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TRANSPORTATION  
COMMISSION

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## *Memorandum*

TO: MTC Advisory Council

DATE: June 3, 2008

FR: Jacob Avidon

RE: TransLink<sup>®</sup> Program Overview and Status

### Background

TransLink<sup>®</sup> is the Bay Area's regional transit fare payment system. When fully implemented, Bay Area transit riders will be able to use a single TransLink<sup>®</sup> smart card to ride any transit system in the nine-county region. The TransLink<sup>®</sup> card stores value in the form of electronic cash (e-cash) and transit passes. To pay a fare, a rider simply "tags" the card by touching it to one of the card readers installed on buses or at the entrance to transit stations or terminals. TransLink<sup>®</sup> cards and value are available online, by phone or mail, at participating retail outlets and transit agency ticket offices, and through employee transit benefit programs. Customers also have the option of setting up their cards to reload automatically using TransLink<sup>®</sup>'s Autoload feature. The card is free for customers who set up Autoload when they get a card; without Autoload, the card is \$5.

TransLink<sup>®</sup> has been in full operations on AC Transit, Dumbarton Express and Golden Gate Transit and Ferry routes since November 2006. The system's operation began with a soft launch that both allowed agencies to become familiar with the system and provided a chance to detect software and hardware problems not seen during the system's testing phases. In October 2007, AC Transit and Golden Gate Transit initiated the hard launch phase of TransLink<sup>®</sup> by promoting the card to their respective riders. AC Transit began the hard launch by offering a discount to its riders from October 2007-January 2008. The system will expand in phases to include more than 20 Bay Area transit agencies.

MTC has funded the TransLink<sup>®</sup> implementation, and MTC and the participating transit agencies will share responsibility for funding the system's operation. The system is being implemented by Motorola, Inc., and its subcontractor ERG Transit Systems, which are working under a Design-Build-Operate-Maintain (DBOM) contract with MTC. The contract covers all software development and implementation, equipment installation, equipment maintenance, and system operations, which includes transaction processing, customer service, operation of the card distribution network, operation of the website, etc. TransLink<sup>®</sup> is managed by the TransLink<sup>®</sup> Consortium, which is comprised of MTC and the participating transit agencies.

Current Operations

The table below summarizes information about the system’s current operation on AC Transit, Dumbarton Express and Golden Gate Transit and Ferry (current through the end of April 2008).

	<b>Last Month April 2008</b>	<b>Prior Month March 2008</b>	<b>Prior Year April 2007</b>
Transaction Volume			
Average Weekday Transactions	12,619	11,900	3,427
Fee-Generating Fare Payment Transactions (Not Including Free Transfers)	291,761	263,927	71,133
Fee-Generating Add Value Transactions	21,071	19,277	6,172
Unique Cards Used	15,334	13,900	4,164
Settled Transit Operator Revenue	\$867,696	\$824,737	\$255,864
Call Volume			
Customer Service Representative Calls	3,278	2,665	N/A
Help Desk Calls	178	119	N/A
Website Traffic			
Unique Visitors	11,400	9,932	5,544
Visits	21,956	18,329	9,608

As of May 1, 2008, more than 57,000 TransLink® cards were in circulation. This figure includes more than 25,000 RTC TransLink Cards.

System use has grown on AC Transit since April 1, when AC Transit initiated a new TransLink® - related discount. Through June 30, riders using TransLink® on AC Transit receive a \$.50 discount when paying with TransLink® e-cash and a \$10 discount when purchasing a 31-day pass. Another change that is positively affecting the number of riders using TransLink® is the addition of Walgreens as a participating TransLink® retailer.

System Expansion

TransLink® will reach the Revenue Ready Status milestone for the system implementation on San Francisco Muni and Caltrain this summer and for BART in late summer or fall. All three agencies will begin operation of TransLink® with a soft launch, similar to AC Transit and Golden Gate Transit and Ferry. The system will expand to SamTrans and VTA in 2009 and all other transit systems in 2010 and 2011.

Current activities in preparation for the Revenue Ready Status milestone for Muni and Caltrain include a system integration test, which will confirm the proper functioning of all system hardware and software, field checks of the system hardware to confirm no unexpected interruption in operability when the equipment is in the field, installation of equipment at all Caltrain stations, and training of agency personnel. The Revenue Ready Status milestone for the implementation on BART follows a different process because the TransLink® system is being integrated with BART’s faregate hardware and software; current activities include continued tests of the integrated software and finalizing plans for a system load test.