

**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 the 83X Mid-Market Express, a peak period service from the 4<sup>th</sup> and King streets Caltrain Station to 9<sup>th</sup> and Market streets.

**SUMMARY:**

- The 83X Mid-Market Express is a new route proposed to connect the 4<sup>th</sup> and King streets Caltrain Station to and from Market Street and the Civic Center BART Station.
- The 83X Mid-Market Express would serve an emerging transit market and help support the Citywide effort to restore the Central Market area as a vital commercial center.
- Service would be operated Monday through Friday from 7 to 11 a.m. in the morning and from 4 to 8 p.m. in the evening.
- A Title VI equity analysis was completed confirming that the new route would not result in a disparate impact to minority or low-income communities.

**ENCLOSURES:**

1. SFMTAB Resolution
2. Title VI Analysis

**APPROVALS:**

**DATE**

DIRECTOR \_\_\_\_\_ 5/9/12

SECRETARY \_\_\_\_\_ 5/9/12

**ASSIGNED SFMTAB CALENDAR DATE:** May 15, 2012

## PURPOSE

The San Francisco Municipal Transportation Agency (SFMTA) Board of Directors authorizes the Director of Transportation to implement the 83X Mid-Market Express, a peak period service from the 4<sup>th</sup> and King streets Caltrain Station to 9<sup>th</sup> and Market streets.

## GOAL

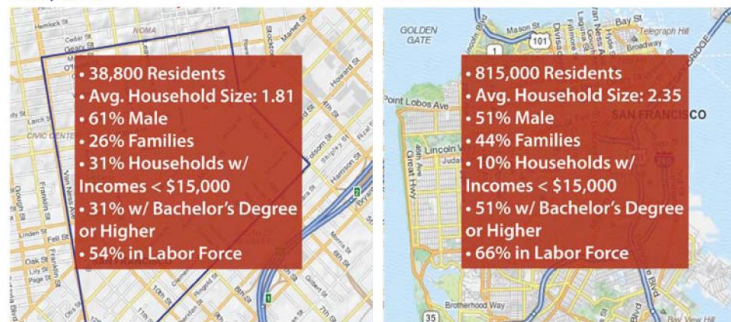
The 83X Mid-Market Express Route would provide customers an express option to and from the 4<sup>th</sup> and King streets Caltrain Station to the Mid-Market area. As a result, approving the permanent service would address the following strategic goals:

- Goal 1: To provide safe, accessible, clean and environmentally sustainable service, and encourage the use of auto-alternative modes through the Transit First Policy;  
Objective: 1.1 Improve accessibility across transit services
- Goal 2: To get customers where they want to go, when they want to get there;  
Objectives: 2.2 Ensure efficient transit connectivity and span of service  
2.4 Reduce congestion on major corridors

## DESCRIPTION

The Central Market area is the section of Market Street between 5th Street and Van Ness Avenue, also known as Mid-Market. Historically, this was a regional center for arts, entertainment and retail. However, over the past several decades the “district has struggled with high vacancy rates, a lack of private investment, physical blight, and a myriad of social challenges.”<sup>1</sup> It is also one of the poorest neighborhoods in San Francisco, with 31 percent of households with incomes less than \$15,000.

Beginning in January 2011, the Mayor’s Office of Economic and Workforce Development created an economic strategy for Mid-Market that emphasized stabilizing the existing community, addressing safety issues, activating the public realm and reducing vacancies through technical assistance to small businesses, non-monetary incentives to existing property owners and support to catalytic commercial and housing development projects. As a result, existing businesses are expanding and new businesses are moving into the area, creating an increased need for regional commuters to travel from the 4<sup>th</sup> and King streets Caltrain Station to the mid-Market area. Furthermore, the neighborhood around the 4th and King streets Caltrain



Central Market Economic Strategy, November 2011.

<sup>1</sup> Central Market Economic Strategy, Central Market Partnership, AECOM and the San Francisco Office of Economic and Workforce Development, November 2011.

Station is growing, creating an increasing local demand for improved transit connections to Market Street.

The proposed 83X Mid-Market Express, would provide peak period connections from the 4th and King streets Caltrain Station to Market Street and the Civic Center BART Station. The route will serve residents in the Central Corridor SoMa neighborhood near 4th and King streets who make connections to Market Street and the BART/Muni Metro Civic Center Station as well as San Mateo and Santa Clara county commuters. To be consistent with other bus routes that are coordinated with Caltrain service (i.e., 80X and 82X), the route would be designated 83X to incorporate it into the Caltrain Express series.

