



# **SFMTA Bayview Community Shuttle**

Community Congress Meeting

**Agenda Item 5: Finalizing the Service Plan**

August 14, 2024

# Today's Agenda

- ▶ 5a. Project overview and work to date
- 5b. Preferred alternative review and vote
- 5c. Next steps



# Via background

*Via is the world's leading provider of advanced public mobility solutions*

750+

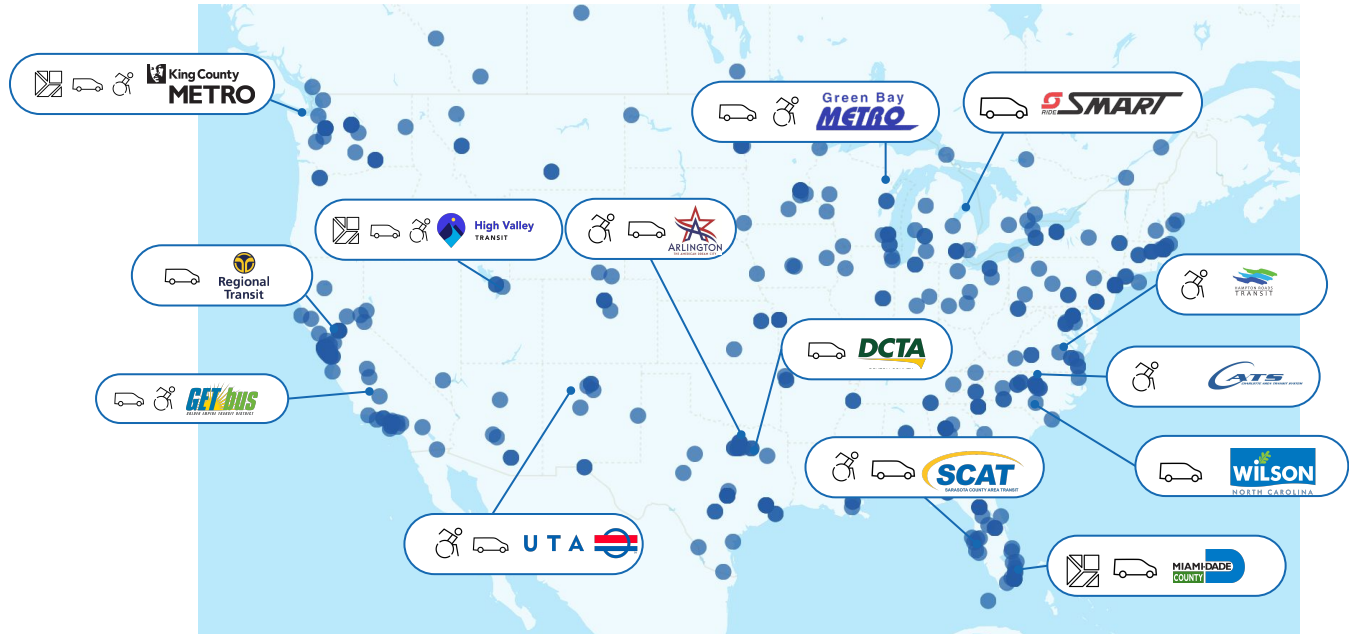
Partners

50

Countries

130M

Rides served



## What is microtransit?

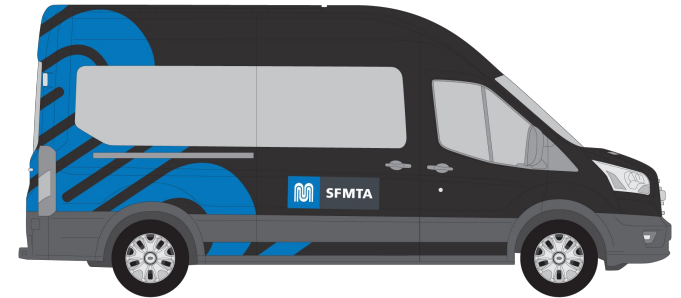
Microtransit (sometimes called “on-demand transit”) is transportation technology that captures trip requests and groups passengers into **shared rides**, in **real-time**.

