2025 Title VI Program Update

SFMTA Board Briefing

November 4, 2025

Overview

- As a public transit agency that receives funds through the Federal Transit Administration (FTA), the San Francisco Municipal Transportation Agency (SFMTA) must comply with Title VI of the Civil Rights Act of 1964.

- SFMTA must ensure that the benefits of, and access to, its federally funded transit programs and activities are available regardless of an individual's race, color or national origin.

    - The SFMTA also assesses the needs of customers with limited-English proficiency to ensure vital information about its programs and services is accessible.

    - The effects of our programs and services on communities with limited income are taken into account.

2025 Title VI Program Update

- Title VI compliance is monitored by the Federal Transit Administration (FTA)

- FTA Circular 4702.1B requires triennial program updates; the 2025 Program reflects updates since December 2022

- Updates include both General Program Requirements and Transit-Specific Requirements, including the Service Monitoring Program, as detailed in the FTA Circular

- The 2025 Title VI Program Update, including the results of the Service Monitoring Program, must be approved by the SFMTA Board of Directors and submitted to the FTA by December 1, 2025

Title VI General Program Requirements

- Title VI Notice to the Public

- Title VI Complaint Procedures & In-Language Forms

- Language Assistance Plan

- Public Participation Plan

- Membership of Non-elected Committees and Councils

Notice to the Public and Title VI Complaint Procedures

- SFMTA Website

- SFMTA Offices and Public Access Areas

- Vehicles and Transit Stations

- Public Information Materials

- Foldable Transit Maps

Language Access and Public Participation

Language Assistance Plan (LAP)

How we assess and meet the needs of our limited-English proficient customers; identify preferred communication and feedback channels and vital topics for translation; train staff and dedicate resources for implementing language assistance.

Public Participation Plan (PPP)

Describes the community-informed tools and methodologies we use to engage the public early and continuously in our decision-making processes and focuses on data collection in three main areas:

- Access to information and communication preferences

- Public meeting awareness and topics of interest

- Preferred ways to provide feedback

Language Assistance Plan
December 2025

Public Participation Plan
December 2025

2025 LAP and PPP Plan Update Data Collection and Analysis

- Administered Public Engagement and Language Assistance(PPLA) Survey in 11 languages
  - o Over 7,300 surveys collected from respondents representative of ridership and city demographics
  - o Distributed via SFMTA.com, email blasts, CBO partnerships, Community Conversations, social media, intercept surveys
- Staff-led interviews of 35 CBO leaders serving demographically and linguistically diverse LEP populations throughout SF
- Hosted nine Community Conversations (including Cantonese, Filipino, Spanish and Vietnamese sessions)
- Other data sources: U.S. Census, telephonic interpretation usage, school enrollment statistics, SF Paratransit data
- Trend analysis conducted with prior Program Updates

