

## TAP WORKING GROUP UPDATE

#56

March 21, 2013

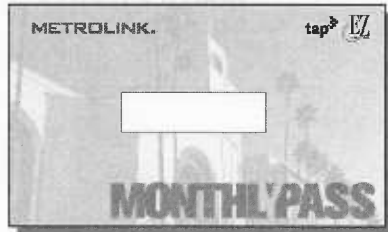
Executive Management Committee  
David Sutton  
TAP Deputy Executive Officer  
March 21, 2013

## Gate-latch progress continues with large and multiple station testing

- Tests continued in prep for June latching of Red and Purple Line gates
- Union Station testing went smoothly on March 6
- Multiple stations tested on March 12
  - Wilshire/Western
  - Wilshire/Normandie
  - Vermont/Beverly
  - North Hollywood
- Additional gate-help phone testing on March 19



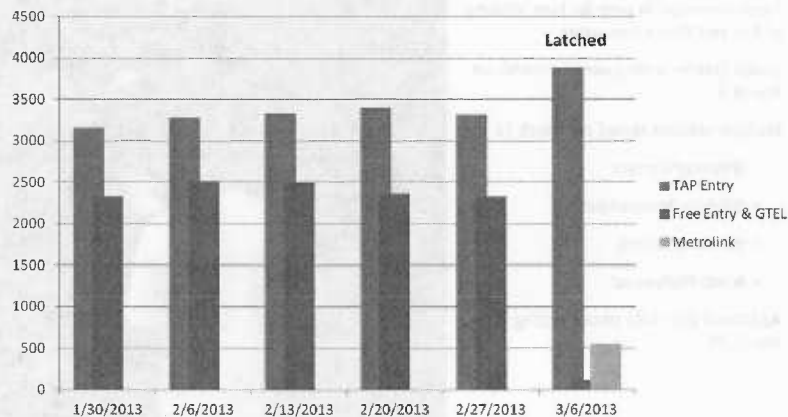
## Metrolink Test Tickets



- Metro and Metrolink working together on gate-latch testing and communications efforts
- After review of progress, Metrolink Board ordered 6 months ticket supply
- TAP-enabled tickets used at Union Station on March 6
- 549 Metrolink passengers tapped through latched gates by staff from 9am-5:30pm
- Tickets to be dispensed from Metrolink ticket vending machines in time for June latching
- User group testing started this week

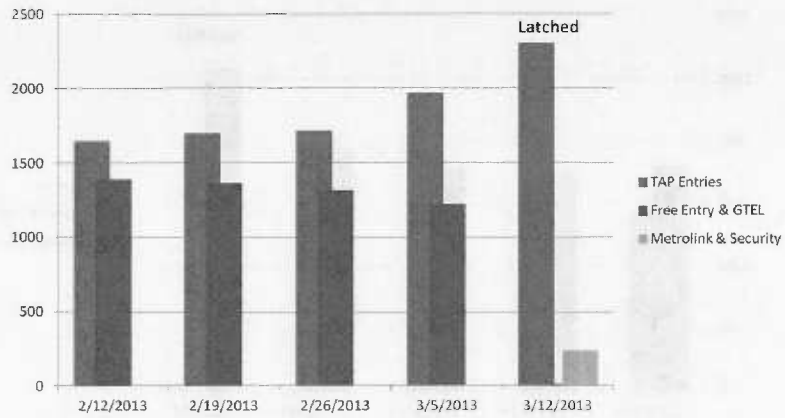
## Union Station: Total entries decreased. TAP entries increased.

