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

Comparative Hourly Bus Boarding Rate - Major US Cities

Source: National Transit Database (2010)
Hourly Bus Boarding Rate calculated by dividing unlinked passenger trips by revenue vehicle hours for major cities and transit systems. Includes electric trolley buses and motor buses.
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 (CID) 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

<table>
<thead>
<tr>
<th>Tentative Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>Early May</td>
<td>Meet with TWU Local 250A to Discuss Changes</td>
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<tr>
<td>May 11</td>
<td>Finalize Policies and Procedures</td>
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<tr>
<td>June</td>
<td>Operator Training</td>
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</table>
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

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<tr>
<td>May 1</td>
<td>SFMTA Board considers Ordinance amendment</td>
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<td>May 7</td>
<td>Ordinance considered by the Land Use Committee</td>
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<td>May 15 &amp; May 22</td>
<td>Full Board of Supervisors considers item after it has passed out of committee</td>
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<td>Last week of May</td>
<td>Mayor signs legislation</td>
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<td>July 1</td>
<td>Ordinance become effective 31 days after the Mayor’s approval</td>
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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

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

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| Last week of May    | Press release when Mayor signs legislation approving All-Door Boarding changes  
|                     | • 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

<table>
<thead>
<tr>
<th>Goal</th>
<th>Performance Metric</th>
<th>Automated Data Collection</th>
<th>Manual Data Collection</th>
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<tbody>
<tr>
<td>Speed the boarding process</td>
<td>• DwellTimes</td>
<td>• APC Data</td>
<td>• Observation s at Busy Stops</td>
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<td></td>
<td>• Percentage of Customers Entering through Rear Door</td>
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<tr>
<td>Improve service reliability</td>
<td>• RunningTime Averages</td>
<td>• APC Data</td>
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<tr>
<td>Reduce travel time</td>
<td>• RunningTime Variability</td>
<td>• NextBus Data</td>
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<tr>
<td>Maintain or improve fare compliance levels</td>
<td>• Fare Compliance Levels</td>
<td>• Financial Records</td>
<td>• On-Board Fare Surveys</td>
</tr>
<tr>
<td></td>
<td>• Fare Compliance Levels through the Rear Door</td>
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<td></td>
<td>• Total Fare Revenue</td>
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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