**Los Angeles County
Metropolitan Transportation Authority**

Planning & Programming

Bike Share/ TAP Integration
Step 3

Metro

Recommendations

- **Establish LOP budget for Bike Share/ TAP Integration Step 3A Integration in the amount of $1.65M**
  - **$900,000 to the TAP CRM upgrade**
    - Part of $4.75M contract awarded by Metro Board Nov 2016
  - **Up to $750,000 for Metro Bike Share software adaptation**

Ⓜ Metro

Project Objective

Create a seamless user experience across modes and services

- Exchange data and account information across modes
- Enable transfers and discounts between Metro transit, Bike Share, and other services
- Enable reciprocity between bike share systems
- Store and use credentials other than a credit card to serve low income, senior, and student customers
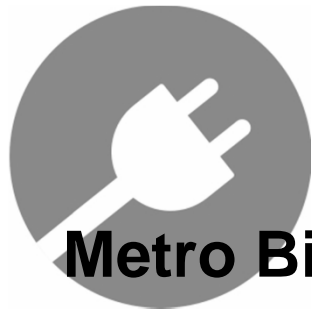
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Project Objective

- **Enhance the existing TAP Customer Relationship Management system (TAPforce)**
  - This contract was awarded in November 2016
  - Create a regional multimodal transportation account management system in TAP
  - Build capability to accept information from other systems

Project Objective

Metro Bike Share

Other services

- Build connections to TAP to exchange account and trip information
- Enables transfers and discounts between modes and services
- Enables reciprocity between bike share systems
- Enables low income, student, and senior pass types and rates

Next Steps

- **Coordinate with TAP to implement TAP CRM upgrades**
- **Work with BTS to implement Metro Bike Share changes**
- **Work with 3rd party bike share and other services to integrate with TAP**

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