



OUTREACH SUMMARY FOR SERVICE AND ROUTE CHANGES (JANUARY- MARCH 2014)

JANUARY 2014 – MARCH 2014



SFMTA
Municipal
Transportation
Agency

OUTREACH SUMMARY FOR SERVICE AND ROUTE CHANGES (JANUARY-MARCH 2014)

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OVERVIEW

The Transit Effectiveness Project (TEP) is a multi-year initiative that represents the first top-to-bottom comprehensive review of San Francisco's public transit system in over 30 years. One component of the TEP is the service and route change proposals that are recommended to make Muni service more reliable, quicker and more frequent. As part of a recent outreach effort that has been ongoing since January 2014, these service and route change proposals have been communicated through extensive, multilingual outreach campaigns and modified based on thousands of comments received over multiple years and various phases of the project. In addition, the TEP proposes to implement Travel Time Improvement Proposals (TTRP)s, for which additional outreach efforts will be conducted at a later time prior to approval from the SFMTA Board. Based on the feedback collected on the service change proposals, customers and members of the public expressed general support for the TEP and the changes proposed. However, many outreach participants expressed a number of concerns including: access to transit in topographically challenged neighborhoods, seniors and persons with disabilities; transferring as a result of proposals; changes to stop location; more difficult travel to key destinations.

In response to these concerns and other considerations, the SFMTA revised service improvement proposals for the following routes 3 Jackson, 6 Parnassus, 8X Bayshore Express, 11 Downtown Connector, 12 Folsom, 17 Parkmerced, 28/28L, 35 Eureka. Also based on recently-received public feedback, we will not be pursuing the initially-proposed service and route change for the following routes: 27-Bryant, 32-Roosevelt, 36-Teresita, 37-Corbett, and 56-Rutland. In addition, proposals for the 19 Polk, the 48 Quintara, the 58 24th Street, the 23 Monterey, the 54 Felton and the 90/91A/91B Owl have been put on hold, and will not be submitted for SFMTA Board approval until more outreach is conducted for these routes.

In 2008, SFMTA first presented proposals to the communities for changing routes, increasing

and decreasing service, changing hours of service operation, and eliminating and adding routes. These proposals were vetted at 11 public workshops and over 100 community meetings. Comments were gathered through the TEP Citizen Advisory Committee and the Policy Advisory Group (PAG), which includes representatives from the Mayor's office, Board of Supervisors, transit unions, TEP Citizen Advisory Committee, SFMTA Citizens Advisory Council, San Francisco County Transportation Authority, and the Metropolitan Transportation Commission. Multilingual public information documents were distributed as part of the process and translation assistance was available at community meetings and workshops as requested. The proposals were revised based on the feedback received, and then presented at an additional round of Town Hall meetings, which resulted in additional modifications based on public comment. The resulting proposals underwent Environmental Review and received further public vetting as part of the Draft EIR and public comment process. Hundreds of comments about numerous proposals were received and evaluated to help shape the existing proposals.

Proposals for the travel time reduction projects (TTRP) were developed in 2011 and outreach was conducted in the spring of 2012 with over 20 community briefings and 15 public workshops. Public feedback included recommended changes to stop consolidation proposals and concerns about parking removal, which will be considered as the SFMTA determines which of the alternatives or variants evaluated in the EIR will move forward towards implementation. Outreach has been conducted on a continual basis to receive feedback on the TTRP corridors, including attending multiple Board of Supervisors-hosted workshops, workshops with schools and advocacy groups, Community Based Organization (CBO) and neighborhood-based meetings, CAC and MAAC presentations.

To provide the public with additional means to engage and share their comments, the MTA recently conducted an additional round of extensive

multilingual outreach across the city to share the proposals that have been modified as a result of the feedback received prior to Board consideration. This outreach effort focused on the proposed service improvements, as well as the fast-track TTRPs that are being coordinated with ongoing re-paving efforts. This multilingual campaign began in January 2014 and included widely noticed neighborhood meetings, an online tool for submitting comments, meetings with members of the Board of Supervisors and their staff, and citywide meetings to share potential revisions to the proposed changes staff is considering.

