

Los Angeles Metro's Regional Smart Card TAP Visa Program

Alfred Chan

*ALINC Consulting, Principal Consultant
San Francisco, California*



2012 FARE COLLECTION WORKSHOP

Los Angeles Metro TAP Visa Transit TV commercial



LACMTA and Visa formally executed legal agreements for the TAP Visa Pilot program in June 2010

- Phase 1
 - Started on 09/15/10 with limited marketing on **two car card ads** for early adopters
 - **Seed Concept of “One Card for Everything”**
 - **Build Awareness of program**
 - Rollout limited function Kiosks
- Phase 2 (March 2011)
 - **Expand marketing with car cards and Transit TV**
 - **Expand Awareness Building campaign**
 - Expand rollout of Kiosks
- Phase 3 (July 2011)
 - Enable Kiosk to sell some TAP Fare products
 - **Enable TAP Visa Pay-As-You-Go**
 - **Launch FULL coordinated Marketing campaign with Visa for car cards, Transit TV, regular television, King Ads, station domination etc...**

The TAP ReadyCARD Visa® Prepaid Card
One Card for Everything™

No Application • No Credit Check • Call 1-800-921-7101

The banner features the Visa logo, a TAP card, and a TAP ReadyCARD Visa Prepaid Card. The card displays the number 4000 1234 5678 9010, the name YOUR NAME HERE, and the expiration date 02/12.

VISA TAP ReadyCARD Resources | Welcome to the TAP ReadyCARD | **tap Resources**

About the TAP ReadyCARD
Order a TAP ReadyCARD
Find a TAP ReadyCARD Reload Location
TAP ReadyCARD Balance Check
My TAP ReadyCARD Account

How the TAP Card Works
Who Accepts TAP
Find a Bus/Train Pass Sales Location
Purchase a Bus/Train Pass Online
TAP FAQs

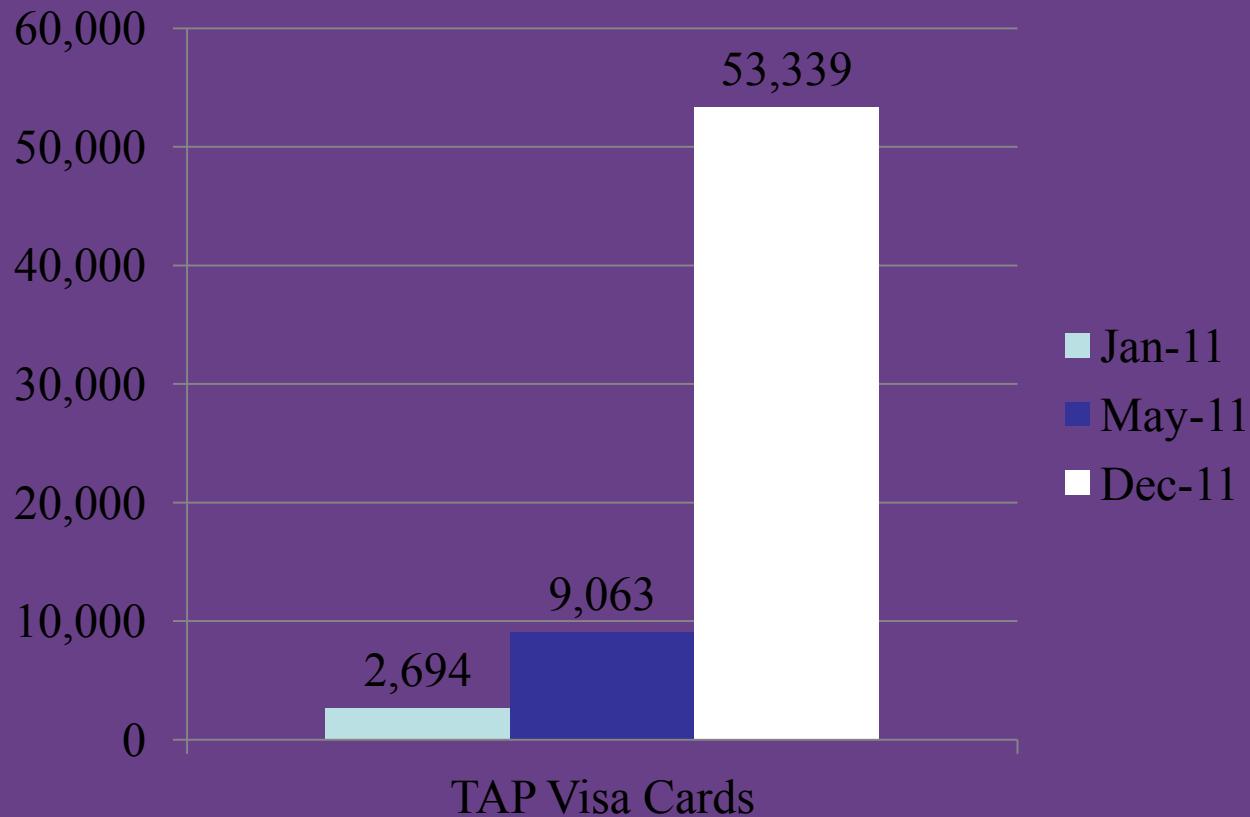
The benefits of a prepaid VISA® card plus a TAP card – use it everywhere!

