Agenda Item 10

METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Elderly and Disabled Advisory Committee DATE: January 29, 2009

FR: Shannon Wu

RE: TransLink® Program Overview and Update

This memo provides an update on the status of the TransLink® project, including information about the RTC Discount card and the Senior/Disabled (RTC TransLink®) Card. TransLink® staff will be at the February 5 EDAC meeting to provide an update and answer any questions.

TransLink® Program Status

TransLink® has been operational on AC Transit and Golden Gate Transit & Ferry since November 2006 and was formally launched to the public in November 2007. TransLink began a three-stage trial on San Francisco Municipal Transportation Agency (SFMTA, or Muni) in September 2008.

The following are the latest statistics reported:

- As of December, 2008, more than 146,272 TransLink® cards were in circulation. This figure includes more than 57,239 RTC TransLink® Cards;
- In December 2008, the TransLink® system recorded an average of 9,130 weekday boardings on AC Transit; 6,195 on Golden Gate Transit and Ferry; and 1,695 on San Francisco Muni;
- Caltrain and Muni reached "Revenue Ready" status in August and September 2008, respectively (Revenue Ready is a contractual status that means that a transit agency is ready to accept TransLink® as a form of payment on its system); BART is slated to reach Revenue Ready status in fall 2009; SamTrans and VTA in 2010; and all other

Bay Area transit systems by the end of 2011. At full implementation, MTC forecasts that about 500,000 transit riders will use TransLink® every day.

RTC TransLink® Card Promotion by AC Transit

All RTC Discount Card-eligible riders throughout the Bay Area began receiving the new RTC TransLink Cards in August 2007. The new RTC TransLink® Card includes smart card technology and has a slightly different look from the old RTC Discount Card. A total of 57,239 have been distributed since that time, accounting for 39 percent of all TransLink® cards distributed through December 2008.

At roll out, both Golden Gate Transit and Ferry and AC Transit offered a discount on single rides, not via monthly pass, using the RTC TransLink® Card (Golden Gate doesn't offer passes on its bus or ferry systems.) In November 2008, however, AC Transit made its discounted monthly pass available to all RTC TransLink® Cardholders. Now, RTC TransLink® Card holders are able to purchase an AC Transit discounted monthly pass and use it on the AC Transit system.

AC Transit then launched a promotion to encourage greater use of the RTC TransLink® Card. The promotion contained several elements:

- A mailing to existing RTC TransLink® Cardholders to notify them of this change;
- A mailing to patrons with the old RTC Discount Card offering to swap their card for a new RTC TransLink® Card for free, waiving the normal $5 fee;
- Outreach to selected organizations serving seniors and people with disabilities.

SFMTA Trial

SFMTA officially launched a three-stage trial of TransLink® in September 2008, beginning with their employees. The purpose of the trial is to identify any remaining issues with the TransLink® system on Muni, allow SFMTA and TransLink® Contractor staff to become more

comfortable providing service to SFMTA customers, and to better prepare for a widespread launch to the general public. The trial is somewhat limited in that TransLink® is not yet available on BART or the cable cars; SFMTA Fast Pass customers are being discouraged from participating in the trial.

In December, the second stage expanded to include a limited number of members of the public. Marketing staff conducted six outreach events in downtown Muni Metro stations, and began another round of outreach in stations this week.

SFMTA also is currently preparing for the third stage of the trial, which will include youth, seniors and RTC Discount Card-eligible customers. An announcement of the third stage should be made by late February or early March 2009. For more information about participating in the trial, contact Lysa Hale, TransLink® Project Consultant, at 510-817-5884 or lhale@mtc.ca.gov.

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