



SFMTA
Municipal Transportation Agency

A photograph of a San Francisco cable car, viewed from a low angle, with a semi-transparent red overlay. The cable car has signs that read "ENTER AT REAR" and "PIER 39".

Implementing the Transit Effectiveness Project

Update to the SFMTA Board

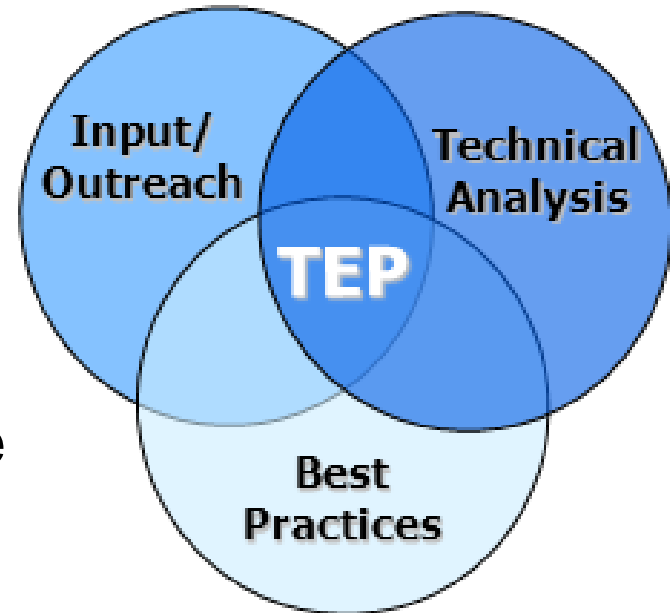
11 | 6 | 2012

SAN FRANCISCO, CALIFORNIA



Transit Effectiveness Project

- First comprehensive review of Muni in a generation, aims to transform Muni service to better meet customer needs
- TEP objectives:
 - Improve service reliability
 - Reduce transit travel time
 - Improve customer experience
 - Deliver more efficient service
- Recommendations based on unprecedented data analysis and extensive community outreach





TEP Vision for the Muni System

SFMTA
Municipal Transportation Agency

Customer oriented & easy to use
Easily connects communities & other modes
Everyday part of the city's way of life





TEP Implementation Overview

- TEP planning phase completed fall 2008
 - Route recommendations improved based on extensive public input
 - Travel time improvements identified as high priority, but no design work conducted
- Initial service and schedule changes implemented December 2009 in response to budget shortfall; ongoing state-of-good repair and operating improvements implemented
- CEQA EIR Notice of Preparation Issued fall 2011
 - Travel time reduction proposals developed for eight priority corridors
- Outreach for travel time reduction proposals (TTRP) spring 2012
 - 275 people attended 10 workshops throughout San Francisco
 - Additional targeted outreach planned for 2013



Systemwide Improvements

- All door boarding
- New vehicle replacement
- Dynamic supervision and expanded staffing of LMC
- Route performance audits

