

District 4 Community Shuttle Study



San Francisco
County Transportation
Authority

Summer 2025

Agenda

- Overview
- Outreach Phase 1 findings
- Service design
- Potential implementation and funding strategy
- Next steps

Overview



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On-Demand Shuttle Concept

- An on-demand shuttle, or microtransit, is a transit service that operates without a fixed schedule or fixed route
- Customers request and share rides with other customers traveling in a similar direction within an established service area



Photo by SFMTA Photography Department

Study Background and Purpose

Background: The 2021 District 4 Mobility Study recommended an on-demand shuttle to address local mobility needs in District 4

Purpose: Improve transit options and reduce private vehicle trips within District 4

- Provide an efficient alternative to driving for short distance trips
- Improve access to commercial corridors and other key destinations
- Increase transit use overall, including for seniors and people with disabilities

Study Objectives

- Design service based on local needs and industry best practices
- Develop a strategy for potential implementation informed by public input
- Analyze business case – e.g. benefits, costs, and funding options

Outreach Phase 1



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Outreach Phase 1 – Fall 2023

- **Asked about service design features and community priorities for an on-demand shuttle**
- Community survey (865 responses)
- Focus group discussions with community leaders
 - Outer Sunset Neighbors
 - Sunset Mercantile
 - Senior Power
 - Wah Mei School
 - Sunset Cultural District



Popular Destinations

The most popular destination respondents want to travel to is local shopping and restaurants

- “Merchant corridors would be very helpful, elderly community would be grateful for easy access to merchant corridors”
- “Can see the shuttle being a nudge to make trips to commercial corridors easier”
- “Would be nice to see the shuttle getting to Great Highway on the weekends – so many communities out there and would be helpful to make Great Highway accessible”



Service Features

Service hours: Preferred times to use the shuttle are 6 a.m. to 9 p.m. on weekdays and 9 a.m. to 9 p.m. on weekend days

Wait and travel time: Majority of respondents indicated an ideal service would offer 10 to 20 minutes wait times and 20 to 30 minutes in-vehicle travel times

Payment: \$3 fare (local Muni fare), preferably paid with Clipper Card

Community Interest

High interest for a District 4 On-Demand Shuttle: more than half of the respondents (60%) indicated that they would use the shuttle once a week or more

- "Would love to see it come to life, a tremendous asset for District 4"
- "Needs of the seniors should be a high priority, bonus stuff for others - there are many seniors who really need access"
- "Some older people may need a door-to-door service"

