

Zürich – San Francisco International Planning Project

Andrew Nash

July 2, 2004

andy@andynash.com

Presentation Overview

- **Project Objective**
- **Program Components**
- **Areas of Cooperation**
- **Partners**
- **Next Steps**
- **Discussion**

Program Objective

The objective of the Zürich – San Francisco International Planning Project is to facilitate knowledge transfer and research on real world planning problems by promoting personal contacts, cooperative planning projects, and information exchange.

Program Components

Personal Contacts

Identify & introduce planners in both cities interested in particular planning issues; e-mail, internet, telephone.

Planning Weeks

A group of planners/city officials visits sister city for a weeklong program of presentations, cooperative work, & networking.

Planning Information Exchange

Project website would facilitate information exchange including expert contacts; links to planning documents & websites; & independent study tours.

Planning Weeks

Typical Program:

- Day: Participants work on specific projects with sister city planners.
- Lunchtime: Participants give presentations open to the public about planning projects (SPUR Brown Bag Seminars).
- Evening: Local sponsor holds networking events & informal activities.

Local Sponsors & Funding:

- Cities, Universities, Non-Profits (e.g. SPUR).
- Sponsors provide some funding, participants would pay a share of the costs (e.g. travel expenses).

Areas of Cooperation

- **Transportation Planning**
- **City Planning**
- **Redevelopment Planning – Institutional Planning**
- **Other Ideas?**

Transportation Planning

- **Public Transit Priority**
- **Regional Rail Planning**
- **Ferry System Planning**
- **Historic Streetcars & Non-Profits**
- **Bicycle Planning & Facilities**
- **Innovations**
- **Funding & Safety**

Learning from Zürich



Public Transit Priority

San Francisco Planning

- Transit Preferential Streets Program
- Bus Rapid Transit Program

Possible Cooperation

- Technical expertise & experience from Zürich's exceptional 30-year program: VBZ, City Planning, Police Department.



Regional Rail Planning

San Francisco Regional Rail Plan Study

- Planning Study Complete 2006
- Coordinated improvement program
- At least 8 different transit agencies operate rail systems

Possible Cooperation

- ZVV – Zürich S-Bahn Improvements
- ETH – IVT Rail Simulation Project



Ferry System Planning

Water Transportation Authority

- 8 new routes
- 31 new boats
- Tripling ridership to 12 million passengers by 2025

