Safety Equity Initiative:
Gender and Racial Equity for a Safer Muni for All

Kim Burrus, Chief Security Officer
Josephine Ayankoya, Racial Equity Officer
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There can be no gender-inclusive city without gender-inclusive processes.

- World Bank: Handbook to Gender-Inclusive Urban Planning Design

Contents
- Inspiration and Vision
- Program Scope
- Phase 1 Priority Projects
- Next Steps

Transportation is not gender-neutral.

For ease of communication, the terms "woman," "girl" and "gender-expansive people" refer to:

- Trans women and girls
- Nonbinary individuals
- Gender nonconforming individuals
- Genderqueer individuals
- Cis women and girls
- Any woman or girl-identified individuals

Adapted from the Alliance for Girls' *Together We Rise*.

Definitions

Gender-Based Violence

An umbrella term for any harmful threat or act directed at an individual or group based on actual or perceived biological sex, gender identity and/or expression, sexual orientation, and/or lack of adherence to varying socially constructed norms around masculinity and femininity.

Gender-Based Harassment

A form of gender-based violence that can include any unwanted comments, sounds, staring/leering, and/or various forms of unwanted physical contact such as groping, rubbing or touching.

Sexual Harassment

According to the United Nations, sexual harassment is unwelcome sexual advances, request for sexual favors and other verbal or physical conduct of a sexual nature. California law defines sexual harassment as quid pro quo or hostile work environment.

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Inspiration and Vision

Background

UCSD Center on Gender Equity and Health

The 2019 Statewide Assessment of Sexual Harassment and Assault revealed that **majority of women (77%) experience sexual harassment in public spaces**. 74% in a public space such as on the street and 29% on mass transit.

LA Metro

LA Metro's How Women Travel study cites a 2007 survey of subway riders in New York City found that **63% of respondents had been sexually harassed in the subway**. 96% of those harassed did not contact the NYPD and/or the MTA to file a report (Stringer, 2007).

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From **January 2015 to January 2021, only 26 incidents** queried as "sexual," "harassment," "grope," or "groping" were reported to the Central Control incident log.

Background

Transportation is the second most common place where sexual harassment occurs.

Women have complex travel patterns and specific mobility needs

Reliable data is lacking, making it difficult to respond to this persistent problem

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Legislation

Stop Sexual Assault and Harassment in Transportation Act (H.R. 5139)

Required development of:
- Procedures that facilitate the reporting of a transportation sexual assault or harassment incident
- A prominently displayed written statement prohibiting gender-based assault and harassment

Transit Operators: Street Harassment Plans (SB1161)

Requires transit operators to:
- Develop and implement a plan to reduce the street harassment experienced by riders
- Consider the safety concerns and needs of riders impacted by street harassment when planning, designing, and operating their systems

Applying the Alliance for Girls Example

Create a Gender Equity Action Plan with a commitment to enhance safety for girls	Utilize updates in tech and other features to enhance gender equity safety	Provide support at stations and waiting areas to enhance safety through unarmed community de-escalators and changes in the environment
• Prohibit sexual harassment in rider code of conduct • Public outreach and engagement • Intergenerational Gender Equity Committee • Safety audit	• Use technology to build awareness • Update facilities to improve safety management, interventions and recourses • Tech solutions to empower female and non-binary reporting	• Adopt & expand MTAP models of safety response and conflict resolution

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Program Scope

Goals and Outcomes

Goal:
Make our transportation system safer for all – staff, riders and bystanders, by reducing and preventing gender-based violence

Outcomes:
- Provide inclusive, accessible, multilingual and culturally competent in-reach, community outreach and engagement
- Work directly with SFMTA staff and members of the public to identify specific safety and security challenges and appropriate solutions
- Engage SFMTA staff, Muni riders and other members of the public in developing an educational, behavior change campaigns that use culturally affirming marketing and outreach methods
- Use ongoing research, studies and data collection to understand existing and evolving needs

Commitment to the Community

Build projects to address safety concerns, challenges, opportunities and priorities identified through engagement and collaboration with a diversity of staff members and community-based organizations.

