



Board Report

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Agenda Number: 44.

**EXECUTIVE MANAGEMENT COMMITTEE
JANUARY 21, 2021**

SUBJECT: TAP UPDATE

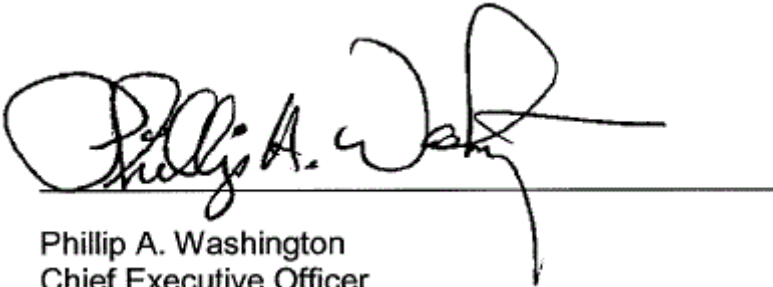
ACTION: ORAL REPORT

RECOMMENDATION

RECEIVE oral report on the TAP program.

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Reviewed by: Nalini Ahuja, Chief Financial Officer, (213) 922-3088



Phillip A. Washington
Chief Executive Officer

TAP UPDATE

Response to Chair's Request

Executive Management Committee

January 21, 2021

David Sutton, TAP

Robin O'Hara, TAP

Pre-Covid TAP



Robust Regional Fare Collection System

- Contactless, chip-based smart card system



Deep Penetration and Utilization

- 26 TAP agencies including 3800 regional buses, 108 rail stations + Access Services (paratransit)
- TAP is 40% of boardings on Metro bus and 100% on Metro Rail

