



**SFMTA**  
Municipal  
Transportation  
Agency

# **Muni Service Equity Strategy Policy**

SFMTA Board of Directors

May 6, 2014

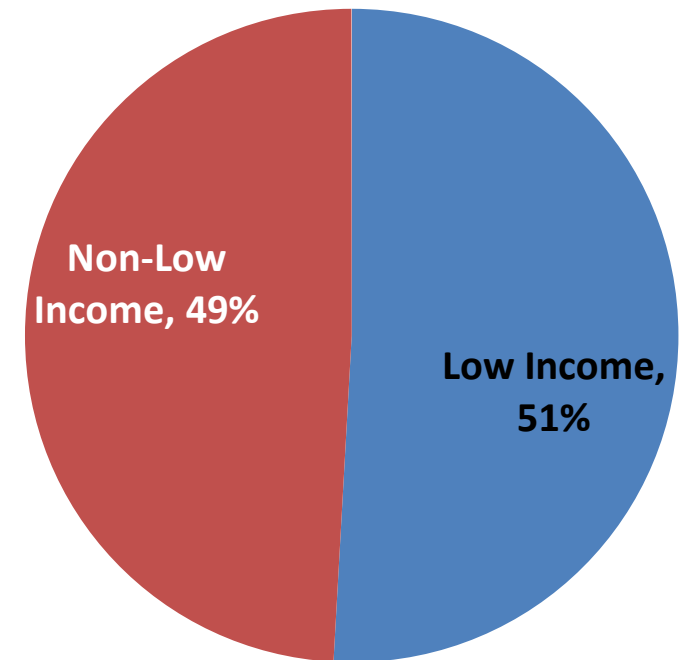
# Why develop a service equity strategy?

- SFMTA is committed to continually improving Muni service quality across SF and ensuring that service performs equally across neighborhoods
- Muni service is critical to transit dependent customers such as riders from low income and no 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
- 58% of our customers self-identify as a minority
- 53% of customers also reported not owning or having access to a vehicle

Customer Income



# 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?

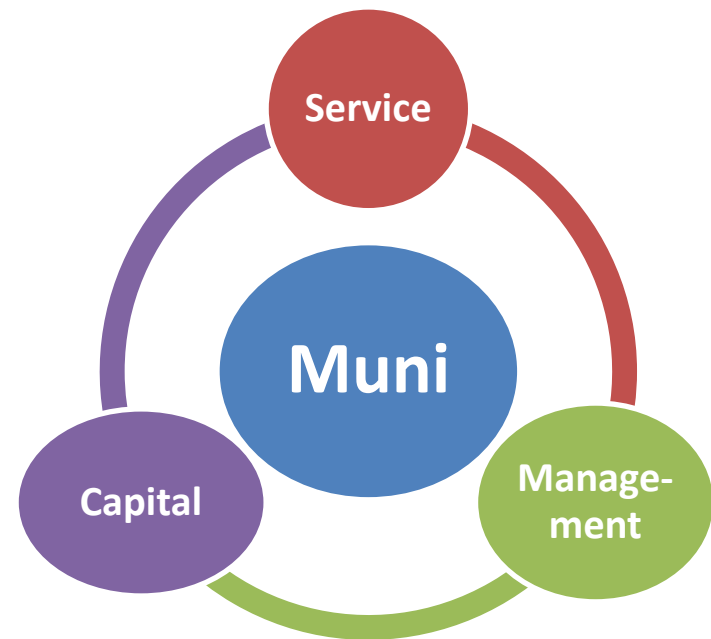
- Neighborhood based approach to improving routes most critical to low-income/minority communities
- Integrates service and capital needs into biannual budget process
- Accountability through annual reporting of performance and progress to the SFMTA Board and SFCTA Board
- Builds on existing Title VI annual monitoring

# 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; Capacity Utilization
  - Travel Times to/from Key Destinations (e.g., hospital)
  - Customer satisfaction
- Include performance during off-peak hours which is critical for low-income job access

# Methodology

- Identify top 2-3 performance issues per neighborhood
  - 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
  - Initial recommendations will draw from TEP proposals
- Identify funding needs to inform operating/capital two-year budget
- Monitor year-over-year progress