Union Station West Portal Entries 9 am - 5:30 pm



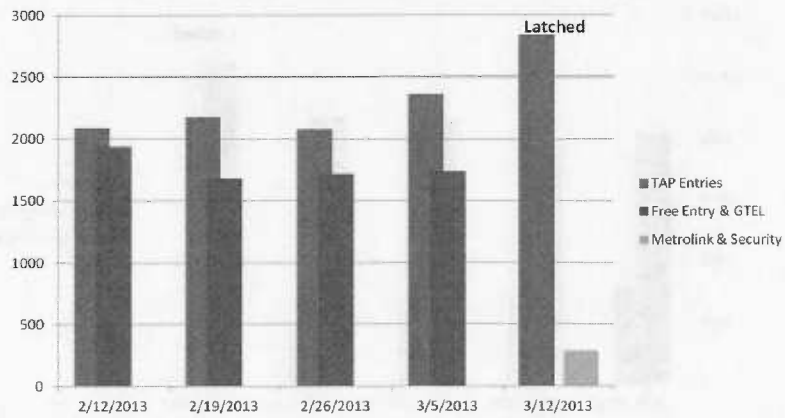
**Wilshire/Normandie:**  
**Total entries decreased. TAP entries increased.**

Wilshire/Normandie Entries 7:10 am - 5:20 pm



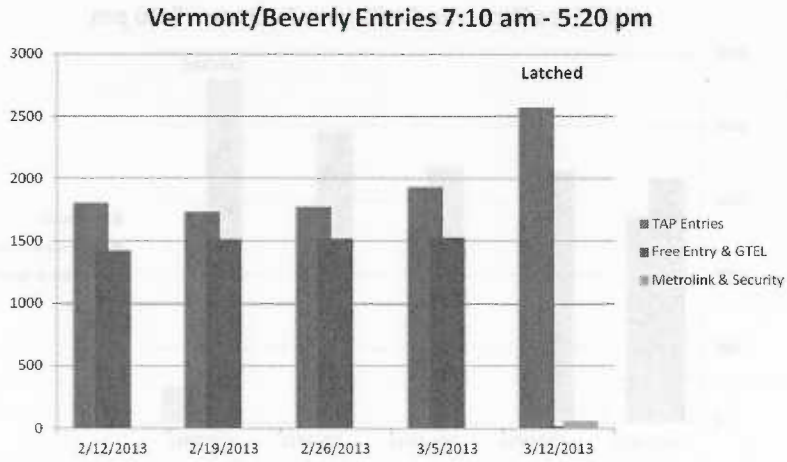
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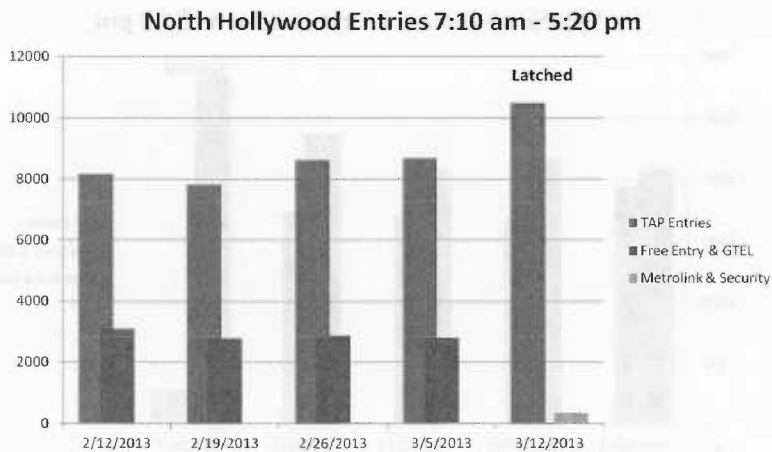
### Vermont/Beverly:

Total entries decreased. TAP entries increased.

