

**Presentation to the
Municipal Transportation Agency
Fare Evasion
Proof of Payment Program**

May | 05 | 2010 | SAN FRANCISCO, CALIFORNIA

Budget Analyst Recommendations

Recommendations	Agreed	Partially Agreed	Disagreed	Implemented	In Progress or Future
56	36	11	9	22	25

Financial

- Revenue versus operational expense

Effective Deployment

- Primary objective is prevention of fare evasion
- Bus and Rail
- Redistribution of resources during peak ridership periods
- Most active rail lines and bus routes

POP Productivity Measurements

- Quantifiable measurements to justify staff expansion
- Safety, SFPD involvement

Proof of Payment – Key Achievements

- **Decriminalization (February 2008)**

Before	Court Revenue Collected (2000 - 2009)	\$909,135
After	Customer Service Center Collected (Feb 2008 – Dec 2009)	\$1.7 Mil

- **Increased fare compliance**
 - Saturation Operations
 - Shift restructuring
 - Modified LRV fare inspection zones
 - Expansion of inspections to buses (Avg 60% Bus/40% LRV)
- **Customer friendly fare inspections**
- **Sustained program with minimal staffing**
 - TFI Staffing : 35 (2007) 55 (2008) 46 (2009/10)

TFI Staff Skills

- **Bi-Lingual**
 - 8 Spanish
 - 5 Cantonese
 - 3 Tagalog
 - 1 each Samoan, Nigerian, Vietnamese, Italian, Arabic, and Hindi
- **CPR and First Aid Trained**
- **On-Track Rail Safety Trained**

Proof of Payment Program Recommendations Implemented

- **Effective & Efficient saturation operations**
- **Expanded to include bus inspections**
- **Special events mobile unit**
- **Deployment schedule modified**
- **Retrained all TFIs on customer inspection procedures and data collection**
- **Conducted initial evaluation of POP handheld devices for citation issuance**
- **Established SMART Goals for annual performance reviews with TFIs and Supervisors based on new SFMTA performance review format**

Proof of Payment Program Recommendations In Progress

- **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**
- **Established enhanced training plan for Supervisors and Conflict Resolution training plan for all POP Staff**
- **Complete hiring process to increase staffing (on hold)**

Saturation Inspections

- **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: 8, 8, 9, 9AX, 9BX, 14, 14L, 22, 24, 29, 30, 33, 38, 38L, 44, 45, 47, 49, 52 and 54**
- **Rail lines covered on rotational basis : F, J, K, L, M, N and T**

Saturation Field Operations



Geneva and Mission ↑



Geneva and Mission ↑



Geary and Divisadero →

Saturation Inspection Activity

July 27, 2009 – March 19, 2010

- **130 operations**
- **326,293 inspections**
- **9,348 citations issued**
 - **8,968 Adult (95.9 percent)**
 - **380 Juvenile (4.1 percent)**
- **2,279 warnings result in payment of fare or person exiting system (rate .7%)**
- **Inspections per TFI: 155 per hour**
- **Fare evasion rate 3.56 percent (based on saturation hours only)**

Regular Bus/Rail Inspections

- **Average daily deployment: 60 percent bus, 40 percent rail**
- **Teams: two to three Transit Fare Inspectors**
- **TFIs assigned bus routes and instructed to ride the 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: 8X, 9, 9X, 9AB, 14, 14L, 22, 24, 30, 38, 38L, 47, 49 and 71**
- **Rail lines covered on a rotational basis: F, J, K, L, M, N and T**

