

Customer Readiness for Transfer on 2nd Boarding

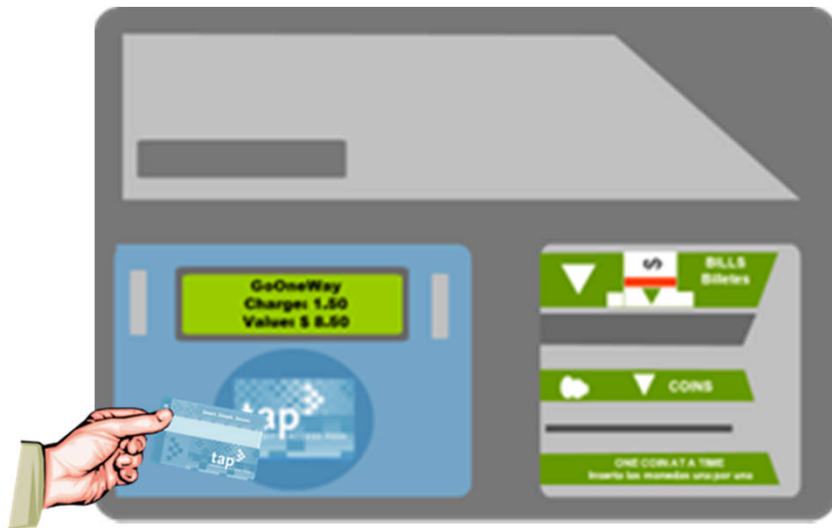
Citizen's Advisory Council
October 25, 2017



Agenda

- Transfer on 2nd Boarding (Board Approved)
- Customer Benefits
- Transit Agency Benefits
- Board Recommendations
- Additional Support
- Next Steps
- Questions

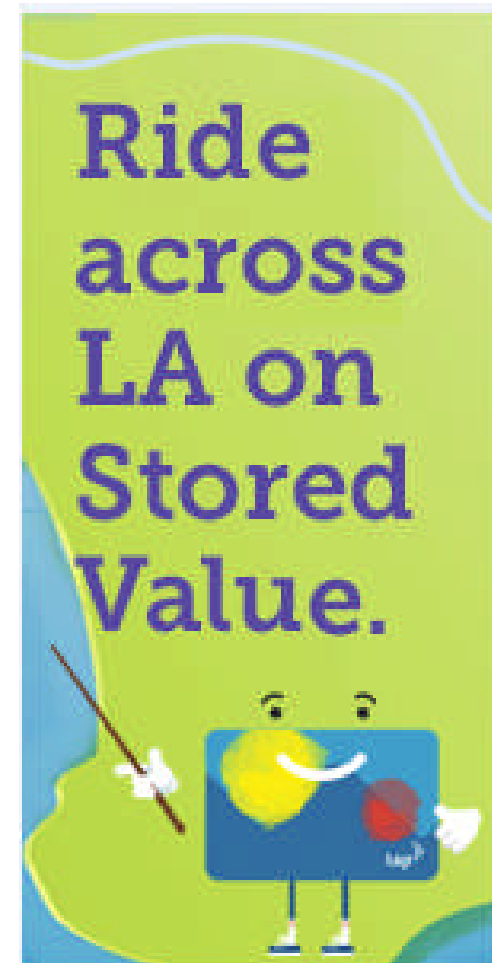
New IAT Policy- Transfer on 2nd Boarding



- Regional interagency transfer policy (from one transit agency to another)
- Board approved June 2015
- Transfer period extended from 2 hours to 2.5 hours
- Transfers paid automatically with Stored Value on TAP
- Transfers on TAP- Eliminates paper transfers

Customer Benefits

- Automatic transfers
- No need for exact change
- Faster boardings
- Easy connectivity across LA County
- 2 ½ hour window for transfers



Regional Transit Agency Benefits



- Accurate ridership data
- More customers on TAP riding with valid fare (Metro Gating)
- Improves customer convenience
- Increases fare product security
- Improves on time performance

Recommendations for Customer Prep

Item	Board Recommendation	Benefit
1	Remove Day Pass sales on bus and add ability to purchase Stored Value on bus	-Align operator efforts with fare sale trends -Increase Stored Value purchase touch points

Recommendations for Customer Prep (cont'd)

Item	Board Recommendation	Benefit
2	Transition tokens to TAP	-Replace obsolete tokens with TAP -Balance protection, automatic transfers, faster boardings, etc.
3	Increase TAP card price from \$1 to \$2 on bus and at Metro TVMs	Consistent & equitable pricing for all customers

Additional Customer Support



- Distribute one million free TAP cards (Board approved)
- Provide assistance from Metro Blue Shirts & TAP partner agency volunteers
- Increase TAP vendor network
- Provide “train the trainer” operator demos
- Provide TAP Call Center training
- Implement regional system wide marketing

Next Steps

- Request fare hearing date & approval of public notice- November 2017
- Release fare hearing notice (30 days)
- Conduct hearing & accept written comments
- Include feedback in final board report
- Board meeting- February 2018
- Begin implementation of approved items
- Implement Transfer on 2nd Boarding





Thank you

Questions?