

Adopt District 4 Community Shuttle Study Final Report



**San Francisco
County Transportation
Authority**

Community Advisory Committee -Item 12
January 28, 2026

Background

The **District 4 Mobility Study**, completed in 2022, recommended piloting an on-demand shuttle to improve access to local destinations and reduce car mode share.

SFCTA Board allocated **Neighborhood Transportation Program (NTP) funds** to develop a planning study for a **District 4 on-demand shuttle**, initiated at the request of former Commissioner Gordon Mar

Study Objectives

- **Design on-demand shuttle (microtranist) 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

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

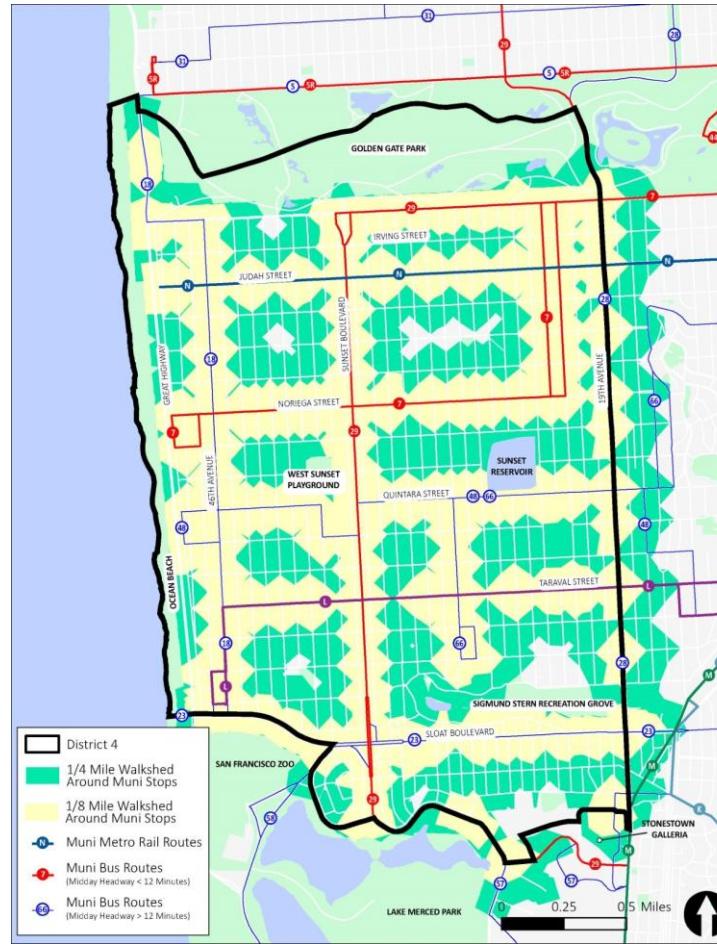
Peer Review

Select findings include:

- Optimal service area: **5-7 square miles**, covering shopping, schools, transit hubs, and key destinations
- Designed mainly as a **coverage solution**, not high-ridership or low-cost service
- Most agencies started with **small pilots** before expanding
- Services are **popular with the public and elected officials**
- **Turnkey contracting** is standard, customized to agency needs
- Fares set **at or below local transit rates** and leveraged **existing fare media**
- Targeted **~15-minute pick-up** and **~10-minute trip times**; prioritize service quality over ridership growth
- Provided **Wheelchair Accessible Vehicle trips** while balancing cost-efficiency

Opportunity Assessment

- D4 land use and size match successful peers
- Transit does not offer a competitive alternative for many local trips
- An on-demand shuttle could be a good fit