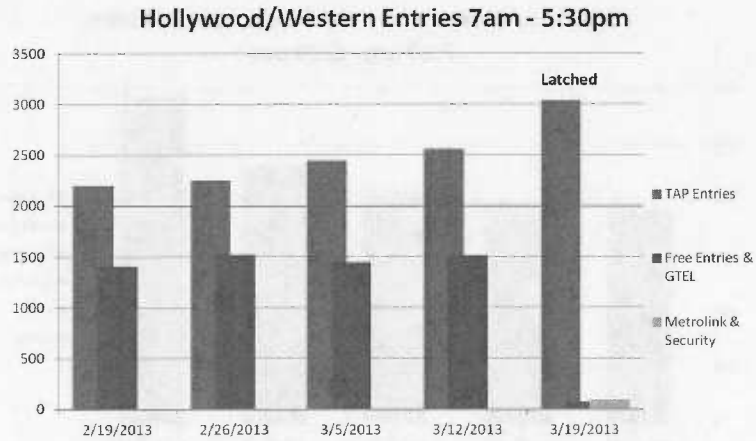


### North Hollywood:

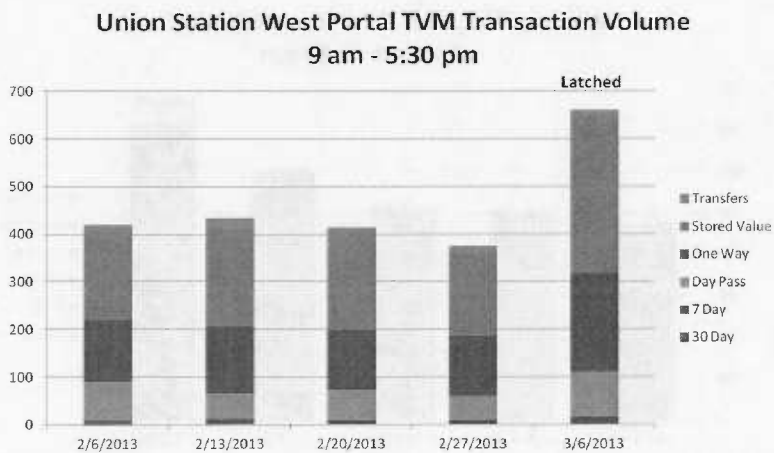
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**Hollywood Western:  
Total entries decreased. TAP entries increased.**

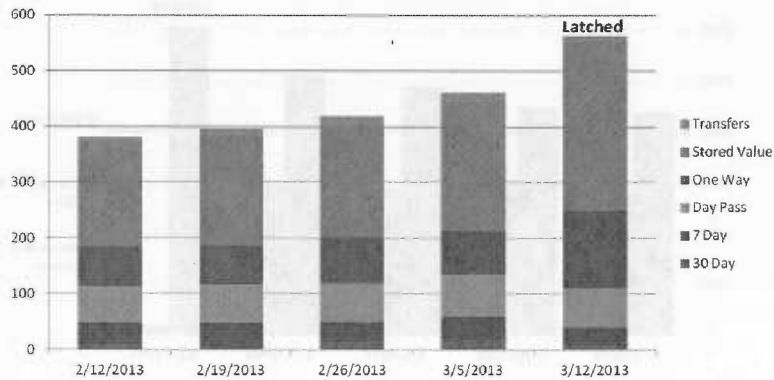


**Union Station: TVM sales increased**



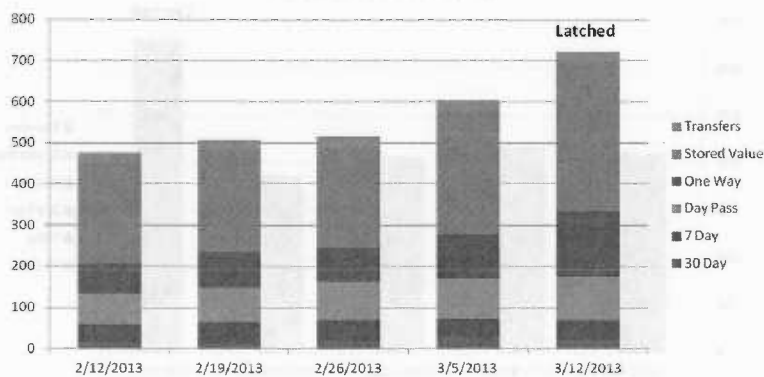
## Wilshire/Normandie: TVM sales increased

