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July 22, 2009

Steve Heminger
Executive Director
Metropolitan Transportation Commission
101 Eighth Street
Oakland, CA 94607

Subject: Fare Media Transition Plan

Dear Mr. Heminger:

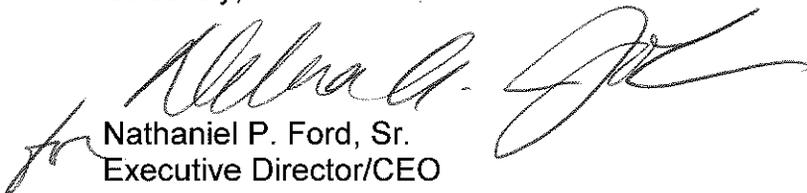
Pursuant to the request by the Metropolitan Transportation Commission (MTC) and the Translink Management Group (TMG), please find attached the San Francisco Municipal Transportation Agency's (SFMTA) Translink Fare Media Transition Plan (Plan). The Plan identifies transition dates for each fare media type as well as issues with certain types of fare media.

Open issues include: faregate replacement; TransLink implementation on BART; proof of payment and verification procedures on Cable Cars; distribution of Senior and Youth passes; overall Proof of Payment program; and identification of resources.

As you are aware, SFMTA is working to resolve these issues with MTC and the TransLink vendor.

Please let us know if you have any questions on the attachment.

Sincerely,



Nathaniel P. Ford, Sr.
Executive Director/CEO

Attachments

cc: SFMTA Board of Directors

SAN FRANCISCO MUNICIPAL TRANSPORTATION AGENCY PRELIMINARY TRANSLINK FARE MEDIA TRANSITION PLAN

Introduction

In response to the direction from the TransLink Management Group (TMG) and the Metropolitan Transportation Commission (MTC), please find attached a table summarizing the San Francisco Municipal Transportation Agency's (SFMTA) existing pre-paid fare media, issues associated with transitioning this fare media to TransLink, and projected transition dates for each category, dependent on the resolution of the open issues. The SFMTA is committed to working with new TransLink vendor CUBIC to develop a comprehensive plan to address each of the constraints identified in order to fully implement TransLink as the SFMTA's sole pre-paid fare media.

Transition Constraints/Requirements

In order to ensure a positive customer experience during the transition to TransLink, the following constraints and requirements have been identified by staff:

Faregate Replacement – The SFMTA's existing Metro station faregates cannot handle a significant increase in TransLink utilization due to the limited number of readers able to be installed. Negotiations are currently underway with CUBIC to install new gates by the Spring of 2010.

BART Availability – Due to the high number of SFMTA customers utilizing BART inside San Francisco as a benefit of the monthly Adult Fast Pass, the full launch of BART is necessary to ensure customer satisfaction. BART is scheduled to begin their public trials early next month.

Cable Car – Cable Car integration with TransLink will be limited, as full TransLink capability will be deferred until the introduction of a new TransLink handheld reader capable of deducting fares. Staff are working to support/validate monthly TransLink Fast Passes on Cable Cars.

Senior/Youth Distribution – Under TransLink's existing operating rules, Senior and Youth cards may only be issued in-person at agency ticket office terminals. For the SFMTA, these locations are the Cable Car sales booth at Bay and Taylor streets and the Customer Service office at 11 South Van Ness Avenue. These current facilities alone will not be able to serve the approximately 45,000 Senior and Youth monthly pass holders. The SFMTA is developing a plan to address the initial demand over a six to nine month transition. The plan will include alternate locations to process Senior and Youth cards.

Proof of Payment – Proof of Payment staff has requested enhancements to the user interface. These enhancements will reduce verification times and increase effectiveness of the SFMTA's fare inspection program. Staff is working with MTC and Cubic to identify alternatives for providing requested enhancements.

Operating Budget – Additional SFMTA resources will be required to support the TransLink program. These resources will be identified and requested as part of the Fiscal Year 2011 budget process.

