

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

3/9/16

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 held a kick-off meeting with Circlepoint to review project goals and scope, define key milestones and deliverables, and set roles and responsibilities.
- OEWD distributed a memo to transit agencies' marketing teams that outlines campaign objectives and approach and defines specific requests for the late night and early morning transit providers.
- OEWD and Circlepoint participated in a half-day innovation lab session where we brainstormed and developed different themes around the information campaign and prototyped a customer journey framework.
- Circlepoint is developing a high-level marketing plan which will be distributed to the working group.
- Circlepoint is developing two visual concept directions for the information campaign. The concepts are currently under review and will be distributed to the working group for feedback.
- The Metropolitan Transportation Commission (MTC) provided OEWD with draft wireframes for the All Nighter web page on the next generation (NextGen) 511 website. The wireframes provide a preliminary look at how MTC plans to translate current information to its NextGen site and will inform our development of content for the All Nighter page.

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 has selected, subject to final approval of the contract, BAE Urban Economics, an urban economics and development advisory consulting practice, to develop a needs assessment tool that can be applied in one or more pilot San Francisco commercial corridors or neighborhoods and then refined and used in other corridors. The contracting process should be completed by the middle of March.
- OEWD held scope discussion and idea exchange meetings with the Lower Polk and Union Square CBDs. The two corridors will serve as the pilot projects with the objective of developing a framework that can be used in similar initiatives in other neighborhoods.
- OEWD is currently developing a resources document to help neighborhoods navigate through the process of implementing specific strategies (e.g., additional street lights, real-time transit monitors).

Projected implementation date: July 2016

Status:  **Minor Delays**

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:

- SFCTA began the service planning effort with consultant Nelson\Nygaard by drafting a set of service planning guidelines, intended to guide the process of evaluating existing service and developing cost-neutral and cost-incurring service plan changes.
- The first meeting with transit agency stakeholders was held on Monday, February 8 to share and gather input on the draft service planning guidelines, as well as request agency data needed for the analysis.
- SFCTA and Nelson\Nygaard have revised the guidelines based on stakeholder feedback and are beginning an analysis of existing overnight transit service and a market analysis of potential demand in order to develop initial service recommendations.
- The next meeting with transit agency stakeholders is planned for April.

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 began the data monitoring effort with consultant Nelson\Nygaard by drafting an initial set of proposed data metrics to monitor service reliability, productivity, cleanliness, and safety.
- At the first meeting with transit agency stakeholders on Monday, February 8, SFCTA and Nelson\Nygaard shared the proposed metrics and discussed availability of data with the operators. While operators have readily available productivity and reliability data, and safety data may be available, cleanliness data would likely be a more significant challenge to gather and report.
- Based on operator feedback, SFCTA and Nelson\Nygaard are refining the proposed metrics and plan to discuss data availability further at the next stakeholder meeting in April.

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 will provide the working group with drafts of BART, SFMTA, and Caltrain rail service white papers.
- Feedback on the white papers should be emailed to Yves Louis-Jacques at yves.louis-jacques@sfgov.org.

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

Update:

- OEWD continues to work with taxi industry stakeholders to identify potential opportunities and barriers related to shared taxi ride services.
- Bandwagon, a New York-based taxicab-sharing technology company, is working with SFO to run a pilot at the airport in the coming months.