

## **Attachment A**

### **MTC Transit Connectivity Plan**

This Attachment A incorporates by reference the Transit Connectivity Plan, previously approved by MTC in MTC Resolution No. 3055, which may be downloaded at:  
<http://www.mtc.ca.gov/planning/connectivity/index.htm>.

Date: February 24, 2010  
W.I.: 1227  
Referred By: Operations  
Revised:

Attachment B  
Resolution No. 3866

## **Implementation Requirements**

The purpose of these Implementation Requirements is to establish the expectations and requirements for each transit agency with respect to implementing the recommendations of the Commission's Transit Connectivity Plan (2006) and maintaining other transit coordination programs, to outline the process by which MTC will involve transit operators in changes to coordination requirements, and to establish the process for Commission action in the event of transit agency non-compliance with these implementation requirements. A copy of this Resolution 3866 is available for download at <http://www.mtc.ca.gov/planning/tcip/>.

Per the Transit Connectivity Plan, MTC places high priority on improvements that:

- Accomplish tangible improvements for the passenger;
- Benefit the largest number of transit users, including both inter- and intra-system transit riders, to the extent possible;
- Improve system productivity by sharing agency resources; and
- Enhance the ability of transit riders to reach significant destinations in adjoining jurisdictions and along regional corridors by (1) improving the connections between system services and (2) providing through service to adjoining jurisdictions in those cases where the market clearly justifies such service.

In order to manage resources effectively, MTC will focus on a limited number of high priority improvements, transfer project leadership from MTC to one or more transit agencies where possible upon agreement of project partners, and establish priorities for implementing new projects.

The Commission has established specific transit operator requirements to implement a coordinated regional network of transit services and to improve overall service productivity as defined in the Transit Connectivity Plan. Any agency that is an eligible recipient of funds subject to allocation or programming by MTC is subject to these requirements, including, but not limited to the following:

1. Altamont Commuter Express
2. Alameda-Contra Costa Transit District
3. Bay Area Rapid Transit District
4. Caltrain
5. Capital Corridor Joint Powers Authority
6. Central Contra Costa Transit Authority
7. Dumbarton Bridge Route Operating Consortium
8. Eastern Contra Costa Transit Authority
9. Golden Gate Bridge, Highway and Transportation District
10. Livermore Amador Valley Transit Authority
11. Marin County Transit District
12. Napa County Transportation Planning Agency
13. San Francisco Municipal Transportation Agency
14. San Mateo County Transit District
15. Santa Clara Valley Transportation Authority
16. Solano Transportation Authority
17. Sonoma County Transit
18. Sonoma Marin Area Rail Transit
19. Transbay Joint Powers Authority
20. Union City Transit
21. Water Emergency Transportation Authority
22. Western Contra Costa Transit Authority
23. City of Alameda
24. City of Benicia
25. City of Cloverdale
26. City of Dixon
27. City of Emeryville
28. City of Fairfield/Suisun City Transit
29. City of Healdsburg
30. City of Petaluma
31. City of Rio Vista
32. City of Santa Rosa
33. City of Vacaville
34. City of Vallejo

## **A. Operator Implementation Requirements**

### **1. Implementation Requirements**

The region has a history of implementing projects to improve transit coordination. Early efforts focused on regional programs and policies such as disseminating tax-free transit benefits and making paratransit eligibility determinations. More recent efforts, such as the Transit Connectivity Plan, identified improvements to (1) designated regional transit hubs, including way-finding signage and transit information, real time transit information, schedule coordination, last-mile services and hub amenities, and (2) system wide connectivity improvements, including 511 information and TransLink®.

Specific implementation requirements for transit operators are listed in Appendices to this Attachment:

- Appendix B-1, 511 Transit Program Requirements (including real-time transit);
- Appendix B-2, Regional Transit Hub Signage Program Requirements;
- Appendix B-3, TransLink® Implementation Requirements; and
- Appendix B-4, Maintenance of Existing Coordinated Services.

As MTC continues to address recommendations from the Transit Connectivity Plan and other emerging issues such as Transit Sustainability, new implementation requirements may become necessary. The appendices may be modified to reflect changes in implementation

responsibilities, following the procedures outlined in this Attachment B, and subject to approval by MTC's Operations Committee.

## **2. SB 602 Fare and Schedule Coordination Requirements**

Currently, each operator certifies its adherence to the provisions of SB 602 (Statutes 1989, Chapter 692, Government Code Section 66516, and as subsequently amended) as part of the annual allocation process for TDA and STA funds when requests for these funds are submitted to MTC. The SB 602 requirements are now incorporated into this Res. 3866, and each operator's compliance will be monitored accordingly. Per the requirements of SB 602, each transit agency in the region has a revenue sharing agreement with every connecting agency. In some cases, this takes the form of a reciprocal agreement to accept each other's passengers free of charge or to honor each other's period passes or single-trip transfers for a discounted fare. The BART/Muni FastPass is an example of a joint fare instrument to address SB602 requirements. Each transit agency in the region is required to maintain these reciprocal agreements as a condition of receiving STA funds (Gov. Code 66516).

