

THIS PRINT COVERS CALENDAR ITEM NO. : 12

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Transit Services

BRIEF DESCRIPTION:

The San Francisco Municipal Transportation Agency (SFMTA) Board of Directors authorizes the Director of Transportation to implement route, stop and day of week changes on a twenty-four month pilot basis to the 76 Marin Headlands bus route, and renaming the existing line the 76X Marin Headlands Express.

SUMMARY:

- The operating schedule of the 76 Marin Headlands bus service does not provide adequate time for buses to reliably complete their trips on time, leading to poor on-time performance. For example, the Route 76 had an on-time performance of 10 percent in August 2012, compared to system wide on-time performance of 57 percent.
- Consistent with the TEP's recommendations, staff proposes to make service changes on a pilot basis to the 76 Marin Headlands bus route, including expanding service to Saturdays, stopping at wider intervals in San Francisco, and removing service south of Market Street, with a new terminal at Montgomery BART station. This pilot will allow the SFMTA to collect data about the new route configuration and better understand the market for Saturday service.
- Funding is anticipated to implement Saturday bus service to the Marin Headlands through a \$235,000 pending cooperative agreement with the National Park Service. The cooperative agreement will be executed by the Director of Transportation since the dollar amount is within his delegated authority.
- The route also would be adjusted to serve Point Bonita Lighthouse in the Marin Headlands, and would be renamed the 76X Marin Headlands Express, reflecting its faster, more reliable service.
- A Title VI equity analysis was completed because this route meets the SFMTA's definition of a major service change. The analysis concluded that there may be a disparate impact to minority and to low income customers South of Market as a result of this route change because they would have to make a new transfer to access this recreation route. However, these customers would have a larger accrual of benefits due to the change in service hours and have access to extensive alternative routes, which operate at combined 3 minute headways on the weekends.

ENCLOSURES:

1. SFMTAB Resolution
2. Title VI Equity Analysis

APPROVALS:

DATE

DIRECTOR _____ 10/30/12

SECRETARY _____ 10/30/12

ASSIGNED SFMTAB CALENDAR DATE: November 6, 2012

PAGE 2.

PURPOSE

The San Francisco Municipal Transportation Agency (SFMTA) Board of Directors authorizes the Director of Transportation to implement route, stop and service day changes on a twenty-four month pilot basis to the 76 Marin Headlands bus route, and renaming the existing line the 76X Marin Headlands Express.

GOAL

This pilot is consistent with the SFMTA Strategic Plan and specifically addresses the following goals and objectives:

- Goal 2: Make transit, walking, bicycling, taxi, ridesharing & carsharing the preferred means of travel;
Objectives: 2.2 Improve transit performance
2.3 Increase use of all non-private auto modes
- Goal 3: Improve the environment and quality of life in San Francisco;
Objective: 3.4 Deliver services efficiently

DESCRIPTION

The 76 Marin Headlands is the only direct public transportation connection between San Francisco and the beautiful and rugged Marin Headlands area, which lies just across the Golden Gate Bridge from the city. Existing service runs only on Sundays from 9:30 a. m. to 6:30 p.m., with hourly headways. For the one-third of San Francisco households that do not own a car, as well as visitors and people who wish to access nature in a less stressful and environmentally sound way, this Muni route provides a vital connection to the outdoors. It is the only Muni route that provides service to the North Bay, and the only route that is primarily for recreational trips, carrying 250-300 people on average per Sunday.



Reliability is a high priority for all Muni customers, but it is especially important on transit routes with infrequent headways that serve remote areas, such as the 76 Marin Headlands. Unfortunately, this route is among the worst performing Muni routes in schedule adherence due to its length, frequent congestion along its route, and its many local stops within San Francisco. The route is over 13 miles long and has 42 inbound stops and 45 outbound stops, including 30 within San Francisco. Average runtime is approximately 60 minutes inbound and 67 minutes outbound, plus 22 minutes for driver layover. Consequently, it takes approximately 29 minutes longer for a bus to make a round trip than is scheduled. These delays compound throughout the day, causing the route to typically make just seven of its nine scheduled daily round trips on average. In the month of

PAGE 3.

August, the 76 schedule adherence was 10 percent, whereas system-wide on time performance was 57 percent.

To address these service deficiencies and attract new customers to the route, the Transit Effectiveness Project (TEP) proposed removing the segment of the route south of Market Street, expanding service to Saturdays, and doubling headways to provide service every 30 minutes. In addition to the TEP's recommendations, staff interviewed operators on the route and conducted a survey of 87 customers in June 2012. Survey results showed that customers' top concerns were frequency, reliability, and expanding service to Saturdays, with several customers also suggesting that the route should provide a more direct connection to the Point Bonita Lighthouse. Staff also posted information about the route on the Agency's website and reached out to community groups along the route to discuss the route and potential changes. Staff also presented the pilot project to the Citizen's Advisory Council. The CAC recommended approval of the pilot project

The proposed twenty-four month pilot would test the TEP proposals as a way to improve reliability. The pilot would also test consolidating some of the existing local stops to bring the route back to a 120 minute cycle time. Approximately 19 inbound stops and 18 outbound stops will be consolidated and the section of the route between Market Street and Townsend would be eliminated. A new terminal would be established near the Montgomery BART. Staff estimates that the consolidation and route change would reduce travel time by 15 minutes for both inbound and outbound trips creating a more reliable service without adding more buses to the route. The route would be renamed the 76X Marin Headland Express, similar to the 75X/77X/78X series that serves Candlestick Park, indicating it does not make all local stops and is a special service.

