



Appendix A Title VI Public Notice

TITLE VI

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تمنع هيئة النقل البلدية بمدينة سان فرانسيسكو SFMTA ، التي تدير وسائل النقل العام والسكك الحديدية بالبلدية (Muni)، التمييز على أساس العرق أو اللون أو الأصل القومي. لمزيد من المعلومات أو لتقديم شكوى، تفضل بزيارة SFMTA.com أو اتصل برقم 311.

311 Free language assistance / 免費語言協助 / Ayuda gratis con el idioma / Бесплатная помощь переводчиков / Trợ giúp Thông dịch Miễn phí / Assistance linguistique gratuite / 無料の言語支援 / 무료 언어 지원 / Libreng tulong para sa wikang Filipino / การช่วยเหลือทางด้านการพูดโดยไม่เสียค่าใช้จ่าย / خط المساعدة المجاني على الرقم 311





Appendix B Title VI Complaint Form

San Francisco Municipal Transportation Agency Title VI Complaint Form

SFMTA

Municipal Transportation Agency

NAME OF COMPLAINANT: HOME TELEPHONE:

HOME STREET: CITY: STATE: ZIP:

WORK TELEPHONE: RACE/ETHNIC GROUP: SEX:

E-MAIL ADDRESS:

PERSON DISCRIMINATED AGAINST (IF OTHER THAN COMPLAINANT):

HOME STREET: CITY: STATE: ZIP:

HOME TELEPHONE: WORK TELEPHONE:

1. SPECIFIC BASIS OF DISCRIMINATION (Check appropriate box(es): ☐ Race ☐ Color ☐ National origin

2. Date of alleged discriminatory act(s)

3. RESPONDENT (individual complaint is filed against):
NAME: POSITION:
WORK LOCATION:

4. Describe how you were discriminated against. What happened and who was responsible? For additional space, attach additional sheets of paper.

5. Did you file this complaint with another federal, state or local agency or with a federal or state court? ☐ YES ☐ NO

If answer is yes, check each agency complaint was filed:
☐ Federal agency ☐ Federal court ☐ State agency ☐ State court ☐ Local agency
☐ Date filed:

6. Provide contact person information for the additional agency or court:

NAME: HOME TELEPHONE:

HOME STREET: CITY: STATE: ZIP:

Sign complaint in the space above. Attach any supporting documents.

SIGNATURE: DATE:

Please submit the **signed** complaint form by mail, fax or in person:
San Francisco Municipal Transportation Agency (SFMTA)
ATTN: Title VI Complaints
One South Van Ness Avenue, 7th Floor
San Francisco, CA 94103
FAX: 415.701.4502



Appendix C Summary of Title VI Complaints

PSR#	Date Signed Title VI Complaint Form Received	Date of Incident	Summary of Allegations	Status of Complaint	Outcome of Investigation/Action Taken
1374053	10/3/2025	9/15/2025, 9/17/2025	Customer is alleging discrimination based on race	Closed.	No individual fare inspector was identified; no specific date, time or location was noted. General feedback from customer about how fare enforcement is handled; comments will be kept on file. Customer sent "no merit" letter which states that a record of the complaint will be kept on file and includes appeal instructions.
1338998	8/19/2025	7/22/2025	Customer is alleging discrimination based on race color, national origin	Closed.	No merit. After investigation and video review, complaint determined to be without merit. Customer did not receive a citation but rather a warning on fare compliance. Customer sent "no merit" letter which states that a record of the complaint will be kept on file and includes instructions on how to appeal.
1220350	3/10/2025	1/29/2025	Customer is alleging discrimination based on national origin (limited-English proficiency)	Closed.	No merit, after reviewing video, it was determined that customer did not have Valid Proof of Payment upon fare inspection. A citation was issued and the TFI continued checking all customers for Proof of Valid Payment. Customer sent "no merit" letter which states that a record of the complaint will be kept on file and includes instructions on how to appeal.
1183078	1/13/2025	6/13/2024	Customer is alleging discrimination based on race and color.	Closed.	No merit, customer admitted that they did not pay their fare when asked by the Operator. Title VI criteria was not a factor during the brief interaction with the customer. Customer sent "no merit" letter which states that a record of the complaint will be kept on file and includes instructions on how to appeal.
1188430	1/23/2025	1/20/2025	Customer is alleging discrimination based on race and national origin.	Closed.	No merit. POP Supervisor reviewed video (with very limited audio) but did see TFI checking for Proof of Payment for all customers on the bus. Customer sent "no merit" letter which states that a record of the complaint will be kept on file and includes instructions on how to appeal.
985053	2/16/2024 (Note: Formal Title VI complaint was filed on 4/3/2024)	12/31/2023	Customer alleging discrimination based on sexual-orientation and not Title VI criteria.	Closed.	No Title VI basis for complaint. Customer was referred to SFPD to file a police report.
1045058	2/20/2024	2/20/2024	Customer alleging discrimination based on national origin; Title VI does not apply to parking citations.	Closed.	No Title VI basis for complaint. Citizen received a parking citation and alleged that the PCO stated that they "Cannot Read" in the box where the VIN number should be placed but interpreted as comment directed to them. The PCO stated in the VIN box that "cannot read," indicating the VIN number on the vehicle. Citation forwarded to appropriate department for follow up.
931906	9/14/2023	11/8/2023	Customer alleging discrimination based on race	Closed	No merit. After video review and investigation, it was found that the customer did not have valid Proof of Payment. Expired Clipper Card. Nothing to support customers allegation of discrimination based on race. Customer sent "no merit" letter which states that a record of the complaint will be kept on file and includes instructions on how to appeal.
691027	10/13/2022	12/22/2022	Customer alleging discrimination based on race, national origin and limited-English proficiency	Closed	Unable to ID/ Video not available due to incident reporting delay. Customer sent "Unable to ID" letter and advised that a record of the complaint will be kept on file and how to contact the agency with additional information or questions regarding the complaint.



Appendix D Public Participation Plan



Public Participation Plan December 2025



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Executive Summary

Background

As a recipient of federal funds from the U.S. Department of Transportation (USDOT) through the Federal Transit Administration (FTA), the SFMTA must abide by Title VI of the Civil Rights Act of 1964 and follow the requirements as promulgated in FTA Circular 4702.1B, “Title VI Requirements and Guidelines for Federal Transit Administration Recipients,” effective October 1, 2012.

Chapter 3-5 of FTA C 4702.1B requires that recipients provide adequate notice of public participation opportunities, including early and continuous opportunities for public review and comment. The purpose of the San Francisco Municipal Transportation Agency’s (SFMTA) Public Participation Plan (“PPP” or “Plan”) is to provide a framework of options and strategies from which to guide a customized, systematic and strategic approach to public participation that seeks out and considers the viewpoints in the SFMTA’s decision-making processes of transit-dependent and limited-English proficient populations, community partners, customers and the general public in the course of conducting public outreach and engagement activities.

This document updates the SFMTA’s 2022 Public Participation Plan. It details the strategies and methods the agency uses to inform and engage the public and identifies programs and practices that have been modified since 2022 based on community and partner feedback and lessons learned from agency experience. The goal of the PPP is to offer early and continuous opportunities for the public to learn about agency projects and initiatives while meeting the needs of communities in San Francisco. Particular attention is given to factors that may impact participation in the decision-making process, such as language needs, schedule and location constraints. The concerns, ideas and needs of community members, including social, economic and environmental impacts of proposed transportation decisions, are considered throughout the public process and serve to inform agency outreach efforts and decision-making.

As stated in Federal Transit Administration (FTA) Circular 4702.1B, the SFMTA has “wide latitude to determine how, when and how often specific public involvement measures should take place and what specific measures are most appropriate.” (FTA C 4702.1B, Section IV-5) The SFMTA makes these determinations based on a variety of factors, including feedback from customers and community partners, the composition of the population affected by its actions, the type of public involvement process planned for the particular project or initiative and the resources available to the agency. Most of these determinations occur at the project level and the agency has standards in place to guide project managers and staff as they assess the characteristics and needs of affected communities and deploy strategic and effective public involvement methods.

In further response to federal requirements and guidance regarding Limited-English Proficient (LEP) persons, this Plan also integrates findings from the SFMTA’s 2025 update of its Language Assistance Plan (LAP) where relevant and as appropriate, which focused on receiving feedback from LEP populations through an 11-language Public Participation and Language Assistance (2025 PPLA) Survey, Community Conversations (held in English, Spanish, Cantonese, Vietnamese and Filipino) and interviews with 35 leaders of Community-based Organizations (CBO) serving various constituencies, including LEP populations.

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.

Updating the Plan

Beginning in April 2025, the SFMTA conducted an extensive outreach effort to collect data from multiple sources, both quantitative and qualitative, to update the 2025 Public Participation Plan (PPP). Through various channels, the SFMTA sought feedback in these primary areas:

1. Access to Information and Communication: How do customers and community members currently receive information about SFMTA/Muni services? What are the most trusted and effective channels (website, signage, apps, 311, community groups, social media, etc.)? In what languages and at what literacy levels should materials be provided to ensure accessibility?
2. Meeting Awareness and Participation: What helps people learn about and attend public meetings? What topics matter most (e.g., service changes, fares, safety and security, construction)? What meeting formats (virtual, in-person, neighborhood-based) and support (language assistance, childcare, accessibility accommodations) would encourage attendance?
3. Feedback Channels: What are the easiest and most trusted ways and community members to provide feedback (e.g., online, by phone, through CBOs, or in person) at meetings? How should the SFMTA demonstrate that feedback is heard and incorporated into decision-making?
4. Customer Experience and Priorities: What factors most affect people's ability and willingness to use Muni: safety, reliability, cost, accessibility for people with disabilities, cleanliness, or clarity of routes and schedules?

Demographic information from participants was also requested, which helps inform better understanding of the communication preferences of various communities and community partners.

Outreach included a widely distributed multilingual Public Participation and Language Assistance Survey that received 7,349 responses and was available in 11 languages: English, Chinese, Spanish, Filipino, Vietnamese, Russian, Korean, Japanese, French, Arabic and Thai. Nine Community Conversations were held (one each in Spanish, Filipino, Vietnamese and Cantonese and five in English) with a variety of groups to explore how attendees learned about SFMTA meetings, their preferences on topics and meeting logistics in order to encourage attendance and participation.

Data gathered to inform the Agency's 2025 Language Assistance Plan (LAP), a federal requirement that identifies the primary languages spoken by limited-English proficient customers within the City and County of San Francisco, the frequency with which they are using SFMTA's services, the importance to their daily lives and how written and verbal language assistance will be provided, is also included in this update as relevant and as appropriate. In addition to the data collection sources listed above for the PPP, the 2025 LAP update was also informed by responses to the multilingual Public Participation and Language Assistance Survey by individuals who identified as LEP (17% of total respondents); LEP customer data through an assessment of telephonic interpretation data from both the SFMTA and the SFMTA's ADA Complementary Paratransit service (SF Paratransit); federal, state and local Census data and school enrollment information. SFMTA staff also conducted interviews with leaders of 35 Community-based Organizations (CBOs) serving demographically and linguistically diverse LEP populations throughout San Francisco.

Information collected through the 2025 outreach and feedback process will be incorporated into the agency's Public Outreach and Engagement Team Strategy (POETS) – an agency-wide program that sets standards for outreach and engagement, provides guidance and support for project managers and offers staff training with the goal of institutionalizing public participation best practices for agency projects.

The 2025 PPP builds on the findings and commitments of the 2022 PPP. Trend analyses are conducted based on new data collected in order to evaluate which practices and methodologies can be enhanced moving forward to best engage critical voices in SFMTA's important decision-making processes.

Key Insights

Consistent with previous Plans, the research conducted for the 2025 update demonstrated that the SFMTA's community partners and customers are diverse in their demographic characteristics and that they have a variety of preferences for how they want to receive information about SFMTA services and meetings, how they want to participate in the agency's planning processes and how they want to give feedback about in its decision-making processes. The research also yielded recommendations about how the agency can best work with the community, based on overall customer preferences and demographic patterns. The results reinforced many of the 2022 findings, with some new trends. Areas where the data remained consistent and where findings diverged are noted in this Plan.

Some highlights are included immediately below and in more detail throughout this report, but major themes expressed by community members throughout the outreach and data collection efforts are:

Communication Methods and Content

Those who participated in the data collection effort for the 2025 Public Participation Plan and Language Assistance Plan updates weighed in on the public engagement and outreach methods most commonly used by the SFMTA to share information with, and collect feedback from, members of the community, as well as explore feedback related to SFMTA's public meetings.

The survey findings indicated continuity in customers' most frequent sources of information – both for service updates and meetings. Customers continued to most frequently report relying on the SFMTA website, signs and maps in vehicles, stations or bus shelters and online apps to obtain information about SFMTA/Muni services. Online apps, which were first included in the 2022 survey, are now used by more than two in five respondents, underscoring the growing role of mobile tools in how customers access information.

At the same time, there are some sources which have shown notable growth compared to 2022. The share of respondents receiving information through email communications and text message updates increased, as did the use of radio or television, printed brochures and mailers and meeting notices such as fliers and posters.

While the prevalence of social media has varied over time, the research indicates that different segments of the population use different platforms, suggesting the need to take a broad digital approach on social media.

Meeting Attendance

Proximity to transit, virtual options and advance notice were top factors in making it easier to attend meetings. A majority indicated that the meeting time was important to them – but they were divided in which meeting time worked best, suggesting that varied meeting times may be helpful in providing options for different segments of the community.

Customers reported feeling informed on SFMTA/Muni's projects, initiatives and service updates, although few were very informed. Consistent with the 2022 research, service changes continued to be highly important in motivating participation, a preference which has intensified in recent years. Nearly half ranked safety and security, fare changes and construction as motivating topics.

Graphics, presentations and handouts were the preferred ways of receiving information during meetings. Qualitative sessions underscored the need to ensure written communications are multi-lingual and are inclusive of a variety of literacy levels – both during meetings and in other contexts. Respondents continued to favor providing feedback after the meeting via email and digital platforms.

Report Organization

This report has been divided into the following sections:

Section I: Introduction. This section serves as an introduction to the purpose and parameters of the Public Participation Plan (PPP). It includes an overview of the San Francisco Municipal Transportation Agency (SFMTA), the Federal Transit Administration's (FTA) requirements for recipients of federal funds to comply with Title VI of the Civil Rights Act of 1964 and its implementing regulations, the agency's 2025 Language Assistance Plan and San Francisco demographics.

Section II: Data Collection. This section reviews the methods used to collect information and data from the public to update the PPP, including surveys, Community Conversations and interviews with leaders of Community-based Organizations.

Section III: Community Research. This section reviews the results of the community research and describes the quantitative and qualitative findings that are central to the PPP and that will inform the agency's public outreach and engagement strategies going forward. It summarizes survey responses regarding how participants currently obtain information about agency services and public meetings, how they prefer to provide feedback, what issues and topics are of most interest to them and factors that encourage and help overcome barriers to participation.

Section IV: Public Outreach and Engagement Methods. This section describes the methods and tools that the SFMTA uses to inform and engage the public and to "close the feedback loop" by telling participants how their input influenced a given project, policy, or program. It also highlights the agency's Public Outreach and Engagement Team Strategy (POETS), a program to promote sustained and consistent application of public outreach and engagement participation best practices across a variety of projects, especially large capital improvement projects.

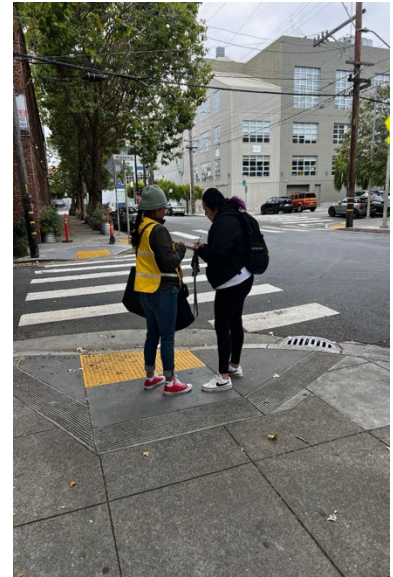
Section V: Broadening Public Outreach and Engagement. This section discusses how the feedback received during the research for the PPP can be used to inform and improve the agency's approach to public participation moving forward. It reviews findings from primary quantitative and qualitative data collected as part of this update to identify preferred ways for the public to receive information and provide feedback to SFMTA and it explores ways to encourage inclusive participation in public meetings and decision-making processes. It also discusses developments in the POETS program since 2022.

Section VI: Fare and Major Service Changes. As required by federal guidelines, this section reviews the agency's approach to soliciting public comment on proposed fare and major services changes and how feedback is processed and considered prior to implementation of changes.

Section VII: Review and Monitoring of the Plan. This section covers the agency's commitment to reviewing and monitoring the PPP, with the intent to incorporate the lessons learned into its overall approach to outreach and engagement and in the planning and implementation of public outreach and engagement for specific projects.

Section I: Introduction

The purpose of the San Francisco Municipal Transportation Agency's (SFMTA) Public Participation Plan is to provide a framework of options and strategies from which to guide a customized, systematic and strategic public involvement approach that seeks out and considers the viewpoints of the SFMTA's customers, community partners and other interested parties in the course of conducting public outreach and involvement activities.



Members of the community taking the 2025 PPLA survey at events throughout San Francisco.

About the San Francisco Municipal Transportation Agency (SFMTA)

The SFMTA plans, designs, builds, operates, regulates and maintains one of the most comprehensive transportation networks in the world.

Established by voter proposition in 1999, the SFMTA, a department of the City and County of San Francisco, operates the Municipal Railway (Muni), parking, traffic, bicycling, walking and taxis within the City and County of San Francisco. Founded in 1912, Muni is one of the oldest transit systems in the world and across five modes of transit, Muni is the largest transit system in the Bay Area. Prior to the pandemic, Muni provided 78 routes throughout the City and County of San Francisco, which served over 700,000 weekday daily rides and over 220 million rides per year. In early 2020, the COVID-19 pandemic significantly impacted ridership and transit services were reduced due to operational resources. Since then, the SFMTA has restored almost all routes and is serving more than 160 million rides per year, including approximately 500,000 on the average weekday. Weekend ridership is consistently more than 90% recovered, with 350,000 daily rides on a typical weekend day. The Muni fleet is unique and includes historic streetcars, renewable diesel electric hybrid buses and electric trolley coaches, light rail vehicles, paratransit cabs and vans and the world-famous cable cars.

The SFMTA Board of Directors (MTAB) governs the agency, providing policy oversight and ensuring the public interest is represented. The Board's duties include approving the agency's budget and contracts and authorizing proposed changes to fares, fees and fines. Its seven members are appointed by the mayor and confirmed by the Board of Supervisors.

Purpose and Federal Requirements

Public Participation Plan Purpose

The SFMTA's Public Participation Plan (PPP) reflects and reinforces the primary goal of the SFMTA's public involvement activities: to incorporate the best methods and tools possible to support a two-way dialogue between the SFMTA and its customers, community partners and other interested parties during its important decision-making processes. As a federally funded agency that must comply with certain federal guidelines, the PPP also serves to fulfill the obligations under Title VI of the Civil Rights Act of 1964, which states that "no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance."

For this report, the SFMTA has paid particular attention to those methodologies and strategies that address linguistic, institutional, cultural, economic, historical or other barriers that may be preventing transit-dependent populations, communities of color, low-income and limited-English proficient populations from participating effectively in the SFMTA's decision-making process.

While many SFMTA projects involve significant capital investments and take years to plan and implement, the agency also makes decisions on a daily basis that affect the communities we serve. These include fare and service changes, neighborhood-based capital improvements and changes to the streetscape (stop location, signage, lane alignment, etc.). Outreach and engagement for these more "operational" decisions have been closely informed by public input, including research for the PPP, as described in Section II below.

Federal Requirements

In accordance with federal guidelines, the SFMTA is required to submit to the Federal Transit Administration (FTA) a PPP that details the Agency's plans and strategies to engage communities of color, low-income and Limited-English Proficient (LEP) populations in its planning and programming activities. As a recipient of federal funds and pursuant to Title VI of the Civil Rights Act of 1964 and its implementing regulations, FTA directs SFMTA to:

- Ensure that the level and quality of public transportation service is provided in a nondiscriminatory manner;
- Promote full and fair participation in public transportation decision-making without regard to race, color, or national origin; and
- Ensure meaningful access to transit-related programs and activities by persons with limited-English proficiency.

The FTA requires that public transit providers create a PPP that describes both the proactive strategies the Agency will use to engage its customers and community partners, and in particular, transit-dependent populations, hard to reach communities, communities of color and LEP populations, and the desired outcomes of this outreach. The PPP can be part of a broader public participation strategy that also targets other traditionally underserved communities, including transit dependent communities, low-income populations and people with disabilities.

As stated in Federal Transit Administration (FTA) Circular 4702.1B the SFMTA has “wide latitude to determine how, when and how often specific public involvement measures should take place and what specific measures are most appropriate.” (FTA C 4702.1B, Section III-5) The SFMTA has made these determinations based on a variety of factors, including the composition of the populations affected by its actions; the type of public involvement process planned for the particular project or initiative; feedback received during the update process; and the resources available to the agency.

Overview of the 2022 Language Assistance Plan (LAP)

In addition to the Public Participation Plan, the SFMTA is also required to have in place an updated Language Assistance Plan (LAP), pursuant to FTA Circular 4702.1B. As a recipient of federal funds, the SFMTA must take reasonable steps to ensure meaningful access to its services and benefits for persons with limited-English proficiency (LEP). Federal regulations require that information regarding federally funded programs must be accessible to individuals for whom English is not their primary language and who have a limited ability to speak, read, write, or understand English, in order to avoid discrimination on the basis of national origin, in violation of Title VI of the Civil Rights Act of 1964, as amended and its implementing regulations. Where applicable, elements of the LAP are included in this Plan.

The 2025 Language Assistance Plan includes an assessment of the following four factors:

1. The number or proportion of limited-English proficient persons eligible to be served or likely to be encountered by the SFMTA’s program;
2. The frequency with which limited-English proficient persons come into contact with SFMTA’s programs and services;
3. The nature and importance of the program, activity or service provided by the program to people’s lives; and,
4. The resources available for limited-English proficient outreach, as well as the costs associated with that outreach.

Pursuant to FTA Circular 4702.1B, after completing the Four-Factor Analysis, recipients shall use the results of the analysis to help identify the limited-English proficient individuals who require language assistance and determine which language assistance services are appropriate. The degree to which language assistance is provided and in what languages, is an outcome of the analysis of the four factors and is captured in the SFMTA’s 2025 Language Assistance Plan.

While recipients have “considerable flexibility” in developing a Language Assistance Plan, at a minimum it must include: (1) the results of the Four-Factor Analysis, including a description of the LEP populations served; (2) a description of how language assistance services are provided by language; (3) a description of how notice is provided to LEP individuals about the availability of language assistance; (4) the methods by which the plan is monitored, evaluated and updated; and, (5) how employees are trained to provide timely and reasonable language assistance to LEP populations.

To update its language access policies and procedures, the SFMTA assessed data from multiple sources including U.S Census and state and local data, in-language and English Community Conversations, the 11-language 2025 Public Participation and Language Assistance Survey, telephonic interpretation service data and information collected through interviews with 35 leaders of Community-based Organizations (CBOs) that serve limited-English Proficient populations.

Findings from the SFMTA’s 2025 Language Assistance Plan, which is incorporated herein by reference, are integrated into this 2025 Public Participation Plan update where relevant and as appropriate.

Demographics Overview, Including LEP Populations

The San Francisco Municipal Transportation Agency (SFMTA) serves the area defined as the City and County of San Francisco, which has a total population of 801,042 according to the 2019-2023 American Community Survey 5-Year estimates.

Racial and Economic Diversity

San Francisco is diverse with regard to both ethnicity and income levels, as indicated in the following tables

Table 1: Race and Ethnic Diversity in San Francisco

Source: 2019-2023 American Community Survey 5-Year Estimates (Dataset B03002).

Race/Ethnicity	Percentage
White alone	44.6%
Black or African American alone	5.7%
American Indian and Alaska Native alone	0.2%
Asian alone	41.3%
Native Hawaiian and Other Pacific Islander alone	0.4%
Some other race alone	0.9%
Two or more races	6.9%

Table 2: Selected Economic Characteristics in San Francisco

Source: 2019-2023 American Community Survey 5-Year Estimates (Dataset DP03).

Income Per Household	
Median Household Income	\$141,446
Per Capita Income	\$90,285
Persons Below 200% of Federal Poverty Level	9.9%

Linguistic Diversity

According to the 2019-2023 American Community Survey 5-Year estimates, the total population of San Francisco is 801,042 and the population of LEP persons—persons who identify as speaking English “less than very well” is 151,834, about one in five San Franciscans (18.95%). The LEP proportion of those who use public transportation for their commute is also about one-fifth. Chinese (including primarily Cantonese but also Mandarin) is the most widely spoken LEP language group in San Francisco, comprising just over half of the LEP population; Spanish is the second-most widely spoken, comprising about a fifth.

For the student population, those proportions are essentially reversed; about one-half of English Learners speak Spanish at home and a quarter speak either Cantonese or Mandarin. Federal guidance provides that the greater the number or proportion of LEP individuals from a language group, the more likely language services are needed. In San Francisco, people who speak Cantonese and Spanish comprise about three-quarters of the LEP population. The remaining quarter—for both the general population and students—includes the following remaining 1,000 LEP threshold/safe harbor languages: Filipino, Russian, Vietnamese, Korean, Japanese, French and Arabic.

Section II: Data Collection

Data Collection Overview

To update the most recent version of its Public Participation Plan (PPP), the agency conducted extensive outreach to residents, community partners and other members of the public representing diverse populations throughout the City and County of San Francisco. Both quantitative and qualitative data sources were used, described in further detail below. Quantitative data was collected via a Public Participation and Language Assistance Survey, which was taken in multiple languages by over 7,300 SFMTA respondents representing a broad demographic. Highlights are included throughout the PPP and select survey results are attached as Appendix B: Supplemental Tables of 2025 Survey Data. The robust quantitative data was complemented by qualitative data from Community Conversations held with San Francisco residents and community leaders.

By design, the PPP was also informed by the data collection effort for the 2025 Language Assistance Plan (LAP) update where relevant, for example, with identification of communication and feedback preferences specific to various LEP communities. This overlap was intended to broaden the reach of research methods and provide even richer feedback for both plans. PPP-related questions were asked as part of the LAP update research conducted, as detailed below. For the 2025 LAP, 35 interviews were conducted with leaders of Community-based Organizations located throughout San Francisco. Information collected from that effort is included in the PPP as relevant, including CBO leader observations and knowledge of the preferred communication and feedback methods of their LEP clients. The qualitative data research included significant participation from community members experiencing low-incomes and people of color populations, as well as the community leaders who serve them.

Organizations contacted as part of the 2025 PPP update are listed in Appendix A: 2025 PPP Report Outreach to Organizations.

Public Participation and Language Assistance Survey

The SFMTA fielded a multilingual survey to collect quantitative input from its customers and received over 7,300 survey responses. The multilingual survey was promoted on the SFMTA home page and social media and hosted online to reach individuals with a wide range of language proficiency. A grassroots outreach effort was also conducted to engage a broad range of customers in the survey, including attending community events, employing intercept surveys at various locations throughout the city and reaching out via email or by phone to Community-based Organizations across the service area, with follow-up emails to organizations with the links to the online survey and QR codes in all languages. The multilingual survey was also sent to about 65,000 subscribers of SFMTA Alerts.

Community-based Organizations (CBOs) were provided with printed copies of the survey as requested, to help ensure that participation was not dependent upon online access. The SFMTA collected print surveys from nine organizations. Print surveys, QR codes and virtual links were distributed at the end of community input sessions with participants.

In addition, many CBOs were willing to share the electronic version of the survey by email or on social media to help reach their networks.

Links to the online survey were posted on SFMTA's Facebook and X (Twitter) pages.

Intercept survey events were conducted at various events and locations throughout the city, including: Annual Chinatown Night Out; Richmond Night Market, Sunday Streets Mission, Sunday Streets Bayview, Fiesta de las America, Pistahan Festival, Booker T. Washington Community Service Center Food Distribution Line & Senior Programming, Family Connection Centers Food Distribution Line, One Treasure Island Food Distribution Line and Mission Food Hub.



Members of the community taking the 2025 PPLA survey at events throughout the City.

Community Conversations

The SFMTA attended nine in-person and/or virtual meetings with a diverse set of community groups across the city. Each of these groups represent communities that are often hard to reach through traditional or broad public outreach. The SFMTA has learned that there are many barriers to inclusion and public participation and sought to create a space for conversation, listening and building relationships with the organizations that represent and advocate for diverse and often underserved communities, neighborhoods and groups.



Members of the community attend and participate in Community Conversation Sessions

The participants represented a demographically diverse cross-section of the city in terms of age, income level, gender, race and geographic location. Each Community Conversation was facilitated by an experienced facilitator and began with an overview of the goals of the Public Participation Plan. Participants were told there would be a series of questions to guide the conversation and how their feedback would be incorporated into future outreach and engagement efforts. Participants were encouraged to speak candidly while the facilitator guided the conversation and notes were taken by additional staff in real time. Each community group was compensated with a stipend for their time and effort to recruit participants and acknowledge the work they do every day to support their members and communities. For in-person sessions, refreshments were also provided. Details are included in Appendix C: 2025 Community Conversations Summary.

The following organizations hosted Community Conversation sessions:

- Booker T. Washington Community Service Center
- Community Youth Center
- Instituto Familiar de la Raza
- Marie Harrison Community Foundation
- Native American Health Center
- Southeast Asian Community Center
- South of Market Community Action Network
- YMCA Urban Services
- Youth Transportation Advisory Board



Members of the community participating in Community Conversation Sessions at local CBOs

Community-Based Organization (CBO) Leadership Interviews

In addition to efforts to ensure that low-income and communities of color residents were included in the PPP outreach, the results of the robust outreach conducted for the LAP helped to inform the PPP where relevant to the purpose and scope, primarily in the area of communication and feedback preferences, to ensure the voices of persons with limited-English proficiency were included.

The SFMTA designed and conducted 35 telephonic interviews with CBO leaders serving LEP populations across the city to solicit feedback on public participation needs and a summary of LEP user needs, including literacy and education levels and communication preferences with the SFMTA based on constituent experience. Leadership interviews were conducted with organizations that serve LEP populations in the following languages: Chinese (Cantonese and Mandarin), French, Japanese, Korean, Spanish, Russian, Vietnamese, Filipino (Tagalog), Thai and Arabic. The CBOs represented by these individuals assist and advocate for residents from a variety of different demographic groups, geographies and literacy levels. The CBOs also represent different cross-sections of San Francisco's diverse communities, including senior centers, youth and community service providers. From these interviews, input was solicited on user needs and communication preferences based on constituent experience.

The CBOs engaged to participate in the 2025 LAP outreach efforts included the groups approached during the 2022 data collection efforts to the extent possible for comparison purposes, as well as additional organizations that serve individuals with limited-English proficiency across various neighborhoods in the city. The organizations that participated helped represent the language and demographic groups that characterize the city. The demographics of the communities served by the CBO leaders interviewed are included in Appendix A: 2025 PPP Report Outreach to Organizations.

2025 Public Participation and Language Assistance (PPLA) Survey

The SFMTA received a robust response to the 2025 PPLA Survey, with 7,349 survey respondents. A wide variety of participants weighed in, representing a diversity of San Francisco residents in terms of ages, income levels, geographic locations and languages spoken. Highlights include:

- The most commonly spoken language among respondents was English, followed by Cantonese and Spanish. Respondents also represented native Mandarin, Russian, Filipino, Vietnamese and Arabic populations.
- Seventy-six percent of respondents spoke English as a first language; thirteen percent said their native language is Cantonese and six percent said the same about Spanish.
- Eighteen percent of respondents were limited-English proficient (LEP).
- Approximately one-third said they ride Muni five times a week (31%), 23% said they ride Muni 3-4 times a week and 22% ride 1 day a week or more – meaning 76% of people surveyed ride Muni at least once a week.
- Twenty-two percent of respondents indicated that they reside in the City's Northeast quadrant, 26% in the Southeast, 16% in the Northwest and 17% in the Southwest.
- Fifty-two percent of respondents identified as female, 42% as male and 2% as non-binary.
- Among the respondents that provided income information, 36% had household incomes of \$100,000 and above, 15% had incomes of \$50,000 and above and 27% were under \$50,000 (22% did not provide income and/or households size information).³
- Table 4 illustrates the distribution of respondents' incomes.
- Survey respondents were also ethnically diverse as shown in Table 5.

Table 3: SFMTA 2025 PPLA Survey by Native Language
Source: SFMTA 2025 PPLA Survey, 2025.

Native Language		Percent
English		68%
Cantonese		15%
Spanish		8%
Mandarin		2%
Vietnamese		1%
Filipino		2%
Russian		1%
French		<1%
Japanese		<1%
Arabic		1%
Korean		<1%
Thai		<1%
Other		2%

Table 4: SFMTA 2025 PPLA Survey Participation by Household Income
Source: SFMTA 2025 PPLA Survey, 2025.

Household Income		Percent
Under \$15,000		10%
\$15,000-\$24,999		6%
\$25,000-\$34,999		5%
\$35,000-\$49,999		6%
\$50,000-\$99,999		15%
\$100,000-\$149,999		11%
\$150,000-\$199,999		8%
\$200,000 and above		17%
Prefer not to say		22%

Table 5: SFMTA 2025 PPLA Survey by Ethnicity
Source: SFMTA 2025 PPLA Survey, 2025.

Ethnicity	Percent
African American	4%
Asian	32%
Hispanic/Latino	12%
White	38%
Native Hawaiian or Pacific Islander	1%
American Indian or Alaska Native	1%
Middle Eastern or North African	2%
Not listed	9%

Prefer not to say	8%
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Table 6: SFMTA 2025 PPLA Survey Participation by City Quadrant
Source: SFMTA 2025 PPLA Survey, 2025.

City Quadrant	Percent of Respondents
Northeast	22%
Southeast	26%
Northwest	16%
Southwest	17%
Other	18%

Section III: Community Research



Community event attendees taking PPLA survey



Introduction

The focus of the 2025 PPP update was to conduct a trend analysis by administering a survey similar to those in 2022 and 2019 and comparing the results with 2022 qualitative sources, including interviews with CBO staff throughout San Francisco who serve diverse demographics, as well as Community Conversations held with organizations across the City. These sources also shaped the 2025 Language Assistance Plan and provided additional insights into specific language needs and communication preferences for limited-English proficient customers. It measures the team's success in adjusting tools and methods based on feedback received in 2022.

Research Findings

How Participants Currently Obtain Information About SFMTA Services

The 2025 PPLA Survey resulted in the following key findings as to how SFMTA community members most often get information about SFMTA services, programs, or projects. This input will inform the agency's public outreach and engagement strategy going forward within the framework of POETS.

In the 2025 PPLA Survey, respondents most frequently reported relying on the SFMTA website, signs and maps in vehicles, stations or bus shelters and online apps to obtain information about SFMTA/Muni services. While use of the SFMTA website has declined slightly since 2022, it continues to be the most common source of information. Signs and maps in transit locations also remain widely used, though their importance has diminished compared to earlier surveys. Online apps, which were first included in the 2022 survey, are now used by more than two in five respondents, underscoring the growing role of mobile tools in how customers access information.

Several other sources showed notable growth compared to 2022. The share of respondents receiving information through email communications and text message updates increased, as did use of radio or television, printed brochures and mailers and meeting notices such as fliers and posters. In contrast, reliance on family and friends for information declined further and social media, after sharp drops since 2019, remains a secondary source, used by fewer than one in five respondents. The least utilized sources of

information continue to be SFMTA’s in-person customer service center, community or faith-based organizations and SFMTA/Muni ambassadors.

Some key distinctions among how different demographic groups receive information are described below.

Table 7: Source of Information about SFMTA Services
Source: SFMTA 2025 PPLA Survey, 2016-2025.

How do you get information about SFMTA/Muni services?

Source of Information	2016	2019	2022	2025	2025-2022 Difference
SFMTA/Muni website (SFMTA.com, web blog, etc.)	62%	58%	59%	52%	-7%
Maps and signs in vehicles, stations, or bus shelters	59%	61%	45%	47%	+2%
Online applications or APPS (Moovit, MuniMobile, Transit, etc.)	-	-	38%	42%	+4%
Email communications	21%	27%	19%	33%	+14%
Friends and family members	24%	20%	16%	12%	-4%
Social media posts e.g., Facebook, Twitter, Instagram	33%	42%	14%	18%	+4%
San Francisco’s 311 Telephone Customer Service Center	11%	8%	13%	13%	0%
Text message updates	11%	24%	11%	23%	+12%
Radio or television	6%	4%	6%	11%	+5%
Mailers/Brochures	4%	4%	4%	9%	+5%
Meeting notices (e.g., fliers, posters)	4%	3%	4%	10%	+6%
SFMTA/Muni’s Customer Service Center on 11 S Van Ness	11%	8%	3%	5%	+2%
Community or faith-based organizations	4%	3%	3%	4%	+1%
Newspaper ads	5%	3%	3%	6%	+3%
SFMTA Ambassadors and representatives in community	3%	3%	2%	6%	+4%

- While the Muni website and maps and signs were the top sources of information across age groups, there continues to be a much higher use of social media and online apps among respondents under age 50 as compared to those 50 and over.
- 27% of those under age 50 use social media compared to 12% of those ages 50 and over and
- 52% of those under age 50 use online apps compared to 40% of those ages 50 and over.
- While the top sources of information cut across income level, low-income respondents were more than twice as likely as others to use the radio and television and rely on friends and family compared to higher-income respondents.

The website, signs and online apps tended to be the most common sources of information across major demographic groups, such as ethnicity, income, education, age, LEP-status and native language.

Those with higher education levels were more likely to use email communication and text message updates than those with lower incomes, while those with less education tend to rely more on friends and family members compared to higher income respondents.

Pacific Islanders were among the most likely to use S.F.’s 311 Customer Service Center, followed by Native Americans and African Americans.

Asian Americans were more likely to use the radio or television or go to friends and family for information compared to other ethnic groups.

Those who reported having a disability are twice as likely to use the 311 Telephone Customer Service Center as those who do not (22% compared to 11%), although the website and signage are also the most commonly used source among this group.

Most LEP respondents included in the survey reported relying on the website (41%) and maps and signs (40%) in vehicles, bus stations and shelters as their main sources of information. LEP respondents were also more likely to use sources like radio and television (25%) and friends and family (22%) compared to others.

Responses from CBO leader interviews, including those who serve primarily LEP populations and Community Conversation participants aligned closely with survey results. They emphasized the importance of multi-lingual communications, particularly through community outreach, signage and online platforms. In the CBO leader interviews, participants noted that the Muni Mobile app is not fully accessible in multiple languages and they emphasized the importance of using culturally-specific apps like WeChat. At the same time, there are swaths of the LEP population that are less likely to be digitally connected – particularly older adults and recent immigrants.

Similarly, Community Conversation participants emphasized the importance of multilingual signage and flyers at bus stops and in vehicles along with user-friendly multilingual digital tools.

Table 8: Social Media Use

Source: SFMTA 2025 PPLA Survey, 2025.

What social media platforms do you use most?

Platform	2022	2025
Facebook	40%	35%
Instagram	34%	36%
Twitter/X	23%	9%
LinkedIn	17%	16%
TikTok	9%	11%
WeChat	8%	12%
WhatsApp	-	21%
YouTube	-	32%
Blue Sky	-	10%
Do Not Use Social Media	27%	19%
Other	5%	5%

Facebook and Instagram, followed by YouTube, were the most commonly used social media platforms. Use of Twitter/X has decreased significantly since 2022 and is now one of the least utilized platforms overall.

There are some notable distinctions in social media use along demographic lines:

- LEP respondents most often reported using WeChat (44%), Facebook (40%) and YouTube (37%).
- Native Spanish and Filipino speakers use Facebook the most.
- Native Chinese speakers (both Cantonese and Mandarin) use WeChat the most.

- Native Russian and Arabic speakers were divided across platforms, especially Facebook, Instagram and WhatsApp.
- Native Vietnamese speakers most commonly used Facebook and YouTube.
- Latinos and Middle Eastern/North African respondents were most likely to use the WhatsApp platform, while Asian Americans said they use YouTube the most. White respondents were most likely to say that they do not use social media (24%). Pacific Islanders and Middle Eastern/North African respondents were more likely than others to still use Twitter/X, while white respondents were most likely to use Blue Sky, relative to others. Lower income residents reported using WhatsApp and WeChat at higher rates, while those of higher income levels were more likely to use Instagram. Those under the age of 30 most often reported using Instagram, YouTube and TikTok.

How Participants Prefer to Provide Feedback

How SFMTA community partners prefer to provide feedback, including SFMTA’s acknowledgement that feedback, is a key element of successful outreach and communications. Just as SFMTA community partners have diverse sources for obtaining information about SFMTA services and meetings, they have a diverse set of preferences about how they would like to provide feedback to the agency.

Consistent with prior years, the website was by far the easiest way for respondents to submit feedback to the SFMTA and 55% said this was their preferred method. About one-third of respondents prefer written feedback, while one-quarter favor methods like online apps and calling 311.

Table 9: Preferred Method of Providing Feedback

Source: SFMTA 2025 PPLA Survey, 2016-2025.

What are the easiest ways for you to provide feedback to SFMTA/Muni?

Feedback Method	2016	2019	2022	2025	2025 – 2022 Difference
On the SFMTA/Muni website (SFMTA.com, web blog etc.)	64%	58%	58%	55%	-3%
Online applications or APPS (Moovit, Transit, MuniMobile, etc.)	-	-	26%	25%	-1%
Calling San Francisco’s 311 Telephone Customer Service Center	13%	13%	25%	23%	-2%
Written Feedback/Survey, contacting SFMTA staff	-	-	25%	31%	+6%
Social Media (e.g., Twitter, Instagram, Facebook)	-	-	21%	17%	-4%
Contacting your District Supervisor	2%	2%	6%	6%	0%
SFMTA/Muni meeting in my community	3%	3%	5%	9%	+4%
Visiting SFMTA/Muni’s Customer Service Center at 11 South Van Ness	1%	1%	4%	5%	+1%
Through your community or faith-based organizations	1%	1%	4%	7%	+3%

Key demographic distinctions in how respondents preferred to provide feedback include:

- The website was most commonly reported as the easiest way of reporting feedback across demographic groups including age, ethnicity and LEP-status. Respondents of all native languages also most preferred the website except for the Arabic-speaking population, who were more likely to prefer social media. LEP respondents were more likely to prefer submitting feedback through community and faith-based organizations (23%) and calling 311 (26%) and less likely to prefer

written feedback (19%). Those who find the language barrier challenging are more likely to prefer calling 311 or visiting the customer service center than those who experience no challenges.

How Informed Participants Feel About SFMTA/Muni

Overall, two-thirds of respondents said they feel informed on some level about SFMTA/Muni projects, initiatives and service updates, however only 15% felt “very informed.” Half of respondents (52%) said they are “somewhat” informed, 26% said they feel “not too” informed, while 7% said they feel “not at all” informed.

Key demographic distinctions include:

- Those who experience language barriers were less likely to feel informed (58%) than those who experience no barriers (69%).
- A majority felt informed across ethnicity, age and income groups. Most felt informed regardless of native language spoken with the exception of Vietnamese speakers, where only 48% feel informed.
- Native Americans (75%), African Americans (74%), Middle Easterners/North Africans (73%) and white respondents (71%) were most likely to say they feel informed.
- Asian Americans were most likely to say they do not feel informed (38%), followed by Pacific Islanders (35%) and Latinos (34%).

While broad majorities said they feel informed about SFMTA/Muni’s projects, initiatives and service updates, participants in CBO leadership interviews and Community Conversations expressed a strong desire for clearer, multi-lingual updates – particularly with regards to service interruptions, construction and service changes – in multiple formats, as these impacted customers’ daily lives.

How Participants Obtain Information About SFMTA’s Public Meetings

As shown in Table 10, survey respondents learned about SFMTA meetings most often from email communications, the agency’s website and through maps and signs in vehicles, stations and bus shelters. The use of other methods like social media, text-based updates and meeting notices have increased since 2022.

Table 10: Sources of Information on Muni Meetings

Source: SFMTA 2025 PPLA Survey, 2016-2025.

Where do you get information about SFMTA/Muni meetings?

Source of Meeting Information	2016	2019	2022	2025	2025-2022 Difference
SFMTA/Muni website (SFMTA.com, web blog, etc.)	31%	29%	31%	44%	+13%
Email communications	19%	18%	24%	46%	+22%
Maps and signs in vehicles, stations, or bus shelters	27%	18%	18%	36%	+18%
Social media	19%	20%	11%	22%	+11%
Meeting notices (such as fliers, posters)	7%	5%	10%	20%	+10%
Friends and family members	9%	8%	9%	10%	+1%
Mailers/Brochures	6%	5%	9%	15%	+6%
Radio or television	4%	3%	6%	15%	+9%
Text-based updates	3%	7%	6%	22%	+16%
San Francisco’s 311 Telephone Customer Service Center	3%	2%	5%	8%	+3%

Community or faith-based organizations	5%	4%	5%	6%	+1%
Newspaper ads	5%	3%	4%	9%	+5%
SFMTA/Muni's Customer Service Center on 11 S Van Ness	2%	1%	2%	6%	+4%
SFMTA Ambassadors and representatives in community	N/A	2%	2%	6%	+4%

While the website was the most common source of information on Muni meetings across major demographic groups, a few distinctions include:

- Those who experience language barriers and LEP respondents reported relying more on sources like radio and television and friends and family members than they do on email communications.
- Low-income respondents were also more likely to prefer radio and television and their community as resources than higher income respondents.
- Latinos and Asian Americans were more likely to use social media than white respondents, who primarily used email communications to source meeting information.
- Those under age 50 were more likely to use social media than those ages 50 and over; those under age 50 were favored using online applications and email communications at similar levels.

Issues and Topics of Interest

When asked what topics would encourage them to attend a public meeting and/or provide feedback to the SFMTA, two-thirds of survey respondents identified service changes as the issue most likely to motivate them to participate. Nearly half said topics on safety and security (47%) and construction, transit and pedestrian projects (45%) would encourage them and more than two-fifths identified fare changes (42%) as a topic of interest. There was less overall interest for topics like agency budget, although interest in it has increased by 10 points since 2022.

Table 11: 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%

Key demographic distinctions in meeting topic interests include:

- White respondents were the most interested in meetings about service changes (71%) and less interested in topics like safety and security (38%) and fare changes (30%) compared to other ethnicities.
- Asian Americans were the most interested in meetings about safety and security (58%), compared to other racial and ethnic groups.

- Three in five low-income respondents were interested in fare changes, while higher-income respondents tended to prioritize service changes (71%) and construction projects (50%).
- Those under 30 were particularly interested in service changes (74%) and are more likely to attend ones about fare changes than older respondents.
- Women (52%) were more interested than men (41%) are about meetings concerning safety and security.
- LEP respondents expressed the greatest interest in fare changes (63%) and safety and security (59%) – their interest on these topics was more prevalent than among non-LEP respondents.
- While the CBO leader interviews suggested greater concern about safety among older adults, interest in safety and security topics cut across age groups.

Encouraging Participation

Survey respondents were asked about a number of characteristics of a meeting aimed at encouraging attendance and participation. A majority of participants said that having the meeting located close to transit would encourage them to participate in an SFMTA meeting (Table 12). Close to half said they would be more likely to participate if the meeting was held virtually or if they were given advance notice on the meeting. A plurality of respondents would prefer evening meetings over daytime and weekend meetings. Factors like childcare and disability accommodations were less effective at encouraging participation overall, but were ranked higher among the populations they are intended to serve. CBO leaders indicated the importance of a mix of in-person and virtual opportunities for engagement.

Table 12: Meeting Characteristics Encouraging Participation

Source: SFMTA 2025 PPLA Survey, 2022-2025.

What are the three things that would most encourage you to attend an SFMTA/Muni meeting?

Meeting Characteristic	2016	2019	2022	2025	2025-2022 Difference
Virtual/online (e.g., Zoom) or by phone	N/A	N/A	52%	49%	-3%
Advance notice	53%	52%	48%	46%	-2%
Meeting location close to transit	59%	60%	42%	52%	+10%
Evening weekday meetings (after 5 pm)	N/A	N/A	28%	30%	+2%
Daytime weekday meetings (10 am – 5 pm)	N/A	N/A	18%	18%	0%
Weekend meetings (10 am – 5 pm)	N/A	N/A	16%	23%	+7%
Adequate parking	18%	14%	15%	16%	+1%
Food	14%	14%	13%	14%	+1%
Language assistance (e.g., interpreters, translated materials)	8%	6%	7%	11%	+4%
Childcare	5%	5%	5%	6%	+1%
Accommodations for people with disabilities	3%	4%	5%	5%	0%

- Key demographic distinctions in what would encourage them to attend a meeting include:
- Cantonese (41%) and Arabic (41%) speakers were the most interested in language assistance being offered as a way to encourage them to attend meetings.

- Two in five LEP respondents also said language assistance would make them more likely to attend. Other factors most likely to encourage participation from LEP respondents included the meeting being held close to transit, time of meeting, food being offered and the option to participate virtually.
- Respondents of all ethnicities most preferred that the meeting be held close to transit with the exception of white respondents, who cared more about the time of the meeting and if it is being held virtually. Half of white respondents also preferred to be given advanced notice of the meeting.
- One-quarter of Asian Americans and Middle Easterners/North Africans said they would be more likely to participate if language assistance was being offered at the meetings.
- Approximately one-quarter of mothers said they would be more likely to attend if childcare were provided, though there is a greater preference for virtual meetings (50%) among those with children.
- Low-income respondents were almost three times as likely to prefer that the meetings have food (27%), compared to higher income respondents (10%). Low-income respondents also placed more importance on factors like childcare and language assistance, compared to high-income respondents.
- Twenty-two percent of those living with a disability said disability accommodations would make them more interested in attending, although they ranked location close to transit, virtual options and advance notice as most important.

When it comes to meeting times, older adults favored daytime meetings, while those ages 14-39 preferred weekday evenings.

CBO leaders and Community Conversation participants emphasized the value of regularly partnering with Community-based Organizations to deliver information. Many CBO leaders appreciated the opportunity to partner with the SFMTA, serve as sources of information to the community and to host presentations. There was also a distinct sense that SFMTA had improved its seminars and community research and increased access in less-commonly spoken languages.

Additionally, participants in the Community Conversations suggested that it is valuable to provide advance notice, food, childcare and small incentives for attendance and engagement at meetings.

When asked to identify the top three ways they would like to receive information at SFMTA meetings, survey respondents said that graphics, presentations and handouts were the best way to communicate with them, which is relatively unchanged from previous years (Table 13).

Table 13: Preferred Way of Receiving Information at Meetings
Source: SFMTA 2025 PPLA Survey, 2016-2022.

What are your top three preferred ways to receive information from SFMTA/Muni at a meeting?

Way of Receiving Information	2016	2019	2022	2025	2025–2022 Difference
View graphics (maps, project renderings)	71%	76%	60%	56%	-4%
Watch a presentation (e.g., PowerPoint)	48%	53%	50%	51%	+1%
Read a handout	62%	62%	46%	49%	+3%
Listen to a project briefing	39%	42%	37%	38%	+1%
Visit Information stations	36%	32%	17%	16%	-1%
Other	9%	8%	8%	4%	-4%

Some demographic distinctions in how respondents preferred to receive information include:

- LEP respondents most preferred reading a handout at meetings (52%), followed by watching a presentation (43%).
- Those who speak Spanish, Cantonese and Filipino/Tagalog were most likely to prefer reading handouts. English speakers most prefer viewing graphics.
- Asian Americans and Pacific Islanders were more likely to be open to using information stations as a source for meeting information, compared to other groups. Over half of Native American respondents said they would listen to a project briefing.
- Those with no formal education were most likely to want to watch a presentation compared to other methods.

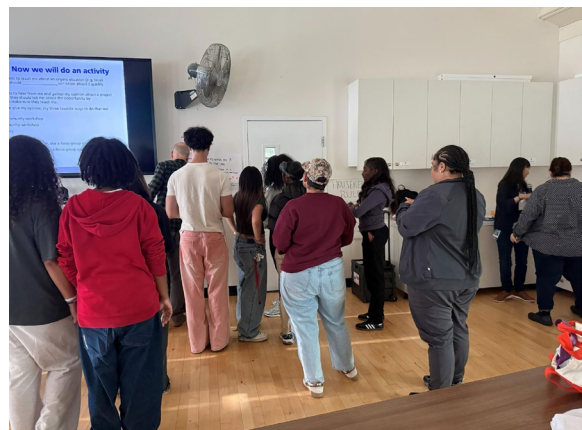
Consistent with these demographic distinctions, CBO leaders emphasized the importance of providing communications not only multilingually, but at a literacy level that was inclusive.

Survey respondents were also asked about their preference for providing feedback when attending an in-person meeting, another key aspect of gathering input from the community. A majority said they prefer to submit feedback after the meeting via email (55%) and approximately half say they would prefer to submit feedback through online platforms like Muni's website and social media (48%). Over a quarter say they would prefer to speak publicly during the meeting (28%).

Community Conversations Takeaways



San Francisco Youth participate in a Community Conversation



Across the 2025 Community Conversations, participants emphasized the importance of having opportunities like these to share their perspectives with SFMTA. They called for ongoing engagement in accessible, community-centered formats that allow residents to speak candidly and ensure that their experiences inform SFMTA decision-making and expressed gratitude for the opportunity that these Community Conversations provided.

Many participants noted that public transit is a vital part of their daily life and that the services SFMTA provides are indispensable, especially for youth, seniors, people with disabilities, families without cars, immigrant communities and people experiencing low incomes. Hosting organizations applauded the SFMTA's willingness to create spaces for dialogue as a necessary step toward building trust with these populations.

Common Themes

- **Direct, multilingual and accessible communications:** Participants across all sessions stressed the need for clear, consistent and in-language communication. Flyers and signage at bus stops and inside vehicles remain critical, especially when paired with timely updates about delays or changes. Many participants noted gaps such as mobile applications or verbal alerts that are in English only, lack of advance notice reaching them for changes that impact them and digital tools that are not user-friendly for customers with limited-English proficiency.

Recommendations included:

- Expand translation into Spanish, Tagalog, Cantonese and other safe-harbor languages for alerts and on mobile applications
- Use multiple channels such as signage, text messages, email, social media and
- Word of mouth through Community-based Organizations, churches, schools and neighborhood newsletters.

Partnering with trusted organizations: Participants stressed that SFMTA should regularly partner with Community-based Organizations to deliver information, gather input and build trust. These organizations are often the most effective messengers and conveners for their communities. Importantly, participants emphasized that organizations must be consistently compensated for this work so that the partnership is sustainable and respectful of the resources required to do it well.

Provide real-time alerts similar to emergency notifications: Train operators and frontline staff to serve as trusted communicators and ambassadors, especially during emergencies. Participants want easy to understand SMS texts when something happens.

Meeting people where they are: Community members requested engagement in familiar and accessible spaces such as senior centers, schools, churches, festivals, community-based organization offices and neighborhood hubs rather than downtown or City Hall. Food, incentives like gift cards or Clipper cards and youth-friendly formats such as social media polls and small group sessions at schools were seen as effective ways to increase participation.

Topics of greatest interest: While each community had unique concerns, several recurring issues stood out: Service reliability and frequency, including crowding, long waits, pass-ups and buses arriving back-to-back after long delays. Safety and cleanliness, including harassment, drug use, crime at stops and unsanitary buses. Youth and seniors emphasized the importance of safety for continuing to ride. Accessibility, with seniors and people with disabilities stressing the need for reliable elevators, priority seating enforcement and more shelters with seating. Equity in investment, with Bayview and Mission participants expressing frustration that service cuts and stop removals disproportionately affect lower-income neighborhoods.

Trust and accountability: Participants often described a pattern of being asked for feedback without clearly seeing results. Many stressed that closing the feedback loop is critical. Communities want visible outcomes, faster responses to complaints, including 311 reports and sustained partnerships with trusted organizations rather than one-time outreach.

The 2025 Community Conversations reaffirm that every neighborhood has distinct priorities, but also that many issues cut across communities, including reliability, safety, accessibility and communication. Participants asked SFMTA to expand multilingual communications, increase presence in trusted community spaces and follow through on community input with tangible improvements.

The feedback gathered affirms many of the outreach methods SFMTA currently uses, such as signage, community partnerships and digital updates, while also pointing to where these can be improved and made more equitable. Across all groups, there was a strong desire for SFMTA to be more transparent, responsive and rooted in long-term community partnerships. Participants called for consistent engagement

opportunities between PPP and LAP update cycles, ensuring that residents not only share input but also see it reflected in the agency's decisions.

CBO Leadership Interview Takeaways

As mentioned above, in addition to efforts to ensure that low-income and communities of color residents were included in the PPP outreach, aspects of the CBO leadership interviews, which were designed to help inform the LAP, are included in the PPP where relevant – primarily in the areas of LEP individuals' communication and feedback preferences to ensure these critical voices were included. CBO leadership interviews were conducted among 35 community organizations serving a diverse demographic and geographic cross-section of San Franciscans, with a focus on LEP populations. primarily in the areas of communication and feedback preferences,

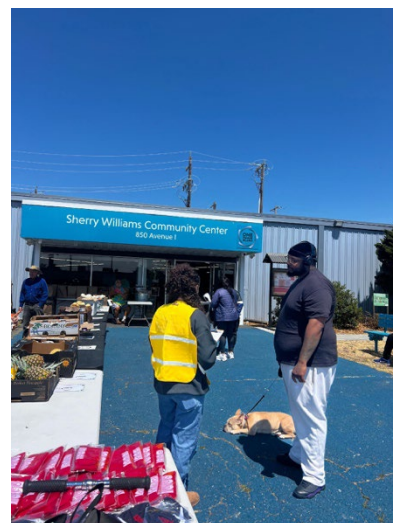
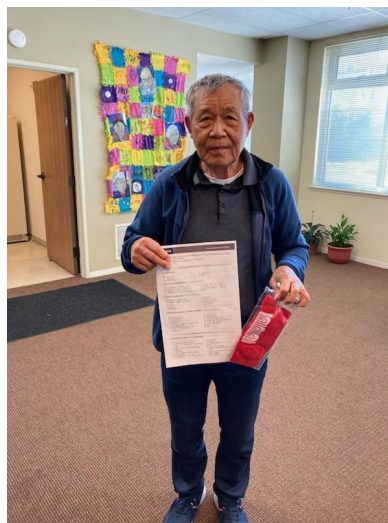
Communications Preferences

CBO leaders identified CBOs, bus signage, social media platforms (particularly culturally specific ones) and traditional in-language media as the top ways of reaching LEP communities. Mailers, websites, storefronts, text messaging, flyers and audio announcements were all cited as secondary channels.

Most CBO leaders indicated that they would be willing to host presentations to their members on SFMTA public outreach, engagement and language assistance efforts. CBO leaders identified key ways in which SFMTA's communications had improved in recent years, including translation, seminars and community workshops and overall service accessibility, but several did observe that language barriers do exist and should be addressed.

Potential areas stated for improvement include: greater multilingual access on digital platforms; improved communication around service gaps – particularly to senior populations; larger font for non-English information; increased presence on culturally-specific social media platforms (such as WeChat); and, improved operator training to support LEP populations with safety and security. The majority of CBO leaders indicated that their clients prefer both virtual and in-person service options. Organizations serving older adults, recent immigrants, or communities with limited digital access were more likely to favor in-person options. Very few organizations reported clients who preferred exclusively virtual engagement.

Section IV: Public Outreach and Engagement Methods



Members of the community taking the 2025 PPLA survey at events throughout the city.

Introduction

This section outlines the proactive strategies, procedures and desired outcomes that underpin the SFMTA's current outreach and engagement methods and incorporates critical feedback received from customers during the 2022 update process.

The SFMTA values full and robust participation in public transportation decision-making without regard to race, color or national origin and seeks to ensure meaningful access to transit-related programs and activities for all of its customers, including those with limited-English proficiency. These commitments are reflected in the agency's broad range of communication and public engagement practices employed at the project level.

The agency uses a wide variety of outreach and engagement methods and tools to offer early and continuous opportunities for the public to be involved in the identification of social, economic and environmental impacts of proposed transportation decisions and in the agency's efforts to address those impacts.

The SFMTA adjusted its approach and emerged with new tools to communicate, engage and gather input during the last update including virtual meetings and open houses, the increased use of informational videos and in-language ArcGIS StoryMaps with supporting information that can stand alone as a resource. With a return to in-person outreach and engagement, more traditional methods such as increasing the number of community events attended and organizing a series of virtual and in-person meetings and open houses.

Additionally, face-to-face pop ups in neighborhoods with a large number of LEP communities have been used and multilingual ambassadors have been deployed to transit stops, Metro stations and onboard Muni vehicles when service information needs to reach customers immediately.

Methods and Tools

The SFMTA uses the following methods and tools to inform and receive input from the public regarding its policies, programs, projects and initiatives.

Community Meetings

Publicly promoted community meetings allow interested community members, customers and the general public to receive current information about transportation-related proposals and provide feedback at key decision points in an interactive setting with SFMTA project managers and staff present. These events can range from presentations with full proposal reviews to small informational sessions. To enhance communication with all members of the public, including attendees with limited-English proficiency or limited literacy skills, staff use various illustrative visual aids, such as design renderings and drawings, charts, graphs, photos, maps and online resources, as appropriate and as circumstances allow.

Community meetings, whether in person, virtually or a hybrid of both, remain critical to get feedback. Both written and verbal language assistance is provided as requested and as needed with 48 hours' prior notice, including for virtual meetings and webinars facilitated on Zoom and/or Microsoft Teams platforms. Comment cards, letters of support and written statements are translated to English as appropriate and compiled to document the reception and the reaction of the public. Attendees are further directed to other sources of information (e.g., SFMTA website, project website, project emails and phone numbers, social media, etc.) to continue interaction and dialogue. Where practical and appropriate, it is the current practice of the SFMTA to work with Community-based Organizations to leverage already-scheduled meetings and neighborhood events and activities, to the extent possible, rather than asking the public to attend additional meetings to gather information to encourage public involvement. Staff also strive to use locations, facilities and meeting times that are convenient and accessible to the populations being engaged, including communities of color, low-income and limited-English proficient communities. For public meetings that the SFMTA schedules, staff ensure that the meeting locations are accessible by Muni and scheduled at various times of the day and on weekends to accommodate working families, individuals and seniors. The SFMTA will continue the practices described above and look for new and innovative ways to hold meetings in neighborhoods. Providing advanced notice about meetings was also noted as important in the 2022 feedback. Depending on timing and circumstances, the SFMTA strives to provide several business days' notice before meetings with the minimum being three business days.

Website

The SFMTA regularly updates its website to promote inclusion and provide vital information regarding fares, service changes, how to file discrimination complaints and other critical topics that are posted in multiple languages. Posting information at SFMTA.com and on project-specific websites is a critical public information tool. The POETS requirements mandate that every project that impacts the public has a webpage or link posted on the SFMTA website and that all public meetings be listed on the agency's online calendar in addition to other forms of notification, with multilingual instructions on how to request free language assistance with a direct phone number to staff.

By visiting the agency's or a specific project's web page, the public can learn about the purpose of the project, the communities it will serve, potential impacts, construction schedules, community engagement, project history and more. Multilingual content is posted in keeping with agency guidelines and multilingual information on how to access free language assistance is posted at the bottom of each web page. Contact

information is provided on the project page on the website and is monitored and addressed. In addition, staff contact information is required for every meeting and hearing posted on our website to provide more information and, specifically, to arrange for language assistance at the meeting or hearing for requests received within 48 hours of the meeting.

Since 2020 the SFMTA has an online Muni Feedback Form hosted within the SFMTA.com site, where the public can provide feedback online about Muni services and agency projects. Feedback is shared with the respective staff for follow-up. Since the last update, the form is now available in multiple languages at SFMTA.com/MuniFeedback.

Media Outlets

Press releases and media events are used to disseminate project and agency activity information and accomplishments to local, national and trade media outlets. A variety of available resources, including media contact lists and websites and social media, are used to communicate with the public. The media strategy incorporates written press releases, press conferences, interviews, roundtables, site tours, events and, as appropriate, television and radio talk and call-in shows, online chats, editorial boards and op-ed pieces. Multilingual print media, such as El Reportero, Kstati, Sing Tao, Wind Newspaper, World Journal, and local neighborhood newspapers can be included in the media strategy for a particular project or initiative.

Feedback from the 2019 Language Assistance Plan update indicated that multilingual broadcast media (radio, TV) and ethnic newspapers were highly favored methods of outreach and providing notice. The SFMTA leverages PSA opportunities when available, such as Cantonese and Mandarin radio opportunities with bilingual staff. While radio and TV tend to be cost prohibitive, it's important to note that the SFMTA is able to open specific purchase orders that will allow the purchase of media buys in non-English outlets, as needed and as appropriate. At the same time, Spanish radio and TV are used to reach a broader audience through earned media. Since the last update, there has been an increase of in-language media, including press conferences, video PSAs for service changes and live segments with local news.

Community Events

SFMTA staff participate in community events throughout the city to establish a presence and interact one-on-one with the public. Outreach includes information booths and tables at festivals, job fairs, places of worship, street parades and other community events. At these events, updated collateral material (fact sheets, meeting notices, project design renderings, etc.) and other pertinent project information are disseminated to the public in multiple languages, as needed. Interested members of the public are further directed to online resources and the city's multilingual Telephone Customer Service Center.

Participants in 2022 expressed the importance of having the SFMTA attend community events as a way to better engage with key customers. The SFMTA continued its practice of attending community events, engaging with in-person events such as the Autumn Moon Festivals, Carnaval SF, Chinese New Year Flower Market fairs, Sunday Streets, Night Markets and other community events to inform the public about projects and initiatives and solicit feedback. Bilingual community liaisons in Spanish and Cantonese/Mandarin have increase in-language tabling presence at events throughout the city including Carnaval, Richmond Night Market, Fiesta de las Americas, Autumn Moon Festival and others.

Community-based Organizations

As a current practice, SFMTA staff also engages at the district level (as defined by the established San Francisco Board of Supervisors' districts) with individuals, institutions, community and merchant groups and faith-based organizations serving broad demographics, including low-income, communities of color and/or limited-English proficient constituents who may be impacted. This helps ensure they are briefed on important initiatives and decision-making processes and that concerns are addressed. These relationships

were stressed as very important and effective in communicating information by both CBO leaders and participants of the LAP and PPP data collection efforts in 2022 and new groups and contacts are added as they emerge.

Language Assistance Tools

In general, free in-person language assistance is provided through bilingual or multilingual SFMTA employees; via telephone through the agency's telephonic interpretation service (Language Line) or through the city's multilingual 24 hours a day/seven days a week 311 Telephone Customer Service Center. Assistance at community meetings and workshops can be provided via bilingual SFMTA staff, CBO representatives and through vendors. Free language assistance is provided at MTA Board meetings and at other meetings in specific languages with 48 hours' notice. The availability of free language assistance is promoted in multiple languages on collateral, hearing notices and project pages.

Distribution and Posting of Multilingual Materials

Multilingual public information material is used to give the public useful information about current and upcoming programs, services and projects. Materials can include fact sheets, FAQs, newsletters, media/press packets and fliers. Fact sheets are revised and updated as needed. FAQs are updated as feedback and questions from the public are received either through email, online, written or social media correspondence. As appropriate, collateral material is translated and posted on the project website and SFMTA.com and is disseminated at public events and distributed via signage inside transit vehicles, transit stations and shelters and on transit platforms and station kiosks.

Information is also distributed via direct mail to affected customers, residents and business owners and via email and SMS text blasts to community outreach partners, such as schools, community and merchant groups, places of worship, medical facilities, major employers, labor unions, other city departments and interested individuals. Depending on the document, the scope of the project or initiative and the concentrations of limited-English populations in a targeted area, materials will be translated into multiple languages, including those that meet the "Safe Harbor" threshold, pursuant to the agency's Language Assistance Plan and vital document translation policy. Distribution of multilingual fliers and other materials was mentioned in 2022 as an important public participation and involvement tool and expanded translations was mentioned by both respondents and CBO leaders, who also stated their organizations should be used (or continue to be used) as an outlet for distribution. The SFMTA keeps an updated list of CBOs for distribution of information via email and drop-offs. The agency continues to do an extensive amount of translation and posting of multilingual materials specifically for Muni projects and services.

Street-level Outreach

SFMTA customers and San Francisco residents may not have the time, interest or ability to participate in a meeting or review a website. Street-level outreach attempts to capture the opinions and needs of these and other community members and is designed to inform customers, residents and businesses of ongoing outreach activities and to engage the public at a personal level. Knowledgeable staff and community ambassadors engage in conversations, recording comments via written notes or via mobile applications that allow transit users to comment while talking with an ambassador out in the field.

The language needs of a particular community are accommodated to the extent possible and maps showing specific concentrations of limited-English proficient communities are utilized during the planning stages of an outreach campaign. For corridor-level outreach, project staff engage residents, businesses and customers that live, worship, attend school, conduct business or travel along the route to articulate the potential impact of a proposed project or initiative, build support and address in-person concerns or ideas. Staff attend local neighborhood and merchant group meetings and, where appropriate, staff will also conduct

door-to-door outreach. This outreach often corresponds with ongoing public meetings and offers an additional opportunity to extend invitations for attendance. The SFMTA has also been employing expanded intercept outreach, including in-language pre-construction surveys, information meetings on projects in neighborhoods, holding these meetings in local businesses and establishments, like restaurants and coffee shops and conducting “pop ups,” all of which allow for a more personal approach to inform the public and gather feedback.

Social Media

By creating and maintaining an online and social media presence through project blogs, Facebook, X/Twitter, Instagram and YouTube to engage customers and encourage maximum participation in the outreach process, the SFMTA reaches out to and hears from those who are unable to attend, or do not regularly participate in, traditional public meetings and board hearings. For those who cannot participate in person, an online and social media presence allows for two-way communication, strengthening the dialogue and reinforcing process transparency. In addition, project teams and communications leads provide frequent content for the agency's blog, *Moving SF*. These messages are syndicated across the agency's social channels, primarily Facebook and X/Twitter. Real-time customer service is provided on the SFMTA X/Twitter account from 5 a.m. to 9 p.m., Mondays through Fridays and on weekends.

Comments on blog posts are moderated by the author, usually the communications lead for the project and Facebook comments are regularly forwarded for response or notation to project staff. Social media preferences were captured as part of the 2022 PPP update, with a substantial increase in preference for social media use in 2022. The SFMTA looked at opportunities for how to further expand this area and the public can comment via X, formerly known as Twitter, blog postings, including the possibility of using it as a feedback loop, as expressed by some of the participants. The SFMTA also utilized targeted advertising on Facebook

2023 saw an increase in video content, driven by the post-pandemic era, making it a key communication channel in English and with limited-English-proficient communities. That year, we launched a YouTube news series called Chinese Monthly News, which publishes a new episode each month and is led by our Chinese community liaison, focusing on projects and events impacting that community. With the recent hire of a Spanish community liaison, there have been campaigns in multiple languages educating different communities about Muni fares and parking enforcement in the city.

While in 2022, we learned that more visual content was needed to reach limited-English proficient individuals, we expanded these efforts based on community feedback. A recent example of this is the agency's launch of a WeChat channel to better communicate with the Chinese community in San Francisco. Increasing our social media presence has also meant adding platforms currently used by San Franciscans, such as BlueSky and YouTube. We continue to adapt to where most groups get their information, whether about Muni service or topics that impact them most.

Email Communication

Project-specific email addresses are created to facilitate communication and feedback from the public. Email blasts to Community-based Organizations (CBOs), community members, advocacy groups, faith-based organizations, merchants' organizations, neighborhood groups and other interested individuals are also used. Email was listed as an important communication tool for both providing information to customers and as a feedback loop in 2022.

2022 participants expressed a preference for the SFMTA to communicate back via email about how public feedback was incorporated or considered in final decisions. With the launch of the updated Muni Customer Feedback database on the Salesforce platform and the integration of email and SMS updates, people that

respond to email notifications with a comment or question get routed via salesforce to the related project contact and the feedback gets recorded as a case. Staff can respond via email within Salesforce. For limited-English proficient recipients, where appropriate, email blasts can contain multilingual information and links to translated material.

Community Advisory Groups (CAGs)

The mission of a CAG is to accomplish the following: (1) to discuss and study the planning, design and implementation of the project; (2) to examine the primary issues surrounding the project, such as construction approaches and operations; and (3) to develop a community consensus and benefits strategy for all levels of activity associated with the project. To the extent possible, CAG meetings are scheduled during times and in locations that maximize participation by CAG members as well as low-income, communities of color and limited-English proficient populations.

While the projects were still underway, both the Central Subway Project and Van Ness BRT Improvement Project utilized CAGs. Currently, the Geary Boulevard Improvement Project has an active CAG and uses varied recruiting methods to achieve the goal of a diverse, community-based membership.

The Public Outreach and Engagement Strategy guidelines encourage staff to consider formal or informal advisory groups as part of their outreach and engagement for specific projects. In addition, agency managers have established ongoing working groups (e.g., Small Business Working Group) that meet within the community to discuss projects and initiatives. There is also the Muni Service Equity Strategy which focuses on improving Muni performance in San Francisco neighborhoods with high percentages of households with low incomes and people of color. The Youth Transportation Advisory Board (YTAB) is to elevate the lived experiences of young people from across the city of San Francisco to better inform the SFMTA's policies and practices. Duties and functions include identifying the unmet needs of San Francisco's children and youth through examining the existing services, practices and budgets of the SFMTA; design and conduct outreach to youth and their communities on SFMTA services and projects to learn from underrepresented groups and begin addressing gaps in dialogue; and to develop and deliver recommendations to staff and the Director of Transportation to support or improve SFMTA services. Youth Transportation Advisory Board (YTAB) members are chosen annually with the process starting in early Spring to the end of Summer.

Public Noticing for Hearings

In addition to the public information materials listed above, project staff may also distribute multilingual information door-to-door and use other forms of public advertisement to notify the public of hearings on important topics, including instructions on how to request free interpretation services at the hearing with 48 hours' notice.

Meetings of the SFMTA Board of Directors (MTAB)

Meetings of the SFMTA's Board of Directors are open to the public and are held on the first and third Tuesday of every month. Agendas are available 72 hours prior to the Board meetings and are posted at City Hall, the Main Library and on SFMTA.com. Additional Board information is available at SFMTA headquarters in San Francisco and at the San Francisco 311 Telephone Customer Service Center, which provides language assistance through trained bilingual staff and a multilingual Language Line.

Board meetings that involve fare and service changes are advertised on a broader scale. Depending on circumstances and resources, meeting times are communicated via multilingual notice posted on SFMTA.com, blast emailed to distribution lists and promoted through social media. Additional posting at

transit stops and in vehicles and stations may also occur depending on circumstances and resources. Media placements in English, Spanish, Chinese newspapers and other ethnic media outlets are utilized as circumstances dictate and resources allow. All SFMTA Board meetings have a public comment period and interpreters are available upon 48 hours' request. The meetings are typically held at City Hall, which is easily accessible by transit. Accommodations can be made in advance for participants to participate virtually. Regular SFMTA Board meetings and select other meetings are broadcast on cable via SFGTV and streamed on the internet. Board agendas and meeting minutes are available to the public at SFMTA.com.

Citizens' Advisory Council Meetings

The CAC meets monthly in a public setting and provides recommendations to the SFMTA Board of Directors on key policy issues facing the Agency. CAC meetings are posted at the Main Library and on the SFMTA website. Meetings are recorded and minutes are created and posted at SFMTA.com. CAC agendas carry the required notice informing participants that free language assistance is available with 48 hours' prior notice.

Public Engineering Hearings

Engineering hearings are another opportunity for residents to express their concerns regarding important SFMTA projects and initiatives and are advertised at SFMTA.com, as well as through neighborhood postings, when circumstances require. It is required to include instructions on how to request free language assistance for the hearing via a direct number to project staff.

Small Business Enterprise and Contractor Outreach

Outreach to Community-based Organizations regarding the SFMTA's Small Business Enterprise (SBE) and employment training programs provides businesses with information about opportunities to bid and compete for upcoming contracts. These outreach events inform the contracting community of upcoming bid packages, assist small contractors in developing relationships with prime contractors and examine ways to increase diversity in workforce participation.

Metropolitan Transportation Commission (MTC) Public Participation Plan

For additional outreach and public participation opportunities about long-term regional planning efforts, the SFMTA relies on its metropolitan planning organization, the Metropolitan Transportation Commission (MTC) and their efforts via their Public Participation Plan. MTC's plan details a comprehensive outreach program that includes outreach to communities of color and low-income communities throughout the region. Components of the plan include telephone surveys and focus groups comprising the demographic composition of the individual Bay Area communities, including San Francisco. MTC conducts limited outreach to San Francisco-based CBOs in communities of color/low-income areas and provides grants to CBOs throughout the region to help fund individual outreach efforts, recruitment efforts for meeting participation and help meet language assistance needs via translators and production of multilingual collateral.

Requirement for Outreach When Conducting a Facility Site or Location Analysis:

As a recipient of federal funds and within the Title VI requirements, the SFMTA, in determining the site or location of facilities, must not make selections with the purpose or effect of excluding persons from, denying them the benefits of, or subjecting them to discrimination under any program to which this regulation applies, on the grounds of race, color, or national origin; or with the purpose or effect of defeating or substantially impairing the accomplishment of the objectives of the Act or this part." Title 49

CFR part 21, Appendix C, Section (3)(iv) provides, “The location of projects requiring land acquisition and the displacement of persons from their residences and businesses may not be determined on the basis of race, color, or national origin.” Facilities included in this provision include, but are not limited to, storage facilities, maintenance facilities, operations centers, etc.

In order for SFMTA to comply fully with the regulations, it must complete a Title VI equity analysis during the planning stages with regard to where a project is located or sited to ensure the location is selected without regard to race, color, or national origin. We must also engage in outreach to persons potentially impacted by the siting of facilities, utilizing outreach methods and strategies listed throughout the 2025 Public Participation Plan and the 2025 Language Assistance Plan, depending on project circumstances, which can include: community meetings with appropriate language assistance; multilingual signage; posted information in the appropriate languages for the neighborhood/location/audience at SFMTA.com, accessible channels for collecting feedback and other tools and communication channels as needed.

Public Outreach and Engagement Team Strategy (POETS)

In 2015, the SFMTA began developing its Public Outreach and Engagement Team Strategy (POETS) – an agency-wide program that sets standards for outreach and engagement, provides guidance and support for project managers and offers staff training to institutionalize public participation best practices for agency projects.

For many of the agency’s projects, including large capital improvement projects, POETS provides a framework for determining which methods and tools described in the Methods and Tools section are appropriate at various phases of a given project. It also offers a decision-making process and template to identify those affected by a project, their language needs and their preferences for accessing information and providing input (a point at which the PPP directly informs POETS). Any project subject to POETS must have a public outreach and engagement plan that carefully considers which methods and tools are used.

POETS sets expectations for public outreach and engagement for projects that impact the public, including established standards for identifying stakeholders, defining where the public can influence decisions and setting measurable goals. It consists of implementing across projects through documentation and evaluation to ensure transparency and better project outcomes.

The program provides staff with the tools, training and templates necessary to meet agency standards. These resources are available on a centralized internal site that offers reporting, planning and data collection and tracking tools. As a result, it helps build staff capacity across divisions, including conducting public outreach.

To prioritize long-term relationships with the community, early engagement, clear communication of project impacts and tradeoffs and closing the feedback loop as decisions are made are considered part of the strategy. With the recent launch of the Community Liaison Program in 2023, project teams can consult staff who have built connections with communities that speak Chinese or Spanish and have been key to *improved coordination within neighborhoods.

Support from leadership and staff involvement in POETS have proven successful in delivering on the vision and in embracing a standardized engagement and public outreach process. Program evaluation and continuous improvement ensure the strategy remains effective, aligns with agency priorities and as a result builds public confidence in SFMTA’s decision making.

Section V: Broadening Public Outreach and Engagement

This section considers the extensive feedback collected during the effort to update the 2025 Public Participation Plan and how it will continue to inform and improve the SFMTA's outreach and engagement methods moving forward to engage the public in its important decision-making processes.



1Members of the community taking survey at events in the City.

Introduction

As noted above, the SFMTA employs several strategies to engage the public in its decision-making processes. As part of the Public Participation Plan update, the SFMTA received feedback from its community partners, including those representing communities of color, low-income and LEP populations, on the effectiveness of these strategies and received suggestions for additional approaches.

The results of the data collected during the 2025 research effort, highlights of which are included directly below, confirm that the SFMTA serves a very broad and diverse population, ranging across age groups, races and ethnicities, income levels, genders and language groups. While the top preferred ways of receiving information, providing feedback and participating in meetings have remained largely consistent since 2016 and across the city's major demographic groups, there is no single way San Franciscans prefer to engage with the SFMTA. Rather, respondents indicated that they tend to use multiple tools and express a range of preferences. This variation is to be expected when serving a large and diverse population and reaffirms that the SFMTA's multi-pronged approach to public participation is necessary to meet the community's needs.