Wilshire/Normandie TVM Transaction Volume  
7:10 am - 5:20 pm



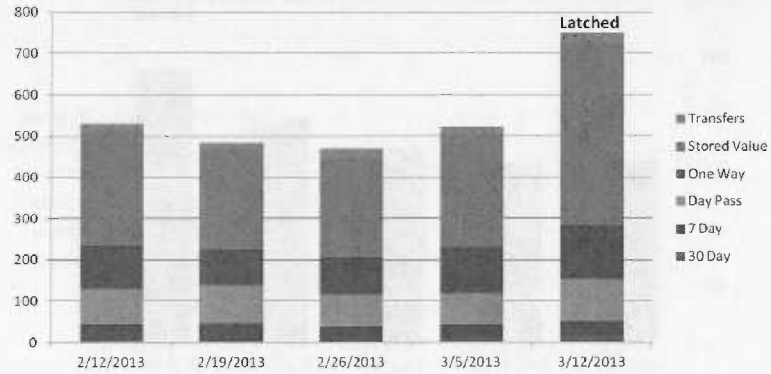
## Wilshire/Western: TVM sales increased

Wilshire/Western TVM Transaction Volume  
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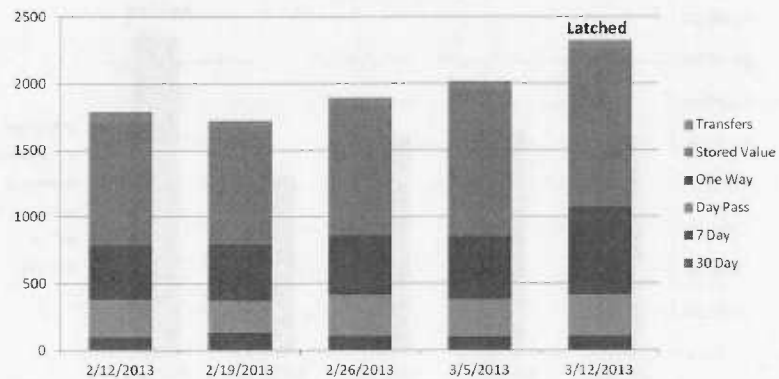
## Vermont/Beverly: TVM sales increased

