

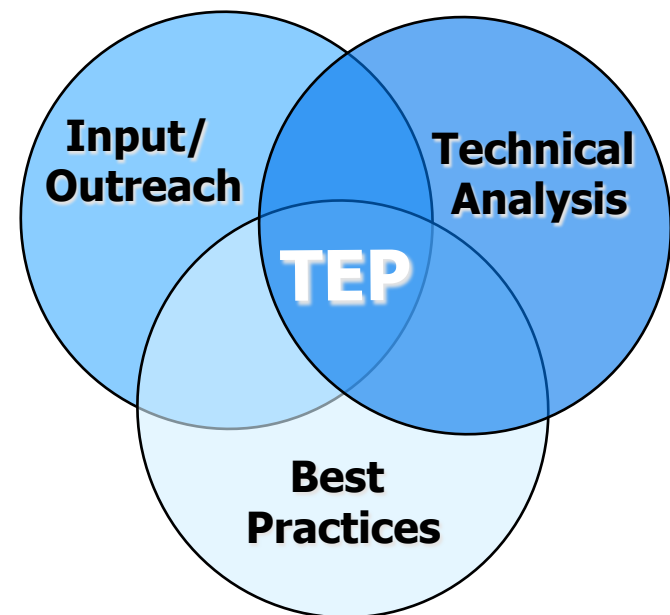
A grayscale background image of a bus stop. A bus is visible with the route '40 FORTY-SIXTH St. Lake Merced' and vehicle number 'CA49819'. A sign on the bus says 'ELECTRIC POWERED'. In the background, there is a building with a large archway.

Transit Effectiveness Project Implementation Update

08 | 25 | 2011 | SAN FRANCISCO, CALIFORNIA

Planning Process Overview

- Jointly sponsored by the SFMTA and the Controller's Office
- First system study in a generation
- Included market research, service assessment and operations review
- Developed recommendations based on unprecedented data analysis and community outreach
- Planning process concluded in October 2008 when SFMTAB endorsed recommendations for purposes of environmental review



TEP Planning Phase Findings

- Muni service should be safe and reliable
- Slow travel times frustrate customers and increase operating costs
- Changing SF travel patterns require better connections between existing and emerging neighborhoods and to regional transit
- Resource investments should be concentrated on busiest corridors to maximize customer benefits

Proposed Route Categories

Rapid Network – Heaviest ridership lines with the most frequent service (every 5 to 10 min)

Local Network – Combine with Rapid Network to create core network (service every 10 to 15 min)

Community Connectors – Fills gaps in coverage and connects to core network (service every 15 to 30 min)

Specialized Services – Augments all day service and addresses focused needs (includes express routes)

Using TEP Principles

Since planning phase concluded, the SFMTA has used TEP principals to improve Muni service

Service Changes (Dec 09, May 10, Sep 10)

- Resources allocated to the most crowded routes
- Initial route restructuring was implemented

Schedule Improvements

- Improved reliability by adjusting running time on 60 percent of weekday schedules
- Standby hours reduced to improve cost effectiveness

Supervision

- Line Management Center created to proactively manage terminal departures, service gaps, breakdowns, etc



Using TEP Principles

Congestion Management

- SFpark program
- Van Ness and Geary BRT planning

Infrastructure and Vehicle Reliability

- State of good repair program prioritized to focus on service reliability, e.g., St. Francis Circle Rail Replacement Project
- Rehabilitation program developed for critical vehicle components



Data Collection and Utilization

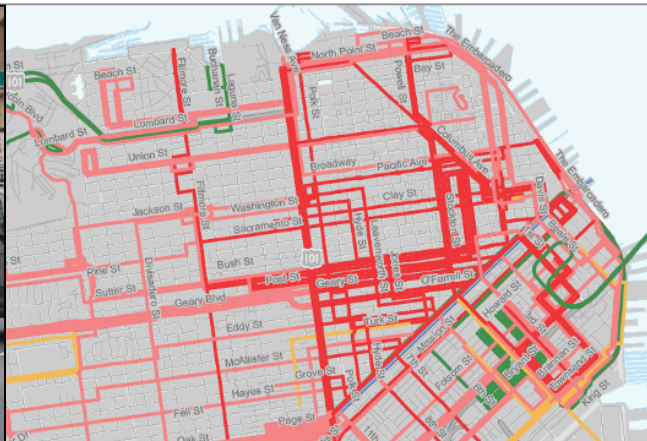
- Automatic passenger counters increased to 30 percent, deployment plan developed to rotate APCs systematically
- Data informed all service changes and helped the SFMTA negotiate a favorable new shelter contract - *value of advertising tied to daily boardings*

