

# TAP Mobile and Account-Based System Update

Finance, Budget and Audit Committee

April 11, 2018

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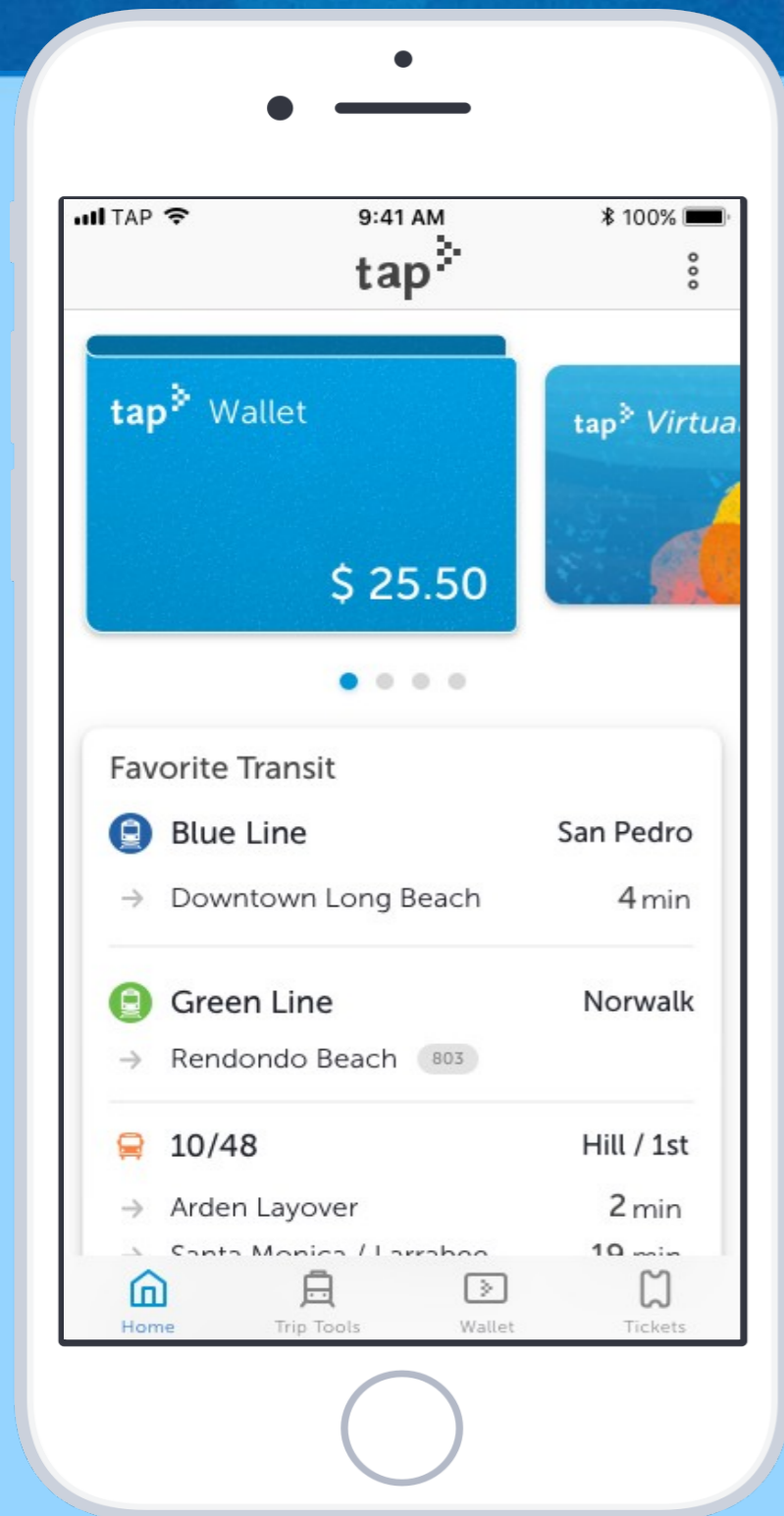
# Program Integration

