

# MUNI SERVICE EQUITY STRATEGY

## MAKING MUNI ACCESSIBLE TO ALL

### Background

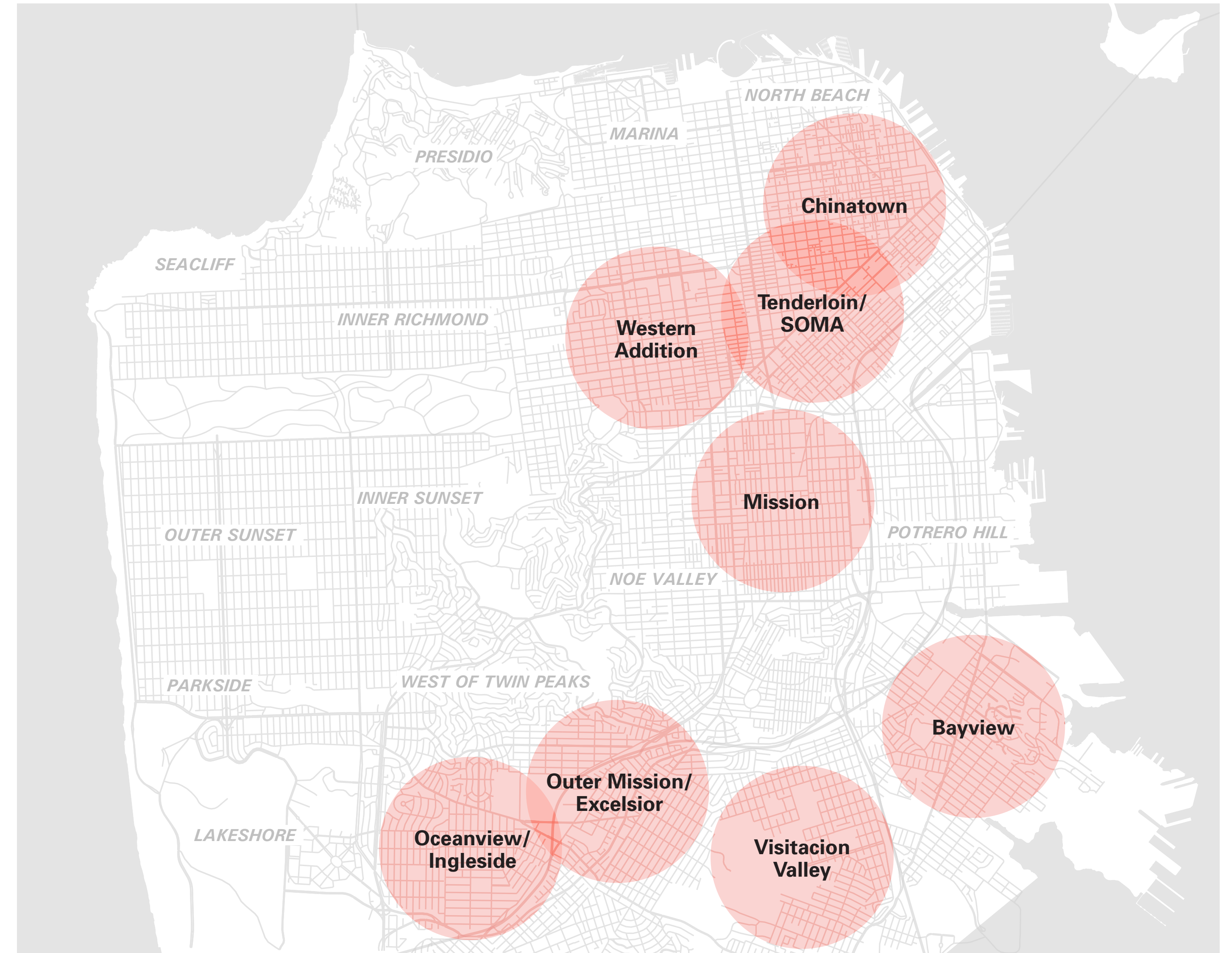
The SFMTA Board adopted the Muni Service Equity Policy in 2014. The Muni Service Equity Strategy implements this policy and focuses on improving routes in San Francisco neighborhoods that rely heavily on transit service. The neighborhoods were selected based on the percentage of households with low incomes, private vehicle ownership and race and ethnicity demographics. The Strategy was developed jointly with transportation equity and affordable housing advocates, who continue to advise SFMTA.

### Overview

The Equity Strategy is one component of the agency's commitment to make transit accessible and affordable to all of our customers.

The Equity Strategy will:

- Benefit eight selected Equity Service neighborhoods, seniors and people with disabilities, by implementing quick service treatments while delivering improvements to access to key destinations, reliability, frequency and crowding.
- Establish a performance baseline for Muni routes serving each Equity Strategy neighborhood.
- Provide ongoing analysis that informs our planning and prioritization of service improvements.



The last Equity Strategy Report (released in 2016) evaluated routes in 7 Equity Neighborhoods, and routes that are heavily used by seniors and people with disabilities. The Equity Strategy Report that will be released this year has included Oceanview/Ingleside and a greater focus on rider input.



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# OUTREACH SNAPSHOT

Stakeholder interviews and community events across Equity Neighborhoods

Developing recommendations based on community input we've heard

SFMTA Board reviews and potentially adopts 2018 Muni Service Equity Strategy

SPRING

2017

WINTER

2018

SPRING

2018

Extensive in-person and online outreach in Equity Neighborhoods, as well as Muni operator focus groups

Share preliminary Equity Strategy recommendations and continue collecting community input

Recommendations incorporated in upcoming SFMTA budget

\*The Equity Strategy will be presented to the San Francisco Municipal Transportation Agency (SFMTA) Board of Directors before the development of the fiscal years 2019 and 2020 capital and operating budget.