Throughout the project, groups and individuals were provided with the opportunity to provide the project team with direction and input, including residents, transit customers, commuters and other city and regional agencies. Both the 2006-2008 Planning Phase and more recent 2012 and 2014 outreach meetings were advertised through a multilingual outreach campaign that included signage on the vehicles, information on sfmta.com and the TEP project website, published advertisement in local papers and ethnic media, direct phone calls and eblasts to an over 6000 person emailing list. The planning phase of the project had a multilingual

brochure and direct mailer. In 2012, SFMTA added a social media component to the project and has approximately 400 Twitter followers. Additional outreach measures include briefing CBOs and asking them to distribute project information to their members and reaching out to citywide community associations to explain the project. Staff also coordinates with other city agencies such as Public Works and the Planning Department to coordinate on outreach, as well as the Office of Economic and Workforce Development and the Office of Civic Engagement and Immigrant Affairs, utilizing their extensive contacts and relationships throughout the community.

In March 2014, the SFMTA Board of Directors (MTAB) will consider the majority of the proposed service and route changes from the TEP as well as TTRP components that will be implemented as part of con-current projects. At the meeting, SFMTA staff will provide an overview of the comments received during the most recent outreach campaign and present recommendations for improving the proposed service changes in response to the detailed comments received. The overall outreach program and a summary of the input received are included in this report.

PUBLIC OUTREACH ACTIVITIES

In January 2014, the project team launched an extensive, multilingual community engagement campaign to gather input on proposals aimed to improve service and the customer experience through a variety of service changes throughout the entire Muni network. The goals of this phase of outreach included:

1. Ensure riders are aware of the service change proposals
2. Gather input on proposed changes to inform Board approval
3. Convey how these changes will provide better service for the entire city while minimizing rider disruption for specific routes
4. Provide information on complementary services

In order to inform stakeholders of the opportunities about the public meetings and ways to provide input, a number of notification methods were employed:

- 5 eblasts (6,000 person database)
- Website Updates
- Social Media Posts (13 Facebook and over 100 Twitter)
- Shelter/Stop Notices (approximately 670)
- Vehicle Notices (1600 distributed)
- Media notices
- Stakeholder and CBO Outreach
- Coordination with the Board of Supervisors
- Flyers at stops on affected routes (1999 distributed)
- Multiple methods were used to solicit comments:
- Twelve District-level Community Meetings (700 attendees)
- Two Citywide Meetings (130 attendees)
- Online Comment Tool – Tellmuni.com (over 950 comments)
- Coordination with Eleven District Supervisors
- In-reach with Muni Staff
- Phone Hotline, Email and 311

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- Website Updates
- Social Media Posts (13 Facebook and over 100 Twitter)
- Shelter/Stop Notices (approximately 670)
- Vehicle Notices (1600 distributed)

More detail on these activities and the feedback received is included below. MTA staff has considered all of the comments gathered and will present a summary of what was heard along with the final proposals, some of which include changes based on this final round of outreach, to the Board for consideration and approval in March 2014.

NOTIFICATION AND PUBLICITY OF SERVICE CHANGE OUTREACH

The TEP and proposed service changes impact a large portion of Muni ridership, and raising awareness of the TEP proposals throughout the various phases of the project via appropriate noticing is a critical component of the success of the outreach program. For the most recent outreach campaign begun in January 2014, the MTA undertook another multilingual, citywide notification program to ensure customers were aware of the changes and were able to provide their comments. Due to the diverse nature of San Francisco and Muni's ridership, the TEP outreach included information in a variety of languages and leveraged the reach of CBOs and other organizations to assist with outreach. In addition, a variety of noticing and publicity efforts were used.

Media Serving Diverse Communities

Outreach to ethnic media was conducted through SFMTA distribution of a media advisory with all meeting information to Sing Tao, El Mensajero and Kstati newspapers and Sing Tao Radio, Channel 26, and World Journal. Meeting advertisements were posted in the Examiner, Sing Tao (Chinese language), El Mensajero (Spanish language) and Kstati (Russian language):

	SF Examiner	Sing Tao Daily	El Mensajero	Kstati
Round One	January 30	January 31	February 2	
Round Two	February 13	February 14	February 16	
Round Three	March 13	March 13	March 8	March 7

Eblast

Email notification was provided for all public outreach events. Community members were encouraged to sign-up for updates at SFMTA.com and easily share their thoughts through tellmuni.com.

- Emails noticing meeting times and locations were sent to the TEP list serve (over 6,000 subscribers) on the following dates: 2/5/2014, 2/12/2014, 2/27/2014, 3/3/2014 and 3/10/2014

Website Updates

The SFMTA website was updated to reflect ongoing meeting announcements, provide links to meeting materials, and post information about the TEP for those interested in learning all the details of the proposals and proposal updates.

