Muni Equity Strategy

Policy and Governance Committee (PAG)

April 18, 2014
Why develop an equity strategy?

- SFMTA is committed to continually improving Muni service quality across SF and ensuring that service performs equitably across neighborhoods.
- Muni service is critical to transit dependent customers such as riders from low income and zero vehicle households.
- Social Equity and Access is a core value in Strategic Plan.
- Strong interest from social justice advocates to establish baseline and improve service in low income neighborhoods over time.
- Builds on TEP equity analysis as well as annual Title VI monitoring program.
Who are our customers?

• 31% of SF residents are low-income (2010 U.S. Census) yet 51% of Muni customers report living in low-income households

• SFMTA defines low income as a household earning less than 200% of the federal poverty level
  - Less than $47,000/year for a family of four

• 53% of customers also reported not owning or having access to a vehicle
Who are our customers?

• 58% of our customers self-identify as a minority

• Same as our citywide average according to the 2010 United States Census
Who are our customers?

- Customers with disabilities are disproportionately low-income

- Over 3% of Muni customers stated they paid with a discounted disabled fare or were a Medicare cardholder
  - Approximately 21,000 customers per day
  - Excludes seniors with disabilities (senior fares incorporate PWD)

- Of those stating they paid with a discounted fare because of disability status or being a Medicare cardholder:
  - 78% reported living in low income households
  - 59% self-identified as a minority
What is the Equity Strategy?

• Neighborhood based approach to improving routes most critical to low-income/minority communities

• Integrates service and capital needs into biannual budget process

• Accountability through annual reporting of performance and progress to the SFMTA Board and SFCTA Board

• Builds on Title VI annual monitoring, which is already in place
Methodology

- Identify low-income/minority neighborhoods to focus on using Census demographics data
- Identify critical routes for each neighborhood
- Perform an annual assessment of key service performance metrics for each neighborhood
  - On-Time Performance; Service Gaps; Crowding
  - Travel Times to/from Key Destinations (e.g., hospital)
- Include performance during off-peak hours; critical for low-income job access
Methodology

• Identify top 2-3 performance issues per neighborhood based on assessment
  – Compare key routes to overall service category (e.g., compare rapid routes to other rapid routes)
  – Vet with neighborhood stakeholders

• Develop corrective actions including frequency, capital and service management improvements
  – Initial recommendations will draw from TEP proposals

• Identify funding needs and incorporate into operating/capital two-year budget

• Monitor year-over-year progress
Dark blue Census Tracts have average household incomes below the Citywide average.
Dark blue Census Block Groups have average household vehicle availability below the Citywide average.
Performance Metric Review

- Sample performance metric table (will include multiple time periods)
- Will also include qualitative review based on community feedback

