Equity Strategy Background

- Muni Service Equity Policy adopted in 2014
- First Muni Service Equity Strategy adopted in 2016
- Uses a neighborhood-based approach to improving routes most critical to people from low-income households and people of color
Service Improvements Across the System

- Muni is making once-in-a-generation investments in service and infrastructure:
  - All-new bus and rail fleet
  - 10% service increase
  - Over 40 miles of transit priority improvements
  - State-of-the-art Transportation Management Center

- Equity Policy objective: Ensure Equity Neighborhoods see equal or better improvement as the system as a whole
Equity Neighborhoods and Routes

2016 Equity Strategy:
- 7 neighborhoods
- Routes heavily used by seniors and people with disabilities

2018 Equity Strategy:
- Adds **new** neighborhood: Oceanview/Ingleside
- Expanded focus on engaging riders and community-based organizations
Equity Strategy Approach

1. Identify top 2-3 needs per neighborhood based on data analysis and community outreach

2. Develop tailored strategies that can be implemented in 1-2 years to address key needs for each equity strategy neighborhood

3. Identify funding needs to inform two-year budgets

4. Monitor yearly progress with annual report on performance
Outreach Process

- 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
- 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

**2018**
- 500+ Organizations reached in 8 Equity Neighborhoods, as well as organizations serving youth, seniors, and people with disabilities
- 6 Focus groups with Muni operators
- 39+ Community led events & meetings attended
- 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)
- 4,000+ Survey responses collected through online surveys and rider outreach along 19 equity lines in five languages
Outreach Round 1: Identifying Key Needs

- Attending existing community events
- Rider surveys: over 4,000 responses
- Operator focus groups at six divisions
- Community conversations at 12 Organizations
Outreach Round 2: Vetting Recommendations

Round 2 outreach focused on vetting our recommendations through:

- Five neighborhood-focused workshops
- Direct feedback from community-based organizations
- Distribution to over 700 riders signed up for email/text message updates
## Neighborhood Example: Chinatown

<table>
<thead>
<tr>
<th>Key Need</th>
<th>Improvements Underway or Completed</th>
<th>Preliminary FY 2019 FY 2020 Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address travel time and crowding issues on the 1 California</td>
<td>• Upgraded existing transit-only lanes with red coloration on parts of Clay Street downtown Increased service frequency</td>
<td>• Long term, explore Muni Forward improvements to improve reliability and address crowding</td>
</tr>
<tr>
<td>Reduce crowding and occasional service gaps on the 8/8AX/8BX</td>
<td>• Muni Forward reliability improvements on San Bruno Avenue</td>
<td>• Increase service frequency to reduce crowding&lt;br&gt;• Explore transit reliability improvements on the rest of the 8 line (e.g. Visitacion Valley and 3rd St in SoMa)</td>
</tr>
<tr>
<td>Address service gaps that lead to crowding on the 10 Townsend</td>
<td>• Sansome Street contraflow lane&lt;br&gt;• Increased service frequency&lt;br&gt;• New low-floor buses</td>
<td>• Focus on active line management to address gaps in service in peak periods</td>
</tr>
<tr>
<td>Address service gaps and occasional crowding on the 12 Folsom</td>
<td>• Increased service frequency in 2016 to reduce crowding</td>
<td>• Increase service to reduce gaps&lt;br&gt;• Vet a more direct route to 24th Street BART Station&lt;br&gt;• Explore transit-only lanes on Folsom Street in SoMa</td>
</tr>
<tr>
<td>Reduce crowding on the 30 Stockton and 45 Union/Stockton</td>
<td>• Muni Forward reliability improvements (Chestnut, North Point, Polk)</td>
<td>• Switch all buses to 60-foot to increase capacity&lt;br&gt;• Evaluate further travel time and reliability improvements</td>
</tr>
</tbody>
</table>

SFMTA
## FY19/20 Service Recommendations

<table>
<thead>
<tr>
<th>Neighborhood / Target</th>
<th>Route</th>
<th>Recommendation for FY 19-20 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ocean View-Ingleside</td>
<td>K and M</td>
<td>Increase service frequency</td>
</tr>
<tr>
<td>Bayview, Visitacion Valley</td>
<td>T</td>
<td>Increase service frequency</td>
</tr>
<tr>
<td>Chinatown, Excelsior-Outer Mission, Visitacion Valley</td>
<td>8</td>
<td>Increase service frequency</td>
</tr>
<tr>
<td>Inner Mission, Visitacion Valley</td>
<td>9R</td>
<td>Switch to 60’ buses on the 9 Rapid</td>
</tr>
<tr>
<td>Chinatown</td>
<td>10</td>
<td>Focus on active line management to address gaps in service in peak periods</td>
</tr>
<tr>
<td>Chinatown, Inner Mission, SoMa-Tenderloin</td>
<td>12</td>
<td>Increase service frequency</td>
</tr>
<tr>
<td>Excelsior-Outer Mission, Ocean View-Ingleside</td>
<td>29</td>
<td>Increase service frequency all-day</td>
</tr>
<tr>
<td>Chinatown</td>
<td>30</td>
<td>Switch to 60’ buses for all trips</td>
</tr>
<tr>
<td>Bayview</td>
<td>44</td>
<td>Increase service frequency all-day</td>
</tr>
<tr>
<td>Inner Mission</td>
<td>48</td>
<td>Extend service to the Beach in midday</td>
</tr>
<tr>
<td>Visitacion Valley</td>
<td>56</td>
<td>Implement schedule enhancements to improve reliability</td>
</tr>
</tbody>
</table>
Next Steps

This summer: Begin implementing recommended strategies

Coming year: Continue engagement with riders and community groups and evaluate effectiveness of this year’s strategies