



SFMTA
Municipal
Transportation
Agency

Muni Equity Strategy

Policy and Governance Committee (PAG)

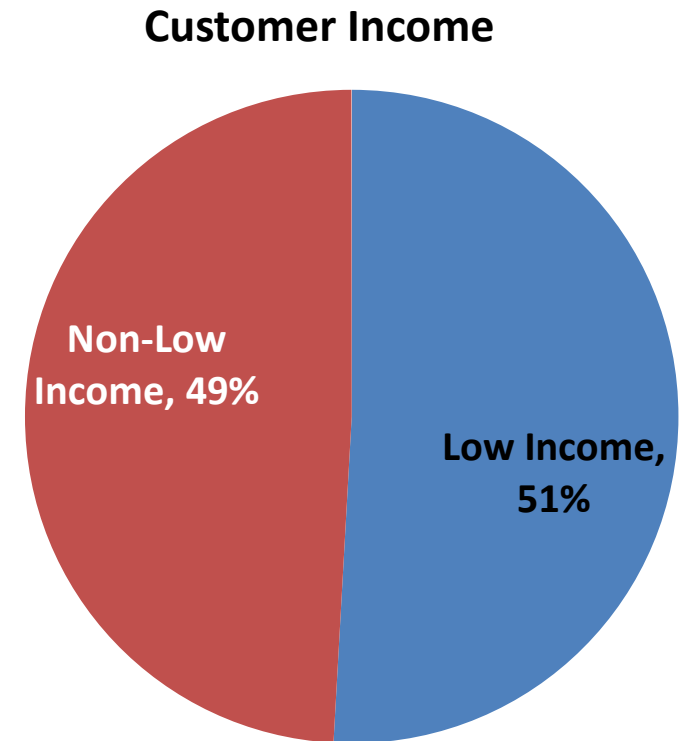
April 18, 2014

Why develop an equity strategy?

- SFMTA is committed to continually improving Muni service quality across SF and ensuring that service performs equitably across neighborhoods
- Muni service is critical to transit dependent customers such as riders from low income and zero vehicle households
- Social Equity and Access is a core value in Strategic Plan
- Strong interest from social justice advocates to establish baseline and improve service in low income neighborhoods over time
- Builds on TEP equity analysis as well as annual Title VI monitoring program

Who are our customers?

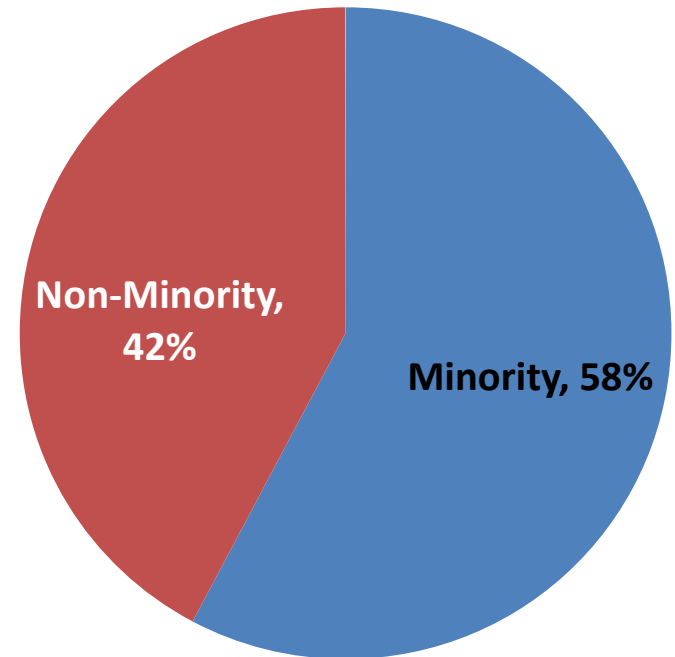
- 31% of SF residents are low-income (2010 U.S. Census) yet 51% of Muni customers report living in low-income households
- SFMTA defines low income as a household earning less than 200% of the federal poverty level
 - Less than \$47,000/year for a family of four
- 53% of customers also reported not owning or having access to a vehicle



Who are our customers?

- 58% of our customers self-identify as a minority
- Same as our citywide average according to the 2010 United States Census

Customer Demographics



Who are our customers?