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>Routes</th>
<th>Route Category</th>
<th>Average Weekday Ridership</th>
<th>On-Time Performance</th>
<th>% of Trips with Service Gaps</th>
<th>Percentage of PM Peak Trips over 100%</th>
<th>Capacity Utilization during PM Peak</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinatown</td>
<td>30 Stockton Local</td>
<td></td>
<td>32,400</td>
<td>56%</td>
<td>8%</td>
<td>4%</td>
<td>52%</td>
</tr>
<tr>
<td></td>
<td>45 Union/Stockton Local</td>
<td></td>
<td>11,700</td>
<td>63%</td>
<td>2%</td>
<td>29%</td>
<td>88%</td>
</tr>
<tr>
<td></td>
<td>8X/8AX/8BX Rapid</td>
<td></td>
<td>38,600</td>
<td>62%</td>
<td>7%</td>
<td>8%</td>
<td>73%</td>
</tr>
<tr>
<td></td>
<td>10 Townsend Local</td>
<td></td>
<td>5,500</td>
<td>59%</td>
<td>0%</td>
<td>12%</td>
<td>93%</td>
</tr>
<tr>
<td></td>
<td>12 Folsom/Pacific Local</td>
<td></td>
<td>4,200</td>
<td>61%</td>
<td>0%</td>
<td>18%</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>1 California Rapid</td>
<td></td>
<td>26,000</td>
<td>65%</td>
<td>11%</td>
<td>29%</td>
<td>85%</td>
</tr>
<tr>
<td>Tenderloin</td>
<td>27 Bryant Local</td>
<td></td>
<td>7,900</td>
<td>57%</td>
<td>25%</td>
<td>20%</td>
<td>61%</td>
</tr>
<tr>
<td></td>
<td>31 Balboa Local</td>
<td></td>
<td>8,000</td>
<td>59%</td>
<td>21%</td>
<td>19%</td>
<td>79%</td>
</tr>
<tr>
<td></td>
<td>19 Polk Local</td>
<td></td>
<td>7,600</td>
<td>50%</td>
<td>26%</td>
<td>0%</td>
<td>87%</td>
</tr>
<tr>
<td></td>
<td>38 Geary Local</td>
<td></td>
<td>28,100</td>
<td>63%</td>
<td>16%</td>
<td>7%</td>
<td>69%</td>
</tr>
<tr>
<td></td>
<td>38L Geary Limited Rapid</td>
<td></td>
<td>27,100</td>
<td>72%</td>
<td>12%</td>
<td>13%</td>
<td>81%</td>
</tr>
<tr>
<td>Bayview</td>
<td>44 O'Shaughnessy Local</td>
<td></td>
<td>16,900</td>
<td>62%</td>
<td>19%</td>
<td>65%</td>
<td>84%</td>
</tr>
<tr>
<td></td>
<td>54 Felton Local</td>
<td></td>
<td>6,800</td>
<td>56%</td>
<td>18%</td>
<td>26%</td>
<td>69%</td>
</tr>
<tr>
<td></td>
<td>23 Monterey Local</td>
<td></td>
<td>5,000</td>
<td>59%</td>
<td>24%</td>
<td>0%</td>
<td>52%</td>
</tr>
<tr>
<td></td>
<td>24 Divisadero Local</td>
<td></td>
<td>11,400</td>
<td>62%</td>
<td>15%</td>
<td>4%</td>
<td>69%</td>
</tr>
<tr>
<td></td>
<td>19 Polk Local</td>
<td></td>
<td>7,600</td>
<td>50%</td>
<td>26%</td>
<td>0%</td>
<td>87%</td>
</tr>
<tr>
<td></td>
<td>T Third (with K line) Rapid</td>
<td></td>
<td>33,800</td>
<td>42%</td>
<td>22%</td>
<td>n/a</td>
<td>72%</td>
</tr>
</tbody>
</table>
Travel Time Review

- Sample travel time review table for the Bayview
- Starting point (3rd/Palou), includes walk access & transfer time if applicable

<table>
<thead>
<tr>
<th>Destination Type</th>
<th>Location</th>
<th>Minutes</th>
<th>Minutes /Mile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nearest Grocery Store</td>
<td>FoodsCo @ Williams &amp; Phelps</td>
<td>11</td>
<td>1</td>
</tr>
<tr>
<td>Nearest Hospital or Clinic</td>
<td>SF General Hospital via 44 &amp; 9</td>
<td>29</td>
<td>3</td>
</tr>
<tr>
<td>Downtown</td>
<td>Market &amp; New Montgomery via T</td>
<td>40</td>
<td>5</td>
</tr>
<tr>
<td>Nearest Large Park</td>
<td>McLaren Park via 54</td>
<td>19</td>
<td>2</td>
</tr>
<tr>
<td>City College</td>
<td>Via 44, 49</td>
<td>35</td>
<td>9</td>
</tr>
</tbody>
</table>
Outreach Approach

• Conduct neighborhood-based outreach to determine if staff-identified top service issues match key community concerns and to report on annual progress

• Outreach techniques will be tailored to each neighborhood and may include: open houses, focus groups, presentations at neighborhood meetings, meetings with CBOs

• Refine service priorities and performance plans based on community feedback
Equity Strategy Reporting & Updates

• The SFMTA Board will approve the equity strategy with the biannual budget

• Staff will report annually to the SFMTA Board and the SFCTA Board on the status and effectiveness of the equity strategies

• Staff will continually monitor and adjust strategies to improve service performance
Establish Baseline

May 6: Equity Strategy to SFMTA Board for Approval

Spring 2014: Work with social-justice advocates to identify neighborhoods

Spring 2014: Establish baseline performance and key community needs

Summer/Fall 2014: Conduct community outreach, refine baseline

Winter 2015: Present baseline to SFMTA/SFCTA Boards
Inform FY16/17, FY17/18 Budget

Spring 2015: Conduct annual monitoring

Summer/Fall 2015: Conduct community outreach, refine proposals

Winter 2016: Present year 1 progress and new proposals to SFMTA/SFCTA Boards

Spring 2016: Adopt Equity Strategy as part of SFMTA two-year budget

On-going: Monitor progress annually; develop/budget for strategies biannually