- Information on the project and meeting notices were translated into Chinese, Spanish, Tagalog, Russian, Vietnamese, Korean, Thai, Japanese and French and included on SFMTA's website. Customers were directed in these languages to 311, the City's multilingual, 24/7 Telephone Customer Service Center, for further information and to register comments.

Social Media

SFMTA's social media sites (Twitter and Facebook) were used to expand the reach of noticing and provide a simple way for information to be shared from user to user. Posts announced the community meetings and directed users to TellMuni.com and SFMTA.com for more information. Between February 4 and March 10, MTA staff made 13 Facebook posts and sent out over 100 tweets.

Shelter/Stop Notices

Multilingual (English, Spanish, and Chinese) notices were posted at or near stops where service is proposed to be discontinued (no other route would be serving the stop) or otherwise changed. The routes are noted below and an overview map shows the locations and routes. We posted notices on approximately 350 stop locations on the segments noted in the map below:

- 2
- 6
- 8X
- 10
- 12
- 17
- 18
- 22
- 27
- 28L
- 29
- 33
- 35
- 36
- 43
- 47
- 48
- 56
- Balboa Park BART station for 28L/4

Vehicle Notices

Multilingual “car cards” or notices were provided on transit vehicles to inform customers of outreach activities and multilingual “take-one” cards noting the meeting dates and where to register comments and get further information were provided to drivers and posted in vehicles for passengers to take.

Media

Prior to the first meeting, a media advisory with all meeting dates was distributed through SFMTA channels on February 11.

Outreach to neighborhood publications and blogs (Castro Biscuit, Mission Local, El Tecolote, Richmond Blog, Haighteration, Uppercasing, and SF Streets Blog) occurred in late February and early March to publicize the meetings.



Outreach to Stakeholders and CBOs

Over 200 neighborhood groups were contacted during the most recent outreach campaign, many of whom serve limited-English populations throughout San Francisco, to inform them and their membership of the meeting dates, times and locations and where to register feedback and seek further information. The methods used to communicate with these organizations included phone calls, emails and delivering or posting flyers at some locations. Multilingual meeting information was provided, as appropriate. Organizations contacted included Chinatown Community Development Center, Mission Neighborhood Center, Cameron House, Vietnamese Community Center, Russian-American Community Services, Bayanihan Community Center and the Southeast Asian Community Center. A full list of groups contacted is below.

District 1	<ul style="list-style-type: none"> • Richmond District Neighborhood Center • Richmond Village Beacon • Russian American Community Services (RACS) • Greater Geary Merchants and Property Owners Association • Clement Street Merchants Association • Planning Association for the Richmond (PAR) • Richmond District Democratic Club • Richmond Senior Center • FDR Democratic Club • Alamo Elementary School PTA • St Monica's School PTO • Mother Goose School • Kittredge School • Saint John of San Francisco Orthodox Academy • Presidio Middle School PTSA • Roosevelt Middle School PTSA • Frank McCoppin Elementary School Parents • Burke School Katherine Delmar • Argonne Elementary PTO • George Washington High School PTSA • Star of the Sea (School)
District 2	<ul style="list-style-type: none"> • Marina Civic Improvement & Property Owners • Union Street Association • Cow Hollow Association • Marina/Cow Hollow Neighbors & Merchants • Golden Gate Valley Neighborhood Association • Aquatic Park Neighbors • Pacific Heights Residents Association • Temescal Terrace Association • Presidio Heights Association of Neighbors • Fillmore Merchants & Improvement Association • Lincoln Park Homeowners Association • Marina Merchants Association • Marina Community Association • Fillmore/Lower Fillmore Merchants • Russian Hill Neighbors • Jordan Park Improvement Association

