

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

8/24/16

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:

- Mayor Ed Lee and Supervisor Scott Wiener launched the AllNighter marketing campaign with a press conference on August 5th, 2016 at the Temporary Transbay Terminal.
 - Local TV stations including NBC, ABC, and CBS affiliates were present to cover the event
 - Stories about the AllNighter service and campaign were covered by newspapers, digital magazines, and other platforms such as the San Francisco Examiner and Next City
 - The first phase of the AllNighter campaign includes cable television, social media, BART and Muni station, and bus advertisements
- The campaign has already shown some impact as traffic to the 511 AllNighter page has increased by 1010% since the launch of the Next Gen page, based on data provided by MTC.
- OEWD is currently working on the scope of work for the second phase of the marketing campaign, which will be implemented from September 2016 through June 2017.

Implementation date: June 2016

Status: ● Completed

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:

- Our consultant, BAE, compiled results from surveys conducted in Lower Polk and Union Square and has developed a report complete with observations and recommendations.
- A draft of the report will be shared with the Late Night Transportation Working Group for comments before a final version will be shared with the Lower Polk CBD and Union Square BID.
- OEWD is finalizing a resources document to help neighborhoods navigate through the process of implementing specific strategies (i.e., additional street lights, real-time transit monitors).
- OEWD will work closely with Lower Polk and Union Square to implement one or more of the recommended projects, budget permitting.

Projected implementation date: August 2016

Status:  **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 transit demand analysis, which identifies key late-night and early-morning work trip origins and destinations, incorporating feedback from transit operators and Working Group members.
- SFCTA and Nelson\Nygaard completed a draft evaluation of existing all-night transit service using the team's established service design guidelines, including service availability, ridership, reliability, and legibility. The analysis includes detailed ridership data that identifies where the existing routes are especially productive and where ridership is particularly low.
- The team developed an initial set of service improvement concepts for further consideration, refinement, and prioritization and met with all of the transit operators to review. Based on input and feedback from the Working Group, SFCTA and Nelson\Nygaard will refine the proposed ideas, estimate operating costs for each concept, and develop packages of proposed recommendations. One set of recommendations will include only improvements that could be made using existing resources, while additional packages will represent tiers of potential investment that would require additional resources to be identified.
- The next transit operator meeting will be in September to review draft improvement packages.

Projected implementation date: September 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 has identified a potential process for ongoing data monitoring of late night transportation performance, and proposes integrating the practice into SFCTA's biennial Congestion Management Program's multimodal performance analysis. SFCTA would lead the practice with support from operators and other agencies to collect the needed data.
- SFCTA is developing a draft project charter to be signed by SFCTA and the transit operators in order to establish agreement on the data monitoring process, timeline, metrics, and roles.
- SFCTA will review the draft charter with the operating agencies at their next meeting in September.

Projected implementation date: September 2016

Status: ● Some delays, but progressing

Additional Updates

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

Update:

- No updates.

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.