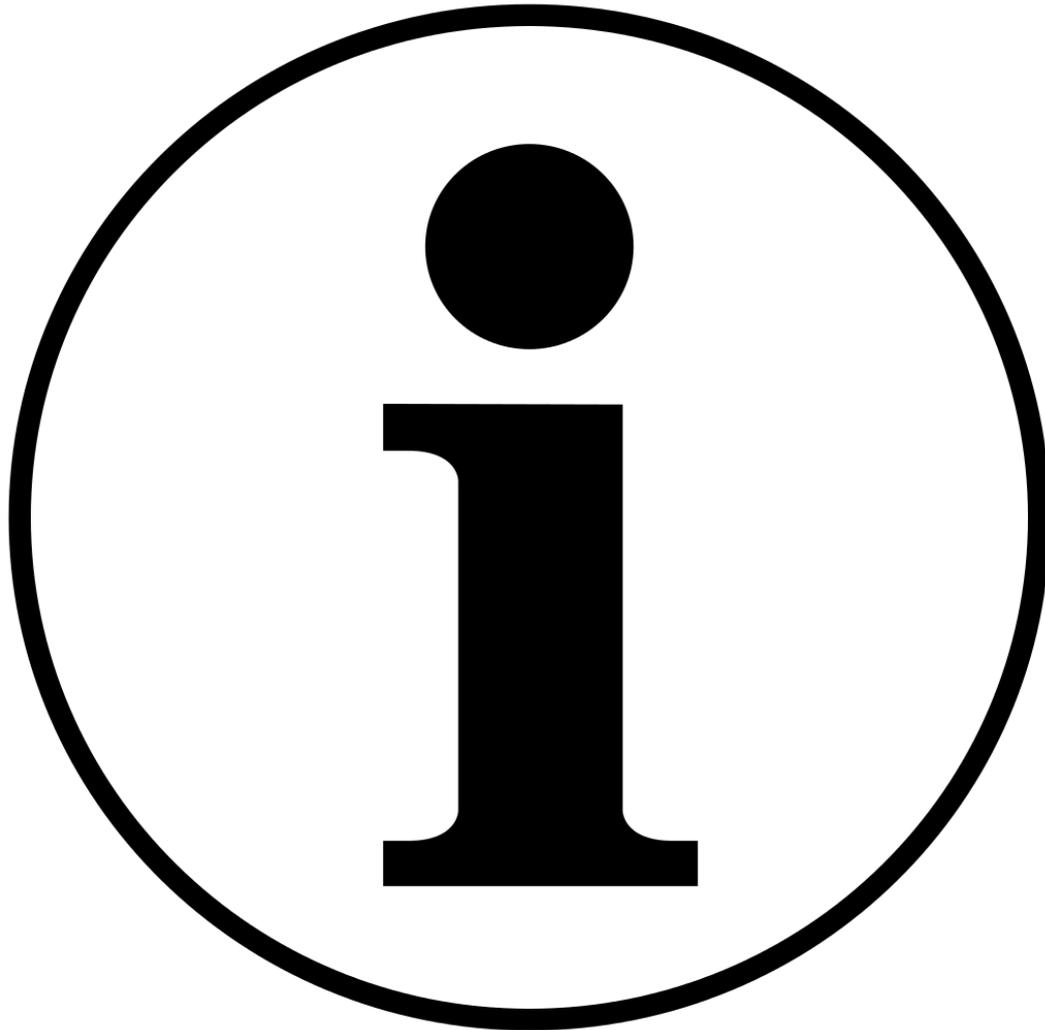
SF Moves



TRANSIT • BIKING • WALKING

SF MOVES

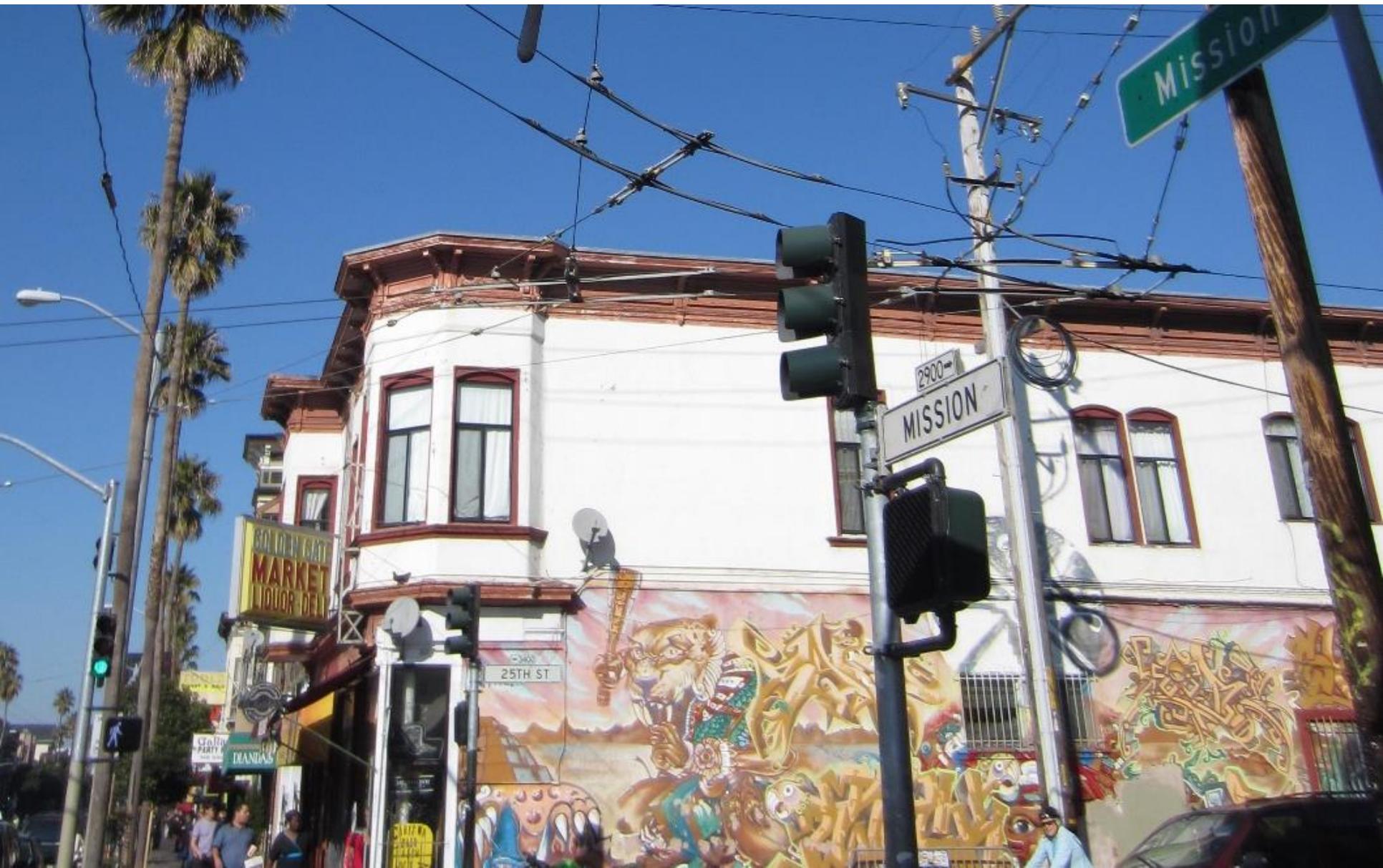
Information Based Campaign



Making it Unique – Human Centered Design



Pilot Phase 1- Northeast Mission



Innovate!



Pilot Phase 2 – OMI Neighborhoods



Online Marketing Strategy



49° San Francisco, CA
M/CLOUDY [EDIT](#)

