

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

5/10/16

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 worked closely with Circlepoint to review transit agency feedback and incorporate recommended changes as much as possible. The latest campaign ads will be presented to the working group for final review and feedback.
- Circlepoint is finalizing the marketing campaign strategy to drive the 2016 AllNighter campaign.
- OEWD is working closely with transit agencies to determine which assets can be leveraged to support the AllNighter campaign.
- OEWD and Circlepoint are in the process of drafting newsletter and press content for transit agency and city newsletters, industry blogs, and local papers.
- MTC staff recommended \$50,000 in funding (FY 2015) and \$150,000 in funding (FY 2016) to support Late Night Marketing efforts. The proposal will be presented to the Allocations and Programming Committee on May 11th. The full commission will make a final decision on May 25, 2016.

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 worked closely with BAE Urban Economics to develop a business and employer survey to better understand the late-night and early-morning travel experience of workers in Lower Polk and Union Square.
- Draft versions of the surveys were distributed to the Lower Polk CBD and the Union Square BID for feedback.
- The final versions of the surveys will go live the week of May 15th. Employers will first complete the business survey then will share the employee survey with their workers.
- BAE will compile survey results and develop a report complete with observations and recommendations once the data collection process is ended.
- OEWD is currently developing a resources document to help neighborhoods navigate through the process of implementing specific strategies (i.e., additional street lights, real-time transit monitors).

Projected implementation date: July 2016

Status:  **Some Delays, but Progressing**

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 and consultant Nelson\Nygaard finalized the service design guidelines based on stakeholder feedback and are conducting the analysis of existing overnight transit service and a market analysis of potential demand in order to develop initial service recommendations.
- SFCTA and Nelson\Nygaard have completed a draft of the demand analysis and shared it with the transit agencies for initial feedback. The analysis identifies key late night work trip origins and destinations in order to determine where demand for late-night transit service is likely to be highest. The analysis will be presented for review and discussion by the Working Group.
- The team has worked with transit agencies to obtain data on existing service. Nelson\Nygaard is now conducting an evaluation of how existing service aligns with the service design guidelines.

The results of this evaluation will be combined with the demand analysis findings to identify opportunities for service changes and increases.

- The next transit agency stakeholder meeting is planned in June.

Projected implementation date: August 2016

Status: ● Some Delays, but Progressing

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 and Nelson\Nygaard are analyzing the data provided by transit agencies on existing service, according to the metrics established in the transit service planning guidelines.
- At the next transit agency stakeholder meeting in June, the team will continue to discuss the metrics to be used and the process and roles needed to ensure that comprehensive data monitoring will occur on an ongoing basis.

Projected implementation date: August 2016

Status: ● Some Delays, but Progressing

Additional Updates

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 facing some issues related to SFO's curbside management process that have stalled the pilot program with SFO.

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

Update:

- Caltrain has submitted a draft of its rail service white paper. OEWD continues to follow-up with BART and SFMTA stakeholders on requests for draft rail service white papers.

Other: DOT Smart Cities Challenge

Update:

- OEWD is working with SFMTA to explore late-night transportation pilot proposals that could be submitted as part of San Francisco's proposal for funding through the Department of Transportation's Smart Cities Challenge.