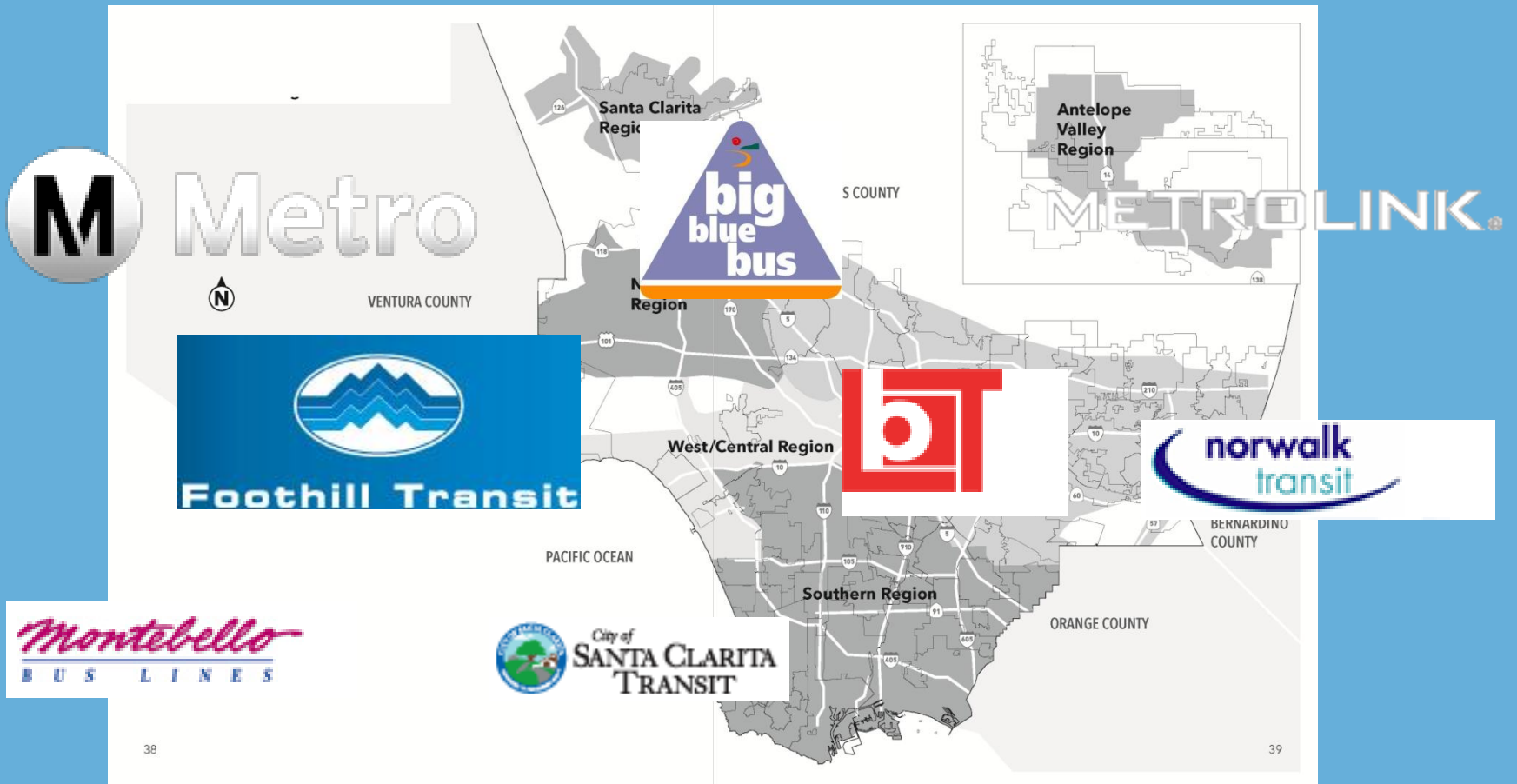


access

One Card for Everything™

Background

Public entity that provides ADA paratransit services in Los Angeles County for 45 fixed route operators