The proposed service hours for the 83X are Monday through Friday, 7 to 11 a.m. and 4 to 8 p.m. The 83X would share a terminal at Caltrain with the 47 Van Ness, providing customers with a local and an express option for traveling to Market Street. In the inbound direction, the 83X would make direct connections from 4th and Townsend streets to 9th and Market streets. In the outbound direction, the 83X would start at 9th and Market streets, make one stop at 8th and Market (BART Station) and then express to 4th and Townsend streets. Morning inbound departures would be timed with the Caltrain schedule. In the afternoon, buses would leave from 9th and Market streets every 15 minutes. The service is proposed to start in June 2012.

A map of the proposed service is shown below. The route is proposed to travel inbound (northwest) from Caltrain on 4<sup>th</sup> Street and turn right on Townsend, right on Division, and right on 9<sup>th</sup> Street to Market Street. The route would return to the Caltrain Station by turning right from 9<sup>th</sup> Street onto Market, right on 8<sup>th</sup> Street, left on Brannan Street, and right on 4<sup>th</sup> Street to the terminal. The express portion of this route between stops may be modified periodically to reduce delay based on observations from street inspectors and operators driving the route.

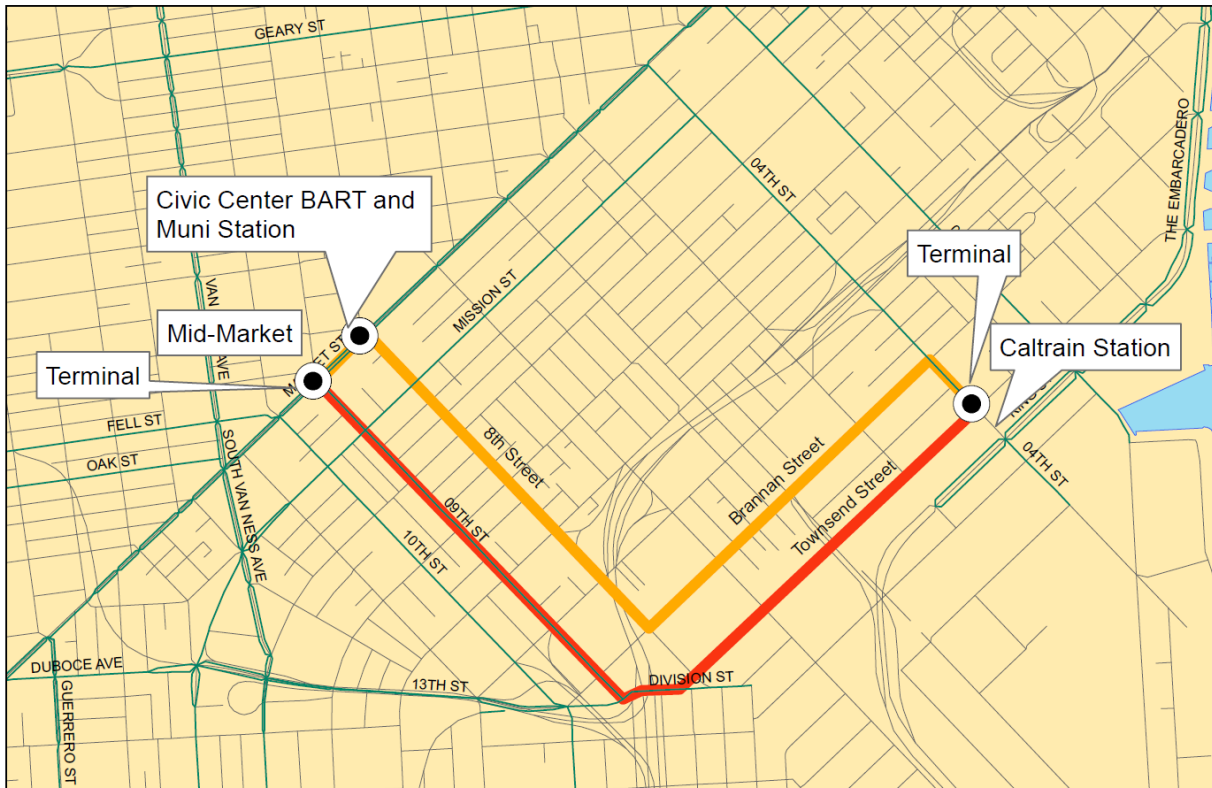
The proposed stops are shown on the route map and are listed below:

- 9<sup>th</sup> at Market, nearside (terminal)
- 8<sup>th</sup> at Market, farside
- 4<sup>th</sup> at Townsend, nearside (terminal)

At the 4<sup>th</sup> Street stop at Townsend Street, the bus would share the 47 Van Ness terminal, giving customers at that location both an express and local option for connecting to Market Street. No additional parking removal is needed at the Caltrain terminal. Staff recommends restricting parking from 7 a.m. to 7 p.m. to accommodate the stop at 9<sup>th</sup> and Market Street. A public hearing is scheduled for May 18, 2012 to collect public input on the related parking changes. The bus would share the 19 Polk Stop on 8<sup>th</sup> Street at Market.