Bus/Rail Inspections



F Line on Market Street



Bus/Rail Inspections



F Line on Market Street



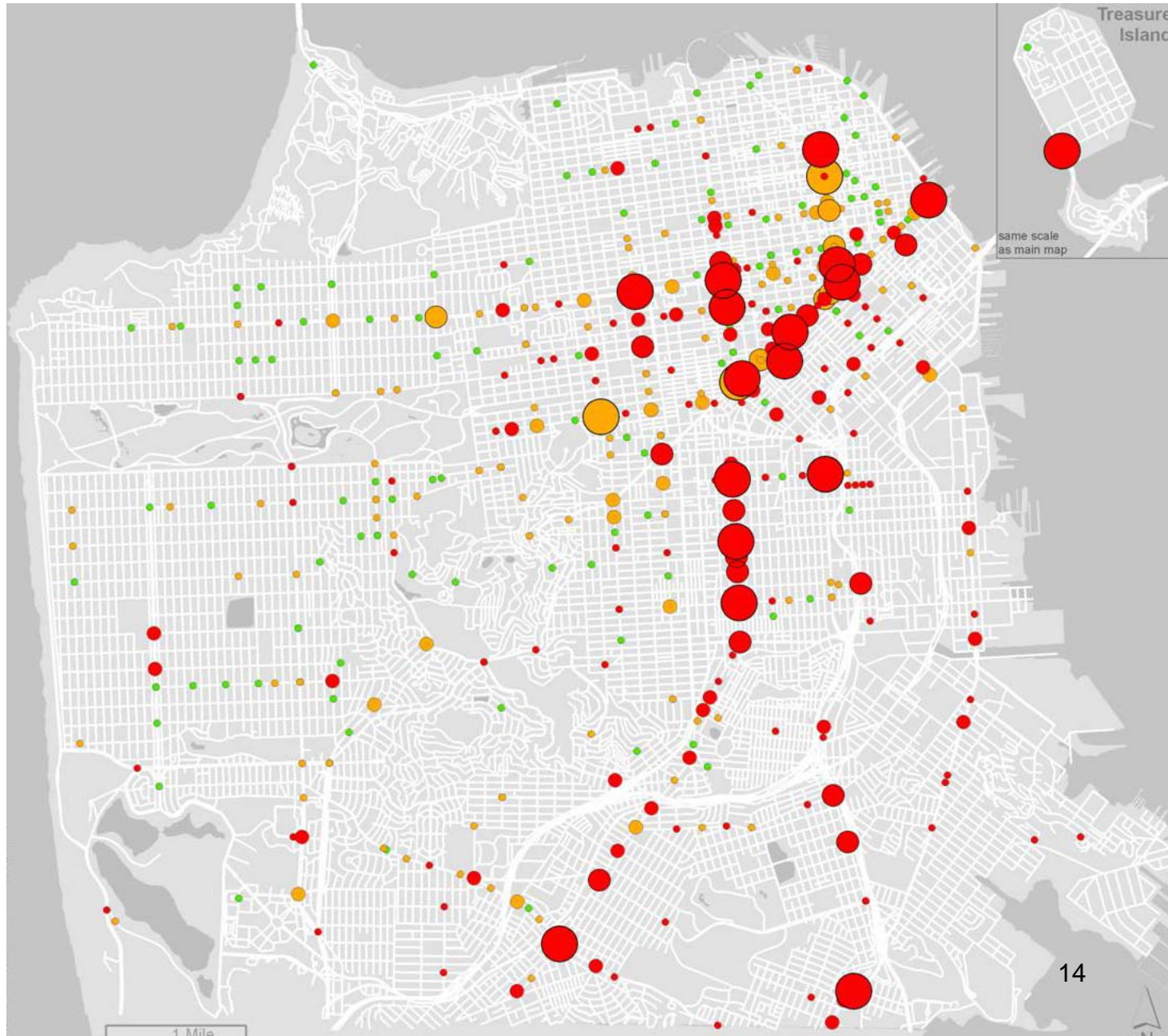
Regular Bus/Rail Inspections July 20, 2009 – March 19, 2010

- **1,276,593 Inspections**
- **18,821 Citations Issued**
 - **18,125 Adult (96.3 percent)**
 - **696 Juvenile (3.7 percent)**
- **14,308 warnings resulting in payment of fare or person exiting system**
- **Fare Evasion Rate = 2.59 percent**

