



San Francisco Bay Area's TransLink®

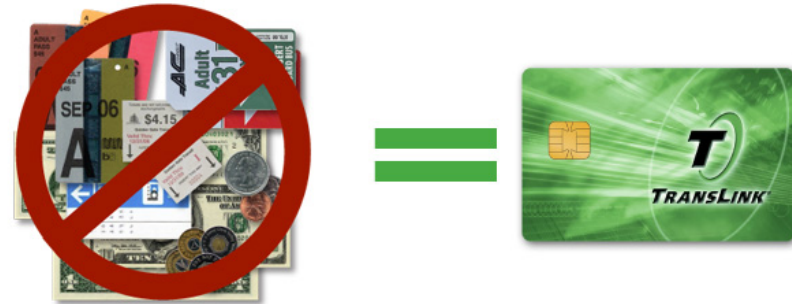
A case for a closed Loop System

ctst
New Orleans
May 6, 2009

Agenda

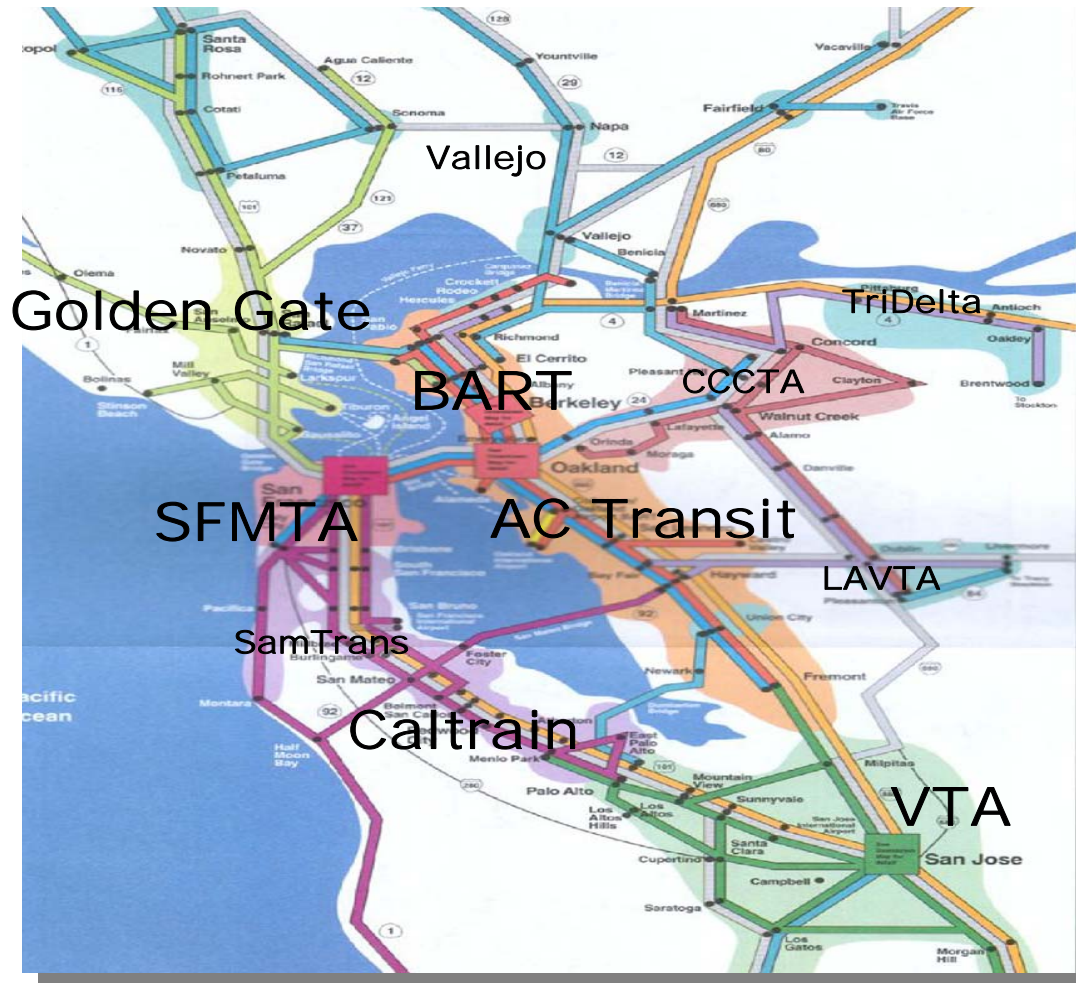
- ▶ What is TransLink®
- ▶ A little History
- ▶ Governance
- ▶ Equipment
- ▶ Status and Statistics
- ▶ Why Closed Loop
- ▶ The Future

What is TransLink® ?



