



SFMTA



29 Sunset Improvement Project

SFMTA CAC

February 5, 2026

Muni Forward and the 29 Sunset

Muni Forward program project to improve:

- transit travel time and reliability,
- passenger amenities and accessibility,
- and crosstown (non-downtown) transit options

... on busy route (17,000 riders per day)



- Two-phase project along the 29 Sunset, western and southern segments
- “Paves way” for 29 Rapid

Muni Forward Program

- Over 100 miles of transit priority improvements approved or built since 2014
- Toolkit of 20+ measures
- Major delay reductions and ridership increases



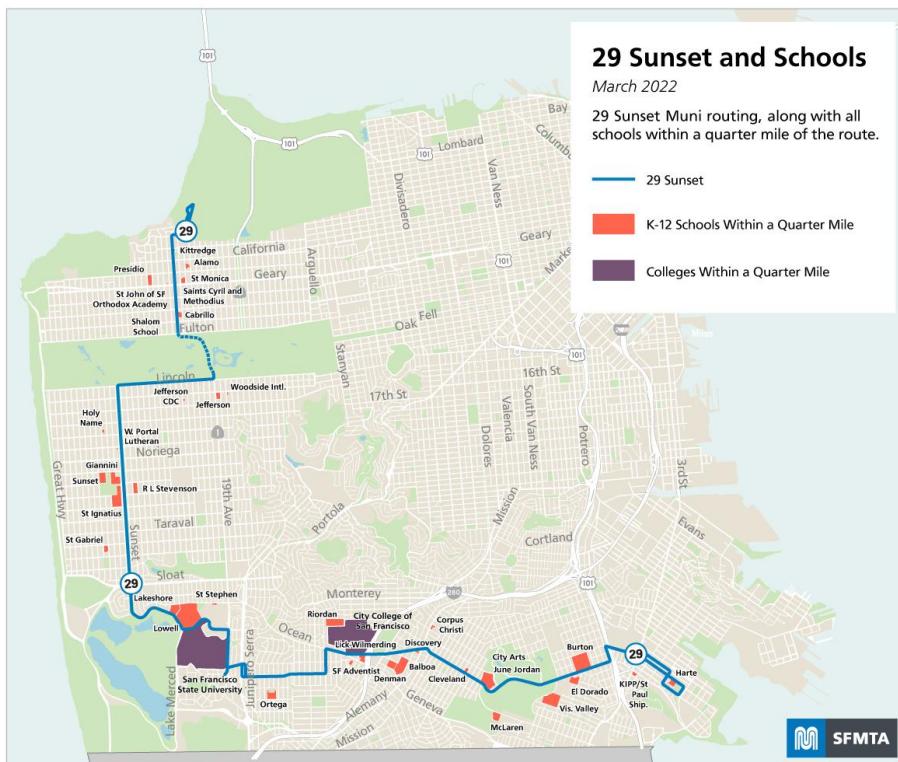
29R Sunset Rapid

- Part of “5-Minute Network” proposal
- Current project will improve existing 29 Sunset, accommodate 29R Sunset Rapid
- Concept in development, requires funding



