

Chief Communications Officer Report

Executive Management Committee
September 15, 2011

Faregate Locking Pilot

Test Plan and Schedule

August 2011

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Overview

- **Metro board directed limited locking of faregates starting September 2011 at select Red Line stations**
 - **Wilshire/Normandie**
 - **Vermont/Beverly**
 - **Wilshire/Western**
 - **Hollywood/Western**
- **Since fare media has not 100% converted to TAP, the pilot will be staffed to support patron education and data collection**
 - **Determine magnitude of non TAP media at stations**
 - **Evaluate impact of locking to revenue and customer experience**

Goals and Assumptions

- **The goals for this limited test are numerous**
 - Determine detailed breakdown of patrons passing through gates
 - Observe the effect of locked gates on TAP and non TAP patrons
 - Identify considerations that cannot be seen in unlocked environment
 - Use data to establish migration path forward
- **Since stations will be staffed, there are several assumptions**
 - NOT an evasion study, assume evaders will walk away or buy tickets
 - Assume there are 3 key rider types
 - Paper pass holders
 - TAP users
 - Cash riders
 - Staff at stations will answer customer issues: no additional impact on ROC
 - Gates will return to free spin mode after test
 - Emergency EMS system will be tested prior to pilot

Success Criteria and Metrics

	Gated Station
Goals	<ul style="list-style-type: none">▶ Determine detailed composition of gate patrons▶ Observe effect of locked gates▶ Monitor change in percentage of TAP and paper patrons
Metrics	<ul style="list-style-type: none">▶ Measure of numbers of TAP and paper transactions▶ Determine types of TAP products used at gates▶ Measure % change of TAP and paper usage at gates
Success	<ul style="list-style-type: none">▶ Demonstrate the safe and effective lock and unlock gates▶ Effectively staff gates to address customer needs and throughput▶ Collect detailed transaction data and compare to unlocked state



