

# MUNI SERVICE EQUITY STRATEGY

## MAKING MUNI ACCESSIBLE TO ALL

### Background

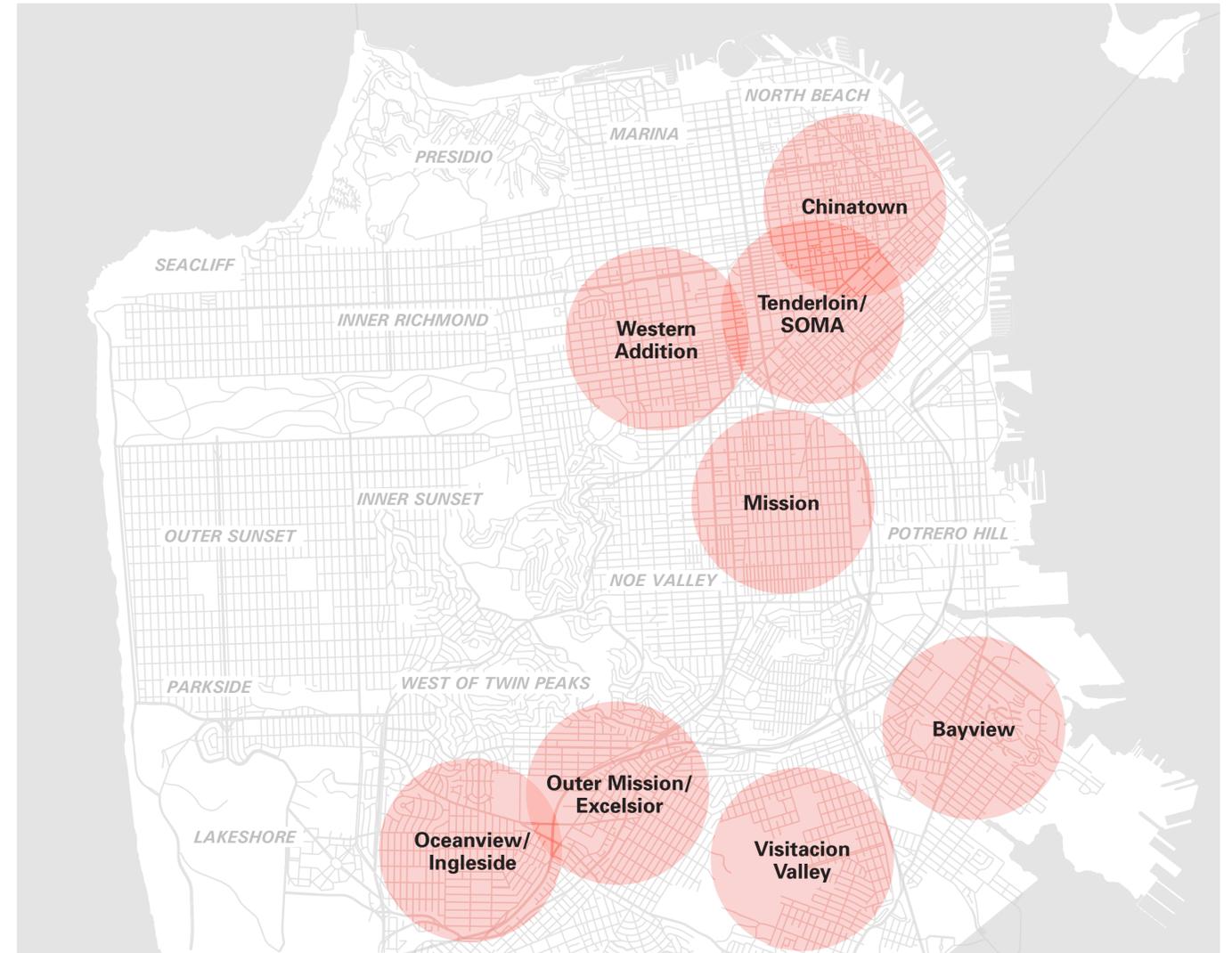
The SFMTA Board adopted the Muni Service Equity Policy in 2014. The Muni Service Equity Strategy implements this policy and focuses on improving routes in San Francisco neighborhoods that rely heavily on transit service. The neighborhoods were selected based on the percentage of households with low incomes, private vehicle ownership and race and ethnicity demographics. The Strategy was developed jointly with transportation equity and affordable housing advocates, who continue to advise SFMTA.

### Overview

The Equity Strategy is one component of the agency's commitment to make transit accessible and affordable to all of our customers.

The Equity Strategy will:

- Benefit eight selected Equity Service neighborhoods, seniors and people with disabilities, by implementing quick service treatments while delivering improvements to access to key destinations, reliability, frequency and crowding.
- Establish a performance baseline for Muni routes serving each Equity Strategy neighborhood.
- Provide ongoing analysis that informs our planning and prioritization of service improvements.



The last Equity Strategy Report (released in 2016) evaluated routes in 7 Equity Neighborhoods, and routes that are heavily used by seniors and people with disabilities. The Equity Strategy Report that will be released this year has included Oceanview/Ingleside and a greater focus on rider input.



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# OUTREACH SNAPSHOT

Stakeholder interviews and community events across Equity Neighborhoods

Developing recommendations based on community input we've heard

SFMTA Board reviews and potentially adopts 2018 Muni Service Equity Strategy

SPRING

2017

WINTER

2018

SPRING

2018

Extensive in-person and online outreach in Equity Neighborhoods, as well as Muni operator focus groups

Share preliminary Equity Strategy recommendations and continue collecting community input

Recommendations incorporated in upcoming SFMTA budget

\*The Equity Strategy will be presented to the San Francisco Municipal Transportation Agency (SFMTA) Board of Directors before the development of the fiscal years 2019 and 2020 capital and operating budget.



