



Metro

Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

Board Report

File #: 2018-0028, **File Type:** Oral Report / Presentation

Agenda Number: 27.

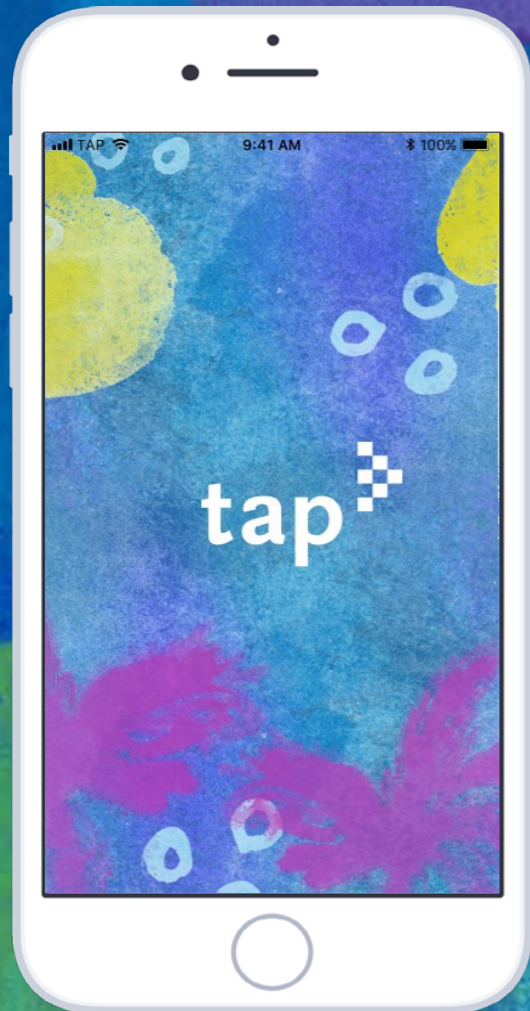
**EXECUTIVE MANAGEMENT COMMITTEE
FEBRUARY 15, 2018**

SUBJECT: TAP REGIONAL INTEGRATION UPDATE

ACTION: ORAL REPORT

RECOMMENDATION

RECEIVE oral update on TAP Regional Integration.