- *Respect*: Value community members' time and lived experiences that they choose to share with us, especially those not often heard in traditional decision-making venues

- *Transparency*: Listen to the community; document and share what we learn and how it informs our decision-making

- *Accountability*: Establish measures of success and tell the public how we're doing

- *Build Trust*: Deliver actions that reflect community priorities

Core Program Areas and Leadership

Security & Investigations
Kim Burrus

Data Systems and Strategies

Security Management System

Security Interventions

Office of Racial Equity & Belonging
Josephine Ayankoya

Culturally Affirming Outreach, Design, and Marketing to Eliminate Violence

Racial Equity-Driven & Gender-Responsive Systems Change Consultation

Racial and Gender Equity Training

Data Systems and Strategies

- Understand existing systems and processes for gathering, tracking, sharing and analyzing relevant data and information
- Identify gaps and needs to improve and better coordinate data systems and processes
- Integrate data sources and centralize data access

Security	Information Technology	Transit Management Center
Performance	Proof of Purchase	Dept. of Emergency Management
Marketing	SFPD	Digital Communications
	Muni Customer Service	

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Security Management System

- Improve coordination, communication and intelligence and information-sharing among different security entities
- Align security strategies, processes and norms

Incident Reporting	Transit Operations	Transit Management Center
Security	Muni Customer Service	SFPD
Video Surveillance	Video Shop	Information Technology

Security Interventions

- Improve coordination between security and transit to enhance the customer experience in ways that also address safety
- Identify and implement security solutions to address gender-based harassment throughout SFMTA's mobility systems (transit, bikes, taxis, etc.)
- Integrate data sources and centralize data access

Security	Transit Operations	Street Engineering
Transit Planning	Taxis	Paratransit

Culturally Affirming Outreach, Design and Marketing to Eliminate Violence in Transit Systems & Mobility Infrastructures

- Engage MTA staff, the public and MTA stakeholders in defining solutions to improving security and safety in transit systems and mobility infrastructures
- Develop outreach strategies which
  - optimize engagement with Black, Latinx, Native American, Asian and Pacific Islander women, girls, gender-expansive persons, boys, and men, and
  - center a variety of intersectional identities to ensure expansive coverage of core racial/ethnic communities and gender identities of interest

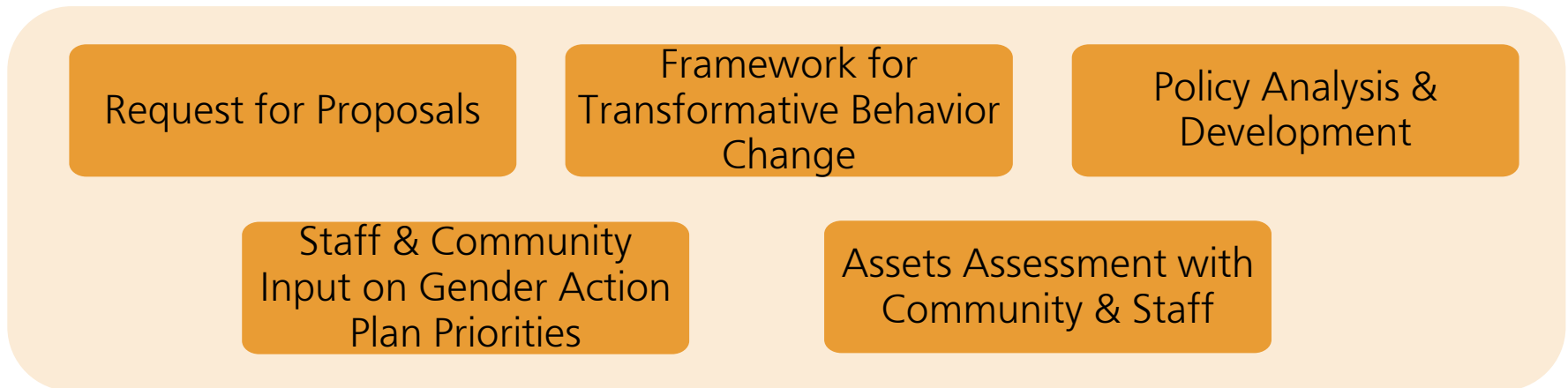|		
Request for Proposals	Secondary Data Analysis of OREB Listening Sessions	Public & Staff Input Sessions at Community Connections
	Focus Groups & Key Informant Interviews	

Racial Equity-Driven & Gender-Responsive Systems Change Consultation to Eliminate Violence

- Use best practices in harm reduction, racial equity, gender responsiveness, public health and human rights to frame outreach, design and marketing approaches to the Equity Safety Initiative
- Evaluate current SFMTA practices to inform options for systems change, leveraging existing internal resources, programs, and policies in addition to new programming

Request for Proposals	Framework for Transformative Behavior Change	Policy Analysis & Development

Staff & Community Input on Gender Action Plan Priorities	Assets Assessment with Community & Staff