Photo of proposed Caltrain terminal (to be shared with the 47 Van Ness)



## Line 83X - Mid Market Express Recommended Route Alignment

**SFMTA** | Municipal Transportation Agency

- █ 83X IB
- █ 83X OB



0.5 Miles

In addition to this new route, the Transit Division is systematically evaluating crowding and performance on all transit routes as part of the Operations Scorecard presented regularly to the SFMTA Board of Director's Policy Advisory Group (PAG). Special attention is being given to routes serving minority and low-income customers. In May, staff will be evaluating the 10 Townsend, which also serves the 4<sup>th</sup> and King streets Caltrain Station and connects Pacific Avenue at one end and Potrero Hill on the other end to the Financial District, SoMa and Caltrain.

In preparation for starting the new service, the route would be promoted to customers through a comprehensive campaign that includes:

- Outreach to Mid-Market businesses,
- Signage at the current stops at Caltrain and 8<sup>th</sup> and Market streets
- Ambassadors during the first week of service

Transit Operations management will actively monitor the service similar to what is currently done for the N<sup>x</sup> Judah Express Bus.

The City Attorney has reviewed this report.

## **ALTERNATIVES CONSIDERED**

During the planning phase of the project, other routes were evaluated for the express service. The final route was selected because it was the quickest.

## **FUNDING IMPACT**

The 83X requires two vehicles to operate in the a.m. peak and two vehicles in the p.m. peak. This service would add less than 5 hours of revenue service per day and would require a total of 17.5 service hours per day. This route would not have an impact to the SFMTA's operating budget, because the additional revenue hours would be offset by cost savings associated with operations and maintenance efficiencies. Furthermore, this route would be interlined with other services, further reducing the cost to operate.

## **OTHER APPROVALS RECEIVED OR STILL REQUIRED**

### **Public Notice**

Charter Section 16.112 requires published notice and a public 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, advertisements were placed on May 10, 2012, in the City's official newspaper to provide notice that the Board of Directors will hold a public hearing on May 15, 2012, to consider the above modifications. The advertisement will run in the San Francisco Chronicle beginning on May 10, 2012 for 5 days. 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.

### **Environmental Clearance**

Modifications in transit service are subject to the California Environment Quality Act (CEQA). The San Francisco Planning Department evaluated the 83X Mid-Market Express Bus service and determined that the proposed supplemental express bus service would result in a negligible change in the overall Muni transportation system. CEQA provides a categorical exemption from environmental review for the operation, repair, and maintenance of existing public facilities involving negligible or no expansion of use beyond that existing at the time of the lead agency's determination pursuant to the CEQA implementing guidelines, Title 14 of the California Code of Regulations section 15301. Since the proposed supplemental express bus service would result in a negligible change in the overall Municipal Railway transportation system, the Planning Department determined that the proposed project was categorically exempt under Title 14 of the California Code of Regulations section 15301 (Class 1) on May 2, 2012.

### **Title VI/Environmental Justice 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. Adding a new route falls under SFMTA's definition of a major service change. SFMTA conducted an equity analysis and determined that adding the 83X would not result in a disparate impact. Additionally, adding the service would help improve access to and from one of the poorest neighborhoods in San Francisco. Initially, the proposed service was only planned to operate in the peak-direction – from Caltrain in the morning and to Caltrain in the evening. However, in reviewing the demographic data as part of the Title VI equity analysis, staff determined that there would be added benefits to minority and low-income customers in the Central Market area if the service also operated in the reverse-peak direction. The Title VI/Environmental Justice analysis is enclosed with this SFMTA Board calendar item.

Information about the proposed service change is available on the SFMTA website in English, Spanish and Chinese to provide an opportunity for customers to provide feedback on the improvements. The City's multilingual 311 Customer Service line is listed as an additional source of information and outlet for gathering customer comments regarding the service improvement.

## **RECOMMENDATION**

Staff recommends that the SFMTA Board of Directors authorize implementation of the 83X Mid-Market Express Bus service.