Customer Amenities

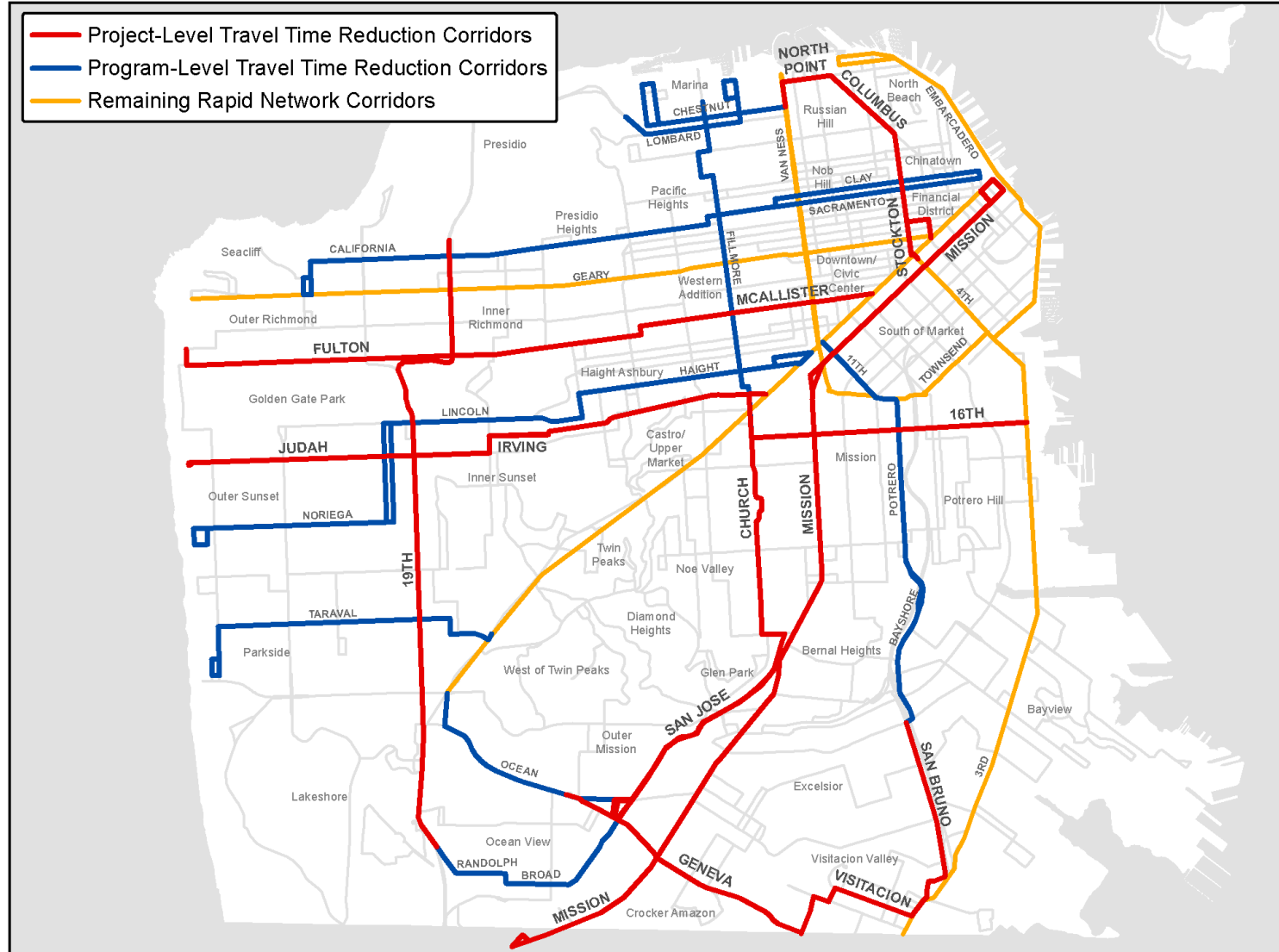
- Clipper
- New shelters
- NextMuni
- Customer first grants

TEP Proposals

- Establish Rapid Network
- Route restructuring and increased service on crowded routes
- Travel time reduction proposals on Rapid Network



Rapid Network





System-wide Investments



Muni Opens Its Doors for Faster, More Reliable Service

Muni customers may enter through the rear doors of any bus or streetcar using the following Proof of Payment:



Clipper® Card



Limited Use Ticket



Valid Paper Pass



Valid Transfer/Fare Receipt



Recent Customer Experience Improvements

NextBus : 38-Geary, Outbound to 48th Avenue...

www.nextmuni.com/wi...

Agency: SF Muni
Route: 38-Geary
Direction: Outbound to 48th Avenue & Pa Lobos Ave
Stop: Market St & Front St (#15671)

Board 38 at Stop Island on Fremont/Market Until event clear

Tracked vehicle in:

14 min* (Outbound to V A Hospital)
24 min* (Outbound to 48th Avenue & Pa Lobos Ave)
34 min* (Outbound to 32nd Ave & Balboa St)





Customer-First Grants (8X, N, 14/14L, 49)





Customer First Grant Features

- Colorized Transit Lanes
- Transit Signal Priority
- Pre-Payment/Fare Collection (8x only)
- Stop Enhancements including NextMuni and Maps
- Vehicle Branding
- Transit-Only Lane Enforcement (TOLE) Cameras





Customer First Grant Anticipated Outcomes

- Improved Customer Experience
 - Improve waiting time, “legibility” and perception
- Improved Reliability
 - Transit signal priority will improve speed and should reduce variability in run time
 - TOLE camera deployment and colorized lanes should improve bus only lane compliance
- Build Support for Rapid Network and Future TEP Improvements



