



SFMTA
Municipal Transportation Agency

The background of the slide is a photograph of a San Francisco cable car, overlaid with a semi-transparent red filter. The cable car is a classic wooden vehicle with a sign that reads "PIER 39". It is positioned on a street, and the overall scene is slightly blurred, emphasizing the text overlay.

ALL DOOR BOARDING UPDATE

02 | 15 | 2013

SAN FRANCISCO, CALIFORNIA



All Door Boarding

- Starting on July 1, 2012, SFMTA became the first American transit agency to offer all door boarding on all buses
- Six months have passed since initial implementation
- Presentation will review information through January 2013:
 - Rear door boarding percentage
 - Dwell times
 - Passenger incidents
 - Complaints



Rear Door Boardings

- 51% of passengers are boarding through the rear doors at stops with ten or more boardings
- Most change seen on the community routes which increased from 12% rear door boardings to over 40%
- At stops with little boarding activity, passengers continue to primarily board through the front door

Are more passengers boarding through the rear doors?

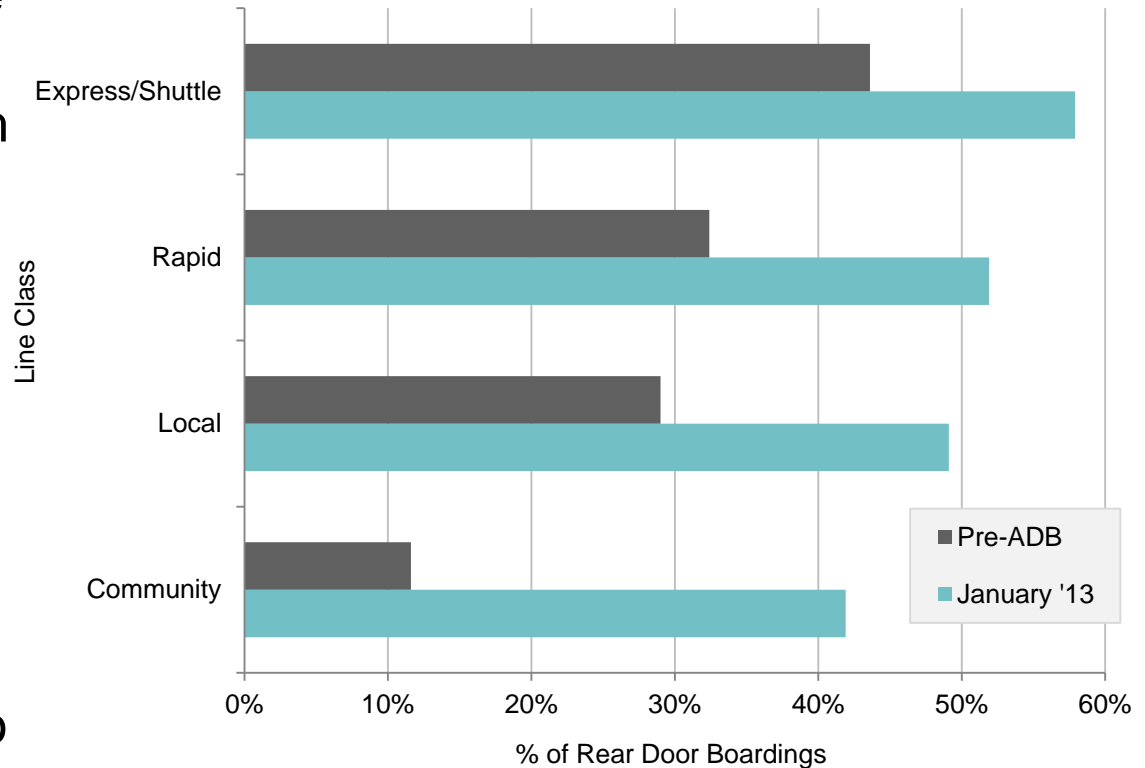


Figure 1: Change in proportion of passengers boarding through the rear doors, measured at stops where at least ten passengers are boarding the vehicle. Note that only lines with a sample size greater than 100 are included.



Rear Door Boardings Per Stop

Line Class	Before ADB	January '13	Percent Change
Community	12%	42%	261%
Local	29%	49%	69%
Rapid	32%	52%	60%
Express/Shuttle	44%	58%	33%



Dwell Times

- Dwell times declining since implementation
- Dwell times down overall by 4 seconds per stop
- Most improved on local and community routes

