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**OPERATIONS COMMITTEE  
DECEMBER 4, 2008**

**SUBJECT: TRANSIT ACCESS PASS (TAP) & RAIL FARE GATE STATUS**

**ACTION: RECEIVE AND FILE**

**RECOMMENDATION:**

Receive and file the implementation status of Transit Access Pass (TAP) and the Metro Rail Fare Gate project.

**ISSUE**

TAP staff was directed to provide a regular status update of project milestones and deployment activities on the Transit Access Pass (TAP®) regional smart card. Also, with the inception of the Metro Rail Fare Gate project, staff was directed to report monthly on the progress of this project. This report serves to fulfill these requests.

**DISCUSSION**

The most critical activity for TAP Operation is the successful conversion of existing passes and transitioning the cash customer to have the convenience and safety of using TAP. As the Board has seen the progressive implementation of TAP for prepaid pass riders, the final step to convert cash riders to TAP will complete this vision - transforming the region to become seamlessly interoperable using one fare card across all operators and all transit modes. The cash customer today is burdened with having to carry exact change, and on bus boardings, struggles to insert bills and coins to pay fare. They do not have the advantage of protecting their cash with features such as "balance protection" without a TAP card. The final step of introducing TAP to this population of cash riders will achieve full TAP implementation. Cash riders represent 50% of our ridership. The attached TAP Implementation Plan (*Attachment A*) is a compendium of how all prepaid and cash riders will transition to TAP.

TAP Operation is now mobilizing Metro community affairs representatives to assist us in outreach efforts to inform the public and provide necessary information to assist customers in this conversion. To that end, the Marketing Department will be providing additional material as they described in their presentation to the Operations Committee in September 2008. More collateral information and public outreach is necessary to ensure the public is properly informed and prepared for this change. We have been working with the Communications staff and TAP Operation developed the TAP Implementation Plan precisely for this purpose to guide and assist the Marketing Department to develop essential information to assist our riders to transition to a fully TAP-enabled fare collection system.

A collaborated, integrated roll-out campaign to assist Seniors, Disabled and student riders is critical. Moreover the cash customer who will be buying Day Passes on TAP cards will be the key to the successful roll-out of the TAP program as the Board envisioned.

Conversion of the cash rider is particularly critical now as we prepare for the installation of rail fare gates. Cash riders will need some form of TAP fare media to get into and out of Metro's Red Line and Green Line, plus other strategic light rail stations within the next 12 months. Therefore, it is a key factor in the TAP implementation process.

In October, there were two Board motions which reference TAP; the Fasana Motion on Day Pass Fraud, and the Antonovich Motion on Transit Security. We will address the referenced TAP items in the broader context of the Strategic Business Unit Chiefs responsible for providing a comprehensive all-inclusive response to the Board on both of these motions.

The day to day operation of the TAP Operation department is summarized below and available in detail in *Attachment B*.

There are seven key areas related to regional TAP implementation that are detailed in the attached TAP Operation Monthly Report:

1. TAP Implementation Schedules
2. TAP Usage Data
3. TAP Fare Enforcement
4. TAP Sales Activity
5. Municipal Operator and Metrolink Update
6. Regional TAP Service Center Update
7. Gating Project Update

In the future, Visa-TAP status will also be included as activities ramp up with this program approved at the October 2008 Board meeting.

### **1. Status of Implementation Schedules**

Four implementation schedules provide detailed timelines for transition to the TAP regional smart card based fare system. The attached TAP Operation monthly report provides high level schedules of the Regional Computer and Municipal Operator Schedule, Retail Third Party Merchants' Sales Device Installation Schedule, Metro's TAP Fare Products Rollout Schedule, and Metro Rail Gating Schedule. Detailed implementation schedules are shown in TAP Implementation Schedule (*Attachment A*) and TAP Operation monthly report (*Attachment B*). A summary of current activities is shown below:

#### ***1.a. Cubic's Regional Computer & Municipal Operator Schedule***

- Migration of our data to the regional central computer was completed in August.
- TAP staff initiated extensive testing to validate the transferred data and the processing of current data by the regional central computer.
- In November, two Municipal Operators, Culver CityBus and Santa Clarita, will migrate their live data to achieve "interoperability" on the regional computer.
- A settling period will allow for continued validation before subsequent Municipal Operators (Munis) begin integration on the regional "back office" system.

#### ***1.b. Third Party Vendor Sales Device Installation Schedule***

- A total of 160 out of approximately 450 pass sales locations completed conversion to sell passes on TAP cards.
- Another 50 – 75 retail outlets are transitioning to sell TAP passes in late October.
- The conversion of monthly/weekly pass sales is scheduled to be complete by December; however, a small number of vendors may roll over to January if they fail to resolve phone line access to install the sales device.

#### *1.c. Metro's TAP Roll-Out Schedule*

- Plans for conversion of reduced fare riders (Seniors, Los Angeles County Transit Operators Association ((LACTOA/Disabled), Students) are as described in Attachment A.
- Newly qualifying reduced fare riders will convert to TAP in January 2009, and all pre-existing reduced fare pass holders will convert during the following four to six months.
- This critical campaign will need to be completed before the installation of pilot rail gates starting in June 2009.

#### *1.d. Metro Rail Gating Schedule*

- Design requirement work and technical specification development is continuing with Booz Allen Hamilton providing technical oversight.
- Metro Red, Blue, Gold, and Green Line station surveys are complete, and Gold Line Eastside Extension station drawings are under review.
- Development is underway for the Eastside Extension underground stations at Soto and Mariachi to install the first gates in time for Revenue Operation.
- Civil Work including development of the “concept of operations” for the Closed Circuit Television (CCTV) and public telephones to assist patrons at gates is under development with Rail Operations, Metro Security, and Revenue. A procurement for the CCTV equipment will be initiated in the coming months.
- The Antonovich motion with reference to TAP implementation in the context of gating installation will be addressed with Transit Operations’ efforts to present a comprehensive transit security update.

### 1. TAP Usage Data

A critical performance indicator of TAP reliability is monitoring the use of TAP cards in Metro’s bus and rail system. From October 2007 to September 2008, more than 11.9 million TAPs have been recorded systemwide on Metro’s bus and rail service by over 50,000 active TAP card holders. *Please see Attachment B, Page 11 - 22.*

The most significant milestones are noted below:

- More than 3.5 million “taps” were recorded in September, which is the highest usage to date.
- The Monthly pass “taps” increased from 947,174 (August) to 1,223,740 (September).
- The Weekly pass “taps” increased from 1.3 million (August) to 1.8 million (September).
- TAP activity continued to be highest for Metro Bus with 3.2 million “taps”. For Metro Rail, the total number of “taps” was 372,872 with 51% occurring on the Red/Purple line.
- TAP boardings as a share of total ridership increased from 6.6% (August) to 8.64% (September).

As more retail merchant pass sales locations are converted from paper to TAP sales in the San Gabriel Valley and Westside in the months of September and October 2008, there will continue to be an increase in the total “taps” captured on the Metro bus and rail systems.

### 3. TAP Fare Enforcement (*Attachment B, Pages 24 – 26*)

Fare enforcement with TAP cards is achieved by the use of Hand Held Validators (HHV) on Metro Rail. Until rail gates are installed, the “proof of payment” policy requires either visual inspection for paper “flash” passes, or for fare inspectors to carry and use HHVs when inspecting the validity of TAP cards.

The most significant issues regarding TAP fare enforcement are noted below:

- The number of TAP cards inspected increased from 791 (August) to 1,037 (September).
- Valid card reads were only 34%, which indicates that customers may need more information on the requirement to TAP their cards on Stand Alone Validators before accessing rail lines and fare inspectors may need more training on operating the HHV's.

TAP Operation staff will continue to monitor and work with Transit Operations on improving the classification of cash fares and visually inspected paper passes. With the growing penetration of smart card sales within all bus sectors of the county, the ultimate goal is to reduce the reliance for bus operator initiated manual classification of fares and paper passes.

### 4. TAP Sales Activity (*Attachment B, Page 28 – 45*)

Currently TAP cards are sold to the general public for two pass types – adult Metro Monthly and Weekly passes. The locations selling “regular fare” monthly and weekly passes has increased from 121 to 160 outlets in the Downtown, Wilshire, San Fernando Valley, and San Gabriel Valley regions during the August to September period. By end of November, there will be close to 300 outlets selling TAP which will include Westside and Gateway regions of Los Angeles County. The remaining outlets will be converted over December

The most significant issues regarding TAP sales activity are noted below:

- A total of 39 merchant vendors converted to selling TAP passes in the San Gabriel Valley (along with some stragglers from former regions) in late September for October monthly and weekly passes.
- Conversion of 50 - 75 additional merchant vendors is scheduled for October and another 70 - 80 merchant vendors are scheduled for November in the Westside and Gateway regions.
- TAP monthly pass sales increased from 13,742 (August) to 18,158 (September).
- TAP weekly pass sales increased from a high of 15,778 to 21,980 during the 3<sup>rd</sup> week of September, with total weekly pass sales of 84,535 in September.
- Sales of monthly TAP passes from Metro Ticket Vending Machines increased by 31% in September.

As a TAP fare product, A-TAP and B-TAP continue to be a popular and growing segment of Metro bus and rail riders, numbering over 10,712 active card holders year-to-date in 2008.

### 5. Municipal Operator and Metrolink Update

With integration of the Regional Central Data Computer System (RCDCS), we will begin the migration of Santa Clarita and Culver City systems onto the RCDCS in November. The preliminary stages for conversion of other municipal operators to TAP is currently underway. Due to municipal operator requests for technical support, TAP Operation will be recommending technical oversight from Booz Allen Hamilton on behalf of the municipal operators and local transit system subcommittee (LTSS) operators in October 2009. The following is the status of current, significant Metrolink and Municipal Operator TAP transition activities:

- **Metrolink** – In August, the Metrolink Board approved proceeding with fare strategies development for TAP implementation. A Memorandum of Understanding (MOU) is currently in development between Metrolink and us. A recommendation for Booz Allen Hamilton consultant oversight services will be presented to our Board once an MOU has been developed. This month, our meeting with Metrolink resulted in discussions that offer potential fare policy solutions that work around achieving technical integration on their proprietary ticketing system. Such possibilities include changes to transfer agreements on certain Metrolink ticket types and using TAP with other Metrolink passes so that transfers are loaded for use on regional bus and rail systems but are not sold from the Metrolink vending machines. This would eliminate physical changes to their equipment until their policies affecting regional connectivity could first be developed with other touching counties. Currently, OCTA is in the process of completing a Fare Technology Feasibility Study, and in part would provide opportunities to explore how they and the entire Southern California region would achieve regional connectivity.
- **Culver City Bus** - Culver City Bus was the first Municipal Operator to “cut over” their system to full TAP functionality earlier this year. In November, Culver City Bus data will migrate from the Metro Central Computer to the Regional Central Computer system. Interagency transfers now on paper are a concern. Discussions for limited use paper smart cards are ongoing.
- **Santa Clarita** - Santa Clarita completed their fare box installation and began cash revenue operation in August 2007. In November, Santa Clarita data will migrate to the RCDCS, and TAP functionality will be added to their fare options in subsequent months.
- **LADOT** – LADOT and TAP Operation are working with Metro Capital Planning Department to ensure funding requests are submitted for additional equipment requirements.
- **Norwalk Transit** – A kick off meeting occurred in early September to begin the process of transitioning Norwalk Transit to TAP in January 2009. Bi-weekly meetings are scheduled to discuss implementation tasks for migration to TAP.
- **Montebello Bus Lines** – TAP Operation staff has met with Montebello to discuss their new fare structure and to develop strategies for transition of TAP in early 2009. Staff turn-over has caused Montebello to defer immediate TAP implementation until they complete their organizational restructuring.
- **Foothill Transit** - TAP Operation staff has met with Foothill to identify and resolve issues related to transition of TAP in early 2009. Bi-weekly meetings are scheduled to discuss implementation tasks for migration to TAP. On November 23, Foothill will conduct a Board Workshop to discuss their conversion and implementation plan. Metro staff will participate in this Workshop.
- **Gardena Municipal Bus Lines** - TAP Operation staff has met with Gardena Municipal Bus Lines to begin planning for transition of TAP in early 2009.
- **Torrance Transit** - TAP Operation staff has met with Torrance Transit to begin planning for transition of TAP in early 2009. Additional planning meetings are anticipated to review existing fare policies.

## 6. Regional TAP Service Center Status (*Attachment B, Pages 53 – 56*)

Since 2007, the TAP service center has been supporting TAP customers using I-TAP, A/B-TAP, TAP card holders with Metro monthly/weekly passes and third party retail merchant locations. The deployment of the 1.866.TAPTOGO number and TAPTOGO.net website has also facilitated customers seeking assistance to register for “balance protection” for lost or stolen cards. A summary of calls to the call center from cardholders is shown below:

- The preponderance of calls (46%) continue to be for cardholders seeking assistance with user questions to better understand TAP fare rules and fare policies.
- Balance protection inquiries accounted for 34% of calls.
- Cardholder comments accounted for 5% of calls, and primarily revolved around patron and operator familiarity with the program.

Bus car cards, rail advertising inserts, “Take Ones”, and other marketing campaigns will assist customers; however, calls are expected to increase with continued TAP expansion then decrease as marketing efforts train customers on use of the new system.

## 7. Metro Rail Gating Status (*Attachment B, Schedule - page 9 and Detail - page 58*)

The gating project is divided into four separate and inter-connected teams. The details on the status of each of the teams is shown below:

### Team 1 – Technical Integration

- System testing of the RCDCS is underway.
- Conditional approval of the gating functional requirements has been achieved.
- Metrolink gating discussions are still in process (see above).

### Team 2a. Civil Work Cubic

- Phase I schedule for sequence of work activities in under development.
- Staff will be meeting with Cubic to finalize and approve their submittals by the end of December 2008.

### Team 2b. Civil Work Metro

- Exit Calculations study by Booz Allen Hamilton consultants is complete.
- Contractor sample station layout drawings have been reviewed and comments provided.
- Patronage figures for Metro Red, Green, Blue, and Gold lines have been updated.
- Development of the gating model to predict passenger queuing at turnstiles in ongoing.
- NPF 130 and issues related to Fire Life Safety are under discussion
- A draft Concept of Operations has been completed for CCTV, PTEL, PA, and SCADA.

### Team 3. Maintenance

- Cubic’s proposed maintenance plan and a new service agreement have been submitted and review meetings are scheduled.
- An entirely new master service agreement is under development that will compliment the lease agreement.

#### Team 4. Lease

- Draft submittal of lease agreement is under review by County Counsel.
- County Counsel has engaged the services of outside counsel to assist staff in completing an entirely new master service agreement which will include the new Gold Line extension and Exposition Line.

#### **NEXT STEPS**

- Respond to Fasana and Antonovich motions
- Deploy marketing campaigns to improve public awareness, including websites for Internet/Intranet (Communications has under development);
- Return to Board with Contract Modifications for Metrolink and Municipal Operators to ensure technical oversight assistance by Booz Allen Hamilton
- Develop and issue the RFP for CCTV cameras and public telephones

#### **ATTACHMENT(S)**

- A. TAP Fare Implementation Plan
- B. TAP Operation Monthly Report (September 2008)

Prepared by: Jane Matsumoto,  
Deputy Executive Officer TAP Operation



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Roger Moliere  
Chief Real Property Management and Development

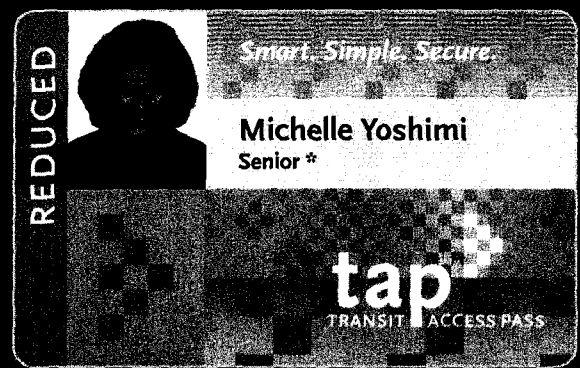
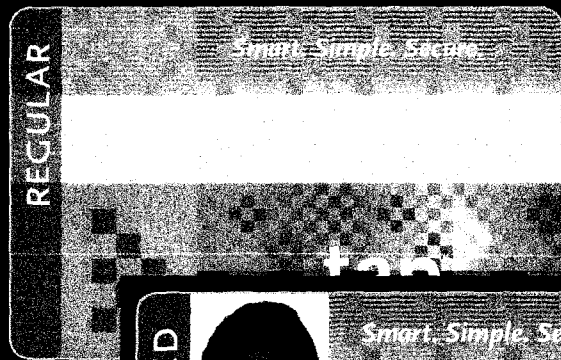


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Roger Snoble  
Chief Executive Officer



# TAP Fare Implementation



Prepared by:  
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Senior Monthly Pass

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Disabled Monthly Pass

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Student Monthly Pass

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College / Vocational Monthly Pass

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EZ Transit Pass

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Bus Base Cash Fare

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Day Pass – Bus and Rail

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Rail One-Way Cash Ticket

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Inter-Agency Transfer – Bus and Rail

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## Special Programs

- A/B TAP
- County Buy Down
- Immediate Needs Program (paper script)

Appendix – Glossary of Terms & Acronyms

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TAP IMPLEMENTATION SCHEDULE

	Apr '05	Jul '05	Sep '05	Oct '05	Nov '05	Dec '05	Jan '06	Feb '06	Mar '06	Apr '06	May '06	Jun '06	Jul '06	Aug '06	Sep '06	
TPV monthly & Added TPVs	17	41	53	57	85	75	74	43								
Weekly pass sales rollout	17	58	111	168	253	328	402	445								
Percent of Total TPVs	4%	13%	25%	38%	57%	74%	90%	100%								
Initial / current promotion	Point Of Purchase materials - brochures and posters Metro.net Website															
>50% of TPVs selling TAP	On board materials, TransitTV, TPIS mess, "messages on hold", field marketing reps.															
>75% of TPVs selling TAP	Print/outdoor ads, internet/ broadcast ads, press event, bus & train ad signs, TAP giveaways customer testimonial contest															
Senior LACTOA, college, K-12	100%															
Transition of current pass holders	25%															
Introductory promotional campaign	Point Of Purchase materials - brochures and posters, car cards, train car signs (internal)															
Marketing / Promotion for Reduced Fare Pass	Metro.net Website															
Coordination with TPV marketing and promotion	On board materials, TransitTV, TPIS mess, "messages on hold", field marketing reps.															
Coordination with TPV marketing and promotion	Print/outdoor ads, internet/ broadcast ads, press event, bus and train ad signs, full wrap ad signs, back wrap ad signs, king ads, TAP giveaways customer testimonial contest															
Coordination with TPV marketing and promotion	Metro staff promote & provide training to Seniors in "road show"															
Transition of all paper day passes to TAP	Transition to Day Pass (distribution of cards)															
Campaigns to introduce product & train customers	Point of Purchase materials - brochures and posters															
Transition of all EZ paper passes to TAP	On board materials, TransitTV, TPIS, card & train cards, ad wraps & king ads															
Campaigns to introduce product & train customers	Point of Purchase materials - brochures and posters															
Installation of Gates at Designated Rail Stations	On board materials, TransitTV, TPIS, card & train cards, ad wraps & king ads															
Campaigns to train customers on using gates	Point of Purchase materials - brochures and posters															
Marketing / Promotion	On board materials, TransitTV, TPIS, car & train cards, ad wraps															
	and king ads															
TPVs	5,053	7,659	13,708	18,631	27,947	36,282	44,127	49,030	49,030	49,030	49,030	49,030	49,030	49,030	49,030	49,030
Monthly Passes	3,611	13,923	68,937	78,000	114,000	148,000	180,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000	200,000
Weekly Passes								11,162	22,325	33,487	44,649	55,811	67,650	67,650	67,650	67,650
Student Passes								1,554	3,109	4,663	6,218	7,772	9,421	9,421	9,421	9,421
College Passes								7,726	15,453	23,179	30,906	38,632	46,827	46,827	46,827	46,827
Senior Passes																
Other Programs																
TPV	989	899	4,218	3,899	4,218	4,218	4,218	16,018	16,018	15,989	15,989	15,989	15,989	15,989	15,989	15,989
Senior	737	1,624	2,228	2,953	3,678	4,403	5,128	5,853	6,578	7,303	8,028	8,753	9,478	9,478	9,478	9,478
College	10,386	10,386	10,386	10,386	10,386	10,386	10,386	10,386	10,386	10,386	10,386	10,386	10,386	10,386	10,386	10,386
Student	10,192	10,192	10,192	10,192	10,192	10,192	10,192	10,192	10,192	10,192	10,192	10,192	10,192	10,192	10,192	10,192
Other	3,380	3,380	3,380	3,380	3,380	3,380	3,380	3,380	3,380	3,380	3,380	3,380	3,380	3,380	3,380	3,380
Day (Senior/Student)																
Total TAP Passes	34,549	48,053	106,730	128,441	173,801	216,961	257,431	324,472	354,209	683,027	971,817	1,271,785	1,572,952	1,572,952	1,572,952	1,572,952

\*Monthly pass sales base: 58,000-7,365-1,605=49,030. Estimate of 58,000 monthly pass sales minus 7,365 Metro Mail passes, minus 1,605 city/county buydown  
 \*\*Weekly pass sales base: 200,000  
 \* Senior - 79,872-12,222(city/county buydown)=67,650 Sr Pass Sales to be converted to TAP starting in Jan (16.5%), Feb (33%), Mar (49.5%), Apr (66%), May (82.5%), June (100%)  
 \* College - 9,805-384 (city/county buydown)=9,421 College Pass Sales to be converted to TAP starting in Jan (16.5%), Feb (33%), Mar (49.5%), Apr (66%), May (82.5%), June (100%)  
 \* Student - 47,397 -570(city/county buydown)=46,827 Student Pass Sales to be converted to TAP starting in Jan (16.5%), Feb (33%), Mar (49.5%), Apr (66%), May (82.5%), June (100%)

# IMPLEMENTATION OF CHARGES FOR TAP CARDS

	Jun. '08	Jul. '08	Aug. '08	Sep. '08	Oct. '08	Nov. '08	Dec. '08	Jan. '09	Feb. '09	Mar. '09	Apr. '09	May '09	Jun. '09
<b>Downtown</b> (Base sales - 24,000)	TAP sales began on June 25 for July passes.												
<b>Wishire</b> (Base sales - 84,000)	TAP sales on July 25 for August passes.												
<b>San Fernando Valley</b> (Base sales - 38,290)	TAP sales on Aug. 25 for September passes.												
<b>San Gabriel Valley</b> (Base sales - 6,755)	TAP sales on Sep. 25 for October passes.												
<b>Westside</b> (Base sales - 16,490)	TAP sales on Oct. 25 for November passes.												
<b>Gateway</b> (Base sales - 43,084)	TAP sales on Nov 25 for December passes.												
<b>South Bay</b> (Base sales - 6,033)	TAP sales Dec. 25 for Jan. passes.												

## Basis of Recommendations

- Metro and the Municipal Operators have always agreed that there would need to be a charge for the TAP card after a short implementation period.
- During the 1st few months of implementation, about 45% of pass holders keep coming back for new TAP cards rather than reloading on current TAP cards.
- New card orders needed to be placed to provide a stock of TAP cards for the current card rollout.
- With no incentive to load passes onto current cards, Metro will need to continue to procure large orders of TAP cards until cards are no longer given away.

## Issues

- The proposed timeframe for charging for cards overlaps the planned implementation of TAP day passes.
- Management of card inventories may be difficult if charging for TAP cards for monthly/weekly passes, but not for day passes.
- Charging for one type of TAP card, while another is free, may result in a secondary market for TAP cards.
  - Issue could be alleviated by a two phased implementation process (i.e. charge \$1 until daily pass saturation is complete, then increase TAP card charge to \$3 to \$5).

## Decisions

- Agree on a time frame for implementation of charges for TAP cards.
  - Charges for TAP cards for Monthly / Weekly passes.
  - Charges for TAP cards for Day passes (recommended to be three months after initiation of Marketing campaign)
  - Charges for TAP cards for reduced fare products (recommended after completion of rollouts for these products in June 2009)
- Decide upon a price to charge for TAP cards.
  - Prices discussed have ranged from \$1 to \$5.
  - Should price of day pass and monthly / weekly pass TAP cards be the same (note - management problems with card distribution if different charges)

Note: Source for base sales for each region is monthly and weekly pass sales from the Farmers April 2008 report.

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[tapiogo.net](http://tapiogo.net)

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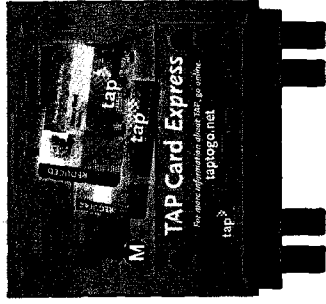
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**TAP** TRANSIT ACCESS PASS

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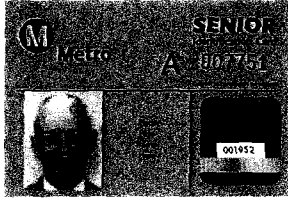

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# Senior Monthly Pass

## Metro Fare Media Fact Sheet Senior Monthly Pass

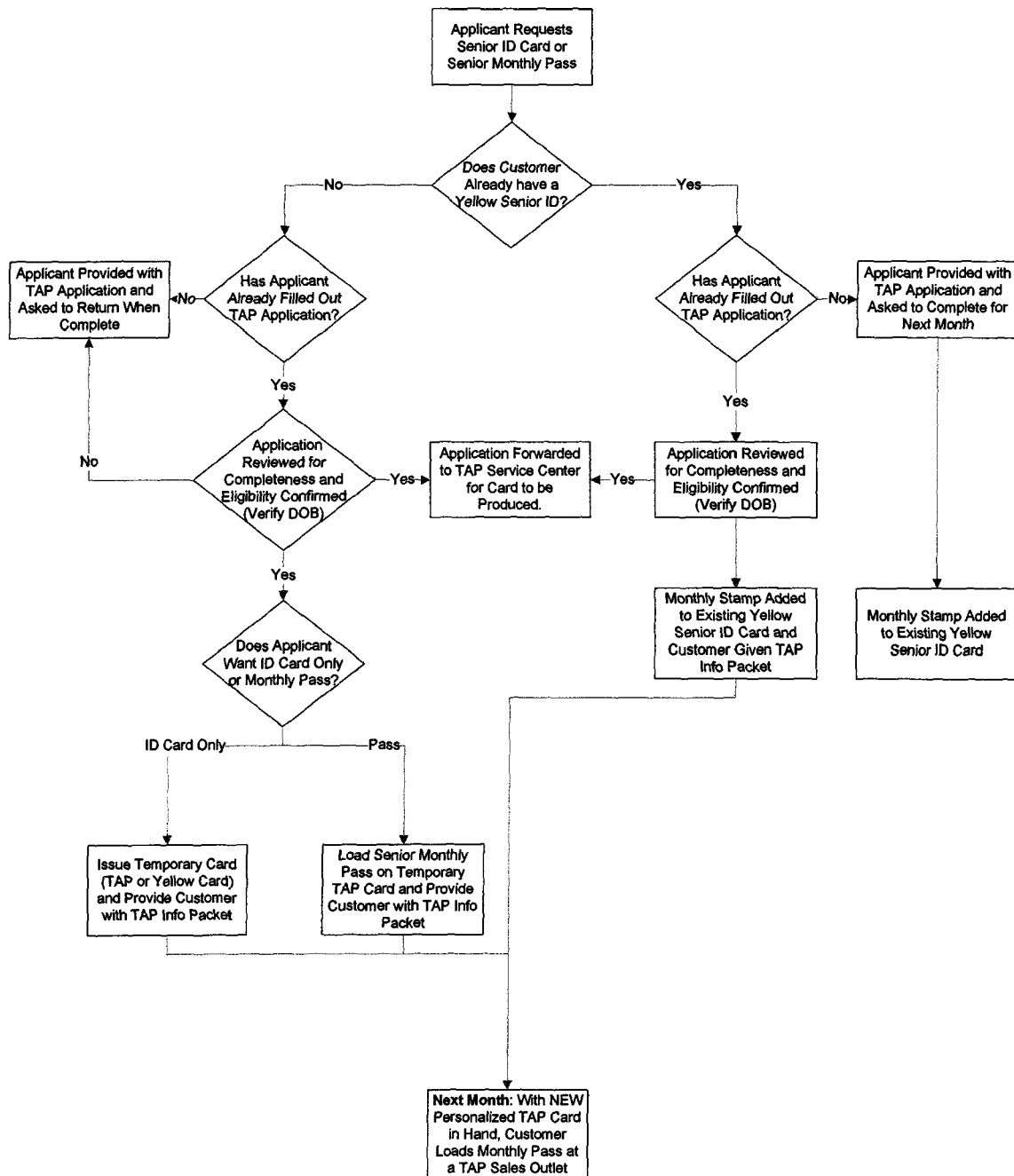
	<u>Existing Process</u>	<u>Proposed TAP Process</u>
✓ <b>Eligibility Criteria:</b>	62+ Years of Age	60+, 62+, 65+ Years of Age (varying Senior Age across region)
✓ <b>Application Required:</b>	No	Yes
✓ <b>Eligibility Documentation Required:</b>	Photo ID & passport photo	TAP application plus photo ID & passport photo
✓ <b>Approvals:</b>	Metro Customer Centers & Senior Centers	Participant Customer Centers & TAP Service Center (Temporary card issued by Customer Center until permanent card arrives in mail)
✓ <b>Media:</b>	Yellow ID Card w/Name and Photo 	Orange TAP Card with Name, Photo, Reduced Fare Type & Expiration 
✓ <b>Cost:</b>	Monthly Stamp – \$14 Yellow ID Card – Free	Monthly Pass – \$14 (loaded onto TAP card) TAP Card – Free during transition (Card fee of \$3-\$5 recommended thereafter and for replacement)
✓ <b>Validity/Expiration:</b>	Monthly Stamp – 1st through end of month, no zones required. Yellow Card – No Expiration	Monthly Pass – 1 <sup>st</sup> through end of month, no zones required. TAP Card – Age 60, 62, and 65 birthdays require new card to be issued to honor regional fare policies; or, every 3Years (whichever occurs first)
✓ <b>Accepted by:</b>	Monthly Stamp – Metro and Select Operators Yellow ID Card – Valid Senior ID for Metro and Numerous Other Operators	Monthly Pass – Metro only* Orange TAP Card – Can be used as a valid Senior ID across Region, or have reduced transit pass and/or cash purse on same card.
✓ <b>Pass Sales Locations:</b>	Metro Customer Centers, Third Party Vendors (TPVs), Senior Centers, MetroMail.	Metro Customer Centers, TPVs, Senior Centers, Rail TVMs, <i>taptogo.net</i> , 1-866-TAPTOGO.
✓ <b>Fare Enforcement</b>	Monthly stamp visually inspected when boarding bus or upon request when riding Metro Rail.	TAP card validated on farebox or Metro Rail SAV or TVM for every ride. Fare inspectors use HHV devices to verify validation of TAP card for each ride.

**TAP CONVERSION CAMPAIGN – Component of Reduced Fares Rollout, December 25, 2008 to May 24, 2009**



## Senior TAP Card Application Process

During the TAP Reduced Fares Rollout conversion campaign (December 2008 through May 2009), existing Senior ID cardholders will continue to receive a monthly stamp adhered to their ID card but will be provided with a TAP Reduced Fares application and asked to return it to a Participant Customer Center, designated Senior Centers, or the TAP Service Center. Beginning with June pass sales (i.e., May 25<sup>th</sup>), senior monthly passes will only be available on TAP cards. For new applicants, beginning with January 2009 pass sales (i.e., December 25<sup>th</sup>), a completed TAP application will be required. The customer will be issued a temporary ID card (TAP or current yellow card) with a monthly pass (if purchased) with instructions to return with their permanent TAP card the following month. The proposed process flow for Senior TAP cards is as follows:



# TAP Reduced Fare Card Application

## Seniors & Students K-12

The TAP Reduced Fare Card Program has been designed to make it easier for reduced fare patrons (Seniors, Disabled, College/Vocational Students, and Students in Grades K-12) to qualify for reduced fares (passes and/or cash) on TAP-participating transit operators in Los Angeles County. This application is for Seniors and Students K-12. Disabled and College/Vocational applicants are required to submit a separate application.

### APPLICATION INSTRUCTIONS

> All applicants are required to complete SECTIONS I and II of this application.

### SECTION I – APPLICANT INFORMATION (TO BE COMPLETED BY APPLICANT OR GUARDIAN FOR STUDENTS K-8)

_____	_____	_____
Last Name	First Name	Middle Name/Initial
_____		_____
Street Address		Apt #
_____	_____	_____
City   State   Zip	Birth Date	Telephone Number

### SECTION II – TYPE OF REDUCED FARE

> Please check box for type of reduced fare, and provide required documentation as noted below.

Senior

> Please indicate age category:  Age 60-61  Age 62-64  Age 65+

Note that Senior age for reduced fare varies by transit operator; check *taptogo.net* for valid ages.

> Provide proof of age (California ID, California Drivers License, passport, or a birth certificate accompanied by photo ID). If applying through the mail or at select regional Senior Centers, provide a photocopy of proof of age.

> Provide a full-face photo (1" x 1-1/4") in Section III.

Student 9-12

Note that Student 9-12 TAP cards are only valid when accompanied by a valid student photo ID.

> Please indicate grade of current enrollment: \_\_\_\_\_ (e.g, 5<sup>th</sup> Grade)

> Please indicate month of promotion to next grade (i.e., month of current school year end): \_\_\_\_\_ (e.g, June)

Student K-8

> Please indicate grade of current enrollment: \_\_\_\_\_ (e.g, 5<sup>th</sup> Grade)

> Please indicate month of promotion to next grade (i.e., month of current school year end): \_\_\_\_\_ (e.g, June)

I understand that I may lose the use of my Reduced Fare TAP Card if I misuse the card or if I mark, tear, or damage Transit Agency property. I hereby certify that the information provided above is true and correct.

Applicant Signature (Guardian if Student K-8)

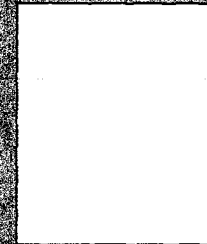
Date

Continued on back.

### SECTION III – PHOTO SPECIFICATIONS

- > If applying for a Senior, Disabled, or College/Vocational TAP Card, staple photo inside box. All applications with photos that do not adhere to the guidelines listed (at right) will not be processed.

- > Full-face photo only
- > Photo size 1" x 1.25"
- > No hats or sunglasses
- > Photo must fit in space provided (cut to size)



### DATES TO APPLY

Qualified applicants may submit applications for a TAP Senior or Student ID Card at any time during the year. Qualified Senior applicants will receive a TAP card that will expire on their 60<sup>th</sup>, 62<sup>nd</sup>, or 65<sup>th</sup> birthday (as appropriate) or every three years (whichever occurs first). Qualified Student applicants will receive a TAP card that will expire upon 8<sup>th</sup> or 12<sup>th</sup> grade graduation (as appropriate) or every three years (whichever occurs first).

