



Agenda Item No. 2

To Transportation Committee/Committee of the Whole
Meeting of March 8, 2007

From: Alan R. Zahradnik, Director of Planning
Kellee Hopper, Marketing and Communications Director
Joseph M. Wire, Auditor-Controller
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Subject: **STATUS REPORT ON TRANSLINK[®] PROGRAM IMPLEMENTATION**

Recommendation

The following report is provided for informational purposes and no action is recommended.

Summary

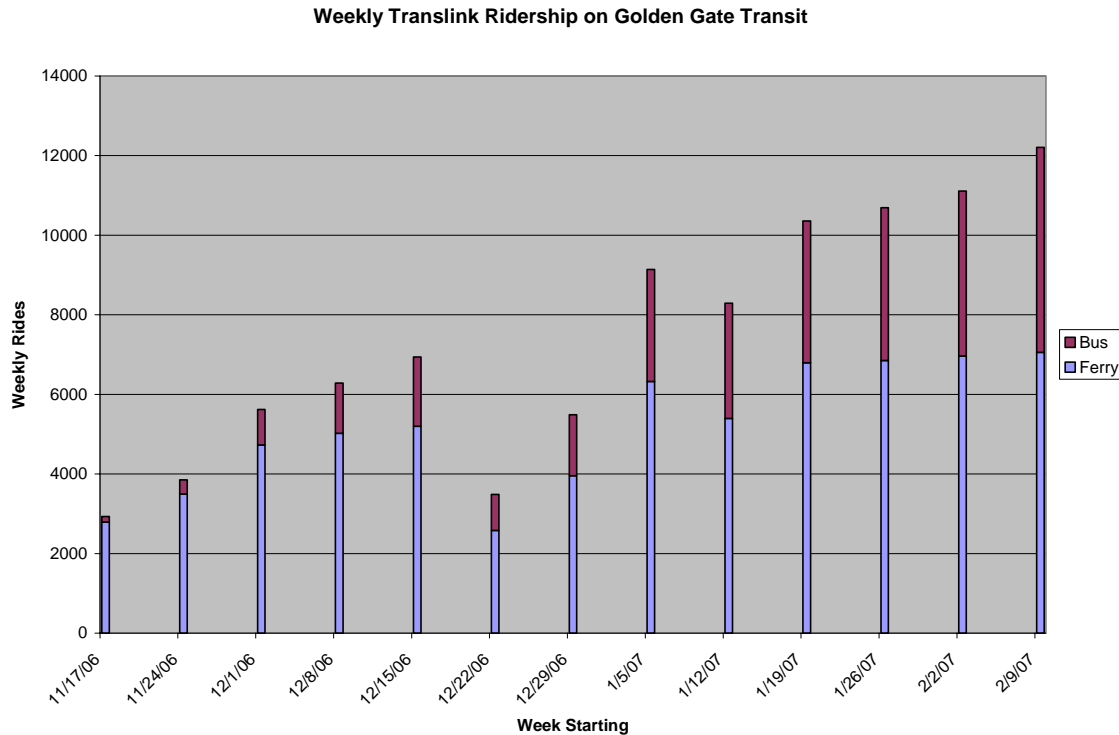
On November 17, 2006, the Metropolitan Transportation Commission (MTC) approved a request by Motorola/ERG Transit Systems, the TransLink Contractor, for “revenue ready” status and initiated Phase 2 “Pre-Launch” of TransLink on all regularly scheduled Golden Gate Transit (GGT) Bus and Golden Gate Ferry (GGF) services.

This program milestone was followed by a concerted effort from ERG, MTC and Golden Gate Bridge, Highway and Transportation District (District) staff to establish a base of GGT passengers for a managed, real-time (“Pre-Launch”) test of TransLink so the satisfactory performance of this automated fare collection system could be ascertained before promoting TransLink to all GGT and GGF customers.

To kick off the pre-launch, a press event was conducted, followed by several additional press outreach events, the most recent occurring on KGO TV with Pete Wilson on February 15, 2007. During November, December and January, several outreach events were held at ferry terminals, the San Rafael Transit Center and GGT bus stops in the San Francisco Financial District. Staff distributed informational brochures and cards to willing pre-launch participants. TransLink cards were also available for free to test participants who completed a brief screening survey on the District’s web site. Interested customers were informed of the TransLink testing phase and asked to report any problems to TransLink Customer Service and to carry alternative forms of fare payment in the event TransLink was not working.

Over 1,400 TransLink fare cards have been distributed to GGT customers to date: 550 to bus riders and 850 to ferry riders at the outreach events. The chart below shows the weekly use of TransLink on the combined bus and ferry services since December 1, 2006. Initially, most use

was on the ferry system because many ferry riders obtained cards from Phase 1 of the TransLink program. More recently, bus use has reached the level of ferry use, which is over 1,000 transactions per weekday.



The majority of feedback from TransLink customers has been positive. In the early weeks of the testing, there were some problems with card readers, add-value machines and ticket office terminals. The majority of the early concerns have been addressed and TransLink equipment is performing at or above contract standards. A staff survey at the end of January, responded to by over 300 TransLink users, showed more than 80% of ferry riders and more than 70% of bus riders encountered no or few problems.

Not all problems are attributable to equipment malfunction. Bus drivers must activate the equipment and input route information throughout the day to keep TransLink working. Also, some bus riders forget to “tag off” when exiting buses. Since GGT fares are zone based, riders must tag their card twice (when they get on and again when they get off the bus) to pay the correct fare. Additional signage has been displayed onboard to remind riders to tag off. Staff is staying in contact with our bus drivers and our pre-launch testers, responding to their observations and needs.

Staff is currently continuing to monitor TransLink performance and work with ERG and MTC staffs to resolve remaining issues. Once all components of the TransLink system are performing satisfactorily, a date for “hard launch” – the full rollout to all customers with assurance that the system is working – will be set, and marketing promotions will be launched.