Two TEP Pilots planned for November 2012



Church Street Red Transit Only Lanes (Duboce to 16th St)

76X Marin Headlands Express

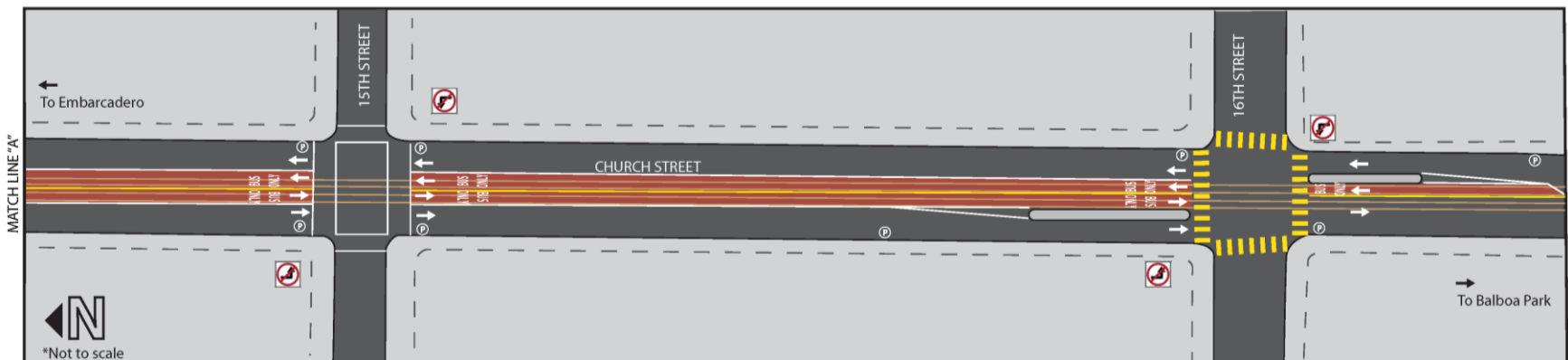
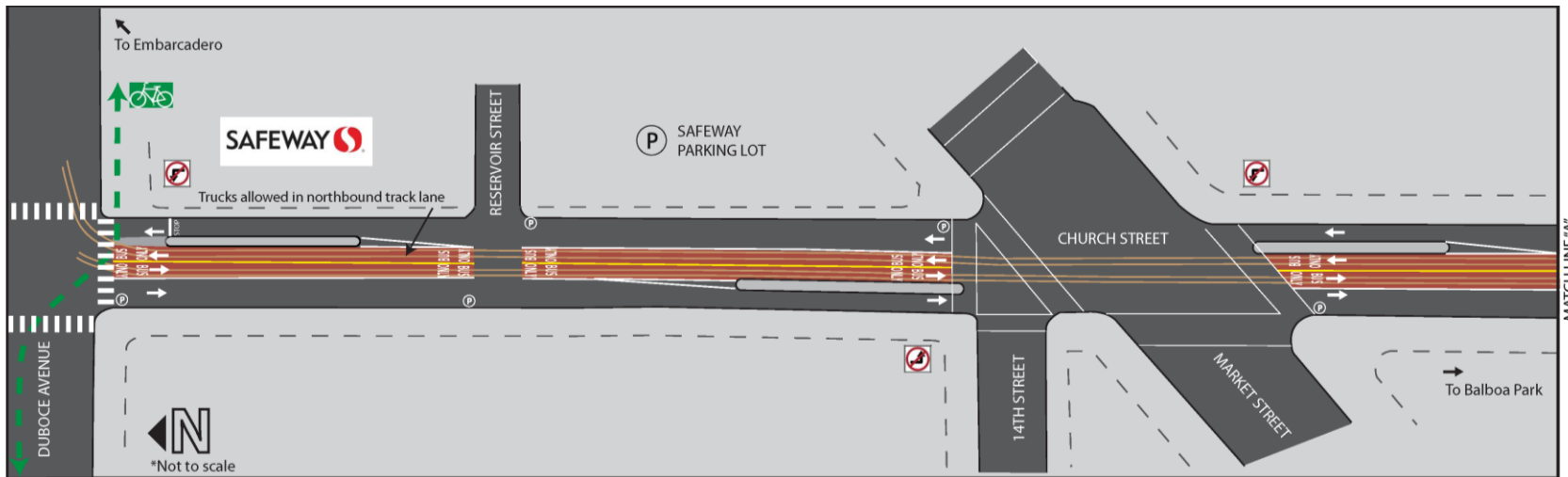




