



San Francisco Municipal Transportation Agency

Transportation Recovery Plan: Level 2

**For Reference Only:
September 1, 2020**

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X.1 Theme

Provide a description of the goal of this overall theme in its particular level.

X.1.1 Activity or Program

Provide a description of the activity or program. Indicate whether there is a change to this activity or program in a particular level.

X.1.1.1 Who

X.1.1.1.1 Activity or Program Detail

X.1.1.1.2 Activity or Program Detail

X.1.1.2 Who

X.1.1.2.1 Activity or Program Detail

X.1.1.2.2 Activity or Program Detail

Level 2

Anticipated Transportation Demand	Recreational and neighborhood commercial (pick-up/delivery) trips
Muni Service	Increased frequency on Core Service routes
Transit and Bicycle Lanes	Existing transit lanes and bicycle facilities
Slow Streets	Citywide expansion of Slow Streets program
Sustainable Streets Operations	Field staff return to work; prioritize 311 calls & deferred maintenance
Parking Enforcement	Ticketing remains suspended (except color curb); no time limits at meters
Parking and Curb Management	Provide temporary loading zones to support delivery/pickup
Taxi, Paratransit and Accessibility	Taxis install new plastic barriers

2.1 Overview and Conditions

Level 2 responded to Public Health Orders: [No. C19-07c](#), [No. C19-07d](#) and [No. C19-07e](#). While the orders extend the shelter-in-place established in order [No. C19-07](#), the subsequent orders listed above have expanded the list of permissible recreational and economic activities. Additionally, Mayor London Breed announced San Francisco's [reopening approach](#) on May 28, 2020 which outlines San Francisco's reopening phases, guidance on activities, and projected timing of each phase. This level generally corresponds with the City's Phase 2a which includes the following:

Business	Childcare and Education	Culture and Recreation
<ul style="list-style-type: none"> • All construction • Hotels for essential travel, homeless, first responders, and quarantine needs. • Essential manufacturing, wholesale trade and leasing • Elective surgeries and dental appointments • Landscaping or home maintenance • Real estate appointments and moving residences • Curbside retail for goods and services with minimal contact • Professional sports practices • Equipment rental businesses for outdoor recreational activities 	<ul style="list-style-type: none"> • Childcare, Preschools, In-home care with stable groups of up to 12 	<ul style="list-style-type: none"> • Botanical gardens • Outdoor historical sites • Fenced dog parks • Outdoor museums • Parks, beaches, golf in groups of 4, and skate parks • Singles-only tennis

The SFMTA anticipated that permitted activities above would result in a steady increase in travel demand across all modes. In addition to accommodating this anticipated increase in travel, San Francisco streets play a vital role in providing access to essential services and provide the physical space needed to respond to public health guidelines and protocols. Therefore, in this level the SFMTA:

- Increased service frequency on the existing Muni routes as resources allow.
- Managed the streets to handle an increase in traffic congestion.
- Implemented curb management strategies to facilitate loading/moving.
- Enabled physical distancing and travel by alternatives modes.

SFMTA also needed to resume certain business operation functions to support the transportation demands above as well as anticipated in future phases. In this level, Revenue Collections and Sales resumed Residential Parking Permit (RPP) check cashing and Capital Programs and Construction (CP&C) activities returned.

2.2 Timeline

Order No. C19-07c was issued for the period of May 3, 2020 through May 31, 2020, followed by Order No. C19-07d, and Order No. C19-07e, which do not specify and expiration date. At the time of writing. Mayoral announcement of San Francisco's reopening approach indicated the next expansion of permitted activities to would take place on June 15, 2020.

Estimated Duration: April 29,2020 to June 15, 2020

2.3 Muni Service Plan

The Level 2 Muni Service Plan is designed to increase service as much as resources allow. The ability to sanitize against COVID-19 the vehicles was major limiting factor. To support increased service, Muni reopened Kirkland Division. The table below demonstrates the increase in service from the *Core Service* initiated in level 1. The bolded elements indicate the changes/increases and represent the additional routes, reduced headways and/or the addition or change in operating divisions used to support this plan.