TODAY
63°

SECTIONS

TRAFFIC

VIDEO

San Francisco

East Bay

South Bay

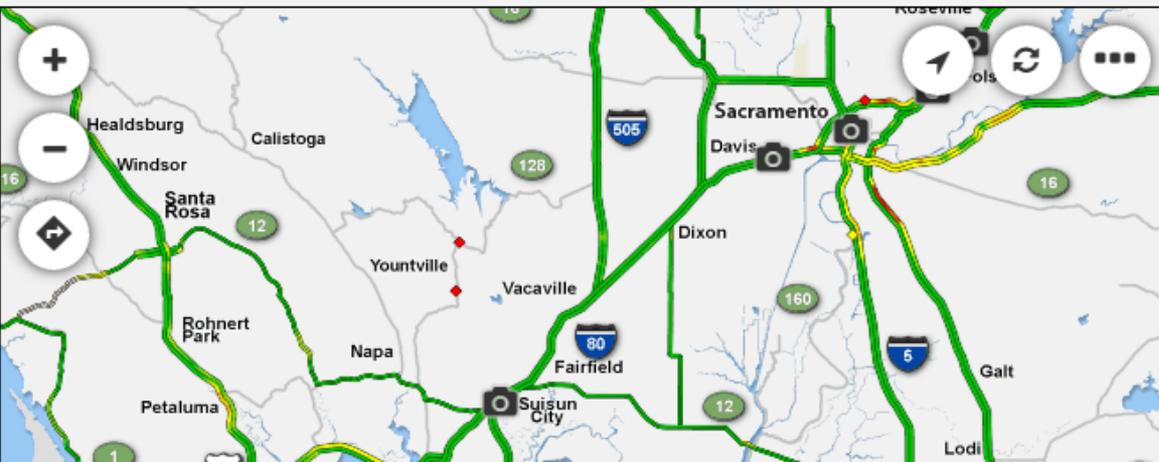
Peninsula

North Bay

BREAKING NEWS ABC7 holding adoption event for National Puppy Day 2016 - WATCH LIVE



TRAFFIC



101 North	
Location	MPH
Hwy 128 / Canyon Rd	64
Geyserville Ave (1.1 miles past)	57
Geyserville Ave	63
Souverain Rd / Independence Ln	64
Lytton Spring Rd	62
Lytton Spring Rd (1.2 miles before)	55



