



SFMTA

“Our Community, Our Shuttle” Bayview Shuttle Pilot Program

Presentation to SFMTA Board of Directors

June 18, 2024

Recommended Action

Staff recommends that the SFMTA Board of Directors authorize the Director of Transportation to execute Contract No. SFMTA-2023-24 with Nomad Transit, LLC to develop, launch, market, operate, manage, and maintain a turnkey community based on-demand shuttle service for the Bayview-Hunters Point neighborhood as part of the “Our Community, Our Shuttle: Bayview-Hunters Point Equitable Mobility” Program (Program) for a total amount not to exceed \$4,341,992 and an initial term expiring March 15, 2026, with two one-year options to extend for up to an additional two years.

Bayview Community-Based Transportation Plan



- Approved by SFMTA Board of Directors in February 2020
- Policy recommendation to bring a Community Shuttle back to the neighborhood

Community Shuttle: Bayview-Hunters Point residents have keen interest in a community shuttle that can improve access to regional transit, community services and grocery stores. SFMTA will continue exploring funding opportunities and potential partnerships to meet Bayview-Hunters Point's transportation needs.

BAYVIEW Community-Based Transportation Plan



CARB Grant

- The California Air Resources Board (CARB) awarded SFMTA \$10,569,100 through the Sustainable Equity Transportation Project (STEP) grant in August 2022
- STEP is part of the California Climate Investments, a statewide initiative that puts Cap and Trade dollars to work reducing greenhouse gas emissions, strengthening the economy, and improving public health and the environment
- Grant funds expire March 2026



Shuttle Program Overview

Community Congress

- Community oversight of grant implementation, meets quarterly

Community Shuttle Service

- Request for Proposals for 3rd party operator
- Community-led process for shuttle service plan that meets community needs

Transportation Resource Center

- Connecting residents to information and services to improve mobility

Workforce Development Program

- Training & hiring for shuttle drivers with a path to sustainable union jobs

Shuttle Program Overview

Community Congress

- Community oversight of grant implementation, meets quarterly



Shuttle Program Overview

Community Shuttle Service

- Request for Proposals (RFP) for 3rd party operator
- Community-led planning process for shuttle service plan



Draft Mockup of Shuttle Design for Illustrative Purposes

Shuttle Program Overview

Transportation Resource Center

- Connecting residents to information and services to improve mobility



Shuttle Program Overview

Workforce Development Program

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Program Goals

Improve Community Mobility

- Give people more options to get around in the community

Improve Community Health & Reduce Emissions

- Connect people to regional transit, reduce stress, and improve air quality

Invest in the Community and Create Jobs

- Create pathways to sustainable, union jobs

Program Goals (continued)

Connect Residents to Transportation Services

- Transit Passes, Paratransit Services & Micromobility

Support & Supplement Existing Transit Service

- NEVER replace existing Muni lines

Build Community Relationships & Ensure Community Control

- Transparency & accountability

Partners

Community Shuttle Service Plan Engagement & Marketing

Hunters Point Family
SF African American Arts & Cultural District
Community Youth Center SF
MNC – Evans Campus
Amplify Impact



Workforce Development Program

A. Philip Randolph Institute
Young Community Developers



Transportation Resource Center

Community Youth Center SF
Bay Area Community Resources (HOPESF)