### SUBMITTING YOUR APPLICATION

A completed application ready for submission contains the following:

- > A non-refundable \$X application fee. If applying by mail, please send check or money order made payable to Metro.
- > A current 1" x 1.25" full-face photo (no hats or sunglasses) stapled to box in SECTION III (Students K-12 exempt).
- > A completed application form: SECTIONS I and II for all applicants.
- > Photocopy of valid photo ID (i.e., driver's license, state ID, school photo ID or passport) (Students K-12 exempt).

Submit your completed application packet in person to any of the following TAP Customer Centers listed below or mail to:

- > TAP Service Center  
PO Box 811310  
Los Angeles, CA 90081

TAP Reduced Fare Cards will be mailed to eligible applicants after verification has been completed. Normal processing time is 5 to 7 business days for applications dropped off at a TAP Customer Center. Please allow additional time for mailed applications.

### TAP CUSTOMER CENTERS (ACCEPTING TAP REDUCED FARE CARD APPLICATIONS)

<b>Metro Customer Center</b> Baldwin Hills 3650 Martin Luther King Bl Ste 101B Los Angeles, CA	<b>Metro Customer Center</b> East Los Angeles 4501 B Whittier Bl Los Angeles, CA	<b>Metro Customer Center</b> Union Station/Gateway Plaza One Gateway Plaza Los Angeles, CA	<b>Metro Customer Center</b> Wilshire 5301 Wilshire Bl Los Angeles, CA	<b>LADOT Transit Store</b> LA Mall Space 18B 201 N Los Angeles St. Los Angeles, CA
<b>Foothill Transit Store</b> Claremont 200 W First St Claremont, CA	<b>Foothill Transit Store</b> El Monte 3501 Santa Anita, 2nd Floor El Monte, CA	<b>Foothill Transit Store</b> City of Industry Puente Hills Mall 1600 Azusa Ave Industry, CA	<b>Foothill Transit Store</b> Pomona 100 W Commercial Ave Pomona, CA	<b>Foothill Transit Store</b> West Covina Washington Mutual Building 100 S Vincent Ave, 2 <sup>nd</sup> Floor West Covina, CA

### LOST, STOLEN OR DESTROYED TAP CARDS

- > Call TAP Service Center immediately at 866.TAPTOGO (827.8646) to report a lost, stolen or destroyed TAP Card.
- > Complete and return a replacement application (available at TAP Customer Centers).
- > Pay a non-refundable \$5 replacement fee.

### FOR QUESTIONS, MORE INFORMATION OR TO SUBMIT APPLICATIONS BY MAIL

TAP Service Center  
PO Box 811310  
Los Angeles, CA 90081  
866.TAPTOGO

For more information, visit [taptogo.net](http://taptogo.net).

# Marketing Campaign for Senior TAP Card Rollout

## TAP is coming (Oct. to Dec. 31, 2008)

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Bus Car Cards
  - Rail Posters
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
  - Local Newspapers
    - Languages – English, Spanish, Korean
  - Radio
    - News, sports, and public radio
- **Messages**
  - What is TAP?
    - New smart card will replace Metro paper passes.
  - How will it affect Seniors?
    - Yellow card and monthly stickers are being discontinued.
    - Seniors need to apply now for their new TAP card.
  - How do Seniors get new TAP cards?
    - Pick up applications and instructions beginning December 25, 2008 at:
      - Metro pass sales outlets,
      - Metro customer service centers,
      - Senior centers,
      - By calling 1-866-TAPTOGO,
      - On line at Metro.net or TAPTOGO.net,
      - Or on the TAP Card Express bus that will be processing applications at local Senior Centers.
  - Schedule for conversion?
    - Current senior passes will be converted to TAP smart cards from Dec. 25, 2008 to May 24, 2009.
    - Yellow card / monthly stickers will not be accepted on Metro Bus or Metro Rail effective June 1, 2009

## TAP is here (Jan. 1 to May 30, 2009)

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Bus Car Cards
  - Rail Posters
  - Transit TV

- Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
  - Local Newspapers and Radio Advertisements
  - Print / Outdoor Ads
  - Press Event
  - Bus / Train Ad Signs
  - Mobile TAP
  - Customer Testimonial Contest
- **Messages**
    - What is TAP?
      - Smart card will replace yellow card / monthly stickers.
      - Orange TAP card with photo will be provided to senior applicants.
      - Monthly pass is loaded electronically onto card.
    - How will it affect Seniors?
      - Yellow card and monthly stickers are being discontinued.
      - Seniors need to apply now for their new TAP card.
    - How do Seniors get new TAP cards?
      - Pick up applications and instructions beginning December 25, 2008 at:
        - Metro pass sales outlets,
        - Metro customer service centers,
        - Senior centers,
        - By calling 1-866-TAPTOGO,
        - On line at Metro.net or TAPTOGO.net,
        - TAP Card Express bus that will be processing applications at local Senior Centers.
    - Schedule for conversion?
      - Current senior passes will be converted to TAP smart cards from Dec. 25, 2008 to May 24, 2009.
      - Yellow card / monthly stickers will not be accepted on Metro Bus or Metro Rail effective June 1, 2009
    - How does TAP work?
      - Pass is loaded onto smart card at:
        - Metro pass sales outlets,
        - Metro customer service centers,
        - Senior centers,
        - Metro Ticket Vending Machines,
        - By calling 1-866-TAPTOGO,
        - On line at Metro.net or TAPTOGO.net.
      - Seniors tap card on bus fare box or rail station validator to access Metro services.
      - TAP – It's Smart, It's Simple, It's Secure
        - Your TAP card actually remembers how much money or passes you have stored on it.
        - With TAP, all you do is tap on the farebox when boarding the bus and go.

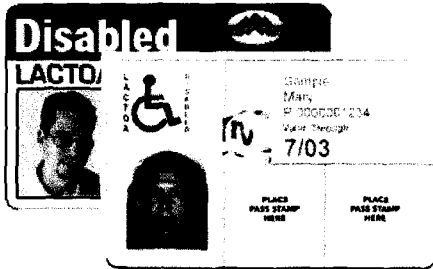
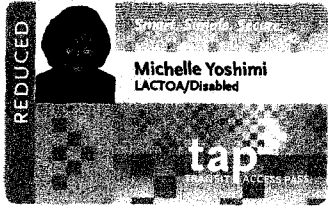
- Sign up for free Balance Protection and your TAP card and remaining balance can be replaced if you lose it (pass or stored value).
- Promotions
  - Full wrap of two buses used to process TAP cards for seniors at Senior Centers.
  - Newspaper, radio, and brochure ads ask Metro customers to provide feedback on TAP.
  - Drawings conducted and winners provided with Metro or TAP gear.
  - TAP – a new green way to access Metro – don't throw away your TAP card.
- Regional Fare Media
  - TAP is going Regional.
  - Municipal operators are transitioning to TAP and seniors will soon be able to ride on both Metro and participating Municipal operators using the same TAP card.

### **Continuing TAP Advertising (after full implementation)**

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
- **Messages**
  - Introduction of new media.
  - Advertising promotions using TAP fare media.
  - Continuing information campaign to inform customers of TAP.

# **Disabled Monthly Pass**

## Metro Fare Media Fact Sheet Disabled Monthly Pass

	<u>Existing Process</u>	<u>Proposed TAP Process</u>
✓ <b>Eligibility Criteria:</b>	Documented disability	Documented disability
✓ <b>Application Required:</b>	Yes	Yes plus TAP Reduced Fares Application
✓ <b>Eligibility Documentation Required:</b>	LACTOA application, Documentation of disability status, Photo ID & passport photo	TAP application plus LACTOA application, Documentation of disability status, Photo ID & passport photo
✓ <b>Approvals:</b>	Metro Reduced Fares Office	Metro Reduced Fares Office
	LACTOA ID Card w/Name, Photo & Expiration	Orange TAP Card with Name, Photo, Reduced Fare Type & Expiration
✓ <b>Media:</b>		
✓ <b>Cost:</b>	Monthly Stamp – \$14 LACTOA ID Card – \$2 processing fee	Monthly Pass – \$14 (loaded onto TAP card) TAP Card – Free during transition plus \$2 processing fee (Card fee of \$3-\$5 recommended thereafter and for replacement)
✓ <b>Validity/Expiration:</b>	Monthly Stamp – 1st through end of month, no zones required. LACTOA ID Card – 3 months, 6 months, 1 year or 3 years	Monthly Pass – 1 <sup>st</sup> through end of month, no zones required. TAP Card – 3 months, 6 months, 1 year or 3 years
✓ <b>Accepted by:</b>	Monthly Stamp – Metro and Select Operators LACTOA ID Card – Valid Senior ID for Metro and Numerous Other Operators	Monthly Pass – Metro only* Orange TAP Card – Can be used as a valid Disabled ID across Region, or have reduced transit pass and/or cash purse on same card.
✓ <b>Pass Sales Locations:</b>	Metro Customer Centers, TPVs, MetroMail.	Metro Customer Centers, TPVs, Rail TVMs, <a href="http://taptogo.net">taptogo.net</a> , 1-866-TAPTOGO.
✓ <b>Fare Enforcement</b>	Monthly stamp visually inspected when boarding bus or upon request when riding Metro Rail.	TAP card validated on farebox or Metro Rail SAV or TVM for every ride. Fare inspectors use HHV devices to verify validation of TAP card for each ride.

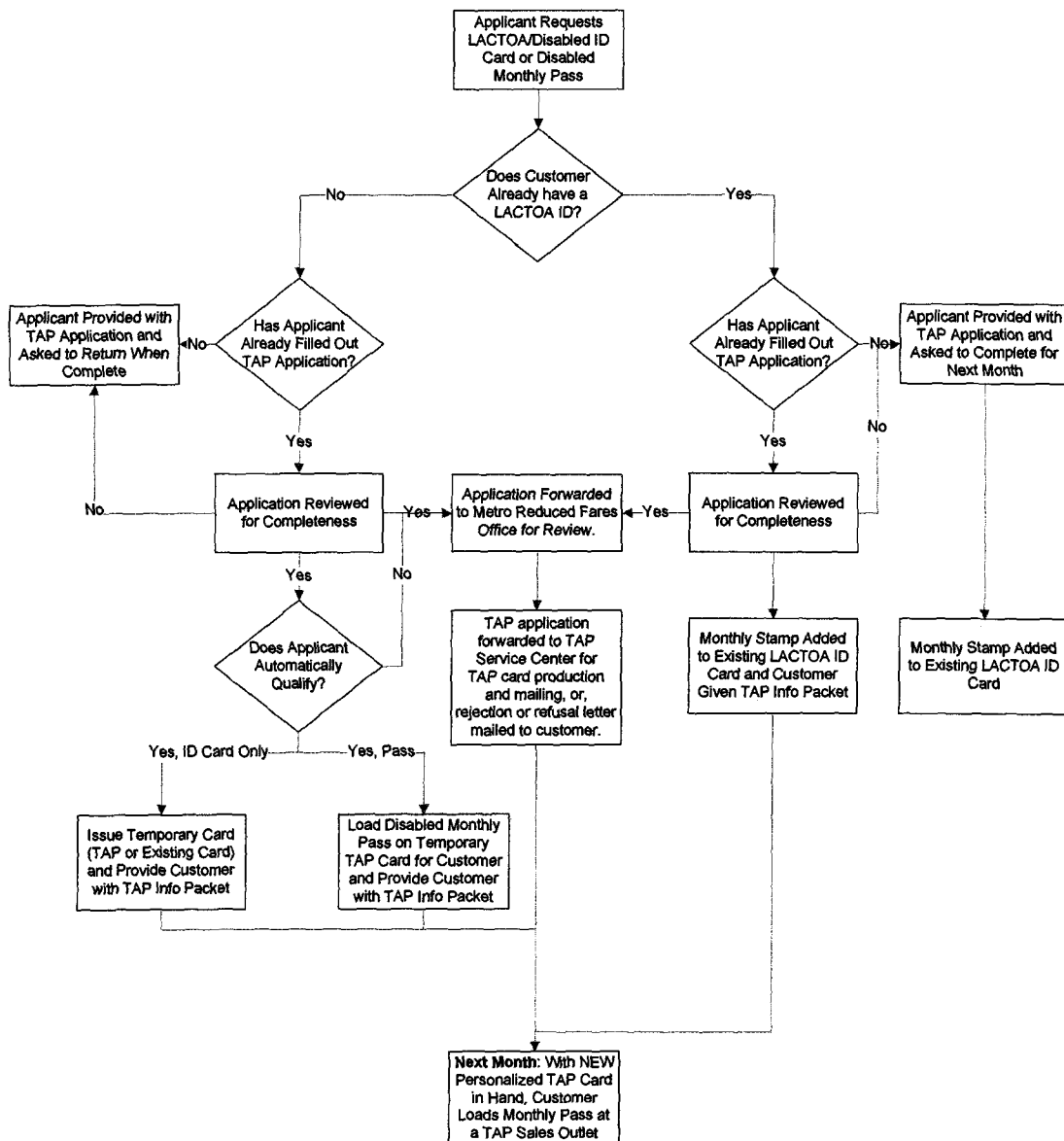
**TAP CONVERSION CAMPAIGN – Component of Reduced Fares Rollout, December 25, 2008 to May 24, 2009**

\* OCTA and several County operators accept pass without reimbursement.



## LACTOA/Disabled TAP Card Application Process

During the TAP Reduced Fares Rollout conversion campaign (December 2008 through May 2009), existing LACTOA cardholders will continue to receive a monthly stamp adhered to their ID card but will be provided with a TAP Reduced Fares application and asked to return it to a Participant Customer Center or the TAP Service Center. Personalized photo TAP cards for existing LACTOA cardholders could be prepared and mailed to customers in advance if existing Reduced Fares photo database (name, address, photo, and eligibility dates only) is released to the TAP Service Center for card production. Beginning with June pass sales (i.e., May 25<sup>th</sup>), disabled monthly passes will only be available on TAP cards. For new applicants, beginning with January 2009 pass sales (i.e., December 25<sup>th</sup>), a completed TAP application will be required. If the customer warrants automatic approval, the customer will be issued a temporary ID card (TAP or current temporary card) with a monthly pass (if purchased) with instructions to return with their permanent TAP card the following month. Customers who are not eligible for automatic approval must wait approximately 20 business days for their application to be reviewed and their permanent TAP card to be mailed. The proposed process flow for LACTOA/Disabled TAP cards is as follows:



# Disabled Identification Card Application

LOS ANGELES COUNTY TRANSIT OPERATORS ASSOCIATION (LACTOA)



The LACTOA Disabled Identification Card Program makes it easier for qualified patrons with disabilities to demonstrate eligibility for reduced fares on all Los Angeles County transit operators (except Dial-a-Ride services).

## APPLICATION INSTRUCTIONS

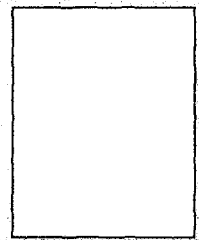
- > All applicants are required to complete **SECTIONS I, II and III** of this application.
- > If applicant has a qualifying medical disability (see **SECTION III**), then applicant is also required to complete **SECTION IV** and must request a doctor or other certifying professional to complete and sign **SECTION V**.

## SECTION I – PHOTO SPECIFICATIONS

> All applications with photos that do not adhere to the guidelines listed (at right) will not be processed.

### STAPLE PHOTO INSIDE BOX

- > Full face photo only
- > Photo size 1" x 1.25"
- > No hats or sunglasses
- > Photo must fit in space provided (cut to size)



## SECTION II – APPLICANT INFORMATION (TO BE COMPLETED BY APPLICANT)

Last Name

First Name

Middle Name/Initial

Street Address

Apt #

City | State | Zip

Birth Date

Telephone Number

I declare under penalty of perjury under the State of California that the information I have given is true.

Applicant Signature

Date

## SECTION III – ELIGIBILITY CRITERIA AND MEDICAL RELEASE

Applicants are eligible for the LACTOA Disability Identification Card if one of the following criteria listed below applies to the applicant.

*Note: Applicants who qualify in one of the first four categories must supply a photocopy of the document proving your eligibility and a current CA driver's license or CA ID card.*

- I have a Medicare Identification Card (Medi-Cal Card not acceptable)
- I have a valid California DMV Placard receipt [must have current "valid through" date to be accepted or Disabled Veterans ID (service connected)]
- I receive Supplemental Security Income [SSI] or Social Security Disability Insurance [SSDI] benefits (copy of award letter, benefit adjustment letter, benefit check)
- I am a Special Education Student in a Los Angeles County program (certification letter on school letterhead signed by the Special Education teacher)

IF YOU MEET THE ABOVE REQUIREMENTS, YOU CAN STOP HERE

- I have a qualifying medical disability according to *Social Security Disability* (Requires completion of **SECTION IV** and **v**)



**THIS SIDE TO BE COMPLETED FOR QUALIFYING MEDICAL DISABILITY CRITERIA ONLY**

**SECTION IV – MEDICAL RELEASE CONSENT (REQUIRED FOR MEDICAL DISABILITY CRITERIA ONLY)**

In connection with my application for a LACTOA Disabled Identification Card, I hereby authorize Dr. \_\_\_\_\_ to release to the appropriate agency, medical or other pertinent information regarding my disability. The information released will only be used to verify my patient status and the designation of my disability category.

I realize that I have a right to receive a copy of this authorization. I understand that I may revoke this authorization at any time. Unless revoked, this form will permit the health care professional certifying my disability to release pertinent information for up to 60 days after the date appearing below.

Applicant Name (Print) \_\_\_\_\_ Applicant Signature \_\_\_\_\_ Date \_\_\_\_\_

**SECTION V – MEDICAL PROFESSIONAL CERTIFICATION (FOR DOCTOR'S USE ONLY)**

Qualified health care professionals who may certify disabilities listed in SECTION VI:

M.D. & D.O. – ALL IMPAIRMENTS, ALL CATEGORIES

CHIROPRACTORS – MOBILITY IMPAIRMENTS **A**, **B**, **D** ONLY

OPTOMETRIST – VISUAL IMPAIRMENTS **K**, **L** ONLY

AUDIOLOGIST – HEARING IMPAIRMENTS **O**, **P** ONLY

PODIATRIST – MOBILITY IMPAIRMENTS **A**, **B**, **C**, **D** ONLY

CLINICAL PSYCHOLOGISTS – MENTAL IMPAIRMENTS **M**, **N** ONLY

In order to certify an individual for the LACTOA Disabled Identification Card you must:

- > Agree to only certify, as eligible, those individuals who meet the criteria in SECTION VI.
- > Upon request, provide verification of the information contained on this application to qualifying agency.
- > Possess the proper professional degree and be licensed in California.

I hereby certify that the applicant's Medical Disability Criteria defined in SECTION VI is/are (CIRCLE ALL LETTERS THAT APPLY)

**A B C D E F G H I J K L M N O P**

In the space provided below, doctor must indicate in detail applicant's disability. (REQUIRED)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

In my professional judgment the applicant's disability is expected to continue for ( ) years, ( ) months.  
(Note: Identification Cards will not be issued for less than 3 months or more than 3 years.)

I understand that failure to certify applicant disabilities in accordance with the above guidelines will result in cancellation of my certification privileges. I am legally licensed as a ( ) in the State of California and under the penalty of perjury, I hereby declare that the information provided is true and correct.

**MEDICAL PROFESSIONAL INFORMATION**

Doctor's Full Name \_\_\_\_\_ License No. \_\_\_\_\_

Address \_\_\_\_\_ Suite \_\_\_\_\_

City | State | Zip \_\_\_\_\_ Telephone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Signature \_\_\_\_\_ Date of Execution \_\_\_\_\_

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## SECTION VI – MEDICAL DISABILITY CRITERIA

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### MOBILITY IMPAIRMENTS

- A Non-ambulatory: requires use of a wheelchair.
  - B Mobility-Aided: requires use of an AFO or larger leg brace, walker, or crutches to achieve mobility.
  - C Arthritis: Therapeutic Grade III or worse, Functional Class III or worse, Anatomical Grade III or worse.
  - D Amputation/Deformity: Traumatic loss of muscle mass or tendons or x-ray evidence of bony or fibrous ankylosis, joint subluxation or instability of both hands, one hand and foot, or amputation at or above tarsal region.
  - E Stroke: causing Pseudobulbar Palsy, sustained functional motor deficit of gross/dexterous movement or gait, ataxia affecting two extremities.
- 

### PHYSICAL IMPAIRMENTS

- F Respiratory: Class III or greater.
  - G Cardiac: Vascular impairments of Functional Class III or IV and Therapeutic Class C, D or E.
  - H Dialysis: Individuals who require kidney dialysis to live.
  - I Neurological Impairments: as contained in *Disability Evaluation Under Social Security Publication*.
  - J Chronic Progressive Debilitating Disorders: Diseases that are characterized by chronic symptoms such as fatigue, weakness, weight loss, pain and changes in mental status which interfere in daily living activities and significantly impair mobility.
    - > Progressive and uncontrollable malignancies
    - > Advanced connective tissue disease such as Lupus Erythematosus, Scleroderma or Polyarteritis Nodosa
    - > Symptomatic HIV: (AIDS or ARC) in CDC defined clinical group IV, Subgroups A-E
- 

### VISUAL IMPAIRMENTS

- K Legally Blind
  - L Visual Acuity: No better than 20/200 after correction in best eye, or visual field is contracted to 10 degrees or less from point of fixation or subtends to angle no greater than 20 degrees.
- 

### MENTAL IMPAIRMENTS

- M Mental/Emotional: Individual with a mental or emotional impairment listed in Diagnostic and Statistical Manual IV of the American Psychiatric Association, the severity of which meets or exceeds standards outlined in the *Disability Evaluation Under Social Security Publication*. Disability must have been present for at least 3 months and be expected to continue for at least 3 months past the application date.
  - N Autism: Syndrome consisting of withdrawal, inadequate social relationships, language disturbance and monotonously repetitive motor behavior.
- 

### HEARING IMPAIRMENTS

- O Total deafness.
- P Persons whose hearing loss is 70 dba or greater in the 1000 and 2000 Hz ranges.

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## SUBMITTING YOUR APPLICATION

A completed application ready for submission contains the following:

- > A non-refundable \$2 application fee. If applying by mail, please send check or money order made payable to Metro (or to other accepting agency).
- > A current 1" x 1.25" full-face photo (no hats or sunglasses) attached to box in **SECTION I**.
- > A completed application form: **SECTIONS I, II, III** for all applicants and **SECTION IV, V** for qualifying medical disability applicants.
- > Photocopy of CA drivers license or CA ID card, and documents proving eligibility in **SECTION III** for all applicants except qualifying medical disability applicants.

Submit your completed application packet in person to any of the following agencies issuing LACTOA ID cards listed below or mail to:

- > Metro Reduced Fare Office  
Mail Stop 99-PL-4  
One Gateway Plaza  
Los Angeles, CA 90012-2952

LACTOA Disabled Identification Cards will be mailed to eligible applicants within 20 business days after verification has been completed. The LACTOA agencies reserve the right to make final determination of eligibility of Disabled Identifications Cards. Applications are for internal use only and will not be subject to public review. The card is not transferable.

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## METRO AGENCIES ACCEPTING APPLICATIONS FOR LACTOA ID CARDS

<b>Metro Customer Center Baldwin Hills</b> 3650 Martin Luther King Bl, Ste 101B Los Angeles, CA	<b>Metro Customer Center East Los Angeles</b> 4501 B Whittier Bl Los Angeles, CA	<b>Metro Customer Center Union Station/Gateway Plaza</b> One Gateway Plaza Los Angeles, CA 90012	<b>Metro Customer Center Wilshire</b> 5301 Wilshire Bl Los Angeles, CA
<b>Metro – Gateway Cities</b> 7878 Telegraph Rd Downey, CA	<b>Metro – San Fernando Valley</b> 9760 Topanga Canyon Rd Chatsworth, CA	<b>Metro – San Gabriel Valley</b> 3369 Santa Anita Av El Monte, CA	<b>Metro – South Bay</b> 680 Knox St, Ste 150 Torrance, CA

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## MUNICIPAL AGENCIES ACCEPTING APPLICATIONS FOR LACTOA ID CARDS

<b>Antelope Valley Transit</b> 42210 6th Street West Lancaster, CA 93534 661.945.9445	<b>Culver City Bus</b> 4343 Duquesne Av Culver City, CA 90232 310.253.6500	<b>Foothill Transit</b> Puente Hills Mall 1600 Azusa Av City of Industry, CA 91748 800.743.3463	<b>Foothill Transit Store</b> Pomona Regional Transit Center 100 W Commercial St Pomona, CA 91768 800.743.3463
<b>Gardena Municipal Bus lines</b> 15350 S Van Ness Av Gardena, CA 90249-4100 310.217.9547	<b>Montebello Bus Lines</b> 400 S Taylor Av Montebello, CA 90640 323.887.4600	<b>Norwalk Transit</b> 12650 E Imperial Highway Norwalk, CA 90650 562.929.5533	<b>Santa Clarita Transit</b> 28250 Constellation Road Santa Clarita, CA 91355 661.295.6300
<b>Santa Monica's Big Blue Bus</b> 1660 7th Street Santa Monica, CA 90401-2521 310.451.5444	<b>Torrance Transit System</b> 3031 Torrance Bl W Annex Torrance, CA 90503-3690 310.618.2536		

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## FOR QUESTIONS, MORE INFORMATION OR TO SUBMIT APPLICATIONS BY MAIL

Metro Reduced Fare Office  
Mail Stop 99-PL-4  
One Gateway Plaza  
Los Angeles, CA 90012  
213.680.0054

For more information, visit [metro.net/reducedfares](http://metro.net/reducedfares).

# Marketing Campaign for Disabled TAP Card Rollout

## TAP is coming (Oct. to Dec. 31, 2008)

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Bus Car Cards
  - Rail Posters
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
  - Local Newspapers
    - Languages – English, Spanish, Korean
  - Radio
    - News, sports, and public radio
  
- **Messages**
  - What is TAP?
    - New smart card will replace Metro paper passes.
  - How will it affect Disabled?
    - Disabled pass monthly stickers are being discontinued.
    - Disabled need to apply now for their new TAP card.
  - How do Disabled get new TAP cards?
    - Pick up applications and instructions beginning December 25, 2008 at:
      - Metro pass sales outlets,
      - Metro customer service centers,
      - By calling 1-866-TAPTOGO,
      - On line at Metro.net or TAPTOGO.net,
  - Schedule for conversion?
    - Current Disabled passes will be converted to TAP smart cards from Dec. 25, 2008 to May 24, 2009. Monthly stamps will not be sold effective May 25, 2009.
    - Disabled cards with monthly stickers will not be accepted on Metro Bus or Metro Rail effective June 1, 2009

## TAP is here (Jan. 1 to May 30, 2009)

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Bus Car Cards
  - Rail Posters
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
  - Local Newspapers and Radio Advertisements

- Print / Outdoor Ads
  - Press Event
  - Bus / Train Ad Signs
  - Mobile TAP
  - Customer Testimonial Contest
- **Messages**
    - What is TAP?
      - Smart card will replace disabled pass with monthly stickers.
      - Orange TAP card with photo will be provided to disabled applicants.
      - Monthly pass is loaded electronically onto card.
    - How will it affect Disabled?
      - Disabled card and monthly stickers are being discontinued.
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        - Metro customer service centers,
        - By calling 1-866-TAPTOGO,
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      - Current disabled passes will be converted to TAP smart cards from Dec. 25, 2008 to May 24, 2009. Monthly stamps will not be sold effective May 25, 2009.
      - Disabled card / monthly stickers will not be accepted on Metro Bus or Metro Rail effective June 1, 2009
    - How does TAP work?
      - Pass is loaded onto smart card at:
        - Metro pass sales outlets,
        - Metro customer service centers,
        - By calling 1-866-TAPTOGO,
        - On line at Metro.net or TAPTOGO.net.
      - Disabled will tap card on bus fare box or rail station validator to access Metro services.
      - TAP – It’s Smart, It’s Simple, It’s Secure
        - Your TAP card actually remembers how much money or passes you have stored on it.
        - With TAP, all you do is tap on the farebox when boarding the bus and go.
        - Sign up for free Balance Protection and your TAP card and remaining balance can be replaced if you lose it (pass or stored value).
    - Promotions
      - Newspaper, radio, and brochure ads ask Metro customers to provide feedback on TAP.
      - Drawings conducted and winners provided with Metro or TAP gear.
      - TAP – a new green way to access Metro – don’t throw away your TAP card.
    - Regional Fare Media

- TAP is going Regional.
- Municipal operators are transitioning to TAP and disabled will soon be able to ride on both Metro and participating Municipal operators using the same TAP card.

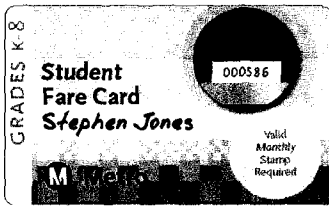
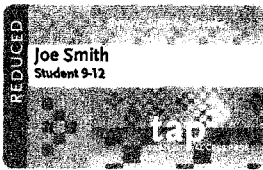
### **Continuing TAP Advertising (after full implementation)**

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
- **Messages**
  - Introduction of new media.
  - Advertising promotions using TAP fare media.
  - Continuing information campaign to inform customers of TAP.



# **Student Monthly Pass**

## Metro Fare Media Fact Sheet Student Monthly Pass

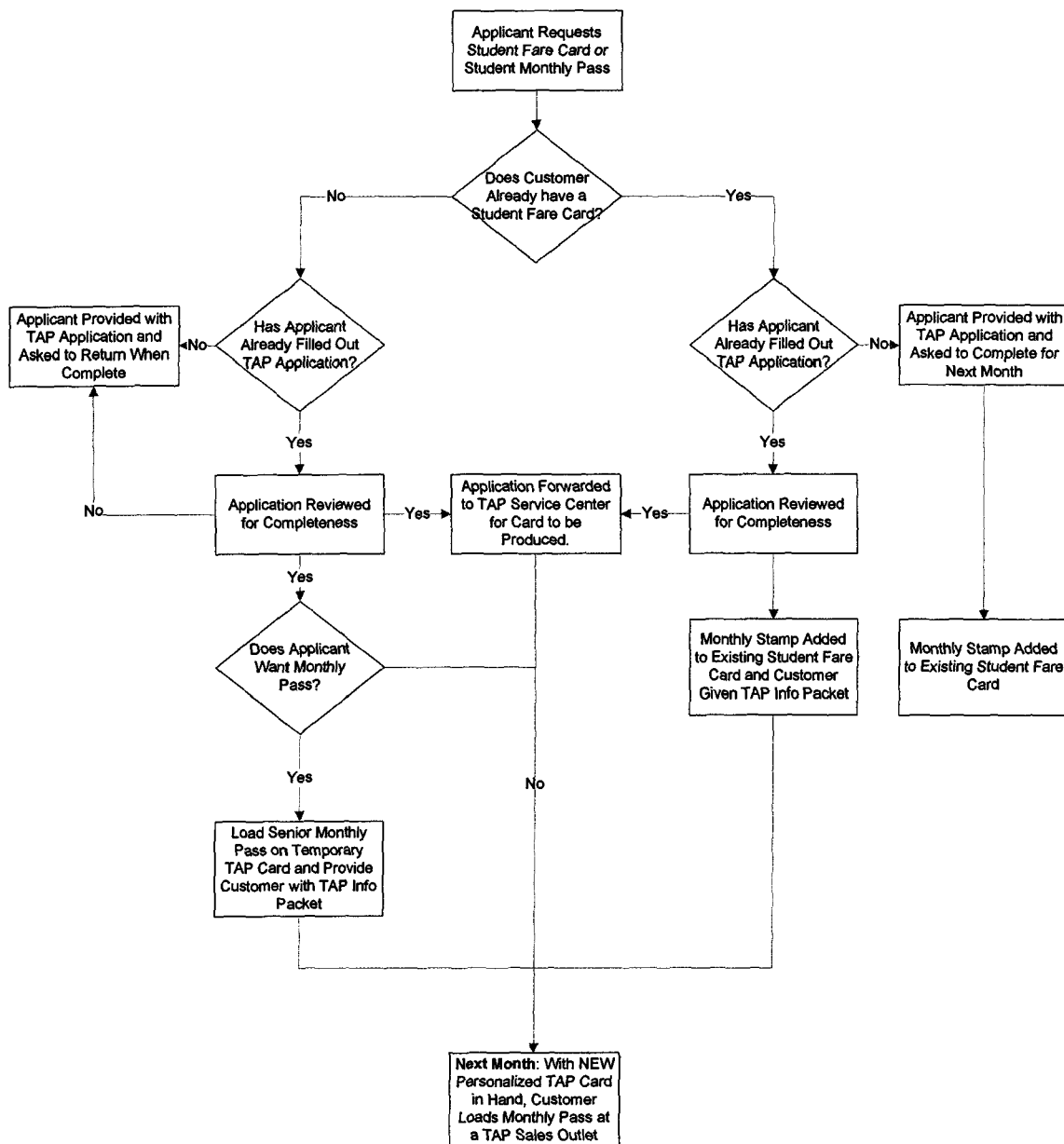
	<u>Existing Process</u>	<u>Proposed TAP Process</u>
✓ <b>Eligibility Criteria:</b>	Enrollment in grades K through 12 (not verified)	Enrollment in grades K through 12 (not verified)
✓ <b>Application Required:</b>	No	Yes
✓ <b>Eligibility Documentation Required:</b>	None	TAP application
✓ <b>Approvals:</b>	Metro Customer Centers & Select Schools	Participant Customer Centers & TAP Service Center (Temporary card issued by Customer Center until permanent card arrives in mail)
✓ <b>Media:</b>	Student ID Card w/Name 	Orange TAP Card with Name, Reduced Fare Type & Expiration (Students 9-12 must also carry valid photo ID) 
✓ <b>Cost:</b>	Monthly Stamp – \$24 Student Fare Card – Free	Monthly Pass – \$24 (loaded onto TAP card) TAP Card – Free during transition (Card fee of \$3-\$5 recommended thereafter and for replacement)
✓ <b>Validity/Expiration:</b>	Monthly Stamp – 1st through end of month, no zones required. Student Fare Card – Expires every August	Monthly Pass – 1 <sup>st</sup> through end of month, no zones required. TAP Card – Upon 8 <sup>th</sup> or 12 <sup>th</sup> grade graduation or every 3 Years (whichever occurs first)
✓ <b>Accepted by:</b>	Monthly Stamp – Metro and Select Operators Student Fare Card – Valid only with monthly stamp on Metro	Monthly Pass – Metro only* Orange TAP Card – Can be used as a valid C/V ID across Region, or have reduced transit pass and/or cash purse on card.
✓ <b>Pass Sales Locations:</b>	Metro Customer Centers, TPVs, Select Schools, MetroMail.	Metro Customer Centers, TPVs, Select Schools, Rail TVMs, <i>taptogo.net</i> , 1-866-TAPTOGO.
✓ <b>Fare Enforcement</b>	Monthly stamp visually inspected when boarding bus or upon request when riding Metro Rail.	TAP card validated on farebox or Metro Rail SAV or TVM for every ride. Fare inspectors use HHV devices to verify validation of TAP card for each ride.