Regional TAP Integration Update

Executive Management Committee

February 15, 2018

David Sutton, Executive Officer, TAP

Robin O'Hara, Deputy Executive Officer, TAP





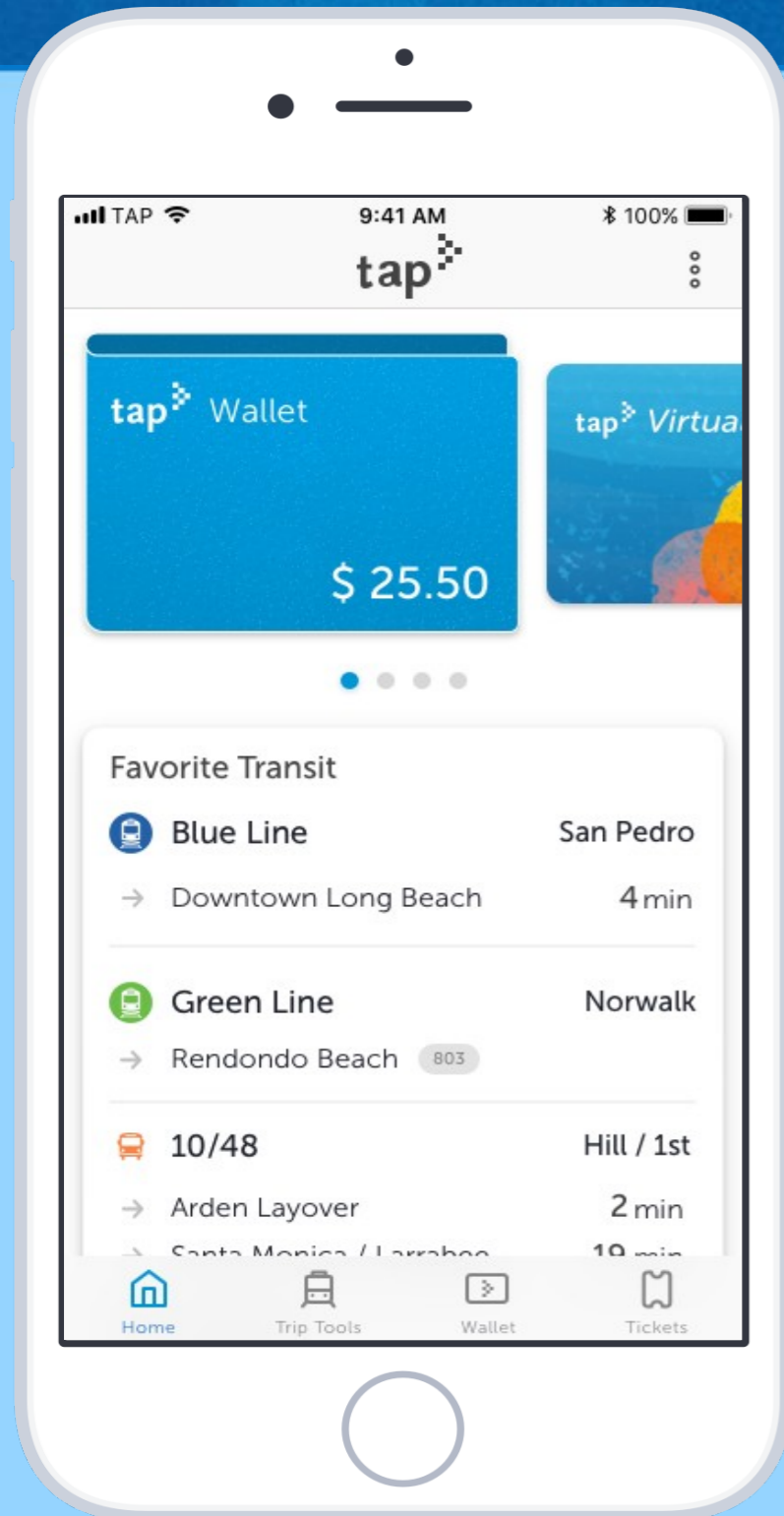
Program Integration

- Bike Share
- LIFE
- Electric Vehicle Car Charging
- Parking
- Mobility Hubs
- Ride Hailing Services (VIA and Microtransit)
- Chain Store Hanging Stock
- Cash Purchase Options

What's next for TAP?

