

ALL-DOOR BOARDING

05 | 01 | 2012

SAN FRANCISCO, CALIFORNIA

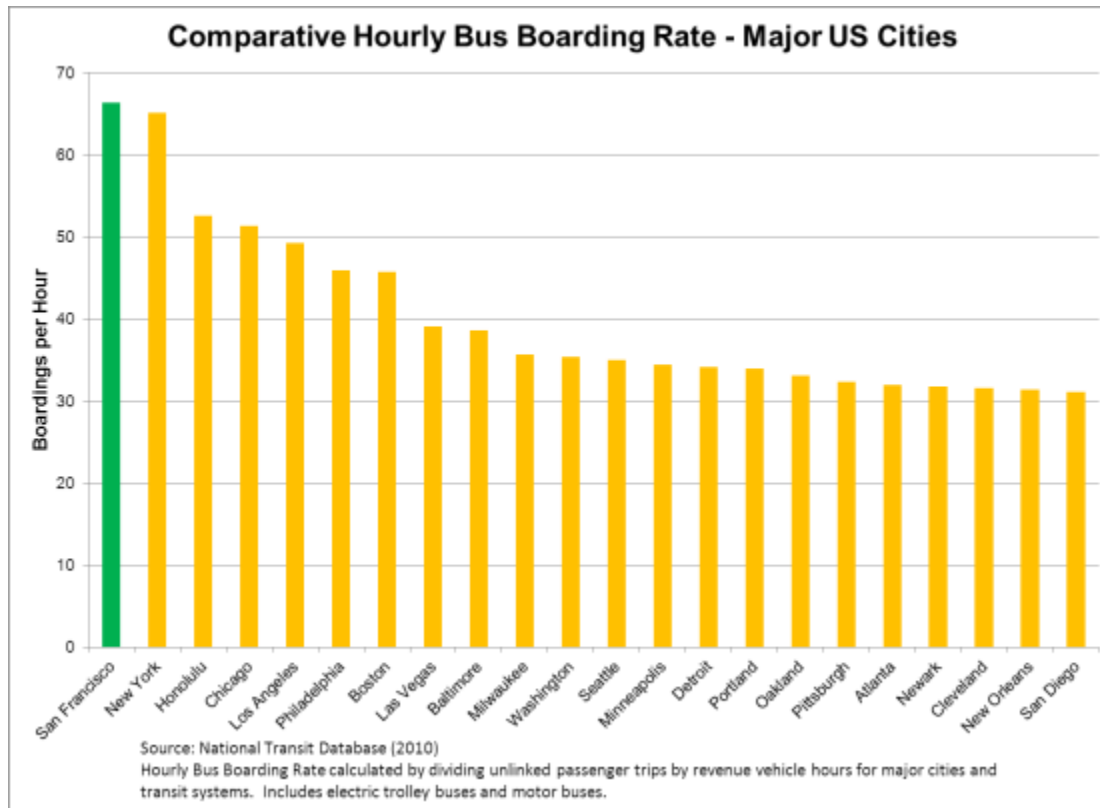


All-Door Boarding

- The SFMTA is on track to becoming the first bus and rail system in the country to offer all-door boarding on all vehicles beginning July 1, 2012



The Need for All-Door Boarding



- San Francisco, along with New York, has the highest bus boarding rate in the U.S.
- Over 65 boardings per hour on average
- Some routes have more than 100 boardings per hour
- All-door boarding – which has been occurring unofficially for many years – speeds up the boarding process

Benefits

- Accelerate the boarding process
- Faster travel times (resource savings)
- More reliable service
- Any vehicle savings resulting from faster travel times can be reinvested in the system to provide better frequency and reduce overcrowding



Transit Fare Inspector Staffing

- Added 10 Transit Fare Inspector positions for FY 2013 budget
- \$900,000 annual increase in salaries and benefits expenditures
- Conservative cost recovery of \$200,000 through citation revenue
- Transit Fare Inspectors also:
 - Enhance customer service and safety by providing a uniformed presence on the system
 - Improve fare compliance. The FY 2013 and FY 2014 operating budgets include \$4 million in higher transit fares, which is attributable to multiple factors including projections of higher ridership and increased fare compliance.
- SFMTA is currently in the hiring process
 - Will select new inspectors from its existing list of applicants
 - Will hire and train fare inspectors by July

Vehicle Preparation

- Operators can open the rear doors of all buses and historic streetcars
 - Exception: The rear-most set of doors on the Milan streetcars do not open
- Card Interface Devices (CIDs) have been installed adjacent to the rear doors of all buses and historic streetcars
 - Exception: CIDs from out-of-service articulated trolley coaches are being transferred to the middle doors of the Milan streetcars.
 - Exception: The handful of historic streetcars with conductors will use a read/write handheld reader like the ones on the cable cars
- Existing **“Stop” signs** are in the process of being removed
- New decals and car cards will be installed during the last two weeks of June



“Stop” signs will be removed

Operator Training

- Safety
 - Increased rear-door boardings will require additional operator attention to improve customer safety, particularly for articulated buses
- Fare payment
 - Assist riders with the information regarding the appropriate fare
 - Issue a transfer/fare receipt for 90 minutes if the correct fare is paid

