

THIS PRINT COVERS CALENDAR ITEM NO.: 10.4

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Transit

BRIEF DESCRIPTION:

Adopting the Muni Service Equity Strategy Report for Fiscal Years 2021 and 2022.



SUMMARY:

- In 2014, the SFMTA Board of Directors adopted a Muni Service Equity Policy requiring the submission of a biennial Service Equity Strategy to assess Muni service performance in select low income and minority neighborhoods.
- The goal is for route performance in Equity Neighborhoods to meet or exceed the rest of the Muni network as SFMTA continues to implement systemwide enhancements.
- In collaboration with community advocates, SFMTA staff identified eight Service Equity Strategy neighborhoods based on several demographic factors.
- SFMTA staff looked at service trends and feedback analyzed customer feedback and prioritized Equity Strategy lines for service delivery.

ENCLOSURES:

1. SFMTAB Resolution
2. Equity Strategy Report for Fiscal Years 2021 and 2022

APPROVALS:

	DATE
DIRECTOR 	March 30, 2020
SECRETARY 	March 30, 2020

ASSIGNED SFMTAB CALENDAR DATE: April 7, 2020

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PURPOSE

Adopting the Muni Service Equity Strategy Report for Fiscal Years 2021 and 2022.

STRATEGIC PLAN GOALS AND TRANSIT FIRST POLICY PRINCIPLES

This action supports the following SFMTA Strategic Plan Goals and Objectives:

Goal 2: Make transit and other sustainable modes of transportation the most attractive and preferred means of travel.

Objective 2.1: Improve transit service.

Objective 2.2: Enhance and expand use of the city's sustainable modes of transportation.

Goal 3: Improve the quality of life and environment in San Francisco and the region.

Objective 3.1: Use Agency programs and policies to advance San Francisco's commitment to equity.

Objective 3.2: Advance policies and decisions in support of sustainable transportation and land use principles.

This action supports the following Transit First Policy Principles:

2. Public transit, including taxis and vanpools, is an economically and environmentally sound alternative to transportation by individual automobiles. Within San Francisco, travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile.
3. Decisions regarding the use of limited public street and sidewalk space shall encourage the use of public rights of way by pedestrians, bicyclists, and public transit, and shall strive to reduce traffic and improve public health and safety.
4. Transit priority improvements, such as designated transit lanes and streets and improved signalization, shall be made to expedite the movement of public transit vehicles (including taxis and vanpools) and to improve pedestrian safety.
9. The ability of the City and County to reduce traffic congestion depends on the adequacy of regional public transportation. The City and County shall promote the use of regional mass transit and the continued development of an integrated, reliable, regional public transportation system.

DESCRIPTION

In 2014, the SFMTA Board of Directors adopted a Muni Service Equity Policy (Policy) requiring the submission of a biennial Service Equity Strategy to assess Muni service performance in select low-income and minority neighborhoods, which shall include identifying major Muni transit related challenges impacting selected neighborhoods, and developing proposed strategies to address the identified major challenges prior to the submission of the SFMTA's two-year budget request.

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The Policy also directs staff to establish a performance baseline and conduct annual monitoring to track progress. The Policy requires staff to present a Service Equity Strategy prior to adoption of the SFMTA's two-year budget and indicate what specific metrics, such as on-time performance, the Muni Service Equity Strategy should evaluate.

Neighborhood Selection

The Service Equity Policy directs SFMTA staff to identify "Service Equity Strategy" neighborhoods based on the percentage of low-income households, private vehicle availability, race/ethnicity demographics, and disability status, and to establish a performance baseline. In collaboration with the Muni Service Equity Strategy working group, whose members represent advocacy and community-based organizations, SFMTA staff identified seven Equity Strategy neighborhoods in 2016: Chinatown, Tenderloin/SoMa, Western Addition, Mission, Bayview, Visitacion Valley, and Excelsior/Outer Mission. For the report update in 2018, SFMTA staff and the Muni Service Equity Strategy working group identified one additional neighborhood, Oceanview/Ingleside. For this 2020 report, there is the addition of one new Equity Strategy neighborhood, Treasure Island.