- It's easy and convenient! Use it anywhere Visa debit is accepted.
- Add a daily, weekly, monthly pass, or TAP stored value and use it to ride any L.A. Metro bus/train or participating Municipal bus line.
- Remember, as with any TAP card, you have to load the proper local or regional transit agency pass and/or TAP electronic cash onto your card in order to ride that specific agency line.
- Once loaded, just tap your TAP ReadyCARD and go!

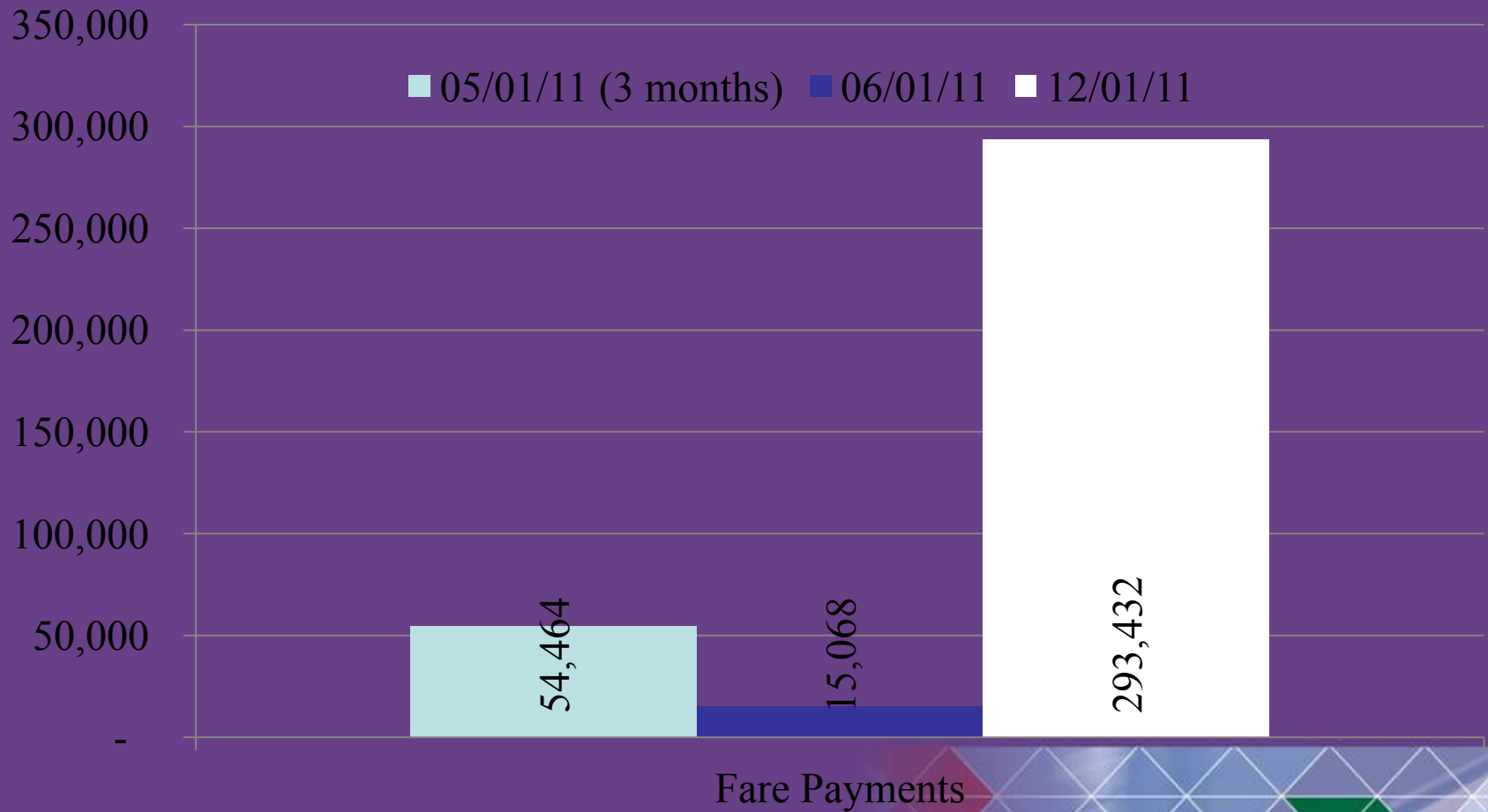
TAP ReadyCARD Visa® Prepaid card is issued by MetaBank™ pursuant to a license from Visa U.S.A. Inc.