Station Selection

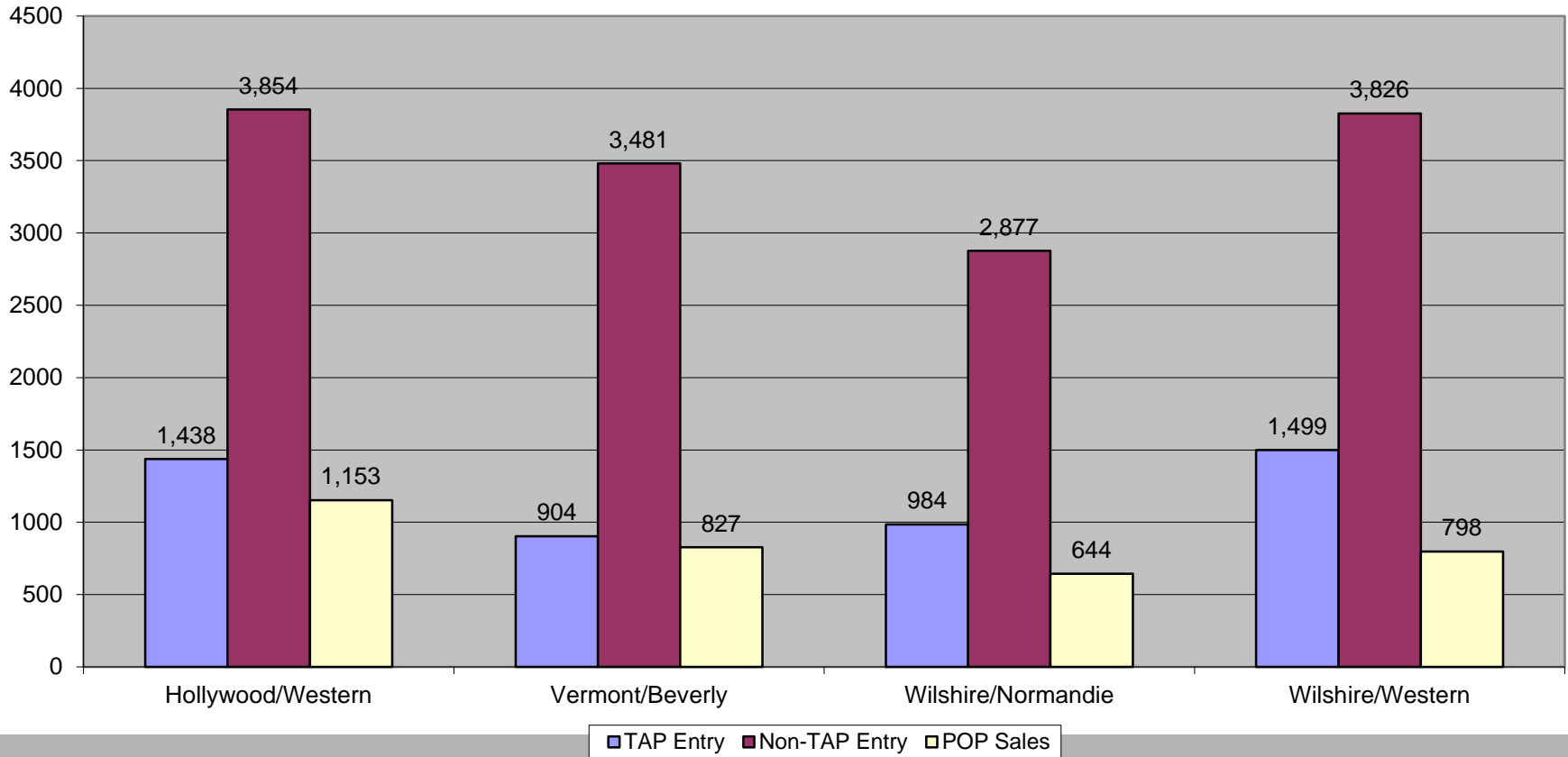
Test Stations
Wilshire/Normandie
Vermont/Beverly
Wilshire/Western
Hollywood/Western

Test Stations were chosen based upon:

- Single entrance stations
- Single gate array
- Entrances conducive to staffing
- Low to medium ridership
- Low percentage of non TAP media