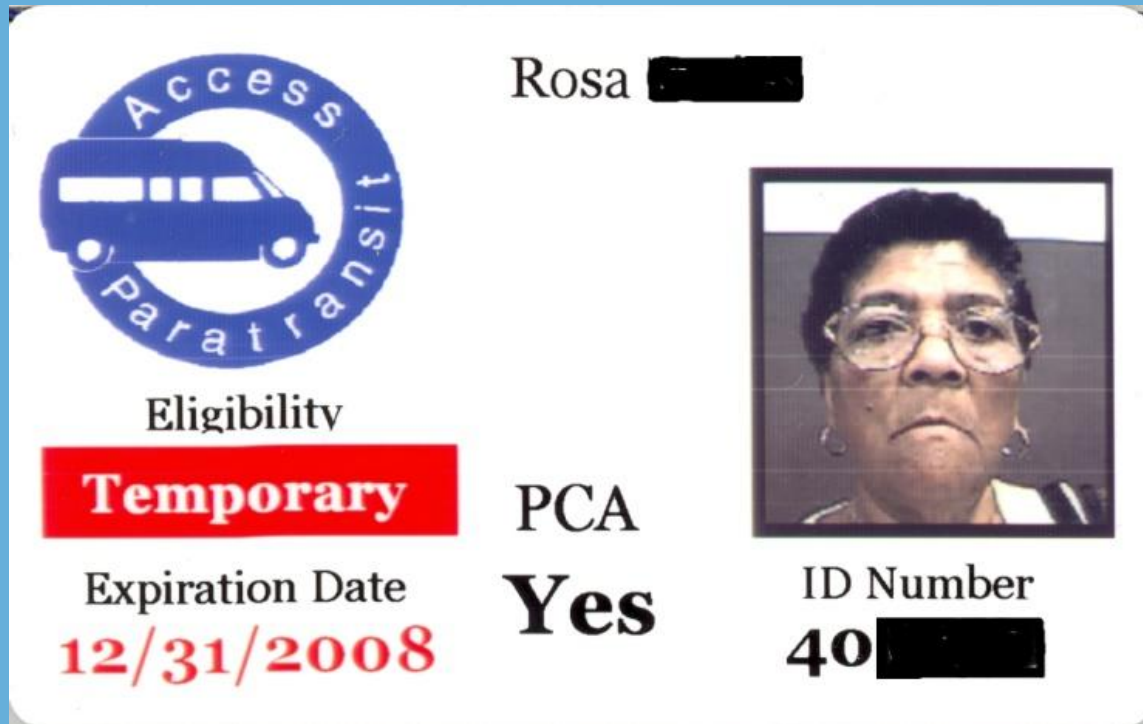
Background

Service



Current ID Card

- Credit card sized ID card that is used for –
 - Identification upon boarding vehicle for Access trip
 - Flash pass upon boarding for Free Fare program on fixed-route partners