Church Street Red Transit Only Lanes Pilot

18 month pilot starting November 17

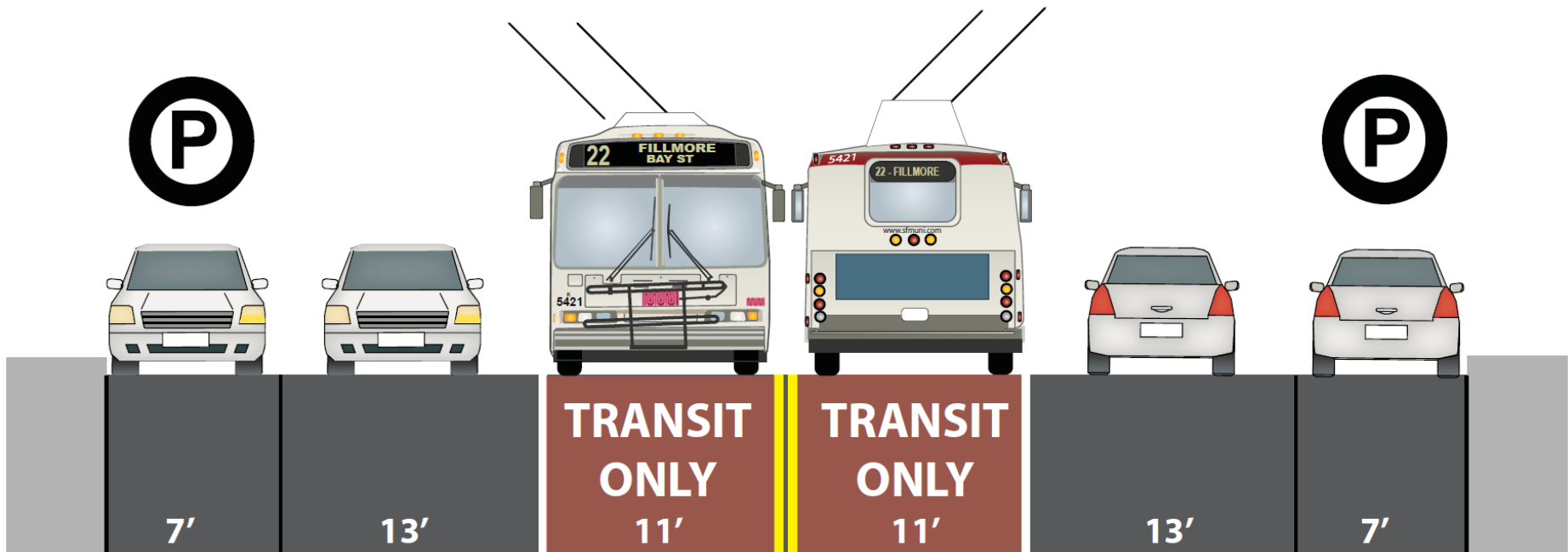
Muni lines: J Church, 22 Fillmore, 37 Corbett



