

Monthly TAP & Gating Update

Operations Committee
February 19, 2009

TAP Operation



Recent "TAP Roll-Out" Events



Municipal Operators have started their Installation Campaigns

The advertisement is a bilingual graphic divided into three main sections. The top left section has a red background with the text "Adios Metrocard." in white. Below it is an image of a Metrocard with the word "Metrocard" in blue and green, and three green chevrons pointing left. The top right section has a dark blue background with white and yellow text: "TAP es el método de pago rápido y conveniente para el transporte público que substituye la tarjeta Metrocard." Below this text are the logos for "norwalk transit" and "tap TRANSIT ACCESS PASS". The bottom right section has a red background with the text "Hola TAP." in white. To the right of the central text is an image of a blue "tap" transit access pass card with the word "REGULAR" on the left edge, the slogan "Smart. Simple. Secure." at the top, and the "tap" logo at the bottom. At the bottom of the entire graphic is a black bar with white text in Spanish: "ITAP vendrá a El Sistema de Transporte de Norwalk (NTS)! El 6 de Abril de 2009, las tarjetas TAP serán aceptadas en todas las rutas fijas de los autobuses del NTS. En ese momento, usted ya no podrá utilizar su Metrocard en el NTS." and "Para más información, por favor llame al Servicio al Cliente del NTS al (562) 929-5550."

Adios Metrocard.

TAP es el método de pago rápido y conveniente para el transporte público que substituye la tarjeta Metrocard.

REGULAR Smart. Simple. Secure. tap TRANSIT ACCESS PASS

Hola TAP.

ITAP vendrá a El Sistema de Transporte de Norwalk (NTS)! El 6 de Abril de 2009, las tarjetas TAP serán aceptadas en todas las rutas fijas de los autobuses del NTS. En ese momento, usted ya no podrá utilizar su Metrocard en el NTS.

Para más información, por favor llame al Servicio al Cliente del NTS al (562) 929-5550.

Example of bilingual Bus Card Cards to support Norwalk Transit

tap
TRANSIT ACCESS PASS

norwalk
transit

Welcome to TAP | How TAP Works | Who Accepts TAP | Fares & Discounts | TAP FAQs | Español

Purchasing Your TAP
Replenishing Your TAP
Setting Up Free Balance Protection
Questions? Just Contact Us

Welcome to TAP

Real change, not loose change

Look around. Just about everyone is moving to TAP (Transit Access Pass), L.A. County's new fare payment card that replaces paper passes and frees you up from hauling around exact change.

Why the move to TAP? Because your durable plastic TAP card contains a smart chip that always deducts the exact fare amount, remembers your account balance to the penny, and even recognizes free transfers. TAP also works with all METRO bus and rail lines, making it easier than ever to connect with destinations outside of Norwalk.

With TAP, you literally "tap" the fare box with your card when it's time to ride. If your account balance is low or your monthly pass is expired, you can replenish your permanent card online, at any TAP vending machine, or at any approved retail location. TAP even offers free Balance Protection, safeguarding you against a lost or stolen card.

TAP is the future of mass transit in more ways than one. Aside from connecting more of L.A. County's rail and bus lines under one payment method, your TAP card makes it easier to receive special discounts and rewards. Now, that's the kind of change we'd all like to see

Welcome | How TAP Works | Who Accepts TAP | Purchase TAP | How to Replenish | Fares | Balance Protection | FAQs | Contact Us | Español | Norwalk Transit

Muni TAP Websites Launched!

Each participating Muni agency will have their existing home websites customized for TAP.

Note Bi-lingual Spanish icon!



Santa Clarita Transit's article in local magazine to launch TAP

Real change, not loose change.

Next month, just about everyone will be moving to TAP (Transit Access Pass), Los Angeles County's new fare payment card that replaces paper passes and frees you up from hauling around exact change.



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Why the move to TAP?

Because your durable plastic TAP card contains a smart chip that always deducts the exact fare amount and remembers your account balance to the penny. TAP also works with all METRO bus and rail lines, making it easier than ever to connect with destinations outside of Santa Clarita.

With TAP, you literally "tap" the fare box with your card



Here's how it works:

Using TAP couldn't be easier. When boarding a bus, simply tap your card on the farebox located at the entrance. Listen for the beep and look for the message on the farebox's display screen confirming your card's validity. If the fare isn't covered as part of a monthly pass, the smart chip inside your TAP card will make sure that only the exact base fare is deducted from your account balance. When riding rail, simply tap your card on a conveniently located TAP kiosk before boarding and upon exiting the train.

TAP to transfer.

When you initially tap on the farebox and the base fare is deducted from your account, a free local transfer will be loaded onto your TAP card. To complete the

transfer, simply board the next bus and tap your card again. This time, the farebox will recognize the free transfer without deducting another base fare from your account.