Transit Stop Walksheds



Transit/SOV Travel Time Ratio
for Local Trips

Outreach Phase 1 – Fall 2023

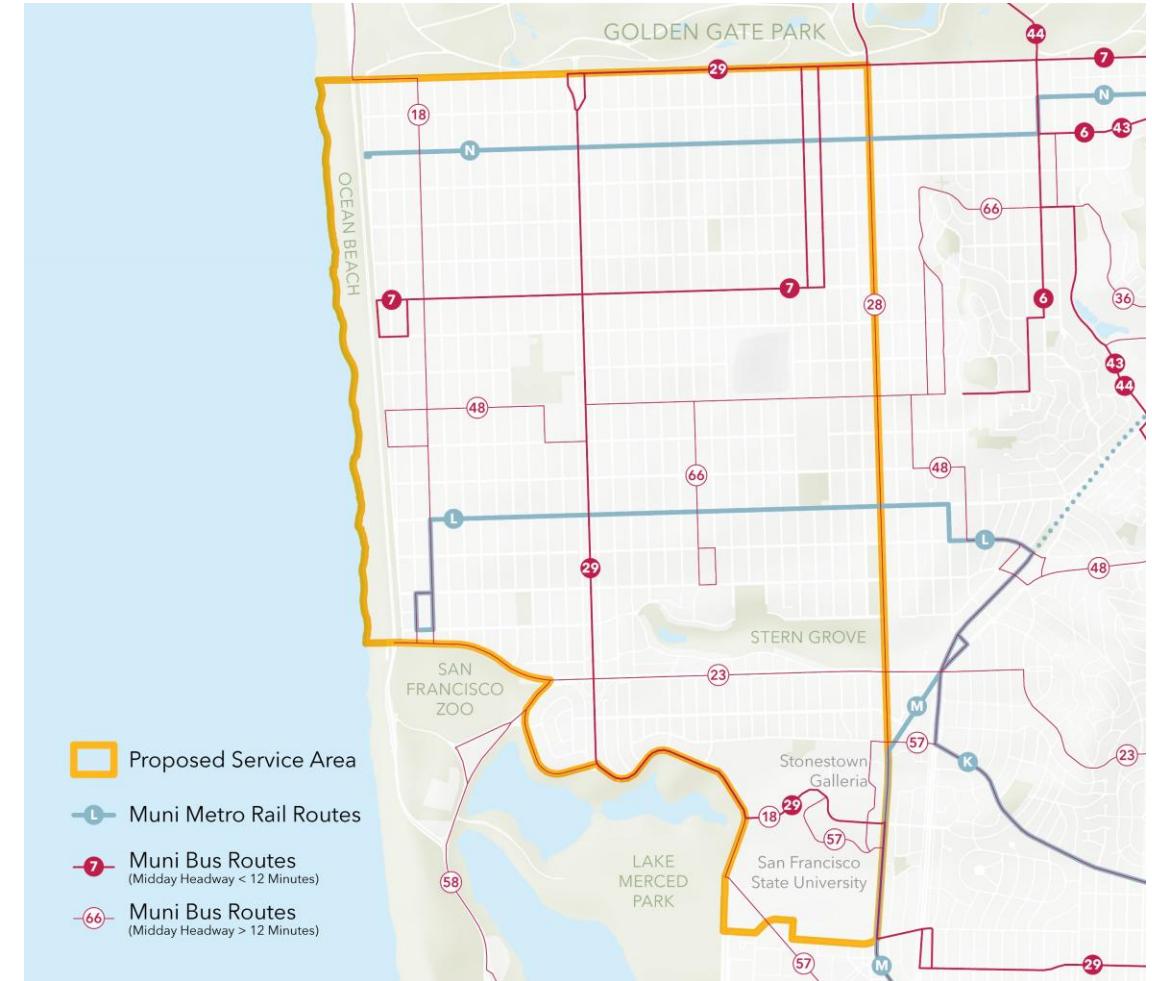
- Asked about service design features and community priorities for an on-demand shuttle
- Community survey (865 responses)
- Focus group discussions with community leaders
 - Outer Sunset Neighbors
 - Sunset Mercantile
 - Senior Power
 - Wah Mei School
 - Sunset Cultural District



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.

