



Bayview Community Shuttle Program



Bayview Community Shuttle Program: Shuttle Outreach Committee

January 18, 2024; 11:30 AM – 12:30 PM
Southeast Community Center, Bayview Room
1550 Evans Avenue, San Francisco, CA 94124

Participants:

SFMTA, Community Youth Center of SF, Hunters Point Family, OneBayview, Mission Neighborhood Center – Evans Campus

Minutes

1. Introductions
2. Overview of Community Shuttle Outreach Plan
3. Summary of Phase 1 Outreach
 - a. 28 community events in the Bayview & Hunters Point neighborhoods, reached over 2000 people
4. Meeting Minutes: October 18, 2023, Community Congress Meeting
 - a. Received equal amount of support from Congress members on the three draft service plan alternatives. Staff will review the draft service plans with the selected vendor once they are on board to determine which plan(s) are feasible and whether to take a hybrid approach combining elements of each draft alternative.
5. Announcement of Recommended Shuttle Vendor
 - a. Via had the highest-ranked proposal. SFMTA will enter the contract negotiation process with them.
6. Overview of Marketing Plan Tasks
 - a. Marketing work can happen prior to shuttle service launch service, before Summer 2024
 - b. Need to develop a marketing plan, including the scoped events
 - i. Reaching folks broadly, make sure we're going through the correct avenues when engaging with the public.
 - ii. Drawing from expertise from community partners, understanding what works well and what doesn't. Bring the shuttle vendor into these conversations.
 - c. Timeline:
 - i. CBO partners can begin holding events (10 scheduled per CBO). Event coordination will be done through the bi-weekly outreach meetings.
7. Brainstorming Session: Marketing Strategies, Events, & Key Stakeholders
 - a. News media & PSA – specifically targeting the older community members
 - b. Smaller group sessions – once we introduce the project to some of the families, they have their own network that they can spread the word into as well.
 - c. All past existing communications strategies
 - i. Flyering



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- d. PTAs/Schools
 - i. Flyers for children to take them home to their parents
 - ii. Flyer art contest/activity
- e. Developing videos to explain what the program is and how to take a shuttle ride
- 8. Next Meeting: April 2024
 - a. HOLD: April 18th at Southeast Community Center, 11:30am-12:30pm



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