The screenshot shows a central image of a TAP ReadyCARD Visa Prepaid Card with a background of a train and a burger. The card displays the number 4000 1234 5678 9010, the name YOUR NAME HERE, and the expiration date 02/12. The website layout includes navigation links on the left and right, and a central content area with a list of benefits and a small image of a woman using the card at a kiosk.

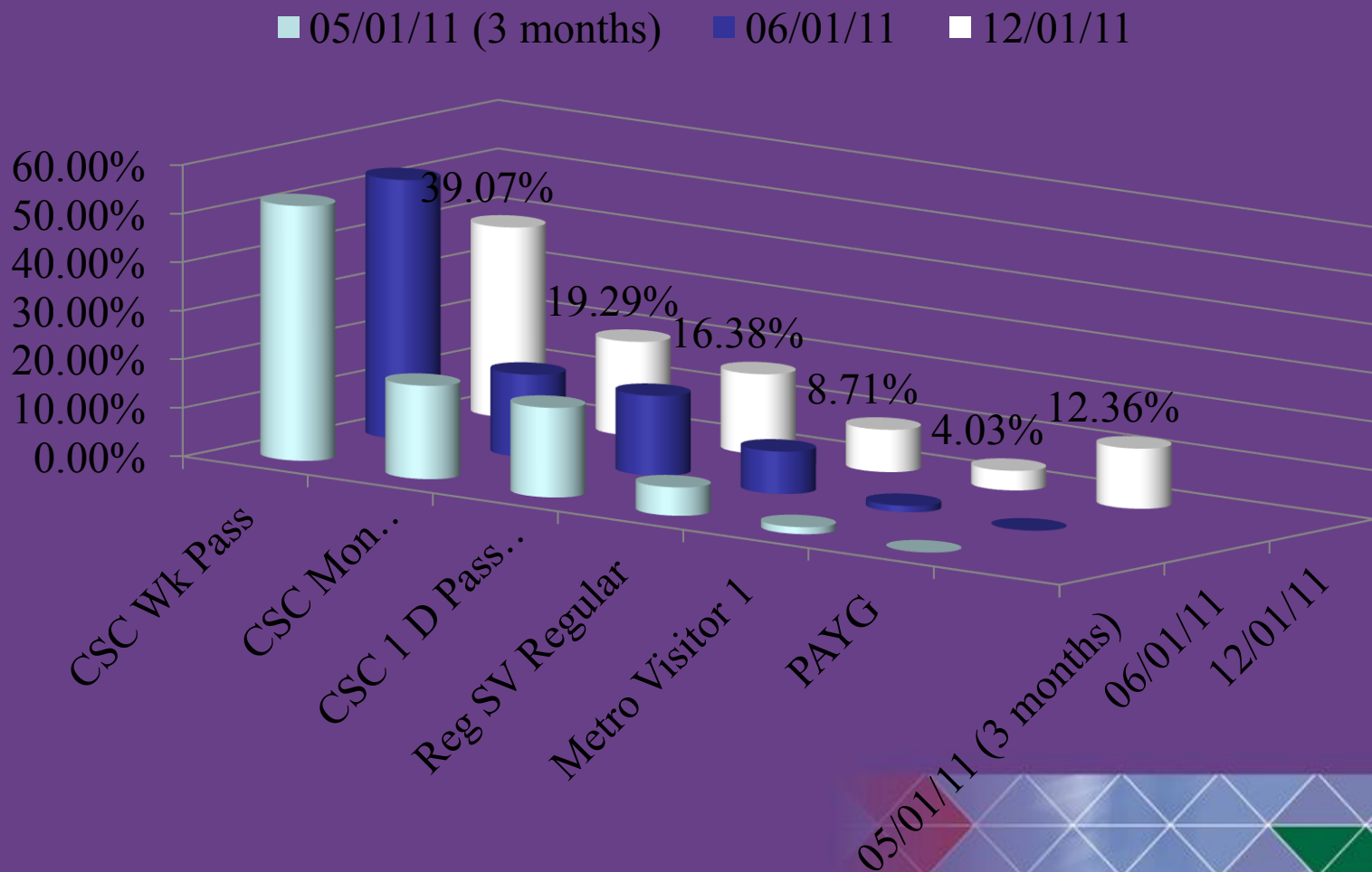
TAP Visa market penetration for issued cards grew dramatically following the June/July coordinated marketing campaign