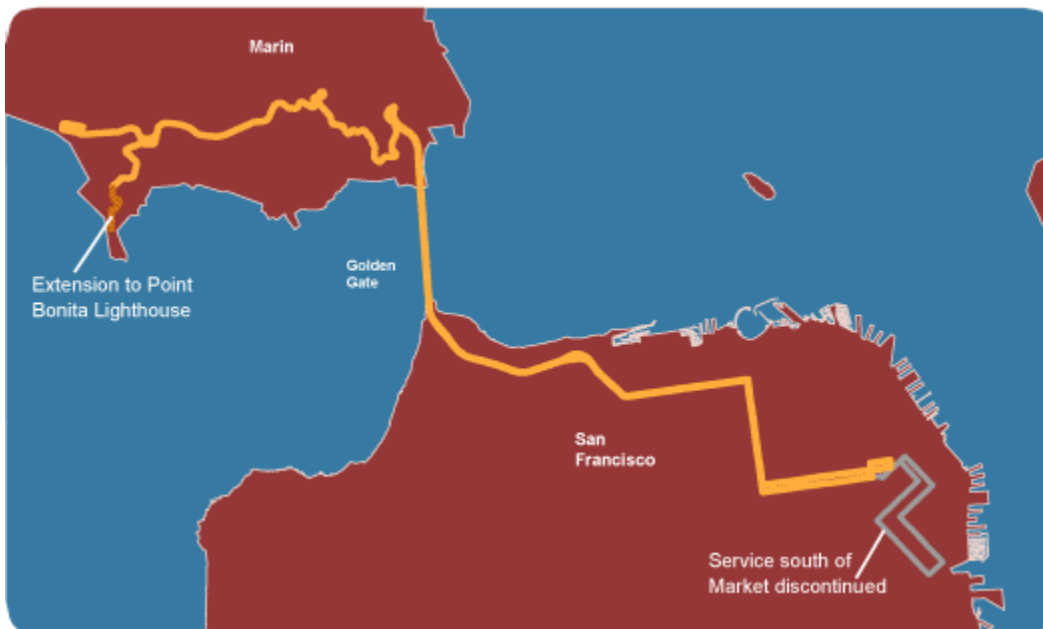
In addition to the line management changes discussed above, the pilot would also implement Saturday service and would extend the route approximately 0.75 miles to the Point Bonita Light House, which would provide a direct connection to a popular destination and might increase ridership. A pending cooperative agreement for \$235,000 from the National Park Service will provide the operating funds necessary to test the service expansion portion of the pilot including the Saturday service, which would mirror the limited-stop Sunday service and would operate under an identical service span of 9:30 a.m. to 6:30 p.m. The TEP recommendation to improve frequencies to every 30 minutes would not be implemented at this time, but could be added if additional resources become available.

The stops proposed for removal are as follows: Inbound: 4th and Townsend, 4th and Brannan, 4th and Folsom, 4th and Howard, 3rd and Howard, 2nd and Howard, 1st and Mission, 1st and Market, Post and Taylor, Post and Leavenworth, Post and Hyde, Post and Larkin, Post and Polk, Van Ness and Pacific, Van Ness and Pacific, Van Ness and Vallejo, Van Ness and Greenwich, Lombard and Pierce, Lombard and Divisadero. Outbound: 4th and Townsend, 3rd and Brannan, 3rd and Perry, Folsom and 2nd, Fremont and Folsom, Fremont and Howard, Fremont and Mission, Fremont and Market, Sutter and Mason, Sutter and Taylor, Sutter and Jones, Sutter and Hyde, Sutter and Larkin, Sutter and Polk, Van Ness and California, Van Ness and Broadway, Lombard and Pierce, and Lombard and Divisadero. Of the 250-300 average daily customers boarding in the outbound direction (towards Marin), less than 20 percent board south of Market Street.

The stops proposed to remain have been selected for their proximity to other connecting Muni routes, such as the 1 California and the 22 Fillmore. Customers currently using the stops that are proposed for removal have many other transit options to reach the 76X route, including all of Muni's Rapid Network routes and BART.

PAGE 4.

The 76X Marin Headlands Express pilot program is proposed to start in mid to late November, 2012 and would last up to 24 months. Since service would only operate on weekends and holidays, and ridership is seasonal due to the heavy tourist influx in the summer months, a 24-month pilot is recommended in order to provide the most robust data set for evaluation. SFMTA needs a large enough dataset to evaluate if ridership is actually increasing, and with only two days of service, a two-year observational period is warranted.



Map of the proposed service changes to the 76 Marin Headlands, including the extension to Point Bonita Lighthouse and the discontinuation of service south of Market

In order to analyze the effects of this pilot, SFMTA staff will collect ridership data for Saturday service, runtime data for the entire route and on-time performance. There is heavy variability in ridership for this route by season as park visitors are much more frequent in the summer months and on good weather days, than the rest of the year. Monitoring these metrics in both peak and off-peak seasons will be especially insightful for optimizing 76X Marin Headlands Express service efficiency. In addition to collecting and analyzing runtime, on-time performance and ridership data, SFMTA would also survey customers to extrapolate how customer satisfaction has been influenced by the pilot changes. This will be compared to results from a similar customer satisfaction survey conducted in June 2012.

