

# Regional TAP Program South Bay Governance Council

Planning for Implementation

October 14, 2005



**Metro**



# Vision

To implement a state of the art Universal Fare System to unite LA County Transit Operators and provide our riders with seamless regional transit



# Introducing...



# Motion, connectivity and speed



# TAP unites Munis and Metro



# TAP is for everyone



# Loading Value - TVM



# Metro system elements...continued

- Handheld Validators (for Law Enforcement)
- Stand Alone Validator (SAV)





# Metro system elements

- Validating fareboxes for buses and new revenue equipment

Central Data Collection System (CDCS) for reporting and data analysis



# Portable devices in many locations



# Metro system elements...continued

- Point of Sale Terminals (POS)
  - Compact POS Terminals (CPOS) for vendor locations
  - Multifunction POS (MPOS) for ticket offices



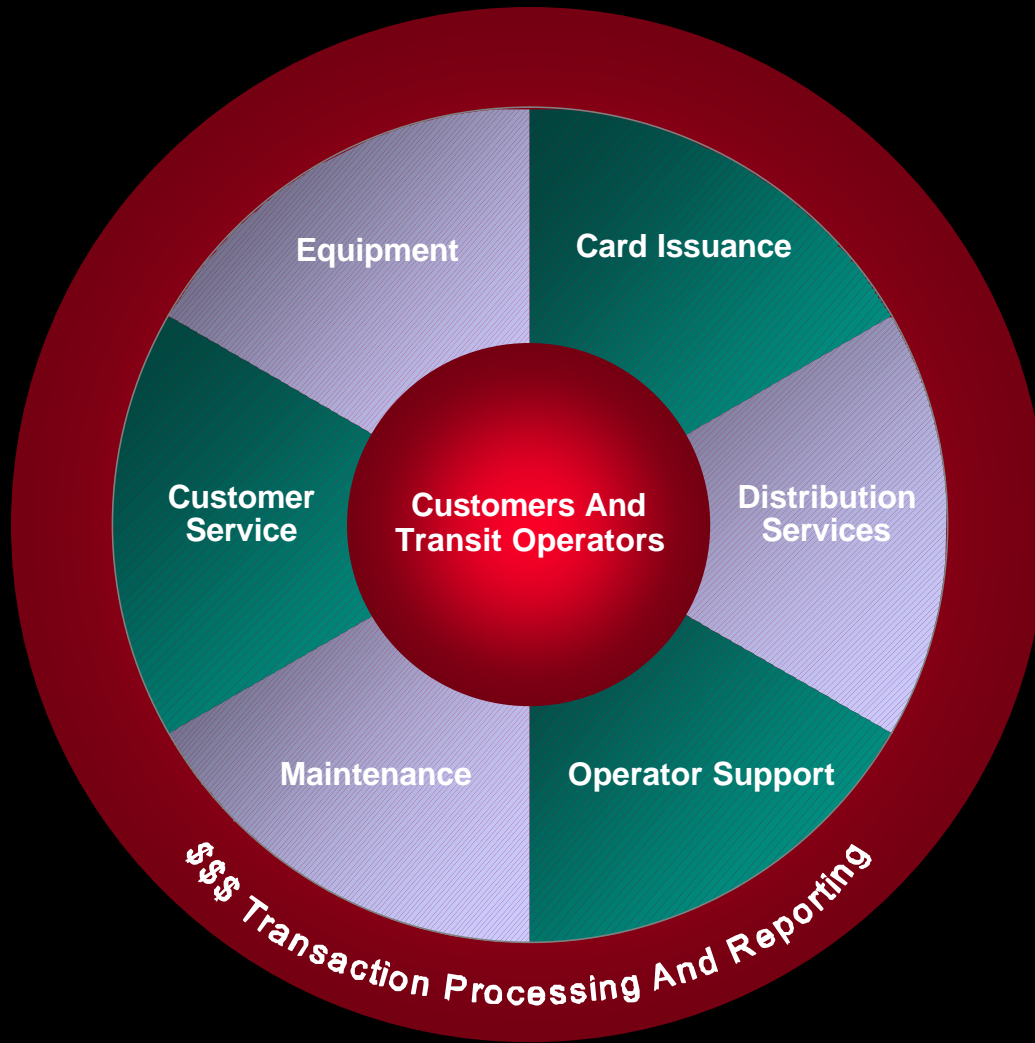
# Fast boarding, accurate data



# Transition “rider” to “cardholder”



# Regional TAP Service Center

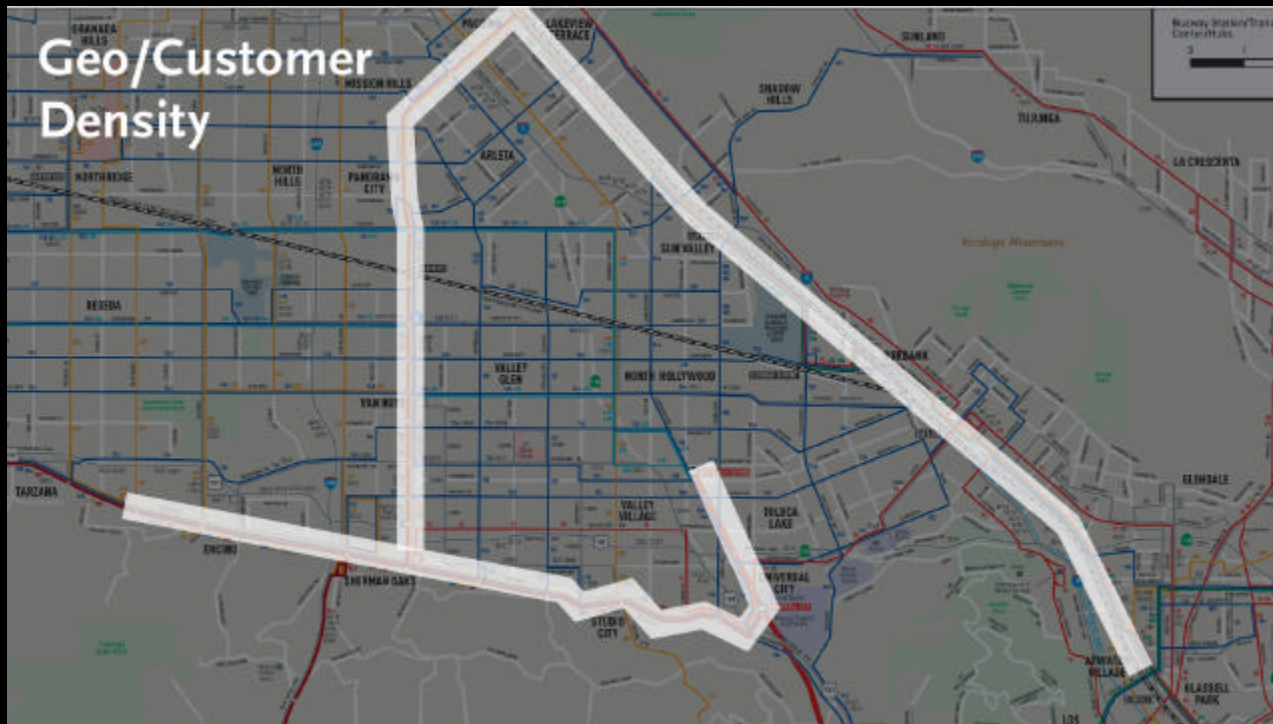


# Benefits for regional cardholders

- Enables single card access to all LA County
- Grants regional transfers automatically
- Provides 24-hour regional customer service
- Has convenient optional features: balance protection and autoload

