

San Francisco Transit Effectiveness Project (SFTEP)

MEETING SUMMARY

SFTEP Policy Advisory Group Meeting

March 21, 2007

9:00 AM – 11:00 AM

Room 278

Participants:

PAG Members

- Billy Charlton, SFCTA
- Wil Din, MTA Board of Directors
- Joan Downey, MTA CAC
- Nathaniel Ford Sr., MTA
- Ed Harrington, Controller's Office
- Kevin Hughes, IBEW, Local 6
- Brenda Lavigne, TWU Local 200
- Tom Radulovich, TEP CAC
- Leah Shahum, MTA Board of Directors

MTA Staff

Julie Kirschbaum
Britt Tanner
Judson True

Controller's Office Staff

Sally Allen
Liz Garcia
Peg Stevenson

TEP Consultant Team

Russ Chisholm, TMD
Chris Wornum ,
Cambridge
Systematics, Inc (CS)
Andrew Tang, CS

PROJECT UPDATE

Julie Kirschbaum reviewed the status of key activities including the market research, service analysis and operations review. The market research is wrapping up with two aspects remaining: 1) a similar market analysis for the horizon years 2015 and 2025 and 2) an analysis of where in the City, transit can be most competitive.

Service Analysis data received thus far is being reviewed, analyzed and put into a more useable report format. When complete, these reports will provide a rich source of data for each line. At this point, data for 24 of the bus lines are good, 40 need to be double checked, and another 10 need to be looked at more closely to judge the quality of data received to date. Data has been received and reviewed for about 2/3 of the rail lines. MTA is exploring the possibility of ridership data collection for the cable cars, which was not included in the original scope of work. Finally, in about one month, the operations review being conducted for the project will offer preliminary recommendations for the MTA's manpower planning, division management, and optimal levels of extraboard.

The third Early Action Project (EAP) has begun (the Automatic Passenger Counter installment on buses and the 1- California On-Time Performance Pilot study were the first two). Over a period of 120 days, incremental improvements will be made to the J Church rail line to study their relative impacts.

Improvements include control of the rail cars departures (both early and late), parking control officer (PCO) enforcement of double parking and any potential rail blockages, signal adjustments, and potential parking reconfigurations and yellow zone installations.

This pilot also will measure the rider perceptions of improvements using a “before” and “after” survey of riders. The “before” survey results are currently being tabulated and analyzed. Monitoring the impact of each improvement will also include daily communication with a consistent group of regular J Church riders who will report daily via email on the apparent impacts of the pilot. Unlike the 1-California, this pilot is incrementally rolling out the improvements to better quantify the costs of each intervention, and to be able to identify those efforts that might be able to be maintained beyond the 120-day effort.

MARKET RESEARCH PRESENTATION

The market research conducted for the project involves a review of the existing urban environment, travel markets and consumer research.¹ Russ Chisholm (TMD) presented various maps of San Francisco’s existing land use, densities, and proposed development. Russ also provided several illustrations detailing trip origin and destinations, suggesting potential opportunity for improved integration with regional transit.

Chris Wornum and Andrew Tang (CS) presented the consumer research piece of the market research work, which involved market-based planning to better understand traveler attitudes using an attitude-based market research survey. This survey was a three-step process where 579 San Francisco residents were randomly sampled and surveyed to determine their individual sensitivities to various travel elements. The study revealed that the most important factors affecting responders’ travel choices were:

1. Need for reliability
2. Time sensitivity
3. Need for comfort
4. Need for flexibility
5. Cost sensitivity; and
6. Need for safety

CS then identified seven “market segments” for San Francisco that differ in terms of associated demographics and the degree of sensitivity to the six travel factors mentioned above. CS noted that since all seven segments are similar in their need for reliability and sensitivity to time, efforts to provide faster and more reliable service should attract more transit riders among all seven market segments.

¹ This presentation is available at on the website at this address:
<http://www.sftep.com/files/SFTEP%20Market%20Analysis%20for%20PAG%203-21-07.pdf>

TEP COMMUNICATIONS PLAN

Last month, Mr. Ford requested that staff prepare a communications plan that summarized the outreach efforts conducted to-date and proposed strategies to further raise the visibility of the project. Sally Allen shared the original public outreach strategies which included mailing lists, multilingual information lines, website and reference materials, the establishment of three advisory committees and finally, rotating community briefings and citywide workshops. The purpose of this outreach is three-fold: to inform community stakeholders, solicit input, and encourage support for the project.

The project team has identified a number of additional public outreach strategies to complement these existing efforts by creating additional forums for soliciting input from the public-at-large and hard-to-reach stakeholders. These include more proactive media engagement, MTA staff outreach, and the production of more innovative, interactive and accessible tools for communicating TEP implementation strategies. This second phase of strategic outreach will be assisted by a dedicated public relations officer soon to be hired by MTA.

The project team is in the process of prioritizing the additional public outreach strategies and identifying the required resources (staff, additional consultants and funding).

PAG Member Comments

- When sharing any project research findings with the general public, it is important to simplify the technical language, so that everyone can understand the work being done.
- Use the daily local papers to share this information with non-English speakers.
- Consider Tom Radulovich as a resource for any wayfinding banners or signs in BART stations, to facilitate the local to regional transit connections.
- When speaking with MTA operators, include supervisors if possible.

NEXT STEPS

The next PAG meeting is scheduled for Wednesday, April 18, 2007 from 9am-11:00am in room 278 on the second floor of City Hall.