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**EXECUTIVE MANAGEMENT AND AUDIT COMMITTEE
November 18, 2010**

**SUBJECT: UPDATE OF TRANSIT ACCESS PASS (TAP) AND FARE GATE
INSTALLATION**

ACTION: RECEIVE AND FILE

RECOMMENDATION

Receive and file status report on the TAP Program and fare gate installation at Metro Rail stations.

ISSUE

The following is a status report on the progress of TAP implementation and gating.

DISCUSSION

The sections below summarize the actions taken by staff over Q1 FY11 and provide an up-to-date status of the TAP program in recent months.

CUSTOMER

Metro and Municipal Operators have currently issued over 1.6 million cards to the region's riding public and the collective TAP agency participants have seen a steady growth of transactions that exceed over 15 million TAP boardings per month. With \$9 mil of fare revenue loaded from the TAP sales devices each month, customers have demonstrated transition to the new system.

The current focus remains on the 25 – 30% of residual paper passes sold to corporate accounts for sale or subsidy to their employees. In addition students who purchase Metro passes at schools are still undergoing transition from paper passes to TAP. Senior conversion to TAP has been occurring over the last 18 months and sticker sales for paper passes will sunset at the beginning of calendar 2011. TAP has been working with the Customer Services and Programs department to ensure a timely and smooth transition for the remainder of these non-TAP programs and passes.

Next month, a pilot to begin sales of plastic TAP cards at select train station Ticket Vending Machines (TVMs) is under way. In the near term, this will increase the number of outlets that customers can purchase and load new TAP cards.

OPERATIONS

Transit Operations has launched a focus group with bus operators that occurs each month. TAP has ensured that input from their day-to-day experience and issues of concerns can be addressed at these meetings. A suggestion to reduce the display time on bus operator's control unit was successfully implemented so that the display screen will clear quickly – a suggestion that was raised at a recent focus group meeting. This modification assisted the operators at peak periods to minimize dwell time and promote through-put.

Another suggestion to increase the audible tones emitted from the fare box is under evaluation. TAP will continue to bring these solutions to the focus group and get input to other ideas as the system matures for the bus riders using TAP.

CAPITAL:

VISA

An exciting program is being co-branded with VISA. Starting with a limited roll-out in cooperation with 2 bus divisions, customers are able to buy a pre-paid Visa debit card that can be used anywhere that Visa is accepted plus, enables these customers to load Metro passes. As this test completes, all remaining Metro buses will have car-cards and “take ones” in mid-November that advertise the Visa/TAP card that are sold at select check cashing facilities and grocery stores. Progress and patron acceptance that are focused largely on the “unbanked” community will be statused each month as this pilot program matures.

Alert Gating System

TAP is now testing the concession lights at 5 key stations that represent various ridership volumes: Metro Red Line North Hollywood (high volume); Hollywood/Highland (mid-volume), Civic Center (low volume). In addition, Artesia Station on the Metro Blue Line has also been enabled with concession lamps. These gates now emit a red light when patrons enter without tapping and can be asked to present valid fare media when observed by fare inspectors.

Staff has been working with the LASD who have now been issued over 100 new, cell-phone type TAP validation devices that will complement the “alert system”. As turnstiles emit the light, fare inspectors and law enforcement are able to query patrons for a valid

proof of payment (one-way paper ticket or pre-paid pass) or check the validity of the TAP card.

Lights do not illuminate if riders are tapping valid TAP cards at the gates. With this new alert, the gates are not also able to count non-TAP entries.

All of the stations will be enabled with this concession light alert system by the beginning of 2011.

In addition, staff has been working with Rail Operations to discuss the capital program to complete installation of closed circuit TV cameras and public telephones to assist customers. Cameras complement the gated system to ensure that access issues are addressed when gates are eventually locked. Camera installations will complete over the next calendar year.

Fare Enforcement

TAP operations has recently issued 100 cell phone type NFC (Near Field Communication) validation device for fare inspectors and uniformed officers to use when querying TAP cards in the field. Several hundred more phones are being prepared for issuance to uniformed officers. These now replace the larger Hand Held Units (HHUs) that inspectors and officers alike felt were too cumbersome to carry in the field. These older units have been sold to the Metropolitan Transit District (MTD) in San Diego, California who have a similar system.

REGIONAL

Significant progress has been made on the Regional front. In addition to Culver CityBus, Foothill Transit, Montebello Bus, Norwalk Transit, AVTA and Santa Clarita who are on TAP, we have met and briefed Gardena Bus on potential future steps for turning on their UFS fare boxes to become TAP compatible. In early November, Torrance Transit met with Cubic officials to begin discussions for fare box installation in early 2011. Staff has also met with LADOT management to ensure that assistance and resources are provided to assist in their next steps toward device installation in 2011. Discussions with Foothill Transit's Executive Board have been on-going to resolve open issues of concern. Following six consecutive months to address operational issues staffs of both Metro and Foothill are in dialogue to move forward with TAP. This month, Metro provided the mobile phone validators (MPVs) used by Metro's fare inspectors that were adapted for Foothill Transit as a potential solution to address rear-door boardings on their Silver Streak Service.

Key activities and status of Regional Program

- Final comments for TAP Operating Rules received. Adoption to follow with TAP participants.
- TAP users group invited to Culver CityBus for Workshop on TAP reports. Quarterly meetings to be held at TAP participants' agency sites.
- Torrance Transit met for a kick-off meeting with Cubic officials to begin planning farebox installations in early 2011
- TAP users group to continue settlement and reconciliation meetings so that Metro can move forward to launch the selling of stored value on TAP cards in early 2011

A break-through solution has potentially been developed for ASI, the paratransit operator. Using the template of the TAP/Visa card, staff have been in discussion of how the TAP/Visa card can be adapted for use not only on our fixed route service but also for their contracted taxi cab service. Pending ASI's Board approval for this approach, Metro and Visa/ReadyCredit Corporation will be in discussion to launch a pre-paid, co-branded TAP/Visa card for LA's paratransit community.

TAP PATH FORWARD


Regional Fare Structure to be explored

Please refer to separate Board report this month to address a Regional Fare Structure Plan that will provide the transactional framework that will enable riders to use public transit with a cohesive fare structure and integrated technology platform.

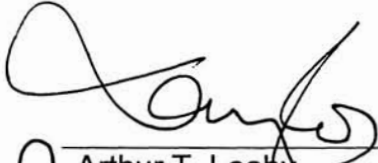
NEXT STEPS

Staff will continue to keep the Board apprised of program status and regional implementation.

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