**TAP CONVERSION CAMPAIGN – Component of Reduced Fares Rollout, December 25, 2008 to May 24, 2009**

\* OCTA and several County operators accept pass without reimbursement.

## Student TAP Card Application Process

During the TAP Reduced Fares Rollout conversion campaign (December 2008 through May 2009), existing Student fare cardholders will continue to receive a monthly stamp adhered to their Student fare card but will be provided with a TAP Reduced Fares application and asked to return it to a Participant Customer Center, designated schools, or the TAP Service Center. Beginning with June pass sales (i.e., May 25<sup>th</sup>), student monthly passes will only be available on TAP cards. For new applicants, beginning with January 2009 pass sales (i.e., December 25<sup>th</sup>), a completed TAP application will be required. The customer will be issued a temporary ID card (TAP or current student fare card) with a monthly pass (if purchased) with instructions to return with their permanent TAP card the following month. The proposed process flow for Student TAP cards is as follows:



# TAP Reduced Fare Card Application

## Seniors & Students K-12

The TAP Reduced Fare Card Program has been designed to make it easier for reduced fare patrons (Seniors, Disabled, College/Vocational Students, and Students in Grades K-12) to qualify for reduced fares (passes and/or cash) on TAP-participating transit operators in Los Angeles County. This application is for Seniors and Students K-12. Disabled and College/Vocational applicants are required to submit a separate application.

### APPLICATION INSTRUCTIONS

> All applicants are required to complete SECTIONS I and II of this application.

### SECTION I – APPLICANT INFORMATION (TO BE COMPLETED BY APPLICANT OR GUARDIAN FOR STUDENTS K-8)

_____ Last Name	_____ First Name	_____ Middle Name/Initial
_____ Street Address		_____ Apt #
_____ City   State   Zip	_____ Birth Date	_____ Telephone Number

### SECTION II – TYPE OF REDUCED FARE

> Please check box for type of reduced fare, and provide required documentation as noted below.

Senior

> Please indicate age category:  Age 60-61  Age 62-64  Age 65+

Note that Senior age for reduced fare varies by transit operator; check [taptogo.net](http://taptogo.net) for valid ages.

> Provide proof of age (California ID, California Drivers License, passport, or a birth certificate accompanied by photo ID). If applying through the mail or at select regional Senior Centers, provide a photocopy of proof of age.

> Provide a full-face photo (1" x 1-1/4") in Section III.

Student 9-12

Note that Student 9-12 TAP cards are only valid when accompanied by a valid student photo ID.

> Please indicate grade of current enrollment: \_\_\_\_\_ (e.g, 5<sup>th</sup> Grade)

> Please indicate month of promotion to next grade (i.e., month of current school year end): \_\_\_\_\_ (e.g, June)

Student K-8

> Please indicate grade of current enrollment: \_\_\_\_\_ (e.g, 5<sup>th</sup> Grade)

> Please indicate month of promotion to next grade (i.e., month of current school year end): \_\_\_\_\_ (e.g, June)

I understand that I may lose the use of my Reduced Fare TAP card if I misuse the card, or if I mark, tap, or damage (causing agency property). I hereby certify that the information provided above is true and correct.

Applicant Signature (Guardian if Student K-8)

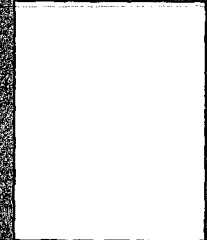
Date

Continued on back.

### SECTION III – PHOTO SPECIFICATIONS

> If applying for a Senior, Disabled, or College/Vocational TAP Card, staple photo inside box. All applications with photos that do not adhere to the guidelines listed (at right) will not be processed.

Full face photo only  
Photo size 1" x 1.25"  
No hats or sunglasses  
Photo must fit in space provided  
(cut to size)



### DATES TO APPLY

Qualified applicants may submit applications for a TAP Senior or Student ID Card at any time during the year. Qualified Senior applicants will receive a TAP card that will expire on their 60<sup>th</sup>, 62<sup>nd</sup>, or 65<sup>th</sup> birthday (as appropriate) or every three years (whichever occurs first). Qualified Student applicants will receive a TAP card that will expire upon 8<sup>th</sup> or 12<sup>th</sup> grade graduation (as appropriate) or every three years (whichever occurs first).

### SUBMITTING YOUR APPLICATION

A completed application ready for submission contains the following:

- > A non-refundable \$X application fee. If applying by mail, please send check or money order made payable to Metro.
- > A current 1" x 1.25" full-face photo (no hats or sunglasses) stapled to box in SECTION III (Students K-12 exempt).
- > A completed application form: SECTIONS I and II for all applicants.
- > Photocopy of valid photo ID (i.e., driver's license, state ID, school photo ID or passport) (Students K-12 exempt).

Submit your completed application packet in person to any of the following TAP Customer Centers listed below or mail to:

- > TAP Service Center  
PO Box 811310  
Los Angeles, CA 90081

TAP Reduced Fare Cards will be mailed to eligible applicants after verification has been completed. Normal processing time is 5 to 7 business days for applications dropped off at a TAP Customer Center. Please allow additional time for mailed applications.

### TAP CUSTOMER CENTERS (ACCEPTING TAP REDUCED FARE CARD APPLICATIONS)

Metro Customer Center Baldwin Hills 3650 Martin Luther King Bl Ste 101B Los Angeles, CA	Metro Customer Center East Los Angeles 4501 B Whittier Bl Los Angeles, CA	Metro Customer Center Union Station/Gateway Plaza One Gateway Plaza Los Angeles, CA	Metro Customer Center Wilshire 5301 Wilshire Bl Los Angeles, CA	LADOT Transit Store LA Mall Space 18B 201 N Los Angeles St. Los Angeles, CA
Foothill Transit Store Claremont 200 W First St Claremont, CA	Foothill Transit Store El Monte 3501 Santa Anita, 2nd Floor El Monte, CA	Foothill Transit Store City of Industry Puente Hills Mall 1600 Azusa Ave Industry, CA	Foothill Transit Store Pomona 100 W Commercial Ave Pomona, CA	Foothill Transit Store West Covina Washington Mutual Building 100 S Vincent Ave, 2 <sup>nd</sup> Floor West Covina, CA

### LOST, STOLEN OR DESTROYED TAP CARDS

- > Call TAP Service Center immediately at 866.TAPTOGO (827.8646) to report a lost, stolen or destroyed TAP Card.
- > Complete and return a replacement application (available at TAP Customer Centers).
- > Pay a non-refundable \$5 replacement fee.

### FOR QUESTIONS, MORE INFORMATION OR TO SUBMIT APPLICATIONS BY MAIL

TAP Service Center  
PO Box 811310  
Los Angeles, CA 90081

For more information, visit [taptogo.net](http://taptogo.net).

# Marketing Campaign for Student (K-12) TAP Card

## TAP is coming (Oct. to Dec. 31, 2008)

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Bus Car Cards
  - Rail Posters
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
  - Local Newspapers
    - Languages – English, Spanish, Korean
  - Radio
    - News, sports, and public radio
  
- **Messages**
  - What is TAP?
    - New smart card will replace Metro paper passes.
  - How will it affect K - 12 students?
    - Student ID stamps are being discontinued.
    - K - 12 students need to apply now for their new TAP card.
  - How do K - 12 students get new TAP cards?
    - Pick up applications and instructions beginning December 25, 2008 at:
      - Metro pass sales outlets,
      - Metro customer service centers,
      - By calling 1-866-TAPTOGO,
      - On line at Metro.net or TAPTOGO.net,
  - Schedule for conversion?
    - Current K - 12 student passes will be converted to TAP smart cards from Dec. 25, 2008 to May 24, 2009.
    - Student ID with monthly stickers will not be accepted on Metro Bus or Metro Rail effective June 1, 2009. Monthly stamp sales will be discontinued effective June 25, 2009.

## TAP is here (Jan. 1 to May 30, 2009)

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Bus Car Cards
  - Rail Posters
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site

- Local Newspapers and Radio Advertisements
  - Print / Outdoor Ads
  - Press Event
  - Bus / Train Ad Signs
  - Customer Testimonial Contest
- **Messages**
    - What is TAP?
      - Smart card will replace monthly stickers on K – 12 student ID.
      - Orange TAP card without photo will be provided to K - 12 student applicants.
      - Monthly pass is loaded electronically onto card.
    - How will it affect K - 12 students?
      - Monthly stickers on K - 12 student ID are being discontinued.
      - K - 12 students need to apply now for their new TAP card.
    - How do K - 12 students get new TAP cards?
      - Pick up applications and instructions beginning December 25, 2008 at:
        - Metro pass sales outlets,
        - Metro customer service centers,
        - By calling 1-866-TAPTOGO,
        - On line at Metro.net or TAPTOGO.net,
    - Schedule for conversion?
      - Current K - 12 student passes will be converted to TAP smart cards from Dec. 25, 2008 to May 24, 2009.
      - Monthly stickers on K - 12 student ID's will not be accepted on Metro Bus or Metro Rail effective June 1, 2009. Sale of monthly stamps will be discontinued effective June 25, 2009.
    - How does TAP work?
      - Pass is loaded onto smart card at:
        - Metro pass sales outlets,
        - Metro customer service centers,
        - By calling 1-866-TAPTOGO,
        - On line at Metro.net or TAPTOGO.net.
      - K - 12 students tap card on bus fare box or rail station validator to access Metro services.
      - TAP – It's Smart, It's Simple, It's Secure
        - Your TAP card actually remembers how much money or passes you have stored on it.
        - With TAP, all you do is tap on the farebox when boarding the bus and go.
        - Sign up for free Balance Protection and your TAP card can be replaced if you lose it.
    - Promotions
      - Newspaper, radio, and brochure ads ask Metro customers to provide feedback on TAP.
      - Drawings conducted and winners provided with Metro or TAP gear.
      - TAP – a new green way to access Metro – don't throw away your TAP card.

- **Regional Fare Media**
  - TAP is going Regional.
  - Municipal operators are transitioning to TAP and College Vocational will soon be able to ride on both Metro and participating Municipal operators using the same TAP card.

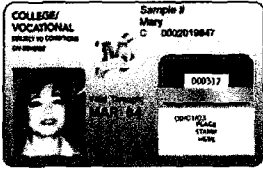
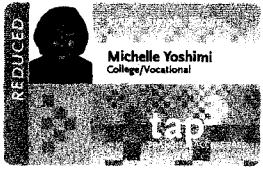
**Continuing TAP Advertising (after full implementation)**

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
- **Messages**
  - Introduction of new media.
  - Advertising promotions using TAP fare media.
  - Continuing information campaign to inform customers of TAP.



# **College/Vocational Monthly Pass**

## Metro Fare Media Fact Sheet College/Vocational (C/V) Monthly Pass

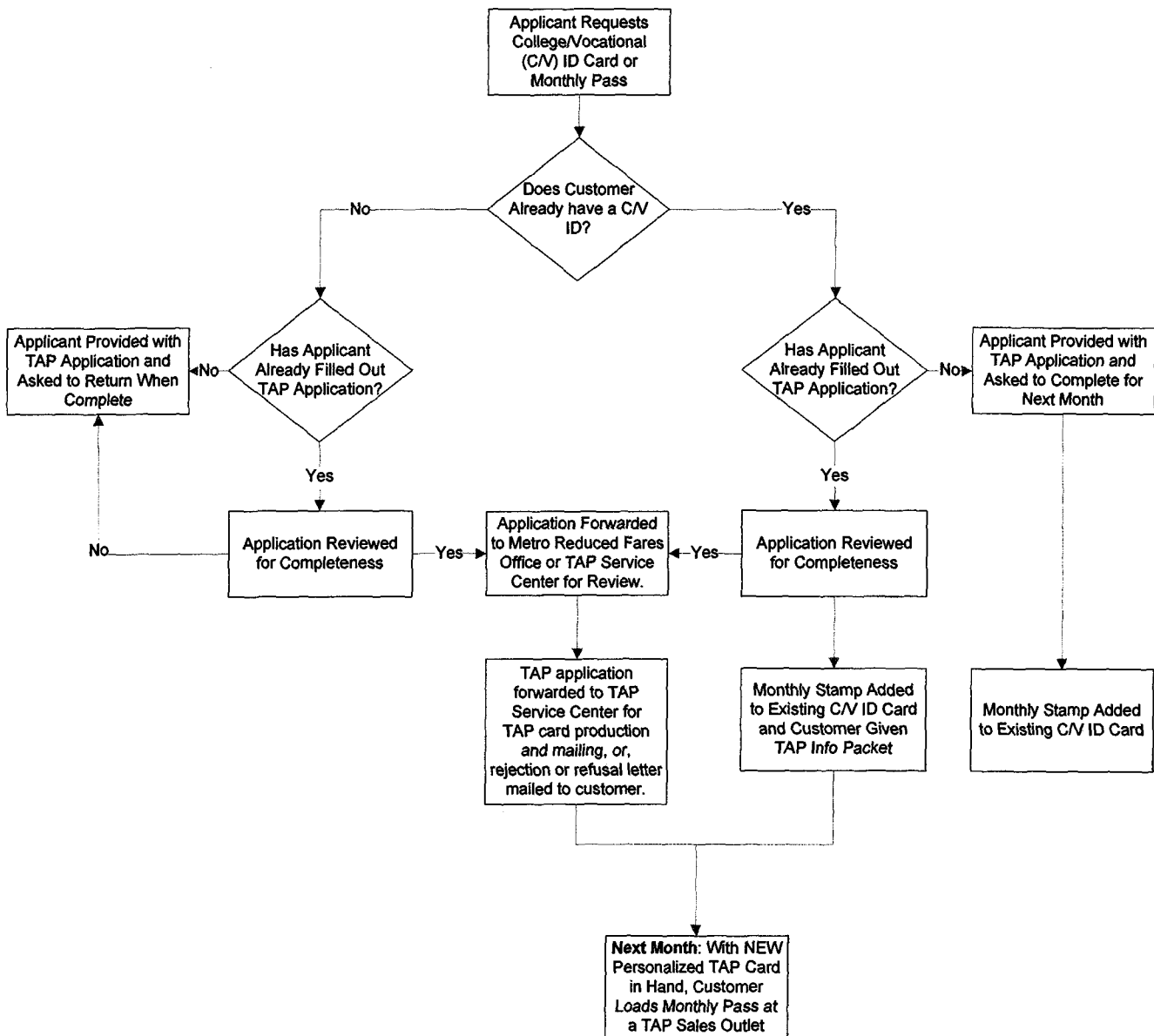
	<u>Existing Process</u>	<u>Proposed TAP Process</u>
✓ <b>Eligibility Criteria:</b>	Full time enrollment (12 units or 12 hours for 3 consecutive months)	Full time enrollment (12 units or 12 hours for 3 consecutive months)
✓ <b>Application Required:</b>	Yes	Yes
✓ <b>Eligibility Documentation Required:</b>	C/V Application, Proof of enrollment, Photo ID & passport photo	TAP application plus Proof of enrollment, Photo ID & passport photo
✓ <b>Approvals:</b>	Metro Reduced Fares Office	Metro applications through Metro Reduced Fares Office Muni applications through TAP Service Center
	C/V ID Card w/Name, Photo & Expiration	Orange TAP Card with Name, Photo, Reduced Fare Type & Expiration
✓ <b>Media:</b>		
✓ <b>Cost:</b>	Monthly Stamp – \$36 C/V ID Card – \$1 processing fee	Monthly Pass – \$36 (loaded onto TAP card) TAP Card – Free during transition plus \$1 processing fee (Card fee of \$3-\$5 recommended thereafter and for replacement)
✓ <b>Validity/Expiration:</b>	Monthly Stamp – 1st through end of month, no zones required. C/V ID Card – August to March, or February to October	Monthly Pass – 1 <sup>st</sup> through end of month, no zones required. TAP Card - August to March, or February to October
✓ <b>Accepted by:</b>	Monthly Stamp – Metro and Select Operators C/V ID Card – Valid only with monthly stamp on Metro	Monthly Pass – Metro only* Orange TAP Card – Can be used as a valid C/V ID across Region, or have reduced transit pass and/or cash purse on card.
✓ <b>Pass Sales Locations:</b>	Metro Customer Centers, TPVs, MetroMail.	Metro Customer Centers, TPVs, Rail TVMs, <i>taptogo.net</i> , 1-866-TAPTOGO.
✓ <b>Fare Enforcement</b>	Monthly stamp visually inspected when boarding bus or upon request when riding Metro Rail.	TAP card validated on farebox or Metro Rail SAV or TVM for every ride. Fare inspectors use HHV devices to verify validation of TAP card for each ride.

**TAP CONVERSION CAMPAIGN – Component of Reduced Fares Rollout, December 25, 2008 to May 24, 2009**

\* OCTA and several County operators accept pass without reimbursement.

## College/Vocational TAP Card Application Process

During the TAP Reduced Fares Rollout conversion campaign (December 2008 through February 9, 2009), existing College/Vocational ID cardholders will continue to receive a monthly stamp adhered to their ID card but will be provided with a TAP Reduced Fares application and asked to return it to a Participant Customer Center or the TAP Service Center if they will be applying for College/Vocational status for the following term (eligibility that expires in October 2009). For new applicants, beginning on February 10, 2009, a completed TAP card application will be required. All existing C/V cardholders will expire on March 31, 2009 and must reapply. Beginning with April pass sales (i.e., March 25<sup>th</sup>), C/V monthly passes will only be available on TAP cards. Temporary ID cards will not be issued to C/V applicants. The proposed process flow for College/Vocational TAP cards is as follows:





# Student Identification Card Application

COLLEGE/VOCATIONAL STUDENT

The Metro College/Vocational Student Identification Card Program has been designed to make it easier for students enrolled in 12 units or 12 hours of in-classroom study per week and enrolled for 3 consecutive months to qualify for reduced fare on monthly passes.

## APPLICATION INSTRUCTIONS

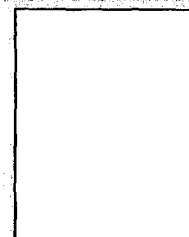
> All applicants are required to complete **SECTIONS I, II and III** of this application.

### SECTION I – PHOTO SPECIFICATIONS

> All applications with photos that do not adhere to the guidelines listed (at right) will not be processed.

### STAPLE PHOTO INSIDE BOX

- > Full face photo only
- > Photo size 1" x 1.25"
- > No hats or sunglasses
- > Photo must fit in space provided (cut to size)



### SECTION II – APPLICANT INFORMATION (TO BE COMPLETED BY APPLICANT)

_____	_____	_____
Last Name	First Name	Middle Name/Initial
_____		_____
Street Address		Apt #
_____	_____	_____
City   State   Zip	Birth date	Telephone Number
_____		
Name of School		
_____		_____
Street Address		City   State   Zip

I understand that I may lose the use of my Metro Student ID if I misuse the card, or if I mark, tag or damage Metro Property. I hereby certify that the information provided above is true and correct.

_____	_____
Applicant Signature	Date

### SECTION III – ELIGIBILITY CRITERIA

Both undergraduate and graduate students must be enrolled in an accredited school in Los Angeles County for a minimum of 12 units or 12 hours of in-classroom study per week for a minimum of 3 consecutive months. If you are enrolled in a summer program that meets for less than 3 months and/or 12 units, you can still qualify only if you met the eligibility requirements in the preceding spring term. If this is the case, both summer and spring documents must be submitted with this application.

Applicants must include one of the following documents listed below proving eligibility along with a valid photo ID or photocopy of photo ID if applying by mail. *Note: Document must indicate start and end dates for the classes.*

- \_\_\_\_\_ Current registration/fee receipt, which includes school term, the class schedule and units.
- \_\_\_\_\_ Computer printout showing enrollment units and/or in-classroom hours. This document must be stamped by the registrar's office.
- \_\_\_\_\_ Current contract or agreement between yourself and the school showing enrollment units and in-classroom hours.
- \_\_\_\_\_ Current registration form or enrollment certificate, showing enrollment units and/or in-classroom hours.
- \_\_\_\_\_ Letter on School Letterhead containing the original signature of a school official, verifying the start and end dates, and indicating the total number of units and/or days and hours of attendance. Photocopies of school letters will not be accepted.

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#### DATES TO APPLY

Qualified applicants may submit applications for a Metro College/Vocational Student ID Card at any time during their current school term. Applications received after August 10 will receive a card that expires in March of the following year. Applications received after February 10 will receive a card that expires in October of the same year.

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#### SUBMITTING YOUR APPLICATION

A completed application ready for submission contains the following:

- > A non-refundable \$1 application fee. If applying by mail, please send check or money order made payable to Metro.
- > A current 1" x 1.25" full-face photo (no hats or sunglasses) stapled to box in **SECTION I**.
- > A completed application form: **SECTIONS I, II, III** for all applicants.
- > Photocopy of valid photo ID, i.e. driver's license, state ID, school photo ID or passport.
- > Proof of full-time enrollment.

Submit your completed application packet in person to any of the following Metro Customer Centers listed below or mail to:

- > Metro Reduced Fare Office  
Mail Stop 99-PL-4  
One Gateway Plaza  
Los Angeles, CA 90012-2952

Metro College/Vocational Identification Cards will be mailed to eligible applicants after verification has been completed. Normal processing time is 20 business days for applications dropped off at a Metro Customer Center. Please allow additional time for mailed applications.

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#### METRO CUSTOMER CENTERS (ACCEPTING COLLEGE/VOCATIONAL ID CARD APPLICATIONS)

<b>Metro Customer Center Baldwin Hills</b> 3650 Martin Luther King Bl Ste 101B Los Angeles, CA	<b>Metro Customer Center East Los Angeles</b> 4501 B Whittier Bl Los Angeles, CA	<b>Metro Customer Center Union Station/Gateway Plaza</b> One Gateway Plaza Los Angeles, CA	<b>Metro Customer Center Wilshire</b> 5301 Wilshire Bl Los Angeles, CA
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#### LOST, STOLEN OR DESTROYED IDENTIFICATION CARDS

- > Call Metro Reduced Fare Office immediately at 213.680.0054 to report a lost, stolen or destroyed ID card.
- > Complete and submit a replacement application (available at Metro Customer Centers).
- > Pay a non-refundable \$5 replacement fee.

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#### FOR QUESTIONS, MORE INFORMATION OR TO SUBMIT APPLICATIONS BY MAIL

Metro Reduced Fare Office  
Mail Stop 99-PL-4  
One Gateway Plaza  
Los Angeles, CA 90012  
213.680.0054

For more information, visit [metro.net/reducedfares](http://metro.net/reducedfares).

# Marketing Campaign for College/Vocational TAP Card

## TAP is coming (Oct. to Dec. 31, 2008)

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Bus Car Cards
  - Rail Posters
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
  - Local Newspapers
    - Languages – English, Spanish, Korean
  - Radio
    - News, sports, and public radio
- **Messages**
  - What is TAP?
    - New smart card will replace Metro paper passes.
  - How will it affect College / Vocational students?
    - College ID stamps are being discontinued.
    - College / Vocational students need to apply now for their new TAP card.
  - How do College / Vocational students get new TAP cards?
    - Pick up applications and instructions beginning December 25, 2008 at:
      - Metro pass sales outlets,
      - Metro customer service centers,
      - By calling 1-866-TAPTOGO,
      - On line at Metro.net or TAPTOGO.net,
  - Schedule for conversion?
    - Current college / vocational passes will be converted to TAP smart cards from Dec. 25, 2008 to February 9, 2009.
    - College ID with monthly stickers will not be accepted on Metro Bus or Metro Rail effective April 1, 2009.

## TAP is here (Jan. 1 to May 30, 2009)

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Bus Car Cards
  - Rail Posters
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
  - Local Newspapers and Radio Advertisements

- Print / Outdoor Ads
- Press Event
- Bus / Train Ad Signs
- Customer Testimonial Contest
- **Messages**
  - What is TAP?
    - Smart card will replace monthly stickers on college ID.
    - Orange TAP card with photo will be provided to college / vocational applicants.
    - Monthly pass is loaded electronically onto card.
  - How will it affect College / Vocational students?
    - Monthly stickers on college ID are being discontinued effective February 10, 2009.
    - College / Vocational students need to apply now for their new TAP card.
  - How do College / Vocational students get new TAP cards?
    - Pick up applications and instructions beginning December 25, 2008 at:
      - Metro pass sales outlets,
      - Metro customer service centers,
      - By calling 1-866-TAPTOGO,
      - On line at Metro.net or TAPTOGO.net,
  - Schedule for conversion?
    - Current college / vocational student passes will be converted to TAP smart cards from Dec. 25, 2008 to February 9, 2009.
    - Monthly stickers on college ID's will not be accepted on Metro Bus or Metro Rail effective April 1, 2009.
  - How does TAP work?
    - Pass is loaded onto smart card at:
      - Metro pass sales outlets,
      - Metro customer service centers,
      - By calling 1-866-TAPTOGO,
      - On line at Metro.net or TAPTOGO.net.
    - College / Vocational students tap card on bus fare box or rail station validator to access Metro services.
    - TAP – It's Smart, It's Simple, It's Secure
      - Your TAP card actually remembers how much money or passes you have stored on it.
      - With TAP, all you do is tap on the farebox when boarding the bus and go.
      - Sign up for free Balance Protection and your TAP card can be replaced if you lose it.
  - Promotions
    - Newspaper, radio, and brochure ads ask Metro customers to provide feedback on TAP.
    - Drawings conducted and winners provided with Metro or TAP gear.
    - TAP – a new green way to access Metro – don't throw away your TAP card.
  - Regional Fare Media
    - TAP is going Regional.

- Municipal operators are transitioning to TAP and College Vocational will soon be able to ride on both Metro and participating Municipal operators using the same TAP card.

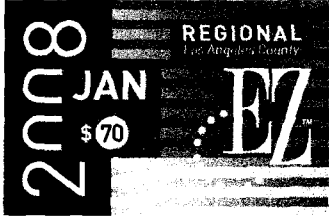



**Continuing TAP Advertising (after full implementation)**

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
- **Messages**
  - Introduction of new media.
  - Advertising promotions using TAP fare media.
  - Continuing information campaign to inform customers of TAP.



# **EZ Transit Pass**

## Metro Fare Media Fact Sheet EZ transit pass

	<u>Existing Process</u>	<u>Proposed TAP Process</u>
✓ <b>Eligibility Criteria:</b>	None for Regular. Senior or Disabled ID to purchased Senior/Disabled EZ transit pass.	Regular TAP card for Regular pass. Senior or Disabled TAP Card for Senior/Disabled EZ transit pass.
✓ <b>Application Required:</b>	No	No
✓ <b>Eligibility Documentation Required:</b>	None	None (assumes purchaser already has TAP card for reduced EZ transit pass).
✓ <b>Approvals:</b>	None	None
	Pass changes monthly. Stamps may be adhered for zones.	Orange or Blue TAP card with monthly stamp (design to be determined); or, EZ transit pass could be sold as Limited Use pass each month until alternative TAP reader secured for region.
✓ <b>Media:</b>		   <span style="margin-left: 20px;">Limited Use</span>
✓ <b>Cost:</b>	Regular – \$70 (zones \$18 each) Senior/Disabled – \$35 (zones \$9.50 each)	Regular – \$70 (zones \$18 each) Senior/Disabled – \$35 (zones \$9.50 each)
✓ <b>Validity/Expiration:</b>	1st through end of month, zones extra	1st through end of month, zones extra
✓ <b>Accepted by:</b>	Metro plus 26 Regional Transit Operators	Metro plus 26 Regional Transit Operators
✓ <b>Pass Sales Locations:</b>	Metro Customer Centers, TPVs, MetroMail.	Metro Customer Centers, TPVs, Rail TVMs, <a href="http://taptogo.net">taptogo.net</a> , 1-866-TAPTOGO.
✓ <b>Fare Enforcement</b>	Monthly pass (and zone stamp) visually inspected when boarding bus or upon request when riding Metro Rail.	TAP card validated on farebox or Metro Rail SAV or TVM for every ride. Fare inspectors use HHV devices to verify validation of TAP card for each ride.

**TAP CONVERSION CAMPAIGN – March to June, 2009**

# Marketing Campaign for EZ Transit TAP Card Pass

## EZ TAP is coming (Jan. 1 to Mar. 1, 2008)

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Bus Car Cards
  - Rail Posters
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
  - Local Newspapers
    - Languages – English, Spanish, Korean
  - Radio
    - News, sports, and public radio
- **Messages**
  - What is TAP?
    - New smart card will replace Regional EZ paper passes.
  - How will it affect current EZ pass riders?
    - EZ paper passes are being discontinued.
    - EZ pass riders need to get their new TAP card.
  - How do EZ pass riders get new TAP cards?
    - Load EZ passes on TAP cards at the following locations beginning March 1, 2009:
      - Metro pass sales outlets,
      - Metro customer service centers,
      - By calling 1-866-TAPTOGO,
      - On line at Metro.net or TAPTOGO.net,
  - Schedule for conversion?
    - Current EZ passes will be converted to TAP smart cards from Mar. 1 2009 to June 24, 2009.
    - Paper EZ passes will not be accepted on Metro Bus or Metro Rail effective July 1, 2009.

## EZ TAP is here (Mar. 1 to May 30, 2009)

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Bus Car Cards
  - Rail Posters
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
  - Local Newspapers and Radio Advertisements

- Print / Outdoor Ads
- Press Event
- Bus / Train Ad Signs
- Customer Testimonial Contest
- **Messages**
  - What is TAP?
    - Smart card will replace EZ monthly paper passes.
    - Blue or orange TAP card will be provided to regular and reduced fare for EZ passes.
    - Monthly pass is loaded electronically onto card.
  - How will it affect EZ pass riders?
    - EZ paper passes are being discontinued.
    - EZ pass riders need to get their pass loaded on a new TAP card.
  - How do EZ pass riders get new TAP cards?
    - Load passes at the following locations beginning March 1, 2009:
      - Metro pass sales outlets,
      - Metro customer service centers,
      - By calling 1-866-TAPTOGO,
      - On line at Metro.net or TAPTOGO.net,
  - Schedule for conversion?
    - Current EZ passes will be converted to TAP smart cards from Mar. 1 2009 to June 24, 2009. Sale of monthly stamps will be discontinued effective June 25, 2009.
    - Paper EZ passes will not be accepted on Metro Bus or Metro Rail effective July 1, 2009.
  - How does TAP work?
    - Pass is loaded onto smart card at:
      - Metro pass sales outlets,
      - Metro customer service centers,
      - By calling 1-866-TAPTOGO,
      - On line at Metro.net or TAPTOGO.net.
    - EZ pass riders tap card on bus fare box or rail station validator to access Metro or Regional services.
    - TAP – It’s Smart, It’s Simple, It’s Secure
      - Your TAP card actually remembers how much money or passes you have stored on it.
      - With TAP, all you do is tap on the farebox when boarding the bus and go.
      - Sign up for free Balance Protection and your TAP card can be replaced if you lose it.
  - Promotions
    - Newspaper, radio, and brochure ads ask Metro customers to provide feedback on TAP.
    - Drawings conducted and winners provided with Metro or TAP gear.
    - TAP – a new green way to access Metro – don’t throw away your TAP card.
  - Regional Fare Media
    - TAP is going Regional.

- Municipal operators are transitioning to TAP and reduced fare passes (college/vocational, seniors, disabled, and K-12 students) will soon be able to ride on both Metro and participating Municipal operators using the same TAP card.

**Continuing TAP Advertising (after full implementation)**

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
- **Messages**
  - Introduction of new media.
  - Advertising promotions using TAP fare media.
  - Continuing information campaign to inform customers of TAP.

# **Bus Base Cash Fare**

## Metro Fare Media Fact Sheet Bus Base Fare Cash



	<u>Existing Process</u>	<u>Proposed TAP Process</u>
✓ <b>Eligibility Criteria:</b>	Senior/Disabled ID Card required for payment of Reduced cash fare. None for Regular cash fare.	Senior/Disabled TAP Card (or other acceptable ID card) for Reduced cash fare. None for Regular cash fare.
✓ <b>Application Required:</b>	N/A	N/A
✓ <b>Media:</b>	None	None
✓ <b>Cost:</b>	Regular – \$1.25 Reduced – \$0.55 or \$0.25 (off-peak)	Regular – \$1.25 Reduced – \$0.55 or \$0.25 (off-peak)
✓ <b>Validity/Expiration:</b>	Single boarding	Single boarding
✓ <b>Accepted by:</b>	Metro Bus and Rail only	Metro Bus and Rail only
✓ <b>Sales Locations/Process::</b>	Patron deposits cash or token in farebox; operator classifies fare. Can purchase paper zone checks or Metro-to-Muni transfer for additional charge (see Zone Checks and Metro-to-Muni Transfer Fare Kits).	Patron deposits cash or token in farebox; operator classifies fare. Or, patron can deduct value from a cash purse on a TAP card (recurring rider); operator classification not required. Can purchase paper zone checks or Metro-to-Muni transfer for additional charge (see Zone Checks and Metro-to-Muni Transfer Fare Kits) when paying with cash or TAP card.
✓ <b>Fare Enforcement</b>	At farebox for payment of cash fare. Operator issues and collects paper Zone Checks for payment of zone increments. Munis accept paper Metro-to-Muni transfer.	At farebox for payment of cash fare. Operator issues and collects paper Zone Checks for payment of zone increments. Munis accept paper Metro-to-Muni transfer.

***TAP CONVERSION CAMPAIGN – Rollout Date to be Determined***

# **Day Pass – Bus and Rail**







## Metro Fare Media Fact Sheet Bus Issued Day Pass

	<u>Existing Process</u>	<u>Proposed TAP Process</u>
✓ <b>Eligibility Criteria:</b>	Senior/Disabled ID Card for Reduced Day Pass purchase. None for Regular Day Pass.	Senior/Disabled TAP Card for Reduced Day Pass. Regular TAP Card for Regular Day Pass.
✓ <b>Application Required:</b>	N/A	N/A
✓ <b>Media:</b>	Regular and Senior/Disabled Paper Day Pass. Paper color changes daily. 	Day Pass Loaded onto TAP Card 
✓ <b>Cost:</b>	Regular – \$5 Reduced – \$1.80	Regular – \$5 Reduced – \$1.80 (TAP card free for a limited time; Card fee of \$3-\$5 recommended thereafter and for replacement)
✓ <b>Validity/Expiration:</b>	Valid only for day of purchase, does not include zones.	Valid on day when first tapped, does not include zones.
✓ <b>Accepted by:</b>	Metro Bus and Rail only	Metro Bus and Rail only.
✓ <b>Sales Locations/Process:</b>	On Board Bus, pay cash, get paper day pass, operator classifies on farebox	Regular TAP card can be obtained from a Participant Customer Center, TPVs, Rail TVM, or <i>taptogo.net</i> . Reduced Fare TAP available by application only. Both Regular and Reduced Fare TAP cards can be loaded with Day Passes at Participant Customer Centers, TPVs, Rail TVMs, <i>taptogo.net</i> , or 1.866.TAPTOGO. Day Pass loaded on TAP card for each day of use. If no TAP card, must pay cash fare. TAP cards can be re-used for up to three years.
✓ <b>Fare Enforcement</b>	In passenger's possession; must be carried with valid photo ID if a reduced Day Pass.	Day pass loaded onto TAP card (photo TAP card for Senior/Disabled) in passenger's possession. Must be tapped on farebox to be valid on bus. Can be verified by Fare Inspector's Hand Held Validator (HHV).