2.3.1 Service Plan

Route	Weekday Headways	Weekend Headways	Operating Hours	Weekday/Weekend Division	Delta from L1
714 early morning BART Shuttle (Transit Center to Daly City)	First IB (4:05AM) and OB trip only	Weekdays only	1 bus	Woods	
1 California	8 min	8 min	5 AM – 10 PM	Presidio	
5 Fulton	12 min	12 min	5 AM – 10 PM	Presidio	
8 Bayshore (on Stockton)	6 min	8 min	5 AM – 10 PM	Islais Creek	Increased frequency (8 min to 6 min)
9 San Bruno	9 min	10 min	5 AM – 10 PM	Woods	Decreased frequency from 6 min to 9 min (but added rapid)
9R San Bruno Rapid	10 min	20 min	5 AM – 10 PM	Woods	New route addition
12 Folsom/Pacific (only on Pacific)	20 min	8 min 30 min	5 AM – 10 PM	Kirkland	New division
14 Mission	8 min 20 min	8 min 20 min	5 AM – 10 PM 10 PM – 5 AM	Flynn	Increased frequency on owl service (30 min to 20 min)
14R Mission Rapid	8 min	8 min	5 AM – 10 PM	Islais Creek	New division
19 Polk	20 min	20 min	5 AM – 10 PM	Kirkland	New division
22 Fillmore	8 min 30 min	12 min 30 min	5 AM – 10 PM 10 PM – 5 AM	Presidio	Increased frequency (12 min to 8 min)
24 Divisadero	12 min 30 min	12 min 30 min	5 AM – 10 PM 10 PM – 5 AM	Presidio	
25 Treasure Island	20 min 30 min	20 min 30 min	5 AM – 10 PM 10 PM – 5 AM	Woods	
28 19 th Ave (btw Daly City BART and Geary)	20 min	Weekday only	5 AM – 10 PM	Kirkland	New division
29 Sunset	12 min	20 min	5 AM – 10 PM	Woods	

Route	Weekday Headways	Weekend Headways	Operating Hours	Weekday/Weekend Division	Delta from L1
38 Geary	8 min 30 min	8 min 30 min	5 AM – 10 PM 10 PM – 5 AM	Flynn	New division
38R Geary Rapid	6 min	12 min	5 AM – 10 PM	Flynn	Increased frequency (8 min to 6 min)
44 O'Shaughnessy (to Forest Hill)	12 min 30 min	15 min 30 min	5 AM – 10 PM 10 PM – 5 AM	Woods	
49 Van Ness-Mission (to Powell and Beach)	5 min	7 min	5 AM – 10 PM	Kirkland	Increased frequency (8 min to 5 min weekdays, 7 weekends) / new division
54 Felton (3 rd and Hudson to Balboa Park)	20 min	Weekday only	5 AM – 10 PM	Woods	
L Taraval bus	8 min	10 min	5 AM – 10 PM	Woods	
N Judah bus	6 min	8 min	5 AM – 10 PM	Woods	Increased frequency (8 min to 6 min)
T Third bus (btw. Sunnydale and Castro)	7 min	10 min	5 AM – 10 PM	Woods	Increased frequency (8 min to 7 min)
M Oceanview Bus (Balboa Park to WP)	20 min	Weekday only	5 AM – 10 PM	Woods	
L Owl	30 min	30 min	10 PM – 5 AM	Woods	
N Owl	30 min	30 min	10 PM – 5 AM	Woods	
90 San Bruno Owl	30 min	30 min	10 PM – 5 AM	Woods	
91 3 rd St /19th Ave Owl	30 min	30 min	10 PM – 5 AM	Woods	

2.3.2 Transit Maintenance and Support: Bus

To support the service plan above, Kirkland Division reopened. 93 40' coaches were in service out of Kirkland, with 51 coaches on loan to Woods. Kirkland had also been storing 21 30' Orion coaches since the Kirkland was shut-down. Minor maintenance was needed to prepare dormant vehicles to service, including but not limited to charging/replacing of batteries. Kirkland was 80% staffed with a portion of maintenance staff on temporary assignments while the division was shutdown. As the subsequent service increases come on-line in future levels, the division will likely see staffing shortages. The division utilized overtime as a stop gap for staffing levels, but staff need to return from temporary assignment as service increases are made.

