



SFMTA

# Safety Equity Initiative Action Plan

SFMTA Board of Directors  
December 3, 2024

# Agenda

- Zero-tolerance for harassment and assault on Muni
- Reporting incidents
- The Safety Equity Initiative
- Actions Taken
- Action Plan
- Q&A





There is **zero-tolerance** for harassment and assault on Muni

# Reporting provides information we use to prevent harassment and assault on Muni

## Reporting harassment on Muni is as easy as 3-1-1



*In an emergency, call 911 and file a police report.*

Para denunciar acoso llame al 311 o al 911

舉報騷擾事件，致電 311 或 911

Para mag-ulat ng panliligalig tumawag sa 311 o 911



To Report [SFMTA.com/MuniFeedback](https://www.sfmta.com/MuniFeedback)

311 Free language assistance / 免費語言協助 / Ayuda gratis con el idioma / Свободная помощь в разговоре / Trợ giúp thông dịch miễn phí / Assistenza linguistica gratuita / 無料の言語支援 / Libreng tulong para sa wikang Filipino / 무료 언어 지원



Any type of harassment or behaviors that make you feel unsafe should be reported. We must work together to make Muni a safe place.

**For emergencies, call 911**

**To share information about incidents with the SFMTA directly, call 311 or go to [SFMTA.com/MuniFeedback](https://www.sfmta.com/MuniFeedback)**

# Reporting: What Happens Next?

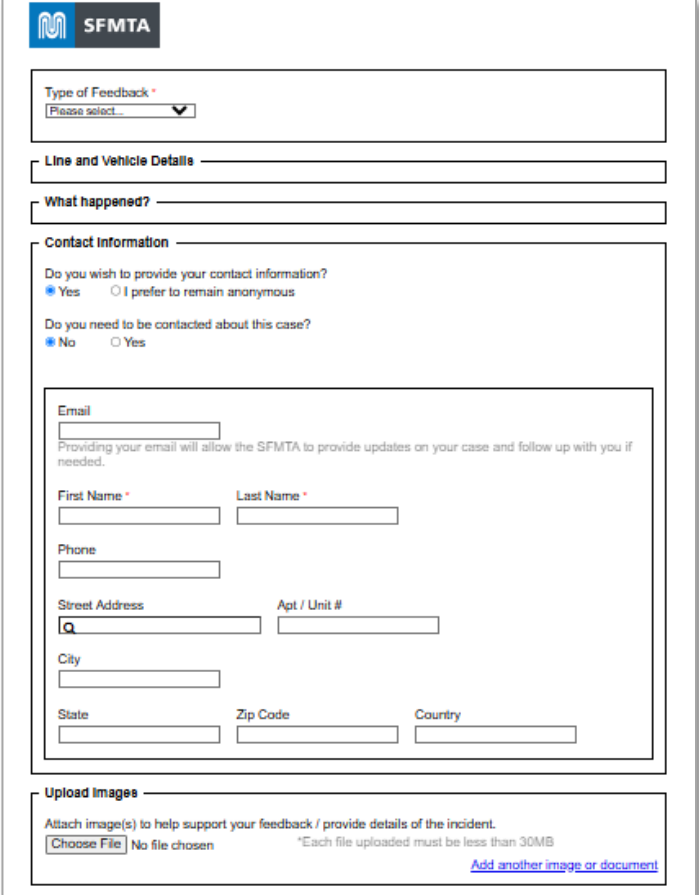
## Muni Customer Service

via 311 and [SFMTA.com/MuniFeedback](https://www.sfmta.com/MuniFeedback)

- Receive information
- Send acknowledgement, if requested
- Pull relevant video

## Security and Investigations

- Investigate reports
- Follow up with customer, if requested
- If actionable, compile an incident bulletin and share with operators
- Coordinate with SFPD as appropriate
- Identify contributing factors, trends



The screenshot shows the SFMTA MuniFeedback form. At the top left is the SFMTA logo. The form is divided into several sections:

- Type of Feedback:** A dropdown menu with the text "Please select..." and a downward arrow.
- Line and Vehicle Details:** A text input field.
- What happened?:** A text input field.
- Contact Information:** A section containing two questions with radio button options:
  - "Do you wish to provide your contact information?" with options "Yes" (selected) and "I prefer to remain anonymous".
  - "Do you need to be contacted about this case?" with options "No" (selected) and "Yes".
- Email:** A text input field with a note: "Providing your email will allow the SFMTA to provide updates on your case and follow up with you if needed."
- Personal Information:** Fields for "First Name", "Last Name", "Phone", "Street Address", "Apt / Unit #", "City", "State", "Zip Code", and "Country".
- Upload Images:** A section with the instruction "Attach image(s) to help support your feedback / provide details of the incident." and a "Choose File" button. A note states "\*Each file uploaded must be less than 30MB" and there is a link "Add another image or document".