Possible Cooperation

- Ferry terminal planning
- Pricing strategy
- Tourist/commuter marketing



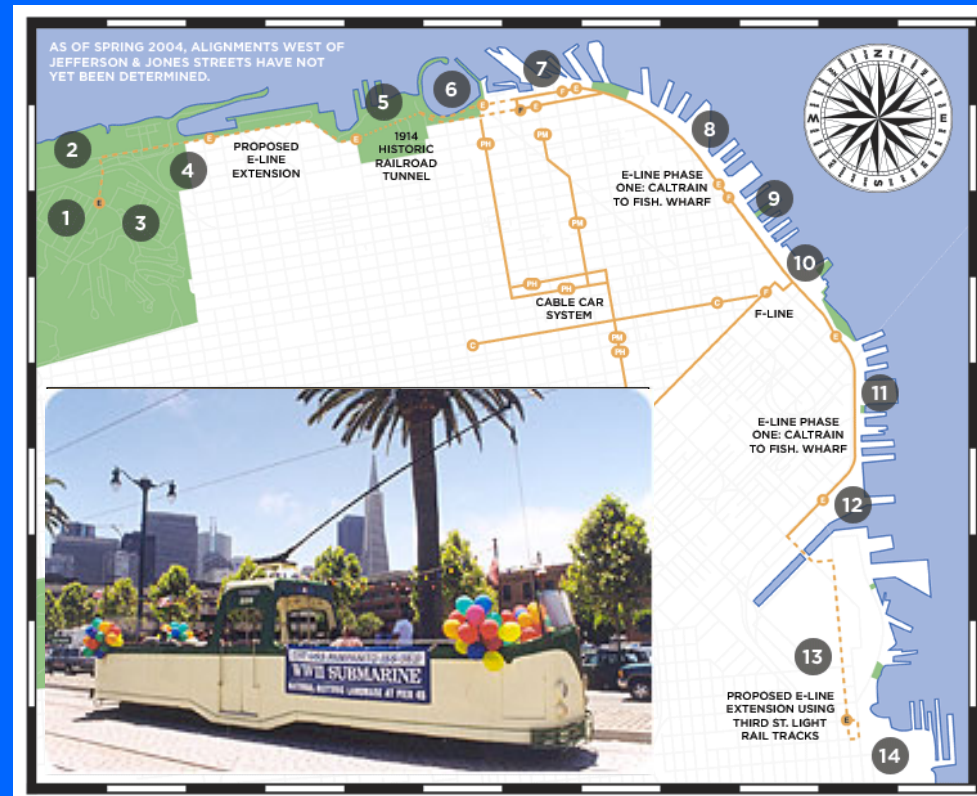
Historic Streetcars & Non Profits

San Francisco Market Street Railway

- Non profit organization works closely with SF Muni to “Preserve historic transit in San Francisco”

Possible Cooperation

- Historic car exchange
- Partnership with Zürich Streetcar Museum



Bicycle Planning

SF Bike Plan Update

- Joint project of DPT & SF Bike Coalition
- Scheduled completion 2004
- Implementation & Detailed Planning

Possible Cooperation

- Work with Zürich Transportation Planners on technical issues.
- Cooperation between advocacy groups.



Transportation Innovations

SF Regional Customer Service Program

- Translink – Electronic Ticket
- 511 – Telephone Information
- Trip Planning



Possible Cooperation

- ZVV – Regional transit ticket program experience
- MTC – Customer service program experience

Transportation Funding & Safety



Funding & Management of Transportation

- UC Berkeley ITS Studies – Funding in USA
- Improved Management of Transportation Agencies

Traffic Safety

- Programs to Improve Traffic Safety (CSAA)

Possible Cooperation

- ZVV – Transportation Funding and Management
- City of Zürich – Innovative Roadway/Sidewalk Design

City Planning

- **Housing Shortages & Affordability**
- **Neighborhood Planning**
- **Regional Land Use & Transportation Coordination Strategy**

Housing Shortage & Affordability



San Francisco Program

- Supportive Housing Program
- Affordable Housing Bonds

Possible Cooperation

- Ideas from Zürich?

Neighborhood Planning

SF Better Neighborhoods Program

- Community-based planning effort
- Comprehensive long term plan
- Three pilot projects – nearing completion

Possible Cooperation

- City planning departments review approach and results



Regional Land Use & Transportation Coordination Strategies



SF Regional Transportation/ Land Use Platform

- Project for regional transportation and land use planning agencies to develop more integrated approach to regional planning

Possible Cooperation

- General approach to regional planning in Zürich
- Specific transportation & land use planning projects in Zürich

Redevelopment Planning & Major Institutions



- **Mission Bay and UCSF Campus**
- **Transbay Area Plan**
- **Affordable Housing Program**
- **Central Freeway Redevelopment Program**