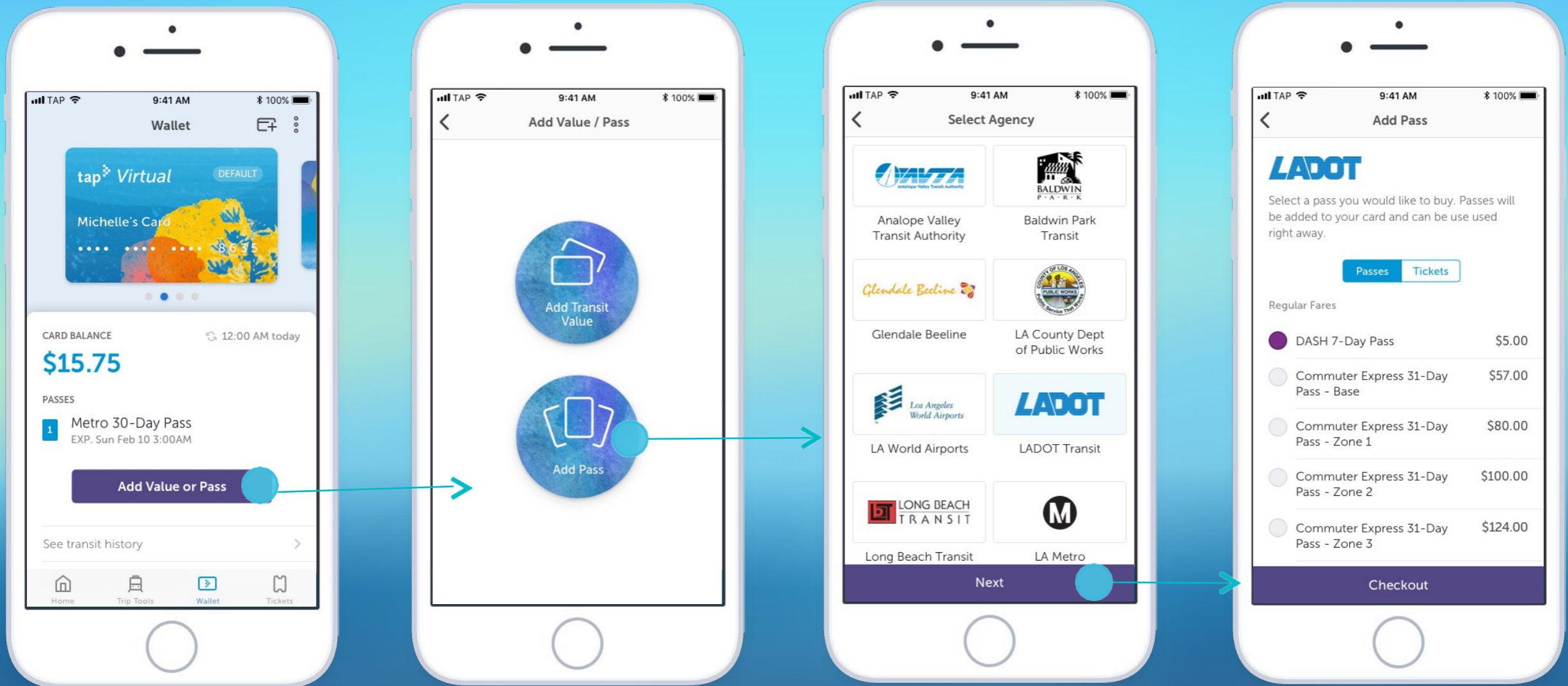
- Build an hybrid account-based system with Salesforce
- Interface with numerous programs
- Allow unbanked to participate
- Provide discounts across programs
- Offer customizable rewards
- Incentivize behaviors
- Enable sporting and entertainment "flash pass" integration
- Provide account loading choices

