



METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TDD/TTY 510.817.5769
FAX 510.817.5848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

Memorandum

TO: Operations Committee

DATE: April 3, 2009

FR: Executive Director

RE: Funding Agreement Amendment – TransLink[®] Marketing: AC Transit

Background

TransLink[®], the Bay Area's regional transit fare payment system, is currently operating on all AC Transit and Golden Gate Transit bus and ferry routes, and is in a "soft launch" phase with patrons and employees of the San Francisco Municipal Transportation Agency (SFMTA) and Caltrain. TransLink[®] is scheduled to reach Revenue Ready on BART this spring.

In March 2009, the TransLink[®] system averaged 24,955 transactions per weekday. This is an increase of 9% compared to February 2009 and 110% compared to March 2008. Growth in transaction volume is occurring on all participating transit agencies.

AC Transit has identified TransLink[®] as a key component of a proof-of-payment system that it plans to institute at the Temporary Transbay Terminal beginning when the terminal opens in fall 2009. AC Transit plans to eliminate magnetic-strip Transbay 31-Day and Transbay 10-Ride tickets in order to facilitate faster boarding at the temporary terminal. Transbay riders will need to pay their fares using TransLink[®], cash or a UC Berkeley student ID card with valid Class Pass sticker. During the peak evening commute hours, AC Transit will require riders to pay their fares before entering the temporary terminal; AC Transit fare inspectors will perform random inspections to verify that riders have paid their fares. As a focused effort to replace prepaid fare media with TransLink[®] system-wide, staff expects that the planned elimination of magnetic-strip Transbay passes and tickets will significantly increase use of TransLink[®] on Transbay routes.

Funding Agreement Amendment – TransLink[®] Marketing: AC Transit (\$250,000)

MTC currently has a funding agreement with AC Transit to market the availability of TransLink[®] to AC Transit riders in accordance with a marketing plan developed by AC Transit and approved by the TransLink[®] Consortium. AC Transit's marketing plan includes on-board, bus shelter,

cable television and radio advertising, promotional events at key transit locations and distribution of a limited number of free TransLink[®] cards.

To assist its riders with the transition to TransLink[®] on Transbay service, AC Transit plans to offer a temporary fare discount of \$0.25 per ride for riders who use TransLink[®] e-cash when boarding at the temporary terminal during evening peak commute hours. Staff proposes to help offset the cost of this discount for approximately six months by amending the funding agreement with AC Transit to include an additional \$250,000. AC Transit will seek reimbursement up to this amount from MTC based on TransLink[®] ridership reports data. Execution of this funding agreement amendment is contingent on approval of the programming of Regional Measure 2 funds by the Programming and Allocations Committee on April 8, 2009.

Recommendation

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into an amendment to the previously described funding agreement with AC Transit to include an additional \$250,000 for the purposes described above.

Steve Heminger

SH:JA

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Funding Agreement Amendment

Work Item No.: 105-1221

Agency: Alameda-Contra Costa Transit District, Oakland, CA

Project Title: RM-2 Marketing Program: TransLink[®] Marketing

Purpose of Project: Reimbursement for TransLink[®] fare incentive for AC Transit's customers

Brief Scope of Work: Execution of TransLink[®] fare incentive for AC Transit's customers

Project Cost Not to Exceed: \$250,000

Funding Source: Regional Measure 2 (RM-2)

Fiscal Impact: Funding to come from the RM-2 FY 2009/2010 operating budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a funding agreement as described herein and the Chief Financial Officer is authorized to set aside funds up to \$250,000 for such amendment.

Operations Committee:

Amy Rein Worth, Chair

Approved: Date: April 10, 2009