

APPENDIX D

GOALS & OBJECTIVES

ConnectSF

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Goal	Objective
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Equity

San Francisco is an inclusive, diverse, and equitable city that offers high-quality affordable access to desired goods, services, activities, and destinations



- » Create equitable access to schools, jobs, and services that is fast and convenient
- » Expand affordable travel options for low- and moderate-income households and for historically disenfranchised communities
- » Close equity gaps in the transportation system
- » Maintain San Francisco’s economic and demographic diversity
- » Add housing for low- and moderate-income groups and families
- » Stabilize housing for low- and moderate-income households
- » Preserve affordable housing, especially in areas receiving new infrastructure investment
- » Add new low- and moderate-income housing near essential services and schools; Locate services and amenities near populations that need them

Economic Vitality

To support a thriving economy, people, and businesses easily access key destinations for jobs and commerce in established and growing neighborhoods both within San Francisco and the region



- » Ensure the safe and efficient movement of people and goods
- » Increase access to schools, jobs, and services for local and regional travelers
- » Improve and create transportation connections within San Francisco
- » Increase capacity, reliability and connectivity of regional transportation connections
- » Deliver efficient goods movement within and through the City
- » Provide development opportunities to retain San Francisco’s position as the employment, cultural, and educational/research hub of the Bay Area
- » Create and maintain a diverse economy in San Francisco by helping to retain small businesses and the production/distribution/repair (PDR) sector, with businesses of all sizes and sectors with a range of job opportunities for people of all skills sets
- » Enhance placemaking and access to neighborhood commercial corridors

Environmental Sustainability

The transportation and land use system support a healthy, resilient environment and sustainable choices for future generations



- » Sustainable and active transportation modes are the preferred means of travel in San Francisco
- » Grow public transportation options and expand active transportation infrastructure (Transit-First policy)
- » Transportation exceeds the City’s climate change goals
- » Reduce the transportation system’s resource consumption, emissions, waste, and noise
- » Add transit-oriented and infill development as well as development in Priority Development Areas (PDAs) to reduce local and regional pollution
- » Approve and construct concentrations of new housing and neighborhood amenities that will allow more households of all incomes and types to live with less dependence on automobiles

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Safety and Livability

People have attractive and safe travel options that improve public health, support livable neighborhoods, and address the needs of all users



- » Eliminate transportation fatalities; drastically reduce serious injuries
- » Make a transportation system that is safe for all users, all modes of transportation, in all communities
- » Provide travel options that support healthy lifestyles by expanding the connectivity and increasing the quality of active transportation system
- » Improve the transportation system’s ability to accommodate all users, especially those with mobility impairments
- » Emphasize safe and attractive connections to parks, schools, and commercial districts
- » Improve inter-district and regional connections, especially for under-connected [outer] neighborhoods
- » Create neighborhoods that are attractive, safe, green places to walk, bike, and socialize
- » Ensure residents can meet daily needs locally with sufficient neighborhood-based retail, services, and community facilities

Accountability and Engagement

San Francisco city agencies, the broader community, and elected officials, work together to understand the City’s transportation needs and to deliver projects, programs, and services needed in a clear, concise and timely fashion



- » Increase engagement with under-represented communities and groups
- » Provide timely and frequent information and engagement opportunities so that the community and decision-makers share ownership of actions
- » Leverage both public and private resources to fund infrastructure
- » Speed project and program delivery
- » Deliver services and allocate capital resources efficiently and cost-effectively
- » Evaluate and monitor the effectiveness of transportation and land use actions