

TransLink[®] Management Group

Minutes of Meeting on 8/03/09 at MTC

Attendees: Kathleen Kelly for Rick Fernandez, AC Transit; Dorothy Dugger, BART; Celia Kupersmith, Golden Gate Bridge Highway and Transportation District (GGBHTD); Steve Heminger, MTC; Gigi Harrington for Mike Scanlon, SamTrans; Nathaniel Ford, San Francisco Municipal Transportation Agency (SFMTA); Michael Burns, Santa Clara Valley Transportation Authority (VTA); and Jeanne Krieg, Tri Delta Transit. Also in attendance were Robin Reitzes, Consortium Legal Counsel; and Jannet Thoms, Booz Allen Hamilton.

1. Roll Call

The meeting started at 2:05 PM. Roll was called. A quorum was confirmed.

2. Chairperson's Report

Nathaniel Ford of SFMTA reported on the availability of TransLink[®] on BART. Mr. Ford referenced a letter from Marin Transit in which General Membership into the Consortium was requested. Steve Heminger of MTC suggested asking Marin Transit to standardize its fare products in line with the rest of the region. Robin Reitzes, Consortium Legal Counsel, recommended tabling Marin Transit's request for the time being until a decision is made on the governance structure for TransLink[®]. Mr. Ford also announced that there would be an election for Chair and Vice Chair in the September TMG meeting.

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The minutes were approved unanimously, 8 – 0.

4. TransLink[®] Program Management Report

David Weir, MTC Staff, reported on behalf of Scott Rodda, and distributed a project status report detailing TransLink[®] activities and progress and highlighted key points, including: activation of TransLink[®] on BART faregates; Caltrain will be ready to accept TransLink[®] for public use later in the month; and assignment of the TransLink[®] Contract to Cubic Transportation Systems.

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Dave Lapczynski of Cubic distributed a presentation regarding the Contractor's transition plan for TransLink[®]. He spoke about his organization's history in the region, its work with BART and SFMTA, and its investment in the region. Cubic has hired the majority of ERG staff that had been working on TransLink[®] to continue its work on the project. Mr. Lapczynski reported that the transition is substantially complete.

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Mr. Heminger spoke about the significant investment in TransLink® in the Bay Area, and the goals for penetration of TransLink® within the region that were talked about years ago among the various transit operators. The transit operator fare media transition plans provide a roadmap toward general use and acceptance of TransLink® and away from paper media.

- Kathleen Kelley of AC Transit presented her organization's plan. Large challenges for AC Transit include transitioning youth fares to TransLink®, and middle or rear door access for disabled riders.
- Dorothy Dugger of BART introduced Larry Kozimor to discuss BART's plan. Mr. Kozimor expected hard launch of TransLink® would happen early 2010, but that EZ Rider, BART's smartcard, would still be used for BART riders who park in BART parking lots. Challenges for BART to moving to TransLink® include transitioning High Value Discount card holders, youth and seniors, and making the third party retail network more robust.
- Gigi Harrington of Caltrain introduced Pat Boland to discuss Caltrain's transition plan. Mr. Boland said there were some backend issues that he hopes to be able to fix fairly easily. He reported Caltrain has found TransLink® equipment to be very reliable. Mr. Boland said Caltrain hopes to migrate monthly and 8 ride ticket book holders over to TransLink® within a year. VTA and SamTrans also need to come on board to TransLink® for Caltrain TransLink® cardholders to take advantage of the two zone pass product.
- Celia Kupersmith of Golden Gate Bridge Highway and Transportation District introduced David Dick to speak on her organization's plan. Challenges for transition include: the current e-cash limit; experiences with TransLink® equipment failure; and coordinating with Marin Transit to include them in TransLink®.
- Mr. Ford introduced Sonali Bose to speak about SFMTA's plan. Constraints include: faregate replacement; BART availability; acceptance of TransLink® on Cable Cars; and getting the card into the hands of youth and seniors.

Mr. Heminger commented that pushing cardholders to add autoload to their TransLink® cards would help with regard to the issue with the limit to e-cash. He also cautioned that due to budget constraints, additional projects, like adding card readers to middle and rear doors, might not be possible.

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