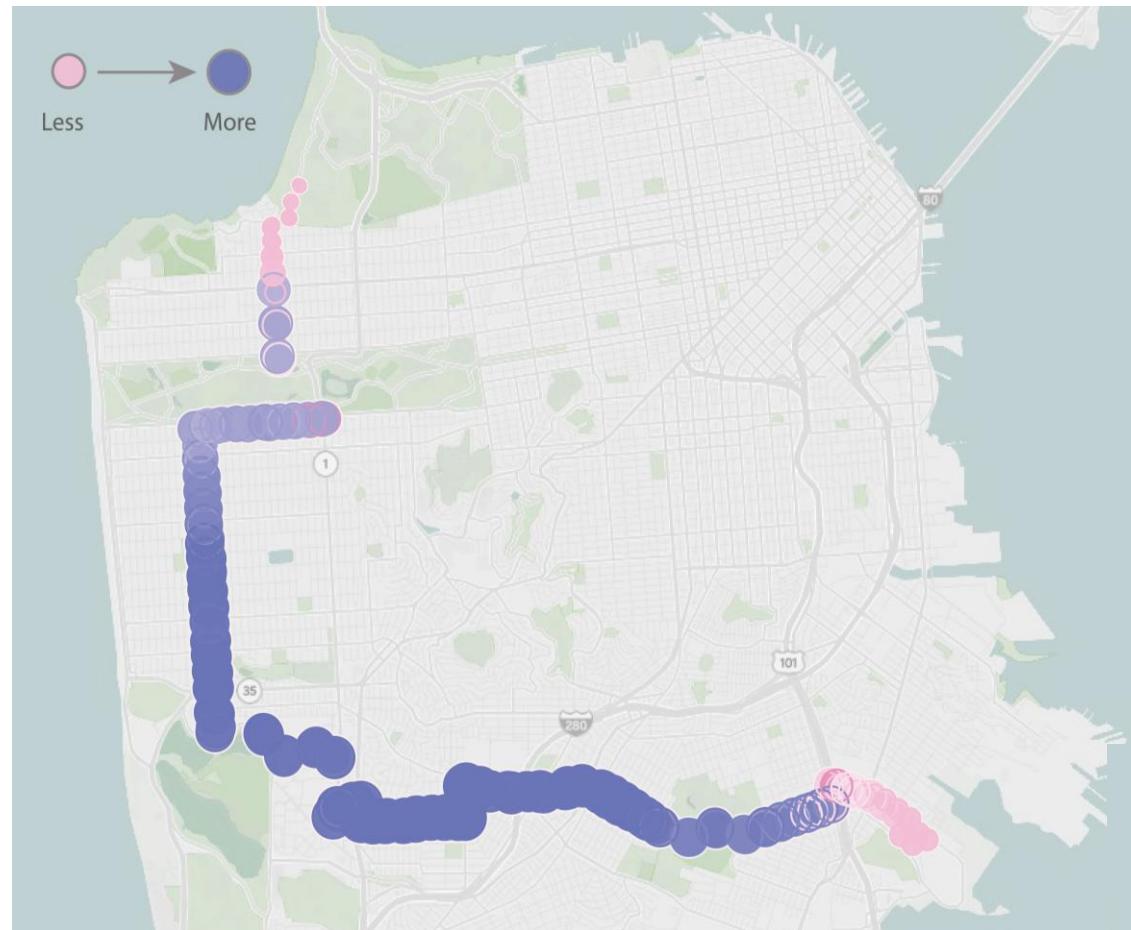
About the 29 Sunset

- Long crosstown route serving south and west sides
- Many students, low-income and/or persons of color – serves 4 of 9 SFMTA “Equity Neighborhoods”



About the 29 Sunset

- About 18,000 daily riders as of October, ~90% of pre-pandemic total, compared to ~75% citywide
- Historically, major issues with travel times, reliability and overcrowding



Average passenger loads departing 29 Sunset stops (pre-pandemic)

Recent Improvements

- In 2014, “queue jump” transit-only left-turn added at Lincoln Avenue and 19th Avenue
- In 2015, route realigned from Geneva Boulevard to Ocean Avenue
- In 2017 and 2021, added “School tripper” service



Photo by Aaron Bialick

- In 2022-23, frequencies improved from 10 minutes to 8-9 minutes
- Improvement Project Phase 1 “quick build” elements implemented in 2023

Community Engagement

Project conceived in response to community organizing, including from students



San Francisco Youth Commission meeting

CHANGE THE MUNI 29 BUS!

THE 29 BUS HAS MADE IT DIFFICULT TO GET TO + FROM SCHOOL. WE NEED YOUR HELP TO IMPROVE THE 29!