District 3	<ul style="list-style-type: none"> • Self-Help for the Elderly • Telegraph Hill Dwellers - Planning & Zoning Committee • Chinese Newcomers Service Center • SoTel Neighbors • North Beach Business Association • Telegraph Hill Survival Association • Aquatic Park Neighbors • Telegraph Hill Dwellers • North East Medical Services • Pacific Avenue Neighborhood Association (PANA) • Cathedral Hill Neighbors Association • Russian Hill Community Association • SOMA Leadership Council • Middle Polk Neighborhood Association • Lower Polk Neighbors • Lombard Hill Improvement Association • Pacific Avenue Neighborhood Association (PANA) • Friends of Appleton-Wolfard Libraries • Chinatown Community Development Center (CCDC) • Telegraph Hill Neighborhood Center • North Beach Neighbors • Asian Neighborhood Design • Polk District Merchants Association • Nob Hill Association • Chinatown Merchants Association • Fisherman's Wharf Merchants Association
District 4	<ul style="list-style-type: none"> • Greater West Portal Neighborhood Assn. • Mid-Sunset Neighborhood Association • Self-Help for the Elderly • Clarendon Elementary School • Giannini, A. P. Middle School • Independence High School • Jefferson Elementary School • Francis Scott Key Elementary School • Lawton • Abraham Lincoln High School • Noriega Early Education School • Robert Louis Stevenson Elementary School • Sunset Elementary School • Alice Fong Yu • Tenderloin Neighborhood Development Corporation • SPEAK (Sunset-Parkside Education and Action Committee) • Judah Street/Ocean Beach Merchants and Professional Association • Sunset District Neighborhood Coalition • La Playa/Great Highway Neighborhood Watch • Outer Sunset Merchant & Professional Association • Inner Sunset Neighborhood Association • Inner Sunset Merchants Association

District 5	<ul style="list-style-type: none"> • Castro Upper Market Community Benefit District • Haight Ashbury Neighborhood Council • Mt. Olympus Neighbors Association • Cole Valley Improvement Association • Temescal Terrace Association • Nihonmachi Little Friends • Anza Vista Civic Improvement Club • Alamo Square Neighborhood Association • Western Addition Neighborhood Association • Market/Octavia Community Advisory Comm. • Lower Haight Merchant & Neighbors Association • North of Panhandle Neighborhood Association (NOPNA) • Duboce Triangle Neighborhood Association • Noe Street Neighbors • Temescal Terrace Association • Hayes Valley Merchants Association • Fillmore Merchants & Improvement Association • Hayes Valley Neighborhood Association • Greater West Portal Neighborhood Assn. • Self-Help for the Elderly • Sunset Heights Association of Responsible People (SHARP) • Mt. Sutro Woods Owners Association Inc. • Ninth Avenue Neighbors • Golden Gate Heights Neighborhood Association • Edgewood Neighborhood Association • Forest Knolls Neighborhood Organization • Inner Sunset Neighborhood Association • Inner Sunset Merchants Association
District 6	<ul style="list-style-type: none"> • Market Street Association • Mission Creek Harbor Association • Hallam Street Homeowners Association • Dogpatch Neighborhood Association • Market/Octavia Community Advisory Comm. • SOMA Leadership Council • South Beach/Rincon/ Mission Bay Neighborhood Association • LMNOP Neighbors • American Friends Service Committee • Alliance for a Better District 6 • Rincon Hill Residents Association • Potrero Hill Neighbors/Save the Hill • TODCO Impact Group • Lower Polk Neighbors • Civic Center Stakeholder Group • Cathedral Hill Neighbors Association • Alliance for a Better District 6 • Tenderloin Housing Clinic • Tenderloin Futures Collaborative • South of Market Community Action Network (SOMCAN) • Tenderloin Neighborhood Development Corporation • Potrero-Dogpatch Merchants Association • Dogpatch Neighborhood Association

