



Metro

Los Angeles County
Metropolitan Transportation Authority

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May 2, 2014

TO: BOARD OF DIRECTORS

THROUGH: ARTHUR T. LEAHY 
CHIEF EXECUTIVE OFFICER

FROM: NOELIA RODRIGUEZ 
CHIEF COMMUNICATIONS OFFICER

**SUBJECT: UNION STATION 75TH ANNIVERSARY COMMEMORATIVE
TAP CARDS**

ISSUE

On May 3, 2014, Metro will host a celebration for the 75th Anniversary of the opening of Union Station and as part of that event, Metro has produced a series of three commemorative TAP cards.

DISCUSSION

Metro, Amtrak, Metrolink and elected officials will join at Union Station to celebrate the 75th anniversary since the opening of the iconic transportation hub. The station, the largest rail hub in the western United States, was designed for 7,000 rail passengers per day. Today, Union Station serves about 75,000 commuters and travelers every business day. As part of the celebration, Metro has commissioned a series of three commemorative TAP cards. The commemorative TAP cards come with three different views, a historic shot of the Union Station waiting room from 1939 - courtesy of the Los Angeles Railroad Heritage Foundation, a low level shot of the signature bell tower framed by palm trees, and a close up shot of the uniquely beautiful tile work that can be seen throughout the facility. Photos of each card are attached.

The commemorative TAP cards will be available at ticket vending machines (TVMs) within Union Station in time for the 75th Anniversary party beginning 10 a.m., Saturday, May 3. Through the weekend, the cards will be loaded into many TVMs across the Metro Rail system. Within two weeks, they will be available at all Metro Rail stations. They will also be available on Metro buses within a month. Cards will be available while supplies last.

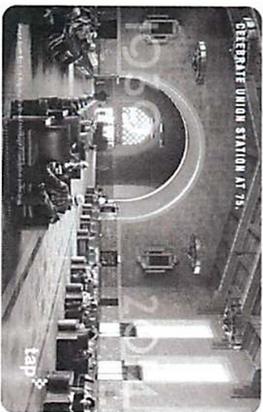
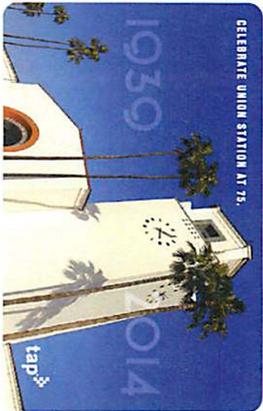
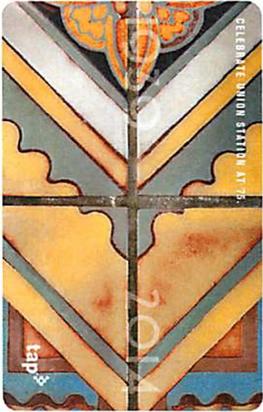
The Union Station 75th Anniversary Commemorative TAP Card will cost \$1 with the purchase of a pass or Stored Value.

NEXT STEPS

Full distribution of commemorative TAP cards throughout the Metro system.

ATTACHMENT

- A. Photograph of the Commemorative TAP Cards



tap

tap

tap

Call 1.866.TAP.TOCO for customer service or visit tapgo.com.

- TapGo is a new service that allows you to purchase and use a TapGo card for every boarding.
- Subject to the applicable fare rules and conditions of use, TapGo cards are available for purchase at all stations.
- A service fee of \$1.00 per month will be deducted from any remaining fare product.
- If found, return card to J&R Service Center, PO Box 81110, Los Angeles, CA 90081. (877) 246-6100
- Use and possession is conditioned on the applicable fare rules and policies and fare conditions.
- TapGo cards are not valid for use on any other transportation mode.
- TapGo cards may be removed and surrendered from transit property, and their use and possession of the card may be terminated, conditioned or restricted.
- Valid fare media must be shown on demand and is not transferable.

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