- 1. FOLLOW OUR INSTAGRAM**
→ [@Students.change29](#) ←
- 2. SEND DM / POST ON STORY**
We are collecting your 29 bus experiences.
IS IT PASSING YOU? VIDEO IT. REALLY CROWDED? TAKE A PHOTO. TELL US YOUR STORY!
- 3. USE #FIXOUR29 TO SUPPORT THE CAMPAIGN!**



Lowell HS Instagram campaign

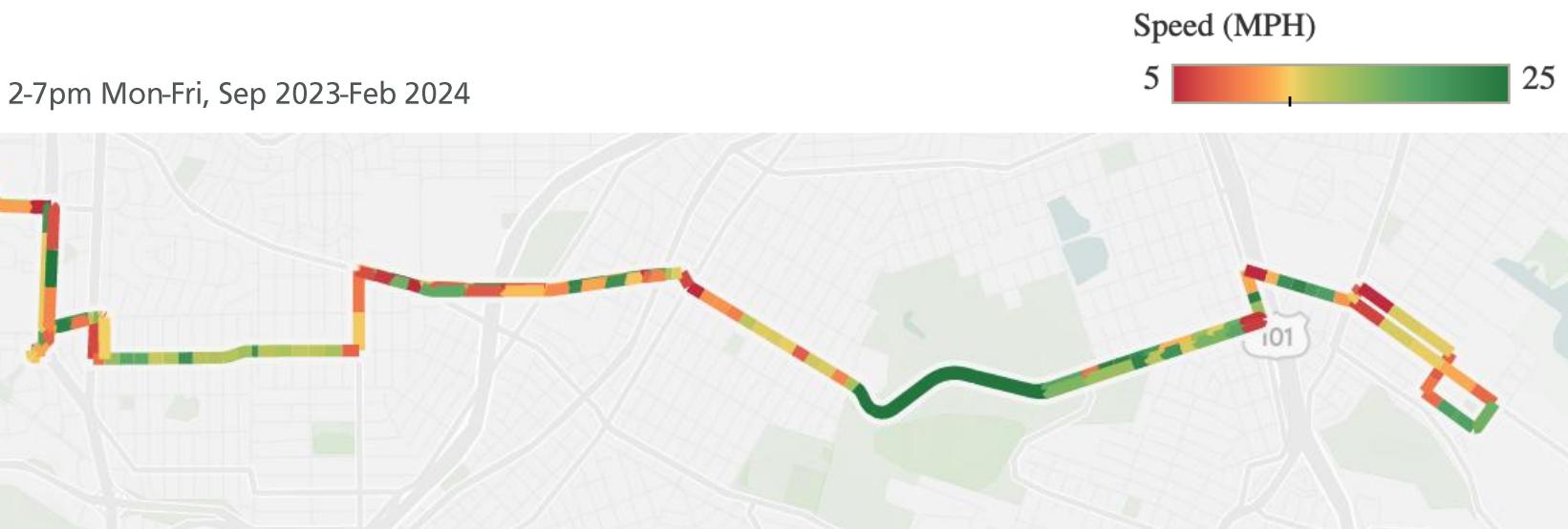
Phase 1 Improvements

- New and larger sidewalks at stops, with more space for shelters and better accessibility for wheelchairs and strollers
- “Bulb” stops allowing buses to stop without having to pull back into traffic
- Traffic signal priority for buses
- Some stops relocated or removed to reduce delay