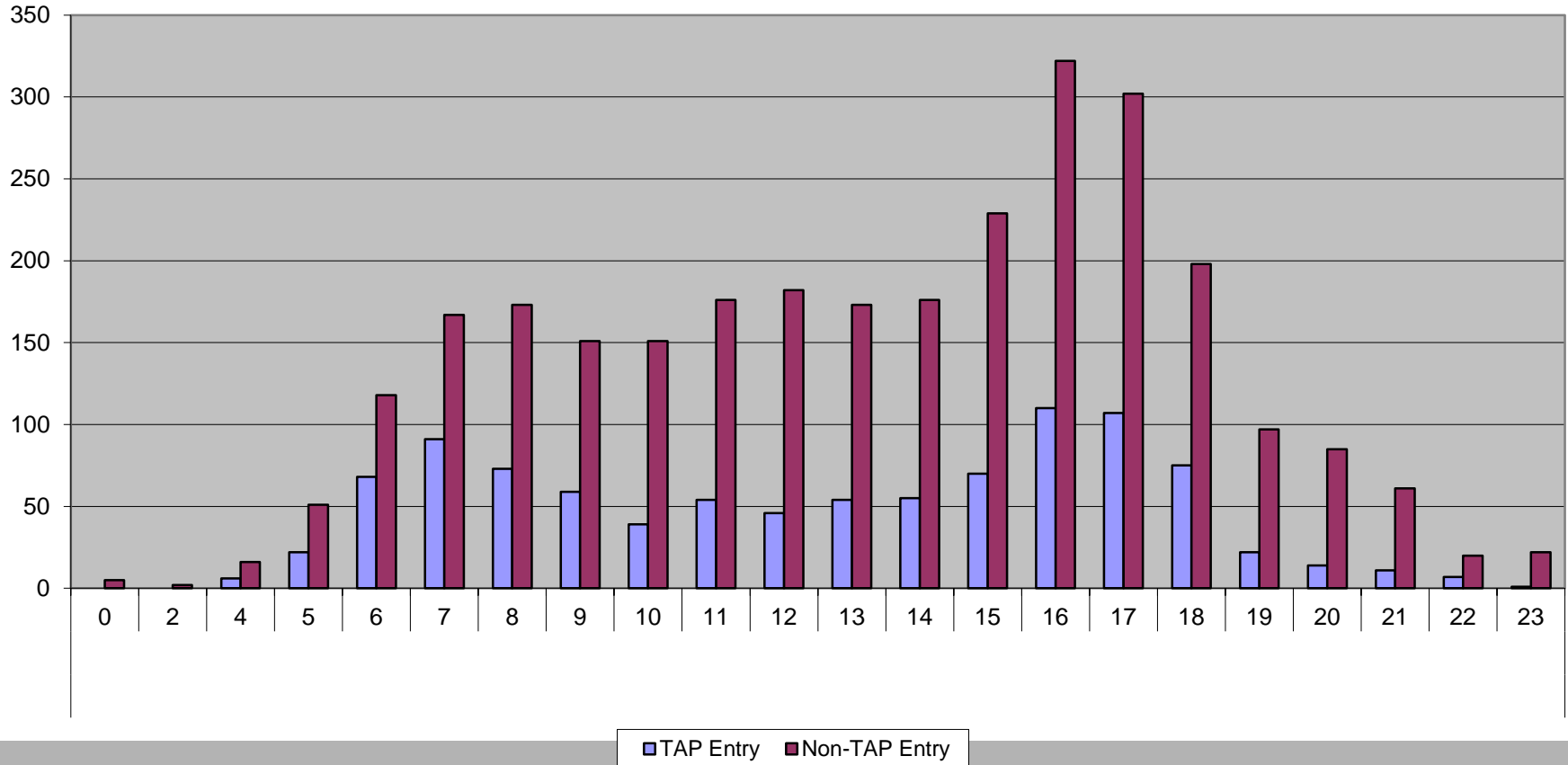
Unlocked Station Data

Gate Lock Pilot Data (7/20/2011)