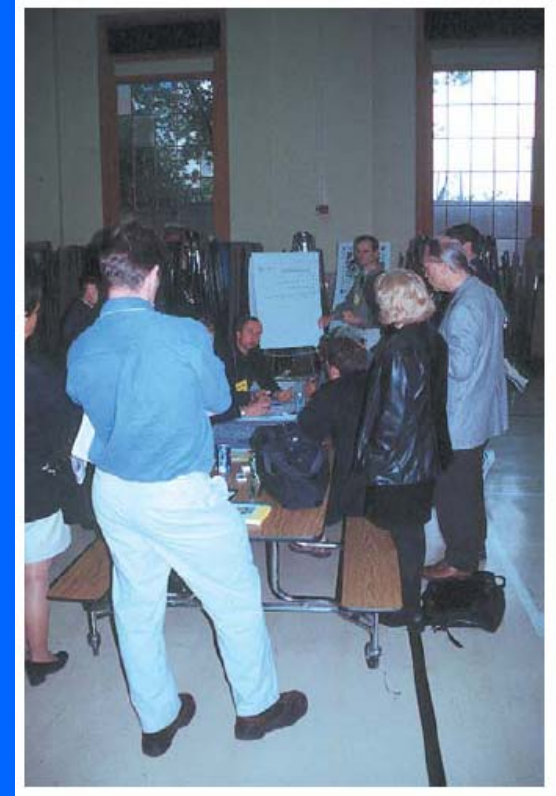
Mission Bay & UCSF Planning

Mission Bay Project and UCSF Master Plan

- Two long-term community based processes to develop redevelopment plan and UCSF LRDP.
- UCSF is anchor tenant at Mission Bay

Possible Cooperation

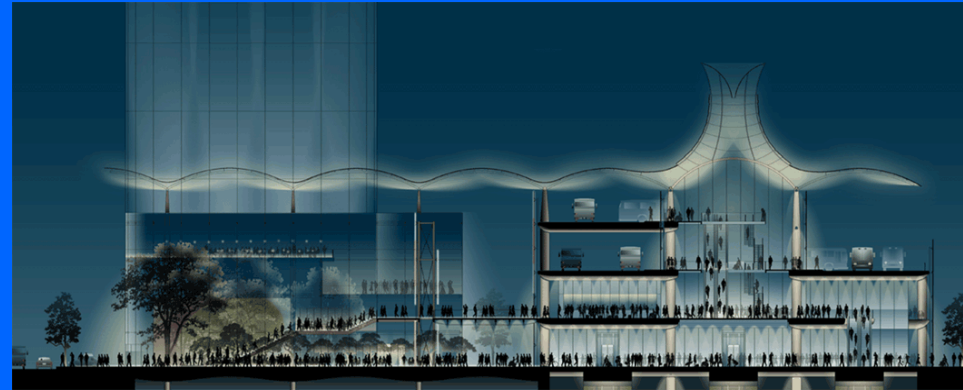
- Learning about successful community based processes
- Redevelopment planning techniques in SF and Zürich



Transbay Area Plan

Major Transportation Hub with Redevelopment

- Integrated transportation and land use planning in congested downtown area.



Possible Cooperation

- Hauptbahnhof planning project in Zürich
- Rail system engineering and joint development in Zürich



Affordable Housing Program



San Francisco's Most Pressing Economic & Social Problem

- Limited availability & high cost of housing
- Difficulty of building infill housing in neighborhoods

Possible Cooperation

- Zürich housing programs
- Techniques for infill housing

Central Freeway Replacement

Removal of Central Freeway = Huge Opportunity

- Earthquake damaged Central Freeway to be replaced with surface boulevard.
- New housing & commercial development.



Possible Cooperation

- Redevelopment in a transportation corridors

San Francisco Partners



- **San Francisco Planning Department**
- **San Francisco Redevelopment Authority**
- **San Francisco Planning and Urban Research (SPUR)**
- **Metropolitan Transportation Commission (MTC)**
- **San Francisco Municipal Railway**
- **Caltrain**
- **Bay Area Rapid Transit (BART)**
- **California State Automobile Association**
- **UC Berkeley – Institute of Transportation Studies**

Potential Zürich Partners

- **Zürich City Planning Department**
- **ETH – Institute for Transportation Planning**
- **Others?**

Next Steps

- **Identify Zürich partners.**
- **Select projects & contacts.**
- **Develop project website (SPUR).**
- **Seek funding for cooperative projects.**
- **Organize 1st planner's week.**