

# MUNI SERVICE EQUITY STRATEGY

## MAKING MUNI ACCESSIBLE TO ALL

### Background

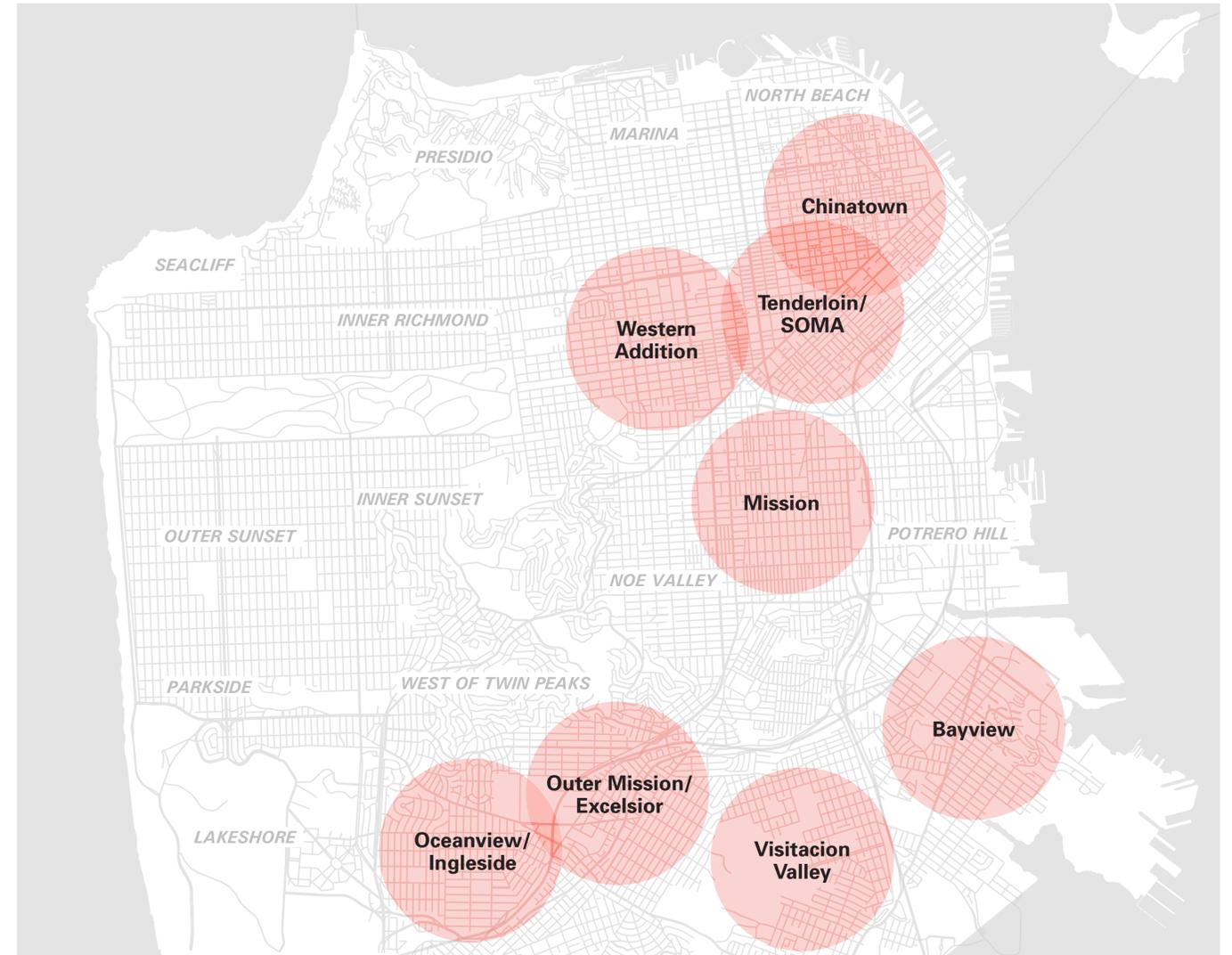
The SFMTA Board adopted the Muni Service Equity Policy in 2014. The Muni Service Equity Strategy implements this policy and focuses on improving routes in San Francisco neighborhoods that rely heavily on transit service. The neighborhoods were selected based on the percentage of households with low incomes, private vehicle ownership and race and ethnicity demographics. The Strategy was developed jointly with transportation equity and affordable housing advocates, who continue to advise SFMTA.

### Overview

The Equity Strategy is one component of the agency's commitment to make transit accessible and affordable to all of our customers.

The Equity Strategy will:

- Benefit eight selected Equity Service neighborhoods, seniors and people with disabilities, by implementing quick service treatments while delivering improvements to access to key destinations, reliability, frequency and crowding.
- Establish a performance baseline for Muni routes serving each Equity Strategy neighborhood.
- Provide ongoing analysis that informs our planning and prioritization of service improvements.



The last Equity Strategy Report (released in 2016) evaluated routes in 7 Equity Neighborhoods, and routes that are heavily used by seniors and people with disabilities. The Equity Strategy Report that will be released this year has included Oceanview/Ingleside and a greater focus on rider input.