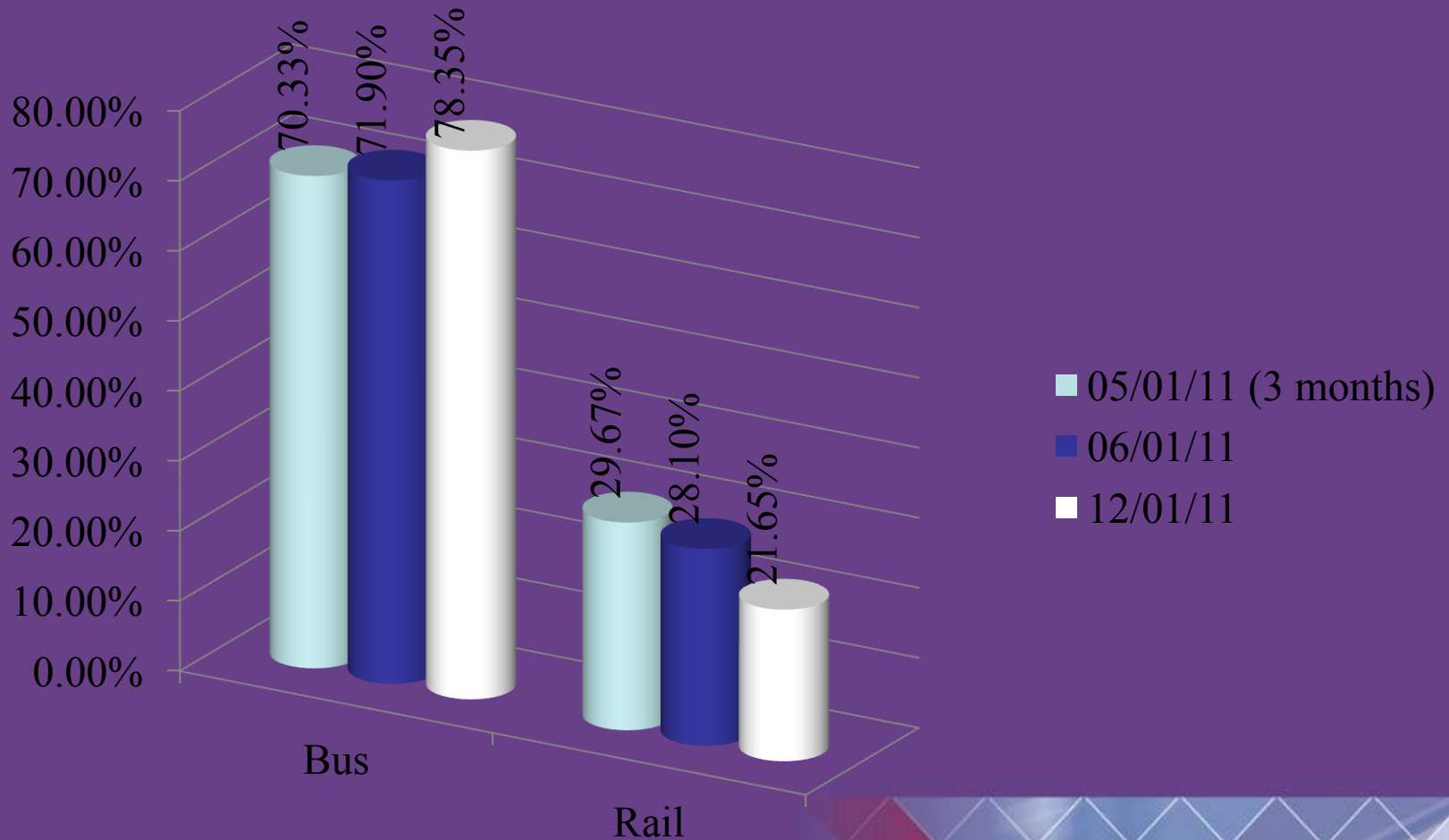
Fare payments using the TAP Visa card grew in parallel