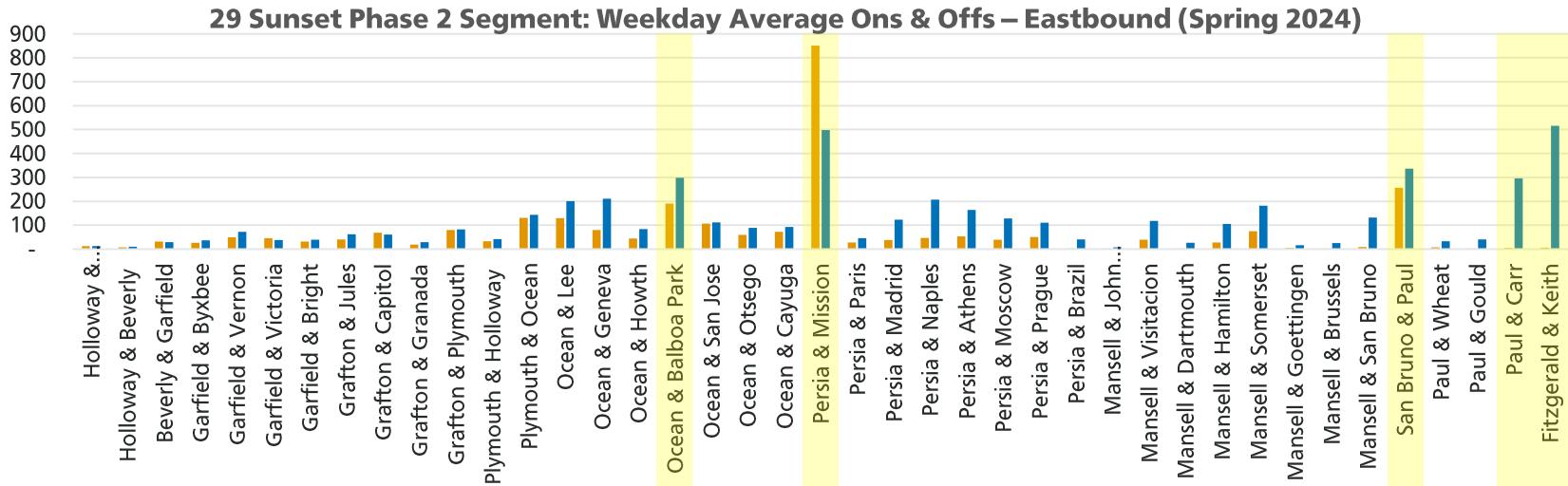
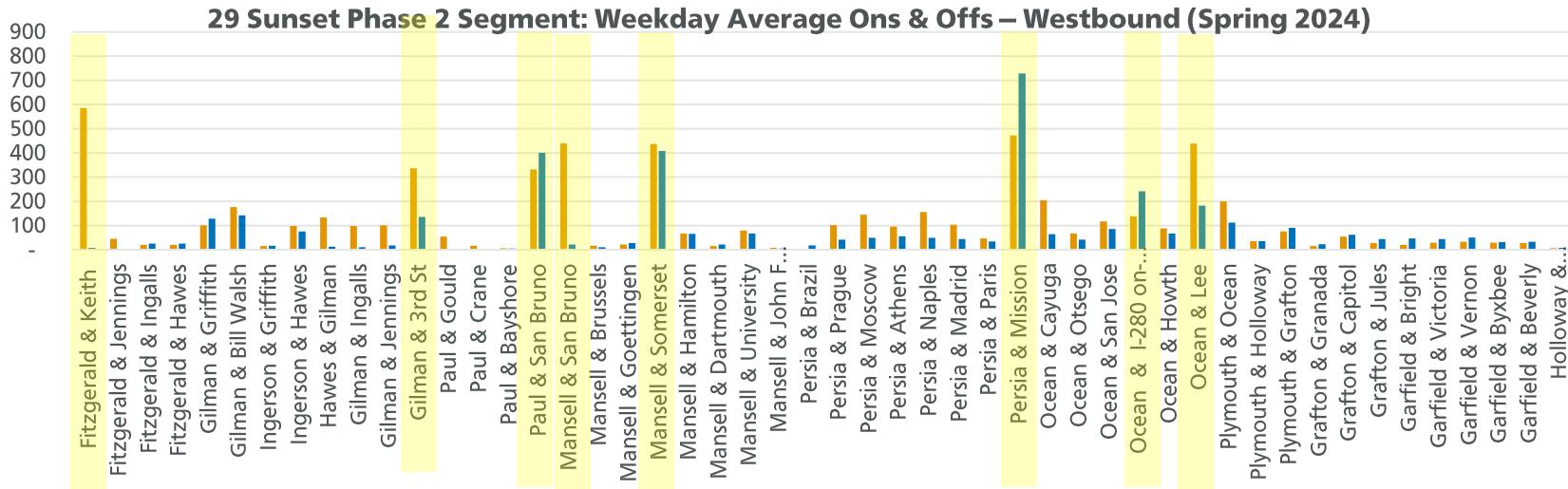


