

TAP Rollout Marketing Plan

September 18, 2008



Metro

TAP Sales Categories

- Group Sales
- Individual Sales

Group Sales Programs

- Approved in Feb 2003
- Initial TAP use before general public release
 - Annual Pass Program or A-TAP
 - Employee Pass Program or B-TAP
 - Institutional Pass Program or I-TAP
 - Visitors Pass Program

A-TAP

- Businesses can purchase individual annual passes for their employees
- Pass price is prorated throughout the year
- 2008 Sales:
 - 23 accounts
 - 934 passes sold
 - \$575,441 in revenue



B-TAP

- Businesses buy annual passes for ALL employees
- Group rate based on Metro service to worksite
- 90% of new accounts renew each year
- 2008 Sales:
 - 384 accounts enrolled
 - 8,408 passes sold
 - \$1,143,267 in revenue



I-TAP

- Colleges buy Metro passes by semester or quarter
- Pricing is negotiated based on Metro's College/Vocational Pass & student survey data
- 8 participating campuses
- Revenue to date is \$2,928,470



Web information on Group Sales

- Featured in TAP section of metro.net

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TAP on Metro [Learn more](#)

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Save money with group-rate TAP programs!

TAP for College Students

I-TAP (Institutional Transit Access Pass) provides full-time college students at participating campuses a Metro pass at a either a reduced rate or at no cost to the student. Students can avoid traffic congestion, save money, and study or catch up on sleep.

TAP for Businesses

Now businesses can offer TAP -- a benefit that helps employees get to work faster, more relaxed and with more cash in their pockets! Many companies in L.A. are already taking advantage of the following programs, so get your boss to buy your TAP card!

A-TAP is an annual pass program in which TAP cards can be purchased individually for employees at their work sites.

B-TAP is a group-rate annual pass program in which TAP cards are purchased in larger numbers for all full-time employees.

Call 213-922-2811 for more information and Metro Commute Services staff will be glad to meet with your boss or school administrator to get the ball rolling.

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Visitors Pass Program

- **Convention groups request passes on TAP**
- **2400 TAP cards ordered this year**
- **Rotary Club International, Book Sellers and Green Media Enterprises**
- **\$28,000 in revenue**

Individual Sales

- **Oct 2007:**
TAP sales tested at select outlets

Join the TAP Test Group and get \$5 off your next two regular Metro Monthly passes!



Be one of the first in LA County to use a TAP card. Join our TAP Test Group and save \$5 on your October 2007 regular Metro Monthly pass.

Instead of getting a paper pass, your pass will be loaded onto a TAP card. Bring your card back next month to load your November 2007 monthly pass for another \$5 savings. That's a total of \$10 in savings just for helping us test TAP.

Smart, Simple, Secure

TAP is a reusable card that replaces paper passes.

TAP currently works on all Metro bus and rail lines. And soon, other carriers will accept TAP, so you'll need only one card to ride almost any bus or train in LA County.

You can load your monthly pass onto your TAP card at three locations: Metro's Wilshire Customer Center, Foothill Transit's El Monte Transit Store or the LADOT Transit Store. In the future, you'll be able to load your TAP card online or at rail stations in addition to pass sales outlets.

This two-month test program begins on October 1, and will end November 30, 2007. The offer is limited to the first 2,000 October 2007 regular Metro Monthly pass customers only at Metro's Wilshire Customer Center, Foothill Transit's El Monte Transit Store or the LADOT Transit Store. TAP test cards will expire November 30, 2007; however, the TAP test group will be among the first to receive a regular TAP card prior to its general release to the public.



For more information, call 1.866.TAPTOGO (1.866.827.8646).

Yes, I want a TAP card. Take \$5 off my October 2007 monthly pass!

And when I return to load my November 2007 pass on my TAP card, I'll get another \$5 off.

First Name _____ Last Name _____ Email _____
 Address _____ City, State _____ Zip Code _____
 () _____ () _____
 Telephone (Daytime) _____ Telephone (Alternate) _____

- Yes, I would like to receive information on future promotions.
- Yes, I would like to receive system service updates.

This is a test program and the offer is limited to the first 2,000 October 2007 regular Metro Monthly pass customers only at Metro's Wilshire Customer Center, Foothill Transit's El Monte Transit Store or the LADOT Transit Store. Applications accepted beginning September 25th, 2007. This form must be completed to qualify for promotion.

YOUR PERSONAL INFORMATION WILL REMAIN CONFIDENTIAL AND NOT BE SOLD OR GIVEN TO ANY OUTSIDE ENTITY.

FOR OFFICIAL USE ONLY



Individual Sales

- Feb 2008:
Six outlets sell
TAP exclusively
 - Metro's four
Customer Centers
 - LADOT & Foothill
Transit stores



Now your pass will be
on a TAP card!

*We're selling TAP instead
of paper passes.*



If you're buying a regular Metro Monthly
or Weekly pass, this Sales Location
will load your pass onto our new TAP
card, which you can then re-load and
use again and again.

*TAP is not currently available for Metro
reduced fare customers.*

tap
TRANSIT ACCESS PASS

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Individual Sales

- Sept 2008:
129 sales outlets converted to TAP (26% of vendors)
- 75 additional conversions planned this month
- Remainder to be converted by Dec 2008

Protect your TAP card
with TAP Balance Protection.

