



SFMTA



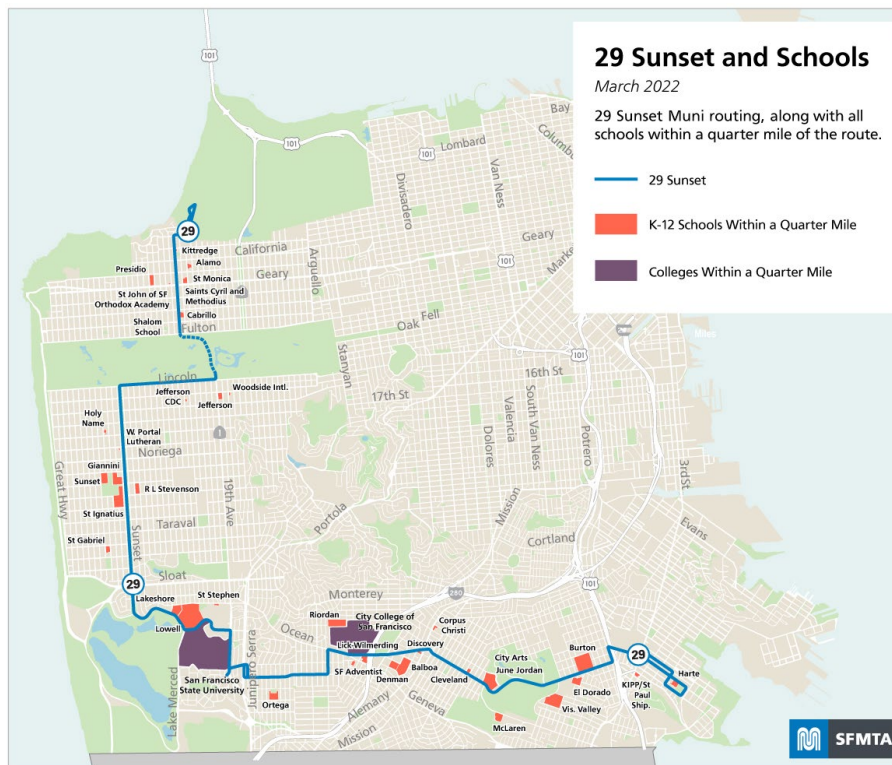
29 Sunset Improvement Project

SFMTA Board of Directors

May 19, 2026

About the 29 Sunset

- Long crosstown route serving south and west sides
- Many students, low-income and/or persons of color – serves 4 of 9 SFMTA “Equity Neighborhoods”



About the Project

Muni Forward program project on a busy route (18,000 riders per day) to improve:

- transit travel time and reliability
- passenger amenities and accessibility
- and crosstown (non-downtown) transit options



- Two-phase project along the 29 Sunset, western and southern segments
- “Paves way” for 29 Rapid

Past Improvements

- In 2014, “queue jump” transit-only left-turn added at Lincoln Way and 19th Avenue
- In 2015, route realigned from Geneva Avenue to Ocean Avenue
- In 2017 and 2021, added “school tripper” service



Photo by Aaron Bialick

- In 2022-23, frequencies improved from 10 minutes to 8-9 minutes
- Improvement Project Phase 1 “quick build” elements implemented in 2023