## **3. Preserve Unconditional Ability to Post and Promote Transit Information**

MTC expects transit operators to preserve unrestricted rights for MTC and connecting transit operators to post, disseminate and promote transit information for free within their facilities (including but not limited to route, schedule, fare, real-time transit information, regional projects (511, TransLink®), etc.) For any transit agency that already entered into a third-party agreement that compromises these rights, MTC expects the transit agency to make good faith efforts to reinstate these rights in their agreement at the earliest opportunity and, at a minimum, to reinstate such rights in future agreements or renewals entered into after adoption of this Resolution.

## **B. Consultation Process**

MTC will consult with transit agencies when defining new or updated expectations for agency participation for each recommendation included in the Transit Connectivity Plan and the maintenance of adopted coordination agreements, including transfer agreements pursuant to SB 602 (Government Code Section 66516). These expectations may be subject to change as each project is implemented.

MTC will consult with technical advisory committees (TACs) to receive transit agency input on implementation requirements. Affected transit operators are expected to participate. MTC will assume responsibility for notifying all transit agencies of TAC meetings and facilitating TAC discussions. Transit agencies are responsible for ensuring that the appropriate staff attends TAC meetings, that they participate in discussions in good faith, and that they communicate with other relevant staff within their agency (including those employees whose work may be affected) and executive management so that timely and constructive agency feedback can be provided to MTC.

Following consultation with a TAC, MTC will notify transit agencies of its intent to forward Implementation Requirements to the Commission for approval. Notification will occur through written communication to transit general managers and transit program coordinators. MTC may

solicit input from the Partnership Board, the Partnership Transit Coordination Committee, the Partnership Technical Advisory Committee or the Transit Finance Working Group. MTC's Policy Advisory Council may also review staff recommendations, as appropriate, prior to Commission action.

### **C. Cost-Sharing**

Implementation requirements and other new transit connectivity and coordination efforts as may be amended to these Implementation Requirements will be funded with MTC discretionary funds, transit agency funds, and/or in-kind contributions of MTC and transit agency staff resources. Transit agencies are required to waive all agency fees (for permits, etc.) they would otherwise charge to MTC, other transit operators or third-party contractors to implement and maintain regional transit coordination projects detailed in these requirements. Unless otherwise noted, MTC and transit agencies are expected to cover the cost to implement their respective roles and responsibilities as identified in these requirements or in pre-existing agreements. As specific initiatives move to implementation, a lead agency may be designated to coordinate implementation activities on behalf of the other participating transit agencies. Any agency that assumes this lead role and incurs costs that they would otherwise not assume in order to perform this function may be reimbursed, based upon an equitable agreement with the participating agencies, on a marginal cost basis.

### **D. Sanctions**

The Commission expects each transit agency to comply with the requirements outlined in this Resolution and its Attachments as a condition of eligibility for STA and TDA funds, Regional Measure 2 funds, transit capital funds (including federal transit formula funds, STP, CMAQ and STIP funds) and other funds subject to Commission programming and allocation actions. MTC intends that the region's transit agencies will implement these requirements in good faith and cooperation among themselves and with MTC. The sanction of withholding, restricting or re-programming funds to enforce cooperation will be exercised by MTC in cases where an agency fails to meet these requirements. In such cases, MTC staff will notify the agency of the possibility that a sanction may be imposed. This notification will also recommend corrective actions that the agency should take to meet the implementation requirements. The notification will be sent no less than sixty (60) days prior to forwarding an MTC staff recommendation to the Commission.

## **Appendix B-1**

### **511 Transit Information Requirements**

MTC provides static transit data (i.e. schedules/trip planning information) through 511 phone and web service and real-time departure information to the public through the 511 phone and web services and the Regional Hub Signage Program. MTC requires the full participation and support of all transit agencies to deliver quality and timely information. MTC and the transit agencies have worked together to determine the optimal data transfer mechanisms for agency data. For static transit data, MTC, with input from transit agency partners, develops protocols for data transfer. For the real-time transit program, two documents developed by MTC and the Real-time Transit TAC detail the requirements for all parties. The documents, “*Real-time Transit Information System System Requirements*” and “*Regional Real-time Transit System Roles and Responsibilities*” are available at: <http://www.mtc.ca.gov/planning/tcip/>. Key roles and responsibilities to provide transit agency data on 511 services are as follows:

#### **Transit Agencies will:**

##### Generally:

1. Participate in MTC’s 511 RTIS and Real-Time Transit Technical Advisory Committees.
2. Support, fund and staff their roles and responsibilities related to the 511 services as described below.
3. Notify transit customers of the availability of 511 information and 511.org on transit agency web sites, in printed materials, at bus stops/rail stations, and on other transit agency information channels.

##### For Static Transit Information (Schedules/Trip Planner):

4. Provide accurate, complete, timely information regarding transit routes, stops, schedules, fares for dissemination on all 511 features and services.
5. Transmit schedule and other transit service information to MTC in advance of any schedule changes to allow for MTC’s timely inclusion in the 511 Transit website. MTC will provide a schedule identifying the necessary advance time.
6. Perform quality control review (focusing on data changed for upcoming service revisions) on a representative sample of agency service data prior to transmittal to MTC for MTC’s timely inclusion in 511’s features and services.