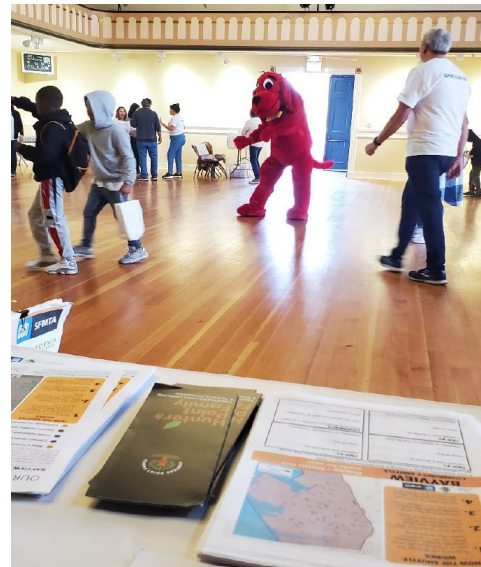
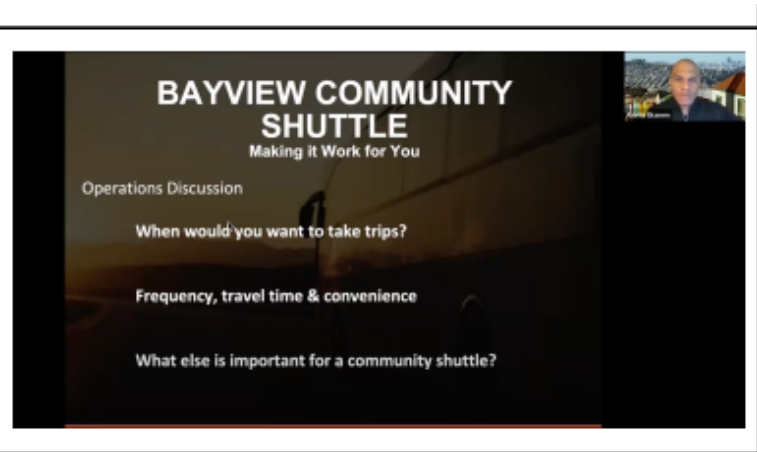
Community Congress Oversight Body

Bayview Hunters Point Community Advocates



Outreach

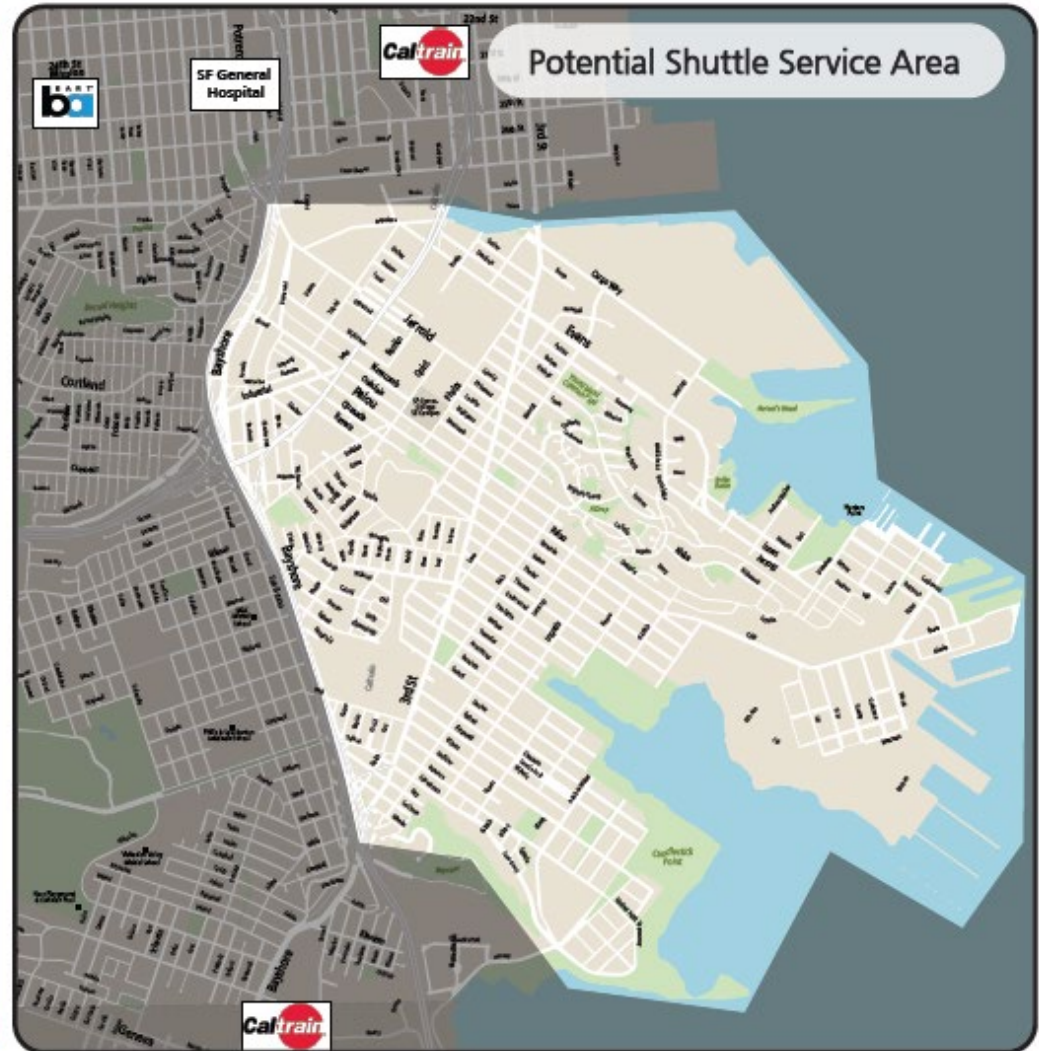
- 5 Community Congress Meetings
- 11 subcommittee Meetings
- 28 outreach events in Summer 2023 to gather service planning feedback from almost 2,000 residents
- 41 Transportation Resource Center events



