



SFMTA

# Bayview Shuttle

## Community Congress

January 22, 2025

# October Meeting Recap

## October 23<sup>rd</sup> 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

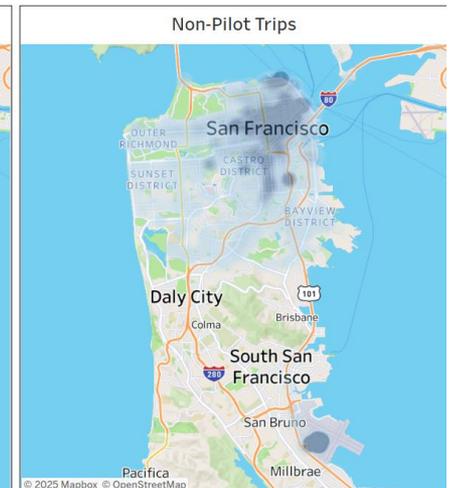
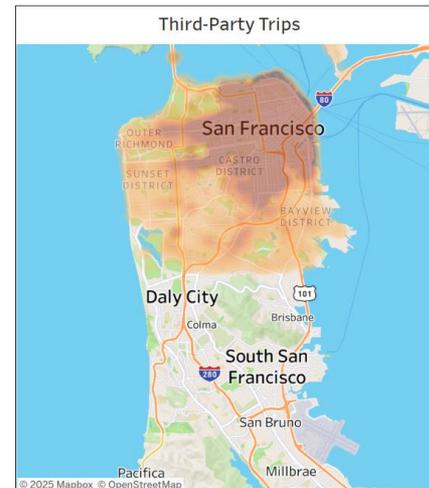
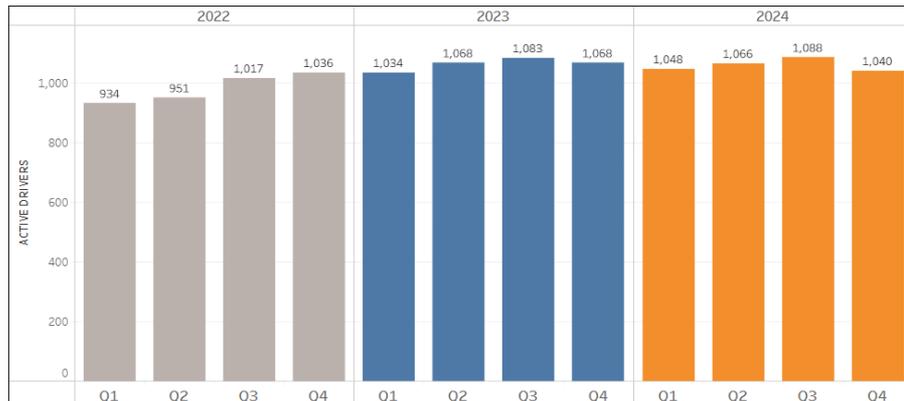
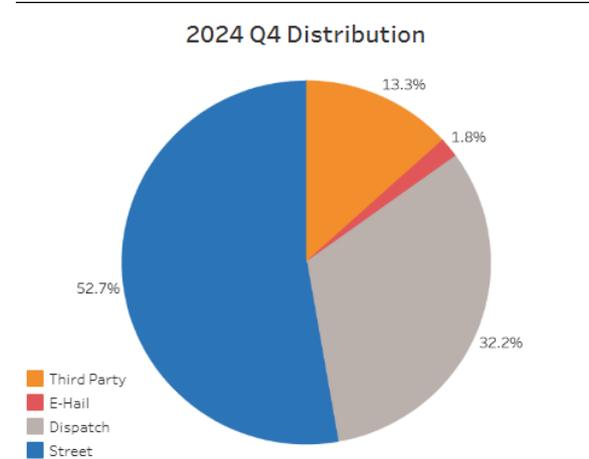
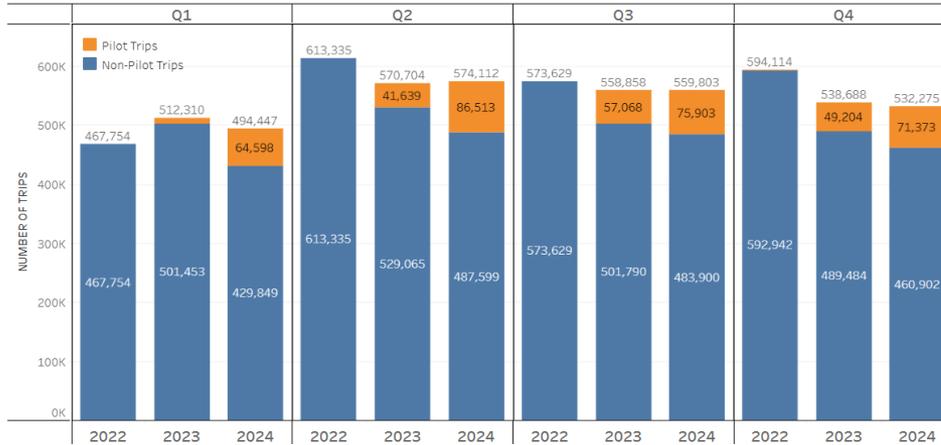
- CARB Requirement
- Collaboration with Via
- Commitment to the community for performance and reporting

# 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)