



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



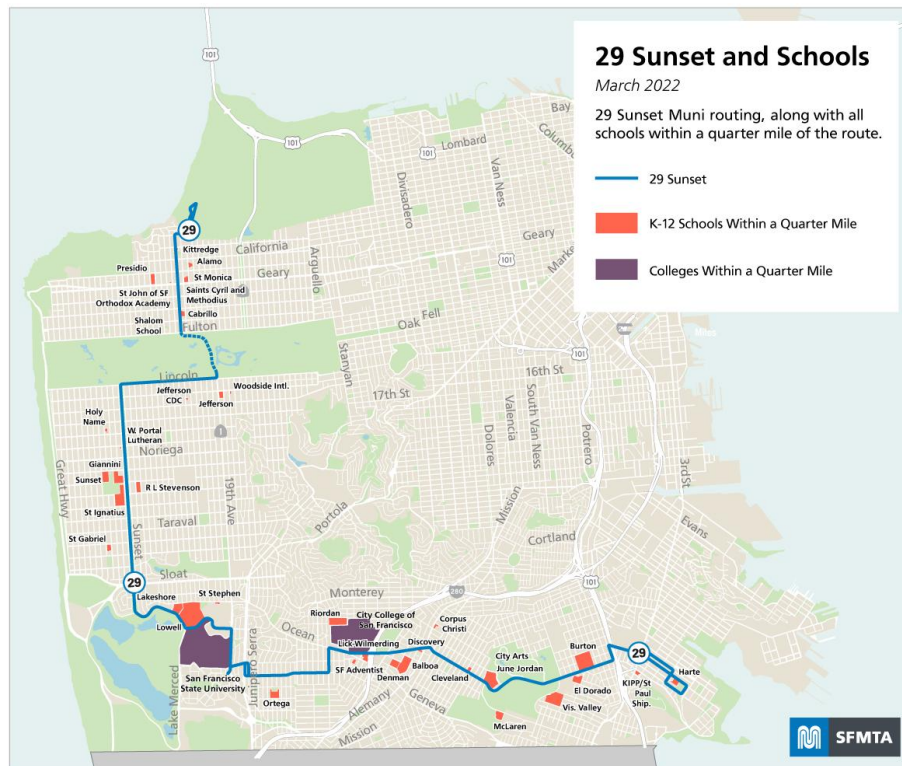
29R Sunset Rapid

- 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



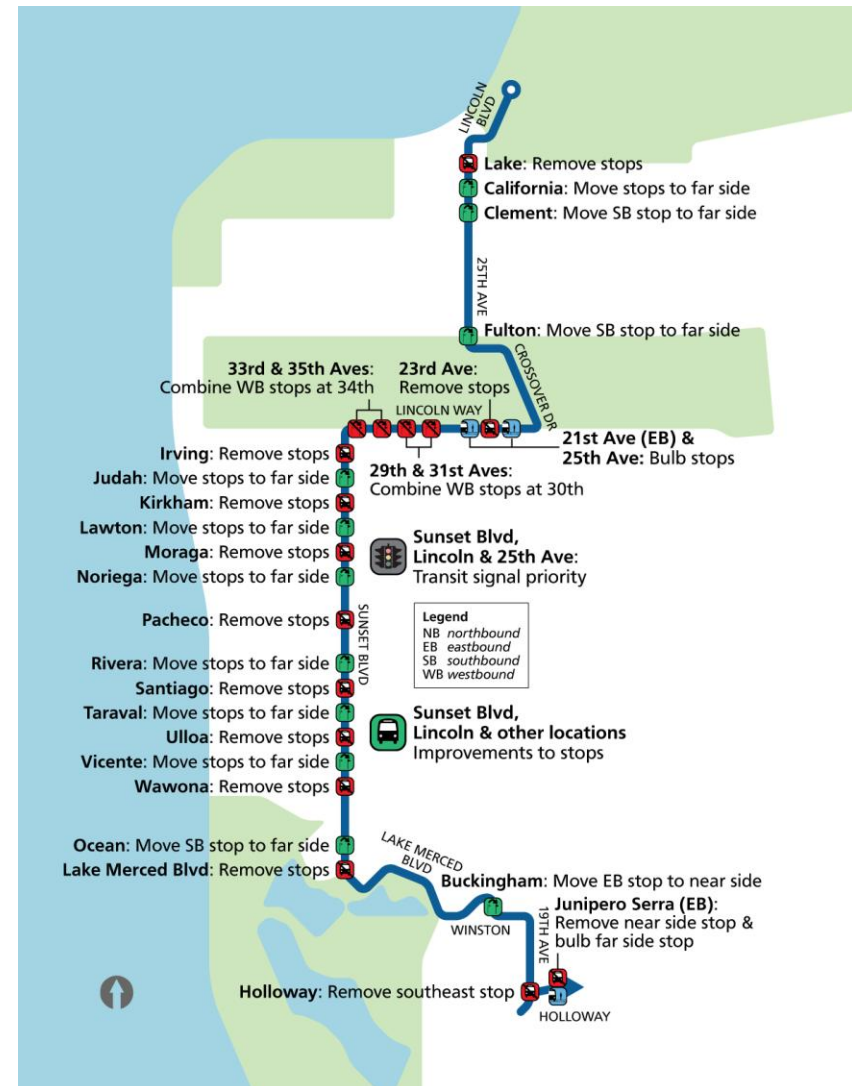
San Francisco Youth Commission meeting



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

