



SFMTA

Muni Equity Working Group

December 5, 2025

Agenda

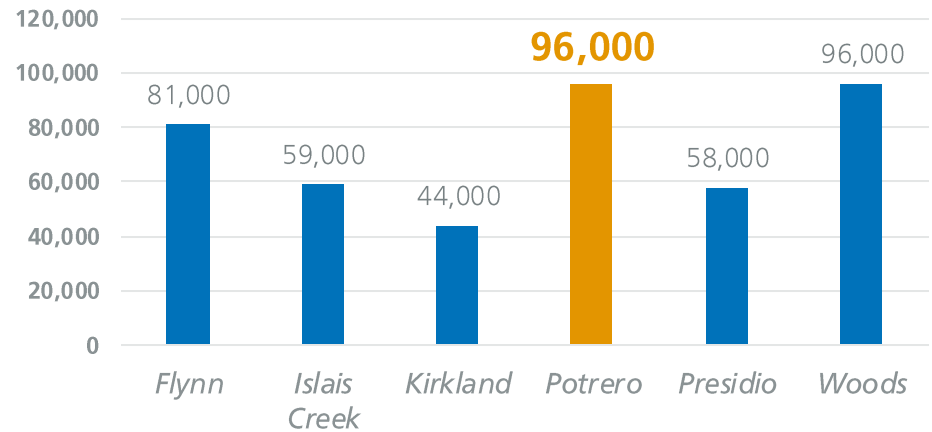
Time	Item
12:00 p.m.	Welcome
12:05 p.m.	Winter Service Changes / Potrero Yard Closure
12:15 p.m.	Muni Systemwide Service Evaluation – Webmap
12:35 p.m.	SFMTA Budget survey update
12:50 p.m.	Language Assistance Program
1:30 p.m.	Meeting adjourns

Winter Service Changes / Potrero Yard Closure

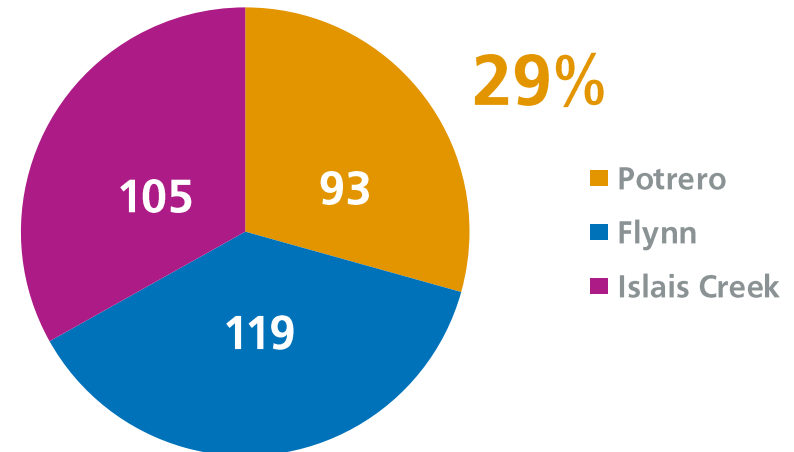
Potrero Yard Muni Service Delivery

- Serves highest ridership routes in the Muni system with average of about 96,000 weekday riders, or **22% of Weekday Bus Ridership**
- Articulated fleet carries about half of bus riders. Potrero is our only facility with infrastructure to maintain 60' (articulated) Trolley Buses, **Potrero maintains 29% of 60' Muni fleet**

Boardings by Bus Divisions
Fall 2025



Articulated Bus Fleet (60ft)



Planning Potrero Facility Closure

Route Reassignment **Goals**

Muni Service & Operations

- Maintain current service capacities to minimize impact to customers
- Maximize 60' Trolley Coaches in service to avoid downsizing routes

Maintenance & Fleet Engineering

- Maximize number of vehicles at each Division based on facility and maintenance staffing capacity, including capturing savings expected with Potrero closure
- Ability to cycle all vehicles stored into service at some point

Overhead Infrastructure

- Continue trolley operations on all existing overhead as much as possible

Special Events & Operator Training

- Prepare for upcoming major construction projects along trolley routes (i.e. Mission Repaving)
- Account for Special Event service and Operator Training demands

Winter Service Changes

- General Sign-up (GSU) linked to winter service changes
- Target Effective Date February 14, 2026
- Service plan focus:
 - Route reassignments to facilitate Potrero closure
 - Cost-neutral service improvements



Winter Service Changes

Effective: February 14, 2026

Schedule improvements

- **Improving commutes:** Adjusting departures on the 1X California Express from 7:45am to 7:40am and 8:00am to 7:55am for better spacing with 1 California schedule
- **Improving regional connections:** To better align with BART, adjusting departures on the 54 Felton and 57 Parkmerced
- **Improving schedule reliability:** To improve reliability, evaluating and adjusting various route schedules, including focus on Owl Network.