2.3.2.1 Transit, Operating Division, Kirkland Division

- 2.3.2.1.1 *Conduct minor maintenance on 40' motor coaches, specifically charging batteries of dormant vehicles that are returning to service.*
- 2.3.2.1.2 *Provide 93 vehicles for Level 2 service.*
- 2.3.2.1.3 *Prepare for increase in pull out for next service change by returning staff from temporary assignment at other divisions.*

2.3.2.2 Transit, Bus Maintenance, Car Cleaners

- 2.3.2.2.1 *Increase car cleaning to meet service plan needs, as resources allow.*

2.3.2.3 Transit, Maintenance of Way, Overhead Lines Group

- 2.3.2.3.1 *Support critical maintenance operations and construction as trolley coach routes return.*

2.4 Streets

Level 2 Street strategies are intended to ensure the transportation network evolves to meet changing mobility needs as society progresses from shelter-in-place through different levels of economic activity; promoting sustainable modes, removing sources of costly transit delay, and preempt the projected increase in traffic congestion.

2.4.1 Emergency Infrastructure Repairs

Emergency infrastructure repairs were critical to ensure people can continue to get around safely on San Francisco streets. Therefore, maintenance of essential transportation system infrastructure continued through this level. Sustainable Streets Division (SSD) Field Operations Shops continued to respond to requests to repair or install safe street infrastructure. Similarly, Transit Maintenance of Way staff remained on-call to repair or install safe transit infrastructure.

2.4.1.1 SSD, Field Operations

- 2.4.1.1.1 *Assign staff to infrastructure repairs requests*
- 2.4.1.1.2 *Fabricate signs.*
- 2.4.1.1.3 *Make repairs in the field.*

2.4.2 EOC/Requested Street Closures

SSD Field Operations, SSD Parking Enforcement, and Other SSD staff continued to respond to street and/or lane closure requests that come from the EOC as additional emergency response is needed and permitted activities expand.

2.4.2.1 SSD, Field Operations

- 2.4.2.1.1 *Fabricate signs.*
- 2.4.2.1.2 *Procure safe-hit delineators/protective barriers.*
- 2.4.2.1.3 *Install safe-hit delineators/protective barriers at intersections.*
- 2.4.2.1.4 *Report progress and close out work orders as they are completed.*

2.4.2.2 SSD, Livable Streets, Transportation Engineering

- 2.4.2.2.1 *Create work orders for sign and delineator installation.*
- 2.4.2.2.2 *Send update to navigation providers.*
- 2.4.2.2.3 *Field check installations.*
- 2.4.2.2.4 *Coordinate with Public Works DOC to install as-needed barricades, cones, or arrow boards.*

2.4.2.3 SSD, Security, Investigation and Enforcement, Parking Control Officers

- 2.4.2.3.1 *Assigned to various assignments in support of EOC.*

2.4.3 Slow Streets

The Slow Streets program continued and expand through and beyond this level. Over twelve additional locations were implemented during this level in response to public and supervisor feedback and an increase in activities requiring additional space for individuals to get around and recreate safely. SSD Field Operations staff continued to add signage to a network of streets to help minimize through vehicle traffic and prioritize walking and biking. Below were planned locations implemented during Level 2.

