

The background of the slide is a grayscale image. On the right side, there is a close-up of a bus, showing the front and side windows. The license plate area on the bus reads "CA 49819". On the left side, there is a large, classical-style building with a prominent archway and columns, likely a government or institutional building. The text "Presentation to Board of Directors on All-Door Boarding System-wide Implementation" is overlaid in red on this background.

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

