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PREVIEW: Los Angeles Mayor Antonio Villaraigosa, Board Member John Fasana and Real Property Management and Development Chief Roger Moliere lead news conference Dec. 15 at Union Station to launch awareness campaign for the switch to TAP cards.

Metro's TAP Cards to Replace Paper Day Passes Beginning March 15

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By RICH MARTIN
Web Content Editor

(March 10, 2009) A multi-front campaign is under way by Metro staff to get the word out that, beginning March 15, day passes will only be sold on TAP cards.

The campaign starts in the most obvious place. "Most of the individuals who get these types of passes get them aboard the bus," said Metro TAP Technology Director James Pachan. "Most of the marketing is focused on the bus itself."

From now through March 15, posters on fare boxes will inform riders of the new policy, while riders boarding Metro buses will be given flyers explaining the change.

The message is also being spread via bus card advertising, signage, and "take one" brochures providing additional information on the need to get a TAP card, then keep and reuse the same card for future day pass purchases, Pachan said.

The news is also being disseminated with radio and newspaper interviews and advertising, and a "vigorous outreach" effort is under way to get the word out to senior citizens.

Metro Community Relations has created a PowerPoint presentation in several languages, and it is being shown at more than 20 senior centers throughout the county. This effort started in mid-February and is scheduled to continue through June with Metro volunteers explaining the TAP changes to senior citizens attending the presentations.

The presentation is available in several languages including Spanish, Korean, Chinese, Russian, Armenian and Japanese, and English with translators accompanying speakers to some locations. The PowerPoint presentation is available as a handout in all seven languages.

"We're really personalizing the senior outreach," said Metro Communications Manager Helen Ortiz-Gilstrap, who's in charge of Metro's outreach effort to senior citizens.

That group, she said, is drawing added attention for a special reason.

"Seniors are going to have to reapply for the pass," she said, and will have to take two extra steps. They will have to supply proof of age and provide a photo.

Students enrolling in the new TAP program will have to reapply for their passes, but those with disabled passes will not be required to do so, Ortiz-Gilstrap said.

Metro bus operators are providing seniors who pay for a day pass temporary TAP cards that will expire June 30. That pass will provide the seniors with ample time to obtain their permanent TAP cards. Operators will have TAP cards available during the transition period.

New TAP cards will cost \$2 after June 30, but will be free until April 11 while quantities last when a regular day pass is purchased.

Metro's TAP campaign material is now colored blue, but starting March 15 all TAP materials will be colored green. Also, there will be a new poster on bus fare boxes, which will remind riders that they need to *"keep and re-use their TAP cards"* and that *"day passes are being sold only on TAP cards."*

The campaign's focus is on Metro bus riders as people riding Metro's light rail network will still be able to acquire passes from Metro ticket vending machines until later this year. Metro Rail riders who buy one-way passes are not affected by the change with TAP cards being made available soon at Metro Rail stations.

Ticket vending machines will continue to sell paper day passes for both buses and trains until later this year.

Metro.net is also highlighting the TAP card change, with TAP information among the rotating images that appear on the agency's home page banner.

- [ONLINE:](#) Press Release