



SFMTA

Safety Equity Initiative Action Plan

SFMTA Citizens' Advisory Council
December 5, 2024

Agenda

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



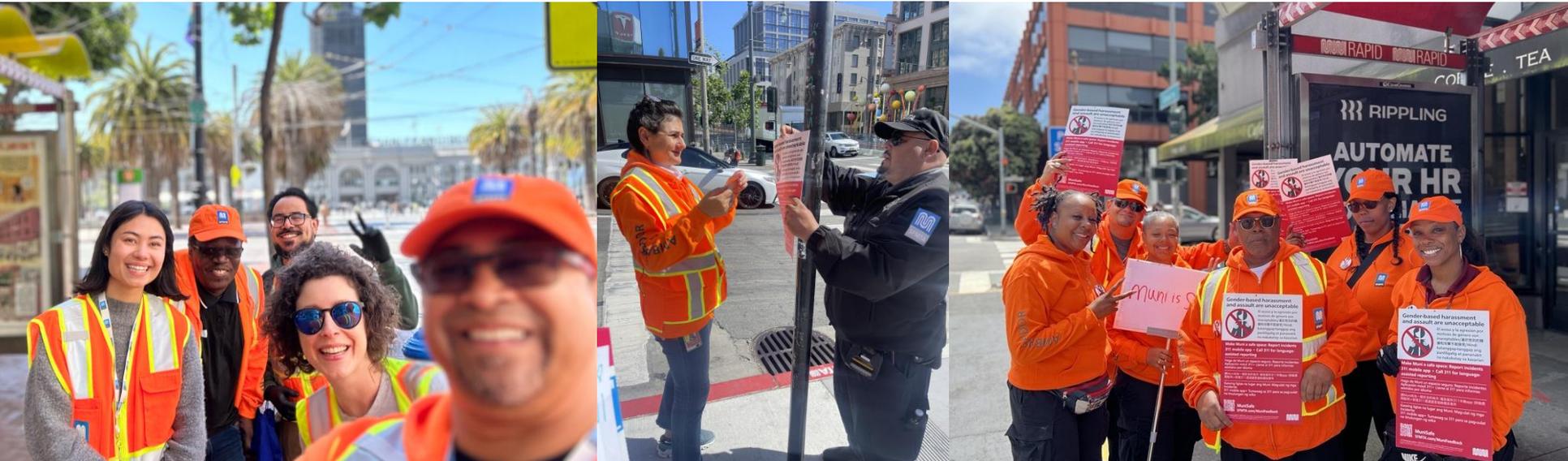
A photograph of a red and grey Muni bus. A driver wearing a black face mask and an orange safety vest stands outside the open front door. Inside the bus, a passenger wearing a light blue face mask is seated. The bus has a 'VAN NESS' sign above the door. The background shows a clear blue sky and a sidewalk.

There is
zero-tolerance
for harassment and
assault on Muni

Safety Equity Initiative to Prevent Harassment on Muni



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



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

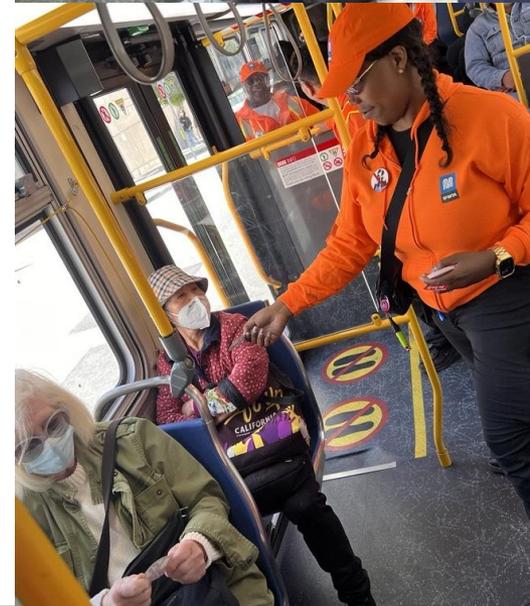
The screenshot shows the SFMTA MuniFeedback form. At the top left is the SFMTA logo. The form is divided into several sections:

- 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. Below the button, it says "No file chosen" and "Each file uploaded must be less than 30MB". A link "Add another image or document" is at the bottom right.

Reporting informs prevention.