Community Engagement

Project conceived in response to community organizing, including from students



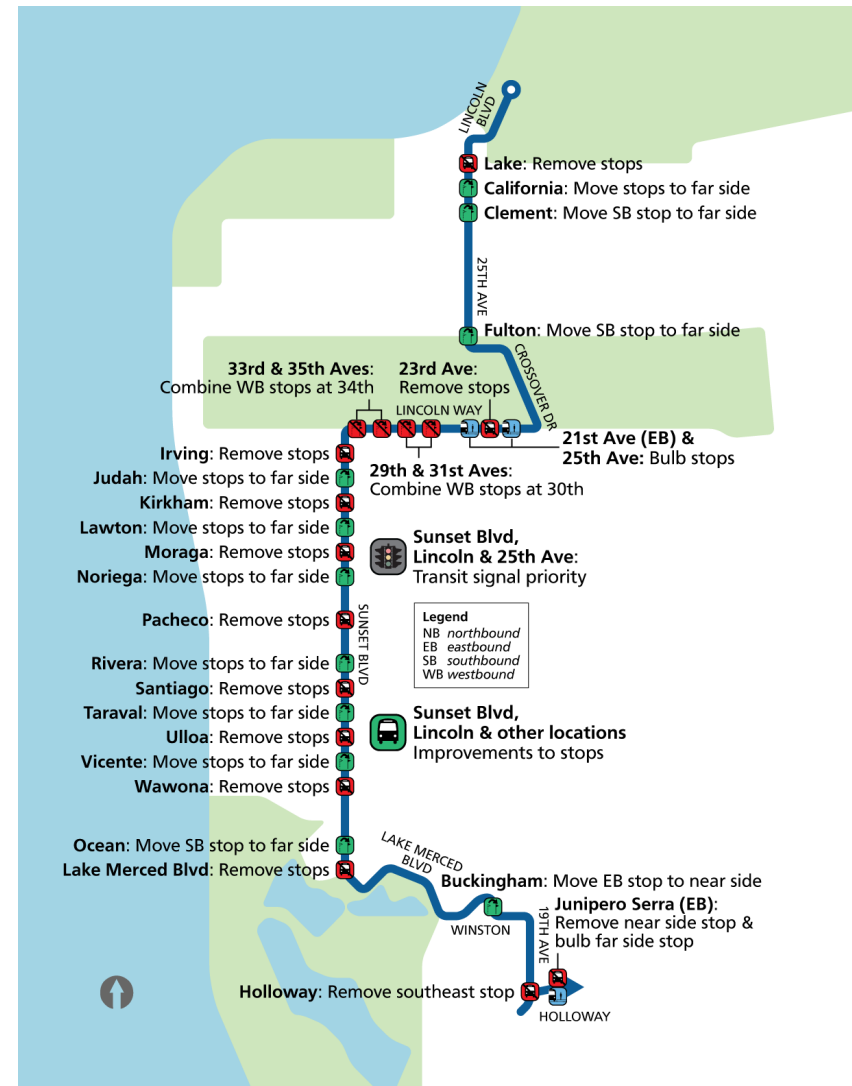
San Francisco Youth Commission meeting



Lowell HS Instagram campaign

Phase 1 Improvements

- New and larger sidewalks at stops, with more space for shelters and better accessibility for wheelchairs and strollers
- “Bulb” stops allowing buses to stop without having to pull back into traffic
- Traffic signal priority for buses
- Some stops relocated or removed to reduce delay

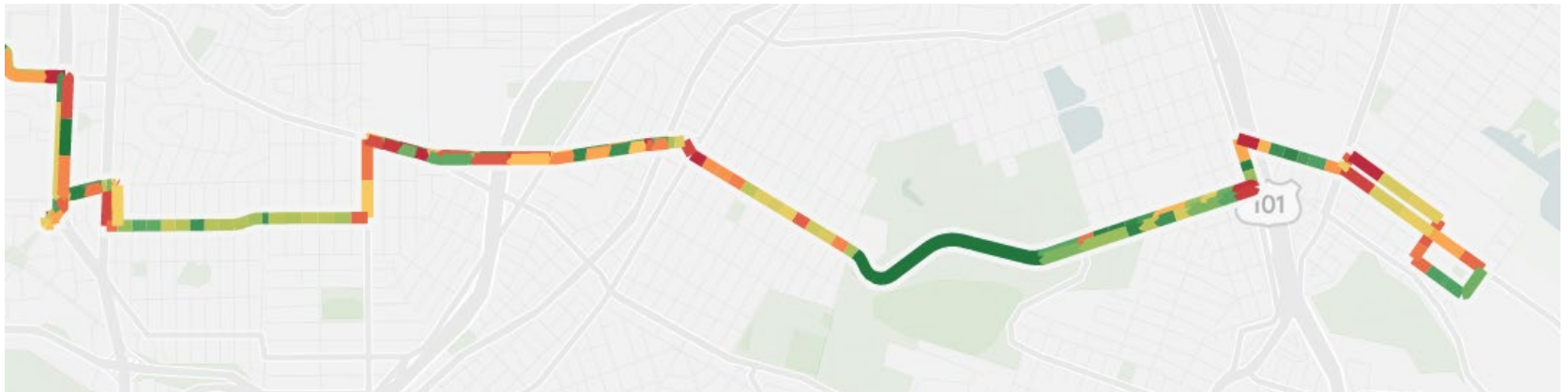


Phase 2 Analysis

- Junipero Serra Boulevard to the Bayview, including:
 - busy commercial streets (Ocean, San Bruno avenues)
 - narrow residential streets with many stop signs (in OMI, Excelsior)
 - other sources of delay, such as frequent stops