**TAP CONVERSION CAMPAIGN – Component of Cash Fare Campaign, January 2009**

## Metro Fare Media Fact Sheet Rail Issued Day Pass

	<u>Existing Process</u>	<u>Proposed TAP Process</u>
✓ <b>Eligibility Criteria:</b>	Senior/Disabled ID Card not required for purchase of Reduced Day Pass at self service rail TVM; required if asked by Fare Inspector. None for Regular Day Pass.	Senior/Disabled TAP Card for Reduced Day Pass. Regular TAP Card for Regular Day Pass.
✓ <b>Application Required:</b>	N/A	N/A
✓ <b>Media:</b>	<p>Rail Proof of Payment (POP) Day Pass date changes daily.</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Regular</p> </div> <div style="text-align: center;">  <p>Senior/Disabled</p> </div> </div>	<p>Day Pass Loaded onto TAP Card</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>Regular</p> </div> <div style="text-align: center;">  <p>Senior/Disabled</p> </div> </div>
✓ <b>Cost:</b>	<p>Regular – \$5 Reduced – \$1.80</p>	<p>Regular – \$5 Reduced – \$1.80 (TAP card free for a limited time; Card fee of \$3-\$5 recommended thereafter and for replacement)</p>
✓ <b>Validity/Expiration:</b>	Valid only for day of purchase, does not include zones.	Valid on day when first tapped, does not include zones.
✓ <b>Accepted by:</b>	Metro Bus and Rail only	Metro Bus and Rail only.
✓ <b>Sales Locations/Process:</b>	At TVM, pay cash/debit/credit/token, get POP day pass, sale automatically classified.	Regular TAP card can be obtained from a Participant Customer Center, TPVs, Rail TVM, or <i>taptogo.net</i> . Reduced Fare TAP available by application only. Both Regular and Reduced Fare TAP cards can be loaded with Day Passes at Participant Customer Centers, TPVs, Rail TVMs, <i>taptogo.net</i> , or 1.866.TAPTOGO. Day Pass loaded on TAP card for each day of use. If no TAP card, must pay cash fare. TAP cards can be re-used for up to three years.
✓ <b>Fare Enforcement</b>	In passenger's possession; must be carried with valid photo ID if a reduced Day Pass.	Day pass loaded onto TAP card in passenger's possession. Must be tapped on rail station validator to be valid on rail. Can be verified by Fare Inspector's Hand Held Validator (HHV).

**TAP CONVERSION CAMPAIGN – Component of Cash Fare Campaign, January 2009**

# Marketing Campaign for Day Pass TAP Card

## TAP Day Pass is here (October 2008 to June 30, 2009)

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Bus Car Cards
  - Rail Posters
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
  - Local Newspapers and Radio Advertisements
  - Print / Outdoor Ads
  - Press Event
  - Bus / Train Ad Signs
  
- **Messages**
  - What is TAP?
    - Smart card will replace paper day passes.
    - Blue or orange TAP card will be provided to regular and reduced fare for day passes.
    - Day pass is loaded electronically onto card.
  - How will it affect day pass riders?
    - Paper day passes are being discontinued.
    - Day pass riders need to get their new TAP card.
  - How do day pass riders get new TAP cards?
    - Load passes at the following locations beginning October 2008:
      - Metro pass sales outlets,
      - Metro customer service centers,
      - Metro Ticket Vending Machines (TVM),
      - By calling 1-866-TAPTOGO,
      - On line at Metro.net or TAPTOGO.net,
  - Schedule for conversion?
    - Current day passes will be converted to TAP smart cards from October 2008 to February 2009.
    - Paper day passes will not be accepted on Metro Bus or Metro Rail effective March 1, 2009.
  - How does TAP work?
    - Pass is loaded onto smart card at:
      - Metro pass sales outlets,
      - Metro customer service centers,
      - Metro bus fareboxes,
      - Metro Ticket Vending Machines (TVM),
      - By calling 1-866-TAPTOGO,
      - On line at Metro.net or TAPTOGO.net.

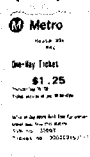



- Day pass riders tap card on bus fare box or rail station validator to access Metro services.
- TAP – It’s Smart, It’s Simple, It’s Secure
  - Your TAP card actually remembers how much money or passes you have stored on it.
  - With TAP, all you do is tap on the farebox when boarding the bus and go.
  - Sign up for free Balance Protection and your TAP card can be replaced if you lose it.
- Promotions
  - Newspaper, radio, and brochure ads ask Metro customers to provide feedback on TAP.
  - Drawings conducted and winners provided with Metro or TAP gear.
  - TAP – a new green way to access Metro – don’t throw away your TAP card.

**Continuing TAP Advertising (after full implementation)**

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
- **Messages**
  - Introduction of new media.
  - Advertising promotions using TAP fare media.
  - Continuing information campaign to inform customers of TAP.

# **Rail One-Way Cash Ticket**

## Metro Fare Media Fact Sheet Rail One-Way Cash

	<u>Existing Process</u>	<u>Proposed TAP Process</u>
✓ <b>Eligibility Criteria:</b>	Senior/Disabled ID Card not required for purchase of One-Way proof-of-payment (POP) ticket; required if asked by Fare Inspector. None for Regular One-Way POP ticket.	Senior/Disabled TAP Card for payment of reduced one-way cash fare on Rail. None for Regular cash fare.
✓ <b>Application Required:</b>	N/A	N/A
✓ <b>Media:</b>	<p>Rail POP One-Way Ticket (time and date stamped).</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Regular</p> </div> <div style="text-align: center;">  <p>Senior/Disabled</p> </div> </div>	<p>TAP limited use POP for Regular One-way cash fare or TAP card cash purse.</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Regular</p>  <p>Limited Use TAP Regular</p> </div> <div style="text-align: center;"> <p>Senior/Disabled</p>  <p>Limited Use TAP Senior/Disabled</p> </div> </div>
✓ <b>Cost:</b>	<p>Regular – \$1.25 Reduced – \$0.55 or \$0.25 (off-peak)</p>	<p>Regular – \$1.25 Reduced – \$0.55 or \$0.25 (off-peak)</p>
✓ <b>Validity/Expiration:</b>	Single boarding on day and within 2 hour time stamp on POP.	One-way single boarding POP good on day of purchase and within 2 hour time stamp on POP or TAP card.
✓ <b>Accepted by:</b>	Metro Rail only	Metro Rail only.
✓ <b>Sales Locations/Process::</b>	At TVM, pay cash/debit/credit/token, get POP one-way ticket and paper receipt. Sale automatically classified on TVM. Metro-to-Muni transfer available for additional charge; printed on same POP ticket (see Metro-to-Muni transfer Fare Kit).	At TVM, pay cash/debit/credit/token/TAP stored value, get POP Limited Use one-way TAP card and paper receipt (Regular one-way only); or, pay with TAP card cash purse. Sale automatically classified. Metro-to-Muni transfer available for additional charge.
✓ <b>Fare Enforcement</b>	POP must be in passenger's possession; must be carried with valid photo ID if a reduced POP ticket. Both must be shown to fare inspector upon request.	Limited use or plastic TAP Card must be in passenger's possession and shown to fare inspector upon request. Fare inspector validates on HHV device. At stations with fare gates, TAP card validated upon entry through gate.

**CONVERSION CAMPAIGN – Rollout Date to be Determined**

# Marketing Campaign for Rail One Way TAP Card Pass

## Rail One – Way TAP is coming (June 2009)

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Bus Car Cards
  - Rail Posters
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
  - Local Newspapers
    - Languages – English, Spanish, Korean
  - Radio
    - News, sports, and public radio
- **Messages**
  - What is TAP?
    - New smart card will replace Rail one-way tickets.
  - How will it affect current one way ticket rail riders?
    - Paper tickets are being discontinued.
    - Rail one way riders need to get their new TAP card or purchase pass on Limited Use ticket.
  - How do one way rail riders get new TAP cards?
    - Load passes on TAP cards at the following locations:
      - Metro Ticket Vending Machines (TVM),
        - One way pass can be loaded on patron's plastic TAP card.
        - If the patron does not have a plastic TAP card, a limit use TAP card can be dispensed from the TVM.
  - Schedule for conversion?
    - Current one way rail paper tickets will be converted to TAP smart cards in June 2009.
    - Paper rail one way tickets will not be accepted on Metro Rail effective July 1, 2009.

## Rail One – Way TAP is here (July 1, 2009 to Sept. 30, 2009)

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Bus Car Cards
  - Rail Posters
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
  - Local Newspapers and Radio Advertisements
  - Print / Outdoor Ads

- Press Event
- Bus / Train Ad Signs
- Customer Testimonial Contest
- **Messages**
  - What is TAP?
    - New smart card will replace Rail one-way tickets.
  - How will it affect current one way ticket rail riders?
    - Paper tickets are being discontinued.
    - Rail one way riders need to get their new TAP card or purchase pass on Limited Use ticket.
  - How do one way rail riders get new TAP cards?
    - Metro Ticket Vending Machines (TVM),
      - One way pass can be loaded on patron's plastic TAP card.
      - If the patron does not have a plastic TAP card, a limit use TAP card can be dispensed from the TVM.
  - Schedule for conversion?
    - Current one way rail paper tickets will be converted to TAP smart cards in June 2009.
    - Paper rail one way tickets will not be accepted on Metro Rail effective July 1, 2009.
  - How does TAP work?
    - Pass is loaded onto smart card at:
      - Metro Ticket Vending Machines (TVM),
        - One way pass can be loaded on patron's plastic TAP card.
        - If the patron does not have a plastic TAP card, a limit use TAP card can be dispensed from the TVM.
    - Rail one way riders tap card on rail station gate or validator to access Metro or Regional services.
    - TAP – It's Smart, It's Simple, It's Secure
      - Your TAP card actually remembers how much money or passes you have stored on it.
      - With TAP, all you do is tap on the farebox when boarding the bus and go.
      - Sign up for free Balance Protection and your TAP card can be replaced if you lose it.
  - Promotions
    - Newspaper, radio, and brochure ads ask Metro customers to provide feedback on TAP.
    - Drawings conducted and winners provided with Metro or TAP gear.
    - TAP – a new green way to access Metro – don't throw away your TAP card.
  - Regional Fare Media
    - TAP is going Regional.
    - Municipal operators are transitioning to TAP and College Vocational will soon be able to ride on both Metro and participating Municipal operators using the same TAP card.


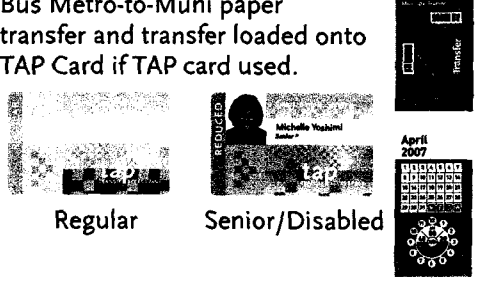


## **Continuing TAP Advertising (after full implementation)**

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
  
- **Messages**
  - Introduction of new media.
  - Advertising promotions using TAP fare media.
  - Continuing information campaign to inform customers of TAP.

**Inter-Agency Transfer –  
Bus and Rail**

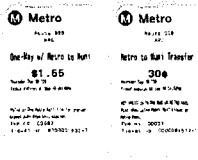
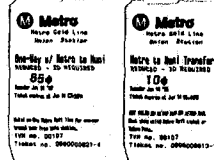




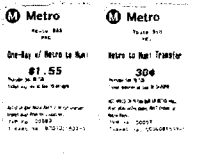
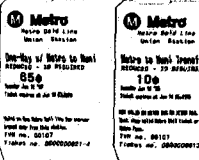
## Metro Fare Media Fact Sheet Bus Metro-to-Muni Transfer

	<u>Existing Process</u>	<u>Proposed TAP Process</u>
✓ <b>Eligibility Criteria:</b>	Senior/Disabled ID Card required for purchase of Metro-to-Muni transfer. None for Regular Metro-to-Muni transfer..	Senior/Disabled TAP Card (or other Senior/Disabled ID) for Reduced Metro-to-Muni transfer. None for Regular Metro-to-Muni transfer..
✓ <b>Application Required:</b>	N/A	N/A
✓ <b>Media:</b>	<p>Bus Metro-to-Muni Transfer. Month/Year and Paper Color changes monthly. Transfer requires punch of date and time.</p> 	<p>Bus Metro-to-Muni paper transfer and transfer loaded onto TAP Card if TAP card used.</p> 
✓ <b>Cost:</b>	Regular – \$0.30 Reduced – \$0.10	Regular – \$0.30 Reduced – \$0.10
✓ <b>Validity/Expiration:</b>	Valid for one boarding within 2 hours on connecting route in same direction of travel.	Valid for one boarding within 2 hours on connecting route.
✓ <b>Accepted by:</b>	Multiple municipal operators	Multiple municipal operators
✓ <b>Sales Locations/Process::</b>	On bus, an additional charge for Metro-to-Muni transfer is paid with cash(operator classifies). Operator punches time and direction of travel on paper transfer and gives to patron.	A Metro-to-Muni transfer is either aid in cash or off of a TAP cash purse. A TAP patron requests an IAT (operator classifies IAT sold), passenger TAPs to pay transfer charge and load transfer onto TAP card. . For cash-paying and TAP cardholder patron, operator punches time and direction of travel on paper transfer and gives to patron. A paper transfer is needed for visual inspection on municipal operators without TAP validating equipment.
✓ <b>Fare Enforcement</b>	Munis accept paper Metro-to-Muni transfer with valid date, time and direction of travel.	Munis accept paper Metro-to-Muni transfer with valid date, time and direction of travel. Or, transfer loaded onto a TAP card can be validated on farebox of TAP-enabled Munis.

**CONVERSION CAMPAIGN – Rollout Date to be Determined**

# Metro Fare Media Fact Sheet

## Rail Metro-to-Muni Transfer

	<u>Existing Process</u>	<u>Proposed TAP Process</u>
✓ <b>Eligibility Criteria:</b>	Senior/Disabled ID Card not required for purchase of Reduced Metro-to-Muni transfer; required if asked by Fare Inspector. None for Regular transfer.	Senior/Disabled TAP Card for Reduced Metro-to-Muni transfer. None for Regular Metro-to-Muni transfer.
✓ <b>Application Required:</b>	N/A	N/A
	Rail POP Transfer (time and date stamped).	Transfer loaded on TAP limited use or plastic TAP card.
	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p><b>Regular</b></p>  <p>w/one-way fare</p> </div> <div style="text-align: center;"> <p><b>Senior/Disabled</b></p>  <p>w/one-way fare</p> </div> </div>	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p><b>Regular</b></p>  <p>Regular</p> </div> <div style="text-align: center;"> <p><b>Senior/Disabled</b></p>  <p>Senior/Disabled</p> </div> </div>
✓ <b>Media:</b>	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p><b>Regular</b></p>  <p>w/one-way fare</p> </div> <div style="text-align: center;"> <p><b>Senior/Disabled</b></p>  <p>transfer only</p> </div> </div>	<p style="text-align: center;"><b>Limited Use TAP</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p><b>Regular</b></p>  <p>Regular</p> </div> <div style="text-align: center;"> <p><b>Senior/Disabled</b></p>  <p>Senior/Disabled</p> </div> </div>
✓ <b>Cost:</b>	Regular – \$0.30 (\$1.55 with one-way) Reduced – \$0.10 (\$0.65 with one-way)	Regular – \$0.30 (\$1.55 with one-way) Reduced – \$0.10 (\$0.65 with one-way)
✓ <b>Validity/Expiration:</b>	Valid for one boarding within 2 hours on connecting municipal operator bus route.	Valid for one boarding within 2 hours on connecting municipal operator bus route.
✓ <b>Accepted by:</b>	Multiple municipal operators	Multiple municipal operators
✓ <b>Sales Locations/Process:</b>	At TVM, pay cash/debit/credit/token for Metro-to-Muni transfer, get POP transfer ticket, sale automatically classified. May be purchased as part of one-way sale or alone if holding a valid Metro pass (not enforceable at time of purchase).	At TVM, pay cash/debit/credit/token/TAP stored value for Metro-to-Muni transfer, get limited use transfer or load transfer onto TAP card, sale automatically classified. May be purchased as part of one-way sale or alone if holding a valid Metro pass on a TAP card(enforceable at time of purchase).
✓ <b>Fare Enforcement</b>	In passenger's possession; must be carried with valid Metro pass for use on Municipal Operator. Munis accept paper Metro-to-Muni transfer with valid date and time and Metro pass.	In passenger's possession; must be carried with valid Metro pass for use on Municipal Operator. Munis validate limited use or plastic TAP transfer if they have TAP equipment.

**CONVERSION CAMPAIGN – Rollout Date to be Determined**


# Marketing Campaign for TAP Inter-Agency Transfer

## Inter-Agency Transfer on TAP is coming (implementation date - TBD)

- **Types of Media**
  - Point of Purchase Brochure or Take One
  - Bus Car Cards
  - Rail Posters
  - Transit TV
  - Rail Transit Passenger Information System (TPIS)
  - Metro Web Site
  - Local Newspapers
    - Languages – English, Spanish, Korean
  - Radio
    - News, sports, and public radio
  
- **Messages**
  - To Be Determined in consultation with Municipal Operators


**Special Programs**  
**A/B Tap**  
**County Buy Down**  
**Immediate Needs Program (paper**  
**script)**

## Metro Fare Media Fact Sheet A & B-TAP (Annual and Business TAP)

	<u>Existing Process (already on TAP)</u>	<u>Proposed TAP Process</u>
✓ <b>Eligibility Criteria:</b>	Employee of a participating company.	Same
✓ <b>Application Required:</b>	Yes, by employer.	Same
	Regular or Reduced Fare TAP card.	Same
✓ <b>Media:</b>		
✓ <b>Cost:</b>	<p>A-TAP: \$744 per participating employee            B-TAP: Varies by number of employees and level of transit service near employment site.            TAP Card: \$5 for first issue, \$25 and \$50 for second and third replacements, respectively.</p>	Same
✓ <b>Validity/Expiration:</b>	Valid for unlimited boardings on Metro Bus and Rail for one calendar year. Includes zones.	Same
✓ <b>Accepted by:</b>	Metro	Same
✓ <b>Pass Sales Locations:</b>	Available through Metro Commute Services only. Card issuance and replacement through TAP Service Center.	Same
✓ <b>Fare Enforcement</b>	TAP card validated on farebox or Metro Rail SAV or TVM for every ride. Fare inspectors use HHV devices to verify validation of TAP card for each ride.	Same

**CONVERSION CAMPAIGN – Not applicable**




**Metro Fare Media Fact Sheet**  
**Annual EZ transit pass**

		<u><b>Proposed TAP Process</b></u> <u><b>(start January 2009)</b></u>
✓ <b>Eligibility Criteria:</b>		Employee of a participating company.
✓ <b>Application Required:</b>		Yes, by employer.
✓ <b>Media:</b>		Regular or Reduced Fare TAP card plus Annual EZ zone stamp.
		
✓ <b>Cost:</b>	<u><b>No Annual EZ transit pass at this time</b></u>	Annual Pass: \$840 plus zones TAP Card: \$5 for first issue, \$25 and \$50 for second and third replacements, respectively.
✓ <b>Validity/Expiration:</b>		Valid for unlimited boardings on Metro Bus and Rail for one calendar year (zones included). Zone stamps required for use on municipal operators.
✓ <b>Accepted by:</b>		Metro plus 26 Regional transit operators.
✓ <b>Pass Sales Locations:</b>		Available through Metro Commute Services only. Card issuance and replacement through TAP Service Center.
✓ <b>Fare Enforcement</b>		TAP card validated on farebox or Metro Rail SAV or TVM for every ride. Fare inspectors use HHV devices to verify validation of TAP card for each ride. Stamp required for acceptance on non-TAP operators.

**CONVERSION CAMPAIGN -- Rollout in January 2009**

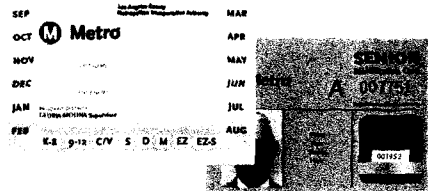



## Metro Fare Media Fact Sheet I-Pass and I-TAP (Institutional TAP)

	<u>Existing I-Pass Process</u>	<u>Proposed TAP Process (already in place for UCLA)</u>
✓ <b>Eligibility Criteria:</b>	Student or employee of a participating college/university (varies by location).	Same
✓ <b>Application Required:</b>	Signed agreement with the school with student/employee eligibility verified by campus.	Same but with added requirement of a TAP application for each cardholder.
✓ <b>Media:</b>	Student ID Card with Metro stamp. Rio Hondo  LA City College 	Regular TAP card with photo and name. 
✓ <b>Cost:</b>	Pass: Varies by location.	Pass: Varies by location. TAP Card: \$5 for first issue and replacement.
✓ <b>Validity/Expiration:</b>	Valid for unlimited boardings on Metro Bus and Rail for the quarter, semester, or half year (varies by program). Includes zones.	Same
✓ <b>Accepted by:</b>	Metro currently. Additional programs (e.g., Rio Hondo, El Camino) likely to include additional municipal operators.	Same
✓ <b>Pass Sales Locations:</b>	Available through Metro Commute Services only. Card and stamp issuance and replacement through participating campuses.	Available through Metro Commute Services only. Card issuance and replacement through TAP Service Center and participating campuses.
✓ <b>Fare Enforcement</b>	Quarter/semester stamp visually inspected when boarding bus or upon request when riding Metro Rail.	TAP card validated on farebox or Metro Rail SAV or TVM for every ride. Fare inspectors use HHV devices to verify validation of TAP card for each ride.

**CONVERSION CAMPAIGN – I-TAP in place at UCLA; Los Angeles Community College District targeted for Spring 2009 conversion; Additional campuses targeted for Fall 2009.**

## Metro Fare Media Fact Sheet County Buydown

	<u>Existing Process</u>	<u>Proposed TAP Process</u>
✓ <b>Eligibility Criteria:</b>	Resident in unincorporated supervisorial districts (1,2, 4, 5 and portions of 3).	Same
✓ <b>Application Required:</b>	Yes	Same
✓ <b>Eligibility Documentation Required:</b>	Photo ID, proof of residency plus Metro Reduced Fare ID card.	Photo ID, proof of residency plus Reduced Fare TAP ID card.
✓ <b>Approvals:</b>	Metro Customer Centers for Buydown punchcard  County Punchcard and Monthly Pass or Monthly Stamp as appropriate	Metro Customer Centers for Buydown punchcard  Orange TAP Card with Name, Photo, Reduced Fare Type & Expiration
✓ <b>Media:</b>		
✓ <b>Cost:</b>	Monthly Stamp – \$8 - \$56 by Rider Type and Pass Type (Metro or EZ transit pass) Punchcard – Free	Monthly Pass – \$8 - \$56 (loaded onto TAP card) Punchcard – Free TAP Card – Free during transition (Card fee of \$3-\$5 recommended thereafter and for replacement)
✓ <b>Validity/Expiration:</b>	Monthly Stamp – 1st through end of month, no zones required. Punch Card – Annual	Monthly Pass – 1 <sup>st</sup> through end of month, no zones required. Punch Card – Annual TAP Card – Based on Reduced Fare requirements
✓ <b>Accepted by:</b>	Monthly Stamp – Metro and Select Operators Punchcard – Valid only at time of purchase of Monthly Stamp	Monthly Pass – Metro only* Punchcard – Valid only at time of purchase of Monthly Stamp
✓ <b>Pass Sales Locations:</b>	Metro Customer Centers and County-approved Third Party Vendors (TPVs)	Metro Customer Centers and County-approved Third Party Vendors (TPVs)
✓ <b>Fare Enforcement</b>	Monthly stamp visually inspected when boarding bus or upon request when riding Metro Rail.	TAP card validated on farebox or Metro Rail SAV or TVM for every ride. Fare inspectors use HHV devices to verify validation of TAP card for each ride.

***TAP CONVERSION CAMPAIGN – January 2009 upon completion of TPV TAP Conversion***

\* OCTA and several County operators accept pass without reimbursement.

# Residency Certification Application for the Transit Subsidy Program

**APPLICANT INFORMATION**

Last Name	First Name	Middle Name/Initial
Street Address		Apt. # ( )
City   State   Zip	Birth Date	Telephone Number

Under penalty of perjury, I hereby certify that the information provided above is true and correct and I reside in an unincorporated area of the County of Los Angeles. I understand that I may lose the use of my pass privileges if I misuse the card, or if I mark, tag or damage Metro property.

Applicant Signature	Date
---------------------	------

**OFFICE USE ONLY**

**TYPE OF IDENTIFICATION CARD**

- |   |  |
|---|--|
| <input type="checkbox"/> K-8                | <input type="checkbox"/> Disabled      |
| <input type="checkbox"/> 9-12               | <input type="checkbox"/> Metro Monthly |
| <input type="checkbox"/> College/Vocational | <input type="checkbox"/> EZ Monthly    |
| <input type="checkbox"/> Senior Citizen     | <input type="checkbox"/> EZ Senior     |

**SUPERVISORIAL DISTRICT**


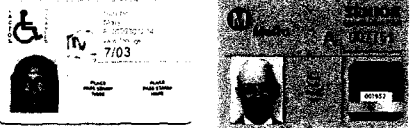
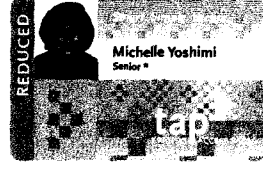
- |  |  |
|--|--|
| <input type="checkbox"/> 1 <sup>st</sup> Gloria Molina   | <input type="checkbox"/> 4 <sup>th</sup> Don Knabe             |
| <input type="checkbox"/> 2 <sup>nd</sup> Yvonne B. Burke | <input type="checkbox"/> 5 <sup>th</sup> Michael D. Antonovich |
| <input type="checkbox"/> 3 <sup>rd</sup> Zev Yaroslavsky |  |

Card Serial # \_\_\_\_\_

Agent I.D. # \_\_\_\_\_





## Metro Fare Media Fact Sheet LADOT CityRide Scrip

	<u>Existing Process</u>	<u>Proposed TAP Process</u>
✓ <b>Eligibility Criteria:</b>	65+ Years of Age or Disabled	65+ Years of Age or Disabled
✓ <b>Application Required:</b>	Yes, for LADOT	Yes, for LADOT
✓ <b>Eligibility Documentation Required:</b>	Same as Reduced Fare TAP card	Same as Reduced Fare TAP card
✓ <b>Approvals:</b>	LADOT for CityRide participation	LADOT for CityRide participation
	CityRide scrip which is payable to Metro Customer Centers in exchange for a monthly stamp.	TAP Card value loaded onto Orange TAP Card; value deducted in increments of \$14 for monthly pass.
✓ <b>Media:</b>	 	
✓ <b>Cost:</b>	CityRide Scrip - \$15 for 84 scrip (6 months of Metro monthly passes)	CityRide - \$15 for up to \$84 worth of Metro monthly passes
✓ <b>Validity/Expiration:</b>	Scrip – Valid through June.	Scrip on TAP – Valid through June.
✓ <b>Accepted by:</b>	CityRide Scrip – Metro Customer Centers for purchase of monthly stamp	Scrip on TAP – Value will be automatically deducted from TAP card when card used for travel on Metro
✓ <b>Pass Sales Locations:</b>	Metro Customer Centers	Not applicable, value added and deducted automatically on back end.
✓ <b>Fare Enforcement</b>	Monthly stamp visually inspected when boarding bus or upon request when riding Metro Rail.	TAP card validated on farebox or Metro Rail SAV or TVM for every ride. Fare inspectors use HHV devices to verify validation of TAP card for each ride.

**TAP CONVERSION CAMPAIGN – Component of Reduced Fares Rollout, December 25, 2008 to May 24, 2009**

## Metro Fare Media Fact Sheet Rider Relief Transportation Program Coupon

	<u>Existing Process</u>	<u>Proposed TAP Process</u>
✓ <b>Eligibility Criteria:</b>	Low Income (administered by Brokers)	Low Income (administered by Brokers)
✓ <b>Application Required:</b>	Varies by Program	Varies by Program
✓ <b>Eligibility Documentation Required:</b>	Varies by Program	Varies by Program
✓ <b>Approvals:</b>	Varies by Program	Varies by Program
	Rider Relief Transportation Program coupon entitles bearer to a discount on a Metro pass. Metro Pass or stamp provided to purchaser.	Rider Relief Transportation Program coupon entitles bearer to a discount on a Metro pass. Pass loaded onto TAP card.
✓ <b>Media:</b>		
✓ <b>Cost:</b>	Rider Relief Coupon – No Cost	Rider Relief Coupon – No Cost
✓ <b>Validity/Expiration:</b>	Rider Relief Coupon – Quarterly	Rider Relief Coupon – Quarterly
✓ <b>Accepted by:</b>	Rider Relief Coupon – Metro Customer Centers and TPVs for purchase of monthly stamp	Rider Relief Coupon – Metro Customer Centers and TPVs for purchase of monthly stamp
✓ <b>Pass Sales Locations:</b>	Metro Customer Centers and TPVs	Metro Customer Centers and TPVs
✓ <b>Fare Enforcement</b>	Monthly stamp visually inspected when boarding bus or upon request when riding Metro Rail.	TAP card validated on farebox or Metro Rail SAV or TVM for every ride. Fare inspectors use HHV devices to verify validation of TAP card for each ride.

***TAP CONVERSION CAMPAIGN – Component of Reduced Fares Rollout, December 25, 2008 to May 24, 2009***

**Appendix –  
Glossary of Terms & Acronyms**

# Attachment

## Glossary of Terms and Acronyms

Term / Acronym	Short Description	Detailed Description
866-TAPTOGO	TAP toll free customer service phone number	TAP Service Center number where customers can call to purchase passes, sign up for balance protection, get information, and ask questions.
ACS	Affiliated Computer Services, Inc.	Operator of TAP Service Center and regional computer system with automated clearinghouse.
A-TAP	Annual TAP pass	<b>A-TAP</b> is a Metro annual pass program in which TAP cards can be purchased by employers for <b>individual</b> employees at their work sites based upon pre-negotiated terms.
Autoload		TAP card holders can sign up with the TAP Service Center to purchase their pass automatically each month to avoid waiting in lines. After signing up with a valid payment option, the TAP card holder only needs to "tap" their card on any farebox, TVM, SAV, or rail gate to automatically load the current monthly pass.
B-TAP	Business TAP pass	<b>B-TAP</b> is a group-rate Metro annual pass program in which TAP cards are purchased by employers for <b>all their full-time employees</b> at their work sites based upon pre-negotiated terms.
Balance Protection		Balance Protection is a free program that lets a TAP card holder replace a lost or stolen TAP card with its remaining balance or pass information for a \$5 fee. TAP card holders must sign up for Balance Protection to activate it on their card.
C/V	College / Vocational	A pass for college and vocational students whose schools do not have a special pre-paid program with Metro or Municipal Operators.
Cash Purse		Money loaded onto a TAP card that can be deducted for fare payment on fare boxes and other UFS devices.

Classify		The process of identifying a paid fare by type (i.e. regular, one-way transfer, senior, or other reduced fare) and rider class. Classification of paper or cash fares on a bus is a manual process initiated by the operator on the farebox OCU. TAP fare payment is automatically classified.
CPOS	Compact Point of Sale Device	Device used by Third Party Vendors to load monthly, weekly, reduced fare, or day passes onto TAP cards.
Customer Service Centers	Metro or Muni pass sales outlets	Customer service centers operated by Metro and Municipal Operators that sell passes and provide other customer service functions.
Documentation		Applications or government issued identification required to qualify for reduced fare products.
EZ transit pass		Monthly pass good for local travel on 27 different public transit carriers throughout the Greater Los Angeles region.
HHV	Hand Held Validator	Electronic device that verifies that TAP card has a current pass and validation from a stand alone validator or TVM.
IAT	Inter Agency Transfer	Allows for the transfer from one operator to another connecting operator within a specific timeframe and direction of travel. Available for regular and reduced fare riders.
LACTOA	Los Angeles County Transit Operators Association	LACTOA card that is good for discount fares for people with disabilities on participating transit carriers within Los Angeles County.
Load		The process of placing a pass or stored value (cash purse) onto a TAP card.
LU	Limited Use TAP Card	Low cost, paper TAP card that will be available to load Muni day passes and inter-agency transfers and will be used for one way rail access.



Metro Mail	Mail Order Process for Metro Paper Passes	Customers can order paper passes and monthly stamps for use on Metro Bus and Metro Rail or order the EZ transit pass by mail.
Monthly stamp	Prepaid Monthly Media on an Adhesive Sticker	Metro senior, disabled, college/ vocational, student, and EZ transit pass holders are provided with an adhesive stamp that is adhered to reduced fare identification cards or to the EZ zone pass as a zone upgrade.
MPOS	Multifunction Point of Sales Device	Full function sales device used to initialize and load passes and stored value onto TAP cards. Used by TAP Service Center and Metro TAP office.
OCU	Operator Control Unit	A display unit that allows the operator to monitor all fare payment activities and classify fares. Alternate fare classes are selected via buttons on the OCU.
Paper Day Pass		Pass good for rides on Metro bus or rail service for a calendar day. The paper day pass is sold by the operator on board buses.
Participant		A transit agency that has entered into a signed contract to participate in the Universal Fare System (UFS) equipment purchase.
POP	Proof of Payment	Requirement for patrons to show proof of fare payment upon request by Metro fare enforcement staff.
Pre-paid Pass		Pass purchased in advance of the riding period and covers fare payment for a specific period, such as a day, week, or month.
Processing Fee		A Metro charge for services such as reduced fare application processing.
Reduced Fare		Any Metro or Municipal Operator fares priced less than the base fare (i.e. senior, disabled, college, K-12)
Rider Category		Definition of the type of fare, such as regular, senior, college / vocational, student, etc.
SAV	Stand Alone Validator	Device used at ungated rail or Orange line stations to validate TAP card to ride service.