Tentative Date	Event
Early May	Meet with TWU Local 250A to Discuss Changes
May 11	Finalize Policies and Procedures
June	Operator Training

Legislative Changes

- Modifications to SF Transportation Code 7.2.101 & 7.2.104
 - Remove restrictions on rear-door boarding
 - Clarify policy requiring tagging a Clipper[®] Card
- Legislative process coordinated by SFMTA Government Affairs

Tentative Date	Event
May 1	SFMTA Board considers Ordinance amendment
May 7	Ordinance considered by the Land Use Committee
May 15 & May 22	Full Board of Supervisors considers item after it has passed out of committee
Last week of May	Mayor signs legislation
July 1	Ordinance become effective 31 days after the Mayor's approval

Customer Outreach and Communication

- Social Media
 - Twitter – Tweet updates/details on launch of all door boarding
 - Facebook – countdown to all door boarding on Facebook page with updates highlighting progress, input, pic/videos
 - YouTube – Video developed and placed on YouTube page providing an overview on all door boarding.
- Customer Engagement
 - Visit several key high transit stops and ask customers for input on vehicle decal and messaging
 - Working with Accessible Services to ensure we cover how to properly board and disembark all doors of the vehicle
- Print Media – Multilingual ads in Chronicle, Examiner, El Mensajero and Sing Tao

Customer Communications



- Language-neutral decals will communicate that customers must have valid forms of proof-of-payment to enter through the rear doors

Customer Communications



- Decals are proposed to be placed adjacent to the rear door of buses

Customer Communications



- Decals are proposed to be placed in the rear door windows of historic streetcars

Customer Communications

Muni Opens Its Doors for Faster, More Reliable Service

Muni customers may enter through the rear doors of any bus or streetcar using the following proof-of-payment:



Clipper® Card

must be tapped and have sufficient cash value, valid pass or valid transfer



Limited Use Ticket

must be tapped and have valid ride or valid transfer



Valid Paper Pass



Valid Transfer/Fare Receipt

Please note: Customers paying with cash must board through the front doors.

All-door boarding: Another way we're making your Muni better.

Proof of Payment is required at all times on a Muni vehicle or within the fare-paid area of a Muni station or boarding platform. Customers without valid proof of payment are subject to citation for violation of San Francisco Transportation Code Division 1, Section 2.2.101 or 2.2.104, or California Penal Code Section 646. For Muni route, schedule, fare and accessible services information anytime, visit www.sfmta.com or contact 311. 中文 / 普通话 / Français / 日本語 / 한국어 / 越南語 / 粵語 / Tagalog / 繁體中文

- Interior car cards in English, Chinese and Spanish will provide an additional explanation of All-Door Boarding

Media Outreach

Tentative Date	Event
Last week of May	Press release when Mayor signs legislation approving All-Door Boarding changes <ul style="list-style-type: none">• Will also remind customers that they must tag their Clipper® Cards
Last week of June	Press release announcing imminent launch of All-Door Boarding
First week of July	Press event

Performance Measurement Data Collection

Goal	Performance Metric	Automated Data Collection	Manual Data Collection
Speed the boarding process	<ul style="list-style-type: none"> Dwell Times Percentage of Customers Entering through Rear Door 	<ul style="list-style-type: none"> APC Data 	<ul style="list-style-type: none"> Observations at Busy Stops
Improve service reliability Reduce travel time	<ul style="list-style-type: none"> Running Time Averages Running Time Variability 	<ul style="list-style-type: none"> APC Data NextBus Data 	
Maintain or improve fare compliance levels	<ul style="list-style-type: none"> Fare Compliance Levels Fare Compliance Levels through the Rear Door Total Fare Revenue 	<ul style="list-style-type: none"> Financial Records 	<ul style="list-style-type: none"> On-Board Fare Surveys

Collecting before/after data to assess changes due to All-Door Boarding

Data Collection

- Fare Surveys
 - 12 surveys to date
 - Over 6,000 customer observations
 - Similar fare compliance patterns in comparison with 2009 and 2010; still awaiting detailed results and completion of 2012 surveys
- Dwell Time Observations
 - Surveys at busy locations
 - Determine how long it takes to load and unload customers through the front and rear doors
 - At certain locations, farebox usage is also recorded
 - Some surveys have already been complete; more planned for June

Off-Board Fare Collection

- Based on preliminary fare survey results, under 30% of customers are paying with cash or displaying a transfer/fare receipt (paid cash to receive one)
- Since many in this category are transferring, 15-20% of all boardings may be using the farebox
- Surveys are being conducted to determine the relationship between boardings/alightings and dwell times, both before and after implementation of All-Door Boarding
- Continuing to explore ways to increase off-board fare collection
 - Increase Clipper[®] Card penetration
 - Potential expansion of the Clipper[®] Card vendor network
 - Ticket vending machines – exploring implementation, technical, operating and maintenance requirements/hurdles including capital/operating costs