*Scalable to available resources



Trip Request



Photo by SFMTA Photography Department

Request the shuttle through a smartphone app or multilingual call center

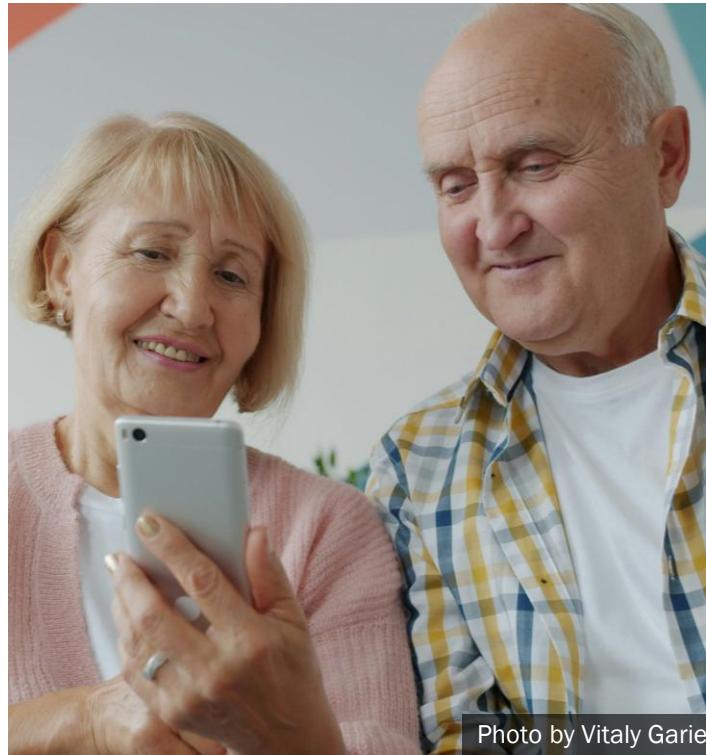


Photo by Vitaly Gariev

Wait between 10 to 20 minutes for your vehicle pick up

*Scalable to available resources

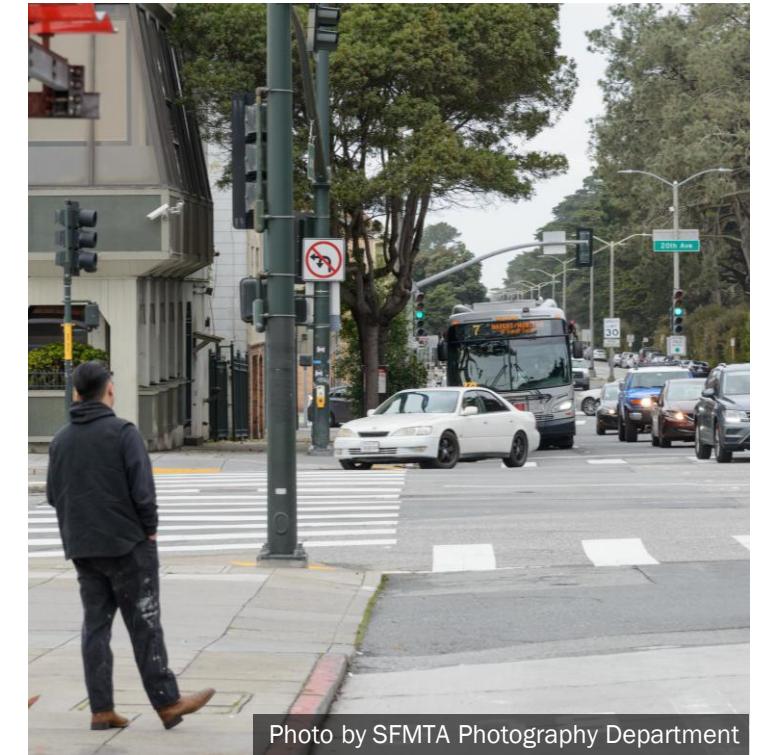


Photo by SFMTA Photography Department

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

Trip Experience



Photo by SFMTA Photography Department

Pay fare with your Clipper Card or smartphone app



Photo by SFMTA Photography Department

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

*Scalable to available resources

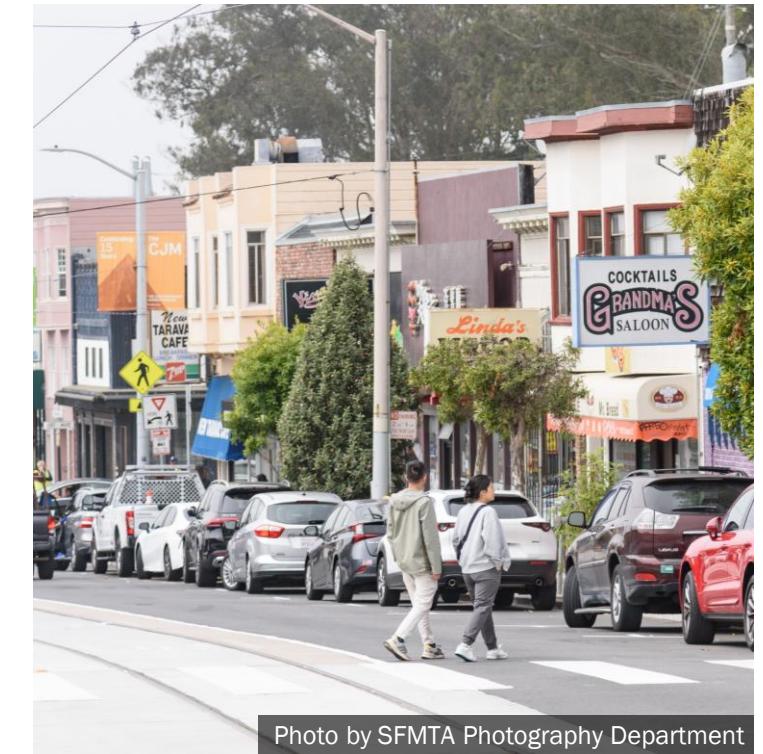


Photo by SFMTA Photography Department

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

Outreach Phase 2 – Summer 2025

- **Phase 2 outreach presented proposed service design and funding strategy options**
- Virtual Town Hall and presentation at Outer Sunset Merchants and Professionals meeting
- Key takeaways:
 - Broad community support for proposed service design
 - Some described service as premium service that could merit higher fares
 - Great interest in making sure service is accessible for seniors

Demand and Cost Estimates

Estimated weekday demand:

~300 passenger trips

Estimated annual operating cost:

\$2.5 - 3 million

One-time implementation costs:

approximately \$600K

Operating cost per trip:

~\$25 to \$30

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**, general public support, and broader market assessment
 - **Adjust service design** to better serve community needs
 - **Assess viability** of long-term implementation

Pilot Funding