In preparation for starting the revised service, the route would be promoted to customers through a comprehensive campaign in coordination with the Golden Gate National Recreation Area that includes:

- Promotional materials distributed by the GGNRA
- Signage at the current stops
- Ambassadors during the first two week of service

Ultimately, these service changes should deliver more reliable service and improve car-free access to the Marin Headlands at virtually no cost to the SFMTA, while also providing invaluable data about the travel time savings associated with stop consolidation. Transit Operations management will actively monitor the service.

PAGE 5.

ALTERNATIVES CONSIDERED

The TEP originally proposed running the 76 Marin Headlands at 30 minute headways, but funding is not available at this time. Staff also considered adding a third bus to the route instead of eliminating a route segment and low volume stops to improve on-time performance, but determined that this would be too costly and less effective at attracting customers and improving on-time performance than the final proposal.

FUNDING IMPACT

It is anticipated that expanding service to Saturday will be paid for through a \$235,000 pending cooperative with the National Park Service. This cooperative agreement will be executed by the Director of Transportation since the dollar amount is under his delegated authority to approve. The route and stop changes are cost neutral and avoid the need to add a bus to maintain the current headway.

OTHER APPROVALS RECEIVED OR STILL REQUIRED

Public Notice

In order to gather input on the proposed pilot, SFMTA staff used a range of public outreach techniques. Staff posted information about the proposed service changes on the agency's website in September 2012, interacted with two community groups, and conducted a customer survey. This service change was also vetted broadly during the initial planning phase of the TEP in 2008, when the proposed change was first introduced.

Staff also rode the route over the course of several weekends and engaged with customers about how the service could be improved. Because this pilot project meets the agency's definition of a major service change, it also must comply with relevant public notice rules. Charter Section 16.112 requires published notice and a public hearing prior to any significant change in the operating schedule or route of a street railway, bus line, trolley bus line or cable car line. Pursuant to Charter Section 16.112, advertisements were placed on October 29, 2012, in the City's official newspaper to provide notice that the SFMTA Board of Directors will hold a public hearing on November 6, 2012, to consider the above modifications. In addition to the required legal notice, advertisements were placed in Chinese and Spanish in the Sing Tao and El Mensajero papers to reach our limited-English proficient customers and advise them of the Board meeting where they could seek further information and register comments and concerns, if any. The meeting notice was also posted on the SFMTA website in English, Spanish and Chinese and the multilingual 311 Customer Service line was listed as an additional source of information and outlet for gathering customer comments. Additionally, notices were posted in English, Spanish and Chinese at the stops along the route and staff reached out to several key community groups at the suggestion of Supervisor Kim's office.

Environmental Clearance

The California Environmental Quality Act (CEQA) Guidelines Section 15306, or Class 6, provides for the exemption from environmental review for basic data collection, research, experimental management, and resource evaluation activities which do not result in a serious or major disturbance to an environmental resource. These may be strictly for informational gathering purposes or as part of a study leading to an action which a public agency has not yet approved, adopted, or funded. Since the proposed service changes would allow for the collection of year-around data over the two tourist seasons on the performance of transit travel time savings and Saturday ridership data, the Planning Department determined that the proposed project was categorically exempt under Title 14 of the California Code of Regulations section 15306 (Class 6) on October 11, 2012.

Title VI Compliance

Under Title VI of the Civil Rights Act of 1964 and FTA requirements, the SFMTA must analyze the impacts and benefits of major service changes on low-income and minority communities to ensure that such service changes do not result in a disparate impact on such communities and that low-income and minority communities and customers are benefiting where possible. Although a relatively small change in terms of the system's total service hours, this pilot project meets the agency's definition of a major service change because it increases Route 76's service hours by more than 25 percent. SFMTA conducted an equity analysis and determined that the proposed changes may have a disparate impact on minority and low income riders by removing the segment of the 76 Marin Headlands service south of Market Street. However, the additional Saturday service will have a large accrual of benefits to both minority and low-income customers. Additionally, adding Saturday service would help improve access to and from the Marin Headlands for transit riders regardless of income. The 76 Marin Headlands operational improvements will also increase the transit reliability and on-time performance for all customers of the service.

The City Attorney has reviewed this report.

RECOMMENDATION

Staff recommends that the SFMTA Board of Directors authorize the Director of Transportation to implement route, stop and day of week changes on a twenty-four month pilot basis to the 76 Marin Headlands bus route, and rename the existing line the 76X Marin Headlands Express.

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. _____

WHEREAS, The current operating schedule of the 76 Marin Headlands bus service does not provide adequate time for buses to reliably complete their trips on time; and

WHEREAS, Funding is anticipated to implement Saturday bus service to the Marin Headlands through a \$235,000 pending cooperative agreement with the National Park Service; and

WHEREAS, Implementing Saturday bus service to the Marin Headlands and moving its terminal to the Montgomery BART station is consistent with the recommendations of the Transit Effectiveness Project; and

WHEREAS, Pursuant to Charter Section 16.112, advertisements were placed in the City's official newspaper for a three-day period to provide notice that the Board of Directors would hold a public hearing on November 6, 2012 to consider the 76X Marin Headlands Express Bus service changes; and

WHEREAS, multilingual notices were also placed at the affected stops and advertisements were also placed in Spanish and Chinese papers to reach customers with Limited English Proficiency; and