Partnerships – Neighborhood Groups



OCEAN AVENUE

HOME

NEIGHBORHOOD

THE CBD



Face to Face Outreach

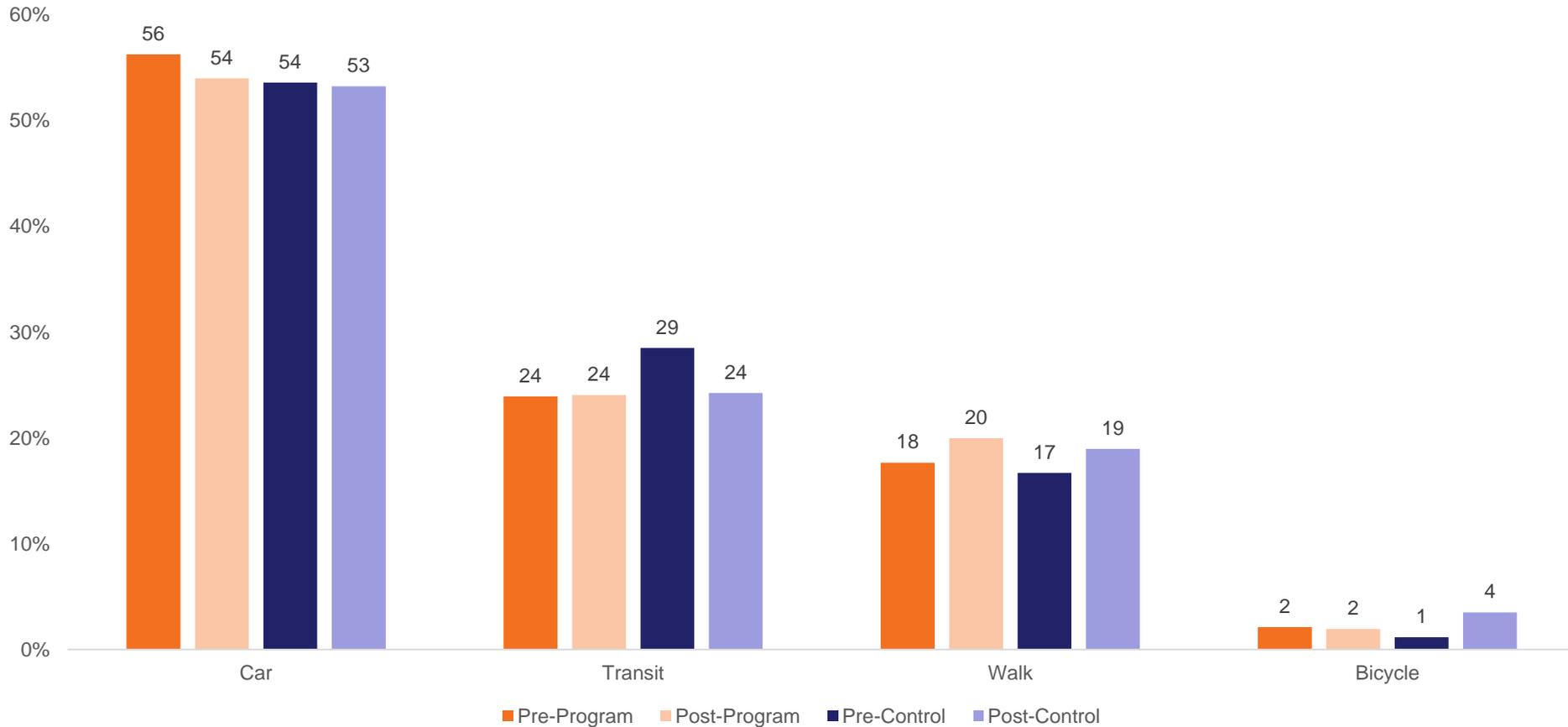


Success!



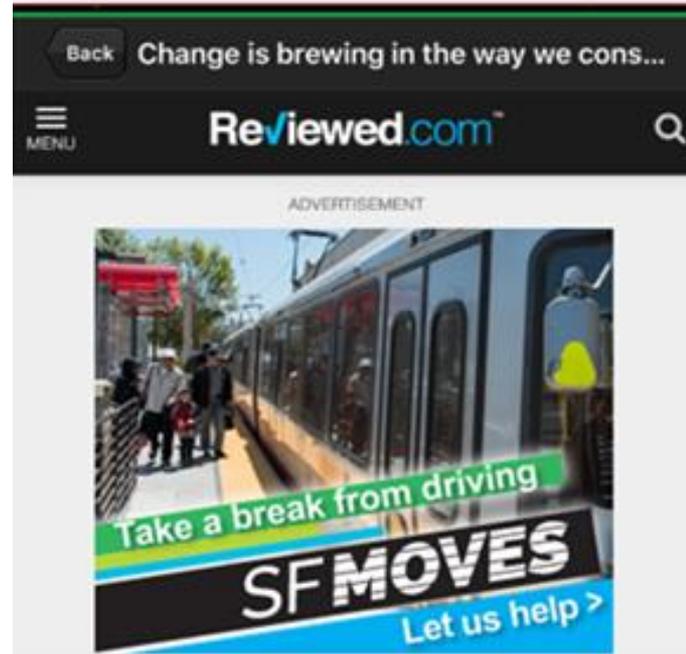
Submission Source	NE Mission	OMI
Mailed Back Order Forms	180	443
Online Order Forms	58	202
Door-to-door Business Outreach	38	150
Events	N/A	132
Resources Downloads	N/A	290
<i>Total</i>	<i>276</i>	<i>1,217</i>

Almost



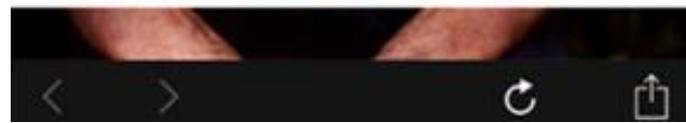
Mode Choice of Residential Survey Respondents – Ingleside

Lessons Learned – We Hit a Nerve



Change Is Brewing in the Way We Consume Coffee

From cold brew to flat whites, the coffee evolution continues.



Lessons Learned - Simple Call to Action/Website



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Getting Around Services Projects & Planning About the SFMTA

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SF Moves Resources

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Enhance your daily commute or explore new ways of getting around with the resources listed below:

TRANSIT

- **Transit 101:** Taking public transportation is easy and may have more benefits than you thought
- **Real-time apps:** Find out when your bus is actually coming to your stop by downloading an app on your phone.
- **Clipper Card discounts:** Clipper offers discount cards for youths and seniors
- **Life Line Muni Pass:** 50% discount off standard adult Muni passes price for low income residents.
- **Free Muni Pass:** Free Muni passes for seniors, youth, and people with disabilities
- **Paratransit:** San Francisco Paratransit is a van and taxi program for people with a disability or disabling health conditions
- **Shop-a-Round Shuttle:** Rides to the supermarket and farmers markets for seniors and people with disabilities
- **Van Gogh Shuttle:** Free rides to recreational and cultural events for seniors and people with disabilities. For more information or if you need a request form, please call (415) 351-7052 or e-mail vangogh@sparatransit.com