LAP/PPP CBO Partner Outreach
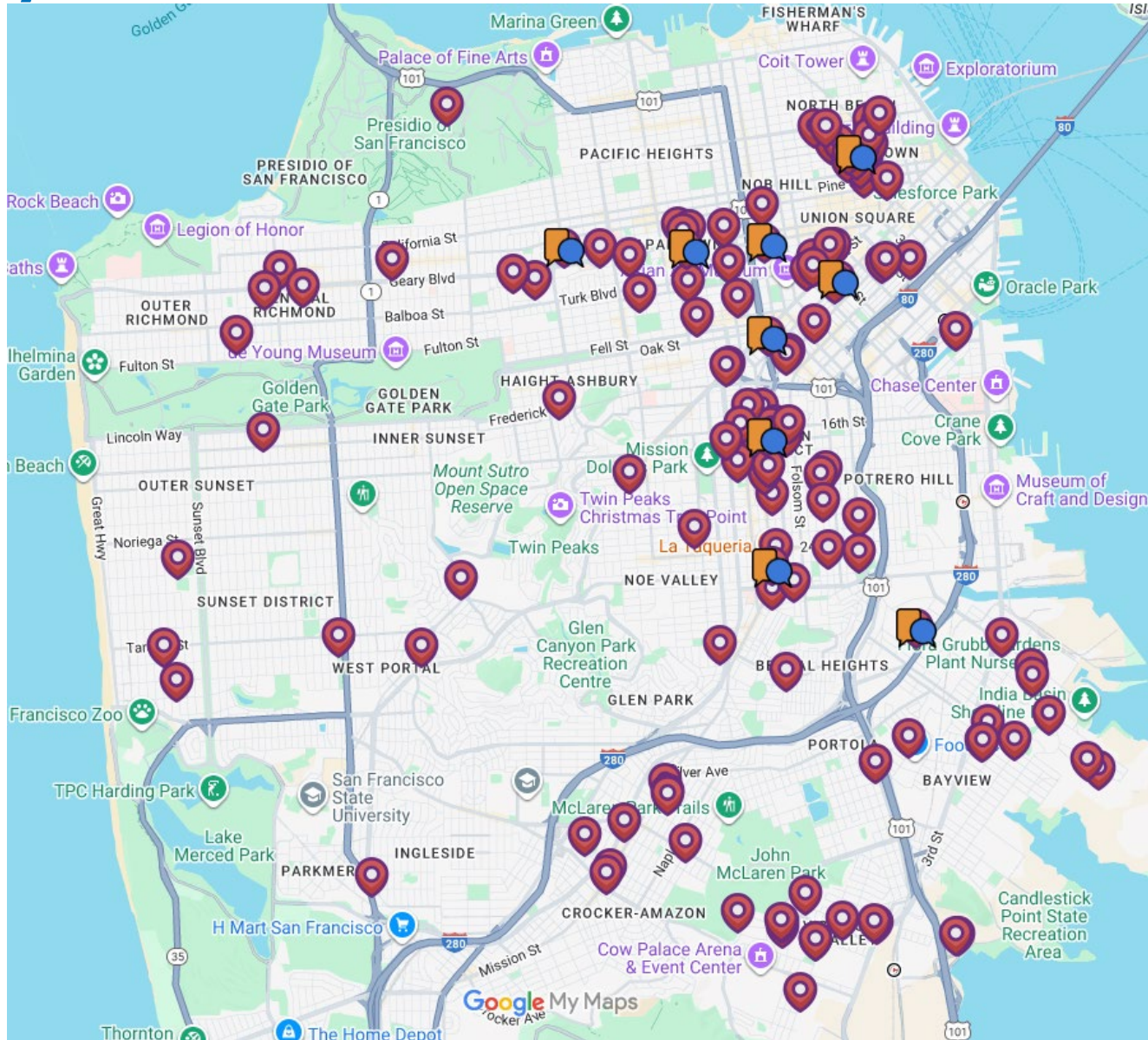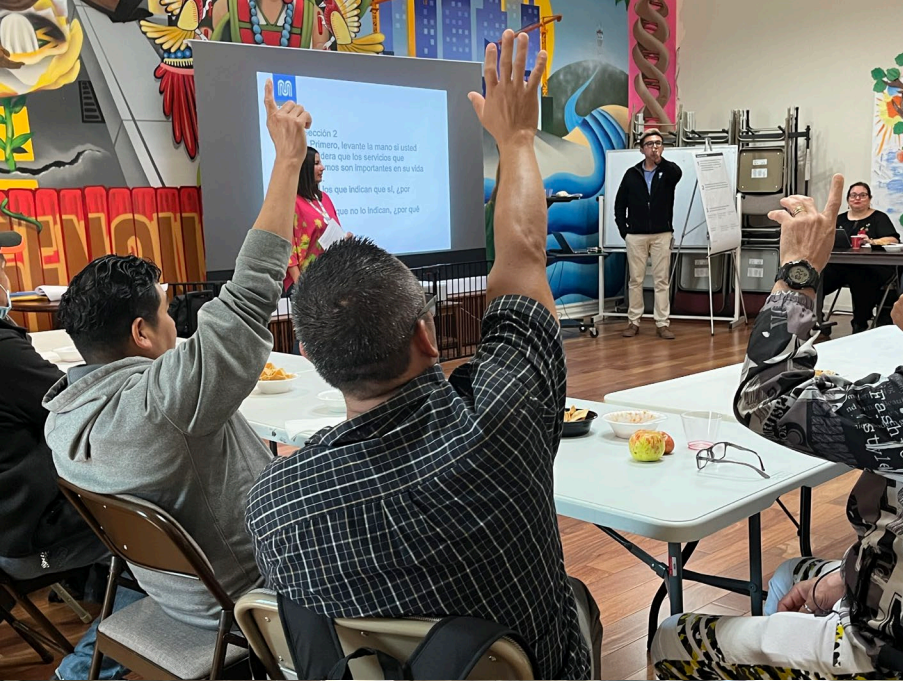
Research Highlights: Customers with Limited-English Proficiency