- Bike Share
- LIFE
- Electric Vehicle Car Charging
- Parking
- Mobility Hubs
- Ride Hailing Services (VIA and Microtransit)
- Chain Store Hanging Stock
- Cash Purchase Options

## What's next for TAP?

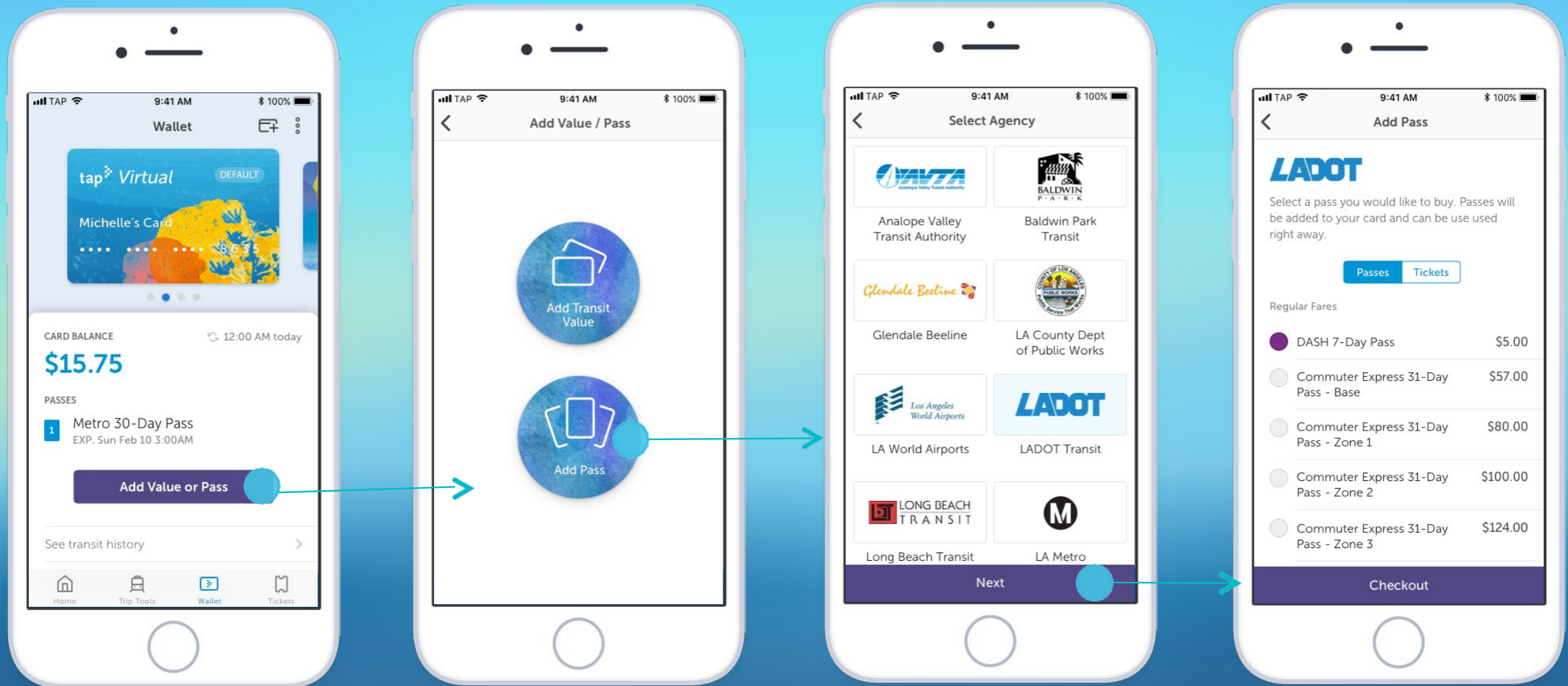
- Build a hybrid account-based system with Salesforce
- Interface with numerous programs
- Allow unbanked to participate
- Provide discounts across programs
- Offer customizable rewards
- Incentivize behaviors
- Enable sporting and entertainment "flash pass" integration
- Provide account loading choices