Student (K-8 or 9-12)		Photo-less student fare card. The current ID card with valid monthly stamp will transition to an orange TAP card. Students with 9-12 pass must show photo school ID.
TAP Service Center		Full functional customer service center that includes a call center, management of the regional computer system, TAP website, management of the Third Party Vendor network, and sales reconciliation through the automated clearing house.
TAP Day Pass		Pass good for unlimited rides on Metro bus or rail service for a calendar day upon activation (tap). Does not include zones. TAP day passes can be loaded onto plastic TAP cards at TVM's, Third Party Vendor locations, or on board buses.
taptogo.net	TAP website	TAP website operated by ACS to allow customers to purchase passes, sign up for balance protection, get information, and ask questions.
TPV	Third Party Vendor	A retail merchant on contract with Metro who is paid commission to sell Metro paper and TAP passes
TVM	Ticket Vending Machine	Ticket vending machines located at rail stations and orange line stations that currently dispenses paper tickets and loads passes on TAP cards. The TVM's will soon dispense plastic TAP cards.
Zone Checks or Stamps	Upcharge for regular passes	Freeway, express, or long distance service have increased supplemental fares that are fulfilled by zone checks (paper tickets) issued by operators and stamps attached to paper passes.

# TAP Operation

## Monthly Report

# September 2008

TAP Operation



## **Preface**

TAP Operation is responsible for the implementation of the regional contactless smart card branded as TAP<sup>®</sup>. As TAP Operation begins the conversion of paper fare media to TAP smart cards across Los Angeles County, the TAP Operation Monthly Report is intended to provide information related to how TAP transactions are captured on bus and rail service, and to report TAP sales and patron responses. The report is not intended for sales or revenue reconciliation purposes.

In addition, the status of the regional Municipal Operator implementation and the Metro Rail Gating project status are included.

The report will highlight those issues that are most significant each month and enable the tracking of increased TAP card penetration and customer responses.

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## **TAP Operation Overview**

TAP Operation is responsible for the capital acquisition, implementation and the regional operation of a smart card based Universal Fare System (UFS) in Los Angeles County. The regional smart card, branded as TAP<sup>®</sup> is short for Transit Access Pass, and is an officially registered trade mark. The department oversees Metro, Metrolink and Municipal Operator TAP implementation, ensuring that correct business rules and tariff regulations are migrated on TAP technology. TAP database administration oversight and analysis are essential responsibilities of this department. TAP Operation directs the Regional TAP Service Center contractor.

With over 40 transit oriented development (TOD) projects in various stages of completion, TAP Operation is also responsible for the potential integration of non-transit applications, such as retail and parking, with TAP smart card technology. Most immediately, the opportunity for co-branding TAP with various prepaid debit/credit cards such as VISA, MC, AMEX are in process.

Recently, as Metro moved forward to gate the Red Line subway and selected light rail stations, TAP Operation is responsible to ensure an end-to-end integration of fare gates with the UFS regional TAP system.

## **TAP Operation Contact Information**

### TAP Executive Office

Roger Moliere, Chief Real Property Mgmt & Development	213.922.2225
Regina Chan, Administration & Finance Manager	213.922.4046

### TAP Operation

Jane Matsumoto, DEO Regional TAP Operation	213.922.3045
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Alicia Carnero, Systems Project Manager	213.922.3989
Cynthia Chin Pak, Systems Project Manager	213.922.6044
Joseph Hernandez, TPM III	213.922.4043
Kelly Hines, Systems Project Manager	213.922.4569
Vanessa Smith, Systems Project Manager	213.922.7009



## Major Accomplishments September 2008

- With the conversion of the San Gabriel Valley in September for October pass sales, a total of 160 third party vendor locations are now selling TAP monthly and weekly passes. Continued migration planning for the conversion of the Westside vendor locations for TAP sales to start in late October for the November sales period is underway.
- TAP Staff conducted extensive tests on the Regional Central computer to identify any issues before upgrading all fare devices to the regional 5.1 software. Cubic responded to issues identified by staff, and the upgrade of the TVMs and SAVs is planned for early October.
- The contractor continues the new \$5 currency change to the UFS farebox. Spare bill handling units will be upgraded and returned to Metro for placement in fareboxes. The campaign is due to be completed in late November. The following divisions have been completed as of September 30th:
  - Div. 15
  - Div. 18
  - Div. 10
  - Div. 7
  - Div. 9
  - Div. 5
  - Div. 3
- TAP Operation staff continues to meet with Municipal Operators to begin planning work for their TAP conversion in 2009. Meetings with Norwalk Transit and Torrance Transit were held in September.
- TAP Operation staff developed plans for transitioning senior, disabled, student, and college/vocational reduced fare passes to TAP. The plan will be reviewed by TAP Executive staff in October prior to initiating the conversion campaign.

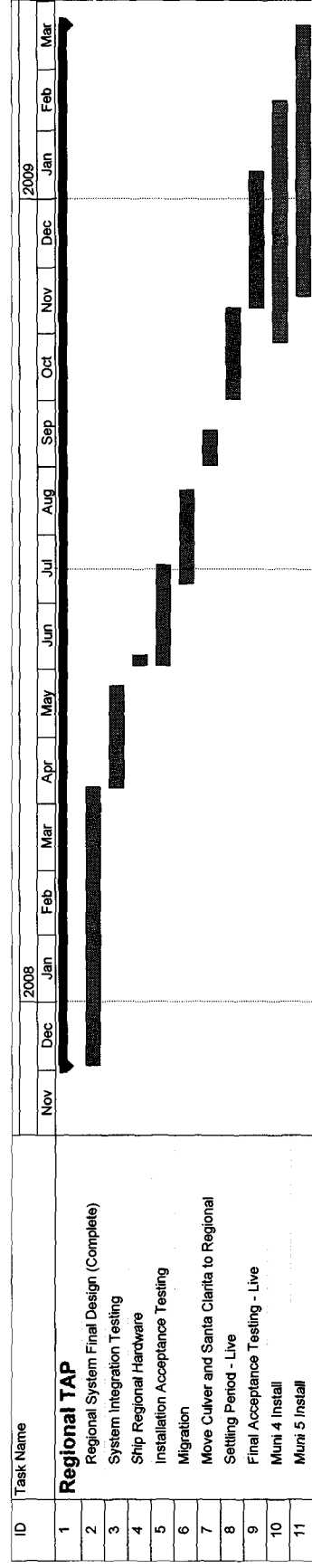
## Challenges

- Metrolink continues to work on identifying business rules and tariff regulations to support their interfaces to TAP. Technical assistance and expertise from Metro's oversight consultant is required.
- Municipal Operators have expressed need to get technical assistance for TAP conversion. A regional bench contract will be proposed.
- TAP Operation and Communications staff continue to work with TPVs to have analog phone lines installed for the CPOS sales device, and to achieve TPV conversion to TAP by January 2009.
- Additional training of Metro Rail fare inspectors is needed on TAP card fare enforcement with respect to proper use of the Hand Held Validator (HHV) devices for TAP card validation relative to the customer use of the Stand Alone Validator (SAV).

# **TAP Implementation Schedules**

## Cubic's Proposed Regional Computer & Municipal Operator Installation

Metro TAP Operation and Regional TAP Service Center staff have completed system integration testing and training for the regional central computer. System migration continued through September, and testing of the newest software versions was completed in September. Metro hardware is in the process of being updated with new software; municipal operator migration is scheduled for late October. Once the regional central is in final acceptance testing, installation preparation will begin for the next two municipal operators for installation in early 2009.



## Third Party Vendors TAP Sales Device Installation Schedule

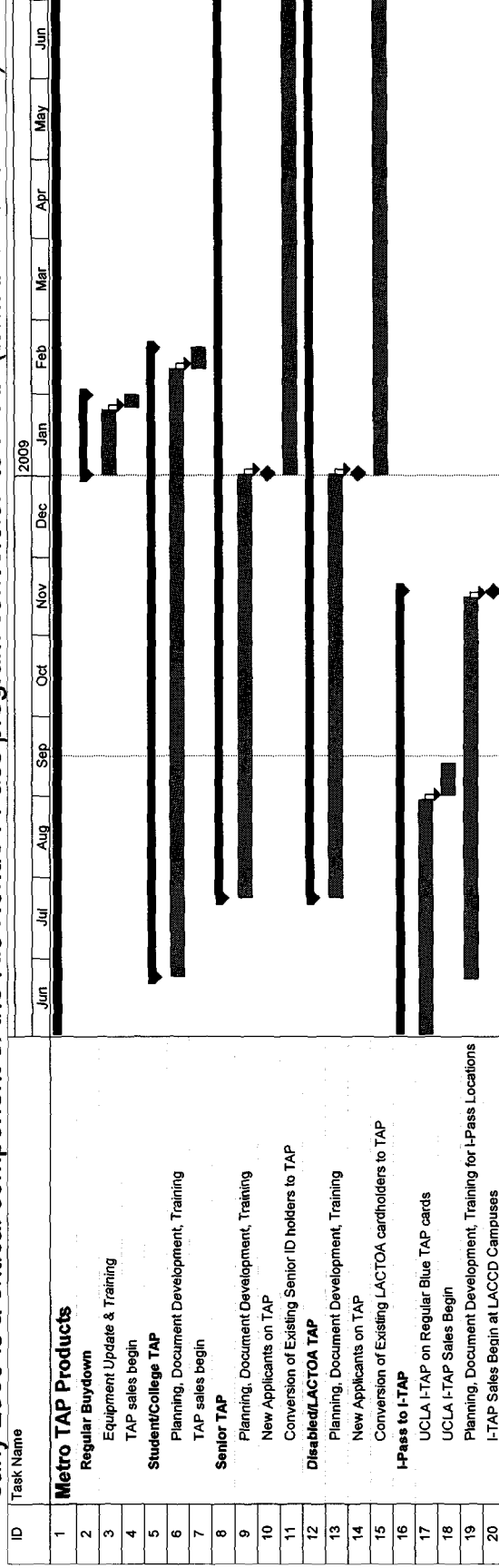
Metro TAP Operation and Customer Communications staff, in conjunction with the Regional TAP Service Center, have begun the TAP conversion process for Metro third party vendors. The first third party vendor began TAP sales of Metro Monthly and Weekly passes at the end of March 2008 for the April sales period, followed by the second third party vendor location at the end of April 2008 for May sales. The success of this vendor pilot effort has resulted in the full-scale launch of TAP sales at Metro's remaining third party vendor locations. To date, the Downtown, Wilshire corridor, San Fernando Valley, and San Gabriel Valley vendors have been converted to TAP sales of the Metro regular monthly and weekly passes. Metro's 600+ third party vendors are on schedule for TAP conversion by early 2009. However, due to attrition in the number of third party sales locations, the final number of initial TAP third party vendor (TPV) sales locations is projected to be between 400 and 500.

ID	Task Name	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	
<b>Third Party Vendors</b>												
1	Downtown Vendor Locations	[Timeline bar from Apr to Jun]										
2	Notification, agreements, and site preparation	[Timeline bar from Apr to Jun]										
3	TAP sales begin	[Timeline bar from Apr to Jun]										
4	Wilshire Corridor Locations	[Timeline bar from May to Jul]										
5	Notification, agreements, and site preparation	[Timeline bar from May to Jul]										
6	TAP sales begin	[Timeline bar from May to Jul]										
7	San Fernando Valley Locations	[Timeline bar from Jun to Aug]										
8	Notification, agreements, and site preparation	[Timeline bar from Jun to Aug]										
9	TAP sales begin	[Timeline bar from Jun to Aug]										
10	San Gabriel Valley Locations	[Timeline bar from Jul to Sep]										
11	Notification, agreements, and site preparation	[Timeline bar from Jul to Sep]										
12	TAP sales begin	[Timeline bar from Jul to Sep]										
13	Westside Locations	[Timeline bar from Aug to Oct]										
14	Notification, agreements, and site preparation	[Timeline bar from Aug to Oct]										
15	TAP sales begin	[Timeline bar from Aug to Oct]										
16	Gateway Locations	[Timeline bar from Sep to Nov]										
17	Notification, agreements, and site preparation	[Timeline bar from Sep to Nov]										
18	TAP sales begin	[Timeline bar from Sep to Nov]										
19	South Bay and Remaining Locations	[Timeline bar from Oct to Dec]										
20	Notification, agreements, and site preparation	[Timeline bar from Oct to Dec]										
21	TAP sales begin	[Timeline bar from Oct to Dec]										
22												

## Metro TAP Fare Products Rollout Schedule

Metro has successfully implemented regular Metro Monthly and Weekly passes on TAP cards, with the number of sales outlets providing TAP Monthly and Weekly passes increasing every month. As the number of sales locations are increasing, work has begun on planning for the rollout of other Metro TAP products including the County Buydown Monthly pass, as well as reduced fare passes for students, college/vocational students, seniors, and the disabled. Reduced fare planning activities are being done in coordination with the Reduced Fares Subcommittee of the Regional Money Committee. The schedule shown below identifies the products as follows:

- Conversion of Senior and Disabled/LACTOA customers to TAP is targeted for January 1, 2009 with all new applicants to receive TAP cards effective January 1 and existing cardholders converted to TAP over the first six months of 2009.
- The Buydown program has been pushed back to early 2009, after the conversion of Metro's entire third party vendor network to TAP.
- The Los Angeles Community College District I-Pass program began a pilot TAP program in August prior to their full I-TAP program in 2009. Additionally, TAP conversion at Foothill Transit, Montebello Bus Lines, and Norwalk Transit in early 2009 is a critical component of the Rio Hondo I-Pass program conversion to I-TAP (tentative for Fall 2009).



# Metro Rail Gating Schedule

The Gating project is scheduled for pilot operation at the Soto and Mariachi Plaza Stations of the new Eastside Extension in July 2009.

ID	Task Name	Start	Finish	2009	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	<b>Metro Gating</b>	Sat 3/1/08	Thu 12/31/09																							
2	Cubic Limited Notice To Proceed	Mon 5/5/08	Mon 5/5/08																							
3	Prop 1B Pending	Wed 3/5/08	Thu 7/31/08																							
4	<b>Technical Integration</b>	Fri 5/2/08	Tue 9/29/09																							
5	Cubic Technical Spec Review	Fri 5/2/08	Sun 8/31/08																							
6	Cubic Design/Build/Test	Mon 9/1/08	Fri 6/26/09																							
7	Pilot Test of Fare Gates	Wed 7/1/08	Tue 9/29/08																							
8	<b>Civil Work</b>	Thu 5/1/08	Thu 12/31/09																							
9	CCTV	Thu 5/1/08	Wed 9/30/09																							
10	Metro CCTV Concept Phase	Thu 5/1/08	Sun 8/31/08																							
11	CCTV & Help Phone Spec Development & Procurement	Mon 9/1/08	Fri 2/27/09																							
12	CCTV Infrastructure Installation	Mon 3/2/08	Fri 5/8/08																							
13	CCTV & Help Phone Installations	Wed 5/13/08	Wed 9/30/08																							
14	<b>Select Preparatory Work</b>	Mon 9/1/08	Sun 5/3/09																							
15	Red Line	Mon 9/1/08	Tue 9/30/08																							
16	Green Line	Wed 9/3/08	Sun 5/31/08																							
17	Blue Line	Mon 9/1/08	Tue 9/30/08																							
18	<b>Equipment &amp; Fencing Installation</b>	Wed 6/3/08	Thu 12/31/09																							
19	Red Line	Wed 6/3/08	Mon 8/31/08																							
20	Green Line	Mon 8/3/08	Sat 10/31/08																							
21	Blue Line	Thu 10/1/08	Mon 11/30/08																							
22	Gold Line	Mon 11/2/08	Thu 12/31/08																							
23	Eastside Extension	Tue 12/1/08	Thu 12/31/08																							
24	<b>Maintenance</b>	Tue 5/6/08	Wed 9/30/09																							
25	Base Contract Molds for Eastside Extension & Expo	Tue 5/6/08	Fri 7/31/08																							
26	Launch New Service Agreement	Sat 8/1/08	Wed 9/30/08																							
27	<b>Lease</b>	Mon 5/5/08	Mon 8/31/09																							
28	Lease Agreement Development	Mon 5/5/08	Wed 12/31/08																							
29	Complete Lease Terms & Conditions	Mon 1/5/09	Mon 8/31/09																							

# **TAP USAGE**



## TAP USAGE SUMMARY Prior 12 months

As the number of passes available on TAP and the number of TAP sales locations continue to increase, the total number of taps made on the Metro system continues to grow. Additionally, improved compliance with tapping on the part of bus operators and TAP riders contributed to an increase in TAP activity.

Month	ITAP	Emp Pass	ATAP & BTAP	Monthly	Weekly	Ret/Dep	TOTAL
Oct-07	11,059	15,078	148,210	30,627			<b>204,974</b>
Nov-07	34,636	13,393	168,417	31,358		237	<b>248,041</b>
Dec-07	19,841	14,034	144,691	22,371		8,348	<b>209,285</b>
Jan-08	31,628	16,381	153,041	13,883	54	18,495	<b>233,482</b>
Feb-08	36,290	20,105	191,891	206,936	40,260	29,177	<b>524,659</b>
Mar-08	31,567	21,591	230,173	241,014	56,379	34,930	<b>615,654</b>
Apr-08	40,163	23,061	251,815	279,959	127,185	38,842	<b>761,025</b>
May-08	40,435	26,511	262,506	288,173	137,582	39,172	<b>794,379</b>
Jun-08	33,429	27,726	278,490	275,889	132,456	38,685	<b>786,675</b>
Jul-08	44,066	30,372	316,426	464,541	378,174	43,746	<b>1,277,325</b>
Aug-08	39,066	29,306	328,691	947,174	1,321,715	40,127	<b>2,706,079</b>
Sep-08	138,714	29,720	351,215	1,223,740	1,770,856	47,865	<b>3,562,110</b>
<b>TOTAL</b>	<b>500,894</b>	<b>267,278</b>	<b>2,825,566</b>	<b>4,025,665</b>	<b>3,964,661</b>	<b>339,624</b>	<b>11,923,688</b>

### Calendar Year-To-Date Comparison

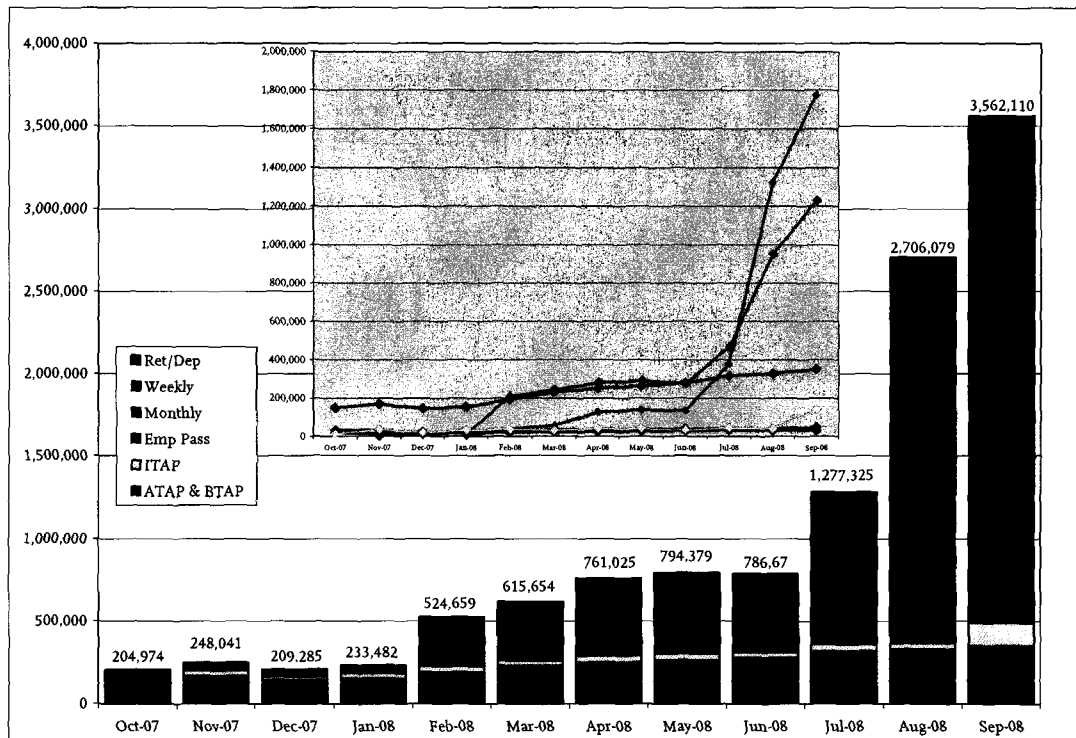
	Weekly	Monthly	Retiree/ Dependent	Employee
2007 YTD (9 months)	0	3,232	0	176,526
2008 YTD (9 months)	3,964,661	3,941,309	331,039	224,773

The most significant occurrence over the past twelve months is the overall increase in TAP card usage beginning February 2008 with the general public launch of TAP monthly and weekly passes.

From July to September 2008, the number of taps nearly tripled as the Wilshire corridor and San Fernando Valley third party vendors began selling TAP passes. The number of taps of Weekly TAP passes continues to outpace all other pass types with nearly 1.8 million in September, followed by 1.2 million taps of Monthly passes.

## TAPs by Type October 2007 to September 2008

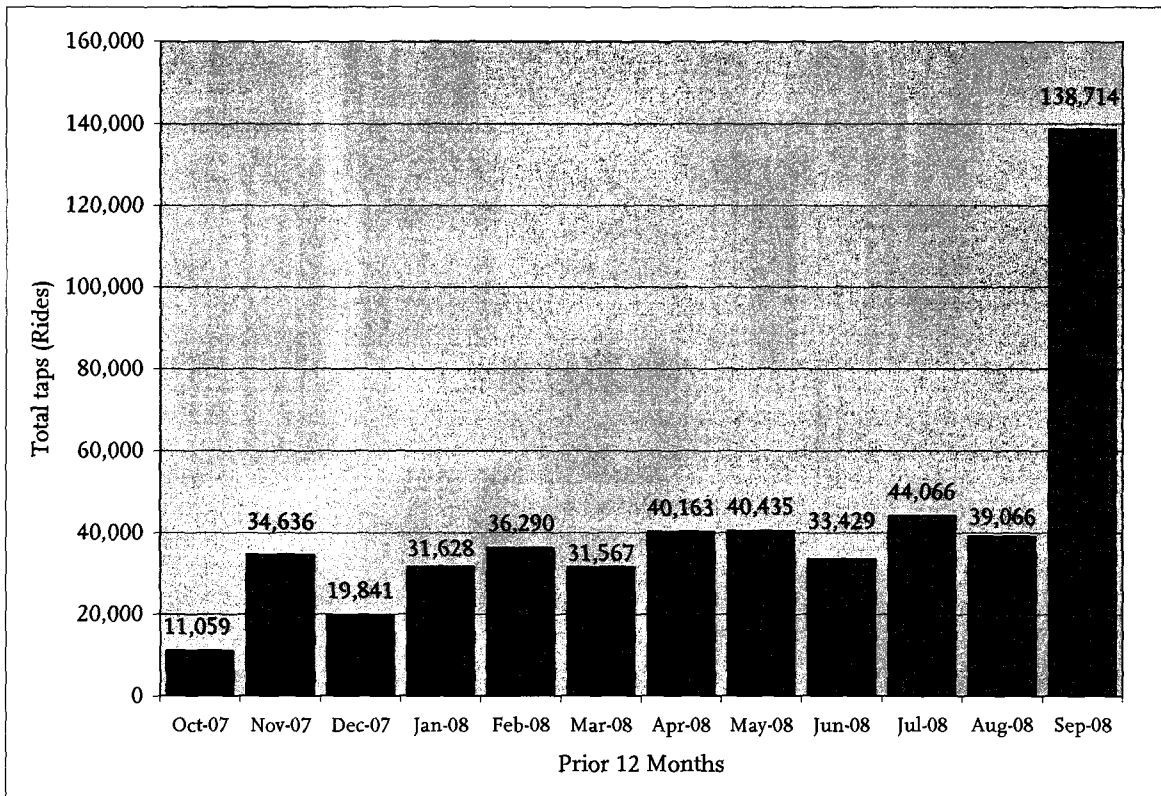
A total of six different pass types are now available on TAP cards. Four of these – I-TAP, A/B-TAP, Employee badges, and Retiree/Dependent passes – are available exclusively on TAP. The Monthly and Weekly passes are available on TAP at select locations including Metro Customer Centers, LADOT Transit Store, five Foothill Transit Stores, and a growing number of third party vendor locations.



As of September, TAP Monthly and Weekly taps exceed all other pass types with 1,223,740 and 1,770,856 taps, respectively. The TAP employer pass programs, A-TAP and B-TAP, also continue to be a popular and growing segment of TAP users, now numbering more than 10,700 passholders. Monthly and Weekly taps will continue to grow as these products are expanded to additional third party vendor regions.

## I-TAP Usage October 2007 to September 2008

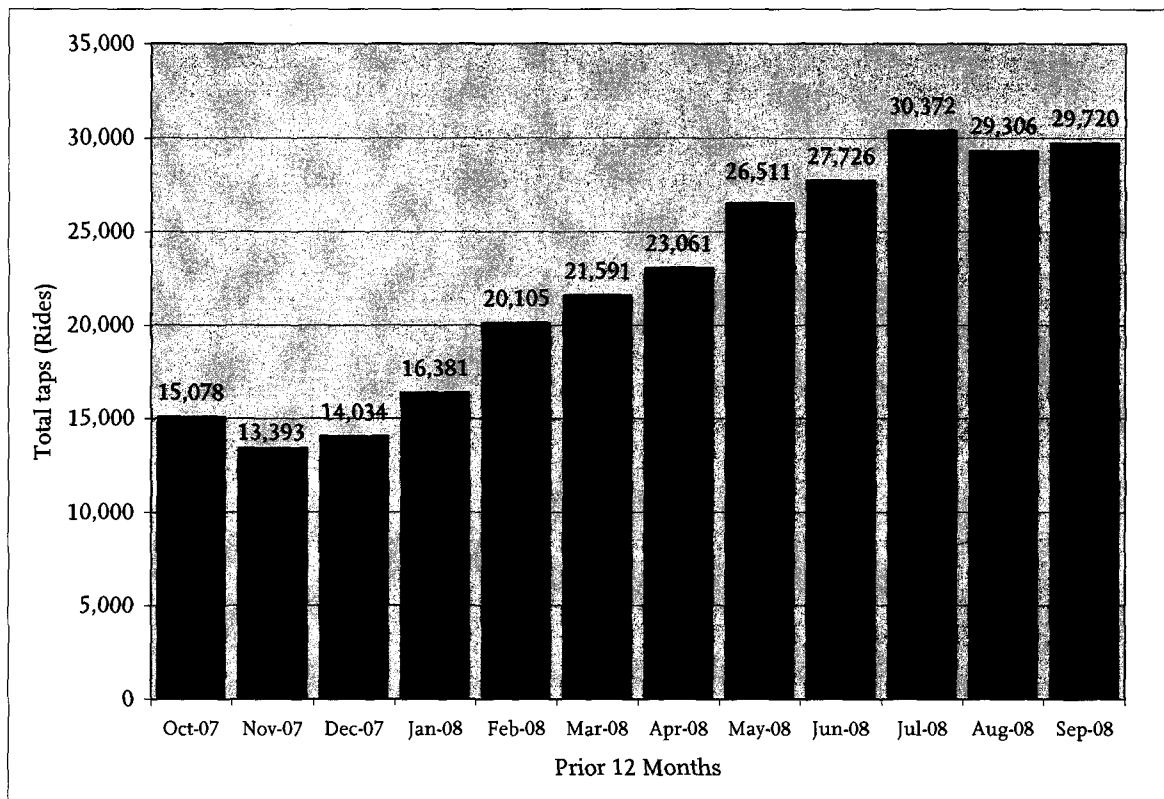
I-TAP, or Institutional TAP, is a quarterly-based Metro pass available on a TAP card to UCLA students, employees and faculty. The I-TAP program was extended as temporary pilot to five Los Angeles Community College campuses in August. The pilot program consisted of approximately 3,000 cards and resulted in 3.5 times growth in September TAP activity compared to August, consistent with the increase in the number of I-TAP cards in circulation.



The average number of taps for I-TAP passholders in September was 43.1, down slightly from the previous high of 49 in July.

## Employee Pass Usage October 2007 to September 2008

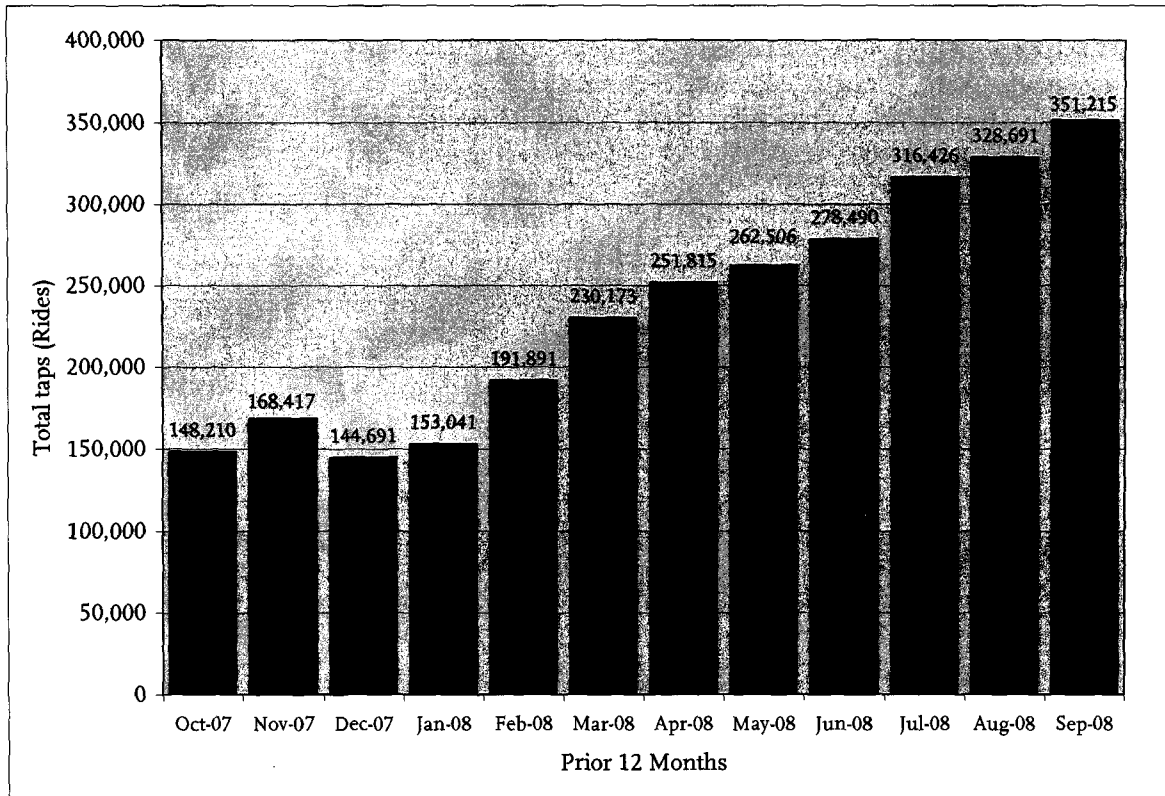
All Metro employee badges are now TAP badges, requiring the badge to be tapped for every ride taken on the Metro system and not simply used as a flash pass as in the past. The number of taps made by Metro employees has leveled out over the past two months after peaking in July.



Compared to the first nine months of 2007, there have been 27% more taps of employee badges in the 2008 (176,526 compared to 224,773).

## A-TAP & B-TAP October 2007 to September 2008

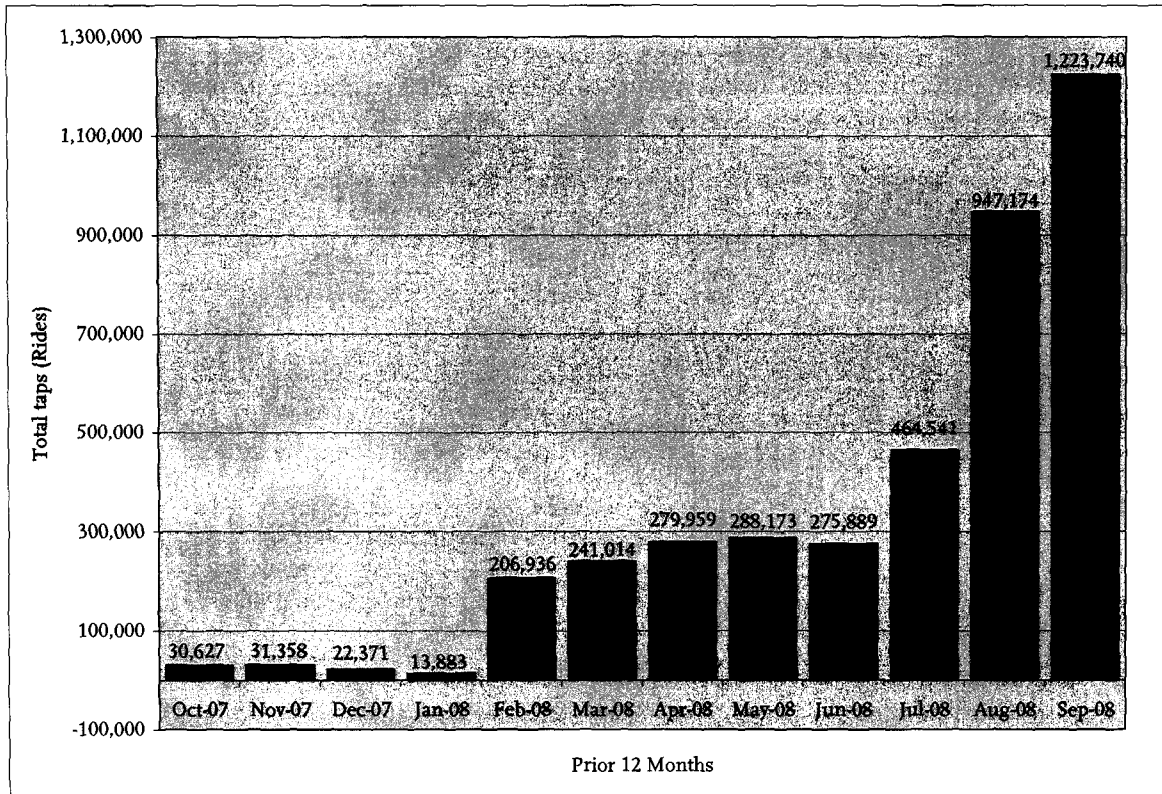
A and B-TAP activity has steadily increased over the life of the programs which began in 2006. Increases in sales combined with improved fare enforcement by rail fare inspectors and bus operators has also contributed to the increase in number of taps. Local employers have been receptive to special programs designed to attract their staff to public transit. This has been a “win – win” for the employees who get subsidy, and for employers who enjoy a tax credit.



With 351,215 taps by A & B-TAP cardholders in September, the average number of taps per cardholder was 32.7 for the month.

## Monthly Pass October 2007 to September 2008

Monthly passes were first sold to the general public in February 2008, following completion of a customer pilot in October and November 2007. Additional third party vendors continue to be added contributing to the growth in TAP activity.