District 7	<ul style="list-style-type: none"> • Greater West Portal Neighborhood Assn. • Sunset Heights Association of Responsible People (SHARP) • Mt. Sutro Woods Owners Association Inc. • Golden Gate Heights Neighborhood Association • Edgewood Neighborhood Association • Forest Knolls Neighborhood Organization • Lakeside Property Owners Association • Lakeshore Acres Improvement Club • Neighbors of Ardenwood • Westwood Highlands Association • Forest Hill Association • Corbett Heights Neighbors • St. Francis Homes Association • Monterey Heights Homeowners Association • Ingleside Terraces Homes Association • West of Twin Peaks Central Council • Ingleside Terraces Homes Association • Balboa Terrace Homes Association • Golden Gate Heights Neighborhood Association • Merced Extension Triangle Neighborhood Association (METNA) • New Mission Terrace Improvement Association (NMTIA) • OMI Neighbors in Action • Friends of Balboa Playground • Inner Sunset Neighborhood Association • Inner Sunset Merchants Association
District 8	<ul style="list-style-type: none"> • Castro Area Planning + Action • Duboce Triangle Neighborhood Association • Noe Street Neighbors • Castro/Eureka Valley Neighborhood Association • Castro Upper Market Community Benefit District • Sharon Street Neighborhood Association • Eureka Valley Trails/Art Network • Mt. Olympus Neighbors Association • Heart of the Triangle • Eureka/17th Street Neighbors • Market/Octavia Community Advisory Comm. • Greater West Portal Neighborhood Assn. • Upper Noe Neighbors • Eureka Heights Neighborhood Association • Glen Park Association • Glen Park Merchants Association • Coleridge St. Neighbors • Corbett Heights Neighbors • Dolores Heights Improvement Club-DRC • Midtown Terrace Homeowners Association • Market/Octavia Community Advisory Comm. • Liberty Hill Neighborhood Association • New Mission Terrace Improvement Association (NMTIA) • West of Twin Peaks Central Council • Diamond Heights Community Association • New Life Chinese Lutheran Church • Harvey Milk LGBT Democratic Club • Alice B. Toklas Democratic Club • Twin Peaks Improvement Association

District 9	<ul style="list-style-type: none"> • Bernal Heights Preservation • Bernal Heights NDRB • Wild Equity Institute • Coleridge St. Neighbors • Bernal Heights South Slope Organization • North West Bernal Alliance • North East Mission Business Association (NEMBA) • People Organizing to Demand Environmental and Economic Rights (PODER) • Dolores United • Calle 24 Merchants and Neighbors Association • Market/Octavia Community Advisory Comm. • SOMA Leadership Council • Liberty Hill Resident Association • East Mission Improvement Association (EMIA) • Mission Dolores Neighborhood Association • Mission Economic Development Association • Alliance for a Better District 6 • Dolores Heights Improvement Club-DRC • Noe Street Neighbors • Valencia Corridor Merchant Association • Potrero Boosters Neighborhood Association • Central 26th Street Neighborhood Coalition • New Mission Terrace Improvement Association (NMTIA) • Bernal Heights Neighborhood Center • Bernal Business Alliance • Excelsior Planning Collaborative • College Hill Neighborhood Association • PODER • Portola Neighborhood Association • APA Family Support Services • Mission Merchants Association • North Mission Neighbors • Mission Community Council • Tenderloin Neighborhood Development Corporation • Potrero-Dogpatch Merchants Association • Liberty Hill Neighborhood Association • City College Mission Campus • Dolores Street Community Services • The Women's Building • La Raza Resource Center • San Francisco Public Library - Mission Branch
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District 10	<ul style="list-style-type: none"> • Bayview Hill Neighborhood Association • SF Bay View Newspaper • Shafter Avenue Community Club • India Basin Neighborhood Association • Exeter Street Bayview Triangle • Eureka Valley Trails/Art Network • St. Paul of the Shipwreck Church • POWER • Mission Creek Harbor Association • Dogpatch Neighborhood Association • Vermont St. Neighborhood Association • Potrero Hill Neighbors/Save the Hill • Sunnydale Tenant Association • Exeter Street Bayview Triangle • Little Hollywood Neighborhood Information Exchange • Visitacion Valley Connections • BRITE • Bayview Merchants Association • Bayview Hill Neighborhood Association • Bayview Hunters Point Rotary Club • Bayview Hunters Point Coordinating Council • Visitacion Valley Planning Alliance • Visitacion Valley Business Opportunities and Outreach to Merchants (VVBOOM) • Portola Place Homeowners Association • Bayview Branch Library • Bayview YMCA • Visitacion Valley Library • Visitacion Valley Elementary School
District 11	<ul style="list-style-type: none"> • People Organizing to Demand Environmental and Economic Rights (PODER) • Outer Mission Residents Association • Excelsior Action Group • Cayuga Improvement Association • Outer Mission Residents Association • Sunnyside Neighborhood Association • District 11 Council of Neighborhood Groups • OMI Neighbors in Action (Oceanview, Merced Heights, Ingleside) • Sunnydale Tenant Association • Exeter Street Bayview Triangle • Little Hollywood Neighborhood Information Exchange • Visitacion Valley Connections • New Mission Terrace Improvement Association (NMTIA) • Excelsior District Improvement Association • Friends and Advocates of Crocker Amazon and the Excelsior • Miraloma Park Improvement Club • Outer Mission Merchants & Residents Association • North West Bernal Alliance • OMI-CAO (Community Action Organization) • Ocean Avenue Association • Ingleside Terraces Homes Assoc. • Mission Economic Development Association

Coordination with the Board Supervisors

The team coordinated with Supervisors' offices in advance of community meetings. In addition, Supervisors' offices distributed TEP outreach information, including meeting announcements.