##### For Real-time Transit Information:

7. Provide prediction data to the Regional System by establishing and maintaining a data connection to the Regional System and operating and maintaining an interface application.
8. Meet requirements, as defined in “*Real-time Transit Information System System Requirements*”, including the standard interface requirements, and in “*Regional Real-time Transit System Roles and Responsibilities*”.
9. Conduct on-going performance monitoring to ensure accurate and timely transfer of data to the Regional System and accurate provision of prediction data to the public, in collaboration with MTC.

10. Neither store nor share with any third parties the data of partner transit agencies received from the Regional Real-time Transit Data Feed.
11. Ensure that there is no impact to its provision of prediction data to 511 in the event that the transit agency provides its specific prediction data to a third party.
12. Provide service disruption information to 511 where available and logistically feasible through agreed upon formats.

**MTC will:**

Generally:

1. Organize and facilitate MTC's 511 Transit RTIS and Real-time Transit Technical Advisory Committees (TAC).
2. Fund, operate, and maintain the 511 services for regional transit information, including 511.org, the 511 transit website, 511 phone, regional real-time transit signs at transit hubs, and other relevant new applications.
3. In collaboration with transit agencies, conduct performance monitoring to ensure accurate and timely transfer of both static and real-time transit data to the Regional 511 System.

For Static Transit Information (Schedules/Trip Planner):

4. Notify transit customers of the availability of transit agency websites at appropriate locations on web site pages of 511.org.

For Real-time Transit Information:

5. Share with third party vendors and the general public the real-time transit data as described in "*Regional Real-Time Transit System Roles and Responsibilities*".
6. Provide agencies contact information with the 511 Traveler Information Center (TIC) to allow for the posting of real-time transit service disruption/emergency information on 511.

## **Appendix B-2**

### **Regional Transit Hub Signage Program Requirements**

MTC and transit agencies have developed the Regional Transit Hub Signage Program Technical Standards and Guidelines (e.g. ‘the Standards’) to ensure consistency across the region as the signage is deployed and maintained. A detailed version of the Standards is available at: <http://www.mtc.ca.gov/planning/tcip/>. The Standards may be periodically updated to reflect their evolution through the Concept Plan and Design/Plan, Specification and Estimates phases of implementation.

The Standards include:

1. Four main sign types: directional signs, wayfinding kiosks, transit information displays, real-time transit information displays.
2. Guidance to locate signs at key decision points between transit operator services.
3. Design elements to establish a common “look” and “feel” for the signage including:
  - Orange ‘i’ icon on a green background;
  - Standard logos, icons, arrows and messages and an organizing hierarchy;
  - Standard ‘frutiger’ font;
  - Hierarchy for the location of information in each sign;
  - Consistent map orientation and colors;
  - Directional map compass and walking distance/time radius;
  - Transit stop designation through agency logo/mode icon/route number ‘bubbles’; and
  - Prominent 511 logo/message and regional transit program information.

**Transit Agencies will:**

1. Lead and/or actively participate in the process to implement the Hub Signage Program. Participate on the Transit Connectivity TAC.
2. Comply with the Standards. Where exceptions to the Standards are desired, transit operators must seek prior approval from MTC. Where ambiguity in the Standards exists, transit operators shall request clarification from MTC.
3. Comply with cost responsibilities. Per Res. 3771 (July 2006), costs associated with implementing the Regional Transit Hub Signage Program at the 24 hubs are shared. A revised matrix clarifying cost responsibility by sign type is included as Appendix B-2, Attachment 1. After initial installation, maintenance and replacement of each sign shall be the responsibility of the assigned transit agency.
4. Comply with task responsibilities (O&M, replacement and ownership) further detailed in Appendix B-2, Attachment 1. MTC expects that transit agencies will jointly confirm and document task responsibility for each sign at each hub during the Concept Plan phase, prior to sign installation. In most cases, the transit agency that owns the property on which the sign is installed will be assigned responsibility. For signs installed on property not owned by a transit agency, the transit agency providing the most service (passenger boardings) in the area of the sign will be assigned responsibility. Some negotiation between transit agencies may be necessary depending on sign location. Signs will not be installed until task responsibilities are final. Once installed, transit agencies must comply with the agreed-upon task responsibilities.

5. Facilitate the permitting of signs by waiving all fees that a transit agency would usually charge for sign installation on its property or leased operating area.

**MTC will:**

1. Develop, document and periodically update regional sign Standards.
2. Support coordination of Hub Signage Program implementation at all 24 hubs.
3. Comply with cost and task responsibilities detailed in Appendix B-2, Attachment 1.
4. Solicit feedback from transit agencies on significant changes to regional policy affecting the 24 hubs through the Transit Connectivity Technical Advisory Committee.
5. As resources permit, provide technical assistance to transit agencies wishing to extend the regional sign Standard to non-regional hubs.