BIKING

- **Bus Racks:** Instructions on how to put your bike on the bus are on the rack
- **SF Bike Network Map:** San Francisco Bike Network Map displays information on San Francisco's bike lanes, routes and paths.
- **The Official San Francisco Bike Guide:** A comprehensive guide to cycling in San Francisco.
- **Bicycle Rules of the Road:** Here are the bike laws you need to know to pedal safely and legally
- **San Francisco Bicycle Coalition:** Advocacy organization working to promote the bicycle for everyday transportation and by improving the conditions for walking and transit.
- **The Bike Kitchen:** The Bike Kitchen teaches people of all ages and backgrounds how to repair bicycles
- **Sports Basement:** Sports Basement offers a variety of ongoing free and low-cost bike maintenance classes at each store
- **Women's Bike Maintenance Workshop:** Thursday, May 5th at Ocean Cyclery located at 1935 Ocean Avenue. Registration required.

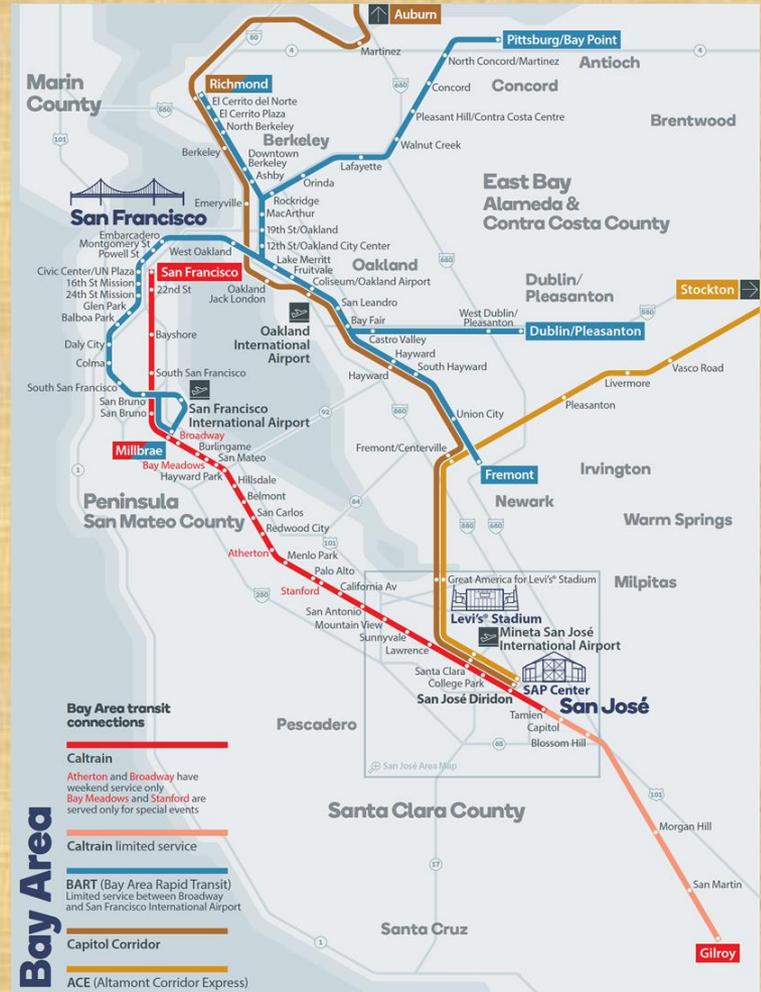
WAI KING

Regional Transit Mapping & Urban Wayfinding Project

A Collaborative Project comprised of:
MTC, SPUR, SVCF, Bay Area Transit Operators and
Bay Areas Cities.

Project Manager: Jay Stagi, MTC Senior Planner

July 27, 2017



TIDs



Wayfinding



511?