2025 Research Highlights

Importantly, the research suggests that the approaches the SFMTA has been taking continue to align with the community's preferences. While qualitative research suggested areas for improvement, they also

emphasized that there have been effective improvements over time in how SFMTA engages with the community.

- Muni customers continued to say they prefer to get information about Muni service and meetings via the website and through maps, signage in vehicles, bus stations and shelters.
- However, there was a noticeable increase in the desire for email and text message alerts relative to prior years.
- Social media, while less frequently preferred, varies widely by linguistic group and qualitative research suggests its importance in reaching non-English speaking and youth customers.
- Survey respondents indicated that they would be most likely to attend meetings when they are about service changes. Nearly half were likely to participate in meetings about safety and security, construction and fare changes. Agency budget meetings were less likely to motivate them to attend a meeting – although interest has increased notably.
- Fare change information is highly important to more vulnerable populations, including LEP customers, low-income customers and youth customers.
- Hosting meetings close to transit, offering a virtual option and providing advance notice were still the most commonly prioritized factors to make it easier to attend meetings.
- During the meetings, survey respondents indicated a preference for getting information as graphics and by watching a presentation.
- A majority favored submitting feedback after meetings via email and nearly half preferred to submit feedback via online platforms.

Conclusions and Moving Forward

Just as the public relies on a wide variety of information sources to learn about SFMTA services and meetings, there is a wide range of customer preferences for engagement in the SFMTA's important decision-making processes and for providing feedback. While the SFMTA website again takes the top spot as the most preferred way for customers to provide feedback, it is not the only way SFMTA customers would like to share their opinions. They are also interested in providing feedback via written feedback to SFMTA or on surveys, through online apps, contacting 311 and social media.

Next steps/Recommendations

Moving forward, the agency plans to:

- Further increase awareness of available translated material and resources on the agency's website
- Through a multilingual customer information campaign, promote 311 not only as a source of information but also as a way to provide feedback and access free language assistance.
- Continue to consider literacy levels when developing new content to increase the accessibility of the information being translated.
- Continue to provide communications in-language on maps, signage and flyers
- Explore multilingual language capabilities on online applications to determine what is feasible for future technological improvements and resources needed
- Explore opportunities to leverage existing agency social media and investigate emerging platforms

- Build on existing social media capabilities, with attention to cultural and language specific platform preferences.
- Leverage existing text message and email capabilities to a greater extent, both for Muni service and meeting information.
- Continue to offer hybrid model meetings, along with ensuring in-person meetings are accessible to transit hubs and stops.
- Further develop partnerships with Community-based Organizations to serve as distributors of information regarding Muni service changes, construction projects, fare adjustments and potential hosts for informational sessions.
- Leverage the existing SFMTA Safety Equity Strategy program to expand the provision of information on safety/security and information, particularly options available to those with limited-English proficiency when they experience safety/security concerns and are struggling to communicate with operators.

In addition to service changes, safety and security continue as increasingly important themes for customers. Approximately half said that safety and security topics would encourage them to attend a meeting.

- In 2023, the first MuniSafe Day Out launched to promote safety by having staff members ride different Muni lines and routes, talking to customers and sharing information on how to report incidents on our system that make them feel unsafe. The second MuniSafe Day Out was in Spring 2025, where SFMTA staff and community volunteers posted nearly 300 signs about how to report harassment and distributed multilingual pamphlets to hundreds of Muni customers. The SFMTA's Safety Equity Initiative is the overarching effort and campaign that has worked to understand how to make Muni even safer. Public feedback has resulted in lighting improvements at Muni stops, putting staff ambassadors where customers need them the most and timing late night connections better to lower wait times.
- In 2024, a multilingual customer information campaign helped increase awareness of these critical resources and how to provide feedback to the SFMTA.
- Ensuring signage in buses, shelters and stations are up to date, easy to understand and available in accessible and legible font size in multiple languages will improve outreach.

In response to the feedback received regarding meeting preferences in 2025 versus 2022, it was again recommended that the agency use locations, facilities and meeting times that are convenient and accessible by Muni to the populations being engaged, including communities of color, low-income and limited-English proficient communities and at various times of the day and on weekends to accommodate working families, individuals and seniors.

Where practical and appropriate, SFMTA staff will continue to work with community partners to leverage already-scheduled meetings and neighborhood events and activities, to the extent possible, rather than asking the public to attend additional meetings to gather information to encourage public involvement. Available channels such as schools, faith-based institutions and CBOs will continue to be leveraged to distribute information and solicit feedback.

As a result of the COVID-19 pandemic, the SFMTA adapted and emerged with new tools to communicate, engage and gather input. Virtual meetings and open houses, informational videos, in-language ArcGIS StoryMaps (web maps with context and supporting information) and telephone conference lines with in-language interpretation are a few examples of tools now used regularly.

2025 Community Conversation participants repeated the 2022 observations that people place on the importance of having their input acknowledged. It is not enough for a public agency to gather feedback –

participants also wanted to see their contributions recognized, considered and, ideally, incorporated into policy decisions.

While the level of feedback and decision-making space will differ by project, the agency will keep building on opportunities to show how feedback was used to inform projects and decisions at the project level. For example, a current process improvement project led by the POETS Strategy team includes specific steps in the updated POETS Communication and Outreach Plan to standardize staff documentation of how feedback was utilized and communicated back to community partners for each project. Most importantly, it will provide a detailed guide for future projects that may need to adopt the same procedure.

Through the Public Participation Plan research, community members have given the SFMTA noteworthy insight into how the SFMTA can encourage and make it easier for, these critical partners to participate in the agency's planning, implementation and decision-making processes.

Section VI: Fare and Major Service Changes

As a federally funded agency, the SFMTA is required to have a locally developed process for soliciting and considering public comments before raising a fare or implementing a major reduction of public transportation service. This section of the Public Participation Plan (PPP) details the San Francisco Charter and other local requirements for soliciting and considering public input before changing fares (increases or decreases) or implementing a major service change (not just service reductions).

Introduction

According to 49 U.S.C. 5307(c)(1)(I), the SFMTA is required to have a locally developed process for soliciting and considering public comments before raising a fare or implementing a major reduction of public transportation service. SFMTA captures its public outreach and feedback collection efforts, as well as subsequent modifications to its fare and major service change proposals based on public feedback, in its federally required Title VI equity analyses, which are submitted to the SFMTA Board of Directors for their review and consideration prior to implementation of the fare or major service change.

In addition to this requirement, SFMTA includes in its locally developed process the San Francisco Charter and local requirements for soliciting and considering public input before changing fares, increases or decreases or implementing a major service change, not just service reductions. The SFMTA is strongly committed to the right and need for participation by its customers and other members of the public in the decision-making process concerning fares and major service changes. This section also details how public comments are processed and considered by the SFMTA and, if proposals are modified based on public comment, the steps that follow for reconsideration of the proposal.

Fare Changes

In addition to the FTA-required fare equity analysis and public participation outreach and comment process, the SFMTA has a locally developed process for soliciting and considering public comment prior to implementing any fare change. SFMTA's practice is to publish its intention to change fares in the city's official newspaper and to hold a public hearing after the last day of publication in compliance with both San Francisco Charter section 16.112 and the SFMTA Board of Directors' Rules of Order.

With respect to the City Charter, Section 16.112 requires published notice in the city's official newspaper prior to any public hearing to consider instituting or changing any fee, schedule of rates, charges or fares which affects the public. This section states:

"The publication of and full public access to public documents, except for those subject to confidentiality, shall be as required by law. Notice shall be published in a timely manner before any public hearing and shall include a general description of said hearing. Notice shall be given and public hearings held before: ... (c) Any fee, schedule of rates, charges or fares which affects the public is instituted or changed; should any such notice be approved, the result shall also be noticed; ..."

Consistent with this requirement, the governing board of the SFMTA, the Municipal Transportation Agency Board (MTAB), has promulgated a rule that the SFMTA must publish notice for changes involving rates, charges, fares, fees and fines. SFMTA Board Rules of Order, Article 4, §10 provides:

“ In adopting or revising any schedule of rates, charges, fares fees or fines, the Board shall comply with all applicable notice requirements, including under the Charter and State law.”

In compliance with state and local law, the SFMTA posts its meeting agenda in a location accessible to the public, the San Francisco Public Library and on the SFMTA’s website, SFMTA.com, at least seventy-two hours prior to an SFMTA Board (SFMTAB) meeting. Minutes from the meeting are kept and are available to the public via the SFMTA’s website. With respect to public comment, members of the public have the right to speak at all meetings of the SFMTAB. Typically, the public is permitted to speak for up to two minutes on each item considered by the SFMTAB although the body has the discretion to limit public comment to less than two minutes if circumstances warrant. Language assistance, such as oral interpreters, is provided with 48 hours’ advance notice, pursuant to S.F. Administrative Code Section 91.6. The MTAB may respond to comments made by the public and take other actions, such as amending the item or delaying a decision, as it deems appropriate.

Once the SFMTAB approves the proposed fare change, it is sent to the San Francisco Board of Supervisors pursuant to Section 8A.108 of the Charter. Section 8A.108(a) provides that: *“Except as otherwise provided in this Section, any proposed change in fares or route abandonments shall be submitted to the Board of Supervisors as part of the Agency’s budget or as a budget amendment under 8A.106 and may be rejected at that time by a seven-elevenths vote of the Board on the budget or budget amendment. Any changes in fares or route abandonments proposed by the Agency specifically to implement a program of service changes identified in a system-wide strategic route and service evaluation, such as the Transit Effectiveness Project, may only be rejected by a single seven-elevenths’ vote of the Board of Supervisors on the budget or budget amendment.”*

In compliance with state and local law, the public is provided an opportunity to comment on the proposed fare change at any scheduled committee meeting of the Board of Supervisors considering the fare change and during general public comment before the full Board of Supervisors. Minutes of Board of Supervisors meetings are kept and available to members of the public via the Board of Supervisors’ website. Letters from the public sent to the Board of Supervisors concerning the proposed fare change are placed in a public review file and made available to the members of the Board of Supervisors.

Depending on whether circumstances warrant, the SFMTA may supplement the procedures described above with one or more of its public outreach and involvement strategies. As is the SFMTA’s standard practice, the needs of individuals with limited-English proficiency are taken into account in any public outreach efforts concerning proposed fare changes.

Major Service Changes

In addition to the FTA-required service equity analysis and public participation outreach and comment process, the SFMTA also has a locally developed process for soliciting and considering public comment prior to implementing a major service change. SFMTA defines “a major service change” as a change in transit service that would be in effect for more than a 12-month period and that would consist of any of the following criteria:

- A schedule change (or series of changes) resulting in a system-wide change in annual revenue hours of five percent or more proposed at one time or over a rolling 24-month period;
- A schedule change on a route with 25 or more one-way trips per day resulting in;

- Adding or eliminating a route;
- A change in annual revenue hours on the route of 25 percent or more;
- A change in the daily span of service on the route of three hours or more; or
- A change in route-miles of 25 percent or more, where the route moves more than a quarter mile.
- Corridors served by multiple routes will be evaluated based on combined revenue hours, daily span of service and/or route-miles.
- The implementation of a New Start, Small Start, or other new fixed guideway capital project, regardless of whether the proposed changes to existing service meet any of the criteria for a service change described above.

Charter section 16.112 requires published notice in the city's official newspaper prior to any public hearing in which the MTAB considers a significant change in the operating schedule or route of a street railway, bus line, trolley bus line or cable car line, which is defined in practice as service changes that meet the definition of a major service change, as defined immediately above. Although Charter section 16.112 does not specify how far in advance the city must publish notice of the public hearing, the SFMTA's practice is to publish its intention to consider any significant transit service change in the city's official newspaper at least 72 hours in advance of the public hearing.

In situations where the SFMTA is proposing a "route abandonment" for a particular line or service corridor, the SFMTA must seek approval from both the SFMTAB and the Board of Supervisors pursuant to Charter section 8A.108. Under the Charter, a "route abandonment" means the permanent termination of service along a particular line or service corridor where no reasonably comparable substitute service is offered.

If the SFMTA proposes a route abandonment at any time other than as part of its budget process, the agency must first submit the proposal to the Board of Supervisors. The Board of Supervisors may, after a noticed public hearing, reject the proposed route abandonment by a seven-elevenths vote taken within 30 days after the proposal is submitted by the SFMTA.

If the proposed route abandonment is submitted as part of the SFMTA's budget, it must be rejected by a seven-elevenths vote of the Board on the budget or budget amendment.

Details of the SFMTA's public outreach and notification process for proposed major service changes, both increases and decreases, are included below. Language assistance, such as oral interpreters, is provided with 48 hours' advance notice. Once published notice has been provided and a meeting agenda posted as described above, the major service change can be considered by the MTAB at a regular or special meeting. Minutes from the meeting are kept and are available to the public via SFMTA's website. With respect to public comment, members of the public have the right to speak at all meetings of the SFMTAB. Typically, the public is permitted to speak for up to two minutes on each item considered although the body has the discretion to limit public comment to less than two minutes if circumstances warrant. The SFMTAB may respond to comments made by the public and take other actions, such as amending the item or delaying a decision, as it deems appropriate.

In circumstances involving a route abandonment, the public is provided an opportunity to comment at any scheduled committee meeting of the Board of Supervisors considering the route abandonment and during general public comment before the full Board of Supervisors. Minutes of Board of Supervisors meetings are kept and available to members of the public via the Board of Supervisors' website. Letters from the public sent to the Board of Supervisors concerning the proposed route abandonment are placed in a public review file and made available to the Members of the Board of Supervisors.

Public Outreach and Notification for Fare Changes and Major Service Changes

Once the SFMTA has proposed a fare change of any amount (increases or decreases) or a service change that meets SFMTA's definition of a "major service change," the SFMTA will provide information regarding the proposed changes and the time and location of any public meeting where public comment will be solicited, following the policies and procedures captured in its most recent version of its Language Assistance Plan, including translation into "safe harbor" languages as required, and utilizing the data captured as part of the LAP and PPP updates regarding meeting and communication preferences of various populations. SFMTA will also provide information regarding multiple channels by which feedback can be submitted, including via email, telephone, at public meetings or hearings, call 311 and through other channels as resources allow and circumstances dictate. SFMTA will utilize the findings and available channels, depending on circumstances and resources, as detailed in the 2025 LAP and PPP, for circling back with outcomes, final decisions and implementation plans that resulted from the public outreach and comment process for the fare and major service change.

SFMTA will provide information about the proposed fare or major service change on its website, identifying available channels for more information and providing feedback. SFMTA will also promote the availability of free language assistance, including at public and MTA Board meetings, with 48 hours' notice. Other options for providing notification of proposed fare or major service changes, as well as the final approved fare or major service change, depending on content, resources and circumstances, include:

- For service changes, posting the date and time of MTAB and other meeting opportunities at appropriate transit stops and/or on utility poles, when circumstances dictate and resources allow
- Mailing or emailing information to neighborhood organizations and other Community-based Organizations for distribution to their membership, and including other city departments as required or as appropriate
- Mailing and/or emailing to residents and businesses on affected streets and/or mass-distributed to addresses in affected areas
- Publishing meeting notices in neighborhood papers and/or alternative language newspapers
- Issuing a blog post with online links to details and available language translations
- Posting multilingual information at SFMTA.com
- Issuing a press release (for issues with citywide impact); and
- Partnering with community organizations to hold information sessions

Processing Public Comments Prior to Fare or Major Service Changes

Public comments gathered on proposed fare and major service changes, including major service reductions, can be solicited by, and collected from, multiple sources including the SFMTA Board of Director (MTAB) meetings, advisory committees such as the Citizen's Advisory Committee (CAC) and the Multimodal Accessibility Advisory Committee (MAAC), pop-up events, intercept surveys, in-person and virtual open houses and other community meetings. Feedback can also be submitted via email, letters to SFMTA or to MTAB, through digital media, at SFMTA.com and through 311, the San Francisco's multilingual 24/7 Telephone Customer Service Center.

Documentation of public comments may consist of MTAB or other public advisory committee meeting minutes, copies of letters, emails and comment cards received, comment summaries and/or comment logs

and through customer service reports for comments registered through the 311 Telephone Customer Service Center. Methods of documentation will vary at the MTA's discretion based on the nature of the comments and the scope of the project or proposal and will be kept on file. Minutes from public advisory committee meetings and MTAB meetings are posted at SFMTA.com and hard copies are available.

Once compiled and documented as appropriate, public comments are reviewed and assessed by the subject matter staff to identify comment trends and areas for potential modification, if any. As specific examples, public comments received on major service changes are reviewed by the Transit Division of the SFMTA and public comments received on proposed fare-related items are reviewed and considered by the Finance Division, as well as by agency leadership as appropriate and as required.

Proposals that are modified as a result of public comment or other factors are considered and reviewed internally and, where necessary, appropriate changes are made to staff reports and accompanying documentation, such as Title VI required equity analyses of proposed fare and major service changes, in preparation for re-submission to the SFMTA Board of Directors for their consideration and approval. This documentation is submitted to MTAB as part of the staff report for consideration and is made available to the public 72 hours prior to the Board meeting where it will be discussed via posting at SFMTA.com and hard copy at SFMTA headquarters.

If necessary, further modifications can be made to the proposals based on public comment given at the MTAB meeting and appropriate steps are taken for any further review and required approvals.

Section VII: Review and Monitoring of the Plan



Participants taking the survey for the Public Participation Plan Update

The SFMTA is committed to monitoring the effectiveness of its public outreach and engagement efforts, including among communities of color, low-income and limited-English proficient communities.

As noted, one of the ways the agency brings the PPP into its daily work is through its Public Outreach and Engagement Team Strategy (POETS). While the Public Participation Plan applies to all decision-making by the SFMTA, POETS focuses on a significant subset of those decision-making processes in the SFMTA related to capital and infrastructure projects (e.g., transit, construction and streets improvements).

POETS has recommended evaluation metrics to measure the program’s effectiveness in encouraging public participation at the project level. The metrics include both process measures (e.g., the extent and inclusiveness of public participation) and outcome measures (e.g., evidence of strengthened agency/community relationships). Reflecting a core theme that emerged in the research for the PPP, the POETS evaluation framework emphasizes the need to ensure that public participation is meaningful and valued. Anyone who takes the time to participate in the public process deserves to know how their input is taken into account and the monitoring of the POETS program seeks to document the agency’s effectiveness in providing this feedback.

The purpose of reviewing and monitoring the Public Participation Plan is to ensure that the agency provides information through multiple channels in appropriate languages in ways that are inclusive and accessible to those who are affected by its decisions and actions. When the agency’s goal is not only to inform the public

but also to seek input about decisions and actions, the PPP points to the available tools and community preferences for engagement.

Research for the 2025 Public Participation Plan in many ways validates the SFMTA's approach to outreach and engagement since 2022 and gives the agency insight into where it can improve and further enhance the tools at its disposal, new tools introduced since the COVID-19 pandemic and how the agency can continue to incorporate feedback from its critical community partners to further guide its efforts to encourage and support meaningful public participation.

Appendices

Appendix A: 2025 PPP Report Outreach to Organizations

Table 1A: PPP Report Outreach to Organizations

Source: SFMTA, 2025.

Organization	Non-English Languages Served	Neighborhood(s) Served
Al Sabeel Masjid Noor Al-Islam	Arabic	Tenderloin
Alliance Francaise of San Francisco	French	Citywide
American Indian Cultural Center		Citywide
APRI (A. Philip Randolph Institute)	Spanish, Samoan, Chinese	Bayview/Hunters Point
Arab American Grocers Association; Bay Area (AAGA)	Arabic	Citywide
Arab Cultural and Community Center; Bay Area	Arabic	Citywide
Arab Resource and Organizing Center	Arabic, Farsi, Pashtu	Citywide
Arc of San Francisco		Citywide
Asian Family Support Center	Multiple	Citywide
Asian Family Support Center	Chinese (Mandarin, Cantonese), Thai, Lao, Vietnamese, Spanish	Bayview/Hunters Point, Chinatown, Crocker Amazon, Downtown/Civic Center, Excelsior, Mission, Outer Mission, Visitacion Valley, Western Addition

Asian Pacific American Community Center	Cantonese, Mandarin, Taishanese, Spanish	Bayview/Hunters Point, Crocker Amazon, Excelsior, Inner Sunset, Ocean View, Outer Sunset, Parkside, Potrero Hill, South of Market (SoMA), Visitacion Valley
Asociación Mayab	Mayan, Spanish	Downtown/Civic Center, Excelsior, Mission, Outer Sunset, Outer Richmond, South of Market (SoMA)
Bayanihan Equity Center	Filipino	Tenderloin, Downtown Mission
Bayview Baptist Church		Bayview/Hunters Point
Bayview Hunters Point Advocates		Bayview/Hunters Point
Bayview Hunters Point Mobilization for Adolescent Growth in Our Communities (BMAGIC)		Bayview/Hunter's Point
Bayview Hunters Point YMCA		Bayview/Hunter's Point
Bayview Senior Services – Dr. George W. Davis Senior Center		Bayview/Hunters Point
Bayview Senior Services - Rosa Parks Senior Center		Fillmore
Bernal Heights Neighborhood Center – Excelsior Senior Center	Spanish, Chinese, Tagalog	Excelsior
Better Housing Policy (BHP)	Cantonese, Mandarin, Taishanese, Vietnamese	Inner Sunset, Outer Sunset, Parkside
Booker T. Washington Community Service Center		Fillmore

Boys & Girls Club of San Francisco	Chinese, Spanish, Filipino, Arabic	Downtown/Civic Center, Excelsior, Financial District, Mission, Outer Mission, South of Market (SoMA), Western Addition
Calle 24	Spanish, Mayan, Chinese, Arabic, Filipino	Citywide, but primarily in Bayview/Hunters Point, Excelsior, Mission, South of Market (SoMA), Tenderloin
Canon Kip Senior Center	Filipino	South of Market (SoMA)
CARECEN	Spanish, Mayan, Haitian Creole or Patois	Mission, Bayview, Excelsior
Castro Senior Center		Castro
Charity Cultural Service Center (SFCSC)	Cantonese, Mandarin, Spanish	Chinatown, Crocker Amazon, Excelsior, Golden Gate Park, Inner Richmond, Inner Sunset, Lakeshore, Mission, Ocean View, Outer Mission, Outer Sunset, Outer Richmond, Parkside, Potrero Hill, Russian Hill, South of Market (SoMA), Visitacion Valley
Chinatown Library	Chinese (Cantonese; Mandarin)	Chinatown
Chinese Community Development Corporation (CCDC)	Cantonese, Mandarin, Russian, Vietnamese, Arabic	Chinatown, Downtown/Civic Center, Height Ashbury, Inner Richmond, Mission, Nob Hill, North Beach, Outer Mission, Outer Richmond, Russian Hill, South of Market (SoMA), Visitacion Valley
Chinese Culture Center	Chinese (Cantonese; Mandarin; Taishanese)	Chinatown
Chinese for Affirmative Action	Chinese (Cantonese, Mandarin, Taishanese), Vietnamese	Citywide; esp. Chinatown, Visitacion Valley, Sunset, Richmond
Chinese Hospital	Cantonese, Mandarin	Chinatown, Crocker Amazon, Excelsior, Financial District, Inner Sunset, Lakeshore, Mission, North

		Beach, Ocean View, Outer Sunset, Outer Richmond, Parkside, Visitacion Valley
Chinese Newcomers Service Center	Chinese (Cantonese, Mandarin, Taishanese)	Chinatown, Anza Vista, Bayview/Hunters Point, Crocker Amazon, Excelsior, Inner Richmond, Inner Sunset, Lakeshore, Mission, Ocean View, Outer Mission, Outer Sunset, Outer Richmond, Potrero Hill, Visitacion Valley
Coalition of Agencies Serving the Elderly	Chinese, Filipino, Spanish	Citywide
Code Tenderloin/Center for New Music	English	Tenderloin/SOMA
Coleman Advocates		Citywide
Community Youth Center (Chinatown)	Cantonese, Mandarin, Vietnamese, Thai, Spanish	Tenderloin, Bayview, Richmond and Chinatown. Some school locations are citywide.
Community Youth Center (Richmond)	Cantonese	Citywide
Cultura y Arte Nativa de las Americas: CANA	Spanish	Mission
El/La Para TransLatinas	Spanish	Citywide, primarily Downtown/Civic Center, Excelsior, Mission, Outer Mission and East Bay
Family Connections Center	Cantonese, Spanish, Vietnamese, Filipino	Downtown/Civic Center, Excelsior, Mission, Visitacion Valley, Portola
Friendship House Association of American Indians	Spanish, Tribe languages	Mission
Good Samaritan	Spanish, Mandarin, indigenous languages (Mam, Quechua, Mayan)	Bayview/Hunters Point, Excelsior, Financial District, Mission, Outer Mission, Potrero Hill
Harvey Milk Democratic Club	English	Castro, Citywide

Instituto Familiar de la Raza	Spanish	Mission and Citywide
Interfaith Council		Citywide
Japanese Cultural Center	Japanese	Citywide
Japantown Merchants Association/Japantown Task Force	Japanese	Western Addition
Kimochi	Japanese, Korean, Chinese (Mandarin, Cantonese)	Inner Richmond, Inner Sunset, Outer Sunset, Outer Richmond, Western Addition
Korean American Community Foundation	Korean	Citywide
Korean Center Inc.	Korean	Citywide
La Raza Community Resource Center	Spanish	Mission, Citywide
La Raza Community Resource Center	Spanish, Portuguese, Chinese	Mission
Latino Task Force (LTF)	Spanish	Mission, Excelsior, Citywide
Lycee Francais	French	Citywide
Marie Harrison Community Foundation		Bayview Hunters Point
Mission Economic Development Center	Spanish	Mission, Bayview/Hunters Point, Excelsior, West of Twin Peaks, Tenderloin
Mission Food Hub / Latino Task Force	Spanish	Mission, Excelsior, Visitacion Valley
Mission Neighborhood Centers	Spanish	Mission
Mission Parishes	Spanish	Mission

MUA- Mujeres Unidas y Activas	Spanish	Tenderloin
Native American Health Center		Citywide
OMI/Excelsior Beacon Center at James Denman Middle School	Spanish, Cantonese, Mandarin	Excelsior, Mission Bay, Mission, Mission Terrace, Stonestown, Excelsior, Oceanview, Merced Heights, Ingleside
One Treasure Island	Spanish	Treasure Island
PODER – People Organizing to Demand Environmental and Economic Rights	Spanish	Crocker Amazon, Downtown/Civic Center, Excelsior, Mission, Ocean View, Outer Mission, Outer Sunset, Potrero Hill
Richmond District Neighborhood Center (RNCC)	Chinese (Mandarin, Cantonese, Russian	Inner Richmond, Outer Richmond
Richmond Senior Center	Russian; Chinese	Richmond, Sunset
Russian American Community Services	Russian; Chinese	Richmond, Sunset
SALT: Pacific Islander Association Hut	Spanish, Tongan, Samoan, Fijian, Chamorro (from Guam), Mandarin, Cantonese, Tagalog	Excelsior, Mission, Visitation Valley, Tenderloin, Alameda county, San Mateo county, Sacramento
Samoan Community Development Center		Visitation Valley, Hunters Point, Potrero Hill, Alice Griffith,
San Fran Dhammaram Temple	Thai	Citywide
San Francisco Bay Accueil	French, some Spanish and Chinese	Citywide
Self-Help for the Elderly	Chinese (Cantonese, Mandarin, Taishanese), Vietnamese, Russian	Citywide

SF LGBTQ Center		Citywide
SOMCAN	Filipino; Tagalog; Ilonggo	SOMA, Tenderloin, Excelsior
South of Market Community Action Network (SOMCAN)	Filipino, Tagalog	Excelsior, Mission, South of Market (SoMA), Visitacion Valley, Tenderloin
Southeast Asian Community Center (SEACC)	Vietnamese, Chinese	Tenderloin & Citywide
Sunset Neighborhood Beacon Center	Chinese; Vietnamese	Sunset, Parkside
Thai Unity Community	Thai	Citywide
Transgender District of SF	English	Tenderloin
Vietnamese Youth Development Center (SE Asian Development Center)	Vietnamese, Thai, Laotian, Cambodian, Arabic	Bayview/Hunters Point, Chinatown, Downtown/Civic Center, Excelsior, Financial District, Glen Park, Mission, Potrero Hill, South of Market (SoMA), Visitacion Valley, Western Addition
Wu-Yee Children's Services	Cantonese; Mandarin; Spanish	Ocean View, Merced Heights, Ingleside, Chinatown
YMCA Buchanan/Urban Services		Fillmore / Western Addition
Youth Transportation Advisory Board (combo of former members and new applicants)		Citywide
Al Sabeel Masjid Noor Al-Islam	Arabic	Tenderloin

Table 2A. List of Organizations Who Participated in the Report
Source: SFMTA, 2025.

Organization	Primary Language(s)	Neighborhoods, Groups Served	Community Based Organization Leadership Interviews	Community Conversations	Survey Support Partner
APRI (A. Philip Randolph Institute)	Spanish, Samoan, Chinese	Bayview/Hunters Point	X		X
Arab Cultural and Community Center; Bay Area	Arabic	Citywide	X		
Arab Resource and Organizing Center	Arabic, Farsi, Pashtu	Citywide	X		X
Asian Family Support Center	Chinese (Mandarin, Cantonese), Thai, Lao, Vietnamese, Spanish	Bayview/Hunters Point, Chinatown, Crocker Amazon, Downtown/Civic Center, Excelsior, Mission, Outer Mission, Visitacion Valley, Western Addition	X		X
Asian Pacific American Community Center	Cantonese, Mandarin, Taishanese, Spanish	Bayview/Hunters Point, Crocker Amazon, Excelsior, Inner Sunset, Ocean View, Outer Sunset, Parkside, Potrero Hill, South of Market (SoMA), Visitacion Valley	X		X
Asociación Mayab	Mayan, Spanish	Downtown/Civic Center, Excelsior, Mission, Outer Sunset, Outer Richmond, South of Market (SoMA)	X		
Bayview Senior Services		Bayview/Hunters Point			X

Bernal Heights Neighborhood Center – Excelsior Senior Center	Spanish, Chinese, Tagalog	Excelsior	X		X
Better Housing Policy (BHP)	Cantonese, Mandarin, Taishanese, Vietnamese	Inner Sunset, Outer Sunset, Parkside	X		
Booker T. Washington Community Service Center		Fillmore		X	X
Boys & Girls Club of San Francisco	Chinese, Spanish, Filipino, Arabic	Downtown/Civic Center, Excelsior, Financial District, Mission, Outer Mission, South of Market (SoMA), Western Addition	X		
Calle 24	Spanish, Mayan, Chinese, Arabic, Filipino	Citywide, but primarily in Bayview/Hunters Point, Excelsior, Mission, South of Market (SoMA), Tenderloin	X		
CARECEN	Spanish, Mayan, Haitian Creole or Patois	Mission, Bayview, Excelsior	X		
Casa Adelante	Spanish, Chinese	Mission			X
Castro Senior Center		Castro			X
Charity Cultural Service Center (SFCSC)	Cantonese, Mandarin, Spanish	Chinatown, Crocker Amazon, Excelsior, Golden Gate Park, Inner Richmond, Inner Sunset, Lakeshore, Mission, Ocean View, Outer Mission, Outer Sunset, Outer Richmond, Parkside, Potrero Hill, Russian Hill, South of Market (SoMA), Visitacion Valley	X		X

Chinese Community Development Corporation	Cantonese, Mandarin, Russian, Vietnamese, Arabic	Chinatown, Downtown/Civic Center, Height Ashbury, Inner Richmond, Mission, Nob Hill, North Beach, Outer Mission, Outer Richmond, Russian Hill, South of Market (SoMA), Visitacion Valley	X		X
Chinese for Affirmative Action	Chinese (Cantonese, Mandarin, Taishanese), Vietnamese	Citywide; esp. Chinatown, Visitacion Valley, Sunset, Richmond	X		X
Chinese Hospital	Cantonese, Mandarin	Chinatown, Crocker Amazon, Excelsior, Financial District, Inner Sunset, Lakeshore, Mission, North Beach, Ocean View, Outer Sunset, Outer Richmond, Parkside, Visitacion Valley	X		X
Chinese Newcomers Service Center	Chinese (Cantonese, Mandarin, Taishanese)	Chinatown, Anza Vista, Bayview/Hunters Point, Crocker Amazon, Excelsior, Inner Richmond, Inner Sunset, Lakeshore, Mission, Ocean View, Outer Mission, Outer Sunset, Outer Richmond, Potrero Hill, Visitacion Valley	X		X
Community Youth Center (Chinatown)	Cantonese, Mandarin, Vietnamese, Thai, Spanish	Tenderloin, Bayview, Richmond and Chinatown. Some school locations are citywide.	X	X	X
Community Youth Center (Richmond)	Cantonese	Citywide	X		X

El/La Para TransLatinas	Spanish	Citywide, primarily Downtown/Civic Center, Excelsior, Mission, Outer Mission and East Bay	X		
Family Connections Center	Cantonese, Spanish, Vietnamese, Filipino	Downtown/Civic Center, Excelsior, Mission, Visitacion Valley, Portola	X		X
Friendship House Association of American Indians	Spanish, Tribe languages	Mission	X		
Good Samaritan	Spanish, Mandarin, indigenous languages (Mam, Quechua, Mayan)	Bayview/Hunters Point, Excelsior, Financial District, Mission, Outer Mission, Potrero Hill	X		X
Instituto Familiar de la Raza	Spanish	Mission and Citywide		X	X
Japantown Merchants Association/Japantown Task Force	Japanese	Western Addition	X		
Kimochi	Japanese, Korean, Chinese (Mandarin, Cantonese)	Inner Richmond, Inner Sunset, Outer Sunset, Outer Richmond, Western Addition	X		X
La Raza Community Resource Center	Spanish, Portuguese, Chinese	Mission	X		X
Marie Harrison Community Foundation		Bayview Hunters Point		X	
Mission Economic Development Center	Spanish	Mission, Bayview/Hunters Point, Excelsior, West of Twin Peaks, Tenderloin	X		

Mission Food Hub / Latino Task Force	Spanish	Mission, Excelsior, Visitacion Valley			X
Native American Health Center		Citywide		X	
OMI/Excelsior Beacon Center at James Denman Middle School	Spanish, Cantonese, Mandarin	Excelsior, Mission Bay, Mission, Mission Terrace, Stonestown, Excelsior, Oceanview, Merced Heights, Ingleside	X		X
One Treasure Island	Spanish	Treasure Island			X
PODER – People Organizing to Demand Environmental and Economic Rights	Spanish	Crocker Amazon, Downtown/Civic Center, Excelsior, Mission, Ocean View, Outer Mission, Outer Sunset, Potrero Hill	X		
Richmond District Neighborhood Center (RNCC)	Chinese (Mandarin, Cantonese, Russian)	Inner Richmond, Outer Richmond	X		X
SALT: Pacific Islander Association Hut	Spanish, Tongan, Samoan, Fijian, Chamorro (from Guam), Mandarin, Cantonese, Tagalog	Excelsior, Mission, Visitacion Valley, Tenderloin, Alameda county, San Mateo county, Sacramento	X		X
San Francisco Bay Accueil	French, some Spanish and Chinese	Citywide	X		
Self-Help for the Elderly	Chinese (Cantonese, Mandarin, Taishanese), Vietnamese, Russian	Citywide	X		X

South of Market Community Action Network (SOMCAN)	Filipino, Tagalog	Excelsior, Mission, South of Market (SoMA), Visitacion Valley, Tenderloin	X	X	
Southeast Asian Community Center (SEACC)	Vietnamese, Chinese	Tenderloin & Citywide	X	X	
Thai Unity Community	Thai	Citywide	X		
Vietnamese Youth Development Center (SE Asian Development Center)	Vietnamese, Thai, Laotian, Cambodian, Arabic	Bayview/Hunters Point, Chinatown, Downtown/Civic Center, Excelsior, Financial District, Glen Park, Mission, Potrero Hill, South of Market (SoMA), Visitacion Valley, Western Addition	X		
YMCA Buchanan/Urban Services		Fillmore / Western Addition		X	
Youth Transportation Advisory Board (combo of former members and new applicants)		Citywide		X	

Appendix B: Supplemental Tables of 2025 Survey Data

Table 1B: Source of Information about SFMTA Services by English Proficiency and by Native Language
Source: SFMTA PPLA Survey, 2025.

Source of Information	Total	LEP Status	Language												
			Spanish	Chinese - Cantonese	Chinese - Mandarin	Russian	Filipino	Vietnamese	Arabic	French	Korean	Thai	Japanese	English	Other
SFMTA/Muni website (sfmta.com)	52%	41%	39%	48%	44%	45%	39%	27%	17%	52%	33%	50%	79%	57%	54%
San Francisco's 311 Telephone Customer Service Center	13%	18%	11%	19%	22%	5%	44%	7%	13%	10%	5%	75%	17%	10%	16%
SFMTA/Muni's Customer Service Center on 11 S Van Ness	5%	11%	5%	12%	16%	4%	13%	5%	1%	0%	0%	0%	0%	2%	7%
Maps and signs in vehicles, stations, or bus shelters	47%	40%	35%	40%	41%	35%	60%	17%	17%	41%	24%	25%	67%	52%	45%
Newspaper ads	6%	14%	3%	18%	16%	12%	17%	3%	9%	3%	5%	0%	8%	3%	3%
Radio or television	11%	25%	8%	30%	21%	16%	42%	3%	7%	7%	14%	0%	8%	6%	9%
SFMTA meeting notices (e.g. flyers, posters)	10%	15%	15%	13%	15%	8%	32%	3%	13%	10%	10%	0%	13%	9%	12%

Email communication	33%	21%	16%	23%	34%	21%	33%	25%	9%	34%	24%	25%	42%	38%	35%
Social media (e.g. Twitter/X, WeChat, Instagram, or Facebook)	18%	22%	20%	21%	21%	19%	54%	29%	22%	7%	33%	50%	38%	16%	14%
Text message updates	23%	20%	19%	17%	22%	11%	49%	25%	26%	21%	10%	50%	29%	25%	22%
Friends and family members	12%	22%	11%	26%	22%	20%	31%	8%	17%	3%	33%	0%	8%	9%	12%
Community or faith-based organizations	4%	13%	7%	12%	11%	9%	29%	5%	16%	0%	19%	0%	4%	1%	6%
Mailers/Brochures	9%	11%	9%	10%	10%	7%	12%	7%	29%	0%	5%	0%	25%	9%	14%
SFMTA ambassadors/representatives in community	6%	8%	7%	8%	6%	5%	14%	2%	7%	3%	0%	25%	17%	5%	11%
Information about SFMTA/Muni distributed through a child's school	3%	7%	4%	7%	9%	3%	17%	5%	13%	0%	0%	0%	0%	2%	3%
Online APPS (MuniMobile, Google Maps, Transit, etc.)	42%	26%	22%	26%	28%	29%	48%	17%	30%	45%	38%	75%	29%	50%	48%

Table 2B: Source of Information about SFMTA Services by Income and Ethnicity
Source: SFMTA PPLA Survey, 2025.

Source of Information	Income					Ethnicity					
	Total	Low-Income	High-Income	Whites	Latinx	African Americans	Native Americans	Asian Americans	Pacific Islanders	Middle Easterners/ North Africans	All People of Color
SFMTA/Muni website (sfmta.com)	52%	45%	56%	57%	45%	40%	48%	53%	51%	37%	50%
San Francisco's 311 Telephone Customer Service Center	13%	16%	11%	10%	13%	22%	22%	16%	26%	6%	15%
SFMTA/Muni's Customer Service Center on 11 S Van Ness	5%	11%	2%	1%	6%	8%	2%	8%	2%	2%	7%
Maps and signs in vehicles, stations, or bus shelters	47%	37%	51%	54%	39%	30%	44%	46%	44%	36%	44%
Newspaper ads	6%	13%	4%	3%	3%	7%	5%	12%	12%	7%	8%
Radio or television	11%	21%	8%	5%	9%	9%	3%	20%	9%	9%	15%
SFMTA meeting notices (e.g. flyers, posters)	10%	15%	9%	9%	12%	11%	5%	13%	21%	11%	12%
Email communication	33%	23%	37%	39%	22%	31%	36%	31%	37%	21%	30%
Social media (e.g. Twitter/X, WeChat, Instagram, or Facebook)	18%	22%	18%	14%	22%	20%	22%	24%	21%	23%	22%
Text message updates	23%	19%	25%	22%	22%	31%	39%	24%	40%	26%	25%
Friends and family members	12%	21%	10%	8%	11%	12%	9%	19%	12%	16%	15%
Community or faith-based organizations	4%	11%	3%	1%	5%	4%	5%	9%	9%	11%	7%
Mailers/Brochures	9%	11%	9%	8%	9%	9%	8%	11%	19%	20%	11%
SFMTA ambassadors/representatives in community	6%	7%	6%	5%	7%	8%	13%	7%	19%	5%	7%

Information about SFMTA/Muni distributed through a child's school	3%	6%	2%	1%	3%	2%	2%	6%	2%	11%	5%
Online APPS (MuniMobile, Google Maps, Transit, etc.)	42%	26%	48%	52%	31%	35%	47%	38%	47%	38%	37%

Table 3B: Source of Information about SFMTA Services by Disability Status and Gender
Source: SFMTA PPLA Survey, 2025.

Source of Information	Disability Status			Gender					
	Total	Has disability	Does not have	Men	Women	Non-Binary	Trans Women	Trans Men	Self-Describe
SFMTA/Muni website (sfmta.com)	52%	53%	53%	54%	53%	52%	65%	40%	79%
San Francisco's 311 Telephone Customer Service Center	13%	22%	11%	10%	15%	8%	6%	20%	7%
SFMTA/Muni's Customer Service Center on 11 S Van Ness	5%	8%	4%	3%	6%	1%	0%	10%	0%
Maps and signs in vehicles, stations, or bus shelters	47%	40%	49%	46%	49%	60%	59%	40%	79%
Newspaper ads	6%	6%	6%	5%	8%	3%	12%	0%	0%
Radio or television	11%	12%	11%	8%	14%	8%	0%	10%	21%
SFMTA meeting notices (e.g. flyers, posters)	10%	11%	10%	9%	12%	20%	18%	0%	21%
Email communication	33%	32%	34%	34%	33%	27%	29%	20%	43%
Social media (e.g. Twitter/X, WeChat, Instagram, or Facebook)	18%	14%	19%	18%	19%	26%	29%	10%	21%

Text message updates	23%	27%	23%	22%	24%	30%	41%	20%	29%
Friends and family members	12%	15%	12%	9%	15%	21%	12%	40%	7%
Community or faith-based organizations	4%	5%	4%	3%	6%	4%	0%	0%	0%
Mailers/Brochures	9%	11%	9%	8%	10%	9%	12%	0%	7%
SFMTA ambassadors/ representatives in community	6%	8%	6%	5%	7%	10%	6%	0%	7%
Information about SFMTA/Muni distributed through a child's school	3%	2%	3%	2%	5%	2%	6%	0%	7%
Online APPS (MuniMobile, Google Maps, Transit, etc.)	42%	36%	45%	44%	41%	64%	53%	40%	71%
SFMTA/Muni website (sfmta.com)	52%	53%	53%	54%	53%	52%	65%	40%	79%
San Francisco's 311 Telephone Customer Service Center	13%	22%	11%	10%	15%	8%	6%	20%	7%
SFMTA/Muni's Customer Service Center on 11 S Van Ness	5%	8%	4%	3%	6%	1%	0%	10%	0%

Table 4B: Source of Information about SFMTA Services by Age
Source: SFMTA PPLA, 2025.

Source of Information	Total	Age								
		14-29	30-39	40-49	50-64	65-74	75+	0-49	50+	65+
SFMTA/Muni website (sfmta.com)	52%	51%	56%	56%	53%	54%	53%	55%	53%	54%
San Francisco's 311 Telephone Customer Service Center	13%	6%	8%	9%	14%	15%	17%	8%	15%	16%
SFMTA/Muni's Customer Service Center on 11 S Van Ness	5%	3%	3%	3%	5%	5%	5%	3%	5%	5%
Maps and signs in vehicles, stations, or bus shelters	47%	50%	55%	51%	50%	46%	42%	52%	47%	45%
Newspaper ads	6%	4%	4%	5%	5%	7%	10%	4%	7%	9%
Radio or television	11%	8%	9%	7%	11%	12%	14%	8%	12%	13%
SFMTA meeting notices (e.g. flyers, posters)	10%	13%	13%	11%	11%	9%	10%	12%	10%	9%
Email communication	33%	20%	31%	35%	38%	36%	38%	30%	37%	37%
Social media (e.g. Twitter/X, WeChat, Instagram, or Facebook)	18%	36%	25%	25%	17%	10%	7%	27%	12%	9%
Text message updates	23%	24%	22%	24%	27%	22%	21%	24%	24%	21%

Friends and family members	12%	16%	13%	12%	10%	11%	15%	13%	12%	13%
Community or faith-based organizations	4%	3%	4%	4%	5%	5%	4%	4%	5%	5%
Mailers/Brochures	9%	7%	8%	9%	10%	11%	12%	8%	11%	11%
SFMTA ambassadors/representatives in community	6%	7%	5%	7%	7%	5%	6%	6%	6%	5%
Information about SFMTA/Muni distributed through a child's school	3%	4%	5%	6%	4%	1%	1%	5%	2%	1%
Online APPS (MuniMobile, Google Maps, Transit, etc.)	42%	52%	53%	50%	45%	37%	32%	52%	40%	35%
SFMTA/Muni website (sfmta.com)	52%	51%	56%	56%	53%	54%	53%	55%	53%	54%
San Francisco's 311 Telephone Customer Service Center	13%	6%	8%	9%	14%	15%	17%	8%	15%	16%
SFMTA/Muni's Customer Service Center on 11 S Van Ness	5%	3%	3%	3%	5%	5%	5%	3%	5%	5%

Table 5B: Easiest Method of Providing Feedback by English Proficiency and by Native Language

Source: SFMTA PPLA Survey, 2025.

Participation Method	Total	LEP Status	Language												
			Spanish	Chinese - Cantonese	Chinese-Mandarin	Russian	Filipino	Vietnamese	Arabic	French	Korean	Thai	Japanese	English	Other
On the SFMTA/Muni website (SFMTA.com, web blog etc.)	55%	41%	43%	46%	40%	46%	48%	38%	28%	62%	32%	75%	75%	60%	58%
Calling San Francisco's 311 Telephone Customer Service Center	23%	26%	15%	29%	29%	7%	40%	21%	13%	7%	9%	50%	13%	22%	25%
Visiting SFMTA/Muni's Customer Service Center at 11 South Van Ness	5%	15%	10%	16%	17%	3%	16%	20%	9%	7%	9%	0%	0%	2%	4%
Through your community or faith-based organizations	7%	23%	22%	20%	18%	11%	38%	21%	14%	0%	9%	0%	4%	2%	8%
Contacting your District Supervisor	6%	4%	3%	4%	7%	3%	7%	0%	6%	7%	27%	0%	0%	7%	4%

SFMTA/Muni meeting in my community	9%	14%	8%	15%	13%	10%	25%	5%	14%	17%	5%	0%	4%	7%	9%
Written Feedback/ Survey, contacting SFMTA staff	31%	19%	18%	19%	20%	18%	34%	2%	17%	38%	9%	0%	42%	38%	28%
Social Media (e.g., Twitter, Instagram, Facebook)	17%	19%	20%	18%	21%	31%	55%	4%	38%	21%	27%	75%	25%	15%	15%
Online applications or APPS (MuniMobile, Transit etc.)	25%	19%	14%	20%	26%	22%	35%	13%	17%	24%	23%	25%	17%	28%	31%

Table 6B: Easiest Method of Providing Feedback by Income and Ethnicity
Source: SFMTA PPLA Survey, 2025.

Feedback Method	Income			Ethnicity							
	Total	Low-Income	High-Income	Whites	Latinx	African Americans	Native Americans	Asian Americans	Pacific Islanders	Middle Easterners/ North Africans	All People of Color
On the SFMTA/Muni website (sfmta.com, blog etc.)	55%	45%	59%	60%	49%	48%	51%	54%	50%	42%	53%
Calling San Francisco's 311 Telephone Customer Service Center	23%	27%	22%	23%	18%	31%	30%	24%	31%	14%	23%
Visiting SFMTA/Muni's Customer Service Center at 11 South Van Ness	5%	13%	3%	2%	8%	8%	6%	10%	0%	6%	8%
Through your community or faith-based organizations	7%	19%	4%	1%	16%	8%	6%	13%	12%	10%	12%
Contacting your District Supervisor	6%	4%	7%	8%	4%	4%	5%	4%	2%	12%	5%
SFMTA/Muni meeting in your community	9%	13%	8%	7%	8%	11%	11%	12%	10%	12%	10%
Written Feedback/Survey	31%	21%	35%	39%	25%	22%	29%	27%	45%	25%	28%
Social Media (e.g. Twitter/X, Instagram, or Facebook)	17%	19%	16%	14%	21%	19%	22%	21%	21%	30%	20%

Online Applications (SF311, MuniMobile, TransitApp)	25%	17%	28%	29%	19%	20%	25%	25%	36%	21%	24%
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Table 7B: Easiest Method of Providing Feedback by Disability Status and Gender
Source: SFMTA PPLA Survey, 2025.

Feedback Method	Total	Disability Status		Gender						
		Has a disability	Does not have	Men	Women	Non-Binary	Trans Women	Trans Men	Self-Describe	
On the SFMTA/Muni website (sfmta.com, blog etc.)	55%	50%	57%	59%	53%	59%	81%	40%	57%	
Calling San Francisco’s 311 Telephone Customer Service Center	23%	31%	21%	20%	25%	19%	6%	10%	14%	
Visiting SFMTA/Muni’s Customer Service Center at 11 South Van Ness	5%	7%	5%	4%	7%	1%	19%	20%	7%	
Through your community or faith-based organizations	7%	9%	7%	5%	10%	3%	6%	10%	14%	
Contacting your District Supervisor	6%	8%	6%	6%	6%	13%	6%	10%	14%	
SFMTA/Muni meeting in your community	9%	11%	9%	8%	10%	9%	31%	10%	21%	
Written Feedback/Survey	31%	32%	33%	30%	33%	43%	38%	30%	57%	
Social Media (e.g. Twitter/X, Instagram, or Facebook)	17%	14%	17%	17%	17%	25%	13%	40%	0%	
Online Applications (SF311, MuniMobile, TransitApp)	25%	21%	27%	28%	23%	33%	38%	50%	50%	

Table 8B: Easiest Method of Providing Feedback by Age
Source: SFMTA PPLA Survey, 2025.

Feedback Method	Total	Age								
		14-29	30-39	40-49	50-64	65-74	75+	0-49	50+	65+
On the SFMTA/Muni website (SFMTA.com, web blog etc.)	55%	59%	66%	58%	55%	52%	53%	61%	54%	53%
Calling San Francisco's 311 Telephone Customer Service Center	23%	10%	15%	20%	25%	28%	30%	16%	27%	29%
Visiting SFMTA/Muni's Customer Service Center at 11 South Van Ness	5%	5%	4%	5%	5%	5%	5%	5%	5%	5%
Through your community or faith-based organizations	7%	6%	6%	7%	7%	7%	9%	6%	8%	8%
Contacting your District Supervisor	6%	6%	5%	6%	6%	7%	7%	6%	7%	7%
SFMTA/Muni meeting in my community	9%	9%	9%	7%	10%	8%	11%	8%	9%	9%
Written Feedback/Survey, contacting SFMTA staff	31%	30%	35%	31%	34%	35%	33%	32%	34%	34%

Social Media (e.g., Twitter, Instagram, Facebook)	17%	33%	24%	21%	15%	11%	8%	25%	12%	10%
Online applications or APPS (MuniMobile, Transit, etc.)	25%	29%	34%	36%	28%	17%	13%	34%	21%	15%

Table 9B: SFMTA/Muni Meeting Information Source by English Proficiency and by Native Language
Source: SFMTA PPLA Survey, 2025.

Source of Information	Total	LEP Status	Language												
			Spanish	Chinese - Cantonese	Chinese- Mandarin	Russian	Filipino	Vietnamese	Arabic	French	Korean	Thai	Japanese	English	Other
SFMTA/Muni website (sfmta.com)	44%	37%	36%	42%	38%	41%	38%	26%	14%	50%	36%	50%	79%	47%	44%
San Francisco's 311 Telephone Customer Service Center	8%	15%	8%	15%	20%	4%	40%	9%	14%	0%	5%	50%	0%	5%	13%
SFMTA/Muni's Customer Service Center on 11 S Van Ness	4%	10%	4%	11%	13%	3%	12%	12%	1%	0%	5%	0%	0%	1%	4%
Maps and signs in vehicles, stations, or bus shelters	36%	36%	32%	38%	38%	31%	43%	19%	20%	36%	32%	25%	42%	37%	37%
Newspaper ads	9%	16%	5%	21%	19%	11%	14%	7%	14%	7%	0%	0%	13%	7%	7%

Radio or television	15%	29%	10%	35%	28%	15%	43%	9%	14%	4%	14%	0%	17%	10%	17%
SFMTA meeting notices (e.g. flyers, posters)	20%	17%	18%	15%	18%	11%	31%	5%	14%	0%	14%	25%	17%	21%	25%
Email communication	46%	24%	20%	25%	34%	26%	32%	24%	18%	46%	23%	75%	42%	56%	50%
Social media (e.g. Twitter/X, WeChat, Instagram, or Facebook)	22%	23%	23%	22%	28%	28%	55%	26%	14%	4%	27%	75%	33%	20%	24%
Text message updates	22%	18%	20%	16%	16%	12%	42%	16%	21%	14%	5%	0%	13%	23%	25%
Friends and family members	10%	22%	10%	26%	22%	11%	26%	10%	14%	0%	9%	25%	8%	6%	8%
Community or faith-based organizations	6%	14%	12%	12%	7%	11%	30%	3%	14%	0%	9%	25%	0%	3%	6%
Mailers/Brochures	15%	12%	10%	11%	15%	14%	13%	10%	32%	0%	9%	0%	25%	17%	18%
SFMTA ambassadors/representatives in community	6%	6%	6%	7%	4%	7%	7%	2%	8%	0%	5%	25%	8%	5%	5%
Information about SFMTA/Muni distributed through a child's school	3%	6%	2%	7%	6%	7%	14%	5%	7%	0%	5%	0%	0%	2%	3%
Online APPS (MuniMobile, Google Maps, Transit, etc.)	21%	16%	12%	17%	21%	19%	37%	5%	15%	36%	14%	25%	21%	22%	35%

Table 10B: SFMTA/Muni Meeting Information Source by Income and Ethnicity
Source: SFMTA PPLA Survey, 2025.

Source of Information	Income			Ethnicity							
	Total	Low-Income	High-Income	Whites	Latinx	African Americans	Native Americans	Asian Americans	Pacific Islanders	Middle Easterners/ North Africans	All People of Color
SFMTA/Muni website (sfmta.com)	44%	40%	46%	44%	41%	40%	51%	47%	48%	33%	45%
San Francisco's 311 Telephone Customer Service Center	8%	14%	6%	4%	8%	17%	6%	12%	24%	8%	10%
SFMTA/Muni's Customer Service Center on 11 S Van Ness	4%	9%	2%	1%	4%	5%	3%	7%	7%	1%	5%
Maps and signs in vehicles, stations, or bus shelters	36%	34%	37%	39%	33%	27%	40%	38%	36%	26%	36%
Newspaper ads	9%	14%	8%	6%	6%	9%	10%	15%	10%	12%	12%
Radio or television	15%	24%	12%	9%	12%	17%	19%	25%	19%	10%	19%
SFMTA meeting notices (e.g. flyers, posters)	20%	18%	21%	22%	19%	17%	29%	20%	33%	17%	20%
Email communication	46%	26%	53%	59%	30%	35%	51%	38%	50%	34%	39%
Social media (e.g. Twitter/X, WeChat, Instagram, or Facebook)	22%	22%	22%	19%	26%	18%	35%	26%	33%	22%	25%

Text message updates	22%	19%	23%	22%	23%	27%	22%	21%	38%	24%	22%
Friends and family members	10%	20%	8%	6%	9%	9%	8%	18%	12%	12%	13%
Community or faith-based organizations	6%	12%	4%	3%	9%	6%	6%	9%	12%	7%	8%
Mailers/Brochures	15%	13%	16%	17%	12%	15%	17%	15%	19%	20%	15%
SFMTA ambassadors/ representatives in community	6%	6%	6%	5%	7%	7%	10%	6%	17%	6%	6%
Information about SFMTA/Muni distributed through a child's school	3%	5%	2%	2%	2%	3%	3%	5%	5%	4%	4%
Online APPS (MuniMobile, Google Maps, Transit, etc.)	21%	16%	23%	22%	17%	23%	22%	22%	40%	20%	21%

Table 11B: SFMTA/Muni Meeting Information Source by Age
Source: SFMTA PPLA Survey, 2025.

Source of Information	Total	Age								
		14-29	30-39	40-49	50-64	65-74	75+	0-49	50+	65+
SFMTA/Muni website (sfmta.com)	44%	51%	55%	49%	43%	40%	37%	52%	41%	39%
San Francisco's 311 Telephone Customer Service Center	8%	5%	6%	6%	9%	8%	9%	6%	8%	8%
SFMTA/Muni's Customer Service Center on 11 S Van Ness	4%	3%	3%	3%	4%	3%	3%	3%	3%	3%
Maps and signs in vehicles, stations, or bus shelters	36%	38%	42%	40%	39%	34%	34%	40%	36%	34%
Newspaper ads	9%	7%	6%	7%	8%	12%	17%	7%	11%	14%
Radio or television	15%	8%	9%	11%	16%	17%	21%	10%	17%	19%
SFMTA meeting notices (e.g. flyers, posters)	20%	21%	23%	23%	23%	17%	18%	23%	20%	17%
Email communication	46%	29%	44%	49%	53%	52%	54%	43%	53%	52%
Social media (e.g. Twitter/X, WeChat, Instagram, or Facebook)	22%	37%	30%	30%	21%	14%	10%	31%	16%	12%
Text message updates	22%	22%	19%	23%	24%	24%	24%	21%	24%	24%
Friends and family members	10%	11%	10%	10%	9%	11%	12%	10%	10%	11%
Community or faith-based organizations	6%	6%	6%	5%	6%	6%	7%	5%	6%	6%

Mailers/Brochures	15%	10%	15%	15%	16%	17%	21%	14%	18%	19%
SFMTA ambassadors/representatives in community	6%	8%	7%	7%	6%	5%	4%	7%	5%	5%
Information about SFMTA/Muni distributed through a child's school	3%	4%	5%	6%	3%	1%	1%	5%	2%	1%
Online APPS (MuniMobile, Google Maps, Transit, etc.)	21%	29%	28%	28%	23%	14%	10%	28%	17%	12%

Table 12B: Meeting Topic Interest by English Proficiency and Native Language
Source: SFMTA PPLA Survey, 2025.

Topic	Total	LEP Status	Language												
			Spanish	Chinese - Cantonese	Chinese- Mandarin	Russian	Filipino	Vietnamese	Arabic	French	Korean	Thai	Japanese	English	Other
Fare changes	42%	63%	66%	59%	61%	56%	76%	46%	63%	31%	64%	50%	65%	34%	38%
Service changes	67%	56%	50%	60%	61%	62%	66%	28%	30%	52%	68%	75%	83%	72%	71%
Construction/transit/ pedestrian projects	45%	30%	27%	32%	33%	31%	54%	23%	14%	38%	41%	25%	57%	52%	45%
Safety/security (e.g. in vehicles, stations, transit stops, shelters)	47%	59%	52%	62%	59%	39%	66%	53%	62%	41%	59%	50%	35%	42%	52%
Agency budget	18%	10%	10%	10%	14%	11%	28%	7%	11%	28%	18%	0%	22%	21%	25%
Other (please specify)	7%	3%	4%	1%	2%	7%	2%	2%	4%	14%	5%	0%	0%	8%	15%

Table 13B: Meeting Topic Interest by Income and Ethnicity
Source: SFMTA PPLA Survey, 2025

Topic	Income		Ethnicity								
	Total	Low-Income	High-Income	Whites	Latinx	African Americans	Native Americans	Asian Americans	Pacific Islanders	Middle Easterners/ North Africans	All People of Color
Fare changes	42%	61%	37%	30%	60%	49%	47%	54%	55%	52%	52%
Service changes	67%	57%	71%	73%	59%	62%	66%	66%	70%	48%	64%
Construction/transit / pedestrian projects	45%	30%	50%	53%	33%	40%	42%	42%	60%	28%	41%
Safety/security (e.g. in vehicles, stations, transit stops, shelters)	47%	56%	45%	38%	49%	47%	55%	58%	55%	53%	53%
Agency budget	18%	12%	20%	20%	15%	18%	13%	17%	25%	16%	17%
Other (please specify)	7%	3%	8%	10%	5%	8%	11%	3%	3%	7%	5%

Table 14B: Meeting Topic Interest by Disability Status and Gender
Source: SFMTA PPLA Survey, 2022.

Feedback Method	Disability Status			Gender					
	Total	Has a disability	Does not have	Men	Women	Non-Binary	Trans Women	Trans Men	Self-Describe
Fare changes	42%	42%	42%	37%	46%	41%	60%	60%	58%
Service changes	67%	67%	68%	67%	68%	78%	80%	60%	75%
Construction/transit/pedestrian projects	45%	43%	46%	51%	40%	67%	73%	30%	83%
Safety/security (e.g. in vehicles, stations, transit stops, shelters)	47%	53%	46%	41%	52%	38%	40%	30%	67%
Agency budget	18%	19%	18%	19%	16%	32%	60%	20%	58%
Other (please specify)	7%	12%	6%	7%	6%	9%	0%	0%	8%

Table 15B: Meeting Topic Interest by Age
Source: SFMTA PPLA Survey, 2025.

Source of Information	Total	Age								
		14-29	30-39	40-49	50-64	65-74	75+	14-49	50+	65+
Fare changes	36%	60%	48%	44%	43%	37%	27%	49%	38%	33%
Service changes	58%	74%	70%	68%	68%	69%	70%	70%	69%	69%
Construction/Transit/Pedestrian projects	40%	45%	56%	53%	47%	42%	36%	53%	43%	39%
Safety/Security (e.g., system safety and security, vehicles, stations, transit stops/shelters)	49%	43%	45%	47%	49%	47%	45%	45%	47%	46%
Agency budget	8%	24%	25%	20%	17%	17%	11%	23%	16%	15%
Other	13%	2%	3%	6%	9%	9%	8%	4%	9%	8%

Table 16B: Factors to Encourage Meeting Attendance by English Proficiency and Native Language
Source: SFMTA PPLA Survey, 2025.

Factor	Language														
	Total	LEP Status	Spanish	Chinese - Cantone se	Chinese-Mandari n	Russian	Filipino	Vietname se	Arabic	French	Korean	Thai	Japanes e	English	Other
Meeting location close to transit	52%	53%	62%	49%	54%	53%	72%	43%	40%	46%	19%	75%	57%	51%	50%
Adequate parking	16%	20%	13%	22%	16%	21%	33%	20%	37%	11%	19%	0%	13%	14%	20%
Childcare	6%	13%	16%	10%	10%	8%	15%	4%	31%	4%	14%	50%	9%	4%	8%
Food	14%	24%	29%	22%	21%	22%	28%	9%	33%	7%	10%	50%	17%	10%	13%
Daytime weekday meetings (10am-5 pm)	18%	15%	10%	17%	17%	14%	12%	19%	19%	18%	14%	0%	13%	19%	25%
Evening weekday meetings (after 5pm)	30%	12%	19%	11%	11%	22%	17%	7%	6%	36%	19%	25%	30%	37%	33%
Weekend meetings (10 am-5 pm)	23%	22%	31%	20%	21%	29%	15%	15%	20%	18%	19%	0%	17%	23%	31%
Advance notice (7+ days)	46%	34%	32%	34%	41%	29%	51%	17%	16%	39%	33%	50%	43%	51%	47%
Language assistance (e.g. interpreters, translated materials)	11%	39%	29%	41%	34%	22%	25%	17%	41%	4%	29%	25%	17%	1%	9%
Accommodations for people with disabilities	5%	7%	7%	5%	6%	10%	17%	0%	9%	0%	10%	25%	0%	4%	10%
Virtual/online (e.g. Zoom) or by phone	49%	27%	23%	30%	29%	36%	45%	19%	16%	46%	52%	50%	52%	57%	48%

Other (please specify)	4%	3%	4%	1%	1%	10%	1%	2%	1%	7%	0%	0%	9%	5%	11%
Total Meeting Time	54%	41%	50%	40%	41%	45%	36%	39%	31%	54%	43%	25%	52%	59%	62%

Table 17B: Factors to Encourage Meeting Attendance by Income and Ethnicity
Source: SFMTA PPLA Survey, 2025.

Factor	Income			Ethnicity							
	Total	Low-Income	High-Income	Whites	Latinx	African Americans	Native Americans	Asian Americans	Pacific Islanders	Middle Easterners / North Africans	All People of Color
Meeting location close to transit	52%	58%	51%	53%	59%	58%	66%	52%	69%	43%	53%
Adequate parking	16%	16%	16%	13%	14%	14%	15%	21%	24%	24%	18%
Childcare	6%	12%	5%	3%	13%	7%	8%	8%	17%	21%	8%
Food	14%	27%	10%	7%	24%	24%	23%	19%	24%	24%	19%
Daytime weekday meetings (10am-5 pm)	18%	19%	18%	21%	12%	15%	21%	16%	21%	17%	16%
Evening weekday meetings (after 5pm)	30%	15%	35%	38%	27%	29%	42%	22%	40%	22%	26%
Weekend meetings (10 am-5 pm)	23%	23%	23%	22%	29%	20%	21%	23%	26%	23%	24%
Advance notice (7+ days)	46%	34%	50%	52%	39%	40%	55%	43%	52%	31%	43%

Language assistance (e.g. interpreters, translated materials)	11%	32%	6%	1%	19%	3%	2%	24%	7%	24%	19%
Accommodations for people with disabilities	5%	8%	4%	4%	7%	9%	15%	5%	10%	8%	6%
Virtual/online (e.g. Zoom) or by phone	49%	28%	55%	56%	35%	39%	58%	45%	55%	39%	44%
Other (please specify)	4%	2%	5%	6%	4%	7%	3%	1%	5%	3%	3%
Total Meeting Time	54%	46%	57%	62%	53%	48%	60%	47%	57%	45%	50%

Table 18B: Factors to Encourage Meeting Attendance by Disability Status and Gender
Source: SFMTA PPLA Survey, 2025.

Factor	Disability Status			Gender					
	Total	Has a disability	Does not have	Men	Women	Non-Binary	Trans Women	Trans Men	Self- Describe
Meeting location close to transit	52%	53%	53%	51%	53%	63%	50%	50%	54%
Adequate parking	16%	21%	15%	15%	17%	8%	6%	10%	38%
Childcare	6%	5%	6%	4%	8%	5%	6%	10%	38%
Food	14%	16%	13%	13%	15%	21%	44%	40%	23%
Daytime weekday meetings (10am-5 pm)	18%	26%	17%	16%	20%	13%	13%	20%	8%
Evening weekday meetings (after 5pm)	30%	26%	31%	35%	25%	59%	50%	30%	46%
Weekend meetings (10 am-5 pm)	23%	23%	23%	23%	22%	39%	25%	30%	46%
Advance notice (7+ days)	46%	47%	46%	47%	45%	61%	50%	50%	62%
Language assistance (e.g. interpreters, translated materials)	11%	11%	11%	7%	15%	6%	6%	0%	23%
Accommodations for people with disabilities	5%	22%	3%	3%	6%	14%	6%	0%	15%
Virtual/online (e.g. Zoom) or by phone	49%	45%	50%	47%	50%	57%	50%	30%	77%
Other (please specify)	4%	6%	4%	5%	3%	5%	0%	0%	15%
Total Meeting Time	54%	55%	55%	56%	52%	72%	56%	50%	62%

Table 19B: Factors to Encourage Meeting Attendance by Age
Source: SFMTA PPLA Survey, 2025.

Source of Information	Total	Age								
		14-29	30-39	40-49	50-64	65-74	75+	14-49	50+	65+
Meeting location close to transit	52%	14%	15%	15%	18%	15%	20%	15%	17%	17%
Adequate parking	16%	7%	13%	14%	4%	1%	1%	12%	2%	1%
Childcare	6%	26%	21%	15%	12%	7%	7%	19%	10%	7%
Food	14%	10%	7%	9%	12%	30%	44%	8%	25%	36%
Daytime weekday meetings (10am-5 pm)	18%	42%	44%	38%	34%	20%	11%	41%	24%	16%
Evening weekday meetings (after 5pm)	30%	35%	30%	27%	25%	16%	11%	30%	19%	14%
Weekend meetings (10 am-5 pm)	23%	50%	52%	47%	48%	43%	45%	50%	46%	44%
Advance notice (7+ days)	46%	10%	12%	12%	11%	9%	11%	12%	10%	10%
Language assistance (e.g. interpreters, translated materials)	11%	5%	5%	5%	5%	5%	6%	5%	5%	5%
Accommodations for people with disabilities	5%	52%	58%	59%	51%	42%	38%	57%	45%	41%
Virtual/online (e.g. Zoom) or by phone	49%	1%	2%	4%	5%	5%	6%	3%	5%	6%
Other (please specify)	4%	61%	58%	55%	54%	54%	57%	57%	55%	55%

Total Meeting Time	54%	14%	15%	15%	18%	15%	20%	15%	17%	17%
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Table 20B: Preferred Way of Receiving Information at Meeting by English Proficiency and Native Language
Source: SFMTA PPLA Survey, 2025.

Factor	Total	LEP Statu s	Language												
			Spanish	Chinese - Cantonese	Chinese- Mandarin	Russian	Filipino	Vietnamese	Arabic	French	Korean	Thai	Japanese	English	Other
Watch a presentation	51%	43%	40%	47%	41%	50%	62%	40%	19%	35%	29%	25%	68%	54%	54%
Read a handout	49%	52%	51%	54%	43%	32%	61%	34%	34%	42%	52%	25%	73%	48%	46%
Listen to a project briefing	38%	26%	24%	23%	34%	32%	53%	28%	23%	15%	10%	75%	45%	44%	41%
View graphics (maps, project renderings)	56%	37%	28%	40%	45%	44%	53%	30%	39%	42%	57%	50%	59%	63%	55%
Visit information stations	16%	23%	11%	27%	24%	10%	27%	25%	31%	12%	0%	0%	18%	14%	19%
Other	4%	3%	4%	2%	1%	8%	1%	2%	6%	4%	0%	25%	0%	4%	16%

Table 21B: Preferred Way of Receiving Information at Meeting by Income and Ethnicity
Source: SFMTA PPLA Survey, 2022.

Factor	Income		Ethnicity								
	Total	Low-Income	High-Income	Whites	Latinx	African Americans	Native Americans	Asian Americans	Pacific Islanders	Middle Easterners/ North Africans	All People of Color
Watch a presentation	51%	42%	54%	54%	45%	64%	68%	51%	55%	34%	50%
Read a handout	49%	54%	48%	46%	51%	44%	35%	55%	50%	39%	52%
Listen to a project briefing	38%	26%	42%	46%	31%	34%	58%	31%	48%	34%	33%
View graphics (maps, project renderings)	56%	38%	61%	65%	41%	38%	63%	52%	53%	50%	51%
Visit information stations	16%	21%	15%	13%	13%	19%	13%	23%	25%	22%	19%
Other	4%	3%	4%	4%	4%	6%	8%	2%	8%	6%	3%

Table 22B: Preferred Way of Receiving Information at Meeting by Age
Source: SFMTA PPLA Survey, 2025.

Source of Information		Total						Age		
		14-29	30-39	40-49	50-64	65-74	75+	14-49	50+	65+
Watch a presentation	51%	46%	50%	50%	53%	54%	56%	49%	54%	55%
Read a handout	49%	51%	49%	48%	47%	51%	53%	49%	50%	52%
Listen to a project briefing	38%	31%	36%	36%	42%	41%	43%	35%	42%	42%
View graphics (maps, project renderings)	56%	64%	70%	64%	58%	48%	43%	66%	51%	46%
Visit information stations	16%	15%	17%	19%	18%	15%	11%	18%	16%	13%
Other	4%	1%	2%	3%	3%	5%	6%	2%	4%	5%

Table 23B: Preferred Way of Sharing Feedback at Meeting by English Proficiency and Native Language
Source: SFMTA PPLA Survey, 2025.

Method of Feedback	Total	LEP Status	Language												
			Spanish	Chinese - Cantonese	Chinese-Mandarin	Russian	Filipino	Vietnamese	Arabic	French	Korean	Thai	Japanese	English	Other
Submit a written comment during the meeting	39%	30%	36%	33%	25%	39%	41%	37%	30%	36%	33%	25%	39%	41%	37%
Speak publicly during the meeting	28%	26%	25%	24%	0%	9%	30%	26%	26%	25%	24%	0%	9%	30%	26%
Submit feedback through another person or organization	15%	25%	7%	24%	0%	13%	9%	15%	25%	7%	24%	0%	13%	9%	15%
Submit feedback after the meeting via email	55%	42%	50%	29%	100%	57%	63%	61%	42%	50%	29%	100%	57%	63%	61%
Muni's website, project phone number, 311, social media, etc.	48%	29%	46%	24%	75%	61%	55%	56%	29%	46%	24%	75%	61%	55%	56%
Other	3%	4%	4%	0%	0%	4%	3%	11%	4%	4%	0%	0%	4%	3%	11%

Table 24B: Social Media Use by English Proficiency and Native Language
Source: SFMTA PPLA Survey, 2025.

Social Media	Total	LEP Status	Language												
			Spanish	Chinese - Cantonese	Chinese-Mandarin	Russian	Filipino	Vietnamese	Arabic	French	Korean	Thai	Japanese	English	Other
Facebook	35%	40%	56%	29%	33%	49%	76%	50%	46%	21%	45%	75%	54%	32%	34%
Twitter/X	9%	6%	4%	6%	10%	19%	20%	5%	12%	7%	9%	0%	29%	10%	15%
Instagram	36%	17%	28%	15%	17%	44%	45%	16%	38%	21%	55%	75%	46%	42%	36%
TikTok	11%	13%	19%	11%	11%	15%	39%	13%	32%	7%	18%	25%	8%	9%	12%
WeChat	12%	44%	1%	69%	59%	1%	5%	13%	1%	0%	9%	0%	0%	1%	6%
LinkedIn	16%	4%	7%	4%	6%	31%	11%	2%	13%	24%	27%	0%	25%	19%	20%
WhatsApp	21%	27%	46%	19%	21%	44%	20%	2%	47%	28%	23%	25%	8%	17%	35%
YouTube	32%	37%	21%	43%	44%	32%	59%	46%	28%	31%	41%	75%	46%	30%	39%
Blue Sky	10%	2%	1%	1%	5%	7%	2%	2%	7%	14%	0%	0%	13%	13%	8%
I do not use social media	19%	12%	14%	9%	13%	11%	4%	5%	0%	24%	0%	0%	21%	22%	27%
Other	5%	1%	2%	2%	2%	1%	1%	2%	0%	3%	0%	0%	0%	6%	8%

Table 25B: Social Media Use by Income and Ethnicity
Source: SFMTA PPLA Survey, 2022.

Social Media	Total	Income		Ethnicity							
		Low-Income	High-Income	Whites	Latinx	African Americans	Native Americans	Asian Americans	Pacific Islanders	Middle Easterners/ North Africans	All People of Color
Facebook	35%	41%	34%	34%	49%	44%	49%	35%	49%	40%	38%
Twitter/X	9%	7%	10%	8%	6%	9%	6%	10%	16%	16%	9%
Instagram	36%	23%	40%	39%	38%	43%	46%	33%	53%	45%	36%
TikTok	11%	15%	10%	7%	19%	17%	14%	14%	19%	24%	14%
WeChat	12%	31%	7%	1%	1%	2%	3%	36%	2%	2%	20%
LinkedIn	16%	6%	19%	19%	11%	16%	24%	11%	23%	12%	13%
WhatsApp	21%	26%	19%	17%	38%	15%	10%	20%	23%	38%	24%
YouTube	32%	37%	31%	29%	27%	31%	40%	42%	33%	27%	35%
Blue Sky	10%	3%	12%	15%	4%	4%	16%	5%	7%	5%	6%
I do not use social media	19%	13%	20%	24%	13%	19%	13%	12%	19%	7%	14%
Other	5%	2%	6%	6%	3%	4%	5%	3%	2%	3%	4%

Table 26B: Social Media Use by Age
Source: SFMTA PPLA Survey, 2025.

Source of Information	Total	Age								
		14-29	30-39	40-49	50-64	65-74	75+	14-49	50+	65+
Facebook	35%	22%	31%	38%	40%	40%	34%	32%	39%	37%
Twitter/X	9%	18%	14%	11%	8%	6%	3%	14%	6%	5%
Instagram	36%	67%	53%	46%	36%	23%	13%	53%	26%	19%
TikTok	11%	31%	18%	13%	8%	5%	2%	19%	5%	3%
WeChat	12%	7%	13%	13%	12%	12%	11%	12%	12%	11%
LinkedIn	16%	14%	19%	19%	22%	12%	8%	18%	15%	10%
WhatsApp	21%	20%	22%	25%	22%	22%	14%	22%	20%	19%
YouTube	32%	42%	35%	32%	34%	30%	28%	35%	31%	29%
Blue Sky	10%	5%	12%	13%	13%	9%	5%	11%	10%	8%
I do not use social media	19%	7%	9%	12%	17%	25%	36%	10%	24%	30%
Other	5%	4%	5%	5%	5%	6%	5%	5%	5%	6%

Appendix C: 2025 Community Conversations Summary

Appendix C Table 1 C lists the organizations that participated in the SFMTA Community Conversations and the communities they represent. The SFMTA met with a total of nine organizations to inform the Public Participation Plan. There are two columns that are dedicated to specific feedback voiced by each organization, including the key concerns of the communities they serve and recommended methods of outreach.

Organization	Communities Served	Summary Session Comments Related to Public Participation, Outreach, Feedback Collection and Meeting Preferences	Community Feedback Preferences and Suggestions
Booker T. Washington Community Service Center	Youth, families, residents in the Western Addition and Fillmore area. Primarily serving black and historically underrepresented communities	General comments received about need to improve communications, including wayfinding signage.	Text message alerts QR codes on buses to see updates and surveys Social media outreach and community group chats Flyers and brochure notices at bus stops Clearer and easier transit apps Attend community events and offer food and incentives when engaging with the community Strong preference in using 311 to provide alerts through calls and text messages Offer meetings on weekends or outside of standard 9-5 hours and provide childcare to offer support. Offer virtual surveys and workshops to have more accessibility.

Instituto Familiar de la Raza	Spanish-speaking families and workers, including immigrant families, low-income residents, seniors and parents in the Mission and surrounding neighborhoods	Digital signage is often only in English and when Spanish translations are offered, they are incomplete or missing information Lack of trust in attending SFMTA meetings due to lack of follow through and no changes after giving feedback Customers want clearer communication about service changes, construction and fare increases with enough advance notice	Strong preference in using flyers and signage at bus stops, bus shelters and key transfer points WhatsApp group chats and alerts Many would like to have 311 provide alerts through calls and text messages and ensuring this is available in Spanish Partner with trusted local CBOs and unions to share information and host workshops. Conduct in person engagement at popular community stops in the area, such as plazas, schools, city college. Offer virtual sessions in Spanish Offer in person meetings when discussing budget as it impacts service.
Native American Health Center	Native American and Alaska Native families, elders and youth in San Francisco and the Bay Area	Provide information about free and low-cost Muni Fare programs	Strong preference in using flyers and signage at bus stops, bus shelters and key transfer points. Emphasis on having the signage to announce the changes before they happen not after. Word of mouth through trusted community groups and events hosted at the Native American Health Center Provide food and small incentives at meetings to encourage attendance Use announcements and on-board screens for real-time updates, emergency alerts and safety messages Have ADA (Accessibility) information clearly available on all materials

YMCA Urban Services - Buchanan	Youth, families and seniors in the Western Addition and nearby neighborhoods	Wanting clearer and earlier information on service changes and fare changes.	Signage at bus stops and bus shelters and making sure these are regularly updated Text messages and alerts through transit applications Muni staff and ambassadors at stops and on route to answer questions Virtual and evening meeting options for working families and youth Interested in budget updates when service and fare is impacted
Youth Transportation Advisory Board	Youth	Need for updates and announcements in central locations in case of emergencies. Youth feel disconnected from SFMTA decision making because meetings happened during school hours Transit apps should integrate real-time information	Digital communications as the primary form of communication. Including social media like Instagram and TikTok Text messages to alert service changes and emergencies In person engagement at schools during lunch time or events Hybrid meeting options and an emphasis around scheduling around after school hours. Community ambassadors to communicate major service changes Signage at bus stops and bus shelters and making sure these are regularly updated

Marie Harrison Community Foundation	Bayview-Hunters Point residents, including families, elders and community advocates.	Need for traditional in person communication and digital information. Many residents lack stable internet, smartphones, or email, so tech-heavy outreach alone excludes key community members	Word of mouth through friends, family and community but ensure the information is accurate. Digital outreach on social media platforms such as Facebook and Instagram. WeChat for the Cantonese and Mandarin-speaking communities. Door to door engagement and on the ground ambassadors in Bayview and Candlestick neighborhoods to share updates and gather input Printed flyers, mailed notices and bus stop signage with clear visuals Hybrid meeting options with 3–4-week advance notice. Offer stipends, food and childcare to show the community respect and appreciation. Use the AB617 Steering Committee and the Marie Harrison Community Foundation to communicate through a focused capacity to reach the rest of the community
South of Market Community Action Network	Filipino immigrants and Filipino American families in San Francisco	Lack of real time updates and information. Most people rely on notices posted on bus stops and shelters which often read “delayed”. There were quite a few younger people in this group and they all use social media and the Muni apps and think they are good for information but would only go to meetings if they were held at SOMCAN or their leadership asked them to attend.	Digital communication for young customers. Specifically social media such as TikTok and Instagram. Facebook for older adults. Ambassadors on route and on bus stops to answer questions and address safety concerns Printed flyers and mailed notices for seniors Visible signage in Tagalog and English at bus stops and on route. Specifically addressing service changes and fare changes. Text message alerts and a dedicated hotline for reporting safety and cleanliness/maintenance needs. Work with trusted organizations to outreach about upcoming meetings.

Southeast Asian Community Center	Vietnamese immigrants, Vietnamese seniors in San Francisco	With posted signage, customers don't know about service changes until you show up at the station. With phone call notifications, monolingual Vietnamese speakers have to listen to the SFMTA automated message in English first.	Word of mouth through community centers such as the Southeast Asian Community Center is the best way to spread information quickly. SFMTA can stop by the center, drop off flyers or give a short presentation. In-language TV station is a top way to be reached for planned communications. Mailed notices Participants would only go to a community workshop, do an in-person survey and participate in a small-group discussion if it is in Vietnamese and at a trusted organization, they already frequent. They suggested that when the SFMTA wants to engage with their community they need to work with their organizations and bring the meetings to them.
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Community Youth Center	Chinese Immigrants including adult men and women of varying ages	Muni alerts need to exist in Chinese the participants shared, that currently the alerts only exist in English and Spanish. Language barriers were number one issue experience by monolingual Chinese customers. They stated that when the driver does not speak Chinese, they are unable to ask questions or report issues.	They all agreed that receiving information about meetings, would only be trusted if it came from one of the CBOs that serve their community, “One person stated: If CYC tells me a meeting is important to attend because it will impact me or my community we will all show up”. Posters at Willie Woo Wong Playground and the YMCA in Chinatown are both good places to put information. Social media – WhatsApp is only good if the post originates from their trusted CBO – not Muni. Postings at the bus stop in Chinese is good for schedule changes or rates hikes but not meetings. They might pay attention to a meeting notification if they see a leader from their community or maybe the logo of their CBO. Participants suggested having a map posted on the bus that allowed the customer to point to their desired destination– Signage and postings should all be in Chinese specifically they talked about the LED message sign that shows when a bus or train is arriving
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Appendix E Summary of Major Public Participation Activities

APPENDIX E: Public Participation Summary for Reporting Period 2023-2025

Below are examples of public participation activities that occurred during the reporting period of the 2025 Title VI Program Update.

Summer 2025 Service Cuts:

Pursuant to Title VI of the Civil Rights Act of 1964 and its implementing regulations, as well as state and local laws, and in compliance with SFMTA's federally required Public Participation and Language Assistance Plans, the SFMTA administered a comprehensive, multilingual public outreach and feedback campaign to inform its Summer 2025 Service Cuts.

SFMTA staff presented to its Board regarding the proposed Muni service cuts and/or alternatives to address \$15 Million of its \$50 Million FY26 budget gap at the following four Board meetings:

- February 4, 2025 (<https://www.sfmta.com/reports/2-4-25-mtab-item-12-2025-summer-service-cut-proposals>): The SFMTA presented three approaches the SFMTA could take to cut 4% of Muni service that would save approximately \$15 Million. The SFMTA Board gave staff direction to explore options that did not include Muni service cuts.
- February 18, 2025 (<https://www.sfmta.com/reports/2-18-25-mtab-item-14-financial-update>): The SFMTA presented second and third options that would save approximately \$15 Million: Agency-wide program and project cuts or Spending reserve funds. The SFMTA Board gave staff direction to explore hybrids of the options presented February 4 and 18 for covering the \$15 Million, with one option being Muni service cuts.
- March 18, 2025 (<https://www.sfmta.com/reports/3-18-25-mtab-item-11-summer-2025-muni-budget-alignment-proposals>): SFMTA staff presented approximately \$7.8 Million in agency-wide program and project cuts that the SFMTA Board expressed an interest in pursuing at its February 18 meeting, and then two options that would save approximately \$7.2 Million: (1) Muni service cuts that mostly focus on taking advantage of the abundant Muni service on Market Street or (2) spending reserve funds. By a majority vote, the SFMTA Board gave direction to staff to move forward with Muni service cuts that would save approximately \$7.8 Million.
- April 1, 2025 (<https://www.sfmta.com/reports/4-1-25-mtab-item-14-summer-2025-service-cuts>): SFMTA staff presented a summary of the Title VI Service Equity Analysis of the approximately \$7.2 Million in proposed Muni service cuts. Staff also sought final Board direction on either bringing the service cuts and the Title VI Service Equity Analysis of the 6 Haight-Parnassus and 21 Hayes route consolidation for future approval or directing staff to seek another option to cover the budget shortfall, such as using the Agency's reserves. By majority vote, the SFMTA Board directed staff to move forward with the final Muni service cuts proposal expected to be implemented June 21, 2025, including the Title VI Service Equity Analysis of the 6 Haight-Parnassus and 21 Hayes route consolidation, for consideration and future approval.

In addition to these four SFMTA Board meetings that were heavily attended by Muni riders and other members of the public who provided extensive feedback during the public comment portions of the meetings, the SFMTA collected feedback on the proposed service cuts through an expansive multilingual public outreach and feedback campaign:

- Hosted a project hotline at 415.646.2005 and MuniCuts@SFMTA.com where we received feedback from over 125 community members in English, Cantonese, Mandarin and Spanish.
- Hosted ten pop-ups at major transit transfer points citywide, and ride-alongs on the 5 Fulton and 9 San Bruno with staff who speak English, Cantonese, Mandarin and Spanish.
- Posted 600+ posters requesting feedback in nine languages (English, Chinese, Spanish, Filipino, Russian, Vietnamese, Korean, Japanese and French). The posters were posted at Muni stops on ten Muni routes that could be impacted by possible service cuts.
- Digital public service announcements, or PSAs, were displayed in transit shelters citywide

- Maintained and updated a project website (<https://www.sfmta.com/projects/summer-2025-muni-service-cuts>).
 - From February 4 through February 25, 2025, the project website featured a video with subtitles and a feedback form to collect feedback in English, Chinese, Spanish and Filipino.
 - 2,499 responses were received in English, Chinese, Spanish and Filipino through the feedback form.
 - Throughout, the project website included information on how to provide feedback via a project hotline with free language service, a dedicated email or by attending the SFMTA Board of Directors' meetings.
- Email and text messages in nine languages (English, Chinese, Spanish, Filipino, Russian, Vietnamese, Korean, Japanese and French) were sent to Muni Alerts subscribers and community-based organizations offering briefings.
- Ad buy on Instagram and Facebook from March 11-17 in English, Chinese, Spanish and Filipino with a reach of over 120,000.
- Presentations were made to the SFMTA Citizens' Advisory Council on February 6 and March 6, and to the Muni Equity Working Group on January 23 and February 11.

The public feedback that was collected following the SFMTA Board meeting on February 4, 2025, informed the service plan proposal that was presented at the Board meeting on March 18, 2025. Overwhelmingly, the feedback collected stated to not cut Muni service. If cuts were necessary, there was no consensus on whether to prioritize maintaining frequency or connections. The ultimate service plan that was brought to the March 18 and April 1, 2025, Board meetings and that is being analyzed in this Title VI Service Equity analysis aims to maintain frequencies and connections as much as possible. This service plan is mostly focused on taking advantage of the abundant service on Market Street. The final proposed service plan being analyzed in this Title VI analysis will result in a smaller service cut, approximately 2% systemwide, than the 4% service reduction that was first presented to the SFMTA Board in February 2025.

Safety Equity Initiative Overview - 2025

SFMTA and Transit Safety

The SFMTA is committed to keeping Muni safe, reliable, and equitable. The Safety Equity Initiative works to reduce harassment and unsafe behaviors on Muni. Unsafe behaviors on Muni can affect all riders and often have a greater impact on communities of color, immigrants, people with limited English proficiency, people with disabilities, youth, LGBTQ riders, and other historically marginalized groups.

Project Summary

The Safety Equity Initiative is an ongoing effort to reduce harassment on Muni, with a focus on the communities most impacted. It is part of MuniSafe, SFMTA's broader rider safety and security program. Research shows that transit is the second most common setting for harassment worldwide. The SFMTA identified gaps in rider safety data, particularly around harassment. To address this, we launched the Safety Equity Initiative in 2022 as a collaboration between our Safety and Investigations unit, our Transit Division, and our Office of Racial Equity and Belonging. We have now expanded to include our Customer Experience team as well.

Data Collection and Community Engagement

Goal: Gather information to understand where, when and how harassment shows up on Muni, understand riders' experiences, ensure all voices are included and underrepresented communities are supported, and benchmark progress over time. The data collected is tracked and included in decision-making, investments and

improvements.

- Added harassment as a reporting category in SFMTA's Muni Feedback Form to identify patterns across racial and language groups.
- Conducted rider safety surveys (2023, 2025) reaching nearly 3,000 riders.
- Held six focus groups (2025) in multiple languages with Chinese- and Spanish-speaking communities, youth, people with disabilities, and LGBTQ riders.

Access for Limited English Proficiency (LEP) Riders

Goal: Ensure LEP populations can report harassment, provide feedback, receive information and support to address their concerns, and can collaborate in developing solutions.

- Translated safety and reporting information into Chinese, Spanish, and Filipino on all communications assets including but not limited to car cards, posters, announcements, digital PSAs, handouts, and presentations.
- Added multilingual audio announcements on more than 600 Muni buses and trains.
- Posted multilingual posters at more than 1,500 stops and in business districts citywide.

Targeted Interventions in Vulnerable Communities

Goal: Prioritize resources for locations and among populations disproportionately impacted by harassment.

- Posted over 500 signs about reporting harassment at Muni stops in "hot spot" locations like the Tenderloin, Mission, in the Market Street subway, and other areas, as well as along Muni lines like the 38 Geary, 14 Mission, 49 Van Ness, and others that are high ridership and serve Equity Neighborhoods.
- Focused lighting upgrades and ambassador staffing in "hot spots" identified by rider reports and survey data.
- Partnered with community-based organizations (Chinese for Affirmative Action, Community Youth Center, Chinese Progressive Association, SF Marathon, Outside Lands, etc.) to extend outreach.

Education and Awareness

Goal: Build trust with diverse communities by showing that harassment reporting is available and the various ways we are using information to reduce harassment.

- Launched a public awareness campaign with anti-harassment messaging in multiple languages across our entire bus and train fleet (about 1,185 vehicles).
- Produced videos and social media campaigns on how to report harassment and stay safe.
- Hosted MuniSafe Days Out (2023, 2025), bringing together SFMTA staff and community volunteers to share reporting information along Muni's busiest routes and reported safety "hot spots."

Workforce and Training

Goal: Ensure frontline staff are prepared to serve riders equitably and sensitively, regardless of race, language, or background.

- Trained 3,150 customer-facing staff in customer service and de-escalation skills.
- Hired 17 additional Transit Ambassadors in 2024, with a focus on cultural competency and assisting riders in high-need corridors.
- Partnered with SFPD, SFFD, the DA's Office, and the Street Crisis Response Team to improve response to harassment and assault incidents.

Key Outcomes (2022–2025)

- Data collection: ~1200 rider reports since 2022; ~3,000 riders surveyed (2023, 2025); six focus groups in multiple languages (2025).
- Language access: Information consistently in 4 languages (English, Chinese, Spanish, Filipino).
- Community outreach: Engagement at dozens of community events annually and in high-need districts including large public events, festivals, tabling opportunities, night markets, farmers' markets, cultural activities, and street fairs.
- Workforce readiness: 3,150 staff trained, 17 new ambassadors and added support in priority areas.

Conclusion

The Safety Equity Initiative advances equity by addressing safety concerns that may disproportionately affect vulnerable communities, ensuring language access, engaging diverse populations in decision-making, and delivering targeted interventions in areas of highest need. Through this initiative, SFMTA demonstrates its commitment to providing safe, equitable, and transit service for all San Franciscans.

29 Sunset Improvement Project – Phase Two:

The 29 Sunset Improvement Project is the first holistic effort to invest in the route for current and future users. The project aims to deliver transportation improvements to southern and western San Francisco. In the summer of 2024, we launched outreach on the project's second phase. Phase Two includes the southern section of the route between the intersection of Junipero Serra Boulevard and Holloway Avenue and the Bayview.

Before developing proposals for this project, we launched a community listening tour in summer 2024 to understand community priorities for improvements.

In summer 2025, we shared the first project proposals. These proposals were based on the feedback received during the 2024 listening tour.

2024 Listening Tour Feedback Themes	Impact on 2025 Proposals
Despite increased service, reliability issues led to other top problems: delayed service, overcrowding, and pass-ups	Proposals to decrease delays and overcrowding and improve reliability through 1) removing some closely-spaced stops, 2) adding transit bulbs and boarding islands, 3) adding transit signal priority (among other measures).
Buses are slow where there is frequent stopping for stop signs and bus stops	Proposals to remove some closely-spaced stops.

Bus stops could be more visible, comfortable and accessible	Proposals to add signage at all stops and add lighting and shelters at select stops.
Removing stops with few riders could improve reliability but community should have voice in process	Focus on seeking feedback from riders and community members on each proposed stop removal before proposing to legislate any stop removals.

Outreach Highlights:

- Project postcard mailed to over 13,000 residents and businesses within a few blocks of the project corridor in English, Chinese, Spanish and Filipino.
- Posters with project information in English, Chinese, Spanish and Filipino posted at over 100 locations along the bus route.
- Over 20 meetings and presentations with community organizations, including presentations in Cantonese and Spanish.
- 14 project events, including tabling at busy bus stops, schools and senior centers, with materials available in four languages and interpretation provided .
- Two ‘self-guided open houses’ hosted at two library branches for three weeks, where community members could review a display of project information and share feedback in a survey, with all materials available in four languages.
- Launched a survey and received feedback on the project proposals from over 500 respondents in English, Chinese, Spanish and Filipino via online and paper surveys.
- Updates shared via email and text message blasts to over 750 subscribers.
- Maintained a project webpage, email address and phone line for community feedback and questions, which were received in English, Spanish and Chinese.

2025 Muni Onboard Survey

Overview

From spring of 2024 to winter of 2025, San Francisco Municipal Transportation Agency (SFMTA) conducted an onboard, Origin-Destination Transit Survey aimed to examine the highly traveled regions of San Francisco. This reached over 30,000 surveys available to riders in multiple languages and methods (more detail below). The purpose of the study was to collect and establish the patterns and trip-making decisions of transit passengers to assist SFMTA in their planning process and for use in their regional travel model. ETC Institute was contracted to manage and execute the onboard surveying of SFMTA bus and rail lines.

- Compile statistically accurate information about transit passengers and how they use transit in the region.
- Generate reliable linked Origin-Destination (OD) data needed by SFMTA to aid in the design of the transit system, match the needs of the existing and potential users, and assist SFMTA in supporting travel demand modeling.
- Assess changes in trip characteristics and ridership profiles of transit riders by comparing the 2025 survey results with data collected from previous transit surveys in San Francisco.
- Collect recent travel pattern data to be used in applications for Federal Transit Administration (FTA) Grant programs.

- Meet the Title VI Civil Right Requirements per the latest FTA guidance. This includes providing data that supports requirements to collect and report demographic data, monitor transit service, and evaluate service and fare changes.

Methodology

ETC interviewers conducted the Origin-Destination survey on local bus, rail, and historic lines through intercept interviews of passengers. Interviewers randomly selected passengers to participate in the interview throughout the duration of the trips. If the passenger agreed, the interviewer conducted the survey using a tablet, recording responses in real-time. The tablet computers had on-screen mapping features that allowed for geocoding of addresses based on feedback from the passenger. The interviewer was available to answer any passenger questions to ensure the accuracy of the data collected. To provide the passenger with more privacy, respondents could also select responses to demographic questions directly on the tablet themselves. For express routes, surveys were conducted via paper intercepts and followed with rider debriefs to confirm completion and accuracy. This was done to maximize survey collection during the brief windows of the service.

Language Accessibility and Cultural Competency

To ensure the highest completion rate possible for intercept surveys, the following strategies were used to engage the public of San Francisco:

- Prior to the commencement of the Spring OD survey, ETC Institute, in partnership with their staffing firm, ANIK, reached out to various community organizations seeking insight into how best to engage non-English speakers throughout the Bay Area with an eye toward maximizing inclusion of all SFMTA MUNI riders in the survey project, as well as improving recruitment of non-English speakers as interview staff. Several of the organization included in these discussions are The Chinese Culture Resource Center, Chinese Newcomers Service Center, Mujeres Unidas Y Activas, amongst many others. A detailed database of these communications was maintained throughout the survey.
- ETC Institute worked with MUNI to determine which routes should be classified as LEP (Limited English Proficiency) routes. LEP routes were assigned to multilingual ETC interviewers who spoke the language most appropriate for the route's ridership. For example, on MUNI bus/rail routes which service the Chinatown area (e.g., routes 30, 8, 45, Third Street rail, etc.), ETC supervisors focused on scheduling Cantonese and Mandarin speaking staff. These interviewers, Cantonese and Mandarin speaking, were deployed as a "team" to cover a specific group of Chinese-speaking LEP routes each week.
- ETC conducted formal classroom and field training sessions with as many as 40 new interviewer candidates every 2-3 weeks. Our staffing partners were directed to prioritize the recruitment of candidates who spoke multiple languages, allowing us to maintain an active roster comprised of at least 70% bilingual and multilingual interviewers, ensuring lack of resources to adequately sample LEP routes was never an issue. ETC's policy was to never utilize a single surveyor to complete all samples on any given route, regardless of it being classified as a non-LEP route. This was to ensure that different interviewers who spoke different languages collected samples on each route, so riders of all backgrounds had an opportunity to speak with an interviewer and share their experience.
- To eliminate implicit bias of the surveyors, a random number generator was used to determine which passengers were asked to participate in the survey after boarding the surveying bus. If four people boarded a bus, the surveyor would press "4" on the tablet, and the tablet randomly generated a number from 1 to 4. If the populated number was 2, the second person who boarded the bus was asked to participate in the survey. If it was 1, the first person was asked to participate in the survey, and so forth.
- Respondents who did not have time to complete the survey during their trip or spoke a language other than the interviewer's were given the option of providing their contact information to conduct the survey at another time. Those who provided their phone numbers were called back by ETC's call center to complete the survey in their primary or preferred language. Multi-lingual interviewers who spoke the non-English language of the rider translated the English tablet version and indicated which language the interview was conducted in.
- Since the beginning of the survey effort, ETC had conducted refusal demographic observations to

better understand the contrast between who was riding each route and who was completing surveys on each route. ETC weighted data accordingly, so a lower representation of a certain group of individuals would not significantly impact the resulting data. ETC supervisors closely monitored all demographic refusal statistics at the interviewer level as well. Interviewers who underperformed in any of these areas received additional training.



Appendix F Language Assistance Plan



Language Assistance Plan

December 2025



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Executive Summary

The San Francisco Municipal Transportation Agency (SFMTA) 2025 Language Assistance Plan (LAP) was created with the aim of ensuring meaningful access to the benefits, services, information and other important components of its programs and activities for its customers for whom English is not their primary language and who have a limited ability to read, speak, write or understand English. The 2025 Language Assistance Plan serves as an update to the Agency's 2022 LAP.

Overview of the 2025 Language Assistance Plan

As a recipient of federal funds received from the U.S. Department of Transportation (USDOT) through the Federal Transit Administration (FTA), the San Francisco Municipal Transportation Agency (SFMTA), which operates the Municipal Railway (Muni), is required to take reasonable steps to ensure meaningful access to its services and benefits for persons with limited-English proficiency (LEP). Federal regulations require that information regarding federally funded programs must be accessible to individuals for whom English is not their primary language and who have a limited ability to speak, read, write, or understand English, in order to avoid discrimination on the basis of national origin, in violation of Title VI of the Civil Rights Act of 1964, as amended and its implementing regulations.

To update the SFMTA's current Language Assistance Plan (LAP), the SFMTA followed the Four-Factor Analysis as set forth in FTA Circular 4702.1B, which includes an assessment of the following four factors:

1. The number or proportion of limited-English proficient persons eligible to be served or likely to be encountered by the SFMTA's program.
2. The frequency with which limited-English proficient persons come into contact with SFMTA's programs and services.
3. The nature and importance of the program, activity or service provided by the program to people's lives.
4. The resources available for limited-English proficient outreach, as well as the costs associated with that outreach.

The major findings of the Four-Factor Analysis are outlined below. Pursuant to FTA Circular 4702.1B, after completing the Four-Factor Analysis, recipients shall use the results of the analysis to help identify the limited-English proficient individuals who require language assistance and determine which language assistance services are appropriate. The degree to which language assistance is provided and in what languages, is an outcome of the analysis of the four factors and is captured in Section VIII, Language Assistance Implementation Plan.

As stated in Chap. III-8 of FTA C 4702.1B, while recipients have "considerable flexibility" in developing a Language Assistance Plan, at a minimum it must include: (1) the results of the Four-Factor Analysis, including a description of the LEP populations served; (2) a description of how language assistance services are provided by language; (3) a description of how notice is provided to LEP individuals about the availability of language assistance; (4) the methods by which the plan is monitored, evaluated and

updated; and, (5) how employees are trained to provide timely and reasonable language assistance to LEP populations.

As part of its Language Assistance Plan update, the SFMTA assessed data from multiple sources including U.S Census, state and local demographic data; the comprehensive, multilingual 2025 Muni Comprehensive Onboard Survey (2025 Muni Onboard Survey); in-language and English Community Conversations; an 11-language 2025 Public Participation and Language Assistance survey (2025 PPLA Survey), telephonic interpretation service data and information collected through interviews with leaders of Community-based Organizations (CBOs) that serve limited-English Proficient populations. The SFMTA also evaluated 2025 data, where applicable, in comparison to data gathered from previous updates in order to conduct trend analyses, which are noted throughout this report.

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 only and recognizes more commonly accepted terminology outside of the requirements.

Factor 1: The number or proportion of LEP persons eligible to be served or likely to be encountered by the SFMTA's program

The U.S. Department of Transportation (USDOT) requires transit agencies to provide written translation of vital documents in languages for which there are over one thousand limited-English proficient individuals within an agency's service area. Factor One data and analysis focuses on the number and proportion of LEP individuals in the SFMTA service area. This information is primarily driven by data from the U.S. Census Bureau 2023 American Community Survey, with secondary data from the California Department of Education (CDE) Educational Demographic Office to support those findings or otherwise provide clarification. SFMTA also assessed data from the comprehensive multilingual Muni 2025 Onboard Survey; Community Conversations (held in English, Spanish, Cantonese, Filipino and Vietnamese); a 10-language Public Engagement and Language Assistance survey, telephonic interpretation service data and information collected through interviews with leaders of Community-based Organizations (CBOs) that serve limited-English Proficient populations. The SFMTA also conducted trend analyses with prior years' data where applicable, which are noted throughout this report.

Safe Harbor Provision: As stated in the FTA Circular, the USDOT has adopted the Department of Justice's Safe Harbor Provision, which outlines circumstances that can provide a "safe harbor" for recipients regarding translation of written materials for LEP populations. The Safe Harbor Provision stipulates that, if a recipient of federal funds provides written translation of vital documents for each eligible LEP language group that constitutes five percent (5%) or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered, then such action will be considered strong evidence of compliance with the recipient's written translation obligations. Translation of non-vital documents, if needed, can be provided orally. These safe harbor provisions apply to the translation of written documents only. The SFMTA follows the San Francisco city standard for translated content, which requires a 5th grade reading level. SFMTA keeps literacy rates in mind and the possibility that a large number of individuals in a specific language group may have low literacy skills in their native language and therefore require oral interpretation.

Following these guidelines and based on U.S. Census 2019-2023 5-Year American Community Survey (ACS) data, the SFMTA has identified the following "Safe Harbor" languages that meet the 5% or 1,000-person threshold:

- Chinese

- Spanish
- Filipino
- Vietnamese
- Russian
- Korean
- Japanese
- French
- Arabic

English Proficiency in San Francisco
Total Population: 835,589

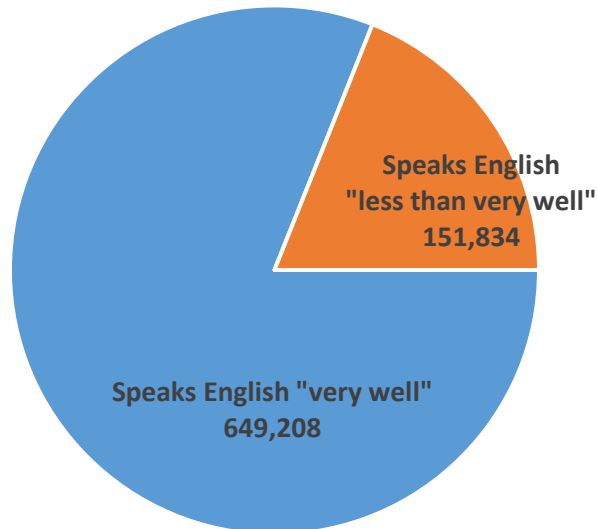


Figure I-1-1: San Francisco Total and LEP Population Estimates

Sources: 2019-2023 American Community Survey Dataset C16001: Language Spoken at Home for the Population 5 Years and Over

According to the 2019-2023 American Community Survey 5-Year estimates, the total population of San Francisco is 801,042 and the population of LEP persons—persons who identify as speaking English “less than very well” is 151,834, about one in five San Franciscans (18.95%). The LEP proportion of those who use public transportation for their commute is also about one-fifth. Chinese (including primarily Cantonese but also Mandarin) is the most widely spoken LEP language group in San Francisco, comprising just over half of the LEP population; Spanish is the second-most widely spoken, comprising about a fifth. For the student population, those proportions are essentially reversed; about one half of English Learners speak Spanish at home and a quarter speak either Cantonese or Mandarin. Federal guidance provides that the greater the number or proportion of LEP individuals from a language group, the more likely language services are needed. In San Francisco, people who speak Cantonese and Spanish comprise about three-quarters of the LEP population. The remaining quarter—for both the general population and students—

includes the following remaining safe harbor languages: Filipino (Tagalog), Russian, Vietnamese, Korean, Japanese, French and Arabic.

Literacy levels emerged as a consistent theme across both CBO interviews and Community Conversations. Many organizations reported that their members have limited literacy in their native language, while others noted that literacy levels vary widely by age and country of origin. Leaders repeatedly emphasized that information is most effective when it combines plain, conversational language with visuals or step-by-step instructions. It was stated that this approach supports comprehension across literacy levels and helps ensure that critical information (such as route changes, fare updates or safety notices) reaches all customers.

Federal guidance provides that the greater the number or proportion of LEP individuals from a particular language group served or encountered by a recipient's program, the more likely language services are needed. Based on analysis of data sources, the language groups most frequently encountered by SFMTA's programs and services are Chinese (Cantonese) and Spanish-speaking individuals; this finding is also supported by an analysis of the Census and English Learner data, as well as data gathered in other sections of this report.

It's important to note that as a department of the City and County of San Francisco, the SFMTA must also comply with a local ordinance, the San Francisco Language Access Ordinance (LAO), which requires all city departments to provide language assistance in languages spoken by 10,000 LEPs or more in order to ensure access to its programs, services and benefits. In 2026, the threshold will drop to 6,000 LEPs for additional language certification. For the purposes of the timeframe of this report, Spanish and Chinese (Cantonese) meet the 10,000 LEP person threshold; Filipino (Tagalog) was certified as an additional language based on previous ACS data indicating it met or exceeded the 10,000 persons threshold. As a result, the majority of translated materials are produced, at a minimum, in these three languages.

In addition to the five languages noted above, the four remaining languages spoken by 1,000 or more limited-English proficient individuals based on the 2019-2023 ACS 5-Year Data - Korean, Japanese, French and Arabic - are classified as "safe harbor" languages. Both written and oral language assistance is provided by the SFMTA in the "safe harbor" languages, as well as additional languages, depending on circumstances and resources.

Factor 2: Determining the frequency with which Limited-English Proficient individuals come into contact with the SFMTA's program, activity or service

Based on federal guidance and the SFMTA's desire to conduct a comprehensive review of the frequency with which LEP individuals come into contact with the SFMTA, a multiplicity of data sources were examined. According to U.S. Census data, the 2019-2023 ACS 5-Year Data for the City and County of San Francisco, approximately 19,246 LEP individuals regularly commute to work on public transit. More still depend on Muni for other daily activities. LEP customers who participated in the 2025 PPLA Survey use Muni frequently – more than half of LEP 2025 PPLA survey respondents (52%) indicated they ride Muni five times a week or more. Nine out of 10 LEP 2025 PPLA survey respondents ride Muni at least once per week. CBO leaders stated that their LEP communities depend heavily on Muni and that the LEP populations served by these Community-based Organizations use Muni frequently to complete daily activities.

Based on results from CBO leadership interviews for organizations serving LEP clients, LEP clients represent a significant portion of their clientele and leaders stated that their LEP communities depend heavily on Muni (specifically buses) to complete daily activities such as essential trips for groceries, medical care, to get to work and school and to access services.

Factor 3: The nature and importance of SFMTA’s program, activity or service to people’s lives

The SFMTA used quantitative and qualitative research methods to identify how critical its primary program – providing transit service – and related activities and services is to people’s lives, specifically to SFMTA’s LEP customers, and to gather feedback on how current language assistance measures could be improved to provide better access given that the more important the program, the more frequent the contact and the likelihood that language services will be needed. SFMTA conducted nine Community Conversations total, including one each in Chinese, Spanish, Vietnamese and Filipino, to solicit feedback on needs and communication preferences with SFMTA. In addition, 35 interviews were conducted with leaders of Community-based Organizations (CBOs) who serve these populations. SFMTA also developed and administered a multilingual 2025 Public Participation and Language Assistance Survey (2025 PPLA Survey) to solicit direct user needs, characteristics and communication preferences with SFMTA. Based on the results of the 2025 Muni Onboard Survey, 22% of Muni customers self-identified as limited-English proficient.

Primary data, both quantitative and qualitative, demonstrate that San Francisco’s LEP population – regardless of their native language – frequently and successfully use SFMTA’s services. Muni, in particular, was described by LEP individuals as an integral part of accomplishing their daily activities. Survey data, CBO leadership interviews and Community Conversations all indicate that the broad majority of LEP individuals, across language groups, use Muni frequently for daily tasks such as essential shopping, to go to work and to go to the hospital or for a medical visit. These have historically been among the top reasons for using Muni.

The 2025 PPLA Survey found that the most common reasons LEP customers do not use Muni are because it does not go where they need to go, because they prefer to walk, because it takes too much time, they have safety and security concerns or prefer to drive themselves. While safety and security was a prevalent theme in the 2022 research, this reason has declined as a stated basis for not riding Muni by 10 points. However, multiple CBO leaders cited safety as a top priority for LEP clients when choosing which mode of transit to use; the Muni bus system is perceived as offering more visibility and safety in numbers relative to other modes of transport.

Factor 4: The resources available to the SFMTA for LEP outreach, as well as the costs associated with that outreach.

Given the diversity of San Francisco’s population and Muni’s ridership, the SFMTA believes it is critical to provide both oral and written language assistance to LEP customers in keeping with federal, state and local requirements. The SFMTA employs various methods, detailed throughout this Plan, to ensure meaningful access to its services for LEP customers and dedicates significant resources to providing language assistance and outreach to its LEP customers.

While exact totals can vary year to year depending on the various public outreach campaigns, capital programs and other agency activities that are being conducted, in general, on an annual basis, the SFMTA spends approximately \$880,000 - \$1.1M to support language assistance, which includes document

translation and production costs (design, printing and mailing). Translated documents include car cards, direct mailers, station kiosk signage, customer take-ones, meeting notices, brochures and other customer outreach materials like construction-related notices and information pieces. Approximately 700-800 general customer information documents are produced and distributed in languages other than English on an annual basis. In addition, between 5,000-10,000 trilingual Customer Alerts are produced and posted, providing information on transit and service changes. Also included in the \$1.1M are costs associated with language assistance, for example: costs provided in conjunction with Muni's contracted paratransit program; providing interpreters at public meetings, hearings and focus groups; administering multilingual surveys; providing telephonic and video interpretation assistance; utilizing bilingual community ambassadors for community outreach; running advertisements and legal notices in non-English newspapers and premiums paid to employees who use their bilingual or multilingual language skills in conducting their job duties.

Language Assistance Implementation Plan

Given the diversity of San Francisco's population and Muni's ridership, the San Francisco Municipal Transportation Agency (SFMTA) believes it is critical to provide language assistance to its customers. After completing the Four-Factor Analysis, the SFMTA assesses the results of the analysis to help identify the limited-English proficient individuals who require language assistance and determine which language assistance services are appropriate to ensure access to its programs and services.

SFMTA employs a wide variety of verbal and written language assistance services to help ensure that communications with LEP customers are accurate, timely and accessible, taking into account that there may be individuals in some language groups that have low literacy skills in their native language and therefore require oral interpretation through the use of telephonic interpretation services and bilingual/multilingual SFMTA public contact employees.

Many of these services were reported as familiar and in use by LEP customers and were consistent with practices recommended by CBO leaders. Additionally, CBO leaders noted that LEP populations relied on a mix of digital and non-digital resources which varied by age group, literacy level, cultural group and recency of immigration.

The 2025 LAP analysis indicates that the SFMTA should continue providing both oral and written language assistance, pursuant to SFMTA's policies and guidelines, in the languages spoken by the highest concentrations of limited-English proficiency groups in San Francisco. The SFMTA follows federal and local guidelines for written translations and pursuant to local law, provides interpretation assistance at public meetings and hearings with 48 hours' notice. The results also indicate familiarity and usage of the top methods employed by the SFMTA to communicate with its LEP customers, who may have varying literacy levels. Many of these language assistance services are highlighted as strong practices. These include, but are not limited to:

- **Language Support Offices:** Many of the SFMTA's public points of contact are staffed by bilingual and/or multilingual employees who provide direct oral language services or utilize other resources to provide language assistance, such as live interpretation via a telephonic interpretation service. In addition, at the SFMTA's Customer Service Center, walk-in customers can request language assistance in Spanish, Chinese or Filipino through an electronic queuing system.
- **Telephone-based interpretation:** The SFMTA administers a contract with a telephonic interpretation service to offer real-time interpretation services in over 100 languages; staff whose primary job function is to interact with the public have been trained in how to access this

important resource. This important service is advertised through multilingual “I speak” signage at public contact offices, on SFMTA outreach materials, in SFMTA vehicles and in stations, on every page of SFMTA.com and in written correspondence.

- **San Francisco’s 311 Multilingual Telephone Customer Service Center:** SFMTA promotes the availability of free language assistance in the languages spoken by 1,000 or more limited-English proficient communities (Chinese, Spanish, Filipino, Vietnamese, Russian, Korean, Japanese, French and Arabic) by directing customers to call 311, San Francisco’s multilingual Telephone Customer Service Center, which is open 24 hours a day, seven days a week, 365 days per year. This notice is included on numerous translated materials, signage, revenue maps, agency letterhead and brochures and at the bottom of every page at SFMTA.com.
- **Use of Technology:** The SFMTA website, SFMTA.com, provides extensive multilingual information, including information on how to request free language assistance at hearings and public meetings and how to file complaints and commendations.
- **Signage and Outreach Materials:** Signage at stations and on Muni vehicles is routinely posted in multiple languages at the city-required 5th grade reach level (where appropriate) and pictographs are used where feasible so that information is accessible to all customers, regardless of English proficiency and literacy levels. The SFMTA also places in-language notices and announcements in print and broadcast media serving San Francisco’s Limited-English Populations in Chinese, Spanish, Russian and Vietnamese, as circumstances dictate and resources allow.
- **Liaisons with Local Community and Cultural Organizations:** As demonstrated in the primary research data conducted for this report, SFMTA staff work closely with community and cultural organizations throughout the city to better communicate with limited-English proficient individuals and will continue expanding its connections to this critical network.
- **In-Language Social Media:** based on feedback received from its 2022 data collection, the SFMTA increased its use of social media platforms and adding in-language content as appropriate, such as WeChat, YouTube and TikTok, and will continue this practice.

The “most important” services provided by SFMTA that were identified by 2025 research participants included receiving in-language information regarding safety and security, route and schedule changes, fare information and changes and notice of availability of language assistance. Continuing to produce and potentially increase the availability of multilingual information as well as continuing to expand the SFMTA’s partnerships with CBOs serving LEP populations also would increase accessibility to SFMTA’s programs and services for LEP customers. While service, route and fare changes continue to be a top priority for communication, safety and security information is also highly important to LEP customers.

Feedback received indicates that while the SFMTA could be even more effective in communicating important information to its LEP customers, it has been able to sustain the progress it has made in recent years, suggesting its efforts are effective and need to be further refined based on feedback received from LEP communities. In 2025, 20% of LEP 2025 PPLA survey respondents indicated that language barriers on Muni are “very challenging.” This level is comparable to 2022 when 22% said language barriers on Muni are “very challenging” and down significantly from 41% in 2019 and comparable to the 26% who saw it as “very challenging” in 2016. Additionally, when survey respondents were asked why they didn’t take Muni, “information in English hard to understand and/or not available in my native language” continues to remain very low. It declined from 25% in 2019 and 18% in 2016 to only 5% in 2022 and 7% in 2025.

SFMTA will continue to analyze these results outside of this report and identify areas where language assistance can be further improved. Feedback was also received regarding familiarity with existing

language assistance services; while many of the outreach methods currently used by SFMTA were familiar to LEP customers, continued promotion of these services is an important initiative.

Additional details on the SFMTA's Language Assistance Implementation Plan can be found in Section VIII of this Plan, along with information on how notice is provided to LEP individuals regarding free language assistance; how this plan will be reviewed and monitored; and, details on language assistance training for employees.

Section I: Introduction

Title VI of the Civil Rights Act of 1964, 42 U.S.C. 2000d et seq. and its implementing regulations provide that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or otherwise be subjected to, discrimination under any program or activity that receives Federal financial assistance. The Supreme Court, in *Lau v. Nichols*, 414 U.S. 563 (1974), interpreted Title VI regulations to hold that Title VI prohibits conduct that has a disproportionate effect on Limited-English Proficient (LEP) individuals and could constitute national origin discrimination.

Overview

In compliance with Title VI regulations, the SFMTA is required to take responsible steps to ensure meaningful access to the benefits, services, information and other important components of their programs and activities for Limited-English Proficient (LEP) customers and to have in place a Language Assistance Plan to guide those efforts. LEP individuals are defined as those individuals who have a limited ability to read, speak, write or understand English.



Members of the community taking the 2025 PPLA survey at events throughout the city.

The 2025 Language Assistance Plan (LAP) is an update to the agency's 2022 LAP and incorporates the Federal Transit Administration's requirements concerning the responsibilities of federal recipients to LEP individuals. It identifies the primary LEP individuals who require language assistance, discusses verbal and written language assistance measures, training of staff and the methods by which notice of language assistance is provided to LEP customers. It also includes how this plan will be monitored and updated.

The goal of the SFMTA's Language Assistance Plan is to provide language assistance to LEP customers in an effective manner to help ensure that its services are safe, reliable, convenient and accessible. The research conducted in the development of this plan reinforced a number of existing LEP outreach methods that customers have identified as important and effective means of communication, as well as the types of information most important to receive in their native language

Agency Overview

Established by voter proposition in 1999, the SFMTA, a department of the City and County of San Francisco, operates the Municipal Railway (Muni), parking, traffic, bicycling, walking and taxis within the City and County of San Francisco. Founded in 1912, Muni is one of the oldest transit systems in the world and across five modes of transit, Muni is the largest transit system in the Bay Area. Prior to the pandemic, Muni provided 78 routes throughout the City and County of San Francisco, which served over 700,000 weekday daily rides and over 220 million rides per year. In early 2020, the COVID-19 pandemic significantly impacted ridership and transit services were reduced due to operational resources. Since then, the SFMTA has restored almost all routes and is serving more than 160 million rides per year, including approximately 500,000 on the average weekday. Weekend ridership is consistently more than 90% recovered, with 350,000 daily rides on a typical weekend day. The Muni fleet is unique and includes historic streetcars, renewable diesel electric hybrid buses and electric trolley coaches, light rail vehicles, paratransit cabs and vans and the world-famous cable cars.

Research Methodology

Following federal guidelines and requirements, the SFMTA explored multiple data sources to update its Language Assistance Plan. Following the Four-Factor Framework, the goal of the research was to identify LEP populations in the City and County of San Francisco and through various outreach methods, assess the effectiveness of SFMTA's communication and engagement strategies for limited-English proficient customers.

To update the 2025 Language Assistance Plan and following its best practices, the SFMTA used quantitative and qualitative research methods to identify how critical its primary program – providing transit service – and related activities and services is to people's lives, specifically to SFMTA's LEP customers and to gather feedback on how current language assistance measures could be improved to provide better access given that the more important the program, the more frequent the contact and the likelihood that language services will be needed. SFMTA conducted nine Community Conversations total, including one each in Chinese, Spanish, Vietnamese and Filipino, to solicit feedback on needs and communication preferences with SFMTA and 35 interviews were conducted with leaders of Community-Based Organizations (CBOs) who serve these populations. SFMTA also developed and administered the multilingual 11-language 2025 Public Participation and Language Assistance Survey to solicit direct user needs, characteristics and communication preferences with SFMTA. In addition, based on the results of the comprehensive 2025 Muni Onboard Survey, 22% of Muni customers self-identified as limited-English proficient.

The data collected through these methods not only informed the 2025 Language Assistance Plan and the 2025 Public Participation Plan, it also benefits the SFMTA in the following ways:

- Increased and informed SFMTA's understanding of how communities get information about the SFMTA to allow the agency to adjust the allocation of communications resources and better focus outreach and engagement methodologies
- Incorporated best practices in the methods used for data collection to elicit robust feedback, particularly from hard-to-reach communities
- Help the agency better engage the public in a meaningful way to help further build trust

Below is a detailed description of each of the methods used to gather feedback regarding LEP populations in order to inform the Four-Factor analysis and the resulting language assistance measures.

LEP Community-based Organization (CBO) Leadership Interviews¹

To inform the 2025 LAP and PPP updates, the SFMTA conducted 35 structured interviews with Community-based Organizations (CBOs) serving LEP populations across San Francisco. The purpose of these interviews was to document current transportation needs, communication preferences and barriers to access among linguistically diverse communities, while identifying opportunities to strengthen SFMTA's ongoing engagement with LEP customers.

Interviews were conducted by phone between July and September 2025 by SFMTA staff members. To enhance linguistic and cultural accuracy, interviews were conducted or supported by bilingual SFMTA staff when applicable and CBO representatives were invited to respond in their preferred language. The questionnaire contained 22 primary questions that were consistent with prior years' questions to allow for trend analysis where appropriate. The questions covered organizational demographics, geographic service areas, languages spoken by client populations, LEP population characteristics, travel patterns, communication methods and recommendations for improving language access and outreach.

Participating organizations represented a cross-section of San Francisco's neighborhoods and linguistic groups, collectively serving clients who speak 28 non-English languages, including Spanish, Chinese (Cantonese and Mandarin), Vietnamese, Filipino/Tagalog, Arabic, Korean, Russian, Thai, Japanese and several Indigenous languages such as Mayan, Mam and Quechua.

The resulting dataset was analyzed thematically to identify trends, challenges and recommendations related to the transportation experiences and communication preferences of LEP populations. Findings from the interviews were triangulated with data from the 2025 multilingual Public Participation and Language Assistance Survey and Community Conversations to inform the final LAP and PPP updates.

¹ While the qualitative research (CBO leadership interviews and community conversations) included several dozen individuals and organizations, and recruited them to represent diverse backgrounds and perspectives, they do not constitute a random and representative sample of San Francisco riders or LEP individuals. Accordingly, the results of the CBO leadership interviews and community conversations may be considered suggestive of the attitudes of San Franciscans but cannot be considered to represent their views with any kind of statistical precision – even on questions where their views are quantified. However, they do provide helpful insights into their experiences and the “why” behind survey respondents' opinions.



In-Language Community Conversations

To inform the 2025 LAP update, the SFMTA conducted a round of Community Conversations designed to gather qualitative input from LEP residents across San Francisco. These conversations served as a key engagement method for understanding how LEP communities access transit information, what communication channels are most effective and how the SFMTA can improve ongoing public participation opportunities.

Between August and September 2025, the SFMTA held nine community conversation sessions with a diverse set of organizations that serve linguistically and culturally distinct populations. Sessions were conducted either in person or virtually, depending on the host organization's capacity and preferences. Each session followed a consistent discussion guide focused on communication methods, meeting preferences and barriers to participation.

The 2025 engagement cycle intentionally included in-language discussions to reach communities who speak the City's threshold languages, including one session each in Spanish, Chinese, Vietnamese and Filipino. SFMTA partnered with trusted Community-based Organizations who assisted with recruitment, logistics and interpretation. The following organizations hosted in-language sessions: Community Youth Center (Chinese), Instituto Familiar de la Raza (Spanish), Southeast Asian Community Center (Vietnamese) and South of Market Community Action Network (Filipino). Additional sessions were conducted in English with organizations serving multilingual populations, including the Booker T. Washington Community Service Center, Marie Harrison Community Foundation, Native American Health Center, YMCA Urban Services and the Youth Transportation Advisory Board.

Each host organization recruited participants directly from their membership or service network, prioritizing San Francisco residents who regularly use Muni or other SFMTA services and who self-identified as Limited-English Proficient. Host organizations received stipends for virtual sessions to compensate for staff time and recruitment efforts. In-person sessions included refreshments and participants received translated materials and handouts to support discussion.

2025 Public Participation and Language Assistance Survey

The SFMTA developed and, after a broad outreach effort, administered a customer survey to solicit input on in-language communication preferences with the SFMTA and to assist in a comparison of trends between data collected for prior LAP updates. The survey was promoted via email blasts and SMS Text

subscribers to over 65,000 individuals and organizations located throughout San Francisco representing an extensive range of communities and demographics, including Community-based Organizations, neighborhood groups, merchant associations, faith-based networks, media, schools and service providers across San Francisco. The survey was prominently featured on the home page of the SFMTA website and links to the survey in Spanish, Chinese, Russian, Vietnamese, Filipino, Korean, Japanese, French, Thai and Arabic were included on the survey page, as well as in the blast emails, flyers and posters with QR codes. The SFMTA also distributed surveys through community partners and Community-based Organizations that distributed and collected surveys on the SFMTA's behalf. In addition, efforts were supplemented by intercept survey events at locations throughout San Francisco to engage with hard-to-reach communities, which helped to increase survey responses from traditionally hard-to-reach communities. Many CBOs also shared in-language survey links and QR codes with their membership. Through these efforts, over 7,300 survey responses were collected.

A summary of data collection outreach efforts can be found in Appendix E.

2025 Muni Transit Onboard Survey

From spring 2024 to winter 2025, SFMTA conducted a Title VI/FTA Circular 4702.1B-required comprehensive onboard Origin-Destination Survey to better understand customer travel patterns and support transit planning and regional modeling. Over 30,000 surveys were completed in multiple languages and formats, managed by the ETC Institute (ETC).

Methodology

ETC interviewers collected responses on Muni bus, rail and historic lines through random onboard intercepts. Surveys were primarily conducted on tablets, which allowed for real-time data entry, geocoded trip information and private entry of demographics. On express routes, paper surveys were used with follow-up debriefs to ensure accuracy.

Language Accessibility & Cultural Competency

To maximize inclusivity and reach Limited-English Proficient (LEP) customers, ETC partnered with local community organizations, recruited bilingual staff and tailored interviewer assignments by route. About 70% of interviewers were multilingual, with teams strategically deployed on LEP-heavy routes such as those serving Chinatown. Randomized passenger selection reduced bias and customers unable to participate in real time were contacted later in their preferred language. Demographic refusal data was tracked and weighted to maintain representativeness, with additional interviewer training provided as needed.

Surveyors found that 22.18% percent of weekday Muni customers surveyed reported that they speak English less than “very well” and noted native languages including 10 options for primary selection and an option to manually enter in other languages.

Native Language	Weekday LEP Customers	% of Weekday LEP Customers
Spanish	60,826	59%
Chinese - Cantonese	24,385	24%
Chinese - Mandarin	6,121	6%
Other (specify below)	3,423	3%
Filipino (Tagalog)	3,056	3%
Japanese	984	1%
Vietnamese	866	1%
Korean	838	1%
Thai	748	1%
French	733	1%
Arabic	660	1%
Russian	565	1%
Mayan	59	0%

Source: 2025 Muni Onboard Survey

Section II: The Number or Proportion of LEP Individuals Eligible to be Served or Likely to be Encountered by the SFMTA's Program (Factor One)

Introduction

Based on FTA Title VI Circular 4702.1B and the Four-Factor Analysis, Factor One data and analysis focuses on the number and proportion of LEP persons eligible to be served or likely to be encountered by an agency's program. This information is primarily driven by U.S. Census data, with secondary sources to support those findings. Section III presents Factor Two data and analysis, which examines the frequency with which the SFMTA interacts with LEP individuals to further establish the number and proportion of LEP customers that the SFMTA served or encountered.

The SFMTA knows from experience that it serves a significant and diverse LEP population. LEP individuals interact with the SFMTA through a variety of programs, benefits and services, including contact with transit operators, station agents and transit fare inspectors when riding Muni and through customer service agents and drivers when riding SF Paratransit. LEP individuals can also interact with the SFMTA by speaking with customer service representatives over the phone or in person at the SFMTA Customer Service Center or at public meetings or information sessions hosted by the SFMTA. Staff and external customer service ambassadors also interact with LEP individuals to communicate transportation changes or administer in-person surveys. The SFMTA website, [SFMTA.com](https://www.sfmta.com), provides multilingual content for LEP individuals.

Data Sources Used to Inform Factor One

The SFMTA's service area comprises the City and County of San Francisco. To identify the number and proportion of LEP persons in San Francisco for the 2025 Language Assistance Plan Update and following federal guidance and recommended best practices, the SFMTA considered data from the 2019-2023 American Community Survey, the 2025 Muni Onboard Survey and English Learner Reports from the California Department of Education (CDE), among other sources. For the purposes of this analysis and based on federal guidance, the SFMTA considers those individuals who self-identified as speaking English "less than very well" and students classified as "English Learner" as LEP individuals.

U.S. Decennial Census

For the purposes of the Language Assistance Plan, there is no relevant information on the 2020 decennial census data for language information or for capturing data on transit use. This information was captured previously in the long-form questionnaire, which the U.S. Census Bureau no longer collects on the decennial census.

American Community Survey

The U.S. Census Bureau collects the more detailed socioeconomic information—once collected via the long-form questionnaire—through the American Community Survey (ACS). The survey provides current data about all communities every year, rather than once every ten years. Only a small percentage of the population receives the survey on a rotating basis throughout the decade. The ACS provides estimates on socioeconomic information. For the 2025 LAP update, the SFMTA examined the 2019-2023 ACS 5-Year Data, consistent with prior updates.

The 2019-2023 ACS 5-Year Data estimates provide tract-level data, allowing for geographic analysis. For the purposes of the LAP update, the SFMTA focuses on the LEP population at large, focusing on the Safe Harbor languages for which there are at least 1,000 LEP persons who speak those languages. For the purposes of understanding the geographic trends for language-specific outreach and interaction, this report provides LEP-language concentration maps for the Safe Harbor languages in the Appendices. Because these maps rely on tract-level data—tracts having an average population of about 2,500 people—they show the proportion of a tract and focus on the 5% threshold as defined by the USDOT.

Language Data Limitations

In 2016, the U.S. Census American Community Survey began combining some language data to create a category that reflects a major language family or geographical area instead of an individual spoken language. When queried as to the change, the following explanation was received: “Thank you for contacting the U.S. Census Bureau. Geographical restrictions have been applied to Table B16001 - LANGUAGE SPOKEN AT HOME BY ABILITY TO SPEAK ENGLISH FOR THE POPULATION 5 YEARS AND OVER for the 5-year data estimates. These restrictions are in place to protect data privacy for the speakers of smaller languages.”

For example, “Other Asian and Pacific Island” languages data includes Japanese, Thai, Khmer and Laotian; previously, Japanese and Thai data were reported as individual languages. Another example is that Russian is now combined with data for Polish and other Slavic languages as a single data point. Through other data sources and staff experiences, SFMTA will continue to serve those languages that are in high concentrations, such as Russian and Japanese, based on direct experience and other data sources.

California Department of Education Educational Demographics Office

To confirm results from the ACS—and as advised by the USDOT Factor One guidance—the SFMTA analyzed LEP data for students attending public schools within San Francisco, provided by the California Department of Education (CDE) for the school year 2024–2025, the most current information available.

Public schools within the City and County of San Francisco serve a multicultural student body and track student English proficiency levels for educational purposes. For the purposes of this report, students

who are evaluated and classified as “English Learners” are considered LEP students. This information gives insight on languages spoken within homes, providing insight into the nature of LEP households in San Francisco and is included in both the Appendices and summarized in the graphic below.

Note that San Francisco has an unusually small percentage of children and families relative to its entire population. This phenomenon is well-documented and studied by the San Francisco Department of Youth, Children and Their Families, which dubbed the shift “Family Flight.” This may explain any notable differences between ACS and CDE datasets and supports the importance of ACS as the more useful dataset for LEP individuals in the SFMTA service area.

2025 Muni Systemwide On-Board Survey

In 2024 and 2025, and in compliance with FTA C 4702.1B, SFMTA conducted the Muni Systemwide On-Board Survey (“2025 Muni Onboard Survey”) – a multi-lingual, system-wide, on-board survey of Muni bus, light rail and cable car customers – totaling over 30,000 completed surveys. The survey asked respondents about their level of English proficiency and of those who reported speaking English less than “very well,” requested their native language.

Out of all customers surveyed, 22.18% percent reported that they speak English less than “very well,” down from the 2016 survey (~35%) but similar to the 2014 survey (~20%). This result is in line with the overall percentage of people living in San Francisco that report speaking English less than “very well” (18.95%), according to the 2019-2023 American Community Survey.

The following 2025 Muni Onboard Survey results further illustrate SFMTA’s LEP ridership:

- Muni customers between ages 35-54 made up the highest percentage of respondents that speak English less than “very well” (40%), followed by customers between ages 19-34 (35%). This is similar to the findings from the 2016 Onboard Survey.
- Spanish and Cantonese were the top languages spoken by Muni customers that reported speaking English less than “very well” – with close to three-quarters respondents speaking one of these languages (53% and 21% respectively).
- Mandarin was reported as the third most commonly spoken language (5% of respondents).
- All other safe harbor languages (except for Filipino at 3%) are reported on a much lower basis, with 1% or less.
- Cantonese speakers over 65 years old represent the largest percentage of Cantonese speakers (32%).
- Spanish speakers in the 35-54 age bracket represent the highest number of Spanish speakers (47%).
- The highest proportion of Mandarin speakers that speak English less than “very well” were ages 19-34 (39%).

LEP Community Based Organization (CBO) Leadership Interviews

As part of the 2025 update, 35 CBO leaders were interviewed to better understand the composition and characteristics of San Francisco’s Limited-English Proficient populations and the extent to which they engage with SFMTA services. Leaders were asked to describe the size, language diversity and age

profile of the LEP populations they serve, as well as any changes observed since 2022 for those who participated as part of the prior LAP update.

The 2025 interviews reveal an upward trend in the number and proportion of LEP residents seeking services or information related to transit. Nearly half of the organizations (49% of those interviewed) reported an increase in their LEP client base over the past three years, with some describing growth ranging from 10 to 70 percent. Increases were most frequently observed among Spanish-, Cantonese- and Mayan-speaking communities, reflecting ongoing immigration from Central America and sustained growth among Chinese-speaking households. About 29% of CBOs indicated that their LEP populations had remained stable, while only a few reported declines tied to reduced funding, relocation of clients outside San Francisco, or fear among undocumented residents about traveling.

The organizations interviewed collectively serve residents representing twenty-eight non-English languages. The largest language groups remain Chinese (Cantonese and Mandarin) and Spanish, followed by Vietnamese, Filipino/Tagalog, Arabic, Russian, Korean, Japanese, Thai and a range of Indigenous languages, including Mam, Mayan and Quechua. Many organizations serve client populations that are overwhelmingly LEP (some reporting 80 to 90% of their clientele speak English “less than very well”).

Age distribution patterns were consistent with 2022 findings. Seniors continue to make up a large proportion of LEP transit customers, particularly within Chinese-, Filipino- and Japanese-serving organizations, while Spanish-speaking CBOs noted higher representation among working-age adults and families with children. Several organizations also noted the emergence of younger LEP populations, including students who rely on Muni for rides to school and after-school programs.

Factor One Data Analyses

American Community Survey

Figures II-1 and II-2 below summarize the estimated total number and proportion of LEP persons in San Francisco compared against the total population and the population of those who commute by public transportation². These figures provide a comparison to the 2016, 2019 and 2022 LAP updates.

² There are public transportation options in San Francisco that are not managed or operated by the SFMTA—e.g., BART, Caltrain, AC Transit—whose ridership may be counted towards this data. The ACS data does not differentiate between transit providers. Nevertheless, these estimates reflect transit commuters in the SFMTA service area, reflecting those eligible to be served or likely to be encountered by the SFMTA, regardless of what service they choose to ride.

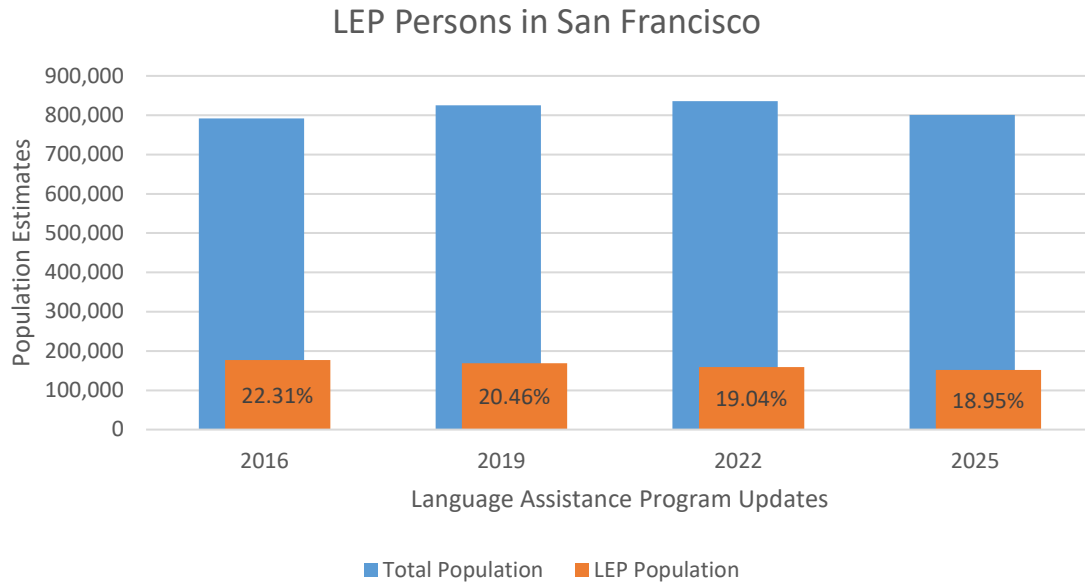


Figure II-0-1. San Francisco Total and LEP Population Estimates over time.
 Sources: 2019-2023 American Community Survey Dataset C16001: Language Spoken at Home for the Population 5 Years and Over, ACS Data from 2022, 2019 and 2016 LAP Updates

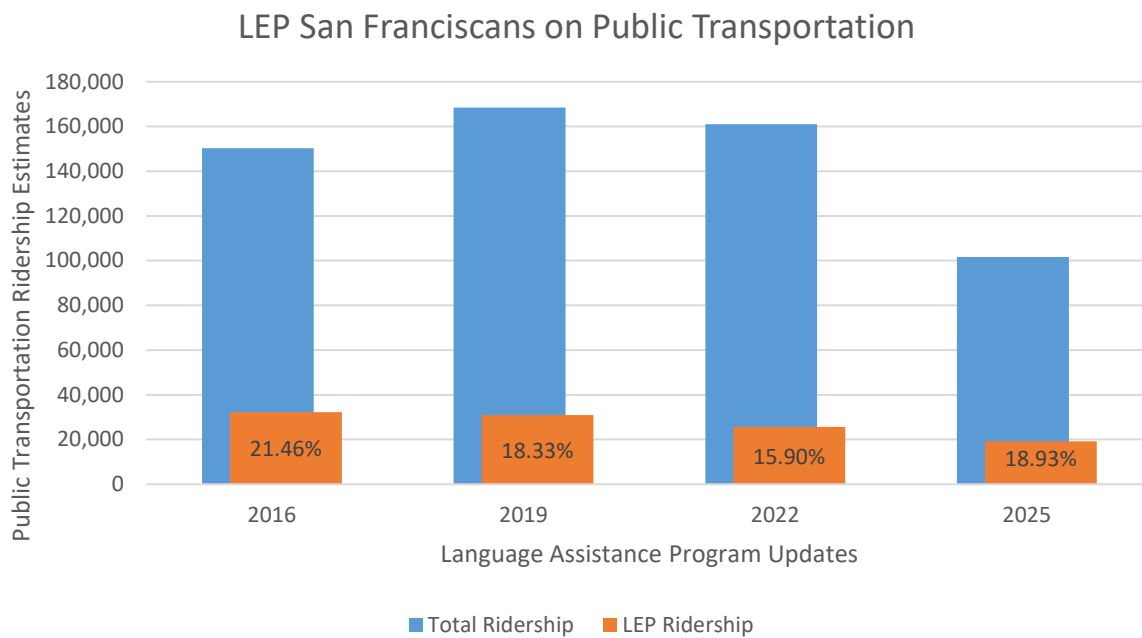


Figure II.2. San Francisco Total and LEP Public Transportation Ridership Estimates over time.
 Sources: 2019-2023 American Community Survey (ACS) Dataset B08113: Means of Transportation to Work by Language Spoken at Home and Ability to Speak English for Workers 16 Years and Over, ACS data from 2022, 2019 and 2016 LAP Updates

The estimated population of people speaking English “less than very well” in San Francisco is **151,834, about 19% of the total population**. Figures II-1 and II-2 both show a slight decline in the proportion of people who self-identify as LEP. Figure II-3 below depicts the most widely spoken language groups³ among San Francisco’s LEP population. More than half of the LEP population speaks Chinese (primarily Cantonese); about one fifth speak Spanish; the remaining quarter includes a variety of Asian and Indo-European languages.

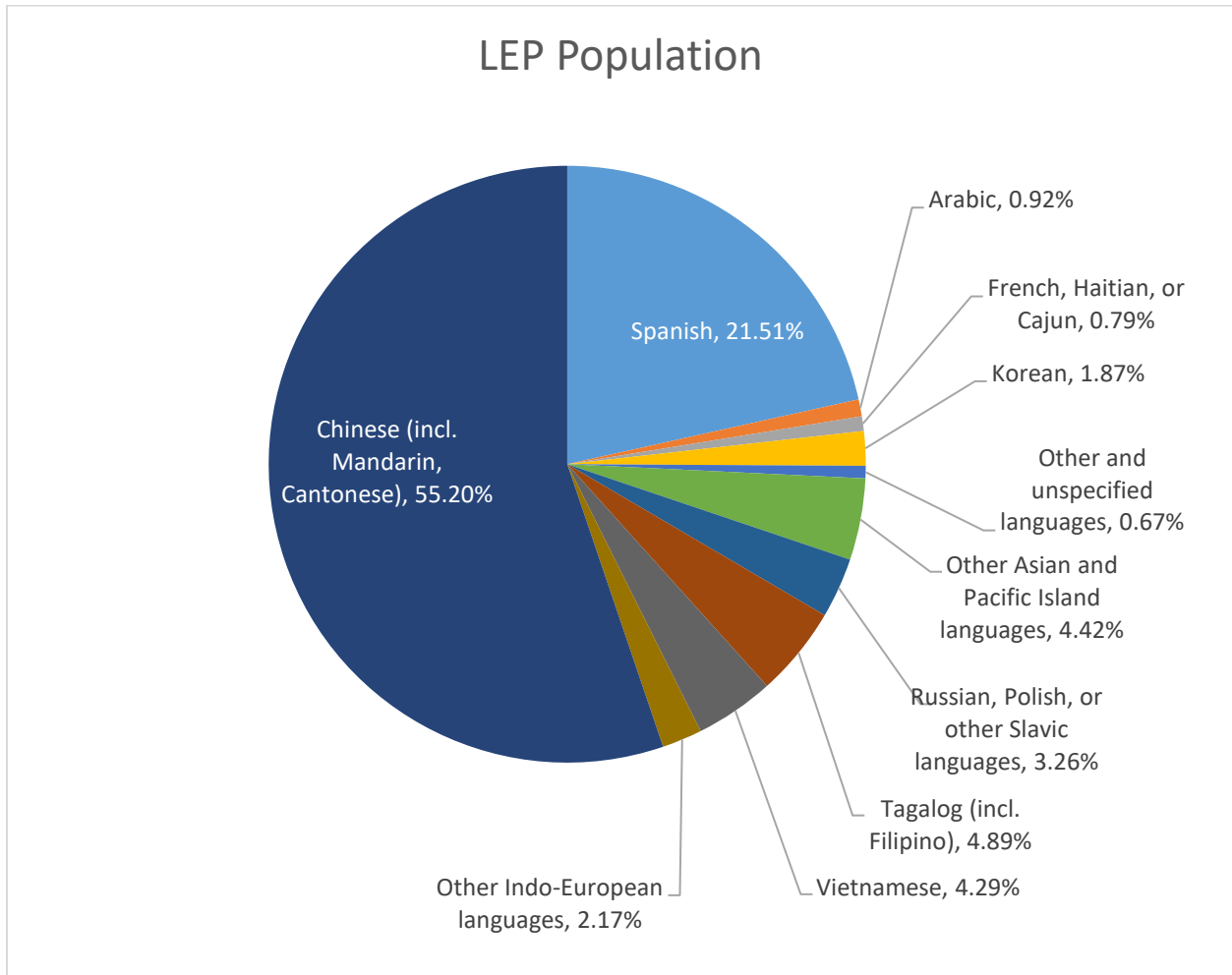


Figure II.3.
LEP language @groups in San Francisco with an estimated population of more than one thousand
Source: 2019-2023 American Community Survey Dataset C16001: Language Spoken at Home for the Population 5 Years and Over

Disaggregating Language Groups

³ The figure only shows data for Safe Harbor language groups, for which the USDOT requires agencies to provide written translation of vital documents. Safe Harbor languages are LEP language groups that comprise at least five percent of the total population or 1,000 persons, whichever is less. For the full data set, see Appendix A.

Of the languages that meet the Safe Harbor threshold and for which the SFMTA provides written translation of vital documents based on its vital document guidelines, data for Russian and Japanese were combined with other languages as part of a programmatic update from the American Community Survey, as discussed above. As such, it is not possible to get a clear view through ACS data on the specific breakdown with Slavic and many Asian languages. Based on direct customer experience, as well as other data points, the SFMTA will continue to accommodate Russian and Japanese and other languages as requested and as needed. Under the SF Language Access Ordinance, the SFMTA as a city department is required to provide written assistance as needed, provide interpreters with 48 hours' notice at public meetings and hearings, and can accommodate over 100 languages through a telephonic interpretation service.

California Department of Education

Total enrollment for public schools in San Francisco for the 2021-2022 school year was 56,377, of which **14,744** (26.15%) students were enrolled as English Learners. As Figure II-4 shows, the proportion of students enrolled as English Learners is consistent for each year since the 2014-15 school year, when the LAP last examined this dataset.

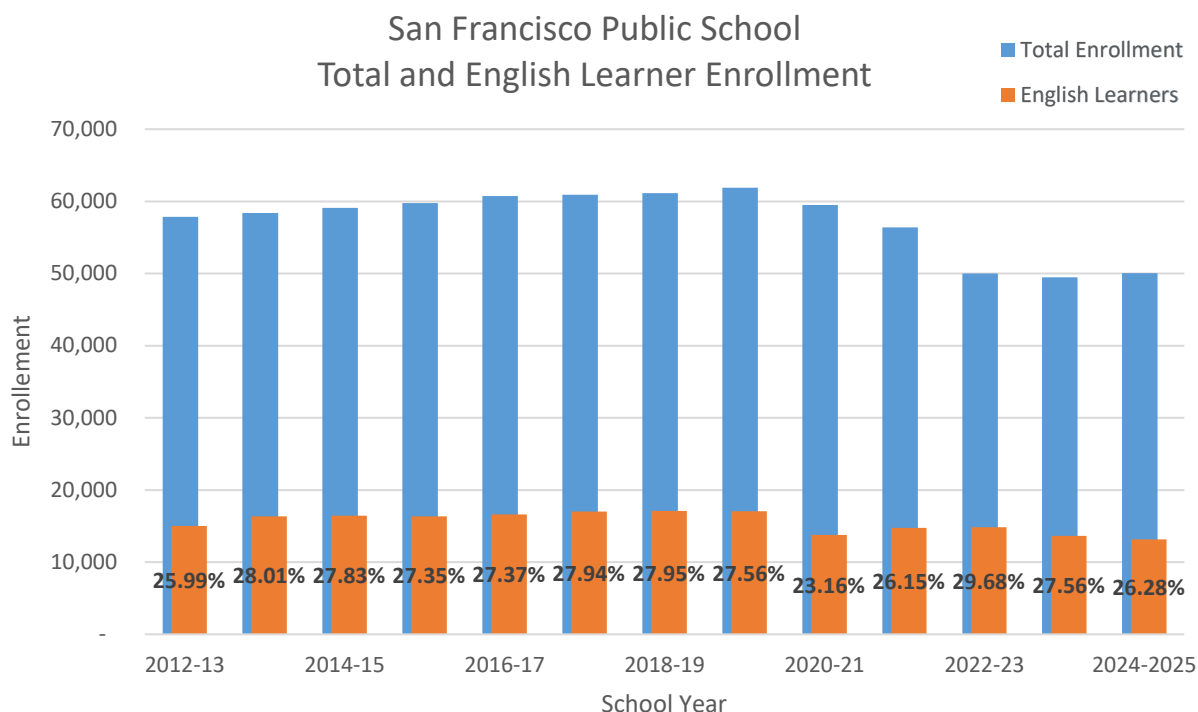


Figure II-4. San Francisco Total and English Learner enrollment over time.

Source: CDE Educational Demographics Office: Language Group Data – Countywide

Figure II-5 depicts the English Learner student population in San Francisco public schools, broken down by language⁴. About half of English Learner students speak Spanish at home; about a quarter speak

⁴ For comparison purposes with the data in Fig. II-3, the languages shown in this chart generally reflect the language groups from the American Community Survey. For the full CDE Language Group data, see Appendix C.

Chinese (primarily Cantonese but also Mandarin or Taishanese); the remaining quarter includes a variety of Asian and Indo-European languages. Though the proportions of Spanish and Chinese speakers are essentially flipped when compared to the ACS data, these two languages remain the largest proportion of the LEP population.

There are two key differences between the observed trends in the CDE data and the ACS data: (1) the two largest LEP/EL language groups are Chinese and Spanish, however Spanish is the larger group in the CDE data; (2) whereas ACS data shows a gradual decline in proportion of LEP people, CDE data shows a relatively steady proportion of EL enrollment. It is important to note that CDE is reflective of the K-12 student population who are actively learning English. Upon graduation, these students may not self-identify as LEP by ACS standards.

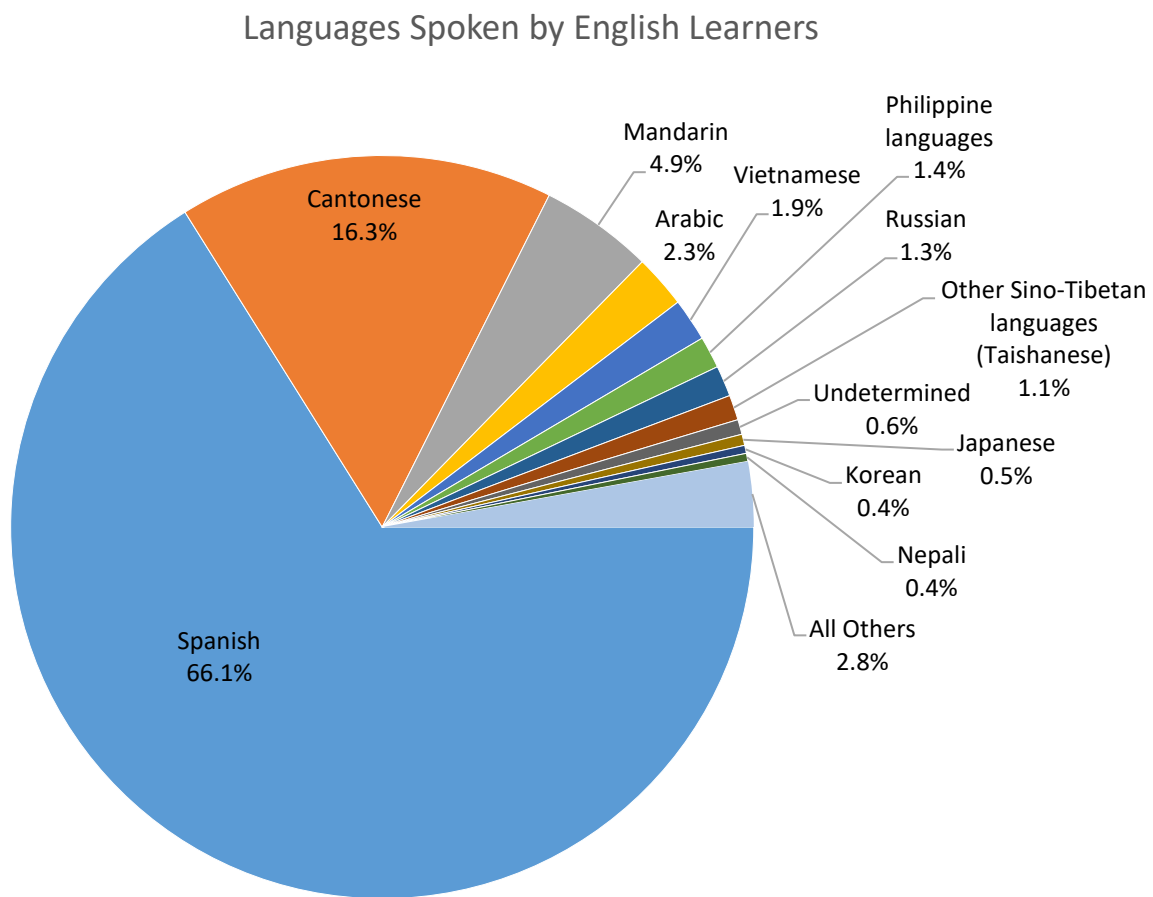


Figure II.5. San Francisco English Learner 2023-2024 enrollment by language spoken at home.
Source: CDE Educational Demographics Office: Language Group Data – Countywide

LEP Customer Research



Members of the community taking the 2025 PPLA survey at events throughout the city.

To further supplement its Factor One analysis and assist in identifying LEP populations within its service area, SFMTA collected data from Community Conversations and CBO Leadership Interviews.

The results from all sources largely reflected the findings of the Census and other data sets detailed in the previous section above with regard to the primary languages spoken in San Francisco. The number of LEP individuals identified by the 2019-2023 ACS 5-Year Data resonates with the qualitative data provided by CBO leaders and in-language and English Community Conversations held throughout the city.

Muni Systemwide On-Board Study

From spring of 2024 to winter of 2025, San Francisco Municipal Transportation Agency (SFMTA) conducted an onboard, Origin-Destination Transit Survey aimed to examine the highly traveled regions of San Francisco. This reached over 30,000 surveys available to customers in multiple languages and methods (see more detail below). The purpose of the study was to collect and establish the patterns and trip-making decisions of transit passengers to assist SFMTA in their planning process and for use in their regional travel model. ETC Institute was contracted to manage and execute the onboard survey.

LEP Community Based Organization Leadership Interviews

The Community-based Organization (CBO) leaders that were interviewed represented neighborhood centers, senior centers, youth and community service providers and other non-profit groups in different parts of the city and were engaged to understand how their constituents who have limited-English proficiency engage with and experience SFMTA/Muni services. Several commonalities were identified across the interviews that provide insight into several areas including places where there can be improvement in connecting LEP groups with more information about the services available for them. As able to do so, the same CBO leaders were interviewed with similar questions as in prior years to track trends from report to report. A total of 35 CBO leaders contributed feedback to the 2025 report. Most CBOs reported that the size of their LEP clientele has increased (Chinese, Filipino, Spanish, Arabic), with some reporting that it has stayed the same (Russian, Vietnamese) over the last three years and a handful saying it has decreased, largely due to funding and political climate.

Factor One Conclusions

The U.S. Department of Transportation has adopted the U.S. Department of Justice’s “Safe Harbor Provision,” which outlines circumstances that can provide a “safe harbor” for federal funds recipients like the SFMTA regarding translation of written materials for LEP populations. The Safe Harbor Provision stipulates that if a recipient provides written translation of vital documents for each eligible LEP language group that constitutes five percent (5%) or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered, then such action will be considered strong evidence of compliance with the recipient’s written translation obligations. Since the 2022 LAP Update, Arabic has returned to the list based on 2019-2023 ACS 5-Year Data. The current list of languages that meet the Safe Harbor threshold comprises:

- Chinese
- Spanish
- Filipino
- Vietnamese
- Russian
- Korean
- Japanese
- French
- Arabic

Based on data from 2019-2023 ACS 5-Year Data and the California Department of Education (CDE) Educational Demographic Office, the SFMTA will continue to provide written translation of documents determined to be “vital” in these “safe harbor” languages, pursuant to its vital document policy. Translations for other written documents will be determined on a case-by-case basis, depending on type of communication and audience. Appendix B includes maps of the City and County of San Francisco where these nine languages are concentrated, based on the proportion of LEP persons at the census tract level. This information is particularly useful as a reference for focused outreach by SFMTA staff.

About one in five San Franciscans identifies as speaking English “less than very well.” Similarly, about one in five public transit commuters is an LEP individual. Chinese (including Mandarin and Cantonese) and Spanish are the most widely spoken LEP language groups in San Francisco. Smaller, but significant, proportions of LEP San Franciscans speak Filipino, Vietnamese and Russian. The table below provides a comparison of the proportions from the ACS and CDE data.

LEP Language Groups	Proportion of LEP Population			
	2022 LAP ACS Data	2022 LAP CDE Data	2025 LAP ACS Data	2025 LAP CDE Data
Chinese	57.08%	26.26%	55.11%	16.61%
Spanish	20.24%	55.58%	21.48%	66.29%
Filipino	5.17%	2.08%	4.88%	1.42%
Vietnamese	4.19%	2.51%	4.28%	1.88%
Russian	–	0.85%	–	1.36%
Korean	1.65%	0.41%	1.86%	0.36%
French	0.66%	0.22%	0.79%	0.23%
Other Asian or Pacific Islander	3.91%	–	4.41%	–
Japanese	–	0.61%	–	0.50%
Other Indo-European	2.12%	–	2.17%	–

Data from the CDE reflects the student population in San Francisco. Differences observed between CDE and ACS data may indicate what the SFMTA can anticipate in future LAP updates as demographics shift, but they generally agree on what languages for which the SFMTA is required to provide translation services.

Section III: The Frequency with Which LEP Individuals Come into Contact with SFMTA's Program (Factor Two)

Introduction

Based on federal guidance and the SFMTA's desire to conduct a comprehensive review of the frequency with which LEP individuals come into contact with the SFMTA, a multiplicity of data sources were examined, as detailed below.

Census Data

According to the 2019-2023 ACS 5-Year Data on commuting preferences, 101,693 San Franciscans rely on public transportation to get to work; 19,246 individuals of that ridership (19%) self-identify as LEP. It is important to note that these numbers only reflect trips to work; many other trips not related to work or commuting occur on public transit and by other means of transportation.

English Proficiency on Public Transportation in San Francisco
Total Ridership: 101,693

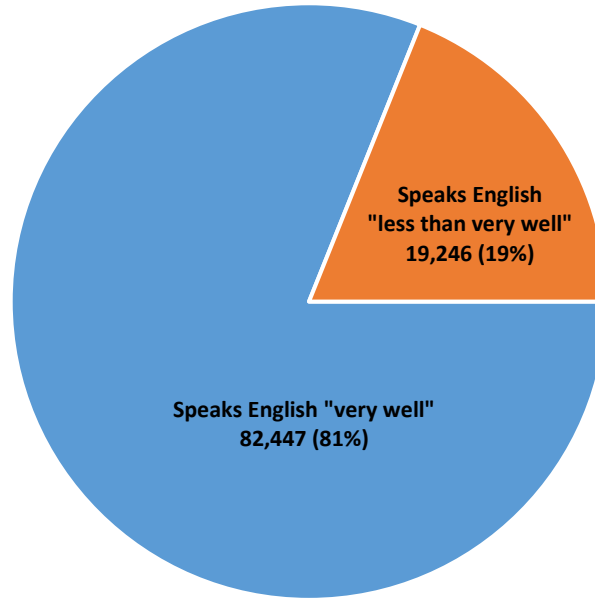
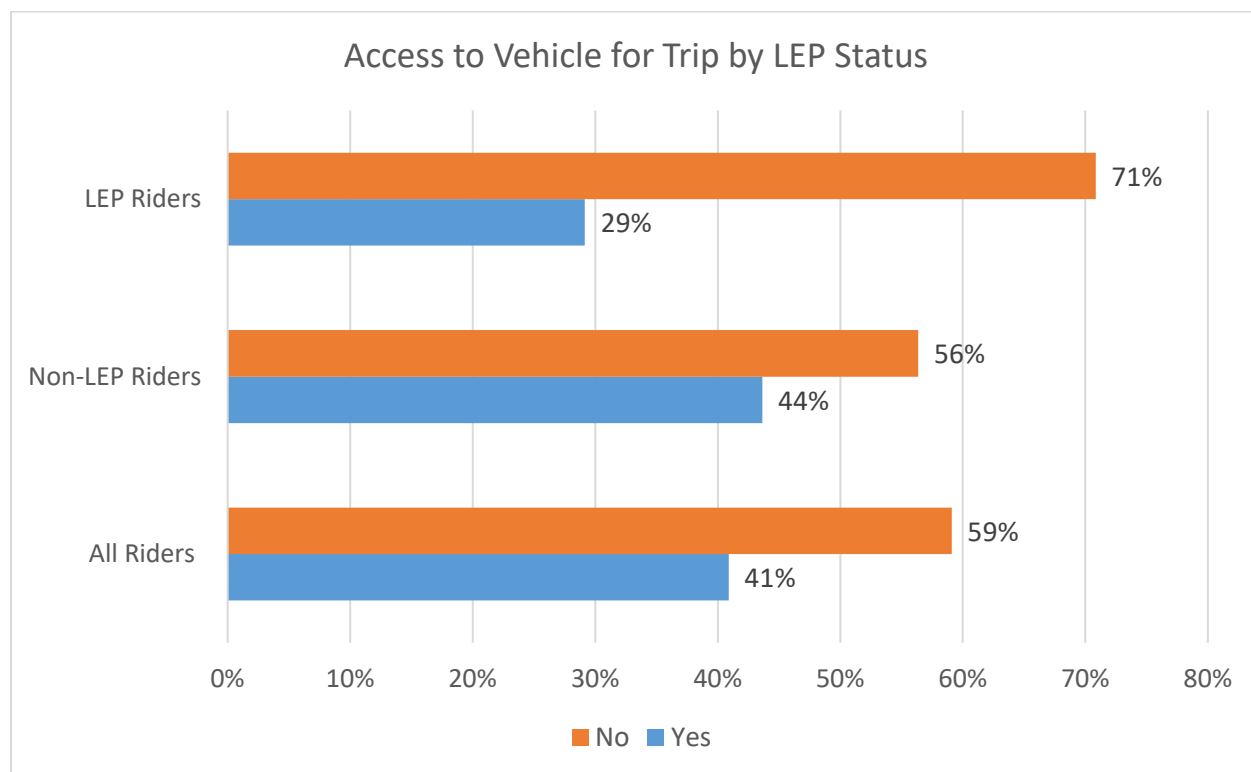


Figure I-1-1: San Francisco Total and LEP Population Estimates

Sources: 2019-2023 American Community Survey Dataset B08113: Means of Transportation to Work by Language Spoken at Home and Ability to Speak English for Workers 16 Years and Over

2025 Muni Onboard Survey

As previously indicated, the 2025 Muni Onboard Survey noted that roughly 22% of weekday trips on Muni are taken by an LEP individual. Data from the 2025 Muni Onboard survey further illustrates the importance of transit access for LEP customers. As shown in the figure below, LEP customers disproportionately did not have access to a vehicle at home to make their trip on Muni. 71% of LEP customers did not have access to a vehicle to make the same trip while 56% of non-LEP customers did not have access to a vehicle. 41% of non-LEP customers did not have access to a vehicle.



Source: 2025 Muni Onboard Survey

LEP Customer Research

In addition to Census data, to further assess the frequency with which LEP individuals come into contact with the program, the SFMTA also examined its prior and ongoing contact with LEP customers through the following points of contact and through access to its language assistance services:

- Telephonic language interpretation service data
- 2025 Public Participation and Language Assistance Survey
- SFMTA's ADA Complementary Paratransit Service Customer Information
- Interviews with Community-based Organization (CBO) Leaders

Telephonic Interpretation Service Data

The SFMTA can track requests for language assistance through its telephonic language interpretation service, which provides assistance in over 150 languages. Telephonic interpretations were provided as captured in Table 5 below for the languages falling within the Safe Harbor threshold. Data results show that Spanish has become the most requested language (80% of total), while overall call volumes increased by about 16% since 2019, surpassing all other languages. The share of Cantonese-assisted calls has declined by roughly 12% since 2019 (14% of total).

Table 5: SFMTA Telephonic Interpretation Service Data, Total Calls per Language FY2019, 2022 and 2025 (July 1st – June 30th of each fiscal year) Source: LanguageLine Solutions

Language	FY2019		FY2022		FY2025	
	Total Calls per Language	Percentage of Total Calls	Total Calls per Language	Percentage of Total Calls	Total Calls per Language	Percentage of Total Calls
Spanish	5731	63.74%	2543	74.82%	7627	79.53%
Chinese - Mandarin	590	6.56%	149	4.38%	329	3.43%
Chinese - Cantonese	2344	26.07%	606	17.83%	1340	13.97%
Vietnamese	129	1.43%	20	0.59%	88	0.92%
Russian	134	6.73%	44	1.29%	106	1.11%
Filipino	14	0.16%	3	0.09%	18	0.19%
Thai	12	0.13%	0	0	3	0.03%
French	15	0.17%	1	0.03%	7	0.07%
Korean	6	0.07%	1	0.03%	28	0.29%
Arabic	8	0.09%	1	0.03%	40	0.42%
Japanese	8	0.09%	31	0.91%	4	0.04%
Total	8991		3,399		9590	

SFMTA's ADA Complementary Paratransit Service (SF Paratransit) Data

Since 1990, the Americans with Disabilities Act (ADA) has required all public transit agencies to provide paratransit services to persons with disabilities who are unable to independently use or access public transit because of a disability or disabling health condition. In addition to its fixed route Muni services, SFMTA has provided paratransit services for more than 30 years. SFMTA contracts with a third-party contractor for paratransit brokerage services, including management of the overall SF Paratransit program and a portion of the demand-responsive transportation services. In its role as the paratransit broker, the third-party contractor also subcontracts with van and taxi companies for the remaining

demand-responsive transportation services. SF Paratransit services are provided 24 hours a day, 7 days a week, 365 days a year.

Below is a summary of telephonic language assistance provided in the primary languages spoken by the highest concentrations of LEP individuals in the SFMTA service area by the SF Paratransit office for the timeframe FY2019, FY2022 and FY2025. SF Paratransit serves a demand service clientele, which can vary from SFMTA’s Muni customers. SF Paratransit data trends from FY19 through FY25 indicate Spanish remains the most frequently requested language, rising to 43% of total calls in FY 2025, while Cantonese follows at 38%. Russian requests declined sharply from earlier years, indicating a shift in demand. The consistent use of Cantonese-based requests and growing Spanish-based requests suggest both language groups continue to represent core LEP populations for SF Paratransit services.

Table 11: Telephonic Interpretation Service Data for Paratransit Calls

Source: SF Paratransit/Pacific Interpreters

	FY2019		FY2022		FY2025	
Language	# of Total Calls	% of Total Calls	# of Total Calls	% of Total Calls	# of Total Calls	% of Total Calls
Chinese – Cantonese	344	25.75%	496	33.07%	454	38.51%
Russian	414	30.99%	168	11.20%	30	2.54%
Spanish	472	35.33%	581	38.73%	509	43.17%
Chinese – Mandarin	74	5.54%	170	11.33%	108	9.16%
Vietnamese	9	0.67%	44	2.93%	58	4.92%
Korean	13	0.97%	25	1.67%	4	0.34%
Filipino	3	0.22%	12	0.80%	3	0.25%
Arabic	3	0.22%	3	0.20%	13	1.10%
Japanese	3	0.22%	1	0.07%	0	0.00%
Thai	0	0.00%	0	0.00%	0	0.00%
French	1	0.07%	0	0.00%	0	0.00%

Table 12: Paratransit Applicants Language Self-Identification

Source: SF Paratransit Trapeze CERT system and MTC's Paratransit Eligibility Application where applicants are allowed to self-identify the language (if other than English) they speak best.

Language	2019 LAP Report		2022 LAP Report		2025 LAP Report	
	# Applicants Reporting Language	Percent Total	# Applicants Reporting Language	Percent Total	# Applicants Reporting Language	Percent Total
English	8,330	56.33%	7116	59.01%	8641	60.88%
Chinese (Cantonese)	1,976	13.36%	1355	11.24%	1704	12.01%
Russian	1,434	9.70%	1127	9.35%	1102	7.76%
Spanish	925	6.26%	834	6.92%	948	6.68%
Chinese Not Specified	544	3.68%	631	5.23%	715	5.04%
Not Specified	474	3.21%	237	1.97%	332	2.34%
Filipino (Tagalog)	339	2.29%	216	1.79%	240	1.69%
Chinese (Mandarin)	290	1.96%	195	1.62%	250	1.76%
Japanese	59	0.40%	72	0.32%	38	0.27%
Korean	95	0.64%	38	0.60%	91	0.64%
Vietnamese	125	0.85%	110	0.91%	16	0.11%
French	9	0.06%	7	0.06%	5	0.04%
Italian	11	0.07%	2	0.02%	2	0.01%
Persian	15	0.10%	10	0.08%	8	0.06%
German	3	0.02%	7	0.06%	4	0.03%
Other	146	0.99%	93	0.77%	97	0.68%
Polish	3	0.02%	1	0.01%	1	0.01%
TOTAL	14,775		12,058		14,194	

2025 Paratransit Customer Survey

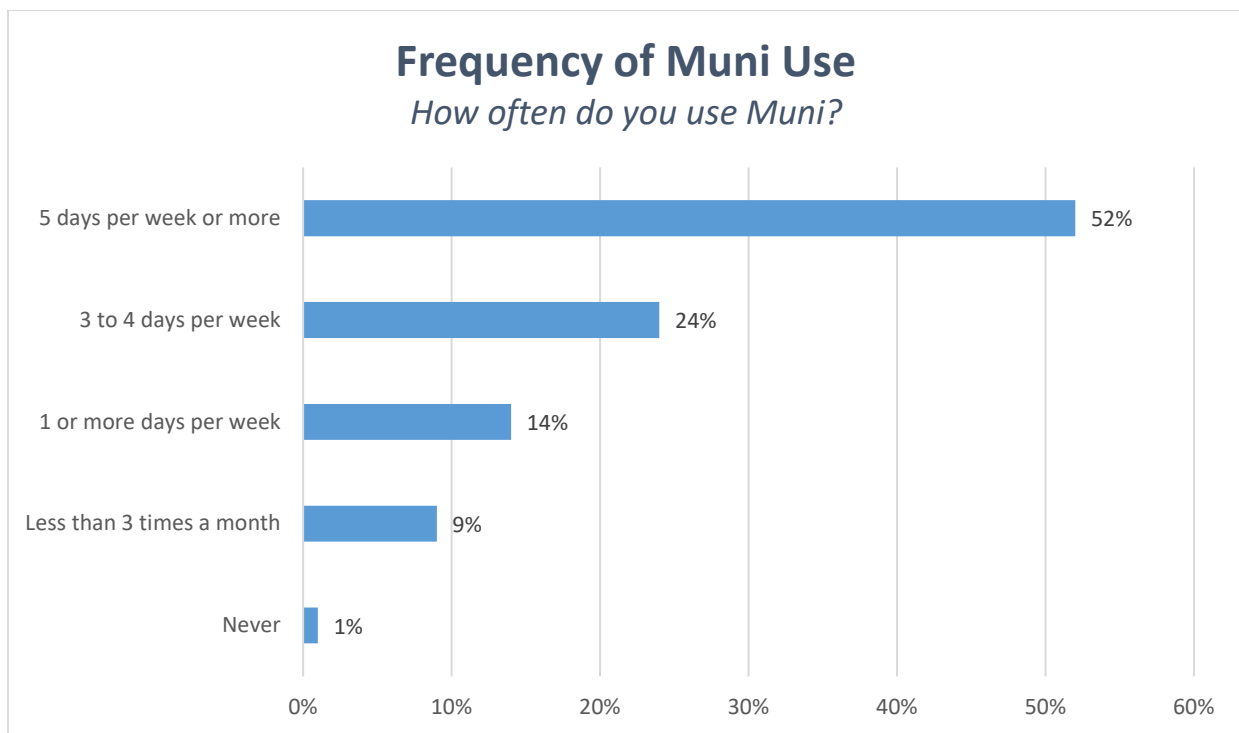
As an additional data point, a survey was conducted with paratransit customers in 2025. It was offered

in several languages including English, Russian, Chinese, Spanish, Filipino (Tagalog), Korean, French and American Sign Language and resulted in 42 surveys in Russian (9.5% of all surveys conducted), 36 in Chinese (8.2%), 26 in Spanish (5.9%), four surveys in Tagalog (0.9%), two surveys in Korean (0.5%) and one survey in French and American Sign Language (0.2% respectively). Among those who completed the survey in a language other than English (and are therefore considered limited-English Proficient):

- 57% used paratransit services less than once a week,
- 40% used paratransit services between 1-4 times a week
- 3% used paratransit services more than five times a week

Reported Frequency of Muni Use by LEP Customers

As part of the 2025 LAP update, the SFMTA also administered the 11-language 2025 Public Participation and Language Assistance Survey and received over 1,700 responses from LEP customers. The LEP customers surveyed relied heavily on SFMTA's transportation services, with nine in ten respondents saying they ride Muni at least once per week. Over half of LEP 2025 PPLA survey respondents (52%) ride Muni five times a week or more, which is slightly up from 2022 levels (46%).



Source: SFMTA 2025 PPLA Survey

As shown in the table below, majorities ride Muni at least once a week or more:

Table 14: Weekly Ridership by Native Language⁵

Source: SFMTA 2025 PPLA Survey

How often do you use Muni?

Native Language	Percent Who Ride Once a Week or More
Filipino	94%
Spanish	92%
Cantonese	92%
Mandarin	90%
Vietnamese	89%
Arabic	86%
Korean	80%
French	80%
Russian	70%
Japanese	64%

LEP users most commonly ride Muni during the AM Peak (6AM-9AM) (47%), Midday (9AM-2PM) (55%), as well as during the PM peak (4PM-7PM) (43%). Ridership by the time of day by native language is shown in Table 15 below.

⁵Russian, French, Korean and Japanese are all small sample sizes of under 40 people. Only threshold languages were included in the analysis.

Table 15: Time of Day by Native Language**Source:** SFMTA 2025 PPLA Survey*What time of day do you use Muni?*

Time of Day	All Responses	Spanish	Cantonese	Mandarin	Russian	Filipino	Vietnamese	Arabic	French	Korean	Japanese
AM Peak 6:00 AM - 9:00 AM	47%	67%	41%	38%	45%	56%	42%	55%	60%	60%	50%
Midday 9:00 AM - 2:00 PM	55%	34%	63%	68%	53%	41%	67%	32%	40%	40%	63%
School 2:00 PM - 4:00 PM	23%	24%	22%	21%	29%	6%	27%	30%	20%	40%	50%
PM Peak 4:00 PM - 7:00 PM	43%	56%	38%	41%	42%	44%	19%	43%	40%	40%	75%
Evening 7:00 PM - 10:00 PM	12%	9%	6%	12%	32%	29%	13%	14%	40%	20%	75%
Night 10:00 PM - 1:00 AM	5%	4%	2%	5%	24%	5%	0%	11%	20%	13%	50%
Owl 1:00 AM - 6:00 AM	2%	2%	0%	2%	8%	3%	2%	2%	20%	0%	13%

Insights from LEP Community-based Organization (CBO) Leadership Interviews

The CBOs interviewed serve San Franciscans of all ages and from all of the highest LEP concentration populations. (See Appendix E for further details on CBO Interviews) Nearly half of CBOs reported that the size of their LEP population has increased over the last three years and only one in ten reported

decreases. Nearly one-third reported that the population had remained “steady” and “consistent” over the last three years; a few who serve families or seniors say the population they serve has decreased because of pandemic-related restrictions and CBO service interruptions.

Comments from CBO leaders interviewed as to the reasons why LEP customers use Muni reflect the survey data described above: most use it for medical appointments, essential shopping, getting to community centers and for visiting friends. Parents and kids use Muni to get to school and working adults use it to get to work. CBO leaders indicated that seniors tend to go to medical appointments on Muni and others to travel from work to school.

Age and gender were prominent variables for how CBO’s LEP members use Muni services. Many of the CBOs, including Asociacion Mayab, reported their clients that use Muni are school and working age and “men tend to work at late or early hours more than women”. This played a role in when the various bus lines were used by different genders. Men tended to not worry if they were traveling during unpopular hours with less travelers whereas women tended to travel more in pairs or during busier times when the lines were more populated.

Youth tend to use the bus and take advantage of free bus passes for longer distances like school, afterschool and yearly programs.

Approximately half of CBOs specified if their LEP populations inquired on access to services like paratransit, scooters or bike share.

Insights from LEP 2025 Community Conversations

Across the Community Conversations with LEP audiences, individuals reported coming into contact with SFMTA programs frequently, citing Muni as their primary mode of transportation.

“I’m a senior and services like Muni keep me mobile since I don’t drive.” -Community Conversation Participant- Fillmore session

“I use public transit to travel to work, go to school and get around.”

“When I arrived in San Francisco I found public transportation very efficient, accessible, faster and it goes to many places. It is super important for me.” -Community Conversation Participant – in-language Spanish session

Participants stated that they rely on Muni to get to work, school, medical appointments and to access services, supporting the conclusion that they are frequent and consistent users of Muni. Participants also described Muni as indispensable for maintaining economic stability and daily mobility.

Factor Two Conclusions

Federal guidance notes that the more frequent the contact with LEP individuals from different language groups seeking assistance, the more likely enhanced language services will be needed. Both Census data and SFMTA research demonstrate that LEP individuals are frequent and consistent users of SFMTA’s services and programs and that SFMTA serves a significant and diverse LEP customer population. The 2025 Muni Systemwide On-Board Survey LEP-related responses also supported this conclusion: about 22% of weekday Muni passengers are LEP individuals

The 2025 Public Participation and Language Assistance Survey also provides insight into the frequency

of Muni use by LEP populations. The 2025 Muni Systemwide On-Board Study LEP-related responses also supported this conclusion: about 22% of weekday Muni passengers are LEP individuals with the largest native languages for LEP customers are Spanish (59%) and Cantonese (24%).

The 2025 Public Participation and Language Assistance Survey also provides insight into the frequency of Muni use by LEP populations. These conclusions are particularly well illustrated by the following:

- Based on 2019-2023 ACS data, approximately 19% of San Francisco's approximately 151,834 LEP individuals regularly commute to work on public transit. More still depend on Muni for other daily activities.
- LEP customers use Muni frequently – more than half of LEP 2025 PPLA survey respondents (52%) indicated they ride Muni five times a week or more. Nine out of ten LEP 2025 PPLA survey respondents (90%) ride Muni at least once per week.
- Qualitative data collected through focus groups and CBO leader interviews found that Muni is a key part of LEP San Franciscans' daily lives and allows them to complete essential tasks such as going to work, school and appointments and getting groceries.

Section IV: The Nature and Importance of SFMTA's Programs, Activities and Services to People's Lives (Factor Three)

Introduction

Embedded in the SFMTA's mission, vision and values is the importance of providing safe, reliable, frequent and comprehensive transit services to all its customers, including those with limited-English proficiency. Data collected through multiple channels for the 2025 LAP update shows Muni is key in helping LEP customers access healthcare, employment and education, among other benefits.

Muni plays an essential role in how LEP populations navigate San Francisco with nine in ten customers reporting that they ride on a weekly basis. LEP populations report using Muni for a wide variety of daily purposes. It is fundamental to how LEP individuals navigate San Francisco and the most common reasons for not riding Muni are not because individuals favor other modes of transportation, but because it does not go where they need to go or because they prefer to walk.

While a majority of Muni customers say they face language challenges when using the service, representing an opportunity for improvement in serving LEP populations only a small proportion say they do not ride Muni because of language barriers.

Overall Satisfaction with SFMTA Services

CBO leaders in 2025 conveyed a generally positive view of Muni's importance to their communities while maintaining measured satisfaction with the SFMTA's overall performance. Across nearly all interviews, leaders emphasized that Muni remains essential for residents with limited-English proficiency, providing affordable, reliable and accessible transportation to employment, schools, medical services and social programs. Many CBOs described Muni as the primary means through which their clients participate in civic and community life.

At the same time, satisfaction with SFMTA's communication and responsiveness remained mixed. Many CBO leaders acknowledged visible progress since 2022, noting improvements in the quality and consistency of translated materials, the inclusion of more languages in outreach efforts and more frequent multilingual announcements on vehicles. However, CBOs also stressed that these efforts do not always translate into effective communication at the community level. Some CBO leaders noted

that information about route changes, fare programs and safety updates can fail to reach the customers who most need it. Several leaders attributed this to limited digital access among seniors and lower-income residents, inconsistent distribution of printed materials and the continued use of translations that are overly formal or difficult for some readers to understand.

More than half of CBOs said SFMTA should provide more information directly through community organizations and establish regular communication channels with them. Many emphasized that CBOs remain the most effective and trusted messengers for LEP communities, able to share information in linguistically and culturally appropriate ways. Others encouraged the agency to expand in-person engagement opportunities, particularly in neighborhoods with large LEP populations, rather than relying primarily on digital or citywide announcements.

CBOs described the SFMTA as a valued and visible city agency that provides critical mobility for their clients. They also underscored the need for continued progress in outreach, translation quality and coordination with community partners to ensure that information about Muni is accessible, understandable and relevant to all customers.

Community Conversation participants expressed similar views, describing Muni as indispensable for maintaining economic stability and daily mobility. Participants appreciated its convenience and affordability but noted that they still rarely encounter in-language materials while using the system. Those who had seen translated notices said the quality of translations varied and sometimes limited understanding. Across sessions, participants affirmed the essential role Muni plays in connecting them to work, family and essential services, while calling for clearer, more consistent communication in the languages they use every day.

LEP Customer Ridership

As noted earlier in the report, the broad majority of 2025 PPLA LEP survey respondents indicated that they ride Muni at least once a week and most commonly ride during the AM Peak, Midday and PM Peak. The most common reasons for riding Muni are for essential shopping, like groceries and going to work. Roughly one-third of respondents also mentioned using Muni for recreational shopping, hospital and medical visits and visiting friends and family.

Table 16: Reason for Riding Muni

Source: SFMTA 2025 PPLA Survey

When you use Muni, what do you use it for?

Reason for Riding Muni	All Responses	Spanish	Cantonese	Mandarin	Russian	Filipino	Vietnamese	Arabic	French	Korean	Japanese
Essential shopping	62%	51%	70%	72%	50%	71%	56%	38%	40%	36%	38%
Recreational shopping	34%	28%	34%	43%	30%	49%	25%	21%	20%	43%	50%
Going to work	47%	61%	41%	39%	35%	63%	54%	64%	60%	29%	50%
Going to school	20%	29%	16%	18%	5%	37%	21%	40%	40%	21%	13%
Hospitals/ Medical Visits	39%	30%	40%	43%	50%	67%	38%	43%	80%	14%	50%
Visiting friends and family	34%	23%	35%	39%	38%	67%	23%	29%	40%	36%	63%
Attending religious/spiritual functions	14%	13%	11%	7%	28%	49%	8%	29%	40%	29%	25%
Attending recreational or sporting events	26%	14%	29%	31%	10%	33%	6%	29%	0%	14%	50%
Other	4%	5%	2%	2%	10%	5%	0%	0%	20%	7%	13%

LEP 2025 PPLA survey respondents under age 50 most often used Muni to go to work (69%) and do essential shopping (54%). Those ages 50 and over most often used it for essential shopping (65%) as well as for hospital and medical visits (46%).

Spanish speakers most often used Muni to get to work, while Cantonese and Mandarin speakers primarily used it for essential shopping. Broad shares across languages also depended on Muni for recreational shopping, hospital and medical visits, as well as visiting with friends and family.

When Limited-English Proficient Individuals Decide Not to Use SFMTA Services

The broad majority of LEP 2025 PPLA survey respondents said they ride Muni at least once per week; only 1% say they “never” use Muni. Despite this frequent ridership, there are times when LEP customers decide not to ride Muni.

The most common reasons why LEP users do not ride Muni are that it does not go where they need it to go and because they prefer to walk. Respondents also prefer to use other methods of transportation, such as driving themselves, carpooling, or using another ride sharing service (see Table 17).

Seven percent of LEP respondents say that they do not ride Muni because the information in English is hard to understand and/or is not available in their native languages. A smaller share of LEP respondents cite safety and security as a reason for not riding Muni compared to three years ago, while more say Muni does not go where they need it to go or that they prefer to walk.

In terms of language barriers, those who speak Filipino/Tagalog were most likely to say the information is hard to understand (23%) compared to other language groups. Cantonese and Korean speakers are more concerned about safety and security than others; Vietnamese and Korean speakers are particularly concerned about cleanliness. Those who say that language barriers on Muni are “very challenging” for them are more than four times as likely to feel the information is hard to understand in English (15%) compared to those experiencing no challenges (3%).

The one percent of LEP user survey respondents that said that they never use public transportation provided by the SFMTA prefer to drive themselves (53%) and said that the service does not go where they need to go (41%). A quarter say it’s because the service is unreliable or that they prefer to use other ride share services.

Table 17: LEP Respondents’ Reasons for Not Using Muni 2016 – 2025
Source: SFMTA 2025 PPLA Survey

Reason	2016	2019	2022	2025	2025 – 2022 Difference
Does not go where I need to go	35%	52%	29%	38%	+9%
Prefer to walk	38%	24%	25%	34%	+9%
Takes too much time	21%	18%	25%	17%	-8%
Safety and/or Security Concerns		-	26%	16%	-10%
Prefer to drive myself	13%	25%	18%	16%	-7%
Use taxis or other ride share service (e.g., Uber, Lyft)	14%	4%	11%	13%	+2%
Prefer to carpool	-	-	13%	12%	-1%
Cleanliness	-	-	17%	11%	-6%
Not reliable (Timeliness, route changes, etc.)	-	-	15%	11%	-4%
Costs too much	9%	13%	10%	11%	+1%
Do not know how to get where I need to go	13%	16%	8%	8%	0%
Information in English is hard to understand and/or not available in my native language	18%	25%	5%	7%	+2%
Other (please specify)	-	-	5%	5%	0%
Do not know how to buy a ticket	5%	12%	3%	2%	-1%

Table 18: Reason for Not Using Muni by Native Language**Source: SFMTA 2025 PPLA Survey***On any given day, if you do not use Muni, please tell us why.*

Native Language	Top 3 Reasons For Not Using Muni
Spanish	Prefer to walk (55%) Does not go where I need to go (19%) Costs too much (14%)
Chinese – Cantonese	Does not go where I need to go (51%) Prefer to work (22%) Safety and security (20%)
Chinese - Mandarin	Takes too much time (39%) Prefer to walk (27%) Takes too much time (17%)
Russian	Prefer to walk (60%) Prefer to drive myself (30%) Use taxis/rideshare service (28%)
Filipino	Prefer to walk (70%) Use taxis/rideshare service (59%) Prefer to carpool (28%)
Vietnamese	Does not go where I need to go (26%) Cleanliness (22%) Prefer to walk (20%)
Arabic	Not reliable (32%) Safety and security (23%) Prefer to carpool (23%)
French	Prefer to drive myself (60%) Takes too much time (40%) Does not go where I need to go (40%)
Korean	Prefer to drive myself (40%) Cleanliness (40%) Safety and security (33%)

Native Language	Top 3 Reasons For Not Using Muni
Japanese	Does not go where I need to go (71%) Prefer to carpool/walk (43%) Costs too much/takes too much time (43%)

CBO leaders in 2025 reported that while overall access to Muni has improved since the service reductions that occurred during the COVID-19 pandemic, many of their clients continue to face challenges related to overcrowding on high-demand routes and safety concerns, particularly during evening and late-night hours. Several organizations noted that although service levels have largely recovered, customers in outer neighborhoods still experience longer wait times and less frequent service. Safety remains a recurring concern among women, seniors and undocumented customers, who expressed hesitation to travel alone at night or to report incidents when language assistance is unavailable.

CBO leaders noted that there are times that LEP clients would like to use Muni get to a destination but are unable to do so. In some cases, it appeared to be a “last mile” issue, whether it was because members were unable to afford a taxi/ride share or did not have family or friend to accompany them or because they were using Muni to get to school and had to walk far to arrive on time. Other concerns included a lack of connections, concern about lines being cut and late-night work schedules not aligning with bus schedules.

Participants in Community Conversations echoed these concerns and mentioned safety, unreliable schedules and lack of information in-language in real-time notices on signage.

Factor Three Conclusions

LEP individuals in San Francisco continue to rely heavily on Muni, with a strong majority riding at least once per week and only one percent saying they never use the system. When LEP customers choose not to ride, the most common reasons are that Muni does not go where they need it to go and that they prefer to walk. Smaller portions of customers report turning to driving, carpooling, or using rideshare services instead. Notably, language barriers continue to play a modest role in deterring ridership, with only seven percent citing difficulty understanding English information, though Filipino/Tagalog speakers report this challenge at higher rates. Safety concerns have also declined since 2022, suggesting progress in addressing one of the major barriers for LEP users and customers in general, even as issues of coverage and convenience remain key opportunities for improvement.

Section V: Resources Available to Recipients for LEP Outreach and Related Costs (Factor Four)

Introduction

The last step in the Four-Factor Analysis is intended to assess the resources available to the SFMTA for LEP outreach, as well as the costs associated with that outreach.

Given the diversity of San Francisco's population and Muni's ridership, the SFMTA believes it is critical to provide both oral and written language assistance to LEP customers. In keeping with that belief, the SFMTA employs various methods to ensure meaningful access to its benefits, services and information and other important portions of its programs and activities for its LEP customers.

SFMTA's Resources and Costs

The SFMTA dedicates significant resources in providing language assistance and outreach to its LEP customers. While exact totals can vary year to year depending on the various public outreach campaigns, capital programs and other agency activities that are being conducted, in general, on an annual basis, the SFMTA's spends approximately \$880,000 – \$1M to support language assistance, which includes document translation, production (design, printing and mailing costs). Translated documents include car cards, direct mailers, station kiosk signage, customer take-ones, meeting notices, brochures and other customer outreach materials like construction-related notices and information pieces. Approximately 200-500 General Customer Information materials are translated and distributed per year. Topics include safety, security, fare or service changes, agency highlights, project information and other types of general customer information. In addition, 5,000-10,000 multilingual Customer Alerts are produced and posted per year. Customer Alerts notify the public regarding impacts to service due to construction projects, special events, repair/maintenance work, etc.). Translations can be handled by outside vendors or in-house staff and production of materials is coordinated through the SFMTA's Marketing group.

Also included in the \$1M are costs associated with language assistance provided in conjunction with our paratransit program; providing interpreters at public meetings, hearings and focus groups; administering multilingual surveys; providing telephonic and video interpretation assistance, running advertisements and legal notices in non-English newspapers and paying a premium to employees who use their bilingual or multilingual language skills in conducting their job duties.

As noted above, all totals are approximate and should be used for reference only given the variance in agency and project needs and resulting expenditures. With this exception, it is assumed, however, that these costs could increase as SFMTA continues to meet the language assistance needs of its LEP customers, based on the availability of resources.

Based on feedback from the CBO leadership interviews, LEP populations would like to see more translations in their native languages to the extent possible, particularly in the areas of fare and schedule changes. They also expressed strong interest in having high quality multilingual information available on the SFMTA website and on online apps.

Cost-saving measures include utilizing in-house bilingual or multilingual staff. Employees who have been certified as bilingual through the San Francisco Department of Human Resources certification process receive a bilingual premium for performance of bilingual services such as providing language assistance in person or over the phone and assisting with document and website translation. The SFMTA also looks to other City departments for language assistance, such as the Office of Civic Engagement and Immigrant Affairs (OCEIA), the office in charge of enforcing San Francisco's Language Access Ordinance, which is modeled to some degree on the federal guidelines.

For major public outreach campaigns that include numerous presentations to community and neighborhood groups, senior centers, youth centers, merchant groups, etc., SFMTA staff coordinates with these groups to provide interpretation assistance, as appropriate and as available. Language assistance has been provided at community outreach events in Cantonese, Spanish, Vietnamese, Filipino and Russian.

As resources and circumstances allow, the SFMTA would like to continue to expand its in-house language capabilities, particularly in its Public Outreach and Engagement Team (POETS) – since the 2022 LAP Update, additional Spanish-speaking and Cantonese-speaking staff have been assigned translation duties and bilingual language certified so they can assist with in-house translation requested. SFMTA also hired a full-time position community liaison bilingual certified in Spanish who also assists with translation and interpretation needs. Due to budget constraints, SFMTA's plans to hire additional bilingual staff are put on hold until additional resources are available. Hiring staff who can write, speak and provide translation services for the agency results in substantial savings and increased access for LEP customers. Where applicable, new positions that become available have language skills listed as desirable qualifications. Multilingual content continues to be available at SFMTA.com and will continue to be expanded, including direct translations to the extent possible and as resources allow. Customer outreach materials are monitored on a regular basis to evaluate which outreach items should be translated into which languages and, when appropriate, it is the SFMTA's practice to post these multilingual materials on the appropriate language pages on the website so that the same information piece can be communicated through multiple channels. The LEP population concentration maps in the languages spoken by the highest concentration of LEPs in San Francisco, referenced in Factor One and located in the Appendices, enable staff to better assess language needs within certain neighborhoods, which results in more focused translations and outreach as circumstances require.

The SFMTA contracts with outside vendors to provide translation and interpretation services, including equipment, in addition to an agency-wide contract for hiring community ambassadors to provide additional assistance to staff in performing community outreach. Part of the ambassador's contract requirements include providing community ambassadors with language capabilities in the primary languages spoken by LEP populations, who will be deployed into the communities to assist LEP individuals. In addition, three five-year contracts were established in April 2022 for as-needed public outreach and engagement services with a not to exceed contract value for each vendor of \$3,025,000. The scope of services includes supporting SFMTA project teams with planning, crafting and delivering best practices and culturally appropriate outreach and engagement with stakeholder communities and the public at-large. The contract also allows the purchase of media buys in non-English outlets.

Section VI: SFMTA Communications with LEP Populations

Introduction

Based on the feedback received throughout the outreach and research effort conducted as part of the 2025 LAP update, LEP customers are able to get information about SFMTA services and programs in a variety of ways. They are a very diverse population representing a wide range of languages and lived experiences. The 2025 PPLA Survey research identified many consistencies with data from prior research, for example the website and maps and signage continue to be rated as the most commonly used sources of information about Muni, Online apps and radio and television are also among the most important ways of reaching this diverse population. LEP customers use a wide array of social media platforms which represent another important outlet for reaching them.

That said, SFMTA's effort to evaluate and improve, where needed, current communications with LEP customers involves delving further into the research gathered to discuss LEP customers' awareness and preferences for language assistance tools, differences across and between LEP communities in terms of communications preferences and any barriers to successful communications that were revealed. It should be noted that portions of the data below also appear in the previous chapters outlining the Four-Factor analysis.

Current Methods Used by Limited-English Proficient Individuals to Get SFMTA Information

LEP customers who participated in the 2025 LEP User Survey report using a variety of information sources to learn about the SFMTA and Muni services. As seen in Table 19 below, the most popular language assistance resources currently used by LEP customers are the Muni website as well as maps and signs in vehicles, stations and bus shelters. Roughly one-fourth also use sources like online transit apps, family and friends, radio or television ads and social media posts. One in five say they use text message updates.

Sources like social media, text message updates, email communications and meeting notices have increased in importance over the past few years, while other sources like friends and family and Muni's website have slightly decreased.

Table 19: Sources of Information about SFMTA and Muni Services Used by LEP Populations

Source: SFMTA LEP User Survey, 2016, 2019, 2022, 2025

Source of Information	2016	2019	2022	2025	2025-2022 Difference
Muni website (SFMTA.com, Muniforward.com, etc.)	34%	31%	45%	41%	-4%
Maps and signs in vehicles, stations, or bus shelters	50%	55%	31%	40%	+9%
Online applications or Apps (Moovit, Transit, MuniMobile, etc.)	-	-	20%	26%	+6%
Radio or television ads	23%	28%	16%	25%	+9%
Friends and family members	43%	37%	26%	22%	-4%
Social media posts e.g., Facebook or Twitter	7%	7%	10%	22%	+12%
Email communications	6%	5%	11%	21%	+10%
Text message updates	6%	5%	8%	20%	+12%
San Francisco's 311 Telephone Customer Service Center	28%	22%	19%	18%	-1%
Meeting notices	-	5%	4%	15%	+11%
Newspaper ads	21%	28%	7%	14%	+7%
Community or faith-based organizations	24%	13%	9%	13%	+4%
Muni's Customer Service Center on South Van Ness	18%	12%	7%	11%	+4%
Mailers/Brochures	-	11%	7%	11%	+4%
SFMTA ambassador/ representatives in the community	10%	9%	3%	8%	+5%
Information distributed through child's school	-	-	-	7%	-

Some notable distinctions by language groups include:

- Native Spanish speakers relied the most on the website (34%) as well as maps and signs (35%). One in five said they use social media.
- Native Cantonese speakers ranked the website highest (47%), followed by maps and signs (41%). One-third also said they use radio and television ads.
- In addition to the website (41%) and maps and signs (42%), native Mandarin speakers used email communications (33%) at higher rates than others.
- Roughly three-fourths of Filipino/Tagalog speakers said they used social media and text message updates as sources of information, which is the highest usage compared to other language respondent groups. Filipino/Tagalog speakers were also most likely to say they used the 311 Customer Service Center (60%).
- Vietnamese speakers ranked social media highest (30%).
- Arabic speakers ranked mailers and brochures the highest (34%).
- Russian speakers favored the Muni website (30%), maps and signs (25%), and friends and family (25%).

Social media continues to increase with importance, with roughly one-fourth of LEP respondents saying they use it as a source of information. As shown in Table 21, WeChat and Facebook are the most commonly used social media platforms, followed by YouTube and WhatsApp.

Some differences in social media platforms by language include (Table 20):

- Cantonese (75%) and Mandarin (66%) speakers are most likely to use WeChat.
- native Spanish speakers use Facebook (63%) and WhatsApp (53%) most frequently.
- Filipinos use Facebook (89%) and YouTube (76%) at very high rates.
- Russians are most likely to use WhatsApp (53%).
- Arabic speakers use Facebook (56%) and WhatsApp (53%) most often.
- Platforms like LinkedIn and Blue Sky are primarily used by English speakers and have little reach among other native speaking languages.

Table 20: 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	Arabic	French	Korean	Japanese
Facebook	40%	63%	27%	33%	50%	89%	49%	56%	20%	50%	88%
Twitter/X	6%	3%	4%	7%	20%	16%	7%	16%	0%	7%	50%
Instagram	17%	20%	11%	11%	30%	37%	13%	35%	40%	43%	63%
TikTok	13%	15%	10%	11%	10%	52%	11%	30%	0%	21%	0%
WeChat	44%	1%	75%	66%	3%	5%	16%	2%	0%	14%	0%
LinkedIn	4%	2%	2%	3%	23%	6%	0%	9%	20%	21%	25%
WhatsApp	27%	53%	18%	20%	53%	26%	2%	53%	20%	29%	13%
YouTube	37%	18%	43%	45%	28%	76%	49%	21%	20%	36%	50%
Blue Sky	2%	0%	1%	4%	3%	0%	0%	5%	20%	0%	13%
Do not use social media	12%	13%	9%	13%	15%	6%	4%	0%	20%	0%	13%
Other	1%	1%	1%	1%	0%	2%	2%	0%	0%	0%	0%

CBO leaders suggested that LEP individuals primarily rely on trusted interpersonal networks and community organizations for Muni information, rather than direct official sources, including family and friends and Community-based Organizations. Many organizations describe comprehensive information ecosystems that combine multiple channels, such as Community-based Organizations, SFMTA website, calling 311, social media, transit-related apps, friends, family, signage at shelters, transit stations and local in-language media.

Traditional information sources such as signage and information at bus stations and stops maintain significant relevance for LEP communities. Social media platforms, such as WeChat, serve many LEP populations. Depending on circumstances, SFMTA posts in language content via some social media platforms as appropriate. Notably, only five of the organizations interviewed reported that their LEP clients directly access the SFMTA website.

The CBOs interviewed identified specific solutions to improving communication with LEP populations:

- Technology improvements, including adding comprehensive language options to the MuniMobile app and implementing QR codes that direct users to multilingual information websites.
- Enhanced translation services at ticket kiosks and stations and creating multilingual route maps for display inside buses.
- Staff training for language interpretation services and language-specific customer service phone lines.

SFMTA Information Most Critical for Limited-English Proficient Customers

In general, LEP 2025 PPLA Survey respondents said that it was “most important” that they receive information about safety and security (72%) as well as route and schedule changes (71%). Over three in five respondents said it was most important to receive information on available language assistance (64%). Respondents were also generally interested in topics like fare changes (68%) and general ridership information (59%).

Table 21: Preferred Language Assistance Tools
Source: SFMTA 2025 PPLA Survey

How important is it to you to receive information in your native language on each of the following topics? (Please rank each on a scale of 1 to 5, where 1 is “Least Important” and 5 is “Most Important”)

Topics	% Rating “Most Important”
Fare information and/or fare changes	68%
Route and schedule changes	71%
Ridership information/guide	59%
Safety and security information	72%
Notice of available language assistance	64%
How to file a complaint or compliment	55%
ADA/Accessibility information	54%
SFMTA meeting notices (flyers, posters)	52%

Some notable distinctions by the most commonly spoken language groups include:

- Native Spanish speakers are most interested in receiving information on fare changes (71%).
- Two-thirds of Mandarin and Cantonese speakers are most interested in receiving information on safety and security. Three in five respondents from both groups are also interested in information on fare and service changes.
- Native Filipino speakers showed the most interest in information on the agency budget (37%) compared to other groups.
- English-speaking respondents are primarily concerned with service changes (72%).
- Russian speakers ranked fare changes the highest (64%).
- Arabic speakers placed the highest priority on route and schedule changes (74%).
- Those who find the language barrier “very challenging” are most interested in information on fare changes (63%), followed by safety and security (58%).

Some CBO leaders reported a desire for more notification on service and route changes; because the Muni Mobile app is not available in all languages and because they could not always communicate with operators, some LEP customers were not able to discern if their travel would be impacted by these changes while in transit.

Limited-English Proficient Customers’ Communication Challenges and Barriers

LEP customers’ experiences with language barriers have remained largely consistent relative to 2022. When there was a decrease in the percentage of survey respondents who said they found language barriers to be “very challenging” when using Muni. While overall 54% say language barriers pose a challenge, a slight increase compared to 2022 when 50% said it was a challenge, the percentage who say it is “very challenging” decreased slightly from 22% in 2022 to 20% in 2025. Overall, this represents a sustained improvement relative to 2019 and 2016 data.

Question 17 by Language, filtered by LEP: “How challenging are language barriers for you when using Muni?”

Language Barriers	Total	Language									
		Spanish	Cantonese	Mandarin	Russian	Filipino	Vietnamese	Arabic	French	Korean	Japanese
Total Challenging	54%	59%	60%	46%	45%	51%	46%	74%	20%	33%	13%
Total Not Challenging	46%	41%	40%	54%	55%	49%	54%	26%	80%	67%	87%

Arabic and Cantonese speakers were the most likely to report that language barriers are very challenging for them. Over half of Spanish and Filipino speakers also said they found the barriers to be challenging. As mentioned previously in the report, 7% of respondents said information being hard to understand in English was a reason they don’t ride Muni.

CBO leaders, who primarily served LEP populations, reported a higher incidence of language barriers than survey respondents. Many of the organizations interviewed identified specific language barrier challenges around increased needs for translation and multilingual materials. CBOs consistently emphasized that the MuniMobile app lacks language options beyond English, creating significant barriers for LEP individuals who increasingly rely on mobile methods for transit information and fare payment. This digital divide particularly affects newer immigrants and those who depend on smartphones for navigation and payment processing. Those who did not experience barriers noted that their clients have developed familiarity with specific routes and memorized their transportation patterns.

Perception of SFMTA Services and Communications

CBO Leadership Interview Results/Observations

- In 2025, CBO leaders described Muni as an essential service that LEP residents rely on for work, school, medical appointments and daily errands. While overall satisfaction with access to service has improved since 2022, communication with LEP communities continues to need strengthening.
- Leaders said most LEP customers still get information about Muni through word of mouth, family, friends and their Community-based Organizations, with fewer relying on official SFMTA sources. Signs at shelters and on buses remain important, but some are difficult for seniors to read or use formal language that does not reflect how customers speak.

- CBOs emphasized that materials are most effective when written in simple, conversational language with visuals and icons that make information easier to understand for customers with limited literacy. Many suggested a fifth grade reading level as the maximum for translated content, which is also the standard for San Francisco city departments.
- CBOs serving Chinese, Spanish and Filipino communities noted that television and radio continue to be trusted information channels for seniors, mentioning KTSF, Chinese News Radio, Univision and Telemundo as particularly useful examples. Others encouraged the SFMTA to expand its presence on digital platforms such as WeChat and WhatsApp, which are widely used across Chinese and Latino communities. Vietnamese speakers in particular rely on Vietnamese TV stations and would benefit from important information being shared through that media.
- Many leaders recommend increasing the number of bilingual drivers, ambassadors and customer service staff to help customers in their preferred languages. They also suggested more in-language announcements and signage on vehicles and at key stops.
- Several organizations said that digital information has improved but remains out of reach for older adults and low-income customers without regular smartphones or internet access. Printed materials are still important but need clearer translations and wider distribution through trusted CBO partners.
- Safety continues to be a concern for many LEP customers, especially women, seniors and undocumented residents who are hesitant to travel alone or at night. Some CBOs said these concerns are linked to communication barriers that make it difficult for customers to ask for help or report incidents.
- Community Conversation participants shared similar views, describing Muni as affordable, convenient and socially important but noting that they rarely encounter information in their language and often depend on family, friends, or CBOs to navigate the system.
- Overall, CBOs and community participants recognized the SFMTA's progress since 2022 in improving outreach and translation but called for clearer, more visible and more widely distributed multilingual information supported by trusted community channels.

Conclusions

Research conducted for the 2025 Language Assistance Plan shows that SFMTA has sustained its progress in addressing language barriers for its LEP customers. The quantitative and qualitative research indicated that safety and security, routes, schedules and fare changes continue to be among the most important types of information for LEP populations to receive.

While SFMTA has maintained progress in addressing language barriers, there remain opportunities for improvements. This can be accomplished by increasing efforts to enhance awareness about existing language assistance tools and resources provided by the SFMTA among LEP customers. These efforts can be supplemented by providing additional in-language materials and signage, particularly about service and route changes, matching literacy levels of the LEP population and increasing multilingual accessibility outreach in online apps and social media. Additionally, many CBOs were interested in hosting events on SFMTA's behalf and serving as sources of information.

Other notable conclusions:

- Information collected from the CBO leader interviews since 2016 through the present data collection effort suggest that CBOs continue to be a consistent and cost-effective way for the SFMTA to relay information to LEP customers, as many of the individuals they serve ask questions about transit. This reinforces and validates SFMTA’s current practice of partnering with them and plans to continue expanding the network to include an even more diverse set of organizations in terms of both language, populations served and geographical spread.
- Data collected from the 2025 LEP User Survey suggests that the SFMTA should prioritize translating safety and security, schedule, route and fare change information.
- The survey research indicates that the top language tools where this information should be shared are on the SFMTA website and on signs and maps in vehicles, stations and bus shelters. Digital tools and social media continue to rise in importance; in qualitative research participants expressed a desire for greater multilingual functionality on online apps.

Based on the outcome of the Four Factor analysis and the research conclusions detailed above, SFMTA will continue to employ a wide variety of verbal and written language assistance services, primarily in the languages spoken by the limited-English proficient individuals most frequently encountered (primarily Cantonese and Spanish) and other languages as well, such as Vietnamese and Russian based on LEP concentrations and Filipino (pursuant to San Francisco’s Language Access Ordinance) to ensure that communications with LEP customers are accurate, timely and result in meaningful access to SFMTA’s services and programs. Many of the current language assistance services offered by the SFMTA and being used by LEP customers are described in the U.S. DOT guidance as “Promising Practices,” including bilingual or multilingual SFMTA staff; telephonic interpretation services, including the San Francisco Telephone Customer Service Center (“311”), the multilingual website, extensive multilingual signage and the SFMTA’s close partnerships with community-based and cultural organizations. These services are described in further detail in the Language Assistance Implementation Plan (Section VIII of this document).

Section VIII: Language Assistance Implementation Plan

Introduction

After completing the Four-Factor Framework, federal guidance recommends that agencies use the results of the analysis to determine which language assistance services are most appropriate to address the needs of the LEP populations they serve and to develop an effective implementation plan.

As stated in Chap. III-8 of FTA C 4702.1B, while recipients have “considerable flexibility” in developing a Language Assistance Plan, at a minimum it must include: (1) the results of the Four-Factor Analysis, including a description of the LEP populations served; (2) a description of how language assistance services are provided by language; (3) a description of how notice is provided to LEP individuals about the availability of language assistance; (4) the methods by which the plan is monitored, evaluated and

updated; and, (5) how employees are trained to provide timely and reasonable language assistance to LEP populations. Effective implementation plans typically include identifying LEP customers who need language assistance; providing language assistance measures; training staff; providing notice to LEP customers; and monitoring and updating the plan.

Identifying LEP Individuals Who Need Language Assistance

The 2019-2023 Five-Year U.S. Census American Community Survey (ACS) data revealed there are 151,834 LEP individuals residing in the City and County of San Francisco. This is 19% of the total population of the city. According to the ACS, 18.9% of the population who report using public transit as their primary means of transportation to work are LEP individuals. Noting that these numbers are only an account of work trips and that there are public transportation trips being taken for other reasons, it can be assumed that even more trips are being taken by LEP individuals.

Based on the detailed analyses provided in Factor One and Factor Two above, there is substantial evidence to indicate that there is a significant LEP population within the SFMTA service area and that it accounts for a large number of SFMTA customers.

The analysis also identifies the “Safe Harbor” languages that fall within the “Safe Harbor Provision,” which provides for written translation of vital documents for each eligible LEP group that constitutes five percent or 1,000 persons, whichever is less, of the total population of persons eligible to be served or likely to be affected or encountered. For the SFMTA, those languages comprise: Chinese, Spanish, Filipino, Vietnamese, Russian, Korean, Japanese, French and Arabic.

Chinese (including Mandarin and Cantonese) and Spanish are the most widely spoken LEP language groups in San Francisco. Smaller but significant proportions of LEP San Franciscans speak Filipino, Vietnamese and Russian.⁶ Below is a comparison of the proportions from the ACS and CDE data.

LEP Language Groups	Proportion of LEP Population	
	2023 (5-Year Estimate) ACS Data	CDE Data (2021-2022 School Year)
Chinese	55.11%	16.61%
Spanish	21.48%	66.29%
Filipino	4.88%	1.42%
Vietnamese	4.28%	1.88%
Russian	–	1.36%
Korean	1.86%	0.36%
French	0.79%	0.23%

⁶ ACS data for LEP persons who speak Russian is extrapolated from the ‘Russian, Polish, or other Slavic’ language group. See ‘Disaggregating Language Groups’ on p. 20.

Other Asian or Pacific Islander	4.41%	–
Japanese	–	0.50%
Other Indo-European	2.17%	–

Element 2: Language Assistance Measures

The SFMTA is committed to ensuring meaningful access to the benefits, services, information and other important aspects of its programs and activities for its LEP customers. As detailed above in Factor Three, transit is an important, if not critical service to the LEP population, in particular to youth and senior customers. And similar to conclusions drawn from the prior research effort, the most vital information needs, regardless of LEP group, are information on route and schedule changes and safety and security. The SFMTA employs several oral and written language assistance services to ensure reasonable and meaningful access to its program and services. Many of these services were mentioned by LEP participants throughout the research process as services they were familiar with and accessed in order to engage with SFMTA’s programs and services. To ensure that SFMTA staff are aware of the types of language services available, Title VI and Language Assistance training is provided to employees throughout the agency.

For context, approximately 700-800 General Customer Information materials are translated and distributed per year. Topics include safety, security, fare or service changes, agency highlights, project information and other types of general customer information. In addition, 5,000-10,000 multilingual Customer Alerts are produced and posted per year. Customer Alerts notify the public regarding impacts to service due to construction projects, special events, repair/maintenance work, etc. Translations are handled through outside vendors or in-house staff and production of materials is coordinated through the SFMTA’s Marketing group.

Oral and written language assistance services include:

- Distribution and posting of multilingual meeting and information notices, Customer Alerts, Take Ones, brochures, flyers and postcards; postings in transit, transit stations, bus shelters, station kiosks and on the SFMTA website; direct mail to affected customers, residents and business owners; and email blasts to Community-based Organizations (CBOs), stakeholders, advocacy groups, neighborhood groups, places of worship, schools and other interested individuals. Languages for translation are determined based on content, pursuant to the SFMTA’s vital document policy and in some circumstances, after consulting the LEP population maps to determine LEP concentrations in particular areas.
- SFMTA’s Public Outreach and Engagement staff, who have bilingual capabilities in Spanish, Chinese (Cantonese and Mandarin) and Filipino, are in regular contact with numerous community organizations and stakeholders. They also perform some in-house translations for public outreach materials and web postings and review externally translated materials for accuracy. Members of this team also staff public outreach events and coordinate with external vendors to ensure language access for LEP customers, including providing guidelines and “Frequently Used Terms” translation fact sheets in Spanish, Filipino and Chinese to improve the consistency of translations.

- Hosting bilingual or multilingual community meetings with interpretation assistance as needed through bilingual SFMTA staff, vendors or by members of Community-based Organizations (CBOs), either in person or virtually, as circumstances dictate.
- Dedicated language staff: Since 2019, the Communications group added an additional Cantonese and Mandarin speaker and in 2023, added a certified Spanish bilingual community liaison to further assist with internal translations and staffing community events, thereby helping to increase the SFMTA's presence and effectiveness in LEP communities.
- Continued coordination with and outreach to, Community-based Organizations, advocacy groups, local businesses, other transit agencies, schools, youth centers, senior centers, faith-based organizations, Board of Supervisors, advocacy groups, Chambers of Commerce, small business merchant groups and neighborhood organizations, as appropriate, in order to enhance language assistance to Limited-English Proficient individuals.
- Translated content at [SFMTA.com](https://www.sfmta.com) in the required Safe Harbor languages, including information on SFMTA's Title VI policies and procedures and how to file a Title VI complaint; translated content is also available on SF Paratransit's website, sfparatransit.com. For every project that impacts the public, it is required to have a webpage or link posted on the SFMTA website. Additionally, all public meetings must be listed on the agency's online calendar, along with other forms of notification and include multilingual instructions on how to request free language assistance with 48 hours' notice.
- Continued promotion of San Francisco's multilingual 311 Telephone Customer Service Center and providing notice to customers of free language assistance and general information through distribution of multilingual ("Safe Harbor" languages plus English) Customer Cards that advertise the availability of information on topics such as Muni routes, schedules, fares, accessibility, safety, security and other SFMTA programs and services by calling 311, as well as the availability of free language assistance in over 100 languages.
- Placement of "311 Free Language Assistance" tagline in the Safe Harbor languages on customer outreach and other materials, including employee business cards and agency letterhead. This notice is also in use by SF Paratransit.
- Title VI and Language Assistance training for employees, as appropriate and relevant, including protocols on interacting with LEP customers and information and examples of available language assistance tools. SF Paratransit is also required to conduct Title VI and Language Assistance training for required staff, which is monitored by SFMTA staff.
- Agency-wide access to a telephonic interpretation service and distribution of training materials, including a Quick Reference Guide with instructions on how to access the service, FAQs and tips on how to interact with LEP customers. SF Paratransit also contracts with a telephonic interpretation service.
- Use of safety and security-related pictograms on Muni vehicles so that critical information is available to all customers regardless of English proficiency and native language literacy levels.
- Pre-recorded multilingual announcements addressing service changes and safety tips on Muni vehicles in Cantonese, Spanish and Filipino; multilingual station announcements.
- Bilingual or multilingual public contact employees throughout the agency whose primary job duties involve interacting with customers and some in-house translations; language-certified bilingual employees receive pay premiums for using their language skills.

- Providing “Frequently Used Terms” translation glossaries in Spanish, Chinese, Filipino, Russian and Vietnamese to improve the consistency of verbal and written language assistance
- As resources permit, bilingual staff in attendance at public events staffing a table or booth to provide information about relevant agency projects and answer questions. Examples include health fairs, street fairs, cultural events, Sunday Streets, night markets and “National Night Out” events in specific neighborhoods.
- Deployment of bilingual ambassadors for major construction projects, events and service changes, with language skills matched to the community to the extent available, as resources and circumstances dictate.
- Providing the ADA Complementary Paratransit application in the applicable “Safe Harbor” languages and/or languages requested by their clients.
- Providing “Safe Harbor” multilingual notice of availability of free language assistance with 48 hours’ notice at meetings and hearings, including SFMTA Board meetings, Citizen Advisory Committee (CAC) meetings and Muni Accessibility Advisory Committee (MAAC) meetings and at community outreach and informational meetings and hearings. SF Paratransit also provides free language assistance through interpreters as requested.
- Holding press events for in-language media for select projects where there are high concentrations of Chinese-speaking populations, with bilingual staff and elected officials present to assist and respond to Q&A. Community liaisons in Spanish and Cantonese/Mandarin also work with in-language media sources and in partnership with SFMTA’s media relations office to respond to inquiries and promote SFMTA messaging.
- Digital meeting virtualization as resources allow and circumstances dictate with live interpretation with 24-hour notice, as well as webinars.
- Using StoryMaps (web map that has been created on the ArcGIS platform) that provide supporting information and can be used as a stand-alone resource so that the public can access information directly on their own timeframe in language and provide comments.
- Producing non-verbal, informational videos on important topics as resources allow, reducing the need for translation and expanding access to all customers.
- Transit platform announcements in four languages (English, Chinese, Spanish, Filipino).
- In-language media outreach has been expanded, especially w/ Chinese and Spanish media, as well as purchasing ads for non-English social media.
- Holding in-language pop up community events with language skills matched to meet the needs of a particular community, as circumstances dictate and resources allow.
- Based on feedback received in 2022, staff attend existing community events, matching language needs as resources and circumstances allow staff tables and provide in-language information.
- As resources allow, produce short videos with subtitles in Spanish, Chinese and Filipino and promote through in-language media buys.
- Hold virtual listening sessions in language and have bilingual staff monitoring in-language questions in a virtual queue so questions can be addressed during live sessions.

Language Assistance Measures to be Considered Based on Research Findings

Moving forward, and consistent with the 2022 LAP findings, feedback and next steps, SFMTA staff will take into account the critical feedback received during the LAP update process and incorporate into improving and modifying its language assistance measures. Based on the feedback received during the 2025 Program Update effort, the SFMTA will continue to prioritize translating route, fare and service change materials, in addition to safety and security information into the primary languages and will work to share multilingual materials to the extent possible with operators and transit field staff. The SFMTA also plans to create and deploy an education campaign to increase awareness among LEP customers of the language assistance services available to them, including 311 and SFMTA.com.

Vital Documents and Translation Policy

An effective Language Assistance Plan for the SFMTA includes the translation of vital and other documents into the languages of frequently encountered LEP customers, based on content and circumstances and employing the San Francisco city standard of producing/translating written documents at a 5th-grade reading level to accommodate general literacy rates. Based on the analyses for Factors One and Two in this plan, the most frequently encountered languages continue to be Chinese (Cantonese) and Spanish. The SFMTA will continue its long-standing policy to translate all customer outreach materials, at a minimum, into Spanish and Chinese. In addition to Spanish and Chinese, SFMTA also includes the following additional “Safe Harbor” languages for vital document translation, even though the frequency of contact is less: Filipino, Vietnamese, Russian Korean, Japanese, French and Arabic. These are the languages that at least 1,000 or more Limited-English Proficient individuals reported speaking, according to 2019-2023 5-Year American Community Service census data and based on federal guidance, need to be considered when providing language services.

As informed by the DOT guidance, the SFMTA’s definition of “vital” written documents can include complaint forms, written notices of important legal rights, documents that are critical for obtaining services and benefits, decreases in benefits or services and notices advising LEP individuals of free language assistance. Vital documents can either be word-for-word translations or summaries of key content; they can also be translated into primary and secondary languages, summarized in the remaining languages or contain information on how to obtain free language assistance and further information. Further, the LEP concentration maps based on Census tracts that were updated based on ACS 2019-2023 data for the languages spoken by the highest concentrations of LEP individuals in San Francisco will continue to be consulted in determining the languages for document translation, especially when conducting outreach in specific neighborhoods.

Specific examples of vital documents for the SFMTA are listed in the table below and include: Title VI notices, policies, procedures and complaint forms; notices advising LEP customers of free language assistance; paratransit applications; safety and security information; and, depending on circumstances, information on fare and major service changes, both proposed and, after public outreach and comment period, finalized. These categories can be expanded depending on circumstances, as well as the vital nature of the information that needs to be communicated.

It should also be noted that as a department of the City and County of San Francisco, the SFMTA is required to comply with San Francisco’s Language Access Ordinance (LAO), which dictates similar requirements to the federal guidelines regarding identifying and assisting LEP customers so they can access SFMTA’s programs and services. The LAO requires translation of vital documents into shared

languages other than English that are spoken by 10,000 or more LEP city residents and in 2026, dropping the threshold to 6,000 or more LEP residents. Based on the Census data and the composition of LEP residents in San Francisco, it was determined that all city departments are required to translate vital departmental information into Chinese, Spanish and Filipino (Tagalog) until the new language requirements go into effect.

The table below lists essential services and information that are of importance to LEP individuals. The SFMTA may provide a written or oral summary of a vital document and/or notice of free language assistance in the “Safe Harbor” languages, rather than a word-for-word translation. The SFMTA also reserves the right to translate documents into more languages as circumstances dictate and resources allow. For example, service-related Customer Alert notices are translated into Chinese, Filipino and Spanish and expanded to other languages depending on the area and particular concentrations of LEP individuals, as depicted in the LEP concentration maps included in Appendix B, which is a current practice. Due to the critical nature of safety and security information, the SFMTA will rely on pictographs to the extent possible, so that information is accessible to all customers, regardless of language spoken and native language literacy levels.

Services and Information	Language(s)	Vital Document?
Title VI Notice	Safe Harbor Languages: Chinese, Spanish, Filipino, Vietnamese, Russian, Korean, Japanese and French	Yes
Title VI Complaint Form and Procedures	Safe Harbor Languages: Chinese, Spanish, Filipino, Vietnamese, Russian, Korean, Japanese and French	Yes
Notice of Free Language Assistance and General Information at 311 Customer Card: directs customers to 311 for information on fares, routes, schedules, safety, security, accessibility and other services and programs	Safe Harbor Languages: Chinese, Spanish, Filipino, Vietnamese, Russian, Korean, Japanese and French	Yes
Safety and Security Information	To the extent possible, SFMTA employs icons and symbols in order to reach as many LEP customers as possible, regardless of language spoken and literacy levels. Translation is dependent on content; summarized key information may be provided in additional languages instead of word-for-word translation; multilingual	Yes, depending on content.

Services and Information	Language(s)	Vital Document?
	notice of free language assistance will be included.	
ADA Complementary Paratransit Service (SF Paratransit): Eligibility Forms and Program Information)	Paratransit applications available in current Safe Harbor Languages and/or languages self-identified in their clients' applications for services; telephonic interpretation services available through SF Paratransit and live interpretation assistance provided upon request.	Yes
Fare & Major Service Change Information	Proposed and approved fare and major service change information may be translated into the Safe Harbor languages, depending on content and circumstances, including concentration of LEP populations in targeted outreach area, where appropriate; depending on content, summarized key information may be provided and notice of free language assistance instead of word-for-word translation.	Yes, depending on content.
Customer Information at SFMTA.com	SFMTA's website, www.sfmta.com , utilizes global translation, with hand translations provided as circumstances dictate and resources allow.	No
Customer Take Ones, Car Cards and other outreach materials	Chinese, Spanish and Filipino, as appropriate. SFMTA may translate into additional languages based on content and LEP concentrations in targeted outreach area. Documents include the "311 Free Language Assistance" tagline in all Safe Harbor languages.	No
Construction Notices	Chinese, Spanish and Filipino, as appropriate. SFMTA may summarize and/or translate into additional languages based on content and LEP concentrations in outreach area. Documents can include the "311 Free Language Assistance" tagline in "Safe Harbor" languages. Additional languages may be added in 2026 based on SF LAO new requirements.	No

Services and Information	Language(s)	Vital Document?
Customer Alerts	Chinese, Spanish and Filipino, as appropriate. SFMTA may translate into additional languages based on content and LEP concentrations in outreach area. Documents include the multilingual “311 Free Language Assistance” tagline. Additional languages may be added in 2026 based on SF LAO new requirements.	No

Language Assistance Protocols

Each division of the SFMTA that interacts with customers in person, in writing or over the phone, makes every effort to communicate with LEP customers, utilizing the best language assistance tools available. If a customer requires language assistance, staff can access language assistance through a live telephonic interpretation service, via computer, through a bilingual co-worker or, if appropriate, by asking another customer who may speak the same language, if appropriate. In the Customer Service Center, Spanish, Filipino and Cantonese-speaking LEP customers can self-select to enter the queue system for assistance in these languages, the primary languages spoken by the highest concentrations of the LEP population. LEP customers who speak other languages can indicate language preference on “Interpretation Service Available” signs or through a telephonic or video interpreter. Written communications are primarily handled by bilingual staff on the Community Outreach team but can be handled by bilingual staff in other divisions; if circumstances allow, outside vendors will be used as well.

Sample protocols from the Title VI and Language Assistance training materials are provided below:

The procedures below should be used when interacting with customers who require language assistance:

- Be patient.
- Attempt to communicate with the customer in a calm, even-toned speaking voice.
- Consider effective and respectful non-verbal ways to communicate.
- If you have access to a computer or a phone, contact 311, San Francisco’s multilingual Telephone Customer Service Center or the telephonic interpreter service for live interpretation assistance via computer or phone.
- If unable to communicate directly, look for assistance from another SFMTA employee or, if appropriate, another Muni customer after confirming the customer is comfortable lending assistance.
- Provide customer with a Language Assistance Customer Card, which includes the following information in English and 10 other languages: “For information on Muni routes, schedules, fares, accessibility, safety, security and other SFMTA programs and services, call the San Francisco 311 Customer Service Center for free language assistance in over 100 languages by dialing 311 within San Francisco or 415.701.2311 when calling outside of San Francisco or visit SFMTA.com.”

- If Language Line is not available and no other language assistance is available, look for the “311 Free Language Assistance” tagline that should be located on signage in vehicles, in bus shelters or in transit stations.

Translation Policies

The SFMTA ensures the competency of interpreters and translation services through the following measures:

- SFMT staff briefs interpreters via presentation and in-person, as circumstances allow, in advance so interpreters can study and prepare. SFMTA staff will also advise the interpreter or translator regarding specialized terms and concepts associated with the agency’s policies and activities, as appropriate and as available and will provide the “SFMTA Frequently Used Terms Translation Fact Sheet” in Spanish, Filipino and Chinese to translators and interpreters prior to the event requiring the language assistance.
- SFMTA staff hires reputable firms and relies on feedback from the public at meetings for quality checks.
- If SFMTA staff are present and have language capabilities in the language in which assistance is being provided, staff will confer with the interpreter prior to the start of the meeting.
- SFMTA staff will ask the interpreter to demonstrate that he or she can communicate information accurately in both English and the language that is needed.
- The SFMTA will instruct the interpreter that he or she should not deviate into a role as counselor, legal advisor, or any other role aside from interpreting.
- The SFMTA will ask the interpreter to attest that he or she does not have a conflict of interest in the issues for which interpretation services are being provided.
- For outsourced written translations, the SFMTA utilizes in-house staff to ensure accuracy and will also consult local resources such as the Office of Civic Engagement and Immigrant Affairs and CBO partners, as necessary.

Element 3: Training Staff

To ensure that SFMTA staff, as well as SFMTA’s paratransit contractor staff, are aware of the types of language services available, Title VI and Language Assistance training is provided to employees, as appropriate and relevant, including new employees during “New Employee Orientation (NEO)” and to new and current operators, transit superintendents, transit supervisors, transit training managers, Communications and customer service staff, Transit Fare Inspectors, Muni Transit Assistance Program staff and other public contact employees through NEO or refresher training, depending on their position. SFMTA’s ADA Complementary Paratransit service contractor is required to be in compliance with SFMTA’s Language Assistance Plan, including providing Title VI and language assistance training for designated staff. Training is conducted either by SFMTA staff or internal staff who have been appropriately trained.

Training materials include an overview of the SFMTA’s responsibilities under Title VI and its implementing regulations. A brief overview of the Language Assistance Plan is provided, including a discussion of the findings from the Four-Factor Framework, a snapshot of the recent Census data and identification of the “Safe Harbor” languages. Participants are provided with a list of current Language

Assistance Tools and given instructions on how to access live interpreter assistance through a computer or telephone, where such option is available.

They are also made aware of tools such as the multilingual “311 Free Language Assistance and Customer Information” Take One card, available based on resources and circumstances, that can be given to customers to direct them to 311 for free assistance in over 100 languages, as well as the multilingual customer information available at [SFMTA.com](https://www.sfmta.com). A component of the training also includes recommended language protocols on how to interact with LEP customers and an opportunity is provided for open discussion to share best practices, challenges and to answer questions. Trainings are conducted by SFMTA staff. Training components also focus around the “train the trainer” concept so that LEP training can be incorporated into existing staff training opportunities to the extent possible.

Training for transit operators is offered as part of their New Operator training, Annual Operator Refresher Training for all operators, through regularly distributed Operator Bulletins or other notices and, for transit operators who have had Title VI-related customer incidents, reinstruction on policies and procedures can be provided as part of the disciplinary process, as appropriate and as needed.

Title VI Complaint Investigation training is also provided to managers and supervisors of public contact employees, transit-operators and station agents.

Element 4: Providing Notice to LEP Customers

The SFMTA’s methods for notifying LEP customers of free language assistance services include the following:

- “311 Free language assistance” notice: included in the “Safe Harbor” languages in public outreach documents, signage, marketing materials, press releases, agendas for SFMTAB, CAC and MAAC, which advises customers that free language assistance is available at San Francisco’s multilingual 311 Telephone Customer Service Center, which is open 24 hours a day/7 days a week/365 days a year. Notice is also included at the bottom of every web page on [SFMTA.com](https://www.sfmta.com). The notice is also included on agency letterhead and on the back of business cards.
- 311 Free Language Assistance Customer Card that is translated, as resources allow, into safe harbor languages and includes information on routes, schedules, fares, accessibility, safety, security and other SFMTA programs and services and advertises the availability of free language assistance.
- Working with Community-based Organizations and other stakeholders to inform LEP customers of the availability of translated information, both written and oral, at the SFMTA Customer Service Center, via 311 and on the SFMTA’s website, [SFMTA.com](https://www.sfmta.com).
- Displaying “Interpretation Service Available” notices in public customer service areas that offer telephonic interpretation assistance. Each notice states, in multiple languages, that interpretation services are available free of charge. A customer can point to a particular language on the poster and live interpretation services in that language will be provided via telephone or computer. In addition to the notices, the SFMTA’s Customer Service Center informs arriving customers of the QMATIC system, which allows customers to enter the queue for language assistance in Chinese, Spanish or Filipino or Spanish.

Element 5: Monitoring and Updating the Language Assistance Plan

Trained staff will continue to monitor, on an ongoing basis, which new programs, services, activities and customer information materials need to be made accessible for LEP individuals. Monitoring methods to assess the effectiveness of the SFMTA's LAP include:

- Depending on content, customer information and public outreach documents will be assessed prior to production to determine the level of translation needed.
- Where appropriate, existing customer information documents are reviewed to determine whether or not the document should be considered "vital" and the level of translation needed.
- Analyzing updated data from the U.S. Census Bureau, the San Francisco Unified School District and the California Department of Education to determine changes in the LEP populations in the service area, as the information becomes available.
- Analyzing data from ridership and other surveys, as available.
- Gathering feedback from the LEP customer community, including from Community-based Organizations, to help determine the effectiveness of current language assistance tools, the nature and importance of the SFMTA's programs and services and the frequency of contact with those programs and services.

As an additional monitoring measure, the SFMTA is required to submit to the San Francisco's Office of Civic Engagement and Immigrant Affairs (OCEIA) an annual Language Access Ordinance compliance plan that tracks the SFMTA's compliance with the San Francisco "Language Access Ordinance," which is based to some degree on federal guidelines.

The LAO Annual Compliance Report requires a tally of public contact employees (those employees for whom interaction with the public is a primary job function), any bilingual or multilingual capabilities and in which languages and if they've been officially certified as proficient in another non-English language. Translation of vital documents, listed by language, as well as telephonic interpretation data and interpretation assistance provided at public hearings and meetings, broken down by language and annual expenditures to provide language assistance, among other requirements.

Appendices

Appendix A: American Community Survey Dataset C16001

C16001: LANGUAGE SPOKEN AT HOME FOR THE POPULATION 5 YEARS AND OVER - Universe:
Population 5 years and over

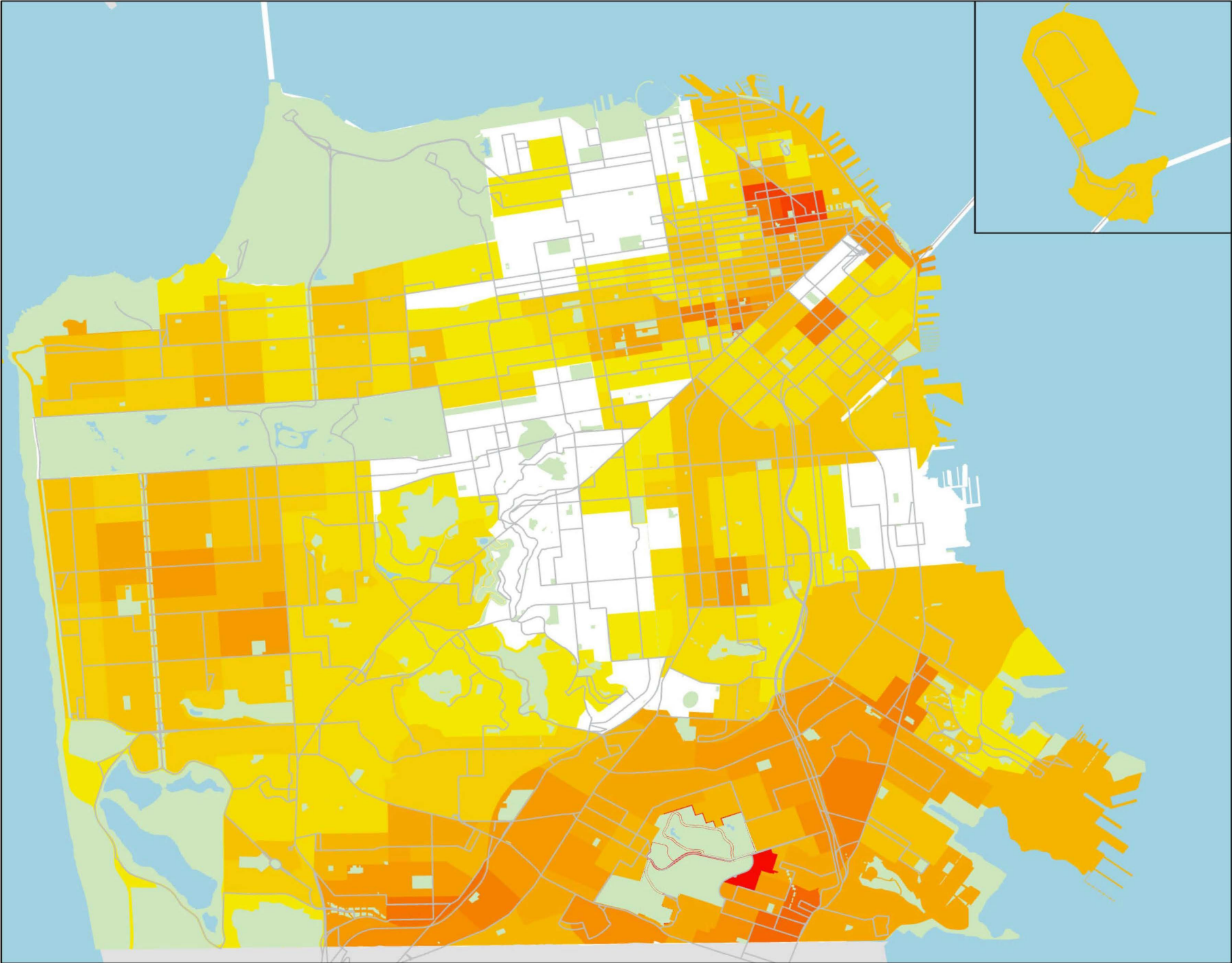
2019-2023 American Community Survey 5-Year Estimates

San Francisco County, California		
Label	Estimate	Margin of Error
Total:	801,042	±113
Speak only English	453,353	±4,453
Spanish:	89,269	±2,097
Speak English "very well"	56,655	±1,859
Speak English less than "very well"	32,614	±1,954
French, Haitian, or Cajun:	9,540	±1,008
Speak English "very well"	8,340	±838
Speak English less than "very well"	1,200	±313
German or other West Germanic languages:	4,661	±639
Speak English "very well"	4,418	±628
Speak English less than "very well"	243	±88
Russian, Polish, or other Slavic languages:	14,101	±1,703
Speak English "very well"	9,154	±1,462
Speak English less than "very well"	4,947	±703
Other Indo-European languages:	24,187	±1,520
Speak English "very well"	20,895	±1,329
Speak English less than "very well"	3,292	±454
Korean:	6,719	±814
Speak English "very well"	3,890	±562
Speak English less than "very well"	2,829	±507

Chinese (including Mandarin, Cantonese):	140,823	±3,538
Speak English "very well"	57,140	±2,413
Speak English less than "very well"	83,683	±2,264
Vietnamese:	10,534	±1,181
Speak English "very well"	4,029	±608
Speak English less than "very well"	6,505	±921
Tagalog (incl. Filipino):	21,213	±1,816
Speak English "very well"	13,803	±1,446
Speak English less than "very well"	7,410	±863
Other Asian and Pacific Island languages:	17,960	±1,309
Speak English "very well"	11,257	±1,024
Speak English less than "very well"	6,703	±720
Arabic:	4,366	±1,295
Speak English "very well"	2,977	±999
Speak English less than "very well"	1,389	±414
Other and unspecified languages:	4,316	±777
Speak English "very well"	3,297	±626
Speak English less than "very well"	1,019	±431

Source: U.S. Census Bureau, 2019-2023 American Community Survey 5-Year Estimates
(<https://data.census.gov/table/ACSDT5Y2023.C16001?q=C16001:+Language+Spoken+at+Home+for+the+Population+5+Years+and+Over&g=050XX00US06075&y=2023>)

Appendix B: Maps of LEP Population Concentrations Based on ACD 2019-2023 5-Year Data



Document Path: G:\01_Projects\TransitPerformance\Title VI 2025\TitleVIRequest\Maps\LAP_CensusTracts_Template.aprx
User Name: plasat

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

100%

5%
Less than 5%

Muni Lines & Routes
Public Parks



0.2

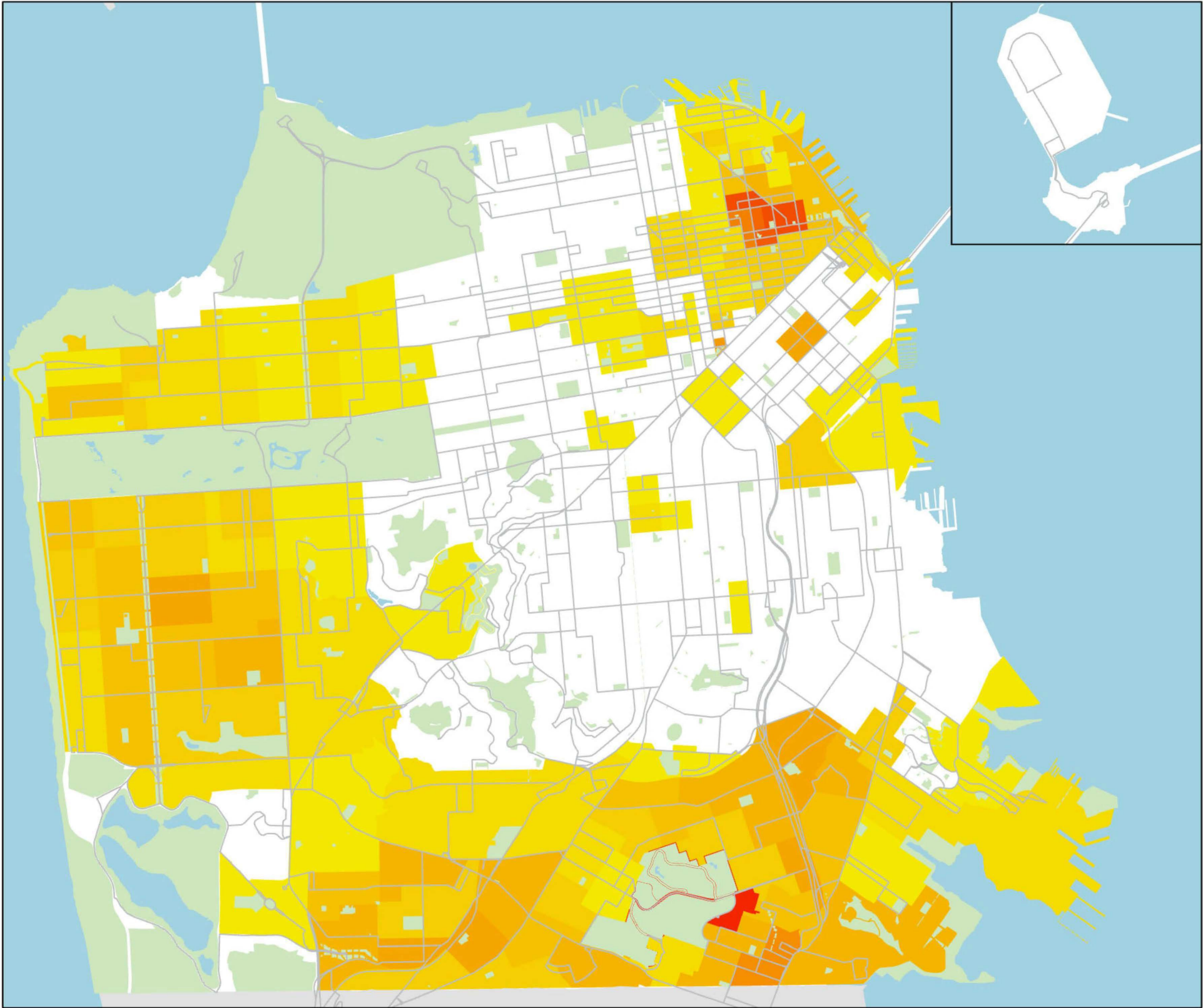
miles

Scale 1:50,000

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Limited English Proficiency

Chinese

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" and speak Chinese (including Mandarin and Cantonese) at home.

Percentage

100%

95%

90%

85%

80%

75%

70%

65%

60%

55%

50%

45%

40%

35%

30%

25%

20%

15%

10%

5%

Less than 5%

— Muni Lines & Routes

— Public Parks



0.2

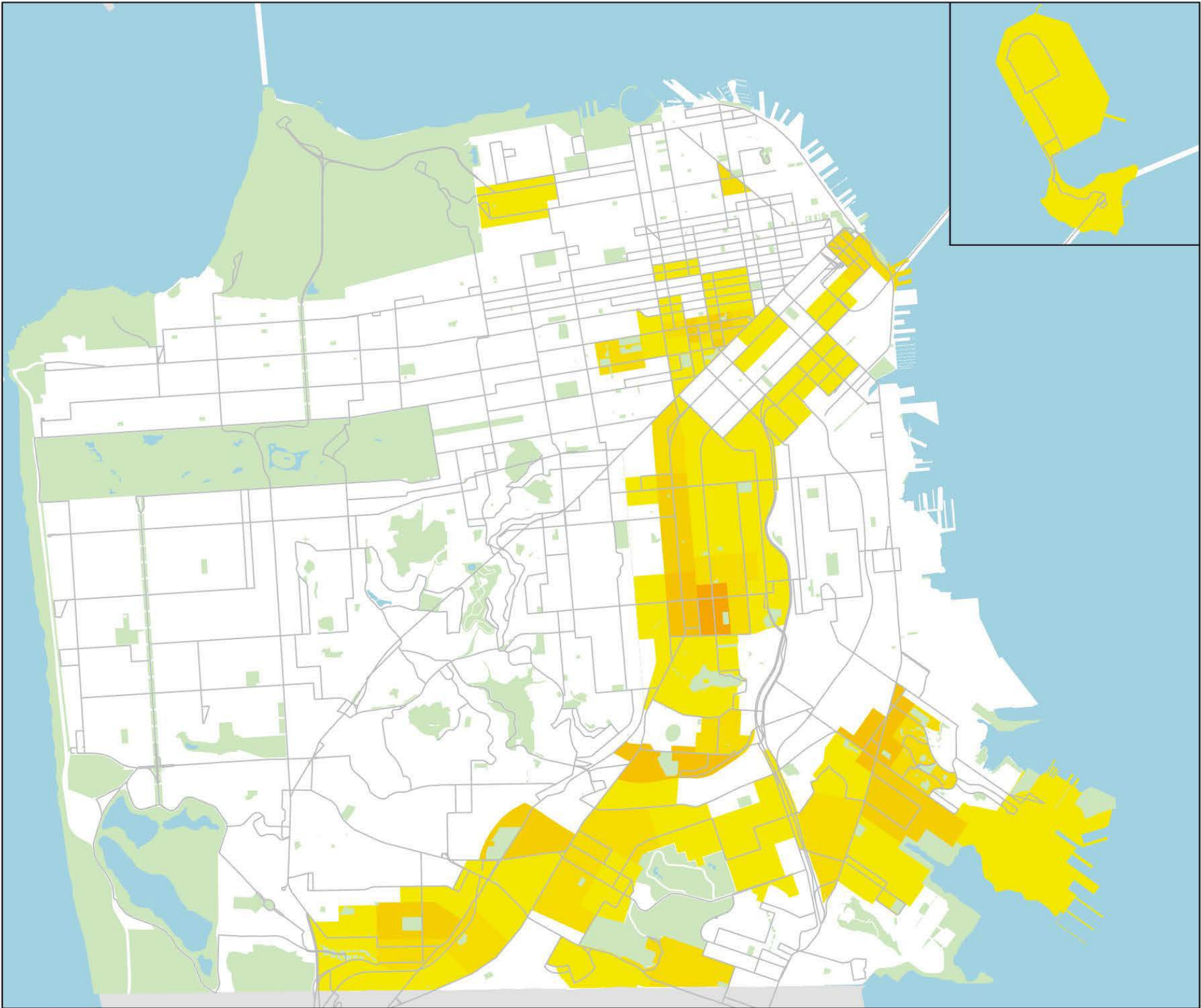
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Limited English Proficiency

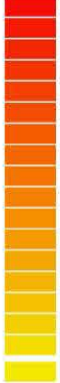
Spanish

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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" and speak Spanish at home.

Percentage

100%



5%

Less than 5%

— Muni Lines & Routes
— Public Parks



0.2

miles

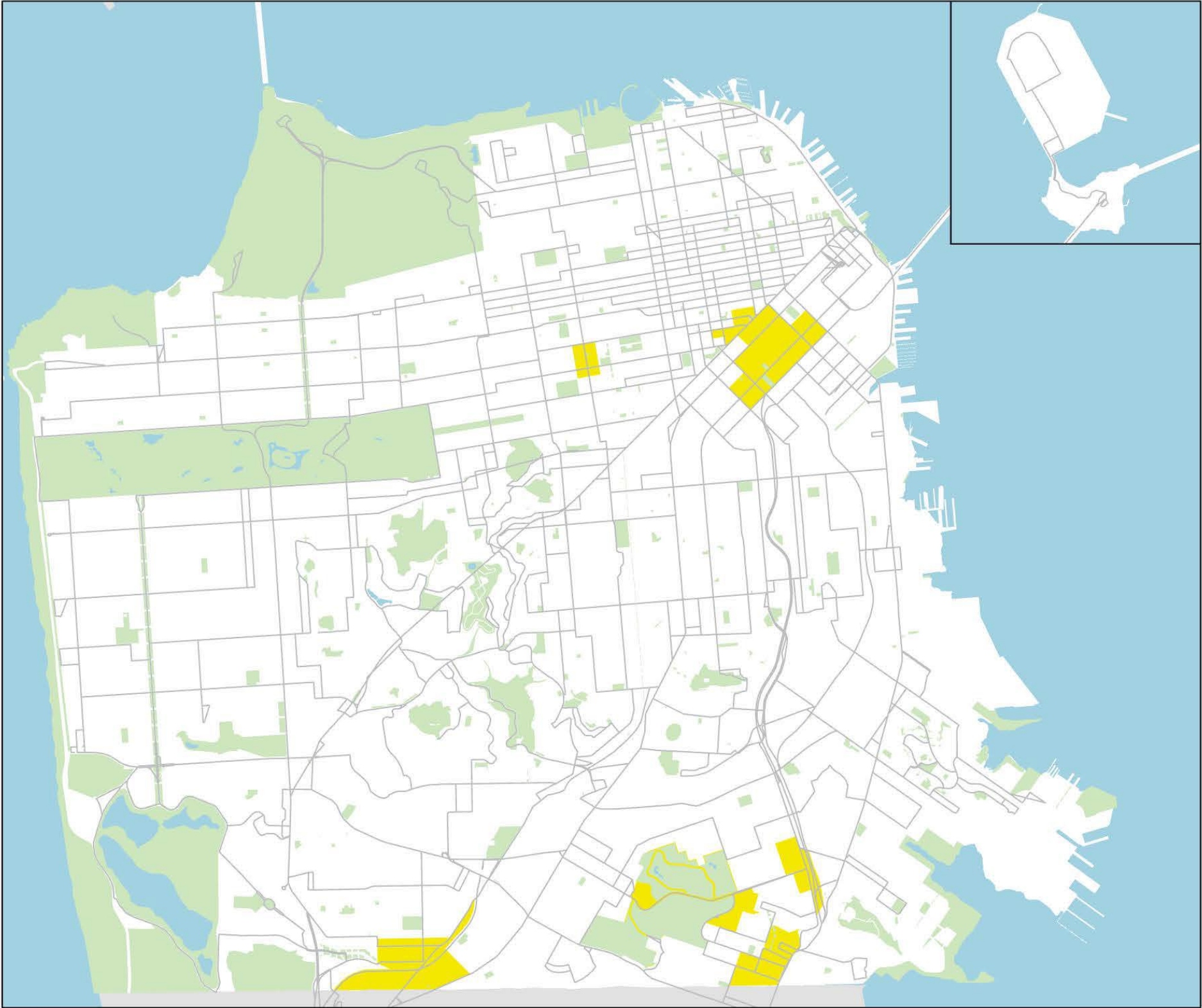
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SFMTA



Limited English Proficiency

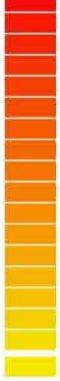
Filipino

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" and speak Tagalog (including Filipino) at home.

Percentage

100%



5%

Less than 5%

Muni Lines & Routes

Public Parks



0.2

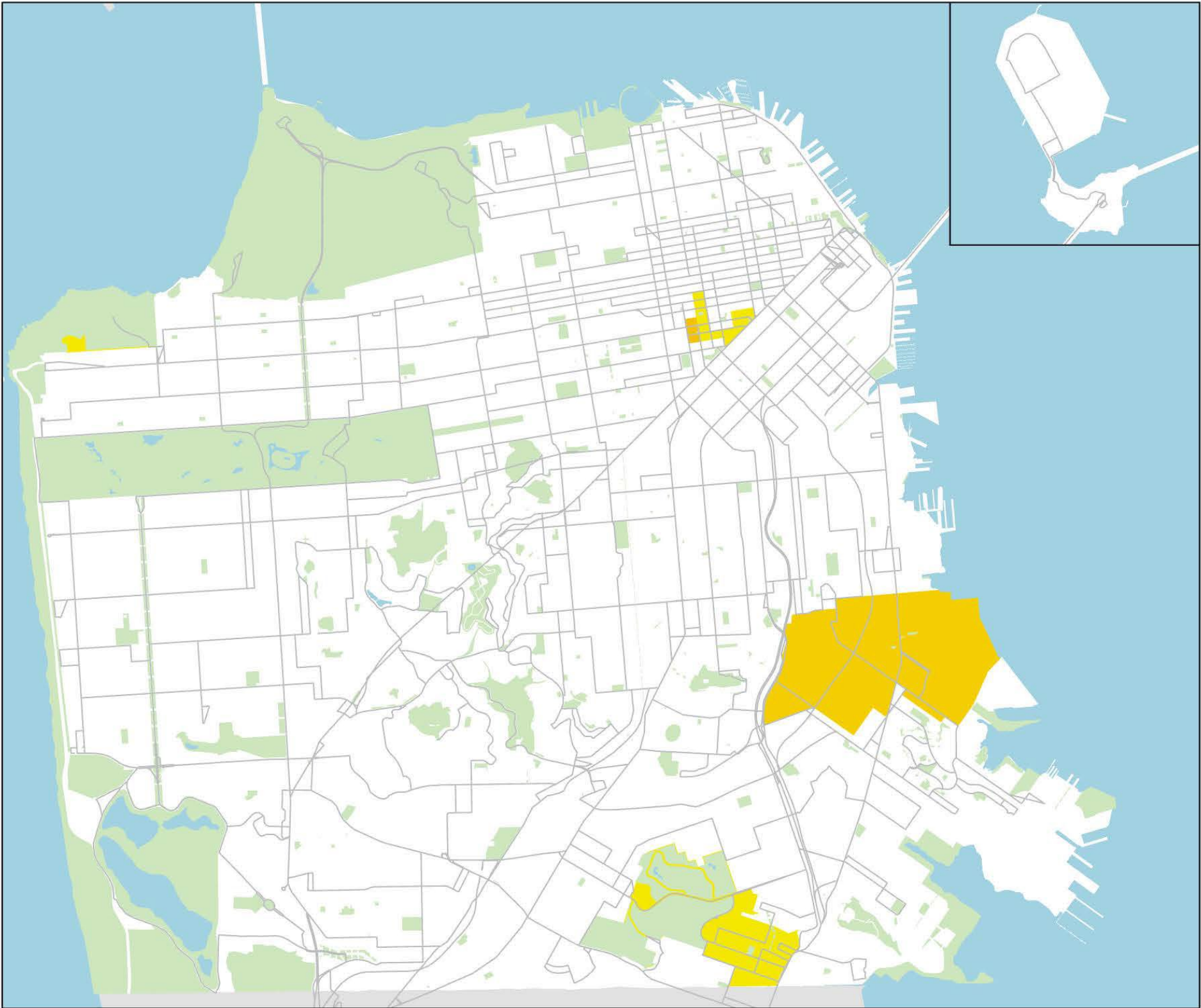
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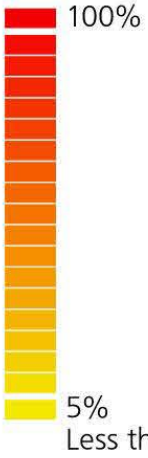
Limited English Proficiency

Vietnamese

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" and speak Vietnamese at home.

Percentage



— Muni Lines & Routes
— Public Parks



Scale 1:50,000
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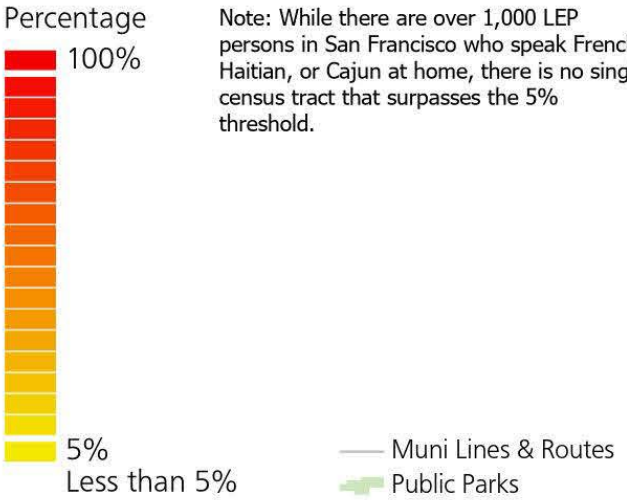
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Limited English Proficiency

French, Haitian, or Cajun

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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" and speak French, Haitian, or Cajun at home.



↑

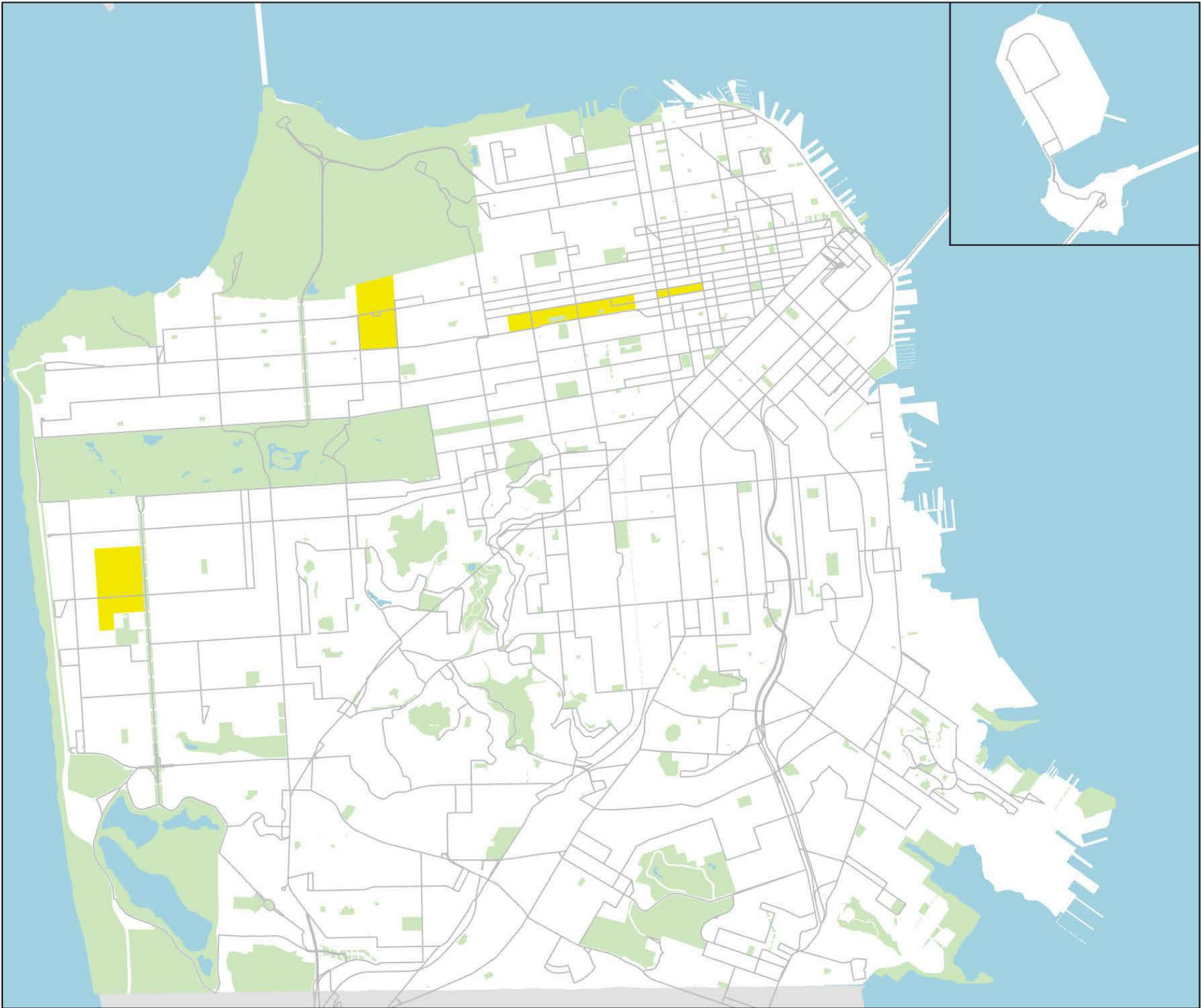
0.2 miles

Scale 1:50,000

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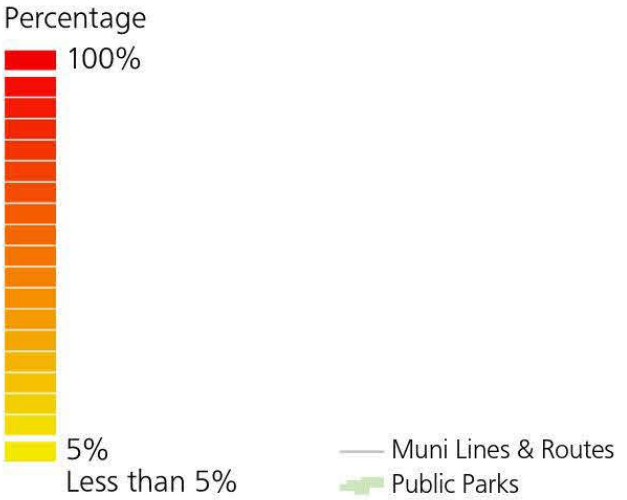
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Limited English Proficiency

Other Asian Languages

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.

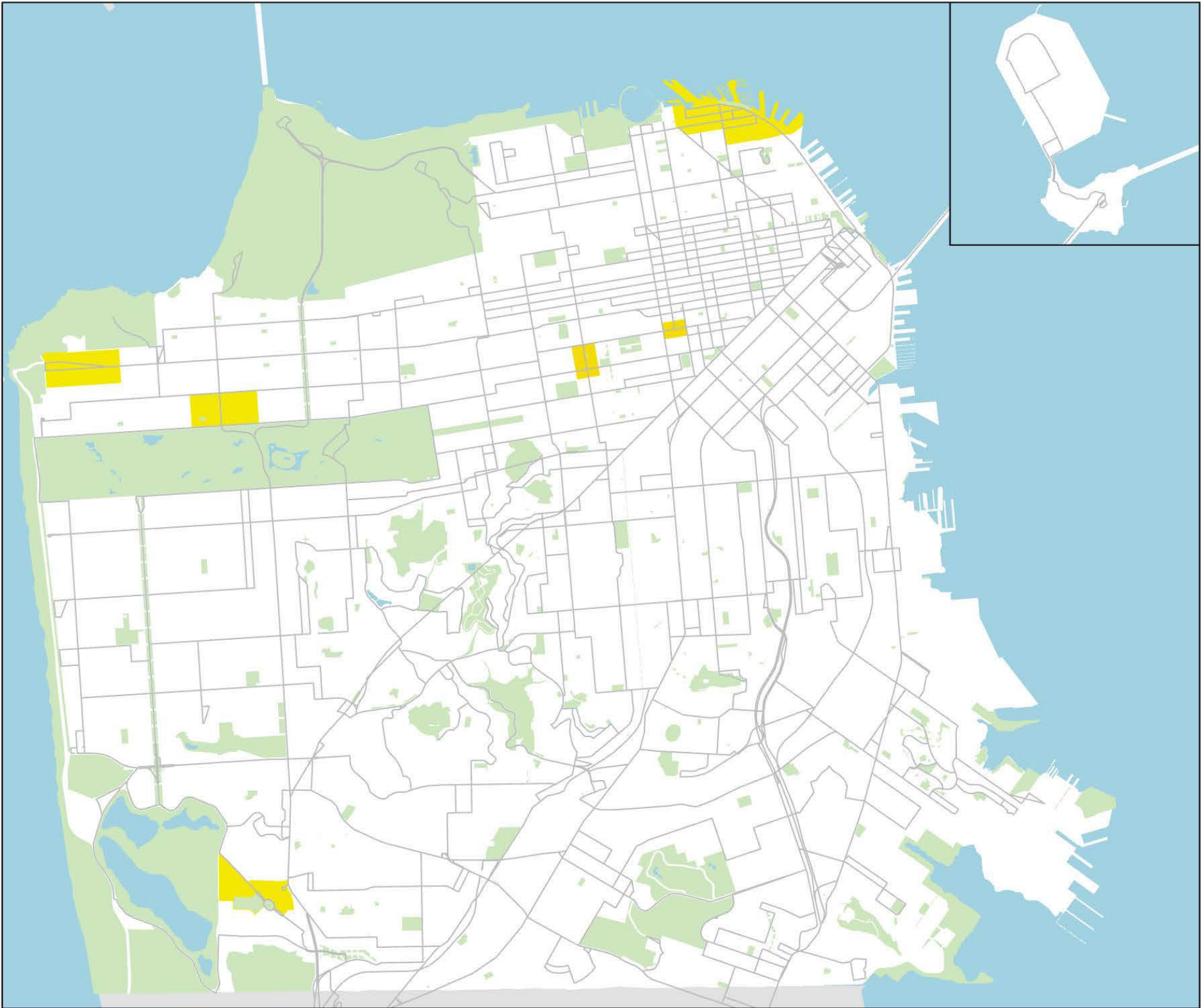
This map provides LEP proportion estimates at the census tract level, highlighting areas where at least five percent of the tract identifies as speaking English less than "very well" and speak Asian languages other than Chinese, Filipino, Korean, or Vietnamese at home.



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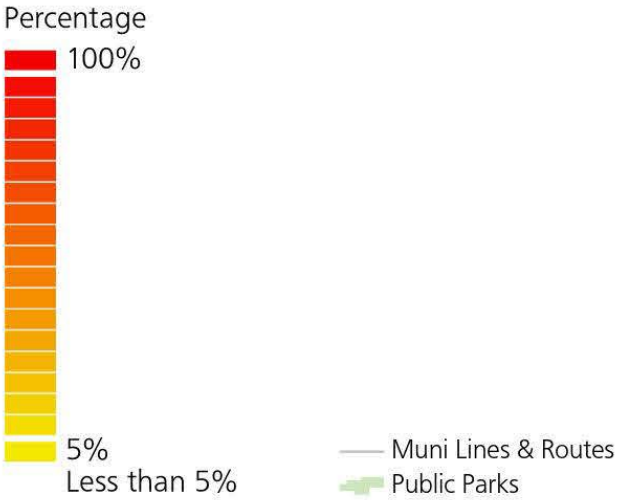
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User Name: plasat

Limited English Proficiency

Russian, Polish, or other Slavic Languages

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" and speak Russian, Polish, or other Slavic languages at home.



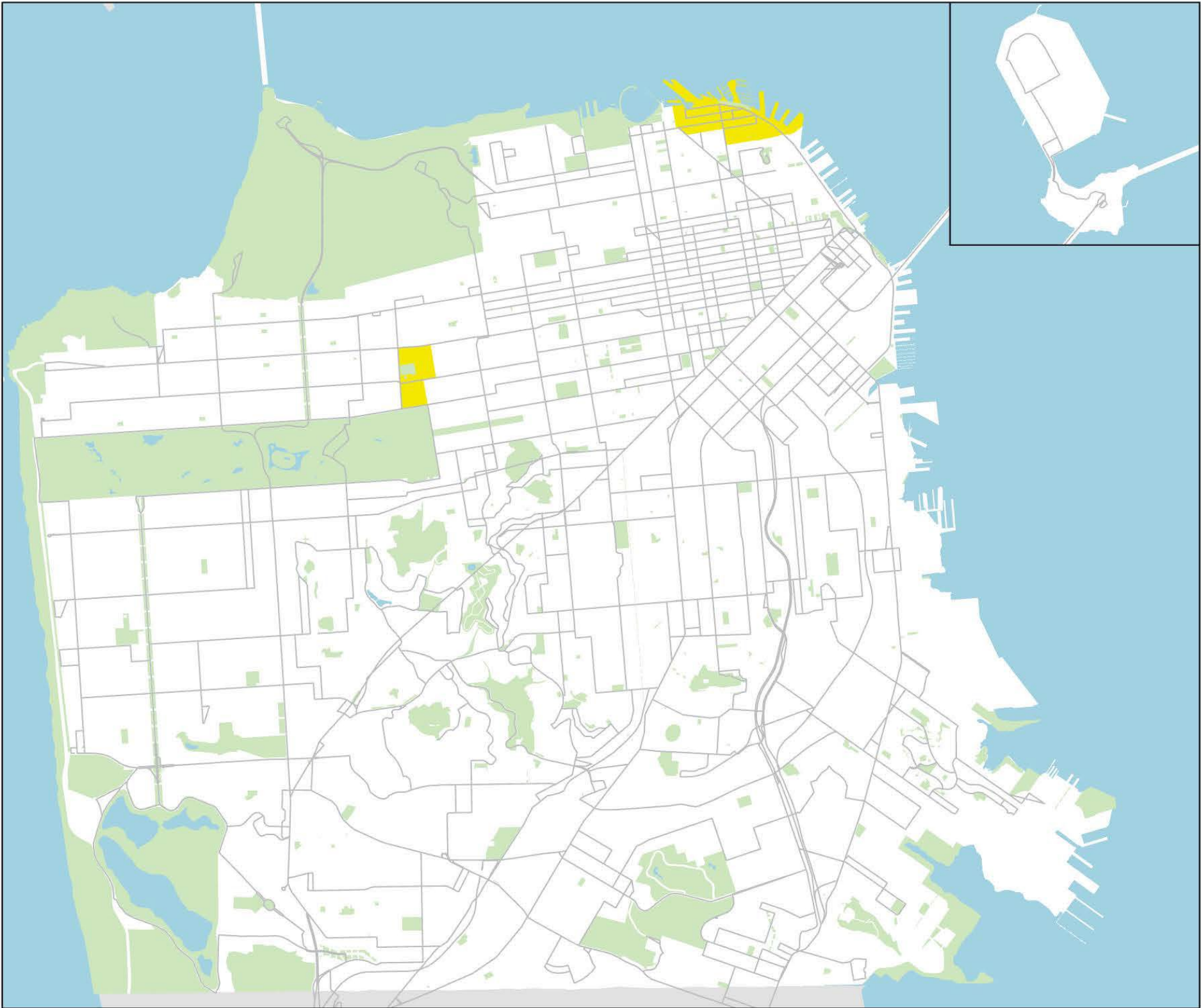
0.2 miles

Scale 1:50,000

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User Name: plasat

Limited English Proficiency

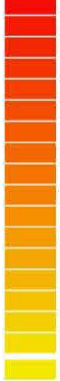
Korean

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" and speak Korean at home.

Percentage

100%



5%

Less than 5%

— Muni Lines & Routes
— Public Parks



0.2

miles

Scale 1:50,000

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Limited English Proficiency

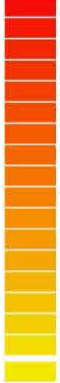
Arabic

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" and speak Arabic at home.

Percentage

100%



5%

Less than 5%

Muni Lines & Routes
Public Parks



0.2

miles

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Appendix C: American Community Survey Dataset B08113

B08113: MEANS OF TRANSPORTATION TO WORK BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH - Universe: Workers 16 years and over

2019-2023 American Community Survey 5-Year Estimates

	Estimate
Total:	474,659
Speak only English	282,749
Speak Spanish:	50,822
Speak English "very well"	33,274
Speak English less than "very well"	17,548
Speak other languages:	141,088
Speak English "very well"	89,291
Speak English less than "very well"	51,797
Car, truck, or van - drove alone:	135,910
Speak only English	75,359
Speak Spanish:	15,767
Speak English "very well"	10,559
Speak English less than "very well"	5,208
Speak other languages:	44,784
Speak English "very well"	24,808
Speak English less than "very well"	19,976

Car, truck, or van - carpooled:	28,439
Speak only English	12,919
Speak Spanish:	4,381
Speak English "very well"	2,444
Speak English less than "very well"	1,937
Speak other languages:	11,139
Speak English "very well"	5,873
Speak English less than "very well"	5,266
Public transportation (excluding taxicab):	101,693
Speak only English	55,626
Speak Spanish:	13,317
Speak English "very well"	7,616
Speak English less than "very well"	5,701
Speak other languages:	32,750
Speak English "very well"	19,205
Speak English less than "very well"	13,545
Walked:	47,281
Speak only English	27,565
Speak Spanish:	5,074
Speak English "very well"	2,950
Speak English less than "very well"	2,124

Speak other languages:	14,642
Speak English "very well"	8,994
Speak English less than "very well"	5,648
Taxicab, motorcycle, bicycle, or other means:	31,009
Speak only English	20,813
Speak Spanish:	3,848
Speak English "very well"	3,025
Speak English less than "very well"	823
Speak other languages:	6,348
Speak English "very well"	4,820
Speak English less than "very well"	1,528
Worked from home:	130,327
Speak only English	90,467
Speak Spanish:	8,435
Speak English "very well"	6,680
Speak English less than "very well"	1,755
Speak other languages:	31,425
Speak English "very well"	25,591
Speak English less than "very well"	5,834

Source: U.S. Census Bureau, 2019-2023 American Community Survey (5-Year Estimates)
<https://data.census.gov/table/ACSDT5Y2023.B08113?q=B08113:+Means+of+Transportation+to+Work+by+Language+Spoken+at+Home+and+Ability+to+Speak+English&g=050XX00US06075&y=2023&d=ACS+5-Year+Estimates+Detailed+Tables>)

Appendix D: California Department of Education, Educational Demographics Office

San Francisco County Language Group Data – Countywide for 2024 - 2025

Language	Total English Learners	Percent of Total English Learners
Spanish	8667	66.1%
Cantonese	2141	16.3%
Mandarin	645	4.9%
Arabic	303	2.3%
Vietnamese	244	1.9%
Philippine languages	182	1.4%
Russian	176	1.3%
Other Sino-Tibetan languages (Taishanese)	143	1.1%
Undetermined	85	0.6%
Japanese	64	0.5%
Korean	46	0.4%
Nepali	46	0.4%
Samoan	38	0.3%
Portuguese	30	0.2%
French	29	0.2%
Hindi	28	0.2%
Thai	23	0.2%
Tigrinya	20	0.2%

Ukrainian	20	0.2%
Urdu	17	0.1%
Mon-Khmer languages (Cambodian)	16	0.1%
Mongolian	16	0.1%
Persian (Farsi)	15	0.1%
Burmese	14	0.1%
Turkish	11	0.1%
Italian	10	0.1%
Pushto; Pashto	9	0.1%
Bengali	8	0.1%
Gujarati	6	0.0%
Panjabi; Punjabi	5	0.0%
Hebrew	5	0.0%
Telugu	4	0.0%
Mayan languages	4	0.0%
German	4	0.0%
Romanian (Rumanian)	4	0.0%
Amharic	3	0.0%
Uzbek	3	0.0%
Tonga (Tonga Islands)	2	0.0%
Armenian	2	0.0%

Other Baltic languages	2	0.0%
Kannada	2	0.0%
Greek, Modern (1453-)	2	0.0%
Indonesian	2	0.0%
Cebuano (Bisayan, Visayan)	2	0.0%
Filipino; Pilipino	2	0.0%
Somali	2	0.0%
Marathi	1	0.0%
Chinese (Other Chinese languages)	1	0.0%
Tagalog	1	0.0%
Hungarian	1	0.0%
Malayalam	1	0.0%
Kurdish (Kurdi, Kurmanji)	1	0.0%
Konkani	1	0.0%
Pampanga; Kapampangan	1	0.0%
Taiwanese	1	0.0%
Slovak	1	0.0%
Dutch; Flemish	1	0.0%

Source: <https://dq.cde.ca.gov/dataquest/SpringData/StudentsByLanguage.aspx?Level=County&TheYear=2024-25&SubGroup=All&ShortYear=2425&GenderGroup=B&CDSCode=38000000000000&RecordType=EL>

Appendix E: 2022 Data Collection Outreach to Organizations

Table 1A: List of Organizations Contacted for 2025 LAP Data Collection

Source: SFMTA, 2025.

Organization	Non-English Languages Served	Neighborhood(s) Served
Al Sabeel Masjid Noor Al-Islam	Arabic	Tenderloin
Alliance Francaise of San Francisco	French	Citywide
American Indian Cultural Center		Citywide
APRI (A. Philip Randolph Institute)	Spanish, Samoan, Chinese	Bayview/Hunters Point
Arab American Grocers Association; Bay Area (AAGA)	Arabic	Citywide
Arab Cultural and Community Center; Bay Area	Arabic	Citywide
Arab Resource and Organizing Center	Arabic, Farsi, Pashtu	Citywide
Arc of San Francisco		Citywide
Asian Family Support Center	Multiple	Citywide
Asian Family Support Center	Chinese (Mandarin, Cantonese), Thai, Lao, Vietnamese, Spanish	Bayview/Hunters Point, Chinatown, Crocker Amazon, Downtown/Civic Center, Excelsior, Mission, Outer Mission, Visitacion Valley, Western Addition
Asian Pacific American Community Center	Cantonese, Mandarin, Taishanese, Spanish	Bayview/Hunters Point, Crocker Amazon, Excelsior, Inner Sunset, Ocean View, Outer Sunset, Parkside, Potrero Hill, South of Market (SoMA), Visitacion Valley
Asociación Mayab	Mayan, Spanish	Downtown/Civic Center, Excelsior, Mission, Outer Sunset, Outer Richmond, South of Market (SoMA)
Bayanihan Equity Center	Filipino	Tenderloin, Downtown Mission
Bernal Heights Neighborhood Center – Excelsior Senior Center	Spanish, Chinese, Tagalog	Excelsior
Better Housing Policy (BHP)	Cantonese, Mandarin, Taishanese, Vietnamese	Inner Sunset, Outer Sunset, Parkside

Boys & Girls Club of San Francisco	Chinese, Spanish, Filipino, Arabic	Downtown/Civic Center, Excelsior, Financial District, Mission, Outer Mission, South of Market (SoMA), Western Addition
Calle 24	Spanish, Mayan, Chinese, Arabic, Filipino	Citywide, but primarily in Bayview/Hunters Point, Excelsior, Mission, South of Market (SoMA), Tenderloin
Canon Kip Senior Center	Filipino	South of Market (SoMA)
CARECEN	Spanish, Mayan, Haitian Creole or Patois	Mission, Bayview, Excelsior
Castro Senior Center		Castro
Charity Cultural Service Center (SFCSC)	Cantonese, Mandarin, Spanish	Chinatown, Crocker Amazon, Excelsior, Golden Gate Park, Inner Richmond, Inner Sunset, Lakeshore, Mission, Ocean View, Outer Mission, Outer Sunset, Outer Richmond, Parkside, Potrero Hill, Russian Hill, South of Market (SoMA), Visitacion Valley
Chinatown Library	Chinese (Cantonese; Mandarin)	Chinatown
Chinese Community Development Corporation (CCDC)	Cantonese, Mandarin, Russian, Vietnamese, Arabic	Chinatown, Downtown/Civic Center, Height Ashbury, Inner Richmond, Mission, Nob Hill, North Beach, Outer Mission, Outer Richmond, Russian Hill, South of Market (SoMA), Visitacion Valley
Chinese Culture Center	Chinese (Cantonese; Mandarin; Taishanese)	Chinatown
Chinese for Affirmative Action	Chinese (Cantonese, Mandarin, Taishanese), Vietnamese	Citywide; esp. Chinatown, Visitacion Valley, Sunset, Richmond
Chinese Hospital	Cantonese, Mandarin	Chinatown, Crocker Amazon, Excelsior, Financial District, Inner Sunset, Lakeshore, Mission, North Beach, Ocean View, Outer Sunset, Outer Richmond, Parkside, Visitacion Valley
Chinese Newcomers Service Center	Chinese (Cantonese, Mandarin, Taishanese)	Chinatown, Anza Vista, Bayview/Hunters Point, Crocker Amazon, Excelsior, Inner Richmond, Inner Sunset, Lakeshore, Mission, Ocean View, Outer Mission, Outer Sunset, Outer Richmond, Potrero Hill, Visitacion Valley
Coalition of Agencies Serving the Elderly	Chinese, Filipino, Spanish	Citywide
Code Tenderloin/Center for New Music	English	Tenderloin/SOMA
Coleman Advocates		Citywide

Community Youth Center (Chinatown)	Cantonese, Mandarin, Vietnamese, Thai, Spanish	Tenderloin, Bayview, Richmond and Chinatown. Some school locations are citywide.
Community Youth Center (Richmond)	Cantonese	Citywide
Cultura y Arte Nativa de las Americas: CANA	Spanish	Mission
El/La Para TransLatinas	Spanish	Citywide, primarily Downtown/Civic Center, Excelsior, Mission, Outer Mission and East Bay
Family Connections Center	Cantonese, Spanish, Vietnamese, Filipino	Downtown/Civic Center, Excelsior, Mission, Visitacion Valley, Portola
Friendship House Association of American Indians	Spanish, Tribe languages	Mission
Good Samaritan	Spanish, Mandarin, indigenous languages (Mam, Quechua, Mayan)	Bayview/Hunters Point, Excelsior, Financial District, Mission, Outer Mission, Potrero Hill
Harvey Milk Democratic Club	English	Castro, Citywide
Instituto Familiar de la Raza	Spanish	Mission and Citywide
Japanese Cultural Center	Japanese	Citywide
Japantown Merchants Association/Japantown Task Force	Japanese	Western Addition
Kimochi	Japanese, Korean, Chinese (Mandarin, Cantonese)	Inner Richmond, Inner Sunset, Outer Sunset, Outer Richmond, Western Addition
Korean American Community Foundation	Korean	Citywide
Korean Center Inc.	Korean	Citywide
La Raza Community Resource Center	Spanish	Mission, Citywide
La Raza Community Resource Center	Spanish, Portuguese, Chinese	Mission
Latino Task Force (LTF)	Spanish	Mission, Excelsior, Citywide
Lycee Francais	French	Citywide
Mission Economic Development Center	Spanish	Mission, Bayview/Hunters Point, Excelsior, West of Twin Peaks, Tenderloin
Mission Food Hub / Latino Task Force	Spanish	Mission, Excelsior, Visitacion Valley

Mission Neighborhood Centers	Spanish	Mission
Mission Parishes	Spanish	Mission
MUA- Mujeres Unidas y Activas	Spanish	Tenderloin
OMI/Excelsior Beacon Center at James Denman Middle School	Spanish, Cantonese, Mandarin	Excelsior, Mission Bay, Mission, Mission Terrace, Stonestown, Excelsior, Oceanview, Merced Heights, Ingleside
One Treasure Island	Spanish	Treasure Island
PODER – People Organizing to Demand Environmental and Economic Rights	Spanish	Crocker Amazon, Downtown/Civic Center, Excelsior, Mission, Ocean View, Outer Mission, Outer Sunset, Potrero Hill
Richmond District Neighborhood Center (RNCC)	Chinese (Mandarin, Cantonese, Russian)	Inner Richmond, Outer Richmond
Richmond Senior Center	Russian; Chinese	Richmond, Sunset
Russian American Community Services	Russian; Chinese	Richmond, Sunset
SALT: Pacific Islander Association Hut	Spanish, Tongan, Samoan, Fijian, Chamorro (from Guam), Mandarin, Cantonese, Tagalog	Excelsior, Mission, Visitacion Valley, Tenderloin, Alameda county, San Mateo county, Sacramento
Samoan Community Development Center	Tongan, Samoan, Fijian	Visitacion Valley, Hunters Point, Potrero Hill, Alice Griffith,
San Fran Dhammaram Temple	Thai	Citywide
San Francisco Bay Accueil	French, some Spanish and Chinese	Citywide
Self-Help for the Elderly	Chinese (Cantonese, Mandarin, Taishanese), Vietnamese, Russian	Citywide
SF LGBTQ Center		Citywide
SOMCAN	Filipino; Tagalog; Ilonggo	SOMA, Tenderlon, Excelsior
South of Market Community Action Network (SOMCAN)	Filipino, Tagalog	Excelsior, Mission, South of Market (SoMA), Visitacion Valley, Tenderloin
Southeast Asian Community Center (SEACC)	Vietnamese, Chinese	Tenderloin & Citywide
Sunset Neighborhood Beacon Center	Chinese; Vietnamese	Sunset, Parkside
Thai Unity Community	Thai	Citywide
Transgender District of SF	English	Tenderloin

Vietnamese Youth Development Center (SE Asian Development Center)	Vietnamese, Thai, Laotian, Cambodian, Arabic	Bayview/Hunters Point, Chinatown, Downtown/Civic Center, Excelsior, Financial District, Glen Park, Mission, Potrero Hill, South of Market (SoMA), Visitacion Valley, Western Addition
Wu-Yee Children's Services	Cantonese; Mandarin; Spanish	Ocean View, Merced Heights, Ingleside, Chinatown
Al Sabeel Masjid Noor Al-Islam	Arabic	Tenderloin

Table 2A. List of Organizations Who Participated in 2025 LAP Data Collection

Source: SFMTA, 2025.

Organization	Primary Language(s)	Neighborhoods, Groups Served	CBO Interviews	Community Conversations	Survey Support Partner
APRI (A. Philip Randolph Institute)	Spanish, Samoan, Chinese	Bayview/Hunters Point	X		X
Arab Cultural and Community Center; Bay Area	Arabic	Citywide	X		
Arab Resource and Organizing Center	Arabic, Farsi, Pashtu	Citywide	X		X
Asian Family Support Center	Chinese (Mandarin, Cantonese), Thai, Lao, Vietnamese, Spanish	Bayview/Hunters Point, Chinatown, Crocker Amazon, Downtown/Civic Center, Excelsior, Mission, Outer Mission, Visitacion Valley, Western Addition	X		X
Asian Pacific American Community Center	Cantonese, Mandarin, Taishanese, Spanish	Bayview/Hunters Point, Crocker Amazon, Excelsior, Inner Sunset, Ocean View, Outer Sunset, Parkside, Potrero Hill, South of Market (SoMA), Visitacion Valley	X		X
Asociación Mayab	Mayan, Spanish	Downtown/Civic Center, Excelsior, Mission, Outer Sunset, Outer Richmond, South of Market (SoMA)	X		
Bernal Heights Neighborhood Center – Excelsior Senior Center	Spanish, Chinese, Tagalog	Excelsior	X		X

Better Housing Policy (BHP)	Cantonese, Mandarin, Taishanese, Vietnamese	Inner Sunset, Outer Sunset, Parkside	X		
Boys & Girls Club of San Francisco	Chinese, Spanish, Filipino, Arabic	Downtown/Civic Center, Excelsior, Financial District, Mission, Outer Mission, South of Market (SoMA), Western Addition	X		
Calle 24	Spanish, Mayan, Chinese, Arabic, Filipino	Citywide, but primarily in Bayview/Hunters Point, Excelsior, Mission, South of Market (SoMA), Tenderloin	X		
CARECEN	Spanish, Mayan, Haitian Creole or Patois	Mission, Bayview, Excelsior	X		
Casa Adelante	Spanish, Chinese	Mission			X
Charity Cultural Service Center (SFCSC)	Cantonese, Mandarin, Spanish	Chinatown, Crocker Amazon, Excelsior, Golden Gate Park, Inner Richmond, Inner Sunset, Lakeshore, Mission, Ocean View, Outer Mission, Outer Sunset, Outer Richmond, Parkside, Potrero Hill, Russian Hill, South of Market (SoMA), Visitacion Valley	X		X
Chinese Community Development Corporation	Cantonese, Mandarin, Russian, Vietnamese, Arabic	Chinatown, Downtown/Civic Center, Height Ashbury, Inner Richmond, Mission, Nob Hill, North Beach, Outer Mission, Outer Richmond, Russian Hill, South of Market (SoMA), Visitacion Valley	X		X

Chinese for Affirmative Action	Chinese (Cantonese, Mandarin, Taishanese), Vietnamese	Citywide; esp. Chinatown, Visitacion Valley, Sunset, Richmond	X		X
Chinese Hospital	Cantonese, Mandarin	Chinatown, Crocker Amazon, Excelsior, Financial District, Inner Sunset, Lakeshore, Mission, North Beach, Ocean View, Outer Sunset, Outer Richmond, Parkside, Visitacion Valley	X		X
Chinese Newcomers Service Center	Chinese (Cantonese, Mandarin, Taishanese)	Chinatown, Anza Vista, Bayview/Hunters Point, Crocker Amazon, Excelsior, Inner Richmond, Inner Sunset, Lakeshore, Mission, Ocean View, Outer Mission, Outer Sunset, Outer Richmond, Potrero Hill, Visitacion Valley	X		X
Community Youth Center (Chinatown)	Cantonese, Mandarin, Vietnamese, Thai, Spanish	Tenderloin, Bayview, Richmond and Chinatown. Some school locations are citywide.	X	X	X
Community Youth Center (Richmond)	Cantonese	Citywide	X		X
El/La Para TransLatinas	Spanish	Citywide, primarily Downtown/Civic Center, Excelsior, Mission, Outer Mission and East Bay	X		
Family Connections Center	Cantonese, Spanish, Vietnamese, Filipino	Downtown/Civic Center, Excelsior, Mission, Visitacion Valley, Portola	X		X
Friendship House Association of American Indians	Spanish, Tribe languages	Mission	X		

Good Samaritan	Spanish, Mandarin, indigenous languages (Mam, Quechua, Mayan)	Bayview/Hunters Point, Excelsior, Financial District, Mission, Outer Mission, Potrero Hill	X		X
Instituto Familiar de la Raza	Spanish	Mission and Citywide		X	X
Japantown Merchants Association/Japantown Task Force	Japanese	Western Addition	X		
Kimochi	Japanese, Korean, Chinese (Mandarin, Cantonese)	Inner Richmond, Inner Sunset, Outer Sunset, Outer Richmond, Western Addition	X		X
La Raza Community Resource Center	Spanish, Portuguese, Chinese	Mission	X		X
Mission Economic Development Center	Spanish	Mission, Bayview/Hunters Point, Excelsior, West of Twin Peaks, Tenderloin	X		
Mission Food Hub / Latino Task Force	Spanish	Mission, Excelsior, Visitacion Valley			X
OMI/Excelsior Beacon Center at James Denman Middle School	Spanish, Cantonese, Mandarin	Excelsior, Mission Bay, Mission, Mission Terrace, Stonestown, Excelsior, Oceanview, Merced Heights, Ingleside	X		X
One Treasure Island	Spanish	Treasure Island			X
PODER – People Organizing to Demand Environmental and Economic Rights	Spanish	Crocker Amazon, Downtown/Civic Center, Excelsior, Mission, Ocean View, Outer Mission, Outer Sunset, Potrero Hill	X		

Richmond District Neighborhood Center (RNCC)	Chinese (Mandarin, Cantonese, Russian)	Inner Richmond, Outer Richmond	X		X
SALT: Pacific Islander Association Hut	Spanish, Tongan, Samoan, Fijian, Chamorro (from Guam), Mandarin, Cantonese, Tagalog	Excelsior, Mission, Visitacion Valley, Tenderloin, Alameda county, San Mateo county, Sacramento	X		X
San Francisco Bay Accueil	French, some Spanish and Chinese	Citywide	X		
Self-Help for the Elderly	Chinese (Cantonese, Mandarin, Taishanese), Vietnamese, Russian	Citywide	X		X
South of Market Community Action Network (SOMCAN)	Filipino, Tagalog	Excelsior, Mission, South of Market (SoMA), Visitacion Valley, Tenderloin	X	X	
Southeast Asian Community Center (SEACC)	Vietnamese, Chinese	Tenderloin & Citywide	X	X	
Thai Unity Community	Thai	Citywide	X		
Vietnamese Youth Development Center (SE Asian Development Center)	Vietnamese, Thai, Laotian, Cambodian, Arabic	Bayview/Hunters Point, Chinatown, Downtown/Civic Center, Excelsior, Financial District, Glen Park, Mission, Potrero Hill, South of Market (SoMA), Visitacion Valley, Western Addition	X		
APRI (A. Philip Randolph Institute)	Spanish, Samoan, Chinese	Bayview/Hunters Point	X		X
Arab Cultural and Community Center; Bay Area	Arabic	Citywide	X		

Arab Resource and Organizing Center	Arabic, Farsi, Pashtu	Citywide	X		X
Asian Family Support Center	Chinese (Mandarin, Cantonese), Thai, Lao, Vietnamese, Spanish	Bayview/Hunters Point, Chinatown, Crocker Amazon, Downtown/Civic Center, Excelsior, Mission, Outer Mission, Visitacion Valley, Western Addition	X		X
Asian Pacific American Community Center	Cantonese, Mandarin, Taishanese, Spanish	Bayview/Hunters Point, Crocker Amazon, Excelsior, Inner Sunset, Ocean View, Outer Sunset, Parkside, Potrero Hill, South of Market (SoMA), Visitacion Valley	X		X
Asociación Mayab	Mayan, Spanish	Downtown/Civic Center, Excelsior, Mission, Outer Sunset, Outer Richmond, South of Market (SoMA)	X		
Bernal Heights Neighborhood Center – Excelsior Senior Center	Spanish, Chinese, Tagalog	Excelsior	X		X
Better Housing Policy (BHP)	Cantonese, Mandarin, Taishanese, Vietnamese	Inner Sunset, Outer Sunset, Parkside	X		
Boys & Girls Club of San Francisco	Chinese, Spanish, Filipino, Arabic	Downtown/Civic Center, Excelsior, Financial District, Mission, Outer Mission, South of Market (SoMA), Western Addition	X		
Calle 24	Spanish, Mayan, Chinese, Arabic, Filipino	Citywide, but primarily in Bayview/Hunters Point, Excelsior, Mission, South of Market (SoMA), Tenderloin	X		

CARECEN	Spanish, Mayan, Haitian Creole or Patois	Mission, Bayview, Excelsior	X		
Casa Adelnate	Spanish, Chinese	Mission			X
Charity Cultural Service Center (SFCSC)	Cantonese, Mandarin, Spanish	Chinatown, Crocker Amazon, Excelsior, Golden Gate Park, Inner Richmond, Inner Sunset, Lakeshore, Mission, Ocean View, Outer Mission, Outer Sunset, Outer Richmond, Parkside, Potrero Hill, Russian Hill, South of Market (SoMA), Visitacion Valley	X		X
Chinese Community Development Corporation	Cantonese, Mandarin, Russian, Vietnamese, Arabic	Chinatown, Downtown/Civic Center, Height Ashbury, Inner Richmond, Mission, Nob Hill, North Beach, Outer Mission, Outer Richmond, Russian Hill, South of Market (SoMA), Visitacion Valley	X		X
Chinese for Affirmative Action	Chinese (Cantonese, Mandarin, Taishanese), Vietnamese	Citywide; esp. Chinatown, Visitacion Valley, Sunset, Richmond	X		X
Chinese Hospital	Cantonese, Mandarin	Chinatown, Crocker Amazon, Excelsior, Financial District, Inner Sunset, Lakeshore, Mission, North Beach, Ocean View, Outer Sunset, Outer Richmond, Parkside, Visitacion Valley	X		X
Chinese Newcomers Service Center	Chinese (Cantonese, Mandarin, Taishanese)	Chinatown, Anza Vista, Bayview/Hunters Point, Crocker Amazon, Excelsior, Inner Richmond,	X		X

		Inner Sunset, Lakeshore, Mission, Ocean View, Outer Mission, Outer Sunset, Outer Richmond, Potrero Hill, Visitacion Valley			
Community Youth Center (Chinatown)	Cantonese, Mandarin, Vietnamese, Thai, Spanish	Tenderloin, Bayview, Richmond and Chinatown. Some school locations are citywide.	X	X	X
Community Youth Center (Richmond)	Cantonese	Citywide	X		X
El/La Para TransLatinas	Spanish	Citywide, primarily Downtown/Civic Center, Excelsior, Mission, Outer Mission and East Bay	X		
Family Connections Center	Cantonese, Spanish, Vietnamese, Filipino	Downtown/Civic Center, Excelsior, Mission, Visitacion Valley, Portola	X		X
Friendship House Association of American Indians	Spanish, Tribe languages	Mission	X		
Good Samaritan	Spanish, Mandarin, indigenous languages (Mam, Quechua, Mayan)	Bayview/Hunters Point, Excelsior, Financial District, Mission, Outer Mission, Potrero Hill	X		X
Instituto Familiar de la Raza	Spanish	Mission and Citywide		X	X
Japantown Merchants Association/Japantown Task Force	Japanese	Western Addition	X		
Kimochi	Japanese, Korean, Chinese (Mandarin, Cantonese)	Inner Richmond, Inner Sunset, Outer Sunset, Outer Richmond, Western Addition	X		X

La Raza Community Resource Center	Spanish, Portuguese, Chinese	Mission	X		X
Mission Economic Development Center	Spanish	Mission, Bayview/Hunters Point, Excelsior, West of Twin Peaks, Tenderloin	X		
Mission Food Hub / Latino Task Force	Spanish	Mission, Excelsior, Visitacion Valley			X
OMI/Excelsior Beacon Center at James Denman Middle School	Spanish, Cantonese, Mandarin	Excelsior, Mission Bay, Mission, Mission Terrace, Stonestown, Excelsior, Oceanview, Merced Heights, Ingleside	X		X
One Treasure Island	Spanish	Treasure Island			X
PODER – People Organizing to Demand Environmental and Economic Rights	Spanish	Crocker Amazon, Downtown/Civic Center, Excelsior, Mission, Ocean View, Outer Mission, Outer Sunset, Potrero Hill	X		
Richmond District Neighborhood Center (RNCC)	Chinese (Mandarin, Cantonese, Russian)	Inner Richmond, Outer Richmond	X		X
SALT: Pacific Islander Association Hut	Spanish, Tongan, Samoan, Fijian, Chamorro (from Guam), Mandarin, Cantonese, Tagalog	Excelsior, Mission, Visitacion Valley, Tenderloin, Alameda county, San Mateo county, Sacramento	X		X



Appendix G SFMTA Board of Directors Resolution for 2025 Title VI Program Approval

To be added pending MTAB approval on November 4th, 2025



Appendix H SFMTA Board of Directors Resolution Accepting Major Service Changes, Disproportionate Burden, And Disparate Impact Policies (August 20, 2013)

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. 13-192

WHEREAS, Title VI of the Civil Rights Act of 1964 addresses discrimination in almost all aspects of public services and programs administered or funded by the federal government in the United States, such as SFMTA's public transit service; and

WHEREAS, The SFMTA receives federal funds through the Federal Transit Administration (FTA) and is required to have in place a Title VI program that ensures that the level and quality of public transportation service is provided in a nondiscriminatory manner, promotes full and fair participation in public transportation decision-making without regard to race, color, or national origin, and ensures meaningful access to transit-related programs and activities by persons with limited English proficiency; and

WHEREAS, The FTA's updated Title VI Circular (FTA C 4702.1B), issued on October 1, 2012, requires that the governing board of a transit agency approve a Major Service Change Definition and Disparate Impact and Disproportionate Burden policies; and

WHEREAS, As part of FTA's Title VI Program requirements, SFMTA must perform a service equity analysis when a major service change is proposed or any fare change that will exceed six months to determine if the change will adversely affect minority and low-income populations; and

WHEREAS, Based on data from the 2010 U.S. Census, 58 percent of San Francisco residents are minority and 31 percent of San Francisco households are at or below 200 percent of the federal poverty level; and

WHEREAS, If the service or fare equity analysis identifies a potential disparate impact on minority populations or customers, SFMTA is required to consider alternative proposals to avoid, minimize, or mitigate the disparate impact and the service or fare changes can only be implemented if (1) a substantial legitimate justification for the service or fare change exists, (2) there are no comparably effective alternative practices that would result in a less disparate impact on minority populations, and (3) the justification for the service change is not a pretext for discrimination; and

WHEREAS, If a disproportionate burden is found, the service or fare change may only be carried out if further mitigation measures or alternatives that would reduce the disproportionately high and adverse effects on low-income populations are not practicable; and

WHEREAS, SFMTA has performed multilingual community and peer outreach during the development of these policies; and

WHEREAS, After reviewing demographic data, characteristics of system ridership and conducting peer reviews/comparisons, a threshold of eight percent was determined to be the appropriate proposed threshold for both the Disparate Impact Policy and Disproportionate Burden Policy; and

WHEREAS, SFMTA staff recommend the following Major Service Change Definition be adopted by the SFMTA Board of Directors:

Major Service Change - A change in transit service that would be in effect for more than a 12-month period and that would consist of any of the following criteria:

- A schedule change (or series of changes) resulting in a system-wide change in annual revenue hours of five percent or more implemented at one time or over a rolling 24 month period;
- A schedule change on a route with 25 or more one-way trips per day resulting in:
 - Adding or eliminating a route;
 - A change in annual revenue hours on the route of 25 percent or more;
 - A change in the daily span of service on the route of three hours or more; or
 - A change in route-miles of 25 percent or more, where the route moves more than a quarter mile.

Corridors served by multiple routes will be evaluated based on combined revenue hours, daily span of service, and/or route-miles.

- The implementation of a New Start, Small Start, or other new fixed guideway capital project, regardless of whether the proposed changes to existing service meet any of the criteria for a service change described above; and

WHEREAS, SFMTA staff recommends that the following Disparate Impact Policy be adopted by the SFMTA Board of Directors:

Disparate Impact Policy - a fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disparate impact on minority populations if the difference between the percentage of the minority population impacted by the changes and the percentage of the minority population system-wide is eight percentage points or more. Packages of major service changes across multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare instruments will be evaluated cumulatively; and

WHEREAS, SFMTA staff recommends that the following Disproportionate Burden Policy be adopted by the SFMTA Board of Directors:

Disproportionate Burden Policy - A fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disproportionate burden on low-income populations if the difference between the percentage of the low-income population impacted by the changes and the percentage of low-income population system-wide is eight percentage points or more. Packages of major service changes across multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare instruments will be evaluated cumulatively; now, therefore, be it;

RESOLVED, That the SFMTA Board of Directors approves the Major Service Change Definition and Disparate Impact and Disproportionate Burden policies that are required to be adopted pursuant to the FTA's updated Circular 4702.1B issued on October 1, 2012.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of August 20, 2013.

R. Bozner

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency



Appendix I Fare and Major Service Change Equity Analyses

THIS PRINT COVERS CALENDAR ITEM NO.: 10.5

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Transit

BRIEF DESCRIPTION:

As part of the FY25 and FY26 operating budget, approving the SFMTA's Title VI Service Equity Analysis of Muni's current service, as of January 2024, which includes all service changes since April 2022 that meet the SFMTA's definition of a major service change; the service equity analysis concluded that these changes do not result in a disparate impact on communities of color or a disproportionate burden on low-income communities under Title VI of the Civil Rights Act of 1964.

SUMMARY:

- On December 7, 2021, the SFMTA Board approved a Title VI Service Equity Analysis of the proposed Winter 2022 Muni Service Network, a package of transit service changes that were planned for early 2022 and incorporated community feedback received through a multi-pronged engagement effort in the late Summer and Fall of 2021.
- Resource constraints slowed the implementation of the Winter 2022 Muni Service Network, but as resources allowed, the SFMTA gradually implemented many elements of the plan in 2022 and 2023. The SFMTA also implemented additional service adjustments to address overcrowding and other emerging needs.
- Due to anticipated fiscal constraints over the next two years, the SFMTA is proposing to maintain Muni's current service, as of January 2024, as part of the FY25 & FY26 operating budget. Any future modifications to the current service plan will be cost-neutral, i.e., service increases will be balanced with service decreases so the net service adjustments are cost-neutral systemwide.
- Federal Transit Administration (FTA) Circular 4702.1B requires a Title VI service equity analysis for major service changes in effect for longer than 12 months.
- This Title VI service equity analysis compares April 2022 transit service to Muni's current service, as of January 2024, analyzing route and service changes that have been or will be in place for longer than 12 months.
- The Title VI analysis of the transit service and route changes that qualify as major service changes found that the changes do not result in a disparate impact on communities of color or a disproportionate burden on low-income communities.

ENCLOSURES:

1. SFMTA Board Resolution
2. Title VI Service Equity Analysis of Muni's Current 2024 Service

APPROVALS:

DATE

DIRECTOR 

April 10, 2024

SECRETARY 

April 9, 2024

ASSIGNED SFMTAB CALENDAR DATE: April 16, 2024

PURPOSE

As part of the FY25 and FY26 operating budget, approving the SFMTA's Title VI Service Equity Analysis of Muni's current service, as of January 2024, which includes all service changes since April 2022 that meet the SFMTA's definition of a major service change; the service equity analysis concluded that these changes do not result in a disparate impact on communities of color or a disproportionate burden on low-income communities under Title VI of the Civil Rights Act of 1964.

STRATEGIC PLAN GOALS AND TRANSIT FIRST POLICY PRINCIPLES

This action supports the following SFMTA Strategic Plan Goals:

- Goal 1: Identify and reduce disproportionate outcomes and resolve past harm towards marginalized communities.
- Goal 5: Deliver reliable and equitable transportation services.
- Goal 6: Eliminate pollution and greenhouse gas emissions by increasing use of transit, walking and bicycling.
- Goal 7: Build stronger relationships with stakeholders.

This item addresses the following San Francisco Transit First Policy Principles:

1. To ensure quality of life and economic health in San Francisco, the primary objective of the transportation system must be the safe and efficient movement of people and goods.
2. Public transit, including taxis and vanpools, is an economically and environmentally sound alternative to transportation by individual automobiles. Within San Francisco, travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile.
9. The ability of the City and County to reduce traffic congestion depends on the adequacy of regional public transportation. The City and County shall promote the use of regional mass transit and the continued development of an integrated, reliable, regional public transportation system.

DESCRIPTION

In the late Summer and Fall of 2021, as many pre-pandemic Muni routes remained suspended, the SFMTA conducted a multi-pronged engagement effort to determine how the agency should prioritize its limited resources. Through community feedback, the proposed Winter 2022 Muni Service Network was developed. It consisted of a package of transit service changes that included which Muni routes were next to be restored, many with modified routing or frequencies compared to pre-pandemic. On December 7, 2021, through SFMTA Board Resolution No. 211207-147, the SFMTA Board approved a Title VI Service Equity Analysis of the Winter 2022 Muni Service Network, which had a planned implementation in early 2022 (See: <https://www.sfmta.com/reports/12-7-21-mtab-item-12-winter-2022-network-plan>).

Resource constraints slowed the implementation of the Winter 2022 Muni Service Network, but as resources allowed, the SFMTA gradually implemented many elements of the plan in 2022 and

2023. As of January 2024, some routes have shorter alignments or less frequent service than what was included in the Winter 2022 Muni Service Network, but all of the lines included in that service plan have been at least partially restored except for the 10 Townsend, which remains suspended. The other pre-pandemic routes that remain suspended include the 3 Jackson, 47 Van Ness, and E Embarcadero as well as most of the pre-pandemic Express and Specialized lines, including the 1AX/1BX California Expresses, 7X Noriega Express, 14X Mission Express, 30X Marina Express, 31AX/31BX Balboa Expresses, 38AX/38BX Geary Expresses, 41 Union, 76X Marin Headlands Express, 81X Caltrain Express, 82X Levi Plaza Express, 88 Bart Shuttle, and NX Judah Express.

Distinct from the Winter 2022 service plan, since April 2022, the SFMTA also opened the Central Subway in January 2023, which completed Phase 2 of the T Third Street Line Light Rail Transit Project. To comply with FTA requirements for New Starts Projects, on June 21, 2022, through SFMTA Board Resolution No. 220621-057, the SFMTA Board approved a Title VI Service Equity Analysis of the Central Subway Project (see <https://www.sfmta.com/reports/6-21-22-mtab-item-11b-title-vi-analysis-central-subway-project>). During 2022 and 2023, the SFMTA also implemented additional service adjustments to address overcrowding and other emerging needs.

Due to anticipated fiscal constraints over the next two years, the SFMTA is proposing to maintain Muni’s current service, as of January 2024, as part of the FY25 & FY26 operating budget. Any future modifications to the current service plan will be cost-neutral, i.e., service increases will be balanced with service decreases so the net service adjustments are cost-neutral systemwide.

The FTA’s Title VI Circular 4702.1B requires a service equity analysis for major service changes in effect for longer than 12 months. The current Title VI service equity analysis compares April 2022 transit service to Muni’s current service, as of January 2024, analyzing service changes that met the SFMTA’s Major Service Change definition, and that have been or will be in place for longer than 12 months.

The table below provides a summary of Muni’s major service changes since April 2022 that meet the criteria in the SFMTA’s Title VI Major Service Change Policy.

Route	Description of Muni’s Service Changes since April 2022 that met the Major Service Change Criteria & Month Implemented			Major Service Change Criteria met with Service Decrease “(-)” or Increase “(+)”			
				Route-Miles		Revenue Hours	
				(-)	(+)	(-)	(+)
2 Sutter	Restored with shortened route compared to pre-pandemic at 20 min headway on weekdays and weekends.	July 2022			X		
6 Parnassus	Restored pre-pandemic route at 20 min headway on weekdays and weekends.	July 2022			X		
21 Hayes	Restored with shortened route compared to pre-pandemic route at 20 min headway on weekdays and weekends.	July 2022			X		

Route		Description of Muni's Service Changes since April 2022 that met the Major Service Change Criteria & Month Implemented		Major Service Change Criteria met with Service Decrease “(-)” or Increase “(+)”			
				Route- Miles		Revenue Hours	
				(-)	(+)	(-)	(+)
23	Monterey	Eliminated segment from Santa Clara Ave / St Francis Blvd to West Portal Station and added segment from Santa Clara Ave / St Francis Blvd to Sloat Blvd / 47 th Ave to match pre-pandemic routing.	July 2022	¹	X		
28	19th Ave	(1) Extended route from North Point St / Van Ness Ave to Powell St / Beach St. On weekdays, incrementally increased frequency from 12 min to 10 min during peak periods (1), (2), (3) and then decreased frequency to 12 min when 28R was resumed (4). On weekends, incrementally increased frequency from 15 min to 12 min (2), (3), (5).	(1) July 2022 (2) Jan 2023 (3) June 2023 (4) Aug 2023 (5) Jan 2024				X
28R	19th Ave Rapid	Restored with route modifications (connection to Daly City BART instead of connection to Balboa Park BART pre-pandemic) at 12 min peak weekday headway.	Aug 2023		X		
43	Masonic	Extended route from Presidio Ave / California St to Fort Mason.	July 2022		X		X
52	Excelsior	Corresponding to restoration of 6 Parnassus, shortened route to pre-pandemic routing.	July 2022	X		X	
57	Park- merced	Adjusted routing between Eucalyptus Dr / Junipero Serra Blvd / Ocean Ave and Stonestown and added segment between Eucalyptus Dr / Junipero Serra Blvd / Ocean Ave and West Portal Station.	July 2022	¹	X		
58	Lake Merced	Adjusted routing between Sunset Blvd / Sloat Blvd and Stonestown from running on Sloat Blvd and Junipero Serra Blvd to running on Lake Merced Blvd and Winston Dr. Also adjusted routing between John Muir Dr and Daly City BART from running on John Daly Blvd to running on Brotherhood Way and Alemany Blvd. Decreased headway from 20 min to 30 min.	July 2022	²	²	X	
66	Quintara	Corresponding to restoration of 6 Parnassus, shortened route to pre-pandemic routing.	July 2022	X		X	
PM	Powell- Mason Cable Car	Expanded service span from 10pm to 11pm and increased peak weekday and weekend headway from 11 min to 10 min.	Oct 2022				X
L	Taraval	Shortened weekday and weekend routing so eastern terminal is at West Portal Station instead of the Ferry Building and increased frequency from 10 min to 8 min on weekday (1). Midday on weekdays only, supplemental trips added run between SF Zoo and the Ferry Building at an approximately 50 min headway (2).	(1) July 2022 (2) Oct 2022			X	

Route		Description of Muni's Service Changes since April 2022 that met the Major Service Change Criteria & Month Implemented		Major Service Change Criteria met with Service Decrease “(-)” or Increase “(+)”			
				Route- Miles		Revenue Hours	
				(-)	(+)	(-)	(+)
T	Third St	Replaced routing from the 4 th St / King Caltrain Station that ran on King St and Embarcadero and in the Market St Subway with a newly constructed alignment on 4 th St and in the Central Subway that connects to Chinatown / Rose Pak Station.	Jan 2023	X	³		

Notes: ¹ Route changes to the 23 Monterey and 57 Parkmerced included both added and removed segments. These changes resulted in a net increase in route-miles, but the removed segments were also analyzed as part of this analysis.

² The 58 Lake Merced route changes include route segment removals and route segment additions. Although the total length of the route changed by less than the 25% major service change threshold, 48% of the baseline routing was shifted in some way and the shift was more than the threshold distance of a ¼-mile for some stops. Both the removed segments and added segments were analyzed as part of this analysis.

³ A Title VI service equity analysis of the Central Subway Project's 1.7-mile alignment addition to the T Third Street Line was approved by the SFMTA Board on June 21, 2022. When accounting for the T Third previously being interlined with the K Ingleside Line, the project resulted in a net decrease in route-miles on the T Third Line, but the added segment was also analyzed as part of this analysis.

TITLE VI SERVICE EQUITY ANALYSIS BACKGROUND AND FINDINGS

As a federally funded agency, the SFMTA must comply with Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color or national origin in programs and activities receiving Federal financial assistance. Federal Transit Administration (FTA) Circular 4702.1B requires a transit agency's governing board to adopt a Title VI Program, and, as a part of the Program, the following policies related to fare and service changes: Major Service Change Policy, Disparate Impact Policy, and Disproportionate Burden Policy.

A Title VI service equity analysis is required for service changes that meet the criteria in the SFMTA's Major Service Change Policy. The service changes that meet the criteria of a major service change are then analyzed to see if they result in a disparate impact on communities of color or a disproportionate burden on low-income communities.

The SFMTA's Major Service Change Policy defines a major service change as a change in transit service that would be in effect for more than a 12-month period, and that would consist of any of the following criteria:

- *A schedule change (or series of changes) resulting in a system-wide change in annual revenue hours of five percent or more implemented at one time or over a rolling 24-month period;*

- *A schedule change on a route with 25 or more one-way trips per day resulting in:*
 - *Adding or eliminating a route;*
 - *A change in annual revenue hours on the route of 25 percent or more;*
 - *A change in the daily span of service on the route of three hours or more; or*
 - *A change in route-miles of 25 percent or more, where the route moves more than a quarter mile.*

Corridors served by multiple routes will be evaluated based on combined revenue hours, daily span of service, and/or route-miles.
- *The implementation of a New Start, Small Start, or other new fixed guideway capital project, regardless of whether the proposed changes to existing service meet any of the criteria for a service change described above.*

Under the SFMTA's Disparate Impact Policy in its Title VI Program, service changes are considered to have a disparate impact on communities of color if:

- the changes meet the Agency's major service change criteria and
- the proportion of people of color in the population impacted by the service changes is eight or more percentage points higher for service decreases (and lower for service increases) than the respective proportion in the citywide population.

Under the SFMTA's Disproportionate Burden Policy in its Title VI Program, service changes are considered to have a disproportionate burden on individuals living in low-income households if:

- the changes meet the Agency's major service change criteria and
- the proportion of individuals living in low-income households in the population impacted by the service changes is eight or more percentage points higher for service decreases (and lower for service increases) than the respective proportions in the citywide population.

The current Title VI analysis found that the service changes that have been implemented since April 2022 and that have resulted in Muni's current service, as of January 2024, resulted in a 4% increase in annual revenue service hours systemwide. This increase is less than the 5% threshold in the Major Service Change Policy for a systemwide service change so is considered to not be a major service change.

The system changes were also broken down and analyzed at the route-level. At the route-level, service changes to 14 routes met one or more major service change criteria. Six route segment removals, four full route additions, and five route segments additions met the route miles major service change criteria. The service decreases on four routes and service increases on three routes met the annual revenue hours major service change criteria. No service changes since April 2022 met the service span major service change criteria.

The route-level major service changes were grouped by major service change category (route miles or annual revenue hours) and whether the changes resulted in a service increase or decrease and were then analyzed to determine if each category of changes cumulatively indicated a disparate impact on communities of color or a disproportionate burden on low-income populations.

For major service changes that resulted in service decreases, the proportions of people of color and individuals living in low-income households in the impacted population were not eight or more percentage points higher than the respective proportions of the citywide population.

For major service changes that resulted in service increases, the proportions of people of color and individuals living in low-income households in the impacted population were not eight or more percentage points lower than the respective proportions of the citywide population.

These results indicate that no disparate impact on communities of color or disproportionate burden on low-income communities was found. These findings are summarized in the table below.

Major Service Change Type	% People of Color ¹ (% of impacted population)	Difference from Citywide Population	Disparate Impact?	% Low-income ¹ (% of impacted population)	Difference from Citywide Population	Disproportionate Burden?
Service Decreases (Is Difference from Citywide Population +8 or higher?)						
Route Miles	59%	-3	No	20%	-1	No
Revenue Hours	58%	-4	No	24%	+2	No
Service Increases (Is Difference from Citywide Population -8 or lower?)						
Route Miles	64%	+2	No	19%	-2	No
Revenue Hours	56%	-6	No	19%	-2	No
Citywide Population ¹	62%			21%		

Note: ¹ Data Source: U.S. Census 2018-2022 American Community Survey 5-year estimates

STAKEHOLDER ENGAGEMENT

Pursuant to Title VI of the Civil Rights Act of 1964 and its implementing regulations, as well as state and local laws, the SFMTA takes responsible steps to ensure meaningful access to the benefits, services, information, and other important portions of SFMTA's programs and activities for individuals regardless of race, color or national origin. Given the diversity of San Francisco and of Muni's ridership, the SFMTA is particularly committed to disseminating information that is accessible to individuals who may have a limited ability to read, write or speak English.

In addition to the outreach and public comment that occurred around the Muni service changes implemented since April 2022, multiple methods were used to engage Muni customers and solicit feedback from the community regarding Muni's current service, as of January 2024, as part of the extensive FY25-FY26 budget outreach process.

The budget outreach strategies included:

- Multilingual collateral on Muni vehicles publicizing budget feedback opportunities, including proposed fare and service changes, and notice of free language assistance in 10 languages:
 - 1,400 infocards posted in all vehicles, buses and LRVs
 - 400 ads posted on LRV4s
 - 1,000 ads posted on buses
- Newspaper ads in 13 newspapers, including ethnic media, publicizing budget feedback opportunities:

- SF Examiner
- Bay Area Reporter
- SFNNA Group
- Marina Times
- Noe Valley Voice
- Potrero View
- Richmond ReView
- San Francisco Bay View
- Sunset Beacon
- El Tecolote
- Sing Tao Daily
- World Journal
- Wind Newspaper
- Kstati
- Social media posting on official SFMTA accounts:
 - Total views of Facebook posts on the budget process: 301
 - Total views of Instagram posts on the budget process: 1,306
 - Total views of Twitter posts on the budget process: 7,037
 - Total views of LinkedIn posts on the budget process: 3,164
- A social media advertising campaign from February 7, 2024 to February 29, 2024 on Facebook, Instagram and Twitter publicizing budget feedback opportunities. This campaign had a reach of 200,854, with 473,096 total impressions in four languages:
 - English: 206,542 impressions
 - Spanish: 139,919 impressions
 - Chinese: 85,217 impressions
 - Filipino: 41,418 impressions
- An online budget balancing tool to help members of the public learn about the tradeoffs the agency is considering as we develop the budget. There was a total of 529 views of the tool in four languages:
 - English: 510 views
 - Spanish: 4 views
 - Chinese: 15 views
 - Filipino: 0 views
- Direct email updates to members of the public signed up for agency updates:
 - Emails on 2/15/2024, 2/22/2024, and 2/29/2024: 192,239 delivered
 - SMS/text messages on 2/15/2024, 2/22/2024, 2/29/2024, and 2/29/2024: 104,757 delivered
- Public listening sessions open to all members of the public:
 - Virtual Meeting on February 22 from 5:00-7:00pm on Zoom - included a presentation from SFMTA CFO, an invitation to try out the Budgeting Exercise, and breakout rooms on Transit; Streets; Taxis, Mobility, and Accessibility; and General Topics
 - Simultaneous interpretation provided in American Sign Language (ASL), Filipino (Tagalog), Spanish, and Cantonese
 - 107 community members attended

- In-Person Meeting on March 2 from 11:30-1:30pm at the Richmond Library – included a presentation from SFMTA CFO, an invitation to try out the Budgeting Exercise, and a question-and-answer session
 - 3 community members utilized interpretation services (Cantonese)
 - Interpretation services were also available in American Sign Language (ASL), Filipino (Tagalog), Spanish, and Russian.
 - 32 community members attended

In addition, information was included on a dedicated, multilingual information page at sfmta.com/budget and on Muni’s schedule and routes page and included information on how to provide feedback via the budget hotline, a dedicated email or by attending the SFMTA Board of Directors’ meetings. Over 50 comments related to Muni service were received as a result of this outreach effort and were considered as part of the budget process. The agency will continue to consider stakeholder feedback to inform future cost-neutral service changes.

ALTERNATIVES CONSIDERED

Due to anticipated fiscal constraints over the next two years, the SFMTA is proposing to maintain Muni’s current service, as of January 2024, as part of the FY25 & FY26 operating budget. Unless additional operating funds are secured, the SFMTA has not considered an alternative that increases service without a corresponding decrease in service.

FUNDING IMPACT

The SFMTA is proposing to maintain Muni’s current service, as of January 2024, as part of the FY25 & FY26 operating budget due to limited resources. Any future modifications to the current service plan will be cost-neutral, i.e., service increases will be balanced with service decreases so the net service adjustments are cost-neutral systemwide.

ENVIRONMENTAL REVIEW

On April 2, 2024, the SFMTA, under authority delegated by the Planning Department, determined that the adoption of the Muni’s Current 2024 Service Title VI Service Equity Analysis is not a “project” under the California Environmental Quality Act (CEQA) pursuant to Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b).

A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors and is incorporated herein by reference.

OTHER APPROVALS

The City Attorney’s Office has reviewed this calendar item.

RECOMMENDATION

That as part of the FY25 and FY26 operating budget, the SFMTA Board approve the SFMTA’s

Title VI Service Equity Analysis of Muni's current service, as of January 2024, which includes all service changes since April 2022 that meet the SFMTA's definition of a major service change; the service equity analysis concluded that these changes do not result in a disparate impact on communities of color or a disproportionate burden on low-income communities under Title VI of the Civil Rights Act of 1964.

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. _____

WHEREAS, On December 7, 2021, the, San Francisco Municipal Transportation Agency (SFMTA) Board approved a Title VI Service Equity Analysis of the proposed Winter 2022 Muni Service Network, a package of transit service changes that were planned for early 2022 and incorporated community feedback received through a multi-pronged engagement effort in the late Summer and Fall of 2021; and,

WHEREAS, Resource constraints slowed the implementation of the Winter 2022 Muni Service Network, but as resources allowed, the SFMTA gradually implemented many elements of the plan in 2022 and 2023; and,

WHEREAS, The SFMTA also implemented additional service adjustments to address overcrowding and other emerging needs; and,

WHEREAS, The SFMTA is committed to making San Francisco a Transit-First City; and,

WHEREAS, Due to anticipated fiscal constraints over the next two years, the SFMTA is proposing to maintain Muni's current service, as of January 2024, as part of the FY25 & FY26 operating budget; and,

WHEREAS, Any future modifications to the current service plan will be cost-neutral, i.e., service increases will be balanced with service decreases so the net service adjustments are cost-neutral systemwide; and,

WHEREAS, Pursuant to the requirements contained in the Federal Transit Administration's (FTA) Circular 4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients," a transit service equity analysis is required for Muni service adjustments that meet the SFMTA's definition of a major service change and are in effect for longer than 12 months; and,

WHEREAS, This Title VI service equity analysis compares April 2022 transit service to Muni's current service, as of January 2024, analyzing route and service changes that have been or will be in place for longer than 12 months; and,

WHEREAS, Pursuant to the requirements contained in FTA Circular 4702.1B, the SFMTA analyzed the impacts of the service changes on communities of color and customers from low-income households and determined that the service changes do not result in a disparate impact on communities or color or a disproportionate burden on low-income communities under Title VI; and,

WHEREAS, In addition to the outreach and public comment that occurred around the Muni service changes implemented since April 2022, multiple methods were used to engage Muni customers and solicit feedback from the community regarding Muni's current service (as of January 2024) as part of the extensive FY25-FY26 budget outreach process; and,

WHEREAS, On April 2, 2024, the SFMTA, under authority delegated by the Planning Department, determined that the adoption of the Muni's Current 2024 Service Title VI Service Equity Analysis is not a "project" under the California Environmental Quality Act (CEQA) pursuant Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b); and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and is incorporated herein by reference; therefore, be it

RESOLVED, That as part of the Fiscal Year 2025 and Fiscal Year 2026 operating budget, the San Francisco Municipal Transportation Agency Board of Directors approves the SFMTA's Title VI Service Equity Analysis of Muni's current service, as of January 2024, which includes all service changes since April 2022 that meet the SFMTA's definition of a major service change; the service equity analysis concluded that these changes do not result in a disparate impact on communities of color or a disproportionate burden on low-income communities under Title VI of the Civil Rights Act of 1964.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of April 16, 2024.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency

Enclosure 2

**TITLE VI
SERVICE EQUITY
ANALYSIS of
MUNI'S CURRENT
2024 SERVICE**

April 16, 2024

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I. Background

A. Title VI

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that "no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance." (42 U.S.C. Section 2000d).

The Federal Transit Administration's (FTA) Circular 4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients," provides guidance to transit agencies serving large urbanized areas and requires that these agencies "shall... evaluate, prior to implementation, any and all service changes that exceed the transit provider's major service change threshold, as well as all fare changes, to determine whether those changes will have a discriminatory impact based on race, color, or national origin" (Circular 4702.1B, Chapter IV-11). FTA Circular 4702.1B also states that if "a temporary service addition or change lasts longer than twelve months, then FTA considers the service addition or change permanent and the transit provider must conduct a service equity analysis if the service otherwise qualifies as a major service change" (Circular 4702.1B, Chapter IV-13).

B. SFMTA and Muni's Current 2024 Service Title VI Analysis

The San Francisco Municipal Transportation Agency (SFMTA), a department of the City and County of San Francisco, was established by voter proposition in 1999. One of the SFMTA's primary responsibilities is operating the San Francisco Municipal Railway, known universally as "Muni." Muni is the largest transit system in the Bay Area with over 700,000 passenger boardings per weekday and over 220 million customers a year prior to the pandemic and approximately 480,000 passenger boardings per weekday in Fall 2023. The Muni fleet includes historic streetcars, renewable biodiesel and electric hybrid buses and electric trolley coaches, light rail vehicles, paratransit cabs and vans and the world-famous cable cars. As of January 2024, Muni has 51 bus routes, six light rail lines, one historic streetcar line, and three cable car lines in service and provides regional connections to other Bay Area public transit systems such as BART, AC Transit, Golden Gate Transit and Ferries, SamTrans, and Caltrain.

This Title VI Analysis includes:

- SFMTA's Board-approved Title VI-related policies and definitions, including the Agency's Major Service Change, Disparate Impact and Disproportionate Burden Policies.
- The methodology used for this service equity analysis.
- A description of the service changes that have been implemented since April 2022, which have resulted in Muni's current service, as of January 2024.
- The results of the service equity analysis.
- A summary of public outreach and engagement efforts to seek public comment on Muni's current service, as of January 2024, and which the SFMTA is proposing to maintain as part of the FY25 and FY26 operating budget.

II. SFMTA's Title VI-related Policies, Definitions

On October 1, 2012, FTA issued updated Circular 4702.1B, which requires a transit agency's governing board to adopt the following policies related to fare and service changes:

- Major Service Change Definition – establishes a definition for a major service change, which provides the basis for determining when a service equity analysis needs to be conducted.
- Disparate Impact and Disproportionate Burden Policies – establishes thresholds to determine when proposed major service changes or fare changes would adversely affect communities of color and/or low-income populations and when alternatives need to be considered or impacts mitigated.

In response to the Title VI Circular, the SFMTA developed Major Service Change, Disparate Impact and Disproportionate Burden Policies, which were approved by the SFMTA Board of Directors on August 20, 2013, after an extensive multilingual public outreach process. Outreach included two public workshops, five presentations to the SFMTA Board and committees, and outreach to approximately 30 community-based organizations and transportation advocates with broad perspective among communities of color and low-income communities.

The following definitions and policies were used to conduct this Title VI service equity analysis:

- People and Communities of Color/Minority Populations
- Low-income Populations
- Major Service Change Policy
- Disparate Impact Policy
- Disproportionate Burden Policy
- Adverse Effect

A. People and Communities of Color / Minority Populations

The Title VI Circular includes the following race and ethnicity identities in its definition for those who are considered “minority persons” and members of “minority populations”: American Indian and Alaska Native, Asian, Black or African American, Hispanic or Latino, or Native Hawaiian or other Pacific Islander. As an agency, the SFMTA is dedicating efforts to continuous process improvement to normalize and sustain terminology which centers racial equity and affirms the cultures of racialized people. For the purpose of this Title VI analysis, the SFMTA considers individuals to be a person of color if they self-identify as any race/ethnicity other than White, Not Hispanic or Latino. An individual who self-identifies as Multi-Racial including White, is also considered to be a person of color.” Use of the term “person of color” in this report should be considered as coextensive with the term “minority” as that term is defined in FTA Circular 4702.1B.

B. Low-income Populations

The SFMTA defines low-income individuals as those whose total household income is below 200% of the federal poverty level per household size. This definition of low-income households matches SFMTA's criteria for Lifeline Muni passes for low-income households in San Francisco. To be consistent with the use of 2022 5-year American Community Survey (ACS) data for the service

equity analysis, Table 1 shows the 2022 household incomes that meet the 200% Federal poverty level threshold for different household sizes.

Table 1: 2022 Poverty Designations by Household Size

Household Size	Poverty Guideline	200% of Poverty Guideline
1	\$13,590	\$27,180
2	\$18,310	\$36,620
3	\$23,030	\$46,060
4	\$27,750	\$55,500
5	\$32,470	\$64,940
6	\$37,190	\$74,380
7+ <i>add for each additional household member</i>	+\$4,720	+\$9,440

C. Major Service Change Policy

The SFMTA has developed a policy that defines a Major Service Change as a change in transit service that would be in effect for more than a 12-month period, and that would consist of any of the following criteria (per SFMTA's 2019 Title VI Program Update):

- *A schedule change (or series of changes) resulting in a system-wide change in annual revenue hours of five percent or more implemented at one time or over a rolling 24-month period;*
 - *A schedule change on a route with 25 or more one-way trips per day resulting in:*
 - *Adding or eliminating a route;*
 - *A change in annual revenue hours on the route of 25 percent or more;*
 - *A change in the daily span of service on the route of three hours or more; or*
 - *A change in route-miles of 25 percent or more, where the route moves more than a quarter mile.*
- Corridors served by multiple routes will be evaluated based on combined revenue hours, daily span of service, and/or route-miles.*
- *The implementation of a New Start, Small Start, or other new fixed guideway capital project, regardless of whether the proposed changes to existing service meet any of the criteria for a service change described above.*

D. Disparate Impact Policy

The SFMTA's Disparate Impact Policy is:

Disparate Impact Policy determines the point ("threshold") when adverse effects of fare or service changes are borne disparately by minority populations. Under this policy, a fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disparate impact on minority populations if the difference between the percentage of the minority population impacted by the changes and the percentage of the minority population system-wide is eight percentage points or more. Packages of major service

changes across multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare instruments will be evaluated cumulatively.

E. Disproportionate Burden Policy

The SFMTA's Disproportionate Burden Policy is:

Disproportionate Burden Policy determines the point when adverse effects of fare or service changes are borne disproportionately by low-income populations. Under this policy, a fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disproportionate burden on low-income populations if the difference between the percentage of the low-income population impacted by the changes and the percentage of the low-income population system-wide is eight percentage points or more. Packages of major service changes across multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare instruments will be evaluated cumulatively.

F. Adverse Effect

In addition to defining policies relating to Major Service Changes, Disparate Impact, and Disproportionate Burden, the SFMTA also must define when an adverse effect may be found. According to the Title VI Circular, "an adverse effect is measured by the change between the existing and proposed service levels that would be deemed significant." For this analysis, an adverse effect may be deemed significant if it is in accordance with SFMTA's Major Service Change definition and it negatively impacts communities of color and/or low-income populations.

An adverse effect may be found if any one of the following occur:

- *A system-wide change (or series of changes) in annual revenue hours of five percent or more proposed at one time or over a rolling 24-month period;*
- *A route is added or eliminated;*
- *Annual revenue hours on a route are changed by 25 percent or more;*
- *The daily span of service on the route is changed three hours or more; or*
- *Route-miles are changed 25 percent or more, where the route moves more than a quarter mile.*

And

- *The proposed changes negatively impact minority and low-income populations.*

Corridors served by multiple routes will be evaluated based on combined revenue hours, daily span of service, and/or route-miles.

It should be noted that Title VI also requires that positive changes, such as fare reductions and major service improvements, be evaluated for their effect on communities of color and low-income communities. The SFMTA separately evaluates positive impact proposals and negative impact proposals.

III. Methodology for Service Equity Analysis

The Title VI Circular requires that a service equity analysis be conducted for service changes that would be in effect for more than a 12-month period and that meet the criteria in the transit agency's Major Service Change Policy. The analysis included herein compares Muni service between the following two time points:

- April 2022 - Service in effect, as of April 16, 2022, which was service in effect at the time the operating budget for the current two-year budget cycle (FY23 & FY24) was reviewed and approved by the SFMTA's Board on April 19, 2022.
- Muni's Current 2024 Service –Muni's current service, as of January 20, 2024, which reflects all major service modifications since April 2022 and which the SFMTA is proposing to maintain as part of the FY25 and FY26 operating budget.

The analysis involves first determining which, if any, of the service changes that have been implemented since April 2022 meet the criteria in the SFMTA's Major Service Change Policy described above. Then each route that meets criteria in the Major Service Change policy is grouped by the categories of the major service change criteria that are met – route-miles, annual revenue service hours, and/or daily service span – and by whether the service change results in a service decrease or a service increase. A route is included in multiple categories of major service changes if the changes along the route meet multiple criteria of the Major Service Change Policy. (Note that full route suspensions and full route additions are considered to only meet the route-miles major service change.) Once the service changes are grouped by category, the population that is impacted by each category of major service changes is then determined.

The SFMTA typically relies on customer on-board survey data for determining the impacted population, and their demographics, for major service changes. However, there have been shifts in Muni ridership and the overall San Francisco population since the start of the COVID-19 pandemic Shelter in Place Public Health Order in March 2020 and the most recent Muni on-board survey was conducted in 2016-2017. (A Muni onboard survey is currently underway; however, the data is not expected to be available until later in 2024) Considering these factors, this analysis uses U.S. Census data, specifically, the 2018-2022 American Community Survey 5-Year Estimates (2022 ACS) data at the block group level, to determine the population who is impacted by each major service change.

The service area is defined as the areas within a quarter mile of the stops along the route segment experiencing a major service change. The percentage of each block group's surface area that is within the service area is the percentage of that block group's entire population that is considered to be impacted by each route's major service change. The impacted population for each major service change category is the sum of the impacted population for each route that experienced a service change that meets the criteria for that category.

Per 2022 ACS, 62% of San Francisco residents self-identified as a person of color and 21% of residents reported that they live in a low-income household (a household living at less than 200% of the Federal poverty level).

The proportions of those in the impacted population who identified as a person of color or a person living in a low-income household for all the changes within each major service change category are

then compared to the corresponding proportions for the overall population of San Francisco. Based on the SFMTA's Disparate Impact Policy and Disproportionate Burden Policy, this comparison is used to determine if the service changes in each major service change category are found to result in a disparate impact on San Francisco's communities of color or a disproportionate burden on San Francisco's low-income population.

A disparate impact is found for:

- Service decreases - if people of color comprise a proportion of the impacted population that is eight or more percentage points higher than the proportion of the citywide population
- Service increases - if people of color comprise a proportion of the impacted population that is eight or more percentage points lower than the proportion of the citywide population

A disproportionate burden is found for:

- Service decreases - if those in a low-income household comprise a proportion of the impacted population that is eight or more percentage points higher than the proportion of the citywide population
- Service increases - if those in a low-income household comprise a proportion of the impacted population that is eight or more percentage points lower than the proportion of the citywide population

III. Muni's Current 2024 Service

In the late Summer and Fall of 2021, as many pre-pandemic Muni routes remained suspended, the SFMTA conducted a multi-pronged engagement effort to determine how the agency should prioritize its limited resources. Through community feedback, the proposed Winter 2022 Muni Service Network was developed. It consisted of a package of transit service changes that included which Muni routes were next to be restored, many with modified routing or frequencies compared to pre-pandemic. On December 7, 2021, through SFMTA Board Resolution No. 211207-147, the SFMTA Board approved a Title VI Service Equity Analysis of the Winter 2022 Muni Service Network, which had a planned implementation in early 2022 (See: <https://www.sfmta.com/reports/12-7-21-mtab-item-12-winter-2022-network-plan>).

Resource constraints slowed the implementation of the Winter 2022 Muni Service Network, but as resources allowed, the SFMTA gradually implemented many elements of the plan in 2022 and 2023. As of January 2024, some routes have shorter alignments or less frequent service than what was included in the Winter 2022 Muni Service Network, but all of the lines included in that service plan have been at least partially restored except for the 10 Townsend, which remains suspended. The other pre-pandemic routes that remain suspended include the 3 Jackson, 47 Van Ness, and E Embarcadero as well as most of the pre-pandemic Express and Specialized lines, including the 1AX/1BX California Expresses, 7X Noriega Express, 14X Mission Express, 30X Marina Express, 31AX/31BX Balboa Expresses, 38AX/38BX Geary Expresses, 41 Union, 76X Marin Headlands Express, 81X Caltrain Express, 82X Levi Plaza Express, 88 Bart Shuttle, and NX Judah Express.

Distinct from the Winter 2022 service plan, since April 2022, the SFMTA also opened the Central Subway in January 2023, which completed Phase 2 of the T Third Street Line Light Rail Transit Project. To comply with FTA requirements for New Starts Projects, on June 21, 2022, through

SFMTA Board Resolution No. 220621-057, the SFMTA Board approved a Title VI Service Equity Analysis of the Central Subway Project (see <https://www.sfmta.com/reports/6-21-22-mtab-item-11b-title-vi-analysis-central-subway-project>). During 2022 and 2023, the SFMTA also implemented additional service adjustments to address overcrowding and other emerging needs.

Due to anticipated fiscal constraints over the next two years, the SFMTA is proposing to maintain Muni's current service, as of January 2024, as part of the FY25 & FY26 operating budget. Any future modifications to the current service plan will be cost-neutral, i.e., service increases will be balanced with service decreases so the net service adjustments are cost-neutral systemwide.

The Title VI Circular requires a service equity analysis for major service changes in effect for longer than 12 months. The current Title VI service equity analysis compares April 2022 transit service to Muni's current service, as of January 2024, analyzing service changes that met the SFMTA's Major Service Change definition, and that have been or will be in place for longer than 12 months.

IV. Service Equity Analysis

The service changes that have been implemented since April 2022 have resulted in the Muni's current 2024 service providing a 4% increase in annual revenue service hours systemwide. This increase is less than the 5% threshold in the Major Service Change Policy for a systemwide service change so is considered to not be a major service change.

The service changes since April 2022 that met the thresholds in the Major Service Change Policy for individual routes are broken down and analyzed at the route-level for the following major service change categories with each category being analyzed cumulatively to determine if the package of changes have a disparate impact on communities of color or a disproportionate burden on low-income populations:

- A. Route Segment Eliminations (Service Decreases)
- B. Full Route and Route Segment Additions (Service Increases)
- C. Revenue Service Hour Decreases
- D. Revenue Service Hour Increases

No service changes since April 2022 met the Major Service Change Policy criteria for service span changes.

Table 2 provides a summary of Muni's service changes since April 2022 that meet the criteria in the SFMTA's Title VI Major Service Change Policy.

Table 2: Summary of Service Changes Since April 2022 that Meet the SFMTA's Major Service Change Criteria

Route		Description of Muni's Service Changes since April 2022 that met the Major Service Change Criteria & Month Implemented		Major Service Change Criteria met with Service Decrease “(-)” or Increase “(+)”			
				Route-Miles		Revenue Hours	
				(-)	(+)	(-)	(+)
2	Sutter	Restored with shortened route compared to pre-pandemic at 20 min headway on weekdays and weekends.	July 2022		X		
6	Parnassus	Restored pre-pandemic route at 20 min headway on weekdays and weekends.	July 2022		X		
21	Hayes	Restored with shortened route compared to pre-pandemic route at 20 min headway on weekdays and weekends.	July 2022		X		
23	Monterey	Eliminated segment from Santa Clara Ave / St Francis Blvd to West Portal Station and added segment from Santa Clara Ave / St Francis Blvd to Sloat Blvd / 47 th Ave to match pre-pandemic routing.	July 2022	¹	X		
28	19th Ave	(1) Extended route from North Point St / Van Ness Ave to Powell St / Beach St. On weekdays, incrementally increased frequency from 12 min to 10 min during peak periods (1), (2), (3) and then decreased frequency to 12 min when 28R was resumed (4). On weekends, incrementally increased frequency from 15 min to 12 min (2), (3), (5).	(1) July 2022 (2) Jan 2023 (3) June 2023 (4) Aug 2023 (5) Jan 2024				X
28R	19th Ave Rapid	Restored with route modifications (connection to Daly City BART instead of connection to Balboa Park BART pre-pandemic) at 12 min peak weekday headway.	Aug 2023		X		
43	Masonic	Extended route from Presidio Ave / California St to Fort Mason.	July 2022		X		X
52	Excelsior	Corresponding to restoration of 6 Parnassus, shortened route to pre-pandemic routing.	July 2022	X		X	
57	Park-merced	Adjusted routing between Eucalyptus Dr / Junipero Serra Blvd / Ocean Ave and Stonestown and added segment between Eucalyptus Dr / Junipero Serra Blvd / Ocean Ave and West Portal Station.	July 2022	¹	X		
58	Lake Merced	Adjusted routing between Sunset Blvd / Sloat Blvd and Stonestown from running on Sloat Blvd and Junipero Serra Blvd to running on Lake Merced Blvd and Winston Dr. Also adjusted routing between John Muir Dr and Daly City BART from running on John Daly Blvd to running on Brotherhood Way and Alemany Blvd. Decreased headway from 20 min to 30 min.	July 2022	²	²	X	

Route		Description of Muni's Service Changes since April 2022 that met the Major Service Change Criteria & Month Implemented		Major Service Change Criteria met with Service Decrease “(-)” or Increase “(+)”			
				Route-Miles		Revenue Hours	
				(-)	(+)	(-)	(+)
66	Quintara	Corresponding to restoration of 6 Parnassus, shortened route to pre-pandemic routing.	July 2022	X		X	
PM	Powell-Mason Cable Car	Expanded service span from 10pm to 11pm and increased peak weekday and weekend headway from 11 min to 10 min.	Oct 2022				X
L	Taraval	Shortened weekday and weekend routing so eastern terminal is at West Portal Station instead of the Ferry Building and increased frequency from 10 min to 8 min on weekday (1). Midday on weekdays only, supplemental trips added run between SF Zoo and the Ferry Building at an approximately 50 min headway (2).	(1) July 2022 (2) Oct 2022			X	
T	Third St	Replaced routing from the 4 th St / King Caltrain Station that ran on King St and Embarcadero and in the Market St Subway with a newly constructed alignment on 4 th St and in the Central Subway that connects to Chinatown / Rose Pak Station.	Jan 2023	X	³		

Notes: ¹ Route changes to the 23 Monterey and 57 Parkmerced included both added and removed segments. These changes resulted in a net increase in route-miles, but the removed segments were also analyzed as part of this analysis.

² The 58 Lake Merced route changes include route segment removals and route segment additions. Although the total length of the route changed by less than the 25% major service change threshold, 48% of the baseline routing was shifted in some way and the shift was more than the threshold distance of a ¼-mile for some stops. Both the removed segments and added segments were analyzed as part of this analysis.

³ A Title VI service equity analysis of the Central Subway Project's 1.7-mile alignment addition to the T Third Street Line was approved by the SFMTA Board on June 21, 2022. When accounting for the T Third previously being interlined with the K Ingleside Line, the project resulted in a net decrease in route-miles on the T Third Line, but the added segment was also analyzed as part of this analysis.

A. Route Segment Eliminations (Service Decreases)

Six route segment removals since April 2022 meet the route miles major service change criteria. These route segment removals and the populations determined to be impacted by these changes are summarized in Table 3 and are shown in the maps in Figure 1 and Figure 2. Figure 1 also shows the Census Block groups where people of color make up a larger proportion than in the city's overall population. Figure 2 also shows the Census Block groups where people living in low-income households make up a larger proportion than in the city's overall population.

People of color make up 59% of the impacted population. Since the proportion among the impacted population is 3 percentage points lower and not eight or more higher than the citywide proportion (62%), the route segment removals are not found to result in a disparate impact.

People living in low-income households make up 20% of the impacted population. Since the proportion among the impacted population is 1 percentage point lower and not eight or more higher than the citywide proportion (21%), the route segment removals are not found to result in a disproportionate burden.

Table 3: Route Segment Removals – Major Service Changes since April 2022

Route		Route-Miles % Change	Impacted Population (Within 0.25 Miles of a Stop)	% People of Color ¹	% Low-income ¹
Route Segments					
23	Monterey - Removed Segment	³	2,847	45%	7%
52	Excelsior - Removed Segment	-36%	17,263	59%	10%
57	Parkmerced - Removed Segment	³	2,747	66%	26%
58	Lake Merced - Removed Segments	48% route change ⁴	19,340	70%	17%
66	Quintara - Removed Segment	-32%	18,985	41%	13%
T	Third St - Removed Segment ⁵	-45%	57,701	61%	26%
Total Impacted Population (within 0.25 Miles) ^{1, 2}			118,882	59%	20%
Citywide Population ¹				62%	21%
Difference in % Points between Impacted & Citywide Populations				-3	-1
Disparate Impact? (For service <u>decreases</u> , Yes, if +8 or <u>higher</u>)				No	
Disproportionate Burden? (For service <u>decreases</u> , Yes, if +8 or <u>higher</u>)					No

Notes: ¹ Data Source: U.S. Census 2018-2022 American Community Survey 5-year estimates

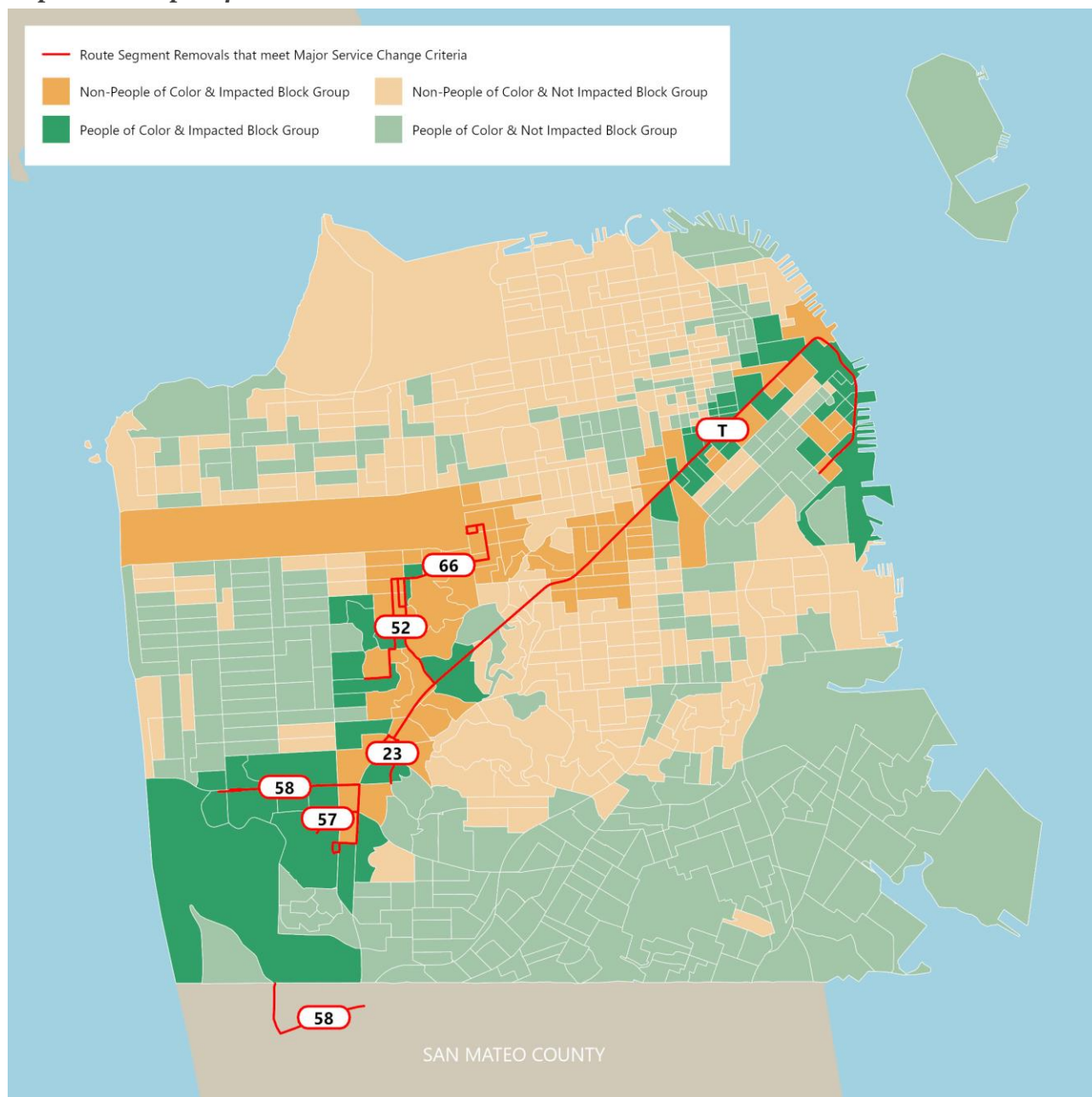
² Residents are counted in the total impacted population as many times as the number of routes for which they are considered to be in the service area.

³ Route changes to the 23 Monterey and 57 Parkmerced included both added and removed segments. These changes resulted in a net increase in route-miles, but the removed segments were also analyzed as part of this analysis. The removed segments are represented in this table. The corresponding added segments are represented in Table 4.

⁴ The 58 Lake Merced route changes include route segment removals and route segment additions. Although the total length of the route changed by less than the 25% major service change threshold, 48% of the baseline routing was shifted in some way and the shift was more than the threshold distance of a ¼-mile for some stops. Both the removed segments and added segments were analyzed as part of this analysis. The removed segments are represented in this table. The added segments are represented in Table 4.

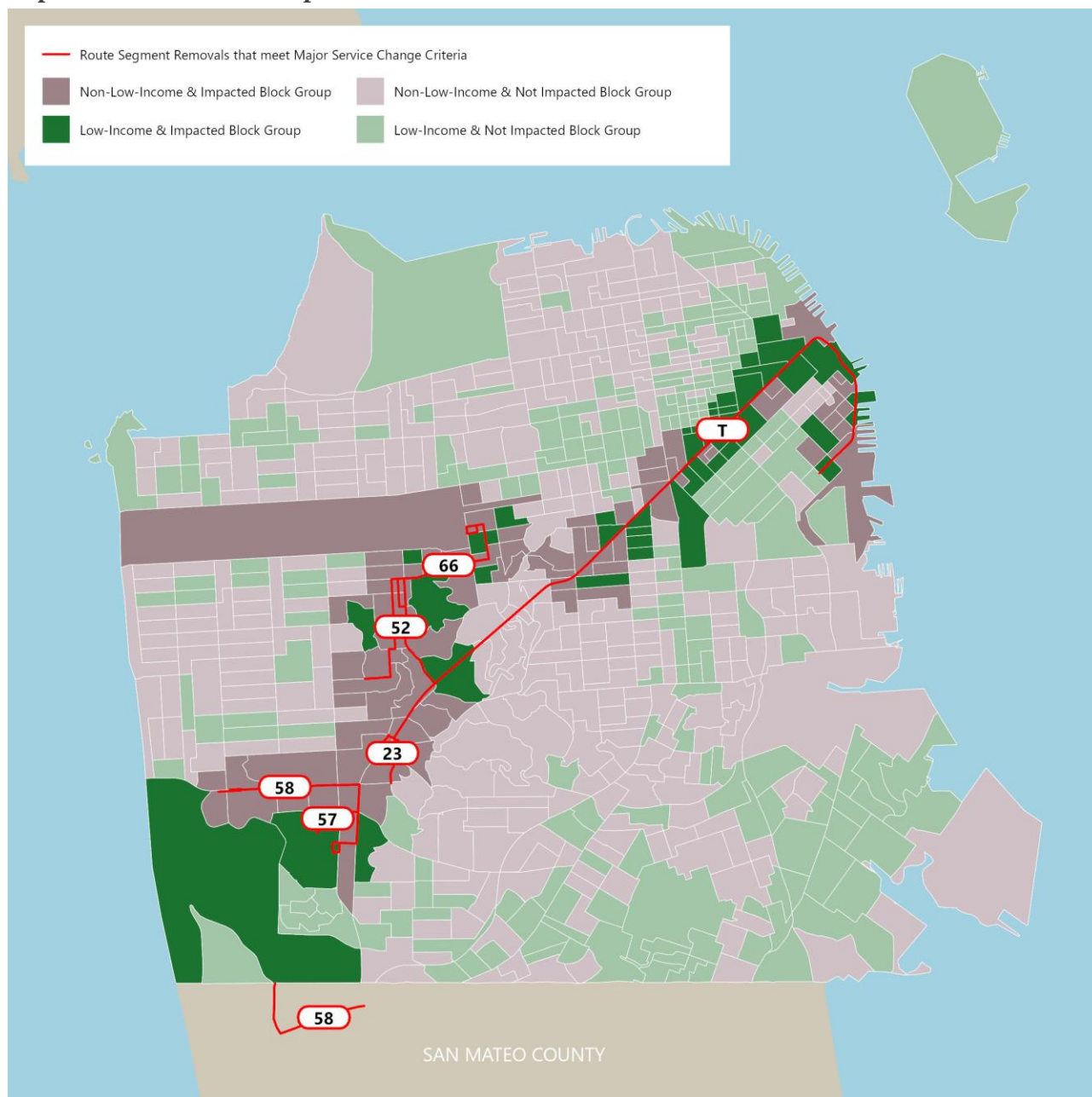
⁵ A Title VI service equity analysis of the Central Subway Project's 1.7-mile alignment addition to the T Third Street Line was approved by the SFMTA Board on June 21, 2022. When accounting for the T Third previously being interlined with the K Ingleside Line, the project resulted in a net decrease in route-miles on the T Third Line, but the added segment was also analyzed as part of this analysis. The removed segment is represented in this table. The added segment is represented in Table 4.

Figure 1: Route Segment Removals – Major Service Changes since April 2022 & Analysis of Impact on People of Color



- Notes:
- **People of Color Block Group:** Census Block Group where people of color make up an equal or greater proportion than in the city's overall population (62%)
 - **Impacted Block Group:** Census Block Group where at least some residents live within the service area (0.25 miles) of a transit stop of a route with the major service change

Figure 2: Route Segment Removals – Major Service Changes since April 2022 & Analysis of Impact on Low-income Population



- Notes:
- **Low-Income Block Group:** Census Block Group where those living in low-income households make up an equal or greater proportion than in the city's overall population (21%)
 - **Impacted Block Group:** Census Block Group where at least some residents live within the service area (0.25 miles) of a transit stop of a route with the major service change

B. Full Route and Route Segment Additions (Service Increases)

Four full route additions and five route segment additions since April 2022 meet the route miles major service change criteria. These full route and route segment additions and the populations determined to be impacted by these changes are summarized in Table 4 and are shown in the maps in Figure 3 and Figure 4. Figure 3 also shows the Census Block groups where people of color make up a larger proportion than in the city's overall population. Figure 4 also shows the Census Block groups where people living in low-income households make up a larger proportion than in the city's overall population.

People of color make up 58% of the impacted population. Since the proportion among the impacted population is 4 percentage points lower and not eight or more lower than the citywide proportion (62%), the full route and route segment additions are not found to result in a disparate impact.

People living in low-income households make up 24% of the impacted population. Since the proportion among the impacted population is 3 percentage points higher and not eight or more lower than the citywide proportion (21%), the full route and route segment additions are not found to result in a disproportionate burden.

Table 4: Route Additions – Major Service Changes since April 2022

Route		Route-Miles % Change	Impacted Population (Within 0.25 Miles of a Stop)	% People of Color ¹	% Low-income ¹
Full Routes					
2	Sutter	100%	64,981	57%	30%
6	Haight-Parnassus	100%	89,842	55%	22%
21	Hayes	100%	60,018	54%	26%
23	Monterey – Added Segment	26%	13,548	64%	12%
28R	19th Ave Rapid	100%	38,791	66%	15%
43	Masonic – Added Segment	35%	20,933	28%	8%
57	Parkmerced – Added Segment	27%	8,652	57%	17%
58	Lake Merced – Added Segments	48% route change ³	16,401	75%	21%
T	Third St – Added Segment ⁴	⁴	25,529	78%	45%
Total Impacted Population (within 0.25 Miles) ^{1, 2}			338,695	58%	24%
Citywide Population ¹				62%	21%
Difference in % Points between Impacted & Citywide Populations				-4	+3
Disparate Impact? (For service <u>increases</u> , Yes, if -8 or lower)				No	
Disproportionate Burden? (For service <u>increases</u> , Yes, if -8 or lower)					No

Notes: ¹ Data Source: U.S. Census 2018-2022 American Community Survey 5-year estimates

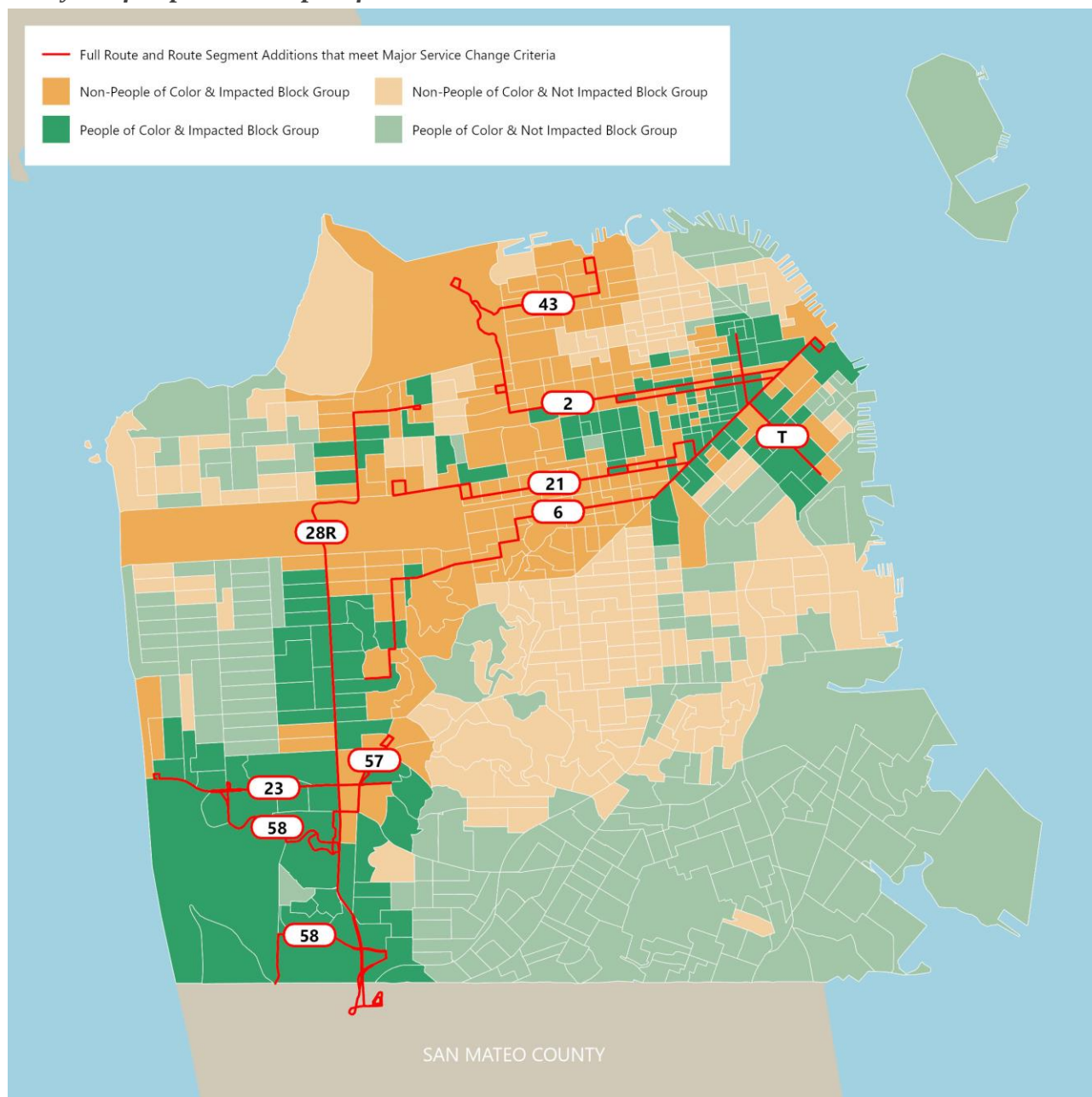
² Residents are counted in the total impacted population as many times as the number of routes for which they are considered to be in the service area.

³ The 58 Lake Merced route changes include route segment removals and route segment additions. Although the total length of the route changed by less than the 25% major service change threshold, 48% of the

baseline routing was shifted in some way and the shift was more than the threshold distance of a ¼-mile for some stops. Both the removed segments and added segments were analyzed as part of this analysis. The removed segments are represented in Table 3. The added segments are represented in this table.

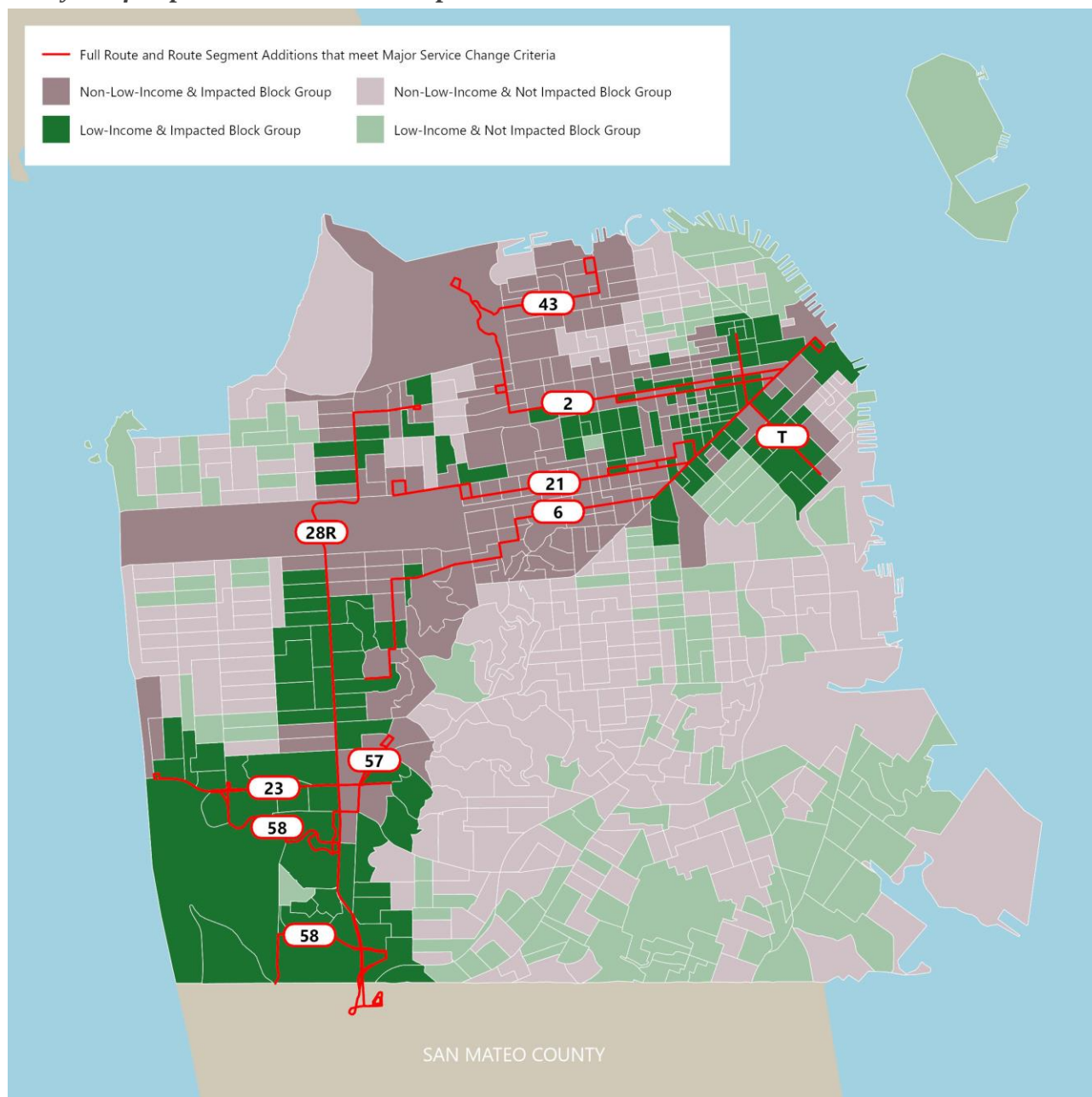
- ⁴ A Title VI service equity analysis of the Central Subway Project's 1.7-mile alignment addition to the T Third Street Line was approved by the SFMTA Board on June 21, 2022. When accounting for the T Third previously being interlined with the K Ingleside Line, the project resulted in a net decrease in route-miles on the T Third Line, but the added segment was also analyzed as part of this analysis. The removed segment is represented in Table 3. The added segment is represented in this table.

Figure 3: Full Route & Route Segment Additions – Major Service Changes since April 2022 & Analysis of Impact on People of Color



- Notes:
- **People of Color Block Group:** Census Block Group where people of color make up an equal or greater proportion than in the city's overall population (62%)
 - **Impacted Block Group:** Census Block Group where at least some residents live within the service area (0.25 miles) of a transit stop of a route with the major service change

Figure 4: Full Route & Route Segment Additions – Major Service Changes since April 2022 & Analysis of Impact on Low-income Population



- Notes:
- **Low-Income Block Group:** Census Block Group where those living in low-income households make up an equal or greater proportion than in the city's overall population (21%)
 - **Impacted Block Group:** Census Block Group where at least some residents live within the service area (0.25 miles) of a transit stop of a route with the major service change

C. Route-Level Revenue Service Hour Decreases

The service decreases since April 2022 on four routes meet the individual route annual revenue service hours major service change criteria. These route-level revenue service hour decreases and the populations determined to be impacted by these changes are summarized in Table 5 and are shown in the maps in Figure 5 and Figure 6. Figure 5 also shows the Census Block groups where people of color make up a larger proportion than in the city's overall population. Figure 6 also shows the Census Block groups where people living in low-income households make up a larger proportion than in the city's overall population.

People of color make up 64% of the impacted population. Since the proportion among the impacted population is 2 percentage points higher and not eight or more higher than the citywide proportion (62%), the route segment removals are not found to result in a disparate impact.

People living in low-income households make up 19% of the impacted population. Since the proportion among the impacted population is 2 percentage point lower and not eight or more higher than the citywide proportion (21%), the route segment removals are not found to result in a disproportionate burden.

Table 5: Revenue Service Hour Decreases – Major Service Changes since April 2022

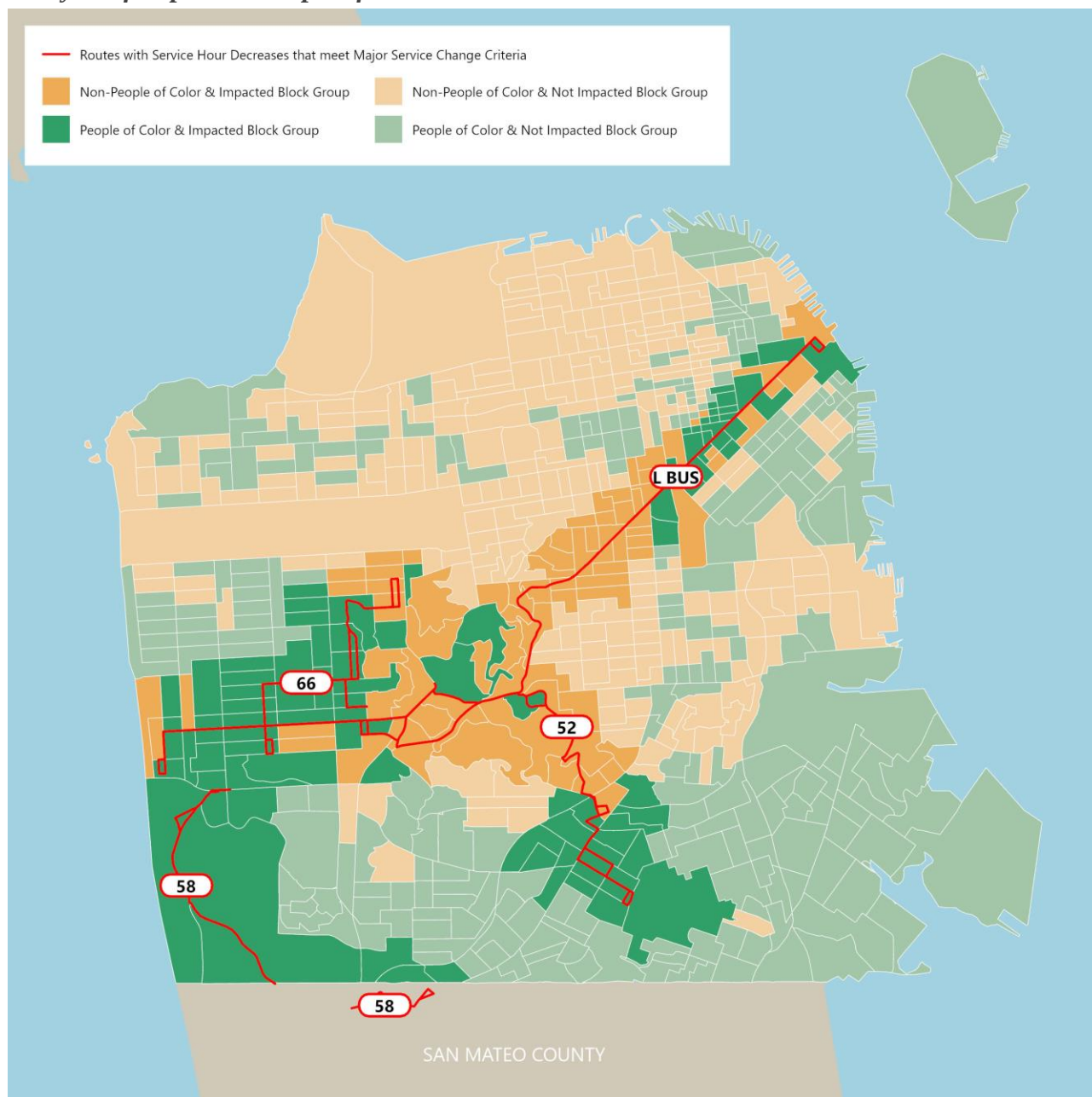
Route		Revenue Service Hour % Change	Impacted Population (Within 0.25 Miles of a Stop)	% People of Color ¹	% Low-income ¹
52	Excelsior	-32%	36,801	66%	16%
58	Lake Merced (Baseline Segments that Remain unchanged)	-26%	12,161	82%	19%
66	Quintara	-42%	32,622	67%	12%
L	Taraval Bus ³	-56%	92,291	60%	23%
Total Impacted Population (within 0.25 Miles) ^{1, 2}			173,875	64%	19%
Citywide Population ¹				62%	21%
Difference in % Points between Impacted & Citywide Populations				+2	-2
Disparate Impact? (For service <u>decreases</u> , Yes, if +8 or <u>higher</u>)				No	
Disproportionate Burden? (For service <u>decreases</u> , Yes, if +8 or <u>higher</u>)					No

Notes: ¹ Data Source: U.S. Census 2018-2022 American Community Survey 5-year estimates

² Residents are counted in the total impacted population as many times as the number of routes for which they are considered to be in the service area.

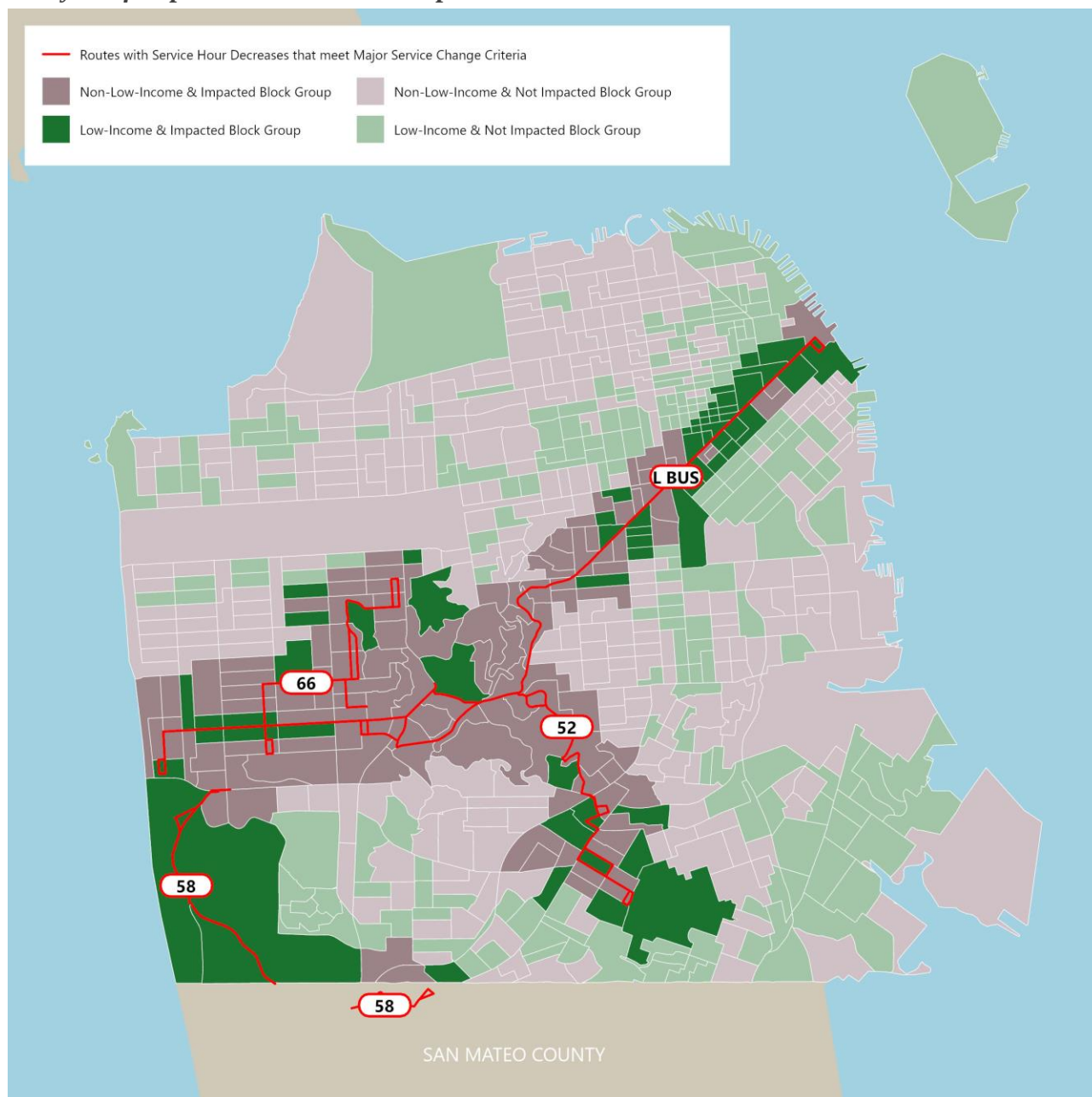
³ The service changes on the L Taraval Bus included shortening the weekday and weekend routing so the eastern terminal is at West Portal Station instead of the Ferry Building and increasing the frequency from 10 min to 8 min on weekdays. Following this change, midday on weekdays only, supplemental trips were added to run between SF Zoo and the Ferry Building at an approximately 50 min headway.

Figure 5: Revenue Service Hour Decreases – Major Service Changes since April 2022 & Analysis of Impact on People of Color



- Notes:
- **People of Color Block Group:** Census Block Group where people of color make up an equal or greater proportion than in the city's overall population (62%)
 - **Impacted Block Group:** Census Block Group where at least some residents live within the service area (0.25 miles) of a transit stop of a route with the major service change

Figure 6: Revenue Service Hour Decreases – Major Service Changes since April 2022 & Analysis of Impact on Low-income Population



- Notes:
- **Low-Income Block Group:** Census Block Group where those living in low-income households make up an equal or greater proportion than in the city's overall population (21%)
 - **Impacted Block Group:** Census Block Group where at least some residents live within the service area (0.25 miles) of a transit stop of a route with the major service change

D. Route-Level Revenue Service Hour Increases

The service increases since April 2022 on three routes meet the individual route annual revenue service hours major service change criteria. These revenue service hour increases and the populations determined to be impacted by these changes are summarized in Table 6 and are shown in the maps in Figure 7 and Figure 8. Figure 7 also shows the Census Block groups where people of color make up a larger proportion than in the city's overall population. Figure 8 also shows the Census Block groups where people living in low-income households make up a larger proportion than in the city's overall population.

People of color make up 56% of the impacted population. Since the proportion among the impacted population is 6 percentage points lower and not eight or more lower than the citywide proportion (62%), the full route and route segment additions are not found to result in a disparate impact.

People living in low-income households make up 19% of the impacted population. Since the proportion among the impacted population is 2 percentage point lower and not eight or more lower than the citywide proportion (21%), the full route and route segment additions are not found to result in a disproportionate burden.

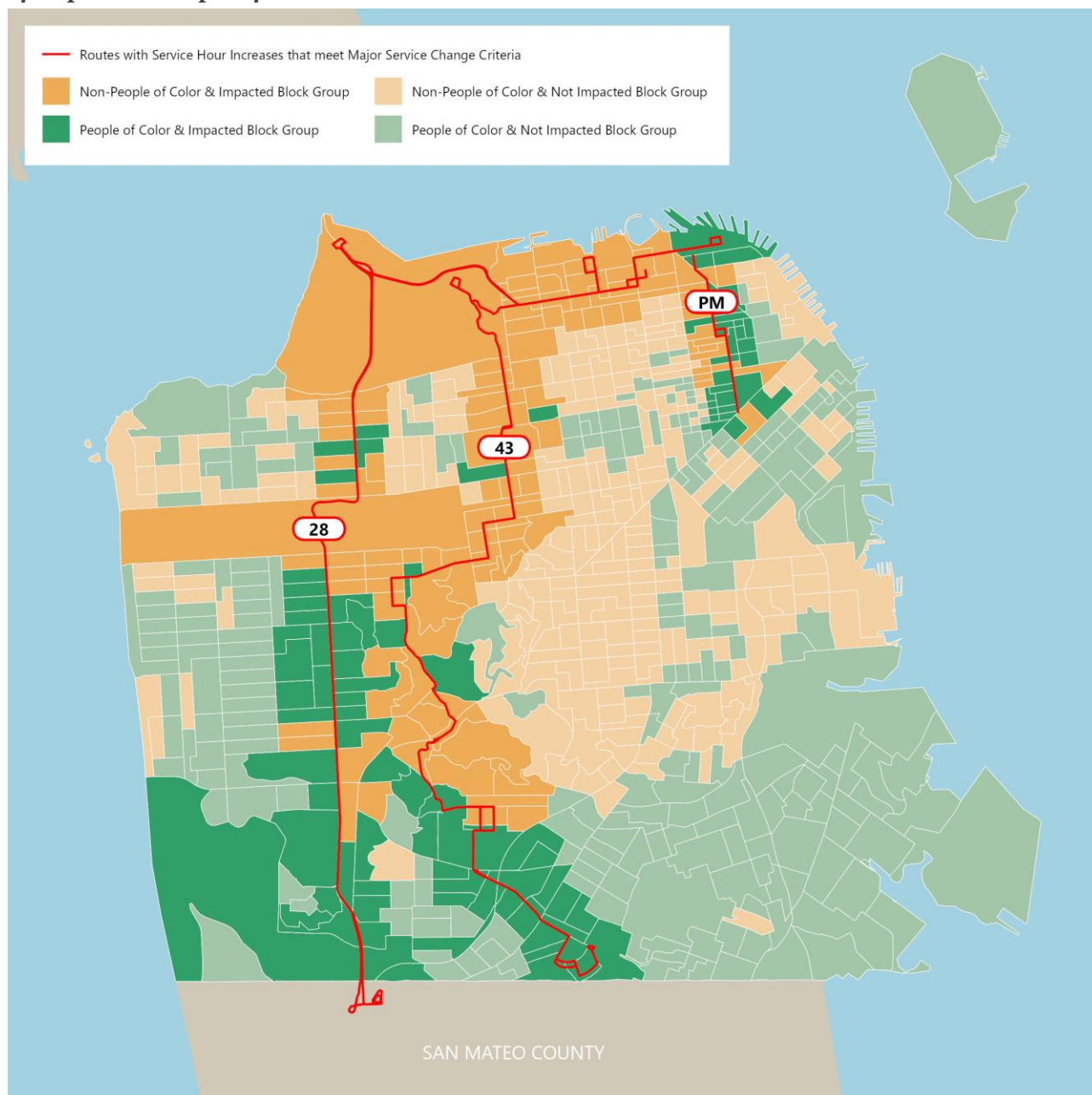
Table 6: Revenue Service Hour Increases – Major Service Changes since April 2022

Route		Revenue Service Hour % Change	Impacted Population (Within 0.25 Miles of a Stop)	% People of Color ¹	% Low-income ¹
28	19th Ave	31%	70,628	55%	14%
43	Masonic	48%	101,964	53%	14%
PM	PM Powell-Mason Cable Car	26%	42,986	68%	40%
Total Impacted Population (within 0.25 Miles) ^{1, 2}			215,578	56%	19%
Citywide Population ¹				62%	21%
Difference in % Points between Impacted & Citywide Populations				-6	-2
Disparate Impact? (For service <u>increases</u> , Yes, if -8 or <u>lower</u>)				No	
Disproportionate Burden? (For service <u>increases</u> , Yes, if -8 or <u>lower</u>)					No

Notes: ¹ Data Source: U.S. Census 2018-2022 American Community Survey 5-year estimates

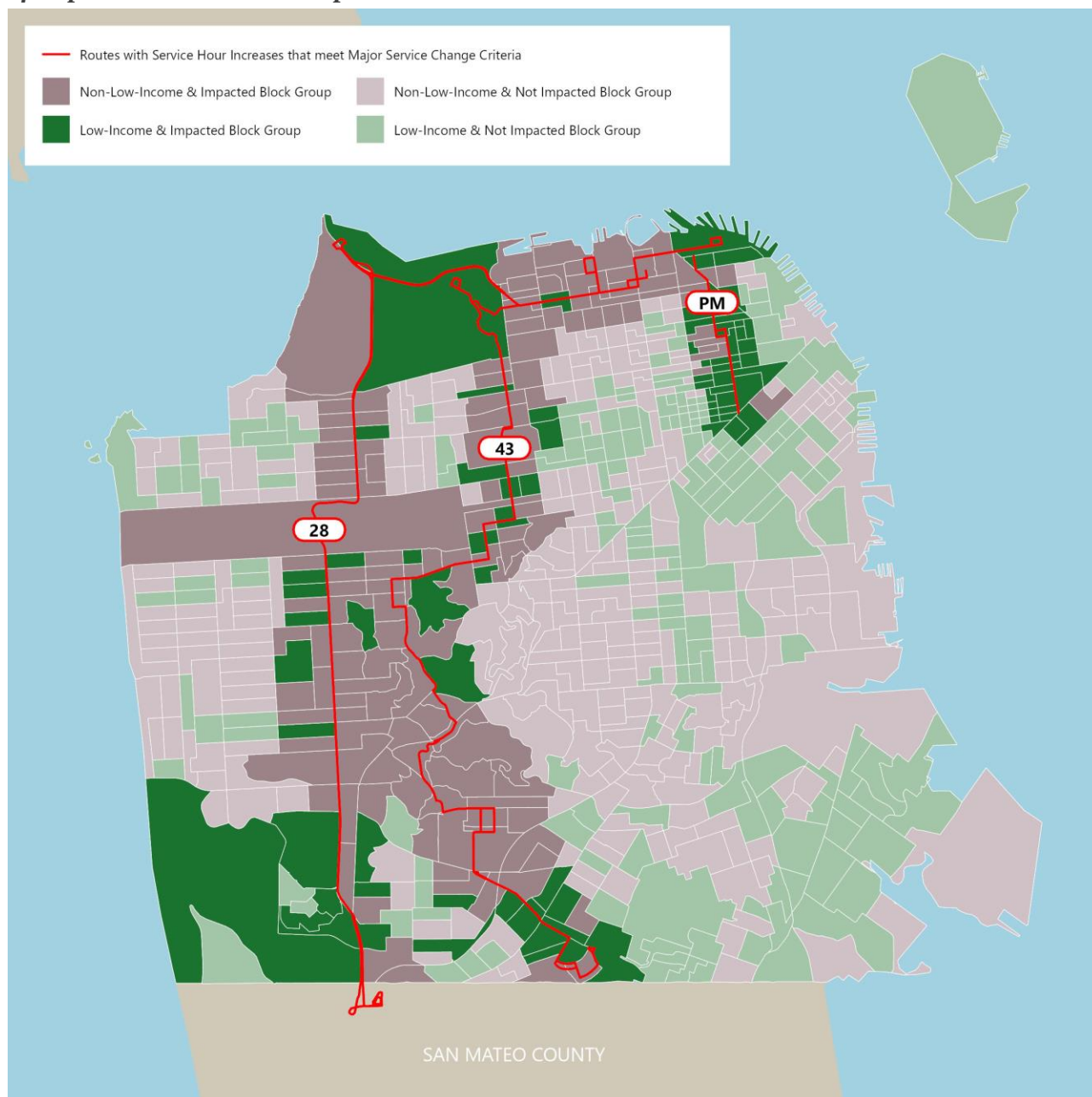
² Residents are counted in the total impacted population as many times as the number of routes for which they are considered to be in the service area.

Figure 7: Revenue Service Hour Increases – Major Service Changes since April 2022 & Analysis of Impact on People of Color



- Notes:
- **People of Color Block Group:** Census Block Group where people of color make up an equal or greater proportion than in the city's overall population (62%)
 - **Impacted Block Group:** Census Block Group where at least some residents live within the service area (0.25 miles) of a transit stop of a route with the major service change

Figure 8: Revenue Service Hour Increases – Major Service Changes since April 2022 & Analysis of Impact on Low-income Population



- Notes:
- Low-Income Block Group: Census Block Group where those living in low-income households make up an equal or greater proportion than in the city's overall population (21%)
 - Impacted Block Group: Census Block Group where at least some residents live within the service area (0.25 miles) of a transit stop of a route with the major service change

E. Summary Analysis and Findings

The current Title VI analysis found that the service changes that have been implemented since April 2022 and that have resulted in the Muni's current service, as of January 2024, resulted in a 4% increase in annual revenue service hours systemwide. This increase is less than the 5% threshold in the Major Service Change Policy for a systemwide service change so is considered to not be a major service change.

The system changes were also broken down and analyzed at the route-level. At the route-level, service changes to 14 routes met one or more major service change criteria. Six route segment removals, four full route additions, and five route segments additions met the route miles major service change criteria. The service decreases on four routes and service increases on three routes met the annual revenue hours major service change criteria. No service changes since April 2022 met the service span major service change criteria.

The route-level major service changes were grouped by major service change category (route miles or annual revenue hours) and whether the changes resulted in a service increase or decrease and were then analyzed to determine if each category of changes cumulatively indicated a disparate impact on communities of color or a disproportionate burden on low-income populations.

For major service changes that resulted in service decreases, the proportions of people of color and individuals living in low-income households in the impacted population were not eight or more percentage points higher than the respective proportions of the citywide population.

For major service changes that resulted in service increases, the proportions of people of color and individuals living in low-income households in the impacted population were not 8 or more percentage points lower than the respective proportions of the citywide population.

These results indicate that no disparate impact or disproportionate burden was found. These findings are summarized in Table 7.

Table 7: Summary of Impacted Population and Findings for Service Equity Analysis

Major Service Change Type	% People of Color ¹ (% of impacted population)	Difference from Citywide Population	Disparate Impact?	% Low-income ¹ (% of impacted population)	Difference from Citywide Population	Disproportionate Burden?
Service Decreases (Is Difference from Citywide Population +8 or higher?)						
Route Miles	59%	-3	No	20%	-1	No
Revenue Hours	58%	-4	No	24%	+2	No
Service Increases (Is Difference from Citywide Population -8 or lower?)						
Route Miles	64%	+2	No	19%	-2	No
Revenue Hours	56%	-6	No	19%	-2	No
Citywide Population ¹	62%			21%		

Note: ¹ Data Source: U.S. Census 2018-2022 American Community Survey 5-year estimates

V. Outreach Summary

Pursuant to Title VI of the Civil Rights Act of 1964 and its implementing regulations, as well as state and local laws, the SFMTA takes responsible steps to ensure meaningful access to the benefits, services, information, and other important portions of SFMTA's programs and activities for individuals regardless of race, color or national origin. Given the diversity of San Francisco and of Muni's ridership, the SFMTA is particularly committed to disseminating information that is accessible to individuals who may have a limited ability to read, write or speak English.

In addition to the outreach and public comment that occurred around the Muni service changes implemented since April 2022, multiple methods were used to engage Muni customers and solicit feedback from the community regarding Muni's current service, as of January 2024, as part of the extensive FY25-FY26 budget outreach process.

The budget outreach strategies included:

- Multilingual collateral on Muni vehicles publicizing budget feedback opportunities, including proposed fare and service changes, and notice of free language assistance in 10 languages:
 - 1,400 infocards posted in all vehicles, buses and LRVs
 - 400 ads posted on LRV4s
 - 1,000 ads posted on buses
- Newspaper ads in 13 newspapers, including ethnic media, publicizing budget feedback opportunities:
 - SF Examiner
 - Bay Area Reporter
 - SFNNA Group
 - Marina Times
 - Noe Valley Voice
 - Potrero View
 - Richmond ReView
 - San Francisco Bay View
 - Sunset Beacon
 - El Tecolote
 - Sing Tao Daily
 - World Journal
 - Wind Newspaper
 - Kstat
- Social media posting on official SFMTA accounts:
 - Total views of Facebook posts on the budget process: 301
 - Total views of Instagram posts on the budget process: 1,306
 - Total views of Twitter posts on the budget process: 7,037
 - Total views of LinkedIn posts on the budget process: 3,164
- A social media advertising campaign from February 7, 2024 to February 29, 2024 on Facebook, Instagram and Twitter publicizing budget feedback opportunities. This campaign had a reach of 200,854, with 473,096 total impressions in four languages:
 - English: 206,542 impressions
 - Spanish: 139,919 impressions

- Chinese: 85,217 impressions
 - Filipino: 41,418 impressions
- An online budget balancing tool to help members of the public learn about the tradeoffs the agency is considering as we develop the budget. There was a total of 529 views of the tool in four languages:
 - English: 510 views
 - Spanish: 4 views
 - Chinese: 15 views
 - Filipino: 0 views
- Direct email updates to members of the public signed up for agency updates:
 - Emails on 2/15/2024, 2/22/2024, and 2/29/2024: 192,239 delivered
 - SMS/text messages on 2/15/2024, 2/22/2024, 2/29/2024, and 2/29/2024: 104,757 delivered
- Public listening sessions open to all members of the public:
 - Virtual Meeting on February 22 from 5:00-7:00pm on Zoom - included a presentation from SFMTA CFO, an invitation to try out the Budgeting Exercise, and breakout rooms on Transit; Streets; Taxis, Mobility, and Accessibility; and General Topics
 - Simultaneous interpretation provided in American Sign Language (ASL), Filipino (Tagalog), Spanish, and Cantonese
 - 107 community members attended
 - In-Person Meeting on March 2 from 11:30-1:30pm at the Richmond Library – included a presentation from SFMTA CFO, an invitation to try out the Budgeting Exercise, and a question-and-answer session
 - 3 community members utilized interpretation services (Cantonese)
 - Interpretation services were also available in American Sign Language (ASL), Filipino (Tagalog), Spanish, and Russian.
 - 32 community members attended

In addition, information was included on a dedicated, multilingual information page at sfmta.com/budget and on Muni's schedule and routes page and included information on how to provide feedback via the budget hotline, a dedicated email or by attending the SFMTA Board of Directors' meetings. Over 50 comments related to Muni service were received as a result of this outreach effort and were considered as part of the budget process. The agency will continue to consider stakeholder feedback to inform future cost-neutral service changes.

VI. Summary

Based on the Title VI Service Equity Analysis conducted, the transit service changes implemented since April 2022 that comprise Muni's current service, as of January 2024, are not found to disparately impact communities of color or disproportionately burden low-income populations.

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. 240416-040

WHEREAS, On December 7, 2021, the, San Francisco Municipal Transportation Agency (SFMTA) Board approved a Title VI Service Equity Analysis of the proposed Winter 2022 Muni Service Network, a package of transit service changes that were planned for early 2022 and incorporated community feedback received through a multi-pronged engagement effort in the late Summer and Fall of 2021; and,

WHEREAS, Resource constraints slowed the implementation of the Winter 2022 Muni Service Network, but as resources allowed, the SFMTA gradually implemented many elements of the plan in 2022 and 2023; and,

WHEREAS, The SFMTA also implemented additional service adjustments to address overcrowding and other emerging needs; and,

WHEREAS, The SFMTA is committed to making San Francisco a Transit-First City; and,

WHEREAS, Due to anticipated fiscal constraints over the next two years, the SFMTA is proposing to maintain Muni's current service, as of January 2024, as part of the FY25 & FY26 operating budget; and,

WHEREAS, Any future modifications to the current service plan will be cost-neutral, i.e., service increases will be balanced with service decreases so the net service adjustments are cost-neutral systemwide; and,

WHEREAS, Pursuant to the requirements contained in the Federal Transit Administration's (FTA) Circular 4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients," a transit service equity analysis is required for Muni service adjustments that meet the SFMTA's definition of a major service change and are in effect for longer than 12 months; and,

WHEREAS, This Title VI service equity analysis compares April 2022 transit service to Muni's current service, as of January 2024, analyzing route and service changes that have been or will be in place for longer than 12 months; and,

WHEREAS, Pursuant to the requirements contained in FTA Circular 4702.1B, the SFMTA analyzed the impacts of the service changes on communities of color and customers from low-income households and determined that the service changes do not result in a disparate impact on communities or color or a disproportionate burden on low-income communities under Title VI; and,

WHEREAS, In addition to the outreach and public comment that occurred around the Muni service changes implemented since April 2022, multiple methods were used to engage Muni customers and solicit feedback from the community regarding Muni's current service (as of January 2024) as part of the extensive FY25-FY26 budget outreach process; and,

WHEREAS, On April 2, 2024, the SFMTA, under authority delegated by the Planning Department, determined that the adoption of the Muni's Current 2024 Service Title VI Service Equity Analysis is not a "project" under the California Environmental Quality Act (CEQA) pursuant Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b); and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and is incorporated herein by reference; therefore, be it

RESOLVED, That as part of the Fiscal Year 2025 and Fiscal Year 2026 operating budget, the San Francisco Municipal Transportation Agency Board of Directors approves the SFMTA's Title VI Service Equity Analysis of Muni's current service, as of January 2024, which includes all service changes since April 2022 that meet the SFMTA's definition of a major service change; the service equity analysis concluded that these changes do not result in a disparate impact on communities of color or a disproportionate burden on low-income communities under Title VI of the Civil Rights Act of 1964.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of April 16, 2024.



Secretary to the Board of Directors
San Francisco Municipal Transportation Agency

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Finance and Information Technology

BRIEF DESCRIPTION:

Approving the San Francisco Municipal Transportation Agency Fiscal Year (FY) 24-25 and FY25-26 Operating Budget in the amounts of \$1,445.5 million and \$1,489.8 million, respectively, for operating expenditures; \$76.5 million and \$78.0 million, respectively, for capital expenditures inclusive of a transfer from operating funds of \$5.3 million in FY24-25 and \$6.7 million in FY25-26; for a combined total appropriation of \$1,516.7 million and \$1,561.1 million respectively; and the Capital Budget in the amounts of \$423.3 million and \$586.3 million respectively; and taking related actions including (a) certifying that the FY24-25 and FY25-26 Operating and Capital budgets are adequate in making substantial progress towards meeting the performance standards established pursuant to Charter Section 8A.103; (b) acting as both the SFMTA Board of Directors and the Parking Authority Commission approving increases to various fines, fees, rates, and charges beginning July 1, 2024, and July 1, 2025 in excess of the Automatic Indexing Implementation Plan (Indexing) including, among other things adopting a higher indexing rate for parking and other penalties, increasing the daily non-construction related parking meter rate, the construction-related parking meter use fee, and parking meter use fees annually, increasing the residential parking permit fees to a set amount for FY24-25 and FY25-26 and applying an automatic index beginning July 1, 2026, reinstating a base fee for taxi permits and applying an automatic index to those fees beginning July 1, 2025, and changing transit fares including increasing the Clipper Fare and decreasing the surcharge on multi-day visitor passes; (c) authorizing the Director to implement short-term experimental fares and parking rates and fees under certain conditions; (d) concurring with the Controller's certification that parking citation processing and collection services, facility security services, paratransit services, parking meter collection and coin counting services, transit shelter maintenance services, and vehicle towing, storage and disposal services can be practically performed by private contractors at a lesser cost than to provide the same services with City employees; (e) approving the Title VI Fare Equity Analysis for proposed fare changes, resulting in no finding of disparate impact based on race or disproportionate burden on low-income communities with the proposed fare increases and a finding of disparate impact based on race and a disproportionate burden on low-income communities related to decreasing the surcharge on multi-day visitor passes; (f) authorizing the Director to make necessary technical and clerical corrections to the approved FY24-25 and FY25-26 Operating budget of the SFMTA and to allocate additional revenues and/or City and County discretionary revenues in order to fund additional adjustments to the operating budget, provided that the Director of Transportation shall return to the SFMTA Board of Directors for approval of technical or clerical corrections that, in aggregate, exceed a ten percent change to the SFMTA operating budget; and (g) authorizing the Director to work with the City Controller to conform the SFMTA's budgets to any change in citywide budget submission schedules submitted to ensure that interim appropriations are available for the SFMTA to continue operations after July 1, 2024 until October 1, 2024, when the SFMTA budget for the period ending June 30, 2025 will be finally operative.

SUMMARY:

- Charter Sec. 8A.106 requires the SFMTA to submit a two-year budget by May 1 to the Mayor and Board of Supervisors of each even-numbered year.
- Pursuant to Charter Section 16.112 and the SFMTA Board's Rules of Order, advertisements were placed in the City's official newspaper to provide notice of April 2, 16, and 23 (if needed) meetings.
- The SFMTA Board and staff conducted public hearings, outreach meetings with community and advocacy organizations, a townhall, listening sessions and other forums to hear public comment to

help inform the budget proposals.

- To close the projected FY25-26 budget deficit, the SFMTA is proposing to increase parking and other fines and residential parking permits in amounts in excess of Indexing, to reinstate taxi fees suspended during the Pandemic (excluding driver fees), and increase transit fares, with the exception of single-ride fares paid in cash.
- The SFMTA has conducted a Title VI Fare Equity Analysis, as required by the Federal Transit Administration, which found no disparate impact based on race or disproportionate burden based on income status regarding the proposed fare increases and both a disparate impact and a disproportionate burden related to decreasing the surcharge on multi-day visitor passes. Staff recommends moving forward with this discount as decreasing the surcharge meets legitimate program goals, including encouraging transit use among visitors, and there are no less impactful alternatives.
- The SFMTA has determined that the proposed SFMTA FY24-25 and FY25-26 Operating Budget is not a project under the California Environmental Quality Act (CEQA).

ENCLOSURES:

1. SFMTAB Resolution
2. Transportation Code Legislation

3. Proposed Consolidated Budget
4. Fare Policy and Pricing
5. Title VI Fare Equity Analysis

APPROVALS:

DIRECTOR  _____

DATE:

April 12, 2024 _____

SECRETARY  _____

April 12, 2024 _____

ASSIGNED SFMTAB CALENDAR DATE: April 16, 2024



Enclosure 3
SFMTA Title VI Fare Equity Analysis
FY24-25 & FY25-26
Proposed Fare Changes

I. Background

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that "no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance" (42 U.S.C. Section 2000d).

Pursuant to the requirements contained in the Federal Transit Administration's (FTA) Circular 4702.1B, "Title VI Requirements and Guidelines for FTA Recipients," as a federally funded agency that must comply with Title VI of the Civil Rights Act of 1964, the SFMTA must evaluate the impacts of proposed fare changes of any amount (both increases and decreases), including fare media and products, at the planning stage in order to make an appropriate assessment of disparate impact on communities of color. The FTA also requires that transit providers evaluate the effects of fare changes on low-income populations to make an appropriate assessment a disproportionate burden, in addition to the Title VI-protected categories of race, color and national origin (FTA Circular 4702.1B, Chapter IV).

Upon completion of the fare equity analysis, the SFMTA is required to brief its Board of Directors as the entity responsible for policy decisions regarding the proposed fare change(s) and any equity impacts. The analysis below will be forwarded to the MTA Board of Directors for review and approval on April 16, 2024, and the appropriate documentation, including the Board resolution, will be submitted as required with the SFMTA's next triennial Title VI Program update as evidence of the Board's awareness and approval of the fare equity analysis. (FTA Circular 4702.1B, Chapter IV-12).

Agency Overview

The San Francisco Municipal Transportation Agency (SFMTA), a department of the City and County of San Francisco, was established by voter proposition in 1999. One of the SFMTA's primary responsibilities is operating the San Francisco Municipal Railway, known universally as "Muni." Muni is the largest transit system in the Bay Area and pre-pandemic, had over 700,000 passenger boardings per weekday and over 220 million customers a year. Ridership continues to recover and in Fall 2023, Muni had approximately 480,000 passenger boardings per weekday. The Muni fleet includes historic streetcars, renewable biodiesel and electric hybrid buses and electric trolley coaches, light rail vehicles, paratransit cabs and vans and the world-famous cable cars. As of January 2024, Muni has 51 bus routes, six light rail lines, one historic streetcar line, and three cable car lines in service and provides regional connections to other Bay Area public transit systems such as BART, AC Transit, Golden Gate Transit and Ferries, SamTrans, and Caltrain.

This Title VI analysis includes:

- SFMTA's Board-approved Title VI-related policies and definitions, including the Disparate Impact and Disproportionate Burden Policies.
- A description of the proposed fare changes and background on why the changes are being proposed.

- A data analysis based on available customer survey data to determine the percentage of users of each fare media proposed for increase or decrease, including a profile of fare usage by protected group – minority and low-income – and comparison to their representation system-wide.
- An analysis of potential impacts on minority and/or low-income customers.
- Any required analysis of alternative transit modes, fare payment types or fare media availability for customers who may be impacted by the proposed fare changes.
- A summary of public outreach and engagement efforts to seek public comment.

II. SFMTA's Title VI-Related Definitions and Policies

On October 1, 2012, FTA issued updated Circular 4702.1B, which requires a transit agency's governing board to adopt the following policies related to fare and service changes:

- Major Service Change Definition – establishes a definition for a major service change, which provides the basis for determining when a service equity analysis needs to be conducted.
- Disparate Impact and Disproportionate Burden Policies – establishes thresholds to determine when proposed major service changes or fare changes would adversely affect communities of color and/or low-income populations and when alternatives need to be considered or impacts mitigated.

In response to Circular 4702.1B, the SFMTA developed the recommended Disparate Impact and Disproportionate Burden Policies, detailed below. As part of the SFMTA's process to develop the disparate impact and disproportionate burden policies, SFMTA conducted a multilingual stakeholder outreach campaign to receive input on the proposed policies and engage the public in the decision-making process for adoption of these policies by the SFMTA Board. This effort included presentations to the SFMTA Citizens Advisory Council (CAC) and Muni Accessible Advisory Committee (MAAC), as well as two public workshops. The workshops were promoted through email, telephone calls to community groups and in 10 languages on the SFMTA website. Outreach was also targeted to approximately 30 Community Based Organizations and transportation advocates with broad representation among low-income and minority communities. Staff also offer to meet with some community groups if they were unable to attend the public workshops. In addition, staff presented the Title VI recommendations at the SFMTA Board of Directors meeting on Tuesday, July 16, 2013. The policies were approved at the Board of Directors meeting on August 20, 2013.

The following definitions and policies were used to conduct this Title VI fare equity analysis:

- People and Communities of Color/Minority Populations
- Low-income Populations
- Disparate Impact Policy
- Disproportionate Burden Policy
- Adverse Effect

People and Communities of Color / Minority Populations

It is important to note that the 2012 FTA Title VI Circular uses the term “minority” in comparison to “non-minority” populations and includes the following race and ethnicity

identities in its definition for those who are considered “minority persons” and members of “minority populations”: American Indian and Alaska Native, Asian, Black or African American, Hispanic or Latino, or Native Hawaiian or other Pacific Islander. As an agency, the SFMTA is dedicating efforts to continuous process improvement to normalize and sustain terminology which centers racial equity and affirms the cultures of racialized people. For the purpose of this Title VI analysis, the SFMTA considers individuals to be a person of color if they self-identify as any race/ethnicity other than White, Not Hispanic or Latino. An individual who self-identifies as multi-racial including White, is also considered to be a person of color.” As the FTA Circular is the controlling document for this analysis, the terms contained therein are used solely for the purposes of this document and expanded upon when possible. Use of the term “person of color” in this report should be considered as coextensive with the term “minority” as that term is defined in FTA Circular 4702.1B.

Low-income Populations

The SFMTA defines low-income individuals as those whose total household income is below 200% of the federal poverty level per household size. This definition of low-income households matches SFMTA’s criteria for Lifeline Muni passes for low-income households in San Francisco. Table 1 shows the 2024 household incomes that meet the 200% Federal poverty level threshold for different household sizes.

Table 1: 2024 Poverty Designations by Household Size

Household Size	200% of Poverty Guideline
1	\$30,120
2	\$40,880
3	\$51,640
4	\$62,400
5	\$73,160
6	\$83,920
7+ add for each additional household member	10,760

Disparate Impact Policy

The SFMTA’s Disparate Impact Policy determines the point (“threshold”) when adverse effects of fare or service changes are borne disparately by minority populations. Under this policy, a fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disparate impact on minority populations if the difference between the percentage of the minority population impacted by the changes and the percentage of the minority population system-wide is eight percentage points or more. Packages of major service changes across multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare instruments will be evaluated cumulatively.

Disproportionate Burden Policy

The SFMTA's Disproportionate Burden Policy determines the point when adverse effects of fare or service changes are borne disproportionately by low-income populations. Under this policy, a fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disproportionate burden on low-income populations if the difference between the percentage of the low-income population impacted by the changes and the percentage of the low-income population system-wide is eight percentage points or more. Packages of major service changes across multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare instruments will be evaluated cumulatively.

III. Assessing Impacts of the Proposed Fare Changes on Minority and/or Low-Income Communities

As detailed in FTA Circular 4702.1B, transit providers shall evaluate the impacts of their proposed fare changes (either increases or decreases) on Title VI-protected populations (minority populations) and low-income populations separately, and within the context of their Disparate Impact and Disproportionate Burden policies, to determine whether minority and/or low-income riders will bear a disproportionate impact of the change between the existing cost and the proposed cost. The impact may be defined as a statistical percentage. The disparate impact and disproportionate burden thresholds must be applied uniformly, regardless of fare media. Title VI also requires that positive changes, such as fare reduction (and major service improvements) are evaluated for their effect on communities of color and low-income communities. The SFMTA separately evaluates fare increases and fare decreases.

Minority Disparate Impact: If after analyzing the proposed fare changes, the SFMTA determines that minority riders will bear a disproportionate impact of the change between the existing cost and the proposed cost and chooses not to alter the proposed fare changes despite the disparate impact on minority ridership, or if it finds, even after modifications are made, that minority riders will continue to bear a disproportionate share of the proposed fare change, the fare change may only be implemented if:

- (i) There is a substantial legitimate justification for the proposed fare change, and
- (ii) SFMTA can show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish its legitimate program goals.

In order to make this showing, any alternatives must be considered and analyzed to determine whether those alternatives would have less of a disparate impact on the basis of race, color, or national origin, and then only the least discriminatory alternative can be implemented.

Low-Income Disproportionate Burden: If at the conclusion of the analysis the SFMTA finds that low-income populations will bear a disproportionate burden of the proposed fare change, steps must be taken to avoid, minimize or mitigate impacts where practicable and descriptions of alternatives available to low-income populations affected by the fare changes must be provided.

IV. Data Analysis and Methodology

In order to make an appropriate assessment of disparate impact or disproportionate burden in regard to fare changes, the transit provider must compare available customer survey data and show the number and percentage of minority riders and low-income riders using a particular fare

media, or aggregated categories if applicable, in order to establish whether minority and/or low-income riders are disproportionately more likely to use the mode of service, payment type or payment media that would be subject to the fare change. (Circular 4702.1B, Chapter IV-19). For the purposes of this Title VI analysis, demographic data for ridership by fare type was used from the comprehensive 2017 System-wide On-Board Survey, conducted in Fall 2016 through Summer 2017. (It is important to note that the SFMTA is in the process of conducting a comprehensive onboard survey, which began in February 2024 and is anticipated to conclude in May 2024 if it reaches its goal of 25,000 surveys collected. It is anticipated that the updated ridership data will be available by Fall 2024 and will be used for all future analyses.)

The survey asked demographic questions for race/ethnicity, English proficiency, gender, income bracket and travel information such as payment type, trip purpose, origin and destination and mode to transit access. Consultants collected over 41,000 survey responses, of which over 39,000 were weekday responses, providing a statistically significant snapshot of ridership patterns. This provides the basis for determining the potential impacts of fare changes on our customers. A copy of the survey is available upon request.

As noted above, the SFMTA Board approved a methodology for analyzing Title VI impacts. In the case of fare changes, both increases and decreases of any amount, this methodology relies on comparing the percentage of protected customers using particular fare products or instruments, as a package of changes, to their representation system wide.

When Title VI-protected customers' usage of said fare products or instruments, as a package of changes, exceeds their system-wide average by eight percent or more, and the cost of those products or instruments in the package is being increased, then a finding of disparate impact (minority populations) and/or disproportionate burden (low-income populations) is indicated.

Conversely, Title VI also requires that fare decreases be evaluated to determine whether they disproportionately benefit populations that are not protected by Title VI, thereby diverting the allocation of transit resources away from Title VI-protected groups. As a result, when Title VI-protected customers' usage of fare products or instruments, as a package of changes, falls below their system-wide average by eight percent or more, and the cost of those products or instruments in the package is being reduced, then a finding of disparate impact (minority-based impact) and/or disproportionate burden (low income-based impact) is indicated.

Respondents who declined to answer questions about income or ethnicity are excluded from the analysis when calculating minority or low-income percentages. The overall system-wide averages were determined from National Transit Database and Automatic Passenger Counter (APC) data weighted by the weekly ridership share by line. The system-wide average for minority customers was determined to be 57%, and the system-wide average for low-income customers was determined to be 39%.

In order to protect privacy, survey respondents were asked to report their income bracket as opposed to their specific income. As a result, the analysis made assumptions about whether the combination of a particular respondent's household size and income bracket fell into a "low-income" category based on the Agency's definition of low-income described above. Generally, the analysis erred on the side of caution and placed possibly low-income respondents into the low-income category.

V. Description of Proposed Fare Changes and Summary of Impacts

Fare Increases

The SFMTA adopted an Automated Indexing Implementation Plan (Indexing) in 2009 that set forward a policy of incremental and predictable increases to transit fares based on a combination of cost of living and labor increases. In response to the pandemic, this policy was suspended in Fiscal Year 2020 and since that time fares have remain unchanged. During this time, SFMTA revenues have decreased by 25%. The SFMTA was able to balance the budget, as required by the San Francisco Charter, through the use of Federal, State and Local relief funds that are projected to be exhausted by the end of the FY25-26 budget year and a \$12.7 million budget deficit is projected in FY24-25, increasing to \$240 million in FY 2026-27. In order to maintain existing transit service levels critical to the customers we serve, the SFMTA is proposing reinstating fare increases as part of the FY24-25 and FY25-26.

Fare Increases

The initial proposal for fare increases, presented to the Board of Directors on January 30, 2024, included the following:

- Increase single ride fares paid on MuniMobile and Clipper by \$0.25 each of the two years oof the budget to be consistent with fares paid using cash
- Monthly passes and multi-day visitor passes would increase consistent with the underlying formula based on single ride Clipper and MuniMobile fare.
- No change to single ride cash fares

Beginning in January 2017, the SFMTA Board suspended indexing of single ride cash fares purchased on Clipper and MuniMobile, creating the current \$0.50 discount. The purpose of this change was to incentivize pre-payment of fares and the transition of more customers to the regional Clipper regional fare payment system. The initial discount was \$0.25 in FY 2017-18 and increased to \$0.50 in FY 2019-20. SFMTA data shows that this behavior change has occurred. Only 20% of SFMTA single-ride fares are currently paid with cash. Staff proposed the elimination of this discount, while suspending any increases to cash fares to create a more equitable and consistent fare structure.

As a result of the feedback received from an extensive, multilingual outreach campaign, as well as from the Board of Directors, staff adjusted its policy proposals and presented additional options at the March 5, 19, and April 2, 2024 meetings, The final recommendation includes:

- Reducing the discount for single ride fares on Clipper and MuniMobile by \$0.25 in the first year of the budget, followed by a \$0.10 increase the second year.
- Increasing the Cable Car single ride ticket in the second year of the budget based on Indexing.
- Reduce the number of single ride trips that set the monthly pass fare from 32 to 30 over two years.

- No change is proposed for the single ride cash fare.

Fare Decreases

In 2018, the MTAB Board approved discount fares for the multi-day visitor passes valid for use on all Muni service, including cable car, when purchased on MuniMobile versus Clipper or cash. The goal of the discount was to encourage pre-payment and to reduce in-person sales at the SFMTA sales kiosk, as well as reducing cash handling on board cable cars. The MuniMobile fare model is based on assumption of reasonable usage of the pass. For example, the one-day pass price assumes one cable car ride (\$8) and one all day Muni pass (\$5), for a total of \$13.00. The Clipper and cash fare model is based on the indexing formula that, over time, has resulted in the price of the pass exceeding the value to customers, with the one-day pass currently priced 73% higher at \$24.00. This fare is the equivalent of three cable car trips. Based on the 2017 Muni Onboard Survey, primary usage of the Passport and City Pass (88%) was by those who self-identified as visitors. Given the fluctuating nature of this particular group, it is difficult to ascertain which group will benefit more than others from this discount, but all users of this pass will benefit from this discount regardless of demographic profile, including those who pay with cash.

The two-tier price structure has led to two problems. First, the mismatch between price and value for the Clipper and cash multi-day passes has depressed sales. Second, staff report that the current fare structure results in ongoing complaints from customers who purchase at the higher fare, unaware of the discount option. To eliminate these problems, staff recommended a pilot to eliminate the fare differential for these passes purchased on Clipper or by cash. The SFMTA launched a pilot program in November 2023 to reduce the fare for all multi-day visitor passes to the same price as MuniMobile to evaluate the impact. In the first three months, this change resulted in a 30% increase in one day pass sales from the same time the previous year demonstrating that the differential price had significantly suppressed usage for this product, and transit use as a result. Revenue loss associated with the fare decrease of these products has been largely offset by an increase in sales.

Table 1 through Table 4 below include proposed fares by planned year of implementation, as well as the demographic characteristics of the customers who use each fare type. They also include a comparison of the cumulative usage of these fare types by minority and low-income customers to their representation system wide. Consistent with SFMTA's disparate impact and disproportionate burden policies, a disparate impact and/or disproportionate burden finding is indicated if the total usage by minority and/or low-income customers deviates from their system-wide averages by eight percent or more.

Table 1 and Table 2 provide disparate impact analysis for the cumulative effects of the proposed fare changes. Table 3 and Table 4 provide disproportionate burden analysis for the cumulative effects of the proposed fare changes.

Table 2: Estimated Riders by Fare Media – Disparate Impact Analysis for Fare Increases

Fare Type		FY24 Fares	FY25 Proposed Fares	FY26 Proposed Fares	FY26 Change	FY26 % Change	Estimated Ridership ¹	Total Responses ²	Minority Riders ³	Percent Minority ⁴
Adult Single Ride Fare – Clipper/MuniMobile		2.50	2.75	2.85	0.35	14%	199,565	198,750	97,130	49%
Senior Single Ride Fare – Clipper/MuniMobile		1.25	1.35	1.40	0.15	12%	3,738	3,727	1,168	31%
Disabled Single Ride Fare – Clipper/MuniMobile		1.25	1.35	1.40	0.15	12%	569	566	353	62%
Adult Monthly Pass – Muni+BART in SF)		98.00	102.00	103.00	5.00	5%	202,947	201,541	113,477	56%
Adult Monthly Pass – Muni Only		81.00	85.00	86.00	5.00	6%				
Senior Monthly Pass		40.00	43.00	43.00	2.00	8%	8,201	8,146	4,364	54%
Disabled Monthly Pass		40.00	43.00	43.00	2.00	8%	46	46	34	74%
Lifeline Monthly Pass		40.00	43.00	43.00	2.00	8%	18,009	17,971	16,123	90%
Clipper START Single Ride Fare		1.25	1.35	1.40	0.15	12%	18,009	17,971	16,123	90%
Mult-Day Visitor Passes (Mobile Ticketing)	1-Day	13.00	14.00	15.00	2.00	15%	262	247	105	43%
	3-Day	31.00	33.00	35.00	4.00	13%				
	7-Day	41.00	44.00	47.00	6.00	15%				
All Day Pass (MuniMobile only)		5.00	5.50	5.70	0.70	14%	N/A	N/A	N/A	N/A
Total Fare Increase							451,346	448,965	248,877	55%
Total Survey All Fare Media							663,236	659,292	376,000	57%

1. *Estimated Ridership includes all survey responses identified per fare media.*

2. *Total Responses for Disparate Impact analysis includes responses per fare media who choose to identify their ethnicity.*

3. *Minority Riders includes all responses per fare media who qualify per definition of minority in ethnicity.*

4. Percent Minority is a calculation of identified minority riders out of total known responses for ethnicity per fare media.

Table 3: Estimated Riders by Fare Media -- Disparate Impact Analysis for All Fare Decreases

Fare Type		FY24 Fares	FY 2025 Proposed Fares	FY 2026 Proposed Fares	FY 2026 Change	FY26 % Change	Estimated Ridership ¹	Total Responses ²	Minority Riders ³	Percent Minority ⁴
Multi-Day Visitor Passes - Vendor/Kiosk Sales	1-Day	\$24.00	14.00	15.00	(\$19.00)	-38%	8,091	8,016	2,627	33%
	3-Day	\$36.00	33.00	35.00	(\$1.00)	-3%				
Total Fare Decrease							8,091	8,016	2,627	33%
Total Survey All Fare Media							663,236	659,292	376,000	57%

1. Riders includes all survey responses per fare media.

2. Riders Who Reported Race/Ethnicity includes responses per fare media who choose to report race/ethnicity.

3. Minority Riders includes responses per fare media who choose to report race/ethnicity and fall in minority category per definition.

4. Percent Minority is a percentage calculation of Minority Riders out of Riders Who Reported Race/Ethnicity per fare media.

Table 4: Estimated Riders by Fare Media -- Disproportionate Burden Analysis for All Fare Increases

Fare Type		FY24 Fares	FY25 Proposed Fares	FY26 Proposed Fares	FY24 Change	FY24 % Change	Estimated Ridership ¹	Total Responses ²	Low Income Riders ³	Percent Low Income ⁴
Adult Single Ride Fare – Clipper/MuniMobile		2.50	2.75	2.85	0.35	14%	199,565	175,822	55,156	31%
Senior Single Ride Fare – Clipper/MuniMobile		1.25	1.35	1.40	0.15	12%	3,738	2,909	478	16%
Disabled Single Ride Fare – Clipper/MuniMobile		1.25	1.35	1.40	0.15	12%	569	496	295	59%
Adult Monthly Pass – Muni+BART in SF)		98.00	102.00	103.00	5.00	5%	202,947	176,181	50,177	28%
Adult Monthly Pass – Muni Only		81.00	85.00	86.00	5.00	6%				
Senior Monthly Pass		40.00	43.00	43.00	2.00	8%	8,201	6,585	2,085	32%
Disabled Monthly Pass		40.00	43.00	43.00	2.00	8%	46	46	46	100%
Lifeline Monthly Pass		40.00	43.00	43.00	2.00	8%	18,009	15,584	13,032	84%
Clipper START Single Ride Fare		1.25	1.35	1.40	0.15	12%	18,009	15,584	13,032	84%
Multi-Day Visitor Passes (Mobile Ticketing/ Clipper)	1-Day	14.00	15.00	2.00	15%	8%	262	215	48	22%
	3-Day	33.00	35.00	4.00	13%	10%				
	7-Day	44.00	47.00	6.00	15%	12%				
All Day Pass (MuniMobile only)		5.00	5.50	5.70	0.70	14%	N/A	N/A	N/A	N/A
Total Fare Increase							451,346	393,422	134,349	34%
Total Survey All Fare Media							663,236	570,959	220,699	39%

1. *Riders* includes all survey responses per fare media.

2. *Riders Who Reported Income* includes responses per fare media who choose to report income bracket.
3. *Low Income Riders* includes responses per fare media who choose to report income bracket and fall in low-income category per definition.
4. *Percent Low Income* is a percentage calculation of *Low-Income Riders* out of *Riders Who Reported Income* per fare media.

Table 5: Estimated Riders by Fare Media -- Disproportionate Burden Analysis for All Fare Decreases

Fare Type		FY24 Fares	FY 2025 Proposed Fares	FY 2026 Proposed Fares	FY 2024 Change	FY24 % Change	Estimated Ridership ¹	Total Responses ²	Low Income Riders ³	Percent Low Income ⁴
Multi-Day Visitor Passes - Vendor/Kiosk Sales	1-Day	\$24.00	14.00	15.00	(\$19.00)	-38%	8,091	5,466	974	18%
	3-Day	\$36.00	33.00	35.00	(\$1.00)	-3%				
Total Fare Increase							8,091	5,466	974	18%
Total Survey All Fare Media							663,236	570,959	220,699	39%

1. *Riders* includes all survey responses per fare media.
2. *Riders Who Reported Race/Ethnicity* includes responses per fare media who choose to report race/ethnicity.
3. *Minority Riders* includes responses per fare media who choose to report race/ethnicity and fall in minority category per definition.
4. *Percent Minority* is a percentage calculation of *Minority Riders* out of *Riders Who Reported Race/Ethnicity* per fare media.

Table 6: Summary of Disparate Impact and Disproportionate Burden Analysis

Item	Minority	Disparate Impact?	Low Income	Disproportionate Burden?
All Fare Media	57%	-	39%	-
Fare Increases	55%	No	34%	No
Fare Decreases	33%	Yes	18%	Yes

A disparate impact or disproportionate burden is found if the total usage by minority and/or low-income customers deviates from their system-wide averages by eight percent or more.

All Fare Increases

Shown in Table 5, all fare increases will impact 55% of minority riders and 34% of low-income riders. Both are within eight percent of their respective system-wide averages of 57% minority and 39% low-income riders, so no disparate impact or disproportionate burden is found. If the MTA Board chooses not to move forward with any of the proposed fare increases, the analysis will need to be re-run to ensure the change does not result in a disparate impact, which would require further analysis, including an analysis of less discriminatory fare alternatives, or a finding of disproportionate burden, which would require the SFMTA to take steps to avoid, minimize or mitigate impacts where practicable, as well as describing alternatives available to low-income populations affected by the fare changes..

All Fare Decreases

Shown in Table 5, decreases to multi-day visitor passes will benefit 33% of minority riders and 18% of low-income riders. Both exceed the eight percent threshold of their respective system-wide averages of 57% minority and 39% low-income riders, so both a disparate impact and disproportionate burden is found when compared to Muni ridership as a whole. However, multi-day visitor passes are fare products used almost exclusively by visitors to San Francisco (based on the 2017 Muni Onboard Survey, primary usage of the Passport and City Pass (88%) was by those who self-identified as visitors), given the fluctuating nature of this group, it is difficult, if not impossible to ascertain which groups are primarily benefiting from this discount but all users, regardless of demographic profile, will benefit from the discounted fare. As the user population is transient in nature and generally one-time visitors, using sample on-board surveys during a limited period will only capture the ridership at that given time. This makes capturing an accurate user base profile to compare against the system-wide averages and evaluating impacts difficult, as well as ascertaining with any degree of certainty which group, at which time, benefits the most from the decrease.

The pricing of these passes, with the inclusion of cable car service, are intended for use by visitors in San Francisco. Based on the 2017 Muni Onboard Survey, primary usage of the Passport and City Pass (88%) was by those who self-identified as visitors, an ever-changing population in San Francisco.

An all-day pass on regular Muni service is currently \$5.00 compared to visitor passes, which range from \$13 to \$24 depending on method of payment. It is highly unlikely that a regular Muni rider would choose to utilize a visitor pass since the only additional benefit is the inclusion of cable car service, which is subject to long waiting times to board and serves a very limited part of the city.

As shown in Table 6 and 7, comparing this population based solely on combined Multi-Day Visitor Passes and Cable Car customers there is only a seven percent variation, which is within the eight percent threshold.

Table 6: Multi-Day Visitor Passes and Cable Car Riders – Disproportionate Burden for Fare Decreases

Fare Type	Riders	Riders Who Reported Race/Ethnicity	Minority Riders	Percent Minority
Cable Car Single Ride Ticket (On Board)	12,032	11,950	4,485	38%
Cable Car Single Ride Ticket (Pre-Paid)	1,758	1,758	850	48%
Multi-Day Visitor Passes (Clipper/Cash)	8,091	8,016	2,627	33%
Multi-Day Visitor Passes (Mobile Ticketing)	262	247	105	43%
Total All Fare Media Fare Increase	22,143	21,971	8,067	37%

Table 7: Multi-Day Visitor Passes and Cable Car Riders – Disproportionate Impact for Fare Decreases

Fare Type	Riders	Riders Who Reported Income	Low Income Riders	Percent Low Income
Cable Car Single Ride Ticket (On Board)	12,032	9,896	3,395	34%
Cable Car Single Ride Ticket (Pre-Paid)	1,758	1,520	464	31%
Multi-Day Visitor Passes (Clipper/Cash)	8,091	5,466	974	18%
Multi-Day Visitor Passes (Mobile Ticketing)	262	215	48	22%
Total All Fare Media Fare Increase	22,143	17,097	4,881	29%

When comparing the riders who reported low-incomes and minority status of the visitor products, the deviation is only seven percent, within the eight percent threshold established by the SFMTA. Fare Equity Analysis Conclusion:

Despite the fact that when comparing users of visitor passes based solely on combined multi-day visitor passes and Cable Car customers, no disparate impact or disproportionate burden is indicated, as detailed in FTA Circular 4702.1B, since the benefit of the decrease when compared against system-wide

demographics resulted in a disparate impact and a disproportionate burden, additional analysis is needed.

Disparate Impact Finding and Analysis

For the proposed decrease of the surcharge on multi-day visitor passes, which would reduce the overall cost for all users and bringing the passes in line with the same visitor passes purchased on MuniMobile, the analysis resulted in a finding of disparate impact based on race and a disproportionate burden on low-income communities, as elimination of the surcharge benefited more non-minority and non-low-income users of the pass based on 2017 on-board survey data (the most recently available data) than protected users of the pass. It's important to note that 2017 survey data indicated 88% of the pass users self-identified as visitors, which is a constantly changing population and therefore difficult to capture an accurate demographic profile and fully ascertain who is being impacted and who is benefiting as members of both protected and non-protected categories of users.

When a disparate impact is found, FTA Circular 4702.1B, Chapter IV-20 states: "If a transit provider chooses not to alter the proposed fare changes despite the disparate impact on minority ridership, or if the transit provider finds, even after the revisions, that minority riders will continue to bear a disproportionate share of the proposed fare change, the transit provider may implement the fare change only if (i) the transit provider has a substantial legitimate justification for the proposed fare change, and (ii) the transit provider can show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the transit provider's legitimate program goals."

The SFMTA has evaluated the findings of equity analysis for eliminating the surcharge on the multi-day visitors passes and have proposed to move forward with this change in the interest of the elimination of the surcharge helping it meet the substantial program goal of encouraging transit use for visitors to San Francisco. Out of state or international customers may not be able to easily navigate the process to obtain passes in advance through our MuniMobile cell phone application, thus subjecting them to a significant price differential when purchasing through other methods. As noted above, the initial results of the current pilot program demonstrated a 30% increase in sales for the one-day pass compared to the same period the prior year, supporting the theory that the prior fare was suppressing usage. Making these passes more accessible and cost effective supports the Transit-First policy of the City and County of San Francisco by encouraging transit use.

The SFMTA also evaluated any alternatives that would have a less disparate impact on minority riders but would still accomplish our legitimate program goals. Given that the decrease was meant to bring into parity purchasing the visitor pass through Clipper/Cash versus MuniMobile and would result in a discount to all users of the pass regardless of how they pay or their protected status, it was difficult to find viable alternatives. The SFMTA considered the two options below, but neither is practical nor beneficial and would not help the SFMTA meet its program goals:

- 1) Eliminate the proposal to remove the surcharge: if this option were removed from the SFMTA's package of proposed fare changes as part of its two-year budget, there would be no analysis and no finding of a disparate impact or disproportionate burden, but it would not meet the SFMTA's legitimate program goals as detailed within this analysis and would maintain the disparity in price that visitors pay based on how they access the multi-day passes, as well as discourage transit use;
- 2) Establish a low-income visitor pass: while this would provide a lower cost option for those who qualify, given the transient population of visitors to San Francisco, there would be no reasonable or efficient way to administer this type of discount.

When a disproportionate burden is found, FTA Circular 4702.1B, Chapter IV-21 provides: "At the

conclusion of the analysis, if the transit provider finds that low-income populations will bear a disproportionate burden of the proposed fare change, the transit provider should take steps to avoid, minimize or mitigate impacts where practicable. The transit provider should describe alternatives available to low-income populations affected by the fare changes.”

SFMTA staff concluded that there are no practicable steps that would avoid, minimize or mitigate the impacts of eliminating the surcharge on multi-day visitor passes, resulting in a benefit to all users of this pass. For visitors of this pass, there are no alternatives that provide the same benefit of the multi-use passes. For regular riders of Muni who utilize the multi-day visitor pass, the SFMTA offers multiple low and moderate income fare programs as discussed below.

Conclusion:

Staff recommends moving forward with this discount as there are no practicable steps to avoid, minimize or mitigate the impacts of the reduced surcharge on low-income populations or alternatives that would have a less disparate impact on minority riders but would still accomplish the SFMTA’s legitimate program goals of providing improved access to the discounted product, bringing the price of the Clipper and cash passes in line with the price of the passes that are purchased on MuniMobile, and encouraging transit use among visitors to San Francisco, which was validated via the current six-month pilot program. The vast majority of the users of the visitors’ passes are an ever-fluctuating populations and it is difficult to ascertain exactly which groups are benefitting from the proposed decrease of the surcharge; all users of this pass, including those who pay with cash, will benefit from the discount. Although a small percentage of overall users, regular Muni riders who purchase this pass will also benefit from the reduced surcharge, as well as Muni’s free and reduced fares for which they qualify.

VI. Low and Moderate Income Fare Programs

The SFMTA has developed a number of programs geared specifically towards low-income customers including the Lifeline Adult Monthly Pass, low-income Clipper START single ride fare, and the Free Muni program for low and moderate income Seniors, and People with Disabilities. The SFMTA also provides free fares for all youth aged 18 and under, and people experiencing homelessness certified by the Department of Homelessness and Supportive Housing. Table 8 indicates the income eligibility thresholds for each of these programs.

Table 8: Muni Discount Programs

Household Size	Adult Lifeline Pass/Clipper START Program Eligibility: At or Below 200% Federal Poverty Level	Free Muni for Low and Moderate Income Seniors and People with Disabilities Eligibility: At or Below 100% Bay Area Median Income
1	\$30,120	\$100,850
2	\$40,880	\$115,300
3	\$51,640	\$129,700
4	\$62,400	\$144,100
5	\$73,160	\$155,650
6	\$83,920	\$167,150
7	\$94,680	\$178,700

X. Public Comment and Outreach

Pursuant to Title VI of the Civil Rights Act of 1964 and its implementing regulations, as well as state and local laws, the SFMTA takes responsible steps to ensure meaningful access to the benefits, services, information, and other important portions of SFMTA's programs and activities for low-income, minority, and limited-English proficient (LEP) individuals, and regardless of race, color or national origin. Given the diversity of San Francisco and of Muni's ridership, the SFMTA is strongly committed to disseminating information on both fare and service changes that is accessible to individuals who may have a limited ability to read, write or speak English ("Limited-English Proficient or LEP"). The SFMTA launched an extensive multilingual public outreach campaign at the beginning of the FY2025 and FY2026 process to gather and consider public input on the budget and the proposed fare changes. Feedback received during this process informed and influenced the final proposals submitted to the SFMTA Board of Directors for its consideration and approval. Outreach dates and activities are summarized below.

Notices for public comment opportunities were provided in multiple languages and included information on how to request free language assistance at the meetings with at least 48 hours' notice. As required by the City Charter, advertisements publicizing the public hearing were placed in advance in San Francisco newspapers. Multilingual ads were placed in prominent Chinese, Spanish and Russian newspapers in San Francisco. Multilingual information has been available to the public through the SFMTA website throughout the budget process. Additional methods for keeping the public informed were conducted through blog posts, e-mail blasts to stakeholders and through SFMTA/Muni's X and Facebook accounts. Feedback was compiled and forwarded to appropriate staff and to the MTAB for consideration in the decision-making process.

As a result of the extensive outreach campaign, the SFMTA collected over 500 instances of feedback, questions, comments, and concerns on its FY2025-FY2026 budget as of April 1, 2024. The feedback was compiled and sorted into topics/categories of concerns, the leading of which include transit fares, potential future revenue sources, Muni service, fare evasion, parking fines and fees, agency efficiency, expenditure programs, public outreach and engagement, and access to discounted fare programs.

In response to some of these questions and concerns, the agency adjusted its policy proposals and budget recommendations. Below is a summary of how the budget proposal specific to proposed fare changes were modified and expanded based on public feedback:

Public Comments	Budget Proposal 1/30/24	Budget Proposal 4/16/24
• Against raising fares; already too expensive • Want to increase ridership • Against fully removing the Clipper discount; would be a big fare increase for riders	• Eliminate Clipper/Mobile discount over two years	• FY25 - Reduce Clipper discount by \$0.25/no change to cash fare/index cable car/reduce multiplier from 32 to 31 • FY26 - Index/no change to cash fare/reduce multiplier from 31 to 30

Specific outreach activities included:

- Multilingual collateral on Muni vehicles publicizing budget feedback opportunities, including proposed fare and service changes, and notice of free language assistance in ten languages:
 - 1,400 information cards posted in all vehicles, buses and LRVs
 - 400 ads posted on LRV4s
 - 1,000 ads posted on buses
- Newspaper ads in 13 newspapers, including ethnic media, publicizing budget feedback opportunities:
 - SF Examiner
 - Bay Area Reporter
 - SFNNA Group
 - Marina Times
 - Noe Valley Voice
 - Potrero View
 - Richmond Review
 - San Francisco Bay View
 - Sunset Beacon
 - El Tecolote
 - Sing Tao Daily
 - World Journal
 - Wind Newspaper
 - Kstati
- Social media posting on official SFMTA accounts:
 - Total views of Facebook posts on the budget process: 301
 - Total views of Instagram posts on the budget process: 1,306
 - Total views of Twitter posts on the budget process: 7,037
 - Total views of LinkedIn posts on the budget process: 3,164
- A social media advertising campaign from February 7, 2024 to February 29, 2024 on Facebook, Instagram and Twitter publicizing budget feedback opportunities. This campaign had a reach of 200,854, with 473,096 total impressions in four languages:
 - English: 206,542 impressions
 - Spanish: 139,919 impressions
 - Chinese: 85,217 impressions
 - Filipino: 41,418 impressions
- An online budget balancing tool to help members of the public learn about the tradeoffs our agency is considering as we develop the budget. There was a total of 529 views of the tool in four languages:
 - English: 510 views
 - Spanish: 4 views
 - Chinese: 15 views
 - Filipino: 0 views
- Direct email updates to members of the public signed up for agency updates:
 - Emails on 2/15/2024, 2/22/2024, and 2/29/2024: 192,239 delivered
 - SMS/text messages on 2/15/2024, 2/22/2024, 2/29/2024, and 2/29/2024: 104,757 delivered
- Public listening sessions open to all members of the public:
 - Virtual Meeting on February 22 from 5:00-7:00pm on Zoom - included a presentation from SFMTA CFO, an invitation to try out the Budgeting Exercise, and

breakout rooms on Transit; Streets; Taxis, Mobility, and Accessibility; and General Topics

- Simultaneous interpretation provided in American Sign Language (ASL), Filipino (Tagalog), Spanish, and Cantonese
- 107 community members attended
- In-Person Meeting on March 2 from 11:30-1:30pm at the Richmond Library – included a presentation from SFMTA CFO, an invitation to try out the Budgeting Exercise, and a question-and-answer session
 - 3 community members utilized interpretation services (Cantonese)
 - Interpretation services were also available in American Sign Language (ASL), Filipino (Tagalog), Spanish, and Russian.
 - 32 community members attended

In addition to the outreach efforts identified above, individual briefings were offered to over 50 community organizations and stakeholders in January 2024 – April 2024, including Board of Supervisors' offices, formal advisory councils and committees, and multiple advocacy groups. This list reflects the meeting list as of April 1, 2024 and we are still scheduling additional briefings as needed with prominent advocate groups and other stakeholders.

- Bay Area Council
- BMAGIC
- Calle 24
- Chinatown Community Development Corp TRIP
- Dogpatch Neighborhood Association
- Golden Gate Restaurant Association
- Labor Organizations
- Livable City
- Market and Octavia Citizens Advisory Committee
- Mayor's Disability Council
- Metropolitan Transportation Commission (MTC)
- Multimodal Accessibility Advisory Committee (MAAC)
- New Community Leadership Foundation
- Paratransit Coordinating Committee
- Potrero Boosters
- Richmond Caregiver Group
- San Francisco Bicycle Coalition
- San Francisco Building Owners and Managers Association (BOMA)
- San Francisco City Administrator
- San Francisco Controller's Office
- San Francisco Council of Community Housing Organizations
- San Francisco County Transportation Authority
- San Francisco Human Services Network
- San Francisco Interfaith Council
- San Francisco Transit Riders
- San Francisco Youth Commission
- SaveMUNI
- Senior Disability Action
- San Francisco Unified School District
- SFMTA Citizens' Advisory Council (CAC)

- SFMTA Youth Transportation Advisory Board (YTAB)
- South of Market Community Action Network (SOMCAN)
- Sunset Neighbors
- Tenderloin Neighborhood Development Corporation
- Tenderloin Community Benefit District
- Union Street Merchants

The following organizations requested for report-outs on the Budget later in the spring:

- San Francisco Council of District Merchants
- San Francisco Chamber of Commerce

Table 7: Public Meetings

Action	Date
SFMTA Board Informational Presentation: FY22-23 Financial Year in Review SFMTA Board Informational Presentation: Transportation 2050 Program Initiatives and Capital Needs and Requirements; State of Good Repair; Unconstrained Capital Plan Report	December 5, 2023
Citizens' Advisory Council (CAC) Meeting #1	December 7, 2023
Board Information: Budget Overview & Strategic Approach	January 16, 2024
SFMTA Board Workshop	January 30, 2024
Citizens' Advisory Council (CAC) Meeting #2	February 1, 2024
Public Listening Session (Virtual)	February 22, 2024
Public Listening Session (In-person)	March 2, 2024
SFMTA Board Informational Presentation: Revenue Options – Fares & Parking Policy, Fees and Fines	March 5, 2024
Citizens' Advisory Council (CAC) Meeting #3	March 7, 2024
SFMTA Board Adoption of Transportation Code Amendment SFMTA Board Informational Presentation: FY 24-25 and 25-26 Operating and Capital Budget Update	March 19, 2024
SFMTA Board Public Hearing: Fiscal Year 2024-2025 and Fiscal Year 2025-2026 Operating and Capital Budget Update	April 2, 2024
SFMTA Board Adoption of Fiscal Year 2024-2025 and Fiscal Year 2025-2026 Operating and Capital Budget (first opportunity)	April 6, 2024

Action	Date
SFMTA Board Adoption of Fiscal Year 2024-2025 and Fiscal Year 2025-2026 Operating and Capital Budget (second opportunity, if needed)	April 23, 2024

XI. Conclusion

As a federally funded agency, the SFMTA must comply with Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color or national origin in programs and activities receiving Federal financial assistance. Before the SFMTA Board can approve the Agency’s fare policy and pricing or a service change, a Title VI fare equity analysis must be approved by the SFMTA Board in accordance with the Federal Transit Administration’s (FTA) Circular 4702.1B, “Title VI Requirements and Guidelines for Federal Transit Administration Recipients,” to determine whether those changes will have a disparate impact based on race or a disproportionate burden on low-income communities. (FTA Circular 4702.1B, Chapter IV-11)

Based on FTA Circular 4702.1B, Chapter IV-19, “Transit providers are required to evaluate the impacts of their proposed fare changes (either increases or decreases) on minority and low-income populations separately.” In order to make an appropriate assessment of disparate impact on communities of color or disproportionate burden on low-income communities with regard to the proposed fare changes, the analysis compares available customer survey data and shows the number and percent of minority riders and low-income riders using a particular fare media in order to establish whether minority and/or low-income riders are disproportionately more likely to use the mode of service, payment type or payment media that would be subject to the fare change.

As required, this Title VI Fare Equity Analysis includes a cumulative analysis of proposed fare changes based on available customer survey data for changes to current fare types. For the proposed fare increases, the equity analysis resulted in no finding of disparate impact based on race or a finding disproportionate burden on low-income communities. For the proposed decrease of the surcharge on multi-day visitor passes, thereby reducing the overall cost for all users and bringing the passes in line with the same visitor passes purchased on MuniMobile, the analysis resulted in both a finding of disparate impact based on race and a disproportionate burden on low-income communities, as elimination of the surcharge benefited more non-minority and non-low-income users of the pass based on 2017 on-board survey data (the most recently available data) than protected users of the pass.

Staff extended the analysis further given the disparate impact and disproportionate findings and recommends moving forward with this discount as there are no practicable steps to avoid, minimize or mitigate the impacts of the reduced surcharge or alternatives that would have a less disparate impact on minority riders but would still accomplish the SFMTA’s legitimate program goals of providing improved access to the discounted product, bringing the price of the Clipper and cash passes in line with the price of the passes that are purchased on MuniMobile, and encouraging transit use among visitors to San Francisco, which was validated via the current six-month pilot program. As discussed above, the vast majority of the users of the visitors’ passes are an ever-fluctuating populations and it is difficult to ascertain exactly which groups are benefitting from the proposed decrease of the surcharge; all users of this pass, including those who pay with cash, will benefit from the discount. Although a small percentage of overall users, regular Muni riders who purchase this pass will also benefit from the reduced surcharge, as well as Muni’s free and reduced fares for which they qualify. A full discussion is included in the attached analysis.

If the SFMTA Board chooses not to move forward with any of the proposed fare changes as analyzed, or if additional fare proposals are made for consideration, the required analysis will need to be updated to analyze whether the changes result in a disparate impact finding or a finding of disproportionate burden.

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. 240416-043

WHEREAS, The Fiscal Year (FY) 24-25 and FY25-26 Operating and Capital Budgets for the SFMTA are being prepared in accordance with the City Charter Section 8A.106 with the Operating Budget, in the amounts of \$1,445.5 million and \$1,489.8 million, respectively, for operating expenditures; \$76.5 million and \$78.0 million, respectively, for capital expenditures inclusive of a transfer of operating funds of \$5.3 million in FY24-25 and \$6.7 million in FY25-26; for a combined total appropriation of \$1,516.7 million and \$1,561.1; and the Capital Budget in the amounts of \$423.3 million and \$586.3 million respectively; and,

WHEREAS, The FY24-25 and FY25-26 Operating Budgets include a \$141.5 million and \$145.0 million Contingency Reserve, representing 10% of operating expenditures, pursuant to the Contingency Reserve Policy established in SFMTA Board Resolution No. 07-038; and,

WHEREAS, Under Charter Section 8A.106(b) the SFMTA Board of Directors has received various presentations, staff reports and comments from the public and certifies that the budget is adequate in all respects to make substantial progress towards meeting the performance standards established pursuant to Charter Section 8A.103 for the fiscal years covered by the budget; and,

WHEREAS, The SFMTA's FY24-25 and FY25-26 Operating Budget includes the revenue and expenditure adjustments to reflect the Municipal Railway fare change for free service on New Year's Eve 2025 and 2026; and,

WHEREAS, The SFMTA Board of Directors finds that authorizing the Director of Transportation to implement short-term experimental transit fares and parking rates and fees for up to six months, will enable the SFMTA to respond effectively to community requests and public health and safety emergencies; and,

WHEREAS, The Director of Transportation should be authorized to make any necessary technical and clerical corrections to the approved budgets of the SFMTA and to allocate additional revenues and/or City and County discretionary revenues in order to fund additional adjustments to the operating and capital budget, provided that the Director of Transportation return to the SFMTA Board of Directors for approval of technical or clerical corrections or that allocate additional revenues and/or City and County discretionary revenues in order to fund additional adjustments to the operating budget that, in aggregate, exceed ten percent of the total SFMTA FY24-25 or FY25-26 operating or capital budgets respectively; and,

WHEREAS, The SFMTA is proposing changes to various fines, fees, rates, and charges by amending the Transportation Code for the fiscal years beginning July 1, 2024 and July 1, 2025; and,

WHEREAS, The proposed amendments to the Transportation Code to address fees and penalties for the fiscal years beginning July 1, 2024, and July 1, 2025, include, among other

things, increase the amount that the SFMTA will escalate certain parking and other fines above the annual index for the next two years; increase the non-construction related parking meter fee daily rate annually; increase the fee for construction-related parking meter use annually; increase the Residential Parking Permit fees to a set amount for Fiscal Years 2024-2025 and 2025-2026 and apply an automatic index beginning July 1, 2026; reinstate a base fee for certain taxi permits and apply an automatic index to those permit fees beginning July 1, 2025; and increase Citywide Variable Parking Meter rates annually; and,

WHEREAS, The SFMTA is proposing changing transit fares including increasing the Clipper and Muni Mobile single ride fare and decreasing the surcharge on multi-day visitor passes; and authorizing all fare changes for FY24-25 to take effect January 1, 2025; and,

WHEREAS, The changes in various fees, fares, rates and charges are necessary to meet SFMTA operating expenses, including employee wages and benefits or to purchase and lease essential supplies, equipment and materials; and,

WHEREAS, Since Charter Section 16.112 requires published notice and a hearing before the SFMTA may institute or change any schedule of rates or charges which affect the public and the Board's Rules of Order require that the advertisement run for at least five days and not less than five days prior to the public hearing, advertisements were placed in the City's official newspaper on March 20, 2024, to provide notice of the public hearings held on April 5, 19, and 26, 2024, to consider the above modifications; and,

WHEREAS, The SFMTA held public hearings, in-person and online meetings to hear public comment on the two-year Operating and Capital Budgets, and the SFMTA's Citizens Advisory Council also held meetings to consider the two-year Operating and Capital Budget; and,

WHEREAS, As a result of the extensive, multilingual outreach campaign, the SFMTA collected over 500 instances of feedback, questions, comments, and concerns on its FY24-25 and FY25-26 budget; and, in response to the feedback received, adjusted its policy proposals and budget recommendations; and,

WHEREAS, On April 5, 2024, the SFMTA, under authority delegated by the Planning Department, determined that the SFMTA Consolidated Capital and Operating Budget for FY24-25 and FY25-26 is not a "project" under the California Environmental Quality Act (CEQA) pursuant Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b); and,

WHEREAS, The adoption of this resolution does not constitute the approval of any specific project recommended in the budget. Rather, recommended projects would be subject to CEQA review, and other approvals as applicable, as determined according to their scopes; and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and is incorporated herein by reference; and,

WHEREAS, Title VI of the Civil Rights Act of 1964 (Title VI) applies to programs and services receiving federal funding and prohibits discrimination based on race, color, or national origin from federally funded programs such as transit; and,

WHEREAS, Pursuant to Federal Transit Administration's (FTA) Circular 4702.1B, as a federally funded agency that must comply with Title VI, the SFMTA has prepared a fare equity analysis that analyzes the impacts of proposed fare changes (both increases and decreases) in order to make an appropriate assessment of disparate impact on communities of color or disproportionate burden on low-income communities with regard to the proposed fare changes; and,

WHEREAS, For the proposed fare increases, the equity analysis resulted in no finding of disparate impact based on race or a finding disproportionate burden on low-income communities; and,

WHEREAS, For the proposed decrease of the surcharge on multi-day visitor passes, which would reduce the overall cost for all pass users and bring them in line with the same visitor passes purchased on MuniMobile, the analysis resulted in both a finding of disparate impact based on race and a disproportionate burden on low-income communities; and,

WHEREAS, When a disparate impact is found and a transit provider proposes to move forward with the fare change, under FTA Circular 4702.1B a transit provider must have (i) a substantial legitimate justification for the proposed fare change, and (ii) show that there are no alternatives that would have a less disparate impact on minority riders but would still accomplish the transit provider's legitimate program goals, and when a disproportionate burden is found, a transit provider should take steps to avoid, minimize or mitigate impacts where practicable and should describe alternatives available to low-income populations affected by the fare changes; and,

WHEREAS, Staff recommends moving forward with the proposed decrease of the surcharge on multi-day visitor passes as there are no practicable steps to avoid, minimize or mitigate the impacts of the reduced surcharge on low-income riders or alternatives that would have a less disparate impact on minority riders but would still accomplish the SFMTA's legitimate program goals of providing improved access to the discounted product, bringing the price of the Clipper and cash passes in line with the price of the passes that are purchased on MuniMobile, and encouraging transit use among visitors to San Francisco; and,

WHEREAS, Charter Section 10.104.15 allows City departments to contract for services where such services can be practically performed under private contract at a lesser cost than similar work performed by employees of the City and County, as determined by the Controller and approved annually by the Board of Supervisors; and,

WHEREAS, The SFMTA has ongoing contracts for parking citation processing and collection services; facility security services; paratransit services; parking meter collection and coin counting services; transit shelter maintenance services; and vehicle towing, storage and disposal services; and,

WHEREAS, The Controller has determined, or is expected to determine, that for FY24-25 and FY25-26, parking citation processing and collection services; facility security services; paratransit services; parking meter collection and coin counting services; transit shelter maintenance services; and vehicle towing, storage and disposal services can be practically performed by private contractors at a lesser cost than if they were performed by employees of the City; and,

WHEREAS, Charter Section 8A.106 provides that the SFMTA must submit a two-year budget by May 1 of each even year to the Mayor and Board of Supervisors; and now, therefore, be it

RESOLVED, That the SFMTA Board of Directors approves the San Francisco Municipal Transportation Agency FY24-25 and FY25-26 Operating Budget, in the amounts of \$1,445.5 million and \$1,489.8 million, respectively, for operating expenditures; \$76.5 million and \$78.0 million, respectively, for capital expenditures inclusive of a transfer of operating funds of \$5.3 million in FY24-25 and \$6.7 million in FY25-26; for a combined total appropriation of \$1,516.7 million and \$1,561.1 million respectively; and the Capital Budget in the amounts of \$423.3 million and \$586.3 million and be it further

RESOLVED, That in accordance with the requirements of Charter Section 8A.106(b), the SFMTA certifies that the FY24-25 and FY25-26 Operating and Capital budgets are adequate in making substantial progress towards meeting the performance standards established pursuant to Section 8A.103; and be it further

RESOLVED, That the SFMTA Board of Directors approves the Title VI analysis of the impact of the proposed fare change on low-income and minority communities in San Francisco, which, for fare increases, resulted in no finding of disparate impact based on race or a finding disproportionate burden on low-income communities and for the proposed decrease of the surcharge on multi-day visitor passes, resulted in both a finding of disparate impact based on race and a disproportionate burden on low-income communities; and be it further

RESOLVED, The SFMTA Board of Directors finds that there are no practicable steps to avoid, minimize or mitigate the impacts of the reduced surcharge on multi-day visitor passes on low-income riders or alternatives that would have a less disparate impact on minority riders but would still accomplish the SFMTA's legitimate program goals of providing improved access to the product, bringing the price of the Clipper and cash passes in line with the price of the passes that are purchased on MuniMobile, and encouraging transit use among visitors to San Francisco; and be it further

RESOLVED, That the SFMTA Board of Directors approves changes to transit fares including increasing the Clipper and Muni Mobile single ride fare and decreasing the surcharge on multi-day visitor passes; and authorizing all fare changes for FY24-25 to take effect January 1, 2025; and be it further

RESOLVED, That the SFMTA Board of Directors amends Transportation Code Division II to increase the amount that the SFMTA will escalate certain parking and other fines above the annual index for the next two years; increase the non-construction related parking meter fee daily rate annually; increase the fee for construction-related parking meter use annually; increase the Residential Parking Permit fees to a set amount for Fiscal Years 2024-2025 and 2025-2026 and apply an automatic index beginning July 1, 2026; reinstate a base fee for certain taxi permits and apply an automatic index to those permit fees beginning July 1, 2025; and increase Citywide Variable Parking Meter rates annually; and be it further

RESOLVED, That the SFMTA Board of Directors approves a waiver of fares on New Year's Eve 2025, between 8 PM on December 31, 2024 and 5 a.m. January 1, 2025 and on New Year's Eve 2026, between 8 PM on December 31, 2025 and 5 a.m. January 1, 2026; and be it further

RESOLVED, That the Director of Transportation is authorized to implement short-term experimental fares and parking rates and fees up to six months which enable the SFMTA to respond effectively to community requests and public health and safety emergencies; and be it further

RESOLVED, That the SFMTA Board of Directors concurs with the Controller's certification that parking citation processing and collection services; facility security services; paratransit services; parking meter collection and coin counting services; transit shelter maintenance services; and vehicle towing, storage and disposal services can be practically performed by private contractors at a lesser cost than to provide the same services with City employees; and be it further

RESOLVED, That the SFMTA Board of Directors will continue to work diligently with the Board of Supervisors and the Mayor's Office to develop new sources of funding for SFMTA operations pursuant to Charter Section 8A.109; and be it further

RESOLVED, That the FY24-25 and FY25-26 Operating Budget includes \$141.5 million and \$145.0 million Contingency Reserve, representing 10% of operating expenditures, pursuant to the Contingency Reserve Policy established in SFMTA Board Resolution No. 07-038; and be it further

RESOLVED, That the Director of Transportation is hereby authorized to work with the City Controller to conform the SFMTA's budgets to any change in citywide budget submission schedules submitted to ensure that interim appropriations are available for the SFMTA to continue operations after July 1, 2024 until October 1, 2024, when the SFMTA budget for the period ending June 30, 2025 will be finally operative; and be it further

RESOLVED, That the Director of Transportation is hereby authorized to make any necessary technical and clerical corrections to the approved FY25-26 and FY25-26 Operating budget of the SFMTA and to allocate additional revenues and/or City and County discretionary revenues in order to fund additional adjustments to the operating budget, provided that the Director of Transportation shall return to the SFMTA Board of Directors for approval of technical or clerical corrections that allocate additional revenues and/or City and County discretionary revenues in order to fund additional adjustments to the operating budget that, in aggregate, exceed a ten percent change to the SFMTA operating budget.

I certify that the foregoing resolution was adopted by the Municipal Transportation Agency Board of Directors and the Parking Authority Commission at their meeting of April 16, 2024.



Secretary to the Board of Directors
San Francisco Municipal Transportation Agency

THIS PRINT COVERS CALENDAR ITEM NO.: 10.5

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Transit

BRIEF DESCRIPTION:

Approving the SFMTA's Title VI Service Equity Analysis of proposed Muni service cuts, expected to be implemented June 21, 2025, which includes analysis of the route consolidation of the 6 Haight-Parnassus and 21 Hayes lines and finds that the route consolidation does not result in a disparate impact on communities of color or a disproportionate burden on low-income communities; and approving the route consolidation of the 6 Haight-Parnassus and 21 Hayes.

SUMMARY:

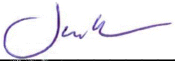
- The SFMTA is facing a \$50 million shortfall in the agency's FY26 budget. This shortfall is due to parking revenue, transit revenue, and General Fund reimbursements being lower than expected, which are largely due to the lasting economic impact of the pandemic. To close the \$50 million gap, the SFMTA identified \$35 million of solutions with smaller trade-offs, about half of which will come from optimizing parking programs.
- On March 18, 2025, by majority vote, the SFMTA Board gave direction to close the remaining \$15 million shortfall with \$7.8 million in cuts to agency programs and projects and \$7.2 million in proposed cuts to Muni transit service, expected to be implemented June 21, 2025, if approved.
- Informed by feedback from the public and the SFMTA Board on what service cuts would have the least negative impacts, the final proposed service cuts include shortening three lines during all or part of the day (5 Fulton, 9 San Bruno and 31 Balboa) and consolidating two lines (6 Haight-Parnassus and 21 Hayes) into one line.
- Federal Transit Administration (FTA) Circular 4702.1B requires a Title VI service equity analysis for service adjustments that rise to the level of a major service change and are in effect for longer than 12 months.
- The only service change of the proposed service cuts expected to be implemented June 21, 2025 that meets the agency's definition of a major service change is the route consolidation of the 6 Haight-Parnassus and 21 Hayes. The Title VI analysis of the route consolidation found that the change does not result in a disparate impact on communities of color or a disproportionate burden on low-income communities.
- The SFMTA, under authority delegated by the Planning Department, has determined that the proposed consolidation of the 6 Haight-Parnassus and 21 Hayes, which includes a corresponding Title VI Service Equity Analysis, and the Muni transit service cuts expected to be implemented June 21, 2025 are categorically exempt from the California Environmental Quality Act (CEQA).
- The proposed action is the Approval Action as defined by S.F. Administrative Code Chapter 31.

ENCLOSURES:

1. SFMTA Board Resolution
2. Title VI Service Equity Analysis of Muni's Proposed Service Cuts Expected to be Implemented June 21, 2025

PAGE 2

APPROVALS:

DIRECTOR 

SECRETARY 

DATE

April 10, 2025

April 10, 2025

ASSIGNED SFMTAB CALENDAR DATE: April 15, 2025

PURPOSE

Approving the SFMTA's Title VI Service Equity Analysis of proposed Muni service cuts, expected to be implemented June 21, 2025, which includes analysis of the route consolidation of the 6 Haight-Parnassus and 21 Hayes lines and finds that the route consolidation does not result in a disparate impact on communities of color or a disproportionate burden on low-income communities; and approving the route consolidation of the 6 Haight-Parnassus and 21 Hayes.

STRATEGIC PLAN GOALS AND TRANSIT FIRST POLICY PRINCIPLES

This action supports the following SFMTA Strategic Plan Goals:

- Goal 1: Identify and reduce disproportionate outcomes and resolve past harm towards marginalized communities.
- Goal 5: Deliver reliable and equitable transportation services.
- Goal 6: Eliminate pollution and greenhouse gas emissions by increasing use of transit, walking and bicycling.
- Goal 7: Build stronger relationships with stakeholders.
- Goal 10: Position the agency for financial success.

This item addresses the following San Francisco Transit First Policy Principles:

1. To ensure quality of life and economic health in San Francisco, the primary objective of the transportation system must be the safe and efficient movement of people and goods.
2. Public transit, including taxis and vanpools, is an economically and environmentally sound alternative to transportation by individual automobiles. Within San Francisco, travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile.

DESCRIPTION

The SFMTA is facing a \$50 million shortfall in the agency's FY26 budget. This shortfall is due to parking revenue, transit revenue, and General Fund reimbursements being lower than expected, which are largely due to the lasting economic impact of the pandemic. To close the \$50 million gap, the SFMTA identified \$35 million of solutions with smaller trade-offs, about half of which will come from optimizing parking programs.

On March 18, 2025, by majority vote, the SFMTA Board gave direction to close the remaining \$15 million shortfall with \$7.8 million in cuts to agency programs and projects and \$7.2 million in proposed cuts to Muni transit service to be implemented June 21, 2025, instead of seeking other sources, such as tapping into the agency's reserves. Informed by feedback from the public and the SFMTA Board on what service cuts would have the least negative impacts, these service cuts include shortening three lines during all or part of the day (5 Fulton, 9 San Bruno and 31 Balboa) and consolidating two lines (6 Haight-Parnassus and 21 Hayes) into one line. See table below for more details.

Federal Transit Administration (FTA) Circular 4702.1B requires a Title VI service equity analysis

for major service changes in effect for longer than 12 months. The only route and service change of the proposed service cuts expected to be implemented June 21, 2025, that meets the agency’s definition of a major service change is the route consolidation of the 6 Haight-Parnassus and 21 Hayes. The Title VI analysis of the route consolidation found that the change does not result in a disparate impact on communities of color or a disproportionate burden on low-income communities.

The table below provides a summary of Muni’s proposed service cuts expected to be implemented June 21, 2025, and includes which cuts meet the criteria in the SFMTA’s Title VI Major Service Change Policy.

Route		Description of Proposed Muni Service Cuts Expected to be Implemented June 21, 2025	Major Service Change Criteria met with Service Decrease “(-)” or Increase “(+)”				
			None Met	Route- Miles		Revenue Hours	
				(-)	(+)	(-)	(+)
5	Fulton	- Shortened so inbound service will end at Civic Center on weekdays during the hours the 5R Fulton Rapid is running. - On weekends and during weekday hours when the 5R Fulton Rapid is not running, the 5 Fulton will run existing service (as of February 2025) along Market St.	X				
6 AND 21	Haight- Parnassus Hayes	- The 6 Haight-Parnassus and 21 Hayes will be consolidated. <u>Route</u>: This consolidated route would serve all current 6 Haight-Parnassus stops west of Masonic Avenue. The route would also serve all current 21 Hayes stops east of Masonic Avenue. <u>Frequency</u>: As both the 6 Haight-Parnassus and 21 Hayes currently do, the consolidated route will have a peak frequency of 20 minutes on weekdays and weekends. <u>Service Span</u>: The consolidated route will match the current span of the 6 Haight-Parnassus (5am-midnight) on weekdays and weekends. The current span for the 21 Hayes is 5am-10pm on weekdays and weekends. <u>Haight Street</u>: Shifting the 6 Haight-Parnassus to Hayes Street would result in Haight Street not having service between 10pm and midnight. To counter this, service will be added to the 7 Haight-Noriega between 10pm and midnight.		X		X	
9	San Bruno	Shortened so inbound service will end at 11th St & Market St on weekdays during the hours the 9R San Bruno Rapid is running.	X				

Route		Description of Proposed Muni Service Cuts Expected to be Implemented June 21, 2025	Major Service Change Criteria met with Service Decrease “(-)” or Increase “(+)”				
			None Met	Route- Miles		Revenue Hours	
				(-)	(+)	(-)	(+)
		On weekends and during weekday hours when the 9R San Bruno Rapid is not running, the 9 San Bruno will run existing service (as of February 2025) along Market St.					
21	Hayes	See description for 6 Haight-Parnassus.					X
31	Balboa	Shortened so inbound service will end at Cyril Magnin St/5th St & Market St on weekdays. This shortened route is already run on weekends.	X				

TITLE VI SERVICE EQUITY ANALYSIS BACKGROUND AND FINDINGS

As a federally funded agency, the SFMTA must comply with Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color or national origin in programs and activities receiving Federal financial assistance. Federal Transit Administration (FTA) Circular 4702.1B requires a transit agency’s governing board to adopt a Title VI Program, and, as a part of the Program, the following policies related to fare and service changes: Major Service Change Policy, Disparate Impact Policy, and Disproportionate Burden Policy.

A Title VI service equity analysis is required for service changes that meet the criteria in the SFMTA’s Major Service Change Policy. The service changes that meet the criteria of a major service change are then analyzed to see if they result in a disparate impact on communities of color or a disproportionate burden on low-income communities.

The SFMTA’s Major Service Change Policy defines a major service change as a change in transit service that would be in effect for more than a 12-month period, and that would consist of any of the following criteria:

- *A schedule change (or series of changes) resulting in a system-wide change in annual revenue hours of five percent or more implemented at one time or over a rolling 24-month period;*
- *A schedule change on a route with 25 or more one-way trips per day resulting in:

 - *Adding or eliminating a route;*
 - *A change in annual revenue hours on the route of 25 percent or more;*
 - *A change in the daily span of service on the route of three hours or more; or*
 - *A change in route-miles of 25 percent or more, where the route moves more than a quarter mile.**Corridors served by multiple routes will be evaluated based on combined revenue hours, daily span of service, and/or route-miles.**
- *The implementation of a New Start, Small Start, or other new fixed guideway capital*

project, regardless of whether the proposed changes to existing service meet any of the criteria for a service change described above.

Under the SFMTA's Disparate Impact Policy in its Title VI Program, service changes are considered to have a disparate impact on communities of color if:

- the changes meet the Agency's major service change criteria and
- the proportion of people of color in the population impacted by the service changes is eight or more percentage points higher for service decreases (and lower for service increases) than the respective proportion in the citywide population.

Under the SFMTA's Disproportionate Burden Policy in its Title VI Program, service changes are considered to have a disproportionate burden on individuals living in low-income households if:

- the changes meet the Agency's major service change criteria and
- the proportion of individuals living in low-income households in the population impacted by the service changes is eight or more percentage points higher for service decreases (and lower for service increases) than the respective proportions in the citywide population.

The current Title VI analysis of the Muni proposed service cuts expected to be implemented June 21, 2025, found that only one of the route and service changes, the route consolidation of the 6 Haight-Parnassus and the 21 Hayes, met the criteria in the Major Service Change Policy. Two route segment removals met the route miles major service change criteria and the net change in service hours met the annual revenue hours major service change criteria. The service span major service change criteria was not met.

The route-level major service changes were grouped by major service change category (route miles or annual revenue hours) and whether the changes resulted in a service increase or decrease and were then analyzed to determine if each category of changes cumulatively indicated a disparate impact on communities of color or a disproportionate burden on low-income populations.

For major service changes that resulted in service decreases, the proportions of people of color and individuals living in low-income households in the impacted population were not eight or more percentage points higher than the respective proportions of the citywide population.

For major service changes that resulted in service increases, the proportions of people of color and individuals living in low-income households in the impacted population were not eight or more percentage points lower than the respective proportions of the citywide population.

These results indicate that no disparate impact on communities of color or disproportionate burden on low-income communities was found. These findings are summarized in the table below.

Major Service Change Type	% People of Color ¹ (% of impacted population)	Difference from Citywide Population	Disparate Impact?	% Low-income ¹ (% of impacted population)	Difference from Citywide Population	Disproportionate Burden?
Service Decreases (Is Difference from Citywide Population +8 or higher?)						
Route Miles	58%	-5	No	27%	+6	No
Revenue Hours	46%	-17	No	12%	-9	No
Service Increases (Is Difference from Citywide Population -8 or lower?)						
Route Miles	No increases	-	-	-	-	-
Revenue Hours	56%	-7	No	27%	+6	No
Citywide Population ¹	63%			21%		

Note: ¹ Data Source: U.S. Census 2019-2023 American Community Survey 5-year estimates

ADDITIONAL RIDERSHIP DEMOGRAPHIC DATA FOR ROUTES PROPOSED TO EXPERIENCE SERVICE CUTS

FTA Circular 4702.1B requires transit agencies to conduct a systemwide on-board customer survey every 5 years to collect customer demographic information. This data is collected at the route level and is used to evaluate SFMTA's Title VI Program, which is updated every 3 years, and when applicable, is used in the evaluation of service and fare changes. The previous on-board survey was conducted in 2017 and an updated survey was delayed as San Francisco and the Muni system recovered from the COVID-19 pandemic. An updated survey is currently underway and is expected to be completed by Summer 2025. Below is preliminary demographic data for all the routes experiencing service reductions as part of the Muni proposed service cuts, expected to be implemented on June 21, 2025, including service cuts that do not meet the SFMTA's major service change definition.

This data was not used for the Title VI Service Equity Analysis of the 6 Haight-Parnassus and 21 Hayes route consolidation since this major service change is creating a routing that has not been surveyed. As allowed under FTA Circular 4702.1B, Census data can be used when on-board survey data is not applicable or available. Although Muni 2025 Onboard Survey data was not used for the Title VI analysis, the preliminary on-board survey data below was considered by staff in developing service cut scenarios to better understand the impacts the proposed service cuts will have on riders from these vulnerable populations who are known to be more transit dependent.

The bolded numbers in the table below highlight data points where the route-level percentage exceed the systemwide percentage. The 9 San Bruno and the 31 Balboa have higher percentages of vulnerable populations compared to the systemwide population. As a result of the agency's budget shortfall, the SFMTA has to make cuts agencywide, including transit service. In a time when Muni ridership is increasing, there are no easy options for making service cuts. The final proposed service cuts were informed by feedback from the public and the SFMTA Board on what service cuts would have the least negative impacts. To minimize the impact, the service cuts the SFMTA are proposing maintain all connections and all frequency throughout the system by focusing cuts on the transit rich Market Street corridor where there is abundant service and alternative transit options.

Impacted Route	Average Daily Boardings	% People of Color	% Low Income Households	% Seniors	% People with Disabilities
5 Fulton	6,500	58%	38%	4%	4%
6 Haight/Parnassus	4,600	58%	38%	6%	4%
9 San Bruno	9,300	76%	64%	6%	11%
21 Hayes	1,300	58%	27%	5%	5%
31 Balboa	4,600	67%	55%	9%	2%
Systemwide	479,000	69%	43%	7%	5%

Source: January 2025 Monthly Ridership, 2024 Preliminary SFMTA On-Board Customer Survey

STAKEHOLDER ENGAGEMENT

Pursuant to Title VI of the Civil Rights Act of 1964 and its implementing regulations, as well as state and local laws, the SFMTA takes responsible steps to ensure meaningful access to the benefits, services, information, and other important portions of SFMTA's programs and activities. These steps are taken for individuals regardless of race, color or national origin, including limited-English proficiency. Given the diversity of San Francisco and of Muni's ridership, the SFMTA is committed to disseminating information that is accessible to individuals who have limited ability to read, write and/or speak English.

SFMTA staff presented to its Board regarding the proposed Muni service cuts and/or alternatives to address \$15 Million of its \$50 Million FY26 budget gap at the following four Board meetings:

- February 4, 2025 (<https://www.sfmta.com/reports/2-4-25-mtab-item-12-2025-summer-service-cut-proposals>): The SFMTA presented three approaches the SFMTA could take to cut 4% of Muni service that would save approximately \$15 Million. The SFMTA Board gave staff direction to explore options that did not include Muni service cuts.
- February 18, 2025 (<https://www.sfmta.com/reports/2-18-25-mtab-item-14-financial-update>): The SFMTA presented second and third options that would save approximately \$15 Million: Agency-wide program and project cuts or Spending reserve funds. The SFMTA Board gave staff direction to explore hybrids of the options presented February 4 and 18 for covering the \$15 Million, with one option being Muni service cuts.
- March 18, 2025 (<https://www.sfmta.com/reports/3-18-25-mtab-item-11-summer-2025-muni-budget-alignment-proposals>): SFMTA staff presented approximately \$7.8 Million in agency-wide program and project cuts that the SFMTA Board expressed an interest in pursuing at its February 18 meeting, and then two options that would save approximately \$7.2 Million: (1) Muni service cuts that mostly focus on taking advantage of the abundant Muni service on Market Street or (2) spending reserve funds. By a majority vote, the SFMTA Board gave direction to staff to move forward with Muni service cuts that would save approximately \$7.8 Million.
- April 1, 2025 (<https://www.sfmta.com/reports/4-1-25-mtab-item-14-summer-2025-service-cuts>): SFMTA staff presented a summary of the Title VI Service Equity Analysis of the approximately \$7.2 Million in proposed Muni service cuts. Staff also sought final Board direction on either bringing the service cuts and the Title VI Service Equity Analysis of the 6 Haight-Parnassus and 21 Hayes route consolidation for future approval or directing staff to seek another option to cover the budget shortfall, such as using the Agency's reserves. By

majority vote, the SFMTA Board directed staff to move forward with the final Muni service cuts proposal expected to be implemented June 21, 2025, including the Title VI Service Equity Analysis of the 6 Haight-Parnassus and 21 Hayes route consolidation, for consideration and future approval.

In addition to these four SFMTA Board meetings that were heavily attended by Muni riders and other members of the public who provided extensive feedback during the public comment portions of the meetings, the SFMTA collected feedback on the proposed service cuts through an expansive multilingual public outreach and feedback campaign:

- Hosted a project hotline at 415.646.2005 and MuniCuts@SFMTA.com where we received feedback from over 125 community members in English, Cantonese, Mandarin and Spanish.
- Hosted ten pop-ups at major transit transfer points citywide, and ride-alongs on the 5 Fulton and 9 San Bruno with staff who speak English, Cantonese, Mandarin and Spanish.
- Posted 600+ posters requesting feedback in nine languages (English, Chinese, Spanish, Filipino, Russian, Vietnamese, Korean, Japanese and French). The posters were posted at Muni stops on ten Muni routes that could be impacted by possible service cuts.
- Digital public service announcements, or PSAs, were displayed in transit shelters citywide
- Maintained and updated a project website (<https://www.sfmta.com/projects/summer-2025-muni-service-cuts>).
 - From February 4 through February 25, 2025, the project website featured a video with subtitles and a feedback form to collect feedback in English, Chinese, Spanish and Filipino.
 - 2,499 responses were received in English, Chinese, Spanish and Filipino through the feedback form.
 - Throughout, the project website included information on how to provide feedback via a project hotline with free language service, a dedicated email or by attending the SFMTA Board of Directors' meetings.
- Email and text messages in nine languages (English, Chinese, Spanish, Filipino, Russian, Vietnamese, Korean, Japanese and French) were sent to Muni Alerts subscribers and community-based organizations offering briefings.
- Ad buy on Instagram and Facebook from March 11-17 in English, Chinese, Spanish and Filipino with a reach of over 120,000.
- Presentations were made to the SFMTA Citizens' Advisory Council on February 6 and March 6, and to the Muni Equity Working Group on January 23 and February 11.

The public feedback that was collected following the SFMTA Board meeting on February 4, 2025, informed the service plan proposal that was presented at the Board meeting on March 18, 2025. Overwhelmingly, the feedback collected stated to not cut Muni service. If cuts were necessary, there was no consensus on whether to prioritize maintaining frequency or connections. The ultimate service plan that was brought to the March 18 and April 1, 2025, Board meetings and that is being analyzed in this Title VI Service Equity analysis aims to maintain frequencies and connections as much as possible. This service plan is mostly focused on taking advantage of the abundant service on Market Street. The final proposed service plan being analyzed in this Title VI analysis will result in a smaller service cut, approximately 2% systemwide, than the 4% service reduction that was first presented to the SFMTA Board in February 2025.

ALTERNATIVES CONSIDERED

On February 4, 2025, the SFMTA presented to the SFMTA Board three potential approaches (not specific service plans) to reach a four percent (4%) cut to Muni service to cover \$15 million of the overall \$50 million budget gap for FY26.

The three approaches were:

1. Preserve high ridership routes - Suspend lower ridership routes where there are parallel options.
2. Maintain existing connections – Maintain all existing connections and coverage by reducing frequency on the Rapid corridors and Connector routes across the system.
3. Prioritize equity routes – Implement a mix of approaches #1 and #2, but prioritize maintaining service on Muni Equity routes and access in Muni Equity Neighborhoods.

The SFMTA Board ultimately gave the direction to pursue half as many Muni service cuts (approximately two percent (2%)), and the public feedback collected informed the final proposed service cuts, expected to be implemented on June 21, 2025.

FUNDING IMPACT

The proposed Muni service cuts expected to be implemented on June 21, 2025 are estimated to close \$7.2 Million of the SFMTA's \$50 Million FY26 budget shortfall.

PUBLISHED NOTICE

Charter Section 16.112 requires a public hearing and published notice at least 72 hours prior to that hearing before implementing any significant change in the operating schedule or route of a street railway, bus line, trolley bus line or cable car line. Pursuant to Charter Section 16.112, an advertisement was placed in the City's official newspaper, the San Francisco Examiner, on April 10, 2025, providing notice that the SFMTA Board would hold a hearing on April 15, 2025, to consider the route consolidation of the 6 Haight-Parnassus and 21 Hayes.

ENVIRONMENTAL REVIEW

The proposed consolidation of the 6 Haight-Parnassus and 21 Hayes, which includes a corresponding Title VI Service Equity Analysis, is subject to the California Environmental Quality Act (CEQA). CEQA provides a categorical exemption from environmental review for existing facilities, including existing highways and streets, sidewalks, gutters, bicycle and pedestrian trails, and similar facilities as defined in Title 14 of the California Code of Regulations Section 15301.

On April 9, 2025, the SFMTA, under authority delegated by the Planning Department, determined (Case Number 2025-002948ENV) that the proposed route consolidation of the 6 Haight-Parnassus and 21 Hayes, which includes a corresponding Title VI Service Equity Analysis, and the Muni transit service cuts expected to be implemented June 21, 2025 are categorically exempt from CEQA as defined in Title 14 of the California Code of Regulations Section 15301.

A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors,

and may be found in the records of the Planning Department by Case Number at <https://sfplanninggis.org/pim/> or 49 South Van Ness Avenue, Suite 1400 in San Francisco, and is incorporated herein by reference.

OTHER APPROVALS

The City Attorney's Office has reviewed this calendar item.

RECOMMENDATION

Staff recommends that the SFMTA Board approve the SFMTA's Title VI Service Equity Analysis of proposed Muni service cuts, expected to be implemented June 21, 2025, which includes analysis of the route consolidation of the 6 Haight-Parnassus and 21 Hayes lines and finds that the route consolidation does not result in a disparate impact on communities of color or a disproportionate burden on low-income communities; and approving the route consolidation of the 6 Haight-Parnassus and 21 Hayes.

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. _____

WHEREAS, The SFMTA is facing a \$50 million shortfall in the agency's Fiscal Year (FY) 2026 budget. This shortfall is due to parking revenue, transit revenue, and General Fund reimbursements being lower than expected, which are largely due to the lasting economic impact of the pandemic; and,

WHEREAS, To close the \$50 million gap, the SFMTA identified \$35 million of solutions with smaller trade-offs, about half of which will come from optimizing parking programs; and,

WHEREAS, On March 18, 2025, by majority vote, the SFMTA Board gave direction to close the remaining \$15 million shortfall with \$7.8 million in cuts to agency programs and projects and \$7.2 million in proposed cuts to Muni transit service, expected to be implemented June 21, 2025, instead of seeking other sources, such as tapping into the agency's reserves; and,

WHEREAS, The SFMTA is committed to making San Francisco a Transit-First City; and,

WHEREAS, Informed by feedback from the public and the SFMTA Board on what service cuts would have the least negative impacts, these service cuts include shortening three lines during all or part of the day (5 Fulton, 9 San Bruno and 31 Balboa) and consolidating two lines (6 Haight-Parnassus and 21 Hayes) into one line; and,

WHEREAS, Pursuant to the requirements contained in the Federal Transit Administration's (FTA) Circular 4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients," a transit service equity analysis is required for Muni service adjustments that meet the SFMTA's definition of a major service change and are in effect for longer than 12 months; and,

WHEREAS, The only service change of the proposed service cuts expected to be implemented June 21, 2025 that meets the agency's definition of a major service change is the route consolidation of the 6 Haight-Parnassus and 21 Hayes.; and,

WHEREAS, Pursuant to the requirements contained in FTA Circular 4702.1B, the SFMTA analyzed the impacts of the major service changes on communities of color and customers from low-income households and determined that the major service changes do not result in a disparate impact on communities or color or a disproportionate burden on low-income communities under Title VI; and,

WHEREAS, The public feedback that was collected through an expansive multilingual outreach campaign following the February 4, 2025 SFMTA Board meeting informed the reduced service cuts plan that is being analyzed in this Title VI service equity analysis; and,

WHEREAS, The proposed consolidation of the 6 Haight-Parnassus and 21 Hayes, which includes a corresponding Title VI Service Equity Analysis, is subject to the California Environmental Quality Act (CEQA). CEQA provides a categorical exemption from environmental review for existing facilities, including existing highways and streets, sidewalks, gutters, bicycle

and pedestrian trails, and similar facilities as defined in Title 14 of the California Code of Regulations Section 15301; and,

WHEREAS, On April 9, 2025, the SFMTA, under authority delegated by the Planning Department, determined (Case Number 2025-002948ENV) that the proposed route consolidation of the 6 Haight-Parnassus and 21 Hayes, which includes a corresponding Title VI Service Equity Analysis, and the Muni transit service cuts expected to be implemented June 21, 2025 are categorically exempt from CEQA as defined in Title 14 of the California Code of Regulations Section 15301; and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and may be found in the records of the Planning Department by Case Number at <https://sfplanninggis.org/pim/> or 49 South Van Ness Avenue, Suite 1400 in San Francisco, and is incorporated herein by reference; therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors approves the SFMTA's Title VI Service Equity Analysis of proposed Muni service cuts, expected to be implemented June 21, 2025, which includes analysis of the route consolidation of the 6 Haight-Parnassus and 21 Hayes lines and finds that the route consolidation does not result in a disparate impact on communities of color or a disproportionate burden on low-income communities; and be it further

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors approves the route consolidation of the 6 Haight-Parnassus and 21 Hayes.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of April 15, 2025.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency

Enclosure 2

**TITLE VI
SERVICE EQUITY
ANALYSIS OF
MUNI'S PROPOSED
SERVICE CUTS, EXPECTED
TO BE IMPLEMENTED
JUNE 21, 2025**

April 15, 2025

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I. Background

A. Title VI

Title VI of the Civil Rights Act of 1964 prohibits discrimination on the basis of race, color or national origin in programs and activities receiving Federal financial assistance. Specifically, Title VI provides that "no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving Federal financial assistance." (42 U.S.C. Section 2000d).