**Reporting informs prevention.**

# Safety Equity Initiative to Prevent Harassment on Muni

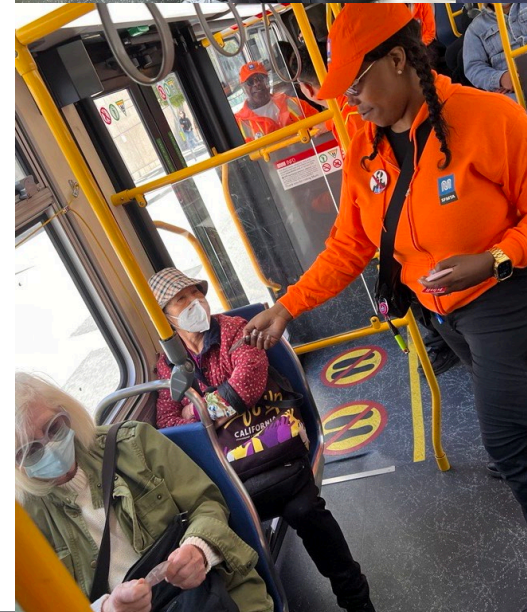


Transit is the second most common place where harassment occurs. Safer transit is more equitable transit.



# Safety Equity Initiative goals

- Address and prevent harassment and assault to make sure Muni is safe for everyone
- Comply with state legislation requirements
- Increase harassment reporting, investigation and prevention
- Enhance security policies, systems and staffing on Muni
- Strengthen coordination with the SFPD
- Increase equity by exploring and addressing how harassment shows up for different communities
- Collaborate with community partners to develop community-based solutions
- Develop and implement interventions to prevent harassment and assault on Muni



# Actions we've taken since August 2022

- **Enhanced reporting and data collection;** engaged SFMTA frontline staff and provided customer reporting information
- **Reached out to riders** with multilingual audio announcements on vehicle, PSAs, posters, decals, video, social media, text messages and emails
- **First-ever “MuniSafe Day Out”** when staff posted information and talked to customers about how to report harassment
- **Aligned efforts with SB434 requirements**
- **Surveyed 1,600 Muni riders** to gather benchmarking data to guide Safety Equity Initiative Action Plan
- **Worked with staff** across the agency to leverage survey data to inform work and optimize outcomes in preventing harassment and assault on Muni





# Action Plan Development

- Shared UCLA survey findings with staff responsible for major work streams (capital improvements, service changes, staffing and public communications) to identify opportunities for survey data to inform their work
- Priority neighborhoods, routes and locations
- Prioritize our most vulnerable customers and their experiences and preferences
- Shared survey findings with staff responsible for major work streams to identify opportunities for survey data to inform and refine their team's work to get the best return on our investment
- Staff developed implementation plans and evaluation metrics for current and next budget: Fiscal years 2025-2026 and 2027-2028