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

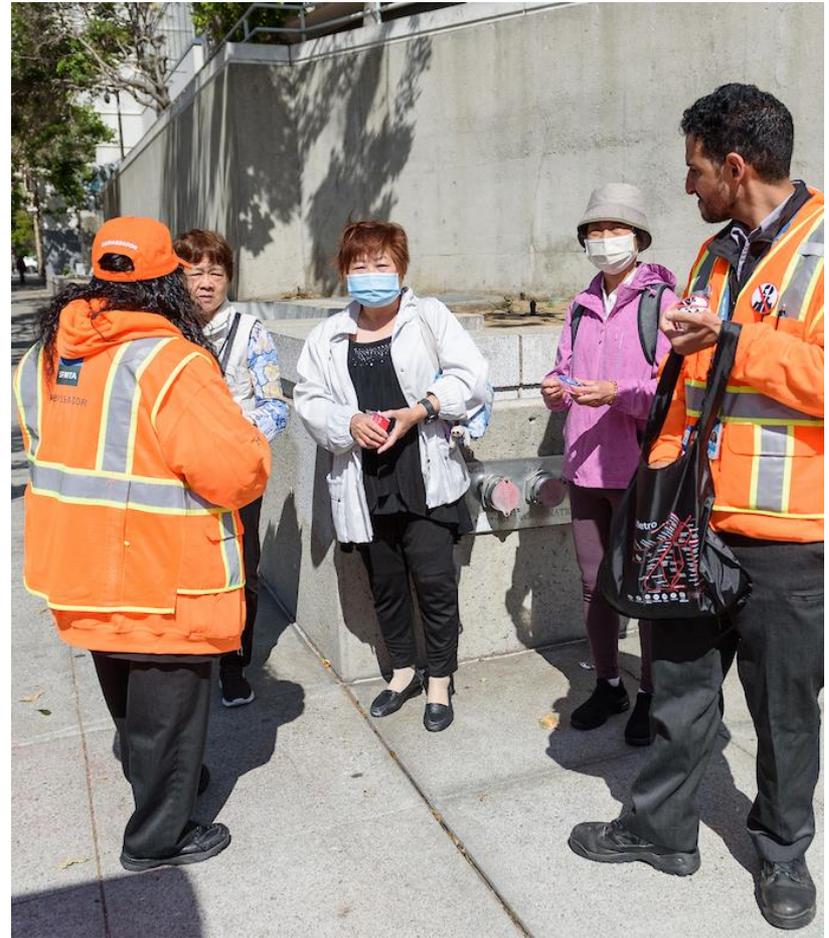
Survey Findings: Demographics

- 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



Improving Reporting

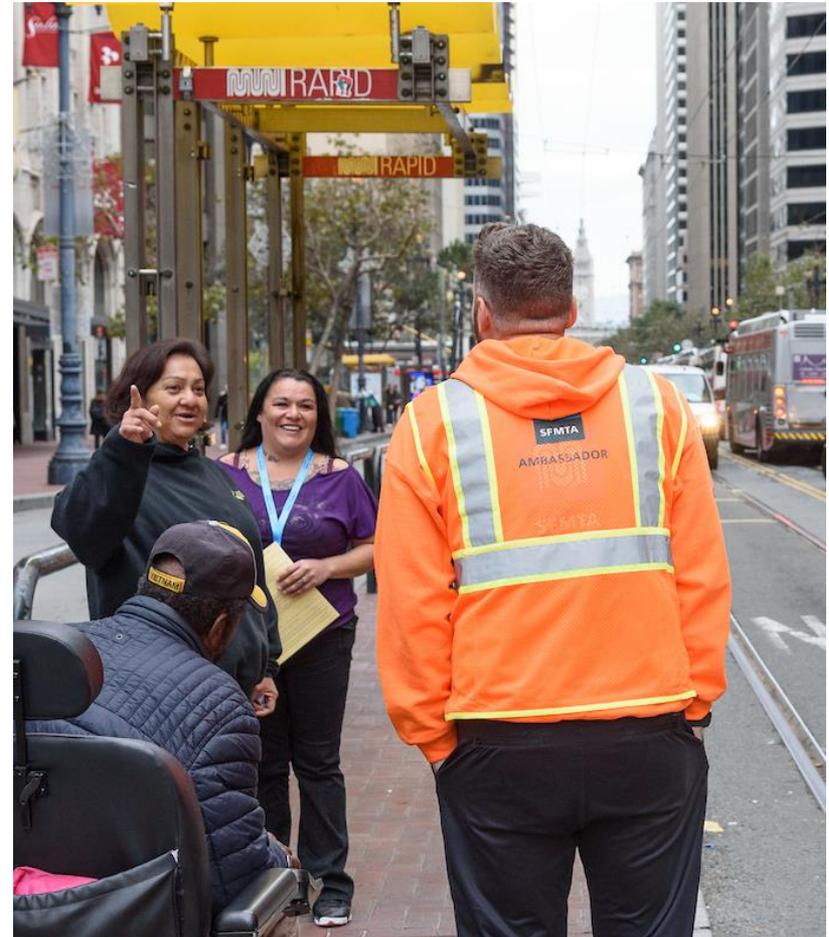
- Based on feedback and survey findings, we're improving the harassment reporting form
- The goal is to make the form easier to find and navigate and improve the experience around reporting.
- We're working with user experience experts from Berkeley Innovation, a human-centered design consultancy at U.C. Berkeley.

