"Our Community, Our Shuttle" Bayview Shuttle Pilot Program

SFMTA Board of Directors
July 16, 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 MTA Board 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.
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

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

<table>
<thead>
<tr>
<th>Improve Community Mobility</th>
<th>• Give people more options to get around in the community</th>
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<tbody>
<tr>
<td>Improve Community Health &amp; Reduce Emissions</td>
<td>• Connect people to regional transit, reduce stress, and improve air quality</td>
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<tr>
<td>Invest in the Community and Create Jobs</td>
<td>• Create pathways to sustainable, union jobs</td>
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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**

Initial Concept
- Service Area (Bayview and key destinations)
- Service Hours (up to 12 hours)
- Days of Service (7 days per week)
- Wait Times (medium)

**ALTERNATIVE B**

Larger Service Area
- Service Area (Bayview and surrounding area)
- Service Hours (up to 12 hours)
- Days of Service (Weekdays)
- Wait Times (longer)

**ALTERNATIVE C**

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

70
Employees in SF

Richmond moves

PAL PALO ALTC LINK

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

And many more...
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Next Steps

July 16, 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