

# TAP Update

July 10, 2014

Gateway Cities Metro Service Council  
Robin O'Hara  
Director, TAP Customer Experience



## TAP: Largest, most successful smart-card implementation in North America



- Largest on Bus
  - Over 3800+ buses accepting TAP
  - Nearly 22M transactions/month
- Most passes sold – Over 1.2M passes/month
- Highest Sales Distribution – 500+ Regional Outlets selling over \$10M per month on TAP
- Nationally recognized, award-winning TAP/VISA smart card implementation for paratransit with ACCESS Services
- Most complex operations – Over 650 different passes from 11 agencies working seamlessly for customers



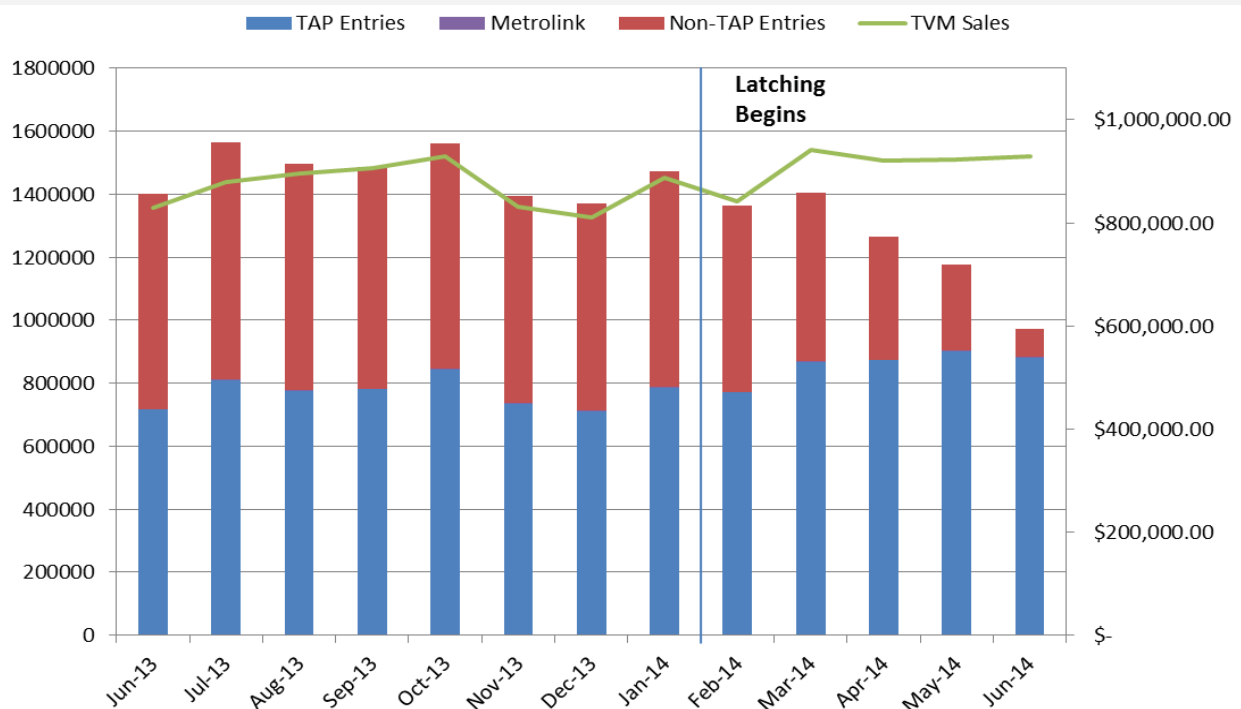
# Gates Latched at 40 Stations



- Union Station
- Wilshire/Normandie
- Wilshire/Western
- Vermont/Beverly
- Hollywood/Western
- Hollywood/Vine
- Wilshire/Vermont
- Vermont/Sunset
- Vermont/Santa Monica
- Hollywood/Highland
- Westlake/MacArthur Park
- Universal City
- Civic Center
- Pershing Square
- North Hollywood
- 7th/Metro Center
- Sierra Madre
- Allen
- Lake
- Mariachi Plaza
- Soto
- Slauson
- Firestone
- Compton
- Del Amo
- Artesia
- Marine/Redondo
- Douglas
- El Segundo
- Mariposa
- Aviation
- Hawthorne
- Crenshaw
- Vermont
- Harbor
- Avalon
- Long Beach
- Lakewood
- Norwalk Station
- Willowbrook



# Green Line Gate Entries and TVM Sales



# Gate Help Phones



- Hands-free operation
- Rail Operations staff can view passengers and open gates remotely
- Customers learning the process
- System working well to date



5

# Inter-Agency Transfer Card Usage



- Card issued to cash customers requesting a Metro rail transfer from a Municipal Operator that is not on TAP
- The one-use, paper smart-card enables entry through a latched Metro rail gate
- Card is NOT valid on any bus & cannot be reloaded or reused
- Customer with a TAP card requesting a transfer to another TAP enabled system should load on his/her TAP card



6

## Signage and staff in each station one week prior to latching gates



7

## TAP Temporary Event Staff and Sheriffs to Assist

- Provide help at ticket vending machines
- Educate customers on proper use of gates
- Distribute reduced fare applications and answer questions about TAP
- Direct customers to Gate Help Phones



8



## More Validators = Easier Transfers



- New flags and signage
- SAV relocation at 26 stations completed



9

## TVM Screen Flows



- Metro Web team converting over 100 new TVM screens into code for programming
- Help screens for every screen being revised (both text and audio)
- Expected completion: Fall 2014



10

# TAP Website Updates



- **Phase I - Minor Improvements Implemented:**
  - Memory upgrade, error codes, expired & hotlisted cards, homepage revisions, FAQ's updated, etc.
- **Phase 2 – In - Progress**
  - Hour glass, “Ok” button, Card Alias, Account Information, etc.
- **Phase 3 - Long-term redesign in-progress**
  - RFP
  - Design
  - Rebuilt architecture
  - Better Programming
  - More oversight capabilities



# Union Station 75th Anniversary



# TAP Service Center Transition to Metro

## Transition Underway

- Recruitment & hiring for 62 new FTEs underway
- Employee shadowing at TAP Service Center started last month
- Training Modules written
- TAP training started last month
- Tech systems & infrastructure installation started
- Licenses procured
- Office construction nearing completion

## Support Services Request for Proposals – Underway

- Third Party Vendor and Card Distribution RFPs to be released this month

Transition of all work to Metro expected by August



13

# Regional Partners



- ASI – Free-fare Partner Pass
- AVTA – Passes and Stored Value
- Culver City – Stored Value
- Foothill – Passes and Stored Value
- Gardena – Stored Value
- LADOT – June 2012 DASH and Commuter Express
- Metro – Passes and Stored Value
- Metrolink – Tap-Enabled Tickets
- Montebello – Passes and Stored Value
- Norwalk – Stored Value
- Santa Clarita – Passes and Stored Value
- Torrance – On Line 4
- Long Beach

\*Adding 14 additional agencies by the end of 2014



14

# New TAP Partners Coming



- No operator interaction necessary
- Mounted conveniently for customers
- Deducts Stored Value for one-way ride or recognizes valid pass (including EZ)
- Sends transactions via wireless connection
- Speeds boardings



15

# Metrolink Tickets

- Metro and Metrolink worked together on gate-latch testing
- TAP enabled tickets now in use by all passengers
- Tickets are dispensed from Metrolink ticket vending machines
- Metrolink exploring the possibility of moving over to smart-card media



16



Thank you!

