

Presentation to the Board of Directors

Fare Evasion Proof of Payment Program

October | 20 | 2009 | SAN FRANCISCO, CALIFORNIA

Shared SFMTA POP and Budget Analyst Recommendations

Deployment

- **From rail to bus**
- **Throughout peak ridership periods**
- **To most active rail lines and bus routes**

POP Productivity Measurements

- **Quantifiable measurements to justify staffing expansion**
- **Safety, SFPD involvement**

Proof of Payment Program Short-Term Strategies

- **Saturation inspection operations**
- **Multi-door boarding**
- **Special events mobile units**
- **Deployment schedule modifications implemented on October 17 for improved TFI presence during peak ridership**
- **Retrained all TFIs on customer inspection procedures and data collection**
- **Conducted evaluation of POP handheld devices for citation issuance**

Saturation Inspection Operations

- **Start date July 27, 2009**
- **Saturation teams: eight to 10 Transit Fare Inspectors plus 2 to 4 SFPD/MRT**
- **Duration of inspections limited to 60 seconds or less**
- **Bus routes covered on rotational basis: 9, 9AX, 9BX, 14, 14L, 22, 24, 29, 30, 33, 38, 38L, 44, 45, 47, 49, 52 and 54**
- **LRV lines covered on rotational basis : F, J, K, L, M, N and T**

Saturation Field Operations



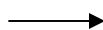
Geneva and Mission



Geneva and Mission



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Saturation Inspection Activity

July 27 – Oct. 22, 2009

- **46 operations**
- **110,671 inspections**
- **2,876 citations issued**
 - **2,783 Adult (96.8 percent)**
 - **93 Juvenile (3.2 percent)**
- **823 warnings resulting in payment of fare or person exiting system**
- **Inspection rate per TFI: 120 per hour**
- **Fare evasion rate 3.33 percent based on saturation hours only**

Multi-door Boarding

- **Daily deployment: 60 percent bus, 40 percent LRV**
- **Teams: two to three Transit Fare Inspectors**
- **TFIs board assigned bus routes and are instructed to ride the entire route**
- **Routes and lines selected based on a combination of SFMTA Proof of Payment study and TEP ridership data**
- **Bus routes covered on a rotational basis: 9, 9X, 9AB, 14, 14L, 22, 24, 30, 38, 38L, 47, 49 and 71**
- **L**
T **RV lines covered on a rotational basis: F, J, K, L, M, N and**

Multi-door Boarding Operation



F Line on Market Street



Multi-door Boarding Operation



F Line on Market Street



Multi-door Boarding Inspection Activity

July 20 – Oct. 22, 2009

- **72 operations**
- **105,666 inspections**
- **968 citations issued**
 - **932 Adult (96.3 percent)**
 - **36 Juvenile (3.7 percent)**
- **3,205 warnings resulting in payment of fare or person exiting system**
- **Inspection rate per TFI: 77 per hour**
- **Fare Evasion Rate = 3.95 percent (based on MDB hours only)**

Special Events - Mobile Units

- **TFIs teamed with Revenue Collection Personnel: two Cable Car Collectors, one Cypress Armed Guard and two TFIs**
- **Deployment:**
 - **Bay to Breakers Foot Race**
 - **Outside Lands Music Festival**
- **Customer service to ensure 100 percent fare media purchase and facilitate boarding**
- **76,271 inspections**

Proof of Payment Program Mid-Term Strategies

- **Complete hiring process to increase staffing from 46 to 60 TFIs and Supervisors**
- **Report Monthly Inspection Rates for management based on redesigned daily activity summary report**
- **Electronic tracking of complaints including PSR's utilizing new Customer Service complaint database**
- **Conduct annual performance reviews for TFIs and Supervisors based on new SFMTA performance review format**

Proof of Payment Program Long-Term Strategies

- **Assist with development of comprehensive TFI staff performance management database**
- **Assist in design of incident report database**
- **Collect and analyze fare evasion data to determine the most appropriate TFI staffing level**

SFPD/TransLink® Program

- **SFPD/TransLink Program: Over 1,300 TransLink cards issued to all 10 Police District Stations as of September 29, 2009 to record and track police presence throughout transit system**
- **SFMTA Executive Director/CEO has authorized SFPD Officers to enforce fare evasion violations**
- **SFPD/MRT Officers are deployed with saturation teams**
- **Each SFPD District Station has developed and submitted a transit security plan**

Proof of Payment Program

Questions?