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## Improving Muni: Pilot Scavenger Hunt

Muni wants to partner with the Youth Commission to actively engage youth in learning more about speed and reliability improvements proposed for Muni on the 5 Fulton.

### Background

Muni's Transit Effectiveness Project (TEP) wants to improve Muni service in terms of speed and reliability—buses and trains should be faster and should come frequently. Currently, transit has to compete with traffic and other street issues that influence the speed and reliability of the system.

Muni staff have proposed tools that will help to fix some of those issues on eight of the heaviest used lines in the city (the Muni Rapid network)—the 5 Fulton, J Church, N Judah, 8X Bayshore Express, 14 Mission, 22 Fillmore, 28 19<sup>th</sup> Avenue, and 30 Stockton corridors. Since March 2012, the TEP team has conducted workshops, held public meetings and given presentations to interested groups. Our next step is to focus outreach to reach youth voices, and we're hoping it might be more fun if we use games and social media.

### Youth Outreach Objectives

1. Inform youth Muni customers about the Muni Rapid corridor proposals and how to participate in the public process;
2. Provide engaging, fun activities to elicit useful feedback from youth Muni riders about the Rapid corridor proposals;
3. Prepare participants to be ambassadors for the Rapid proposals in their own communities.

### What's the point of the pilot?

Muni and the San Francisco Youth Commission will pilot a smartphone-based scavenger hunt along the 5 Fulton Muni Rapid corridor. Using smart-phones and the SCVNGR app, players will learn more about current obstacles to Muni reliability, explore proposals to reduce travel time, and finish challenges to earn points towards prizes. This pilot will:

- Ensure that SCVNGR game approach will satisfy youth outreach objectives as anticipated.
- Identify risks that will need to be mitigated before public roll out.
- Test game challenges and design.
- Improve staff capability to conduct full implementation.

### So what we want from the Youth Commission is...

#### Agree to help Muni pilot the SCVNGR hunt, play the game and win prizes!

Since this is a pilot, we need **participants** to test out our game and let us know what works, what is fun, what isn't working and what isn't fun. That means if you or your friends volunteer in the pilot you'll need to:

- Play the scavenger hunt safely on Fulton Street during one of the set times,
- Bring, borrow, or team up with someone who has a smartphone (iPhone and Androids),
- Take a few surveys to let us know what worked and what you learned,
- Play to win the game and have fun!

**Anticipated to occur in late July.** To find out about participating in the pilot, please contact the Mario Yedidia at [Mario.Yedidia@sfgov.org](mailto:Mario.Yedidia@sfgov.org) or at 415-554-6254.

Thank you to SCVNGR for use of their product - to learn more about the SCVNGR app, check out [www.scvngr.com](http://www.scvngr.com). To learn more about the pilot project, please contact Lulu Feliciano at [Lulu.Feliciano@sfmta.com](mailto:Lulu.Feliciano@sfmta.com) and Wylie Timmerman at [Wylie.Timmerman@sfgov.org](mailto:Wylie.Timmerman@sfgov.org).

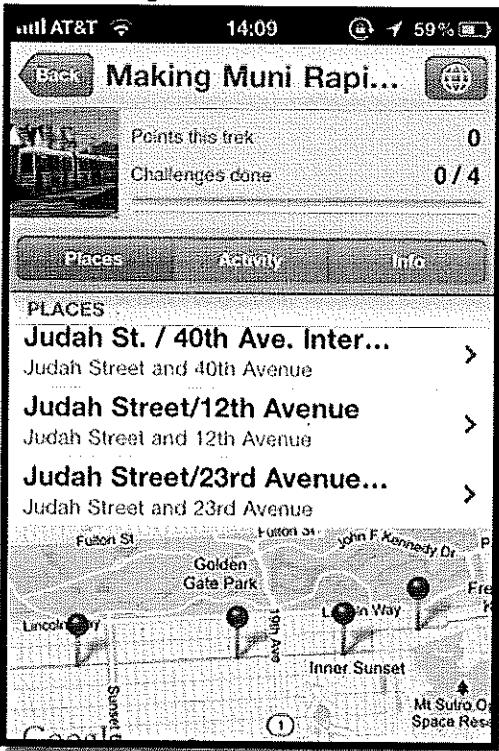


## How SCVNGR works

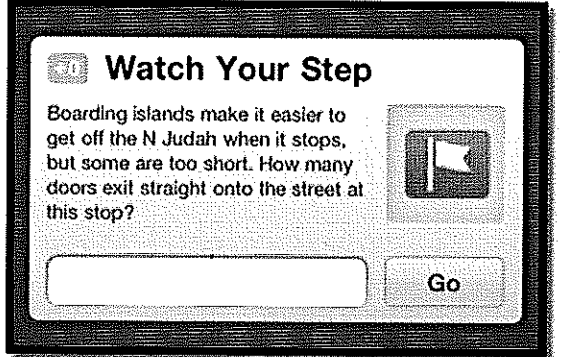
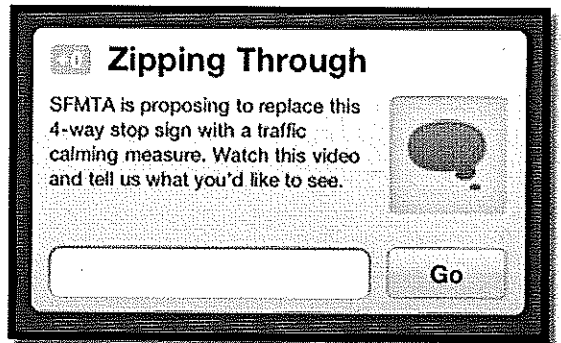
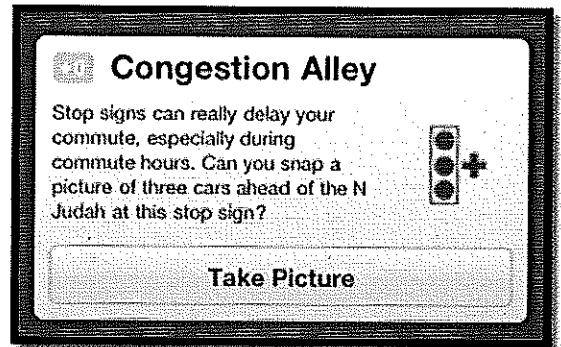
1. Players download the SCVNGR application.

2. In the SCVNGR application, players find and select a "Making Muni Rapid" trek. "Treks" are collections of challenges to be completed at locations. For the pilot, the 5 Fulton will be the trek.

3. Players are presented with locations to perform challenges.



4. Once at the location, players can choose a challenge to attempt. There might be explanatory notes, images and video to each challenge, along with rewards for completion. See examples of challenges on opposite side.



5. After completing a challenge, players will be shown a short explanation of the Rapid corridor proposals to improve transit at that location. For instance, after a completing a challenge related to stop sign delay, players will read about transit signal priority. Players who have completed a challenge can optionally share their success with friends on social networks like Facebook.

6. At the end of the contest, points will be tallied by Muni staff to determine contest winner.