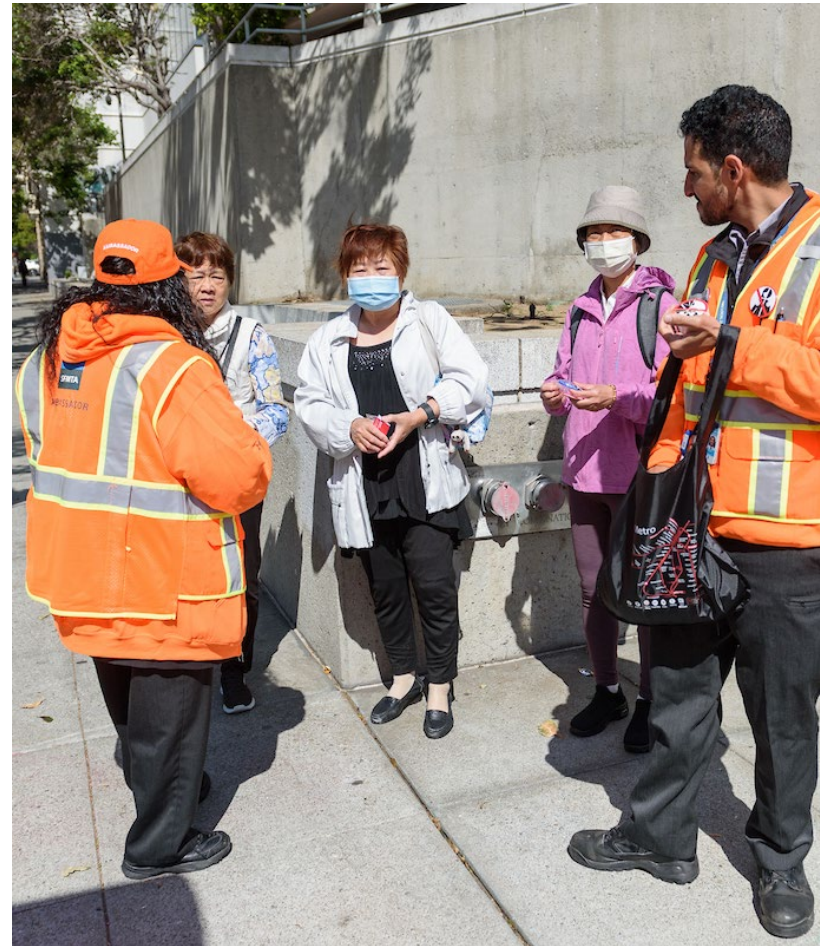
# Survey Findings: Demographics

- Women experience higher levels of harassment
- Transgender and nonbinary people experience higher levels of harassment
- Youth 18 or under experience higher levels of harassment
- People with disabilities experience higher levels of harassment, fears are heightened while riding transit
- Transit-dependent people experience higher levels of harassment

Experience of harassment by race	
Latinx	79%
Middle-eastern/North African	78%
Black	74%
Asian & Pacific Islander	72%
Native American	71%
White	60%

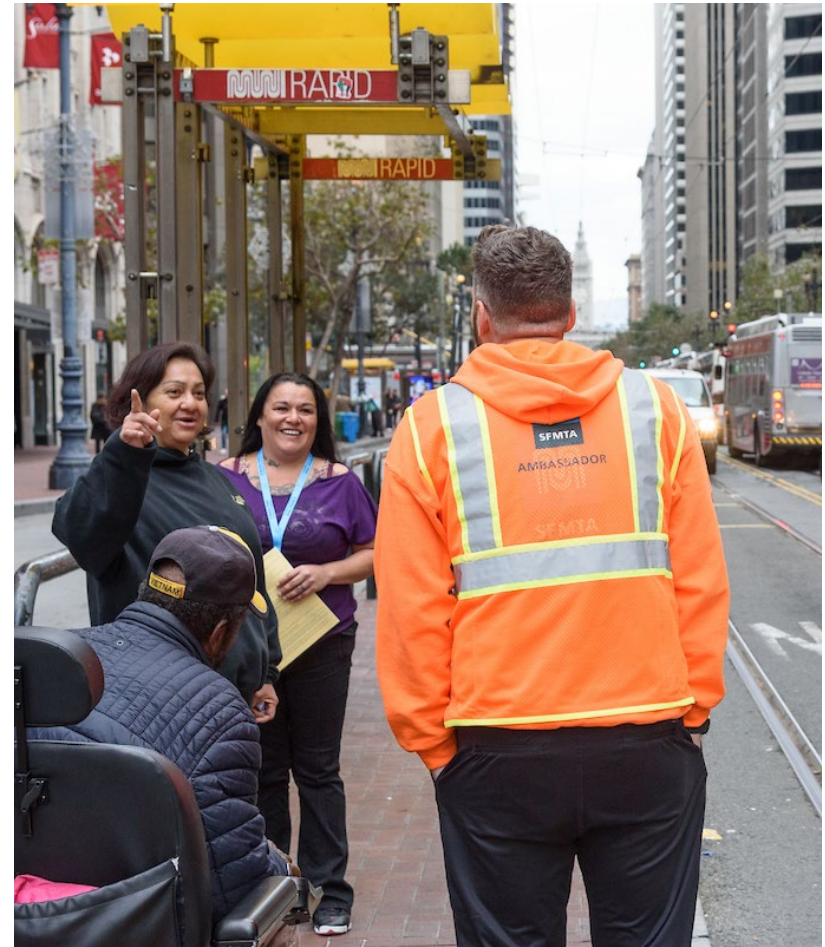
# Expanded Community Engagement

- Building on our past work, broadening focus to cover all forms of harassment and discrimination
- Conducting a new survey to measure harassment and better understand its causes and effects across identity groups
- Leveraging existing relationships with community-based organizations to more deeply engage key demographics



