TAP Rollout Marketing Plan

September 18, 2008



TAP Sales Categories

- Group Sales
- Individual Sales



Group Sales Programs

- Approved in Feb 2003
- Initial TAP use before general public release
 - Annual Pass Program or A-TAP
 - Employee Pass Program or B-TAP
 - Institutional Pass Program or I-TAP
 - Visitors Pass Program



A-TAP

- Businesses can purchase individual annual passes for their employees
- Pass price is prorated throughout the year
- 2008 Sales:
 - 23 accounts
 - 934 passes sold
 - \$575,441 in revenue





B-TAP

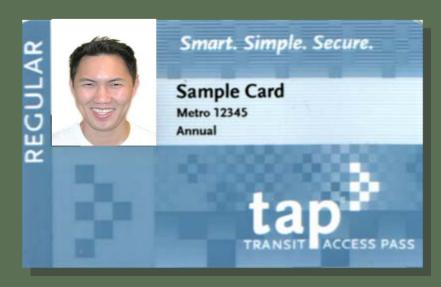
- Businesses buy annual passes for ALL employees
- Group rate based on Metro service to worksite
- 90% of new accounts renew each year
- 2008 Sales:
 - 384 accounts enrolled
 - 8,408 passes sold
 - \$1,143,267 in revenue





I-TAP

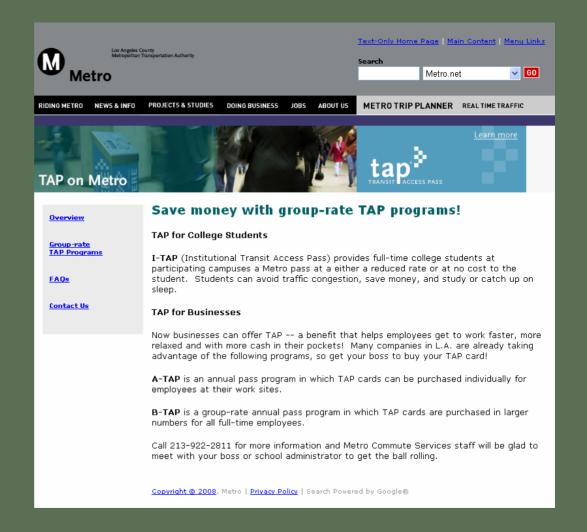
- Colleges buy Metro passes by semester or quarter
- Pricing is negotiated based on Metro's
 College/Vocational Pass & student survey data
- 8 participating campuses
- Revenue to date is \$2,928,470





Web information on Group Sales

Featured in TAP section of metro.net





Visitors Pass Program

- Convention groups request passes on TAP
- 2400 TAP cards ordered this year
- Rotary Club International, Book Sellers and Green Media Enterprises
- \$28,000 in revenue



Oct 2007:
 TAP sales tested at select outlets

Join the TAP Test Group and get \$5 off your next two regular Metro Monthly passes!

Be one of the first in LA County to use a TAP card. Join our TAP Test Group and save \$5 on your October 2007 regular Metro Monthly pass.

Instead of getting a paper pass, your pass will be loaded onto a TAP card. Bring your card back next month to load your November 2007 monthly pass for another \$5 savings. That's a total of \$10 in savings just for helping us test TAP.

Smart, Simple, Secure

TAP is a reusable card that replaces paper passes.

TAP currently works on all Metro bus and rail lines. And soon other carriers will accept TAP, so you'll need only one card to ride almost any bus or train in I.A. County.

You can load your monthly pass onto your TAP card at three locations: Metro's Wilshire Customer Center, Foothill Transit's El Monte Transit Store or the LADOT Transit Store. In the future, you'll be able to load your TAP card online or at rail stations in addition to pass sales outlets.

This two-month test program begins on October 1, and will end November 30, 2007. The offer is limited to the first 2,000 October 2007 regular Metro Monthly pass customers only at Metro's Wilshire Customer Center, Foothil Transit Store or the LADOT Transit Store. TAP test cards will expire November 30, 2007 however, the TAP test group will be among the first to receive a regular TAP card prior to its general release to the public.



