

Late Night Transportation Phase 2 Final Report

Transportation Authority Board
Agenda Item 14



SAN FRANCISCO COUNTY TRANSPORTATION AUTHORITY

April 24, 2018

Late Night Phase II Overview

- ▶ **Goal to improve late night and early morning transportation**
- ▶ **Led by Late Night Transportation Working Group**
 - ▶ Staffing from TA, OEWD, Entertainment Commission
- ▶ **Implementing next steps identified in Phase 1 study:**
 - ▶ **Begin a process to refresh all-night bus service network**
 - ▶ **Pilot program for location-specific improvements**
 - ▶ **Coordinated information campaign to better communicate existing services**
 - ▶ **All-night transportation monitoring practice**



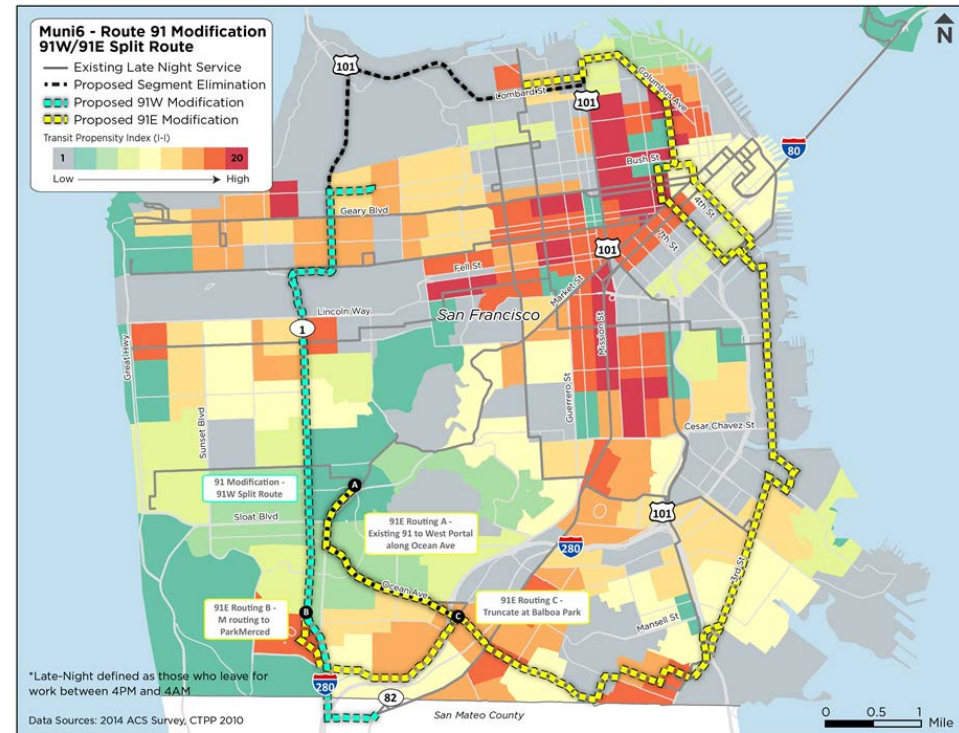
Credit: 38-Geary by Johnny Grim (by-nc-nd)



Photo Credit Flickr User: Patrick Boury

Service Planning

- ▶ Analyzed late-night transit serving SF to identify potential service improvements
- ▶ Recommendations include:
 - ▶ Split Route 91, extend to Daly City
 - ▶ New service to Fisherman's Wharf
 - ▶ More frequent buses on Geary
 - ▶ Improved service to East Bay and Peninsula
- ▶ Next steps:
 - ▶ SFMTA, SamTrans working on planning/ funding/pilots to implement concepts
 - ▶ AC Transit service likely to decrease with BART-funded pilot ending; needs new funding to implement recommendations



Location-specific improvements

- ▶ **Surveyed employers & workers in Lower Polk CBD and Union Square BID on area late-night needs**
- ▶ **Identified needs include:**
 - ▶ **Safety and security improvements**
 - ▶ **Pedestrian-scale lighting**
 - ▶ **Access to real-time transit info**
- ▶ **Next Steps:**
 - ▶ **Efforts to improve streetlights and transit stop amenities underway citywide**
 - ▶ **Agencies should incorporate late-night needs in corridor upgrades on the AllNighter network**



Information campaign

- ▶ **Worked with operators, MTC on marketing campaign to improve awareness of AllNighter service**
 - ▶ New allnighter.511.org info portal
 - ▶ Regional AllNighter system map
 - ▶ New logo and marketing materials
 - ▶ Launched multichannel campaign
- ▶ **Dramatically increased traffic to web portal during campaign**
- ▶ **Next Steps:**
 - ▶ Transit agencies, MTC should continue using materials in future campaigns



AllNighter
YOUR RIDE AFTER A LATE SHIFT

12:00AM-5:00AM
20+ BUS ROUTES
Serving San Francisco,
the East Bay and Peninsula

PLAN YOUR RIDE
ALLNIGHTER.511.ORG

This poster features a purple background with a night cityscape. It includes the AllNighter owl logo, service hours (12:00AM-5:00AM), route information (20+ BUS ROUTES), and the website URL. It also displays logos for partner transit agencies: Muni, AC Transit, SamTrans, and Golden Gate Transit.