Vermont/Beverly TVM Transaction Volume  
7:10 am - 5:20 pm

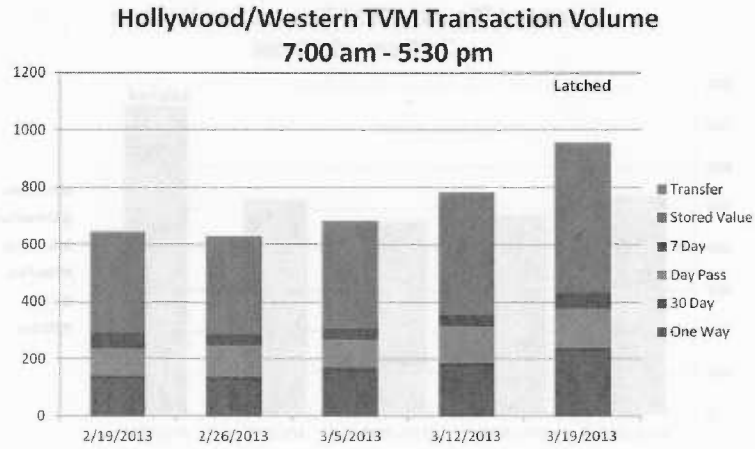


## North Hollywood: TVM sales increased

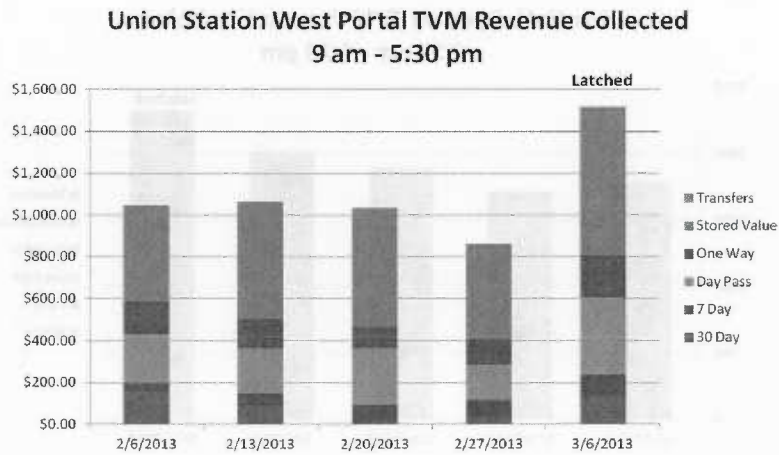
North Hollywood TVM Transaction Volume  
7:10 am - 5:20 pm



## Hollywood Western: TVM sales increased



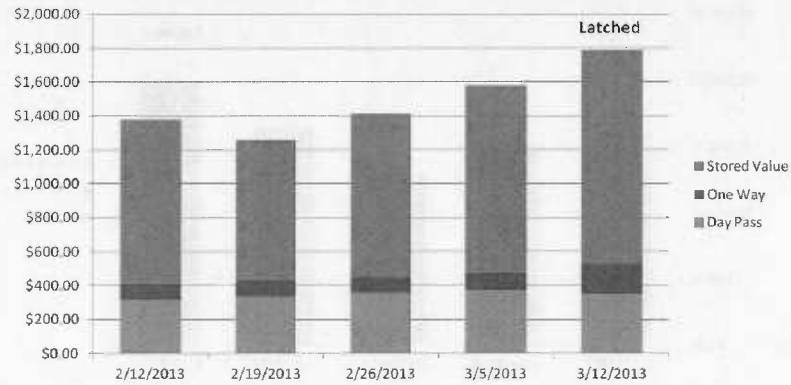
## Union Station: TVM revenues increased





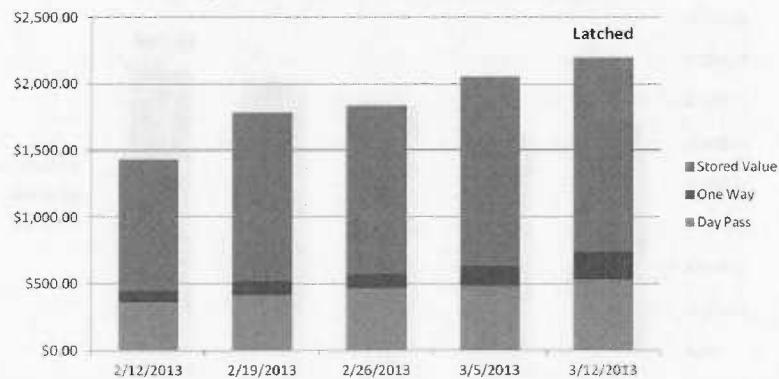
## Wilshire/Normandie: TVM revenues increased

Wilshire/Normandie Revenue from Stored Value, One Ways and Day Passes 7:10 am - 5:20 pm