Planned for Week of 05/25:	Planned for Week of 06/01:	Planned for Week of 06/08:
<ul style="list-style-type: none"> ○ 20th St (Valencia to Potrero) ○ Chenery (Elk to Brompton) ○ Jarboe (Moultrie to Peralta) ○ Somerset (Silver to Woolsey) 	<ul style="list-style-type: none"> ○ Kirkham (Great Hwy to 18th Ave) ○ Lombard (Jones to Stockton) ○ Mariposa (Kansas to Texas) ○ Stockton (Bay to Lombard) 	<ul style="list-style-type: none"> ○ 20th Ave (Lincoln to Ortega) ○ 23rd Ave (Lake to Cabrillo) ○ Golden Gate (Masonic to Broderick) ○ Ortega (47th Ave to 15th Ave)

2.4.3.1 SSD, Field Operations

- 2.4.3.1.1 *Fabricate signs, obtain cones, A-frames, and other barriers.*
- 2.4.3.1.2 *Place signs and barriers at intersections.*
- 2.4.3.1.3 *Report progress and close out work orders as they are completed.*

2.4.3.2 SSD, Livable Streets

- 2.4.3.2.1 *Identify corridors and manage the design and implement of the program.*
- 2.4.3.2.2 *Create work orders for signs and barrier installation.*
- 2.4.3.2.3 *Send update to navigation providers.*
- 2.4.3.2.4 *Print Slow Streets flyers, collect COVID-19 public health informational flyers from EOC, and deliver printed materials to Sign Shop.*
- 2.4.3.2.5 *Field check barricades and monitor usage (1 visit/week).*

2.4.4 Tenderloin Neighborhood Plan

In Level 2, the SFMTA actively supported the Tenderloin Neighborhood Plan for COVID-19, which is led by the Healthy Streets Operations Center (HSOC) and includes recommendations on how to deliver essential services to a community that faces unique social adversities and structural barriers to reasonably shelter in place. The recommendations are further specified for 13 high priority city blocks, some of which required support from the SFMTA to execute. While the plan comprehensively covers many aspects of providing resources to the Tenderloin, the SFMTA is most involved with closing streets and parking to facilitate safe travel in the neighborhood and activating open spaces for family recreation.

In order to support the Tenderloin Plan, the SFMTA implemented the following:

2.4.4.1 SSD, Parking and Curb Management

- 2.4.4.1.1 *Receive, review and process closure requests.*

2.4.4.2 SSD, Field Operations, Sign Shop

- 2.4.4.2.1 *Fabricate signs for temporary travel lane and/or parking lane closures.*
- 2.4.4.2.2 *Install temporary signage and adjust as needed.*
- 2.4.4.2.3 *Report progress and close out work orders as they are completed.*

2.4.4.3 SSD, Security, Investigation and Enforcement, Parking Enforcement

- 2.4.4.3.1 *Support enforcement of temporary tow-away zones.*

2.4.5 On-Street Curb Management

SFMTA continued to fast track business requests to convert adjacent street parking into temporary loading zones to encourage physical distancing and reduce crowding at essential business locations that are particularly difficult for curbside pick-ups and commercial loading. SSD Field Operations, Parking Control Officers and staff in SSD Parking and Curb Management continued to process requests, develop management strategies, place/replace temporary signage and enforcement.

2.4.5.1 SSD, Field Operations

- 2.4.5.1.1 *Place and maintain roughly 100 signs per day for COVID-19 Response services and curbside management demands.*
- 2.4.5.1.2 *Paint new white and yellow zones, as needed*

2.4.5.2 SSD, Security, Investigation and Enforcement, Parking Enforcement

- 2.4.5.2.1 *Prioritize yellow and white loading zones, except in front of schools while they are out of session.*

2.4.6 On-Street Parking and Enforcement

The SFMTA prioritized enforcing parking rules that impact health and safety, as well as supporting turnover around essential businesses and permissible activities. Normal parking operations (72-hour rule, street cleaning) will resume as directed with warnings and full enforcement in subsequent levels and will be dependent on the customer service center being reopened (or a citation grace period extension), communications and grace period.