Frequency changes

- **5 Fulton*:** Weekend frequency from 10 min to 7 min.
- **5R Fulton Rapid*:** Weekday peak frequency from 12 min to 8 min.
- **14 Mission:** Weekend frequency from 7 min to 8 min based on demand.

**Frequency changes are being implemented to maintain peak capacities due to mix of 40' and 60' buses on routes related to Potrero closure. Also adding some peak capacity to 5R Fulton Rapid in response to increase in crowding since June service changes.*

Winter Service Changes

Effective: February 14, 2026

Route and Stop Changes

- **6 Hayes-Parnassus:** To improve customer information, continue to implement reroute through Special Event service on closure days, remove Hayes Street reroute from official schedule
- **8 Bayshore:** To improve reliability, reroute inbound from Hahn to Rey around Sunnydale construction
- **48 Quintara:** To reduce travel time and reliability reroute outbound from Vicente and West Portal to Ulloa
- **15 Hunters Point Express:** To improve transfers to Union Square/Market Street Station, adding outbound stop at Stockton & Geary



Questions?

Muni Systemwide Service Evaluation

Systemwide Service Evaluation

- **August 2025 Working Group Meeting**

- Discussed survey results on potential demographic variables for determining transit need based on geography
- Received feedback on webmap

- **Today**

- Share webmap that incorporates feedback from August

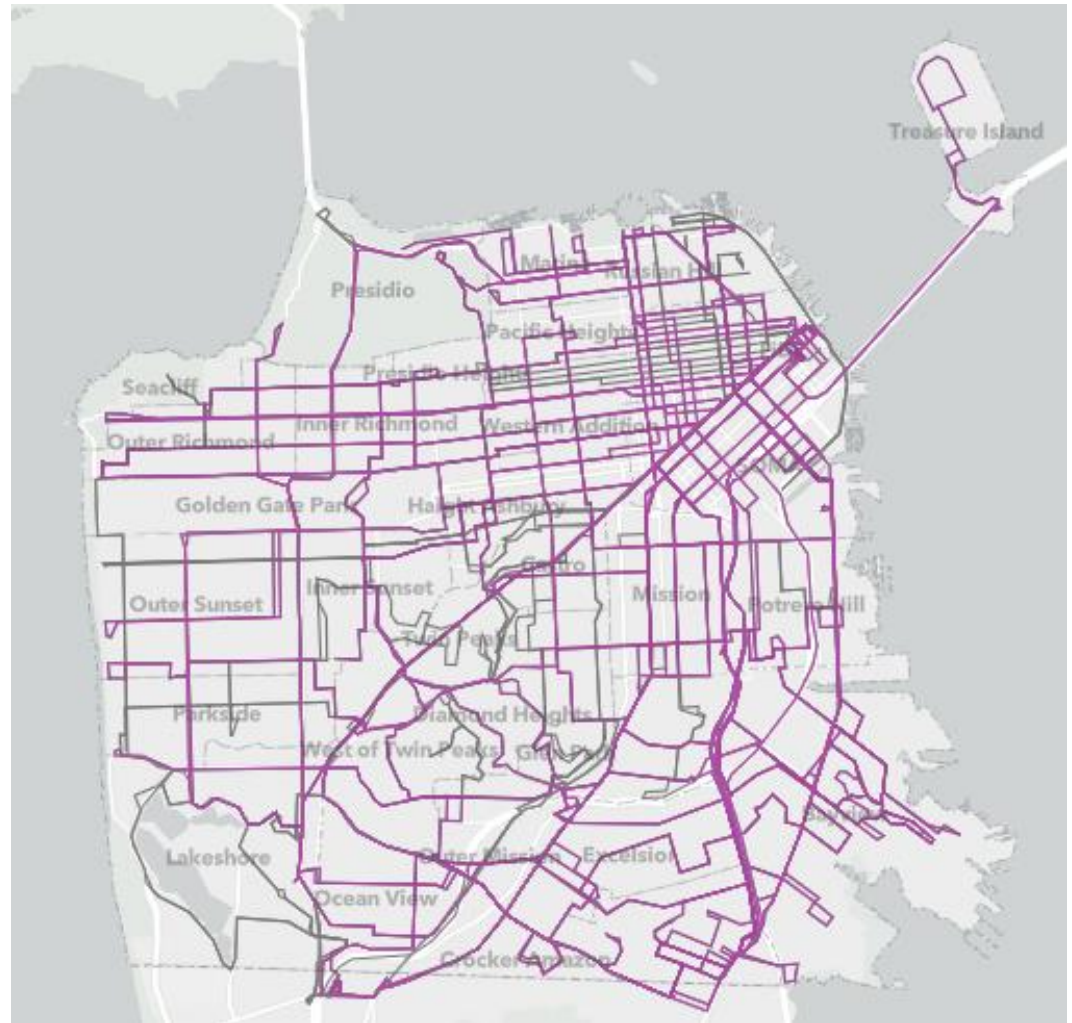
- **2026**

- Early/Spring 2026 - Will be refreshing Muni Equity Strategy from last budget cycle to inform the upcoming budget: FY27-FY28 (7/1/26-6/30/28)
- Spring/Summer 2026 – Pick Systemwide Service Evaluation back up

