



SFMTA

Bayview Shuttle

Community Congress

January 22, 2025

October Meeting Recap

October 23rd Meeting Minutes

- Communication improvements with community partners
- Delegate payments
- Stronger environmental impact(s) messaging
- Community messaging methods (i.e., mailers)
- Appreciation for Bayshore Caltrain Station addition
- Launch Ceremony!

Via Shuttle Performance Update

Data Collection Plan

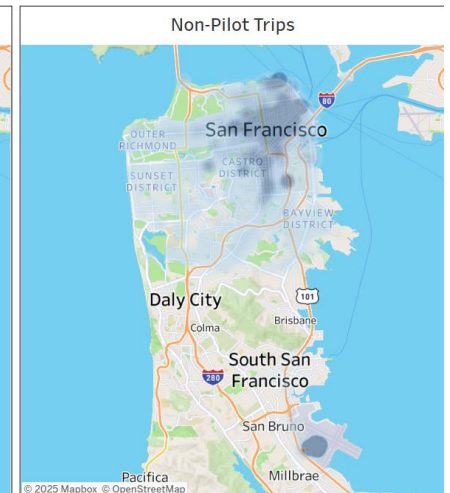
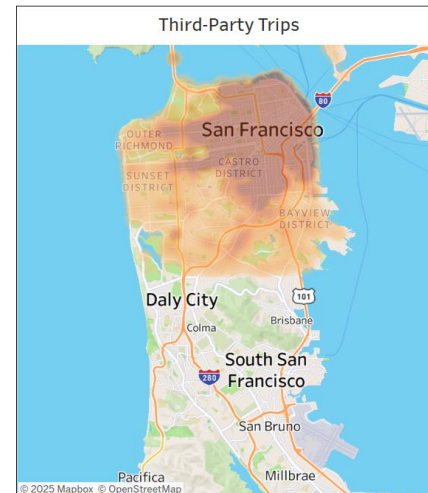
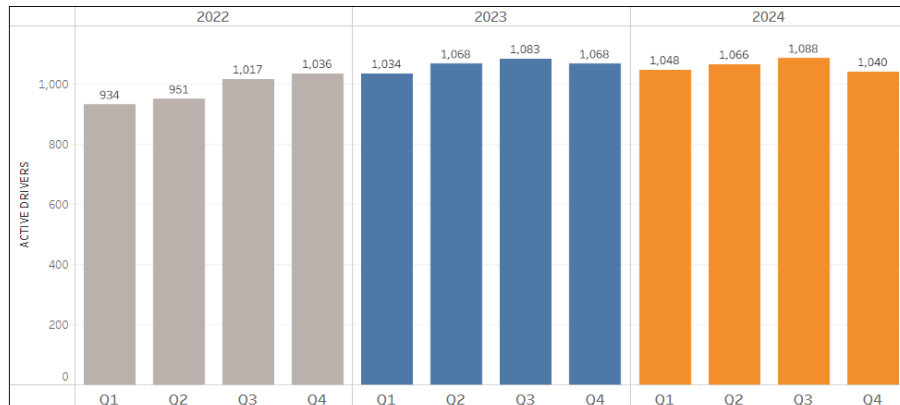
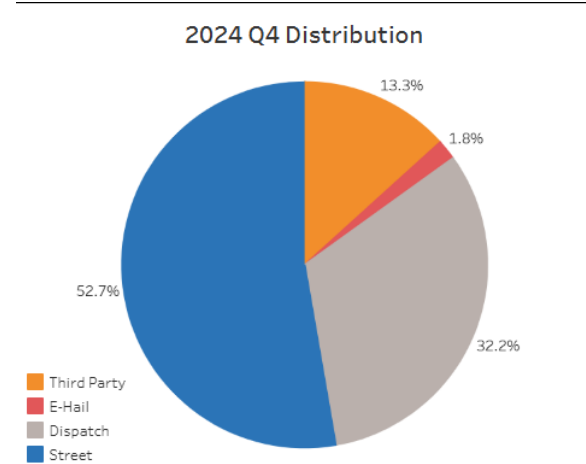
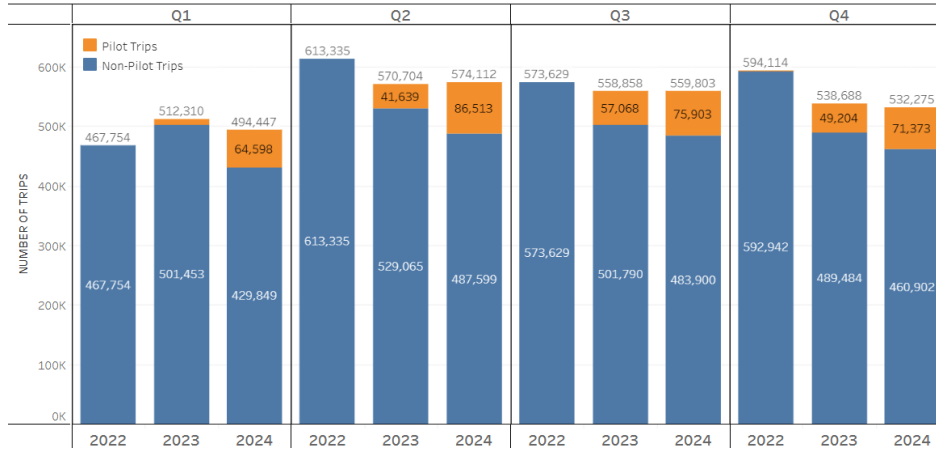
- CARB Requirement
- Collaboration with Via
- Commitment to the community for performance and reporting

Final Data Collection Plan

Categories:

- Vehicle and Charging Equipment Specifications
- Trip Data
 - Trip Outcome
 - Trip Details
 - Trip Summaries
 - Trip Averages
 - Call Center
- Service Operations
 - Vehicle Usage
 - Charging Usage
 - Maintenance and Repair Data
 - Accident and Collision Data
- End User Experience
 - Number of Users
 - Rider Demographics
 - Modal Preferences
 - Shuttle Impacts

Publicly-Accessible Dashboards



Visualization Recommendations

Trips

- Time period (hour/day)
- Type of vehicle (WAV/standard)
- Location (zone)
- Booking Method
- Average Distance
- Average Duration

Riders

- New v. Returning Riders
- Type of User
- Demographics
- Satisfaction Rate
- Primary Mode
- Purpose of Travel
- Difference in Travel Time
- Reasons for Using the Shuttle

Visualization Recommendations

Requests

- Total Ride Requests
- Completion Rate
(Requested v. Completed)
- ETA Deviation
- Average Dwell Time

Transit Connections

- PU/DO near Transit Stops
- Booking Transit-included options
- Common Community
Destinations
- Payment Method

Community Reporting

Audiences:

- Community-Based Organizations/community hub presentations
- Community Advisor Committees or other oversight boards
- Community Newsletters
- Public Dashboards

OTHER IDEAS?

Community Newsletters

- What should be included?
- What are the most important messages?
- How should we frame it?’

DRAFT MONTHLY NEWSLETTER

Committee Update(s)

Thank you!

[Post-Meeting Survey:](#)