2.4.6.1 SSD, Security, Investigation and Enforcement, Parking Enforcement

- 2.4.6.1.1 *Continue suspension of ticketing for street sweeping.*
- 2.4.6.1.2 *Prioritize enforcement of fire hydrant zones; "No Stopping" or "No Parking" zones; blocked driveways; double parking; parking on sidewalks; parking in bike or transit lanes.*
- 2.4.6.1.3 *Continue suspension of enforcement for: 72-hour parking limit and towing; All time limit parking (e.g., 1-hour, 2-hour, etc.); Residential Permit Parking (RPP) permits; Commuter shuttles; Peak-hour towaway zones; Street cleaning.*
- 2.4.6.1.4 *Support enforcement of temporary tow away zones, but request SFPD to call car owners in lieu of towing.*

2.4.6.2 SSD, Field Operations, Meter Shop; SSD, Parking and Curb Management

- 2.4.6.2.1 *Waive time limits on meters citywide.*
- 2.4.6.2.2 *Reduce meters to a base rate of \$.50/hour for vehicle parking and \$.10 for motorcycle parking*

2.4.6.3 FIT, Revenue Collection and Sales

- 2.4.6.3.1 *Extend the contesting period until the DOC can reopen the Customer Service Center.*

2.4.7 In-House Construction and Support

In Level 2, some staff returned to work to implement traffic changes through in-house construction. Additionally, Capital Programs and Construction (CP&C) staff returned to work to support ongoing construction projects that are now permitted. The anticipated staffing levels for CP&C are as follows:

- 35 Staff (1 South Van Ness, 3rd Floor)
- 12 Staff (501 Cesar Chavez)
- 12 Staff (180 Redwood St.)

As with previous construction work areas, SSD Traffic Routing staff continued to review and approve Special Traffic Permits (STPs) and Traffic Control Plans (TCPs) related to increased construction activity allowed in this level. In addition, SSD Field Operations supported implementation of various construction activities.

2.4.7.1 SSD, Transportation Engineering, Traffic Routing

- 2.4.7.1.1 *Review and approve Special Traffic Permits (STPs) and Traffic Control Plans (TCPs).*

2.4.7.2 SSD, Field Operations, Signal Shop

- 2.4.7.2.1 *Resume 12" signal head upgrades.*
- 2.4.7.2.2 *Resume re-lamping and 311 requests that were deferred, such as out-of-sync complaints and perhaps some vehicle detection failures.*
- 2.4.7.2.3 *Consider resuming simple timing change installations in the field at quiet locations where physical distancing is easily achievable.*
- 2.4.7.2.4 *Install/activate new signal switchovers scheduled starting week of May 18, 2020.*

2.4.7.3 Capital Programs & Construction (CP&C)

- 2.4.7.3.1 *Support implementation of construction projects.*

2.5 Paratransit, Taxis & Accessible Services

Paratransit and taxi service continued to operate the ETC and Shop-a-Round Programs as outlined in Level 1.

2.5.1 Essential Trip Card

As Muni made necessary service reductions during the order to shelter-in-place, we know that for many people with disabilities and seniors, walking farther to an alternate bus or paying for other transportation isn't possible. To serve this need, the SFMTA administered an Essential Trip Card (ETC).

The ETC is a discount program to help seniors and people with disabilities make essential trips in taxis during this crisis, subsidizing about two to three round trips by taxi per month for older adults (persons 65 and older) and people with disabilities. Eligible participants will pay 20 percent of the cost of a regular cab ride fare for essential trips. The program uses taxis to take people on essential trips like going to the grocery store, pharmacy or another necessary medical trip during the shelter-in-place period. Customers who pay \$12 will receive \$60 value for taxi trips on a debit card.

The following was needed in order to administer the ETC program:

2.5.1.1 Taxi and Accessible Services, Accessible Services

- 2.5.1.1.1 *Enroll participants over phone and in-person.*
- 2.5.1.1.2 *Receive checks in mail sent to this location.*

2.5.2 Shop-a-Round

Shop-a-Round is a convenient, low-cost shuttle or subsidized taxi ride that makes it easier to go grocery shopping. This SFMTA service offers registered seniors and people with disabilities personalized assistance and a rides to/from the grocery store.