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

RESOLUTION No. \_\_\_\_\_

WHEREAS, Mid-Market Street is one of the poorest neighborhoods in the City and has struggled for decades with high vacancy rates, physical blight and other social challenges; and

WHEREAS, As part of a comprehensive strategy, the Mayor's Office of Economic and Workforce Development created an economic strategy that emphasizes stabilizing the existing community, addressing safety issues, activating the public realm and reducing commercial vacancies; and

WHEREAS, The 83X Mid-Market Express would serve an emerging transit market and help support the Citywide effort to restore the Central Market area as a vital commercial center by providing an express service to and from the 4<sup>th</sup> and King streets Caltrain Station to the Mid-Market area during the peak periods; and

WHEREAS, Pursuant to Charter Section 16.112, advertisements were placed in the City's official newspaper for a five-day period to provide notice that the Board of Directors would hold a public hearing on May 15, 2012 to consider the 83X Mid-Market Express Bus service modification; 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 83X Mid-Market Express Bus service on low-income and minority communities in San Francisco and has determined that it does not create discriminatory impacts under Title VI; and,

WHEREAS, Modifications to transit service is subject to the California Environmental Quality Act (CEQA). Since the proposed supplemental express bus service would result in a negligible change in the overall Municipal Railway transportation system, the Planning Department determined that the proposed project was categorically exempt under Title 14 of the California Code of Regulations section 15301 (Class 1) on May 2, 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 approves the implementation of 83X Mid-Market Express Bus service as a new Muni route.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of May 15, 2012.

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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency

# Preliminary Title VI Equity Analysis: 83X Mid-Market Express

## 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)

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 more than 200 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, Caltrain and the Santa Clara Valley Transportation Authority.

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\*;
- 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\*;



- 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.

*\*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.*

As a new route proposal, the 83X Mid-Market Express meets SFMTA's definition of a major service change. Included in this Title VI analysis is a description of the "major service change" and an analysis of any potential impacts on minority and/or low-income communities and transit customers. A discussion of public information dissemination efforts and opportunities for public comment with regard to the proposed service change is also provided.

When evaluating major service changes, the SFMTA first considers whether or not the proposed service changes impact low-income and minority populations at the geographic level. The proposed change is overlaid on demographic data that highlights census tracts where the total minority and low-income population is greater than the service area average. This equity analysis represents the Agency's first use of 2010 Census data. Previous analyses relied on 2000 Census data. In previous equity analyses, SFMTA has relied on the surrounding population analysis as a proxy for the demographics of transit ridership. However, because this route will be anchored by two regional nodes, supplemental demographic surveys will be conducted the week of May 21 and the preliminary analysis will be updated to reflect these data.

The service change being considered is a new route, which would accrue benefits to existing and potential riders. This analysis considers the accrual of benefits for minority and low-income populations compared to the overall populations. The SFMTA has limited demographic data for our riders, but plans to conduct a ridership survey in Fall 2012. In lieu of detailed information, the population of the surrounding area was used as a proxy. A qualitative discussion is also provided that discusses the potential demographic make-up of regional commuters, who are also expected to benefit from the proposed service.

In addition to the specific change being considered, the equity analysis also discusses the route performance audit program and the Transit Effectiveness Project. Collectively, these initiatives represent system-wide opportunities to improve service on routes serving minority and low-income customers.

This analysis is a preliminary Title VI review. It will be refined based on feedback from Board members and the public at the May 15, 2012 SFMTA Board of Directors meeting. It will also be refined based on a demographic survey to be conducted the week of May 21. The final analysis will be submitted to the regional FTA Office of Civil Rights, as required prior to the proposed change in service being implemented, should it be approved.

## I. Description of Proposed Service Enhancements

The Central Market Area is the section of Market Street between 5th Street and Van Ness Avenue, also known as Mid-Market. Historically, this was a regional center for arts, entertainment and retail. However, over the past several decades the “district has struggled with high vacancy rates, a lack of private investment, physical blight, and a myriad of social challenges.<sup>2</sup>” It is also one of the poorest neighborhoods in San Francisco, with 31 percent of households with incomes less than \$15,000.

Beginning in January 2011, the Mayor’s Office of Economic and Workforce Development created an economic strategy for Mid-Market that emphasized stabilizing the existing community, addressing safety issues, activating the public realm and reducing vacancies through



Central Market Economic Strategy, November 2011.

technical assistance to small businesses, non-monetary incentives to existing property owners and support to catalytic commercial and housing development projects. As a result, existing businesses are expanding and new businesses are moving into the area, creating an increased need for regional commuters to travel from the 4th and King streets Caltrain Station to the mid-Market area. Furthermore, the neighborhood around the 4th and King streets Caltrain Station is growing, creating an increasing local demand for improved transit connections to Market Street.

The proposed 83X Mid-Market Express, would provide peak-period connections between the 4th and King streets Caltrain Station and the Civic Center BART Station on Market Street. The route will serve San Mateo and Santa Clara county commuters and residents in the Central Corridor SoMa neighborhood near 4th and King streets who make connections to destinations on Market Street and to the BART/Muni Metro Civic Center Station. The route will also serve Central Market residents accessing Caltrain and the neighborhood around 4<sup>th</sup> and King streets. To be consistent with other bus routes that are coordinated with Caltrain service (i.e., 80X and 82X), the route would be designated 83X to incorporate it into the Caltrain Express series.

