

Item #19

TAP Update



Metro

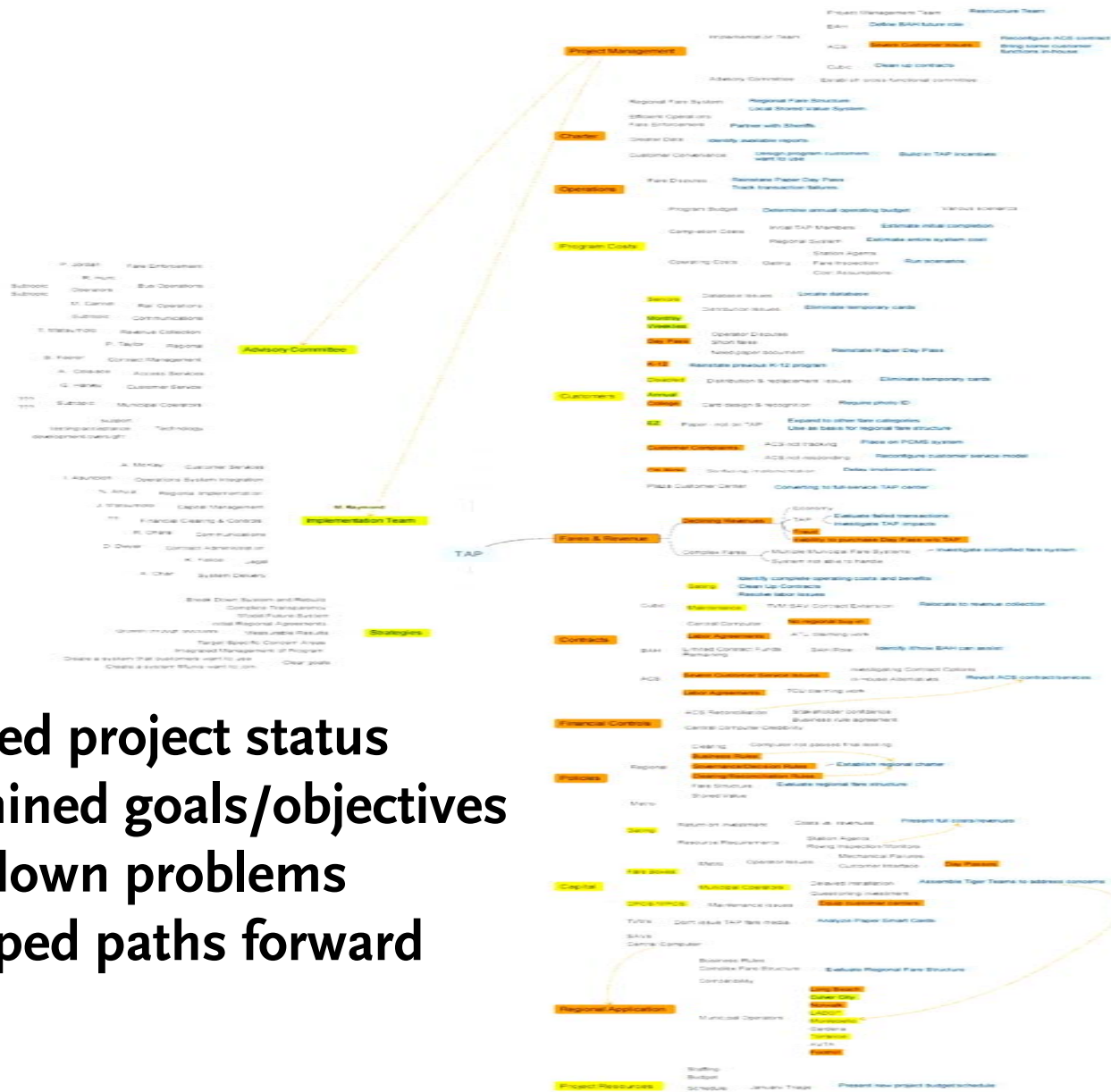
KPMG basic findings

- **Complex/dynamic project**
- **Unclear and agreed to goals**
- **Inadequate controls**
- **Insufficient resources**
- **Undefined program costs**