- ▶ A closed loop regional fare collection system for the San Francisco Bay Area
- ▶ Dual interface smart card that stores value and products
- ▶ Cards read by separate devices on buses, trains and ferries
- ▶ Cards and add value are available at agency offices, POS locations, website and through customer service
- ▶ Incorporates all existing transit operator business rules
- ▶ Daily clearing and settlement

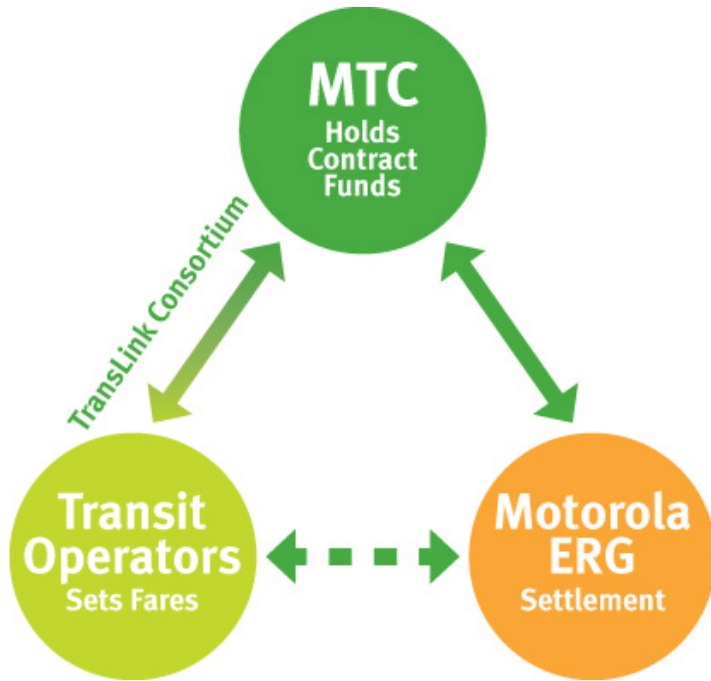
The Bay Area has a diverse set of transit operators



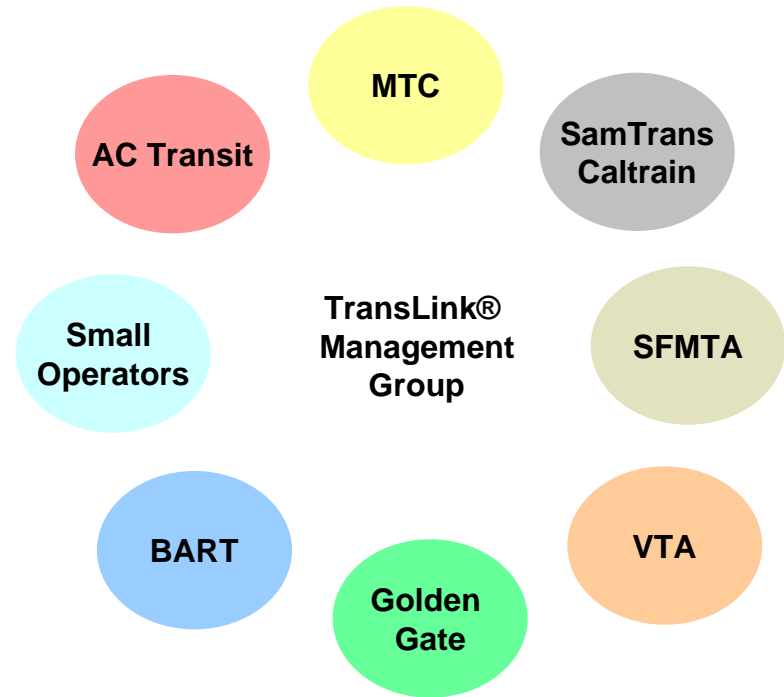
TransLink® has a long and colorful history