Racial and Gender Equity Training

- Develop training and resources for SFMTA staff and members of the public to deepen understanding about the gender and racial equity impacts of harassment and violence against women and girls
- Develop educational content for communications campaign which promote behavior change through harm reduction, racial equity, human rights and trauma informed methods

Impact of Racism, Gender Violence & Intersectionality on Gender Based Violence

MTA Staff	Member of the Public at Community Connections	Focus Group & Key Informants

Gender Based Violence Training | Prevention, Intervention & Reporting

MTA Staff	Member of the Public at Community Connections	Focus Group & Key Informants
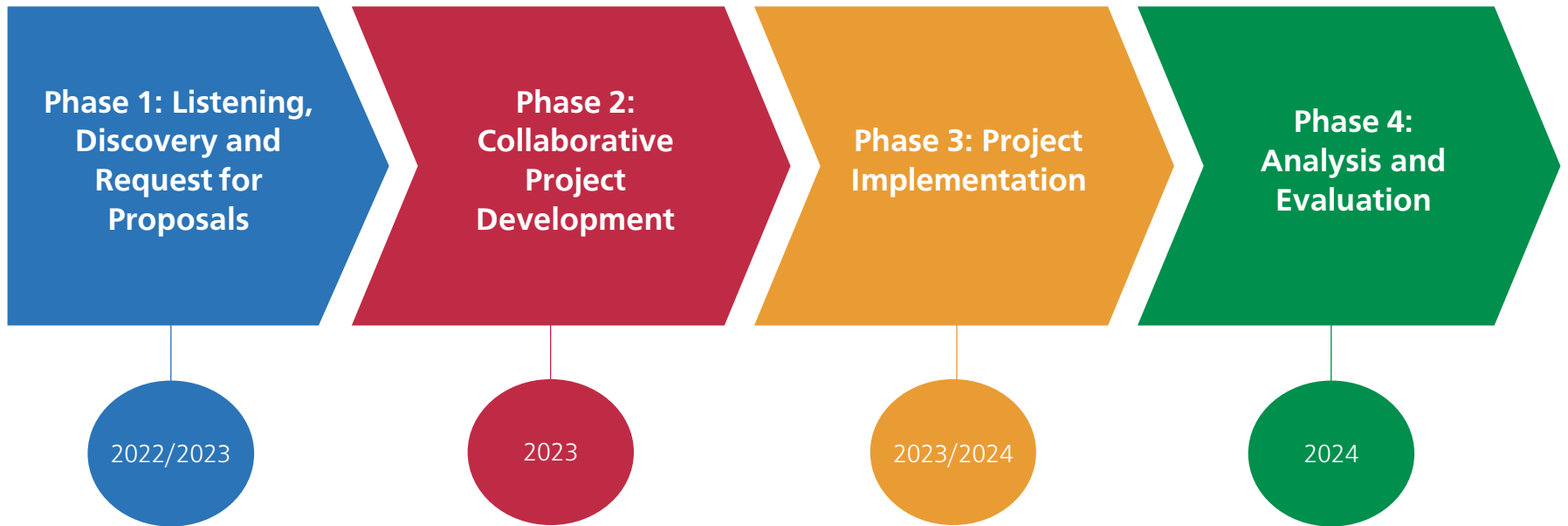
Phase 1: Priority Projects to Launch Equity Safety Initiative

Reporting and Data Tracking

Goal: Expand and enhance reporting platforms to better collect more data and inform the initiative.

Steps We're Taking Now:

- Muni Feedback form
- 311
- Operator incident reports
- Annual ridership survey
- User surveys

Next Steps:

- SMS
- Transit app
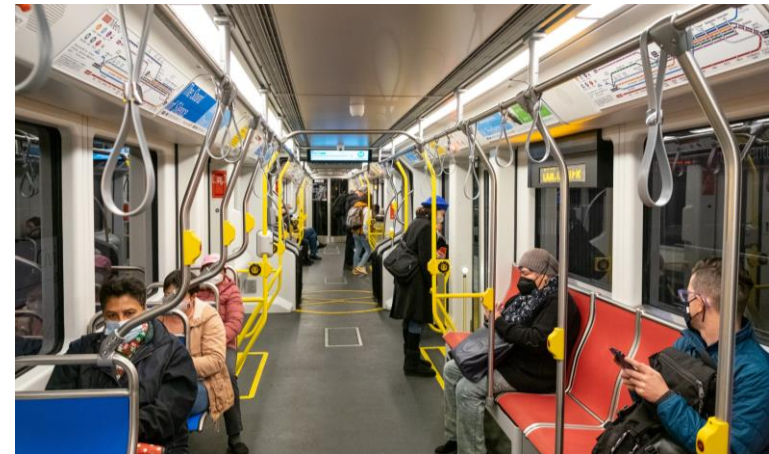- MuniMobile app

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Baseline Data Survey

Goal: Conduct a rider experience survey to help establish baseline data about gender-based safety and identify information gaps.