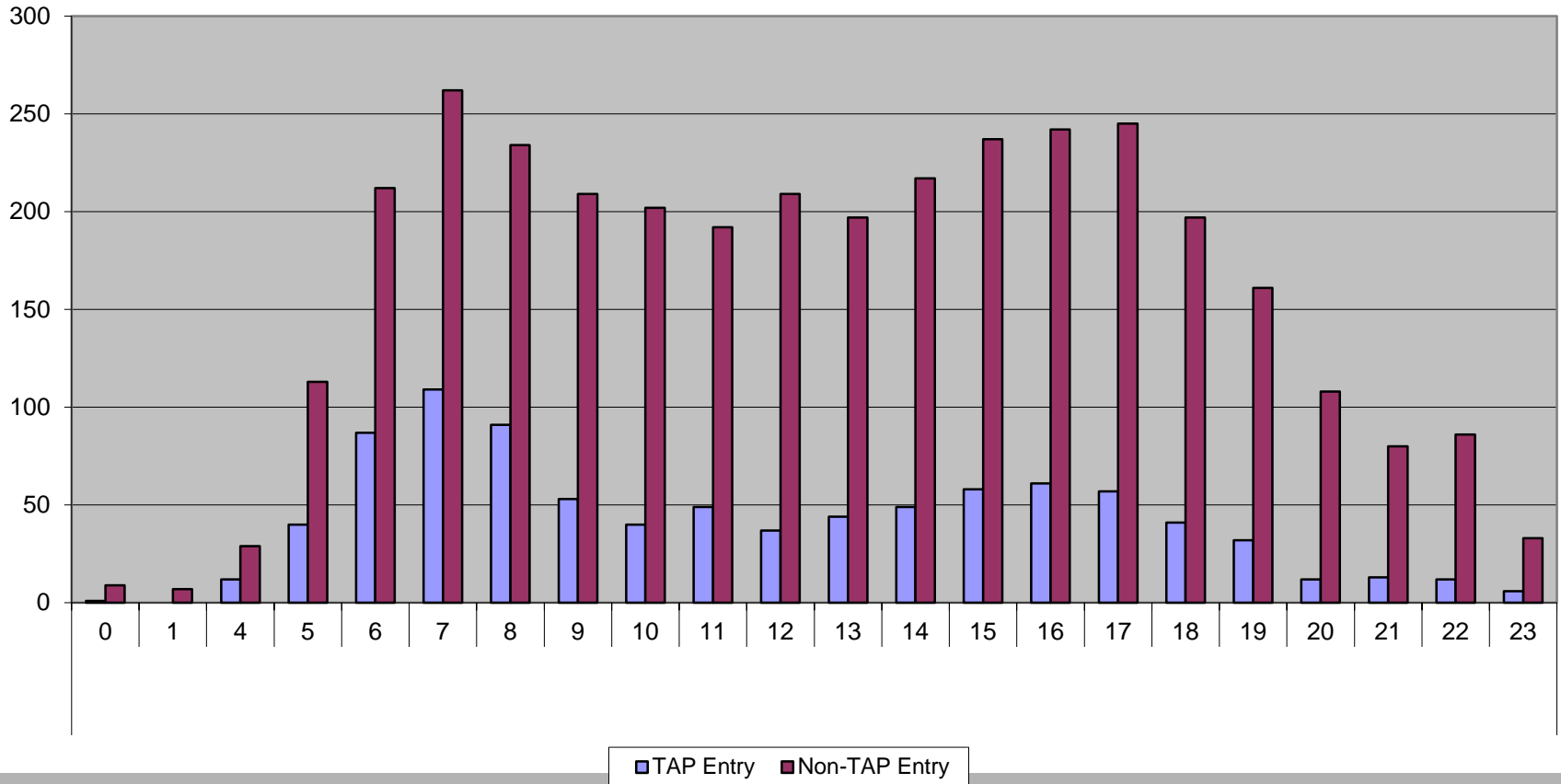
Unlocked Station Data

Wilshire and Normandie (7/20/2011)