# Benefits for agencies

- Harnesses data for countywide service planning, marketing and accounting



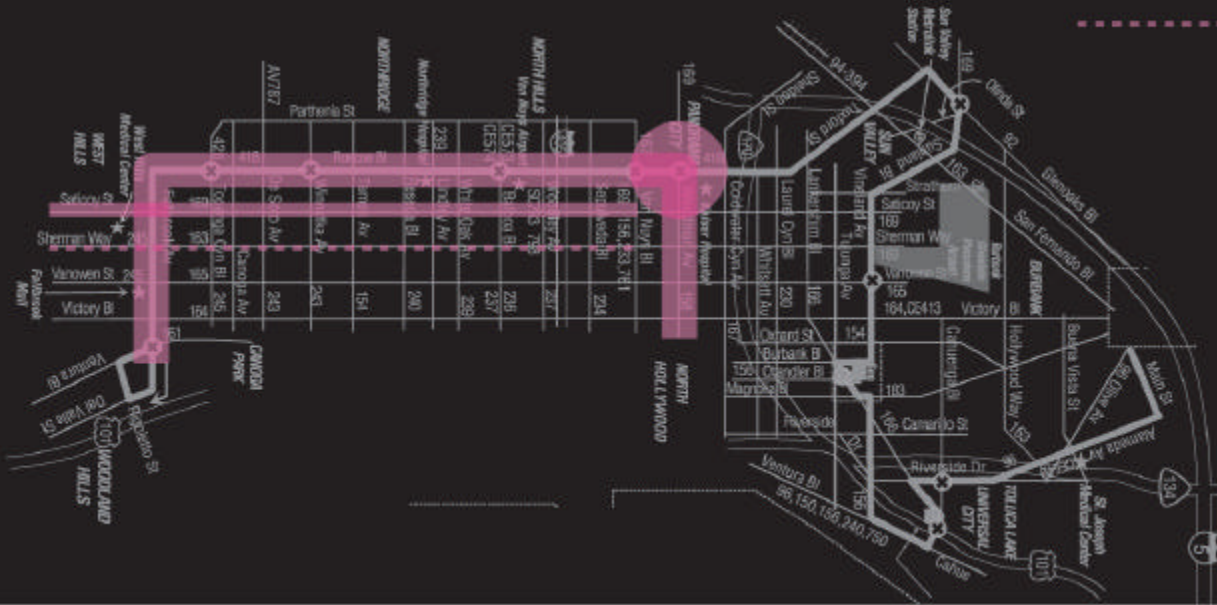


# Reporting linked trips

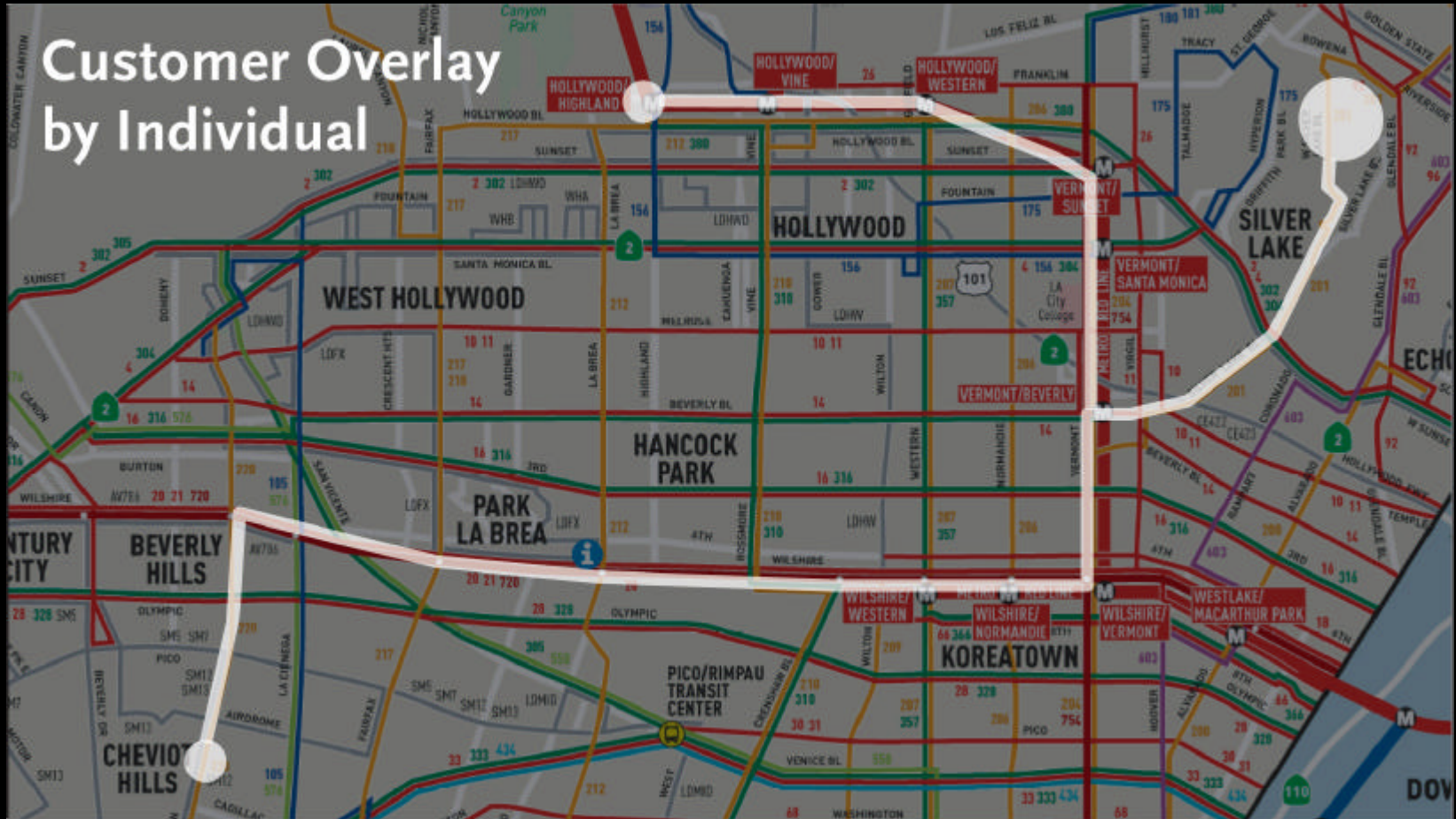
## Mon-Fri AM Peak Service

### Service Volume

- Line 152
- Line 158
- Line 169
- Line 245



# Reporting linked trips



# Benefits for the region

- Enables seamless, integrated travel
- Maximizes smart card market share
- Realizes full benefits of smart card technology
  - Economies of scale
- Provides single point of contact for TAP
- Allows flexible, simplified fare structures
- Supports large vendor network
- Enables regional hotlisting
- Increases potential for new revenue streams



Rechargeable, flexible and easy.  
All across LA county with  
one electronic card. Stop and go.

I should have a tap card.  
It would save time and money.



tap  
TRANSIT ACCESS PASS



*Got to keep moving.  
All over LA county with TAP.*

**tap**  
TRANSIT ACCESS PASS