### Appendix B-2, Attachment 1: Hub Signage Program Cost/Task Responsibilities

Hub Signage Program Element	Task	Est. Cost	Cost Responsibility		Task Responsibility	
			Regional	Operator*	Regional	Operator*
All Sign Types	1. Initial Deployment Concept Plans; Design/PSEs, Procure, Fabricate & Install	\$10,053,000	X		MTC-led hubs	BART Santa Rosa
	2. Annual Operations and Maintenance (O&M), including: Info. content, electricity, cleaning, graffiti removal, repairs	\$680,000 (included in #2)		X		X
	3. Lifecycle Replacement Planning, procurement, coordination, installation	(included in #2)		X		X
	4. Ownership Insurance liability, warranty claims	(included in #2)		X		X
Wayfinding Kiosks	5. Annual Operations and Maintenance (O&M), including: Electricity, regular cleaning and graffiti removal, repairs Information content, quarterly cleaning	(included in #2)	X	X	X	X
	6. Lifecycle Replacement Planning, procurement, coordination, installation	(included in #2)		X		X
	7. Ownership Insurance liability, warranty claims	(included in #2)		X		X
	8. Annual Operations and Maintenance (O&M), including: Electricity, communications, cleaning, graffiti removal, repairs, status reporting Information content	\$254,000		X		X
Real-Time Transit Signs	9. Lifecycle Replacement Planning, procurement, coordination, installation	\$240,000	X		X	
	10. Ownership Insurance liability, warranty claims	(included in #8)				
	11. Annual Operations and Maintenance (O&M), including: Regular cleaning, damage/graffiti reporting Information content, electricity, communications, quarterly cleaning/graffiti removal, repairs, status reporting	\$177,000	X	X	X	X
	12. Lifecycle Replacement Planning, procurement, coordination, installation	(included in #11)		X		X
Transit Information Displays	13. Ownership Insurance liability, warranty claims	(included in #11)		X		X
	<b>Initial Capital Costs</b> <b>Annual O&amp;M, Replacement Costs</b>	<b>\$10,053,000</b> <b>\$1,351,000</b>				
<b>Totals</b>						

\*In most cases, the transit agency who owns the property on which the sign is installed is responsible. For signs installed on property not owned by a transit operator, the transit agency providing the most service (passenger boardings) in the area of the sign is responsible. Sign responsibility will be confirmed as part of project planning prior to installation.

## **Appendix B-3 TransLink Implementation Requirements**

This Appendix defines the Commission's expectations of the transit agencies to ensure a successful operation of the TransLink<sup>®</sup> system in four sections:

- I. Participation Requirements
- II. Fare Media Transition Schedules By Specific Operators
- III. Marketing Requirements
- IV. Youth and Senior Discount Program Requirements

Section I describes general TransLink<sup>®</sup> implementation requirements of participating operators. Section II summarizes the dates by which the five transit agencies which are currently operating TransLink<sup>®</sup> will transition their existing prepaid fare media to TransLink<sup>®</sup>-only availability. In the fare media transition plans submitted to MTC, transit operators identified two concerns which MTC recognizes are critical to smooth implementation of full transition to TransLink<sup>®</sup> and can be addressed only through a collaborative, regional approach: customer awareness of and knowledge about TransLink<sup>®</sup>, and eligibility, validation and distribution of youth and senior cards. Sections III and IV define expectations to resolve these concerns.

### **I. Participation Requirements**

The following transit agencies are currently operating TransLink<sup>®</sup> as their fare payment system: AC Transit, BART, Caltrain, Golden Gate Ferry and Transit, and SFMTA. Additionally, MTC expects to declare SamTrans and VTA as TransLink<sup>®</sup> revenue-ready in 2010. Together these six agencies and one joint powers authority (Caltrain) were slated to be the first to operate TransLink<sup>®</sup> and were classified as charter members in the TransLink<sup>®</sup> Interagency Participation Agreement (IPA). The following describes general TransLink<sup>®</sup> implementation requirements of participating operators. Items 1 through 6 are based on those described in the TransLink<sup>®</sup> IPA, with relevant adjustments, given the impending withdrawal of MTC from the Consortium. Items 7 and beyond define the new responsibilities, based on the impending withdrawal of MTC.

#### **Adapted from IPA**

1. Implement and operate the TransLink<sup>®</sup> fare payment system in accordance with the TransLink<sup>®</sup> Operating Rules, as adopted and amended from time to time by MTC. The current TransLink<sup>®</sup> Operating Rules (approved in April 2009) are incorporated herein by this reference. The TransLink<sup>®</sup> Operating Rules establish operating parameters and procedures for the consistent and efficient operation of TransLink<sup>®</sup> throughout the region.
2. Pay its share of variable operating costs, according to the cost allocation formula set forth in Appendix A to the IPA, Cost Allocation and Revenue Sharing, except to the extent such costs are reduced by the incentive payments made by MTC (as referenced in Appendix A to the IPA).
3. Abide by the revenue sharing formula in Appendix A to the IPA.

4. Make its facilities and staff available to MTC and the TransLink<sup>®</sup> Contractor for implementation of TransLink<sup>®</sup>. Any Operator and MTC may agree to an Operator-Specific Implementation Plan, setting forth specific requirements regarding implementation and operation of TransLink<sup>®</sup> for such Operator.
5. Make determinations regarding the placement of TransLink<sup>®</sup> equipment on the Operator's facilities and equipment; perform necessary site preparation; attend TransLink<sup>®</sup> Contractor training on the use of the TransLink<sup>®</sup> equipment; and provide training to employees using the equipment.
6. Accept transfer of ownership of equipment one year following Conditional Acceptance by each Operator, as defined in Section 8.3 of the TransLink<sup>®</sup> Contract. Maintain and track a list of all equipment.