WHEREAS, Pursuant to the requirements contained in the Federal Transit Administration's (FTA) Circular 4702.1A, "Title VI and Title VI-Dependent Guidelines for FTA Recipients," the SFMTA has analyzed the impacts of the proposed 76X Marin Headlands Express Bus service on low-income and minority communities in San Francisco and has determined that there may be disparate impacts to low-income and minority customers, but frequent service alternatives are available; and,

WHEREAS, Modifications to transit service is subject to the California Environmental Quality Act (CEQA); and

WHEREAS, The Planning Department has determined that the proposed project is categorically exempt from environmental review under Title 14 of the California Code of Regulations section 15306 (Class 6) on October 11, 2012; and,

WHEREAS, Said CEQA determination is on file with the Secretary to the SFMTA Board of Directors and is incorporated herein by this reference; now, therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors authorizes the Director of Transportation to implement route, stop, and day of week changes on a twenty-four month pilot basis to the 76 Marin Headlands bus route, and rename the existing line the 76X Marin Headlands Express.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of November 6, 2012.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency

Title VI Equity Analysis: 76 Marin Headlands Pilot

SFMTA

Municipal Transportation Agency

Background

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that "no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance." (42 U.S.C. Section 2000d)

The analysis below responds to the reporting requirements contained in the Federal Transit Administration's (FTA) Circular 4702.1A, "Title VI and Title VI-Dependent Guidelines," which provides guidance to transit agencies serving large urbanized areas and requires that these agencies "shall evaluate significant system-wide service and fare changes and proposed improvements at the planning and programming stages to determine whether these changes have a discriminatory impact." (Circular 4702.1A, Chapter V part 4)¹

The San Francisco Municipal Transportation Agency (SFMTA), a department of the City and County of San Francisco, was established by voter proposition in 1999. One of the SFMTA's primary responsibilities is running the San Francisco Municipal Railway, known universally as "Muni." Muni is the largest transit system in the Bay Area and the seventh largest in the nation, with approximately 700,000 passenger boardings per day and serving approximately 215 million customers a year. The Muni fleet includes: historic streetcars, biodiesel and electric hybrid buses and electric trolley coaches, light rail vehicles, paratransit cabs and vans and the world-famous cable cars. Muni provides one of the highest levels of service per capita with 63 bus routes, seven light rail lines, the historic streetcar F Line and three cable car lines and provides seamless connections to other Bay Area public transit systems such as BART, AC Transit, Golden Gate Transit and Ferries, SamTrans, and Caltrain.

The SFMTA considers a change in transit service to be a major service change when any of the following criteria are met:

- A schedule change resulting in a system wide change in annual revenue hours or miles of five percent or more;
- A schedule change on an individual route resulting in a change in annual revenue hours or miles on the individual route of 25 percent or more (On corridors served by multiple routes, the SFMTA may consider combined routes for the purpose of estimating changes to annual service hours, annual service miles, or span of service);

¹ Although FTA Circular 4702.1B was issued on October 1, 2012, transit providers with major service changes scheduled between October 1, 2012 and March 31, 2013 may follow the service equity analysis guidance provided in FTA Circular 4702.1A. See the Federal Register, Volume 77, Number 167 for more information.

PAGE 3.

- A schedule change on an individual route resulting in a change in the daily span of service on the individual route of four hours or more (On corridors served by multiple routes, the SFMTA may consider combined routes for the purpose of estimating changes to annual service hours, annual service miles, or span of service);
- Introduction of a new route; or,
- Elimination of a segment 1/3 mile in length or longer of an individual route where no parallel alternative service exists within 1/3 mile.

Although it is a relatively small change in service hours (only two additional buses per week), the proposed service change on the 76 Marin Headlands meets the SFMTA's definition of a major service change because it changes the annual revenue hours on the 76 route by more than 25 percent. Currently, SFMTA operates this service once an hour on Sundays. The proposed change would increase the revenue hours on this route by 100 percent, by adding hourly service on Saturday. Although the proposed service change would initially be implemented on a twenty-four month pilot basis, the following analysis considers the implications for a permanent service change. If the pilot is made permanent, no additional equity analysis will be conducted unless further changes are made to the route that meet the definition of a major service change.

Included in this Title VI analysis is a description of this "major service change" and an analysis of any potential impacts on minority and/or low-income communities and transit customers. A discussion of a recent customer survey of the current route and public involvement in the service change process is also provided.

I. Description of Proposed Service Changes

The 76 Marin Headlands was designed to provide a connection between the City of San Francisco and the recreational opportunities offered by the Golden Gate National Recreation Area (GGNRA). The service operates on one hour headways and provides Sunday only service 9:30 am to 6:30 pm between the Caltrain station in San Francisco and the GGNRA in the Marin headlands. The route is nearly 13 miles long and has 42 inbound stops and 45 outbound stops. Run time is approximately 60 minutes inbound and 67 minutes outbound, plus 22 minutes for driver layover. The route is designed to cycle in 120 minutes, with 60 minute headways requiring two vehicles. Unfortunately, for a bus to complete a round trip, the route currently takes approximately 29 minutes longer than scheduled. This leads to compounding delays throughout the day causing, on-time performance to be one of the lowest in the system. For example in the month of August, the 76 schedule adherence was approximately 10 percent whereas the system wide schedule adherence was 57 percent. This poor performance is due to the discrepancy between the scheduled running time and the actual running time.

PAGE 4.