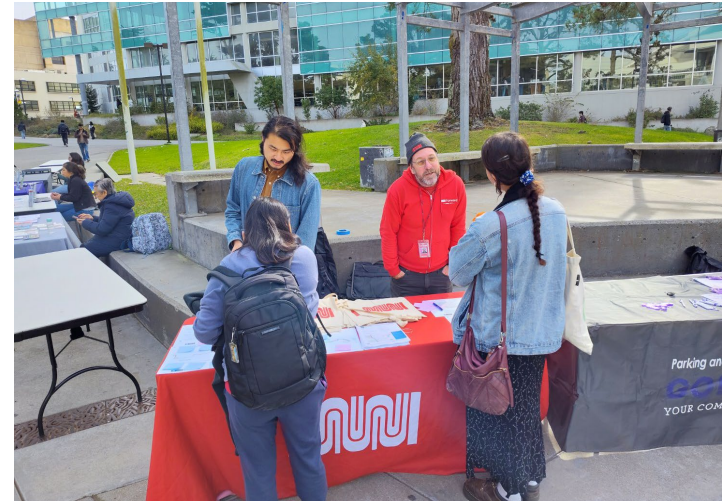
2-7pm Mon-Fri, Sep 2023-Feb 2024

Speed (MPH)

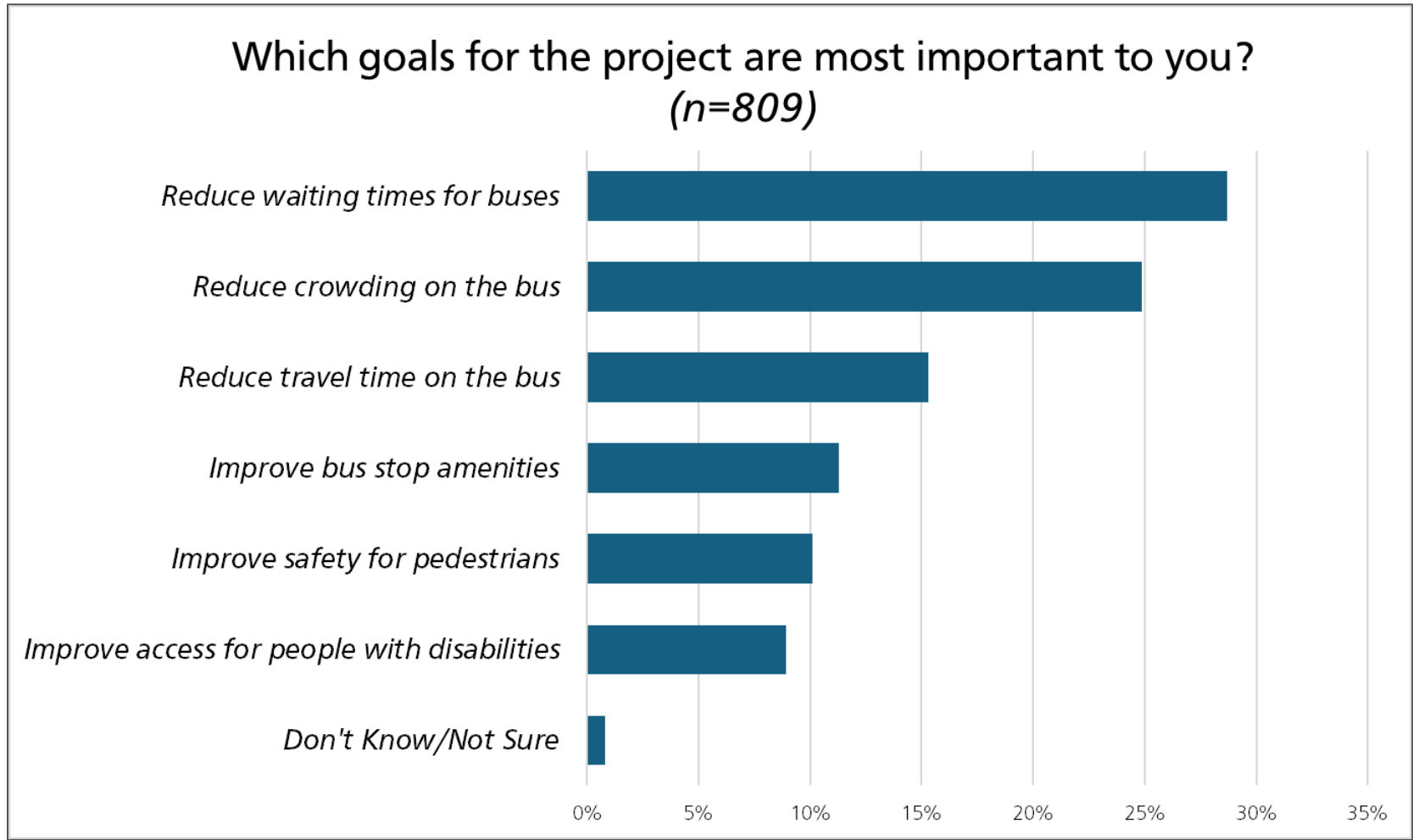


Phase 2 Outreach

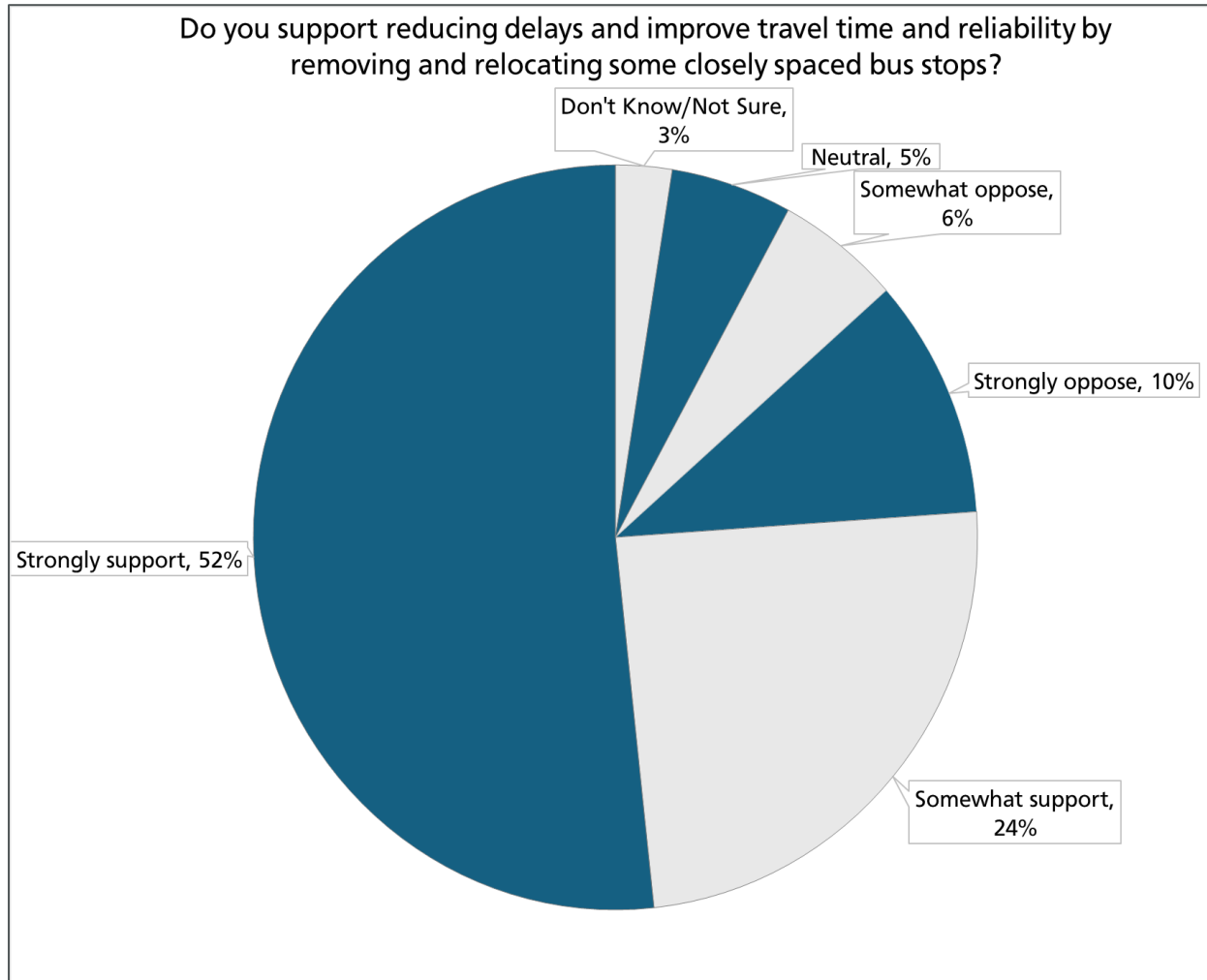
- **Two rounds:** “listening tour,” then sharing proposals
- More than **25 community stakeholder meetings**
- **20 project events**, including pop-up tabling at community events, busy stops and self-guided open houses
- **Bus tour** with key stakeholders
- **Community survey** with over 800 responses in English, Chinese, Spanish, Filipino