Canvassing/Flyer Distribution

Project team members distributed multilingual flyers at key stops where changes to service are being proposed. These flyers included information on meeting dates and locations. Details are provided below.

TEP Service Changes Community Meeting Canvass Report				
Date	Project Name	Total # Distributed	Time & Duration of Canvass (i.e. from 7:00AM - 9:00AM)	Description of Area Canvassed (i.e. at the corner of 4th & Irving, 5th & Irving)
2/5/2014 & 2/7/2014	D1	60	Late afternoon & morning	Dropped off flyers to Richmond District Neighborhood Center, Richmond Community Coalition, Richmond Senior Center, and with Greater Geary Merchants and Property Owners Association President David Heller's store - Beauty Network
2/20/2014	D9	70	7:00-9:00am	Stops: Along Bryant from 16th - Caesar Chavez
2/20/2014	D6	40	7:00 - 9:00am	Stops: Bryant between 5th -11th
2/20/2014	D6	40	7:00 - 9:00am	Stops: Bryant between 5th -11th
2/20/2014	D6	15	7:00 - 9:00am	Stops:11th between Market and Bryant
2/20/2014	D9	60	4:30-6:00pm	16th BART station
2/20/2014	D9	100	4:00-6:00pm	Dropping off flyers to community D9 & D10 community centers
2/20/2014	D9	60	4:30-6:00pm	Stops: Bryant between 11th and 16th
2/21/2014	D9	50	7:00-9:00am	16th St. BART
2/21/2014	D9	60	7:00-9:00am	Stops: Bryant between 11th and 16th
2/21/2014	D6	55	4:00-6:00pm	Caltrain
2/21/2014	D6	16	4:00-6:00pm	Stops behind Costco
2/21/2014	D10	100	4:00-6:00pm	Stops: Executive Park & Blanken (Inbound & Outbound), Wilde & Girard (Inbound) & Bayshore & Blanken (Outbound)
2/21/2014	D10	125	4:00-6:00pm	Stops: Hahn & Sunnydale (Outbound) & Leland and Bayshore (Inbound), Raymond & Sawyer (Inbound), Visitacion Valley Middle School (Outbound) Sawyer & Visitacion (Inbound)
2/24/2014	D11 (43, 29)	75	7:30 - 8:30am	Balboa Park Bart Station

Date	Project Name	Total # Distributed	Time & Duration of Canvass (i.e. from 7:00AM - 9:00AM)	Description of Area Canvassed (i.e. at the corner of 4th & Irving, 5th & Irving)
2/24/2014	D3	105	7:00-10:00am	Stops: North point st & hyde st sw-ns/bz, North point st & polk st nw-fs/bz, North point st & hyde st sw-ns/bz, North point st & hyde st sw-ns/bz, North point st & larkin st ne-ns/bz
2/25/2014	D3	55	3:00-5:00pm	Stops: Columbus ave & union st ne-fs/bz, Jackson and Sacramento, between Van Ness and Hyde, Powell st & bay st se-ns/ps
2/26/2014	D3	60	3:00-5:00pm	Stops: Columbus ave & green st e-ns/bz, Columbus ave & union st nw-ns/bz, Powell st & francisco st nw-ns/bz
2/25/2014	D2 (47)	25	7:00 - 9:00am	Stops: Powell & beach, northpoint & jones
2/26/2014	D3	25	5:00 - 7:00pm	Stops: North point st & mason st nw-fs/bz (inbound), North point st & jones st nw-fs/bz (outbound),ww North point st & mason st se-fs/bz (outbound)
2/26/2014	D2(3)	28	4:00 - 6:00pm	Stops: California & Presidio, Presidio & Jackson
2/26/2014	D8 (35)	150	5:00 - 6:00pm	Stops: Bemis Street/Moffitt Street, Farnum Street/Diamond, Digby Street/Addison Street, Digby Street/Farnum Street, Digby St/Diamond Hieghts Blvd
2/26/2014	D11 (43, 29)	65	6:00 - 7:00pm	Balboa Park Bart Station
2/25/2014	D2 (47)	20	7:00 - 9:00am	Stops: North point & mason, northpoint & jones
2/27/2014	D2 (3)	40	7:00 - 10:00 am	Stops: Jackson & Steiner, Jackson & Fillmore, Fillmore & Sacramento
2/27/2014	D2 (3)	20	7:00 - 10:00 am	Stops: Jackson & Baker, Jackson & Divisadero, Fillmore merhcants
2/28/2014	D8 (35)	58	7:00 - 10:00 am	Stops: Castro & Market, Castro & 18th, merchants
2/28/2014	D8 (35)	35	7:00 - 9:00 am	Stops:23rd/Diamond, 24th/Diamond
2/28/2014	D8 (48)	12	4:00 - 6:30 pm	Grandview/22nd, Grandview/23rd, Grandview/24th in and outbound
2/28/2014	D8 (48)	15	4:00 - 6:30 pm	Stops: Grandview Avenue/ Clipper Street, Fountain Street/24th Street, Grand View Avenue/ 24th Street, Grand View Avenue/25th Street
2/28/2014	D2 (43)	25	4:00 - 6:00 pm, 7:00 - 9:00 am	Stops: Fillmore/Chestnut, Lombard/ Divisadero, Lyon/Lombard, Richardson/ Lombard (Former) Letterman Hospital
3/3/2014	D2 (43)	50	7:00 - 9:00 am	Stops: Fillmore/Chestnut, Lombard/ Divisadero, Lyon/Lombard, Richardson/ Lombar (Former) Letterman Hospital

