

# TAP System Enhancements

November 17, 2016

Executive Management Committee

Robin O'Hara, Deputy Executive Officer, TAP



## Item #42

# TAP System Innovative Enhancements for Seamless Connectivity with Multi-Modal Mobility Programs

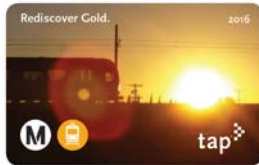
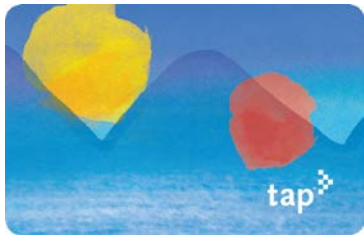
### **Action**

Execute Sole Source Contract with Vertiba, Inc. for Negotiable, Not-to-Exceed Amount of \$4,750,000

### **Recommendation**

Authorize the Chief Executive Officer to award a sole source contract to Vertiba Inc., a Salesforce System Integrator to enhance the TAP system in order to achieve maximum interoperability with regional systems and services such as Bike Share, parking, ride-hailing companies, fare subsidy programs, electric vehicle car-sharing, gift card programs, mobility hubs and more in an amount not-to-exceed \$4,750,000

# TAP has grown to become the payment choice for LA County Transit



- Nearly 700 fare types from 24 Agencies, + Metrolink and Access paratransit
- All Metro light rail and over 3800 regional buses accept TAP
- Nearly 29M regional transactions/month
- Nearly 400 LA County outlets selling over \$14M+ per month
- Over 1000 Employer, College, and Institutional transit benefit providers

# Due to the success of TAP, many services are interested in TAP integration.



# Innovative technology enables a seamless customer experience



# TAP needs to grow to accommodate these needs

I want to pay for Bike Share with my TAP account, please.



# Included:

## Upgraded website and new mobile app



- One app that links TAP account to all services
- Manage multiple, multi-modal accounts for regional connectivity