The existing service is operated with two buses. In order to address the running time problems staff considered three alternatives: 1) modify the route; 2) add a bus to adjust the running time; or 3) reduce the frequency. Adding a third bus to the route was not recommended because it would require a 50 percent increase in operating cost for the line with no additional frequency benefit to customers. Widening the headway to 90 minutes was also considered; however, this alternative was also discarded because it would degrade service for all customers. Therefore, route and stop changes are proposed to bring the round trip running time to 120 minutes, which require no additional monetary resources. The proposals would consolidate 19 inbound stops and 18 outbound stops. Additionally, the segment from 4th and Townsend to Market Street would be eliminated and a new terminal would be established near the Montgomery BART station (affecting approximately 13% of the daily ridership). This segment of the route travels on 3rd and 4th streets through a dense urban environment characterized mostly by retail and office land use. Staff estimates that the consolidation of stops and truncation of the existing route would reduce travel time by 15 minutes for both inbound and outbound trips. Since part of the proposed service improvement is to consolidate stops, the 76 Marin Headlands would be renamed the 76X Marin Headlands Express.

In addition to operational improvements described above, the pilot would also test adding Saturday service as well as extending the route approximately 0.75 of a mile to the Point Bonita Light House, where the road was recently paved and now offers bus access. The Sunday changes are cost neutral and the Saturday service is pending cooperative agreement with the GGNRA and will not cause a reduction of service on other routes. This additional day of service is designed to test transit demand on Saturdays as well as ridership associated with access to an additional point of interest. Saturday service would mirror the limited-stop Sunday service and would operate under an identical service span of 9:30am to 6:30pm.

The 76 Marin Headlands pilot program would last up to 24 months. Since service is currently only operated on Sundays, and ridership is seasonal due to the heavy tourist influx in the summer months, a 24 month pilot is planned in order to provide the most robust data set for evaluation. As discussed above, the intent of the pilot is to understand ridership demands for Saturday service and extension to the Point Bonita Light House as well as collecting data related to run time and on-time performance associated with changing service. Monitoring these metrics in both peak and off-peak seasons would be especially insightful for optimizing 76 Marin Headlands service efficiency.

The proposed 76 Marin Headlands service change is part of the Transit Effectiveness Project (TEP), which aims to improve the overall customer experience through enhanced reliability, reduced travel time and better customer amenities. The TEP proposals were vetted through an extensive multilingual customer outreach process. The TEP is currently under an environmental review process, which is expected to last for another year and a half. In that same time period, a TEP equity analysis will also be conducted. The Route 76 service change improvements are being proposed as a pilot ahead of the full TEP implementation because the GGNRA is funding the proposed Saturday service and there is an immediate

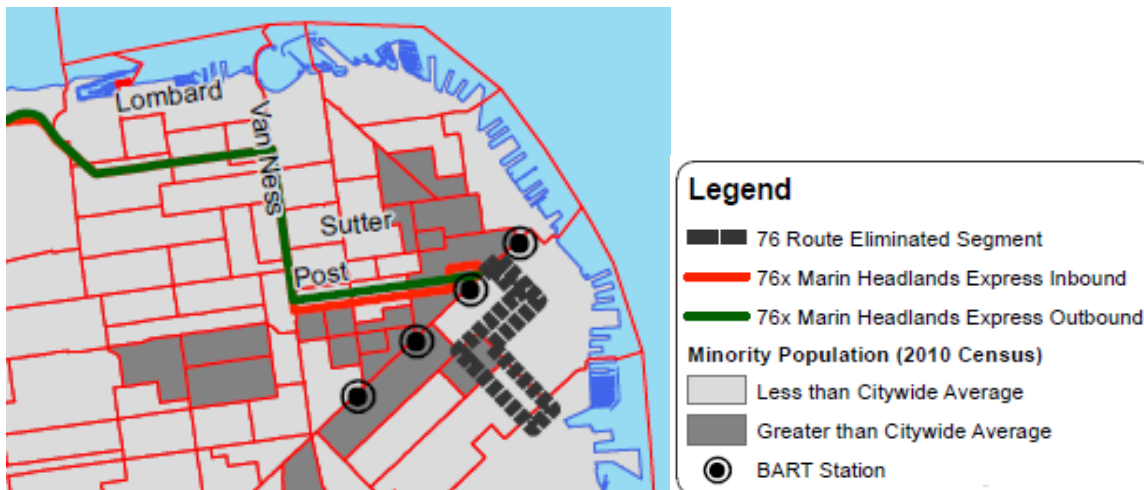
need to address reliability for the Sunday service. The San Francisco Planning Department has issued a categorical exemption for this pilot project.

In addition to collecting and analyzing run time, on-time performance and ridership data, SFMTA will also survey customers to extrapolate how customer demographics and customer satisfaction has been influenced by the pilot changes.