#### New Requirements

7. Agreement to transfer ownership of the TransLink<sup>®</sup> bank accounts from BART to MTC. MTC will have fiduciary responsibility for patrons' prepaid balances when MTC withdraws.
8. Agreement to implement, operate and promote TransLink<sup>®</sup> as the primary non-cash fare payment system for each Operator. TransLink<sup>®</sup>'s primary market is transit commuters and transit passholders. Operators shall not establish other fare payment systems or fare policies that could deter, discourage or otherwise weaken these patrons' preference to use TransLink<sup>®</sup>, without first consulting and receiving prior approval from MTC.

## **II. Fare Media**

In mid-2009, MTC requested that the five transit agencies which are currently operating TransLink<sup>®</sup> submit plans to describe how they will transition their existing prepaid fare media-- i.e., tickets and passes--to TransLink<sup>®</sup>-only availability within two years or less following their revenue-ready date.

The tables below set forth *the fare media* that the designated operator shall convert to TransLink<sup>®</sup>-only availability and *the date* by which the operator shall no longer accept such fare media in its existing form. In general, MTC has emphasized with each operator a transition of those fare products which currently represent a significant portion of that operator's boardings.

No new non-TransLink<sup>®</sup> prepaid fare media shall be created by any transit operator.

An operator will be excused from compliance with a transition date requirement for particular fare media, if the TransLink<sup>®</sup> Contractor has not met at least 75% of the cardholder support service level standards set forth in Section B.1.12 of the TransLink<sup>®</sup> Contract for the two calendar months ending one month before the scheduled transition date. The operator's transition date requirement for the affected fare media will be reset to one month after the TransLink<sup>®</sup> Contractor has met at least 75% of the TransLink<sup>®</sup> Contract's cardholder support service level standards for two consecutive calendar months.

**AC Transit will transition its existing fare media by the following dates:**

<b>Fare Media</b>	<b>Date for Ending Acceptance</b>	<b>Comments</b>
EasyPass	Transition done	
31-Day Transbay Pass – Adult	Transition done	
10-Ride Ticket – Youth	12/31/2010	Transition date is beyond requested transition date, but staff recommends approval. Sales of the non-TransLink <sup>®</sup> version of this pass/ticket will end no later than 9/30/2010.
10-Ride Ticket – Adult	12/31/2010	Same comment as above
31-Day Local Pass – Youth	12/31/2010	Same comment as above
31-Day Local Pass – Adult	12/31/2010	Same comment as above
10-Ride Ticket – Senior/Disabled	Requirement waived at this time	As a requirement prior to limiting this product to TransLink <sup>®</sup> -only availability, AC Transit has proposed implementation of additional TransLink <sup>®</sup> card readers at all vehicle entry points used by wheelchair customers. MTC staff does not recommend setting a transition deadline at this time.
Monthly Pass – Senior/Disabled	Requirement waived at this time	As a requirement prior to limiting this product to TransLink <sup>®</sup> -only availability, AC Transit has proposed implementation of additional TransLink <sup>®</sup> card readers at all vehicle entry points used by wheelchair customers. MTC staff does not recommend setting a transition deadline at this time.
Bear Pass (U.C. Berkeley Employee Pass)	Requirement waived at this time	AC Transit has opted not to make this pass available to TransLink <sup>®</sup> customers. AC Transit will make the pass available to TransLink <sup>®</sup> customers only following completion of the proposed integration of TransLink <sup>®</sup> and U.C. Berkeley campus identification card functions.
Class Pass (U.C. Berkeley Student Pass)	Requirement waived at this time	AC Transit has opted not to make this pass available to TransLink <sup>®</sup> customers. AC Transit will make the pass available to TransLink <sup>®</sup> customers only following completion of the proposed integration of TransLink <sup>®</sup> and U.C. Berkeley campus identification card functions.
1-ride and 1-ride plus transfer (for social service agencies)	Requirement waived at this time	MTC staff does not recommend setting a transition deadline at this time

**BART will transition its existing fare media by the following dates:**

<b>Fare Media</b>	<b>Date for Ending Acceptance</b>	<b>Comments</b>
EZ Rider card as payment for transit	9/1/2010	EZ Rider card would continue to be accepted after this date as payment for parking at BART lots, until TransLink <sup>®</sup> is available as payment for parking
High Value Discount (HVD) adult magnetic stripe ticket (blue)	3/1/2011	<ul style="list-style-type: none"> <li>• BART Board approval planned for Aug 2010</li> <li>• March 2011 date is when <u>sales</u> would end; <u>acceptance</u> of magnetic stripe tickets would continue until customers deplete their stock</li> <li>• BART must alter its policy and offer a TransLink<sup>®</sup> version of HVD through existing TransLink<sup>®</sup> distribution methods, at a minimum through third party distributors</li> </ul>
HVD senior magnetic stripe ticket(green)	3/1/2011	Date shown has been set by MTC. March 2011 date is when sales would end.
HVD youth and disabled magnetic stripe ticket (red)	3/1/2011	Date shown has been set by MTC. March 2011 date is when sales would end.
HVD student magnetic stripe ticket (orange)	Requirement waived at this time	Pending determination of how to distribute TransLink <sup>®</sup> version of this fare product
BART Plus Ticket	Requirement waived at this time	MTC recommends deferral of the transition of this fare media until those transit agencies which also accept the BART Plus Ticket have begun to accept TransLink <sup>®</sup> .

