

Southern California Regional Rail Authority Metrolink

Local and Regional Property Innovation

APTA Fare Collection Workshop
March 22, 2012



Agenda

- Describe the Metrolink Service Area
- Metrolink Facts
- Internal Challenges
- Regional Fare Payment Challenges / Risks
- Current Fare Integration Efforts
- Long Term Fare Integration Strategy



METROLINK



Metrics

- Metrolink operates 7 lines over 512 miles of track. Average weekday ridership-43,000; weekends-12,000/day.
- Average monthly Metrolink ticket sales = 220,000-40,000 commutation tickets-180,000 one-way/roundtrip or “special” tickets.
- Metrolink Ticket Vending Machines (TVMs) sell/deliver an average of 35,000 Amtrak tickets per month.
- TVMs currently support 3 “special” ticketing options including Orange County day passes, Angel’s Baseball and Duck’s Hockey tickets and Amtrak ticket sales. Los Angeles Airport ticketing currently under development.



Fare Collections Department Key Projects

TVM Vended Printable/Smart Tickets-Interim Solution

- Successful test of printable/smart chip enabled tickets in TVM system January 2012
- Development of additional test ticket configurations to match current TVM ticket-feeder mechanisms
- Develop integration strategies and timelines
- Update transfer agreements

Corporate Sales Automation

- Integrate corporate sales into TVM system



Significant Challenges

- 1) Coordination of Corporate Quick Card implementation processes with multiple customers: Finance, Operations, IT, Marketing, HR, Communications, Corporations.
- 2) Work with Metro to determine final TAP transfer agreement and TAP load to Metrolink Limited Use (LU) tickets.
- 3) Partnering with Marketing Department to develop and finalize agreement with Los Angeles World Airways leading to LA Airport through-ticketing option in TVM system.



Six-Month Look Ahead

- 1) Implement Corporate Quick Card to all corporate partners by May 15, 2012
- 2) Work on final TAP solutions
 - Continued smart ticket development and testing
 - Finalize transfer agreement with Metro.
 - Goal-Implement TAP ticketing solution by August 1, 2012
- 3) Los Angeles World Airways MOU development and ticketing options through TVM system tentatively scheduled for July, 2012 Implementation.