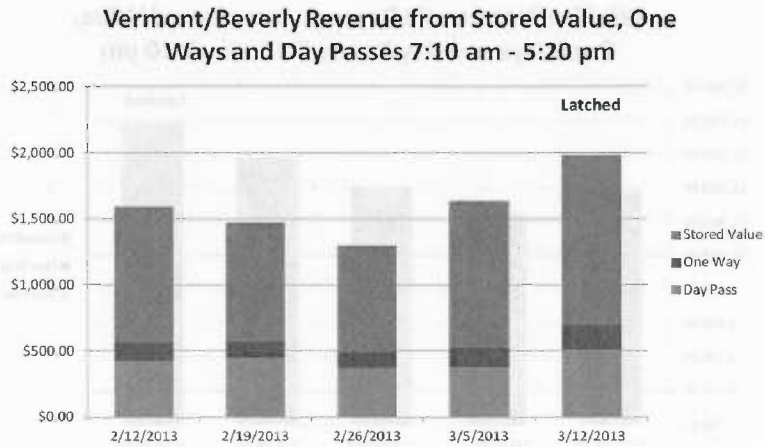


## Wilshire/Western: TVM revenues increased

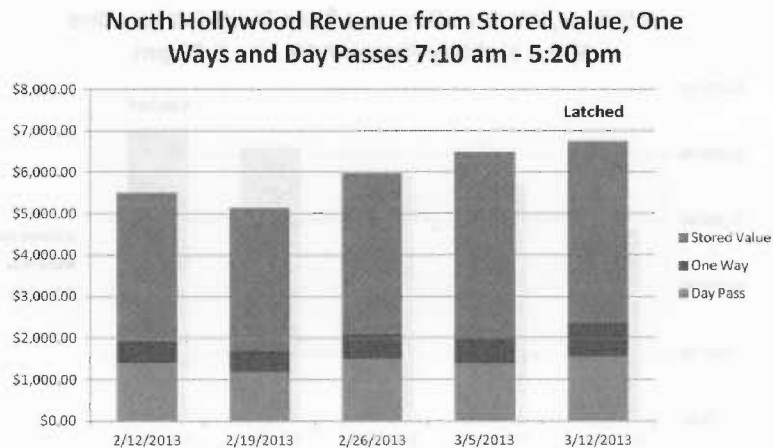
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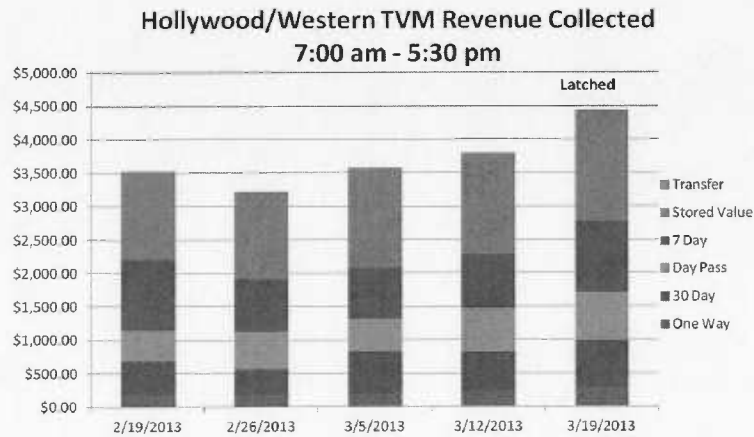
## Vermont/Beverly: TVM revenues increased



## North Hollywood: TVM revenues increased

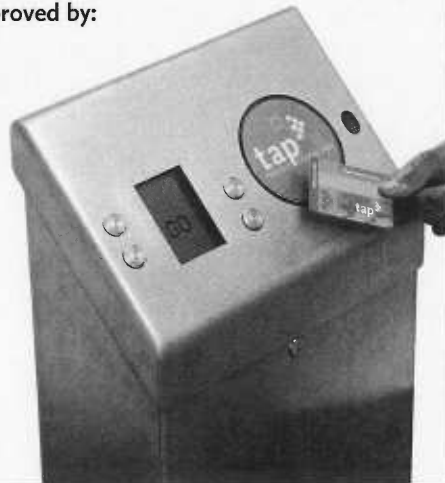


## Hollywood Western: TVM revenues increased



## Stand-Alone Validator (SAV) Relocations

- Need exists for better identification of TAP transfer SAVs
- Suggested additions and relocations approved by:
  - Operations
  - LA Sheriffs
  - ADA Compliance
- 7<sup>th</sup>/Metro transfer SAVs to be expedited
  - Completion expected by June
- Remainder installed within 6 months





