Implementing the Transit Effectiveness Project
Update to the SFMTA Board

11 | 6 | 2012
SAN FRANCISCO, CALIFORNIA
Transit Effectiveness Project

• First comprehensive review of Muni in a generation, aims to transform Muni service to better meet customer needs

• TEP objectives:
  – Improve service reliability
  – Reduce transit travel time
  – Improve customer experience
  – Deliver more efficient service

• Recommendations based on unprecedented data analysis and extensive community outreach
TEP Vision for the Muni System

Customer oriented & easy to use
Easily connects communities & other modes
Everyday part of the city’s way of life
TEP Implementation Overview

• TEP planning phase completed fall 2008
  – Route recommendations improved based on extensive public input
  – Travel time improvements identified as high priority, but no design work conducted

• Initial service and schedule changes implemented December 2009 in response to budget shortfall; ongoing state-of-good repair and operating improvements implemented

• CEQA EIR Notice of Preparation Issued fall 2011
  – Travel time reduction proposals developed for eight priority corridors

• Outreach for travel time reduction proposals (TTRP) spring 2012
  – 275 people attended 10 workshops throughout San Francisco
  – Additional targeted outreach planned for 2013
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<th>Systemwide Improvements</th>
<th>Customer Amenities</th>
<th>TEP Proposals</th>
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<tr>
<td>• All door boarding</td>
<td>• Clipper</td>
<td>• Establish Rapid Network</td>
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<td>• New vehicle replacement</td>
<td>• New shelters</td>
<td>• Route restructuring and increased service on crowded routes</td>
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<td>• Dynamic supervision and expanded staffing of LMC</td>
<td>• NextMuni</td>
<td>• Travel time reduction proposals on Rapid Network</td>
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<td>• Route performance audits</td>
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System-wide Investments

Muni Opens Its Doors for Faster, More Reliable Service
Muni customers may enter through the rear doors of any bus or streetcar using the following Proof of Payment:

- Clipper® Card
- Limited Use Ticket
- Valid Paper Pass
- Valid Transfer/Fare Receipt
Recent Customer Experience Improvements

NextBus: 38-Geary, Outbound to 48th Avenue...
www.nextmuni.com/wi... Google

- Agency: SF Muni
- Route: 38-Geary
- Direction: Outbound to 48th Avenue & Pa Lobos Ave
- Stop: Market St & Front St (#15671)

Board 38 at Stop Island on Fremont/Market Until event clear

Tracked vehicle in:

- 14 min* (Outbound to V A Hospital)
- 24 min* (Outbound to 48th Avenue & Pa Lobos Ave)
- 34 min* (Outbound to 22 nd Ave & Balboa St.)

CLIPPER. ALL YOUR TRANSIT IN ONE CARD. clippercard.com

10 - Townsend 1 min & 10 min
Customer-First Grants (8X, N, 14/14L, 49)
Customer First Grant Features

• Colorized Transit Lanes
• Transit Signal Priority
• Pre-Payment/Fare Collection (8x only)
• Stop Enhancements including NextMuni and Maps
• Vehicle Branding
• Transit-Only Lane Enforcement (TOLE) Cameras
Customer First Grant Anticipated Outcomes

• Improved Customer Experience
  – Improve waiting time, “legibility” and perception

• Improved Reliability
  – Transit signal priority will improve speed and should reduce variability in run time
  – TOLE camera deployment and colorized lanes should improve bus only lane compliance

• Build Support for Rapid Network and Future TEP Improvements
Two TEP Pilots planned for November 2012

Church Street Red Transit Only Lanes (Duboce to 16th St)

76X Marin Headlands Express
Church Street Red Transit Only Lanes Pilot
18 month pilot starting November 17
Muni lines: J Church, 22 Fillmore, 37 Corbett
Proposed Configuration on Church

