TAP Bio

- Contactless, chip-based smart card system
- 27 TAP agencies including 3800 regional buses, 124 rail stations (growing exponentially!) + paratransit
- 24M regional transactions/month
- Over 750 different products on fare table
- Over 1.5M passes and $12M of Stored Value sold/month
- Over 450 LA county outlets selling $16M/month
- Website sales of over $2M/month
MaaS – TAPforce
The Multisystem Approach

L.A. County Transit System: Metro + 25 Agencies

Account-Based Payment Methods

Multi-modal Connections

And more...
Benefit: Offer Equity

Cash loading offers access to the unbanked for all TAP programs.
Benefit: Incentivize Behavior

TAPforce enables us to partner with programs to change behavior

Example: Lyft Promo
Benefit: Cross-Program Discounts

Provides discounts across multiple programs
• Easy promo codes
• Discounts for different groups
  • LIFE
  • Bikeshare
  • Zip Codes
New and Upcoming Enhancements

Farebox Upgrade
New and Upcoming Enhancements

TAP is coming to retail kiosks in October
New and Upcoming Enhancements

1. TAP Stretch
2. TAP Mini
3. TAP Flex
Thanks!