Systemwide Service Evaluation

Defining Transit Need – Current Approach

- Equity Strategy Approach
 - 9 Equity Strategy Neighborhoods + Citywide Accessibility
 - 37 Daytime Equity Strategy Routes (63% of 59 Daytime Routes)
 - Compare within Service Category



Systemwide Service Evaluation

Defining Transit Need – What we've heard

Survey (Before Webmap): Highest Priority Variables

Demographic

Low-Income households
People with Disabilities
Rent-burdened households
Seniors (Age 65+)
Car-deficit households
People of color

School Destinations

Public (K-12)
Community Colleges
Universities

Jobs

"Essential" Jobs
(e.g., health care, food service, education, transit)
Jobs by pay level
(e.g., low-wage and middle-wage)

Other Destinations

Grocery Stores, Parks & Recreation, Community Support, Affordable/Public Housing Sites, Seniors Housing Sites
Hospitals
Libraries

Other Considerations

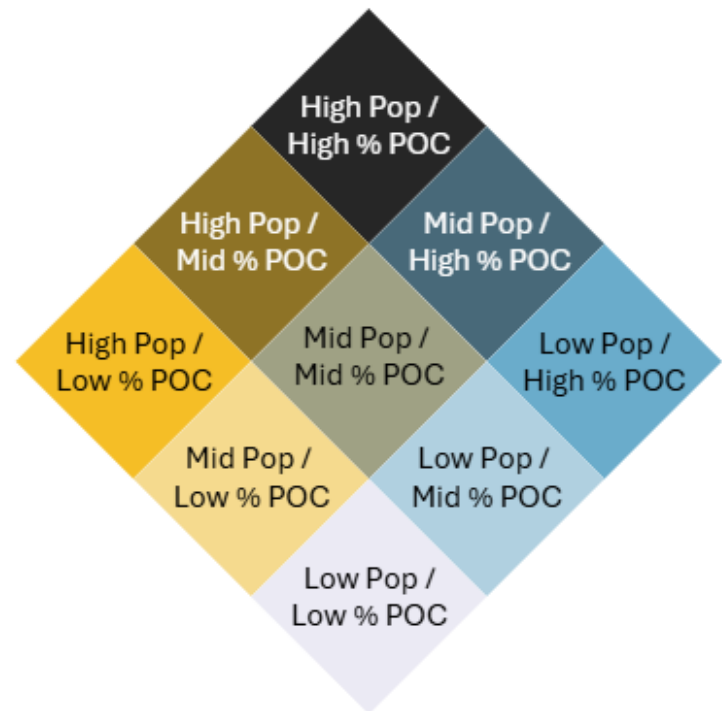
- Interest in bivariate variables
- Multiple indicators of income – Consider identifying top indicators

Systemwide Service Evaluation

Webmap – Changes Based on Feedback

- A few bivariate variables, including car ownership vs income
- Added 80% Area Median Income
- Added Ridership
- Removed Composite Score (for now)

Sample Legend
for Bi-Variate Data



Next Steps

- **December 2025**
 - Share link to webmap
- **Early/Spring 2026**
 - Will be refreshing Muni Equity Strategy from last budget cycle to inform the upcoming budget: FY27-FY28 (7/1/26-6/30/28)
- **Spring/Summer 2026**
 - Pick Systemwide Service Evaluation work back up

SFMTA Budget Outreach and Survey

Let us know your priorities for Muni. Take our short survey.