SFMTA’s proposed “dynamic service” shuttle in the Bayview-Hunters Point area is an example of a microtransit service.



## Bayview Shuttle project overview

- “Dynamic service” shuttle in the Bayview-Hunters Point area, an area geographically isolated and without much transit connectivity
- The Bayview Community Based Transportation Plan identified the need for a shuttle in this area to **connect residents** to regional transit, jobs, and other critical destinations, and **improve mobility options** for all residents, youth, and seniors
- Funded through California Climate Investments
- Partnership between SFMTA, the California Air Resources Board, nine community-based organizations, and Via



## Project goals

<b>Improve Community Mobility</b>	<p>Connect residents to critical destinations, especially those most geographically isolated or those most vulnerable to transportation challenges.</p>
<b>Improve Community Health &amp; Reduce Emissions</b>	<p>Reduce automobile reliance and emissions in a community with a long history of emissions-based chronic health conditions. Reduce stress through more mobility options that fit trip needs. Support city-adopted Climate Action goals.</p>
<b>Invest in the Community and Create Jobs</b>	<p>Create sustainable opportunities for employment and wealth-building to complement transportation solutions.</p>
<b>Connect Residents to Transportation Solutions</b>	<p>Increase resident awareness of all the transportation services available to them and increase enrollment in free or reduced-cost Muni pass programs.</p>
<b>Support and Supplement Existing Transit Services</b>	<p>Use the community shuttle to supplement existing Muni service, never to replace it. Use ridership data from the community shuttle to improve Muni effectiveness in the future.</p>

## Progress to date



**Community groups** - involvement from Community Congress, Outreach Committee, Workforce Committee, and many community partners



**In-person outreach** - 41 events with almost 2,000 residents in total



**Survey** - Paper and online survey, with responses from 629 residents

**Today's goal:** *Finalize the key parameters for the initial service plan - zone, days and hours of service*

# Today's Agenda

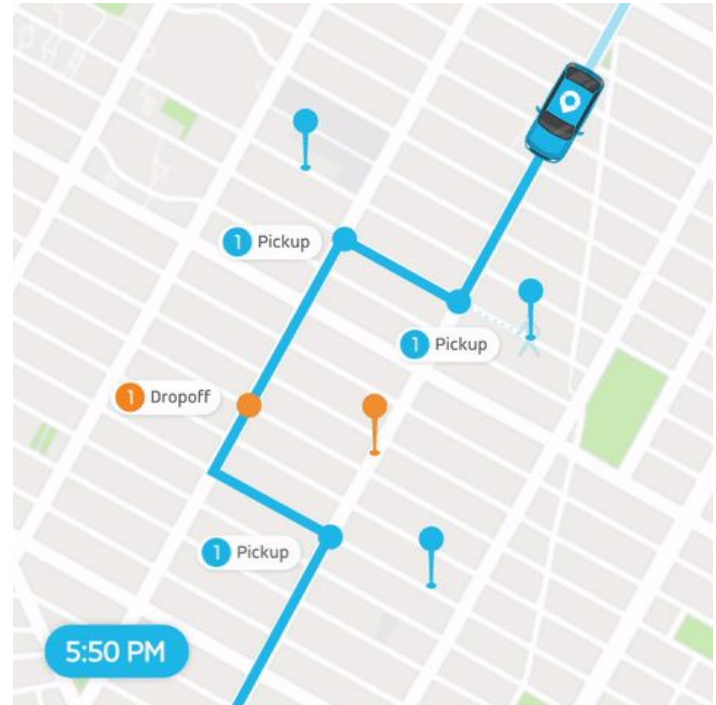
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## How a “dynamic service” shuttle (microtransit service ) works

