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FOR IMMEDIATE RELEASE

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PRESS RELEASE

SFMTA Launches Citywide Celebration for Transit Month 2025

As part of Transit Month in September, the SFMTA will celebrate Muni through a variety of events and activities across the city with community, businesses and visitors

San Francisco, CA — Today, the San Francisco Municipal Transportation Agency (SFMTA) with Mayor Daniel Lurie, members of the Board of Supervisors, the San Francisco Transit Riders and community kicked off a citywide celebration for Transit Month. Throughout September, SFMTA will showcase Muni's central role in San Francisco's economic vitality and the lives of San Franciscans while promoting pride in riding transit.

Muni, like transit agencies across the country, is facing devastating impacts caused by ongoing financial challenges. This week the SFMTA released five-year Through month-long activations, the agency aims to encourage ridership on transit across San Francisco — reminding residents that strong public transit is essential to the city's future.

"Just like San Francisco, Muni is on the rise," said **San Francisco Mayor Daniel Lurie**. "We are seeing record ridership since the pandemic and customer service ratings are the highest in Muni's history. But the collapse of downtown during the pandemic has left SFMTA in a fiscal crisis, which is why we are responsibly making operations more efficient and cracking down on fare evasion while protecting services. San Franciscans use many forms of transportation—buses, trains, bikes, and cars - but we can all agree that San Francisco's comeback relies on having a safe, reliable and affordable public transit system. That's what we will deliver."

Kicking off this week, the SFMTA will lead a series of events and celebrations designed to bring transit to the forefront of community life. From pop-up events and interactive games to storytelling, cultural partnerships, and special programming, Transit Month aims to invite residents to rediscover the value and joy of public transit.

"This is one of the best times of the year when the Bay Area celebrates the transit systems that connect us," said **Julie Kirschbaum, SFMTA Director of Transportation**. "Muni has always been an essential way for people to get around San Francisco, and this month shows how our riders come together as a community that keeps the City thriving. We're thankful to Mayor Lurie, our regional partners and San Francisco Transit Riders for collaborating with us to show everyone why Muni matters."

San Francisco Municipal Transportation Agency

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Additionally, the SFMTA launched this year's Muni Holiday Pullover, further celebrating Transit Month. [Pre-sale orders are now available through September 22nd](#). The patchwork design features the city's diverse neighborhoods and treasured landmarks and cultural institutions that make San Francisco a worldclass destination.

Some of our key activations and events include:

Transit Month Kickoff Event

- **Date:** September 4, 2025
- **Location:** City Hall
- Hosted in partnership with the Mayor's Office, this press event will officially launch Transit Month and underscore the city's investment in a reliable and equitable transit future.

Transit Takeover Pop-Ups

- A series of street-level activations across San Francisco games, giveaways, and Muni ambassadors at key community events and high-ridership locations.
- Target locations include: SF State, Fiesta de las Américas and Heart of the Richmond night market.

Muni's Bussin' Bingo

- Riders can pick up a Bingo card and earn stamps by visiting participating businesses and purchasing limited-edition Muni-themed menu items.
- Completed cards can be submitted for prizes, encouraging exploration of the city via transit and supporting local businesses.

Muni x SF Standard: Route Trivia Night

- A community trivia event hosted at Standard Deviant Brewery in the Mission District, testing participants' knowledge of Muni routes and San Francisco transit history.

Daily Rider and Operator Stories (Social Media Series)

- Throughout September, SFMTA will publish authentic, short-form stories from riders, current operators, and retired Muni staff.
- These stories will be featured across SFMTA's digital channels to spotlight the people behind the system and their contributions to San Francisco.

"The world's best cities are defined by their extensive public transit systems, and we in the Bay Area take pride in having that foundation," said **Sara Johnson, Executive Director of San Francisco Transit Riders**. "Adventure starts on transit- from discovering our many diverse communities and events to reducing our environmental impact, every trip contributes to a more



connected, sustainable region. This month I challenge you to embrace our public transit systems, journey outside your comfort zone, and experience why continued investments in transit are essential for our Bay Area's future.”

San Franciscans can learn more about Transit Month 2025, view the full calendar of events, and participate by visiting the SFMTA’s blog [Transit Month Event’s Kick off this Week: Join Us For Bingo, Trivia and More.](#)

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