# Performance Metric Review

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

Neighborhood		Routes	Route Category	Average Weekday Ridership	On-Time Performance	% of Trips with Service Gaps	Capacity Utilization during PM Peak
1	<b>Chinatown</b>	30 Stockton	Local	32,400	56%	8%	52%
2		45 Union/Stockton	Local	11,700	63%	2%	88%
3		8X/8AX/8BX	Rapid	38,600	62%	7%	73%
4		10 Townsend	Local	5,500	59%	0%	93%
5		12 Folsom/Pacific	Local	4,200	61%	0%	50%
6		1 California	Rapid	26,000	65%	11%	85%
7	<b>Tenderloin</b>	27 Bryant	Local	7,900	57%	25%	61%
8		31 Balboa	Local	8,000	59%	21%	79%
9		19 Polk	Local	7,600	50%	26%	87%
10		38 Geary	Local	28,100	63%	16%	69%
11		38L Geary Limited	Rapid	27,100	72%	12%	81%
12	<b>Bayview</b>	44 O'Shaughnessy	Local	16,900	62%	19%	84%
13		54 Felton	Local	6,800	56%	18%	69%
14		23 Monterey	Local	5,000	59%	24%	52%
15		24 Divisadero	Local	11,400	62%	15%	69%
16		19 Polk	Local	7,600	50%	26%	87%
17		T Third (with K line)	Rapid	33,800	42%	22%	72%

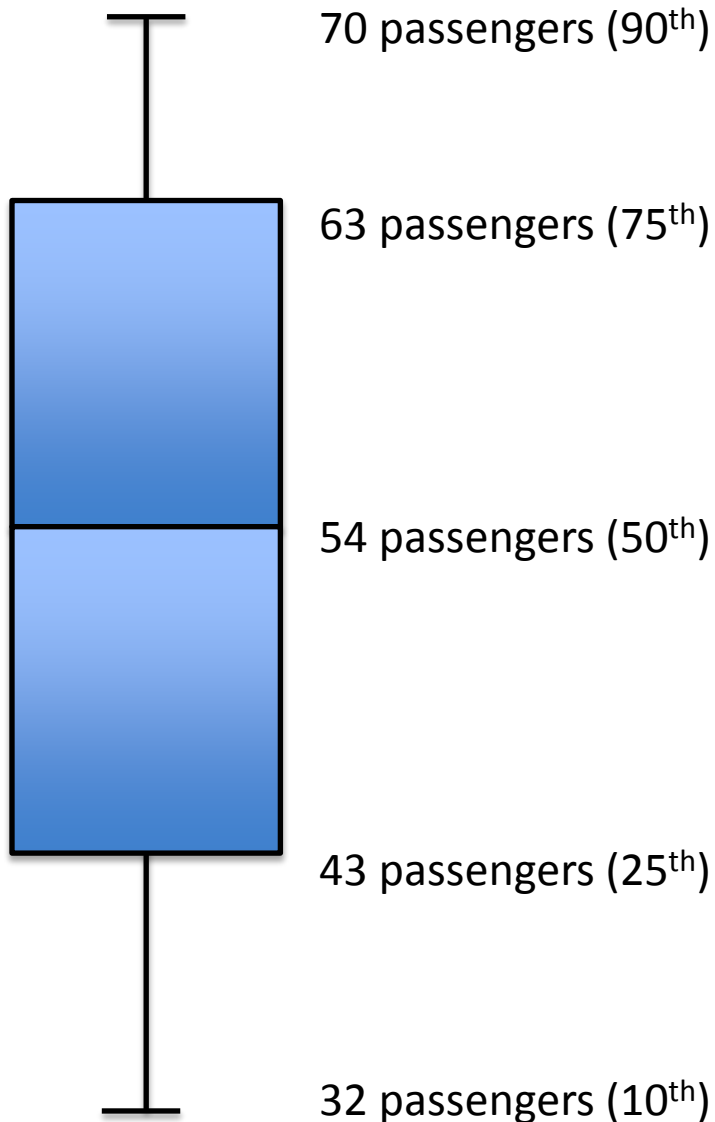


# Travel Time Review

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

Destination Type	Location	Minutes	Minutes /Mile
Nearest Grocery Store	FoodsCo @ Williams & Phelps	13	19
Nearest Hospital or Clinic	SF General Hospital via 44 & 9	24	11
Downtown	Market & New Montgomery via T	31	7
Nearest Large Park	McLaren Park via 54	22	9
City College	Via 44, 49	36	9