In addition, while the policy does not require consideration of routes heavily used by seniors and people with disabilities, SFMTA staff chose to include accessibility for seniors and people with disabilities based on feedback from communities, Operators, Division Service Planners and Communications liaisons.

Service Trends and Feedback Inform Equity Strategy

During the first Equity Strategy process in 2016, the SFMTA worked primarily with the Equity Working Group to obtain input. For the 2018 Equity Strategy, a Caltrans planning grant funded extensive community-based outreach to seek further input on key needs across all Equity Strategy Neighborhoods. This outreach and stakeholder involvement process had multiple phases and included interviewing key community stakeholders, building awareness of the Equity Strategy by attending community events, conducting surveys of Muni riders, meeting with community-based organizations, conducting community workshops, and holding focus groups with Muni operators.

For the 2020 update to the Equity Strategy, the SFMTA leveraged the channels through which we regularly gather feedback on experiences with transit service from community members as well as front-line staff such as transit operators. We used the qualitative data gathered through these methods to determine key transit needs in Equity Strategy Neighborhoods, as well as develop recommendations to address those key needs.

To gain a big-picture understanding of customer feedback patterns systemwide, we created a new dashboard that extracts patterns of customer-reported service issues for Equity Strategy routes. Using this dashboard, we see which lines have the greatest propensity for certain feedback categories such as crowding, pass-ups, and much more. We are also able to filter feedback by day of the week or by time of day to fine-tune suggestions.

STAKEHOLDER ENGAGEMENT

During the first Equity Strategy process in 2016, we relied primarily on the Equity Working Group for stakeholder input. In 2018, the stakeholder engagement work was funded through the procurement of a Caltrans planning grant to fund community-based outreach to seek further input on key needs across all Equity Strategy neighborhoods. For the 2020 update to the Equity Strategy, we relied on customer feedback, ongoing community work and engagement, and an analysis of service delivery.

In summary, our approach to stakeholder engagement included the following major pieces:

- To obtain a holistic understanding of customer feedback systemwide, SFMTA staff created a new dashboard that is tailored to extract patterns of customer-reported service issues for Equity Strategy routes and were able to prioritize Equity Strategy lines for service delivery in the face of operator shortages.
- In addition, SFMTA staff learned significant information regarding Muni service issues from our work with communities through the Bayview Community Based Transportation Plan (CBTP), outreach to HOPE SF Sunnydale and the SF Youth Commission and at the Human Rights Commission (HRC) Open House. Key needs and proposed strategies were identified based on these sources.
- For the 2020 update to the Equity Strategy, we leveraged the channels through which we regularly gather feedback on experiences with transit service from community members as well as front-line staff like transit operators and engagement with district Supervisors. We used the qualitative data gathered through these methods to inform the determination of the key transit needs in the Equity Strategy neighborhoods and the development of recommendations to address those key needs.

Going forward, SFMTA staff will continue to build on the relationships with community-based organizations to continually gather input on an ongoing basis that will help further inform our service and capital planning processes in the future. This will complement SFMTA's continued data analysis of route performance in Equity Strategy neighborhoods and on lines that are heavily used by seniors and people with disabilities.

ALTERNATIVES CONSIDERED

For individual key needs, a range of alternatives were considered. Given the Equity Strategy's emphasis on improvements that can be implemented within one to two years, however, SFMTA ultimately narrowed its recommendations to those that could be implemented within the current two-year budget cycle.

Moving forward, SFMTA staff will focus on further integrating Equity Strategy outreach and data analysis approaches into the agency's day-to-day service planning. Rather than conducting a separate planning process, Equity Strategy principles will be brought fully into the Muni Forward capital and service planning process, with an emphasis on maintaining ongoing relationships with community-based organizations in Equity Strategy neighborhoods and seeking continuous feedback from riders

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on Equity Strategy routes. Individual transit capital projects and major service changes will be evaluated for consistency with Equity Strategy goals. SFMTA staff will outline this new approach as part of the next Equity Strategy update process, which begins after the adoption of this year's report.