- A “dynamic service” shuttle is one that doesn’t have a fixed route like a bus line, but instead operates in a “service area”
- Riders request a ride either by using a mobile app or by calling a phone booking line and speaking to an agent
- The shuttle will pick up and drop off riders throughout the service area at “virtual bus stops”
- Riders will walk a short distance to the nearest “virtual bus stop”, those who have indicated limited mobility in their profile will be picked up at the curb



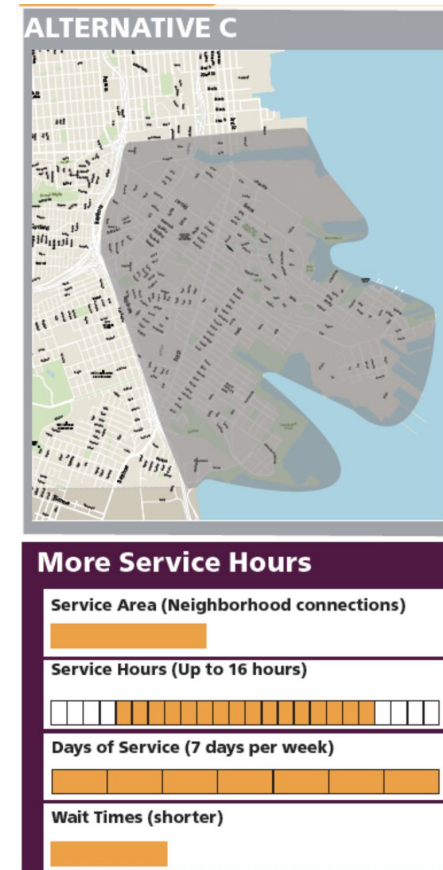
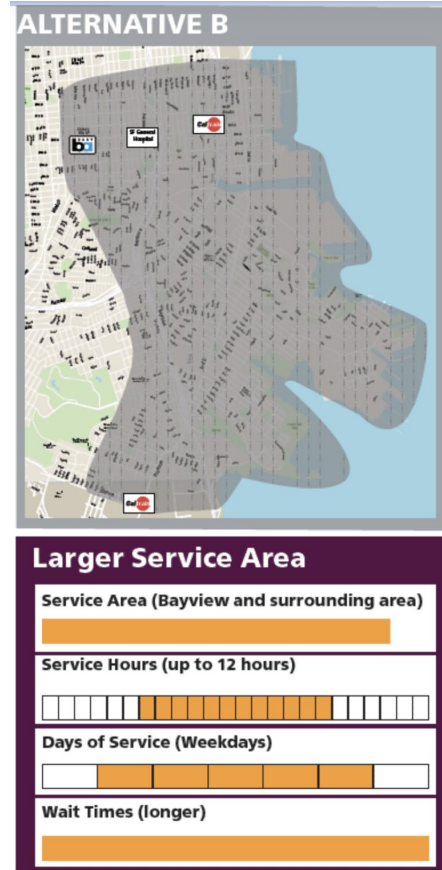
## Trade-offs to consider

*For all dynamic services, we can think of service through a few different factors:*