Invalid POP Rate by Location Surveyed

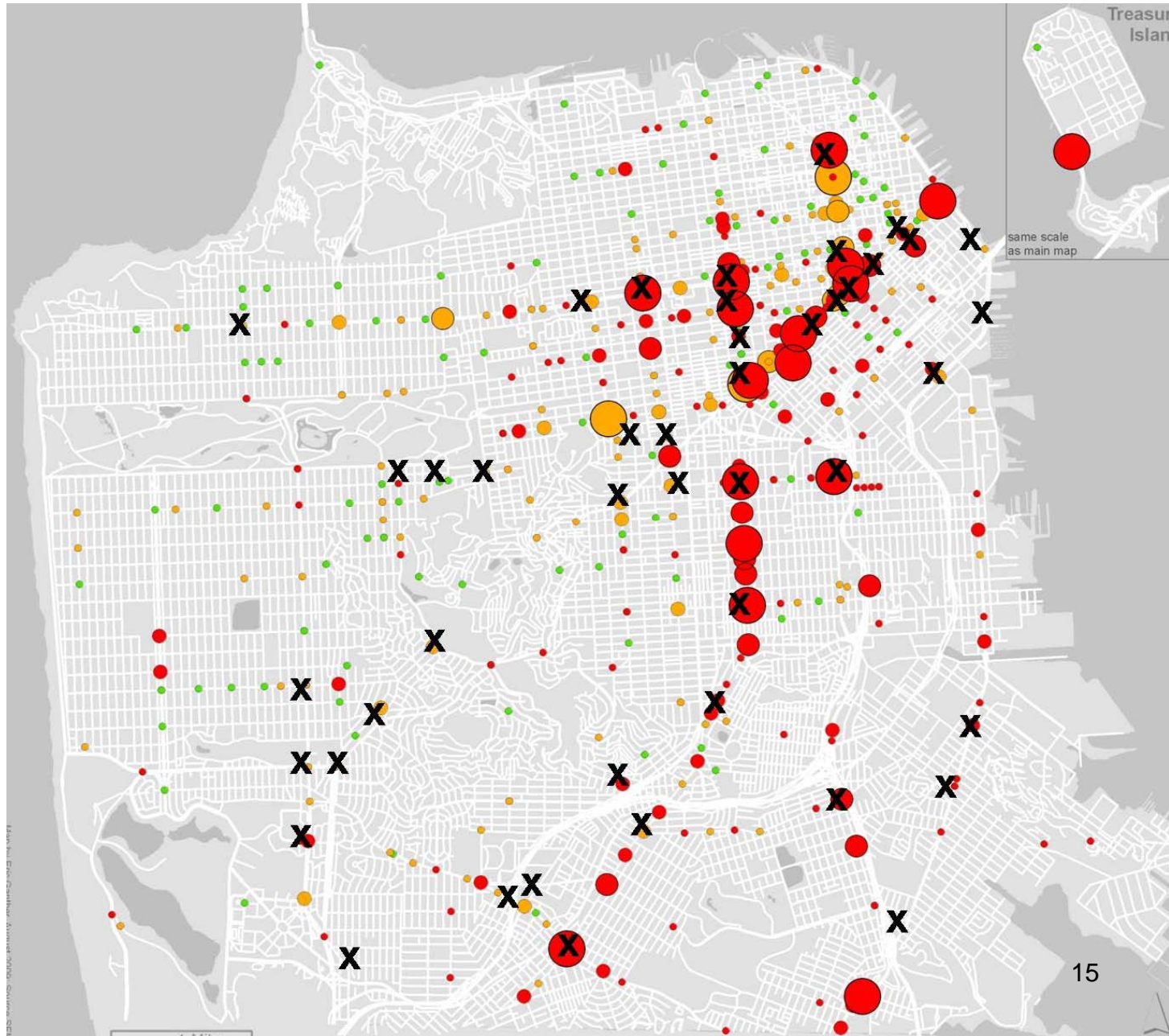
Examples of High Fare Evasion:

- ***Geary & Divisadero***
- ***16th & Mission***
- ***SF State***
- ***Randolph & Arch***
- ***19th & Winston***
- ***3rd & Palau***