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# OUTREACH SNAPSHOT

Stakeholder interviews and community events across Equity Neighborhoods

Developing recommendations based on community input we've heard

SFMTA Board reviews and potentially adopts 2018 Muni Service Equity Strategy

SPRING

2017

WINTER

2018

SPRING

2018



Extensive in-person and online outreach in Equity Neighborhoods, as well as Muni operator focus groups

Share preliminary Equity Strategy recommendations and continue collecting community input

Recommendations incorporated in upcoming SFMTA budget

\*The Equity Strategy will be presented to the San Francisco Municipal Transportation Agency (SFMTA) Board of Directors before the development of the fiscal years 2019 and 2020 capital and operating budget.

39+

Community led events & meetings attended

6

Focus groups with Muni operators



500+

Organizations reached in 8 Equity Neighborhoods, as well as organizations serving youth, seniors, and people with disabilities

65,300+

People reached

through 30 Facebook ads in Equity Neighborhoods with over 200 comments in five languages (i.e. Chinese, English, Filipino, Spanish, and Vietnamese)



3,000+

Survey responses

collected through online surveys and rider outreach along 16 equity lines in five languages



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# REACHING RIDERS WHERE THEY ARE

## BUILDING ON AFFORDABILITY AND ACCESS

Muni is dedicated to serving all of San Francisco. All residents are already within ¼ mile of a transit stop. Over the last few years, we've made system-wide improvements, including a 10% service increase. We are committed to building on the foundation of our affordable service and access.

**68,000+**

Sign-ups for  
Free Muni for Low/Moderate  
Income Youth, Seniors and  
People with Disabilities

**19,500+**

Sign-ups for  
Lifeline Pass



Image from a recent community conversation for the Equity Strategy.

## EQUITY STRATEGY PRINCIPLES

The Muni Equity Strategy evaluates service at all times of day to accommodate a range of jobs and other trip patterns. We are focusing on 2-3 key needs per neighborhood. Narrowing down to 2-3 key needs ensures that we're focusing on what really matters and our solutions can effectively target these needs. Our solutions will be delivered in a 1-2-year timeline so that riders can see a difference quickly.

## OUTREACH OVERVIEW

Over the last year, SFMTA has done extensive outreach in Equity neighborhoods to hear from riders. Outreach for the Muni Equity Strategy includes:

Rider outreach at bus stops and on bus routes in Chinese, English, Filipino, Spanish, and Vietnamese.

Multiple online surveys and a text-based survey that were advertised on our website, through community organizations, on bus shelters, and on social media.

Working directly with community organizations to host conversations with riders in their neighborhood.

Outreach is ongoing, as SFMTA staff continue to talk with riders about their needs at churches, community events, backpack giveaways, soup kitchens, and more. Overall, the SFMTA has reached tens of thousands of riders across different demographics, seniors and people with disabilities, and youth.

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# IMPROVEMENTS UNDERWAY OR COMPLETED

## OCEANVIEW-INGLESIDE

A series of improvements are already underway in this neighborhood to address some of the challenges we've heard from riders.

Key Need	Improvements Underway or Completed
<p><b>K Ingleside</b> Address frequency of service and crowding on the K Ingleside to improve connections from Ocean Avenue and Balboa Park BART area to downtown</p>	<p>Separate K and T to improve reliability as part of Central Subway project</p> <p>Twin Peaks Tunnel Improvements to improve travel time and reliability</p>
<p><b>M Ocean View</b> Address delays and reduce crowding on the M Ocean View to improve connections from Ocean View to SF State, West Portal, and downtown</p>	<p>Twin Peaks Tunnel Improvements to improve travel time and reliability</p>
<p><b>29 Sunset</b> Improve service reliability and frequency and reduce crowding on the 29 Sunset to improve connections to City College, SF State, the Sunset and the Richmond</p>	<p>Increased midday frequency from 15 minutes to 12 minutes</p>



Images of improvements underway or completed.

# PRELIMINARY EQUITY STRATEGY RECOMMENDATIONS

## OCEANVIEW-INGLESIDE

Based on feedback we've heard from riders about their challenges, we've developed some new preliminary recommendations. Will the recommendations listed address the need? Tell us what you think below.

Key Need	New Preliminary Recommendations	
<p><b>K Ingleside</b> Address frequency of service and crowding on the K Ingleside to improve connections from Ocean Avenue and Balboa Park BART area to downtown</p>	<p>Increase service on the K Ingleside to reduce crowding and provide more frequent service</p> <p>Explore solutions to train congestion at West Portal to address delays that affect the entire K line's reliability</p>	
<p><b>M Ocean View</b> Address delays and reduce crowding on the M Ocean View to improve connections from Ocean View to SF State, West Portal, and downtown</p>	<p>Increase service on the K Ingleside to reduce crowding</p> <p>Explore solutions to train congestion at West Portal to address delays that affect the entire M line's reliability</p>	
<p><b>29 Sunset</b> Improve service reliability and frequency and reduce crowding on the 29 Sunset to improve connections to City College, SF State, the Sunset and the Richmond</p>	<p>Increase service all-day to reduce crowding and provide more frequent service</p> <p>Long term, explore opportunities for reliability improvement projects on the 29</p>	
<p><b>54 Felton</b> Address gaps in service due to reliability issues on the 54 Felton, improving connections between Daly City BART, Ingleside, Oceanview, Balboa Park BART, the Excelsior, Portola District, and the Bayview</p>	<p>Long term, explore potential alignments adjustments to improve reliability on the entire 54 line</p>	