How the Shuttle Works

HOW IT WORKS

- 1.** Reserve a ride through the app or a tri-lingual call center (Spanish, English, Chinese). Rides can be to anywhere within the service area.
- 2.** Walk to a “virtual bus stop”. This could be your front door, the corner of your street, or one block away.
- 3.** Get picked up by a small shuttle vehicle. Pay a Muni fare with your Clipper Card or Monthly Transit Pass.
- 4.** Shuttle picks-up and drops-off other passengers along the way to your destination.

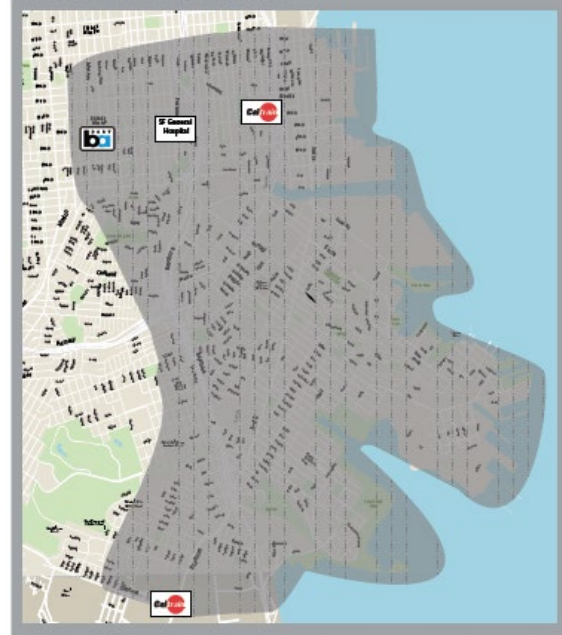


Initial Service Planning Options

ALTERNATIVE A



ALTERNATIVE B



ALTERNATIVE C



Initial Concept

Service Area (Bayview and key destinations)



Service Hours (up to 12 hours)



Days of Service (7 days per week)



Wait Times (medium)



Larger Service Area

Service Area (Bayview and surrounding area)



Service Hours (up to 12 hours)



Days of Service (Weekdays)



Wait Times (longer)



More Service Hours

Service Area (Neighborhood connections)



Service Hours (Up to 16 hours)



Days of Service (7 days per week)



Wait Times (shorter)



Service Planning Survey (Fall 2023)

What we heard:

- Top Destinations
 - Connections to the T-Third or other Muni Routes
 - San Bruno Ave, SF General Hospital, BART, Downtown, Chinatown
- Potential Service Hours
 - Mon-Fri 7A-7PM
 - Sat-Sun 10A-6PM
- 15-minute maximum wait