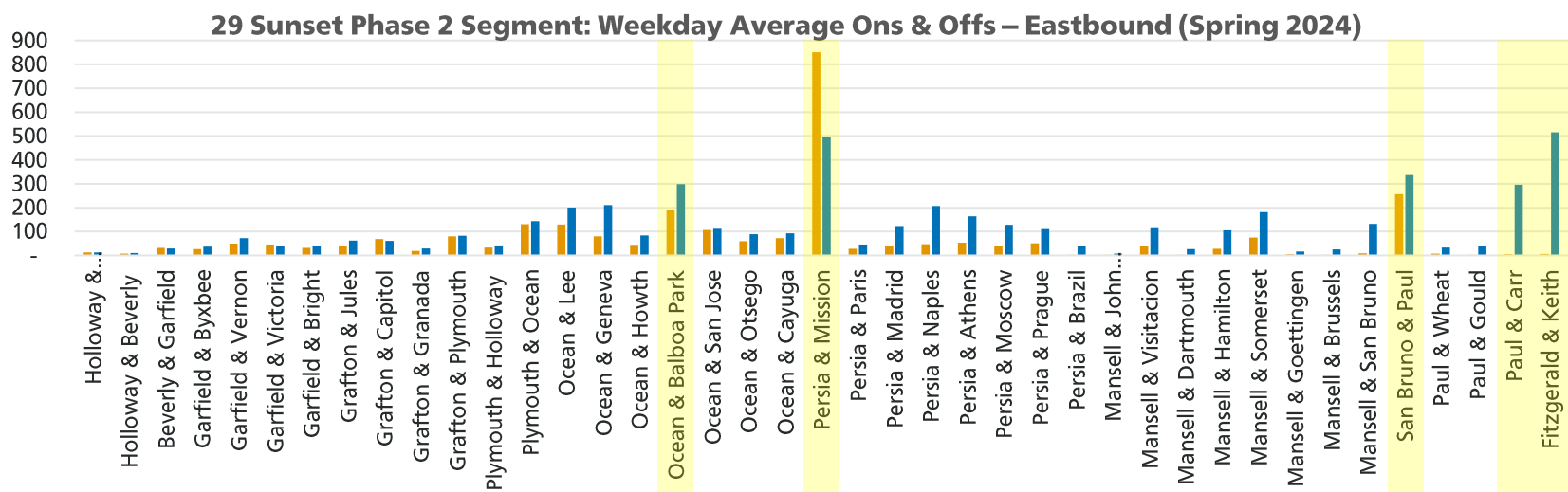
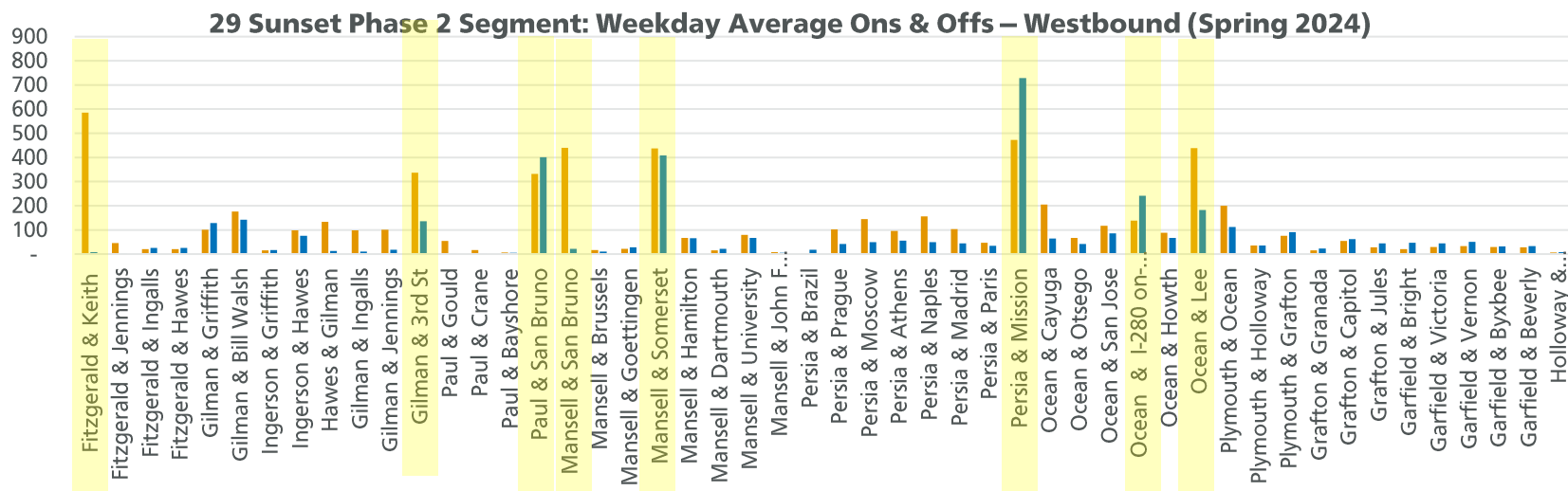
- Junipero Serra Boulevard to the Bayview, including ...
 - Busy commercial streets (Ocean, San Bruno avenues)
 - Narrow residential streets with many stop signs (in OMI, Excelsior)
- ... and other sources of delay