Fare Media

Base Fare \$2.25 (up to 20 miles), \$3.00

- Cash, coupons, or tokens
- Coupons used for 27% of all fares



Base Coupon

non-refundable

Good for one ride up to 19.9 miles

Customer Service

1.800.827.0829

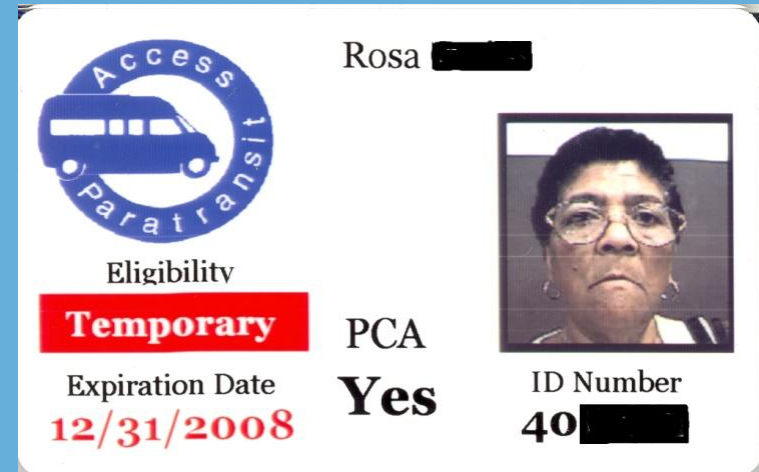
(TDD) 1.800.827.1359

access

203569A

Key Issues

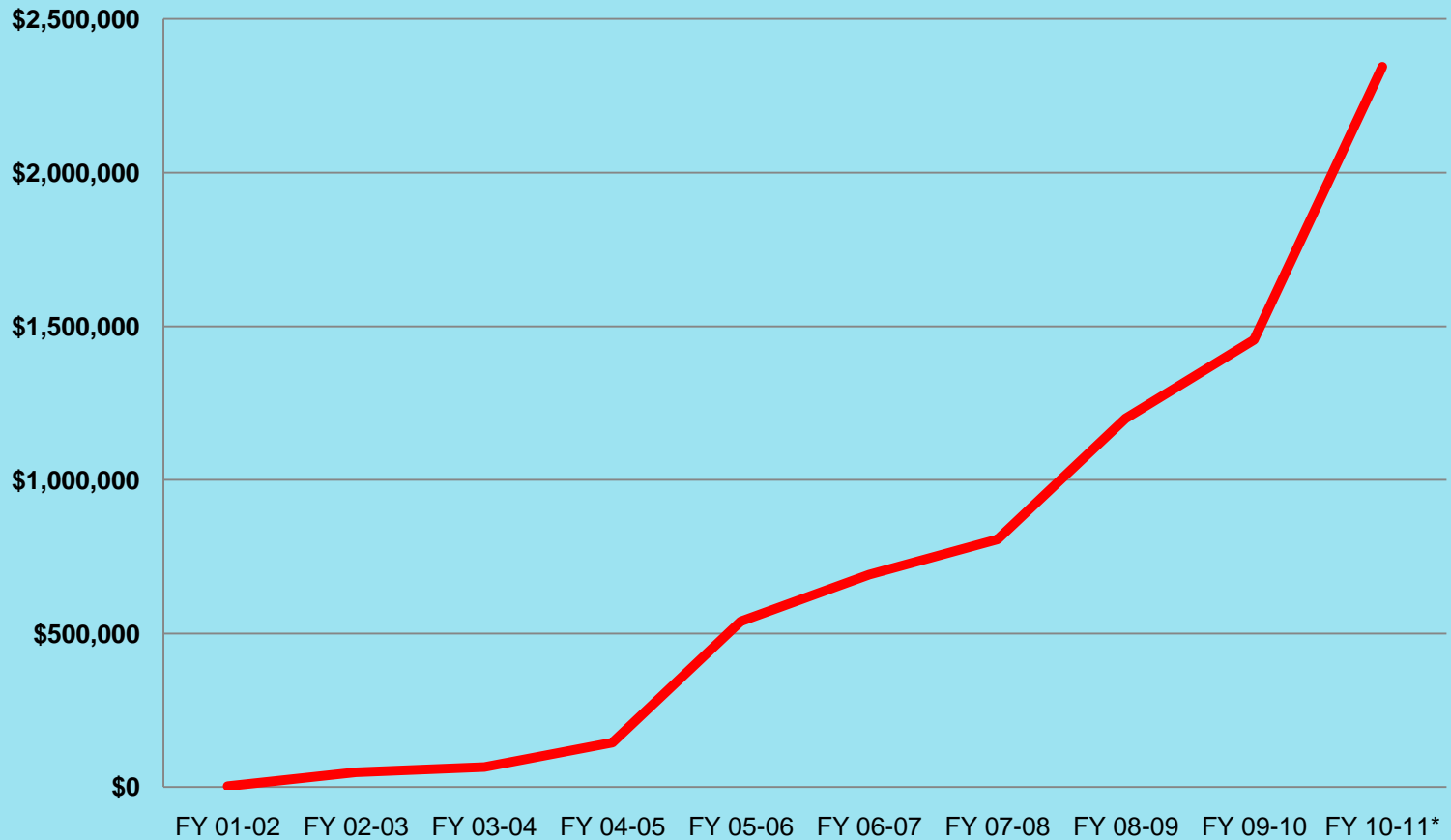
- Rider ID Card
 - Designed over 10 years ago for identification purposes on Access trips
 - Basic design and material
 - Easy replication of Rider IDs
 - Requests for replacement Rider IDs have significantly increased