Selected Vendor

Via has experience in providing advanced public mobility solutions

700

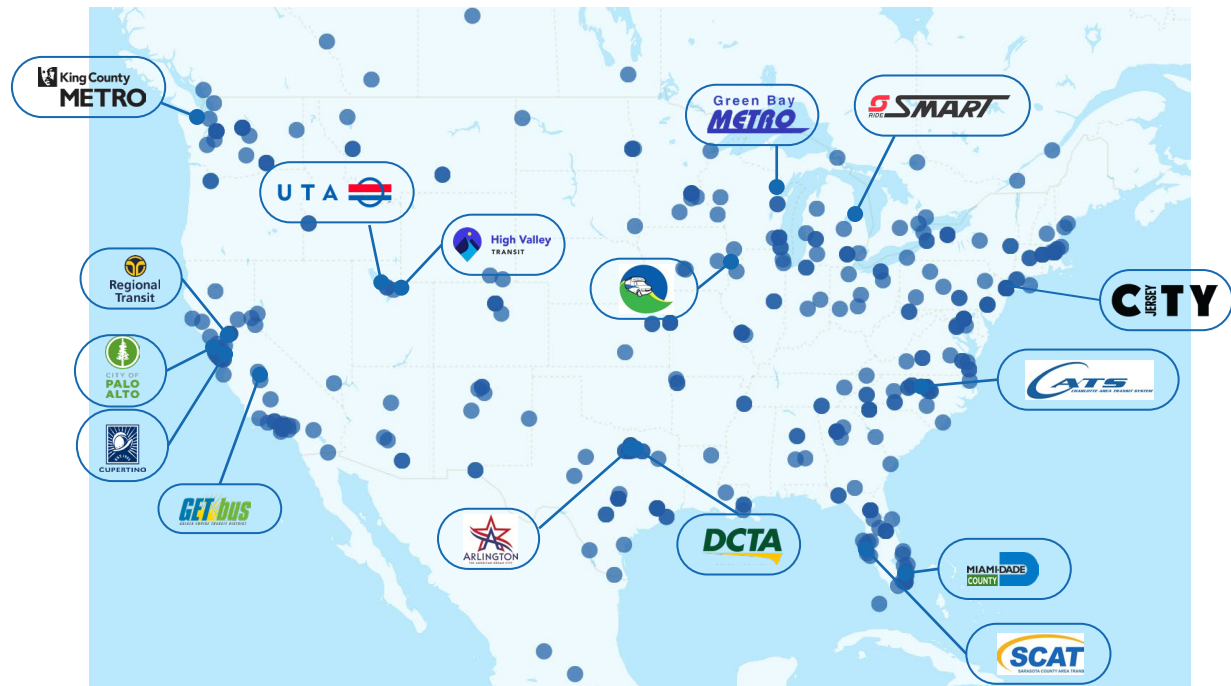
Partners

40

Countries

130M

Rides served



Selected Vendor

Via operates microtransit services all over the world



Rigorous driver vetting and training



Comprehensive, FTA compliant safety program



Thoroughly tested operations process and playbook



Data driven fleet maintenance program

Provides service to hundreds of cities and agencies:



Selected Vendor

Via is committed to providing transit access in underserved communities across California

50+

California Partners



And many more...

70

Employees in SF



53%

of riders do not have access to a personal vehicle



52%

of riders would use a Single Occupancy Vehicle if Link did not exist

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Next Steps

June 18, 2024 – Contract Approval

Summer 2024

- Confirmation of Service Plan
- Recruitment and Training of Operators
- Launch of Phase II Outreach

Early Fall 2024

- Launch of Service

March 2026

- End of Pilot

Thank you

Robert Lim, Project Manager
Bayview Community Shuttle

Jean Long, Multimodal Planning Manager
Project Manager for Shuttle until June 20, 2024