**Invalid POP
Rate by
Location
Surveyed**

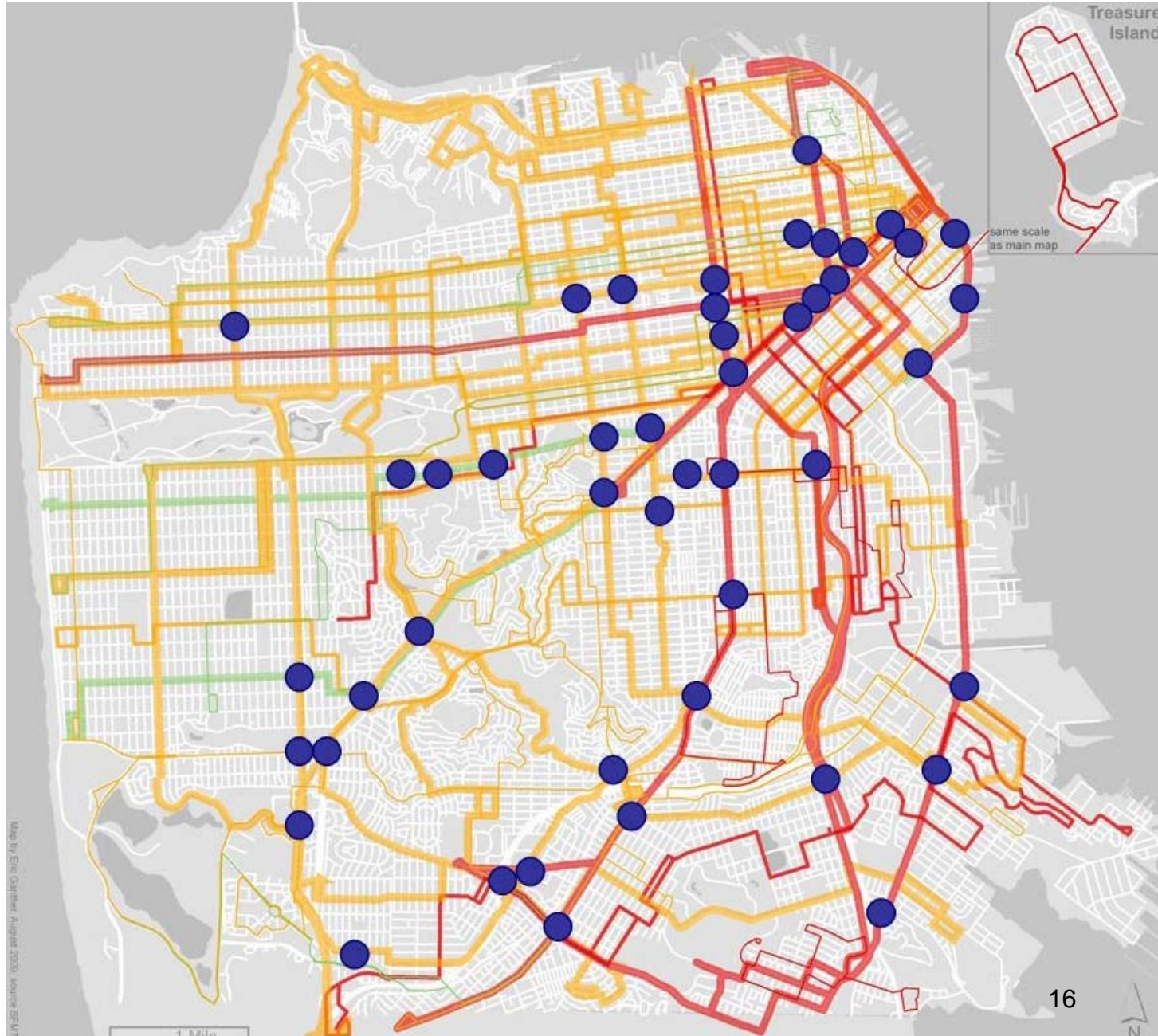
**X = Saturation
Locations**



Invalid POP by Transit Route

- Highest
- Mid range
- Low

● **Saturation
Locations**



Saturation Locations

3RD AND LA CONTE

3RD AND PALOU

3RD AND EVANS

3RD AND MARKET

4TH AND MARKET

4TH AND BERRY

11TH AND MISSION

16TH AND MISSION

19TH AND WINSTON

19TH AND TARAVAL

24TH AND MISSION

30TH AND MISSION

GENEVA AND MISSION

TRANSBAY TERMINAL

FILMORE AND GEARY

GEARY AND DIVISADERO

GEARY AND PRESIDIO

GENEVA AND SAN JOSE

VAN NESS AND MARKET

O'FARRELL AND VAN NESS

SUTTER AND SANSOME

STOCKTON AND SUTTER

EMBARCADERO AND FOLSOM

BRANNON AND EMBARCADERO

SILVER AND SAN BRUNO

SILVER AND MISSION

VAN NESS STATION

CHURCH STATION

CASTRO STATION

FOREST HILL STATION

WEST PORTAL STATION

EMBARCADERO STATION

MONTGOMERY STATION

BALBOA STATION

DUBOCE AND NOE

DUBOCE AND CHURCH

CARL AND COLE

RANDOLPH AND ARCH

KEARNY AND MARKET

Month	Inspections	Warnings	Total Citations	Saturations
July 09	9,855	39	224	5
August 09	39,120	341	924	17
September 09	33,806	282	932	17
1Q FY10 Total	82,781	662	2,080	39
October 09	118,392	914	1,087	17
November 09	47,760	315	1,541	14
December 09	25,654	118	707	9
2Q FY10 Total	191,806	1,347	3,335	40
January 10	20,721	161	668	23
February 10	46,421	117	1,341	19
March 10	15,820	98	520	6
3Q FY10 Total	82,962	396	2,529	48

Proof of Payment Program Next Steps

- **Assist with development of comprehensive TFI staff performance management database**
- **Assist in design of incident report database**
- **Collect and analyze fare evasion data to optimize TFI staffing**
- **Pilot and select Handheld Device for citation issuance**

Proof of Payment Program

Thank You