- ▶ The vision for a universal fare media for the Bay Area began in the eighties
- ▶ The original business case was developed in the mid nineties based on magnetic card technology
- ▶ The technology choice changed to smart card in the late nineties
- ▶ RFP issued in 1998
- ▶ NTP issued to Motorola in 1999
- ▶ Pilot program 2003
- ▶ First agency declared revenue ready in 2006
- ▶ SFMTA declared revenue ready in 2008

The contractual relationship and governance are unique



Contract



Governance

There are several pieces of equipment that make up the TransLink® system



Ferry Reader



Add Value Machine



Bus Reader



TransLink® Retail Unit



Ticket Office Terminal

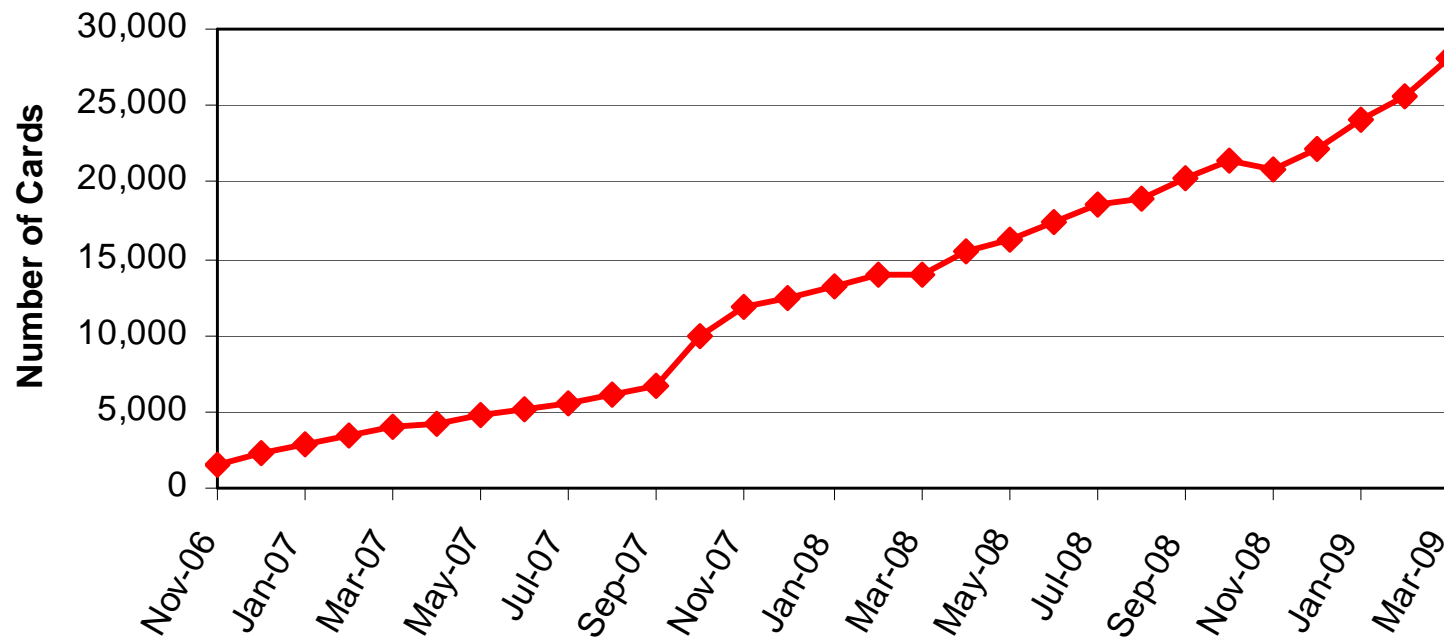


BART Faregates

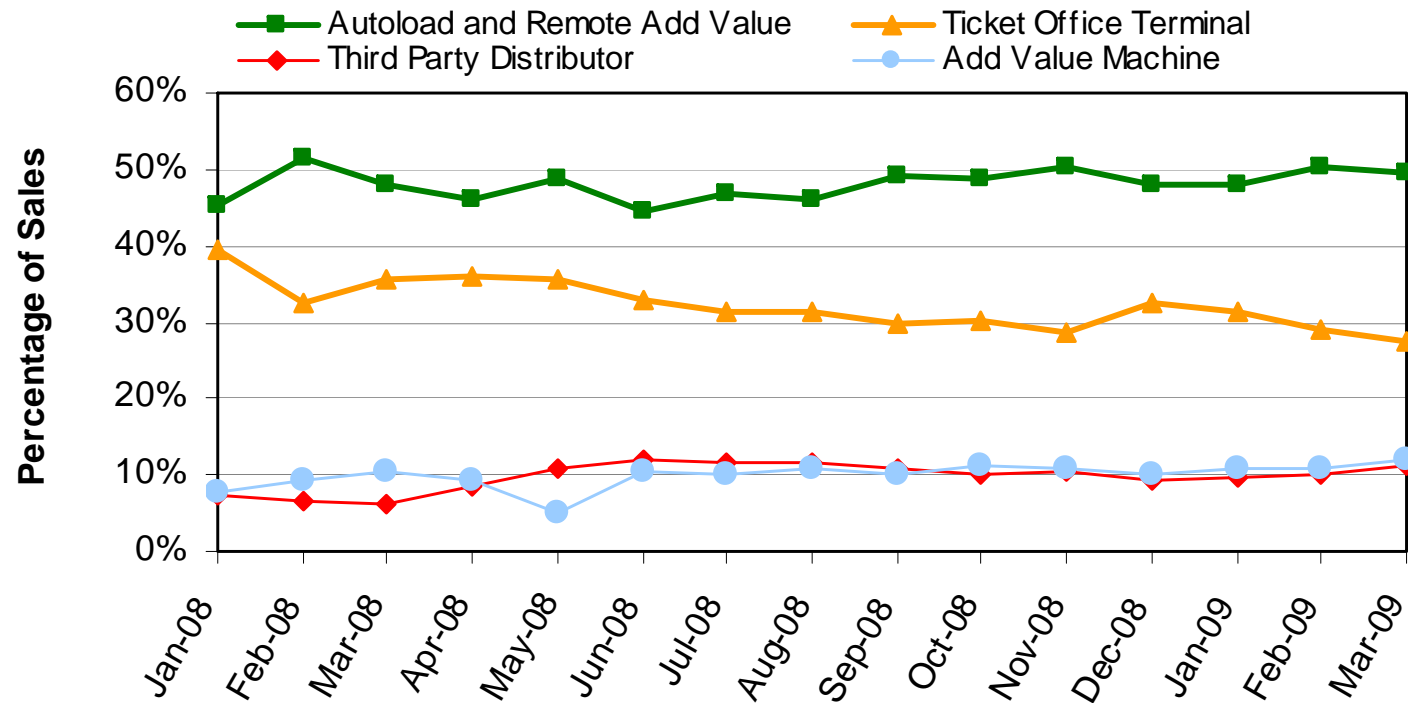
After a lot of hard work and innovation, TransLink® is finally poised to take off

- ▶ Several large transit agencies are deployed and BART is close
 - AC Transit
 - Golden Gate
 - SFMTA
 - Caltrain
- ▶ Over one hundred retailers are selling TransLink® products
- ▶ E-cash, and fare products have been activated
- ▶ Autoload is a popular feature
- ▶ Employer programs are being utilized
- ▶ The website has been active for quite some time

Growth has been modest but steady



Autoload is the most popular way to add value



There were good reasons at the time to choose closed loop, but there are also disadvantages

Reasons for choosing closed loop

- ▶ Transit agencies desired to retain their existing business rules
- ▶ Models in 1998 were closed loop
- ▶ Open loop system not available in 1998

Disadvantages

- ▶ The purchase and distribution of cards is expensive
- ▶ Add value facilities need to be made available
- ▶ Eventually the technology will be overtaken

What is in the future for TransLink®?

- ▶ Full transit operator deployment
- ▶ Active marketing to achieve growth and maximum penetration
- ▶ Focus on customer service
- ▶ Conversion to contactless only
- ▶ Keeping abreast of open technology and the possible adoption in the future