**Caltrain will transition its existing fare media by the following dates:**

<b>Fare Media</b>	<b>Date for Ending Acceptance</b>	<b>Comments</b>
Full Fare Monthly Pass	1/31/2011	Beyond requested transition date, but staff recommends approval.
8-ride Ticket	1/31/2011	Beyond requested transition date.
Caltrain + Muni Monthly Pass	1/31/2011	Beyond requested transition date.
Eligible Discount Monthly Pass	1/31/2011	Beyond requested transition date.
Go Pass	1/31/2011	Beyond requested transition date.
8-ride Eligible Discount Ticket	1/31/2011	Beyond requested transition date.

In addition, because Caltrain will not be transitioning its fare media to TransLink<sup>®</sup> within two years of Revenue Ready as originally requested by MTC, the following additional obligations are placed upon Caltrain:

<b>Media Type or Function</b>	<b>Minimum Sales Per Month of TransLink<sup>®</sup> Version, or %</b>	<b>Date By Which to Achieve:</b>
Monthly Pass	3,000	May 31, 2010
Monthly Pass	7,000	November 30, 2010
8-Ride Tickets	6,000	May 31, 2010
8-Ride Tickets	13,000	November 30, 2010
Autoload of Caltrain fare products	At least 50%	November 30, 2010

**Golden Gate Transit and Ferry will transition its existing fare media by the following dates:**

<b>Fare Media</b>	<b>Date for Ending Acceptance</b>	<b>Comments</b>
\$25 Value Card	8/1/2010	June 30, 2010 is the last day these Value Cards will be sold
\$50 Value Card	8/1/2010	Same comment as above
\$75 Value Card	8/1/2010	Same comment as above

The fare products listed below are issued by Marin Transit, yet accepted on vehicles operated by Golden Gate Transit within Marin County. If MTC and Marin Transit reach agreement whereby Marin Transit begins to accept TransLink<sup>®</sup> as a fare payment method, each of the fare media listed below shall be converted to TransLink<sup>®</sup>-only availability within six months after implementation of a TransLink<sup>®</sup> version of such fare media.

- \$18 Value Card
- \$36 Value Card
- Marin Local 1-Day Pass
- Marin Local 7-Day Pass
- Marin Local 31-Day Pass
- Marin Youth Pass

**San Francisco MTA will transition its existing fare media by the following dates:**

<b>Fare Media</b>	<b>Date for Ending Acceptance</b>	<b>Comments</b>
<b>Monthly Passes</b>		
Adult BART/Muni Monthly Pass	6/30/10	
Adult Muni Monthly Pass	4/1/11	New product available for Jan 1 2010 sales period.  Transition schedule dependent on completion of Metro faregates program.
Senior Muni Monthly Pass	12/31/10	Assumes regional plan for distribution/validation is put in place.
RTC/Disabled Monthly Pass	9/30/10	
Youth Monthly Pass	12/31/10	Assumes regional plan for distribution/validation is put in place.
Senior/Disabled BART/Muni Monthly Pass	Date to be set after product development schedule and budget provided by Contractor	New product development and coordination with BART required for implementation.
Lifeline	Date to be set after product development schedule and budget provided by Contractor	San Francisco Muni to submit to MTC an implementation strategy and proposed transition date by Feb. 28, 2010.
<b>Visitor/Cable Car</b>		
1 Day Passport	6/30/11	Schedule dependent on availability of fare payment handheld card reader and availability of product on limited use card.
3 Day Passport	6/30/11	Same as above
7 Day Passport	6/30/11	Same as above
<b>Ticket Books/Tokens</b>		
Adult Single Ride Ticket Book	3/30/10	This is the 10-ridebook in TransLink.

School/Youth Ticket Book	Requirement waived at this time	Fare product may be discontinued by SFMTA
Adult Single Token	4/1/11	Pending development of limited use card; this product is a one-time use ride distributed by non-profits to clients.
<b>Inter-Agency Transfers</b>		
BART Two-Way Transfer	3/30/10	May require SFMTA Board action
BART/Daly City Two-Way Transfer	3/30/10	May require SFMTA Board action
Golden Gate Ferry Two-Way Transfer	3/30/10	May require SFMTA Board action
<b>Institutional Pass</b>		
Class Pass	6/30/10	SFMTA to determine distribution strategy.
<b>Transfers</b>		
Bus Transfers	9/30/11	Requires SFMTA Board action
Metro/Subway Transfers	9/30/11	Requires SFMTA Board action
ADA Transfers	3/31/11	Requires SFMTA Board action

The following are general TransLink<sup>®</sup> implementation and fare media transition requirements for operators not yet operating TransLink<sup>®</sup>. Following MTC's approval of the TransLink<sup>®</sup> system as Revenue Ready for a given operator, MTC will work with the operator to identify more specific fare media transition plans. Unless otherwise approved by MTC, operators shall begin accepting TransLink<sup>®</sup> for fare payment by customers no more than two months following MTC's approval of the TransLink<sup>®</sup> system as Revenue Ready for a given operator.

