

Tuesday, September 2, 2014
140902-1

In this Issue:

Pasadena Area Rapid Transportation System (ARTS) is Now on TAP

Made in America Festival Draws Nearly 25,000 Additional Metro Customers

TAP Service Center Transitions from Xerox to Metro

Procurement Postings for This Week

Pasadena Area Rapid Transportation System (ARTS) is Now on TAP

Today, TAP welcomed Pasadena Area Rapid Transportation System (ARTS) to its network of partners. 25 Pasadena ARTS buses and 11 Dial-A-Ride buses went “live,” offering riders the choice to pay their fare with TAP or their paper passes and cash. Riders can simply tap their card on the TAP mobile validator as they board the bus, listen for the beep, watch for the green screen that shows that their card is valid and enjoy their ride. Between the time of installation and now, Pasadena ARTS has reported 71% of its riders, including those transferring from Metro Gold Line and Foothill Transit, are already tapping. To board with TAP, Pasadena riders can purchase EZ transit passes and Stored Value online at taptogo.net, by calling 866.TAPTOGO, or at nearly 400 vendor outlets. Thirteen additional transit agencies will be joining TAP this year, including Glendale and Santa Monica. Current TAP partners include: Antelope Valley Transit Authority, Culver City, Foothill, Gardena, Long Beach, Los Angeles Department of Transportation, Montebello, Norwalk, Santa Clarita and Torrance (line 4 only).

Made in America Festival Draws Nearly 25,000 Additional Metro Customers

This past weekend, Metro successfully brought nearly 25,000 additional customers to Downtown stations serving the two-day Made in America festival. This represents a 50% increase in ridership compared with the previous weekend. Pershing Square Station, served by the Metro Red & Purple Lines, saw the largest increase with 15,000 additional customers over the weekend, while the Metro Gold Line also saw significant ridership gains at Little Tokyo/Arts District and Union Station. A photo of the crowd at Pershing Square Station can be seen [here](#).

Metro was prepared for the large increase in customers with additional train capacity, extended hours of operation, law enforcement, and customer support staffing at key stations to expedite fare purchasing and manage the crowds on platforms. In addition, during Civic Center/Grand park station closure, Metro proactively took the opportunity to perform essential station maintenance that would have otherwise posed an inconvenience to customers during normal operations. Those activities included floor tile replacement and cleaning of ceiling-suspended art pieces. Per agreement with the festival promoter and City of Los Angeles, Civic Center/Grand Park Station was reopened to customers on Labor Day at 7:00 p.m.

TAP Service Center Transitions from Xerox to Metro

TAP Service Center functions, including the Call Center, Reduced Fare and TAP Employer Annual Programs transitioned completely from Xerox to Metro effective Tuesday, September 2, 2014. Metro has been working since February 2013 to make this change seamless to our regional TAP customers, who can call 866.TAPTOGO (866.827.8646) for TAP service assistance. This was a collaborative effort between Metro and Transportation Communications International Union (TCU) to transition the TAP Service Center from a third-party to an in-house operation, resulting in an enhanced overall customer service experience. Plans also call for TAP web programming and database administration to be converted to Metro management. A timeline for these final functions is in development.

Procurement Postings for This Week

Evaluation for Los Angeles Regional Transportation Management Center (RFP)

Metro released a Request for Proposals (RFP) on Friday, August 29, 2014 to procure professional consulting services for a comprehensive evaluation and consideration to integrate multiple Metro programs into the Los Angeles Regional Transportation Management Center. The procurement process blackout period is expected to run from Friday, August 29, 2014 through Friday, November 14, 2014. Any inquiries concerning this procurement action during the blackout period must be directed to and may only be answered by Victor Zepeda, Contract Administrator at zepedav@metro.net.

Development of Urban Greening Toolkits & Plan (RFP) Set-Aside

Metro will release a Small Business Enterprise Request for Proposals (RFP) Set-Aside on Wednesday, September 3, 2014 to obtain professional services for the development of an Urban Greening Toolkits and Plan. The objective of the work is to develop an Urban Greening Plan for Park & Ride lots and station areas for Metro and local governments in Los Angeles County. In addition, the Metro Urban Greening Plan will contain toolkits to assist Metro and other organizations within Los Angeles County in achieving urban greening goals. The procurement process blackout period is expected to run from Wednesday, September 3, 2014 through Sunday, November 21, 2014. Any inquiries concerning this procurement action during the blackout period must be directed to and may only be answered by Mildred Martinez-Lopez, Senior Contract Administrator at (213) 922-1105.

[Metro.net Home](#) | [Press Room](#) | [Projects & Programs](#) | [Meeting Agendas](#) | [Riding Metro](#)
| [Metro Library](#)

Los Angeles County Metropolitan Transportation Authority
1 Gateway Plaza
Los Angeles, California 90012-2952
Phone: 213-922-6888 Fax: 213-922-7447