# Aligning with SB434

- SB 434 is a new state law that went into effect in 2024
- Sets a new standard for 10 largest transit operators in California. Requires collection and reporting information about experiences with harassment on public transit
- Allows benchmarking with peer agencies across California
- Findings from this new survey will be published by the end of 2024
- Accompanied by qualitative, multilingual community engagement



# Safety Equity Initiative Action Plan

## Capital Improvements

### Transit Stop Lighting Program

- Grounded in Muni Service Equity Strategy
- Implementation of M Ocean View Lighting Pilot aimed at improving sense of safety for riders
  - Solar demo unit proof of concept at terminal stop (near Balboa Park station) - Summer/Fall 2024
  - Explore including conduit for hard-wired power for transit zone lighting at first inbound stop as part of permanent construction project - construction begins 2026
- Identify/apply for grant funding sources to support transit stop lighting work beyond pilot - ongoing
- Explore additional transit stop lighting program delivery models - ongoing
- Identify future locations for improved transit stop lighting - 2025/ongoing
  - Incorporate data from Gender Based Harassment dashboard

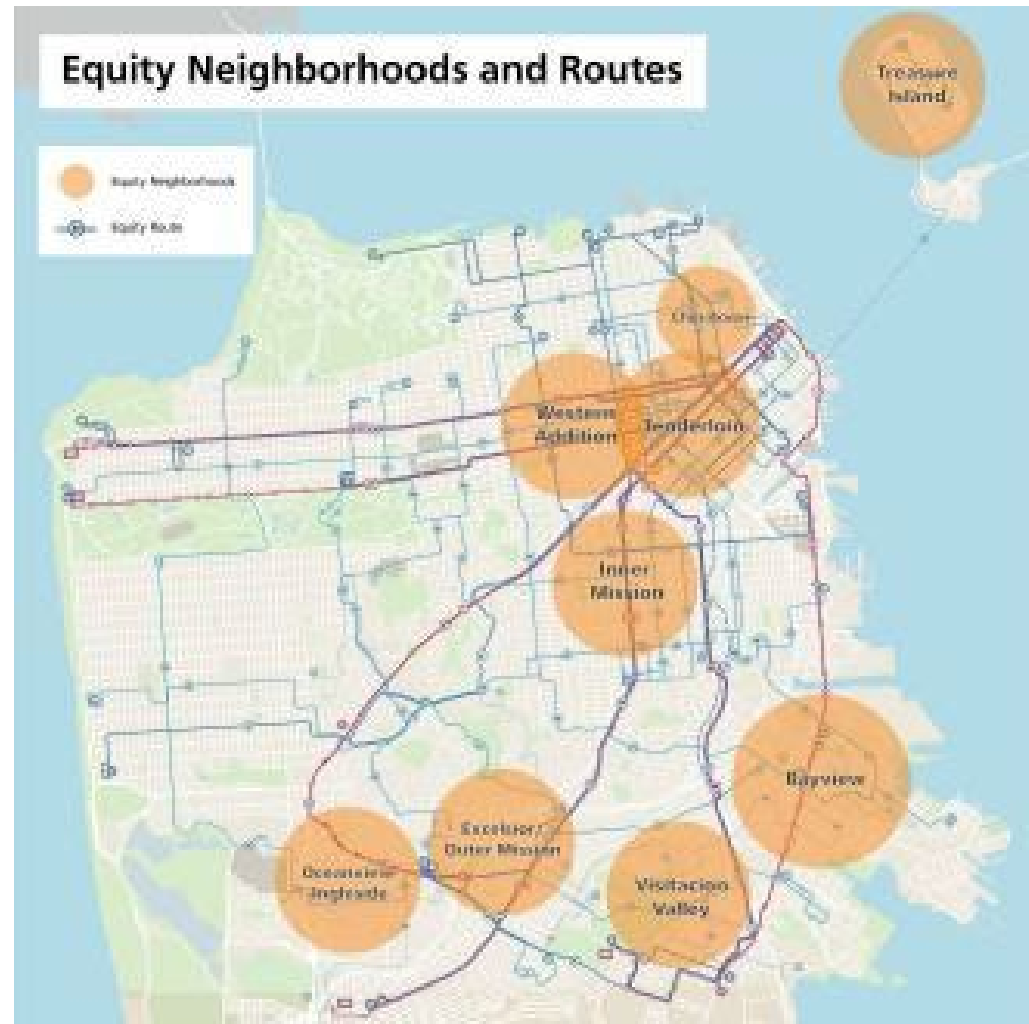


# Safety Equity Initiative Action Plan

## Service Changes

**Integrate Safety Equity Initiative data** into operationalized Muni Service Equity Strategy and systemwide bi-annual service evaluation

- Track and monitor reported incidents by route; feedback from operators
- Consider cost-neutral service changes to address crowding on routes that with the highest rates of reports
- Explore cost-neutral improvements to Owl network to improve the transfer experience late at night (stop conditions, timed transfers, etc.)