- **Muni** is an **integral part** of **accomplishing vital daily activities**

- Emphasized importance of receiving **in-language information** through multiple and diverse channels

- **Spanish speakers** relied the most on the website (34%) as well as maps and signs (35%)
    - 1 in 5 said they used social media

- **Cantonese speakers** ranked website highest (47%), followed by maps and signs (41%)
    - One-third said they use radio and television ads.

- Approx. three-fourths of **Filipino (Tagalog) speakers** said they used social media and text message updates as sources of information

- Due to varying literacy rates, desire for increased use of **audio announcements**, **visual elements, icons** and **QR codes** linking to **audio and translated content** expressed

- **Social media** continues to increase in importance; robust information collected on social media use **by language by platform**

Social Media Use by Language

Social Media Platform Use by Most Commonly Spoken Non-English Languages

Source: SFMTA 2025 PPLA Survey

What social media platforms do you use most? (Select all that apply)

Social Media Platform	All Responses	Spanish	Cantonese	Mandarin	Russian	Filipino	Vietnamese	French	Korean	Japanese
WeChat	44%	1%	75%	66%	3%	5%	16%	0%	14%	0%
Facebook	40%	63%	27%	33%	50%	89%	49%	20%	50%	88%
YouTube	37%	18%	43%	45%	28%	76%	49%	20%	36%	50%
WhatsApp	27%	53%	18%	20%	53%	26%	2%	20%	29%	13%
Instagram	17%	20%	11%	11%	30%	37%	13%	40%	43%	63%
TikTok	13%	15%	10%	11%	10%	52%	11%	0%	21%	0%
Twitter/X	6%	3%	4%	7%	20%	16%	7%	0%	7%	50%
LinkedIn	4%	2%	2%	3%	23%	6%	0%	20%	21%	25%
Blue Sky	2%	0%	1%	4%	3%	0%	0%	20%	0%	13%
Other	1%	1%	1%	1%	0%	2%	2%	0%	0%	0%
Do not use social media	12%	13%	9%	13%	15%	6%	4%	20%	0%	13%

Survey Highlights: Communication Preferences

Source of Information about SFMTA Services Comparison
Source: SFMTA 2025 PPLA Survey, 2022-2025.

Source of Information	2022	2025	2025-2022 Difference
SFMTA/Muni website (SFMTA.com, web blog, etc.)	59%	52%	-7%
Maps and signs in vehicles, stations, or bus shelters	45%	47%	2%
Online applications or APPS (Moovit, MuniMobile, Transit, etc.)	38%	42%	4%
Email communications	19%	33%	**14%**
Text message updates	11%	23%	**12%**
Social media posts e.g., Facebook, Twitter, Instagram	14%	18%	4%
San Francisco's 311 Telephone Customer Service Center	13%	13%	0%
Friends and family members	16%	12%	-4%
Radio or television	6%	11%	5%
Meeting notices (e.g., fliers, posters)	4%	10%	6%
Mailers/Brochures	4%	9%	5%
Newspaper ads	3%	6%	3%
SFMTA Ambassadors and representatives in community	2%	6%	4%
SFMTA/Muni's Customer Service Center on 11 S Van Ness	3%	5%	2%
Community or faith-based organizations	3%	4%	1%

