

North American Edition

TIME FOR

DEMOCRACY

CASE STUDY:

Transportation Taskforce

From: San Francisco Travel Association





Facing significant transportation challenges that negatively impact visitor and resident experience, San Francisco developed the Transportation Taskforce.

ABOUT

The Transportation Taskforce was formed to directly address the following issues: :

- Reduce traffic congestion
- Improve the pedestrian experience - improving streetscapes (e.g. widen sidewalks, greenery)
- Improve the bicycle/scooter experience - ensure there are safe bike/scooter lanes for visitors to use
- Create safe, easy to use, and reliable public transportation
- Resume operation of cable cars and historic street cars post-COVID lockdowns

"We needed to engage with several major Stakeholders to make progress, including county-wide transportation authority, local and regional transit agencies and industry partners (e.g. hotels)"

"We wanted to improve the experience for all riders and pedestrians, including visitors, residents, and commuters - but faced barriers including competing agency priorities, financial resources and community consensus. Some lofty ambitions!"

As a result, the Transportation Taskforce was tasked with immediate goals (to deal with the impacts of the pandemic), short-term goals (1-3 years) as well as long-term goals (10+ years).



TAKEAWAYS

The Transportation Taskforce has enabled some excellent outcomes:

- In all of our advocacy, we emphasize the impact of tourism on the local economy and the jobs the industry provides. This helps convey the importance of city services that draw visitors that support our economy – from the hotels, restaurants, public transportation, museums, etc.
- Resumption of the cable car service was a partnership between San Francisco Travel, cable car operators, and elected district supervisor urging our local transit agency to prioritize resuming the service to show the world that San Francisco is open and ready to welcome visitors back.

Addressing other issues are ongoing, but San Francisco Travel is often included in task forces and working groups to provide feedback from the visitor perspective.

RESOURCES

Further reading:

- [Home | San Francisco Transportation 2045 \(sftransportation2045.com\)](https://sftransportation2045.com/)

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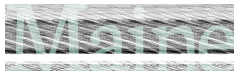
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