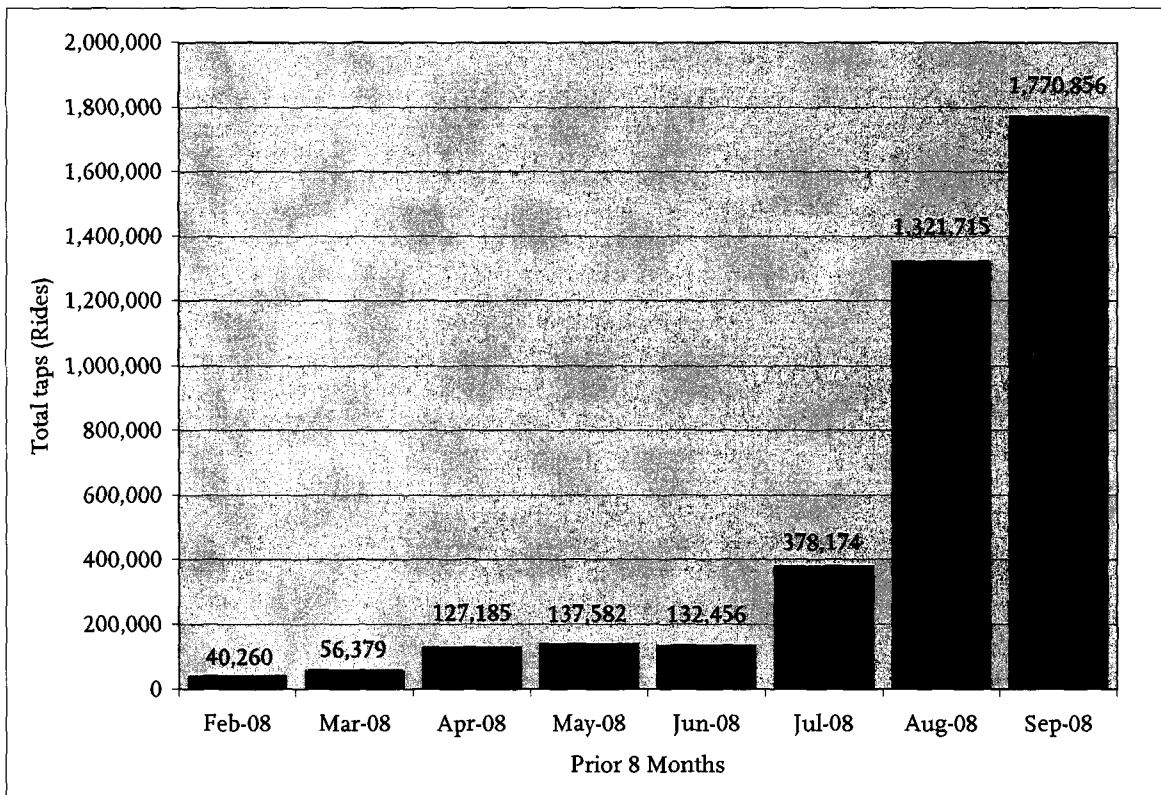
Penetration of TAP card holders will continue to increase as more retail vendor outlets are converted from selling paper flash to TAP smart cards. With the cooperation of bus operators requiring patron taps, we are beginning to see better data on how this group of pre-paid riders use Metro service. The trend in the number of taps per monthly pass has shown a continual increase since October. At 67.4 taps per card in September, the average revenue per TAP or ride was \$0.92 for the TAP monthly pass cardholder.

	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08
Total Passes Sold	906	738	347	269	3,752	4,427	4,771	4,921	5,053	7,645	13,742	18,158
Number of TAPs	30,627	31,358	22,371	13,883	206,936	241,014	279,959	288,173	275,889	464,541	947,174	1,223,740
TAPs per Pass Sold	33.8	42.5	64.5	51.6	55.2	54.4	58.7	58.6	54.6	60.8	68.9	67.4
Revenue per TAP	\$1.69	\$1.34	\$0.96	\$1.20	\$1.12	\$1.14	\$1.06	\$1.06	\$1.14	\$1.02	\$ 0.90	\$ 0.92

Note: Monthly TAP passes were sold at a \$5 discount in October and November 2007 as part of the customer pilot program.

## Weekly Pass February 2008 to September 2008

The first TAP weekly passes were sold at Metro Customer Centers on January 31, 2008 for the February sales period. The number of Weekly taps increased in April 2008 with the addition of the first retail third party vendor location. The remaining Downtown vendor locations began TAP sales in late June for the July sales period resulting in a nearly three-fold increase in the number of Weekly taps in July. This was followed by the addition of 41 pass sales locations in the Wilshire corridor for August pass sales resulting in another three-fold increase in TAP activity from July to August. The addition of San Fernando Valley locations for September pass sales increased weekly TAP activity by 449,000 taps (34%) from August to September.

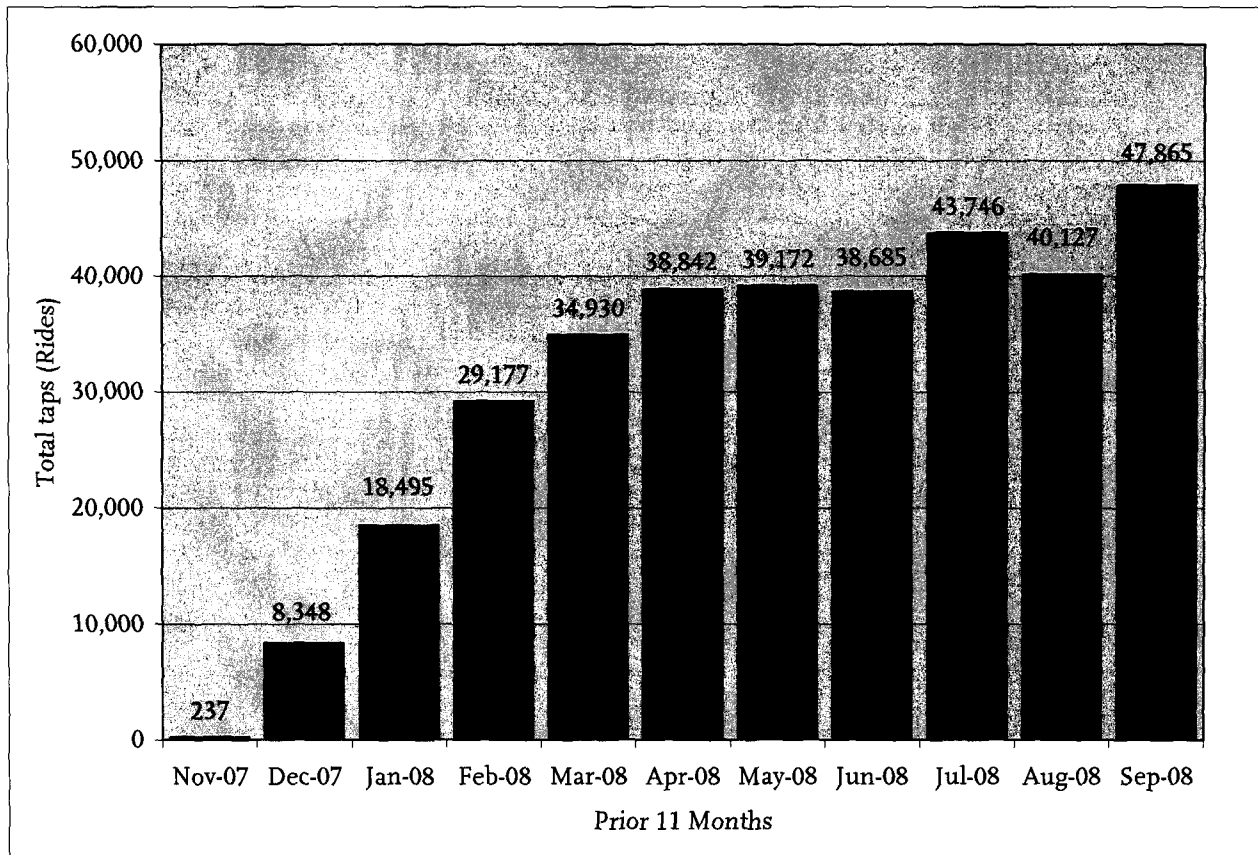


The average revenue per tap for the September weekly passes ranged from \$0.75 in Week 40 to a high of \$0.82 in Week 37.

	Validity Period	Week #	Total Passes Sold	Number of TAPs	TAPs per Pass Sold	Revenue per TAP
July	7/6-7/12	28	3,664	82,049	22.4	\$0.76
	7/13-7/19	29	4,360	90,455	20.7	\$0.82
	7/20-7/26	30	4,860	100,828	20.7	\$0.82
	7/27-8/2	31	5,347	111,386	20.8	\$0.82
August	8/3-8/9	32	14,616	296,126	20.3	\$0.84
	8/10-8/16	33	15,612	320,399	20.5	\$0.83
	8/17-8/23	34	15,778	328,232	20.8	\$0.82
	8/24-8/30	35	15,710	322,522	20.5	\$0.83
	8/31-9/6	36	14,581	285,451	19.6	\$0.87
September	9/7-9/13	37	20,444	425,986	20.8	\$0.82
	9/14-9/20	38	21,277	447,145	21.0	\$0.81
	9/21-9/27	39	21,980	463,139	21.1	\$0.81
	9/28-10/4	40	20,834	474,088	22.8	\$0.75

## Retiree/Dependent Pass November 2007 to September 2008

Metro's Retiree and Dependent badges were replaced with TAP badges beginning in November 2007. The number of TAPs made by retirees and dependents has increased due to enforcement by bus operators requiring all badges to be tapped on board buses. Retiree/Dependent taps have leveled off in recent months de to full penetration of TAP passes for retirees and dependents.



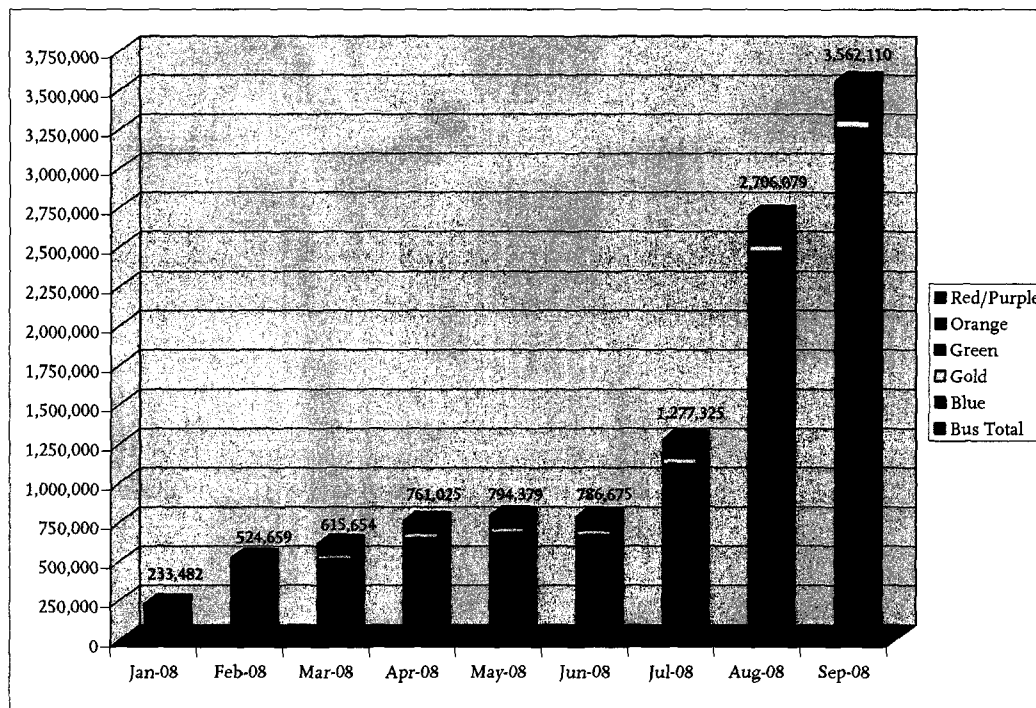


## TAP Boardings by Mode 2008 Year to Date

The share of TAP activity, for all pass types, is greater on Metro Bus than Metro Rail by more than a 6 to 1 margin year to date. In September, there were 3,189,238 taps on bus compared to 372,872 on rail. Each month, with increasing sales of Metro passes coupled with bus operator compliance to tapping, the recorded numbers of all taps by all modes, system-wide, has increased more than fifteen times since January 2008.

	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	YTD
<b>Bus Total</b>	<b>204,938</b>	<b>426,978</b>	<b>492,182</b>	<b>624,195</b>	<b>658,309</b>	<b>640,875</b>	<b>1,083,077</b>	<b>2,409,232</b>	<b>3,189,238</b>	<b>9,729,024</b>
Blue	6,248	16,988	21,717	25,085	25,205	25,703	36,508	60,458	71,854	289,766
Gold	3,946	24,100	30,839	33,624	33,896	35,330	42,261	43,752	50,985	298,733
Green	2,647	5,665	7,842	8,696	8,495	9,639	12,755	17,427	19,601	92,767
Orange	1,263	3,467	4,266	5,016	5,163	5,796	8,752	14,117	21,990	69,830
Red/Purple	14,440	47,491	58,808	64,409	63,311	69,332	93,972	161,093	208,442	781,298
<b>Rail Subtotal</b>	<b>28,544</b>	<b>97,711</b>	<b>123,472</b>	<b>136,830</b>	<b>136,070</b>	<b>145,800</b>	<b>194,248</b>	<b>296,847</b>	<b>372,872</b>	<b>1,532,394</b>
<b>Total</b>	<b>233,482</b>	<b>524,689</b>	<b>615,654</b>	<b>761,025</b>	<b>794,379</b>	<b>786,675</b>	<b>1,277,325</b>	<b>2,706,079</b>	<b>3,562,110</b>	<b>11,261,418</b>

In September, TAP ridership on bus accounted for nearly 90% of total TAP ridership, likely reflecting the addition of TAP third party vendor locations not in close proximity to Metro Rail lines. It is also possible that customers are not tapping for every trip made on Metro Rail. However, further investigation of this is warranted as the taps per pass in September was 67.4 – the second highest number of taps per pass over the last twelve months (see page 16). Overall, TAP activity was up 32% in September compared to August due to a large increase in the number of TAP passes sold.

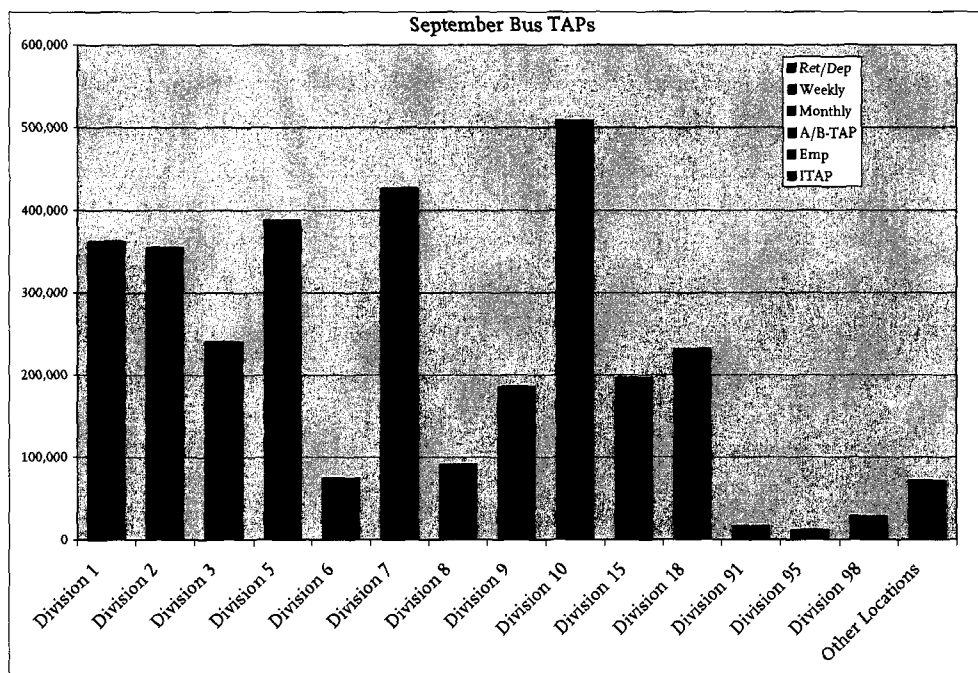


## TAP Boardings by Bus Division 2008 Year to Date

Division 10 has experienced the most TAP activity since January 2008, with 15% of all bus TAP boardings. Divisions 7 and 5 are the second and third highest, respectively, for TAP activity calendar year to date. Expansion of the third party vendor rollout is more evident in the TAP activity by Division as Division 5 replaced Division 1 with the third most TAP activity year to date.

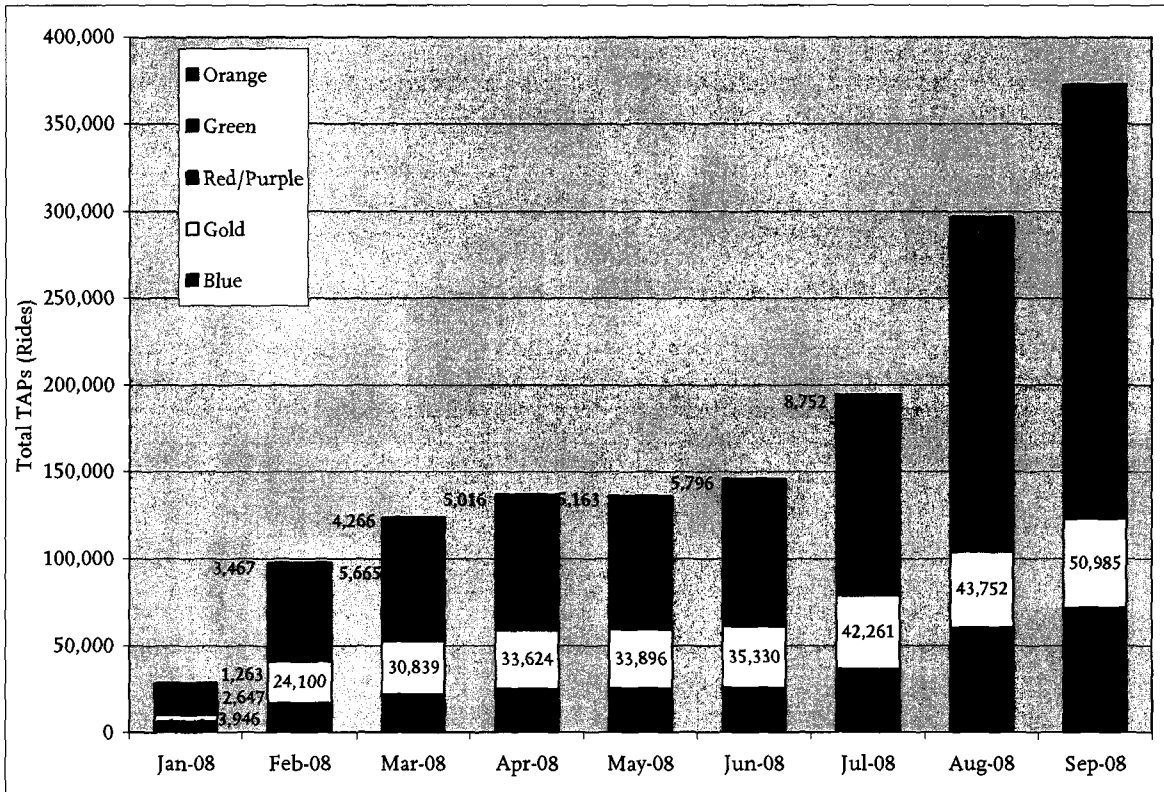
	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	YTD	% Share YTD
Division 1	15,479	33,383	39,727	60,851	65,858	62,151	138,663	298,107	362,487	1,076,706	11.1%
Division 2	16,354	30,314	36,074	57,861	60,631	55,380	105,525	294,141	355,109	1,011,389	10.4%
Division 3	14,242	31,431	36,436	45,519	50,858	50,187	89,127	173,794	240,059	731,653	7.5%
Division 5	22,880	45,322	54,113	63,490	66,549	64,879	99,633	279,561	388,140	1,084,567	11.1%
Division 6	5,522	10,289	11,348	14,667	14,469	14,867	24,004	52,617	74,295	222,078	2.3%
Division 7	29,178	53,512	58,038	72,123	77,396	75,681	116,752	293,439	426,805	1,202,924	12.4%
Division 8	5,794	11,532	13,787	15,203	16,244	16,836	24,953	50,121	91,162	245,632	2.5%
Division 9	16,012	52,874	62,315	75,233	76,746	74,104	107,618	160,989	185,854	811,745	8.3%
Division 10	36,159	65,310	76,298	91,609	96,459	94,125	158,856	374,710	508,478	1,502,004	15.4%
Division 15	14,632	23,767	29,007	36,393	38,105	37,306	57,927	106,343	196,698	540,178	5.6%
Division 18	19,042	44,856	52,246	63,897	66,817	66,014	105,729	216,464	231,437	866,502	8.9%
Division 91	1,958	3,950	4,417	5,203	5,372	5,324	8,225	14,048	16,862	65,359	0.7%
Division 94	1,128	2,536	3,734	4,685	4,650	4,201	8,169	14,170		43,273	0.4%
Division 95	1,139	3,890	4,415	5,066	4,671	4,629	6,280	10,899	12,082	53,071	0.5%
Division 98								624	28,672	29,296	0.3%
Other Locations	5,419	14,012	10,227	12,395	13,484	15,191	31,616	69,205	71,098	242,647	2.5%
<b>Bus Total</b>	<b>204,938</b>	<b>426,978</b>	<b>492,182</b>	<b>624,195</b>	<b>658,309</b>	<b>640,875</b>	<b>1,083,077</b>	<b>2,409,232</b>	<b>3,189,238</b>	<b>9,729,024</b>	<b>100.0%</b>

Monthly and Weekly passes account for most TAP activity at all bus divisions. Division 5 is now experiencing a high level of I-TAP activity, along with Divisions 7 and 10, due to the expansion of the I-TAP program to Los Angeles Community College campuses.

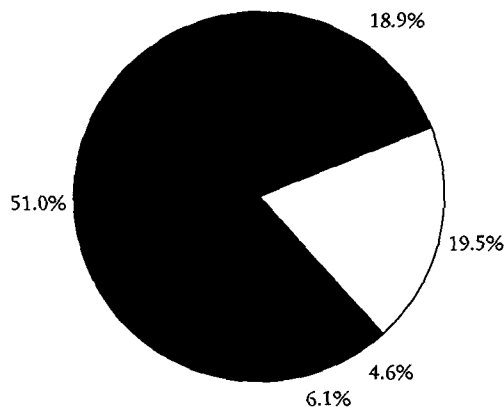


## TAP Boardings by Rail Line 2008 Year to Date

On a line-by-line basis, the most Metro Rail taps were made on the Red/Purple Line with more than 208,000 taps in September, followed by the Blue Line with 71,854 taps, and the Gold Line with 50,985 taps.



On a percentage basis, 51% of Metro Rail taps year to date have been made on the Red/Purple Line. With the expansion of TAP sales to the San Fernando Valley, Orange Line share of rail TAP activity has increased to 6.1% September year to date compared to 4% August year to date.



## TAP Boardings as Share of Total System Ridership 2008 Year to Date

As the number of TAP sales locations increases with the conversion of the retail third party vendor network and improved enforcement of tapping, TAP ridership continues to account for an increasing share of overall Metro system ridership. The highest month for TAP ridership was September with 8.64% of total system ridership.

<i>Ridership by Mode</i>										
	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08*	Sep-08*	YTD
<b>Bus Total</b>	<b>29,870,541</b>	<b>30,093,689</b>	<b>32,200,956</b>	<b>33,276,442</b>	<b>33,524,810</b>	<b>33,126,475</b>	<b>34,365,690</b>	<b>31,945,228</b>	<b>32,464,022</b>	<b>290,867,853</b>
Blue	1,921,491	1,912,432	2,116,966	2,073,158	2,140,559	2,236,345	2,389,420	2,325,076	2,293,859	19,409,306
Gold	514,896	501,672	596,436	594,108	628,451	694,364	724,010	849,520	659,050	5,762,507
Green	928,710	900,230	1,024,212	1,018,921	1,030,664	1,128,456	1,222,938	1,146,478	1,137,028	9,537,637
Orange	560,016	573,630	630,359	622,699	639,563	679,578	716,677	662,715	708,673	5,793,910
Red/Purple	3,427,051	3,361,425	3,927,133	3,672,546	3,825,866	4,043,402	4,321,396	4,072,201	3,978,655	34,629,675
<b>Rail Subtotal</b>	<b>7,352,164</b>	<b>7,249,389</b>	<b>8,295,106</b>	<b>7,981,432</b>	<b>8,265,103</b>	<b>8,782,145</b>	<b>9,374,441</b>	<b>9,055,990</b>	<b>8,777,265</b>	<b>75,133,035</b>
<b>Total</b>	<b>37,222,705</b>	<b>37,343,078</b>	<b>40,496,062</b>	<b>41,257,874</b>	<b>41,789,913</b>	<b>41,908,620</b>	<b>43,740,131</b>	<b>41,001,218</b>	<b>41,241,287</b>	<b>366,000,888</b>

<i>TAPs by Mode</i>										
	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	YTD
<b>Bus Total</b>	<b>204,938</b>	<b>426,978</b>	<b>492,182</b>	<b>624,195</b>	<b>658,309</b>	<b>640,875</b>	<b>1,083,077</b>	<b>2,409,232</b>	<b>3,189,238</b>	<b>9,729,024</b>
Blue	6,248	16,988	21,717	25,085	25,205	25,703	36,508	60,458	71,854	289,766
Gold	3,946	24,100	30,839	33,624	33,896	35,330	42,261	43,752	50,985	298,733
Green	2,647	5,665	7,842	8,696	8,495	9,639	12,755	17,427	19,601	92,767
Orange	1,263	3,467	4,266	5,016	5,163	5,796	8,752	14,117	21,990	69,830
Red/Purple	14,440	47,491	58,808	64,409	63,311	69,332	93,972	161,093	208,442	781,298
<b>Rail Subtotal</b>	<b>28,544</b>	<b>97,711</b>	<b>123,472</b>	<b>136,830</b>	<b>136,070</b>	<b>145,800</b>	<b>194,248</b>	<b>296,847</b>	<b>372,872</b>	<b>1,532,394</b>
<b>Total</b>	<b>233,482</b>	<b>524,689</b>	<b>615,654</b>	<b>761,025</b>	<b>794,379</b>	<b>786,675</b>	<b>1,277,325</b>	<b>2,706,079</b>	<b>3,562,110</b>	<b>11,261,418</b>

<i>TAPs as Share of Total Ridership by Mode</i>										
<i>TAP as % of Total</i>	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	YTD
<b>Bus Total</b>	<b>0.69%</b>	<b>1.42%</b>	<b>1.53%</b>	<b>1.88%</b>	<b>1.96%</b>	<b>1.93%</b>	<b>3.15%</b>	<b>7.54%</b>	<b>9.82%</b>	<b>3.34%</b>
Blue	0.33%	0.89%	1.03%	1.21%	1.18%	1.15%	1.53%	2.60%	3.13%	1.49%
Gold	0.77%	4.80%	5.17%	5.66%	5.39%	5.09%	5.84%	5.15%	7.74%	5.18%
Green	0.29%	0.63%	0.77%	0.85%	0.82%	0.85%	1.04%	1.52%	1.72%	0.97%
Orange	0.23%	0.60%	0.68%	0.81%	0.81%	0.85%	1.22%	2.13%	3.10%	1.21%
Red/Purple	0.42%	1.41%	1.50%	1.75%	1.65%	1.71%	2.17%	3.96%	5.24%	2.26%
<b>Rail Subtotal</b>	<b>0.39%</b>	<b>1.35%</b>	<b>1.49%</b>	<b>1.71%</b>	<b>1.65%</b>	<b>1.66%</b>	<b>2.07%</b>	<b>3.28%</b>	<b>4.25%</b>	<b>2.04%</b>
<b>Total</b>	<b>0.63%</b>	<b>1.41%</b>	<b>1.52%</b>	<b>1.84%</b>	<b>1.90%</b>	<b>1.88%</b>	<b>2.92%</b>	<b>6.60%</b>	<b>8.64%</b>	<b>3.08%</b>

Source: Metro TAP data and Service Performance Analysis data for total ridership.

\* Ridership for contracted bus divisions not available.

Overall, the share of TAP ridership is higher on bus than rail year to date – 3.34% versus 2.04%. However, the highest share of combined system-wide bus and rail TAP ridership is on the Gold Line with a 5.18% share year to date.

# **FARE ENFORCEMENT**

## Hand Held Validator (HHV) Activity March to October 2008

Metro deployed the hand held validators (HHVs) for inspecting and validating TAP cards on the Metro rail system in March 2008. HHVs determine whether a TAP card was tapped for the current ride the cardholder is taking by comparing the last tap location of the card against the line/route (e.g., Red Line) programmed into the HHV by the fare inspector. The HHVs are used primarily on the rail system, including the Orange Line.

	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08
Valid Reads	651	351	123	405	586	377	356
Invalid Reads	605	311	162	458	366	414	681
Total Reads	1,256	662	285	863	952	791	1,037
% Valid Reads	52%	53%	43%	47%	62%	48%	34%
Number of Inspectors	31	20	16	27	25	24	24
Reads/Inspector	40.5	33.1	17.8	32.0	38.1	33.0	43.2

The number of inspected TAP cards increased from 791 to 1,037 from August to September, with the number of card reads per inspector increasing to 43.2. However, the number of valid reads decreased to a new low of 34% in September. With the growth in the number of taps per pass increasing as shown on pages 16 and 17, the increase in "invalid" reads appears to be more an issue of fare inspector training on the proper use of the HHV devices. Anecdotal evidence from witnessing HHV operation in the field by Metro staff indicates that proper log on to the HHV device continues to be a problem. HHVs will only get a valid read if the HHV is properly set for the line/route on which it is being used. If a fare inspector is inspecting on the Red Line, but the HHV is set to read the Gold Line, all inspected cards will be read as "invalid". The HHV can further read the card to determine whether a valid pass is held on the card even if the card was not tapped for the current trip and/or if the HHV is incorrectly set to the wrong line.

Additionally, perhaps because HHV devices are not properly configured upon log on, fare inspectors have been asking patrons to tap their cards at Stand Alone Validators upon exit from Metro Rail stations. The purpose of the Stand Alone Validator (SAV) is to verify that a valid pass is held on the card for a trip about to be made or to deduct fare for a trip if the card contains stored value, and not for inspecting or reading a card for a valid fare product. Tapping a card on an SAV counts the tap as a ride and will result in a decrement to the card's cash purse if a pass is not held (even if the card was already tapped for the current ride).

It is expected that, over time, as both fare inspectors and TAP cardholders become more familiar with the use of TAP cards on rail, the share of valid TAP card reads by HHVs will increase significantly. Customer education through increased patron information materials and reinforcement of fare inspector training is essential.

## Unclassified Fares by Division

The classification of cash fares collected in fareboxes serves as an important means to analyze Metro ridership. TAP cards, and the future activation of the “debit” purse, will help automate and ameliorate approximately \$2 million per month of fare revenue not associated to a type of fare (one way, day pass, zones, etc.) or type of rider (regular, senior, disabled, student, etc.)

Reporting of unclassified revenue, defined as currency plus tokens deposited into a farebox but not associated with a type of fare (e.g, regular full fare, senior/disabled off-peak, zone upcharge), by Division and route will resume with the October monthly report. Bus assignments in the TAP/UFS system are currently being updated.

## Day Pass Sales by Division & Rail Line

Day Pass sales by Division and Metro Rail Line, captured in the Nextfare central system, will now be published as part of the TAP Operation Monthly Report. As shown below, the highest number of Day Passes sold was at Division 15 with nearly 100,000 sold in September. Divisions 18 and 15 had the next highest number of sales with 88,158 and 86,220 Day Passes sold, respectively. On Metro Rail, the largest number of Day Passes were sold on the Red/Purple line with 65,792 sold, followed by the Blue line with 58,314 passes sold. In total, 21% of Day Passes sold were sold on Metro Rail lines.

	Sep-08		Total
	Regular	Reduced	
Division 1	64,476	15,883	80,359
Division 2	50,080	14,059	64,139
Division 3	45,658	11,878	57,536
Division 5	72,483	13,737	86,220
Division 6	7,592	1,771	9,363
Division 7	50,721	10,381	61,102
Division 8	45,528	8,128	53,656
Division 9	44,572	10,684	55,256
Division 10	51,702	11,963	63,665
Division 15	83,462	16,045	99,507
Division 18	71,800	16,358	88,158
Division 91	13,323	4,629	17,952
Division 95	5,284	2,286	7,570
Division 98	1,620	800	2,420
Other Locations	13,876	2,776	16,652
<b>Bus Total</b>	<b>622,177</b>	<b>141,378</b>	<b>763,555</b>
Blue	51,385	6,929	58,314
Gold	21,796	2,374	24,170
Green	30,464	3,014	33,478
Orange	21,023	2,116	23,139
Red/Purple	60,263	5,529	65,792
<b>Rail</b>	<b>184,931</b>	<b>19,962</b>	<b>204,893</b>

Note: Other locations includes OCI training buses and fareboxes in for repair.



# **TAP SALES**

## TAP Product Sales Summary

Four Metro pass products are now sold on TAP cards. The regular Metro monthly (including zones) and weekly passes became available to the general public at the end of January 2008 for the February pass period. Currently, the TAP versions of the monthly and weekly pass are available at Metro's four Customers Centers; Foothill Transit Stores; the LADOT Transit Store; TVMs; [faptogo.net](http://faptogo.net); autoload; and Downtown, Wilshire corridor, San Fernando Valley, and San Gabriel Valley third party vendor locations. At these locations, the paper versions of the monthly and weekly passes are no longer available. As of the end of September (for October pass sales), a total of 160 pass sales locations had been converted to TAP including those identified above and third party vendors in the Downtown, Wilshire corridor, San Fernando Valley, and San Gabriel Valley regions.