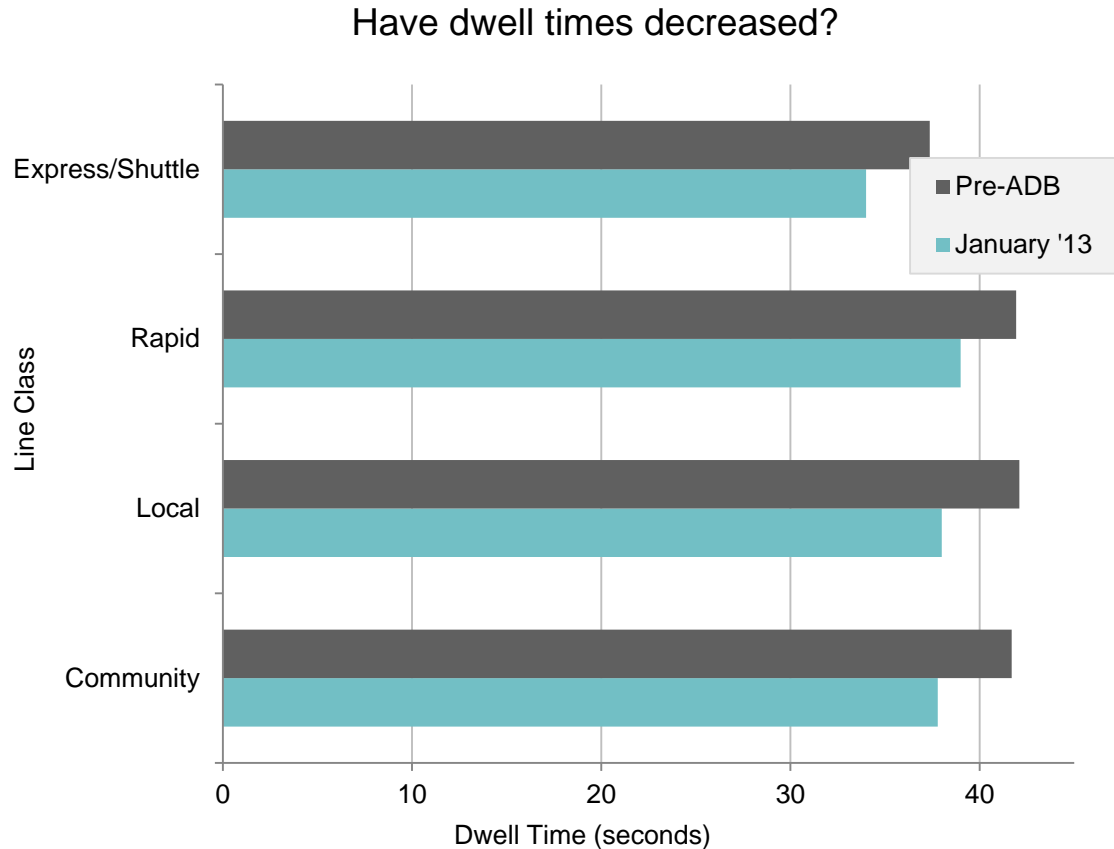


Figure 3: Change in Dwell times, Pre-ADB versus January 2013, measured at stops where at least ten passengers are boarding the vehicle. Note that only lines with a sample size greater than 100 are included.



Dwell Times Per Stop

Line Class	Pre-ADB	January '13	Change (seconds)
Community	42	38	-4
Local	42	38	-4
Rapid	42	39	-3
Express/Shuttle	37	34	-3



Is rear door boarding responsible?

- Yes!
- As the percentage of passengers using the rear doors increases, the dwell time decreases
- A regression analysis on the change in dwell times and percent change in proportion of passengers boarding through the rear doors shows a strong inverse relationship



Door Incidents

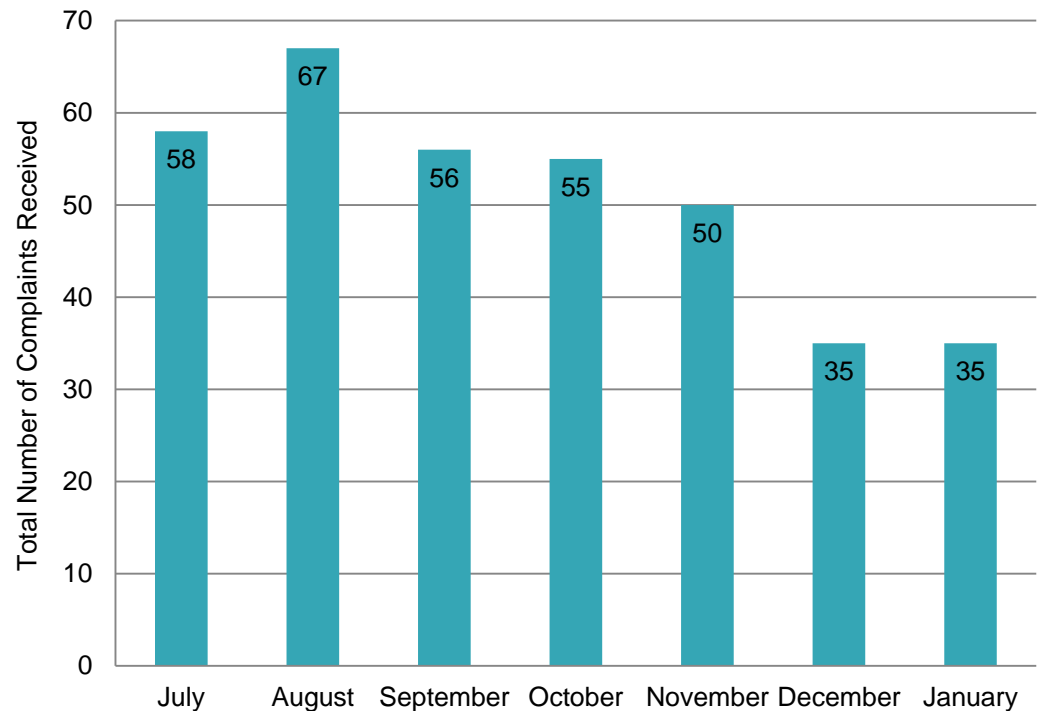
- No significant increase in number of passenger incidents with rear doors
- 33 rear door incidents in the first half of FY 2012 compared to 38 rear door incidents in FY 2013