In order to administer the Shop-a-Round program, SFMTA needed the following:

2.5.2.1 Taxi and Accessible Services, Accessible Services

- 2.5.2.1.1 *Analyze expanding program to include more people and other types of essential trips.*

2.6 Business Operations

In level 2, internal committees, TASC, ISCOTT, Public Hearings, and Board of Directors meetings continued as they did in Level 1. For activities that were suspended, such as ISCOTT, there was a need in this level to begin restart activities like procuring a hearing officer and transitioning the in-person hearing to electronic format and establishing a working protocol.

2.6.1 Residential Permit Parking

Checks written to the Residential Permit Parking (RPP) program needed to be deposited in a timely manner to minimize risk of rejected checks. In order to process and deposit checks submitted to the SFMTA, we needed the following:

2.6.1.1 FIT, Revenue Collection & Sales, Customer Service Center

- 2.6.1.1.1 *10 out of 45 people at a time will resume work at 1 South Van Ness Ave. 6th Floor and the SFMTA Customer Service Center (11 South Van Ness Ave.).*
- 2.6.1.1.2 *Develop alternatives for customers for transactions often requiring in-person visits.*

2.6.2 Engineering Public Hearings

Engineering Public Hearings were scheduled to restart in the middle of June. These were moved to an online format for the foreseeable future due to COVID-19 and physical distancing needs. This meant that field surveys and certain office staff needed to return to work in advance in order to provide support and data that feeds into the hearings.

2.6.2.1 FIT, IT Support

- 2.6.2.1.1 *Set up meeting broadcast on SFgov TV.*
- 2.6.2.1.2 *Manage remote meeting access and public comment call-in queue.*

2.6.2.2 SSD, Transportation Engineering

- 2.6.2.2.1 *Conduct Field Surveys.*
- 2.6.2.2.2 *Prepare Hearing Packet and Resources.*

2.6.2.3 Other SFMTA Staff

- 2.6.2.3.1 *Attend meeting remotely and be on-call to address questions.*

2.6.3 Color Curb Public Hearings

Color Curb Public Hearings were scheduled to restart in the middle of June. These were moved to an online format for the foreseeable future due to COVID-19 and physical distancing needs. This meant that field surveys and certain office staff needed to return to work in advance in order to provide support and data that feeds into the hearings.

2.6.3.1 FIT, IT Support

- 2.6.3.1.1 *Set up meeting broadcast on SFgov TV.*
- 2.6.3.1.2 *Manage remote meeting access and public comment call-in queue.*

2.6.3.2 SSD, Transportation Engineering

- 2.6.3.2.1 *Conduct Field Surveys.*
- 2.6.3.2.2 *Prepare Hearing Packet and Resources.*

2.6.3.3 Other SFMTA Staff

- 2.6.3.3.1 *Attend meeting remotely and be on-call to address questions.*

2.6.4 Board of Directors Meetings

SFMTA Board of Directors Meetings continued to be held virtually to protect our Board Members, SFMTA staff, and members of the public. The Board's Meeting Room (City Hall Room 400) remained closed. Members of the public were encouraged to participate remotely and are directed to e-mail in advance to ensure comment on any item on the agenda was received by the Board in advance of the meeting.

In order to administer these meetings online, the following were needed:

2.6.4.1 FIT, IT Support

- 2.6.4.1.1 *Set up meeting broadcast on SFgov TV.*
- 2.6.4.1.2 *Manage remote meeting access and public comment call-in queue.*

2.6.4.2 Other SFMTA Staff

- 2.6.4.2.1 *Attend meeting remotely and be on-call to address questions.*

2.7 Communications & Government Affairs

Communication and Government Affairs Activities continued as outlined in Level 1. In Level 2, ridership is expected to increase as shelter-in-place restrictions are lifted. Therefore, the Market Street Ambassadors continued to operate. The

SFMTA continued to support the city's Recreation & Parks Department with Park Street Closure Ambassadors. Muni Service Plan Communications continued to message changes to Muni service as it did in Level 1. Intergovernmental Communications continued to inform the JIC, MYR, MTAB and Supervisors of every change that SFMTA is making.

