

# TAP Gift Card Program

Metro Board of Directors Meeting  
David Sutton, Executive Officer, TAP  
May 24, 2018



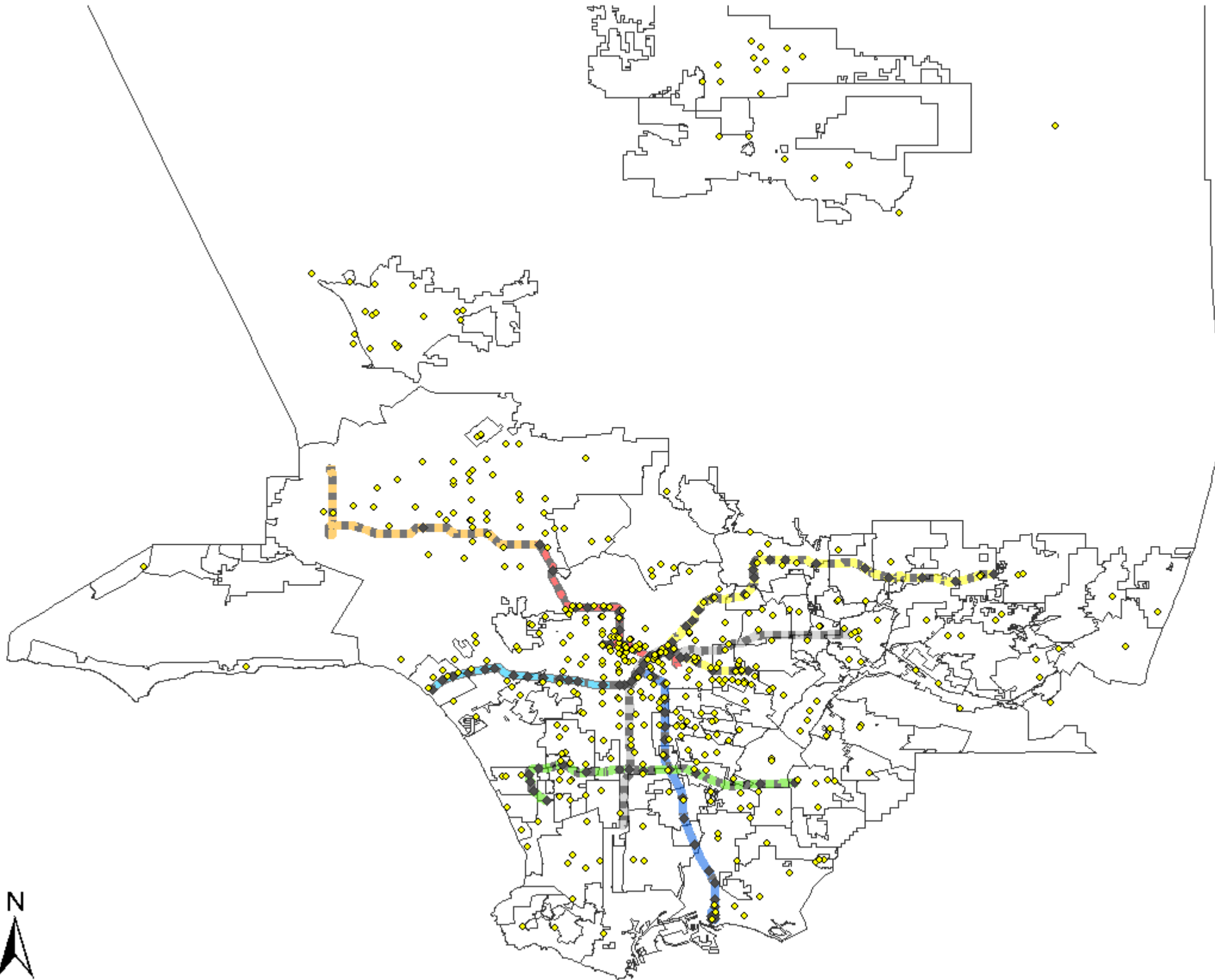


# Project Overview

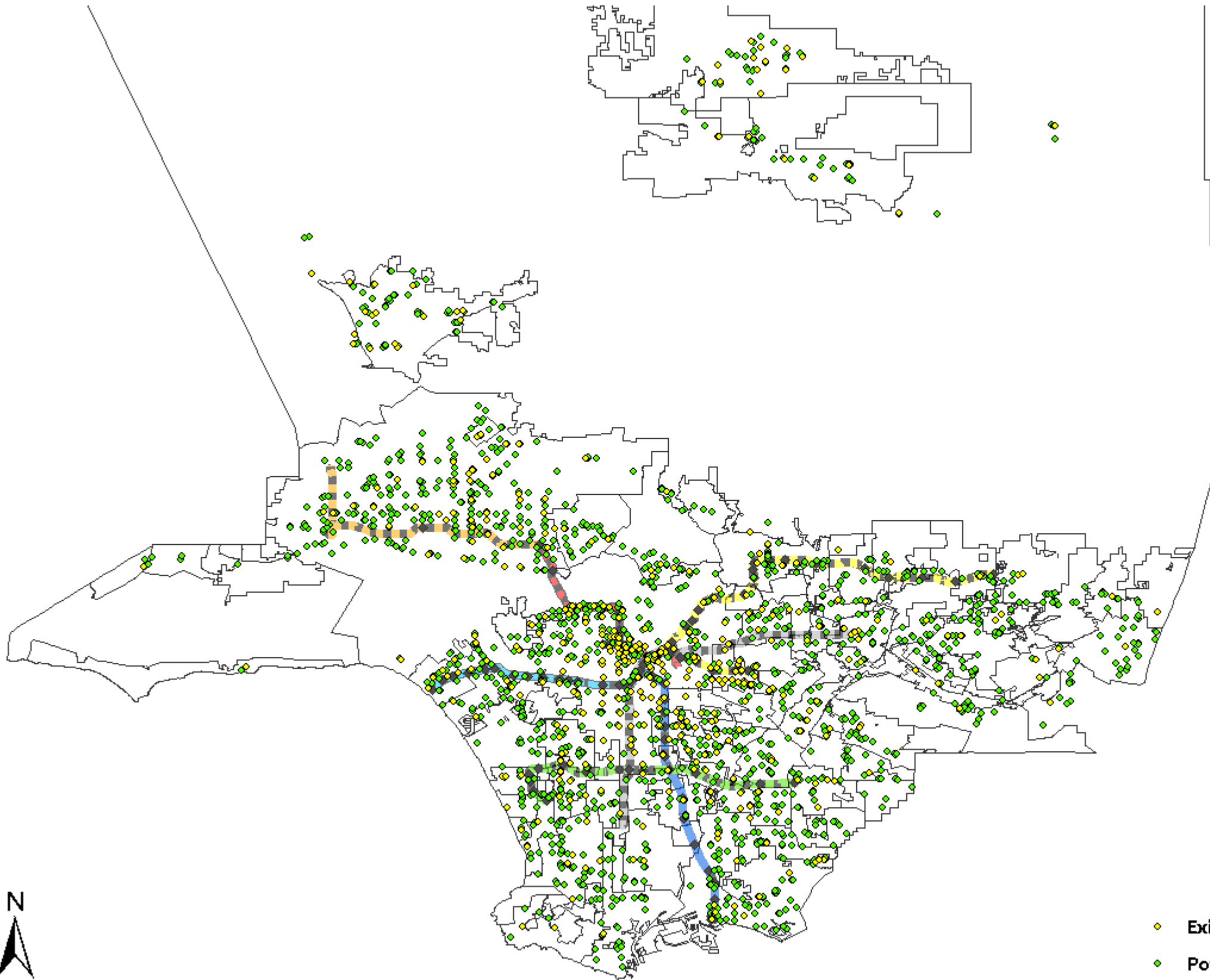
- TAP cards will be available on gift card kiosks at up to 2,000 locations in Los Angeles County
- Locations include: Walgreens, CVS, 7-Eleven, and Rite-Aid
- Phased approach
  - Phase 1: Concentrate in areas served by the 14 transit agencies with mobile validators that can activate card within 45 minutes and all Metro Rail Lines, Silver Line, Orange Line and Metro Rapid 720 and 754 Lines
  - Phase 2: Expand outreach to all areas once farebox refurbishment is complete within 2 years



# Existing TAP Vendor Network



# Existing TAP Vendor Network & Potential TAP Gift Card Locations



- ◆ Existing TAP Vendor Network
- ◆ Potential TAP Gift Card Locations

# How It Works

1. Customer selects a TAP card from kiosk
2. Customer pays the cashier a \$2 card fee plus an amount between \$5 and \$100
3. Cashier scans and loads the dollar amount on the card and hands the card to the customer



