



Metro

Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

Board Report

File #: 2020-0619, **File Type:** Informational Report

Agenda Number: 30.

EXECUTIVE MANAGEMENT COMMITTEE MEETING SEPTEMBER 17, 2020

SUBJECT: UPDATE ON TAP MOBILE APP

ACTION: ORAL REPORT

RECOMMENDATION

RECEIVE oral report on Tap Mobile App.

A handwritten signature in black ink, appearing to read 'Phillip A. Washington', written over a horizontal line.

Phillip A. Washington
Chief Executive Officer

2020-0619

TAP Mobile App Update

Robin O'Hara

Executive Officer, Finance

September 15, 2020

Executive Management Committee

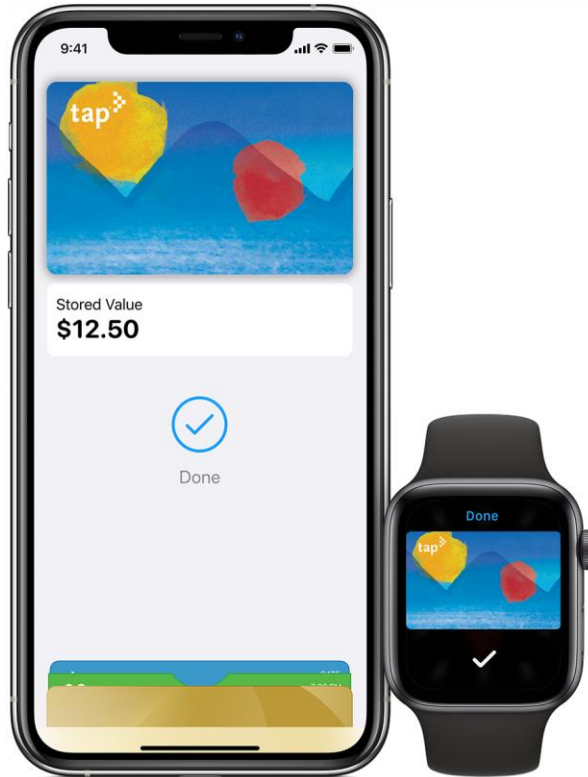




TAP Mobile App Launched September 3, 2020

- Board Chair Mayor Garcetti and Chief of Staff Nadine Lee demonstrated TAP on iPhone and Apple Watch on Facebook Live
- Even with low ridership and no front door boarding available, there were over 2000 downloads of the app in the first 24 hours