Phase 2 Analysis

- Junipero Serra Boulevard to the Bayview, including ...
 - Busy commercial streets (Ocean, San Bruno avenues)
 - Narrow residential streets with many stop signs (in OMI, Excelsior)
- ... and other sources of delay

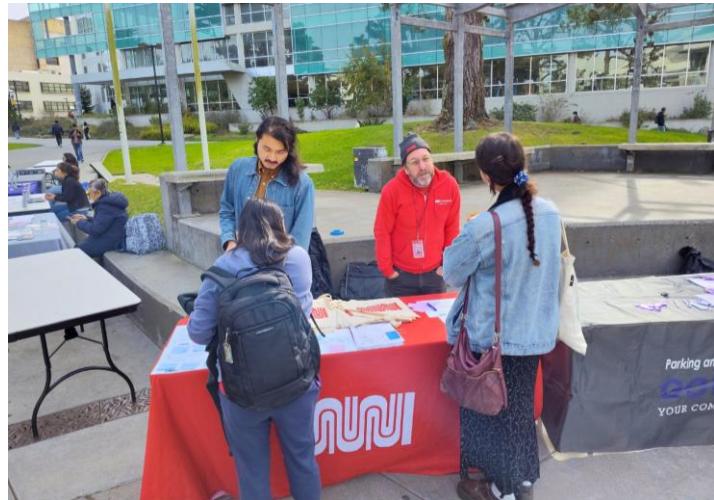


Most Ridership At Just a Few Stops



Phase 2 Outreach

- **Two rounds:** “listening tour,” then sharing proposals
- More than **25 community stakeholder meetings**
- **20 project events**, including pop-up tabling at community events, busy stops and self-guided open houses
- **Bus tour** with key stakeholders
- **Community survey** with over 800 responses in English, Chinese, Spanish, Filipino



