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August 21, 2015

TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON *PAW*
CHIEF EXECUTIVE OFFICER

FROM: NALINI AHUJA *Nalini Ahuja*
EXECUTIVE DIRECTOR, FINANCE AND BUDGET

SUBJECT: PREPARING FOR NEW TAPTOGO.NET WEBSITE

ISSUE

This report has been prepared to inform the Metro Board of Directors of the temporary shutdown of the taptogo.net website. This shutdown is necessary to migrate data to TAP's new in-house database and to launch TAP's new website and Customer Relations Management (CRM) system.

DISCUSSION

Starting at 5:00 p.m. today, August 21, 2015 through 8:00 a.m. Tuesday, August 25, 2015, taptogo.net will not be operational in order to prepare for the launch of the new website. A switch from "live" status to "inactive" status of the website is required in order to begin data migration over to TAP's new in-house database. During this time TAP's programming team, Metro ITS and contractors will be in place to ensure a smooth transition and provide support as needed. Over the weekend, TAP customers are encouraged to purchase and/or reload their cards at TAP vending machines, located at 80 rail stations, or at one of about 400 TAP vendor locations. General notices have been posted on the website for the past two months, along with a preview of the new website. The posting was revised over two weeks ago when the "go-live" date was confirmed.

Upon successful data migration, on Tuesday, August 25, TAP will launch its new customer website, taptogo.net, and CRM system. The new CRM will greatly improve the customer experience among TAP users. Now riders will be able to make their first

purchase quickly, better manage their accounts, apply for reduced fares online and more. Other new features will also benefit internal work units such as: reduced fare processing, stockroom, call information, fare sales, finance and TAP back office. These CRM enhancements were made possible by the solid collaboration of 10 Metro departments.

NEXT STEPS

TAP will continue to monitor the website and CRM to ensure its proper operation.