Recent Milestones

- Implementation Strategy finalized and presented to SFMTA Board of Directors and TEP Policy Group
 - Outlines project priorities, funding needs and an implementation schedule
- SFMTA submitted an environmental application to the San Francisco Planning Department
- Contract to support the EIR up for approval at upcoming SFMTA Board meeting, with environmental assessment work anticipated to begin September 2011
- Engineering staff are refining proposals for travel time improvements on the TEP rapid network

Travel Time Reduction Proposals

- \$87 million investment along Rapid Network
 - Would reduce running times 10 to 30 percent and make service more cost effective
- Major elements include traffic engineering changes, stop optimization, boarding islands and bulbs, new traffic signals
- More complex projects also considering dedicated lanes
- \$500K per mile investments in customer amenities including ticket vending machines, signage, pedestrian improvements



Near-term TTRP

- \$40 million investment along 12 segments by FY15, prioritized based on cost effectiveness

Route Segments:

J Church
M Ocean View
N Judah
5 Fulton
8X/AX/BX Bayshore Express
9/9L San Bruno
14/14L/14X Mission
28/28L 19th Ave
30 Stockton



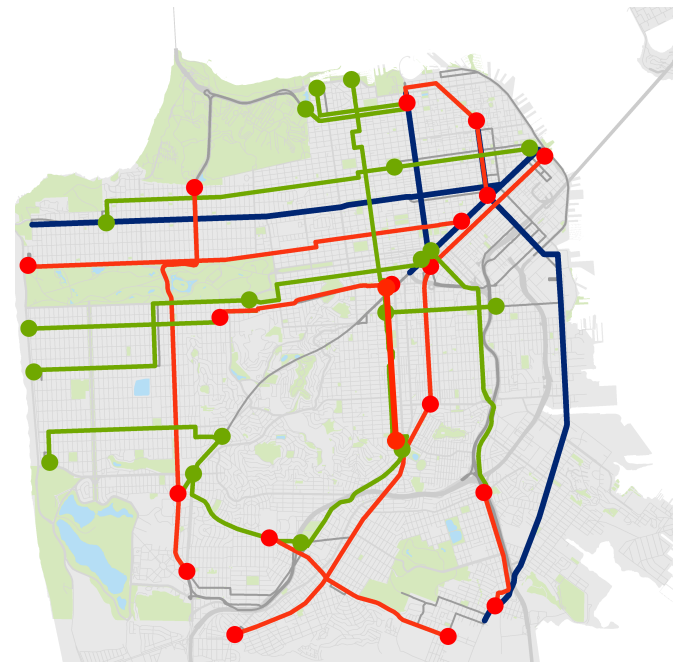
- Remaining segments to be improved in FY16 to 20
- Market Street, Geary and Van Ness not addressed because projects underway will improve travel times

Completed Rapid Network

- Additional \$47 million investment by FY20 to complete network

Route Segments:

J Church
K Ingleside
L Taraval
N Judah
M Ocean View
1 California
9/9L San Bruno
22 Fillmore
28/28L 19th Ave
30 Stockton
71L Haight - Noriega