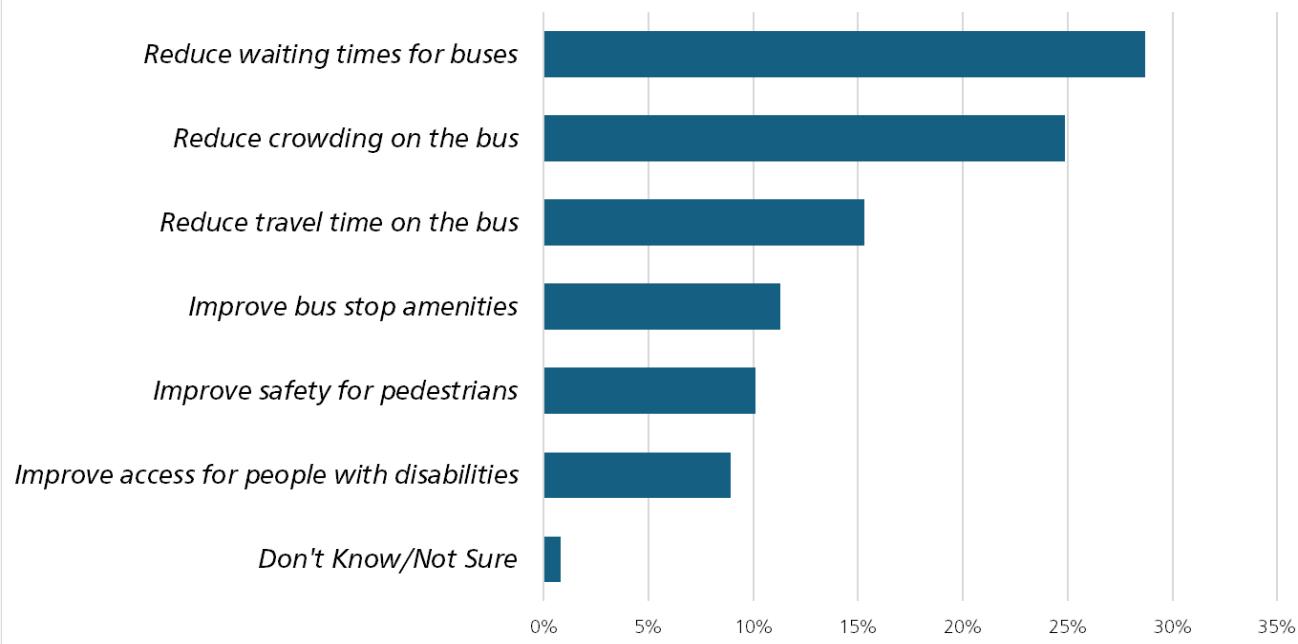
Phase 2 Outreach Findings

- **Delays cause issues** including lack of reliability, slow travel times, overcrowding, and pass-ups
- Bus stops could be **more visible, comfortable and accessible**
- Removing stops with few riders could improve service but **community should have voice in process**
- A **supermajority** of survey respondents **supported nearly every project proposal**

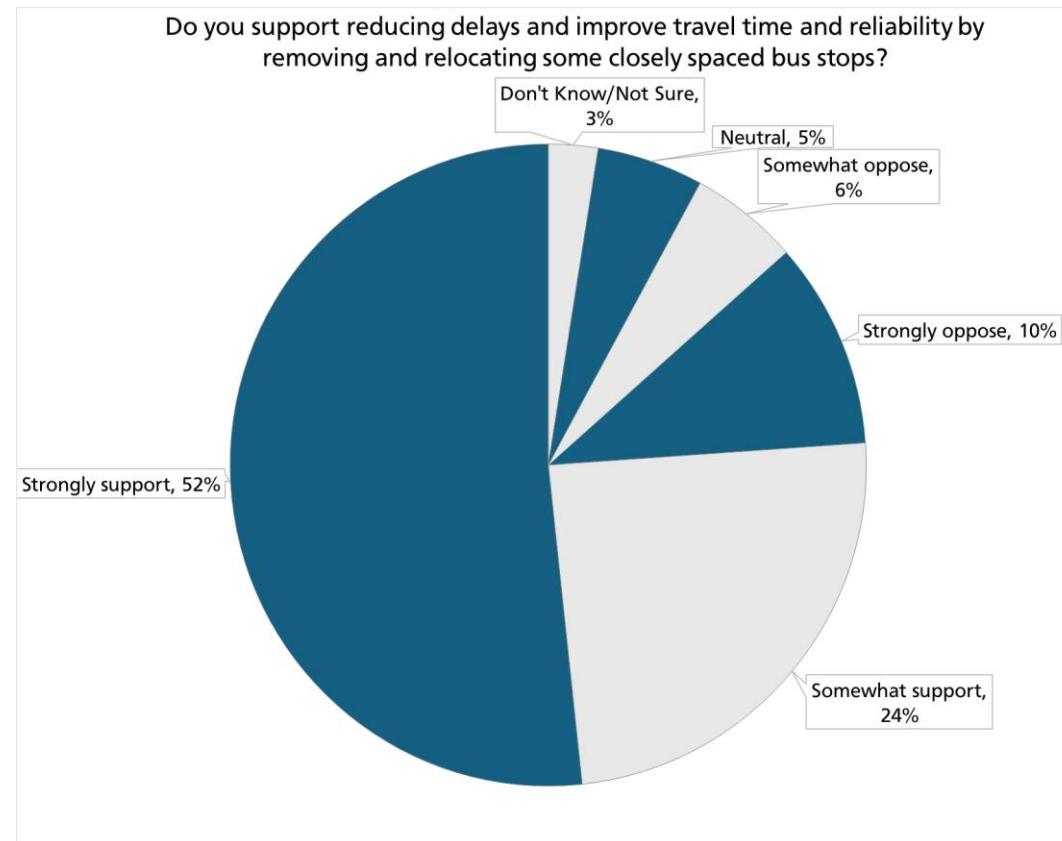


Phase 2 Outreach Findings

Which goals for the project are most important to you?
(n=809)