The proposed service hours for the 83X are Monday-Friday, 7 to 11 a.m. and 4 to 8 p.m. The 83X would share a terminal at Caltrain with the 47 Van Ness, providing customers with a local and an express option for traveling to/from Market Street. In the inbound direction, the 83X would make direct connections from 4th and Townsend

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<sup>2</sup> Central Market Economic Strategy, Central Market Partnership, AECOM and the San Francisco Office of Economic and Workforce Development, November 2011.

streets to 9th and Market streets. In the outbound direction, the 83X would start at 9th and Market streets, make one stop at 8th and Market (BART Station) and then express to 4th and Townsend streets. Inbound morning departures would be timed with the Caltrain schedule. In the afternoon, buses would leave from 9th and Market streets every 15 minutes.

Below is a proposed schedule and a route map that shows the travel path and stops for the 83X.

**AM Schedule for the 83X**

Caltrain Arrivals	Bus Departure at 4 <sup>th</sup> /Townsend	Approximate Arrival Time at 9 <sup>th</sup> /Market
<b>7:02*</b>	7:08	7:18 am
7:19	7:25	7:35 am
<b>7:42*</b>	7:48	7:58 am
7:48	7:54	8:04 am
7:57	8:07	8:17 am
<b>8:02*</b>	8:07	8:17 am
8:19	8:25	8:35 am
<b>8:42*</b>	8:48	8:58 am
8:48	8:54	9:04 am
8:57	9:07	9:17 am
<b>9:02*</b>	9:07	9:17 am
9:19	9:25	9:35 am
9:45	9:51	10:01 am

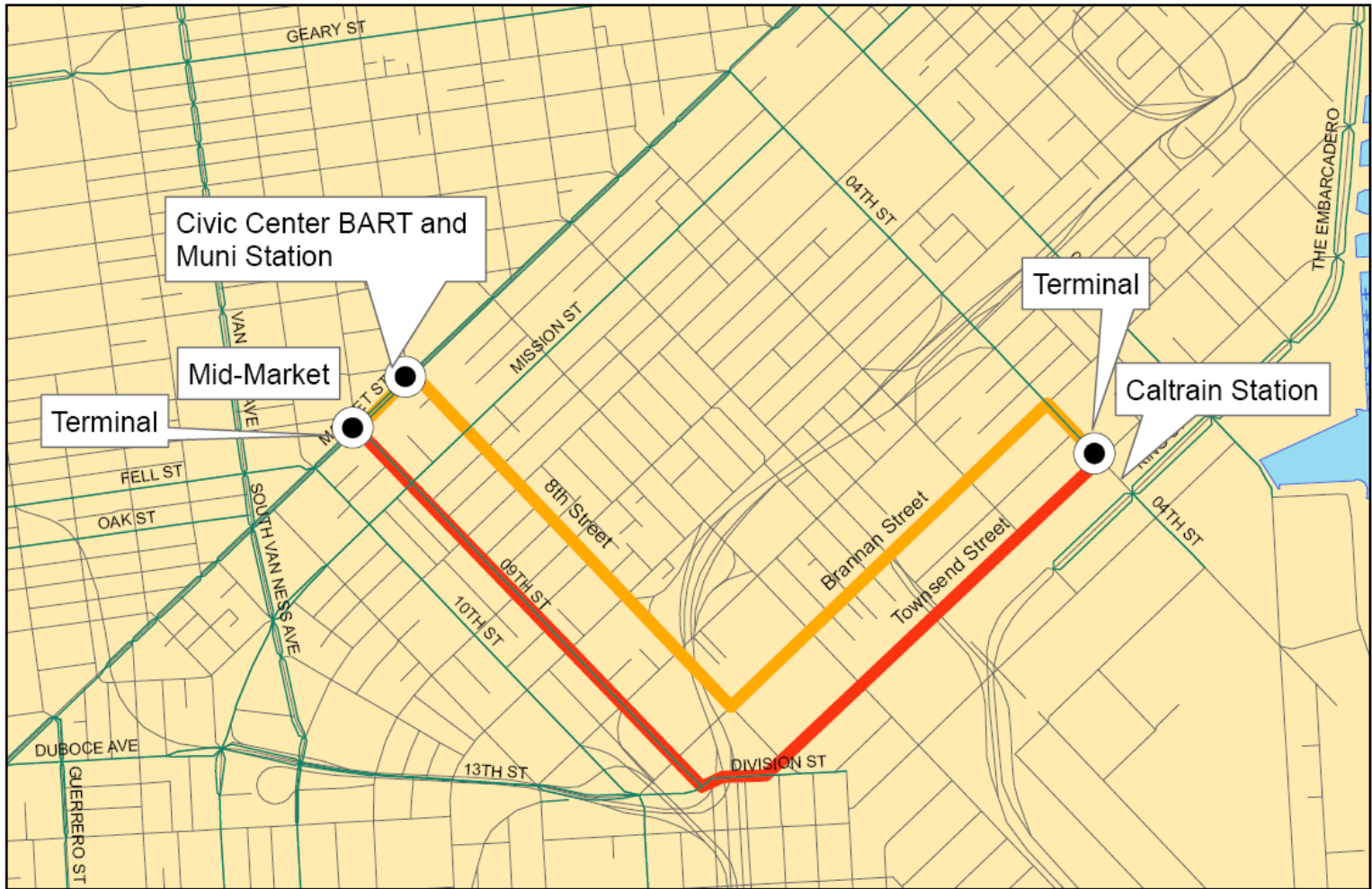
Approximately 6 minutes provided to allow patrons to travel from Caltrain to the bus terminal on 4<sup>th</sup> Street.