Key Issues

- Free

Free Fare Program Reimbursements to Fixed Route



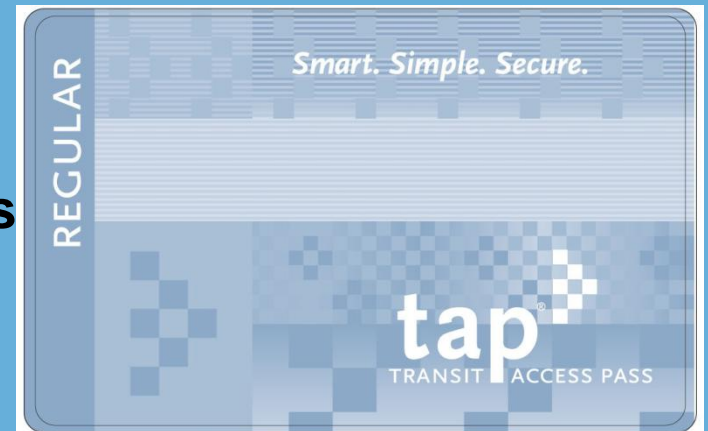
Key Issues

Fare Payment System

- Explore options for additional options beyond cash, coupon and tokens
- Provide ease of use for riders
- Ensure integrity and security of transactions from all service providers
- Leverage off of existing equipment

Options

- TAP Program
 - Regional fare media using contactless smart card
 - Phased implementation on fixed route partners
 - Metro, Foothill Transit, Norwalk Transit
 - Requires smart card reader to verify pass or cash purse balance
 - **Would address fraud issues as it could be turned off**
 - **As a fare payment system for Access would require installation of smart card readers on 1,600+ vehicles**



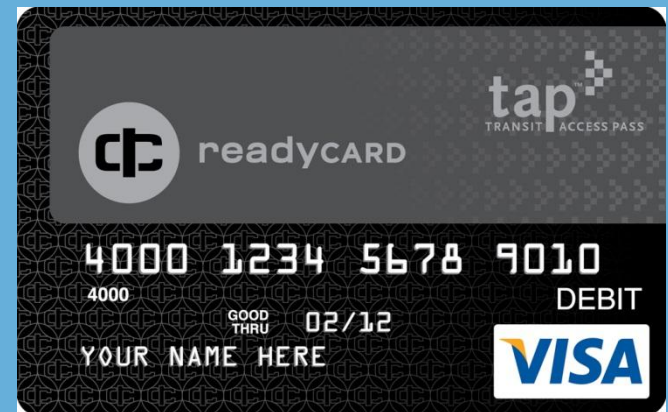
Options

- TAP ReadyCARD VISA Prepaid Card Program

- Full functionality of TAP card
- Visa prepaid card (magnetic strip)

which allows –

- Pay bills by phone
- Free Direct Deposit
- Worldwide access
- Loss protection - safer than carrying cash
- Online purchases
- No interest charges, No late fees
- If used only for transit there are no fees.

