

TAP and Gating Update

Item # 23 EMAC
Item # 44 OPS

Executive Management & Audit Committee



April 17, 2008



Roll-out to Customers – Phase I TAP Implementation

- Customer Acceptance
 - Feedback and Call Center Experience
- Operational and Technical “Lessons Learned”
 - Customer Service Representatives and staff feedback from October 2007 to present
- Sales & Distribution
 - Growth of sales by pass category



Customer Service Centers

- Technical Trouble-Shooting
 - Software and Firmware
 - Staff training
- Customer Experience
 - TAP validation versus paper “flash”
- Data
 - Will be available monthly as separate report



Next Steps – Phase 2 Vendor Network

- 1 Retail outlet “pilot” started April sales
 - Monthly & Weekly pass sales
- 20 more Downtown outlets planned by May 2008
- 60 additional outlets along Wilshire corridor
- SFV and SGV thereafter

The retail network will be rolled out with a blend of independent small retail outlets and larger “chain” operators

TAP Partnerships - Grant Opportunities

- ASI (Access Services, Inc.) is lead
 - New Freedom Grant
 - JARC (Job Access Reverse Commute)
- Collaboration with ASI, LADOT, Metro
 - Taxi Commission – ensure upgrade to their own infrastructures to support effort

Goal is to explore transition
of paper vouchers to TAP



Regional Status

- Culver City has been in TAP operations since mid-February
- Foothill Transit as begun pre-installation surveys and planning
 - Metro staff supporting with Booz Allen
- Regional Operators including Metrolink need technical assistance
 - Staff recommendation to be prepared for May

Metro Rail Gating

- Prop 1B application completed
- Limited Notice to Proceed issued to contractor
- Technical evaluation process
 - Fire / Life / Safety
 - NFP 130
- Ridership data being modeled