Of these fare payments, the Metro WEEKLY pass continued to be the preferred product of USE on transit but PAYG has demonstrated a significant adoption rate

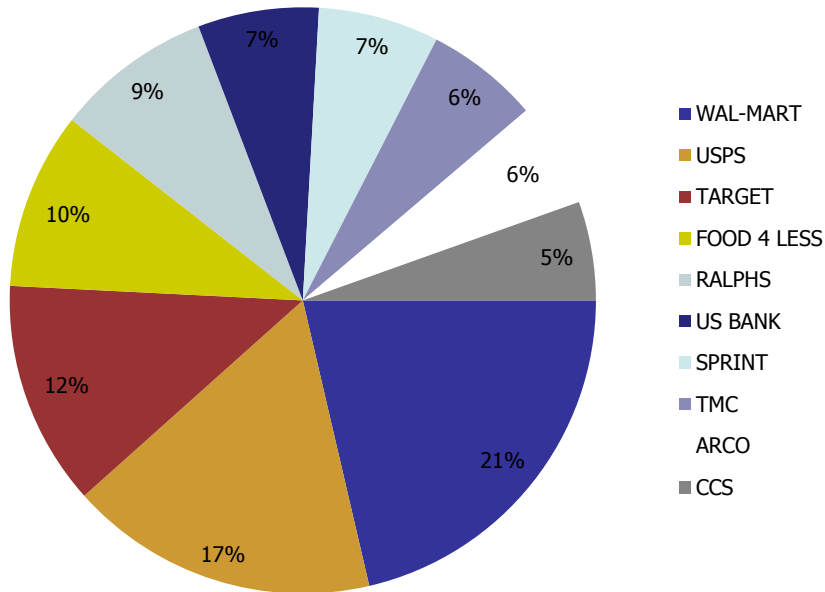


The distribution of these TAP Visa fare payment transactions continue to reflect normal patron ridership patterns for LA Metro