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

- **Revenues** from operations (e.g. fares, advertising)
- **External grants** or earmarks (federal or state)
- **Local funding** (e.g. Prop L, SFMTA, General Fund)
- **Sponsorships** or business partnerships

Example of Funding Structure for 1-year Pilot

FUNDING SOURCE	LOW END		HIGH END	
	\$	%	\$	%
REVENUES	\$110,000	4%	\$110,000	3%
EXTERNAL GRANTS	\$996,667	32%	\$1,163,333	32%
LOCAL FUNDING	\$996,667	32%	\$1,163,333	32%
SPONSORSHIP	\$996,667	32%	\$1,163,333	32%
TOTAL	\$3,100,000	100%	\$3,600,000	100%

Long Term Funding

If there is desire to continue the service long term, the **funding structure would change**:

- **Revenues** → Continue
- **External grants** → No longer available
- **Local funding** → Needs to cover a higher share
 - SFMTA
 - General Fund
 - New revenue measure
- **Sponsorships** → Continue
- **District 4 Community** → New source
 - Business partnerships
 - Business Improvement District / Parking Benefit District
 - Higher fares

Next Steps and Recommendations

- **The study recommends pursuing funding for a pilot project**, following the service design, implementation strategy, and funding strategy outlined above
- **Westside Network Study** will assess the potential role of a District 4 on-demand shuttle alongside other mobility programs, and help inform the pilot's priority for future funding opportunities
- **Other initiatives**, such as SFMTA's Bayview Community Shuttle and a proposed on-demand shuttle on Treasure Island will also inform how a District 4 shuttle fits within San Francisco's broader mobility network.
- **ACTION:** Approve the District 4 Community Shuttle Study Final Report

Questions?

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