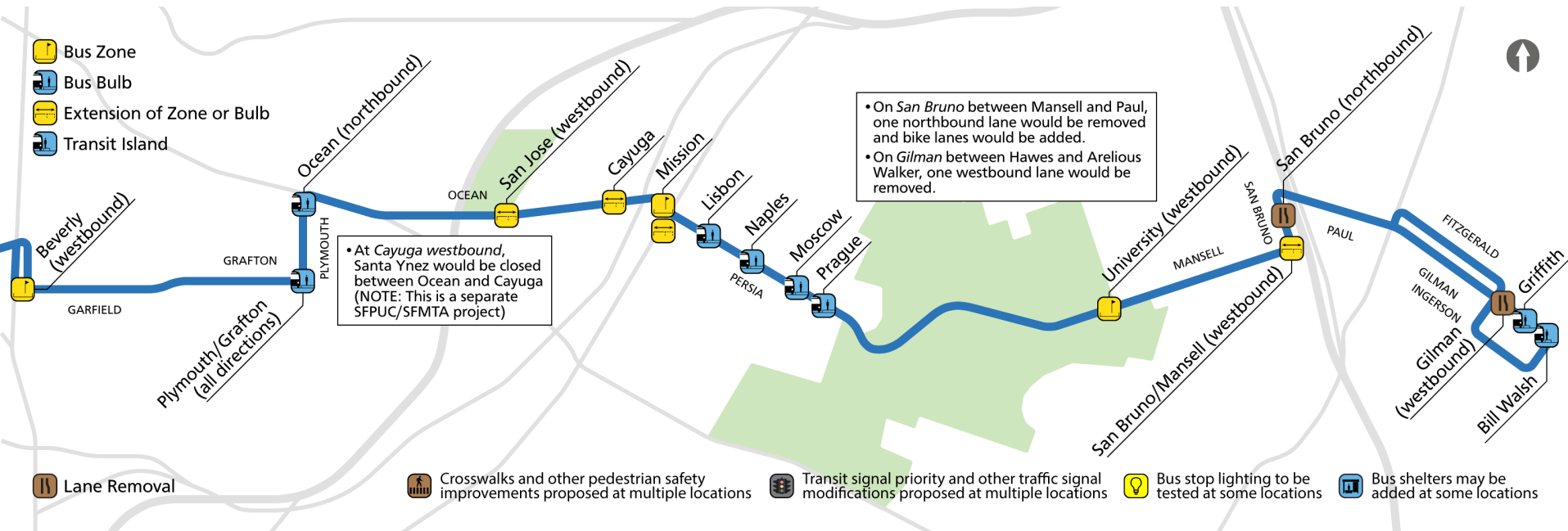
Phase 2 Outreach Findings



Phase 2 Outreach Findings



Proposals: Safety & Amenities



Benefits:

- More reliable service
- Shorter travel times
- Less crowding
- Fewer pass-ups
- Improved traffic safety
- More accessible and comfortable stops

Tradeoffs:

- Some parking impacts
- Less traffic capacity on short segments of San Bruno and Gilman

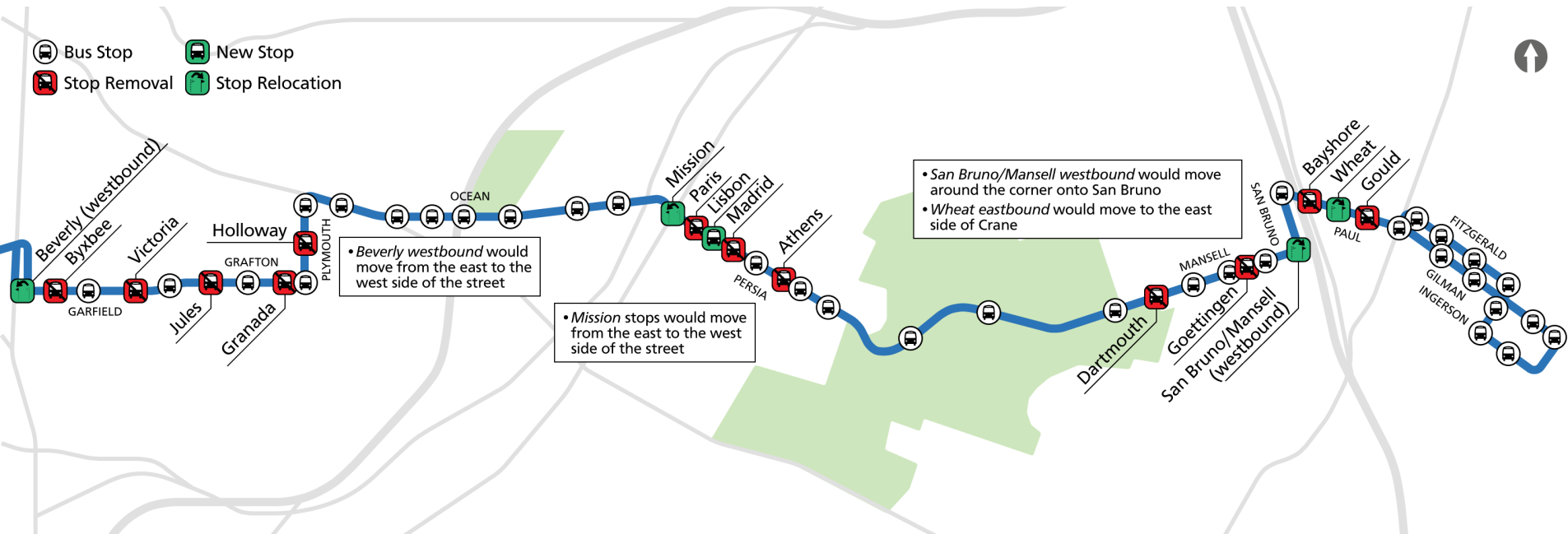
Proposals: Safety & Amenities

- **Add “transit bulb” sidewalk extensions or boarding islands** at some stops
- **Add or extend some “bus zones”** or stops by the sidewalk, including at Ocean and Cayuga, where a short stretch of Santa Ynez would be converted to sidewalk (circulation and access to properties would be unaffected)
- **Change roadway striping**, including removing one of two lanes northbound on two blocks of San Bruno, and one of two lanes westbound on three blocks of Gilman

Proposals: Safety & Amenities

- **Add transit signal priority** where feasible
- **Add other pedestrian safety measures** such as marked crosswalks and pilot traffic calming islands at Garfield & Head
- **Add shelters and test new lighting at select stops**, including busy stops and stops exposed to elements
- To create space for safety and amenity improvements, about 36 parking and loading spaces would be removed (over around 5.7 miles)

Proposals: Stop Changes



Benefits:

- More reliable service
- Shorter travel times
- Less overcrowding
- Fewer pass-ups

Tradeoffs:

- Some riders would have to walk or roll 3-5 minutes farther to a stop
- Southbound stop at Plymouth/Holloway would moderately exceed recommended distance from nearest stop