39+

Community led events & meetings attended

6

Focus groups with Muni operators



65,300+

People reached

through 30 Facebook ads in Equity Neighborhoods with over 200 comments in five languages (i.e. Chinese, English, Filipino, Spanish, and Vietnamese)

500+

Organizations

reached in 8 Equity Neighborhoods, as well as organizations serving youth, seniors, and people with disabilities



3,000+

Survey responses

collected through online surveys and rider outreach along 16 equity lines in five languages

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# REACHING RIDERS WHERE THEY ARE

## BUILDING ON AFFORDABILITY AND ACCESS

Muni is dedicated to serving all of San Francisco. All residents are already within ¼ mile of a transit stop. Over the last few years, we've made system-wide improvements, including a 10% service increase. We are committed to building on the foundation of our affordable service and access.

**68,000+**

Sign-ups for  
Free Muni for Low/Moderate  
Income Youth, Seniors and  
People with Disabilities

**19,500+**

Sign-ups for  
Lifeline Pass



Image from a recent community conversation for the Equity Strategy.

## EQUITY STRATEGY PRINCIPLES

The Muni Equity Strategy evaluates service at all times of day to accommodate a range of jobs and other trip patterns. We are focusing on 2-3 key needs per neighborhood. Narrowing down to 2-3 key needs ensures that we're focusing on what really matters and our solutions can effectively target these needs. Our solutions will be delivered in a 1-2-year timeline so that riders can see a difference quickly.

## OUTREACH OVERVIEW

Over the last year, SFMTA has done extensive outreach in Equity neighborhoods to hear from riders. Outreach for the Muni Equity Strategy includes:

Rider outreach at bus stops and on bus routes in Chinese, English, Filipino, Spanish, and Vietnamese.

Multiple online surveys and a text-based survey that were advertised on our website, through community organizations, on bus shelters, and on social media.

Working directly with community organizations to host conversations with riders in their neighborhood.

Outreach is ongoing, as SFMTA staff continue to talk with riders about their needs at churches, community events, backpack giveaways, soup kitchens, and more. Overall, the SFMTA has reached tens of thousands of riders across different demographics, seniors and people with disabilities, and youth.

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# IMPROVEMENTS UNDERWAY OR COMPLETED

## SOMA-TENDERLOIN

A series of improvements are already underway in this neighborhood to address some of the challenges we've heard from riders.

Key Need	Improvements Underway or Completed
<b>12 Folsom</b> Address service gaps and occasional crowding on the 12 Folsom	Increased service frequency in 2016 to reduce crowding
<b>14/14R Mission</b> Reduce crowding and address gaps in peak period service on the 14/14R Mission	Muni Forward project in the Inner Mission to improve reliability with new transit-only lanes, bus stop enhancements, and other transit priority features
<b>19 Polk</b> Address frequent gaps in service on the 19 Polk	Travel time and reliability improvements on Polk Street and 7th/8th streets
<b>27 Bryant</b> Improve reliability and travel time for the 27 Bryant	Implement travel time and reliability toolkit north of Market Street where 27 Bryant travel time is slowest
<b>31 Balboa</b> Address delays and reliability issues on the 31 Balboa	Added bus bulbs in Tenderloin to improve travel time and accessibility
<b>38/38R Geary</b> Reduce travel time and improve reliability on the 38/38R Geary	Geary Rapid project to improve travel time and reliability
<b>47 Van Ness</b> Reduce travel time and improve reliability on the 47 Van Ness	Bus Rapid Transit on Van Ness Avenue to improve reliability
<b>49 Van Ness/Mission</b> Improve reliability on the 49 Van Ness-Mission	Muni Forward project in the Inner Mission and Bus Rapid Transit on Van Ness Avenue to improve reliability with new transit-only lanes, bus stop enhancements, and other transit priority features



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# PRELIMINARY EQUITY STRATEGY RECOMMENDATIONS

## SOMA-TENDERLOIN

Based on feedback we've heard from riders about their challenges, we've developed some new preliminary recommendations. Will the recommendations listed address the need? Tell us what you think below.

Key Need	New Preliminary Recommendations	
<b>12 Folsom</b> Address service gaps and occasional crowding on the 12 Folsom	Increase service to reduce gaps Vet a more direct route to 24th Street BART Station Explore transit-only lanes on Folsom Street in SoMa to improve reliability	
<b>14/14R Mission</b> Reduce crowding and address gaps in peak period service on the 14/14R Mission	Explore transit reliability improvements downtown to improve overall line reliability Explore adding NextMuni to more stops to provide real-time arrival information	
<b>19 Polk</b> Address frequent gaps in service on the 19 Polk	Pending the effectiveness of improvements underway, no additional recommendations	
<b>27 Bryant</b> Improve reliability and travel time for the 27 Bryant	Pending the effectiveness of improvements underway and completed, no additional recommendations	
<b>31 Balboa</b> Address delays and reliability issues on the 31 Balboa	Explore opportunities for quick and effective travel time improvements throughout the line to improve overall reliability Long term, continue to pursue additional bulbs to speed loading for wheelchairs and strollers	
<b>38/38R Geary</b> Reduce travel time and improve reliability on the 38/38R Geary	Pending the effectiveness of Geary Rapid project, no additional recommendations	
<b>47 Van Ness</b> Reduce travel time and improve reliability on the 47 Van Ness	Explore possibility of routing adjustments in SoMa to improve travel time and reliability	
<b>49 Van Ness/Mission</b> Improve reliability on the 49 Van Ness-Mission	Pending the effectiveness of improvements underway and completed, no additional recommendations	

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