

IMPLEMENTING A FARE COLLECTION SYSTEM

LESSONS LEARNED

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LESSON #1 – DEFINE YOUR PROJECT...CLEARLY!



“We thought we were buying new equipment...not a technology system.”



No understanding of what boxes could do versus what we wanted.



Conflicting directions cost time – and money.



LESSON # 2 – PUT THE RIGHT PEOPLE ON YOUR STEERING COMMITTEE.



Identify stakeholders and get them to the table.



Need a cross-functional team – not an operations team.



Define roles and responsibilities – keep everyone talking.



LESSON # 3 – TECHNOLOGY IMPACTS BEHAVIOR.



Don't underestimate behaviors affected.



Don't assume what your customers will do.



Open your ears – listen to what your team, drivers and customers are saying. Then go see what can be done to make the situation better.



LESSON # 4 – REACH OUT TO YOUR CUSTOMERS EVEN SOONER THAN YOU THINK.

Internal:

 **Drivers**

 **Mechanics**

 **Dispatchers/Supervisors**

 **Customer service**

 **Unions**

External:

 **Passengers**

 **Community action groups**

 **Media**

 **Community partners**



LESSON # 6 – ALLOW TIME IN THE SCHEDULE FOR FIELD TESTING.



Policies and rules could not be accommodated by the farebox.



Employee familiarization.



Customer familiarization.



All rules apply – 60 days later.



Fleet defect.



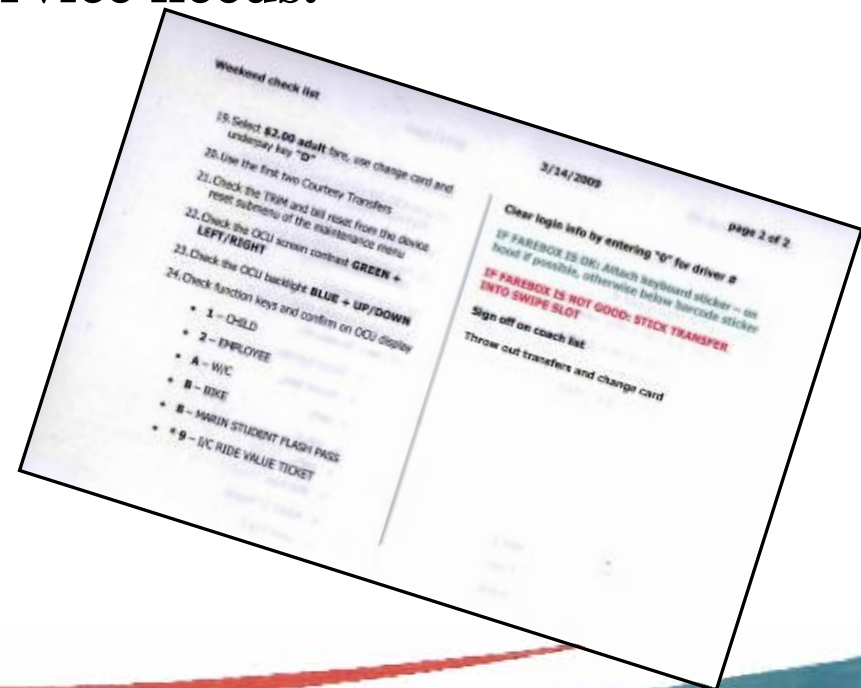
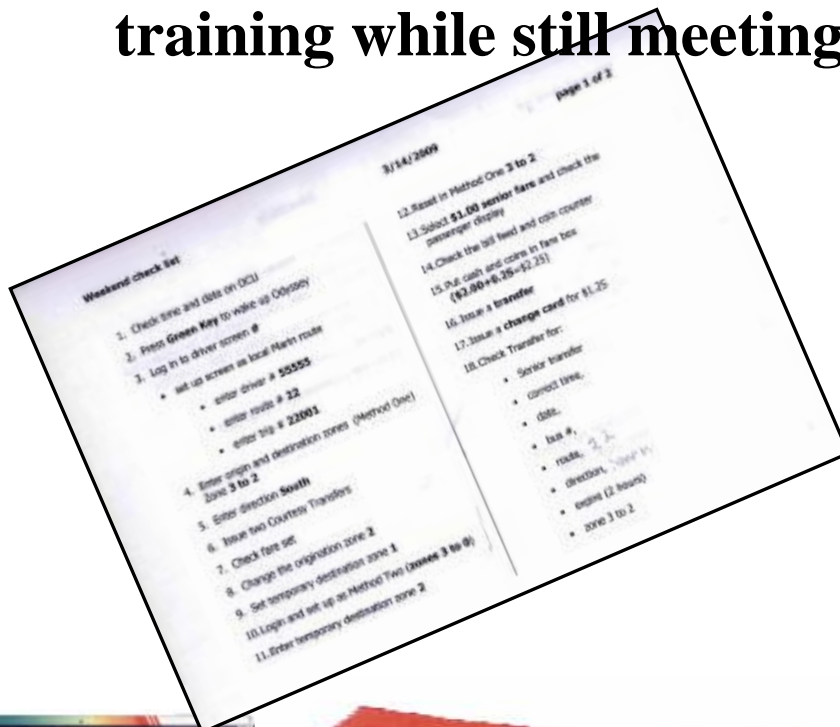
LESSON #7 - EVERYONE PULLING TOGETHER MAKES IT WORK.