Steps We're Taking Now:
- Survey development
- Methodology
- Contract support

Next Steps:
- Survey launch
- Survey analysis and report

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Phase 1: Culturally Affirming Outreach, Design, and Marketing

In-reach Campaign

Goal: Inform, consult and engage SFMTA staff and decision-makers to help shape the initiative.

Steps We're Taking Now:

- Presentations and listening sessions
    - Senior Management Team
    - Executive Team
    - Board Policy and Governance Committee
    - Staff in Transit System Roles (Operators, POP, MTAP, TSIs, Customer Service
    - Staff Working within Mobility Systems (Parking Control Officers, Crossing Guards)
    - Affinity Groups
- All-staff email and meetings
- Intranet banners

Next Steps:

- Secondary data analysis of safety and security themes from 2021 OREB Listening Sessions

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Outreach and Community Engagement

Goal: Build partnerships with key stakeholders and diverse community members to identify challenges, needs and best approaches and solutions to increase safe experiences on transportation system & within mobility infrastructure

Steps We're Taking Now:
- Project landing page
- Blog and email/SMS blast
- Identify stakeholders, audiences and community groups
- Develop Request for Proposals

Next Steps:
- Listening sessions
- Roundtables
- Workshops

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Defining Priority Communities for Engagement

Racial/Ethnic Peer Groups	*Intersectional Identities
Black, Latinx, Native American, Asian & Pacific Islander Girls*	Cis, Trans, Exp. Homelessness, who Survived Gender Violence, w/Disabilities, in Foster Care, Youth, Justice Involved, live/school/work in SF, live in Bay Area counties, w/mental health illness, w/substance use disorder
Black, Latinx, Native American, Asian and Pacific Islander Women*	Cis, Trans, Exp. Homelessness, who Survived Gender Violence, w/Disabilities, Foster Parents, Elders, Justice Involved, live/school/work in SF, live in Bay Area counties, Veterans, w/mental health illness, w/substance use disorder
Black, Latinx, Native American, Asian & Pacific Islander Boys*	Cis, Trans, Exp. Homelessness, who Survived Gender Violence, w/Disabilities, in Foster Care, Youth, Justice Involved, live/school/work in SF, live in Bay Area counties, w/mental health illness, w/substance use disorder
Black, Latinx, Native American, Asian & Pacific Islander Men*	Cis, Trans, Exp. Homelessness, who Survived Gender Violence, w/Disabilities, Foster Parents, Elders, Justice Involved, live/school/work in SF, live in Bay Area counties, Veterans, w/mental health illness, w/substance use disorder
Black, Latinx, Native American, Asian & Pacific Islander Gender-Expansive Youth	Cis, Trans, Exp. Homelessness, who Survived Gender Violence, w/Disabilities, in Foster Care, Youth, Justice Involved, live/school/work in SF, live in Bay Area counties, w/mental health illness, w/substance use disorder
Black, Latinx, Native American, Asian & Pacific Islander Gender-Expansive Adults	Cis, Trans, Exp. Homelessness, who Survived Gender Violence, w/Disabilities, Foster Parents, Youth, Elders, Justice Involved, live/school/work in SF, live in Bay Area counties, Veterans, w/mental health illness, w/substance use disorder

Defining Priority Communities for Engagement

Gender Identity Peer Groups	*Intersectional Identities
Cisgender Girls* Transgender Girls* Cisgender Boys* Transgender Boys* Gender Expansive Youth	• Cross-cultural Black, Latinx, Native American, Asian, Pacific Islander, White & Multiracial Youth • Cross sexual orientation • Exp. Homelessness, who Survived Gender Violence, w/Disabilities, in Foster Care, Justice Involved, live/school/work in SF, live in Bay Area counties, w/mental health illness, w/substance use disorder
Cisgender Women* Transgender Women Cisgender Men* Transgender Men* Gender Expansive Adults	• Cross-cultural Black, Latinx, Native American, Asian, Pacific Islander, White & Multiracial Adults • Cross sexual orientation • Exp. Homelessness, who Survived Gender Violence, w/Disabilities, Veterans, Justice Involved, Foster Parents, live/school/work in SF, live in Bay Area counties, w/mental health illness, w/substance use disorder

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Thank you!

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Kim Burrus, Chief Security Officer
Josephine Ayankoya, Racial Equity Officer