- Customers with disabilities are disproportionately low-income
- Over 3% of Muni customers stated they paid with a discounted disabled fare or were a Medicare cardholder
 - Approximately 21,000 customers per day
 - Excludes seniors with disabilities (senior fares incorporate PWD)
- Of those stating they paid with a discounted fare because of disability status or being a Medicare cardholder:
 - 78% reported living in low income households
 - 59% self-identified as a minority

What is the Equity Strategy?

- Neighborhood based approach to improving routes most critical to low-income/minority communities
- Integrates service and capital needs into biannual budget process
- Accountability through annual reporting of performance and progress to the SFMTA Board and SFCTA Board
- Builds on Title VI annual monitoring, which is already in place

Methodology

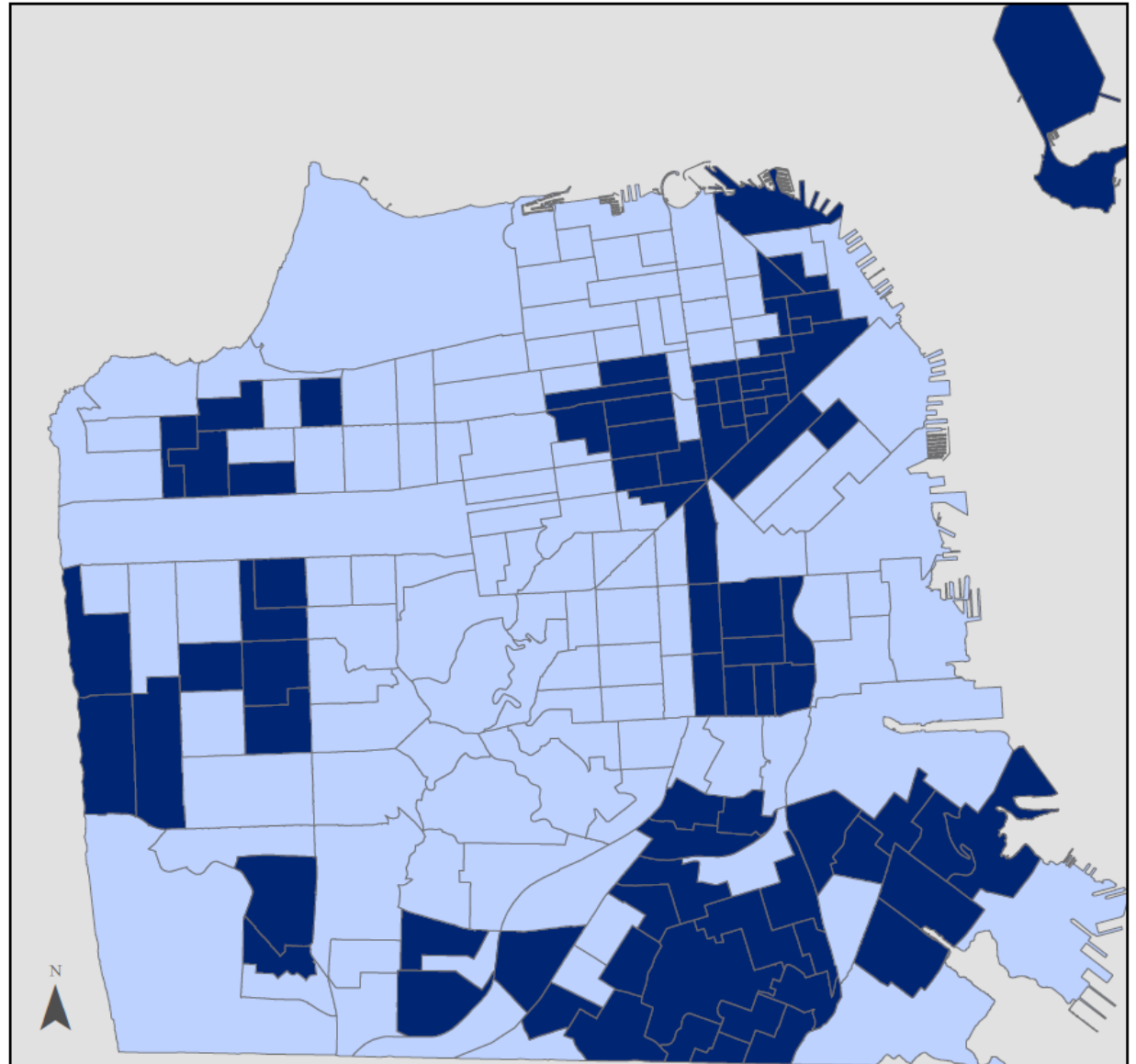
- Identify low-income/minority neighborhoods to focus on using Census demographics data
- Identify critical routes for each neighborhood
- Perform an annual assessment of key service performance metrics for each neighborhood
 - On-Time Performance; Service Gaps; Crowding
 - Travel Times to/from Key Destinations (e.g., hospital)
- Include performance during off-peak hours; critical for low-income job access

