

Cash to TAP Campaign Update

The “Cash to TAP” regional marketing campaign was launched to support the conversion of cash customers to TAP. In the first 12 weeks, the campaign generated over 600k impressions. Metro Marketing is continuing to run awareness ads across the various media channels which includes paid ads on Facebook and Instagram, Paid Search, Google search ads and programmatic digital ads with direct one-to-one access to target cash-paying riders, current Metro riders and residents in LA County who ride among the 26 TAP partner agencies. The primary goals of the media campaign are as follows:

- a. Increase TAP card usage & reduce cash throughout LA County
- b. Increase in TAP card account creation
- c. Increase in TAP app downloads

This targeted paid campaign utilizes an evergreen/always-on messaging and communications strategy. The current campaign will remain live in market through June 30, 2023. Staff utilizing TAP Blue Shirt ambassadors to help riders get a TAP card or download the TAP app and to distribute free cards at high cash-paying bus stops. Customer Care was provided information regarding the campaign in advance to address possible inbound calls.

This evergreen strategy recommendation reinforces the benefits of paying with TAP over cash and also prepares Metro riders for the upcoming fare changes and rollout of Fare Capping. The “Cash to TAP” campaign is seeing the most engagement in Paid Search. This allows Metro to gauge volume interest in hyper-targeted areas (key zip codes). Marketing and TAP are actively monitoring cash payments (currently 38%, post-pandemic) to determine the campaign’s effectiveness and inform adjustments in future messaging, creative and media channels.

Insights/Next Steps:

Marketing and TAP will continue to evaluate the performance of the current media ads to gauge potential data performance increases within certain zip codes. To complement this effort, staff will also add another outdoor communication touchpoint using bus bench ads at high-paying cash bus stop locations.

Given the nominal decrease in cash paying thus far, Marketing’s addition of the OOH tactic (out-of-home bus benches) to the media mix during the upcoming Creative Rotation 2 (timing is April 2023) can impact campaign metrics/results. OOH and Search have a symbiotic relationship when applied together and the role of this strategy would be to help decrease cash payments on the bus system. Last, Metro Communications looks to test and learn with our next creative refresh. Below are examples of the current creative direction (rotation 1) and an overview of the upcoming creative direction (rotation 2).

Creative Rotation 1 (November 2022-Ongoing):

- Still paying with cash? Switch to TAP for big savings

- Ride more, for less, with a TAP card
- Ride more transit for less with TAP
- Unlock discounts with TAP

On Board Posting Example (English & Spanish versions):



DISPLAYED AT 55%



DISPLAYED AT 55%

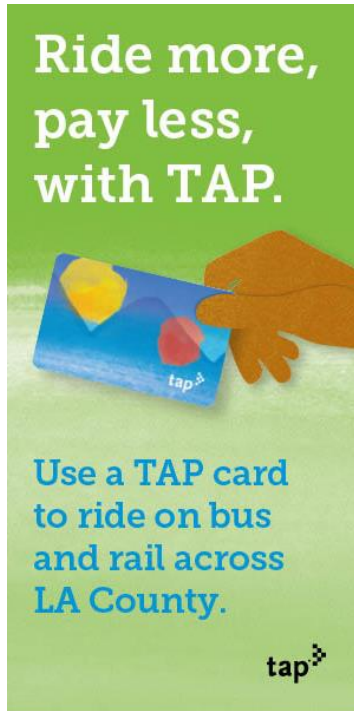
Creative Rotation 2 (Upcoming: March-June 2023)

Learnings from market research efforts continue to inform the creative look & feel for the remainder of the campaign through June 2023. The creative for this rotation is currently in development with Metro Design Studio. Marketing and TAP staff have recommended general messaging and a Call to Action (CTA) with the goal of reminding riders that paying with TAP is accessible and easy.

Sample messaging below:

- Find TAP cards and load cash at hundreds of locations in LA County
- Ride more, pay less, with TAP
- Use TAP to ride on bus and rail

Creation Rotation 2: On Board Posting Example (English & Spanish versions):