FUNDING IMPACT

Costs for proposed new capital expenditures have not yet been finalized. These expenditures will be integrated into the five-year Capital Improvement Program and the SFMTA's two-year capital budget for FY2021 and FY2022.

While the service-related proposed strategies are expected to add costs on certain lines, they will be offset by efficiency investments such as travel time savings from Muni Forward and the identification and elimination of unproductive routes or route segments. All service changes are cost neutral.

ENVIRONMENTAL REVIEW

On March 3, 2020, the SFMTA, under authority delegated by the Planning Department, determined that adoption of the Muni Service Equity Strategy Report for Fiscal Years 2021 and 2022 is not defined as a "project" under the California Environmental Quality Act (CEQA) pursuant to Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b).

A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors and is incorporated herein by reference.

OTHER APPROVALS RECEIVED OR STILL REQUIRED

Approval of the Service Equity Strategy Report does not require a Title VI Service Equity Analysis at this time. Some individual service and route changes that are discussed in this Report may require a Title VI analysis prior to SFMTA Board approval to implement the proposed service or route change, and for these service or route changes, following additional outreach, SFMTA staff will conduct any required Title VI analysis and submit a Title VI report for approval by the SFMTA Board.

The City Attorney's Office has reviewed this calendar item.

RECOMMENDATION

SFMTA staff recommend that the San Francisco Municipal Transportation Agency (SFMTA) Board adopt the Muni Service Equity Strategy Report for Fiscal Years 2021 and 2022.

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. _____

WHEREAS, In 2014, the SFMTA Board of Directors adopted the Muni Service Equity Policy requiring the submission of a biennial Service Equity Strategy to assess Muni service performance in select low-income and minority neighborhoods, identify major Muni transit related challenges impacting selected neighborhoods, and develop proposed strategies to address the identified major challenges before the SFMTA's two-year budget request; and,

WHEREAS, SFMTA staff have prepared the third Service Equity Strategy Report for FY21-22 prior to adoption of the SFMTA's two-year budget; and,

WHEREAS, SFMTA staff have added a new Equity Strategy neighborhood to include for analysis, Treasure Island; and,

WHEREAS, In addition, while the policy does not require consideration of routes heavily used by seniors and persons with disabilities, SFMTA staff chose to include accessibility for seniors and persons with disabilities based on feedback from community advocates that participated in the Muni Service Equity Strategy working group; and,

WHEREAS, SFMTA staff identified two to three key needs and proposed strategies for each of the neighborhoods and for routes heavily used by seniors and people with disabilities based on data analysis of these performance metrics; and,

WHEREAS, SFMTA vetted these key proposed strategies through targeted outreach with community groups, Communications liaisons by neighborhood and Service Planners by route to ensure they meet the needs of the transit riders in Equity Strategy neighborhoods; and

WHEREAS, Approval of the Service Equity Strategy Report does not require a Title VI Service Equity Analysis at this time, and

WHEREAS, Some individual service and route changes that are discussed in this Report may require a Title VI analysis prior to SFMTA Board approval to implement the proposed service or route change, and for these service or route changes, following additional outreach, SFMTA staff will conduct any required Title VI analysis and submit a Title VI report for approval by the SFMTA Board; and

WHEREAS, On March 3, 2020, the SFMTA, under authority delegated by the Planning Department, determined that adoption of the Muni Service Equity Strategy Report for Fiscal Years 2019 and 2020 is not defined as a "project" under the California Environmental Quality Act (CEQA) pursuant Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b); and

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WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and is incorporated herein by reference; and

WHEREAS, To document the Equity Strategy process, findings and recommendations, SFMTA staff prepared a Service Equity Strategy Report; now, therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors adopts the Muni Equity Strategy Report for Fiscal Years 2021 and 2022.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of April 7, 2020.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency