

**THIS PRINT COVERS CALENDAR ITEM NO.: 10.3**

**SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY**

**DIVISION:** Transit Services

**BRIEF DESCRIPTION:**

Amend the Transportation Code to revise the fee charged to the public for the San Francisco Municipal Transportation Agency's Transit and Bike Map from \$7.00 to \$3.00.

**SUMMARY:**

- On June 24, 2014, the SFMTA Board of Directors authorized a new Muni system map, created at no cost to the SFMTA by its designers David Wiggins and Jay Primus.
- The new map was launched in Muni shelters and Metro stations in April 2015, highlighting the Rapid network roll out and providing customers with new visual information about route frequency.
- The foldable version of the new Muni map has been combined with a map of the bicycle network and will provide valuable transit, walking and biking information.
- Pursuant to the Fiscal Year 2015/2016 budget, the retail price of the Transit and Bike Map was raised to \$7.00 effective July 1, 2015.
- The current estimated unit cost to print 7,500 Transit and Bike Map is \$0.61, a lower unit cost than was anticipated in 2014.
- In order to increase availability and sales of the new map, staff recommends the Transit and Bike Map retail cost be reduced to \$3.00.

**ENCLOSURES:**

1. SFMTAB Resolution
2. Transportation Code Division II, Section 308 Amendment

**APPROVALS:**

**DATE**

DIRECTOR \_\_\_\_\_

2/8/16

SECRETARY \_\_\_\_\_

2/8/16

**ASSIGNED SFMTAB CALENDAR DATE:** February 16, 2016

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### **PURPOSE**

Amend Transportation Code to revise the fee charged to the public for the San Francisco Municipal Transportation Agency Transit and Bike Map from \$7.00 to \$3.00.

### **GOAL**

This item will meet the following goal and objective of the SFMTA Strategic Plan:

Goal 2: Make transit, walking, bicycling, taxi, ridesharing and carsharing the preferred means of travel

Objective 2.1: Improve customer service and communications

Objective 2.3: Increase use of all non-private auto modes

### **DESCRIPTION**

On June 24, 2014, the SFMTA Board of Directors authorized a new Muni system map, designed at no cost to the SFMTA by David Wiggins and Jay Primus. The map is based on Muni Forward's new route classification framework, which explains the different roles that various routes play in the City, and highlights the choices customers have when deciding how to allocate their time walking to a transit stop, waiting for a transit vehicle, or riding transit to their destination. The new map was installed in Muni shelters and Metro stations in April 2015 as part of the Rapid network roll out.

The foldable version of the new Muni map also incorporates a bicycle network map, by replacing text that was previously used for an outdated street index. SFMTA's new maps serve local customers and visitors alike and encourage and facilitate alternatives to auto travel. These maps provide wayfinding for people walking through the City, as the base map is to scale and includes street, pedestrian walkway and staircase features generally not found on other maps. Additionally, the official Muni folding map make it easy to navigate the City and reduces the need for Muni Operators and Station Agents to provide directions and routing guidance. Furthermore, Muni's revised system map helps emphasize the Rapid Network and clearly identifies routes with frequent service. With the addition of the bicycle map on the back of the transit map, these new maps will also encourage residents and visitors to consider using bicycles as an alternative means of transport.

Based on a printing run of 7,500 the unit cost for production of maps is \$0.61 each. Vendors also currently receive a \$0.50 commission for each sale. This brings the total unit cost to approximately \$1.11. On July 1, 2014, the map fee was increased to \$5.00. On July 1, 2015, this fee was increased to \$7.00. The retail price of \$7.00 now exceeds the unit cost by \$5.89. In order to encourage the sale and distribution of the Transit and Bike Map, the retail price is recommended to be reduced to \$3.00. This change would reduce the net revenue per unit from \$5.89 to \$1.89. Although this is a significant reduction in per unit revenue, the overall revenue loss to the agency is minimal, as we have generally sold approximately 9,000 maps a year.

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### **PUBLIC OUTREACH**

None.

### **ALTERNATIVES CONSIDERED**

The alternative to the proposed fee reduction would be to continue with the current \$7.00 fee or to propose a different fee amount. SFMTA staff does not recommend pursuing either alternative, as the approved current \$7.00 fee will likely diminish the anticipated utility of the enhanced Transit and Bike Map by limiting demand due to its cost and, as a result, further discourage its distribution.

### **FUNDING IMPACT**

While the reduced \$3.00 map price will reduce the amount of revenue received per map, the net difference is expected to be minimal. Based on existing demands for the Muni map and the increased utility of the added Bike Map information, staff believes the demand for maps will increase at the lower \$3.00 price.

### **PUBLISHED NOTICE**

Charter Section 16.112 requires published notice and hearing before the SFMTA may institute or change any fare, fee, schedule of rates or charges which affect the public. The Board's Rules of Order require that the advertisement run for at least five days and not less than fifteen days prior to the public hearing. In compliance with both Charter Section 16.112 and the Board's Rules of Order, advertisements were placed in the City's official newspaper, the San Francisco Chronicle, to provide published notice for the February 16, 2016 public hearing. The advertisements ran in the San Francisco Chronicle for five consecutive days, starting on January 25, 2016.

### **ENVIRONMENTAL REVIEW**

The California Environmental Quality Act (CEQA) applies to "projects" that have the potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment. SFMTA staff, under authority delegated by the Planning Department, determined that the proposed modification to the San Francisco Municipal Transportation Agency's Transit and Bike Map fee is not a "project" for purposes of CEQA and, therefore, does not require environmental review pursuant to Article 5 and Article 13 of the California Code of Regulations Sections 15060(c)(2) and 15378, respectively.

The SFMTA's determination is on file with the Secretary to the SFMTA Board of Directors.

The City Attorney's Office has reviewed the item.

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**RECOMMENDATION**

Amend the Transportation Code to reduce the fee charged to the public for the San Francisco Municipal Transportation Agency Transit and Bike Map from \$7.00 to \$3.00.

SAN FRANCISCO  
MUNICIPAL TRANSPORTATION AGENCY  
BOARD OF DIRECTORS

RESOLUTION No. \_\_\_\_\_

WHEREAS, Section 308 of the San Francisco Transportation Code provides that a \$7.00 fee be charged to the public for the SFMTA Transit Map; and,

WHEREAS, Many residents and visitors have a pressing need for an official, comprehensive, accurate and simplified City transit and bike map; and,

WHEREAS, On June 24, 2014, the SFMTA Board of Directors authorized a new Muni system map, created at no cost to the SFMTA by David Wiggins and Jay Primus; and,

WHEREAS, the foldable version of the new Muni map that highlights the Rapid Network and provides new visual information about route frequency has been combined with a map of the bicycle network and will provide valuable transit, walking and biking information to City residents and visitors; and,

WHEREAS, Because the current retail price of \$7.00 exceeds the unit cost for production of the map by \$5.89 and in order to encourage the sale and distribution of the Transit and Bike Map, the retail price charged to the public is recommended to be reduced to \$3.00; and,

WHEREAS, Pursuant to Charter Section 16.112 and the SFMTA Board's Rules of Order, advertisements were placed in the City's official newspaper, the San Francisco Chronicle, to provide published notice of the February 16, 2016 public hearing which ran starting on January 25, 2016, for five consecutive days; and,

WHEREAS, The California Environmental Quality Act (CEQA) applies to "projects" that have the potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment; and,

WHEREAS, SFMTA staff, under authority delegated by the Planning Department, determined that the proposed modification to the San Francisco Municipal Transportation Agency's Transit and Bike Map fee is not a "project" for purposes of CEQA and, therefore, does not require environmental review pursuant to Article 5 and Article 13 of the California Code of Regulations Sections 15060(c)(2) and 15378, respectively; and,

WHEREAS, The SFMTA Board must amend Transportation Code, Division II, Section 308 to revise the fee charged to the public for the SFMTA's Transit and Bike Map from \$7.00 to \$3.00; now, therefore, be it

RESOLVED, That the SFMTA Board of Directors amends Transportation Code, Division II, Section 308 to revise the fee to be charged for the San Francisco Municipal Transportation Agency's Transit and Bike Map from \$7.00 to \$3.00.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of February 16, 2016.

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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency

## RESOLUTION

[Transportation Code – SFMTA Transit & Bike Map Fee]

### **Resolution amending the Transportation Code to reduce the SFMTA's transit and bike map fee from seven dollars to three dollars.**

NOTE: Additions are single-underline Times New Roman;  
deletions are ~~strike-through Times New Roman~~.

The Municipal Transportation Agency Board of Directors of the City and County of San Francisco enacts the following regulations:

Section 1. Article 300 of Division II of the Transportation Code is hereby amended by revising Section 308, to read as follows:

#### **Sec. 308. SFMTA TRANSIT AND BIKE MAP FEE.**

A fee for the purchase of a SFMTA transit and bike map. The fee amount shall be ~~\$3.00~~ \$5.00 effective July 1, 2014, and ~~\$7.00~~ effective July 1, 2015.

Section 2. Effective Date. This ordinance shall become effective 31 days after enactment. Enactment occurs when the San Francisco Municipal Transportation Agency Board of Directors approves this ordinance.

Section 3. Scope of Ordinance. In enacting this ordinance, the San Francisco Municipal Transportation Agency Board of Directors intends to amend only those words, phrases, paragraphs, subsections, sections, articles, numbers, letters, punctuation marks, charts, diagrams, or any other constituent parts of the Transportation Code that are explicitly shown in this ordinance as additions or deletions in accordance with the "Note" that appears under the official title of the ordinance.

APPROVED AS TO FORM:  
DENNIS J. HERRERA, City Attorney

By: \_\_\_\_\_  
JOHN I. KENNEDY  
Deputy City Attorney

I certify that the foregoing resolution was adopted by the San Francisco  
Municipal Transportation Agency Board of Directors at its meeting of February 16, 2016.

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Secretary to the Board of Directors  
San Francisco Municipal Transportation Agency