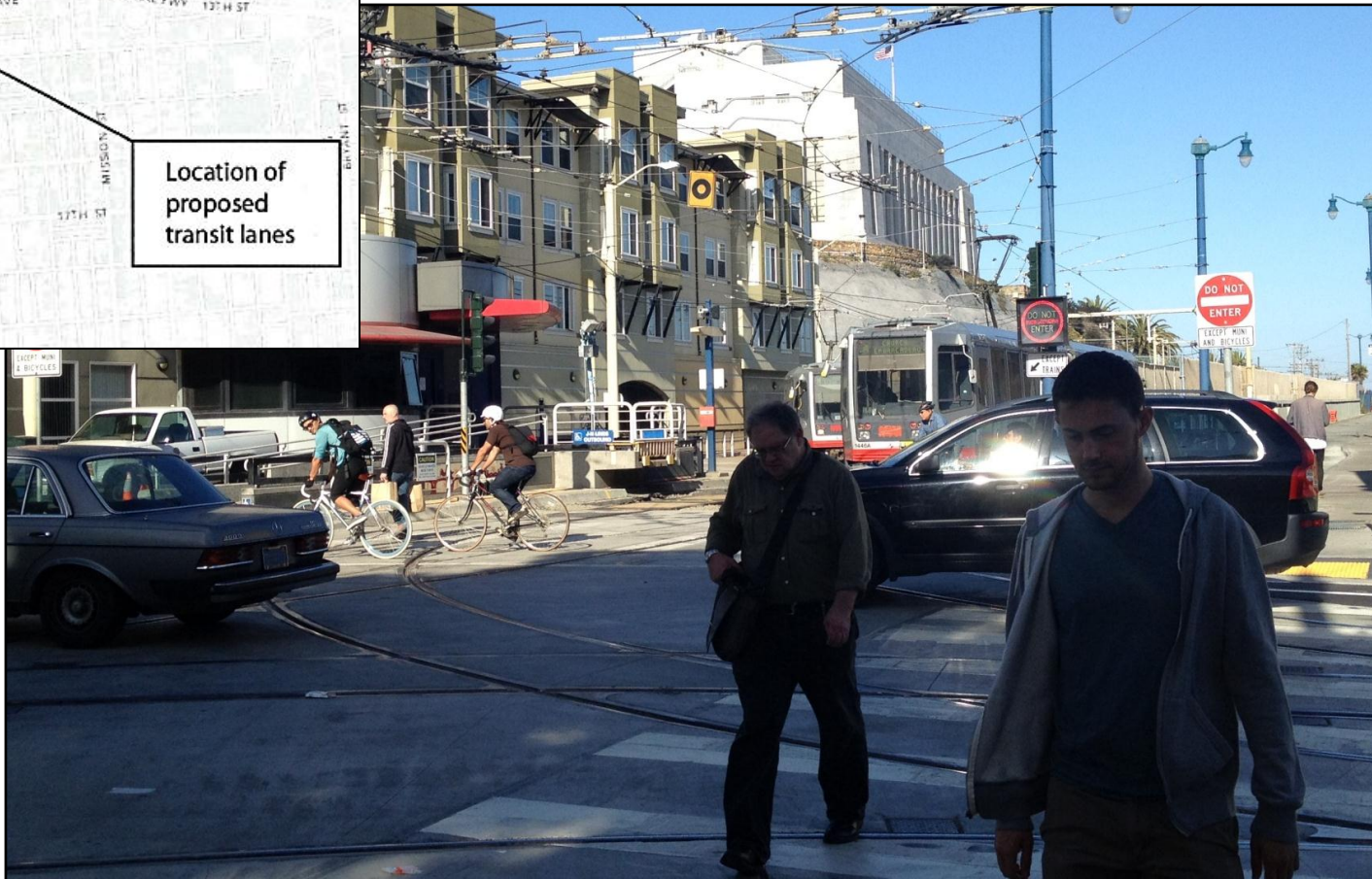
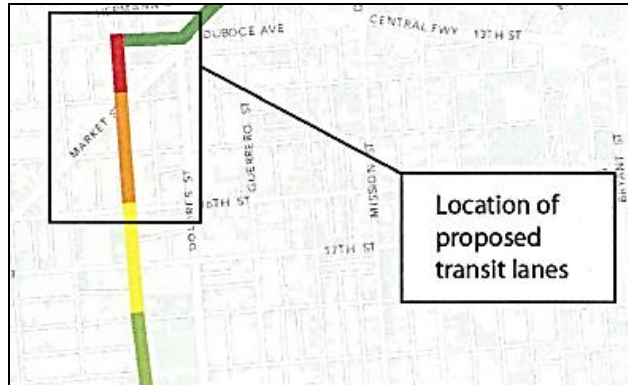


Proposed Configuration on Church

- One transit lane and one mixed traffic lane in each direction – no parking impacts
- Transit-only 24/7 (taxis allowed); left turn restrictions at 15th and 16th streets



Congestion Approaching Duboce (pedestrians, cars, transit, bikes)