- Increase vs. 2022 in desire for email and text message alerts
- Online (mobile) "Apps" exceeded social media in importance

Survey Highlights: Meeting Preferences

Meeting Topics of Interest
Source: SFMTA 2025 PPLA Survey, 2025.

What SFMTA/Muni-related topics would encourage you to attend a meeting and/or provide input to SFMTA?

Meeting Topic	2022	2025	2025–2022 Difference
Service changes	58%	67%	+9%
Safety/Security (e.g., system safety and security, vehicles, stations, transit stops/ shelters)	49%	47%	-2%
Construction/Transit/Pedestrian projects	40%	45%	+5%
Fare changes	36%	42%	+6%
Agency budget	8%	18%	+10%
Other	13%	7%	-6%

- Hosting meetings close to transit, offering a virtual option and providing advance notice were the most commonly prioritized factors to make it easier to attend meetings.

- Two in five LEP respondents said language assistance would make them more likely to attend

Survey Highlights: Preferred Feedback Channels

Preferred Method of Providing Feedback
Source: SFMTA 2025 PPLA Survey, 2022-2025.

Feedback Method	2022	2025	2025 – 2022 Difference
On the SFMTA/Muni website (SFMTA.com, web blog etc.)	58%	55%	-3%
Written Feedback/Survey, contacting staff	25%	31%	6%
Online applications or APPS (Moovit, Transit, MuniMobile, etc.)	26%	25%	-1%
Calling San Francisco's 311 Telephone Customer Service Center	25%	23%	-2%
Social Media (e.g., Twitter, Instagram, Facebook)	21%	17%	-4%
SFMTA/Muni meeting in my community	5%	9%	4%
Through your community or faith-based organizations	4%	7%	3%
Contacting District Supervisor	6%	6%	0%
Visiting SFMTA/Muni's Customer Service Center	4%	5%	1%

LAP and PPP Recommendations & Next Steps

Where practical and appropriate, SFMTA should:

Continue to:
- Expand relationships with **community organizations**, collaborating at existing meetings, events and activities
- Increase awareness of translated material and resources at **SFMTA.com**
- **Keep literacy levels in mind** when developing content for translation
- **Promote 311** as an information source and feedback channel

Leverage:
- Existing **text** and **email** capabilities for service and meeting information
- SFMTA **Safety Equity Strategy** program to expand **safety and security information** access particularly for limited-English customers

Explore:
- Multilingual language capabilities on **online (mobile) apps**
- Opportunities to leverage existing **social media** capabilities, with attention to cultural and **language specific platform preferences**

FTA Title VI Requirements for Transit Providers

Transit-Specific Requirements

- Service Standards and Policies
- Demographic and Service Profile Maps and Charts, and Ridership Information
- Documentation of Public Engagement Process for Title VI Transit Policies
  - Disparate Impact, Disproportionate Burden, Major Service Change
- Fare and Service Equity Analyses from 2022-2025
- Service Performance Monitoring

FTA Circular 4702.1B Definitions

As required, the SFMTA incorporates the terminology and definitions regarding race and income status contained in FTA C 4702.1B for the purposes of this update and recognizes and utilizes more commonly accepted terminology outside of these requirements.