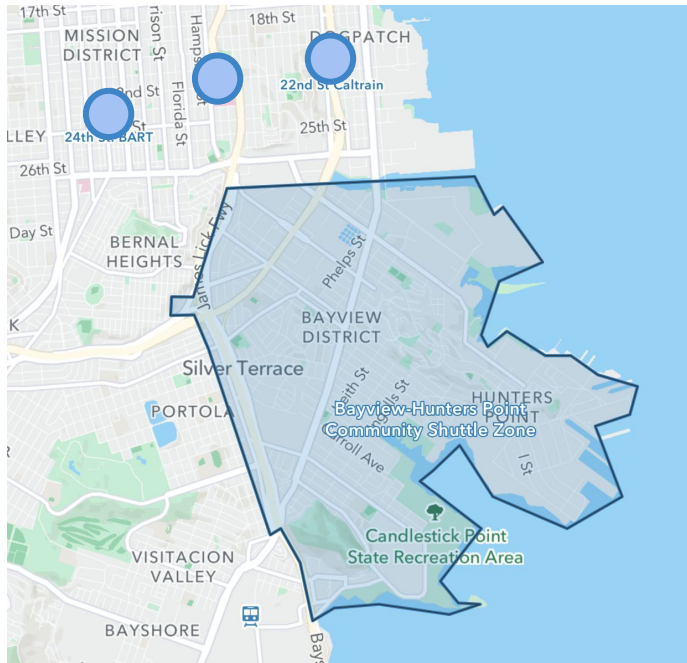


***The farther to the right we lean for each of these factors, the more costly the service is. To keep the service effective, it's important to make trade-offs to design a service that balances the needs of residents and each of these factors.***

# Three alternatives were presented for feedback last year



## Based on feedback over the last six months, SFMTA is proposing an iteration of Alternative A



**Hours of operation:** Mon-Fri 7am-7pm, Sat-Sun 10am-6pm

### Benefits of service:

- Provides access to:
  - Key destinations throughout the Bayview / Hunters Point areas
  - Connections to regional transit at 22nd St Caltrain and 24th St BART
  - Connections to other Muni routes
  - SF General Hospital
- Service 7 days per week
- Typical wait times 15 minutes or less (dependent on demand)

*Dynamic services like the Bayview Shuttle can be adjusted after service begin, to expand services areas, increase hour, and make other improvements as funding becomes available.*

# Vote!

## Considerations when voting:

- Alternative A provides benefits that can be expanded based on future input post-launch:
  - Expand service area
  - Adjust hours on weekdays, weekends, or both
- If you are in favor of improving a certain element of the service (e.g., a larger service area) at launch, consider how would you balance the increased cost (e.g., operate fewer hours / days, or have longer wait times)

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## Upcoming meetings and next steps

Group	Upcoming meetings
<i>Community Congress</i>	8/14 - 5/30 pm PT 10/23 - 5:30 pm PT (tentative)
<i>Shuttle and Outreach Committee</i>	8/12 - 11 am PT 10/9 - 11 am PT
<i>Workforce Committee</i>	8/14 - 10 am PT 10/16 - 10 am PT

- Via and SFMTA are finalizing the launch timeline - tentatively early November
- Via is starting driver hiring and vehicle preparation, with the help of the Workforce Committee
- Now that we have a chosen alternative, Via and SFMTA will finalize service criteria, and then work with the Outreach Committee on marketing and community engagement plan
- The next key step is to finalize the service name, logo, and other branding elements such as the vehicle wrap

# Shuttle and Outreach Committee

In preparation for launch, Via's team will work with the Shuttle and Outreach Committee on efforts to educate riders and community stakeholders about the new transit service.

## Engage with community stakeholders and riders

Meet with community stakeholders (residents, businesses, etc.) to inform them about the service launch. Our goal is to ensure the word gets out about the new service and that residents know how to ride.

**Activities:** Host informational sessions and attend community events.

## Create educational materials to share with riders and others

Create and distribute marketing materials to inform riders and the community about the service and how to use the mobile app.

**Materials:** Community engagement pamphlets, how to ride videos, and training slide decks.

## Continued support to local stakeholders after launch.

Provide support after launch including continued education and addressing feedback from riders and community groups

**Activities:** Follow up with community groups and gather feedback through rider survey questions.



# Workforce Committee

Via will partner with Community Workforce Development organizations for the Bayview Community Shuttle throughout the launch process and beyond

## Continuous engagement

Via plans for long-term engagement with CityDrive and designated workforce programs; we will continue to partner long after the launch period.

**Activities:** Informational sessions for interested drivers

## Community-centric approach

Via's goal will be to recruit qualified, safe, and local drivers from the community. Drivers from the community are uniquely qualified to serve the shuttle's riders.

**Materials:** Referral programs and lead prioritization

## Flexible scope

Via will work to understand capabilities, and customize our partnership with each CBO. We will look to engage on referrals, training, and more.

**Activities:** Training curriculum

# Thank you!