<b>Operator</b>	<b>Date for Ending Acceptance of Non-TransLink<sup>®</sup> Fare Media</b>
SamTrans	One year after Revenue Ready milestone for installation of TransLink <sup>®</sup> on new SamTrans vehicles currently being manufactured
VTA	One year after deployment of VTA's day pass as a TransLink <sup>®</sup> fare product option
Other operators	One year after Revenue Ready milestone

### III. Regional TransLink<sup>®</sup> Communications and Marketing Activities

1. Effective Date. For operators currently operating the TransLink<sup>®</sup> system, these TransLink<sup>®</sup> marketing and communications requirements are effective immediately. For operators not yet operating TransLink<sup>®</sup>, the requirements are effective two months after MTC's approval of the TransLink<sup>®</sup> system as Revenue Ready for that operator.
2. General Requirements. Operators shall present TransLink<sup>®</sup> to customers, employees and media as a fully operational fare payment option. This includes, but is not limited to, identification of TransLink<sup>®</sup> as a fare payment option in brochures, websites, advertisements, schedules/timetables, email newsletters, internal memos, bulletins and training manuals, and any other materials that describe an operator's fare payment options. Operators shall present TransLink<sup>®</sup> as an option so that TransLink<sup>®</sup> has equal or greater prominence than the presentation of other payment options. Each operator shall incorporate and/or modify the presentation of TransLink<sup>®</sup> in existing brochures, websites, schedules/timetables, etc. whenever the operator next updates the content of these items.

In all cases, operators' marketing and communications about TransLink<sup>®</sup>, whether in brochures, websites, advertisements or other forms, shall adhere to TransLink<sup>®</sup> brand guidelines developed by MTC with input from transit operators. The TransLink<sup>®</sup> Brand Guidelines are available at <https://www.translink.org/TranslinkWeb/toolbox.do>.

3. Equipment Identification. If not already identified as such, operators shall identify TransLink<sup>®</sup>-compatible fare payment and TransLink<sup>®</sup>-compatible vending equipment with a decal or other visual identifier to indicate the equipment's TransLink<sup>®</sup> compatibility.
4. Operator Training. Operators shall ensure appropriate TransLink<sup>®</sup>-related training for transit operator staff including, but not limited to, vehicle operators, station agents, conductors, customer service personnel, proof of payment officers, ticket sales staff and any other personnel responsible for interacting with customers concerning payment options.
5. Marketing Coordination. Operators shall participate in the development and implementation of a TransLink<sup>®</sup> marketing and communications initiative that will begin no later than June 1, 2010. This includes, but is not limited to:
  - Staff participation in the development and implementation of the initiative;
  - Dissemination of TransLink<sup>®</sup> brochures and/or other information materials on vehicles and/or in stations in a manner consistent with the operator's dissemination of other similar operational information; and
  - Providing information about TransLink<sup>®</sup> utilizing space available on vehicles and/or in stations that is already used by the operator for dissemination of operational information (space available includes, but is not limited to, car cards, posters, and electronic displays).
6. Funding. Funding for the initial phases of the communications and marketing program shall come from the marketing funds already in the TransLink<sup>®</sup> capital budget and previously assigned to individual operators.

#### **IV. TransLink<sup>®</sup> Card Distribution Program for Seniors and Youths**

Unless transit operators and MTC agree upon a different time or approach, as of April 1, 2010, transit operators accepting TransLink<sup>®</sup> shall distribute TransLink<sup>®</sup> cards to youths and seniors using the following standard region-wide approach:

1. Customers will be able to request cards at all transit agency ticket offices and any other locations approved by the TransLink<sup>®</sup> Consortium, e.g. senior centers;
2. Transit agency staff or staff at approved locations will verify a customer's date of birth and approve the customer's written application if the customer qualifies for discount fares on any participating agency (up to age 18 for youth cards and not less than age 65 for senior cards);
3. Transit agencies and other approved providers will send all approved applications to the TransLink<sup>®</sup> Service Bureau (TSB), which is operated by the TransLink<sup>®</sup> Contractor under contract to MTC;
4. TSB will fulfill all new and replacement cards with the encoded date of birth;
5. TSB will prevent issuance of duplicate cards, hotlist lost/stolen cards, and hotlist cards identified as used fraudulently;
6. TSB will issue the cards without photos;
7. Transit agency personnel may continue using existing tactics to verify that a customer qualifies for a discount; and
8. Transit agency personnel should report fraudulent cards to TSB for hotlisting.

AC Transit shall distribute cards directly to youths, i.e. without involvement from TSB. At its option, AC Transit may issue the cards with photos of the registered bearer of the card. AC Transit shall register the cards in the TransLink<sup>®</sup> system.