Policy Approvals

The SFMTA will submit a formal transition plan to the SFMTA Board of Directors for approval by December 31, 2009.

Agency Lead

The TransLink fare media transition will be led by the SFMTA Revenue Collection and Sales group. The contact person is Diana Hammons, Senior Manager.

San Francisco Municipal Transportation Agency
TransLink Fare Media Transition Plan

Product Name	Value	Number of Items FY08	Available on TransLink	Open Issues	Projected Transition Date
Monthly Passes					
Adult BART/Muni Monthly Pass	\$55 (\$70 effective 1/1/10)	1,352,647	Yes	Faregate installation and Cable Car validation required.	9/1/2010
Adult Muni Monthly Pass	\$60 effective 1/1/10	New product	1/1/2009	New product testing required	9/1/2010
Senior Muni Monthly Pass	\$15 (\$20 effective 5/1/10)	334,746	Yes	Distribution/card validation process	9/1/2010
RTC/Disabled Monthly Pass	\$15 (\$20 effective 5/1/10)	84,116	Yes	None	9/1/2010
Youth Monthly Pass	\$15 (\$20 effective 5/1/10)	232,013	Yes	Distribution/card validation process	1/1/2011
Senior/Disabled BART/MUNI Monthly Pass	\$15 (\$20 effective 5/1/10)	New product	No	New product development requested	1/1/2011
Lifeline	\$30	63,063	No	Requested new product development - CUBIC estimated 3 to 4 years for implementation	7/1/2013
Visitor Passes/Cable Car					
1 Day Passport	\$11 (\$13 effective 1/1/10)	443,124	Yes	Cable Car not equipped for TransLink	1/1/2011
3 Day Passport	\$18 (\$20 effective 1/1/10)	236,277	Yes	Cable Car not equipped for TransLink	1/1/2011
7 Day Passport	\$24 (\$26 effective 1/1/10)	61,681	Yes	Cable Car not equipped for TransLink	1/1/2011
Single Ride Cable Car	\$5	829,643	Yes	Cable Car not equipped for TransLink	1/1/2011
Ticket Books/Tokens					
Adult Single Ride Ticket Book	\$20 (ten rides)	45,278	Yes	None	9/1/2010
School/Youth Ticket Book	\$11.25 (15 rides)	10,770	No	Pending development of limited use card - books used for multiple boardings	TBD
Adult Single Token	\$2.00 (adult cash fare)	240,000	No	None	9/1/2010

Inter-Agency Transfers						
BART Two-Way Transfer	\$0.50 discount off round trip on Muni	Unknown	Yes	None		1/1/2010
BART/Daly City Two-Way Transfer	Free round trip on Muni routes 28 and 54	237,804	Yes	None		1/1/2010
Golden Gate Ferry Two-Way Transfer	Free round trip	220,000	Yes	None		1/1/2010
Institutional Pass						
Class Pass		10,005	Yes	Distribution/card Validation Process		1/1/2011

1-Day PPR	57,603	443,124	1 Day Passport
3-Day PP	236,277	236,277	3 Day Passport
7-Day PP	61,681	61,681	7 Day Passport
Adult	1,352,647	1,352,647	Adult Fast Pass
Cl:USF	9,200	10,005	Class Pass
CollSer16	183,509	829,643	Cable Car Single Ride
DisabMoStk	84,116	84,116	RTC Sticker
Lifeline	63,063	63,063	Lifeline Passes
Sch Tkt Bk	10,770	10,770	School Coupon Book
SeniorPass	334,746	334,746	Senior Monthly Pass
Token10 M	5,687	56,870	Tokens/10
Token10 Y	38,326	383,261	Tokens/10
Token40 M	269	10,760	Tokens/40
Token40 Y	1,013	40,520	Tokens/40
TokenCpnBk	45,278	45,278	Token Coupon Book
Youth	232,013	232,013	Youth Pass