2.7.1 Muni Service Ambassadors

Although overall ridership was down, certain areas saw crowding at bus stops and on buses during peak times. If a bus was too crowded, operators were told stop picking up new passengers until there is enough room for more. The SFMTA launched an ambassador program to help reduce customer crowding on Muni and at transit stops along Market Street, encourage good public health behavior, and communicate to riders about riding Muni for essential trips only.

2.7.1.1 SSD, School Crossing Guards

- 2.7.1.1.1 *Staff 7 Market Street locations at two shifts (8 AM to 1 PM and 1 PM to 6 PM) per weekday.*
- 2.7.1.1.2 *Install COVID-19 Muni Core Service signs at transit stops.*
- 2.7.1.1.3 *Perform timekeeping and other administrative tasks such as coordinating shifts for ambassadors and location managers.*

2.7.1.2 SSD, Other Staff

- 2.7.1.2.1 *Develop program parameters and resources for ambassadors (FAQ and talking points).*
- 2.7.1.2.2 *Serve as location managers that monitor several transit stops and respond to requests from ambassadors.*
- 2.7.1.2.3 *Maintain markings on the ground at transit stops to facilitate physical distancing using tape and chalk paint.*

2.7.2 Park Street Closure Ambassadors

To support access to outdoor activities and essential travel, the Recreation & Parks Department restricted vehicle access to streets in Golden Gate Park and McLaren Park. The SFMTA supported these efforts by providing barricades and field staff.

2.7.2.1 SSD, Transportation Engineering

- 2.7.2.1.1 *Field check barricades, monitor usage, and communicate alternate routes to drivers at 2 locations (2 visits/day per weekday).*
- 2.7.2.1.2 *Send update to navigation providers.*

2.7.3 Muni Service Plan Communications

Public communication of service changes was required in Level 2.

2.7.3.1 Communications, Public Outreach and Engagement Team

- 2.7.3.1.1 *Post blog regarding COVID-19 Muni Core Service.*
- 2.7.3.1.2 *Post on social media regarding COVID-19 Muni Core Service updates.*
- 2.7.3.1.3 *Create and post flyers of COVID-19 Muni Core Service changes at transit stops*
- 2.7.3.1.4 *Create and distribute mailers, door hangers and other deliverables to communicate service changes.*

2.7.3.2 Communications, Media Relations and Customer Communications

- 2.7.3.2.1 *Prepare and provide updates via DOT video messages on COVID-19 Muni Core Service and Emergency Response efforts.*
- 2.7.3.2.2 *Coordinate with local media regarding changes.*

2.7.3.3 Communications, Marketing and Digital Communications

- 2.7.3.3.1 *Maintain COVID-19 page on SFMTA.com website.*

2.7.3.3.2 *Prepare wayfinding and other physical collateral.*

2.7.3.4 Other SFMTA Staff

2.7.3.4.1 *Support Adopt a Muni Route Program by posting and replacing notice flyers, as needed.*

2.7.3.4.2 *Conduct briefings with the JIC, Mayor's Office, and Board of Supervisors as needed.*

2.7.4 Intergovernmental Communications

2.7.4.1 Government Affairs; Other SFMTA Staff

2.7.4.1.1 *Conduct briefings with the JIC, Mayor's Office, and Board of Supervisors as needed.*

2.7.4.1.2 *Engage State Senate/Assembly, Governor's Office and FTA on SFMTA.*

2.7.4.1.3 *Engage regional partners and advocate on behalf of the SFMTA in MTC's Blue Ribbon Taskforce.*

2.7.4.1.4 *Monitor and inform various intergovernmental/recovery taskforce(s) and workgroup(s)*