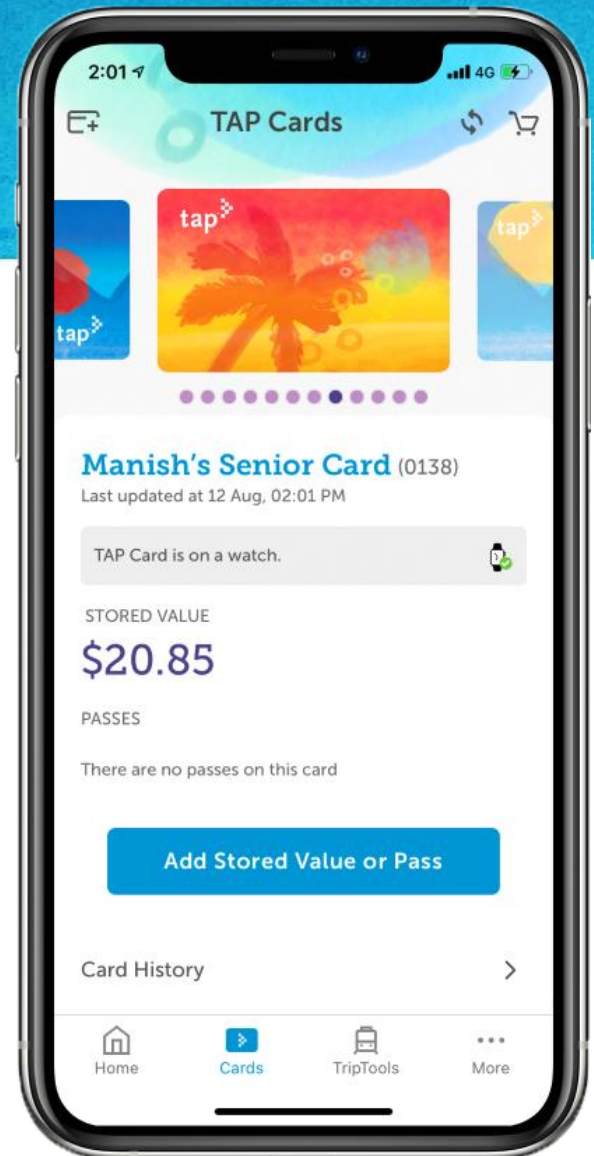
Features



- Safe, touchless technology – hold your iPhone or Apple Watch *near* validator to pay fare
- You don't have to open the app: iPhone will wake up and validate fare, even from a dark screen
- For tourists and occasional riders, you don't need the App. Just add a TAP card to your Apple Wallet and start riding!

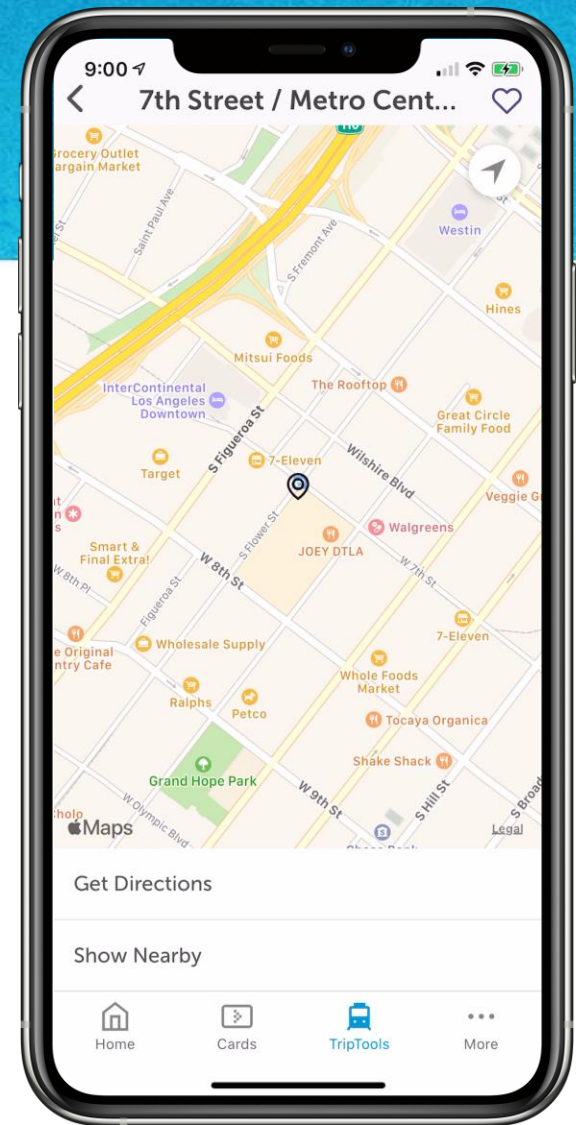
More App Features

- Includes LIFE low income fares and all Senior, Disabled and Student Reduced Fares,
- Features multimodal programs like Microtransit (coming soon) and Bike Share
- If you have a TAP account, all your registered cards automatically appear when you download the app
- Easily add new cards and register for discounts, promotions and more
- All fares loaded on your iPhone's TAP card can be used immediately