2-7pm Mon-Fri, Sep 2023-Feb 2024

Speed (MPH)



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

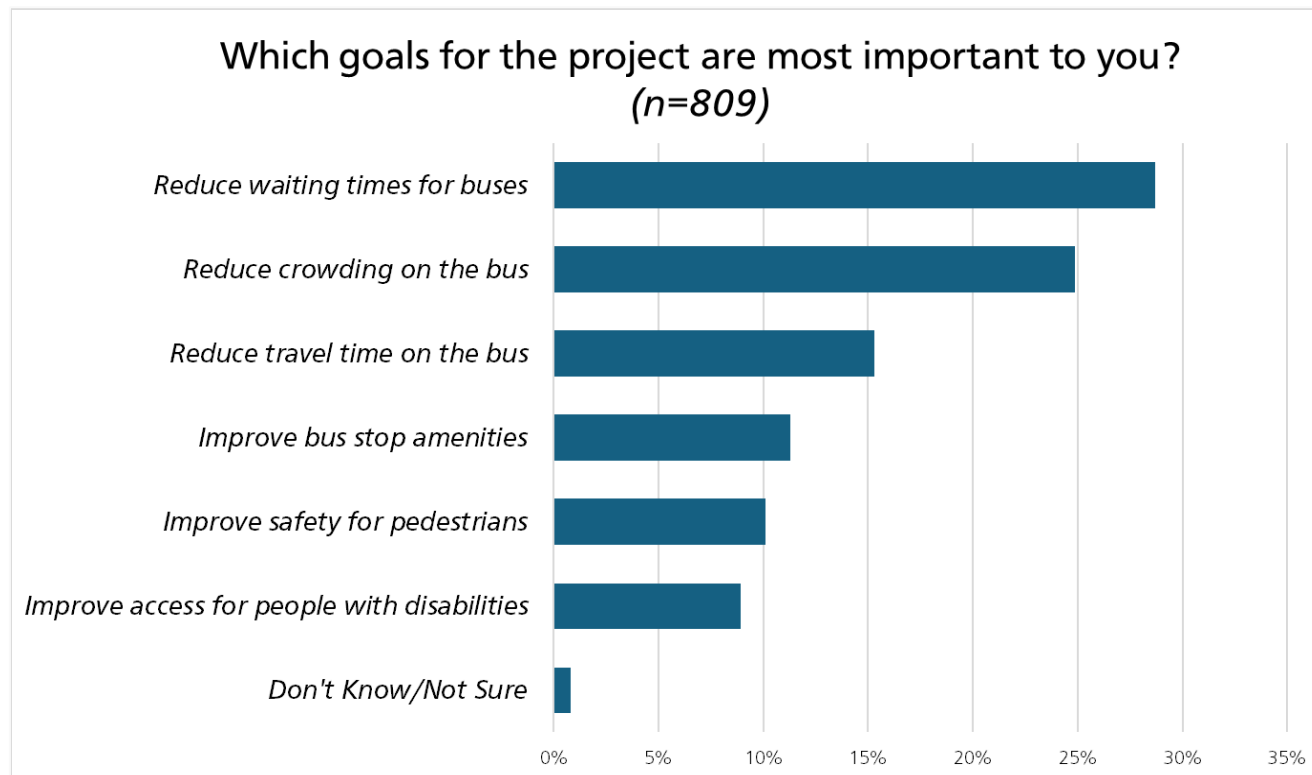


Phase 2 Outreach Findings

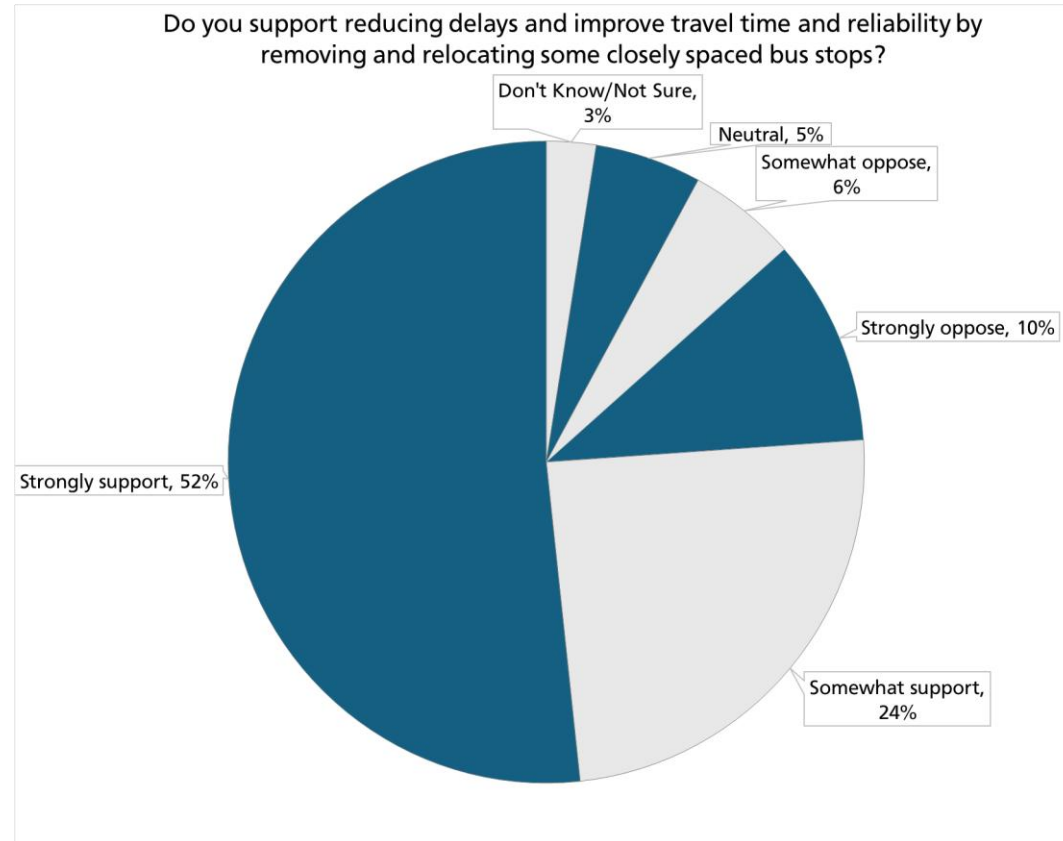
- **Delays cause issues** including lack of reliability, slow travel times, overcrowding, and pass-ups
- Bus stops could be **more visible, comfortable and accessible**
- Removing stops with few riders could improve service but **community should have voice in process**
- A **supermajority** of survey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