Staff actions beyond KMPG findings

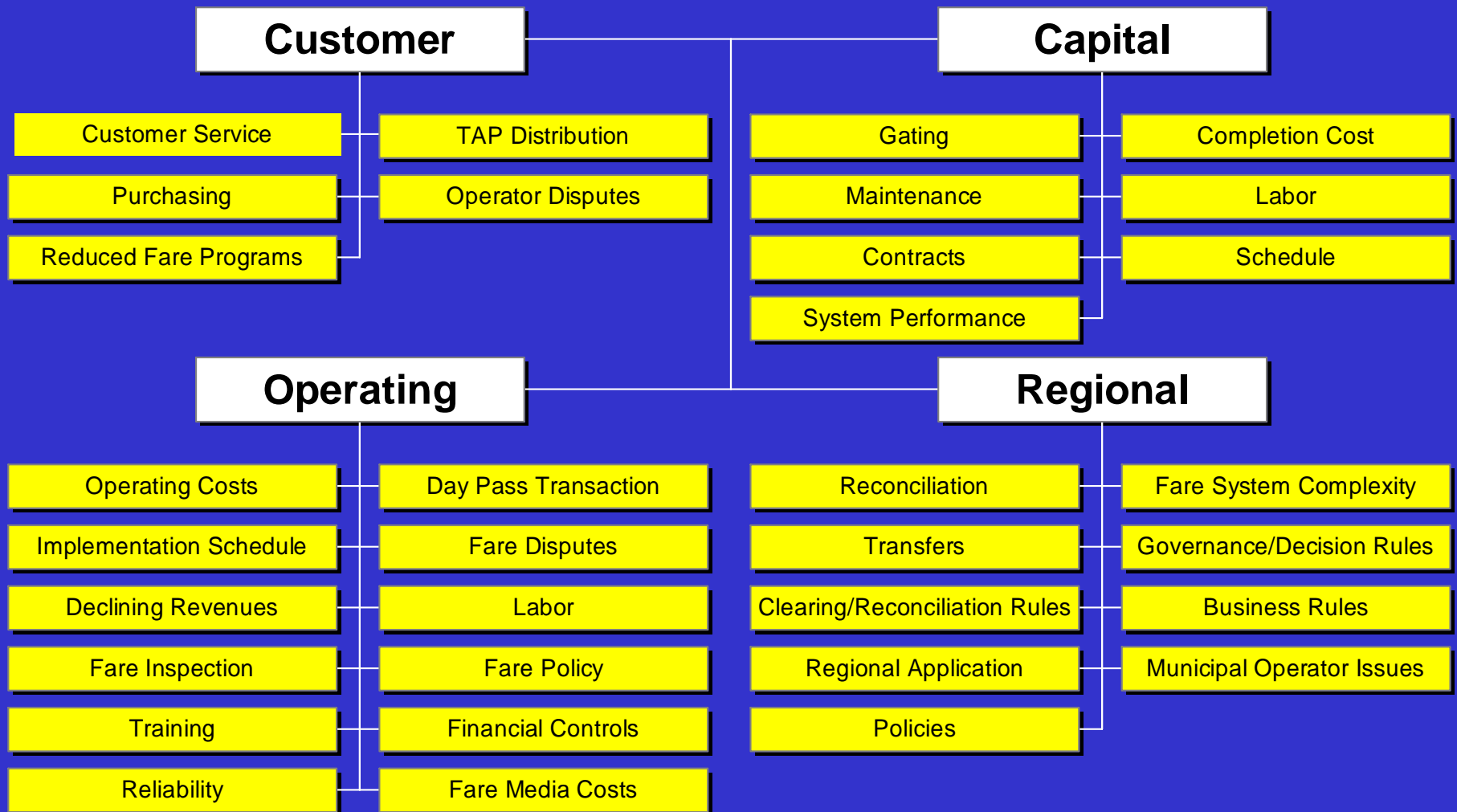
- **Met with internal stakeholders**
 - Labor representatives (UTU, TCU, ATU)
 - Bus-operator focus group
- **Interviewed external stakeholders**
 - Reviewed TAP contracts (Cubic & ACS)
 - Included TAP questions in customer survey
 - Addressing technology concerns
 - Held GM TAP Workshop

Project Structure Review



- Reviewed project status
- Determined goals/objectives
- Broke down problems
- Developed paths forward

Four-pronged approach



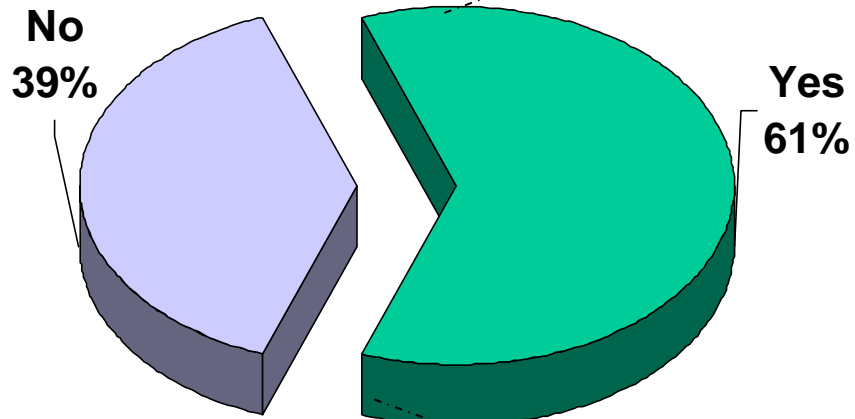
Customer focus

- **Implemented new system**
 - required customer behavior shifts
 - rapid card distribution – 500K in 1 month
- **Overwhelmed customer service**
 - 4th customer service window added
 - TAP service center added at Gateway Plaza
 - Cross-trained personnel to assist
 - Working with ACS to improve service
- **Surveyed customers**

