

# TAP Working Group Update

November 8, 2012



David Sutton  
Interim Deputy Executive Officer  
TAP Operations

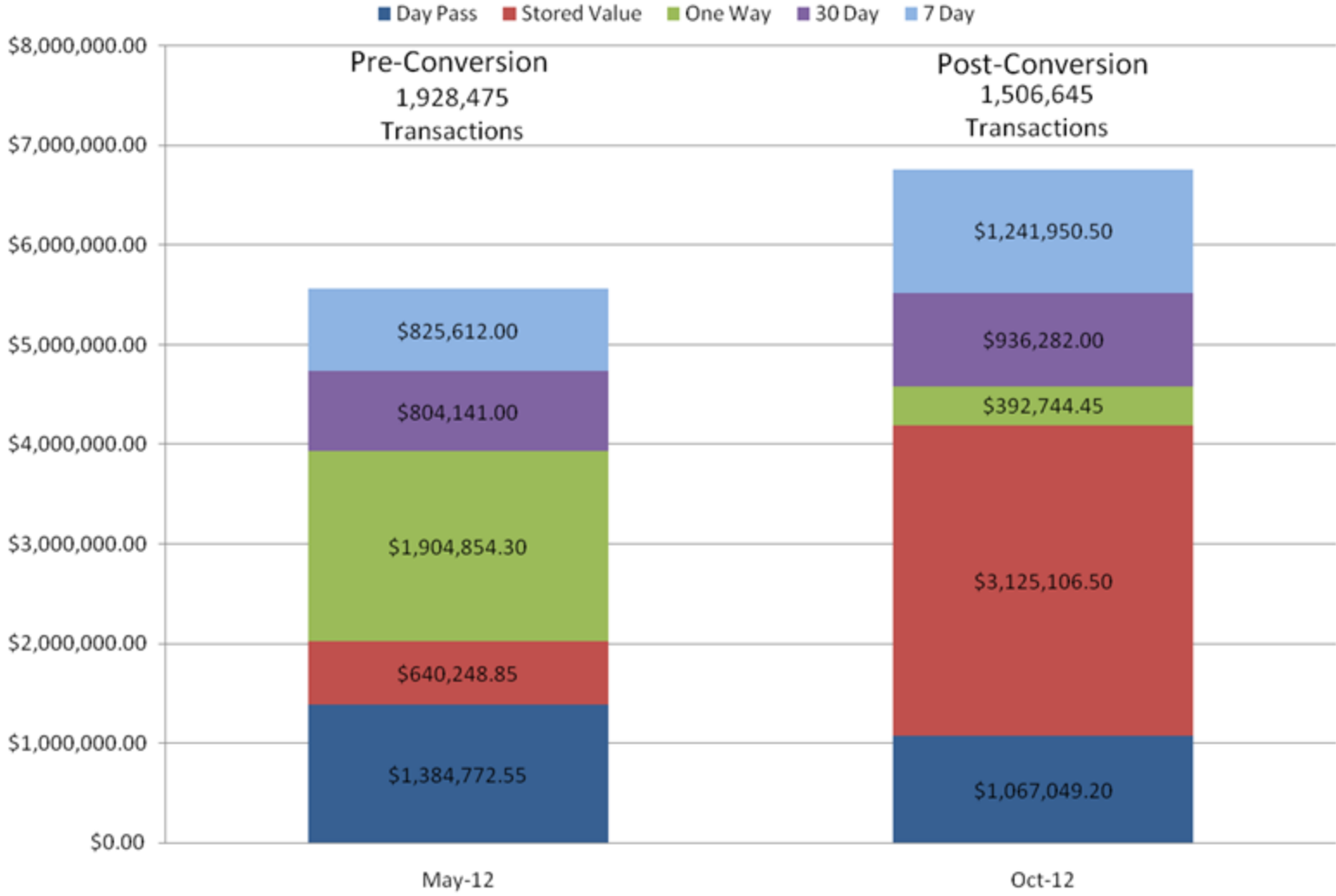


Metro®



# All Metro TVM Pass Sales

## Pre/Post Conversion of One-Ways and EZ to TAP



# Regional TAP Center

## **GOAL: Improve Customer Service**

- Meeting regularly
- Conducting site visits and reviews
  - Customer Service
    - Phone and Website
  - Pass Sales Outlet Support
  - Card Distribution
  - Financial Clearing and Settlement

# Ticket Vending Machine Improvements

## Short-term

- New scrolling message
- New overhead sign
- New screen saver
- Minor text changes
- Temporary event staff

## Long Term

- Focus group suggestions to be implemented
- Make TVM screens intuitive



**Metro**

# Coming in January

## Consider

- TAP reorganization plan
- Purchase 4 TVMs for El Monte Transit Center
- Maximum change-order threshold for CUBIC contract to allow immediate action
- Adding TAP to City of Los Angeles ID card

# City of Los Angeles ID Card

In January

Consider opportunity to add  
TAP to ID card

- Pre-paid Debit card
- TAP card



# Examples of TAP Partnership Programs



# Ensure Metrolink Customers experience seamless transfers through Metro's latched gates

November 8, 2012



David Sutton  
Interim Deputy Executive Officer  
TAP Operations





# Metrolink Action Plan

## Option 1:

### Metrolink Action Items and Responsibilities:

- Develop, test and dispense paper rolled stock with TAP chip
- By March 1, Metrolink will report on pass testing success
- By mid-May and prior to gate latching, Metrolink to begin dispensing new paper/TAP rolled stock in TVMs
- Gate latching begins no later than early June; completion by end of August '13

# Metrolink Action Plan

## Shared Metro and Metrolink Action Items and Responsibilities:

- Metrolink and Metro staff will work together to implement agreed-upon transfer solution
- Staff from both agencies will be present through initial gate latching process to assist customers
- Between now and June 30, the current MOU and transfer policy will be maintained
- If testing of the paper stock fails, Option 2 will be implemented

# Metrolink Action Plan

## Option 2:

**Option to be exercised only if actions described in Option 1 are unsuccessful.**

- **No later than February 18, Metro will give notice to Metrolink to terminate effective June 30, 2013. (note: 120 days notice necessary per current transfer agreement. Notice will not be exercised if Metrolink's pass testing is successful by the March deadline)**
- **Metro and Metrolink will conduct public hearings regarding a fare change, if necessary**
- **Effective July 1, 2013, Metrolink riders must purchase Metro fare media to board Metro Rail or Bus**



# Metrolink Action Plan

- **Metrolink will no longer pay Metro for transfers (approximately \$4.5 million FY13)**
- **Participating Los Angeles County municipal carriers will continue to be reimbursed for Metrolink transfers which shall be documented in the form of a memorandum of understanding, facilitated by Metro and executed between Metro and Metrolink**

# Gate Latching Preparations

- Meeting weekly
- Marketing materials ready
- Working with Metrolink to implement solution
- Scrutinizing operating procedures through preliminary gate latching tests

# Questions?