Phase 2 Outreach Findings



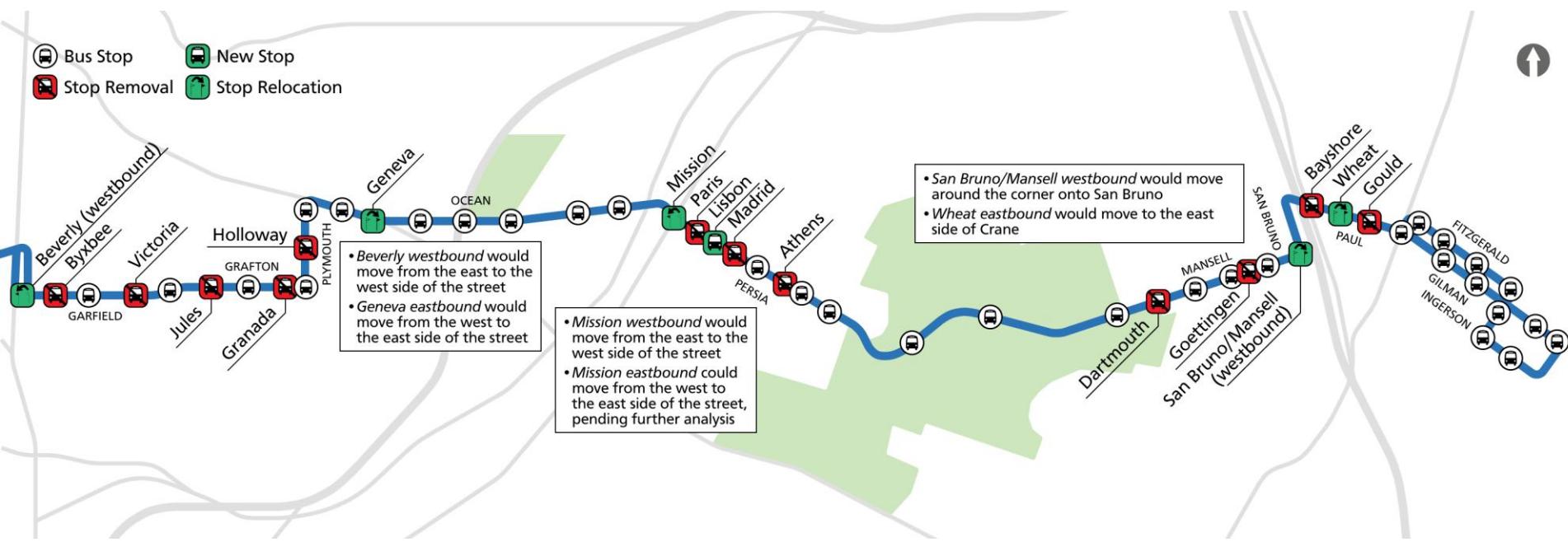
Recommendations: Stop Changes

To improve reliability and travel times and decrease overcrowding and pass-ups, remove some stops where few riders get on or off

Priorities:

- Follow established stop-spacing guidelines (800-1,360 feet between stops unless steep hills). Note that current average distance between stops is around 700 feet
- Keep busy stops, transfer points, and stops close to important destinations such as schools
- Respond to community concerns about removing too many stops in some places

Proposals: Stop Changes



Benefits:

- More reliable service
- Shorter travel times
- Less overcrowding
- Fewer pass-ups

Tradeoffs:

- Some riders would have to walk or roll 3-5 minutes farther to a stop
- One additional stop would slightly exceed recommended distance from nearest stop