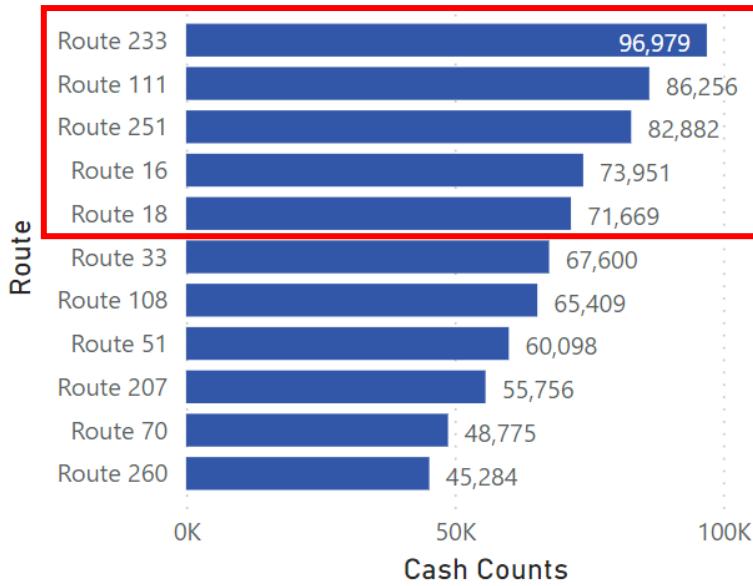
Fiscal Year 2024 Approach:

Based on FY23 performance analytics, Marketing will re-evaluate the paid media channel mix based on interest and engagement seen through Paid Search marketing. Paid Search volume in key zip codes will help inform the building or lacking awareness in key areas. Data will be available in late summer 2023 for review and assessment which will inform paid tactics for FY24. Based on this knowledge, Marketing will develop an integrated, multilingual marketing communications campaign that includes Paid Search, paid and organic social media and targeted earned media outreach about the program. This plan can go live in the market in 2nd quarter of FY24.

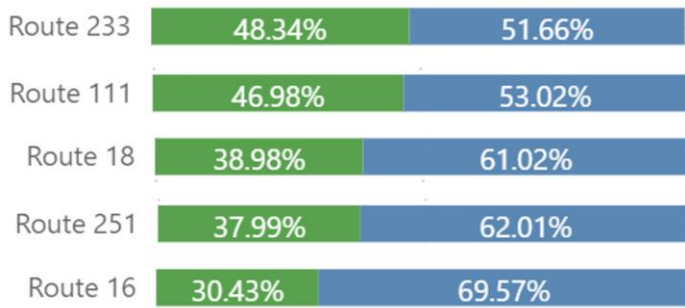
Campaign effectiveness

While the campaign is regional, staff is monitoring cash and TAP use on 5 specific high transaction and high cash use bus lines to help track effectiveness. All marketing tactics and paid media are being targeted towards riders in zip codes along these lines. Ideally, these tactics will result in a slow and steady decrease in cash use which will be apparent along these lines. The following bus lines were identified as bus lines with the highest ridership and a high number of cash transactions:

