



## MEMORANDUM

TO: SFMTA, AC Transit, SamTrans, Golden Gate Transit, BART, MTC  
FROM: Yves Louis-Jacques  
CC: Ben Van Houten, Sarah Seward  
DATE: February 17, 2016  
RE: Late Night Transportation Information Campaign

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This memo provides some background on the Late Night Transportation information campaign. It also touches on existing information access challenges, outlines campaign goals and approach, and defines some requests for the late night and early morning transit providers.

### **Background**

The Late Night Transportation Working Group was created in 2014 to assess San Francisco's late night and early morning transportation needs. Over a period of 9 months, the group examined the current state of nighttime transportation, surveyed workers, residents, and nightlife patrons, and came up with a set of recommendations that were narrowed to 5 major directives to be implemented over a one-year period. These major steps include, among other efforts, an information campaign that targets different segments of the late night and early morning rider and potential rider community.

To that end, the Office of Economic and Workforce Development (OEWD), which oversees the Late Night Transportation initiative, selected Circlepoint to develop and implement a coordinated multi-lingual and multi-channel information campaign to help raise awareness of existing late night and early morning transportation options among San Francisco workers, residents, and visitors.

### **Current Challenges**

One of the major challenges facing late night and early morning transportation is that awareness of bus service is low. Based on findings published in the Late Night Transportation Working Group report (<http://bit.ly/TheOther9to5>), over half of the people surveyed either did not know there were all-night buses running or were not familiar with their routes. Also, information about nighttime transportation is generally hard to find and digest. For example, it requires multiple clicks to access the late night and early morning trip planning page on the 511 web portal. In addition, the mobile version of the tool does not currently offer the best experience to users.

Fragmented communication is another issue that complicates the process for riders. The transit agencies that provide late night and early morning bus service have their respective marketing materials as well as web and mobile access points. However, the information is not straightforward and does not always align with the service of other operators. The All Nighter network—the collective branding effort whose objective is to coordinate agency schedules to create convenient and timed transfers between bus lines—has been to some extent inactive since it was launched 2006.

### **General Campaign Approach**

The marketing campaign can help workers, residents, and patrons: 1) understand what their late night and early morning choices are; 2) access transit information in an easier fashion; 3) and make informed decisions about how to reach their destinations safely and conveniently during the late evening and early morning hours.

OEWD is working closely with Circlepoint to develop a cohesive multi-lingual campaign that uses traditional and social media, partnerships (e.g., community groups, CBDs, and transit agencies), and other strategies to raise awareness about late night and early morning transportation options among workers primarily. The effort will also include a clear strategy for measuring campaign impact using timely, attainable, and relevant metrics.

The campaign goals include the following:

- Raise awareness about existing transit options and late night regional route system
- Make late night and early morning information easier to access online and offline
- Create a collaborative campaign that can take into account transit agency route changes over time
- Measure impact of the information campaign using relevant performance indicators

The team will examine the following options:

- Refresh the existing All Nighter brand, which includes new design and tagline
- Develop messaging that focuses not only on awareness, but also on safety and affordability
- Rethink the 511 user experience to provide an easy-to-use and reliable tool
- Explore non-traditional communication channels (e.g., paystub ads and community partnerships) for hard to reach groups

### **Transit Agency Participation**

- Provide updated content (e.g., maps and routes) and branding guidelines (if applicable)
- Review campaign concepts, messaging, design samples, and provide feedback
- Share agency advertising standards and advertising space purchase process
- Participate in campaign execution via in-kind contributions and cross promotion

### **Next Steps**

\_\_\_\_\_ Schedule Briefing to Discuss Further

\_\_\_\_\_ Other