Service Design

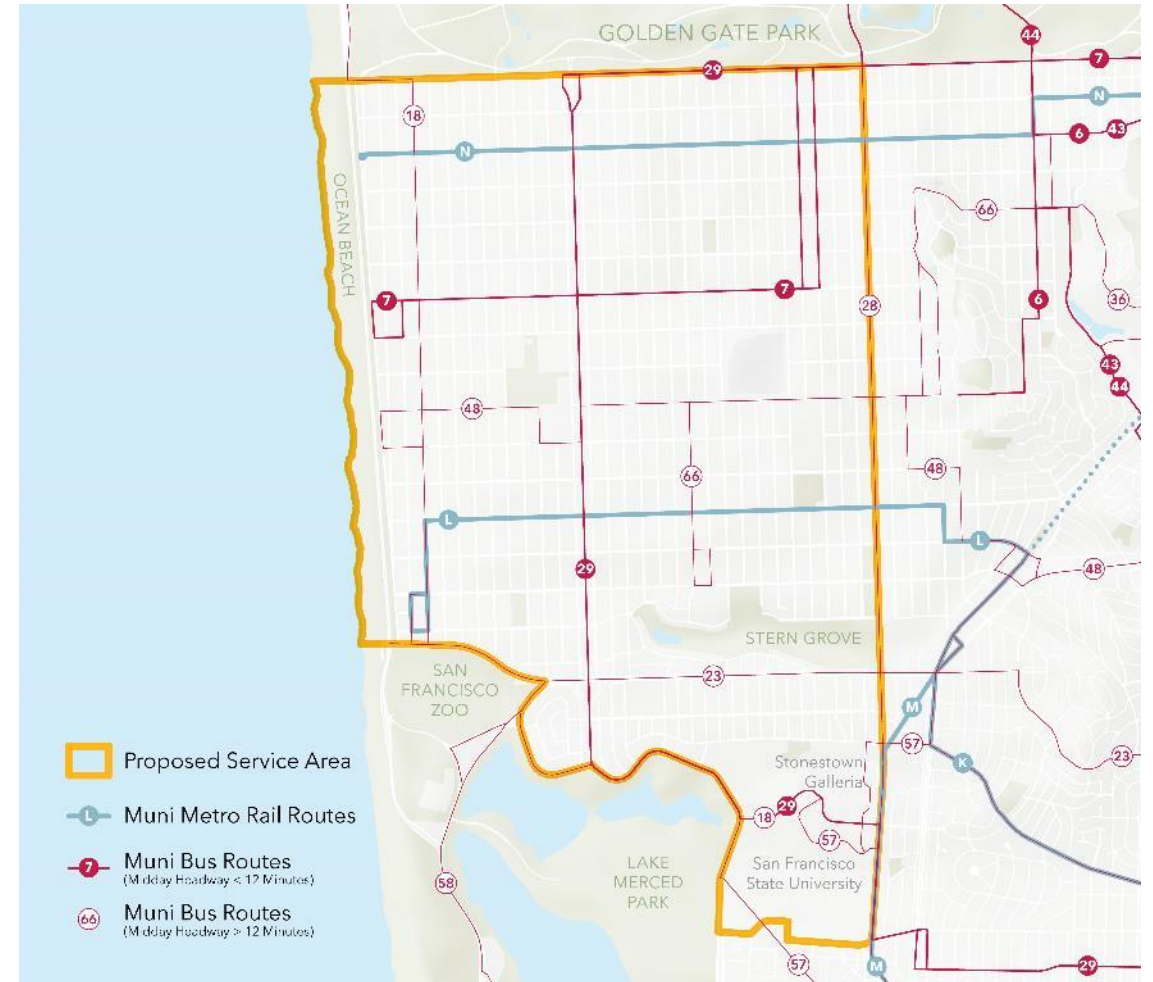


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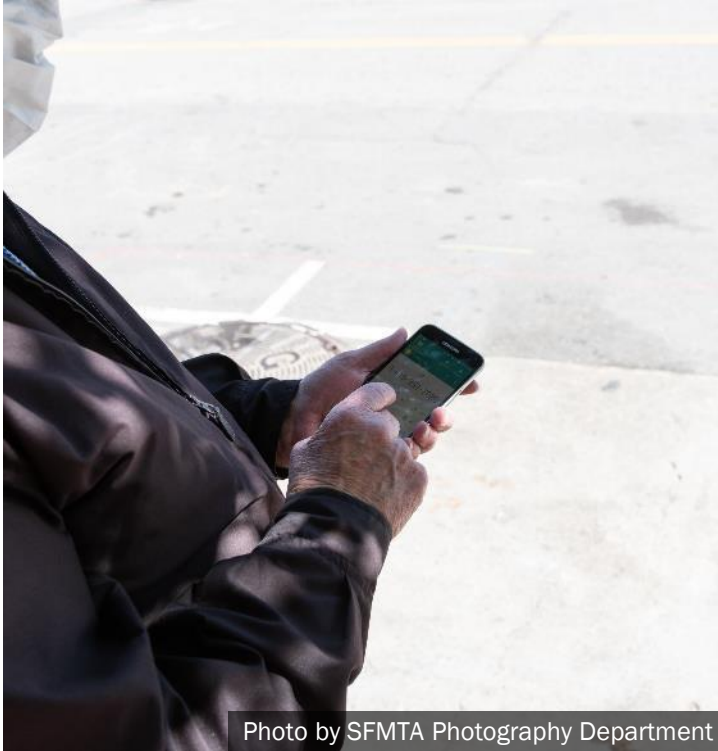
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Service Area and Hours of Operation

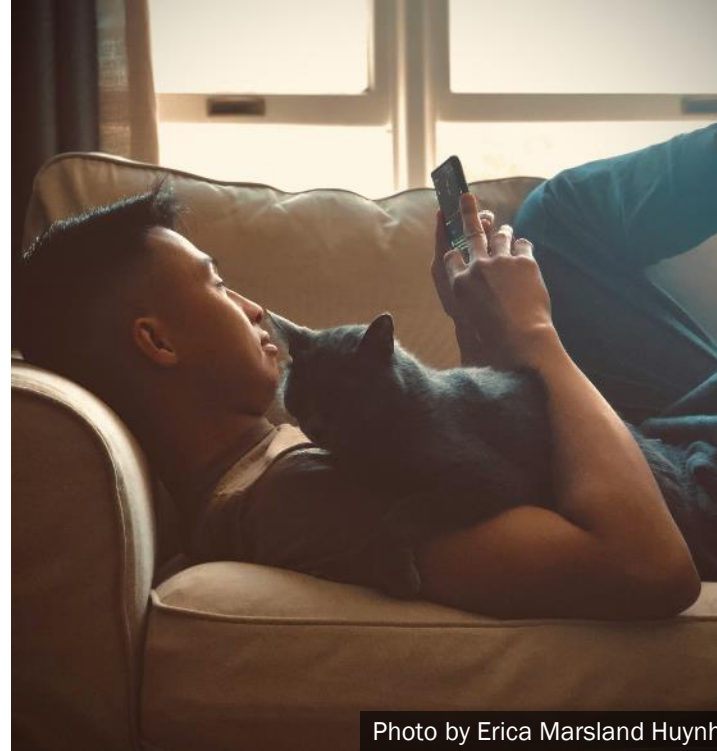
- All of District 4, Stonestown Galleria Mall, and San Francisco State University
- Weekdays 6 a.m. to 10 p.m.
- Weekends 9 a.m. to 9 p.m.