If you'll eventually be transferring to another transit system, tap once to deduct the base fare, ask your driver for an inter-agency transfer, and tap the farebox again to deduct exact payment. Your driver will give you a paper transfer slip that will cover your fare on the inter-agency bus.

TAP to go Metro.

Your TAP smart card works on all Metro bus and rail lines. If you purchase an adult EZ Transit Pass or if you qualify for a reduced-fare EZ Transit Pass (Seniors, Disabled, or Medicare), it can be loaded onto your TAP card and replenished monthly. If you're not an EZ Transit Pass holder but you qualify for reduced fares, the system will automatically recognize this and only deduct the reduced-fare amount from your TAP card's account balance.

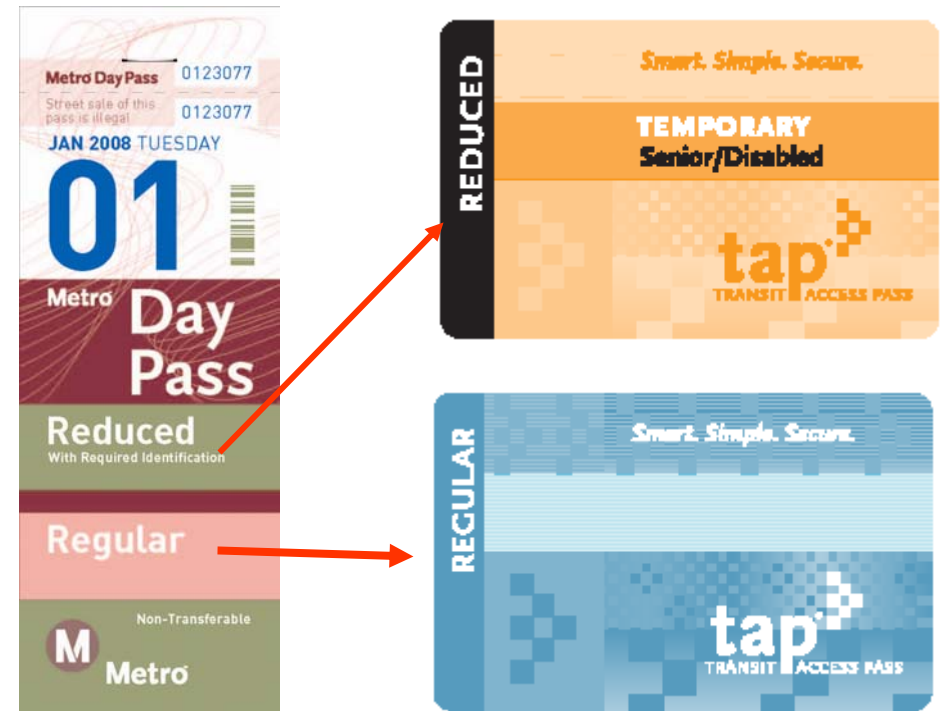
Here's why TAP is a better way to pay your fare:

- **It's SMART** – Your TAP card actually remembers how much money you have stored on it.
- **It's SIMPLE** – With TAP, all you do is tap the fare box upon boarding the bus and go.
- **It's SECURE** – Sign up for free Balance Protection and your TAP card can be replaced if you lose it.

Tap is the future of public transit!

Metro's Transition of Day Pass Campaign started

- ▶ Operator Training has commenced
- ▶ Campaign on fare boxes planned

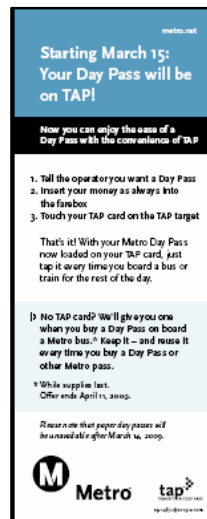


Ease of access for operators

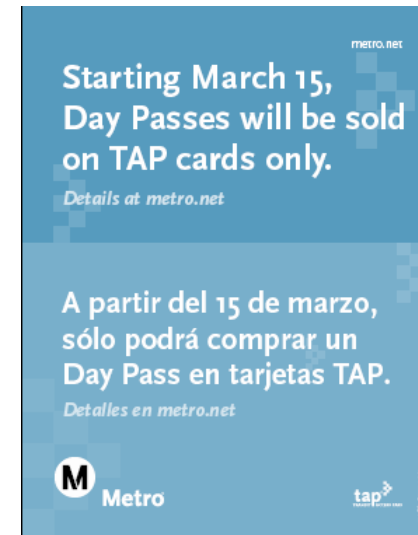
Information being Provided to Customers since February 15

- ▶ One month advance preparation for current cash riders paying for Day Pass tickets on board Metro buses

Simple ticket handed to riders that explain what's happening a month in advance



Visible sign on fare boxes facing the customers as they board the bus



Posters and Brochures Now Available for Day Pass Transition

- ▶ Available on Metro buses now

metro.net

TAP replaces your paper Day Pass starting March 15.

