

The background of the slide features a faded, grayscale image of a city street scene. On the right side, a bus is visible with the number 'CA 49819' on its side. In the background, there is a large, classical-style building with a prominent archway and columns. The overall scene is dimly lit, creating a professional and historical atmosphere.

# Presentation to Board of Directors on All-Door Boarding System-wide Implementation

# Need for All-Door Boarding

- Benefits customers who are looking for near-term, meaningful service improvement.
  - Speeds up boarding, particularly at high use stops.
  - Reduces travel time across system.
- Potential for reducing fare conflicts between customers and the Operator.
- Anticipates advancement of Transit Effectiveness Project (TEP) service improvements.

# Transit Industry Best Practices in Fare Collection

- Majority of North American light rail system built in the last 35 years features proof-of-payment, off-board fare collection and all-door boarding and alighting.
- All-door boarding on buses has not been widespread and has mostly been used on new bus rapid transit operations.
- **SFMTA's bus operating environment is unique in the United States:** High density, low speed, frequent stop service similar to European practice.
- Western Europe adopted proof-of-payment and all-door boarding on most rail and bus routes several decades ago, generally in response to shortage of operators or conductors and rising costs.

# Current SFMTA Fare Collection System

- Customers face conflicting instructions. Rear doors have signs indicating that boarding is forbidden.
- Many Operators enforce these restrictions, others do not.
- Regular customers know they can board more quickly at rear doors in most instances without creating a conflict with the Operator and often the front of the bus is full.
- Fare inspection takes place on buses and at high turnover stops, but is more random and an adjunct to the Muni Metro inspections.
- Policy of SFMTA to not allow rear door boarding, although we have piloted rear-door boarding on Van Ness.
- Customers required to have POP (per Transportation Code section 7.2.101).



# Advantages of Introducing All Door Boarding

- Introducing new level of customer convenience.
- Reducing boarding time is the best low cost alternative available for reducing travel time.
- Leveraging of Clipper Card System.
- Recognizing and expanding proof-of-payment from rail to system-wide.
- Applying TEP principles by:
  - Reducing travel time; and
  - Improving reliability.
- Increasing space for seniors and



# Proof of Payment Concept

- Extend proof-of-payment and all-door boarding/alighting to entire bus, trolley coach and historic streetcar network.
- Customers needing to pay a single, cash fare continue to board at front door and receive a transfer as proof-of-payment.

# Assessing Elements for Successful Launch

- Ensuring adequate means for riders to pre-pay.
- Evaluating optimal deployment plan, strategies and staffing for Transit Fare Inspectors.
- Identifying operating and capital costs.
- Conducting comprehensive public campaign.
- Evaluating appropriate methods for paying cash fares for back door boarders.

# Implementation Plan

- Take Steps to prepare Fleet:
  - Assure that rear doors on all streetcars have a Clipper Card reader. This includes double end PCCs and Milan cars.
  - Assure that rear doors can be controlled by Operator, rather than just treadle, so all doors can be opened at each stop.
- Allow and encourage customers boarding with fare media to board through the rear door.



# Implementation Plan

- Remove signs from rear doors indicating “unlawful to board through this door”
  - Replace with “yield to exiting customers”
- Create new signs
  - “Tickets, Transfers and Clipper Cards, Board All doors – Cash, Board Front Door Only”
  - Provide similar information at transit stops as an addition to the sign panel

# Implementation Plan

- Comprehensive public information campaign
  - Transit ads
  - Print and broadcast
  - Take one brochures
  - Shelter fare information / detailed map
  - Website and social media
  - NextMuni signs and platform display signs
  - Station banners and announcements
  - Partner with community groups for multilingual Ambassadors

# Implementation Plan

- Operator and supervisor training
  - Revise rule book and training instructions
  - Meet with Operators to answer questions and clarify new fare rules
  - Spot supervisory observance of service and boardings once the change is in place
  - Review Automatic Passenger Counter information to spot route-by-route Travel Time Improvements

# Evaluation

- Key Metrics:
  - Customer feedback
  - Fare revenue
  - Transit travel times
- Evaluate at Key Intervals:
  - 30 days
  - 90 days
  - 12 months