¿Cuáles son sus prioridades para Muni? Cuéntenos llenando esta corta encuesta
SFMTA.com/Budget

請告訴我們您最關注的 Muni 交通服務是甚麼。請上網參與這份簡短問卷調查
SFMTA.com/Budget

Ipaalam sa amin ang iyong mga priyoridad para sa Muni. kunin ang aming maikling survey
SFMTA.com/Budget



Take the survey at:
SFMTA.com/Budget



Outreach Oct - Dec 2025



October

- Launch Budget process website
- Launch Survey (available in English, Chinese, Spanish, Tagalog)
- Launch Shelter Ads

December

- Pop-up stations (1-2 per supervisorial district) through the end of the year

- Start social media run
- Launch blog post

November



SFMTA

A black and white photograph of a community event held under a large white tent. Several people are gathered around tables, some looking at documents or talking. The background shows a residential street with houses and other tents.

Language Access

Muni Equity Working Group

Overview

- As a federally funded agency through the Federal Transit Administration (FTA), the SFMTA must comply with Title VI of the Civil Rights Act of 1964 and 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.
 - Through a U.S. Supreme Court case, the needs of customers with limited-English proficiency are assessed to ensure vital information about SFMTA programs and services is accessible to avoid allegations of national origin discrimination
- As a city department, SFMTA must also comply with the SF Language Access Ordinance (LAO).

Federal Legal Requirements

Federal “Safe Harbor” threshold for identifying languages for written translation of vital transit-related information:

- Defined as the primary languages spoken by 1,000 or more San Franciscans who self-identify on Census forms that they speak English less than “very well”
- Based on 2019-2023 5-year American Community Survey (ACS) data: Chinese, Spanish, Filipino, Russian, Vietnamese, Korean, Japanese, French and Arabic reach this threshold
- Requirements include translating “vital documents” related to the SFMTA’s federally funded transit program.
 - Examples include: information related to fare and service changes, availability of free language assistance, notice of Title VI rights and Title VI complaint forms and instructions on how to file a complaint

SF Language Access Ordinance Legal Requirements

- The SF Language Access Ordinance (LAO) requires all SF city departments to translate “vital information” in the primary languages spoken by ***10,000** or more limited-English proficient San Franciscans. The LAO requirements apply to SFMTA’s non-transit programs.
 - Under the LAO, “LEP” is defined as: an individual who does not speak, read, understand, or communicate English, is otherwise unable to communicate effectively in English because English is not the individual’s primary language or prefers to conduct the interaction in their native language.
- Current languages required for translation of vital documents: Chinese, Spanish and Filipino (Tagalog)
 - *Effective January 1, 2026, the LEP language population threshold will decrease from 10,000 people to **6,000** people. It’s anticipated that Vietnamese will be added as a required language, OCEIA anticipates certifying additional language(s) in 1st or 2nd quarter of 2026.
- Translation requirements apply to vital Information related to SFMTA’s publicly posted services and programs. Examples include:
 - Application or forms for services/benefits; notices of rights, eligibility, denials, appeal rights, notice of free language assistance, complaint forms
 - Automated Speed Enforcement program materials
 - Notice of Citation
 - Signs, brochures and other posted documents explaining services or programs

Primary Languages Spoken in Muni's Service Area Based on American Community Survey 2019 – 2023 5-year Data that meet 1,000 Person Safe Harbor Threshold for Written Translation of Vital Documents

Language	LEP Population Total	% of All LEP Population
*Chinese (incl. Mandarin, Cantonese)	83,683	55.1%
*Spanish	32,614	21.5%
*Tagalog (incl. Filipino)	7,410	4.9%
Other Asian and Pacific Island languages	6,703	4.4%
Vietnamese	6,505	4.3%
Russian, Polish, or other Slavic languages	4,947	3.3%
Other Indo-European languages	3,292	2.2%
Korean	2,829	1.9%
Arabic	1,389	0.9%
French, Haitian, or Cajun	1,200	0.8%
Other and unspecified languages	1,019	0.7%