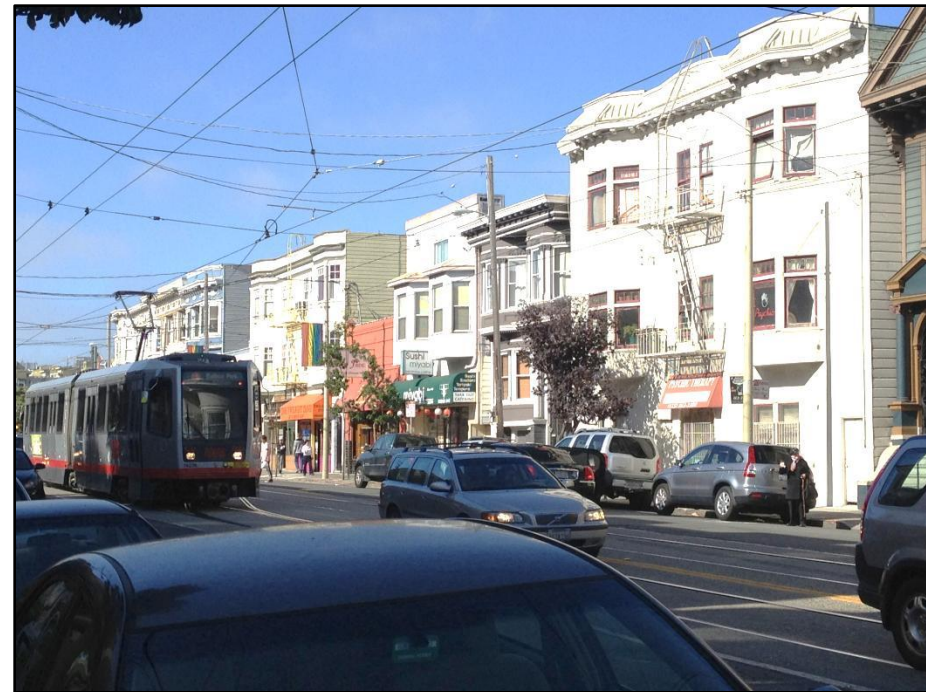


Autos Blocking LRV Turns





Delay From Vehicles Turning Left





Church Street Pilot Expected Outcomes

- Reduce transit travel time on Church Street and improve reliability on the J Church and 22 Fillmore
- Provide SFMTA with valuable information on driver compliance and paint durability for future colorized transit only lane projects



Church Pilot Outreach

- Door-to-door outreach to merchants
- Mailers sent to residents on Church Street
- Community meeting held on August 27
- Sustainable Streets Traffic Hearing August 31
 - Posted multilingual information at stops to promote public hearing
- Presented to CAC and MAAC



