

Item #13

Transfer on 2nd Boarding: Readiness Efforts

Public Hearing

Finance, Budget & Audit Committee
Robin O'Hara, Deputy Executive Officer, TAP
January 17, 2018



New IAT Policy-Transfer on 2nd Boarding



- Regional interagency transfer policy (from one transit agency to another)
- Board approved June 2015
- Transfers on TAP - Eliminates paper transfers
- Transfer period extended from 2 hours to 2.5 hours
- Transfers paid automatically with Stored Value on TAP

Customer Readiness Recommendations

Item	Board Recommendation	Benefit
1	Remove Day Pass sales on bus and add ability to purchase Stored Value on bus	<ul style="list-style-type: none">• Align operator efforts with fare sale trends• Increase Stored Value purchase touch points
2	Transition tokens to TAP	<ul style="list-style-type: none">• Replace obsolete tokens with TAP• Balance protection, automatic transfers, faster boardings, etc.
3	Increase TAP card price from \$1 to \$2 on bus and at Metro TVMs	<ul style="list-style-type: none">• Consistent & equitable pricing for all customers