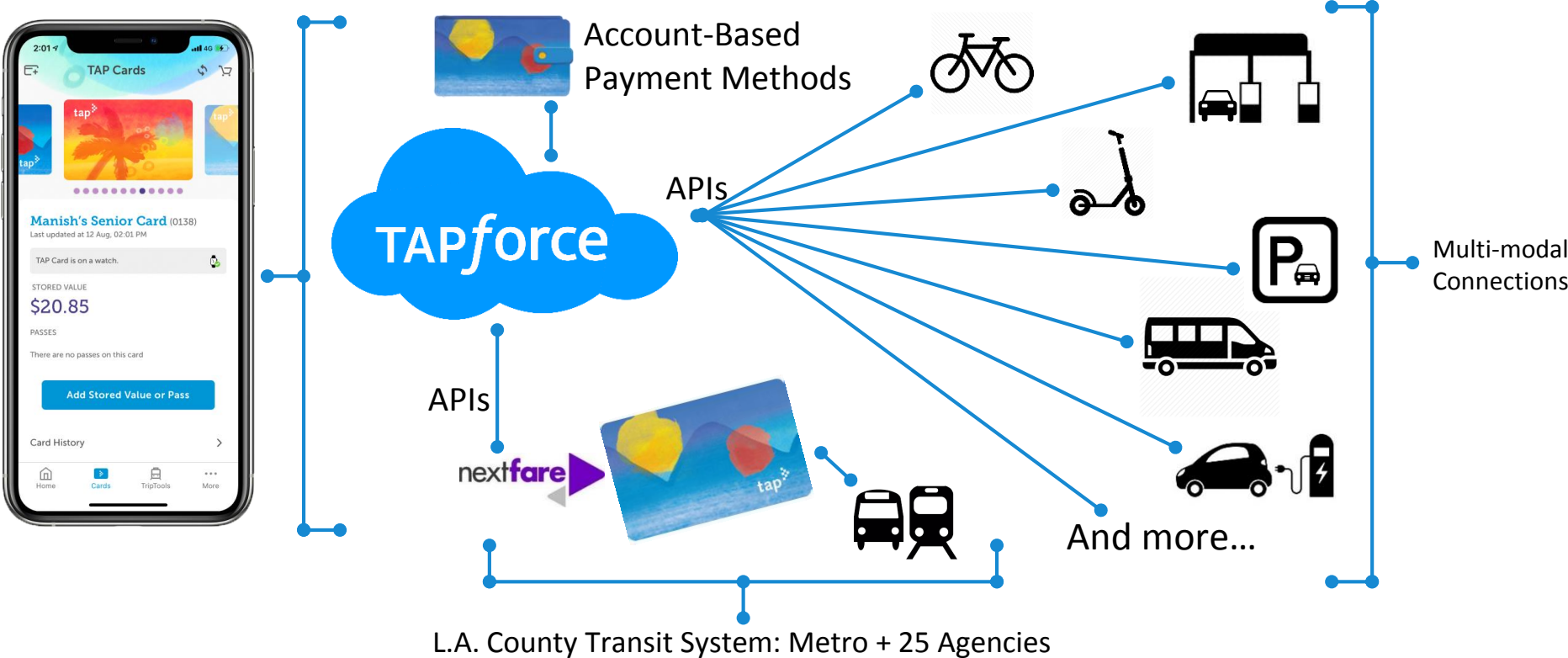
Convenient Purchasing Options

- 1,440 LA county outlets selling \$192M annually
- Also: TVMs, Website, Onboard Buses, Phone, Libraries, Mobile App

Seamless Regional Travel

- 16M automated Interagency Transfers annually
- \$144M in Stored Value (cash purse) and \$102.4 in passes annually (includes many different types for Metro, Munis and Regional EZ Pass program)
- 43% of all Countywide fare revenue
- 214M regional boardings annually on TAP

TAPforce Now in Operation for Mobility-as-a-Service (MaaS)

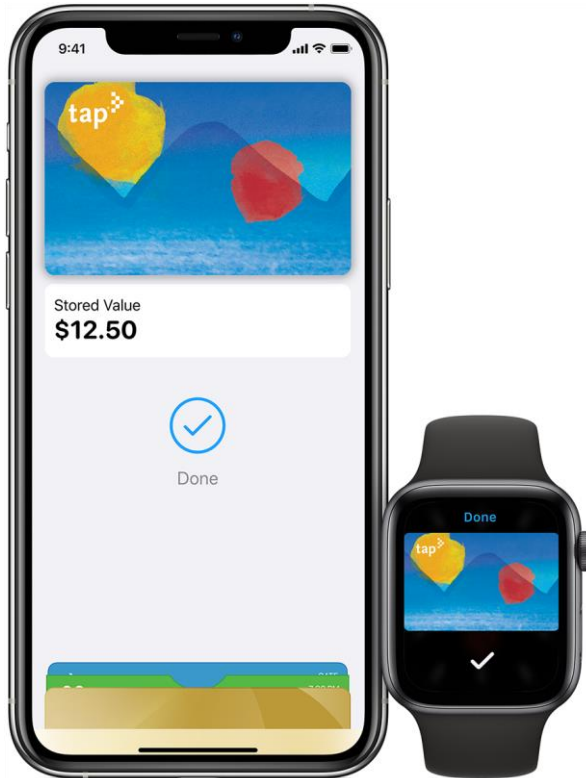


Top 10 TAP Projects Completed in 2020



1. Launched state-of-art Mobile App
2. Upgraded fareboxes on 9 regional systems and installed new Rail Validators (\$55M)
3. Operating Mobility-as-a-Service (MaaS) through TAPforce
4. Partnered with Lyft to introduce new riders to transit
5. Awarded 2 grants for new development
 - Mobility
 - Rewards Program
6. Half-price passes ready for implementation when front doors open on buses
7. Implemented refunds for riders affected by stay-at-home orders
8. Completed LIFE automation for Covid-safe renewals
9. Launched TAP bar-code program to add 1000+ retail stores
10. Upgraded retail sales devices throughout LA

TAP's New Mobile App for Apple and Android



Search for "TAP LA" in the app store

Regional Mobile App

- Safe, touchless technology
- No upfront cost to build and minimal transaction fees
- Nearly 16,000 downloads – even with no front door boarding and no fares being collected
- Works for all 26 agencies/microtransit/bikeshare

Equity

- Includes LIFE low-income fares and all Senior, Disabled and Student Reduced Fares
- Offers easy cash loading at 7-Eleven or Walgreens
- Load with cash at a TVM or a bus farebox

Future of TAP

- Fare capping report going to Board
 - Equity for all – customers pay as they go
 - Different fares enabled for different rider classes
 - Ensures lowest cost for each rider
- Integrated mobility is a key focus
- Investments made – now poised to reap long-term benefits



tap