Mobile App Development

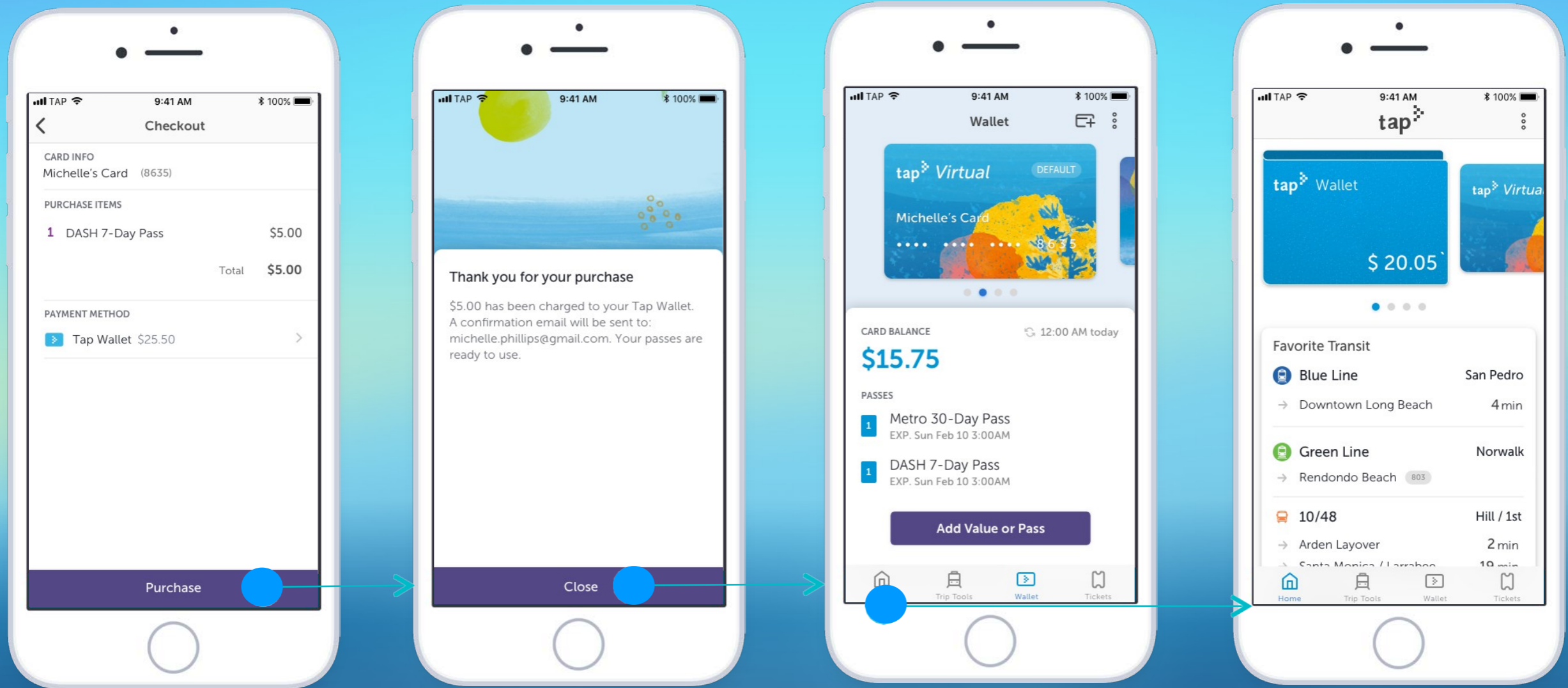


- Architecture for Account-Based System now being built
- Includes TAP Wallet with ability to load a TAP card and pay for new account-based programs
- Ability to integrate with any program such as Bikeshare, Fare Subsidy Programs, EV Car-Charging, Via, Microtransit, and more
- Ability to save favorite transit
- Ability to hold all physical as well as virtual TAP cards