\*Baby bullets shown in bold

**PM Schedule for the 83X**

Bus Departure at 9 <sup>th</sup> & Market	Approximate Arrival Time at 4 <sup>th</sup> /Townsend
4:00 pm	4:10 pm
4:15 pm	4:25 pm
4:30 pm	4:40 pm
4:45 pm	4:55 pm
5:00 pm	5:10 pm
5:15 pm	5:25 pm
5:30 pm	5:40 pm
5:45 pm	5:55 pm

6:00 pm	6:10 pm
6:15 pm	6:25 pm
6:30 pm	6:40 pm
6:45 pm	6:55 pm
7:00 pm	7:10 pm

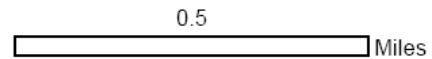


# Line 83X - Mid Market Express

## Recommended Route Alignment

- █ 83X IB
- █ 83X OB

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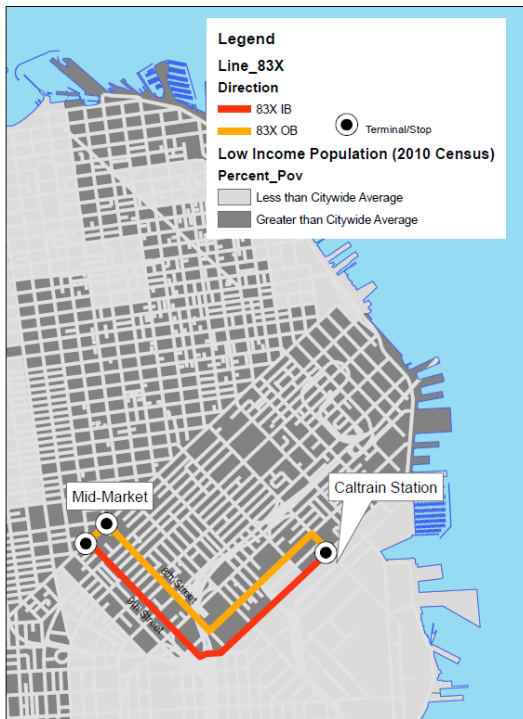
## **II. Effects of the Proposed Service Enhancements on Minority and Low-Income Communities**

In general, the proposed service will benefit low-income and minority communities by providing additional access and promoting economic development. The three stops along the route are all in low income census tracts and two of the three stops are in minority census tracts. Additionally, the Central Market area is one of the poorest neighborhoods in San Francisco, with 31 percent of households with incomes less than \$15,000. Increasing transportation to and from this neighborhood will support other efforts to reduce vacancies, improve the public realm and address safety concerns, thereby increasing job opportunities for local residents. Initially, the proposed service was only planned to operate in the peak-direction – from Caltrain in the morning and to Caltrain in the evening. However, in reviewing the demographic data, staff determined that there would be added benefits to minority and low-income customers in the Central Market area if the service also operated in the reverse-peak direction.

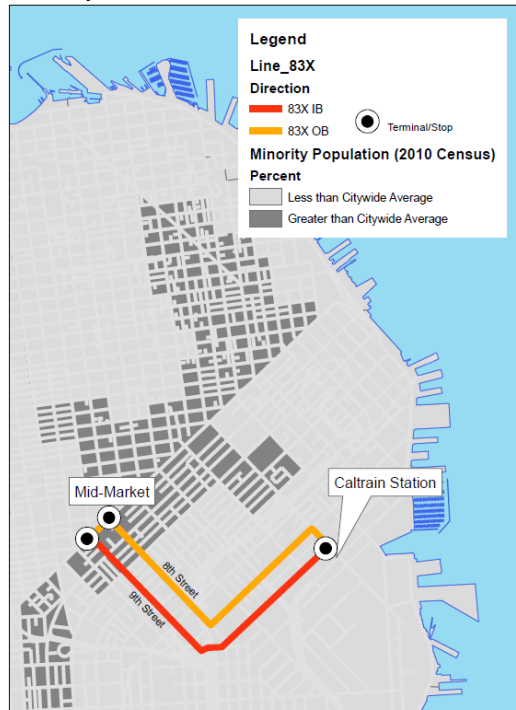
The frequency and span of service will not be reduced on other routes in the system as a result of this change. Because this is a relatively short route and only operates in the peak-period, it requires less than 18 service hours a day (less than 0.2% of total service hours). The additional service hours will be paid for through scheduling efficiencies associated with the increased use of part-time operators.