TAP gives you an advantage that paper passes can't: protection from loss or theft. Just enroll in TAP Balance Protection. Should your card be lost or stolen, report it at 1-800-METRO. We will cancel your missing card so no one can use it and we will restore your balance*. Your card will then be replaced for a small administrative fee.

To sign up for Balance Protection, complete the following application.

FIRST NAME _____
LAST NAME _____
ADDRESS _____
CITY, STATE _____ ZIP CODE _____
TELEPHONE _____
TELEPHONE (ALTERNATE) _____
EMAIL _____

Reuse, reload and recycle!

Reload your card at this location and you'll help our environment by reducing waste. You can also sign up for free TAP Balance Protection at TAPTOGO.net and you'll never have to worry about your card being lost or stolen.

This card not valid for fare payment.

Smart. Simple. Secure. **tap**

metro.net

Using Your TAP Card

TAP is valid on all Metro bus and rail service and is easy to use.

How it works

- 1 Tap your card on the bus fare box or rail station validator.
- 2 A "beep" and a message indicate your card is valid.
- 3 Enjoy your ride!

Bus Fare Box

Rail Station Validator

GO tap

M Metro

tap TRANSIT ACCESS PASS

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Individual Sales

- **Products sold on TAP are regular monthly and weekly passes only**
- **Current TAP sales approximately 7600 monthlies & 18,100 weeklies per month**

Current Strategies

With fewer than 50% of outlets selling TAP:

- POP materials
- “Metro Monthly” stories
- Website

TAP is here! Next month your regular Metro Monthly or Weekly pass will be on a TAP card.

Details at the sales counter.

¡TAP está aquí! El próximo mes su pase mensual o agregado será en una tarjeta TAP.



Starting January 25, 2008, this Customer Center will sell TAP cards instead of paper passes.*

Your regular Metro Monthly or Weekly pass will be loaded onto a plastic TAP card, which you can re-load and re-use again and again.

Please refer to the TAP brochure for more details.

Starting April 25th, 2008, this Sales Location will sell TAP cards instead of paper passes. Your regular Metro Monthly or Weekly pass



There's a new way to pay your fare on buses and metros in L.A.

Una forma fácil de pagar su tarifa

TAP is here!

Here's How It Works

1. Buy the Card

Tap your card on the fare box on all station validation.

2. "Tap" and a message shows your card is valid.

3. Wave your card

valid GO

INVALID

For more information about TAP, call 800-999-7222 (TAP-8222).

Web information on TAP

- TAP section of metro.net

The screenshot shows the Metro website's TAP section. At the top, there is a search bar with "Metro.net" entered and a "GO" button. Below the search bar is a navigation menu with links for "RIDING METRO", "NEWS & INFO", "PROJECTS & STUDIES", "DOING BUSINESS", "JOBS", "ABOUT US", "METRO TRIP PLANNER", and "REAL TIME TRAFFIC". The main content area features a banner for "TAP on Metro" and "TAP for Businesses". A sidebar on the left contains links for "Overview", "Group-rate TAP Programs", "FAQs", and "Contact Us". The main text area is titled "Overview" and includes sections for "What is TAP?", "With TAP, you can:", "Find a TAP sales location", "Easier, faster, more secure!", "Just TAP and Go Metro!", "Get TAP online, anytime.", "Reload quickly.", and "Protect your card." A video player is visible on the right side of the page. The Metro logo is in the bottom left corner, and the Windows taskbar is at the bottom.

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TAP on Metro

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Overview

What is TAP?

TAP is the new Transit Access Pass that you can reload and use again and again! TAP is an electronic fare card replacing regular Metro Monthly and Weekly Passes.

With TAP, you can:

- Buy online, anytime
- Guarantee your pass with balance protection
- Reload & reuse the same card again and again

[Find a TAP sales location](#)

Easier, faster, more secure!

Just TAP and Go Metro!

Look for the TAP target. It's quick and easy to TAP when boarding a Metro bus or Metro Rail train. [Learn how.](#)

Get TAP online, anytime.

TAP is sold at Metro pass outlets. But if you don't want to wait in line, just visit [taptogo.net](#) and [purchase or reload your TAP card](#) online!

Reload quickly.

You can easily reload your TAP card at a Metro Rail or Metro Orange Line ticket vending machine. [Learn how.](#)

Protect your card.

New TAP balance protection is available by filling out a one-time form that guarantees your pass balance will be replaced in the event of loss or theft. Then, every time you reload your card, your balance is safe. Visit [taptogo.net](#), log in as a new or existing user and protect your balance today! Balance protection forms are also available at Metro Pass sales locations that sell TAP.

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Current Strategies

With 50% or more of outlets selling TAP, add:

- On-board materials
- Transit TV spot
- TPIS message
- “Messages on Hold”
- Field marketing reps at major transit hubs



metro.net

Now...Go Metro with TAP

The new, reusable fare card

Introducing TAP, the eco-friendly fare card you can use again and again.

You can reload TAP online, at Metro Rail ticket vending machines, or at Metro Pass sales outlets. For more details, check taptogo.net or call 1.866.TAPTOGO.

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tap³
TRANSIT ACCESS PASS

EMP 1110

Current Strategies

With 75% + outlets selling TAP, add:

- Print/Outdoor ads
- Internet/Broadcast ads
- Press event
- TAP giveaways
- Customer testimonial contest



Gating

- **First gates on Gold Line Eastside Extension**
- **Customer materials will explain use**
- **Included as part of Grand Opening promotion**
- **Continued as gates are installed system-wide**