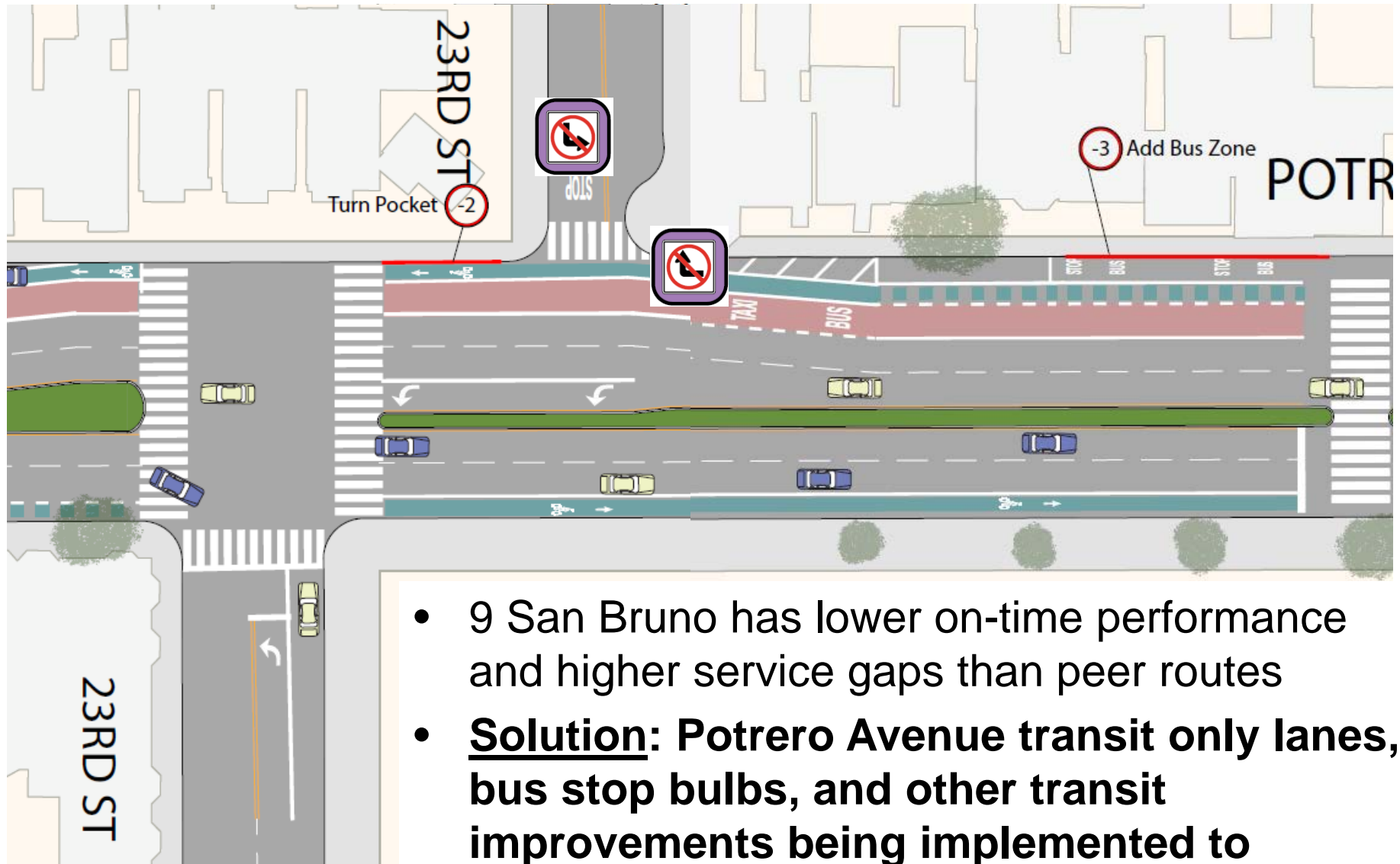
# How will data and feedback be used?



## 44 O'Shaughnessy Inbound 7-8AM

- Planning capacity of a 40 ft bus is 63 passengers
- 25% of trips between 7-8 am exceed planning capacity
- Pass ups likely on at least 10% of trips
- Community feedback that pass ups are common in AM peak
- **Solution: More service planned for Fall**

# How will data and feedback be used?



# How will data and feedback be used?

- Crowding on the 30 Stockton a major concern for the community and shown in the data
- **Solution:**  
**Articulated buses will be deployed on the route when new buses start arriving in early 2015**



# 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 service equity strategy in advance of the biannual capital and operating budget
- Staff will report annually to the SFMTA Board and the SFCTA Board on the status and effectiveness of the service equity strategies
- Staff will continually monitor and adjust strategies to improve service performance

# Equity Strategy Two Year Cycle

**Summer/Fall  
Year 1:**  
Monitor,  
identify  
problems,  
propose  
strategies

**Fall Year 1:**  
Conduct  
community  
outreach,  
refine  
strategies

**Winter Year 1:**  
present year-  
over-year  
progress and  
new proposals  
to SFMTA/  
SFCTA Boards

**Spring Year 1:**  
Adopt Equity  
Strategy to  
inform SFMTA  
two-year  
budget

**Summer/Fall  
Year 2:**  
Monitor  
against  
baseline

**Winter Year 2:**  
Report  
progress to  
SFMTA/ SFCTA  
Boards