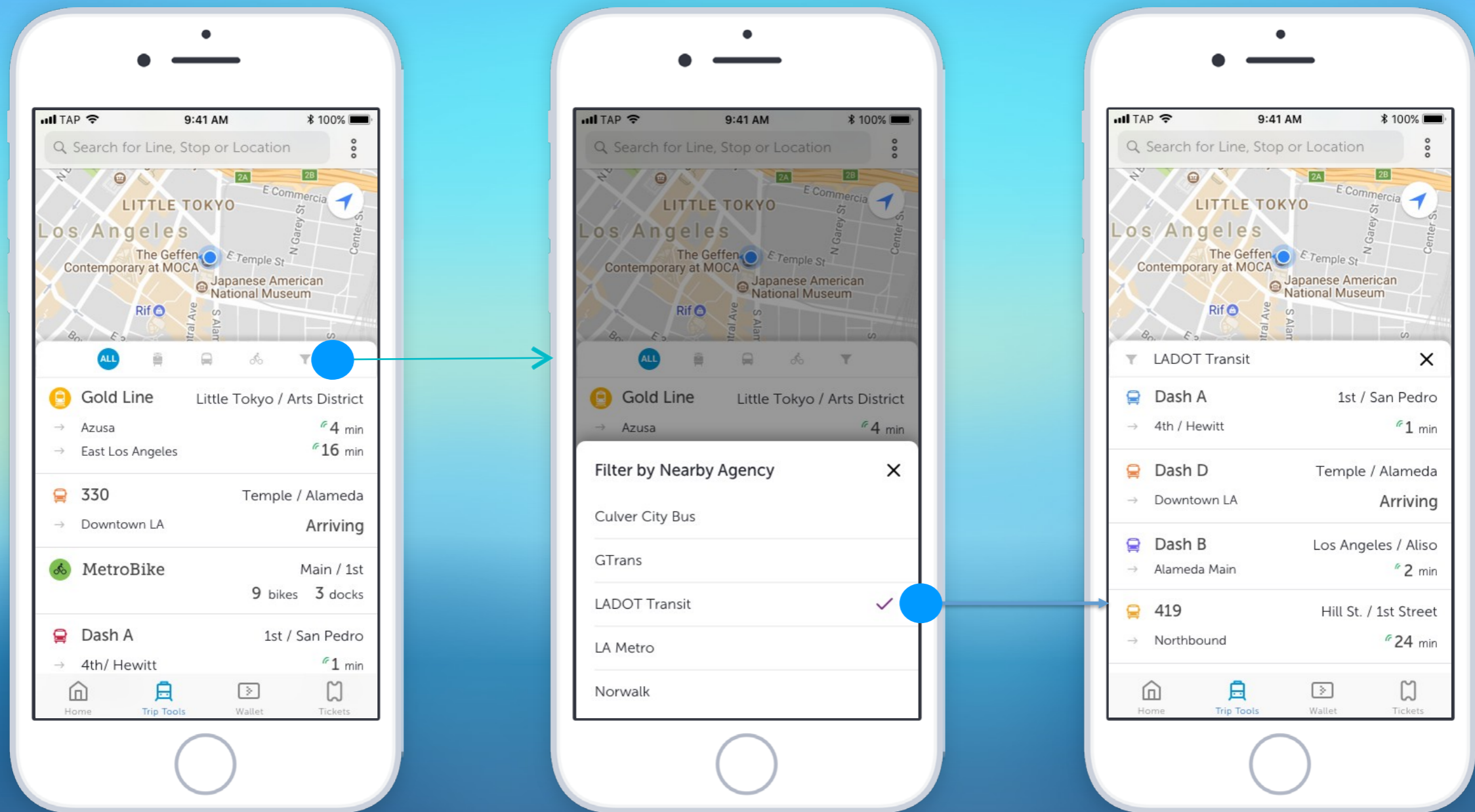
Add Pass to Virtual TAP Card



Add Pass to Virtual TAP Card (cont.)



Nearby Transit



My TAP Wallet Info

The smartphone screen displays the 'Create an Account' form. The status bar at the top shows 'TAP', signal strength, Wi-Fi, 9:41 AM, and 100% battery. The form fields are as follows:

- FIRST NAME:** Michelle
- LAST NAME:** Phillips
- EMAIL:** michelle.phillips@gmail.com
- ADDRESS:** Street Address 1
- APT OR UNIT (OPTIONAL):** Apt./Unit/...
- CITY:** Los Angeles
- STATE:** CA (with a dropdown arrow)
- ZIP CODE:** 90210
- PHONE NUMBER (OPTIONAL):** 1 (with a dropdown arrow) (702) 341-2434

A purple 'Submit' button is located at the bottom of the form.

The smartphone screen displays the user profile page for Michelle Phillips. The status bar at the top shows 'TAP', signal strength, Wi-Fi, 9:41 AM, and 100% battery. The profile information is as follows:

- Hi, Michelle**
- Profile:** michelle.phillips@gmail.com (with a settings gear icon)

The page includes a 'SUPPORT' section with the following options:

- Call Us:** Mon - Fri: 6:30 am - 7:00 pm (with a phone icon)
- Email Us:** customerservice@taptogo.net (with an email icon)
- Submit a Help Request:** (with a help icon)