For more information, call 1.866.TAPTOGO (1.866.827.8646).

And when I return to load my November 2007 pass on my TAP card, I'll get another \$5 off.

First Name	Last Name	Email	_
Address	City, State	?ip Code	_
()	()		
Telephone (Daytime)	Telephone (Alternate)		

Yes, I would like to receive information on future promotions.
 Yes, I would like to receive system service updates.

This is a best program and the offer it broked to the first 2,000 October 2007 regular Matric Martifity personation are only at Matrick William Customer Contact Socially Transit Lel Martific Transit Store in the LADOT Transit Store. Applications ecoupled beginning September 29th, 2007. This form must be contacted to the fifth of the Contact Store International Contact Store International

YOUR PERSONAL INFORMATION WILL REMAIN CONFIDENTIAL AND NOT BE SOLD OR GIVEN TO ANY OUTSIDE ENTITY.

FOR OFFICIAL USE ONLY



- Feb 2008:
 Six outlets sell
 TAP exclusively
 - Metro's fourCustomer Centers
 - LADOT & Foothill
 Transit stores





If you're buying a regular Metro Monthly or Weekly pass, this Sales Location will load your pass onto our new TAP card, which you can then re-load and use again and again.

TAP is not currently available for Metro reduced fare customers.



- Sept 2008:

 129 sales outlets
 converted to TAP
 (26% of vendors)
- 75 additional conversions
 planned this month
- Remainder to be converted by Dec 2008





- Products sold on TAP are regular monthly and weekly passes only
- Current TAP sales approximately 7600 monthlies
 & 18,100 weeklies per month



Current Strategies

With fewer than 50% of outlets selling TAP:

- POP materials
- "Metro Monthly" stories
- Website

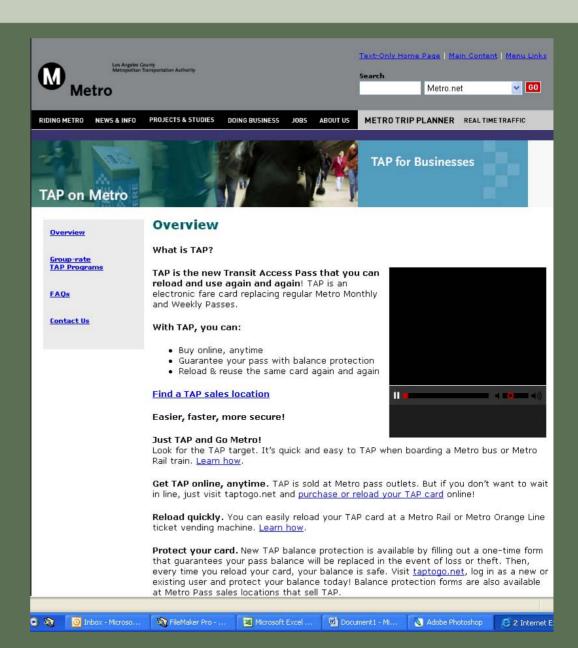
TAP is here! Next month your regular Metro Monthly or Weekly pass will be on a TAP card. ¡TAP está aquí! El próximo gregado Next month your pass will be on a TAP Card. Starting January 25, 2008, this Customer Center will sell TAP cards instead of paper passes." Your regular Metro Monthly or Weekly pass will be loaded onto a plastic TAP card, which you can re-load and re-use again and again. Please refer to the TAP brochure Una forma fácil de pagar su tarifa

tap



Web information on TAP

• TAP section of metro.net





Current Strategies

With 50% or more of outlets selling TAP, add:

- On-board materials
- Transit TV spot
- TPIS message
- "Messages on Hold"
- Field marketing reps at major transit hubs





Current Strategies

With 75% + outlets selling TAP, add:

- Print/Outdoor ads
- Internet/Broadcast ads
- Press event
- TAP giveaways
- Customer testimonial contest





Gating

- First gates on Gold Line Eastside Extension
- Customer materials will explain use
- Included as part of Grand Opening promotion
- Continued as gates are installed systemwide

