



Board Report

File #: 2017-0843, **File Type:** Oral Report / Presentation

Agenda Number: 13.

**FINANCE, BUDGET AND AUDIT COMMITTEE
PUBLIC HEARING - TRANSFER ON 2ND BOARDING READINESS
JANUARY 17, 2018**

**SUBJECT: PUBLIC HEARING/ORAL REPORT ON TRANSFER
ON 2ND BOARDING READINESS EFFORTS**

ACTION: RECEIVE ORAL REPORT/PUBLIC COMMENTS

RECOMMENDATION

RECEIVE:

- A. Statement of MTA Board Secretary;
- B. Oral report on Transfer on 2nd Boarding Readiness Efforts; and
- C. Public comments.

DISCUSSION

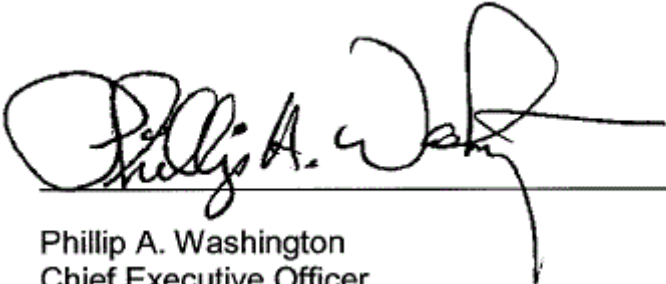
- Transfer on 2nd Boarding was approved by the Metro Board of Directors in June 2015
 - Transfers on TAP - Eliminates paper transfers
 - Transfer period extended from 2 hours to 2.5 hours
 - Transfers paid automatically with Stored Value on TAP
- Customer Readiness Recommendations
 - Replace Metro Day Pass sales onboard bus with Stored Value
 - Transition tokens to TAP
 - Increase the TAP card price from \$1 to \$2 on bus and TVMs to be consistent with all other TAP purchase touchpoints
- Outreach efforts to inform public about hearing included:
 - Public postings
 - Social Media
 - Brochure distribution on buses and trains (10 languages)

ATTACHMENTS

Attachment A - TAP Public Hearing Presentation

Prepared by: Kyle Holland, Manager, Transportation Planning, (213) 922-2446

Reviewed by: Nalini Ahuja, Chief Financial Officer, (213) 922-2296



Phillip A. Washington
Chief Executive Officer

Item #13

Transfer on 2nd Boarding: Readiness Efforts

Public Hearing

Finance, Budget & Audit Committee
Robin O'Hara, Deputy Executive Officer, TAP
January 17, 2018

tap 

New IAT Policy-Transfer on 2nd Boarding



- Regional interagency transfer policy (from one transit agency to another)
- Board approved June 2015
- Transfers on TAP - Eliminates paper transfers
- Transfer period extended from 2 hours to 2.5 hours
- Transfers paid automatically with Stored Value on TAP

Customer Readiness Recommendations

Item	Board Recommendation	Benefit
1	Remove Day Pass sales on bus and add ability to purchase Stored Value on bus	<ul style="list-style-type: none">• Align operator efforts with fare sale trends• Increase Stored Value purchase touch points
2	Transition tokens to TAP	<ul style="list-style-type: none">• Replace obsolete tokens with TAP• Balance protection, automatic transfers, faster boardings, etc.
3	Increase TAP card price from \$1 to \$2 on bus and at Metro TVMs	<ul style="list-style-type: none">• Consistent & equitable pricing for all customers