

2010 Fare Systems Workshop

The TransLink AFC Program Achieving Critical Mass for Success

Carter R. Rohan R.A.
Senior Director,
Capital Programs & Construction

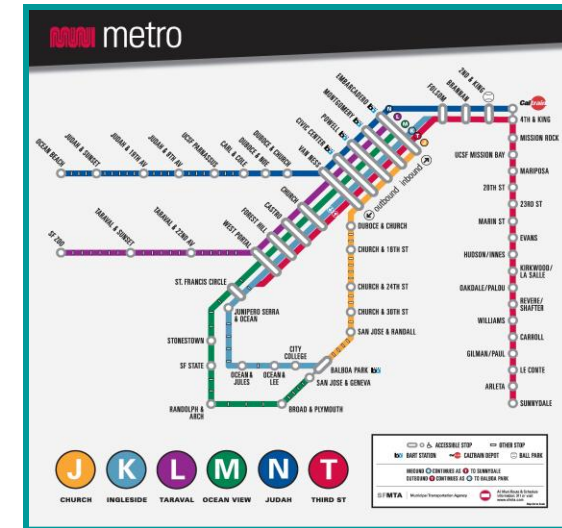
SFMTA

Municipal Transportation Agency



San Francisco Municipal Transportation Agency - SFMTA

- Eighth largest public transit agency in the U.S.
- SFMTA's transportation role includes:
 - MUNI,
 - Parking & Traffic Enforcement,
 - Taxi Enforcement, and
 - Bike/Pedestrian Programs
- Ridership of nearly 700,000 per weekday
- Light Rail Network with 9 Subway stations
- 66.1 track miles for light rail & historic vehicles
- 8.8 track miles for cable cars



San Francisco Municipal Transportation Agency - SFMTA

- 40 metered parking lots and garages
- Regulation of over 1,500 taxis
- FY'10 Operating Budget - \$816.7 Million
- 5 YR Capital Program – over \$2.5 Billion



SFMTA's Diverse Fleet

- Buses
- Trolleys
- Light Rail Vehicles
- Historic Vehicles
- Cable Cars

Mode	Vehicles	Facilities	Routes	Peak Vehicles
Bus	511	3	54	385
Trolley	313	2	16	240
LRV	151	2	5	120
Historics	46	1	1	22
Cable Car	40	1	3	40
Totals	1061	9	79	807



SFMTA's AFC Program – Subway Faregates & Vending Equipment

- Equipment Replacement in 9 Subway Stations
- 81 Standard Faregates
- 19 Accessible Faregates
- 40 Ticket Vending Machines
- 16 Agent Control Terminals
- Emergency Exit Gates



SFMTA's AFC Program - Farebox Refurbishment

- 1,250 Fareboxes for bus and light rail vehicles
- New depot computers & central computer
- Update of existing units
 - Same customer interface
 - Known quantity to maintenance staff
- Avoided cost of new equipment



SFMTA's AFC Program – Integration with TransLink

- SFMTA's full commitment to TransLink
- Over 20 Transit Properties
- Building on Pioneering Legacy Technology
- Upgrade of Systems and Back office Operation



Keys to Program Management Success

- Treat the Project as an Integrated Program
- Achieve Regional Cooperation & Trust
- Eliminate “pilots”, “phases”, “trials” and “tests” as reasons for delay
- Achieve the tipping point (critical mass)
- Don’t let “perfection” get in the way of progress



Eliminate Excuses for Delay

- Successful projects require due diligence, testing, quality assurance and quality control

However

- Pilots, Trials & Phases sometimes indicate poor planning and proper scope definition
- Proper testing and QA must be preceded by pre-defined test plans



Achieve Critical Mass

➤ Also Known As:

- “The Tipping Point”
- “Take Away the Net”
- “Too Big to Fail”
- “A Sense of Urgency”

➤ TransLink has achieved Critical Mass:

- Determined Regional Leadership
- SFMTA, Golden Gate, MTC and others made major commitments



A Word (or two) about Perfection:

- In public agencies “perfection” can become an excuse for delay or failure
- Projects involving rapidly changing technology will never be good enough
- SFMTA chose proven technology
- Achieve balance - People on the cutting edge – bleed
- Embrace QA, QC, Risk Management – and keep moving



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Senior Director,
Transportation Planning and Development
carter.rohan@sfmta.com