# Activation of the Card

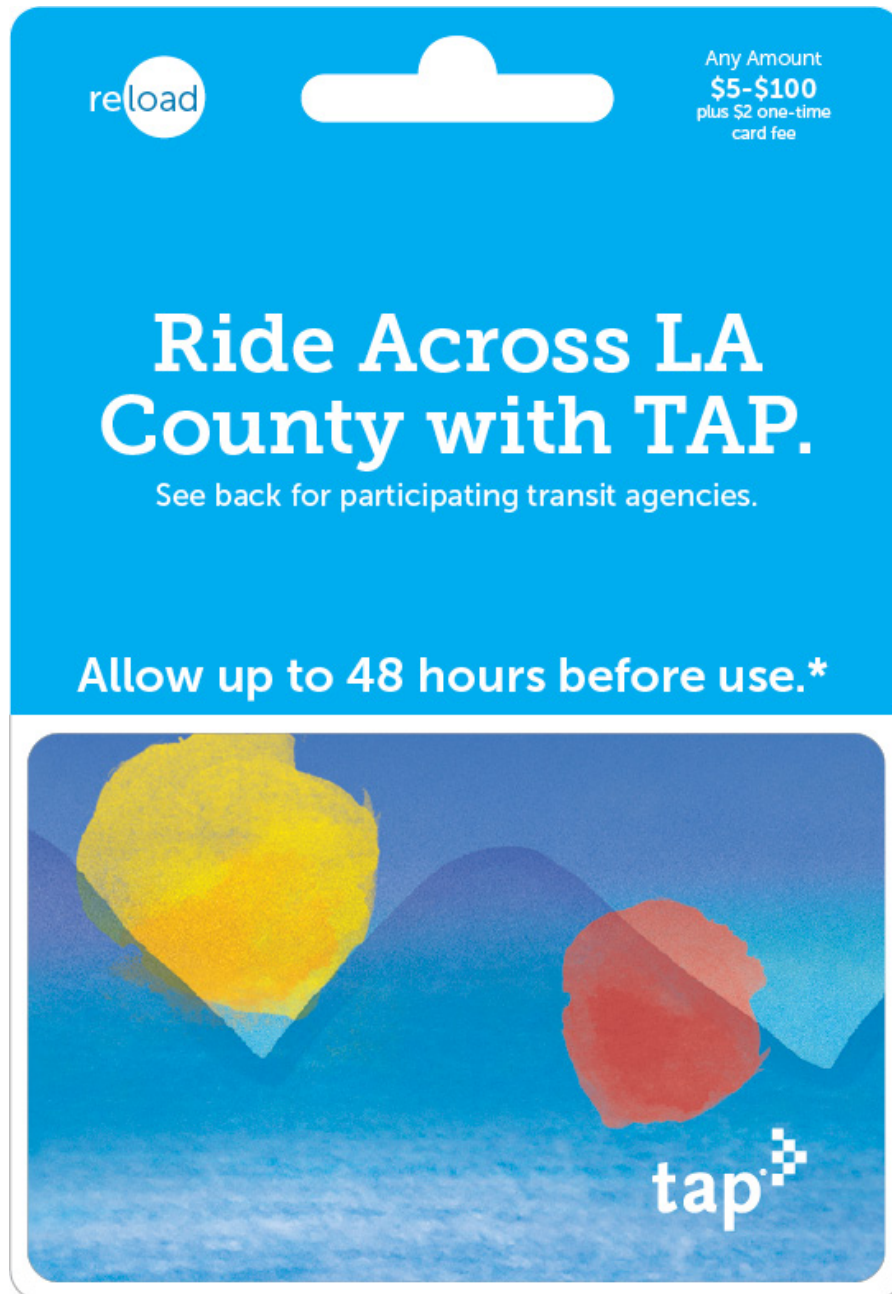
- Card is ready to use from 45 minutes to 48 hours depending on where the card is tapped

Bus Mobile Validators	Rail Station Validators	Bus Fareboxes
Less than 45 minutes	Less than 45 minutes	24-48 hours