Regional Map

Bay Trail



Operator System Map

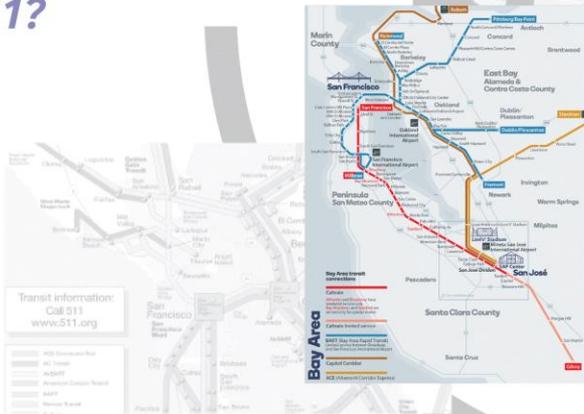
TIDs



Wayfinding



511?



Bay Trail



Regional Map

Operator System Map

TIDs



Wayfinding



511?



Bay Trail



Regional Map



Operator System Map



TIDs



511?



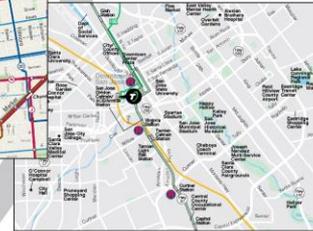
Regional Map



Wayfinding



Bay Trail



Operator System Map



Riders Helping Riders

**Tell us about a time
you helped
someone who was
unsure while on
transit.**

We've all been a little lost on transit. And many people are willing to help people find their way.

Which is why we created Riders Helping Riders.

Design thinking

User focused problem solving:

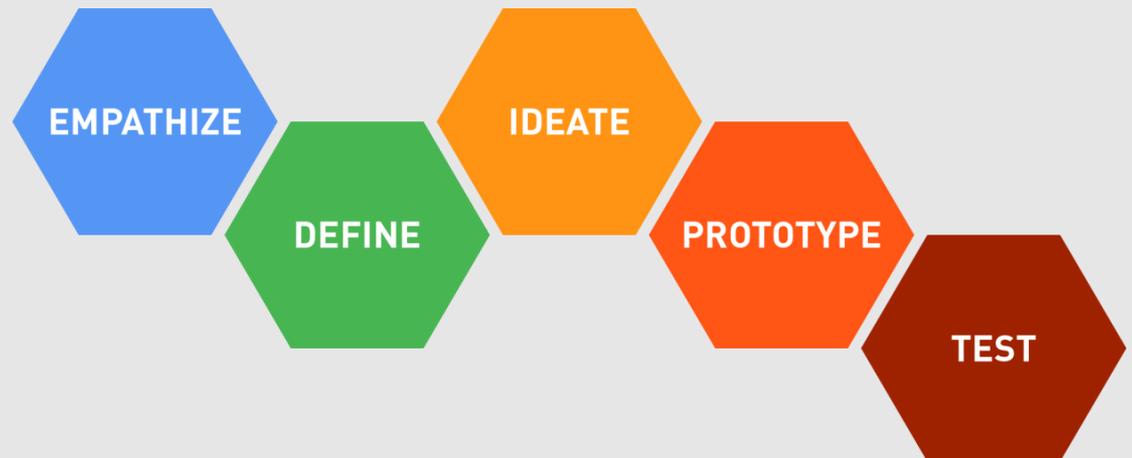
Determine the frame.

Develop empathy.

Generate ideas.

Test prototypes to fuel rapid learning.

Repeat.



BAT Team: Prototypes



I'm lost!

What's a Clipper card?