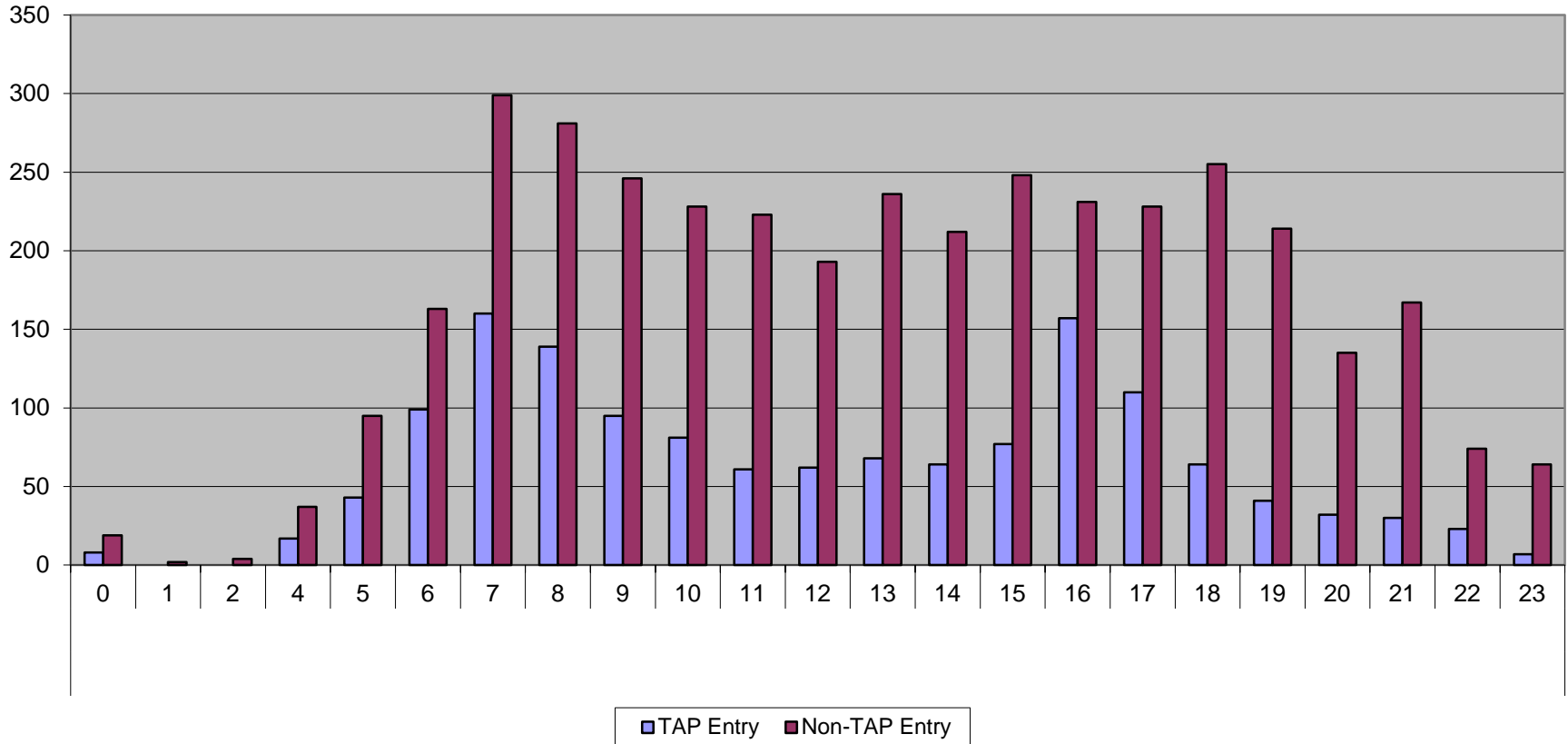
Unlocked Station Data

Vermont and Beverly (7/20/2011)