¡A partir del 15 de marzo su Day Pass estará disponible en TAP!

Metro is combining the ease of the Day Pass with the convenience of the TAP card. Starting March 15, when you buy a Day Pass on board any Metro bus, you'll load it onto your TAP card at the farebox.

It's as easy as 1-2-3:

1. Tell the operator you want a Day Pass
2. Insert your money as always into the farebox
3. Touch your TAP card on the TAP target

That's it! With your Metro Day Pass now loaded on your TAP card, just tap it every time you board a Metro bus or enter a train station for the rest of the day.

In Metro Rail stations, you can load a Day Pass onto your TAP card at the ticket vending machine; then, just tap the validator on your way to the platform.

Added Convenience

Want things to be even easier? Pre-load a Day Pass on your TAP card at any Metro pass sales outlet before you board; it will be activated the first time you tap it and valid for that entire day.

As an extra convenience for occasional riders, you can pre-load up to eight Day Passes onto a single TAP card at any Metro pass sales outlet. That means you'll be ready to ride any day you choose; a Day Pass will be activated and valid all day the first time you tap your card. (Note: Only one person may use a single TAP card, and only one Day Pass can be activated at a time.)

For a current list of Metro pass sales outlets and more information, go to metro.net.

▶ No TAP card? We'll give you one when you buy a Day Pass on board a Metro bus.[®] Keep it— and reuse it every time you buy a Day Pass or other Metro pass.

Note: You must obtain a TAP card to continue purchasing any type of Day Pass. Paper day passes will be unavailable after March 14, 2009.

* While supplies last. Offer ends April 11, 2009.



M Metro tap

Bus car cards now being viewed by riders

metro.net


**Starting March 15:
Your Day Pass will be on TAP!**

It's as easy as 1-2-3:

1. Tell the operator you want a Day Pass
2. Insert your money as always into the farebox
3. Touch your TAP card on the TAP target

▶ No TAP card? We'll give you one when you buy a Day Pass on board a Metro bus.[®] Keep it and reuse it every time you buy a Day Pass.

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M Metro tap

Conversion of Senior and Disabled Passes Begun

Launched in January, 2009

More than 10,000 applications have been received for new TAP senior card transition to date.

Approximately 36,000 LACTOA/Disabled passes will also be transitioned by May 31.

Senior TAP Card Application

TAP está reemplazando las identificaciones, sellos y pases para personas mayores

TAP is replacing Senior ID cards, stamps & passes

Llene esta solicitud para continuar su descuento para personas mayores.

Complete this application to continue your Senior discount.

Smart. Simple. Secure.

Jane Thompson Senior

REDUCED tap

M Metro tap

This graphic features two hands holding identical orange and white TAP senior cards. The cards display a photo of Jane Thompson, a 'Senior' title, and a 'REDUCED' label. The background is a blue grid pattern. Text in Spanish and English explains the transition process. The Metro logo and 'tap' branding are visible at the bottom.

Senior, Disabled & Student Riders:
TAP is replacing your paper passes and stamps.

M Metro

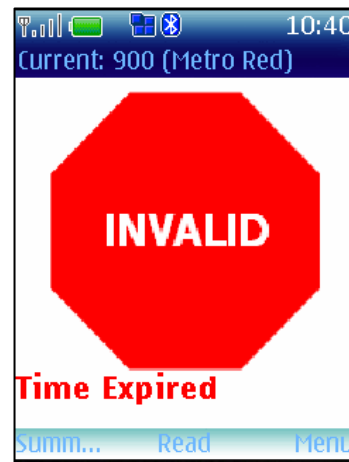
For more information, click here.

tap

This graphic shows a hand holding a TAP card against a blue grid background. The top section has an orange header with white text. The Metro logo and 'tap' branding are at the bottom.

Metrolink and Other Regional Integration Status

- ▶ Metrolink staff presented a less costly solution to their Board that can enable regional connectivity with Metro and other Municipal Operators
 - Their staff has been asked to provide a detailed financial analysis by the Regional CEOs
- ▶ Low cost readers will be ready by the end of 2009 to support small operators who have not acquired TAP compatible equipment



Screen displays of a typical Cell phone device for use with EZ Transit Pass or Interagency Transfers.

Status of Rail Gating – Mariachi & Soto Stations

- ▶ Preparation for pre-revenue testing of fare gates are in process
- ▶ Mariachi & Soto Station Gate Displays



Idle screen changes when TAP is touched



Validated screen display with TAP

Next Steps

- ▶ March Board for approval of Eastside equipment and Regional Central Computer systems support services
- ▶ March Board for approval of Muni project management oversight services
- ▶ Potentially Metrolink inclusion, pending their financial analysis