Phase 2 Outreach Findings



Phase 2 Outreach Findings



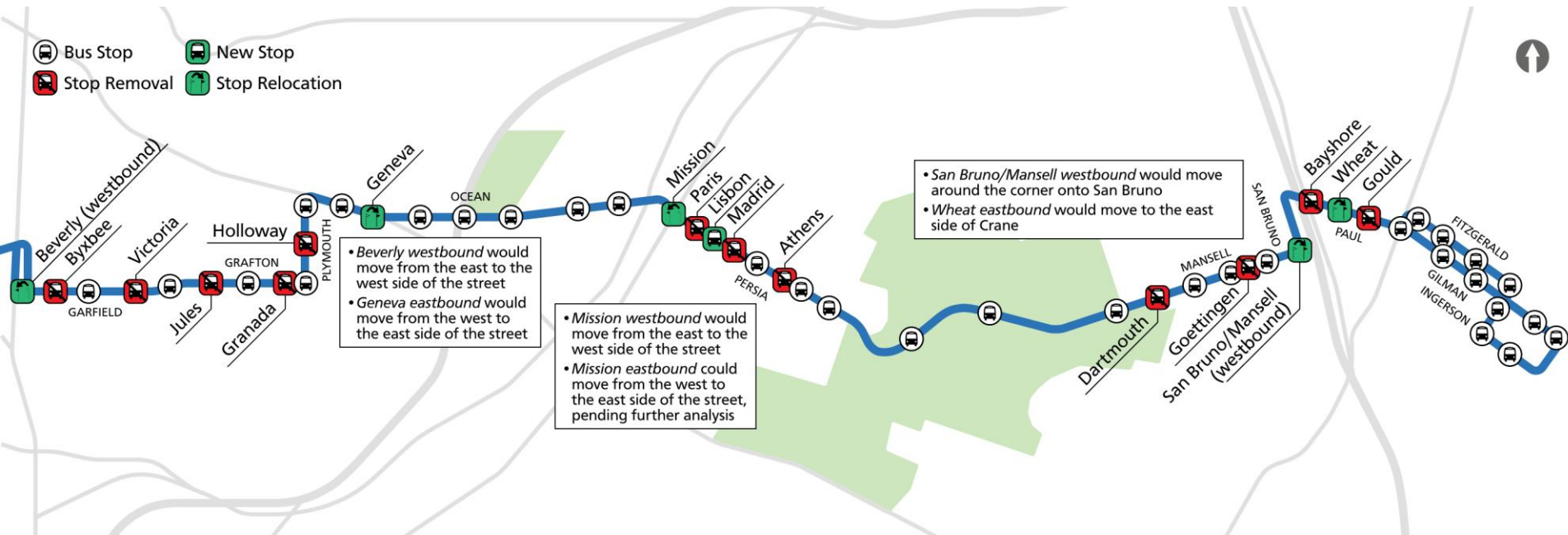
Recommendations: Stop Changes

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

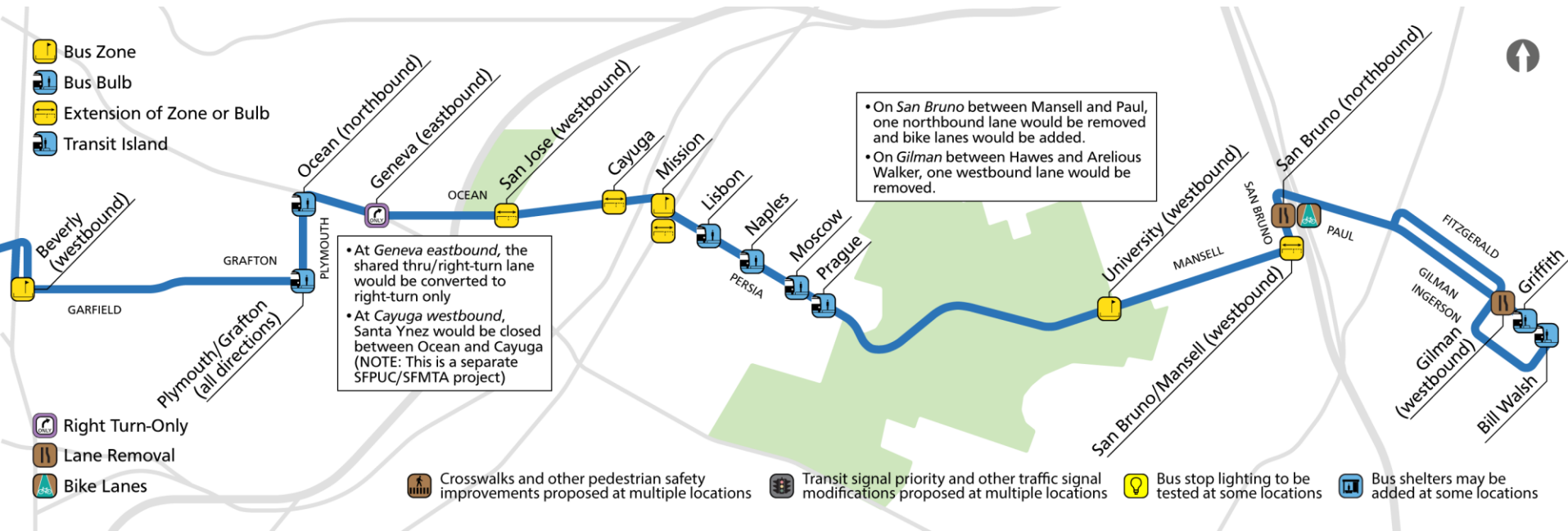
Proposals: Other Changes

- **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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