

Translink Automatic Fare Collection for Golden Gate Transit Bus & Ferry

Overview of Project and Current Status
February 9, 2006

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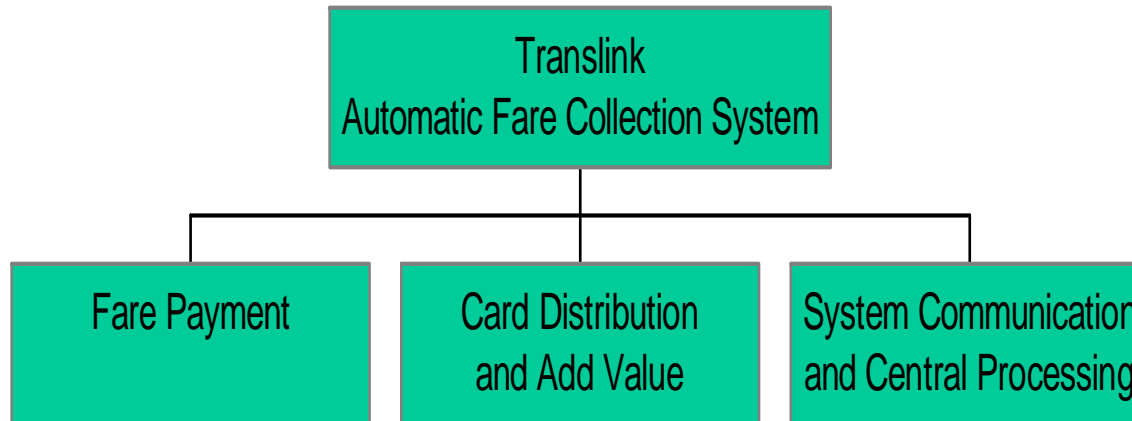
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Translink Project Goals

- **MTC:** Improve regional transit fare coordination by providing a “universal” fare card accepted by public transit operators in the Bay Area.
- **GGBHTD:** Improve GGT regional transit fare collection and customer convenience. Expand card use to reduce cash and ticket fare payment on buses and ferries, reduce fare collection time on vehicles and improve data collection to achieve District cost savings.

Translink Project Overview

Translink System Description



Translink is a “state of the art” Automated Fare Collection System.

Translink Project Management

- Originally an MTC program, Translink is an operational fare collection system managed by a formal partnership of transit agencies: Translink Management Group (TMG).
- The District's general manager and auditor/controller represent GGBHTD at the TMG and its Translink Operating Group (TOG). Other members include their counterparts at AC Transit, BART, MUNI, Caltrain/Samtrans and VTA.
- We are also represented on technical committees by Franklin Wong (design), Jennifer Mennucci (finance), Kellee Hopper (marketing) and Alan Zahradnik (scheduling). Many additional staff are involved in subject specific areas.

Translink Project Funding

- MTC funds the program start-up and provides oversight of the contractor, ERG, to fully implement and operate the program throughout the region over the next 7 years.
- Total project cost is about \$100 million. Federal, state and regional funds are being used.



- Translink is a “Smart” fare card with a computer chip holding an “electronic fare purse” and/or “transit fare product”, operating system and communications capabilities.

Translink includes a network of equipment and support facilities:

Fare Payment

- “Card Interface Devices” (CID) on buses and at ferry terminals read card information, process information using fare rules for the specific transit fare product, and deduct the appropriate fare.





- Driver Console (DC) on GGT buses receives fare zone location information from a Global Positioning System (GPS) antennae and Automatic Zone Determination System (AZDS), receives route and direction information from the bus driver and sends information to the card readers so the correct fare can be calculated and free transfers validated.

Places to Obtain Cards and Add Value to Cards

- Translink Service Bureau (TSB) - the central ERG office that distributes cards via mail, sets up special features, confirms eligibility for discount cards and provides overall card and device management and customer service.
- Ticket Office Terminals (TOT) - located at transit operator facilities where customers can obtain cards, register and personalize cards and load value onto cards with the help of an attendant.
- Translink Retail Units (TRU) - third party vendors located in commercial areas throughout the region and under contract to ERG and operators to distribute and add value to cards.

- Add Value Machines (AVM) - located at District bus stations and ferry passenger terminals where riders can “load” cards and buy fare products using cash and credit/debit cards.



Communications and Central Processing

- Wireless Data Transmission System (WDTS) - collects information from and sends information to the bus card readers as buses drive in and out of the bus yards.
- Data System (TDS) - computers located at each ferry terminal and bus yard that collect all the information from all the devices at each location and sends the information to the central processor for daily reconciliation of card loads and fare payments, banking and data storage and reporting.

How Translink will work on GGT Buses and at GG Ferry Terminals

- Translink is the mechanism to get a discounted fare. Fares are set at our current discount ticket prices. Plan to stop selling tickets once Translink is fully operational.
- Bus fare payment procedures
 - “Tag on” to determine origin fare zone
 - “Tag off” to determine destination fare zone and calculate zone to zone fare
- Ferry fare payment procedures
 - Larkspur ferry - “Tag on” at terminal entry (LFT and SFFT)
 - Sausalito ferry - “Tag on” at entry to SFFT (to Sausalito)
 - “Tag off” upon exit from SFFT (to San Francisco)
- Transfer Rules – free transfers between buses and ferries for continuing travel in same direction.

Translink Project Timeline

- Phase 1 was an initial product that underwent limited operational testing of Translink on portions of GGT, AC Transit, BART, Caltrain, MUNI and VTA services. Phase 1 successfully concluded in 2002 allowing the program to move into Phase 2. GG Ferry was nearly fully implemented in Phase 1.
- Phase 2 is the Translink final design and full implementation throughout the region. Phase 2 will be implemented incrementally starting with GGT bus and AC Transit in 2006 (phase 2.2), followed by Caltrain, MUNI and BART in 2007 (phase 2.3), and then SamTrans and VTA (phase 2.4), and ending with smaller operators throughout the region (phase 2.5).

Translink Status Report Golden Gate Transit Bus and Golden Gate Ferry

Progress To-Date and Future Milestones

- Design - started in November 2003. Now in final stages of completion. Includes software and equipment specs; fare procedures and business rules; O&M manuals; marketing, customer service and card distribution plans; training plan and manuals; data storage, access and report documents.
- Phase 2.2 Implementation started last summer and includes:
 - Equipment Procurement - all equipment has been received.
 - Lab Testing - in progress.
 - Equipment Installation – in progress.
 - Field Testing – to start in February.
 - Training – to start in March.
 - “Soft Launch” – initial “beta test group of users” to start in late Spring/Summer 2006.
 - Performance Monitoring and System Acceptance – undertaken over next six months.
 - Full Public Rollout to all customers - no later than January 2007.