

# Transfer on 2<sup>nd</sup> Boarding Customer Readiness Efforts

Finance, Budget & Audit Committee  
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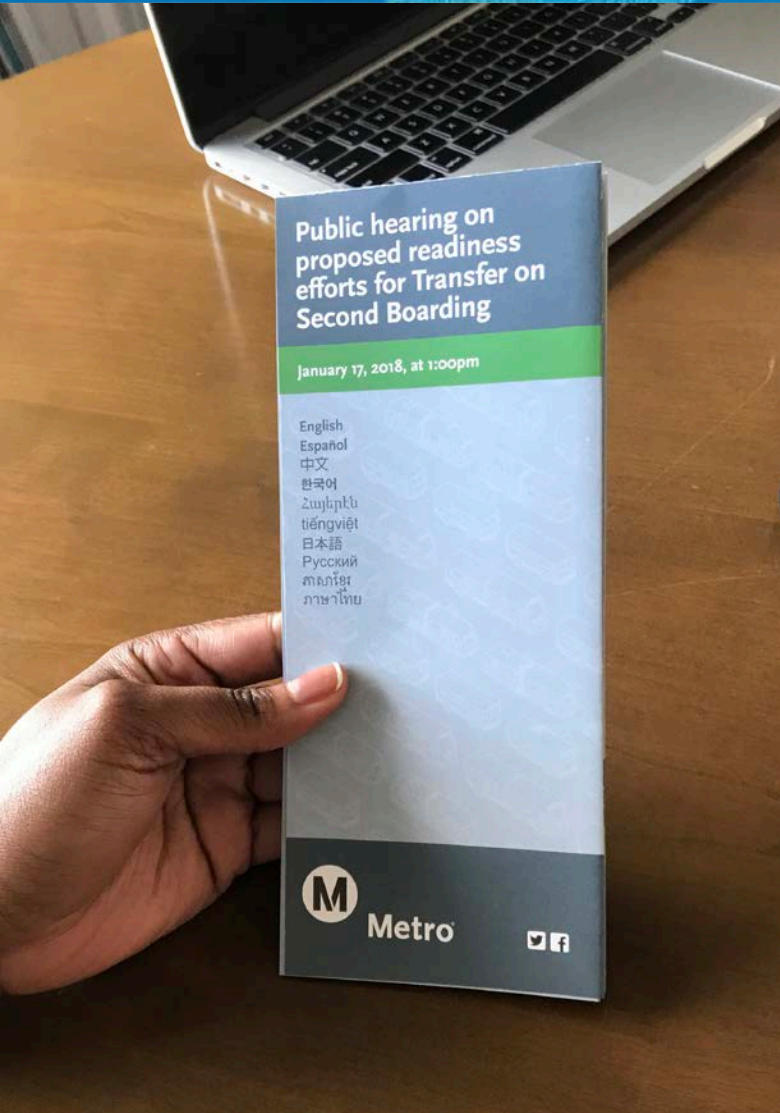
# Transfer on 2<sup>nd</sup> Boarding - Review



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

# Public Outreach Efforts

## 6 Public Comments, 76 Total Responses



- Public hearing conducted January 17, 2018 at Finance, Budget and Audit Committee
- 75,000 Brochures distributed on buses and trains (10 languages)
- Public notices in newspapers
- Social media announcements
- Presentations to internal and external stakeholders

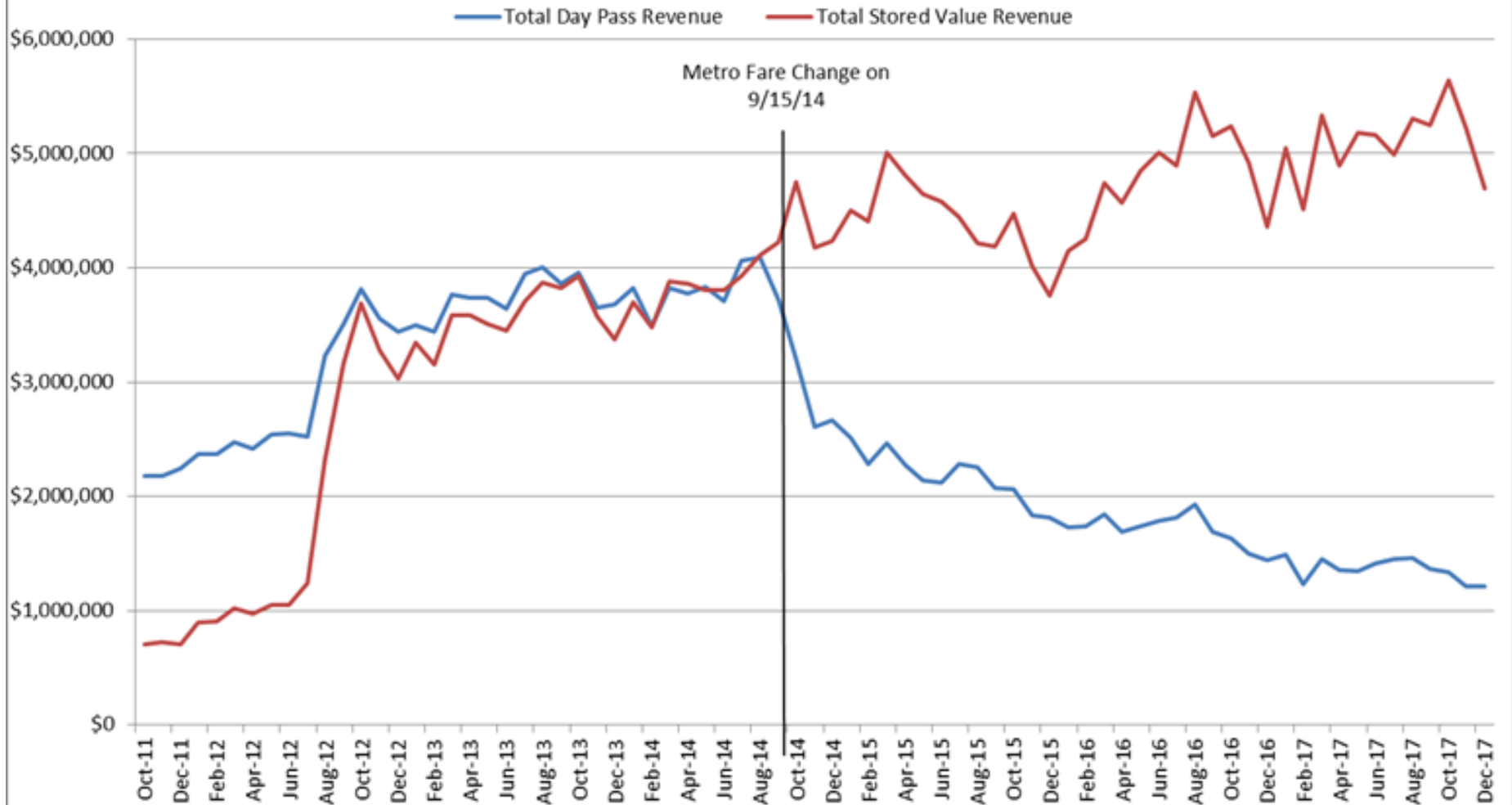
# Summary of Public Comments on 3 Staff Recommendations:

## Recommendation 1: Replace Day Pass with Stored Value

Concern:	Response:
Financial impact on low-income patrons	<ul style="list-style-type: none"><li>• Customers pay \$3.50 for round trip with free internal transfers instead of \$7 Day Pass (savings of \$3.50)</li></ul>
Slower boarding	<ul style="list-style-type: none"><li>• Increase in boarding times not expected since Day Pass sales would be removed</li><li>• Decrease in dwell times expected due to automatic payment of Interagency transfers</li><li>• Average stored value purchase for regular TAP card is \$8, enabling multiple boardings</li></ul>
Access to Day Pass	<ul style="list-style-type: none"><li>• Day Pass sales still available via web, phone, TVMs, Customer Centers and 400+ vendors</li><li>• Customers are moving to more economical base fare with free transfers: less expensive &amp; primary reason for 88% decline in Day Pass sales</li><li>• Less than 1% of transactions aboard buses include a Day Pass sale</li><li>• Day Pass is trending down and Stored Value is trending up</li></ul>

# Day Pass is trending down, Stored Value is trending up

## Metro Day Pass and Regional Stored Value Revenue



# Summary of Public Comments on 3 Staff Recommendations (cont.):

## Recommendation 2: Transition Tokens to TAP

Concern:	Response:
Distribution to Social Services and impact on low-income patrons	<ul style="list-style-type: none"><li>• Social service agencies and nonprofits will receive limited-use TAP as replacement</li><li>• 1 million free TAP cards are being distributed</li><li>• TAP Cards enable many more benefits</li></ul>
Lack of ACCESS vehicle TAP hardware	<ul style="list-style-type: none"><li>• Just 2.5% of Access vehicles' transactions are paid with tokens. Staff will work with Access to transition to other purchase options such as cash and coupons</li></ul>
No way to tell TAP balance	<ul style="list-style-type: none"><li>• TAP balance is available on TAP readers and equipment</li><li>• Bus operators can tell customers their balance</li></ul>

# Summary of Public Comments on 3 Staff Recommendations (cont.):

## Recommendation 3: \$2 TAP Card Price Consistency

Concern:	Response:
Impact on low income or first-time riders	<ul style="list-style-type: none"><li>• 1 million free TAP cards will be distributed</li><li>• All Reduced Fare TAP cards remain free</li><li>• TAP card life is 10 years</li></ul>
TAP card costs should remain the same	<ul style="list-style-type: none"><li>• TAP card costs should be consistent. They are \$2 when purchased via web, phone, and at vendors</li></ul>
TAP card cost should be \$1 everywhere	<ul style="list-style-type: none"><li>• TAP cards are \$1 on Metro buses and at TAP vending machines as a result of a promotion. As that promotion comes to a close, TAP cards will be \$2 at all customer purchase touch points.</li><li>• Reduced Fare TAP cards will remain free</li></ul>

# Additional Readiness Efforts



- Distribute one million free TAP cards (Board-approved)
- Provide assistance from Metro Blue Shirts & TAP partner agency volunteers
- Increase TAP vendor network
- Provide “train the trainer” Operator demos for Metro and Region
- Provide TAP Call Center training
- Implement regional system-wide marketing together with TAP Partner Agencies



# Requesting the Board to Approve these Customer Experience Recommendations

	Recommendation	Benefit
1	Replace declining Day Pass sales on bus with ability to purchase Stored Value on bus	<ul style="list-style-type: none"><li>• Aligns operator efforts with fare sale trends</li><li>• Increases Stored Value purchase touch points</li></ul>
2	Transition tokens to TAP	<ul style="list-style-type: none"><li>• Replaces obsolete tokens with TAP</li><li>• Enables balance protection, automatic transfers, faster boardings, etc.</li></ul>
3	Implement \$2 TAP card price consistency	<ul style="list-style-type: none"><li>• Consistent &amp; equitable pricing for all customers</li></ul>
4	Find adding Stored Value sales on buses results in a Disparate Impact but there is legitimate justification for adding it	<ul style="list-style-type: none"><li>• Stored Value is expected to be in high demand since that is what is needed for agency-to-agency transfers</li><li>• Adding SV on buses is expected to help correct the Disparate Impact</li></ul>