6

Focus groups with Muni operators



500+

Organizations reached in 8 Equity Neighborhoods, as well as organizations serving youth, seniors, and people with disabilities

3,000+

Survey responses

collected through online surveys and rider outreach along 16 equity lines in five languages



65,300+

People reached

through 30 Facebook ads in Equity Neighborhoods with over 200 comments in five languages (i.e. Chinese, English, Filipino, Spanish, and Vietnamese)



39+

Community led events & meetings attended

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# IMPROVEMENTS UNDERWAY OR COMPLETED

## INNER MISSION

A series of improvements are already underway in this neighborhood to address some of the challenges we've heard from riders.

Key Need	Improvements Underway or Completed
<b>9/9R San Bruno</b> Reduce crowding and improve security	Muni Forward projects on 11th Street, Potrero Avenue, Bayshore Boulevard, San Bruno Avenue and Better Market Street project to improve reliability with new transit-only lanes, bus stop enhancements, and other transit priority features
<b>12 Folsom</b> Address service gaps and occasional crowding	Increased service frequency in 2016 to reduce crowding
<b>14/14R Mission</b> Reduce crowding and address gaps in peak period service	Muni Forward project in the Inner Mission to improve reliability with new transit-only lanes, bus stop enhancements, and other transit priority features
<b>22 Fillmore</b> Improve travel time and reliability	Increased service in 2015 22 Fillmore Transit Priority Project to improve travel time and reliability with new transit-only lanes, bus stop enhancements, and other transit priority features
<b>27 Bryant</b> Improve reliability and travel time	Implement travel time and reliability toolkit north of Market Street where 27 Bryant travel time is slowest
<b>33 Ashbury-18th St</b> Address gaps in service	Muni Forward projects on Haight Street, Mission Street, 16th Street, Potrero Avenue to improve reliability with new transit-only lanes, bus stop enhancements, and other transit priority features
<b>49 Van Ness-Mission</b> Improve reliability	Muni Forward project in the Inner Mission and Bus Rapid Transit on Van Ness Avenue to improve reliability with new transit-only lanes, bus stop enhancements, and other transit priority features



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# PRELIMINARY EQUITY STRATEGY RECOMMENDATIONS

## INNER MISSION

Based on feedback we've heard from riders about their challenges, we've developed some new preliminary recommendations. Will the recommendations listed address the need? Tell us what you think below.

Key Need	New Preliminary Recommendations	
<b>9/9R San Bruno</b> Reduce crowding and improve security	<b>Upgrade buses</b> on 9 local from 40-foot to 60-foot buses to reduce crowding and reduce passengers conflicts on overcrowded buses	
<b>12 Folsom</b> Address service gaps and occasional crowding	<b>Increase service</b> to reduce gaps <b>Explore a more direct route</b> to 24th Street BART Station to improve reliability <b>Explore transit-only lanes</b> on Folsom Street in SoMa to improve reliability	
<b>14/14R Mission</b> Reduce crowding and address gaps in peak period service	<b>Explore transit reliability improvements</b> on the rest of the 14/14R line (e.g. downtown and the Excelsior) <b>Explore adding NextMuni</b> to more stops to provide real-time arrival information	
<b>22 Fillmore</b> Improve travel time and reliability	<b>Continue to evaluate service improvements</b> pending effectiveness of improvements underway	
<b>27 Bryant</b> Improve reliability and travel time	<i>Pending the effectiveness of improvements underway and completed, no additional recommendations</i>	
<b>33 Ashbury-18th St</b> Address gaps in service	<i>Pending the effectiveness of improvements underway and completed, no additional recommendations</i>	
<b>48 Quintara-24th St</b> Close gap in service from the Mission to the Sunset in the midday	<b>Extend service</b> to the Beach in midday	
<b>49 Van Ness-Mission</b> Improve reliability	<i>Pending the effectiveness of improvements underway and completed, no additional recommendations</i>	

# REACHING RIDERS WHERE THEY ARE

## BUILDING ON AFFORDABILITY AND ACCESS

Muni is dedicated to serving all of San Francisco. All residents are already within ¼ mile of a transit stop. Over the last few years, we've made system-wide improvements, including a 10% service increase. We are committed to building on the foundation of our affordable service and access.

**68,000+**

Sign-ups for  
Free Muni for Low/Moderate  
Income Youth, Seniors and  
People with Disabilities

**19,500+**

Sign-ups for  
Lifeline Pass



Image from a recent community conversation for the Equity Strategy.

## EQUITY STRATEGY PRINCIPLES

The Muni Equity Strategy evaluates service at all times of day to accommodate a range of jobs and other trip patterns. We are focusing on 2-3 key needs per neighborhood. Narrowing down to 2-3 key needs ensures that we're focusing on what really matters and our solutions can effectively target these needs. Our solutions will be delivered in a 1-2-year timeline so that riders can see a difference quickly.

## OUTREACH OVERVIEW

Over the last year, SFMTA has done extensive outreach in Equity neighborhoods to hear from riders. Outreach for the Muni Equity Strategy includes:

Rider outreach at bus stops and on bus routes in Chinese, English, Filipino, Spanish, and Vietnamese.

Multiple online surveys and a text-based survey that were advertised on our website, through community organizations, on bus shelters, and on social media.

Working directly with community organizations to host conversations with riders in their neighborhood.

Outreach is ongoing, as SFMTA staff continue to talk with riders about their needs at churches, community events, backpack giveaways, soup kitchens, and more. Overall, the SFMTA has reached tens of thousands of riders across different demographics, seniors and people with disabilities, and youth.

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