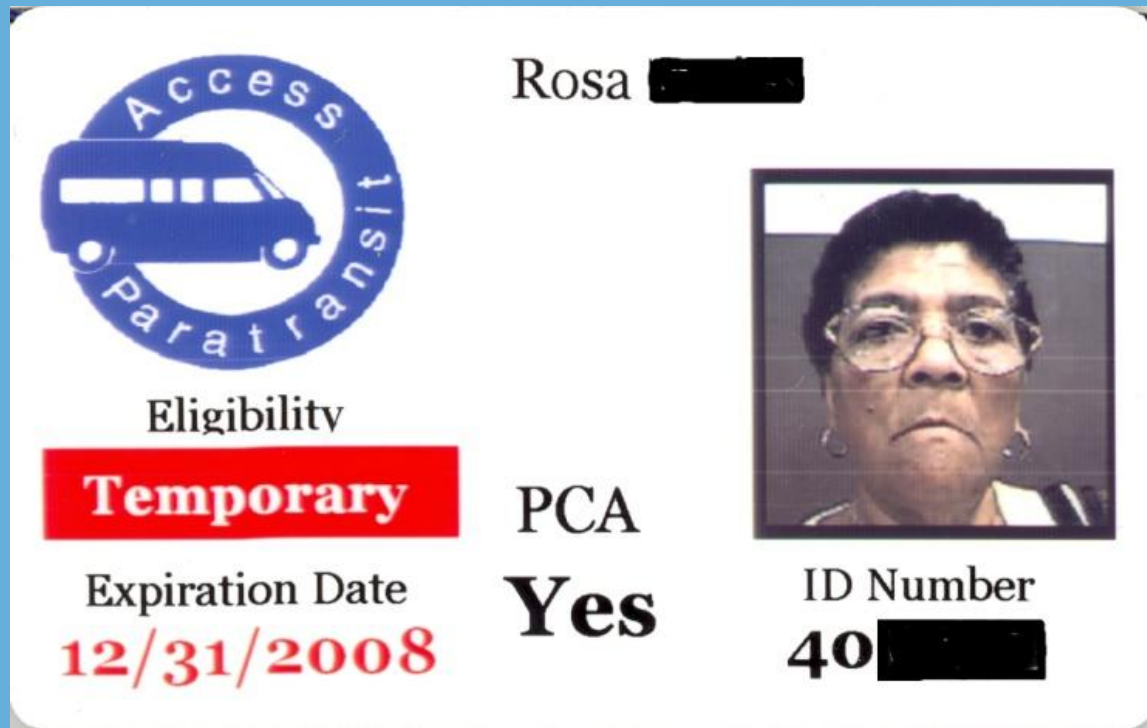


Rider TAP/ID Card

Access Rider ID cards would be replaced with a hybrid TAP card (contactless smart card with a magnetic stripe).

- TAP enabled transit agencies would utilize the contactless interface and will report Free Fare trips through the TAP program.
- Non-TAP enabled transit agencies would recognize new ID card as valid “flash” pass.
- Access-owned vehicles and taxis would use magnetic stripe interface for VISA debit fare payment system.
- Access riders would have the flexibility to use as a fully functional VISA debit card



OLD Access Rider ID



NEW Access TAP/Rider ID






NOT A CREDIT CARD To schedule an Access ride, call: 1-800-883-1295

DIRECT DEPOSIT ROUTING #: 073972181 TAP ReadyCARD Customer Service/Servicio al Cliente: www.tapreadycard.com

 **AUTHORIZED SIGNATURE – NOT VALID UNLESS SIGNED** 

This card is issued by MetaBank™ pursuant to a license from Visa U.S.A. Inc. Use of this card is subject to the Terms and Conditions of the TAP ReadyCARD Visa Prepaid Card. For program information, customer service or card balance, visit www.tapreadycard.com. Automated response and lost or stolen reporting are available 24 hours a day at 1-877-779-7191.

LOAD LOCATIONS:

 
Receive Code 7013   

Milestones

- Nov 2010 Board approval of program
- Jan 2011 Further review/refinement of program detail with Stakeholders
- Feb 2011 Agreement/Contract executions with vendors
- Apr 2011 System testing and integration
 - Jun 2011
- June 2011 Notification to Access Riders of Rider ID card change
- July 2011 Replacement of requested Rider ID cards with TAP/Visa Rider ID Card version; Issuance of all new cards in TAP/Visa Rider ID Card version

access

Thank you!