Cash Counts by Route

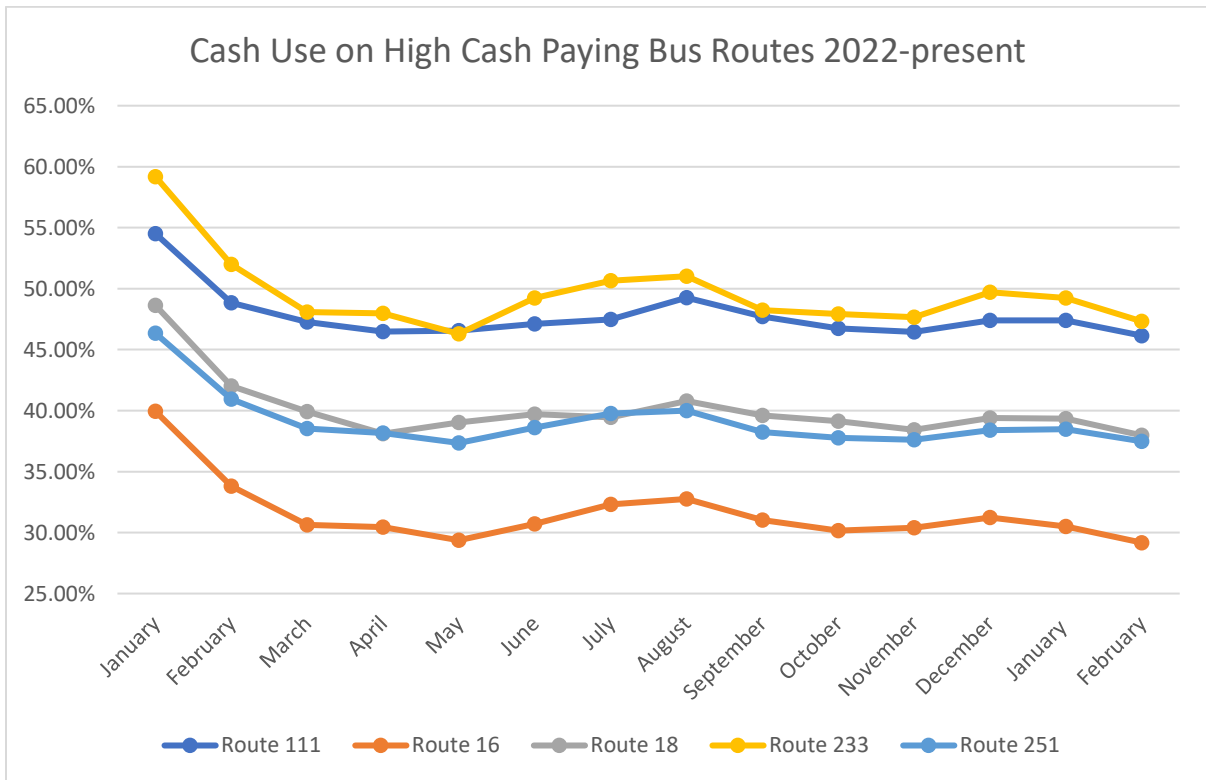
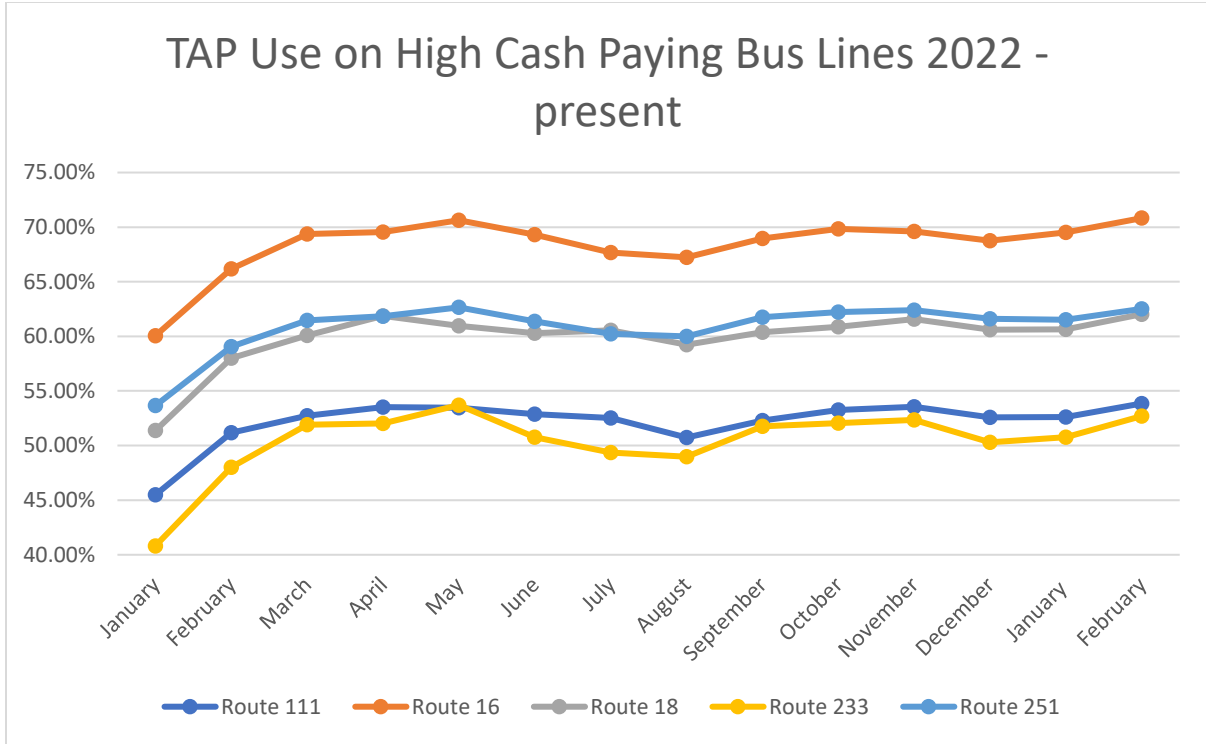


Source: [Metro Bus Transactions](#) Dates 9/1/22 -3/1/23



Source: [Metro Bus Transactions](#) Dates 9/1/22 -3/1/23

Like the rest of the system, cash and TAP use on these bus lines have leveled off:



Source: [Metro Bus Transactions](#)

Staff will continue to monitor cash and TAP use along these routes and adjust the strategy by leveraging the insights learned from the market research. Overall,

converting cash riders to TAP is a long-term goal and will require an ongoing effort, including multiple campaigns and promotions, to change riders' behavior.