2025 Title VI Program Update: 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



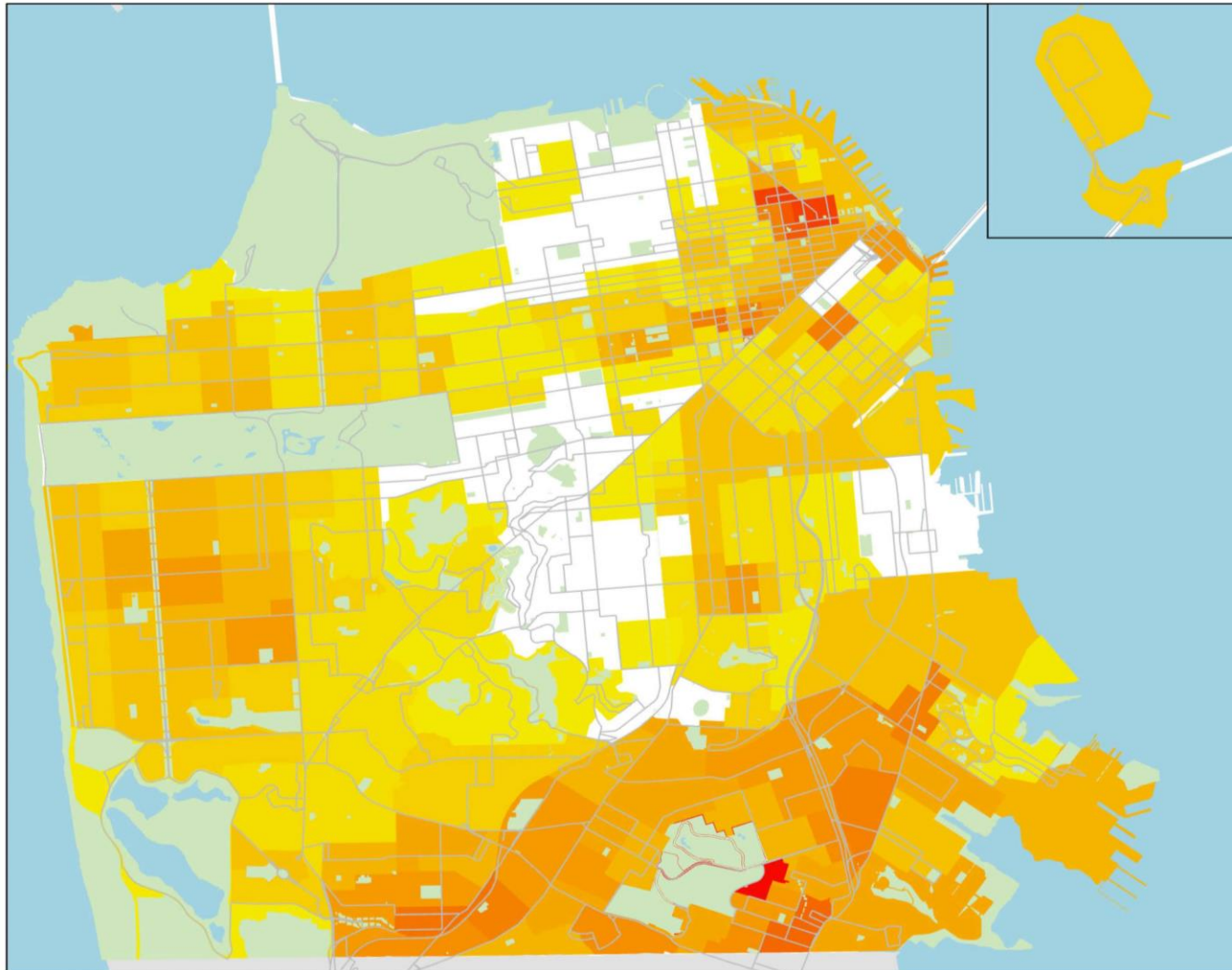
Public Participation Plan
December 2025



2025 LAP and PPP Plan Update Data Collection and Analysis

- Administered Public Engagement and Language Assistance (PPLA) Survey in 11 languages
 - Over 7,300 surveys collected from respondents representative of ridership and city demographics
 - 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

Map of LEP Population Concentration



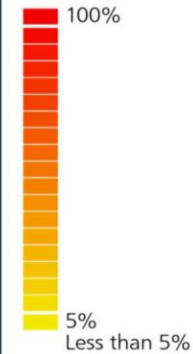
Limited English Proficiency

All Limited English Proficient Persons

The SFMTA uses the US DOT "Safe Harbor" threshold to identify the languages spoken by 1,000 or more LEP individuals within the City and County of San Francisco who self-identified as speaking English less than "very well," based on ACS 5-year data.