Proposals: Stop Changes

To improve reliability and travel times and decrease overcrowding and pass-ups, remove some stops where few riders get on or off, and relocate others across street

Priorities:

- Follow established stop-spacing guidelines (800-1,360 feet between stops unless steep hills). Note that current average distance between stops is around 700 feet
- Keep busy stops, transfer points, and stops close to important destinations such as schools
- Respond to community concerns about removing too many stops in some places
- Reviewed initial proposal (which included additional stop removals) with Senior and Disability Action

Changes in Response to Feedback

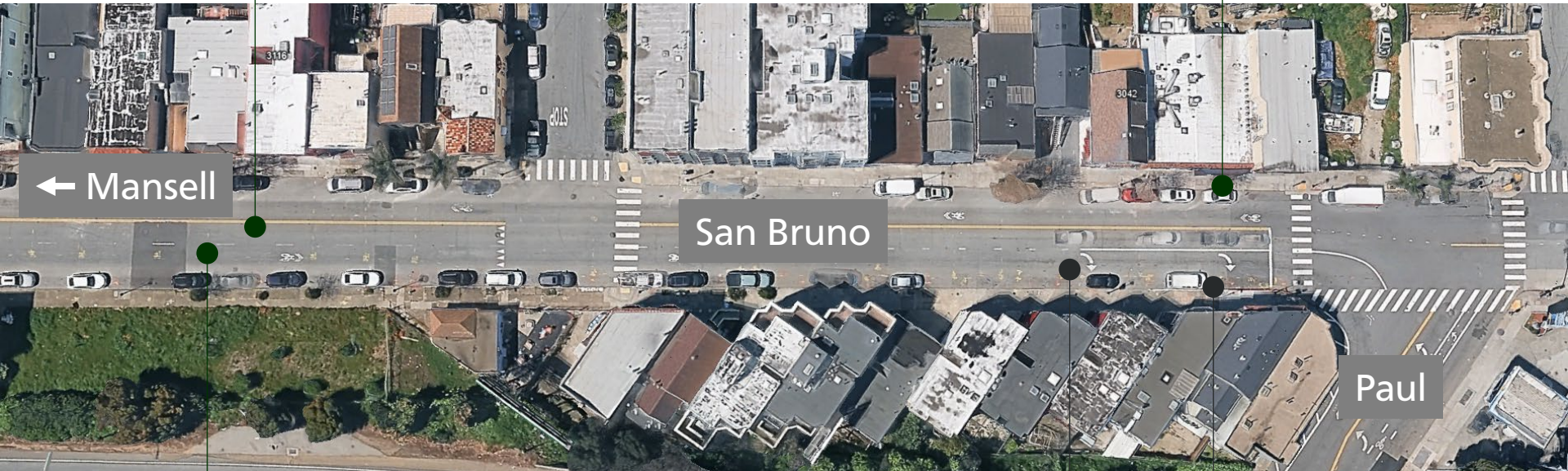
- Adding back some transit stops in Excelsior
- Removing proposed boarding island at Burton High School
- Deferring bike lanes on San Bruno to conduct additional outreach
- Not proposing to move stop at 3rd/Gilman (improving existing stop instead)



San Bruno Ave Proposals

Bike lanes deferred pending further outreach

Potential loading zone location



Remove 2nd NB lane & widen other lanes to improve safety

Maintain space for right turns (requires parking removal)

“No parking” instead of “no stopping” in place of loading zone

Today's Action

- 14 new or extended **transit bulbs** and two new **boarding islands**
- 7 new or extended **bus zones**
- **Striping changes** on San Bruno and Gilman
- Various **pedestrian safety measures** such as marked crosswalks and pilot narrowing islands at Garfield & Head
- Net total of 21 **transit stop removals** (out of 87 existing)
- 5 **stop relocations**

Next Steps

- **Today:** Seeking approval for legislation
- **Later this year/early next year:** Implement "quick-build" changes that do not require major construction
- **By end of 2029:** Remaining construction



Thank You

Steve Boland
Project Manager

Brian Haagsman
Outreach Lead

Better29@SFMTA.com
[SFMTA.com/Better29](https://www.sfmta.com/Better29)