## **Appendix B-4 Maintenance of Existing Coordinated Services**

The Commission's previously adopted Transit Coordination Implementation Plan (Resolution No. 3055) included a number of coordination programs that were not modified by the Transit Connectivity Plan. Of these, the Commission expects the transit operators to continue to support the following:

1. Regional Transit Connection (RTC) Discount Card Program – Provides identification cards to qualified elderly and disabled individuals for reduced fares on transit. Transit operators and MTC maintain memorandums of understanding about roles and responsibilities for program implementation. The RTC Discount Card is being incorporated into the TransLink<sup>®</sup> program
2. ADA Paratransit Eligibility Program – Consists of a regional application, a regional eligibility database administered by a transit agency on behalf of the region and universal acceptance across transit systems of all eligibility determinations. Transit operators have flexibility to tailor the application process to screen applicants to facilitate eligibility determinations.
3. Interagency ADA Paratransit Services – Establishes policies to promote a consistent approach to interagency paratransit passenger transfers (see Appendix A-4, Attachment 1).
4. Regional Transportation Emergency Management Plan – The Regional Transportation Emergency Management Plan (formerly know as the Trans Response Plan) is a framework to coordinate transit services during regional emergencies. Transit operators are required to participate in regional exercises to test the implementation of the plan. Transit agencies certify compliance through their annual State Transit Assistance (STA) funding claims process, and also address emergency coordination planning through their Short Range Transit Plans.
5. Regional Links/Express Bus/Feeder Bus Services – Regional Links include bus service across the Bay Bridge, Dumbarton Bridge, the San Mateo Bridge and the Richmond/San Rafael Bridge that have been incorporated into the Express Bus Services program funded with Regional Measure 2 (RM2), and will be monitored per RM2 requirements. Express Bus Services also include Owl Service which operates along the BART rail lines at night when BART is closed. Express feeder bus services to/from BART stations during peak periods are maintained through direct allocation of BART funds to transit agencies as specified in the annual Fund Estimate.

## **Appendix B-4, Attachment 1 Requirements for Interagency ADA Paratransit Services**

*Note: Transit operators developed guidelines for interagency ADA paratransit services. MTC adapted these guidelines for the purpose of defining coordination requirements.*

Consistent with the Americans with Disabilities Act (ADA) requirement to provide paratransit services that are complementary to fixed-route transit services, Bay Area transit operators have identified a transfer-oriented network of interagency paratransit services. Interagency paratransit trips may require a transfer between connecting paratransit providers at a location specified by the transit operator. The following regional requirements are intended to improve connections between paratransit services for both passengers and paratransit providers. The requirements establish regional protocol for how the system will operate as well as specify the responsibilities of paratransit providers to assure an efficient, user-friendly system.

1. All public transit agencies in the San Francisco Bay Area will honor the regional ADA Eligibility Process [as approved by transit agencies] when certifying an individual for ADA paratransit services.
2. Eligibility for an individual requesting interagency paratransit services will be verified through the ADA Paratransit Regional Eligibility Database.
3. Transit operators will develop and make available customer information on how to access and use interagency paratransit services. This information will be made readily available in accessible formats.
4. Interagency paratransit trips will usually require a transfer between connecting paratransit providers at a location specified by the transit operator. Transit operators will transfer passengers at designated transfer locations that, to the extent possible, are also used as fixed-route transfer sites. For operational efficiency or customer service quality, use of other transfer sites is not precluded. Operators will seek to establish transfer locations that are clean, safe, sheltered and well-lit with accessible telephones and restrooms nearby. Established interagency paratransit transfer locations on transit properties will be clearly marked with a consistent sign designed and adopted at the regional level.
5. For operational efficiency or customer service reasons, transit operators may:
  - transfer passengers to a connecting paratransit provider at a transfer location, including having the passenger wait without assistance until the connecting provider arrives; or
  - provide through-trip service into an adjoining transit agency's service area (not requiring a transfer); or

- provide transfer assistance to passengers at transfer points (waiting with the passenger until connecting provider arrives); and
  - coordinate their schedules and dispatch procedures with connecting provider(s) on the day of service.
6. Coordinating Bay Area interagency paratransit reservations shall be the responsibility of paratransit providers. Subject to availability of rides, a single transit coordinator will be responsible to schedule an interagency paratransit trip (including round-trip service). For trips requiring coordination between only two transit operators, the operator in whose jurisdiction the trip originates will usually perform the function of trip coordinator to schedule the entire trip and to serve as a point of contact for passenger inquiries. For trips involving three or more paratransit providers, a regional trip coordinator may perform these functions.
  7. Transit operators shall accept reservations for interagency paratransit trips according to their local advance reservation policies. When coordinating a trip, the shorter advance reservation period of the connecting agencies will apply. In some cases, the scheduling operator will be unable to determine the availability of a requested interagency paratransit trip until the shortest advance reservation period is open. If, due to differences in advance reservation periods, trip availability cannot be determined at the time the trip is requested, the scheduling operator will inform the passenger of when to call to complete the trip reservation process. In the meantime, the scheduling operator may book available legs of the requested trip according to local advance reservation policies.
  8. Transit operators will charge a fare consistent with each individual operator's fare payment policy. All fares will be communicated to the passenger by the operator scheduling the first leg of the interagency paratransit trip at the time the ride is confirmed. Operators and MTC will work toward a regional fare payment method and/or regional fare policy for paratransit services.