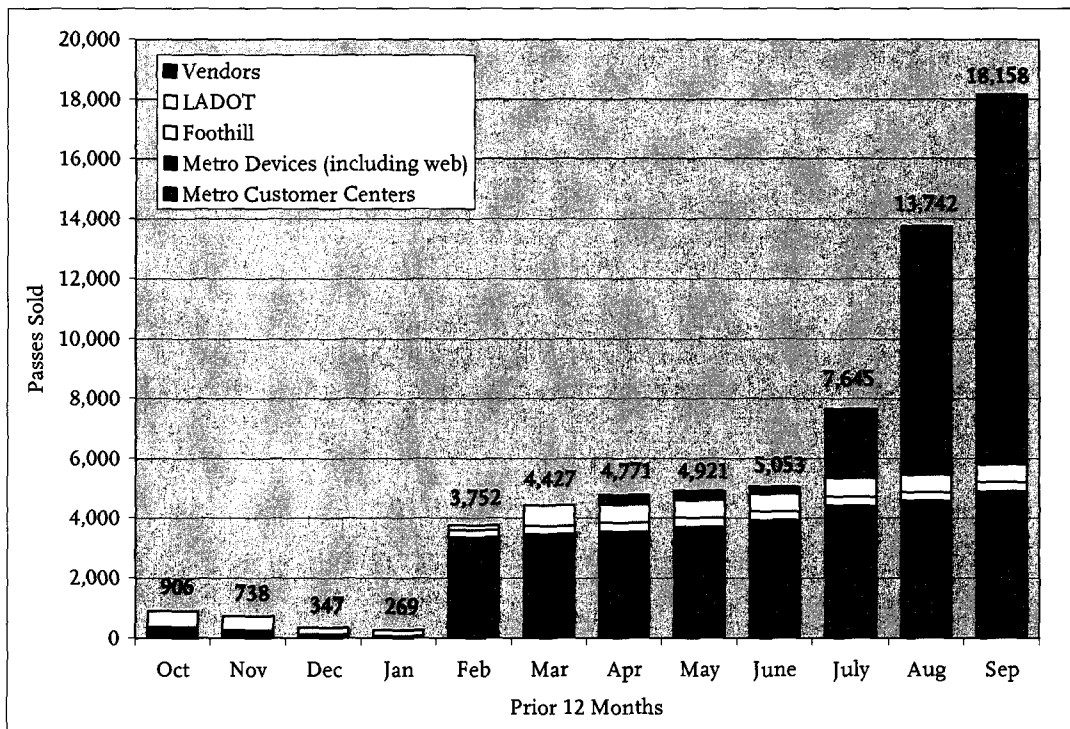
The other two types of passes currently available on TAP are exclusive to the TAP card (i.e., not available in a paper format) and are available as part of Metro Commute Services programs to employers and select educational institutions. The A-TAP and B-TAP programs provide annual passes to area employers for their employees. Though both programs offer the same annual pass, the distinction between the programs is how the employers within each program are billed for their participation in the program. The I-TAP program is a quarterly-based program currently available to UCLA faculty, staff, and students. Beginning in August, I-TAP became available to full-time students of the Los Angeles Community College District (LACCD). This program will be expanded to all nine LACCD campuses for the 2009 Spring semester.

## Metro Monthly TAP Pass Sales by Seller October 2007 to September 2008

Since the general public launch of TAP in late January for February pass sales, sales of Metro monthly passes have increased every month with the most notable increases occurring over the last three months. From June to July, sales of TAP monthly passes grew by 51.2% as the Downtown vendors were converted to TAP sales. This was followed by 79.7% growth from July to August with the addition of the Wilshire corridor vendors. Sales growth from August to September was 32.1% as the San Fernando Valley vendors were converted.

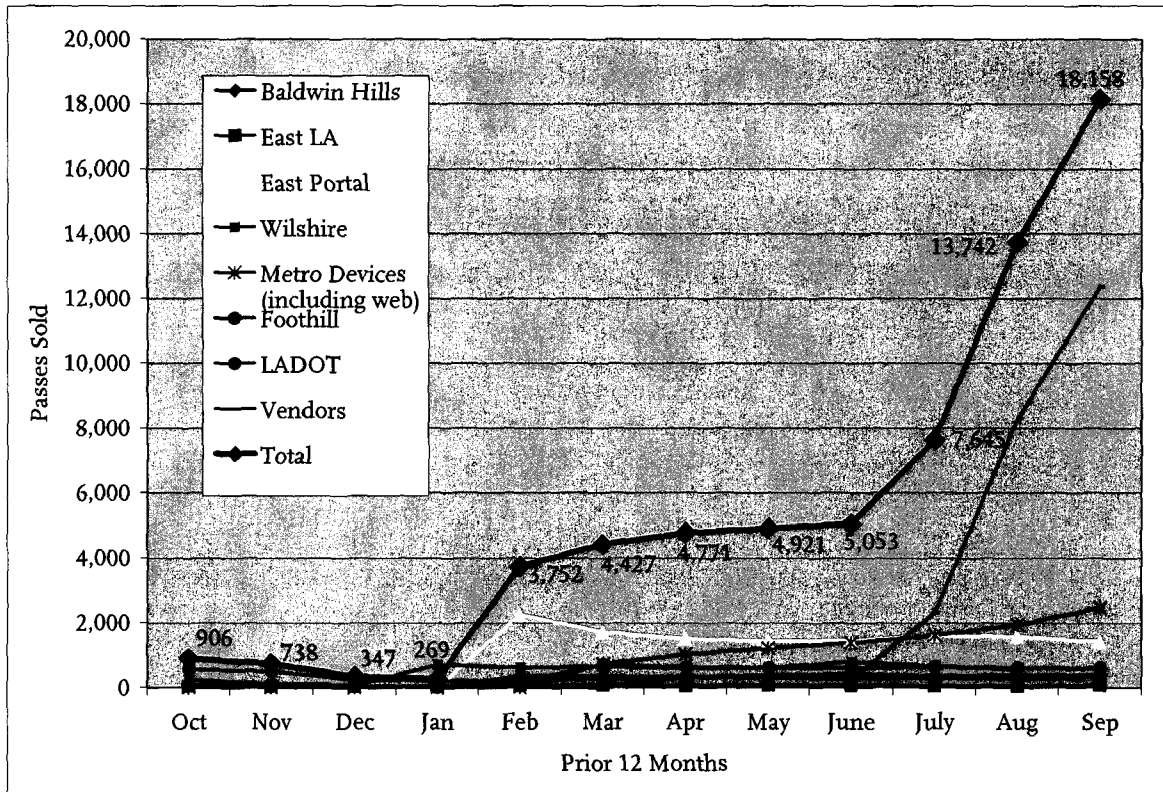
Facility	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08
<b>Metro Customer Centers</b>												
Baldwin Hills	0	0	0	0	344	348	314	389	412	360	387	387
East LA	0	0	0	0	55	74	53	74	73	48	41	71
East Portal	0	0	0	0	2,258	1,719	1,516	1,438	1,459	1,609	1,578	1,428
Wilshire	302	219	99	60	689	602	637	584	600	783	655	551
<i>Metro Customer Centers</i>	<i>302</i>	<i>219</i>	<i>99</i>	<i>60</i>	<i>3,346</i>	<i>2,743</i>	<i>2,520</i>	<i>2,485</i>	<i>2,544</i>	<i>2,800</i>	<i>2,661</i>	<i>2,437</i>
<b>TVM Sales</b>												
TVM Sales	0	0	0	0	3	617	879	1,060	1,189	1,303	1,444	1,885
TVM & SAV Autoloads	0	0	0	0	0	53	68	74	76	204	333	442
Farebox Autoloads	0	0	0	0	0	54	74	85	115	0		
Website									9	108	151	130
<i>Metro Devices</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>0</i>	<i>3</i>	<i>724</i>	<i>1,021</i>	<i>1,219</i>	<i>1,389</i>	<i>1,615</i>	<i>1,928</i>	<i>2,457</i>
<b>METRO TOTAL</b>	<b>302</b>	<b>219</b>	<b>99</b>	<b>60</b>	<b>3,349</b>	<b>3,467</b>	<b>3,541</b>	<b>3,704</b>	<b>3,933</b>	<b>4,415</b>	<b>4,589</b>	<b>4,894</b>
<b>Third Party</b>												
Foothill	64	41	27	13	240	263	303	305	292	302	278	314
LADOT	540	478	221	196	163	697	610	590	589	624	591	589
Vendors							317	322	239	2,304	8,284	12,361
<b>Third Party TOTAL</b>	<b>604</b>	<b>519</b>	<b>248</b>	<b>209</b>	<b>403</b>	<b>960</b>	<b>1,230</b>	<b>1,217</b>	<b>1,120</b>	<b>3,230</b>	<b>9,153</b>	<b>13,264</b>
<b>Total</b>	<b>906</b>	<b>738</b>	<b>347</b>	<b>269</b>	<b>3,752</b>	<b>4,427</b>	<b>4,771</b>	<b>4,921</b>	<b>5,053</b>	<b>7,645</b>	<b>13,742</b>	<b>18,158</b>

The general public launch of TAP pass sales began in late January for February pass sales and continues with the ongoing conversion of the third party vendor network to TAP sales.



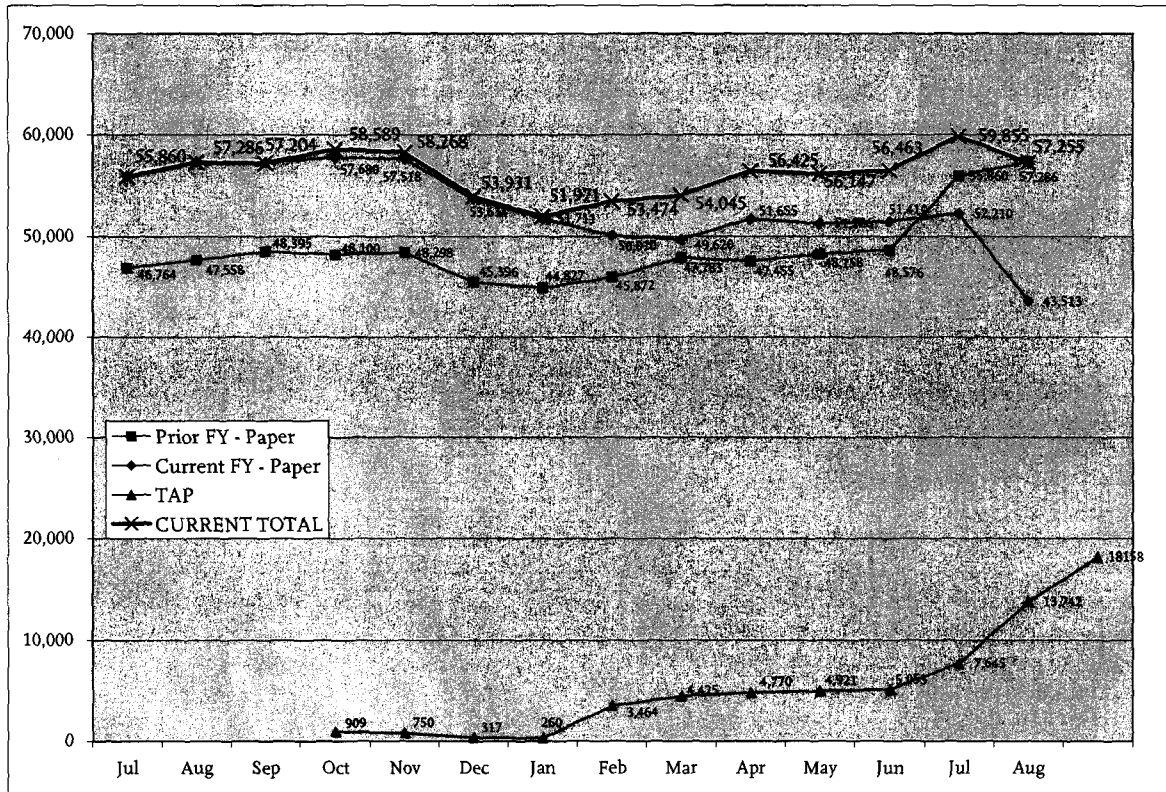
## Metro Monthly TAP Pass Sales Trends October 2007 to September 2008

Since the general public launch of TAP monthly passes for February, sales locations showed relatively level sales from February through June with the exception of the East Portal Customer Center. Following the conversion of the Metro and Foothill sales locations in February, Metro's rail ticket vending machines (TVMs) were turned on to allow for the re-loading of monthly passes and the TAP Service Center began accepting autoload applications which allow for the automatic renewal of a pass if a customer provides a valid credit card. In March, 617 customers purchased their monthly pass at a TVM with another 106 receiving autoloaded monthly passes through either bus fareboxes or rail TVMs or TAP validators. The popularity of these purchase options is growing as 1,885 customers purchased their September monthly pass at a TVM, and another 442 customers purchased their pass via autoload. Third party vendors now account for the most monthly pass sales, surpassing Metro Customer Centers, TVM sales and autoloads (Metro Devices).



## Metro Monthly Pass Sales Trends – TAP & Paper

Paper plus TAP monthly pass sales in August 2008 are slightly lower than in August 2007. A total of 57,255 paper plus TAP monthly passes were sold in August 2008 compared to 57,286 paper monthly sales in August 2007. TAP pass sales accounted for 24% of August monthly pass sales compared to 12.7% of July monthly pass sales.



TAP Monthly and Weekly passes were available at 4 Metro Customer Centers, Foothill and LADOT Transit Stores, Rail TVMs, the *taptogo.net* website, autoload, and Downtown, Wilshire corridor, and San Fernando Valley third party vendor locations through September.

## Metro Monthly TAP Pass Sales at Rail TVMs May 2008 to September 2008

Sales of Metro Monthly TAP Passes have more than tripled at Rail TVMs from 617 passes in March to 1,885 in September. Sales from August to September increased by 441, up 30.5%. Sales are highest at Red and Purple line TVMs, representing 48% (900) of all monthly passes sold at TVMs. Gold Line sales increased from 473 in August to 582 in September. Orange Line TVMs continue to have the lowest number of sales but this is starting to change as San Fernando Valley third party vendors are converted to TAP sales (75 passes were sold in September, up from 43 in August). Note the station ordering has been changed from alphabetical to line order from Union Station in the table below.

	May	June	July	August	September
<b>Blue Line</b>					
7 <sup>th</sup> Street/Metro	65	63	64	80	95
Pico	7	3	5	7	7
Grand	5	5	7	9	7
San Pedro	3	2	0	2	3
Washington	1	0	0		
Vernon	1	1	3	6	8
Slauson	1	1	2	1	2
Florence	0	2	5	6	6
Firestone	2	2	0	3	3
103 <sup>rd</sup> Street	1	0	3	3	4
Imperial/Wilmington	0	1	0	1	2
Compton	1	1	2	4	6
Artesia	4	3	6	4	5
Del Amo	12	12	13	7	11
Wardlow	10	10	4	13	14
Willow	14	21	17	22	36
Pacific Coast Highway	0	0	1	1	
Anaheim	0	0	2	1	1
5 <sup>th</sup> Street	0	1	0	0	1
1 <sup>st</sup> Street	1	2	0	0	2
Transit Mall	3	3	1	2	6
Pacific	1	1	3	3	4
<b>Blue Line Total</b>	<b>132</b>	<b>134</b>	<b>138</b>	<b>175</b>	<b>223</b>
<b>Gold Line</b>					
Union Station	53	66	81	72	69
Chinatown	7	4	6	8	9
Lincoln/Cypress	16	18	10	15	17
Heritage Square	12	17	17	14	21

Southwest Museum	4	9	11	11	17
Highland Park	28	37	31	30	34
Mission	44	55	48	58	75
Fillmore	34	41	31	27	45
Del Mar	30	40	60	54	69
Memorial Park	26	26	32	26	21
Lake	21	19	23	33	33
Allen	16	14	13	15	26
Sierra Madre Villa	55	89	96	110	146
<b><i>Gold Line Total</i></b>	<b><i>346</i></b>	<b><i>435</i></b>	<b><i>459</i></b>	<b><i>473</i></b>	<b><i>582</i></b>
<b>Green Line</b>					
Norwalk	10	18	15	24	29
Lakewood	12	9	18	9	25
Long Beach	4	4	3	2	5
Imperial/Wilmington	3	4	5	9	5
Avalon	0	4	2	2	7
Harbor Freeway	4	3	3	3	3
Vermont	1	1	3	1	3
Crenshaw	4	8	6	8	6
Hawthorne	2	4	6	7	5
Aviation/LAX	3	5	3	4	6
Mariposa	1	3	1	3	1
El Segundo	1	3	1	2	4
Douglas	0	0	0	1	1
Redondo Beach	3	2	6	4	5
<b><i>Green Line Total</i></b>	<b><i>48</i></b>	<b><i>68</i></b>	<b><i>72</i></b>	<b><i>79</i></b>	<b><i>105</i></b>
<b>Orange Line</b>					
North Hollywood	3	5	2	3	4
Laurel Canyon	3	1	6	4	8
Valley College	2	1	2	2	2
Woodman	1	1	2	2	3
Van Nuys	1	4	2	2	10
Sepulveda	4	3	7	6	5
Woodley	1	0	2	1	
Balboa	4	6	7	4	7
Reseda	2	5	5	3	16
Tampa	2	2	1	2	2
Pierce College	2	1	1	5	4
De Soto	0	0	0	0	
Canoga	3	1	1	7	13
Warner Center	1	2	6	2	1
<b><i>Orange Line Total</i></b>	<b><i>29</i></b>	<b><i>32</i></b>	<b><i>44</i></b>	<b><i>43</i></b>	<b><i>75</i></b>

<b>Purple Line</b>					
Wilshire/Normandie	28	28	33	38	44
Wilshire/Western	36	42	40	53	64
<b><i>Purple Line Total</i></b>	<b><i>64</i></b>	<b><i>70</i></b>	<b><i>73</i></b>	<b><i>91</i></b>	<b><i>108</i></b>
<b>Red/Purple Line</b>					
Union Station	112	80	158	108	141
Civic Center	37	40	39	53	54
Pershing Square	35	43	42	55	69
7 <sup>th</sup> Street/Metro	36	25	28	40	41
Westlake/MacArthur Park	14	21	17	16	30
Wilshire/Vermont	39	39	34	47	77
<b><i>Red/Purple Line Total</i></b>	<b><i>273</i></b>	<b><i>248</i></b>	<b><i>318</i></b>	<b><i>319</i></b>	<b><i>412</i></b>
<b>Red Line</b>					
Vermont/Beverly	11	8	13	13	31
Vermont/Santa Monica	12	13	22	25	46
Vermont/Sunset	17	24	27	33	32
Hollywood/Western	20	31	24	32	34
Hollywood/Vine	15	17	23	21	45
Hollywood/Highland	33	34	41	44	55
Universal City	22	35	31	39	53
North Hollywood	38	40	41	57	84
<b><i>Red Line Total</i></b>	<b><i>168</i></b>	<b><i>202</i></b>	<b><i>222</i></b>	<b><i>264</i></b>	<b><i>380</i></b>
<b>TOTAL – ALL LINES</b>	<b>1,060</b>	<b>1,189</b>	<b>1,326</b>	<b>1,444</b>	<b>1,885</b>

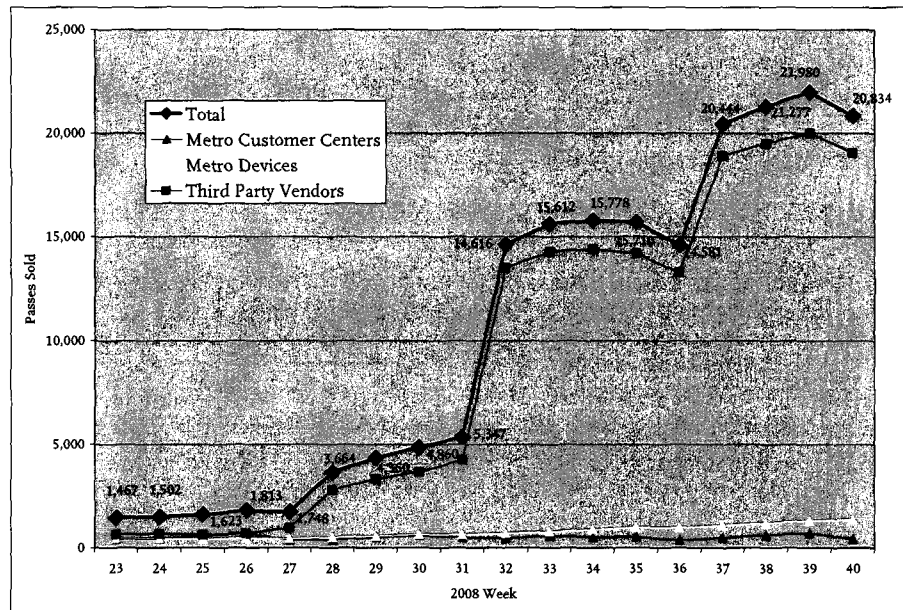


## Metro Weekly TAP Pass Sales

Weekly passes were first sold to the general public on January 31, 2008 for the February sales period. LADOT was added as a TAP weekly pass sales location for March sales, followed by the first third party vendor location in April and another in May. Significant jumps in the number of weekly TAP pass sales have occurred each month since as additional regions of third party vendors have been converted to TAP sales.

	Validity Period	Week #	Metro Customer Centers	Metro Devices	Third Party Vendors	Total
June	6/1-6/7	23	390	435	642	1,467
	6/8-6/14	24	400	426	676	1,502
	6/15-6/21	25	563	427	633	1,623
	6/22-6/28	26	657	464	692	1,813
	6/29-7/5	27	348	432	968	1,748
July	7/6-7/12	28	368	501	2,795	3,664
	7/13-7/19	29	485	553	3,322	4,360
	7/20-7/26	30	570	623	3,667	4,860
	7/27-8/2	31	474	628	4,245	5,347
August	8/3-8/9	32	436	692	13,488	14,616
	8/10-8/16	33	559	777	14,276	15,612
	8/17-8/23	34	498	879	14,401	15,778
	8/24-8/30	35	513	995	14,202	15,710
	8/31-9/6	36	341	971	13,269	14,581
September	9/7-9/13	32	466	1083	18,895	20,444
	9/14-9/20	33	598	1182	19,497	21,277
	9/21-9/27	34	686	1304	19,990	21,980
	9/28-10/4	35	413	1366	19,055	20,834

Third party vendors continue to be the largest seller of weekly TAP passes. The gap will continue to widen as additional third party locations are installed throughout the year. A slight decline in sales for Week 36 is due to the Labor Day holiday. Sales also show a decline in Week 40 but this is most likely due to late reporting CPOS sales data. As additional sales data is reported, the data will be updated to reflect total sales.



## Metro Weekly TAP Pass Sales at Rail TVMs July 2008 to September 2008

The number of weekly TAP passes sold is increasing from month to month although there is some variation from week to week in a given month. TAP weekly pass sales are greatest at Red/Purple line TVMs which averaged 302 passes per week. Red Line stations averaged 285 passes per week, followed by Blue Line stations with 208 passes per week. Note the station ordering has been changed from alphabetical to line order from Union Station in the table below.

	July '08				August '08					September '08			
	Wk 28	Wk 29	Wk 30	Wk 31	Wk 32	Wk 33	Wk 34	Wk 35	Wk 36	Wk 37	Wk 38	Wk 39	Wk 40
<b>Blue Line</b>													
7 <sup>th</sup> Street/Metro	22	24	27	25	22	20	32	38	30	40	42	52	59
Pico	5	3	13	7	8	11	17	10	9	12	12	14	10
Grand	5	10	13	11	13	19	16	21	20	20	20	28	25
San Pedro	1	10	6	7	4	4	1	8	10	13	11	13	17
Washington	1	1	2	2	4	1	1	2	0	1	4	3	7
Vernon	9	8	13	6	8	15	4	8	10	13	11	15	9
Slauson	0	2	3	3	8	2	9	4	2	6	7	5	7
Florence	4	7	6	7	11	10	18	10	21	21	22	18	22
Firestone	5	5	6	4	2	5	8	9	9	8	12	6	9
103 <sup>rd</sup> Street	3	4	4	4	6	5	8	7	6	5	6	7	10
Imperial/ Wilmington	3	3	2	3	2	1	4	5	3	6	5	4	6
Compton	4	2	3	3	4	3	1	13	4	8	3	9	10
Artesia	3	6	7	5	6	2	10	6	7	4	9	9	8
Del Amo	4	3	5	3	3	4	7	5	2	4	5	7	6
Wardlow	0	3	2	4	3	4	3	3	1	3	2	2	2
Willow	3	1	4	4	3	3	4	5	4	7	7	6	6
Pacific Coast Highway	1	0	2	2	1	1	3	3	5	3	2	2	2
Anaheim	0	1	2	1	1	3	2	1	4	6	7	9	7
5 <sup>th</sup> Street	3	1	3	1	2	1	6	2	3	2	1	5	5
1 <sup>st</sup> Street	1	1	1	0	1	4	2	2	1	2	2	1	1
Transit Mall	2	0	3	5	1	1	3	2	3	0	0	0	2
Pacific	0	1	0	1	1	1	2	5	1	2	2	3	6
<b>Blue Line Total</b>	<b>79</b>	<b>96</b>	<b>127</b>	<b>108</b>	<b>114</b>	<b>120</b>	<b>161</b>	<b>169</b>	<b>155</b>	<b>186</b>	<b>192</b>	<b>218</b>	<b>236</b>
<b>Gold Line</b>													
Union Station	16	22	17	21	32	26	29	19	23	30	28	28	29
Chinatown	1	2	2	2	1	1	3	4	2	1	7	5	2

Lincoln/Cypress	3	6	2	5	8	7	6	12	8	9	9	7	6
Heritage Square	5	5	7	8	10	6	4	10	4	4	6	5	7
Southwest Museum	3	2	9	7	9	8	4	6	11	9	10	12	16
Highland Park	23	22	17	19	24	24	22	25	31	37	32	34	34
Mission	10	7	6	7	9	8	9	11	4	6	10	9	9
Fillmore	4	6	8	5	10	11	10	9	6	8	11	10	8
Del Mar	7	8	7	7	12	13	9	12	8	16	11	13	13
Memorial Park	14	12	12	18	10	8	16	16	20	18	18	16	12
Lake	8	14	8	7	9	9	10	15	12	11	15	20	17
Allen	3	6	7	1	6	5	3	7	7	7	10	8	11
Sierra Madre Villa	23	20	27	20	24	24	25	27	26	21	26	32	29
<b>Gold Line Total</b>	<b>120</b>	<b>132</b>	<b>129</b>	<b>127</b>	<b>164</b>	<b>150</b>	<b>150</b>	<b>173</b>	<b>162</b>	<b>177</b>	<b>193</b>	<b>199</b>	<b>193</b>
<b>Green Line</b>													
Norwalk	6	5	8	7	6	6	7	11	10	17	13	13	17
Lakewood	3	3	3	6	7	10	8	9	11	7	7	7	9
Long Beach	2	3	2	3	3	5	3	3	4	7	6	7	2
Imperial/ Wilmington	3	2	2	2	2	3	3	4	6	5	6	9	3
Avalon	3	3	1	4	7	4	8	7	9	11	8	7	12
Harbor Freeway	2	5	3	3	2	4	6	7	8	4	6	10	15
Vermont	4	5	2	8	5	8	9	9	9	7	7	13	10
Crenshaw	4	8	9	9	7	6	6	5	11	10	13	12	13
Hawthorne	5	3	4	6	6	7	9	10	14	12	7	12	12
Aviation/LAX	3	6	5	8	6	4	5	2	4	5	7	6	7
Mariposa	0	2	2	1	1	3	2	2	2	1	2	2	2
El Segundo	1	0	0	1	0	0	2	1	1	2	1	1	1
Douglas	1	0	0	0	1	1	0	2	3	1	3	0	0
Redondo Beach	1	0	2	0	1	2	1	0	0	0	2	1	2
<b>Green Line Total</b>	<b>38</b>	<b>45</b>	<b>43</b>	<b>58</b>	<b>54</b>	<b>63</b>	<b>69</b>	<b>72</b>	<b>92</b>	<b>89</b>	<b>88</b>	<b>100</b>	<b>105</b>
<b>Orange Line</b>													
North Hollywood	5	2	1	6	3	5	5	3	5	5	6	7	3
Laurel Canyon	2	3	2	2	3	3	2	4	4	6	4	9	10
Valley College	0	1	2	2	2	1	1	1	1	0	1	2	0
Woodman	2	1	2	6	1	1	1	3	3	0	3	8	4
Van Nuys	2	1	4	4	4	4	7	6	1	5	9	8	10
Sepulveda	3	2	0	4	1	3	7	7	4	7	5	5	2
Woodley	0	0	0	0	0	0	2	2	1	0	3	0	3
Balboa	0	1	1	1	1	1	2	3	1	2	7	6	6
Reseda	5	1	5	5	6	5	4	6	10	9	5	16	9
Tampa	1	2	3	2	1	2	3	5	2	1	3	4	6
Pierce College	2	0	0	1	3	2	2	1	1	3	0	1	4
De Soto	0	0	1	1	1	2	1	1	1	0	1	2	0

Canoga	2	1	2	2	1	3	5	3	0	2	3	2	4
Warner Center	0	0	2	0	0	2	1	3	0	0	0	0	7
<i>Orange Line Total</i>	<i>24</i>	<i>15</i>	<i>25</i>	<i>36</i>	<i>27</i>	<i>34</i>	<i>43</i>	<i>48</i>	<i>34</i>	<i>40</i>	<i>50</i>	<i>70</i>	<i>68</i>
<b>Purple Line</b>													
Wilshire/ Normandie	10	15	11	8	14	25	18	29	34	34	46	47	46
Wilshire/Western	23	18	19	21	26	40	37	35	39	39	49	40	47
<i>Purple Line Total</i>	<i>33</i>	<i>33</i>	<i>30</i>	<i>29</i>	<i>40</i>	<i>65</i>	<i>55</i>	<i>64</i>	<i>73</i>	<i>73</i>	<i>95</i>	<i>87</i>	<i>93</i>
<b>Red/Purple Line</b>													
Union Station	46	42	52	60	49	53	53	47	46	53	67	64	69
Civic Center	11	13	17	7	9	9	10	12	26	14	10	22	14
Pershing Square	17	16	24	31	35	44	45	42	43	49	44	48	65
7 <sup>th</sup> Street/Metro	13	17	14	16	17	22	20	32	17	28	22	24	29
Westlake/ MacArthur Park	10	22	19	23	19	25	30	52	55	57	65	76	81
Wilshire/Vermont	15	18	16	20	24	34	31	50	50	68	69	85	85
<i>Red/Purple Line Total</i>	<i>112</i>	<i>128</i>	<i>142</i>	<i>157</i>	<i>153</i>	<i>187</i>	<i>189</i>	<i>235</i>	<i>237</i>	<i>269</i>	<i>277</i>	<i>319</i>	<i>343</i>
<b>Red Line</b>													
Vermont/Beverly	8	8	10	12	15	19	25	30	26	29	28	27	33
Vermont/ Santa Monica	12	12	18	19	21	16	29	21	28	39	45	53	54
Vermont/Sunset	14	11	13	11	14	17	21	26	24	21	29	35	38
Hollywood/ Western	7	8	8	10	11	12	17	21	20	22	28	38	31
Hollywood/Vine	9	13	17	14	15	21	30	35	23	30	39	32	37
Hollywood/ Highland	9	17	23	22	16	30	30	32	36	35	36	44	41
Universal City	11	13	15	10	17	10	16	16	16	30	21	24	25
North Hollywood	19	20	19	14	25	26	40	48	40	35	50	51	59
<i>Red Line Total</i>	<i>89</i>	<i>102</i>	<i>123</i>	<i>112</i>	<i>134</i>	<i>151</i>	<i>208</i>	<i>229</i>	<i>213</i>	<i>241</i>	<i>276</i>	<i>304</i>	<i>318</i>
<b>TOTAL – ALL LINES</b>	<b>495</b>	<b>551</b>	<b>619</b>	<b>627</b>	<b>686</b>	<b>770</b>	<b>875</b>	<b>990</b>	<b>966</b>	<b>1075</b>	<b>1171</b>	<b>1297</b>	<b>1356</b>

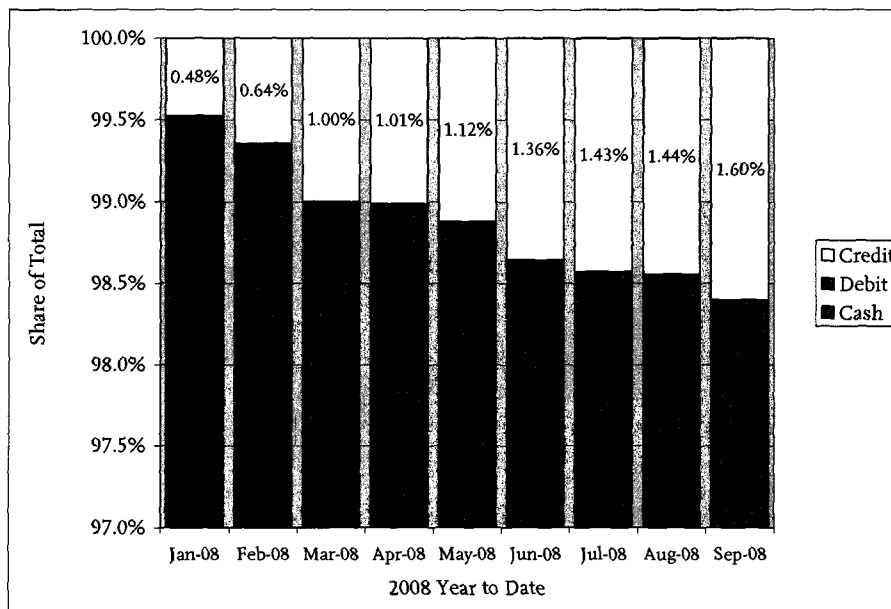
## Payment Type Breakdown Calendar Year to Date

Since January, the revenue collected by the TAP system through fareboxes, TVMs, or through TAP sales devices (e.g., CPOS) has averaged \$12.2 million per month. These totals do not include revenue from paper passes sales, token sales, TAP autoloading activity and other fare revenue generated outside TAP/UFS equipment. The revenue shown below reflects that earned/collected on TAP equipment only.

With the introduction of TAP sales on rail TVMs and the TAP autoloading program, debit and credit activity (by total revenue) has increased on the Metro system. Note that CPOS transactions (i.e., the loading of TAP passes at Metro Customer Centers and other third party locations) were all considered cash transactions in the system through June 2008 since the sales device (CPOS) itself does not process credit/debit cards. However, beginning in July, this data is reported separately and is not included in the total cash reported. The shares by payment type are likely to remain largely unchanged until TAP stored value transactions are introduced into the Metro system which will cause the share of cash payment transactions to decline. With the increase in third party vendor sales locations, the amount of cash activity will go up but this is expected to be offset, in part, by an increase in TVM and autoloading sales. All Metro Rail TVMs already accept debit/credit as a payment type for all fare payment transactions whether paper proof-of-payment (e.g., one-way tickets and day passes) or TAP loads of monthly or weekly passes.