Year 2010 Census tracts and 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 exceeds the citywide average. Likewise, low-income communities are defined by census tracts where the total number of low-income residents exceeds the citywide average. The maps below show the route of the 83X Mid-Market Express overlaid on low-income and minority census tracts.

Low Income Census Tracts 2010



Minority Census Tracts 2010



The proposed route only has three stops and for the purposes of this analysis, the express portions of the route were not considered. The three stops are in low-income communities and the two Market Street stops are also in minority communities. The route would serve two regional transportation hubs, and as a result, it is likely that the ridership will represent a combination of the demographics of the neighborhoods, as well as the demographics of the regional commuters. Given the high cost of living in San Francisco, it can be assumed that there will be some low and middle income regional commuter who live outside of San Francisco and commute in to jobs in the Mid-Market Area. Higher income regional commuters are also anticipated to use the route.

The FTA Title VI Service and Fare Equity Analysis Questionnaire recommends describing the other measures that the SFMTA has taken or intends to take throughout its service area to improve service to minority and low-income customers. The SFMTA has both an on-going and a medium term (2-3 years) program to improve transit service to minority and low-income customers. Both programs are described below:

- In addition to the service change proposed, the SFMTA is systematically evaluating crowding and performance on all transit routes as part of the Operations Scorecard presented regularly to the SFMTA Board of Director's Policy Advisory Group (PAG). Special attention is being given to routes serving minority and low-income customers. In May, we will be focusing specific attention

on the 10 Townsend, which also serves the Caltrain Station. Likely improvements include increased peak period service to reduce crowding and traffic management techniques to address reliability challenges on 2<sup>nd</sup> Street.

- The SFMTA is also in the process of evaluating the Transit Effectiveness Project, which is a comprehensive operations analysis that includes restructuring routes and adding new routes to serve emerging markets. Additional service and reduced travel time will be delivered to minority and low-income communities throughout San Francisco as part of this process. The TEP included a comprehensive evaluation of current ridership patterns. The study considered the needs of low-income and minority customers throughout the planning process and conducted extensive outreach to community stakeholders, including limited-English speakers. The TEP Title VI equity analysis will be completed over the next 12 months using ridership estimates and other data being generated by the City's travel demand model as part of the environmental review.



### III. Transit Alternatives for Impacted Customers

The FTA Circular C4702.1A states that for proposed service changes, the recipient should analyze what modes or transit routes are available for people affected by the service expansion. And compare the travel time and cost of the current route with the travel time and cost of alternative services.

The 83X Mid-Market Express would be available to all customers and does not include a premium charge for express service, nor is there a charge for transferring to/from the express service from another SFMTA 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.

It is anticipated that the new bus service will be quicker than both the nearest rail connection from 4<sup>th</sup> and King and the local bus from 4<sup>th</sup> and Townsend (see table below). Although there are several alternatives for customers accessing this origin/destination pair, the proposed service is the most desirable from a travel time perspective during the service hours of 7 to 11 a.m. and 4 to 8 p.m.

	AM Travel time to 9 <sup>th</sup> /Market	PM Travel time to 9 <sup>th</sup> /Market	Cost – Single Adult Cash Fare
Route 83X	9 minutes	10 minutes	\$2
Routes N or T	16 minutes	18 minutes	\$2
Route 47*	22 minutes	22 minutes	\$2

Note: \*Route 47 running time assumes a 6 min two block walk from Van Ness and Market streets.

#### **IV. Mitigating Measures**

The FTA Circular C4702.1A requires agencies to propose actions to minimize, mitigate or offset any adverse effects of proposed service changes on minority and low-income populations. Based on the above information, there are no foreseeable disproportionately high and adverse effects on minority and/or low-income populations associated with the service addition. Minority and low-income residents and commuters traveling from the area near the 4<sup>th</sup> and King streets Caltrain Station would benefit from a new service option and reduced transit travel times. Residents in the Central Market Street area traveling to Caltrain and other destinations around the 4<sup>th</sup> and King streets station would also benefit from the proposed service. The initial proposal would have only provided peak-direction service and would not have accommodated the Market Street to 4<sup>th</sup> and King streets origin-destination pair. The route proposal was modified to increase transit access for low-income and minority residents in the Central Market area.