Date	Project Name	Total # Distributed	Time & Duration of Canvass (i.e. from 7:00AM - 9:00AM)	Description of Area Canvassed (i.e. at the corner of 4th & Irving, 5th & Irving)
3/5/2014	D2 (43, 3, 28, 28L)	20	7:00 - 9:00 am	Stops: California/Presidio, Presidio/Jackson
3/6/2014	D10 (22 & 33)	75	7:00 - 9:00 am	Stops: 16th and Potrero to Connecticut, 17th and Kansas to Connecticut (one side of street)
3/5/2014	D10 (22 & 33)	75	7:00 - 9:00 am	Stops: 16th and Potrero to Connecticut, 17th and Kansas to Connecticut (the other side of street)
3/6/2014	D10 (22 & 33)	75	4:00 - 6:00 pm	16th Bart Street station area
3/7/2014	D10 (22 & 33)	80	7:00 - 9:00 am	16th Bart Street station area

Methods for Gathering Input

MTA provided a variety of methods for community members to learn more about the proposed changes and provide detailed comments. These methods are explained below. As of March 16, MTA received over 2000 comments during the latest round of outreach (February-March 2014) from the following sources:

- Community Meetings – 1033
- Email – 170
- Voicemail – 14
- TellMuni.com – 951

Community Meetings

For the service changes outreach, SFMTA hosted 15 public meetings between February and March – one in each Supervisorial district (with a second by request in District 10), as well as two citywide meetings at SFMTA headquarters. Meetings

provided both an open house format for more direct engagement between staff and community members, and a presentation with question and answer period. During both the open house and Q & A, staff documented comments on flip charts and individuals were encouraged to write their own comments on cards provided. Interpreters were provided at a number of district meetings and both of the citywide events, including Spanish, Chinese, Vietnamese and Russian interpreters. In addition to automatically providing interpreters at specific meetings, all meeting notifications included a phone number and email to request special accommodations, including free language assistance.

More details on these community meetings are provided below, and a summary of the comments received at the meetings is provided in the Appendix.

District	Date	Routes, Key Issues	Venue	# of Attendees
District 1	2/12/2014	38L, 28/28L/43 (stops north of the Park)	Richmond Police Station 461 6th Ave	Stops: California/ Presidio, Presidio/Jackson
District 5	2/18/2014	6/71 (re-route of the 6)	The Park Branch Library, 1833 Page St.	90
District 4	2/19/2014	28/28L/43 (stops south of the Park)	Scottish Rite Temple, 2850 19th Ave.	25
District 10	2/22/2014	56 (reroute of service to Executive Park), 22/33/10 (reroute of service to Mission Bay), 8X (north of Broadway)	Visitation Valley Elementary School, 55 Schwerin St.	50
District 9	2/24/2014	12/27 (removing service on Bryant), 22/33/10	Mission Rec Center, 2450 Harrison St.	70
District 7	2/25/2014	17/18 (reroute of service on Lake Merced Boulevard), 36 (removal of service off of Warren Drive), 28/28L/43 (stops south of park)	SFSU Seven Hills Conference Center, 800 Font Blvd.	50

