

Update on Implementation of Late Night Transportation Working Group Report's Next Steps

1/20/16

1. Develop and launch a coordinated information campaign to better communicate existing services

To increase awareness of existing transportation choices, we recommend the development of a coordinated information campaign. This campaign should produce accurate and easy to understand all-night travel information available through multiple communication channels, including physical collateral and signage as well as a flexible, sustainable website with comprehensive travel information.

Update:

- OEWD has selected, subject to final approval of the contract, Circlepoint, a marketing, branding, and public engagement firm, to develop and implement the late night and early morning information campaign.
- Once the contracting process is completed, OEWD will hold a kick-off meeting with Circlepoint and relevant stakeholders to review project goals, devise a workplan and set key milestones.
- We will request feedback from the working group stakeholders on campaign messaging, collaterals, digital strategy, and impact metrics.
- OEWD also met with the Metropolitan Transportation Commission (MTC) to discuss the integration of the information campaign with MTC's existing 511.org transportation information platform. We also discussed the status of the current "All Nighter" regional late night transportation branding, and will work with transit agency stakeholders to review ownership of the "All Nighter" brand and explore updating the brand as part of the campaign.

Projected implementation date: June 2016

Status:  **On Schedule**

2. Develop a pilot program funded by challenge grants for location-specific improvements

The Working Group has identified a number of location-specific strategies that could be implemented to improve the safety, security, and comfort of traveling through a particular neighborhood, commercial corridor or area. After defining the parameters of a challenge grant program, we recommend identifying at least two corridors or areas to implement improvements during an initial pilot period. The results should include a feasible plan developed in at least two corridors, implementation of short-term items, cost estimates and implementation plans for longer term items, write-ups of "lessons learned," and an evaluation to inform further rounds of challenge grants.

Update:

- OEWD released a Request for Proposals for this project on November 5, 2015. Notifications were sent to Community Benefits Districts (CBDs), merchant associations, working group stakeholders, and the San Francisco Chamber of Commerce. The RFP was also promoted through OEWD's social media and newsletters. No organizations submitted responses by the due date, December 9, 2015.
- Due to the lack of responses, and based on feedback from some CBDs regarding a lack of capacity to execute this project, OEWD will lead the execution of a location-specific project pilot in coordination with a CBD and key community stakeholders.
- As the first step of this project, we are in the process of selecting a consultant to develop a needs assessment tool that can be initially applied in a pilot corridor and then refined and used in subsequent corridors. This process should take between 3-5 weeks to be completed.
- We have tentatively identified Lower Polk as the corridor in which to run the pilot project with the objective of developing a framework that can be used in similar projects in other neighborhoods.

Projected implementation date: July 2016

Status:  On Schedule

3. Begin a process to refresh and consider expansion of all-night local and regional bus service

As a first step to address our recommendations regarding public transit's availability and coverage during overnight hours, we recommend conducting a comprehensive review of local and regional all-night bus service. The goal of this effort should be to review the current network, propose modifications to the local and regional network serving San Francisco if warranted in light of evolving travel demands and needs, and consider scenarios of local and regional expanded service levels with cost estimates.

Update:

- OEWD and SFCTA developed an interagency Project Information Form to establish the effort's scope, timeline, and agency roles and distributed it to transit agency stakeholders.
- SFCTA developed a service planning task order (TO) to bring on board transportation consultant Nelson\Nygaard. SFCTA and Nelson\Nygaard have agreed to the TO and are in the process of obtaining final signatures.
- Nelson\Nygaard will work closely with SFCTA and OEWD to gather data and feedback from transit agency staff and other stakeholders in order to develop recommendations for cost-neutral and cost-incurring service plan changes.
- The first meeting with transit agency stakeholders is planned for Monday, February 8, 2016.

Projected implementation date: June 2016

Status:  On Schedule

4. Establish an all-night monitoring practice to be used to make data-driven recommendations

Comprehensive data analysis on late-night and early-morning transportation trends (and how those trends compare to daytime conditions) was not possible given the scope and schedule of this effort. For need areas identified related to transit reliability, cleanliness, and safety and security, we recommend that a regular transportation monitoring practice be developed to monitor data and diagnose trends. We recommend a coordinated effort across relevant agencies to define an appropriate set of metrics to collect relevant data, identify trends, and make public reports that are useful and meaningful.

Update:

- SFCTA is finalizing the process of selecting transportation consultant Nelson\Nygaard.
- OEWD will work closely with SFCTA to convene an initial meeting with Nelson\Nygaard, transit agency staff and other working group stakeholders to understand the current availability of relevant data sets and scope out the development of the monitoring practice.
- The first meeting with transit agency stakeholders is planned for Monday, February 8, 2016.

Projected implementation date: June 2016

Status:  On Schedule

Additional Updates

Recommendation: BART, Caltrain, and the SFMTA should produce white papers further documenting the operations constraints

Update:

- OEWD provided a proposed white paper content outline to BART, SFMTA, and Caltrain teams to better articulate the objectives and frame expectations.
- We have requested that these agencies provide draft versions of the white papers by the next working group stakeholder meeting in March 2016.

Recommendation: The SFMTA should develop shared-ride taxi regulations.

Update:

- SFMTA Taxi Services supports cab sharing and is in the process of vetting the concept and draft regulations with the Taxi Task Force.
- Additionally, SFMTA recently released mobile e-hail application criteria, which include a requirement for the application to provide a shared ride option:
“9. The mobile application must provide taxi customers a shared ride option. The shared ride option will allow passengers whose origin and destination are different to share a taxi.”

- The SFMTA is also supporting a pilot during Super Bowl 50 that will allow cab sharing app Bandwagon to operate at SFO. Bandwagon matches passengers from a common location to destinations within proximity of each other.
- OEWD will continue to work with taxi industry stakeholders to identify potential opportunities and barriers related to shared taxi ride services.