# Safety Equity Initiative Action Plan

## Staffing

### Increase Muni patrols at stops and stations

- Prioritize interventions that have the greatest support across racial groups.

### Focus patrols on specific lines

- That serve Muni Service Equity Neighborhoods
- School trippers
- Top 10 routes identified by survey for patrols

### Target specific times for patrols

- Evenings
- Nights



# Safety Equity Initiative Action Plan

## Staffing

**Engage with community members** to understand how best to implement transit ambassador patrols throughout our Muni system through focus groups

**Leverage Transit Fair Inspectors (TFIs) and Muni Transit Ambassador Program (MTAP)** by incorporating training on encouraging reporting and de-escalation





# Safety Equity Initiative Action Plan

## Public Communications



**Facilitate Safety Equity Initiative surveys to continue benchmarking and inform SEI work**

**Engage specific audiences in development of community-centered communications efforts.**

Develop proactive resources for riders to be part of the solutions, including:

- **Educational PSA that harassment and assault will not be tolerated on Muni**
  - Reduce incidents involving transgender and nonbinary people
  - Improve feeling of safety on Muni and at Muni stations and stops
  - Target locations and Muni lines identified by most vulnerable populations
  - Assess effectiveness of pilot PSA through recurring Safety Equity Initiative and rider satisfaction surveys

# Safety Equity Initiative Action Plan

## Public Communications

- **Educational PSAs about reporting incidents of harassment or assault on Muni or at Muni stations and stops**
  - Increase the volume of reports received
  - Increase the likelihood that riders will report incidents
  - Educate riders about how they can contact officials equipped to provide support and/or mental health services to unhoused people
- **Community-centered PSA campaign**
  - Address improving feelings of safety on Muni and at Muni stations and stops by women, transgender and nonbinary people, particularly people of color and people who identify as LGBTQIA



## We Keep Muni Safe

"I'm the eyes and ears of the station. If I see an emergency, I contact central control and immediately go to the scene."

Jacky Ng Station Agent



SFMTA.com/MuniFeedback

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## We Keep Muni Safe

"I train operators to stay calm and use different techniques to help customers when difficult situations arise on Muni."

Arnold Gray Co-facilitator, Practical Communication Tools for Safety and Service (PaCT)



SFMTA.com/MuniFeedback

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# Action Plan next steps

- Engage multilingual media to share Action Plan more widely
- Establish internal cross-divisional working group
- Triangulate data to plan second survey deployment, compliant with SB434
- Collect, analyze and report on second survey deployment
- Facilitate focus groups to deepen input from key demographics to continue efforts to refine efforts and inform delivery of action plan
- Report on Safety Equity Initiative outcomes quarterly to staff and the public



Thank you!



SFMTA

# Action Plan Schedule

Date	Milestone	Type
Ongoing	Track and monitor reported incidents by route to inform service adjustments	Service
Ongoing	Consider cost-neutral service changes to address crowding on routes with the highest rates of reports	Service
Ongoing	Explore improvements to Owl Network	Service
Ongoing	Identify/apply for grant funding sources to support bus stop lighting work beyond pilot	Capital
Ongoing	Explore additional transit stop lighting program delivery models	Capital
Underway	Integrate Safety Equity Initiative date into Systemwide Bi-annual evaluation	Service
Summer 2024 (completed)	Hire 10 New 9132 TFI Positions & 1 TFI Supervisor	Staffing

# Action Plan Schedule

Date	Milestone	Type
Fall 2024	Solar demo unit proof of concept at terminal stop (near Balboa Park station)	Capital
Winter 2024	Hire 25 TFIs (9132), 1 TFI Supervisor, 12-16 Transit Ambassador Trainees (9910), 3 Transit Ambassadors (9166), 3 Transit Ambassador Supervisors I (9167), 1 Transit Ambassador Supervisor II (9168)	Staffing
Winter 2024	Engage specific audiences in development community-centered communications efforts	Communi cations
Winter 2024	Administer SEI rider survey, v. 2	Communi cations
2025	Identify future locations for improved transit stop lighting	Capital
Spring 2025	Launch educational PSA that harassment and assault will not be tolerated on Muni	Communi cations