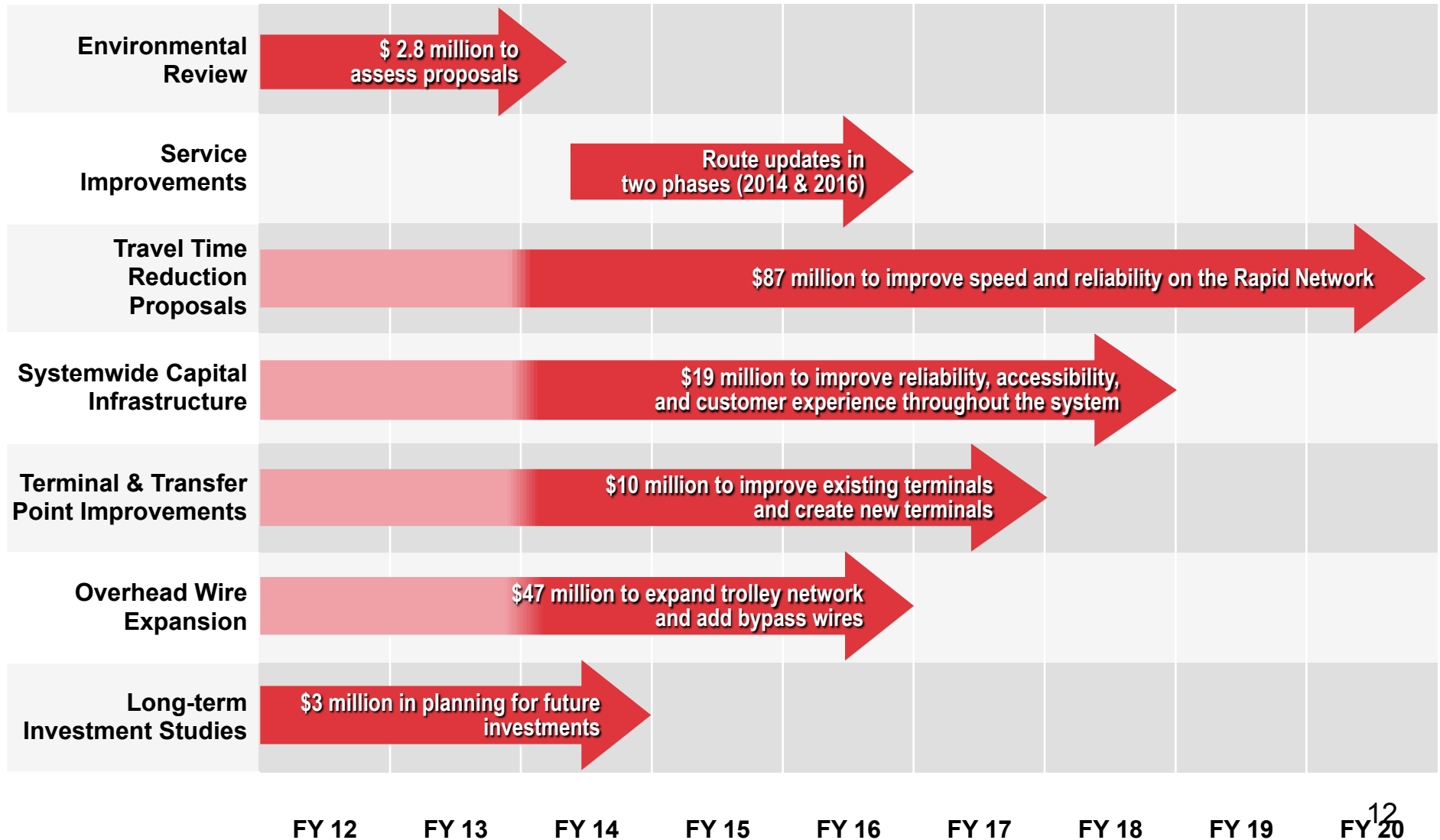
- Includes full build out of Market Street, Van Ness and Geary

Service Improvements

- Two phases planned in FY14 and FY16 – each phase includes route changes and frequency improvements
- Would require additional operating dollars
 - 5 to 10 percent more annual service hours
 - Travel time savings would optimize operating dollars
 - Frequency improvements are flexible enough to be modified based on available resources



Implementation Schedule



Environmental Review Process

- CEQA and NEPA analysis expected to take 21 months after consultant NTP
 - Some CEQA steps have mandated time periods
 - Pursuing opportunities to reduce time needed for staff-led tasks
- Consultant RFP completed and work is expected to begin September 2011
- Concurrently, staff will complete conceptual engineering on priority projects to inform environmental review
- Following CEQA Certification, the SFMTA Board of Directors will have opportunity to approve TEP recommendations and legislate changes

Next Steps

- Finalize consultant contract and begin CEQA Review
- Complete conceptual engineering on priority projects to inform environmental review
- Gather community input related to travel time reduction proposals
- Initiate pilot projects to inform environmental review
- Provide quarterly updates to the SFMTA Board of Directors

Questions & Discussion



Transit Effectiveness Project