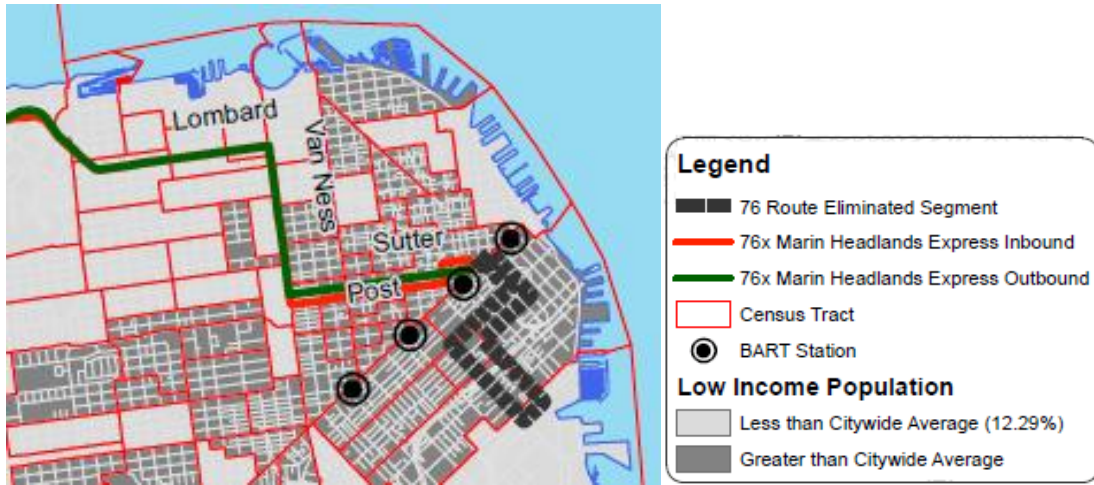
II. Effects of the Proposed Service Changes on Minority and Low-Income Communities

As part of SFMTA's methodology, Year 2010 Census tracts, and associated data, were used to analyze where the total minority and low-income population is greater than the service area average. Minority-communities are defined as a census tract where the total number of minority residents is 50 percent or greater. The Citywide average is 57 percent, but SFMTA considers any census tract with at least 50 percent minority residents to be a minority census tract. Likewise, low-income communities are defined by census tracts where the total number of low-income residents exceeds the citywide average (12 percent low income). The maps below show the route of the 76 Marin Headlands overlaid on San Francisco's low-income and minority census tracts.

Figures 1 and 2: Route Overlaid on Census Tracts



Minority Census Tracts 2010. Source: 2010 Census



Low Income Census Tracts 2010. Source: 2010 Census

When evaluating route segment eliminations, SFMTA’s methodology mirrors example 1 in the FTA Title VI Service and Fare Equity Analysis Questionnaire distributed April 27, 2011. Specifically, the demographics of the census tracts in the segment being eliminated are compared to the service area average. If the minority or low income population of the Census tracts along the service change is higher than the minority or low income average for the entire service area, then SFMTA considers that to indicate a disparate impact.

Table 1: Proportion of Minority and Low-income Population – proposed elimination

	Minority Proportion of Population in Census Tracts Along Segment	Minority Proportion of Population in Service Area	Low Income Proportion of Population in Census Tracts Along Segment	Low Income Proportion of Population in Service Area
Route Segment Proposed for Elimination: Caltrain to Market Street	53%	57% ²	17%	12%

Although the minority proportion of the population in census tracts along the segment proposed for elimination (53 percent) is less than the Citywide average, SFMTA considers any Census tract over 50 percent minority residents to be a minority census tract for Title VI analysis. As a result, there may be a disparate impact to minority customers because the minority population located along the segment proposed for elimination is higher than the number SFMTA uses to identify disparate impacts. Additionally, the analysis shows that there may also be a disproportionate burden to the low-income population because 17 percent of the population located along the segment proposed for elimination is low income, which is

² SFMTA considers any Census track over 50% minority residents to be a minority census tract for Title VI analysis.

PAGE 7.

higher than the service area low income percentage.

The introduction of the Saturday service was evaluated similar to a new Saturday route. The SFMTA’s methodology for evaluating new services also mirrors example 1 in the FTA Title VI Service and Fare Equity Analysis Questionnaire distributed April 27, 2011. Specifically, the demographics of the census tracts along the route are compared to the service area average. If the minority or low income population of the Census tracts along the service change is higher than the minority or low income average for the entire service area, then SFMTA considers the new route to benefit low-income or minority customers. Although the route travels into Marin County, the vast majority of outbound boardings take place in San Francisco. The analysis is based on Census data for the City and County of San Francisco.

Table 2 : Proportion of Minority and Low-income Population – proposed improvement

	Minority Proportion of Population in Census Tracts Along Segment	Minority Proportion of Population in Service Area	Low Income Proportion of Population in Census Tracts Along Segment	Low Income Proportion of Population in Service Area
Route 76: Saturday Service	40%	57% ³	14%	12%

Since the Saturday service travels through census tracts with more low-income residents than the Citywide average, the addition of Saturday service is considered to have a larger accrual of benefits to low-income customers. The route does not travel through higher than average minority census tracts; however, minority customers would still benefit from the service by transferring from other routes. Currently, there are no Muni options to reach Marin Headlands on Saturdays, so the addition of Saturday service is a systemwide benefit. It should be noted that the SFMTA does not consider the proposed elimination of bus stops to constitute a major service change, so it was not analyzed as part of this analysis.

Since the service is so unique (travels to tourist destinations seven miles outside the City of San Francisco on one hour headways, one day a week), a Route 76 customer survey⁴ was conducted in July 2012 to gain a better understanding of impacts associated with the proposed changes. A total of 87 surveys were collected.

The survey found that there are two types of 76 Marin Headlands customers: customers who are using it as a local service to destinations within the city (approximately 20 percent) and

³ SFMTA considers any Census track over 50% minority residents to be a minority census track for Title VI analysis.