# Mobile App Development

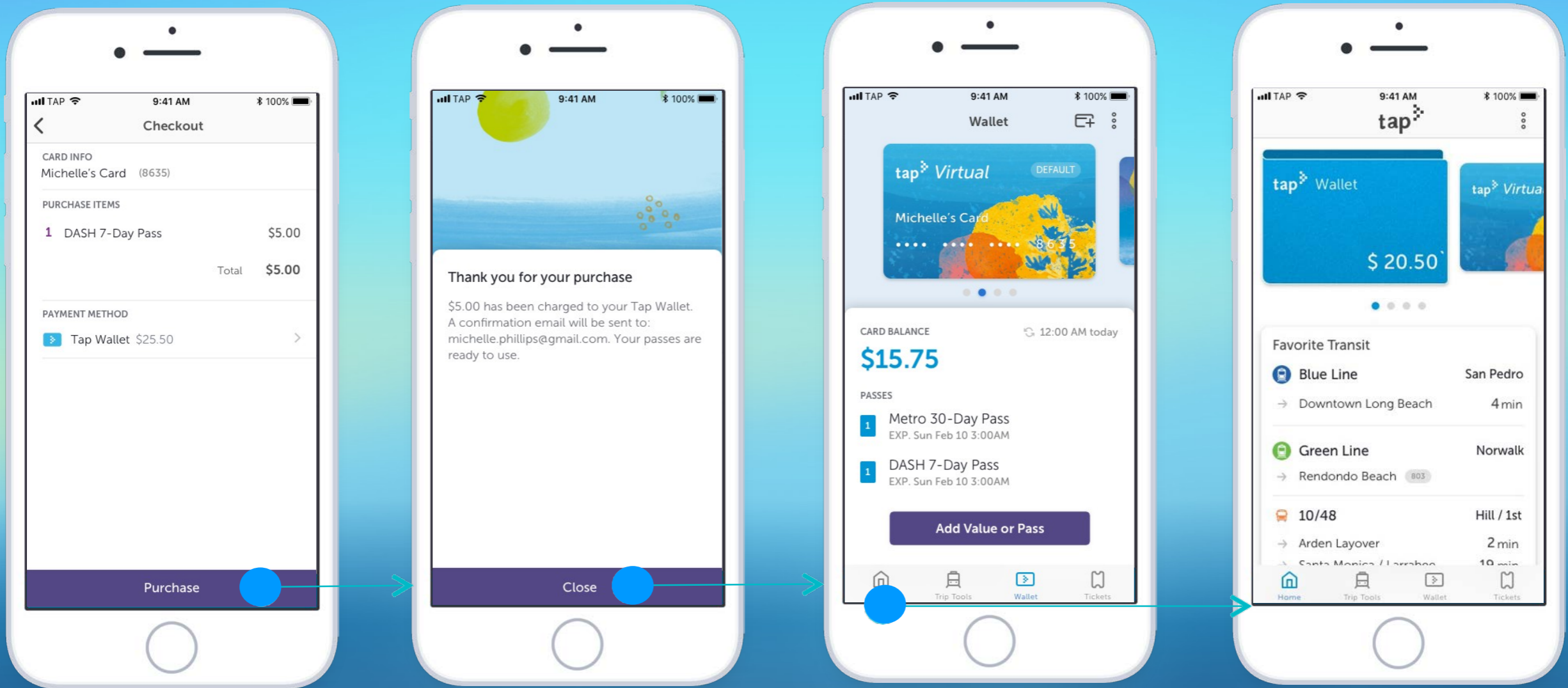


- Architecture for Account-Based System now being built
- Includes TAP Wallet with ability to load a TAP card and pay for new account-based programs
- Ability to integrate with any program such as Bikeshare, Fare Subsidy Programs, EV Car-Charging, Via, Microtransit, and more
- Ability to save favorite transit
- Ability to hold all physical as well as virtual TAP cards