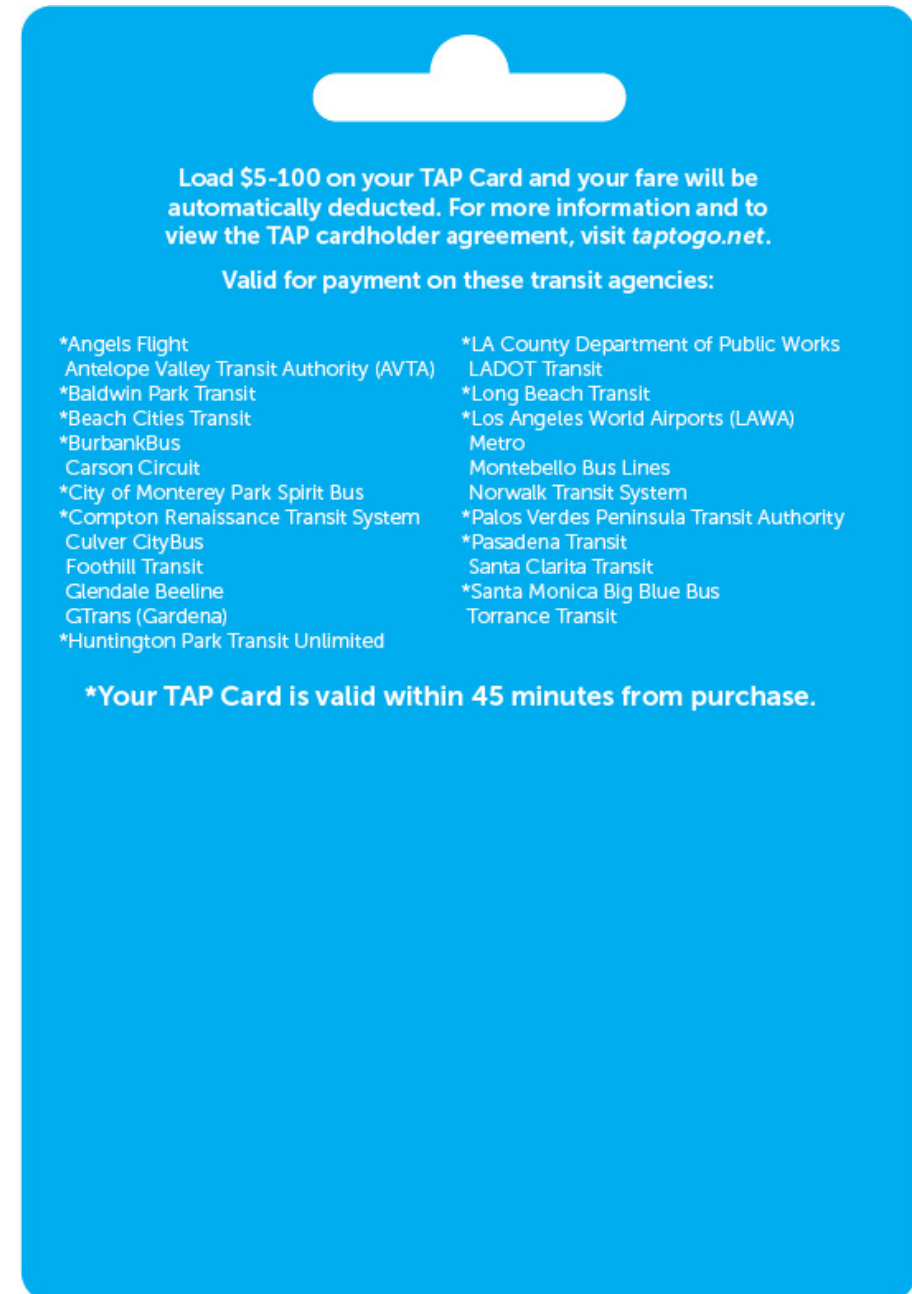
- 14 agencies with bus mobile validators - Less than 45 minutes
  - Burbank, Glendale, Long Beach, Pasadena, Santa Monica, Compton, Carson, Baldwin Park, Huntington Park, Monterey Park, LAWA, LA County Public Works, Palos Verdes, Redondo Beach,
  - Also All Metro Rail, Orange Line, Metro Silver Line, and soon Metro Rapid 754 and 720 lines

# TAP Card Carrier

## Front



## Back



# Commission Rate

- Contractor is paid \$1.00 per TAP card sold and 4% commission cash loaded to card
- No operational costs; card fee and commission will be deducted from gross TAP sales