⁴ SFMTA plans to conduct a system wide demographic survey this spring, which will inform future equity analyses.

customers who are using it to reach the Golden Gate Bridge or Marin County and the GGNRA tourist destination (approximately 80 percent). Individuals using the 76 Marin Headlands service within the City of San Francisco have a number of alternative, and more frequent, bus route options. The customer survey results seem to verify that these individuals (approximately 20 percent of the riders surveyed) have multiple options for alternative bus service and therefore have minimal negative impacts from the proposed changes, although those in the South of Market segment (13 percent of the route ridership) would have to transfer to connect to the 76 Marin Headlands recreational route. Again, however, these changes are being proposed to provide better, more predictable service in general and additional service on Saturday to better meet the needs of this particular ridership base. For customers utilizing the 76 Marin Headlands service to access Marin County and GGNRA (approximately 80 percent of the riders surveyed) the proposed changes would result in more reliable service, while doubling the number of weekly service hours.

III. Transit Alternatives for Impacted Customers

In the case of service reductions, if a disparate impact exists, the Agency must explain how the action meets a substantial need that is in the public interest. The FTA Circular C4702.1A also requires agencies to propose actions to minimize, mitigate or offset any adverse effects of proposed service changes on minority and low-income populations and to note which measures will be implemented either prior or concurrent to the proposed reduction. SFMTA staff considered various actions to minimize potential negative impacts as it was evaluating how to better improve run time and reliability for the 76 Marin Headlands.

As mentioned above, staff considered three alternatives in an effort to improve service: 1) modify the route; 2) add a bus to adjust the running time; or 3) reduce the frequency. Adding a third bus to the route was not recommended because it would require a 50 percent increase in operating cost for the line with no additional frequency benefit to customers. Widening the headway to 90 minutes was also considered; however, this alternative was also discarded because it would degrade service for all customers. Therefore, route and stop changes are being proposed to bring the round trip running time to 120 minutes, which require no additional monetary resources, in addition to weekly service hours being doubled through the addition of Saturday service.

SFMTA staff conducted a Title VI analysis to evaluate impacts to minority and low income customers along the route, which are described in section II above. The analysis shows that there may be disparate impacts on minority populations and disproportionate burden to the low-income population associated with the proposed discontinuation of service between Market Street and Caltrain (approximately 13 percent of the existing ridership).

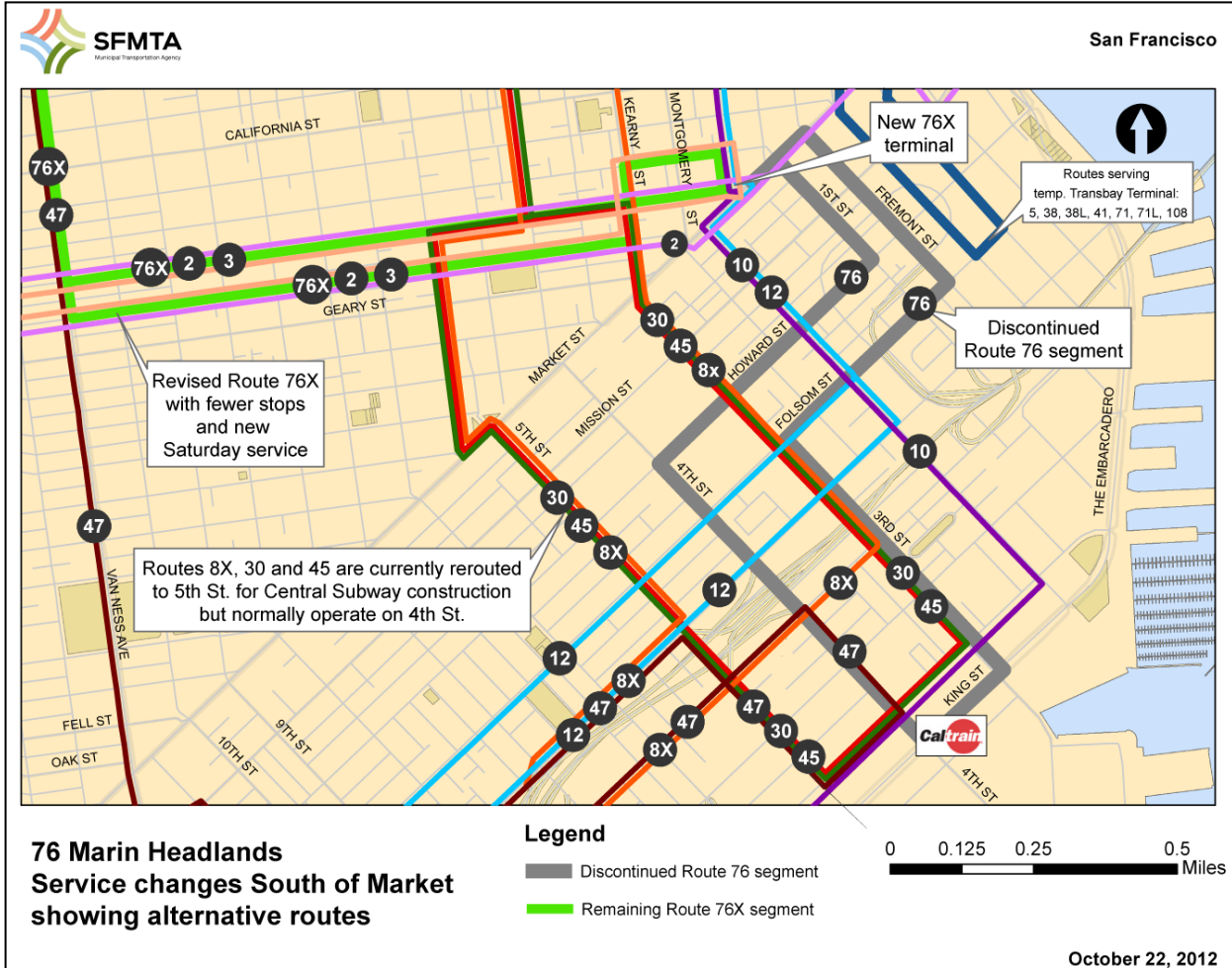
Given the results of the equity analysis, the alternatives were reconsidered in light of the potential disparate impact findings. However, SFMTA staff determined that adding a bus to the route or reducing the frequency of service create higher adverse effects to the public interest when compared to the overall benefits obtained from the route modification for three reasons: 1) the accrual of benefits are concentrated in neighborhoods that have a high proportion of low-income residents, 2) the addition of service and reduction of running time