The image shows a screenshot of the SFMTA harassment reporting form. At the top left is the SFMTA logo. The form is divided into several sections:

- Type of Feedback ***: A dropdown menu with "Please select..." as the current selection.
- Line and Vehicle Details**: A text input field.
- What happened?**: A text input field.
- Contact Information**:
 - Do you wish to provide your contact information?
 Yes I prefer to remain anonymous
 - Do you need to be contacted about this case?
 No 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."
 - First Name *** and **Last Name ***: Two text input fields.
 - Phone**: A text input field.
 - Street Address** and **Apt / Unit #**: Two text input fields.
 - City**: A text input field.
 - State**, **Zip Code**, and **Country**: Three text input fields.
- Upload Images**:
 - Attach image(s) to help support your feedback / provide details of the incident.
 - No file chosen
 - *Each file uploaded must be less than 30MB
 - [Add another image or document](#)

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

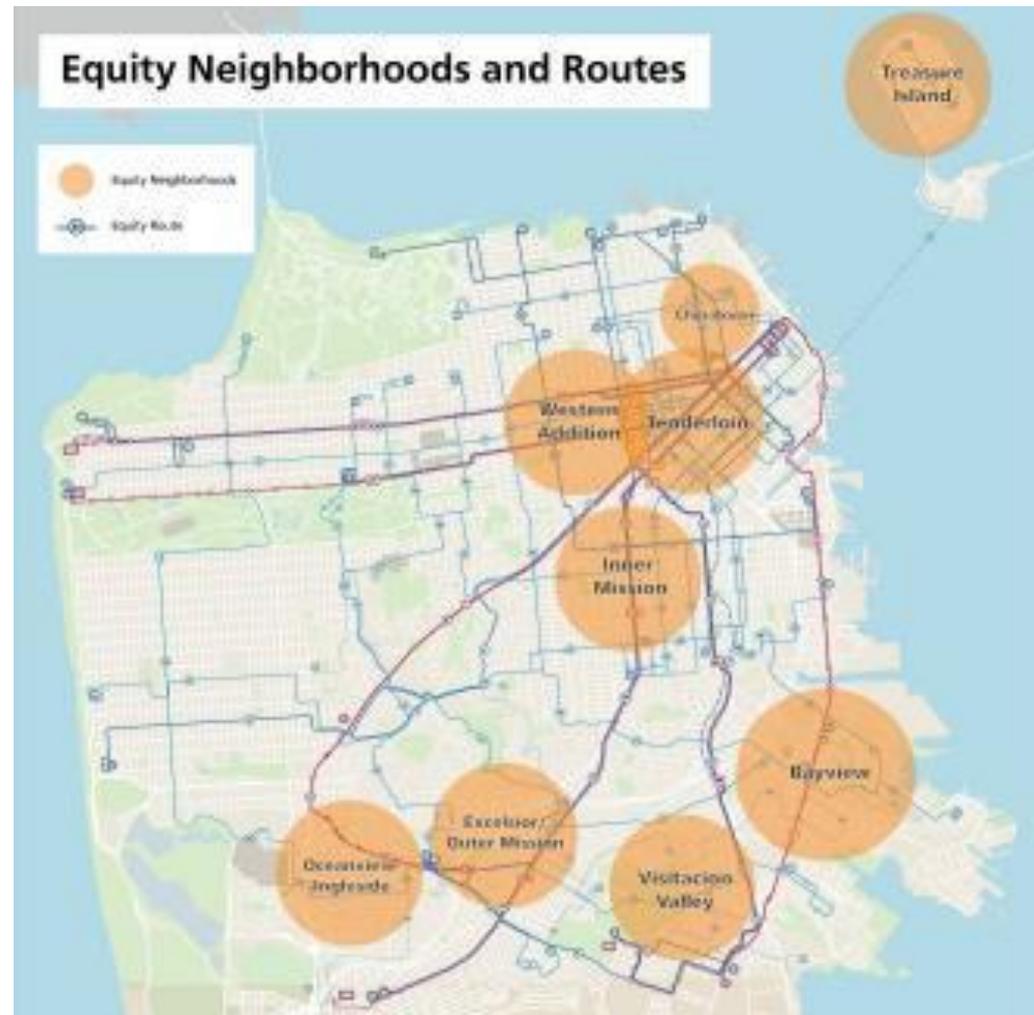


Safety Equity Initiative Action Plan

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

San Francisco Municipal Transportation Agency



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

San Francisco Municipal Transportation Agency



REMOVAL DATE:
01/2025

Action Plan next steps

- Vet action plan internally with leadership and staff
- Vet action plan externally with public bodies
- 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