FTA Terminology	Definition	Source
Minority Census Block Group	Census block group where proportion of residents who self-identify as any race/ethnicity other than white, not Hispanic or Latino **is equal to or greater than the city-wide population of 62%.**	*ACS 2019-2023 Five-Year Estimates*
Minority Route	Routes where ridership consists of trips made by individuals who self-identify as any race/ethnicity other than white, not Hispanic or Latino **at a rate higher than the systemwide average of 68%.**	*2025 Muni Onboard Survey Data*

Demographics of Service Area
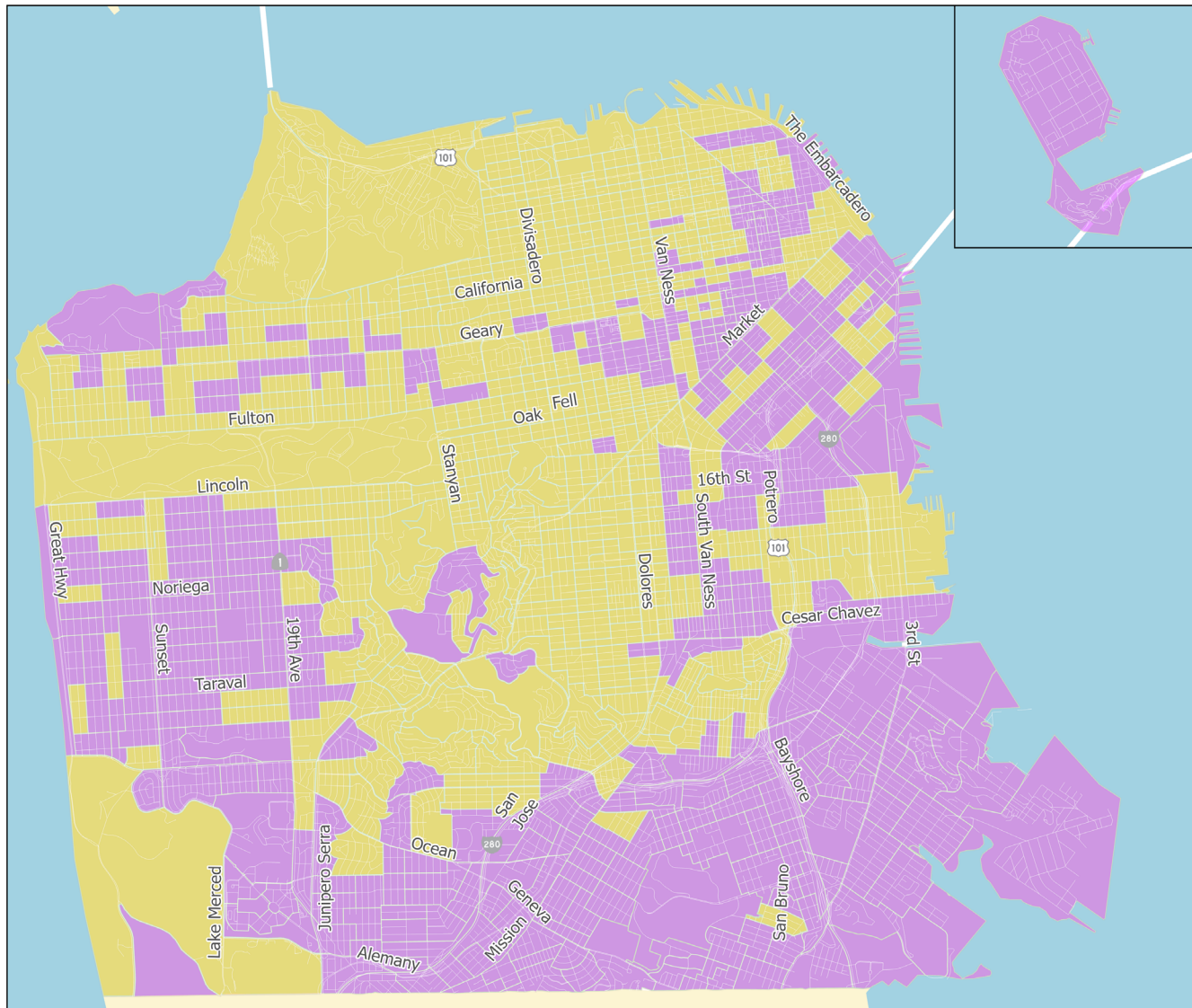
Minority Block Groups

LEGEND

- Minority
- Non-Minority

In the 2023 American Community Survey (Five-Year Estimates), 62% of San Francisco residents self-identified as a minority (defined as anyone who does not identify as white alone). This map highlights Census-defined block groups where the proportion of the minority population is greater than 62%.