The Transit Division of the SFMTA is systematically evaluating crowding and performance on all transit routes as part of the route performance audit program, which is presented monthly to the SFMTA Board of Directors as part of the Operations Scorecard. Special attention is being given to routes serving minority and low-income customers. Incremental changes have already been implemented on Routes F, L, 14, 14L, 28, 28L, 29 and 44. In May, we will be focusing specific attention on the 10 Townsend, which also serves the Caltrain Station. Likely improvements include increased peak period service to reduce crowding and traffic management techniques to address reliability challenges on 2<sup>nd</sup> Street.

## **V. 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.

San Francisco City Charter Section 16.112 requires published notice and 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, advertisements were placed in the City's official newspaper to provide notice that the SFMTA Board of Directors will hold a public hearing on May 15, 2012, to consider the above modifications. Board meetings, which are open to the public, are held on the first and third Tuesday of every month at 1 p.m. Agendas are available 72 hours prior to the Board meetings and are posted at City Hall, the Main Library and on [www.sfmta.com](http://www.sfmta.com). Information is always available at SFMTA headquarters in San Francisco, at the Customer Service Center, at [www.sfmta.com](http://www.sfmta.com) and via 311, the multilingual telephone assistance line. All Board meetings have a public comment period and translators are available upon request. The meetings are held in City Hall, which is easily accessible by transit. 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 [www.sfmta.com](http://www.sfmta.com).

The advertisement for the SFMTAB meeting will run in the San Francisco Examiner beginning on May 10, 2012. In the interest of providing more notice, the advertisement ran for 5 days. In addition to the legal notice, advertisements were placed in the Examiner, 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 was also advertised on the SFMTA website in English, Spanish and Chinese, along with multilingual customer alerts at the 19 Polk 8<sup>th</sup> and Market stop and the 47 Van Ness 4<sup>th</sup> and Townsend stop.

Advertisements posted in newspapers



## NOTICE OF HEARING

**THE SFMTA WILL CONSIDER MAKING THE 83X MID-MARKET EXPRESS BUS SERVICE A NEW PERMANENT ROUTE. SERVICE WOULD OPERATE INBOUND FROM 7 TO 11 A.M. AND OUTBOUND FROM 4 TO 8 P.M.**

The San Francisco Municipal Transportation Agency Board of Directors will hold a public hearing on May 15, 2012 at City Hall, #1 Dr. Carlton B. Goodlett Place, Room 400 at 1 p.m. To provide comments or for more information about what is being proposed, please attend the public hearing or contact 311 or visit [www.sfmta.com](http://www.sfmta.com).

For Muni route, schedule, fare and accessible services information anytime:  
Visit [www.sfmta.com](http://www.sfmta.com) or contact 311

☎ 311: 中文 / Español / Français / 日本語 / 한국어 / pyccckий / ភាសាវិជ្ជ / Tagalog / עברית

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## NOTIFICACIÓN SOBRE AUDIENCIA PÚBLICA

**LA SFMTA VA A CONSIDERAR CONVERTIR EL SERVICIO EXPRESO DE LA LÍNEA 83X MID-MARKET EXPRESS EN UNA NUEVA RUTA PERMANENTE. EL SERVICIO OPERARÍA HACIA EL CENTRO DE LA CIUDAD EN DIRECCIÓN "INBOUND" A PARTIR DE LAS 7 A 11 A.M. Y OPERARÍA EN DIRECCIÓN "OUTBOUND" SALIENDO DEL CENTRO DE LA CIUDAD A DE 4 A 8 P.M.**

La Junta de directores de La Agencia de Transporte Municipal de San Francisco (SFMTA) tendrá una audiencia pública el 15 de mayo del 2012 en City Hall, #1 Dr. Carlton B. Goodlett Place, Room 400 a la 1 p.m. Para proporcionar comentarios o para más información sobre lo que se está proponiendo, por favor asista a la audiencia pública, comuníquese al 311 o visite [www.sfmta.com](http://www.sfmta.com).

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## 聽證通知

**三藩市交通局正在考慮使  
83X Mid-Market 快車成  
為永久性客運服務。客運時間  
為早7時到早11時進城方向，  
下午4時到晚8時出城方向。**

為此，三藩市交通局董事會將於2012年  
5月15日下午1時舉行會議，地點是  
#1 Dr. Carlton B. Goodlett Place,  
市政廳 400號會議室。有意提出建議或  
了解詳情者，請出席此項聽證會，  
或致電311或上網 [www.sfmta.com](http://www.sfmta.com)。

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