	Cash	% Share	Debit	% Share	Credit	% Share
Jan-08	\$11,088	99.24%	\$32	0.28%	\$53	0.48%
Feb-08	\$11,162	98.94%	\$47	0.42%	\$72	0.64%
Mar-08	\$12,026	98.56%	\$54	0.44%	\$122	1.00%
Apr-08	\$12,023	98.42%	\$70	0.57%	\$123	1.01%
May-08	\$12,335	98.27%	\$76	0.61%	\$141	1.12%
Jun-08	\$12,589	97.94%	\$91	0.71%	\$174	1.36%
Jul-08	\$13,078	97.81%	\$102	0.76%	\$191	1.43%
Aug-08	\$12,870	97.77%	\$104	0.79%	\$190	1.44%
Sep-08	\$12,842	97.48%	\$121	0.92%	\$211	1.60%
YTD	\$110,013	98.24%	\$696	0.62%	\$1,278	1.14%

Note: Dollars expressed in 1,000s. CPOS transactions are considered cash transactions in the system even if paid with debit/credit through June 2008. Starting in July, this revenue is not included in the table.



## I-TAP Sales Trends Program Inception to Date

UCLA I-TAP sales have remained consistent since the program began nearly two years ago. Consistent with student enrollment, I-TAP sales peak in the Fall (the first quarter of the school year) and decline each quarter through the Summer before peaking again the next Fall.

Fall 06	Winter 07	Spring 07	Summer 07	Fall 07	Winter 08	Spring 08	Summer 08	Fall 08
1,014	985	975	666	1,218	1,018	989	899	1,217

I-TAP products are sold to both students and faculty/staff. The student product, sold at a lower cost, is generally valid for a shorter period of time as faculty/staff remain on campus even after the instruction period (i.e. quarter) ends for the students.

## A/B-TAP Sales Trends Program Inception to Date

The A/B-TAP program began in November 2006 and ended the year with 478 active cardholders. This number grew to 5,764 by the end of 2007. Eight months through 2008, the number of active cardholders has increased by 3,953 – growth of 69% over 2007 sales.

Year End 2006	Year End 2007	(September 30) 2008
478	5,764	10,712

## Third Party Vendors – TAP Sales Status

In addition to Metro's four Customer Centers, 156 additional third party vendor locations were selling TAP Monthly and Weekly passes as of the end of August. This includes vendors from the Downtown, Wilshire corridor, and San Fernando Valley regions. Two of these locations – Foothill Transit's El Monte Transit Store and LADOT Transit Store – became TAP retailers as part of the customer pilot program in October 2007. Four additional Foothill Transit Stores began selling TAP in the February 2008 sales period, followed by the first retail vendor location (Color Check Cashing in Downtown) for the April sales period and the second (Top Town also in Downtown) for the May sales period. TAP pass sales have expanded to Downtown, the Wilshire Corridor, and San Fernando Valley in the June to August period. Third party vendor locations have been identified by both location and sales volume to assist with the third party vendor migration planning process. To date, TAP Monthly and Weekly passes are available at:

- 4 Metro Customer Centers
- 23 Downtown Locations (including LADOT Transit Store)
- 53 Wilshire corridor Locations
- 62 San Fernando Valley Locations
- 18 San Gabriel Valley Locations (including 5 Foothill Transit Stores)

In addition, 91 additional locations are scheduled for November and December pass sales. These include San Fernando and San Gabriel Valley independent merchant locations and chain locations such as Nix Check Cashing, Ralphs, Ace Cash Express with stores in Downtown, the Wilshire corridor, San Fernando Valley, and San Gabriel Valley. The total number of sales locations to be converted as part of this vendor rollout campaign is anticipated to be between 400 and 500 (depending upon attrition), and excludes sellers of reduced fare media only (e.g., Senior Centers), low volume centers not expected to continue as pass sellers, city and governmental entities, and other vendors who choose not to make the TAP conversion.

The status of Wilshire corridor, San Fernando Valley, and San Gabriel Valley vendor locations is shown below.

Vendor Name	Address	Installation Date	Status
<b>WILSHIRE CORRIDOR LOCATIONS</b>			
Ace Cash Express	1250 S. Vermont	September 2008	Selling Regular TAP Passes
Ace Cash Express	4948 Pico Blvd.	September 2008	Selling Regular TAP Passes
Ace Cash Express	4005 W. 3rd Street	October 2008	To start November pass sales
Ace Cash Express	1805 W. 6th Street	September 2008	Selling Regular TAP Passes
Ace Cash Express	1245 S. Union Avenue	September 2008	Selling Regular TAP Passes
G&T Continental Servicios	2561 W. Pico Blvd.	September 2008	Selling Regular TAP Passes



Mundiales, Inc.			
G&T Continental Servicios Mundiales, Inc.	2021 W. 7th Street	September 2008	Selling Regular TAP Passes
LA Convention & Visitors Bureau	6801 Hollywood Blvd. #237	TBD	Setting up EFT Account
Nix Check Cashing	3087 W. Pico Blvd-Suite 1	TBD	Chain location
Nix Check Cashing	2201 W. Pico Blvd.	September 2008	Selling Regular TAP Passes
Nix Check Cashing	4972 W. Pico Blvd.	TBD	Chain location
Nix Check Cashing	334 S. Vermont/Rite Aid Drug	TBD	Chain location
Nix Check Cashing	1800 W. 6th Street	September 2008	Selling Regular TAP Passes
Nix Check Cashing	2715 S. Western Avenue	TBD	Chain location
Nix Check Cashing	2855 S. Crenshaw Blvd.	TBD	Chain location
Ralphs	10861 Weyburn Avenue	September 2008	Selling Regular TAP Passes
Ralphs	5601 Wilshire Blvd.	September 2008	Selling Regular TAP Passes
Ralphs	260 S. La Brea Avenue	September 2008	Selling Regular TAP Passes
Ralphs	670 S. Western Avenue	September 2008	Selling Regular TAP Passes
<b>SAN FERNANDO VALLEY LOCATIONS</b>			
ACE CASH EXPRESS	8318 VAN NUYS BLVD.	TBD	Pending phone line installation
ACE CASH EXPRESS	14526 SHERMAN WAY	TBD	Pending phone line installation
ACE CASH EXPRESS	7218 VAN NUYS BLVD.	TBD	Pending phone line installation
ACE CASH EXPRESS	12501 SHERMAN WAY	TBD	Pending phone line installation
ACE CASH EXPRESS	8500 VAN NUYS BLVD.	TBD	Pending phone line installation
ACE CASH EXPRESS	20469 SHERMAN WAY	TBD	Pending phone line installation
ACE CASH EXPRESS	20115 SATICOY STREET	TBD	Pending phone line installation
ACE CASH EXPRESS	8652-A WOODMAN AVE.	TBD	Pending phone line installation
ACE CASH EXPRESS	7160 RESEDA BLVD.	TBD	Pending phone line installation
ACE CASH EXPRESS	1013 TRUMAN ST.	TBD	Pending phone line installation
ACE CASH EXPRESS	13711 FOOTHILL BLVD, UNIT C	TBD	Pending phone line installation
ACE CASH EXPRESS	15425 PARTHENIA STREET	TBD	Pending phone line installation
ALLEN MOBIL	475 N. ALLEN AVENUE	September 2008	Selling Regular TAP Passes
BERRY AND SWEENEY PHARMACY	1377 FAIROAKS AVE	September 2008	Selling Regular TAP Passes
CONTINENTAL CURRENCY SERVICES, INC. #3102	9100 VAN NUYS BLVD.	September 2008	Selling Regular TAP Passes
FIESTA LIQUOR	7215 VINELAND AVE.	September 2008	Selling Regular TAP Passes
MUNDO CHECK CASHING, INC.	2087 N. FAIROAKS AVE. #B	September 2008	Selling Regular TAP Passes
NELSON LIQUOR	4420 W. VICTORY BLVD.	September 2008	Selling Regular TAP Passes
NIX CHECK CASHING	2186 FAIROAKS	September 2008	Selling Regular TAP Passes
NIX CHECK CASHING	12655 GLENOAKS BLVD.	October 2008	To start November pass sales
NIX CHECK CASHING/RITE AID	8400 VAN NUYS BLVD.	October 2008	To start November pass sales
NIX CHECK CASHING-RALPHS MKT.	12103 SYLVAN STREET	October 2008	To start November pass sales
PAVILIONS	14845 VENTURA BLVD.	October 2008	To start November pass sales
PAVILIONS	1110 ALAMEDA	October 2008	To start November pass sales
PAY IT BACK CHECK CASHING	6405 VAN NUYS BLVD.	October 2008	To start November pass sales

PAY IT BACK CHECK CASHING	12101 SATICOY ST.	September 2008	Selling Regular TAP Passes
PAY IT BACK CHECK CASHING	6801 LANKERSHIM	September 2008	Selling Regular TAP Passes
PAY IT BACK CHECK CASHING	1075 N. WESTERN AVE.	October 2008	To start November pass sales
PAY IT BACK CHECK CASHING	1720 W. SUNSET BLVD.	October 2008	To start November pass sales
PAY IT BACK CHECK CASHING	10750 GLENOAKS BLVD #1	October 2008	To start November pass sales
PAY IT BACK CHECK CASHING	7144 RESEDA BLVD.	September 2008	Selling Regular TAP Passes
PAY IT BACK CHECK CASHING	11980 FOOTHILL BLVD.	October 2008	To start November pass sales
PAYLESS FOODS #2	10455 LAUREL CANYON	September 2008	Selling Regular TAP Passes
RALPHS	14440 BURBANK BLVD.	September 2008	To start October pass sales
RALPHS	12921 MAGNOLIA BLVD.	October 2008	To start November pass sales
RALPHS	14049 VENTURA BLVD.	October 2008	To start November pass sales
RALPHS	7221-25 WOODMAN AVE.	October 2008	To start November pass sales
RALPHS	25 E. ALAMEDA AVE.	October 2008	To start November pass sales
RALPHS	10900 MAGNOLIA BLVD.	October 2008	To start November pass sales
RALPHS	2270 N. LAKE AVE.	October 2008	To start November pass sales
RALPHS	10455 SUNLAND BLVD.	October 2008	To start November pass sales
RALPHS	1416 E. COLORADO BLVD.	October 2008	To start November pass sales
RALPHS	5429 HOLLYWOOD BLVD.	October 2008	To start November pass sales
RALPHS	18300 VANOWEN	October 2008	To start November pass sales
RALPHS	16940 DEVONSHIRE ST.	October 2008	To start November pass sales
RALPHS	8325 LAUREL CANYON BLVD.	October 2008	To start November pass sales
SHORT STOP	5102 HOLLYWOOD BLVD	TBD	Pending phone line installation
SHORT STOP	14411 VICTORY BOULEVARD	TBD	Pending phone line installation
SHORT STOP	6073 VAN NUYS BLVD	TBD	Pending phone line installation
SHORT STOP	7929 VAN NUYS BLVD	TBD	Pending phone line installation
SHORT STOP	9501 VAN NUYS BLVD.	TBD	Pending phone line installation
SHORT STOP	15317 VANOWEN STREET	TBD	Pending phone line installation
SHORT STOP	4344 WOODMAN AVE.	TBD	Pending phone line installation
SHORT STOP	12861 VANOWEN STREET	TBD	Pending phone line installation
SHORT STOP	15400 NORDHOFF ST.	TBD	Pending phone line installation
SIAM SQUARE	5403-05 HOLLYWOOD BLVD.	September 2008	Selling Regular TAP Passes
VANOWEN CHECK CASHING	6803 WOODMAN AVE	September 2008	Selling Regular TAP Passes
VONS	4033 LAUREL CANYON BLVD.	October 2008	To start November pass sales
VONS	1342 N. ALVARADO	October 2008	To start November pass sales
VONS	655 N. FAIROAKS AVE.	October 2008	To start November pass sales
VONS	4520 SUNSET BLVD.	September 2008	Selling Regular TAP Passes
<b>SAN GABRIEL VALLEY LOCATIONS</b>			
ACE CASH EXPRESS	471-419 N. ROWAN AVE	TBD	Pending phone line installation
ACE CASH EXPRESS	3517 E. FIRST ST.	TBD	Pending phone line installation
CASH CONNECTION PLUS	9961 E. VALLEY BL.	September 2008	Selling Regular TAP Passes
CASH TONIC	1825 E. CESAR CHAVEZ	September 2008	Selling Regular TAP Passes
CITY CHECK CASHIERS	107 N. AVENUE 64	September 2008	Selling Regular TAP Passes

CONTINENTAL CURRENCY	2417 E. CESAR CHAVEZ	September 2008	Selling Regular TAP Passes
GUADALAJARA CHECK CASHING	2514 E. 1 <sup>ST</sup> ST.	September 2008	Selling Regular TAP Passes
J&V MACIAS, INC.	3474 E. FIRST ST.	September 2008	Selling Regular TAP Passes
JOHNNIE'S MARKET	2017 N. EASTERN	September 2008	Selling Regular TAP Passes
MUNDO CHECK CASHING	6479 N. FIGUEROA	September 2008	Selling Regular TAP Passes
NEW TOWER CHECK CASHING	5401 ½ N. FIGUEROA	TBD	Pending phone line installation
NIX CHECK CASHING	14632 E. VALLEY BL.	TBD	Pending phone line installation
NIX CHECK CASHING	10458 GARVEY BL.	TBD	Pending phone line installation
NIX CHECK CASHING	2940 E. FIRST ST.	TBD	Pending phone line installation
NIX CHECK CASHING	5461 FIGUEROA	TBD	Pending phone line installation
NIX CHECK CASHING	3476 CESAR CHAVEZ	TBD	Pending phone line installation
NIX CHECK CASHING	4910 HUNTINGTON DR.	TBD	Pending phone line installation
NORTHEAST FOOD STAMPS	10103 VALLEY	TBD	Pending phone line installation
PAYLESS FOODS	4840 N. PECK RD.	September 2008	Selling Regular TAP Passes
PAYLESS FOODS DBA MI PUEBLO SUPERMARKET	11850 E. VALLEY BL.	September 2008	Selling Regular TAP Passes
PLS CHECK CASHIERS OF CA	3805 E. CESAR CHAVEZ	September 2008	Selling Regular TAP Passes
SU CASA DE CAMBIO	3657 E. 1 <sup>ST</sup> ST.	September 2008	Selling Regular TAP Passes
SU CASA DE CAMBIO	2132 CESAR CHAVEZ	September 2008	Selling Regular TAP Passes

# **Municipal Operators, Metrolink & Access Services**

## Municipal Operator Updates

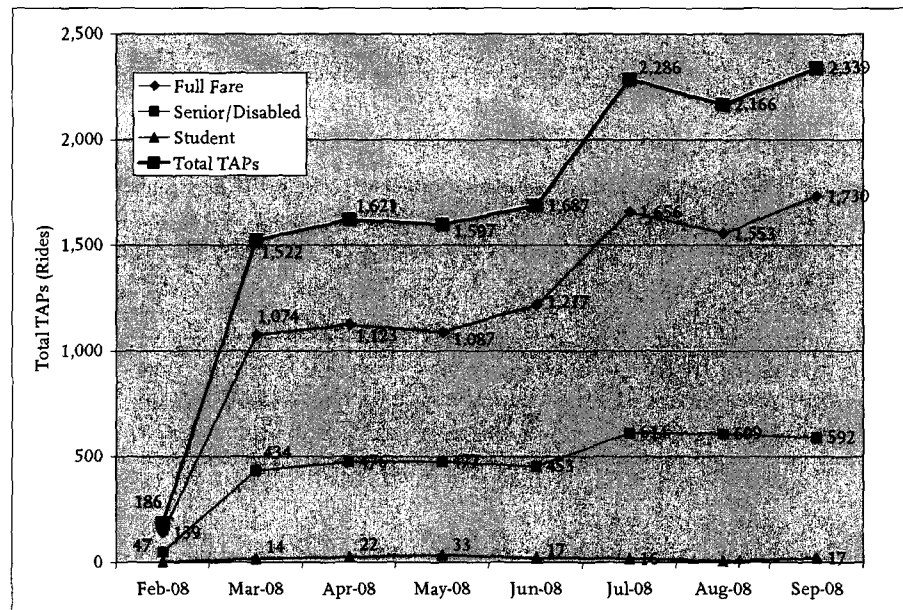
See Cubic's proposed Regional TAP Implementation Schedule on page 6. The regional central computer (RCDCS) completed final Systems Integration Testing in San Diego and was moved to its permanent location in Orange County. Training of Metro and ACS staff was completed in June. Metro has begun the migration to the Regional Central Computer System. Santa Clarita and Culver City will begin migration of their systems onto the completed Regional Central computer in November.

### Culver CityBus

Culver CityBus began TAP revenue service on Monday, February 25<sup>th</sup>. Culver CityBus is currently utilizing the stored value purse of the TAP card as a replacement for the stored value MetroCard which it jointly accepted with Foothill Transit, Montebello Bus Lines, Norwalk Transit, and Big Blue Bus. Culver CityBus began sales of TAP stored value cards on February 11, 2008, allowing customers to transfer unused MetroCard value to a TAP card. Nearly \$24,000 has been loaded onto 1,522 TAP cards since Culver CityBus began selling TAP cards in February. The average load per card is \$15.65.

	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	YTD Total	Average/ Month
Value Loaded	\$4,233	\$2,164	\$2,555	\$2,315	\$3,567	\$3,318	\$2,271	\$3,401	\$23,824	\$2,978
Number of Cards	317	145	170	153	209	228	112	188	1,522	190
Value per Card	\$13.35	\$14.92	\$15.03	\$15.13	\$17.07	\$14.55	\$20.28	\$18.09	--	\$15.65

The amount of TAP activity on Culver CityBus declined slightly in August 2008 but rebounded to a high of 2,339 taps in September. Culver CityBus is tentatively scheduled for migration to the regional central computer from the Metro central computer in early November to begin the settling and acceptance period for the regional system.



**Foothill Transit**

Foothill Transit continues to partner with Metro in supporting TAP sales of Metro's monthly passes at its five Transit Stores. Foothill Transit's El Monte Transit Store was one of three locations that sold the TAP monthly pass as part of the TAP customer pilot program in the Fall of 2008. Foothill Transit expanded sales of Metro TAP monthly passes to its four other Transit Stores in late January 2008 when Metro converted its Customer Centers to TAP sales.

Foothill Transit's TAP installation is tentatively scheduled for the Spring 2009 timeframe, but has begun pre-installation surveys and planning.

**Santa Clarita Transit**

Santa Clarita Transit completed installation of its TAP/UFS equipment in the Fall of 2007, but is not yet utilizing the TAP capability of the new fareboxes pending completion of the RCDCS build and go-live date.

Together with Metro and Culver City, Santa Clarita Transit will be part of the test group during the implementation testing phase of the RCDCS installation. Santa Clarita Transit is tentatively scheduled for migration to the regional central computer in early November.

**Long Beach Transit**

Long Beach Transit has been utilizing TAP/UFS fareboxes since 2006. Long Beach Transit accelerated their installation in order to replace failing fareboxes. Like Santa Clarita Transit, Long Beach Transit is not using the TAP functionality of their fareboxes. However, Long Beach Transit is not yet scheduled for migration to the Regional Central computer and conversion to TAP operation. They have implemented independent, non-TAP alternatives for issuance of Long Beach Day Passes and transfers on magnetic technology. Long Beach has confirmed that they will become TAP-enabled after the region has completed their implementation.

**Montebello Bus Lines**

TAP Operation staff met with Montebello Bus Lines in May to kick-off the installation process which is tentatively scheduled for the Summer 2009 timeframe. Prior to installation, Montebello Bus Lines will be provided with a training farebox to assess farebox functionality with respect to fare policies and business rules, and to allow adequate time for operator and mechanic training before revenue operations begin. Additionally, development of a viable replacement for magnetic IATs and coordination of Montebello's installation with Norwalk Transit and Foothill Transit are critical components of Montebello Bus Lines' TAP conversion date. Montebello will partner with Norwalk Transit in a MetroCard conversion campaign to convert former MetroCard holders to TAP.

### **Norwalk Transit**

TAP Operation staff has been meeting with Norwalk Transit and kicked-off the installation process. Norwalk Transit is grappling with failing fareboxes and is eagerly anticipating the new TAP/UFS fareboxes. Installation is tentatively scheduled for the the January/February 2009 timeframe. Like all municipal operators, Norwalk Transit will be provided with a training farebox to assess farebox functionality with respect to fare policies and business rules, and to allow adequate time for operator and mechanic training before revenue operations begin. Norwalk Transit, together with Montebello Bus Lines, will be implementing a MetroCard conversion campaign for converting former MetroCard holders to TAP.

### **Gardena Bus Lines**

Gardena Bus Lines is tentatively schedule for TAP migration in the first half of 2009, and has indicated a need for additional fareboxes due to fleet expansion. The TAP cutover date will be timed to the extent possible to coincide with the delivery of the new expansion vehicles. TAP Operation staff visited the new bus facility to assess equipment needs and site readiness for TAP conversion.

### **Torrance Transit**

Torrance Transit is not yet scheduled for TAP migration but is considering a Spring 2009 installation date. Like Gardena Bus Lines, Torrance Transit has indicated a need for additional fareboxes. TAP Operation staff met with Torrance Transit in September to assess their cutover readiness.

### **LADOT**

LADOT is not yet scheduled for TAP migration due to the complexity of their installation with ten separate contractor owned operations facilities. Additionally, LADOT is a likely candidate for new TAP equipment, the DCU/Lite Validator, not yet deployed in the region, combined with TAP fareboxes on Commuter Express vehicles.

### **Antelope Valley Transit Authority**

Antelope Valley Transit is not yet scheduled for TAP migration but has expressed a desire to move forward with the cutover process. AVTA has decided upon the TAP farebox option in place of a stand beside unit and, as such, will require modifications to their contract with Cubic. TAP Operation staff will be working to help AVTA update their contract. A preliminary kickoff meeting is scheduled with AVTA in October.

## Metrolink Update

Metrolink has been working on business concepts to achieve regional connectivity between their riders and regional TAP participants. Of particular issue is completing their physical conversion from paper to TAP timed with the Metro Gating project so that their patrons transferring to Metro Rail are enabled with access into and out of the gated fare gates.

Over the last 6 months, staff from Metrolink and TAP Operation has met regularly on general technology concepts. In June 2008, Metrolink identified \$200,000 for use in FY09 to engage technical consultants required to help complete their concepts into a basis of design, and to write the specifications required to rehabilitate their equipment for TAP compatibility. Metrolink also committed an additional \$300,000 for use in FY10 to complete this process.

Monthly progress on the business rules they envision will be presented to Metro staff. Currently, Metrolink has presented the concept of associating a defined number of transfers for each ticket type issued to be used as "credits" for linked trips that are loaded onto TAP cards.

Booz Allen Hamilton has been engaged to explore the feasibility of vending such products from their ticket vending machines that will be accepted on TAP fare boxes and rail fare gates.



## **Access Services Update**

As the region's Complementary Transit Services Provider (CTSA), Access Services Incorporated (ASI) provides ADA paratransit services to the County's disabled community who are unable to use fixed-route transit services for some or all of their mobility needs. In order to maximize the mobility options available to the County's disabled population in the most cost-effective manner, ASI has entered into agreements with a number of fixed-route transit operators in the County to allow ASI-eligible customers to use the services of these operators at no charge to the customer. The transit operator is reimbursed by ASI; the customer has had his/her mobility need met at no cost to them; and, ASI has saved the cost of a more expensive door-to-door paratransit trip. TAP and future-TAP operators that participate in this program include Metro, Culver CityBus, Foothill Transit, Gardena Bus Lines, LADOT, Montebello Bus Lines, Norwalk Transit, and Torrance Transit.

Metro is currently working with ASI to provide TAP-enabled ASI ID cards to ASI-certified customers for use on the fixed-route system. For those operators accepting TAP, the cardholder would tap his/her TAP card, the farebox (or validator) would record the ride, and the usage activity would be reported to ASI for reimbursement. For other transit operators, the TAP-enabled ASI ID card can continue to be used as a form of identification for verification of disabled status, eventually working as described when those operators are TAP enabled.

# **Regional TAP Service Center**

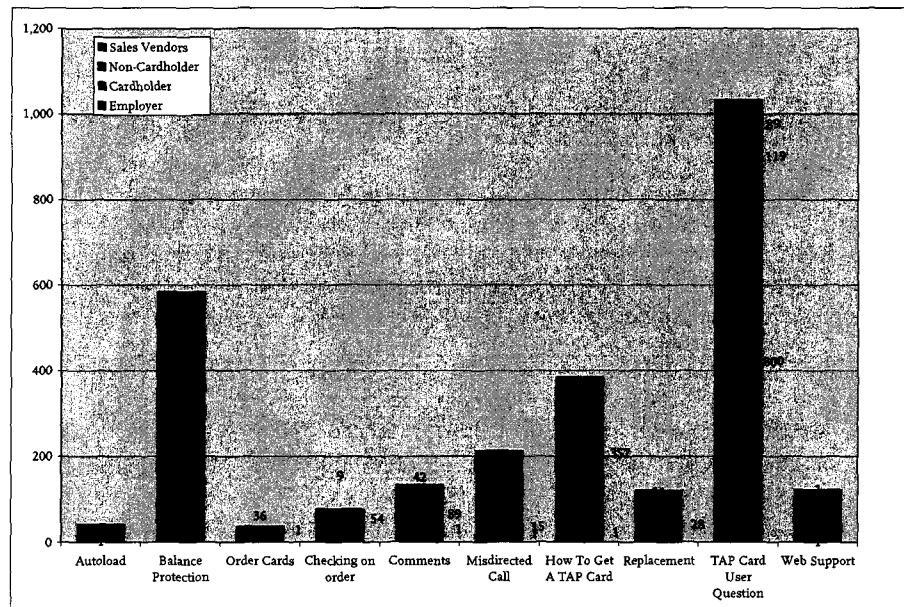
## 866.TAPTOGO Calls September 2008

The TAP Service Center has been operational since 2007. The data shown below is generated from card and patron activity resulting from sales at 4 Metro Customer Centers, five Foothill Transit Stores, the LADOT Transit Store, third party vendors, TVM sales, website sales plus other Metro pass programs (A/B/I-TAP). As additional vendor locations and municipal operators are installed with TAP equipment, the number of calls received by the Regional TAP Service Center is expected to increase. Additionally, expansion of the number of products available on TAP will also impact the call volume and type of calls received by the TAP Service Center. See pages 6, 7, 8 for the latest TAP implementation schedules.

	Employer	Cardholder	Non-Cardholder	Sales Vendors	TOTAL
Autoload	1	40			41
Balance Protection		583			583
Order Cards			1	36	37
Checking on order	54	14		9	77
Comments	1	89	2	42	134
Misdirected Call	1	15	196		212
How To Get A TAP Card	1	26	357		384
Replacement	28	80	2	11	121
TAP Card User Question	25	800	119	89	1,033
Web Support	1	71	50	1	123
<b>TOTAL</b>	<b>112</b>	<b>1,718</b>	<b>727</b>	<b>188</b>	<b>2,745</b>

There were 2,745 calls to the TAP Service Center in September, up from 1,872 in August, corresponding to the overall increase in the number of TAP cardholders and third party vendors. The largest number of September calls were generated by TAP cardholders, accounting for 63% of calls to the TAP Service Center. TAP card user questions were the most common type of cardholder call in September, representing 47% of all cardholder calls.

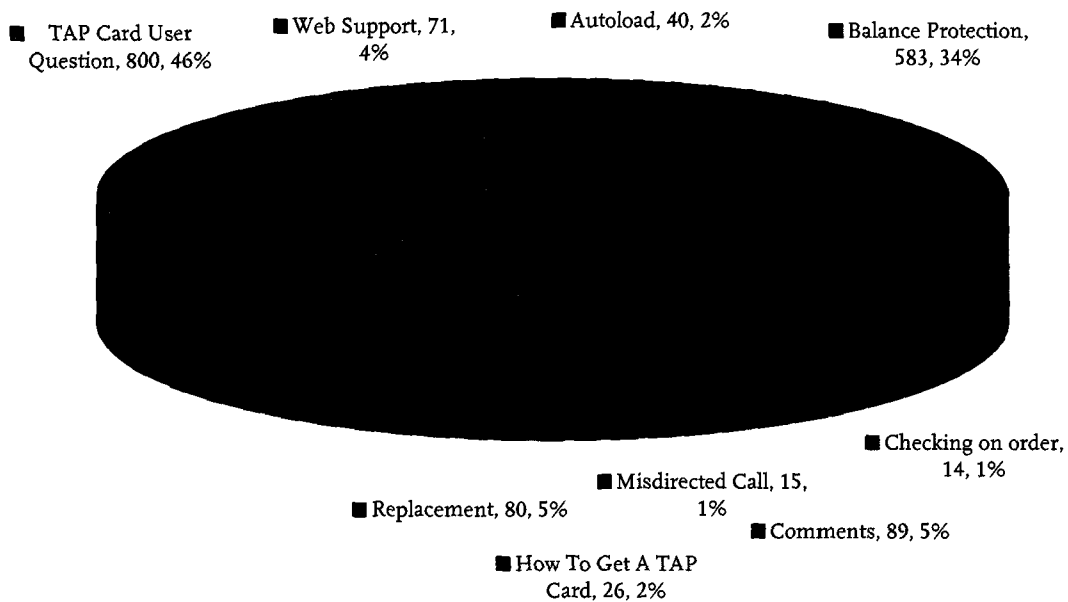
Another 34% of cardholder calls were for enrollment in the Balance Protection program. The Balance Protection feature of TAP is proving popular with customers as 583 cardholders called in to balance protect their cards in September. Note that all A/B/I-TAP cardholders are automatically enrolled in the Balance Protection program. Balance Protection is an optional feature for regular cardholders.



## Customer Calls by Type September 2008

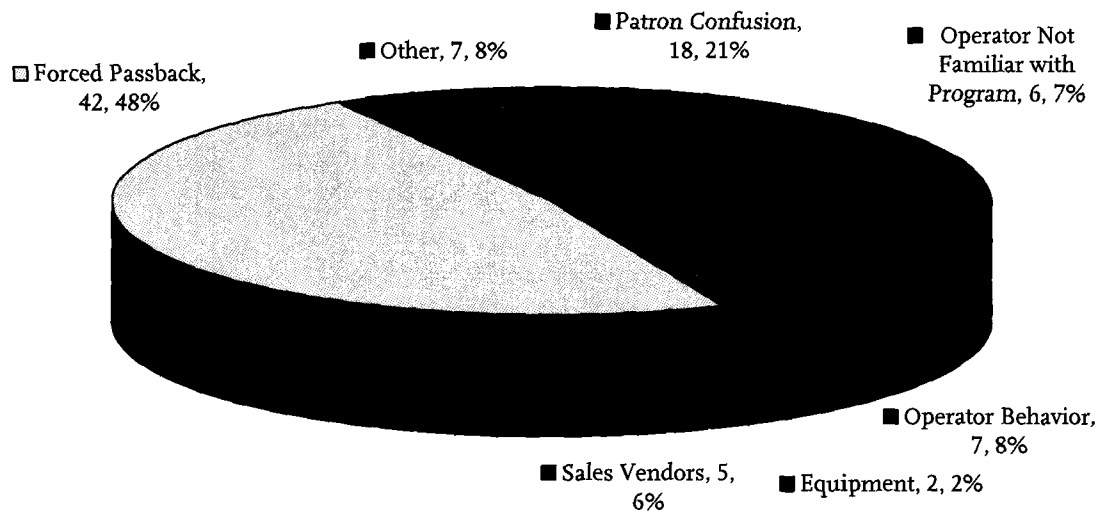
In the month of September, the TAP Service Center received 1,718 calls from TAP cardholders, up from 1,260 in August. The greatest number of inquiries (800) is from new TAP cardholders unfamiliar with the use of the card. As the TAP Program receives more advertising penetration, marketing and training materials will assist patrons to convert from paper fare media to TAP technology.

Cardholders signing up for the TAP features of Autoload and Balance Protection, together, accounted for 37% of customer calls in September. Autoload is a program whereby a cardholder can have his/her pass automatically added to their TAP card every week or month simply by providing a valid credit card to the TAP Service Center. Customer comments accounted for 5.2% of calls received in September, followed by card replacement calls through the Balance Protection program at 4.6%.



## Customer Comments by Type September 2008

TAP cardholder comments (5.2% of Cardholder calls from the prior page) are further classified by type of comment as shown below. There were 6 comments from customers over operator unfamiliarity with TAP, down from the 30 received in August reflecting the success of the operator training program conducted in August and September. However, 42 customers reported problems with passback in September, which results from multiple taps on a single farebox. Operators are not always recognizing the first tap and are asking customers to tap again which results in a passback transaction. A passback message indicates a card is valid but has been tapped on the same farebox within the last seven minutes. A passback message is not an error message. There were 18 additional patron confusion calls in the month of September. Customer questions regarding a perceived card malfunction or use of TAP cards for zone travel are classified as patron confusion calls.



## **TAP Sales Device Support September 2008**

In addition to serving as the TAP customer call center, the TAP Service Center has begun full operation of its third party vendor network support services. The TAP Service Center is responsible for the installation, training, and maintenance support of the TAP compact point of sales (CPOS) device used by the third party vendor network as well as Metro's own customer centers. July highlights of the third party vendor network support services include:

- 64 pre-installation site visits were conducted to assess vendor readiness for CPOS installation.
- 53 CPOS devices were installed at Wilshire corridor, San Fernando Valley, and San Gabriel Valley vendor locations.
- 37 service calls (phone and on-site assistance) were made, initiated from a combination for calls by TAP sellers and calls by the TAP Service Center to sellers as a result of daily system performance monitoring. Down from 94 service calls in August despite the addition of 40 additional vendor locations.
- 19 CPOS devices were returned to the RMA shop for repair. Forthcoming software upgrades to CPOS devices and migration of the CPOS network to the regional central computer are expected to stabilize CPOS network performance and contribute to a decrease in the number of CPOS devices in need of repair.

# Gating

## Gating Project Status

See page 9 for the Gating Project schedule. Implementation of the gating project has been divided into four functional elements, overseen by four oversight teams whose August status is as follows:

### Team 1: Technical Integration

- Migration activity to the regional central appears to be complete. System Testing is underway.
- Conditional approval on the Gating functional requirements has been achieved.
- Metrolink gating discussions are complete and the integration design discussions have begun.
- Design has been submitted and is under review at Metro
- Configuration review meetings are scheduled to be completed in October.

### Team 2a: Civil Work – Cubic

- Phase I schedule for sequence of work activities is under development.
- Equipment layout drawings for the Green Line have submitted for review

### Team 2b: Civil Work – Metro

- Exit Calculations study is underway. Sample calculation sheets were submitted to Fire/Life Safety for review.
- Reviewed contractor's revised sample station layout drawings and provided comments.
- Continued the development of the gating model to predict passenger queuing at turnstiles.
- Obtained video clips of passenger flow at sample stations, to assist in development of turnstile queuing model.
- Revised a draft Concept of Operations document relative to CCTV, PTEL,PA, and SCADA interface needs to operationally support gating implementation.

### Team 3: Maintenance

- Completed a review of Contractor's proposed maintenance plan.
- Contractor presented their proposed services agreement to Metro staff..

### Team 4: Lease

- Draft submittal of the lease agreement is under review by County Counsel.
- Contractor staff met with Tap and County Counsel staff to present their proposed contract structure.
- County Counsel has obtained 3rd party support to assist in structuring the master agreement.