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Contact: Paul Rose

paul.rose@sfmta.com

****PRESS RELEASE****

SFMTA Appoints Julie Kirschbaum as Director of Transit

San Francisco—The San Francisco Municipal Transportation Agency (SFMTA) today announced the appointment of Julie Kirschbaum as the SFMTA’s Director of Transit. Kirschbaum has been in an acting role since last October. She will be responsible for the overall direction and management of the agency’s Transit Division, which is largely responsible for day-to-day Muni operations.

“Over the last several months, Julie has proven to be very responsive to feedback from the MTA Board and the general public. Julie is a transit expert and she has taken responsibility for the issues that have occurred on her watch so far. I respect her candor and tenacity and I am confident she will give it her all to bring the changes we need to make our system better,” said Malcolm Heinicke, Chair of the SFMTA Board.

Kirschbaum, has more than 20 years of transportation experience and was selected in 2017 as chief transportation officer with the responsibility for more than 2,500 Muni staff who work to ensure the delivery of daily Muni service. Her experience also includes managing the Transit Planning and Scheduling group, as well as envisioning and implementing a system-wide redesign known as the Transit Effectiveness Project, which became known as Muni Forward.

“Julie has immense knowledge, talent and passion that can bring a new approach to leading the Transit division,” said Ed Reiskin, SFMTA Director of Transportation. “I am confident that she is the right leader as Muni continues to move forward.”

Kirschbaum’s new role is effective immediately.

“I am honored and humbled to take on this critical role,” said Kirschbaum. “While we have a lot of work to do, the steps we are taking now will help improve the system for everyone. If we remain committed to putting our riders first, replacing and expanding our fleet, continuing to invest in maintenance and ensuring our system is in a state of good repair, we will provide San Francisco with the world class system it deserves.”

Prior to joining the SFMTA, Kirschbaum served as a senior transportation planner with the San Francisco County Transportation Authority and as a consultant in the private sector.



Kirschbaum is a graduate of Brown University and received her Master of City Planning degree from the Massachusetts Institute of Technology (MIT). She resides in San Francisco and is the mother of two small children.

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