This map provides LEP proportion estimates at the census tract level, highlighting areas where at least five percent of the tract identifies as speaking English less than "very well".

Percentage



— Muni Lines & Routes
— Public Parks



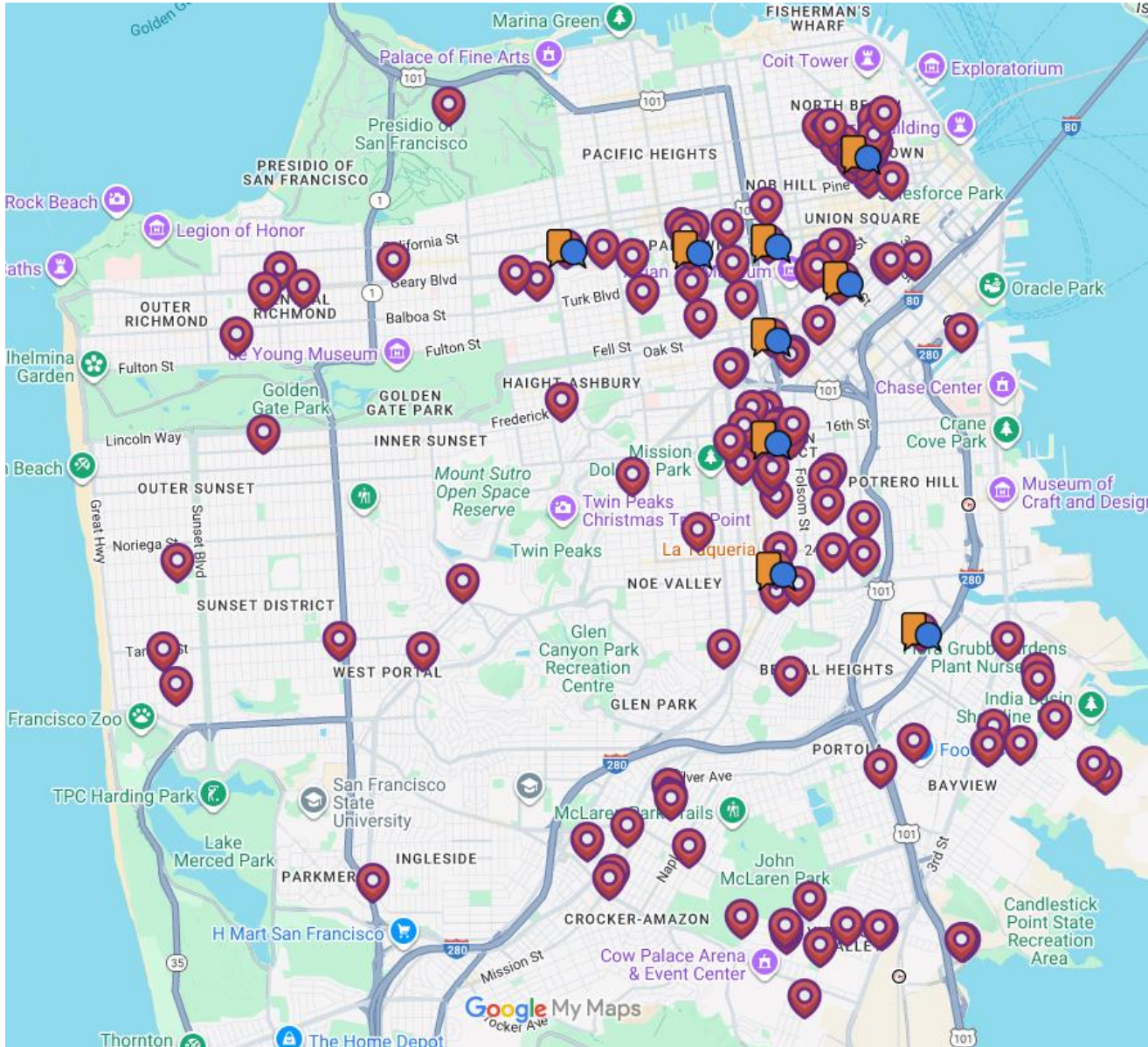
Scale 1:50,000

Date Saved: 9/18/2025

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."



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**

Wrap-Up

Next Meetings

- January 15, 2026 (Tentative)
 - 5:30 -7 p.m., in-person
- Through April 2026
 - To meet monthly