AllNighter
YOUR RIDE FOR THE EARLY SHIFT

12:00AM-5:00AM
20+ BUS ROUTES
Serving San Francisco,
the East Bay and Peninsula

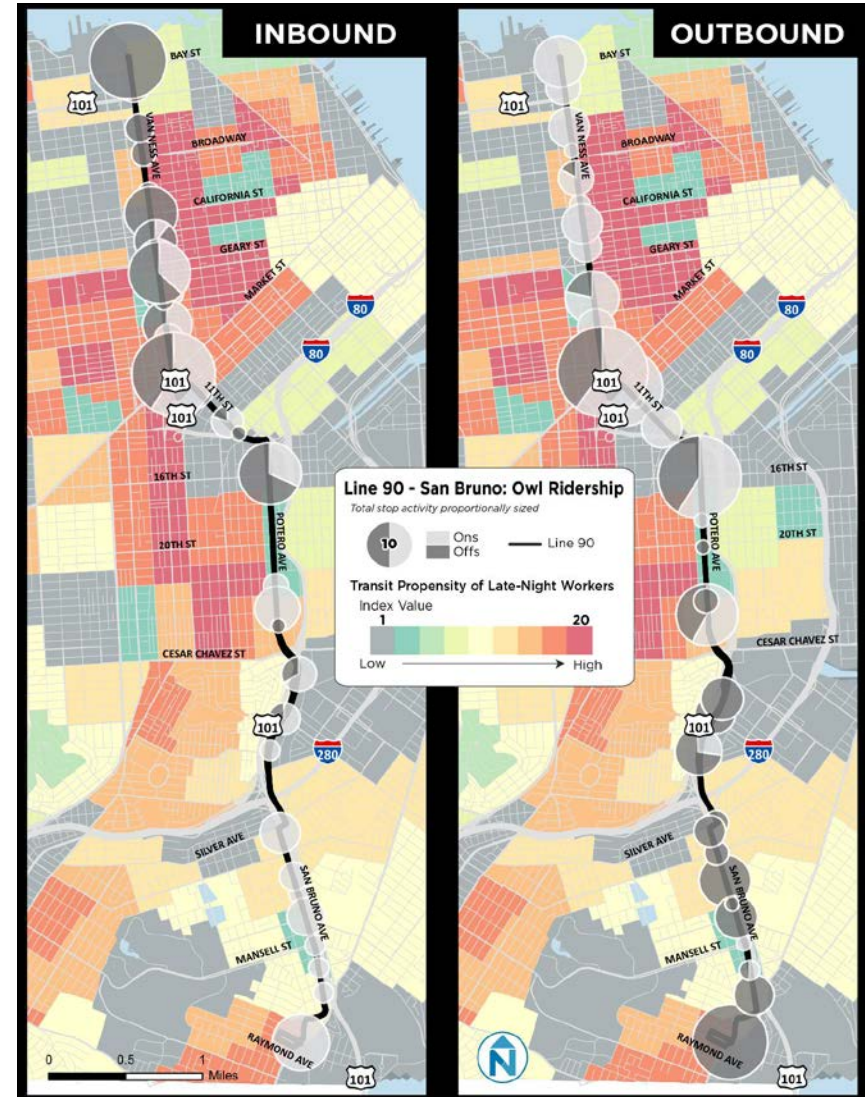
PLAN YOUR RIDE
ALLNIGHTER.511.ORG

This poster features a yellow and blue background with a night cityscape. It includes the AllNighter owl logo, service hours (12:00AM-5:00AM), route information (20+ BUS ROUTES), and the website URL. It also displays logos for partner transit agencies: Muni, AC Transit, SamTrans, and Golden Gate Transit.

Data Monitoring

- ▶ **Developed set of metrics to track performance of nighttime transit – focus on:**
 - ▶ Ridership
 - ▶ Productivity (e.g. riders/service hour)
 - ▶ Reliability
- ▶ **Next Steps:**
 - ▶ TA to conduct biennial monitoring on ongoing basis with support from transit operators



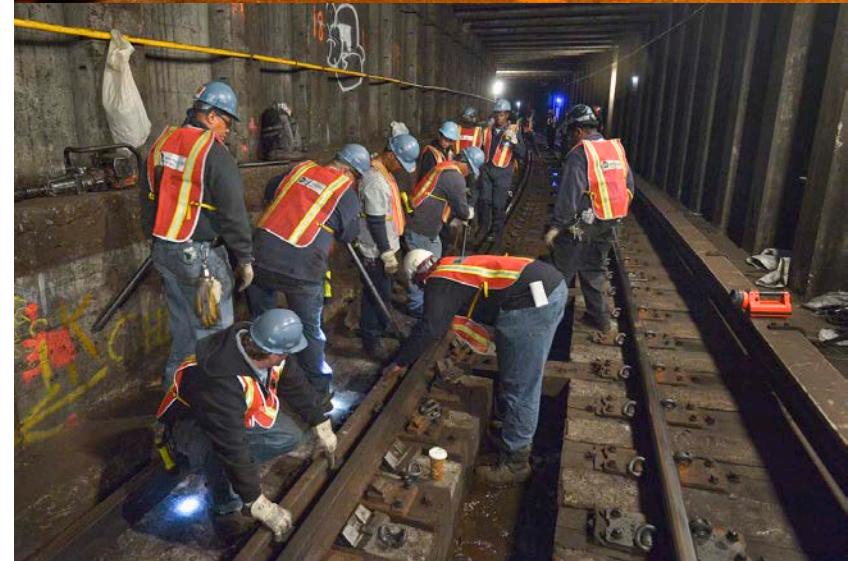
Other initiatives

▶ Shared taxis

- ▶ Coordinated with SFMTA to develop potential e-hail app criteria and car sharing regs
- ▶ Proposed regs not yet adopted by Taxi Task Force

▶ Rail service late-night hours

- ▶ BART, Caltrain released white papers on maintenance constraints limiting late-night hours
- ▶ SFMTA nearing completion of paper on constraints to light rail hours



Questions?

Ben Van Houten, OEWD
ben.vanhouten@sfgov.org

Colin Dentel-Post, SFCTA
colin.dentel-post@sfcta.org