# Action Plan Schedule

Date	Milestone	Type
Summer 2025	Launch educational PSAs about reporting incidents of harassment or assault on Muni	Communications
Summer 2025	Launch community-centered PSAs aimed at improving feelings of safety on Muni	Communications
2026	Construction begins on M Ocean View Lighting Pilot that includes conduit transit zone lighting at first inbound stop	Capital

# Safety Equity Initiative Action Plan

## Staffing

### **POP Staffing plan**

- 35 New TFI Positions & 1 TFI Supervisor to be added for FY 24-25
- Initial hiring July 2024
- Incremental hiring will conclude by end of FY 24/25.

### **MTAP Staffing Plan**

- MTAP is a 3-yr training program with a permanent bridge series
- Continued hiring to ensure staffing meets program needs
- Vacancies to be filled in order of program expiration



# Safety and security on Muni

- Crime on transit accounts for 1.3% of all crime in SF.
- Crime on Muni is down 48% since 2018.
- Compared to other transit systems Muni has the lowest percentage of reported violent crime.
- The leading crime on Muni is larceny/theft, accounting for 48% of all crime, while aggravated assaults account for 7% of total crime on Muni.

	MTA Crime	SFPD Reported Crime	MTA Percentage of Crime
<b>2018</b>	1,168	59,439	1.97%
<b>2019</b>	1,095	57,866	1.89%
<b>2020</b>	373	44,690	0.83%
<b>2021</b>	483	50,777	0.95%
<b>2022</b>	530	54,646	0.97%
<b>2023*</b>	604	50,659	1.19%
*averaged, last month of data is 8/2023			1.30%

Part 1 Crimes (Assault, Homicide, Rape, Robbery)								
Transit Agency	2018	2019	2020	2021	2022	2023	Total	%
SFMTA	35	42	26	32	33	31	199	4%
CTA	165	218	169	221	267	210	1,250	24%
LA Metro	104	83	45	93	116	27	468	9%
MTA NYC	429	540	170	257	565	435	2,396	46%
BART	42	94	81	24	41	44	326	6%
SEPTA	78	78	90	111	91	69	517	10%
<b>Grand Total</b>	<b>871</b>	<b>1,075</b>	<b>592</b>	<b>753</b>	<b>1,142</b>	<b>816</b>	<b>5,156</b>	

# Safety and security on Muni

We are keeping Muni safe.

**Crime on Muni is down 75% since 2015. If you commit a crime on Muni, you WILL be caught and prosecuted.**

- Close coordination with SFPD and the District Attorney's office
- **At least 11 cameras on every Muni bus and train** continually recording video and audio. Footage has allowed police to apprehend instigators.
- **More Transit Ambassadors hired**, increasing staff presence on Muni to assist customers, defuse conflicts, prevent vandalism and assist transit operators
- Every vehicle operator is **trained on customer service and de-escalation** techniques
- Operators, Transit Fare Inspectors, Muni ambassadors, station agents, and security staff **work together to prevent and deter crime before it happens.**

# Survey Deployment

- Survey open February 16 to March 31, 2023
- Deployed in English, Spanish, Traditional Chinese, Filipino and Russian
- Distributed via Transit App including banner for all San Francisco users and push notification to users who had not dismissed or followed link as of March 3, 2023
- Muni Alert sent to all subscribers March 6, 2023
- Collected 1,613 responses:
  - All had taken Muni within six months of survey; most reported several times per week
  - Race/ethnicity distribution similar to SFMTA ridership surveys
  - Fewer respondents reported having a disability than SFMTA ridership surveys
- Initial analysis provided by UCLA, location data analysis provided by SFMTA Performance Team

# Survey Goals

- Develop a better understanding of harassment on the Muni system
- Inform recommendations to ensure all riders, regardless of their gender expression or identity, feel safe while riding Muni
- Present statistics on the extent of gender-based harassment on Muni, including statistics on the share of riders who have experienced harassment and how safe various demographic groups of riders feel
- Provide location data of gender-based harassment hotspots, recommendations on spatial trends
- Present statistics on what safety solutions are favored by Muni riders
- Provide an analysis of why riders have reported or not reported harassment incidents
- Identify barriers to reporting incidents

# Safety Equity Initiative Action Plan

## Staffing

Safety Improvements requested by Gender Identity (Left) and Race/Ethnicity (Right)