Source: ACS 2019-2023 Five-Year Estimates (Table B03002)

0.2 miles

Scale 1:50,000
Date Saved: 10/6/2025

By downloading this map, you are agreeing to the following disclaimer: "The City and County of San Francisco ("City") provides the following data as a public record and no rights of any kind are granted to any person by the City's provision of this data. The City and County of San Francisco ("City") makes no representation regarding and does not guarantee or otherwise warrant the accuracy or completeness of this data. Anyone who uses this data for any purpose whatsoever does so entirely at their own risk. The City shall not be liable or otherwise responsible for any loss, harm, claim or action of any kind from any person arising from the use of this data. By accessing this data, the person accessing it acknowledges that she or he has read and does so under the condition that she or he agrees to the contents and terms of this disclaimer."

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FTA Circular 4702.1B Definitions

As required, the SFMTA follows the requirements, definitions and terminology contained in FTA C 4702.1B for the purposes of this update.

FTA Terminology	Definition	Source
Low-Income Census Block Group	Census block group where proportion of people who live in a household whose total income is below 200% of the federal poverty level **is equal to or greater than the city-wide population of 21%.**	*ACS 2019 – 2023 Five Year Estimates*
Low-Income Route	Routes where ridership consists of trips made by individuals who live in a household whose total income is below 200% of the federal poverty level **at a rate higher than the systemwide average of 42%.**	*2025 Muni Onboard Survey Data*

Demographics of Service Area
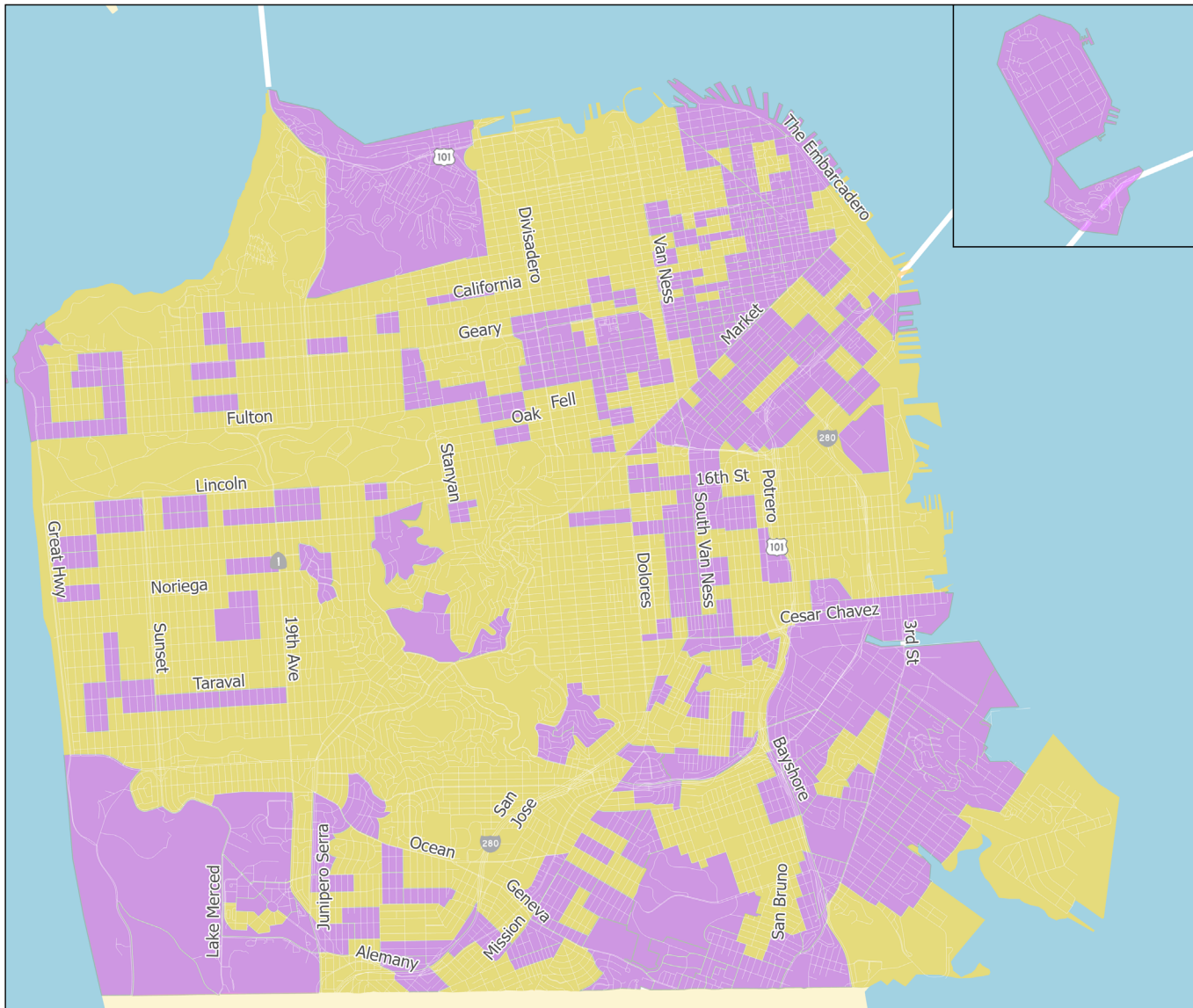
Low-Income Block Groups

