

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

12/1/16

1. 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 earlier this year, which identifies key late-night and early-morning work trip origins and destinations. SFCTA and Nelson\Nygaard also completed an 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.
- Using those work products, SFCTA and Nelson\Nygaard developed a set of service improvement concepts, which was presented to the transit operators for input and feedback. After further refinement, including the estimation of operating costs for each potential concept, they have developed prioritized packages of proposed recommendations for each operator, which are being presented for review by the Working Group at the December 7 meeting.

2. 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 agreed to integrate ongoing data monitoring of late night transportation performance into its 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. The next CMP analysis will be completed in 2017.

- 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.

3. 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 developed a report complete with observations and recommendations.
- That report has been shared with the Lower Polk CBD and Union Square BID, and is being provided to the Working Group for discussion at the December 7 meeting.
- OEWD continues to work on a resources document to help neighborhoods navigate through the process of implementing specific strategies (i.e., additional street lights, real-time transit monitors), and will work closely with Lower Polk and Union Square to identify and implement one or more of the recommended projects, budget permitting.

4. 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:

- After a successful launch of the information campaign in August, OEWD is currently preparing to launch the second phase of the marketing campaign, which will be implemented through June 2017. Like the first phase of the campaign, this phase is being funded by MTC.
- While the first phase of the campaign included cable television, BART and Muni station, and bus advertisements, we intend to expand our information campaign in its second phase to include social media advertising, multilingual radio advertising, and giveaways/engagement at a variety of public events.

Additional Updates

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

Update:

- Since the last Working Group meeting, BART submitted its rail service white paper, and Caltrain had previously submitted its white paper. OEWD continues to follow-up with SFMTA staff on our request for a draft rail service white papers.

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

Update:

- No updates.