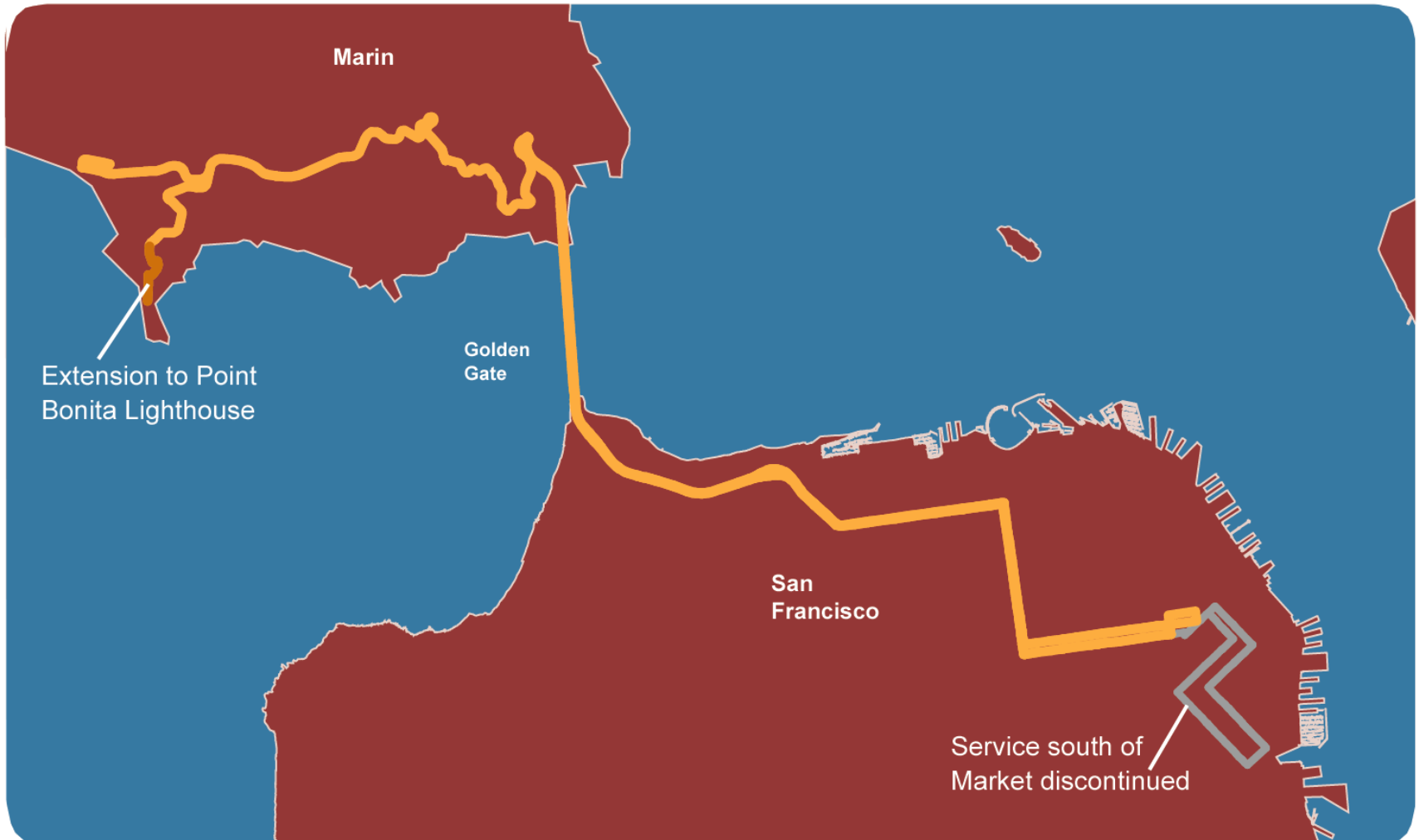
76 Marin Headlands – Current Service

- Route travels from Caltrain Depot to Marin Headlands Visitor Center via the Golden Gate Bridge
- Daytime hourly service, Sunday and holidays
- Only transit connection from San Francisco to the Marin Headlands
- Sunday boardings 250-300





TEP Recommendation for Route 76





76 Marin Headlands Pilot

24 month pilot starting November 17

- Expand service to Saturdays through funding from GGNRA
- Discontinue segment of route south of Market, creating new terminal at Sutter and Sansome (Montgomery BART)
- Reduce stops in San Francisco on Sutter/Post, Van Ness and Lombard
 - Discontinued stops and segments are covered by many other high-frequency Muni lines: 30, 45, 47, 49, 2, 3
- Extend to Point Bonita light house to serve new tourist destination
- Rename to 76X Marin Headlands Express



Problems with the 76 Marin Headlands

- Lowest on-time performance of any Muni bus route (10 percent)
 - Long route, frequent stops in San Francisco, and ballpark traffic contribute to poor reliability
 - Riders are sometimes left waiting 90+ minutes for buses
 - Completes only 7 of 9 scheduled round trips on average
- Does not run on Saturdays, when there is strong demand



Route 76 Pilot Expected Outcomes

- Reduce travel time on line and address reliability problems
 - Buses should now be able to complete runs within scheduled timeframe
- Test demand for Saturday service
- Expand car-free access to Marin Headlands



Route 76 Pilot Title VI Equity Analysis

- Title VI equity analysis conducted because 76 Pilot meets SFMTA's definition of a major service change
- Evaluation focused on:
 - Segment proposed for elimination (Caltrain to Market)
 - Introduction of Saturday service (Market to Marin)
- Evaluation considered stakeholder input
 - Multilingual customer information at stops and on website, MAAC/CAC, customer survey, and hearing
- Potential disparate impact to minority and low-income customers in SoMa; frequent alternatives available