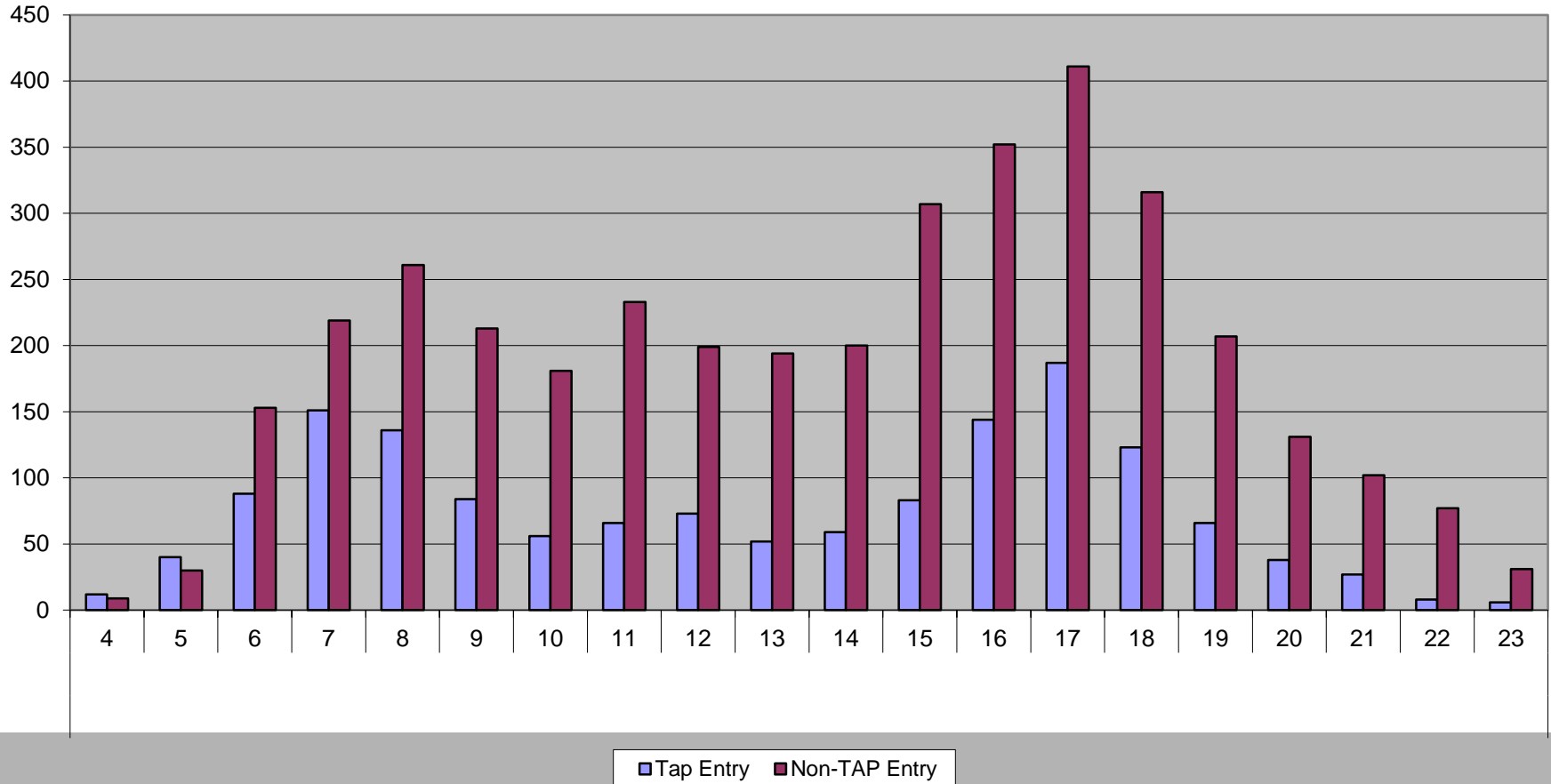
Unlocked Station Data

Hollywood and Western (7/20/2011)



Unlocked Station Data

Wilshire and Western (7/20/2011)