The Federal Transit Administration's (FTA) Circular 4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients," provides guidance to transit agencies serving large urbanized areas and requires that these agencies "shall... evaluate, prior to implementation, any and all service changes that exceed the transit provider's major service change threshold, as well as all fare changes, to determine whether those changes will have a discriminatory impact based on race, color, or national origin" (Circular 4702.1B, Chapter IV-11). FTA Circular 4702.1B also states that if "a temporary service addition or change lasts longer than twelve months, then FTA considers the service addition or change permanent and the transit provider must conduct a service equity analysis if the service otherwise qualifies as a major service change" (Circular 4702.1B, Chapter IV-13).

B. SFMTA and Title VI Analysis for Proposed Muni's Service Cuts Expected to be Implemented June 21, 2025

The San Francisco Municipal Transportation Agency (SFMTA), a department of the City and County of San Francisco, was established by voter proposition in 1999. One of the SFMTA's primary responsibilities is operating the San Francisco Municipal Railway, known universally as "Muni." Muni is the largest transit system in the Bay Area with over 700,000 passenger boardings per weekday and over 220 million customers a year prior to the pandemic and approximately 520,000 passenger boardings per weekday in Fall 2024. The Muni fleet includes historic streetcars, renewable biodiesel and electric hybrid buses and electric trolley coaches, light rail vehicles, paratransit cabs and vans and the world-famous cable cars. As of February 2025, Muni has 52 bus routes, six light rail lines, one historic streetcar line, and three cable car lines in service and provides regional connections to other Bay Area public transit systems such as BART, AC Transit, Golden Gate Transit and Ferries, SamTrans, and Caltrain.

This Title VI Analysis includes:

- SFMTA's Board-approved Title VI-related policies and definitions, including the Agency's Major Service Change, Disparate Impact and Disproportionate Burden Policies.
- The methodology used for this service equity analysis.
- A description of the proposed Muni's service cuts, expected to be implemented June 21, 2025.
- The results of the service equity analysis.
- A summary of public outreach and engagement efforts to seek public comment on proposed Muni's service cuts expected to be implemented June 21, 2025.

II. SFMTA's Title VI-related Policies, Definitions

On October 1, 2012, FTA issued updated Circular 4702.1B, which requires a transit agency's governing board to adopt the following policies related to fare and service changes:

- Major Service Change Definition – establishes a definition for a major service change, which provides the basis for determining when a service equity analysis needs to be conducted.
- Disparate Impact and Disproportionate Burden Policies – establishes thresholds to determine when proposed major service changes or fare changes would adversely affect communities of color and/or low-income populations and when alternatives need to be considered or impacts mitigated.

In response to the Title VI Circular, the SFMTA developed Major Service Change, Disparate Impact and Disproportionate Burden Policies, which were approved by the SFMTA Board of Directors on August 20, 2013, after an extensive multilingual public outreach process. Outreach included two public workshops, five presentations to the SFMTA Board and committees, and outreach to approximately 30 community-based organizations and transportation advocates with broad perspective among communities of color and low-income communities.

The following definitions and policies were used to conduct this Title VI service equity analysis:

- People and Communities of Color/Minority Populations
- Low-income Populations
- Major Service Change Policy
- Disparate Impact Policy
- Disproportionate Burden Policy
- Adverse Effect

A. People and Communities of Color / Minority Populations

The Title VI Circular includes the following race and ethnicity identities in its definition for those who are considered “minority persons” and members of “minority populations”: American Indian and Alaska Native, Asian, Black or African American, Hispanic or Latino, or Native Hawaiian or other Pacific Islander. As an agency, the SFMTA is dedicating efforts to continuous process improvement to normalize and sustain terminology which centers racial equity and affirms the cultures of racialized people. For the purpose of this Title VI analysis, the SFMTA considers individuals to be a person of color if they self-identify as any race/ethnicity other than White, Not Hispanic or Latino. An individual who self-identifies as Multi-Racial including White, is also considered to be a person of color.” Use of the term “person of color” in this report should be considered as coextensive with the term “minority” as that term is defined in FTA Circular 4702.1B.

B. Low-income Populations

The SFMTA defines low-income individuals as those whose total household income is below 200% of the federal poverty level per household size. This definition of low-income households matches SFMTA's criteria for Lifeline Muni passes for low-income households in San Francisco. To be consistent with the use of 2023 5-year American Community Survey (ACS) data for the service

equity analysis, Table 1 shows the 2023 household incomes that meet the 200% Federal poverty level threshold for different household sizes.

Table 1: 2023 Poverty Designations by Household Size for the 48 Contiguous States and D.C.

Household Size	Poverty Guideline	200% of Poverty Guideline
1	\$14,580	\$29,160
2	\$19,720	\$39,440
3	\$24,860	\$49,720
4	\$30,000	\$60,000
5	\$35,140	\$70,280
6	\$40,280	\$80,560
7+ <i>add for each additional household member</i>	+\$5,140	+\$10,280

C. Major Service Change Policy

The SFMTA has developed a policy that defines a Major Service Change as a change in transit service that would be in effect for more than a 12-month period, and that would consist of any of the following criteria (per SFMTA's 2022 Title VI Program Update):

- *A schedule change (or series of changes) resulting in a system-wide change in annual revenue hours of five percent or more implemented at one time or over a rolling 24-month period;*
- *A schedule change on a route with 25 or more one-way trips per day resulting in:*
 - *Adding or eliminating a route;*
 - *A change in annual revenue hours on the route of 25 percent or more;*
 - *A change in the daily span of service on the route of three hours or more; or*
 - *A change in route-miles of 25 percent or more, where the route moves more than a quarter mile.*

Corridors served by multiple routes will be evaluated based on combined revenue hours, daily span of service, and/or route-miles.
- *The implementation of a New Start, Small Start, or other new fixed guideway capital project, regardless of whether the proposed changes to existing service meet any of the criteria for a service change described above.*

D. Disparate Impact Policy

The SFMTA's Disparate Impact Policy is:

Disparate Impact Policy determines the point ("threshold") when adverse effects of fare or service changes are borne disparately by minority populations. Under this policy, a fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disparate impact on minority populations if the difference between the percentage of the minority population impacted by the changes and the percentage of the minority population system-wide is eight percentage points or more. Packages of major service

changes across multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare instruments will be evaluated cumulatively.

E. Disproportionate Burden Policy

The SFMTA's Disproportionate Burden Policy is:

Disproportionate Burden Policy determines the point when adverse effects of fare or service changes are borne disproportionately by low-income populations. Under this policy, a fare change, or package of changes, or major service change, or package of changes, will be deemed to have a disproportionate burden on low-income populations if the difference between the percentage of the low-income population impacted by the changes and the percentage of the low-income population system-wide is eight percentage points or more. Packages of major service changes across multiple routes will be evaluated cumulatively and packages of fare increases across multiple fare instruments will be evaluated cumulatively.

F. Adverse Effect

In addition to defining policies relating to Major Service Changes, Disparate Impact, and Disproportionate Burden, the SFMTA also must define when an adverse effect may be found. According to the Title VI Circular, "an adverse effect is measured by the change between the existing and proposed service levels that would be deemed significant." For this analysis, an adverse effect may be deemed significant if it is in accordance with SFMTA's Major Service Change definition and it negatively impacts communities of color and/or low-income populations.

An adverse effect may be found if any one of the following occur:

- *A system-wide change (or series of changes) in annual revenue hours of five percent or more proposed at one time or over a rolling 24-month period;*
- *A route is added or eliminated;*
- *Annual revenue hours on a route are changed by 25 percent or more;*
- *The daily span of service on the route is changed three hours or more; or*
- *Route-miles are changed 25 percent or more, where the route moves more than a quarter mile.*

And

- *The proposed changes negatively impact minority and low-income populations.*

Corridors served by multiple routes will be evaluated based on combined revenue hours, daily span of service, and/or route-miles.

It should be noted that Title VI also requires that positive changes, such as fare reductions and major service improvements, be evaluated for their effect on communities of color and low-income communities. The SFMTA separately evaluates positive impact proposals and negative impact proposals.

III. Methodology for Service Equity Analysis

The Title VI Circular requires that a service equity analysis be conducted for service changes that would be in effect for more than a 12-month period and that meet the criteria in the transit agency's Major Service Change Policy. The analysis included herein compares Muni service between the following two time points:

- February 2025 - Service in effect, as of February 1, 2025, which would be the service in effect before the proposed service cuts.
- Proposed Muni's service cuts – Muni's service cuts expected to be implemented June 21, 2025.

The analysis involves first determining which, if any, of the service changes that will be a part of the proposed Muni service cuts, expected to be implemented June 21, 2025, that meet the criteria in the SFMTA's Major Service Change Policy described above. Then each route that meets the criteria in the Major Service Change policy is grouped by the categories of the major service change criteria that are met – route-miles, annual revenue service hours, and/or daily service span – and by whether the service change results in a service decrease or a service increase. A route is included in multiple categories of major service changes if the changes along the route meet multiple criteria of the Major Service Change Policy. (Note that full route suspensions and full route additions are considered to only meet the route-miles major service change.) Once the service changes are grouped by category, the population that is impacted by each category of major service changes is then determined.

The SFMTA typically relies on customer on-board survey data for determining the impacted population, and their demographics, for major service changes. A systemwide on-board survey was conducted in 2024 and is in the process of being finalized. However, the proposed Muni service cuts, expected to be implemented June 21, 2025, include re-routes that would not reflect current ridership. Considering this, this analysis uses U.S. Census data, specifically, the 2019-2023 American Community Survey 5-Year Estimates (2023 ACS) data at the block group level, to determine the population who is impacted by each major service change.

The service area is defined as the areas within a quarter mile of the stops along the route segment experiencing a major service change. The percentage of each block group's surface area that is within the service area is the percentage of that block group's entire population that is considered to be impacted by each route's major service change. The impacted population for each major service change category is the sum of the impacted population for each route that experienced a service change that meets the criteria for that category.

Per 2023 ACS, 63% of San Francisco residents self-identified as a person of color and 21% of residents reported that they live in a low-income household (a household living at less than 200% of the Federal poverty level).

The proportions of those in the impacted population who identified as a person of color or a person living in a low-income household for all the changes within each major service change category are then compared to the corresponding proportions for the overall population of San Francisco. Based on the SFMTA's Disparate Impact Policy and Disproportionate Burden Policy, this comparison is used to determine if the service changes in each major service change category are found to result in

a disparate impact on San Francisco's communities of color or a disproportionate burden on San Francisco's low-income population.

A disparate impact is found for:

- Service decreases - if people of color comprise a proportion of the impacted population that is eight or more percentage points higher than the proportion of the citywide population
- Service increases - if people of color comprise a proportion of the impacted population that is eight or more percentage points lower than the proportion of the citywide population

A disproportionate burden is found for:

- Service decreases - if those in a low-income household comprise a proportion of the impacted population that is eight or more percentage points higher than the proportion of the citywide population
- Service increases - if those in a low-income household comprise a proportion of the impacted population that is eight or more percentage points lower than the proportion of the citywide population

III. Muni's Proposed Service Cuts

The SFMTA is facing a \$50 million shortfall in the agency's FY26 budget. This shortfall is due to parking revenue, transit revenue, and General Fund reimbursements being lower than expected, which are largely due to the lasting economic impact of the pandemic. To close the \$50 million gap, the SFMTA identified \$35 million of solutions with smaller trade-offs, about half of which will come from optimizing parking programs.

On March 18, 2025, by majority vote, the SFMTA Board gave direction to close the remaining \$15 million with \$7.8 million in cuts to agency programs and projects and \$7.2 million in proposed cuts to Muni transit service, expected to be implemented June 21, 2025, instead of seeking other sources, such as tapping into the agency's reserves. Informed by feedback from the public and the SFMTA Board on what service cuts would have least negative impacts, these service cuts, if approved, include shortening three lines during all or part of the day (5 Fulton, 9 San Bruno and 31 Balboa) and consolidating two lines (6 Haight-Parnassus and 21 Hayes) into one line.

Federal Transit Administration (FTA) Circular 4702.1B requires a Title VI service equity analysis for major service changes in effect for longer than 12 months.

IV. Service Equity Analysis

The proposed service cuts result in a decrease in approximately 2% in annual revenue service hours systemwide compared to Muni's current service as of February 2025. The proposed Muni service cuts, expected to be implemented June 21, 2025, result in a decrease in approximately 2% in annual revenue service hours systemwide compared to Muni's current service as of February 2025. This increase is less than the 5% threshold in the Major Service Change Policy for a systemwide service change so is considered to not be a major service change.

The proposed Muni service cuts that meet the thresholds in the Major Service Change Policy for individual routes are broken down and analyzed at the route-level for the following major service change categories with each category being analyzed cumulatively to determine if the package of changes have a disparate impact on communities of color or a disproportionate burden on low-income populations:

- A. Route Segment Eliminations (Service Decreases)
- B. Route Segment Additions (Service Increases) – None for proposed service cuts
- C. Revenue Service Hour Decreases
- D. Revenue Service Hour Increases

No proposed Muni service cuts met the Major Service Change Policy criteria for service span changes.

Table 2 provides a summary of proposed Muni’s service cuts expected to be implemented June 21, 2025, and includes which cuts meet the criteria in the SFMTA’s Title VI Major Service Change Policy. The only route and service change of the proposed service cuts that meets the agency’s definition of a major service change is the route consolidation of the 6 Haight-Parnassus and 21 Hayes.

Table 2: Proposed Muni Service Cuts That Meet the SFMTA’s Major Service Change Criteria

Route		Description of Proposed Muni Service Cuts Expected to be Implemented June 21, 2025	Major Service Change Criteria met with Service Decrease “(-)” or Increase “(+)”				
			None Met	Route- Miles		Revenue Hours	
				(-)	(+)	(-)	(+)
5	Fulton	- Shortened so inbound service will end at Civic Center on weekdays during the hours the 5R Fulton Rapid is running. - On weekends and during weekday hours when the 5R Fulton Rapid is not running, the 5 Fulton will run existing service (as of February 2025) along Market St.	X				
6 AND 21	Haight-Parnassus Hayes	- The 6 Haight-Parnassus and 21 Hayes will be consolidated. <u>Route</u>: This consolidated route would serve all current 6 Haight-Parnassus stops west of Masonic Avenue. The route would also serve all current 21 Hayes stops east of Masonic Avenue. <u>Frequency</u>: As both the 6 Haight-Parnassus and 21 Hayes currently do, the consolidated route will have a peak frequency of 20 minutes on weekdays and weekends. <u>Service Span</u>: The consolidated route will match the current span of the 6 Haight-		X		X	

Route	Description of Proposed Muni Service Cuts Expected to be Implemented June 21, 2025	Major Service Change Criteria met with Service Decrease “(-)” or Increase “(+)”				
		None Met	Route-Miles		Revenue Hours	
			(-)	(+)	(-)	(+)
	Parnassus (5am-midnight) on weekdays and weekends. The current span for the 21 Hayes is 5am-10pm on weekdays and weekends. • <u>Haight Street</u>: Shifting the 6 Haight-Parnassus to Hayes Street would result in Haight Street not having service between 10pm and midnight. To counter this, service will be added to the 7 Haight-Noriega between 10pm and midnight.					
9	San Bruno	• Shortened so inbound service will end at 11th St & Market St on weekdays during the hours the 9R San Bruno Rapid is running. • On weekends and during weekday hours when the 9R San Bruno Rapid is not running, the 9 San Bruno will run existing service (as of February 2025) along Market St.	X			
21	Hayes	• See description for 6 Haight-Parnassus.				X
31	Balboa	• Shortened so inbound service will end at Cyril Magnin St/5th St & Market St on weekdays. This shortened route is already run on weekends.	X			

A. Route Segment Eliminations (Service Decreases)

As part of the proposed service cuts, and specifically the route consolidation of the 6 Haight Parnassus and 21 Hayes, service decreases experienced along two route segments meet the route miles major service change criteria. These route segment removals and the populations determined to be impacted by these changes are summarized in Table 3 and are shown in the maps in Figure 1 and Figure 2. Figure 1 also shows the Census Block groups where people of color make up a larger proportion than in the city’s overall population. Figure 2 also shows the Census Block groups where people living in low-income households make up a larger proportion than in the city’s overall population.

People of color make up 58% of the impacted population. Since the proportion among the impacted population is 5 percentage points lower and not eight or more higher than the citywide proportion (63%), the route segment removals are not found to result in a disparate impact.

People living in low-income households make up 27% of the impacted population. Since the proportion among the impacted population is 6 percentage points higher and not eight or more higher than the citywide proportion (21%), the route segment removals are not found to result in a disproportionate burden.

Table 3: Route Segment Removals – Proposed Service Cuts Major Service Changes

Route		Route-Miles % Change	Impacted Population (Within 0.25 Miles of a Stop)	% People of Color ¹	% Low-income ¹
Route Segments					
6	Haight-Parnassus - Removed Segment (from Masonic / Haight to Steuart / Don Chee)	-56% ³	58,721	61%	29%
21	Hayes - Removed Segment	-39%	12,937	44%	17%
Total Impacted Population (within 0.25 Miles) ^{1, 2}			71,658	58%	27%
Citywide Population ¹				63%	21%
Difference in % Points between Impacted & Citywide Populations				-5	+6
Disparate Impact? (For service <u>decreases</u> , Yes, if +8 or <u>higher</u>)				No	
Disproportionate Burden? (For service <u>decreases</u> , Yes, if +8 or <u>higher</u>)					No

Notes: ¹ Data Source: U.S. Census 2019-2023 American Community Survey 5-year estimates

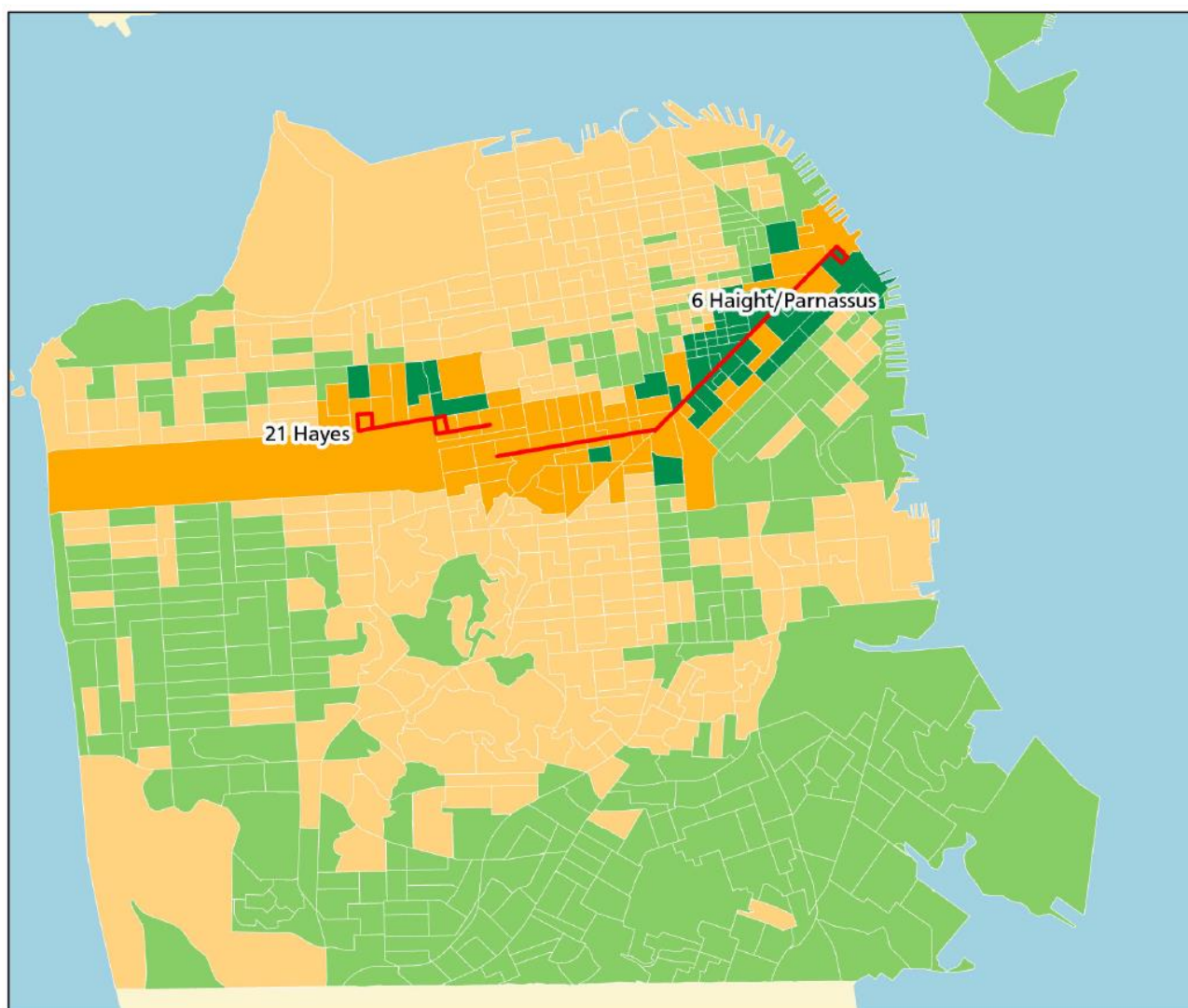
² Residents are counted in the total impacted population as many times as the number of routes for which they are considered to be in the service area.

³ The percent change to route miles on the 6 Haight-Parnassus and 21 Hayes is calculated based on the percent of the existing routing that will not be served by the new consolidated route.

Figure 1: Route Segment Removals – Proposed Service Cuts Major Service Changes & Analysis of Impact on People of Color

LEGEND

- Routes with Service Mile Decreases
- Non-People of Color & Impacted Block Group
- People of Color & Impacted Block Group
- Non-People of Color & Not Impacted Block Group
- People of Color & Not Impacted Block Group

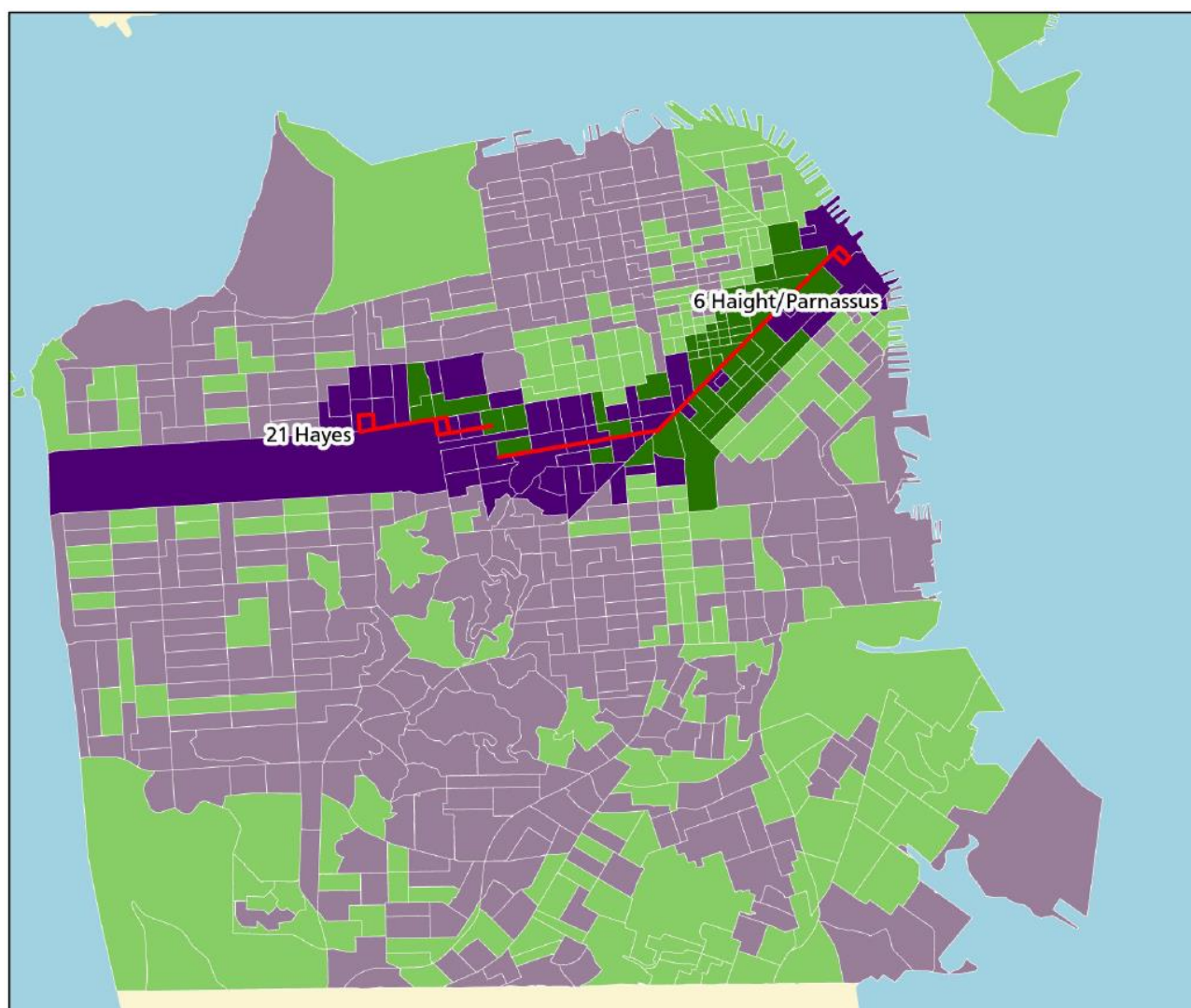


- Notes:
- **People of Color Block Group:** Census Block Group where people of color make up an equal or greater proportion than in the city's overall population (63%)
 - **Impacted Block Group:** Census Block Group where at least some residents live within the service area (0.25 miles) of a transit stop of a route with the major service change

Figure 2: Route Segment Removals – Proposed Service Cuts Major Service Changes & Analysis of Impact on Low-income Population

LEGEND

- Routes with Service Mile Decreases
- Non-Low-Income & Impacted Block Group
- Low-Income & Impacted Block Group
- Non-Low-Income & Not Impacted Block Group
- Low-Income & Not Impacted Block Group



- Notes:
- **Low-Income Block Group:** Census Block Group where those living in low-income households make up an equal or greater proportion than in the city's overall population (21%)
 - **Impacted Block Group:** Census Block Group where at least some residents live within the service area (0.25 miles) of a transit stop of a route with the major service change

B. Route Segment Additions (Service Increases) – None for proposed service cuts

As part of the proposed Summer 2025 service cuts, and specifically the route consolidation of the 6 Haight Parnassus and 21 Hayes, the consolidated route will run on a portion of Masonic Avenue, between Haight Street and Hayes Street, that neither the 6 Haight Parnassus nor the 21 Hayes currently run on. No new stops are being proposed along this segment, however, and so there is no impacted population along the segment experiencing a benefit.

C. Route-Level Revenue Service Hour Decreases

As part of the proposed service cuts, and specifically the route consolidation of the 6 Haight Parnassus and 21 Hayes, service decreases experienced along one route segment meet the individual route annual revenue service hours major service change criteria. These route-level revenue service hour decreases and the populations determined to be impacted by these changes are summarized in Table 4 and are shown in the maps in Figure 3 and Figure 4. Figure 3 also shows the Census Block groups where people of color make up a larger proportion than in the city's overall population. Figure 4 also shows the Census Block groups where people living in low-income households make up a larger proportion than in the city's overall population.

People of color make up 46% of the impacted population. Since the proportion among the impacted population is 17 percentage points lower and not eight or more higher than the citywide proportion (63%), the route segment removals are not found to result in a disparate impact.

People living in low-income households make up 12% of the impacted population. Since the proportion among the impacted population is 9 percentage point lower and not eight or more higher than the citywide proportion (21%), the route segment removals are not found to result in a disproportionate burden.

Table 4: Revenue Service Hour Decreases – Proposed Service Cuts Major Service Changes

Route		Revenue Service Hour % Change	Impacted Population (Within 0.25 Miles of a Stop)	% People of Color ¹	% Low-income ¹
6	Haight/Parnassus Remaining Segment	-31%	33,067	46%	12%
Total Impacted Population (within 0.25 Miles) ^{1, 2}			33,067	46%	12%
Citywide Population ¹				63%	21%
Difference in % Points between Impacted & Citywide Populations				-17	-9
Disparate Impact? (For service <u>decreases</u> , Yes, if +8 or <u>higher</u>)				No	
Disproportionate Burden? (For service <u>decreases</u> , Yes, if +8 or <u>higher</u>)					No

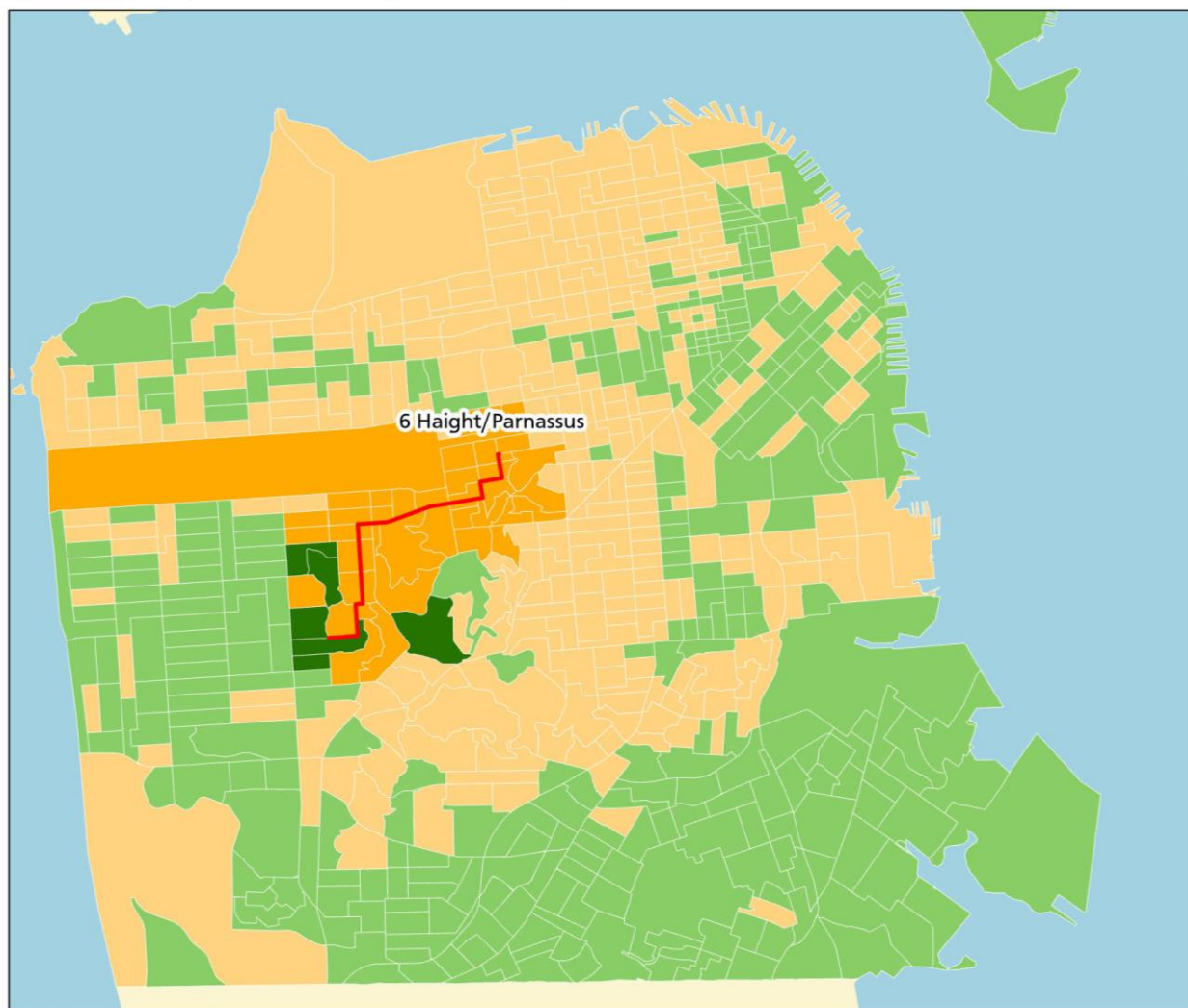
Notes: ¹ Data Source: U.S. Census 2019-2023 American Community Survey 5-year estimates

² Residents are counted in the total impacted population as many times as the number of routes for which they are considered to be in the service area.

Figure 3: Revenue Service Hour Decreases – Proposed Service Cuts Major Service Changes & Analysis of Impact on People of Color

LEGEND

- Routes with Service Hour Decreases
- Non-People of Color & Impacted Block Group
- People of Color & Impacted Block Group
- Non-People of Color & Not Impacted Block Group
- People of Color & Not Impacted Block Group

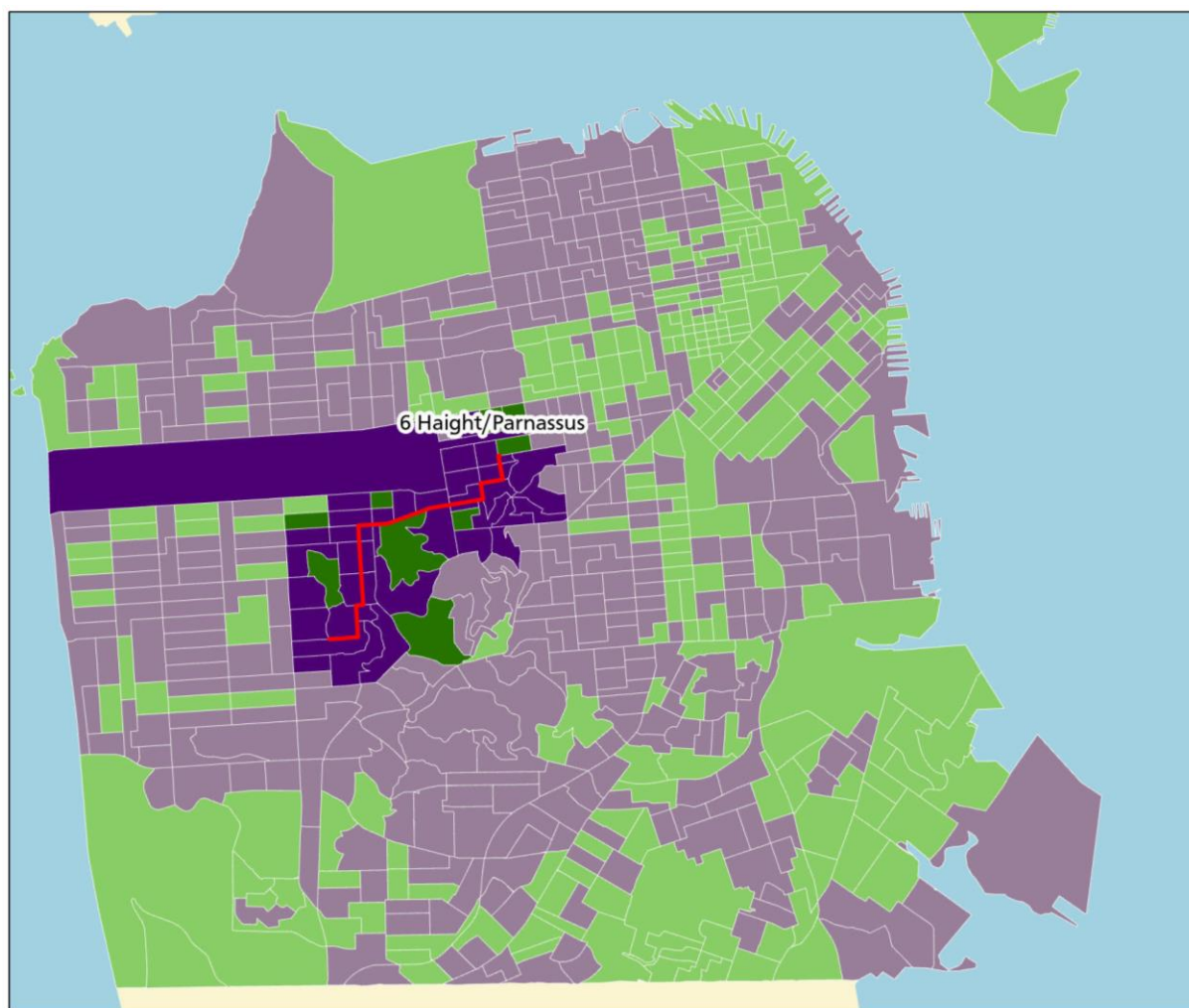


- Notes:
- **People of Color Block Group:** Census Block Group where people of color make up an equal or greater proportion than in the city's overall population (63%)
 - **Impacted Block Group:** Census Block Group where at least some residents live within the service area (0.25 miles) of a transit stop of a route with the major service change

Figure 4: Revenue Service Hour Decreases – Proposed Service Cuts Major Service Changes & Analysis of Impact on Low-income Population

LEGEND

- Routes with Service Hour Decreases
- Non-Low-Income & Impacted Block Group
- Low-Income & Impacted Block Group
- Non-Low-Income & Not Impacted Block Group
- Low-Income & Not Impacted Block Group



- Notes:
- **Low-Income Block Group:** Census Block Group where those living in low-income households make up an equal or greater proportion than in the city's overall population (21%)
 - **Impacted Block Group:** Census Block Group where at least some residents live within the service area (0.25 miles) of a transit stop of a route with the major service change

D. Route-Level Revenue Service Hour Increases

As part of the proposed service cuts, and specifically the route consolidation of the 6 Haight Parnassus and 21 Hayes, service increases experienced along one route segment meet the individual route annual revenue service hours major service change criteria. These revenue service hour increases and the populations determined to be impacted by these changes are summarized in Table 5 and are shown in the maps in Figure 5 and Figure 6. Figure 5 also shows the Census Block groups where people of color make up a larger proportion than in the city's overall population. Figure 6 also shows the Census Block groups where people living in low-income households make up a larger proportion than in the city's overall population.

People of color make up 56% of the impacted population. Since the proportion among the impacted population is 7 percentage points lower and not eight or more lower than the citywide proportion (63%), the full route and route segment additions are not found to result in a disparate impact.

People living in low-income households make up 21% of the impacted population. Since the proportion among the impacted population is 6 percentage point higher and not eight or more lower than the citywide proportion (21%), the full route and route segment additions are not found to result in a disproportionate burden.

Table 5: Revenue Service Hour Increases – Proposed Service Cuts Major Service Changes

Route		Revenue Service Hour % Change	Impacted Population (Within 0.25 Miles of a Stop)	% People of Color ¹	% Low-income ¹
21	Hayes Remaining Segment	31%	50,151	56%	27%
Total Impacted Population (within 0.25 Miles) ^{1, 2}			50,151	56%	27%
Citywide Population ¹				63%	21%
Difference in % Points between Impacted & Citywide Populations				-7	+6
Disparate Impact? (For service <u>increases</u> , Yes, if -8 or <u>lower</u>)				No	
Disproportionate Burden? (For service <u>increases</u> , Yes, if -8 or <u>lower</u>)					No

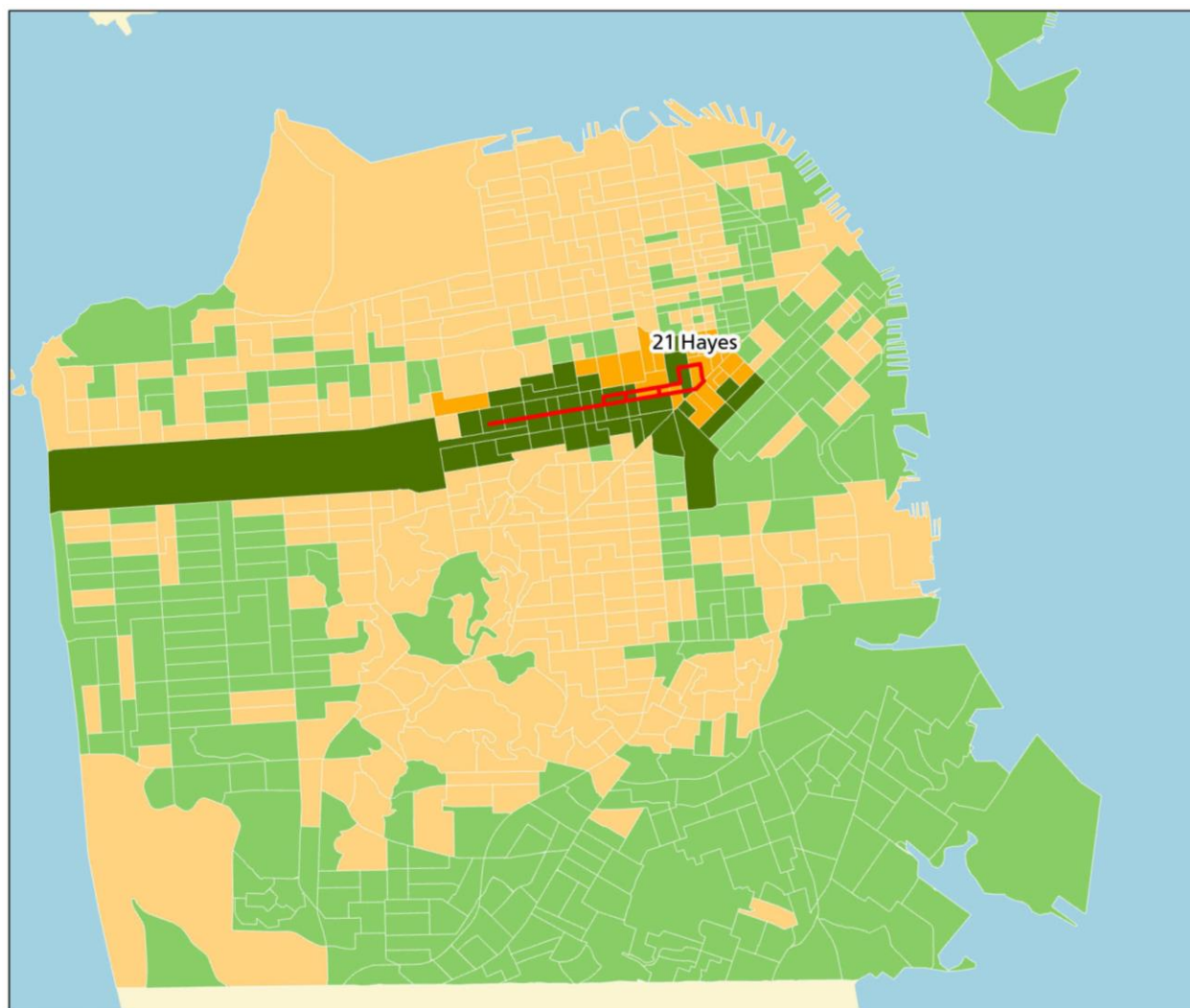
Notes: ¹ Data Source: U.S. Census 2019-2023 American Community Survey 5-year estimates

² Residents are counted in the total impacted population as many times as the number of routes for which they are considered to be in the service area.

Figure 5: Revenue Service Hour Increases – Proposed Service Cuts Major Service Changes & Analysis of Impact on People of Color

LEGEND

- Routes with Service Hour Increases
- Non-People of Color & Impacted Block Group
- People of Color & Impacted Block Group
- Non-People of Color & Not Impacted Block Group
- People of Color & Not Impacted Block Group

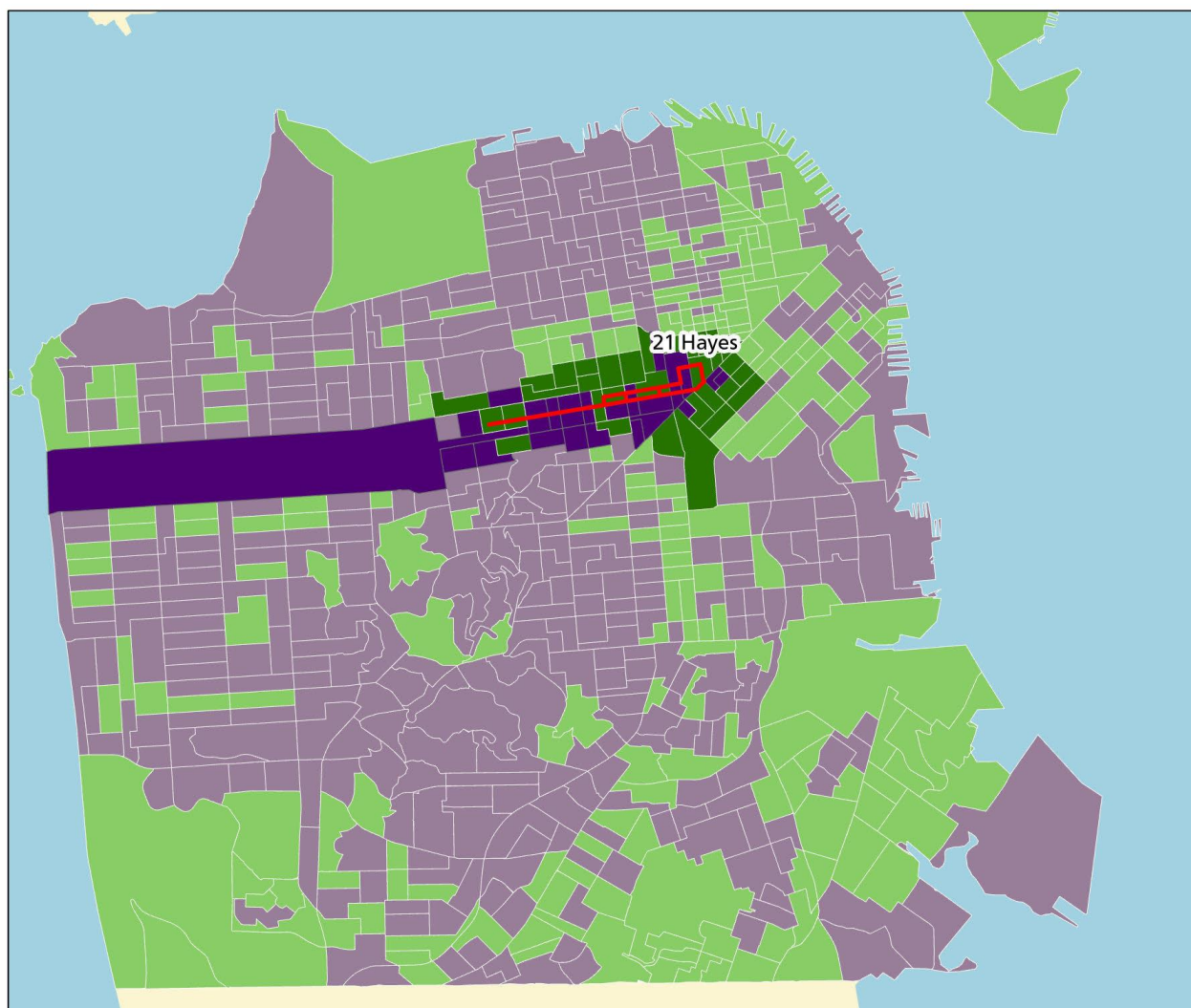


- Notes:
- **People of Color Block Group:** Census Block Group where people of color make up an equal or greater proportion than in the city's overall population (63%)
 - **Impacted Block Group:** Census Block Group where at least some residents live within the service area (0.25 miles) of a transit stop of a route with the major service change

Figure 6: Revenue Service Hour Increases – Proposed Service Cuts Major Service Changes & Analysis of Impact on Low-income Population

LEGEND

- Routes with Service Hour Increases
- Non-Low-Income & Impacted Block Group
- Low-Income & Impacted Block Group
- Non-Low-Income & Not Impacted Block Group
- Low-Income & Not Impacted Block Group



- Notes:
- Low-Income Block Group: Census Block Group where those living in low-income households make up an equal or greater proportion than in the city's overall population (21%)
 - Impacted Block Group: Census Block Group where at least some residents live within the service area (0.25 miles) of a transit stop of a route with the major service change

E. Summary Analysis and Findings

The current Title VI analysis of the proposed service cuts found that only one of the route and service changes, the route consolidation of the 6 Haight-Parnassus and the 21 Hayes, met the route-level criteria in the Major Service Change Policy. Two route segment removals met the route-level route miles major service change criteria and the net change in service hours met the route-level annual revenue hours major service change criteria. The route-level service span major service change criteria was not met. The Summer 2025 service cuts result in an approximately 2% decrease in systemwide annual revenue service hours, which does not meet the systemwide major service change threshold.

The route-level major service changes were grouped by major service change category (route miles or annual revenue hours) and whether the changes resulted in a service increase or decrease and were then analyzed to determine if each category of changes cumulatively indicated a disparate impact on communities of color or a disproportionate burden on low-income populations.

For major service changes that resulted in service decreases, the proportions of people of color and individuals living in low-income households in the impacted population were not eight or more percentage points higher than the respective proportions of the citywide population.

For major service changes that resulted in service increases, the proportions of people of color and individuals living in low-income households in the impacted population were not eight or more percentage points lower than the respective proportions of the citywide population.

These results indicate that no disparate impact or disproportionate burden was found. These findings are summarized in **Error! Reference source not found.**

Table 6: Summary of Impacted Population and Findings for Service Equity Analysis

Major Service Change Type	% People of Color ¹ (% of impacted population)	Difference from Citywide Population	Disparate Impact?	% Low-income ¹ (% of impacted population)	Difference from Citywide Population	Disproportionate Burden?
Service Decreases (Is Difference from Citywide Population +8 or higher?)						
Route Miles	58%	-5	No	27%	+6	No
Revenue Hours	46%	-17	No	12%	-9	No
Service Increases (Is Difference from Citywide Population -8 or lower?)						
Route Miles	No increases	-	-	-	-	-
Revenue Hours	56%	-7	No	27%	+6	No
Citywide Population ¹	63%			21%		

Note: ¹ Data Source: U.S. Census 2019-2023 American Community Survey 5-year estimates

V. Outreach Summary

Pursuant to Title VI of the Civil Rights Act of 1964 and its implementing regulations, as well as state and local laws, the SFMTA takes responsible steps to ensure meaningful access to the benefits, services, information, and other important portions of SFMTA's programs and activities. These steps are taken for individuals regardless of race, color or national origin, including limited-English proficiency. Given the diversity of San Francisco and of Muni's ridership, the SFMTA is committed to disseminating information that is accessible to individuals who have limited ability to read, write and/or speak English.

SFMTA staff presented to its Board regarding the proposed Muni service cuts and/or alternatives to address \$15 Million of its \$50 Million FY26 budget gap at the following four Board meetings:

- February 4, 2025 (<https://www.sfmta.com/reports/2-4-25-mtab-item-12-2025-summer-service-cut-proposals>): The SFMTA presented three approaches the SFMTA could take to cut 4% of Muni service that would save approximately \$15 Million. The SFMTA Board gave staff direction to explore options that did not include Muni service cuts.
- February 18, 2025 (<https://www.sfmta.com/reports/2-18-25-mtab-item-14-financial-update>): The SFMTA presented second and third options that would save approximately \$15 Million: Agency-wide program and project cuts or Spending reserve funds. The SFMTA Board gave staff direction to explore hybrids of the options presented February 4 and 18 for covering the \$15 Million, with one option being Muni service cuts.
- March 18, 2025 (<https://www.sfmta.com/reports/3-18-25-mtab-item-11-summer-2025-muni-budget-alignment-proposals>): SFMTA staff presented approximately \$7.8 Million in agency-wide program and project cuts that the SFMTA Board expressed an interest in pursuing at its February 18 meeting, and then two options that would save approximately \$7.2 Million: (1) Muni service cuts that mostly focus on taking advantage of the abundant Muni service on Market Street or (2) spending reserve funds. By a majority vote, the SFMTA Board gave direction to staff to move forward with Muni service cuts that would save approximately \$7.8 Million.
- April 1, 2025 (<https://www.sfmta.com/reports/4-1-25-mtab-item-14-summer-2025-service-cuts>): SFMTA staff presented a summary of the Title VI Service Equity Analysis of the approximately \$7.2 Million in proposed Muni service cuts. Staff also sought final Board direction on either bringing the service cuts and the Title VI Service Equity Analysis of the 6 Haight-Parnassus and 21 Hayes route consolidation for future approval or directing staff to seek another option to cover the budget shortfall, such as using the Agency's reserves. By majority vote, the SFMTA Board directed staff to move forward with the final Muni service cuts proposal expected to be implemented June 21, 2025, including the Title VI Service Equity Analysis of the 6 Haight-Parnassus and 21 Hayes route consolidation, for consideration and future approval.

In addition to these four SFMTA Board meetings that were heavily attended by Muni riders and other members of the public who provided extensive feedback during the public comment portions of the meetings, the SFMTA collected feedback on the proposed service cuts through an expansive multilingual public outreach and feedback campaign:

- Hosted a project hotline at 415.646.2005 and MuniCuts@SFMTA.com where we received feedback from over 125 community members in English, Cantonese, Mandarin and Spanish.

- Hosted ten pop-ups at major transit transfer points citywide, and ride-alongs on the 5 Fulton and 9 San Bruno with staff who speak English, Cantonese, Mandarin and Spanish.
- Posted 600+ posters requesting feedback in nine languages (English, Chinese, Spanish, Filipino, Russian, Vietnamese, Korean, Japanese and French). The posters were posted at Muni stops on ten Muni routes that could be impacted by possible service cuts.
- Digital public service announcements, or PSAs, were displayed in transit shelters citywide
- Maintained and updated a project website (<https://www.sfmta.com/projects/summer-2025-muni-service-cuts>).
 - From February 4 through February 25, 2025, the project website featured a video with subtitles and a feedback form to collect feedback in English, Chinese, Spanish and Filipino.
 - 2,499 responses were received in English, Chinese, Spanish and Filipino through the feedback form.
 - Throughout, the project website included information on how to provide feedback via a project hotline with free language service, a dedicated email or by attending the SFMTA Board of Directors' meetings.
- Email and text messages in nine languages (English, Chinese, Spanish, Filipino, Russian, Vietnamese, Korean, Japanese and French) were sent to Muni Alerts subscribers and community-based organizations offering briefings.
- Ad buy on Instagram and Facebook from March 11-17 in English, Chinese, Spanish and Filipino with a reach of over 120,000.
- Presentations were made to the SFMTA Citizens' Advisory Council on February 6 and March 6, and to the Muni Equity Working Group on January 23 and February 11.

The public feedback that was collected following the SFMTA Board meeting on February 4, 2025, informed the service plan proposal that was presented at the Board meeting on March 18, 2025. Overwhelmingly, the feedback collected stated to not cut Muni service. If cuts were necessary, there was no consensus on whether to prioritize maintaining frequency or connections. The ultimate service plan that was brought to the March 18 and April 1, 2025, Board meetings and that is being analyzed in this Title VI Service Equity analysis aims to maintain frequencies and connections as much as possible. This service plan is mostly focused on taking advantage of the abundant service on Market Street. The final proposed service plan being analyzed in this Title VI analysis will result in a smaller service cut, approximately 2% systemwide, than the 4% service reduction that was first presented to the SFMTA Board in February 2025.

VI. Summary

Based on the Title VI Service Equity Analysis conducted. The only service change of the proposed service cuts expected to be implemented June 21, 2025, that meets the agency's definition of a major service change is the route consolidation of the 6 Haight-Parnassus and 21 Hayes. The Title VI analysis of the route consolidation found that the change does not result in a disparate impact on communities of color or a disproportionate burden on low-income communities.

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. 250415-035

WHEREAS, The SFMTA is facing a \$50 million shortfall in the agency's Fiscal Year (FY) 2026 budget. This shortfall is due to parking revenue, transit revenue, and General Fund reimbursements being lower than expected, which are largely due to the lasting economic impact of the pandemic; and,

WHEREAS, To close the \$50 million gap, the SFMTA identified \$35 million of solutions with smaller trade-offs, about half of which will come from optimizing parking programs; and,

WHEREAS, On March 18, 2025, by majority vote, the SFMTA Board gave direction to close the remaining \$15 million shortfall with \$7.8 million in cuts to agency programs and projects and \$7.2 million in proposed cuts to Muni transit service, expected to be implemented June 21, 2025, instead of seeking other sources, such as tapping into the agency's reserves; and,

WHEREAS, The SFMTA is committed to making San Francisco a Transit-First City; and,

WHEREAS, Informed by feedback from the public and the SFMTA Board on what service cuts would have the least negative impacts, these service cuts include shortening three lines during all or part of the day (5 Fulton, 9 San Bruno and 31 Balboa) and consolidating two lines (6 Haight-Parnassus and 21 Hayes) into one line; and,

WHEREAS, Pursuant to the requirements contained in the Federal Transit Administration's (FTA) Circular 4702.1B, "Title VI Requirements and Guidelines for Federal Transit Administration Recipients," a transit service equity analysis is required for Muni service adjustments that meet the SFMTA's definition of a major service change and are in effect for longer than 12 months; and,

WHEREAS, The only service change of the proposed service cuts expected to be implemented June 21, 2025 that meets the agency's definition of a major service change is the route consolidation of the 6 Haight-Parnassus and 21 Hayes.; and,

WHEREAS, Pursuant to the requirements contained in FTA Circular 4702.1B, the SFMTA analyzed the impacts of the major service changes on communities of color and customers from low-income households and determined that the major service changes do not result in a disparate impact on communities or color or a disproportionate burden on low-income communities under Title VI; and,

WHEREAS, The public feedback that was collected through an expansive multilingual outreach campaign following the February 4, 2025 SFMTA Board meeting informed the reduced service cuts plan that is being analyzed in this Title VI service equity analysis; and,

WHEREAS, The proposed consolidation of the 6 Haight-Parnassus and 21 Hayes, which includes a corresponding Title VI Service Equity Analysis, is subject to the California Environmental Quality Act (CEQA). CEQA provides a categorical exemption from environmental review for existing facilities, including existing highways and streets, sidewalks, gutters, bicycle

and pedestrian trails, and similar facilities as defined in Title 14 of the California Code of Regulations Section 15301; and,

WHEREAS, On April 9, 2025, the SFMTA, under authority delegated by the Planning Department, determined (Case Number 2025-002948ENV) that the proposed route consolidation of the 6 Haight-Parnassus and 21 Hayes, which includes a corresponding Title VI Service Equity Analysis, and the Muni transit service cuts expected to be implemented June 21, 2025 are categorically exempt from CEQA as defined in Title 14 of the California Code of Regulations Section 15301; and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and may be found in the records of the Planning Department by Case Number at <https://sfplanninggis.org/pim/> or 49 South Van Ness Avenue, Suite 1400 in San Francisco, and is incorporated herein by reference; therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors approves the SFMTA's Title VI Service Equity Analysis of proposed Muni service cuts, expected to be implemented June 21, 2025, which includes analysis of the route consolidation of the 6 Haight-Parnassus and 21 Hayes lines and finds that the route consolidation does not result in a disparate impact on communities of color or a disproportionate burden on low-income communities; and be it further

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors approves the route consolidation of the 6 Haight-Parnassus and 21 Hayes.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of April 15, 2025.



Secretary to the Board of Directors
San Francisco Municipal Transportation Agency



Appendix J Service Monitoring – Vehicle Loads



SERVICE MONITORING – VEHICLE LOADS

Note: Lines using 30' coaches are not equipped with automatic passenger counters. Historic vehicles including the F line and all Cable Car lines are also not equipped with automatic passenger counters. Data is limited.

Route Name	Service Category	AM Peak Crowding	PM Peak Crowding	Minority Route Classification	Low Income Route Classification
1 California	Frequent	27%	42%	Non-Minority	Non-Low-Income
2 Sutter	Grid	12%	8%	Non-Minority	Non-Low-Income
5 Fulton	Grid	17%	8%	Non-Minority	Non-Low-Income
6 Haight-Parnassus	Grid	4%	2%	Non-Minority	Non-Low-Income
7 Haight-Noriega	Frequent	2%	3%	Non-Minority	Low-Income
8 Bayshore	Frequent	0%	1%	Minority	Low-Income
9 San Bruno	Grid	3%	5%	Minority	Low-Income
12 Folsom-Pacific	Grid	0%	0%	Non-Minority	Non-Low-Income
14 Mission	Frequent	0%	1%	Minority	Low-Income
15 Bayview Hunters Point Express	Grid	1%	6%	Minority	Low-Income
18 46th Avenue	Grid	10%	2%	Non-Minority	Non-Low-Income
19 Polk	Grid	6%	3%	Non-Minority	Low-Income
21 Hayes	Grid	0%	0%	Non-Minority	Non-Low-Income
22 Fillmore	Frequent	10%	16%	Non-Minority	Low-Income
23 Monterey	Grid	0%	0%	Non-Minority	Low-Income
24 Divisadero	Frequent	11%	12%	Non-Minority	Non-Low-Income
25 Treasure Island	Connector	0%	0%	Non-Minority	Low-Income
27 Bryant	Grid	1%	0%	Minority	Low-Income
28 19th Avenue	Frequent	17%	7%	Non-Minority	Non-Low-Income
29 Sunset	Grid	18%	13%	Minority	Low-Income



Route Name	Service Category	AM Peak Crowding	PM Peak Crowding	Minority Route Classification	Low Income Route Classification
30 Stockton	Frequent	1%	4%	Non-Minority	Non-Low-Income
31 Balboa	Grid	2%	1%	Non-Minority	Low-Income
33 Ashbury-18th St	Grid	1%	1%	Non-Minority	Non-Low-Income
35 Eureka	Connector	0%	0%	Non-Minority	Non-Low-Income
36 Teresita	Connector	0%	0%	Minority	Low-Income
37 Corbett	Connector	0%	1%	Non-Minority	Non-Low-Income
38 Geary	Frequent	1%	2%	Non-Minority	Non-Low-Income
39 Coit	Connector	0%	0%	Non-Minority	Non-Low-Income
43 Masonic	Grid	5%	2%	Non-Minority	Low-Income
44 O'Shaughnessy	Grid	21%	10%	Minority	Low-Income
45 Union-Stockton	Grid	21%	19%	Non-Minority	Non-Low-Income
48 Quintara-24th Street	Grid	3%	2%	Minority	Low-Income
49 Van Ness-Mission	Frequent	21%	15%	Minority	Low-Income
52 Excelsior	Connector	0%	0%	Minority	Low-Income
54 Felton	Grid	0%	1%	Minority	Low-Income
55 Dogpatch	Connector	0%	1%	Non-Minority	Non-Low-Income
56 Rutland	Connector	1%	1%	Minority	Low-Income
57 Parkmerced	Connector	0%	0%	Minority	Low-Income
58 Lake Merced	Connector	0%	0%	Non-Minority	Low-Income
66 Quintara	Connector	0%	0%	Non-Minority	Non-Low-Income
67 Bernal Heights	Connector	0%	0%	Non-Minority	Low-Income
14R Mission Rapid	Rapid	8%	8%	Minority	Low-Income
1X California Express	Specialized	19%	4%	Non-Minority	Non-Low-Income



Route Name	Service Category	AM Peak Crowding	PM Peak Crowding	Minority Route Classification	Low Income Route Classification
28R 19th Ave Rapid	Rapid	6%	5%	Minority	Low-Income
38R Geary Rapid	Rapid	21%	20%	Non-Minority	Non-Low-Income
5R Fulton Rapid	Rapid	8%	8%	Non-Minority	Low-Income
8AX Bayshore A Express	Specialized	7%	10%	Minority	Low-Income
8BX Bayshore B Express	Specialized	1%	6%	Minority	Low-Income
9R San Bruno Rapid	Rapid	0%	0%	Minority	Low-Income
F Market & Wharves	Historic	Not Available	Not Available	Non-Minority	Low-Income
J Church	Muni Metro	0%	0%	Non-Minority	Non-Low-Income
K Ingleside	Muni Metro	0%	0%	Minority	Non-Low-Income
L Taraval	Muni Metro	0%	0%	Non-Minority	Non-Low-Income
M Ocean View	Muni Metro	0%	0%	Minority	Non-Low-Income
N Judah	Muni Metro	0%	0%	Non-Minority	Non-Low-Income
T Third	Muni Metro	0%	0%	Minority	Non-Low-Income
61 C California Street Cable Car	Historic	Not Available	Not Available	Non-Minority	Non-Low-Income
60 PH Powell-Hyde Cable Car	Historic	Not Available	Not Available	Non-Minority	Non-Low-Income
59 PM Powell-Mason Cable Car	Historic	Not Available	Not Available	Non-Minority	Non-Low-Income
90 San Bruno Owl	Owl	0%	0%	Minority	Non-Low-Income
91 3rd-19th Ave Owl	Owl	0%	0%	Non-Minority	Low-Income



Appendix K Service Monitoring – On-Time & Headway Performance



SERVICE MONITORING – ON-TIME & HEADWAY PERFORMANCE

Service Gaps (less than 14%=OTP Standard)

Route Name	Service Category	Service Gaps	Minority Route Classification	Low Income Route Classification
1 California	Frequent	11%	Non-Minority	Non-Low-Income
5 Fulton	Grid	17%	Non-Minority	Low-Income
7 Haight-Noriega	Frequent	13%	Non-Minority	Low-Income
8 Bayshore	Frequent	15%	Minority	Low-Income
9 San Bruno	Grid	18%	Minority	Low-Income
12 Folsom-Pacific	Grid	20%	Non-Minority	Non-Low-Income
14 Mission	Frequent	12%	Minority	Low-Income
15 Bayview Hunters Point Express	Grid	15%	Minority	Low-Income
19 Polk	Grid	22%	Non-Minority	Low-Income
22 Fillmore	Frequent	12%	Non-Minority	Low-Income
24 Divisadero	Frequent	14%	Non-Minority	Non-Low-Income
27 Bryant	Grid	17%	Minority	Low-Income
28 19th Avenue	Frequent	20%	Non-Minority	Non-Low-Income
29 Sunset	Grid	17%	Minority	Low-Income
30 Stockton	Frequent	21%	Non-Minority	Non-Low-Income
33 Ashbury-18th St	Grid	18%	Non-Minority	Non-Low-Income
38 Geary	Frequent	18%	Non-Minority	Non-Low-Income
43 Masonic	Grid	16%	Non-Minority	Low-Income
44 O'Shaughnessy	Grid	15%	Minority	Low-Income
45 Union-Stockton	Grid	12%	Non-Minority	Non-Low-Income
48 Quintara-24th Street	Grid	18%	Minority	Low-Income
49 Van Ness-Mission	Frequent	11%	Minority	Low-Income
55 Dogpatch	Connector	12%	Non-Minority	Non-Low-Income
14R Mission Rapid	Rapid	10%	Minority	Low-Income
28R 19th Ave Rapid	Rapid	13%	Minority	Low-Income
38R Geary Rapid	Rapid	8%	Non-Minority	Non-Low-Income
5R Fulton Rapid	Rapid	14%	Non-Minority	Low-Income
8AX Bayshore A Express	Specialized	27%	Minority	Low-Income
8BX Bayshore B Express	Specialized	22%	Minority	Low-Income
9R San Bruno Rapid	Rapid	12%	Minority	Low-Income
J Church	Muni Metro	12%	Non-Minority	Non-Low-Income
K Ingleside	Muni Metro	11%	Minority	Non-Low-Income



Route Name	Service Category	Service Gaps	Minority Route Classification	Low Income Route Classification
L Taraval	Muni Metro	10%	Non-Minority	Non-Low-Income
M Ocean View	Muni Metro	13%	Minority	Non-Low-Income
N Judah	Muni Metro	10%	Non-Minority	Non-Low-Income
T Third	Muni Metro	13%	Minority	Non-Low-Income

Schedule Adherence (more than 85%=OTP Standard)

Route Name	Service Category	Average OTP	Minority Route Classification	Low Income Route Classification
2 Sutter	Grid	75%	Non-Minority	Non-Low-Income
6 Parnassus	Grid	65%	Non-Minority	Non-Low-Income
18 46th Avenue	Grid	71%	Non-Minority	Non-Low-Income
21 Hayes	Grid	64%	Non-Minority	Non-Low-Income
23 Monterey	Grid	50%	Non-Minority	Low-Income
25 Treasure Island	Connector	60%	Non-Minority	Low-Income
31 Balboa	Grid	57%	Non-Minority	Low-Income
35 Eureka	Connector	60%	Non-Minority	Non-Low-Income
36 Teresita	Connector	45%	Minority	Low-Income
37 Corbett	Connector	65%	Non-Minority	Non-Low-Income
39 Coit	Connector	35%	Non-Minority	Non-Low-Income
52 Excelsior	Connector	57%	Minority	Low-Income
54 Felton	Grid	61%	Minority	Low-Income
56 Rutland	Connector	62%	Minority	Low-Income
57 Parkmerced	Connector	53%	Minority	Low-Income
58 Lake Merced	Connector	70%	Non-Minority	Low-Income
66 Quintara	Connector	60%	Non-Minority	Non-Low-Income
67 Bernal Heights	Connector	37%	Non-Minority	Low-Income
F Market & Wharves	Historic	60%	Non-Minority	Low-Income
1X California Express	Specialized	58%	Non-Minority	Non-Low-Income
90 San Bruno Owl	Owl	54%	Minority	Non-Low-Income
91 3rd-19th Ave Owl	Owl	52%	Non-Minority	Low-Income



Appendix L Service Monitoring – Policy Headways



SERVICE MONITORING – POLICY HEADWAYS

Weekday

Route Name	Service Category	Day	Evening	Late Night	Minority Route Classification	Low Income Route Classification
1 California	Frequent	10	12	15	Non-Minority	Non-Low-Income
2 Sutter	Grid	20	-	-	Non-Minority	Non-Low-Income
5 Fulton	Grid	12	12	20	Non-Minority	Non-Low-Income
6 Haight-Parnassus	Grid	20	20	20	Non-Minority	Non-Low-Income
7 Haight-Noriega	Frequent	12	15	25	Non-Minority	Low-Income
8 Bayshore	Frequent	8	12	15	Minority	Low-Income
9 San Bruno	Grid	12	15	20	Minority	Low-Income
12 Folsom-Pacific	Grid	20	20	-	Non-Minority	Non-Low-Income
14 Mission	Frequent	10	11	14	Minority	Low-Income
15 Bayview Hunters Point Express	Grid	12	15	-	Minority	Low-Income
18 46th Avenue	Grid	20	20	-	Non-Minority	Non-Low-Income
19 Polk	Grid	15	15	-	Non-Minority	Low-Income
21 Hayes	Grid	20	20	-	Non-Minority	Non-Low-Income
22 Fillmore	Frequent	6	10	15	Non-Minority	Low-Income
23 Monterey	Grid	20	30	-	Non-Minority	Low-Income
24 Divisadero	Frequent	10	13	20	Non-Minority	Non-Low-Income
25 Treasure Island	Connector	20	20	-	Non-Minority	Low-Income
27 Bryant	Grid	15	17	-	Minority	Low-Income
28 19th Avenue	Frequent	12	13	20	Non-Minority	Non-Low-Income
29 Sunset	Grid	9	15	20	Minority	Low-Income
30 Stockton	Frequent	6	15	20	Non-Minority	Non-Low-Income
31 Balboa	Grid	20	20	-	Non-Minority	Low-Income



Route Name	Service Category	Day	Evening	Late Night	Minority Route Classification	Low Income Route Classification
33 Ashbury-18th St	Grid	20	20	-	Non-Minority	Non-Low-Income
35 Eureka	Connector	30	30	-	Non-Minority	Non-Low-Income
36 Teresita	Connector	30	30	-	Minority	Low-Income
37 Corbett	Connector	20	30	-	Non-Minority	Non-Low-Income
38 Geary	Frequent	8	15	15	Non-Minority	Non-Low-Income
39 Coit	Connector	20	-	-	Non-Minority	Non-Low-Income
43 Masonic	Grid	12	15	20	Non-Minority	Low-Income
44 O'Shaughnessy	Grid	10	15	20	Minority	Low-Income
45 Union-Stockton	Grid	10	15	-	Non-Minority	Non-Low-Income
48 Quintara-24th Street	Grid	15	20	20	Minority	Low-Income
49 Van Ness-Mission	Frequent	6	6	6	Minority	Low-Income
52 Excelsior	Connector	20	20	-	Minority	Low-Income
54 Felton	Grid	20	30	-	Minority	Low-Income
55 Dogpatch	Connector	20	20	-	Non-Minority	Non-Low-Income
56 Rutland	Connector	20	20	-	Minority	Low-Income
57 Parkmerced	Connector	20	20	-	Minority	Low-Income
58 Lake Merced	Connector	30	30	-	Non-Minority	Low-Income
66 Quintara	Connector	20	20	-	Non-Minority	Non-Low-Income
67 Bernal Heights	Connector	20	20	-	Non-Minority	Low-Income
14R Mission Rapid	Rapid	6	14	-	Minority	Low-Income
1X California Express	Specialized	-	-	-	Non-Minority	Non-Low-Income
28R 19th Ave Rapid	Rapid	12	-	-	Minority	Low-Income



Route Name	Service Category	Day	Evening	Late Night	Minority Route Classification	Low Income Route Classification
38R Geary Rapid	Rapid	6	10	-	Non-Minority	Non-Low-Income
5R Fulton Rapid	Rapid	10	-	-	Non-Minority	Low-Income
8AX Bayshore A Express	Specialized	-	-	-	Minority	Low-Income
8BX Bayshore B Express	Specialized	-	-	-	Minority	Low-Income
9R San Bruno Rapid	Rapid	12	-	-	Minority	Low-Income
F Market & Wharves	Historic	12	15	25	Non-Minority	Low-Income
J Church	Muni Metro	15	17	20	Non-Minority	Non-Low-Income
K Ingleside	Muni Metro	10	15	20	Minority	Non-Low-Income
L Taraval	Muni Metro	10	12	20	Non-Minority	Non-Low-Income
M Ocean View	Muni Metro	10	15	20	Minority	Non-Low-Income
N Judah	Muni Metro	10	15	20	Non-Minority	Non-Low-Income
T Third	Muni Metro	10	12	20	Minority	Non-Low-Income
61 C California Street Cable Car	Historic	10	15	-	Non-Minority	Non-Low-Income
60 PH Powell-Hyde Cable Car	Historic	10	10	20	Non-Minority	Non-Low-Income
59 PM Powell-Mason Cable Car	Historic	10	15	20	Non-Minority	Non-Low-Income
90 San Bruno Owl	Owl	-	-	-	Minority	Non-Low-Income
91 3rd-19th Ave Owl	Owl	-	-	-	Non-Minority	Low-Income



Weekend

Route Name	Service Category	Day	Evening	Late Night	Minority Route Classification	Low Income Route Classification
1 California	Frequent	10	12	15	Non-Minority	Non-Low-Income
2 Sutter	Grid	20	-	-	Non-Minority	Non-Low-Income
5 Fulton	Grid	10	12	20	Non-Minority	Non-Low-Income
6 Haight-Parnassus	Grid	20	20	20	Non-Minority	Non-Low-Income
7 Haight-Noriega	Frequent	12	20	25	Non-Minority	Low-Income
8 Bayshore	Frequent	7	12	15	Minority	Low-Income
9 San Bruno	Grid	10	15	20	Minority	Low-Income
12 Folsom-Pacific	Grid	20	20	-	Non-Minority	Non-Low-Income
14 Mission	Frequent	7	10	15	Minority	Low-Income
15 Bayview Hunters Point Express	Grid	12	15	-	Minority	Low-Income
18 46th Avenue	Grid	20	20	-	Non-Minority	Non-Low-Income
19 Polk	Grid	20	20	-	Non-Minority	Low-Income
21 Hayes	Grid	20	20	-	Non-Minority	Non-Low-Income
22 Fillmore	Frequent	8	12	15	Non-Minority	Low-Income
23 Monterey	Grid	30	30	-	Non-Minority	Low-Income
24 Divisadero	Frequent	12	14	20	Non-Minority	Non-Low-Income
25 Treasure Island	Connector	25	25	-	Non-Minority	Low-Income
27 Bryant	Grid	20	20	-	Minority	Low-Income
28 19th Avenue	Frequent	15	15	20	Non-Minority	Non-Low-Income
29 Sunset	Grid	12	15	20	Minority	Low-Income
30 Stockton	Frequent	8	20	20	Non-Minority	Non-Low-Income
31 Balboa	Grid	20	20	-	Non-Minority	Low-Income
33 Ashbury-18th St	Grid	20	20	-	Non-Minority	Non-Low-Income



Route Name	Service Category	Day	Evening	Late Night	Minority Route Classification	Low Income Route Classification
35 Eureka	Connector	30	30	-	Non-Minority	Non-Low-Income
36 Teresita	Connector	30	30	-	Minority	Low-Income
37 Corbett	Connector	30	30	-	Non-Minority	Non-Low-Income
38 Geary	Frequent	10	15	15	Non-Minority	Non-Low-Income
39 Coit	Connector	20	-	-	Non-Minority	Non-Low-Income
43 Masonic	Grid	20	20	25	Non-Minority	Low-Income
44 O'Shaughnessy	Grid	12	15	20	Minority	Low-Income
45 Union-Stockton	Grid	15	20	-	Non-Minority	Non-Low-Income
48 Quintara-24th Street	Grid	20	20	30	Minority	Low-Income
49 Van Ness-Mission	Frequent	8	8	13	Minority	Low-Income
52 Excelsior	Connector	30	30	-	Minority	Low-Income
54 Felton	Grid	20	20	-	Minority	Low-Income
55 Dogpatch	Connector	20	20	-	Non-Minority	Non-Low-Income
56 Rutland	Connector	20	20	-	Minority	Low-Income
57 Parkmerced	Connector	25	20	-	Minority	Low-Income
58 Lake Merced	Connector	30	30	-	Non-Minority	Low-Income
66 Quintara	Connector	20	20	-	Non-Minority	Non-Low-Income
67 Bernal Heights	Connector	20	20	-	Non-Minority	Low-Income
14R Mission Rapid	Rapid	10	15	-	Minority	Low-Income
38R Geary Rapid	Rapid	10	12	-	Non-Minority	Non-Low-Income
F Market & Wharves	Historic	12	15	25	Non-Minority	Low-Income
J Church	Muni Metro	15	15	20	Non-Minority	Non-Low-Income



Route Name	Service Category	Day	Evening	Late Night	Minority Route Classification	Low Income Route Classification
K Ingleside	Muni Metro	12	15	20	Minority	Non-Low-Income
L Taraval	Muni Metro	12	15	20	Non-Minority	Non-Low-Income
M Ocean View	Muni Metro	12	17	20	Minority	Non-Low-Income
N Judah	Muni Metro	12	15	20	Non-Minority	Non-Low-Income
T Third	Muni Metro	12	15	20	Minority	Non-Low-Income
61 C California Street Cable Car	Historic	10	15	-	Non-Minority	Non-Low-Income
60 PH Powell-Hyde Cable Car	Historic	9	10	20	Non-Minority	Non-Low-Income
59 PM Powell-Mason Cable Car	Historic	10	15	20	Non-Minority	Non-Low-Income
90 San Bruno Owl	Owl	-	-	-	Minority	Non-Low-Income
91 3rd-19th Ave Owl	Owl	-	-	-	Non-Minority	Low-Income