

## **Attachment A: Muni Service Equity Policy**

Pursuant to SFMTA's core value of social equity and access, the SFMTA shall adopt a Service Equity Strategy every two years on the same cycle as SFMTA's biannual budget to assess Muni service performance in select low income and minority neighborhoods, identify major Muni transit-related challenges impacting selected neighborhoods with community stakeholder outreach, and develop strategies to address the major challenges. The Service Equity Strategy will complement, but will not replace, the annual service monitoring program that SFMTA conducts as part of the SFMTA Title VI program.

SFMTA shall develop performance targets for each strategy based on peer Muni route performance and track progress compared to baseline conditions, performance targets, and year-over-year progress. Performance metrics will include:

- On-Time Performance
- Service Gaps
- Crowding (also serves as a proxy for pass-ups)
- Capacity Utilization
- Travel Times to/from key destinations such as the nearest grocery store, nearest medical facility, City College, downtown, and nearest major park
- Customer satisfaction information

Metrics will include data by time of day (including midday and late evening). Where available, data will be evaluated for conditions within the neighborhood, as well as the route as a whole.

The Service Equity Strategy shall be presented to the SFMTA Board of Directors before the two-year budget request and the two-year budget request shall include, if needed, budget allocation requests to implement the Service Equity Strategy to the extent resources are available.<sup>1</sup> In difficult financial times, the Service Equity Strategy may not recommend increased funding levels, but will focus on more effectively using available resources. If service reductions need to be considered, the Equity Strategy will also guide how to consider the needs of low-income and minority neighborhoods. The Service Equity Strategy shall also be adopted by the SFMTA Board of Directors and presented for input to the San Francisco County Transportation Authority (SFCTA). The performance of routes and impacts of the strategies on performance included in the Service Equity Strategy shall be reported annually to the SFMTA Board of Directors and the SFCTA Board.

Beginning in spring 2014, staff will select neighborhoods based on percentage of low income households, private vehicle availability, race/ethnicity demographics, and disability status and establish

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<sup>1</sup> In addition to equity needs, it is anticipated that other service objectives will also inform the budget development including ridership growth, overall system performance and conditions on the Rapid network.

a performance baseline. Subsequently, the Service Equity Strategy Policy requires the following steps as part of the Two Year Budget Cycle:

- Re-evaluate census data to determine if demographic changes warrant additional or fewer neighborhoods be evaluated. Summer/Fall Year 1
- Analyze performance data for key transit routes in each focus neighborhood and outline the top two-to-three Muni challenges and strategies to improve service performance. Document year-over-year progress against the baseline. Summer/Fall Year 1
- Conduct outreach to community stakeholders to confirm key Muni service issues in each neighborhood and adjust as needed. This may include community groups, community based organizations, stakeholder interviews, and community meetings. Fall Year 1
- Refine key issues on community input and finalize Service Equity Strategy. Winter Year 1
- SFMTA Board of Directors reviews and approves Service Equity Strategy. Winter Year 1
- SFMTA allocates resources to implement strategies as needed and as available in conjunction with two year budget cycle. Spring Year 1
- Implement Service Equity Strategy and track results compared to baseline conditions and performance targets. Summer Year 1
- Adjust strategies as needed to meet goal. Summer Year 1 – Summer Year 2
- Report back to the SFMTA Board and SFCTA Board on results Fall/Winter Year 2
- Start process again in Summer/Fall Year 3