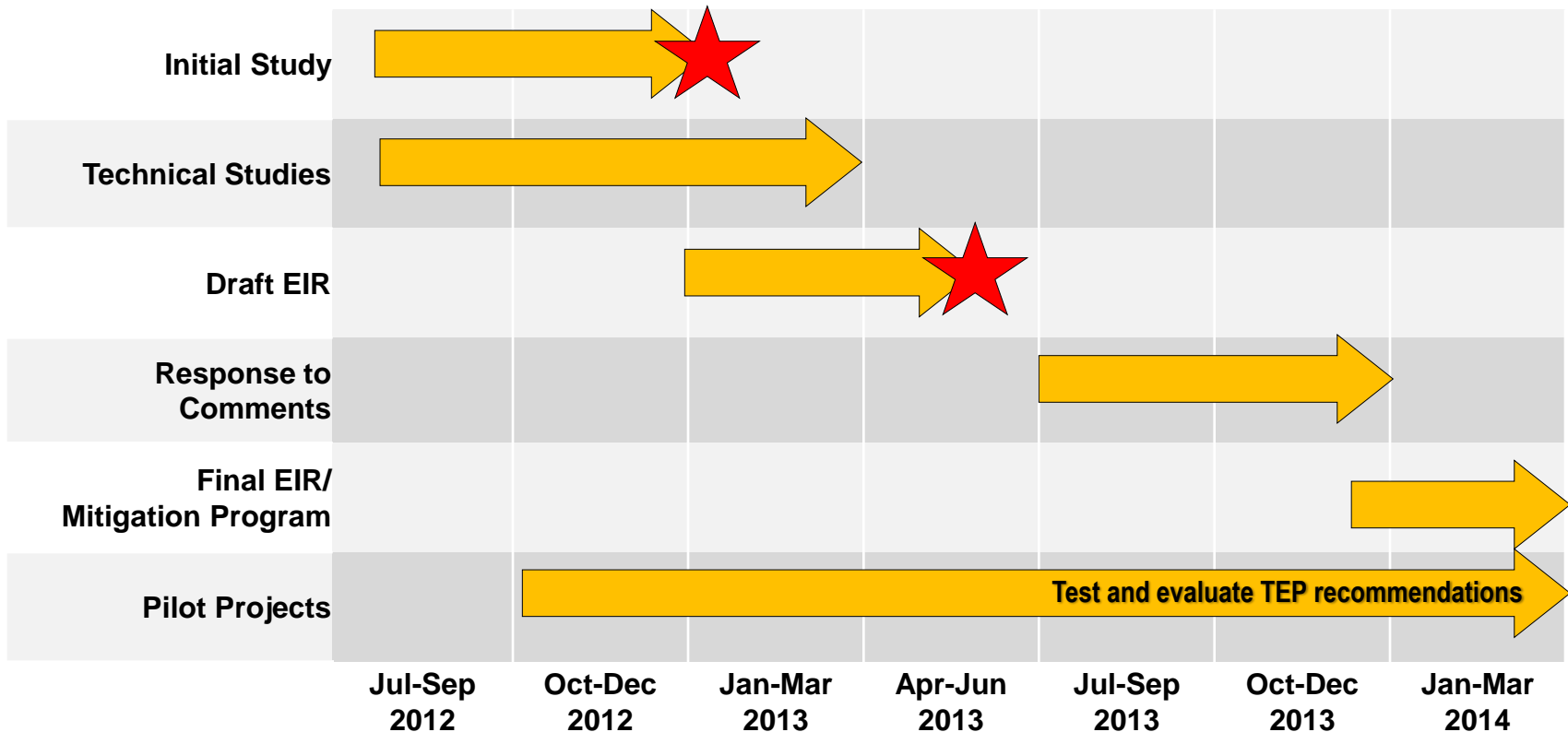


Route 76 Pilot Outreach

- Conducted on-board customer survey
- Posted multilingual information at stops and on website
- Presented to CAC and MAAC
- Advertised SFMTA Board of Directors Public Hearing
 - Examiner, Sing Tao and El Mensajero



TEP EIR Schedule Update



 Public review period



Next Steps

- Release CEQA Initial Study in January
- Continue Customer First Grant Planning
- Begin route performance audit on the 22 Fillmore
- Start TEP Pilots: 76X and Church Street
- Provide quarterly updates to SFMTA Board of Directors



Questions & Discussion



TRANSIT EFFECTIVENESS PROJECT