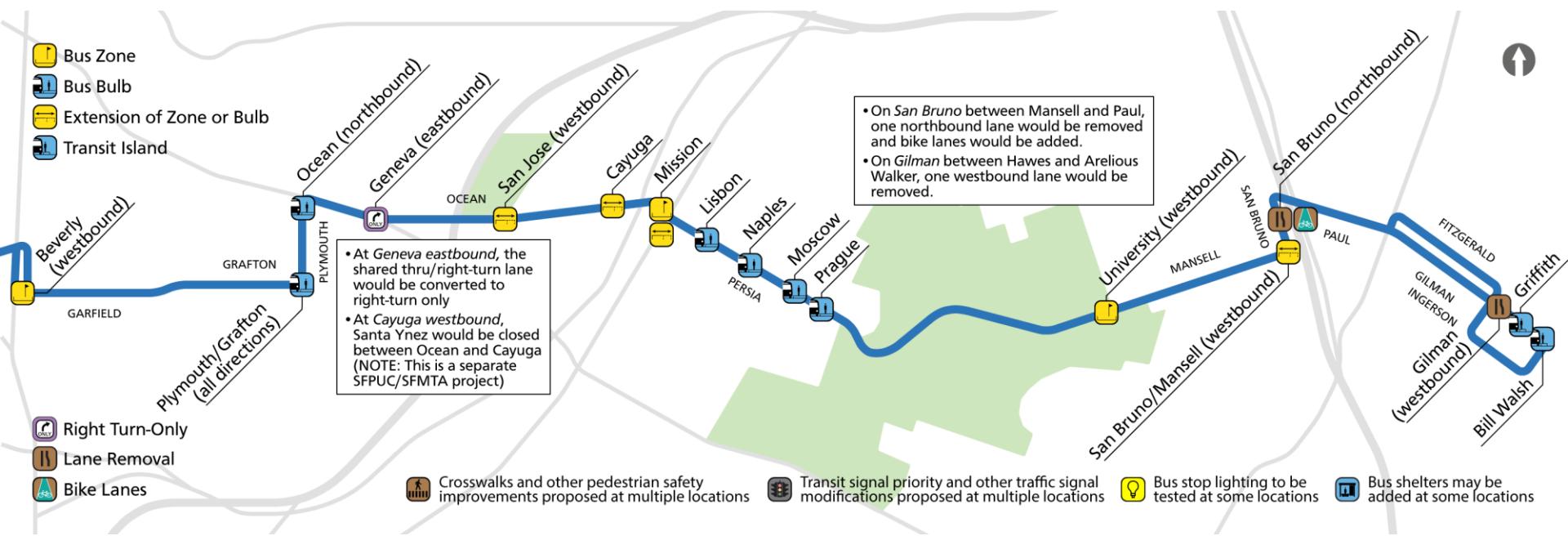
Proposals: Other Changes

- **Relocate some stops across intersections** to further reduce delays
- **Add “transit bulb” sidewalk extensions or boarding islands** at some stops
- **Add or extend some “bus zones”** or stops by the sidewalk, including at Ocean and Cayuga, where a short stretch of Santa Ynez would be converted to sidewalk (circulation and access to properties would be unaffected)
- **Change roadway striping**, including removing one of two lanes northbound on two blocks of San Bruno, and one of two lanes westbound on three blocks of Gilman (also convert shared thru/right on Ocean eastbound at Geneva to right-only)

Proposals: Other Changes

- **Add transit signal priority** where feasible
- **Add other pedestrian safety measures** such as marked crosswalks
- **Add shelters and test new lighting at select stops**, including busy stops and stops exposed to elements
- To make way for above, about 36 parking and loading spaces would need to be removed (over around 5.7 miles)

Proposals: Other Changes



Benefits:

- More reliable service
- Shorter travel times
- Less crowding
- Fewer pass-ups
- Improved traffic safety
- More accessible and comfortable stops

Tradeoffs:

- Some parking impacts
- Less traffic capacity on short segments of San Bruno and Gilman

Next Steps

- **Late Spring:** Seek SFMTA Board of Directors approval
- **Late 2026:** Implement "quick-build" changes that do not require construction



Thank You

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