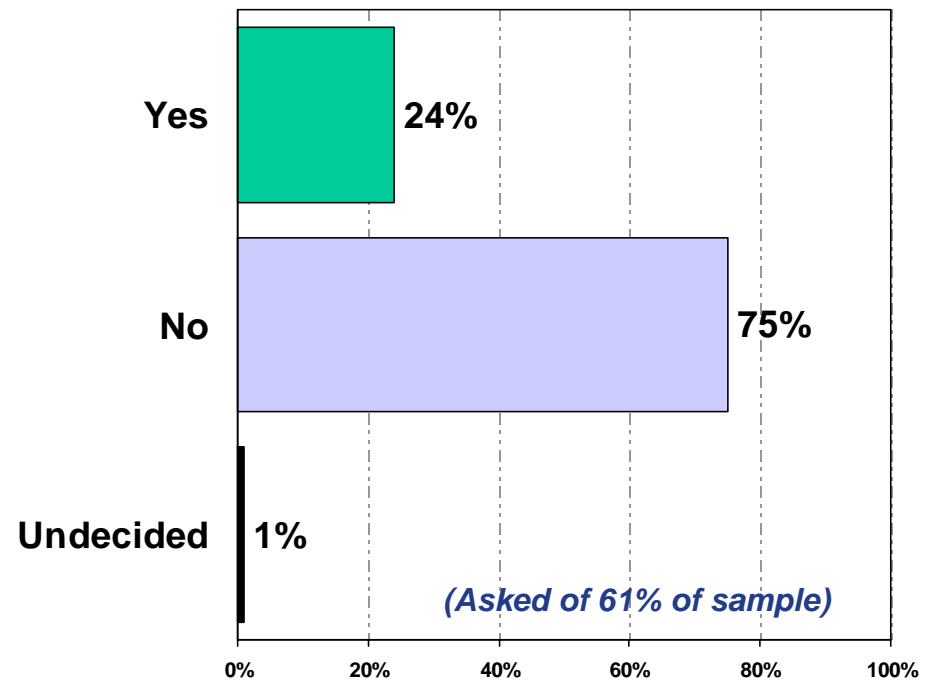
Six in ten riders have a TAP Card

> one in four experienced problems

Have a Plastic TAP Card



Experienced Problems with TAP Card in Last 6 Months

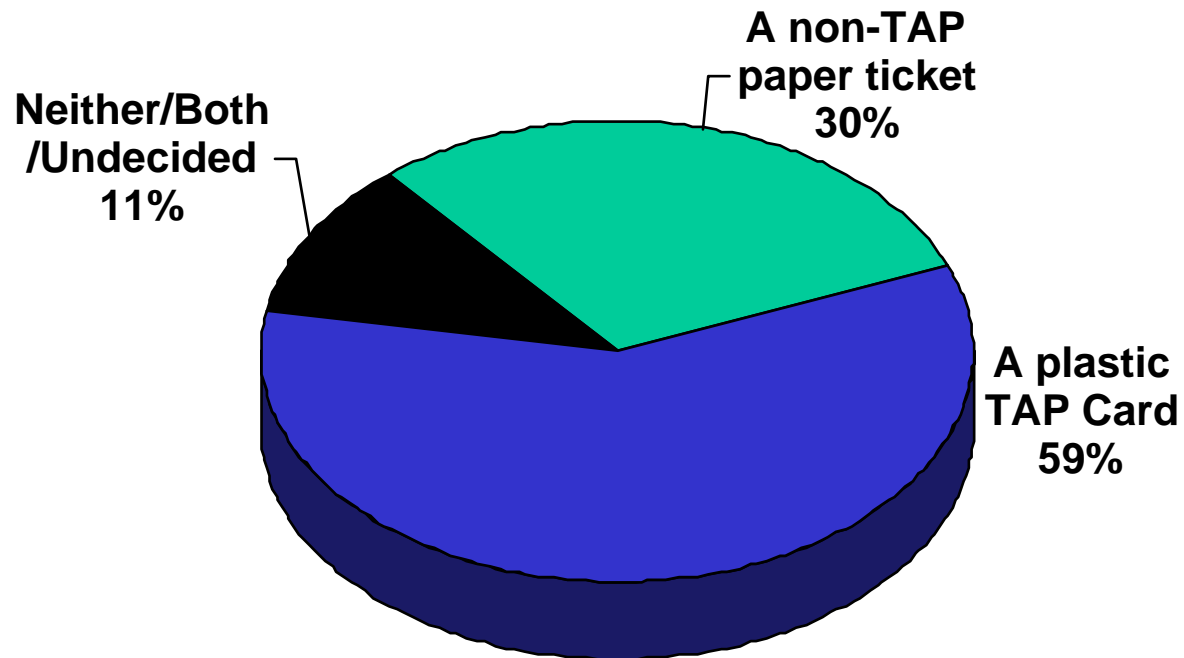


12. Do you have a plastic TAP Card?

13. Have you experienced problems with your plastic TAP Card in the last 6 months?

Six in ten riders prefer to continue with TAP

> Prefer TAP over paper Day Pass

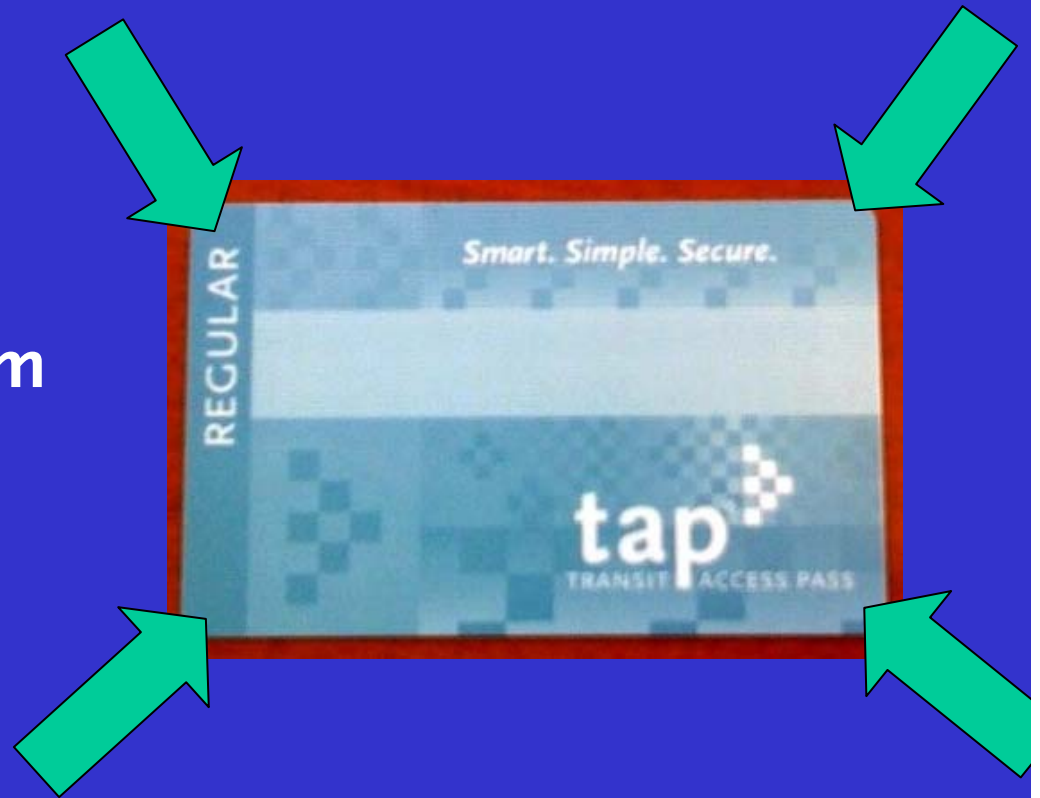


Resolving operational issues

- **Two major operational issues:**
 - Fare disputes (no visible value on TAP cards)
 - Fare resolution (no emergency fare media)
- **Advancing new operating procedures**

Developing procedures to assist operators

- Allows operators
 - to visually inspect disputed/defective cards - and mark them
 - Provides emergency fare media



Regional implementation

- Held GM TAP workshop
- Municipal operators at full spectrum of commitment
- Need to regain commitment to regional program
 - Seek common regional goals
 - Establish acceptable regional policies
- Need to build credibility in clearing function
 - Technically functioning fine
- Need for simplified regional fare structure

Capital integration

Status

- Central computer complete
- Underground gating complete
- Green Line installation in progress
- System (41 stations) complete by June
- Exploring new operating model



Exploring “Alert” system gating concept

- Gate alerts fares to be inspected
- Doesn't require station attendants
- Utilizes existing security
- Controls operating costs



Future gating

Status

- Civil engineering \$175k-\$350k per station
- Real estate (space) limitations
- Developing policy for future stations



Questions?