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****PRESS RELEASE****

Muni Forward: The Most Significant Service Improvements in Decades

An initiative increasing daily service for 30 percent of Muni riders starting April 25

San Francisco— The San Francisco Municipal Transportation Agency (SFMTA), which manages all transportation in the city, including the Municipal Railway (Muni), is launching the most significant series of service improvements in decades, aimed at increasing the frequency of Muni service, simplifying the Muni network, and making navigating the system easier for customers. Rolling out on April 25, the improvements are part of Muni Forward’s effort to make getting around San Francisco safer, easier and more reliable.

“Through Muni Forward, we are investing in our city’s public transportation system to make it even more reliable, safer, easier to maintain, and ready to meet the demands of a growing ridership and a growing city,” said Mayor Ed Lee. “A 21st century transportation experience is what riders deserve. Enhancements like accelerating improvements to Muni by expanding San Francisco’s light rail fleet and replacing the entire fleet with new, state of the art Siemens vehicles help to improve transit times and reliability, and moves Vision Zero—eliminating traffic fatalities in our city in the next decade—forward.”

This April’s service improvements are packaged as an innovative transit transformation. They include substantial service increases, eye-catching bus shelter enhancements, a new vibrant Muni system map designed to facilitate faster commutes, renaming core bus lines to better complement travel and every Limited bus line will now carry the name Rapid—“*Rapid is the new Limited.*”

“Muni Forward is a monumental leap forward for this transportation agency,” said SFMTA Board Chairman Tom Nolan. “Our goal is to make Muni the preferred alternative for even more people in San Francisco, so we’ve adopted a comprehensive reorganization of services that increases the dependability of our transit system and our overall transportation network.”

SERVICE IMPROVEMENTS

Muni transports more than 700,000 people during a normal weekday: that’s more than the individual populations of Seattle, Washington, DC and Boston. The majority of those daily trips are taken by bus. For this round of service increases, Muni Forward prioritized the bus routes that are the workhorses of our transit system, identifying time of day to

enhance frequency; and extend service hours on Express routes. The cumulative result is more service and less crowding on the following routes:

Service Change	Lines
AM Frequency Increase	5R, 8AX, 8BX, 14R, 14X, 38R, 41 10 & 28
PM Frequency Increase	5R, 8AX, 8BX, 14R, 14X, 38R, 41
Midday Frequency Increase	5R, 8, 14R, 29
Extended AM Hours	14X, 1AX, 1BX, 8AX, 8BX, 30X, 31AX, 31BX
Vehicle Changes	14X (40' buses)
Additional Weekend Hours	38R (Now on Sundays) 14R (Extended hour on Saturday & Sunday)

“Muni has literally turned the corner in terms of service success,” said John Haley SFMTA Director of Transit. “Our on-time performance has increased steadily over the past seven months, Muni ridership continues to grow, newly hired operators are in service, more are in training, and we’re poised to be the only agency nationwide to completely replace its fleet with low or zero emission vehicles. So with the adoption of Muni Forward advances, Muni can nimbly support the current surge in construction and its resulting population growth.”

RAPID NETWORK

Muni Forward is also launching its *“Rapid Network”*: which prioritizes frequency and reliability on Muni’s most heavily used routes. As part of the Rapid Network rollout, the term “Rapid” or “R” will replace “L” for Limited-stop routes. Think of it this way: “Rapid is the new Limited.”

Old Limited (L) Lines	New Rapid (R) Lines
5L Fulton Limited	5R Fulton Rapid
9L San Bruno Limited	9R San Bruno Rapid
14L Mission Limited	14R Mission Rapid
28L 19 th Ave. Limited	28R 19 th Ave. Rapid
38L Geary Limited	38R Geary Rapid
71L Haight/Noriega Limited	71R Haight/Noriega Rapid

It is important to maintain that the “L” routes are not being eliminated. Instead, the new “R” routes will combine all the benefits of existing Limited bus routes but will see increases in frequency and reliability in the coming months—as the routes receive additional investment in transit priority improvements.

Already Rapid Network routes are benefiting from transit priority improvements, including transit-only lanes and transit signal priority, with more enhancements on the way. A few of the Rapid routes will even see service increases on April 25:

- An additional five buses to the 38R-Geary Rapid during peak travel this month;

- As well, the 38R will launch new service on Sundays;
- The 14R-Mission Rapid will also add two buses all-day on weekdays; (That translates to a bus every 7.5 minutes – a dramatic increase over the current 9 minute schedule);
- The 14R will also extend its service operation day from: 8AM – 6:47PM – previously hours of operation were 9AM – 5:10PM
- Transit Priority improvements will also extend to all Muni Metro lines.

NEW ROUTE NAMES & NUMBERS

Muni Forward is also introducing new route numbers and names. This reorganization helps to better align route numbers throughout the system and more appropriately identifies where the following buses travel in the city.

Old Bus Line

6 Parnassus
 8x Bayshore Express
 16X Noriega Express
 17 Parkmerced
 33 Stanyan
 71 Haight-Noriega
 108 Treasure Island

New Bus Line

6 Haight-Parnassus
 8 Bayshore
 7X Noreiga Express
 57 Parkmerced
 33 Ashbury 18th
 7 Haight-Noriega
 25 Treasure Island



NEW MAP

To aid in better navigating the network of new Rapid bus routes and route number changes—Muni Forward is introducing a new service map. Its color-scheme is simple yet the colors and thickness of route lines boldly offers riders a new way to distinguish the most frequent service (the Rapid Network is denoted in Red) from local transit service.



IMPROVED BUS SHELTERS

The new Rapid Network will also roll-out additional signage and transit service branding at Rapid and Metro shelters to make finding and navigating the Muni network easier.



- New transit poles outfitted with solar powered lanterns – will be visible day or night.
- Redesigned flag signs will better identify route information, intersection names and real-time arrival details.
- Bright red chevron-style decals, just below the shelter rooftop, easily signal a Rapid stop.
- Just outside the shelter, new bicycle racks allow for the convenience of Park & Ride and serve as anti-cluster anchors – helping to distribute waiting riders more evenly between the front and rear doors.

More information about Muni Forward and Transit Priority Projects can be found at www.sfmta.com/muniforward.

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Established by voter proposition in 1999, the SFMTA, a department of the City and County of San Francisco, oversees the Municipal Railway (Muni), parking and traffic, bicycling, walking and taxis. With five modes of transit, Muni has approximately 700,000 passenger boardings each day. Over 1 million people get around this city each day and rely on the SFMTA to ensure safe and reliable travel by transit, walking, bicycling, taxi and driving.

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