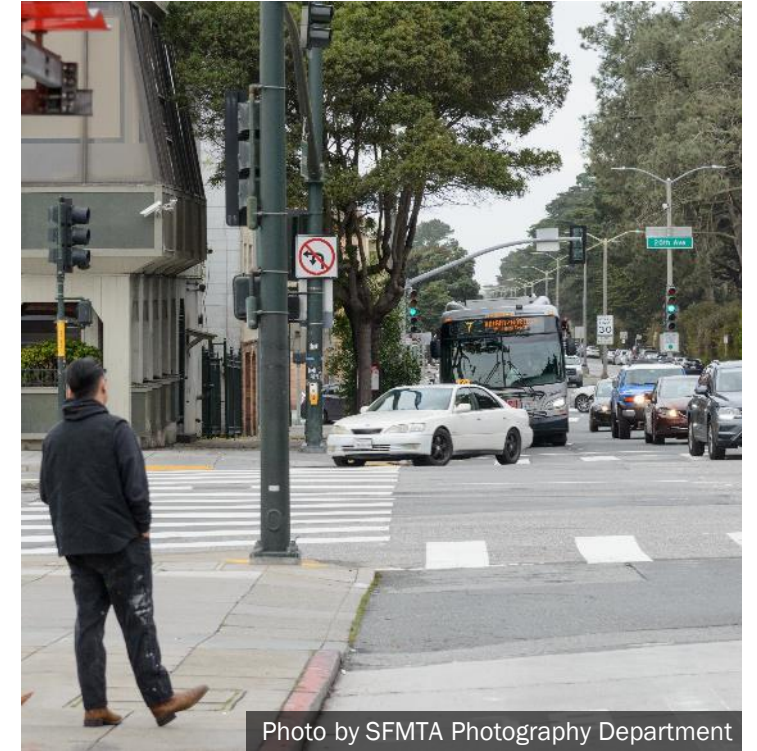
Trip Request



Request the shuttle through a smartphone app or multilingual call center



Wait between 10 to 20 minutes for your vehicle pick up



Walk to nearest intersection for pick up (door-to-door for seniors)

Trip Experience



Pay fare with your Clipper Card or smartphone app



Travel for 15 to 25 minutes, may pick up others along the way



Arrive at final destination or connect to Muni service to travel further

Service Benefits

- Projected ridership expected to average **300 daily users**
- **Faster travel** to local destinations compared to current transit options
- **Reduced reliance on personal vehicles**, easing congestion and parking demand
- Improved mobility for **seniors and people with disabilities**

Discussion

Does this service design respond to community desires?



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Potential Implementation and Funding Strategy



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Preliminary Cost Estimates

Estimated annual operating cost:
\$2.5 – 3 million

One-time implementation costs:
approximately \$600K

Implementation Strategy

- Considering costs, limited funding options, and demand uncertainties, best practice is to launch service as a pilot before making long-term commitments
- Pilot purpose:
 - Gauge actual demand and general public support
 - Adjust service design to better serve community needs
 - Assess viability of long term implementation

Funding

As a pilot, on-demand service may be funded by a combination of:

- State grant programs or discretionary funding
- SF sources:
 - SF Government funds
 - District 4 Community
 - Service users

As a permanent program, service would require ongoing, dedicated funding

Examples of Dedicated Funding Sources

SF Government

- New revenue measures
- Redirect existing transit funding to shuttle program

District 4 Community

- Advertising, sponsorships, business improvement district
- Development fees
- Parking benefit district within District 4

Other

- Increase fares

Discussion

What options would you prioritize for permanent service funding?

SF Government

- Include shuttle in future local revenue measure
- Shift funding from existing local bus service

District 4 Community

- Contributions from local businesses
- Development fees
- Parking surcharge within District 4

Service Users

- Increase fares



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Next steps

Outreach Phase 2

- June to July 2025

Present final report to Transportation Authority Board

- Fall 2025

Questions?

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