PAGE 9.

benefit the majority of existing riders (87 percent of the ridership) and 3) there is more frequent alternative service for customers who may be impacted by the segment that was eliminated.

Figure 3 below identifies the numerous and more frequent transit alternatives for the segment of the route proposed for elimination. As can be seen, the 30 Stockton and the 45 Union-Stockton routes both operate on 3rd and 4th Street. The 30 Stockton and 45 Union-Stockton both have much higher frequencies than the existing 76 Marin Headlands. Consequently, eliminating the 76 service has very little impact on the overall frequency of buses in this segment. For example, on a typical Sunday there are approximately 21 buses an hour on 3rd Street, and under the proposed changes, there would be 20 buses an hour. Consequently, customers making local trips would transition to Routes 30 and 45 with no additional impact and customers headed to the Golden Gate Bridge or Marin along the segment proposed for elimination would take the 30 Stockton or 45 Union-Stockton and transfer to 76 Marin Headlands. The small portion of the ridership using Folsom Street/Howard Street or Fremont/1st Street to access the existing 76 Marin Headlands could walk approximately 0.3 of a mile to the new terminal location or take a number of alternative routes such as the 10 Townsend, 38 Geary or 71 Haight, all of which provide frequent service to the Transbay Terminal and are within one block from the proposed route elimination segment.

Figure 3: 76 Marin Headlands service changes South of Market showing alternate routes



The service would be available to all customers and would not include a premium charge for express service or a charge for transferring to/from the express service. The SFMTA has a flat fare structure and charges each customer one fare regardless of distance travelled, location of the customer at the time of purchase, final destination of the customer, or mode used on the system. Transfers are given to all customers paying by cash fare or token. An electronic transfer is logged for customers paying with a pre-loaded Clipper card. A transfer entitles the customer to unlimited rides within a 90-minute period, with the exception of cable cars. The only exceptions to the integrated fare policy are the historic cable car system and special event service such as Candlestick Park services.

IV. Public Outreach and Notice

Given the diversity of San Francisco and of Muni's ridership, the SFMTA is strongly committed to disseminating information on both service changes and fare increases that is accessible to Limited English Proficient (LEP) persons. In general, it has been a long-standing SFMTA policy to produce and distribute public information materials in English,

PAGE 11.

Spanish and Chinese and other languages as required by federal, state and local laws and as circumstances dictate and resources allow. Moreover, the City's 311 call center, which is well-publicized and is included in all SFMTA public information pieces, has language assistance available in over 175 languages. In addition to the Title VI requirements included in Chapter IV, Section 9 of FTA C 4702.1A regarding soliciting of minority, low-income and LEP populations' viewpoints in the course of conducting public outreach, the SFMTA must also comply with a local "Language Access Ordinance," which dictates similar requirements regarding identifying and assisting LEP customers. The ordinance also requires submission of an annual compliance report that requires the SFMTA to provide demographic information, percentage of LEP customers served, number of bilingual staff in public contact positions and languages spoken, telephonic translation access and usage, description and status of important translated materials and annual language assistance goals.

The SFMTA undertook a comprehensive outreach effort to inform transit customers, including LEP customers, and obtain public input on the proposed 76 Marin Headlands changes. The outreach plan included trilingual handouts, web pages, and customer alerts as well as advertisements in non-English periodicals.

In addition to federal and local guidelines, San Francisco City Charter Section 16.112 requires published notice and a hearing before the SFMTA may institute any significant change in the operating schedule or route of a street railway, bus line, trolley bus line or cable car line. Pursuant to Charter Section 16.112, legal notices will be placed in the City's official newspaper to provide notice that the Board of Directors will hold a public hearing on November 6, 2012, to consider the above modifications. The advertisement will run in the San Francisco Examiner beginning on October 29, 2012. In the interest of providing more notice, the advertisement will run for three days. In addition to the legal notice, advertisements have been placed in Sing Tao (October 29, 2012) and El Mensajero (October 23, 2012) papers to reach our limited-English proficient customers and advise them of the Board meeting where they can seek further information and register comments and concerns, if any. The meeting is also being advertised on the SFMTA website in English, Spanish and Chinese, along with customer alerts and hearing notices at the 76 Marin Headlands stops. Regular SFMTA Board meetings and selected other meetings are broadcast on cable via SFGTV and streamed on the Internet. Board Agendas and Minutes are available to the public at the SFMTA website www.sfmta.com.

Additionally, staff presented the proposals to the SFMTA Muni Accessibility Advisory Committee (MAAC) on September 20, 2012 and the SFMTA Citizens Advisory Committee (CAC) on October 4, 2012.