Complaints

- Complaints attributed to ADB peaked in August at 67
- In January, down to 35
- Monthly complaint volume is about 1,500
- Represents about 2% of total complaints

Complaints Attributed to ADB





Complaints Attributed to All Door Boarding by Month

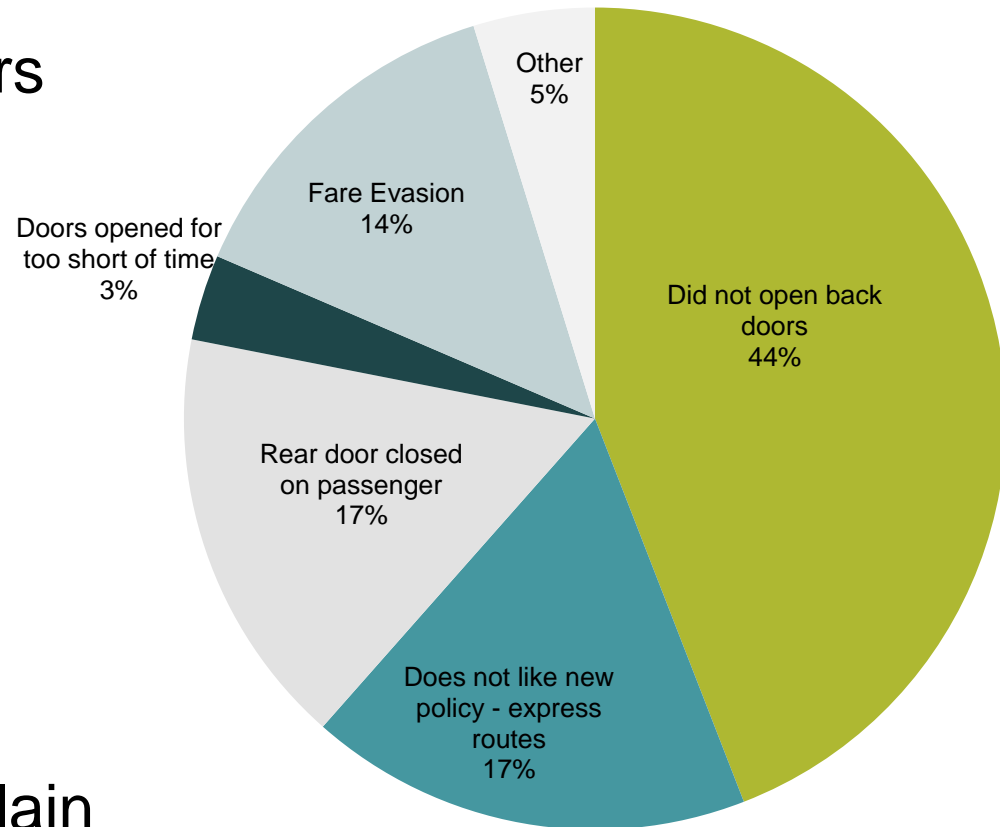
Month	Total Complaints
Jul-12	58
Aug-12	67
Sep-12	56
Oct-12	55
Nov-12	50
Dec-12	35
Jan -13	35



Complaints by Type

- Complaints on operators not opening rear doors declining
- Fare evasion perception complaints increasing
- Other categories stable
- Express riders continue to complain about policy

ADB Complaint by Type





Complaints by Type

Category	Number	%
Did not open back doors	157	44%
Does not like new policy - express routes	62	17%
Rear door closed on passenger	59	17%
Doors opened for too short of time	12	3%
Fare Evasion	49	14%
Other	17	5%
Total	356	100%



Enforcement

- Eleven additional fare inspectors added in anticipation of all door boarding
- TFIs assist at special events to assist with smooth all door boarding process.
- Fare evasion rate down

	July 2012 - January 2013	July 2011 - January 2012	% Change
Inspections	1,627,964	1,293,656	26%
Warnings	16,828	38,296	-56%
Citations	40,262	21,476	87%
Fare Evasion Rate	3.5%	4.6%	-24%



Next Steps

- **Six Month comprehensive overview**
 - IT Performance Unit to work with Transit to perform comprehensive report
 - Review to include:
 - Running time analysis for selected routes
 - Revenue analysis
 - Citation/enforcement update