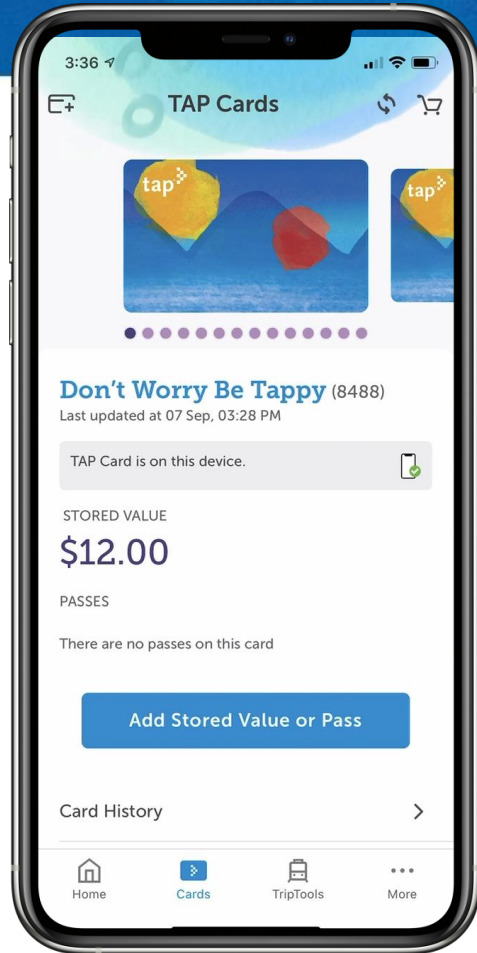


Trip Planning

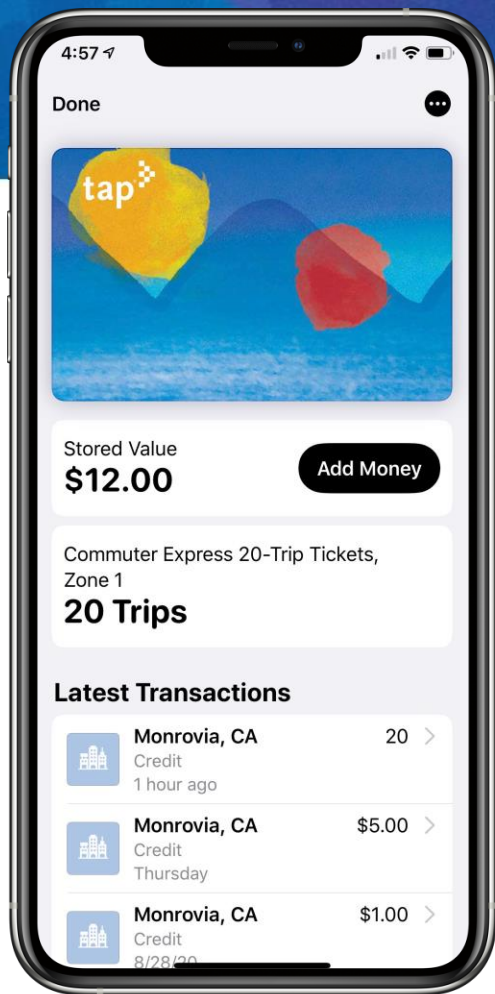
- TripTools enables planning for bus, rail, and Bike Share trips
- Search or zoom the touch-friendly map to search transit in area of your choice
- Includes geolocation of nearby stops and stations
- Gives departure and arrival times for searched bus routes or rail lines
- Save favorite routes or lines and get departure and arrival times



26 Transit Agencies Included

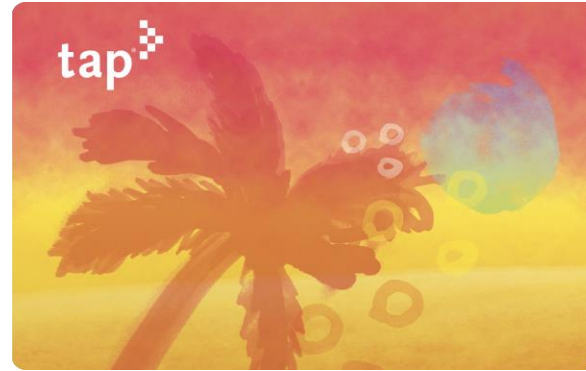


- Add passes for any TAP agency
- Offers PayNearMe for easy cash loading at 7-Eleven or Walgreens
- Load with cash at a TVM or a bus farebox



< Here's how it looks in the Apple Wallet.
Your fare is ready to use immediately.

A First-of-Its-Kind



Only two cities in North America have this full-featured transit card: Washington DC and LA

Marketing Outreach

- Marketing efforts from both Apple and Metro
- Phased Marketing plan enables more marketing when front doors open

Note: Android platform and marketing campaign coming soon

Tap to play >

Phased Marketing to Continue Through Fall