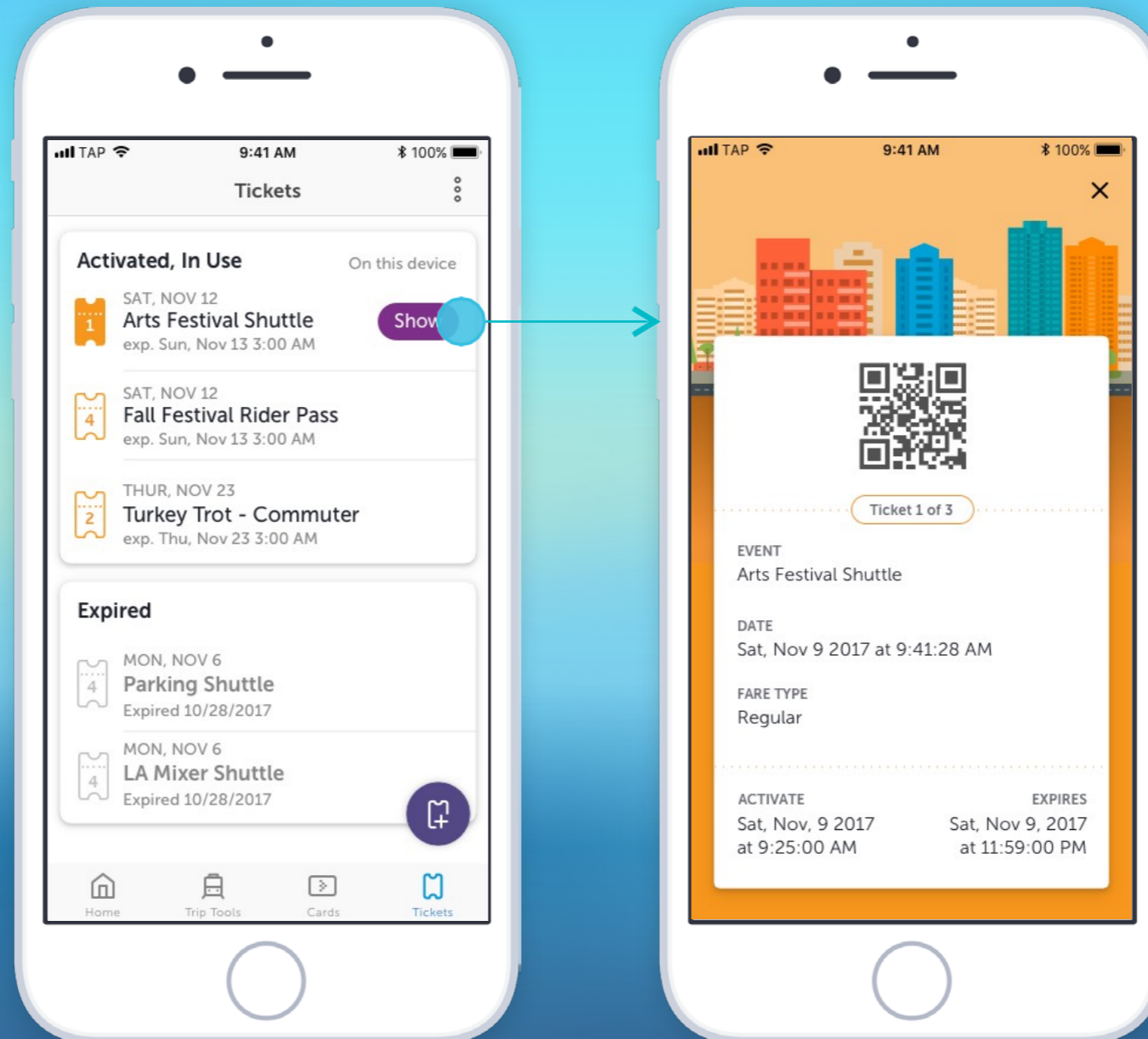
Below the support section is a 'TAP INFORMATION' section with the following links:

- Retail Vendor Locator** (with a right arrow)
- Customer Centers** (with a right arrow)
- FAQ's** (with a right arrow)
- Privacy Policy** (with a right arrow)

At the bottom is a 'PARTNERS' section with the following link:

- Regional Partners** (with a right arrow)

Events – Visual Ticketing



Modern Account Loading Possibilities: Gets Cash Out of the System



Farebox Upgrade

- Fareboxes and Station Validators purchased in 2002.
- Exceeded their life expectancy
- Working with Muni partner agencies to develop replacement plan
- Return to the Board within the next several months