District	Date	Routes, Key Issues	Venue	# of Attendees
District 6	2/26/2014	22/33/10, 12/27 (off Bryant to Harrison/ Folsom)	Bayanihan Community Center, 1010 Mission St.	20
Potrero Boosters	2/27/2014	22/33/10	Potrero Hill Neighborhood House	40
District 11	2/27/2014	28/28L/43 (southern extension and terminal)	Ingleside Police Station, 1 Sgt. John V. Young Ln.	25
District 3	3/1/2014	8X (north of Broadway), 47 (not on North Point), 11, 76, 27 (Vallejo)	Telegraph Hill Neighborhood Center, 660 Lombard St.	70
District 8	3/3/2014	35/48 (removing service on Bemis loop)	LGBT Center, 1800 Market St.	65
District 2	3/5/2014	28/28L/43 (43 terminal), 3	Calvary Presbyterian Church Calvin Hall, 2515 Fillmore St.	165
Citywide	3/6/2014	Citywide	SFMTA Atrium/Auditorium, 2nd Floor, One S. Van Ness Ave.	60
Citywide	3/8/2014	Citywide	SFMTA Atrium/Auditorium, 2nd Floor, One S. Van Ness Ave.	75
District 10 (by Supervisor request)	3/12/2014	56 (reroute of service to Executive Park), 22/33/10 (reroute of service to Mission Bay), 8X (north of Broadway)	St. Gregory of Nyssa Episcopal Church, 500 De Haro St	25
Total				830

Online Tools – TellMuni.com

An online engagement tool was developed to allow the public to provide comments at any time. TellMuni.com provides a way for the public to provide direct feedback on specific proposals, and currently over 950 comments have been received, organized and evaluated through this tool. A summary of the comments gathered from TellMuni.com is provided in the Appendix.

Coordination with District Supervisors

As part of the service change outreach, MTA staff met with District Supervisors and/or their staff to provide an update on the project and discuss the timeline for community meetings and the decision-making process. Supervisors provided input on venues for meetings as well as date/time for the events and were encouraged to attend the meetings to hear community comments in person.

In-Reach with Muni Staff

Internal SFMTA staff, specifically Muni drivers and operations staff, were informed about the TEP service change outreach and provided opportunities to discuss and provide input directly to the project team. Presentations on the route changes being proposed for routes assigned to each specific division were made at each of the seven Muni operating divisions during monthly safety meetings. For example, at Kirkland Division, the proposal to change the 2 Clement to a trolley coach was discussed. Handouts on the changes as well as a comment box were then left in the divisional break room for a month to allow operators to make comments on the proposals.

Additional Resources and Methods for Input

In addition to the tools and techniques listed above for gathering input, MTA heard from community members via the project email (tep@sfmta.com), emails to staff, the project hotline (701-4599), and multilingual assistance at 311 and 701-2311.

Overall Public Feedback, Input and Concerns

The extensive input gathered from the public through the various sources noted above is summarized in the Appendix. Each community meeting summary documents the information gathered by route and includes other key themes raised. The TellMuni.com summary documents general feedback as well as key themes raised by route.

NEXT STEPS

At the March 14, 2014 Board meeting, staff will present a summary of the outreach activities and the input received from the public. Based on this information, staff will recommend some revisions to proposals to achieve the optimal balance between technical considerations and community interests. The Board will take all this information under consideration and hear any additional public comment provided.

On March 28, 2014, the Board intends to adopt the service proposals identified in the TEP with any revisions deemed appropriate and necessary to reflect the input from staff and the community at large. This adoption action will not involve proposals for the 19 Polk, the 48 Quintara (east of Potrero), the new 58 route, the 23 Monterey, or the 54 Felton. The TEP service change proposals for those routes will be going through a separate outreach process and legislation at a later time. Based on the components and features of the TEP service changes that are approved by the Board, and the alignment of both the operating budget and resource availability (i.e. drivers and buses available for expansion of service), service changes could begin as soon as summer 2014 and are anticipated to be fully implemented by summer 2016.