

TAP Mobile and Account-Based System Update

Ad Hoc Customer Experience Committee
May 17, 2018

Robin O'Hara, Deputy Executive Officer, TAP
David Sutton, Executive Officer, TAP





Program Integration

New:

- Bike Share
- LIFE
- Mobility on Demand
- Microtransit
- Electric Vehicle Car Charging
- Parking

Future:

- ExpressLanes
- Retail options

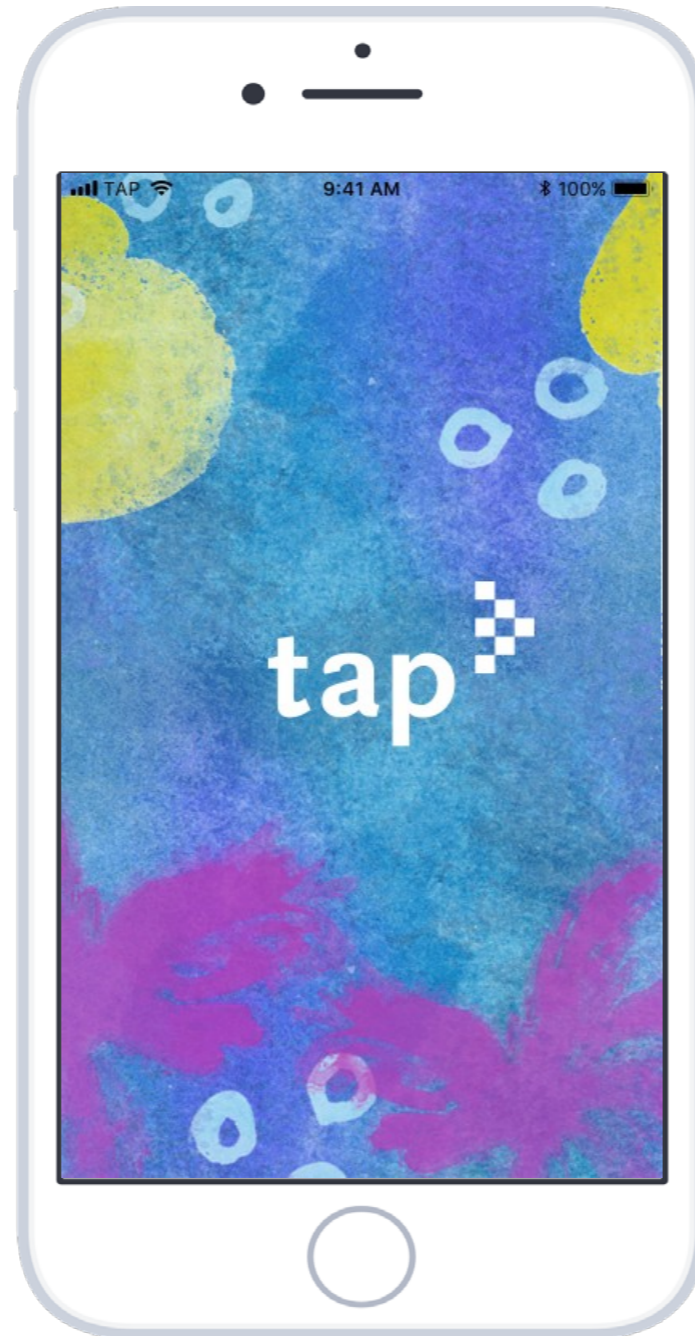
What's next for TAP Integration?

- 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

Multiple payment options for customers



Mobile App Demo



[Click for Demo](#)

Timeline