GGT training staff developed training material – no off-the-shelf material fit our “complex” system.



Dispatchers worked hard to get the drivers in for the training while still meeting service needs.





Maintenance developed templates and processes that would help facilitate an install of 200 new fareboxes in under 72 hours... while still meeting routine maintenance and service needs.





Marketing developed customer outreach materials and delivered that valuable communication piece to our external customers.

NEW VALUE CARD

Beginning in early 2008, an all-new Value Card is replacing the current discount cards. The Value Card will be valid for six months from the first day you use it.



NEW VALUE CARD
In service from April 21, 2008

Value Cards will come in five denominations — \$18, \$25, \$36, \$48 and \$75. \$18 and \$26 cards valid for Marin County travel only. You will receive the denomination first, using a Value Card. Cards may be used by anyone, purchase with debit/credit and you, and the 90% discount fare will be deleted automatically (based on fare used) for all subsequent Value Cards.



The new Value Cards will still feature the same design and will also offer a 10% discount on all other Golden Gate Transit fares.

WHEN WILL THE NEW FAREBOXES BE INSTALLED?

The new fareboxes will be installed in early 2008. We will begin using the new magnetic stripe Value Cards at that time. If you still have remaining discount tickets, you'll continue to accept those through June 30, 2008. Just give your ticket to the driver.

If you aren't fully using your Value Card or the farebox, just ask the driver to reset you, and we will be happy to reset you.

WHERE TO PURCHASE THE NEW VALUE CARDS

Value Cards will be sold at the same locations as previously sold discount tickets. To find a location near you, call us at 1-800-448-4444 or visit us at www.goldengate.org.

QUESTIONS?

For additional assistance, call 1-800-448-4444, "Golden Gate Transit," then "Operator 1, 1029 711."



NEW FAREBOXES AND VALUE CARDS

Golden Gate Transit is replacing its old-style fareboxes with new fareboxes.



HOW TO USE THE NEW FAREBOX

When boarding the bus, tell the driver your final destination so the appropriate fare can be charged. Show your RTC or your receipt, which you can receive for discounted fare.

1. CASH — Insert your cash and coins into the farebox. The new location for the tickets and coins is on the lower right corner. The farebox will accept bills over \$20. Bills should be flat and unfolded. Drop your coins one at a time.

If you do not have exact change, you will not receive cash back. Instead, you will be issued a Change Card that can be used on future bus rides. The value of the card will be printed on the back.

2. VALUE CARD OR CHANGE CARD — Insert your card (picture side facing you) in the activation slot on the top left side of the farebox. The farebox will deduct the appropriate fare and your remaining balance will be printed on the back of the card. If you use a discount over-ride fare, you will receive a 90% discount over-ride fare.

Remaining balance on your card is less than applicable fare, you can use one fare to pay your fare and/or you can receive cash back.

The new Value Card will come in five denominations — \$18, \$25, \$36, \$48 and \$75. Fare cards can be used for Marin County travel only.

DIP YOUR CARD

The Value Card is the size of a credit card, printed on sturdy paper with a magnetic strip on the back. Rather than inserting your card into the farebox as you do now, you will dip your card into the farebox, similar to using an ATM card. The appropriate fare will be deducted and the remaining card balance will be printed on the reverse side of the card.

TAKING CARE OF YOUR VALUE OR CHANGE CARDS

1. Do not fold the card.
2. Keep the card clean and dry.
3. Do not scratch, cut or tear the card.
4. Do not write on the card.
5. Do not laminate or cover the card.
6. Cards are used only for paying your bus fare. They are non-refundable and non-transferable.

NOT ACCEPTED BY THE NEW FAREBOX

1. Discount tickets
2. Travel & service (rental car, taxi) tickets
3. Foreign currency
4. ATM, debit or credit cards




Labels for the farebox: Dip your Value Card into Orange Oval here, Card Slot, Cash Slot.

NEW FAREBOX

One more way to make your ride smoother





Drivers took care of their customers.





**And in the end...
We didn't forget
to celebrate!**



AND SIX MONTHS LATER...



Fleet retrofit.



Translink use is up.



Complaints are stabilizing.



Union issues.



Using the data.



THANK YOU

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**GOLDEN GATE BRIDGE, HIGHWAY & TRANSPORTATION
DISTRICT**