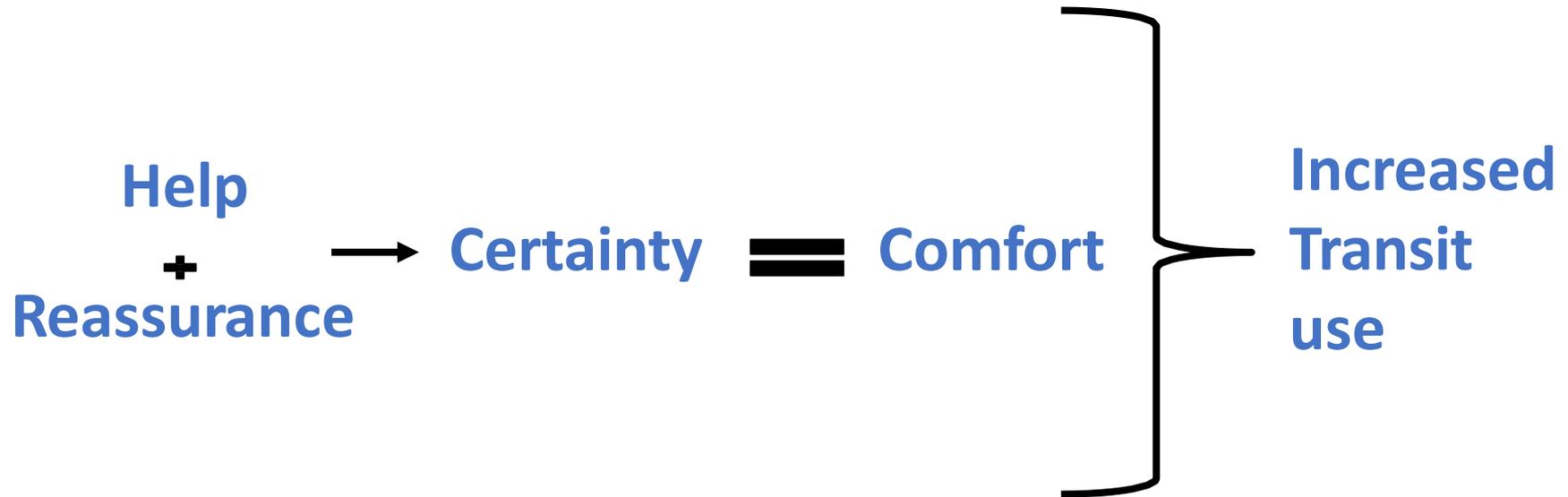
Where's my stop?

What app do you use?

Can transit take me there?

How do I buy a ticket?

Comfort is key

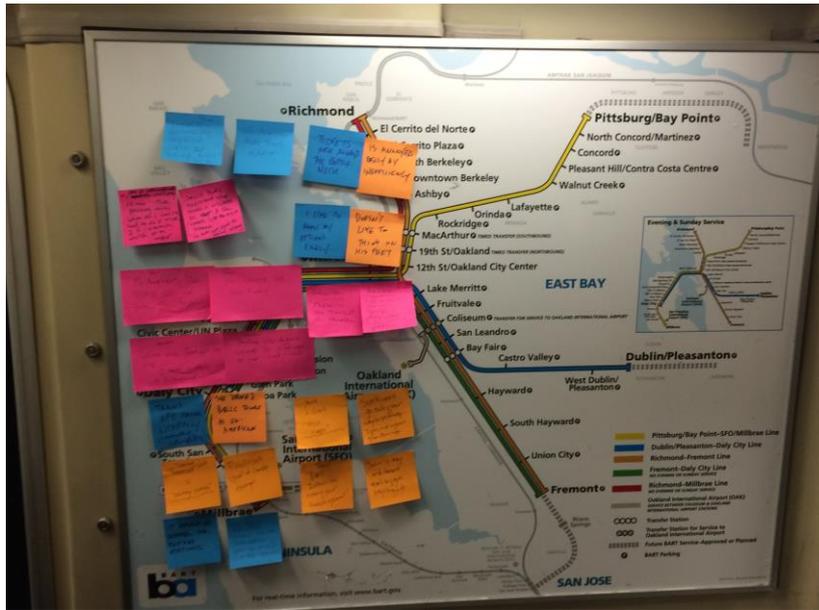


Help and reassurance can help grow transit ridership by reducing anxiety and increasing comfort

Transit is lacking in community



Riders Helping Riders: Formalized Friendship





**How does it
work?**



The County Connection

**METROPOLITAN
TRANSPORTATION
COMMISSION**

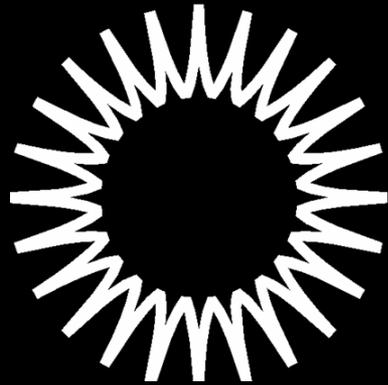


Santa Clara Valley
Transportation
Authority

Program Goals

1. Bring **certainty** to the transit experience by making it easier for people to ride transit.
2. Develop a transit **supportive community**.
3. Increase **cohesion** among the Bay Area's 27 transit agencies.
4. **Grow** transit ridership (*Long-term*)

THANK YOU!



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