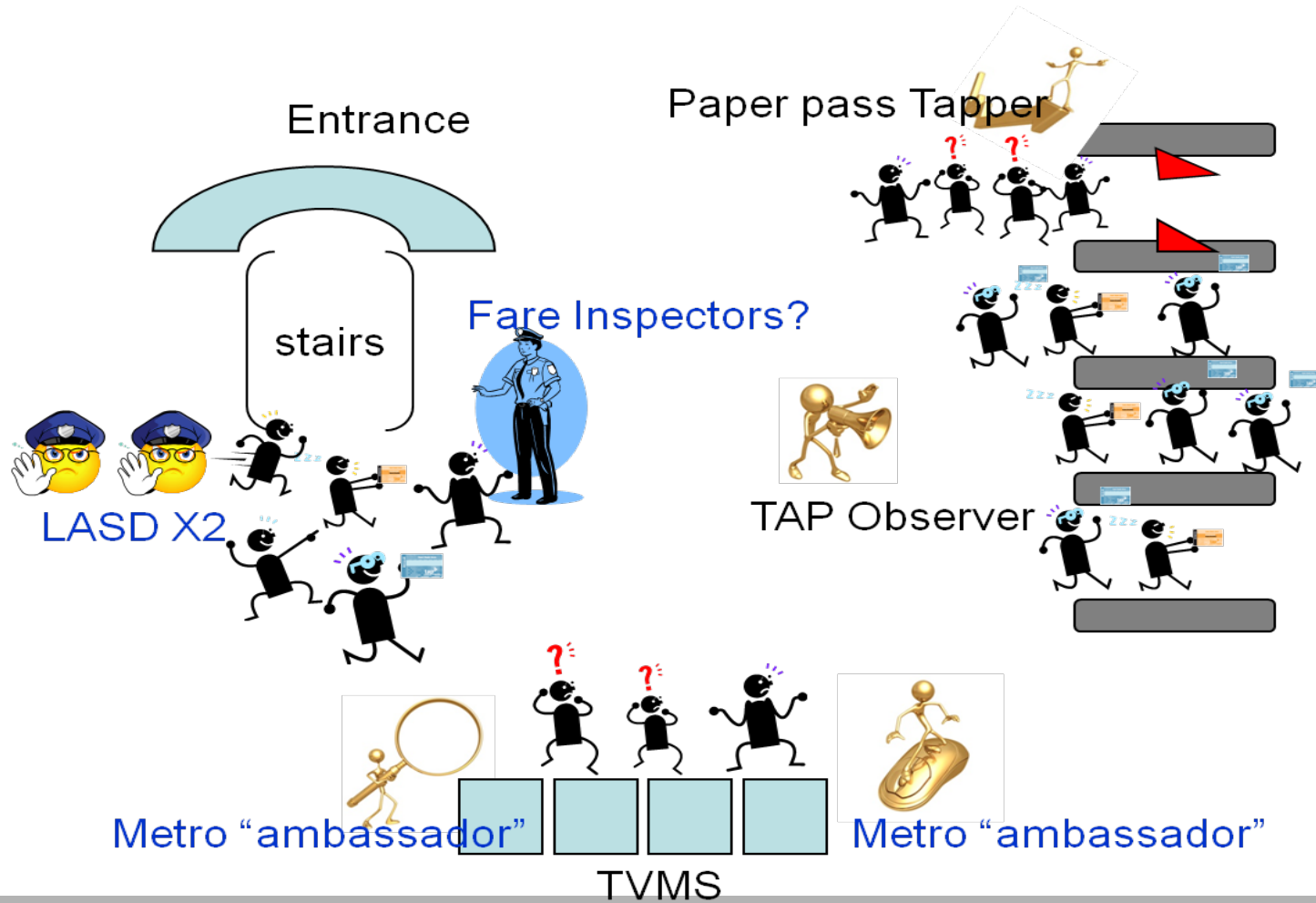
Success Criteria and Metrics

Metrics	Sep 14	Sep 21	Sep 28	Oct 5	Oct 12	Oct 19
Paper Sales						
TAP Sales						
TAP Use						
Stored Value Use						
Metrolink Use						
EZ Use						
Transfer Use						
Misc Use						

Concept of Operations

- **The gates will be locked at same predetermined times**
 - Each Wednesday for 4 consecutive weeks
 - From 1-4pm to compare data at consistent periods
- **Staff will have specific roles and areas of responsibility**
 - LASD will help direct patrons as they approach gate array
 - Metro Revenue staff will station ticket vending machines and assist patrons purchasing TAP cards
 - Metro TAP staff will man gate array, using special TAP cards to allow paper media patrons through the gates
 - Metro marketing will provide clear signage and ambassadors to assist with patron questions
- **Gate vendor will provide technical and maintenance support**
 - Will have local staff and remote monitoring and access

Concept of Operations



Path Forward

- **Metro will continue with Metro TAP media conversion**
 - Paper 1 way
 - Paper Day Pass
 - Students (K-12)
 - ASI
 - Tokens
- **The external agencies pose the largest demographic that have not been converted**
 - Metrolink
 - EZ Pass
 - Muni to metro transfers
- **A separate report should address options for each product type**
- **Develop gate locking rollout plan after media conversion**