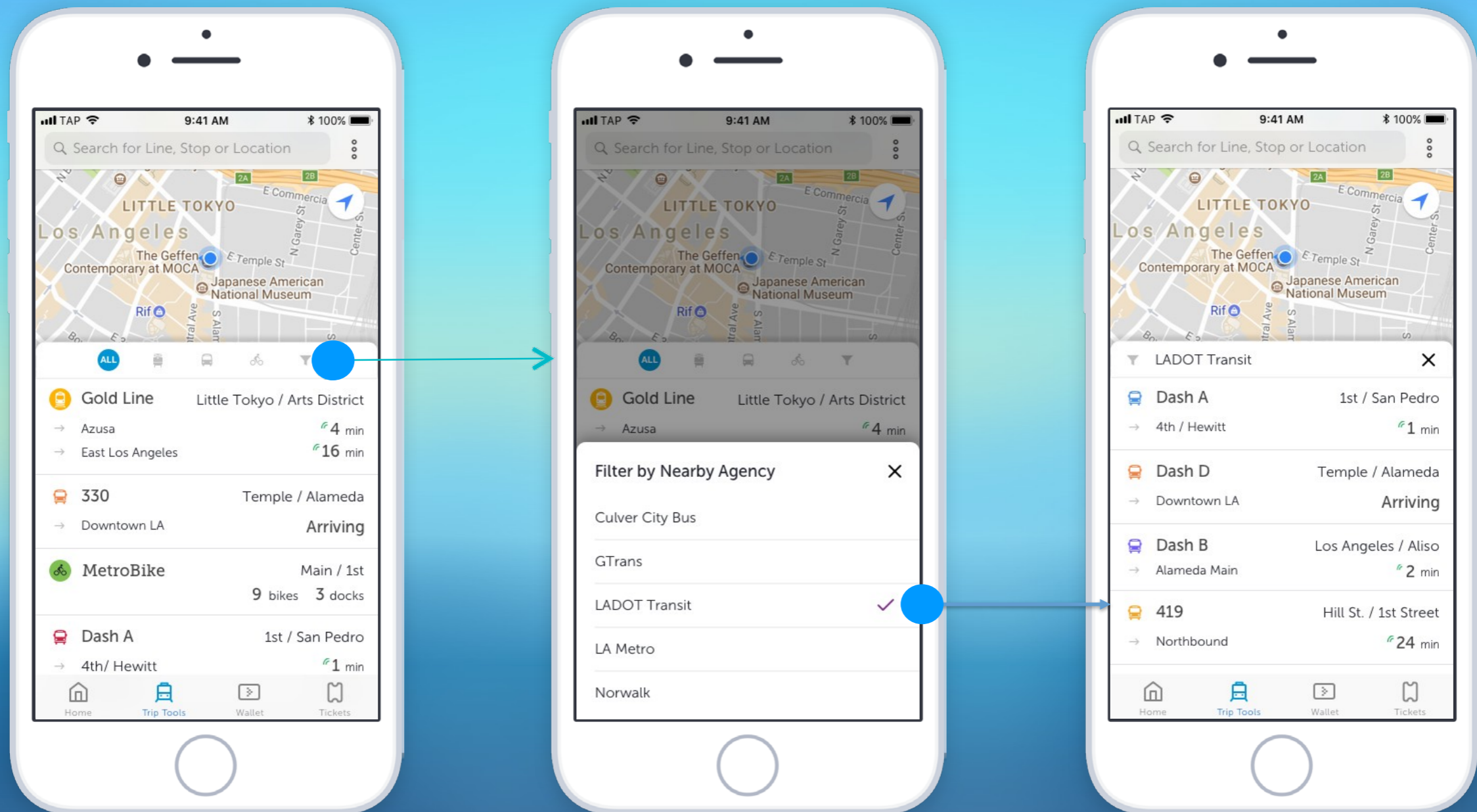
# Add Pass to Virtual TAP Card



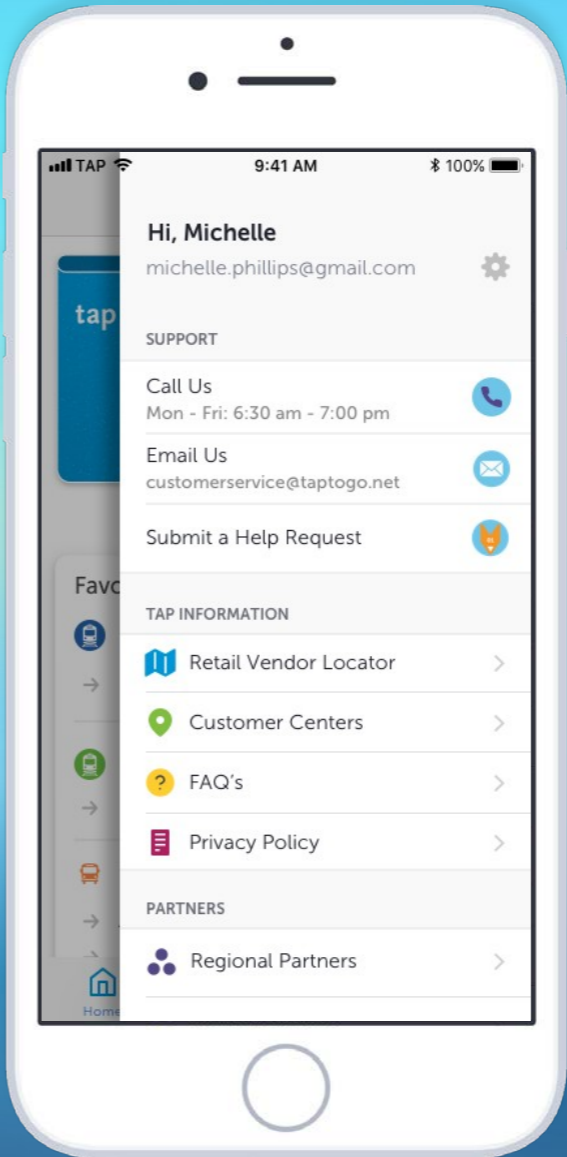