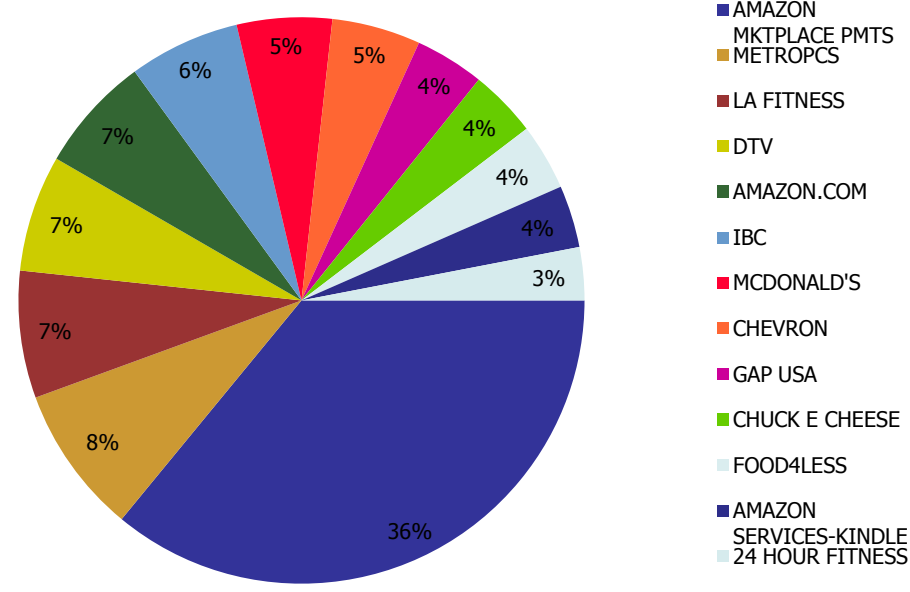


TAP Visa retail purchases are spread across a wide variety of merchants

TAP Visa Personalized

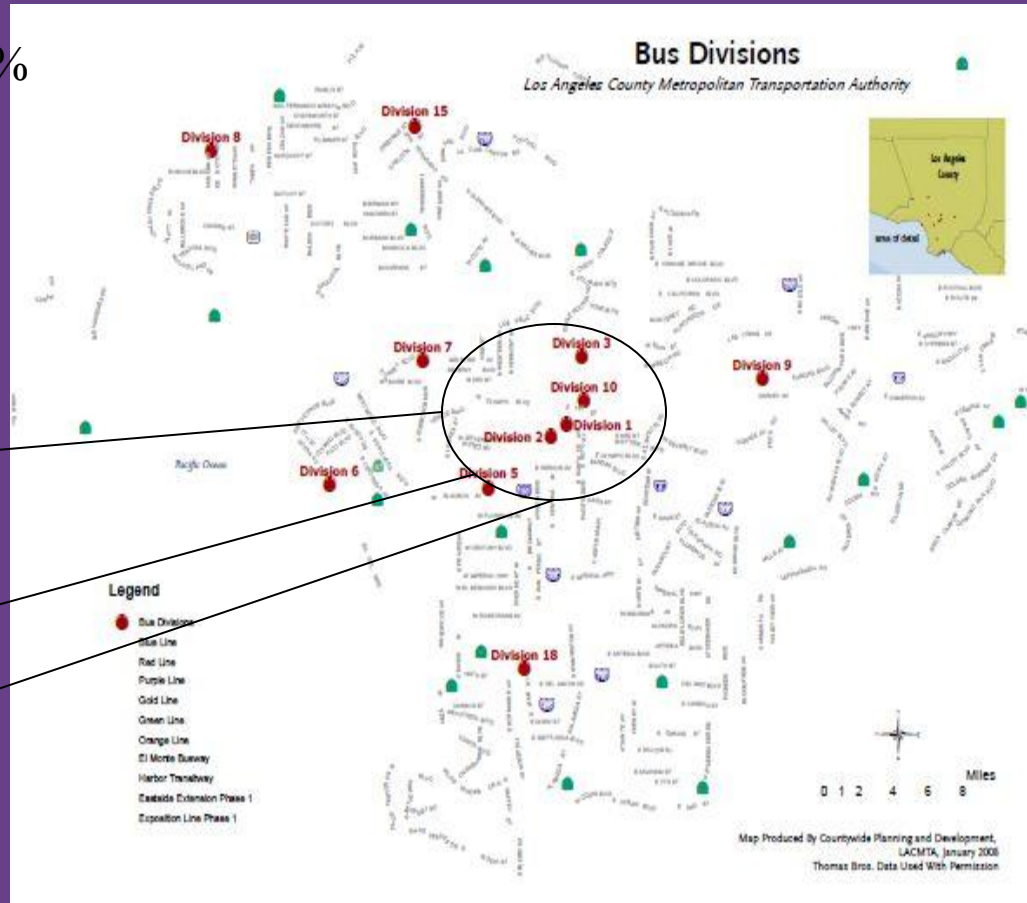
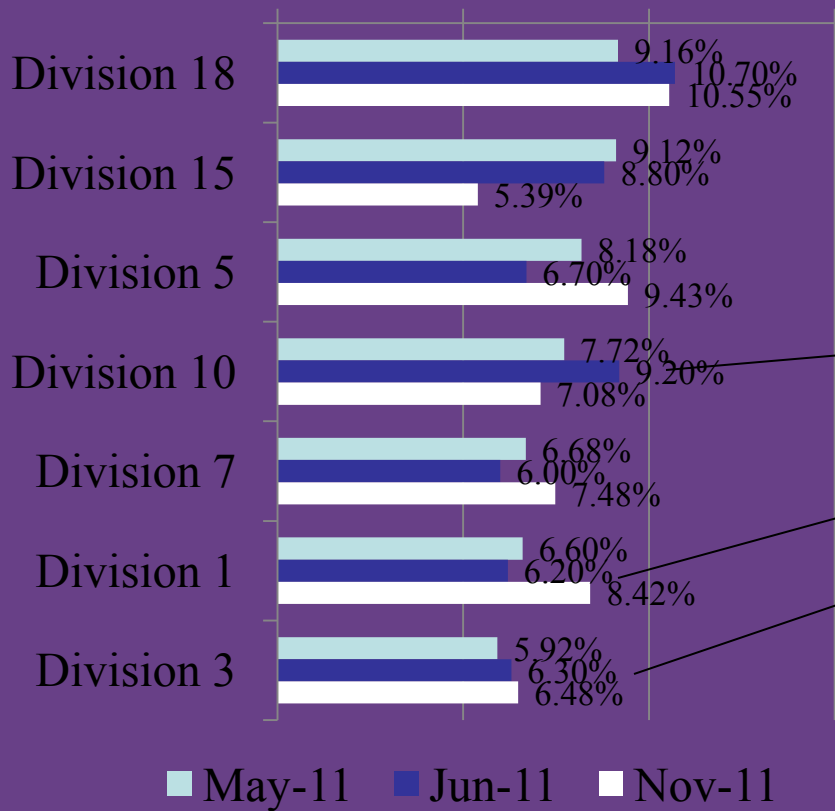


TAP Visa Instant



Downtown Los Angeles continues to represent the highest concentration of TAP Visa usage, but outlying areas are also rapidly growing

0.00% 5.00% 10.00% 15.00%



Lessons Learned

- One Card concept
- One Purse concept
- Consumer Education
- Coordinated Marketing



Based upon Metro surveys, 68% of patrons have a working cell phone during their commute, with 55% having internet browsing capabilities

		YES	NO
10.	Do you have a <u>working cell phone with you on this bus/train?</u>	<u>68%</u>	32%
10a.	If yes, <u>can you browse the internet?</u>	<u>55%</u>	45%
11.	Have you visited Metro.net in the last six months?	42%	58%
12.	Do you use Metro Bus/Rail primarily to commute to/from work?	<u>80%</u>	20%
13.	Did you have a car available to make THIS trip?	28%	<u>72%</u>
15.	Are you aware of the new re-loadable TAP card?	83%	17%
16.	Did you use a TAP card for THIS trip?	53%	47%
17.	Do you prefer using TAP card over paper passes and token fare types?	<u>70%</u>	30%

Hmm... I wonder...

Thank You

