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Good badge/Bad badge: Scott Page, at left, had no trouble tapping in to demo fare box during 'Tap and Win' event held Sept. 26 and 27. But, at right, HR Supervisor Carmen Mayor's badge crashed and had to be carted off to Human Resources for repair. Keep on tapping, says TAP Project Manager Jane Matsumoto. If your badge doesn't work when boarding a bus or testing a rail TAP validator, you can go to Human Resources on the Plaza level of the Gateway building to activate the TAP function on your ID card. Employees working outside the Gateway building who discover their cards do not work, should call 1.866.TAPTOGO to communicate the problem and HR will make arrangements to exchange their card for a working card. (Photos by Gayle Anderson)

Employees reminded to tap their badge when entering Metro Rail system or boarding a Metro Bus

- Three Metro Employees are Winners in 'Tap and Win' Contest
- Keep on tapping!

By BILL HEARD, Editor

(Oct. 19, 2006) Three Metro employees have won prizes in the recent "TAP and Win" contest. During the two-day event, hundreds of employees confirmed whether their ID badges were issued with a TAP smart card chip and were compatible with the Universal Fare System, bus fareboxes and rail stand-alone validators (SAVs).

Senior Secretary Donna Deverell won two tickets to Disneyland; Tam Quach, a mechanic "A" at San Gabriel Valley Division 9 won four AMC movie tickets; and Contract Administrator Bassar Richardson won a Metro coffee mug.

But, the real contest was to ensure that employee badges were TAP-compliant and to remind employees to always tap their badges whenever they board a Metro Bus or enter a Metro Rail station. Employee taps are especially important during the project's current test phase to ensure that the system is reliable and ready for public use.

Some badges were found to be inoperable for TAP because they had



been broken and the embedded TAP chip or antenna had been damaged. A separate, radio frequency-enabled chip within the badge provides elevator and stairway access at the Gateway Building and gives employees entry through the third floor security gates.

During the "TAP and Win" event, some 6,600 employees tapped the

- Employees with Metro ID cards that do not work should go to Human Resources at the Gateway Plaza building to activate the TAP function on their ID card
- Employees working outside the USG building who discover their cards do not work, should call 1.866.TAPTOGO to communicate the problem and HR will make arrangements to exchange their card for a working card.

fareboxes set up at the Gateway Building or on buses. Another 1,500 tapped the stand-alone validators in rail stations – in all a 12-fold increase in employee taps during that time, according to TAP Project Manager Jane Matsumoto.

Matsumoto was pleased with the employee response, but she says, "We really need to change our employees' habits from just flashing their badges. That's the first step toward changing the culture" of Metro riders who will have to learn to tap when they board a bus or pass a rail TAP validator.

Will prevent confrontations

"This is going to be huge for our operators who will have less need to visually inspect passes," says Matsumoto. It will help avoid confrontations between operators and riders over valid fare payment.

She noted that the data collected during the test phase from employee taps will be used to help spot problems in the system. Some 900 UCLA students, employees and faculty also recently joined the TAP program and their data will be collected during testing.

They are the very first customers to use TAP in real service, systemwide, whether they travel on Metro Bus or Metro Rail. This is an important milestone for Metro, Matsumoto says, and indicates that smart cards have finally arrived on the Los Angeles transit scene.

Once the system is in full swing, Matsumoto says, it's important for employees to continue tapping when they enter the rail system or board either a Metro Bus or a muni bus.

Employee data will be combined with data collected from customers to determine overall ridership patterns and to better plan service. The data also will define the type of rider, including whether the rider is a valid Metro employee, dependent or retiree.

"We don't want to track individuals," Matsumoto says. "We're trying to get data on how people travel, when they travel, what systems and lines they ride. When they don't tap, we can't amass the data."

The TAP program group is working with Human Resources to issue new Metro dependent and retiree badges in the first months of 2007. HR will take new badge photos unless the dependent or retiree prefers their current photo.

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