- One transit lane and one mixed traffic lane in each direction – no parking impacts
- Transit-only 24/7 (taxis allowed); left turn restrictions at 15th and 16th streets
Congestion Approaching Duboce

(pedestrians, cars, transit, bikes)
Autos Blocking LRV Turns
Delay From Vehicles Turning Left
Church Street Pilot Expected Outcomes

• Reduce transit travel time on Church Street and improve reliability on the J Church and 22 Fillmore

• Provide SFMTA with valuable information on driver compliance and paint durability for future colorized transit only lane projects
Church Pilot Outreach

• Door-to-door outreach to merchants
• Mailers sent to residents on Church Street
• Community meeting held on August 27
• Sustainable Streets Traffic Hearing August 31
  – Posted multilingual information at stops to promote public hearing
• Presented to CAC and MAAC
76 Marin Headlands – Current Service

• Route travels from Caltrain Depot to Marin Headlands Visitor Center via the Golden Gate Bridge
• Daytime hourly service, Sunday and holidays
• Only transit connection from San Francisco to the Marin Headlands
• Sunday boardings 250-300
TEP Recommendation for Route 76

- Extension to Point Bonita Lighthouse
- Golden Gate
- San Francisco
- Service south of Market discontinued
76 Marin Headlands Pilot
24 month pilot starting November 17

• Expand service to Saturdays through funding from GGNRA

• Discontinue segment of route south of Market, creating new terminal at Sutter and Sansome (Montgomery BART)

• Reduce stops in San Francisco on Sutter/Post, Van Ness and Lombard
  – Discontinued stops and segments are covered by many other high-frequency Muni lines: 30, 45, 47, 49, 2, 3

• Extend to Point Bonita light house to serve new tourist destination

• Rename to 76X Marin Headlands Express
Problems with the 76 Marin Headlands

• Lowest on-time performance of any Muni bus route (10 percent)
  – Long route, frequent stops in San Francisco, and ballpark traffic contribute to poor reliability
  – Riders are sometimes left waiting 90+ minutes for buses
  – Completes only 7 of 9 scheduled round trips on average

• Does not run on Saturdays, when there is strong demand
Route 76 Pilot Expected Outcomes

• Reduce travel time on line and address reliability problems
  – Buses should now be able to complete runs within scheduled timeframe

• Test demand for Saturday service

• Expand car-free access to Marin Headlands
Route 76 Pilot Title VI Equity Analysis

• Title VI equity analysis conducted because 76 Pilot meets SFMTA’s definition of a major service change

• Evaluation focused on:
  – Segment proposed for elimination (Caltrain to Market)
  – Introduction of Saturday service (Market to Marin)

• Evaluation considered stakeholder input
  – Multilingual customer information at stops and on website, MAAC/CAC, customer survey, and hearing

• Potential disparate impact to minority and low-income customers in SoMa; frequent alternatives available
Route 76 Pilot Outreach

- Conducted on-board customer survey
- Posted multilingual information at stops and on website
- Presented to CAC and MAAC
- Advertised SFMTA Board of Directors Public Hearing
  - Examiner, Sing Tao and El Mensajero
## TEP EIR Schedule Update

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<td>Technical Studies</td>
<td>Jul-Sep 2012 - Apr-Jun 2013</td>
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<td>Draft EIR</td>
<td>Jul-Sep 2013 - Oct-Dec 2013</td>
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<td>Response to Comments</td>
<td>Oct-Dec 2013 - Jan-Mar 2014</td>
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<td>Final EIR/Mitigation Program</td>
<td>Jan-Mar 2014 - Jul-Sep 2014</td>
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- **Public review period**

Test and evaluate TEP recommendations
Next Steps

• Release CEQA Initial Study in January
• Continue Customer First Grant Planning
• Begin route performance audit on the 22 Fillmore
• Start TEP Pilots: 76X and Church Street
• Provide quarterly updates to SFMTA Board of Directors
Questions & Discussion

TRANSIT EFFECTIVENESS PROJECT