Methodology

- Identify top 2-3 performance issues per neighborhood based on assessment
 - Compare key routes to overall service category (e.g., compare rapid routes to other rapid routes)
 - Vet with neighborhood stakeholders
- Develop corrective actions including frequency, capital and service management improvements
 - Initial recommendations will draw from TEP proposals
- Identify funding needs and incorporate into operating/capital two-year budget
- Monitor year-over-year progress

Household Income by Census Tract

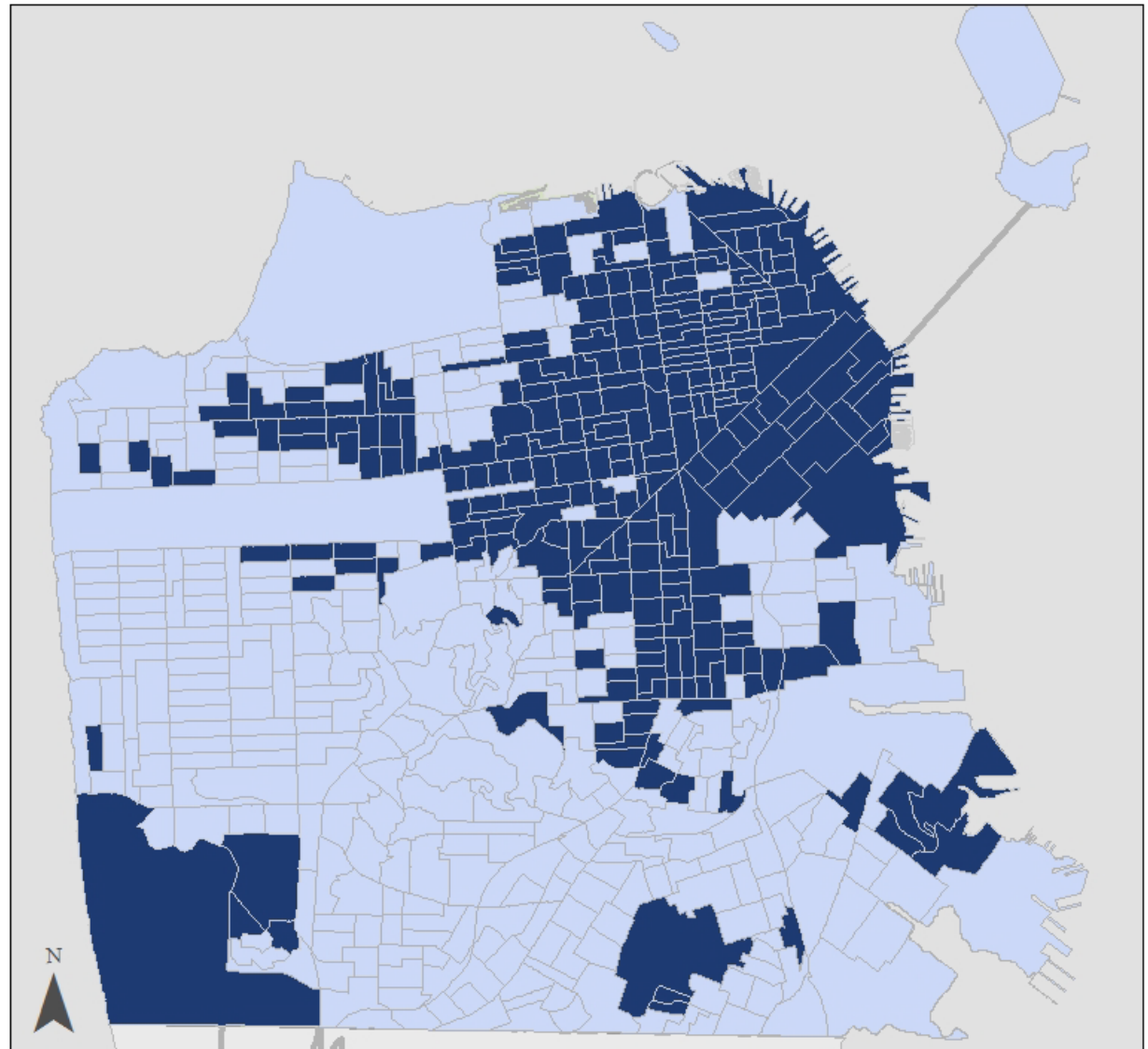
Dark blue
Census Tracts
have average
household
incomes
below the
Citywide
average