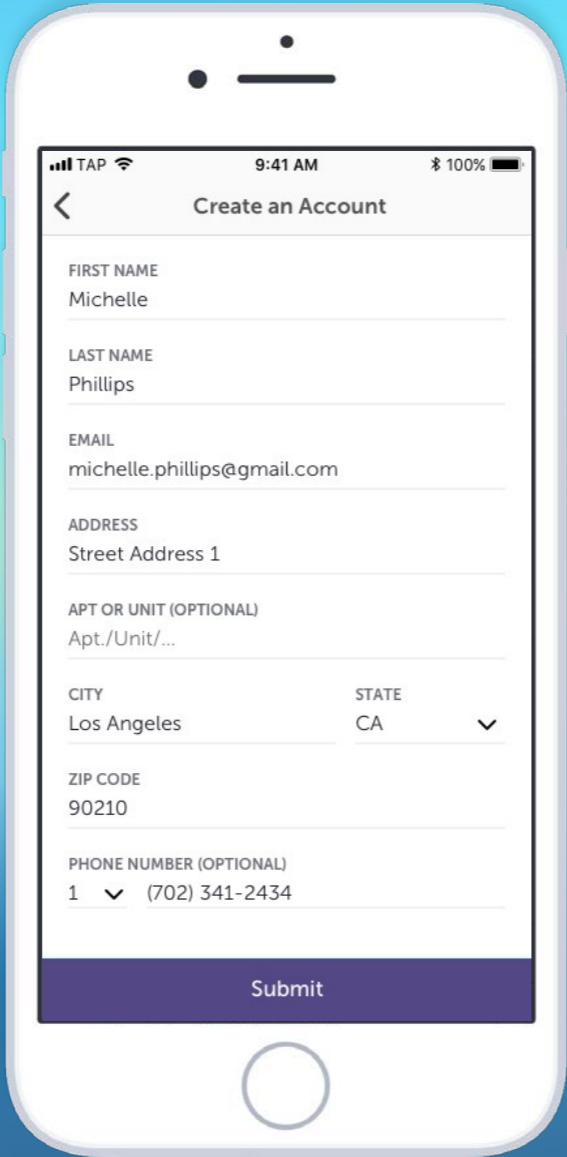
# Add Pass to Virtual TAP Card (cont.)