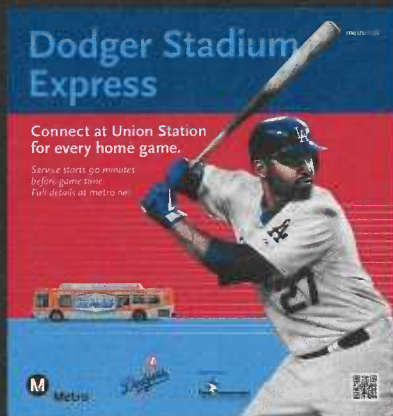
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# Chief Communications Officer Report

*Lynda Bybee  
Executive Management Committee  
March 21, 2013*



## Dodger Stadium Express



- First game of service: 3/29
- Partnered with Dodgers to jointly promote the Stadium Express
- Tactics: Print ads, brochures, interior posters, web ads, Transit TV, radio spots, wayfinding signs & banners at Union Station, in-stadium digital ads
- Press Event: Scheduled for March 28



## Bike Safety Campaign

Bicyclists may need a full lane.  
Please share the road.



- Objective: Increase bike safety awareness among drivers
- Tactics: Bus back ads (75), billboards (132), and drive-time radio spots throughout LA County
- Ads will run from March to May, leading up to Bike Week



## Blue Line Safety Campaign

Help us make the Blue Line safer.

### When traveling near train tracks:

- > Be alert at all times
- > Look both ways for trains before crossing tracks
- > Obey signs and warning signals
- > Never go under or around lowered gates
- > Never make a left turn on a red arrow
- > Never walk, sit or stand on tracks
- > To cross, push pedestrian button and wait for "WALK" signal

IF FLASHING LIGHTS, GATES AND BELLS ARE SOUNDING, WAIT FOR THEM TO STOP BEFORE CROSSING TRACKS.  
NEVER CROSS TRACKS ON A RED ARROW. ALWAYS STOP AT THE STOP SIGN AND WAIT FOR THE WALK SIGNAL.

HELP SAVE A LIFE. Join the Blue Line Safety Team.

Always wear your seat belt. Never drink and drive. If you are involved in an accident, please call 911 for help.



- Launched campaign to build safety awareness near Metro Rail intersections, with emphasis on Blue and Expo Lines
- Staffed 19 Rail Safety Ambassadors along the line to educate people about the safe way to cross the tracks
- Additional Tactics: Train wraps, door hangers, safety snap bracelets, safety guides and train crossing brochures
- Press Event: Held at Vernon Station on March 15



## Blue Line Safety Campaign



**M** Metro

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## TAP Rail Posters

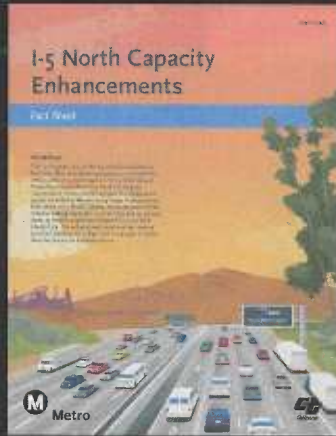


- Designed new rail posters to re-enforce the message that riders must TAP when passing a turnstile or validator
- These will aid Sheriffs with fare inspections and enforcement
- Will post next week and remain up through July

**M** Metro

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## I-5 Capacity Enhancements



- Metro is exploring options to accelerate construction of 13.5 miles of carpool lanes on I-5 in North County of Los Angeles
- Proposing to finish the project by 2019 by introducing toll lanes
- Tactics: Developed website, overview fact sheet, project map
- Next Community Meetings: Feb 26 & 28



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## AVTA Phase II Facility Dedication Ceremony



- Metro contributed \$799,344 to the Phase II Facility through the Municipal Operators Service Improvement Program
- The construction expanded the original maintenance & operations facility in Lancaster



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## Coverage of Metro Art Tours in *Los Angeles Magazine*



- Metro Art tours featured in *Los Angeles Magazine* cover article on “10 Surprising Hometown Getaways”
- “Weekend sojourns that will remind you why you live here”



Thank you