Source: US Census Bureau American Community Survey 2011

Vehicle Availability by Household

Dark blue
Census Block
Groups have
average
household
vehicle
availability
below the
Citywide
average



Source: US Census Bureau American Community Survey 2011

Performance Metric Review

- Sample performance metric table (will include multiple time periods)
- Will also include qualitative review based on community feedback

Neighborhood	Routes	Route Category	Average Weekday Ridership	On-Time Performance	% of Trips with Service Gaps	Percentage of PM Peak Trips over 100%	Capacity Utilization during PM Peak
Chinatown	30 Stockton	Local	32,400	56%	8%	4%	52%
	45 Union/Stockton	Local	11,700	63%	2%	29%	88%
	8X/8AX/8BX	Rapid	38,600	62%	7%	8%	73%
	10 Townsend	Local	5,500	59%	0%	12%	93%
	12 Folsom/Pacific	Local	4,200	61%	0%	18%	50%
	1 California	Rapid	26,000	65%	11%	29%	85%
Tenderloin	27 Bryant	Local	7,900	57%	25%	20%	61%
	31 Balboa	Local	8,000	59%	21%	19%	79%
	19 Polk	Local	7,600	50%	26%	0%	87%
	38 Geary	Local	28,100	63%	16%	7%	69%
	38L Geary Limited	Rapid	27,100	72%	12%	13%	81%
Bayview	44 O'Shaughnessy	Local	16,900	62%	19%	65%	84%
	54 Felton	Local	6,800	56%	18%	26%	69%
	23 Monterey	Local	5,000	59%	24%	0%	52%
	24 Divisadero	Local	11,400	62%	15%	4%	69%
	19 Polk	Local	7,600	50%	26%	0%	87%
	T Third (with K line)	Rapid	33,800	42%	22%	n/a	72%

Travel Time Review

- Sample travel time review table for the Bayview
- Starting point (3rd/Palou), includes walk access & transfer time if applicable

Destination Type	Location	Minutes	Minutes /Mile
Nearest Grocery Store	FoodsCo @ Williams & Phelps	11	1
Nearest Hospital or Clinic	SF General Hospital via 44 & 9	29	3
Downtown	Market & New Montgomery via T	40	5
Nearest Large Park	McLaren Park via 54	19	2
City College	Via 44, 49	35	9

Outreach Approach

- Conduct neighborhood-based outreach to determine if staff-identified top service issues match key community concerns and to report on annual progress
- Outreach techniques will be tailored to each neighborhood and may include: open houses, focus groups, presentations at neighborhood meetings, meetings with CBOs
- Refine service priorities and performance plans based on community feedback

Equity Strategy Reporting & Updates

- The SFMTA Board will approve the equity strategy with the biannual budget
- Staff will report annually to the SFMTA Board and the SFCTA Board on the status and effectiveness of the equity strategies
- Staff will continually monitor and adjust strategies to improve service performance

Establish Baseline

May 6: Equity Strategy to SFMTA Board for Approval

Spring 2014: Work with social-justice advocates to identify neighborhoods

Spring 2014: Establish baseline performance and key community needs

Summer/Fall 2014: Conduct community outreach, refine baseline

Winter 2015: Present baseline to SFMTA/SFCTA Boards

Inform FY16/17, FY17/18 Budget

Spring 2015:
Conduct annual monitoring

Summer/Fall 2015: Conduct community outreach, refine proposals

Winter 2016: present year 1 progress and new proposals to SFMTA/SFCTA Boards

Spring 2016: Adopt Equity Strategy as part of SFMTA two-year budget

On-going: Monitor progress annually; develop/budget for strategies biannually