



Agenda Item No. 5

To: Finance-Auditing Committee/Committee of the Whole
Meeting of October 10, 2008

From: Kellee J. Hopper, Marketing and Communications Director
Z. Wayne Johnson, Deputy General Manager, Administration & Development
Jim Swindler, Deputy General Manager, Ferry Division
Celia G. Kupersmith, General Manager

Subject: **APPROVE TRANSITION TO TRANSLINK AS THE SOLE METHOD OF RECEIVING GOLDEN GATE FERRY FREQUENT RIDER DISCOUNTS**

Recommendation

The Finance-Auditing Committee recommends that the Board of Directors authorize the elimination of “Frequent Ferry Rider” ticket books, effective December 31, 2008, and approve transition to TransLink® as the sole method of receiving Golden Gate Ferry frequent rider discounts.

Summary

Staff recommends elimination of “Frequent Ferry Rider” ticket books, effective December 31, 2008, and transition to TransLink as the means of obtaining the “Frequent Ferry Rider” fare discount on Golden Gate Ferry. TransLink has been stable and reliable at the Ferry Division since it launched. Elimination of the redundant paper tickets will assist with streamlining operating efficiencies at the Ferry Division as well as in administration of the vendor network.

In September 2007, Golden Gate Ferry moved into “hard launch” of the TransLink fare payment system. Since it was a new and still evolving fare payment system, the District continued to offer ticket books available at the Ferry Division. However, TransLink at the Ferry is currently experiencing 100% reliability and the TransLink system has exceeded the 95% “up-time” performance standard for the last five months. Also, in July, the largest employer benefit provider in the region launched their “e-voucher” solution, now making it possible to apply tax-free benefits from an employer directly (and electronically) to a TransLink card. Currently, about 25% of ferry customers use TransLink as their fare payment mechanism.

Staff will be developing a comprehensive transition plan to communicate, educate and make available TransLink cards to transitioning customers. As an additional courtesy to transitioning customers, staff proposes a 30-day grace period following the December 31st expiration date to use any remaining tickets.

Fiscal Impact

It is estimated that eliminating “Frequent Ferry Rider” ticket books would save the District an estimated \$22,875 annually:

Printing	\$20,000
Operating Efficiencies*	\$ 4,875
Advertising Revenue	<u>(\$ 2,000)</u>
Estimated TOTAL Savings	\$22,875

* Operating Efficiencies include reduced auditing activities, reduced ticket book stocking and delivery activities, shredding expenses for expired ticket books and reduced general staff time.