LEGEND

Low-Income
Non-Low-Income

In the 2023 American Community Survey (Five-Year), 21% of San Francisco residents qualified as living in a low-income household, defined by living on less than 200% of the federal poverty level. This map highlights Census-identified block groups where the proportion of low-income individuals is greater than 21%.

Source: ACS 2019-2023 Five-Year Estimates (Table B03002)

0.2   miles

Scale 1:50,000
Date Saved: 9/25/2025

SFMTA

Service Performance Monitoring

- As part of Title VI program requirements, SFMTA is required to monitor service performance of:
  - Minority routes compared to Non-Minority routes
  - Low-income routes compared to Non-Low-Income routes

- Disparate impact (based on race) or disproportionate burden (based on income levels) is found if the results between the route classifications is greater than 8%

- Monitoring based on SFMTA's Service Standards and Policies

Service Standards

Standard Type	Service Standard
Vehicle Load	Vehicle load at Max Load Point should not exceed planning capacity
On-Time Performance	• **Muni Metro, Rapid & Frequent Local Routes:** Less than 14% of trips with a service gap • **Grid, Circulator, Specialized, and Owl Routes:** 85% on-time (schedule adherence)
Policy Headways	Scheduled headway should meet the defined policy headway minimum per route service category and time period *Specialized Routes: Headways are based on service demand*
Service Coverage	All residential neighborhoods within ¼ mile of Muni stop

Service Policies

Policy Type	Policy Standard
Vehicle Assignment	Assign vehicles in a manner that prevents discrimination to minority and low-income communities and considers technical criteria
Transit Amenities	- Stop Markings and Flags - Stop IDs - Shelters and System Maps - NextBus Display - Station- Underground rail only

Service Performance Monitoring Findings

Standard/Policy Type	Disparate Impact	Disproportionate Burden
Vehicle Load	No	No
On-Time Performance	No	No
Policy Headways	No	No
Service Coverage	No	No
Vehicle Assignment	No	No
Transit Amenities	No	No

Questions?