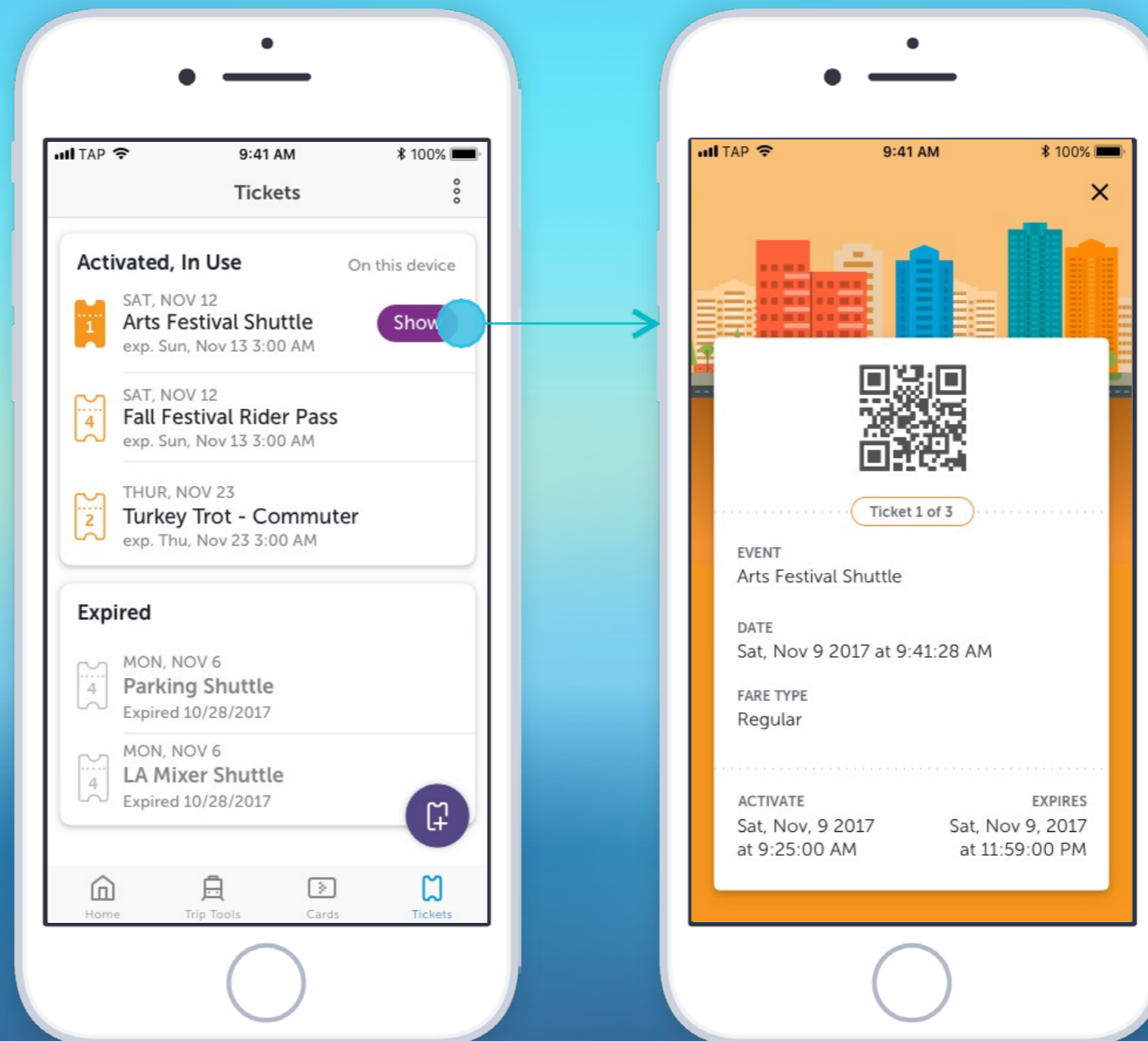
# Nearby Transit



# My TAP Wallet Info



# Events – Visual Ticketing





# Modern Account Loading Possibilities: Gets Cash Out of the System



# Farebox Upgrade

- Fareboxes and Station Validators purchased in 2002
- Exceeded their life expectancy
- Working with Muni partner agencies to develop replacement plan
- Return to the Board within the next several months

