



CITY OF BEVERLY HILLS
RECREATION & PARKS COMMISSION

April 4, 2013

TO: Traffic & Parking Commission
FROM: Martha Eros, Transportation Planner
SUBJECT: BEVERLY HILLS SENIOR TAXI COUPON PROGRAM CONVERSION FROM PAPER TO ELECTRONIC FARE MEDIA

INTRODUCTION

The City of Beverly Hills has offered its resident seniors and disabled persons a subsidized Senior Taxi Coupon Program since 1987. The program provides subsidized taxi fare coupons to seniors age 62 and older and qualifying disabled persons of any age. Eligible Beverly Hills residents may purchase a coupon book with 24 stamps worth \$24 (\$1 each) in fare media at a cost of \$6 per book. Residents may redeem up to \$12 per trip in coupons to subsidize their trip.

DISCUSSION

In an effort to improve the quality of services rendered to Beverly Hills resident seniors and disabled persons participating in the Senior Taxi Coupon Program, the Public Works & Transportation Department is proceeding with the planned transition from paper coupons/stamps to an electronic swipe card method of payment.

The City jointly operates the Senior Taxi Coupon Program with the City of West Hollywood to take advantage of combining service hours to provide economies of scale for both agencies. The Beverly Hills contract with vendor *Keolis Transit* includes the swipe card upgrade in its scope of work, and the West Hollywood City Council approved the swipe card conversion at its March 18, 2013 meeting. *Keolis Transit* anticipates having the program in place by the beginning of the next fiscal year, July 1, 2013.

All program administration, operations and eligibility requirements will remain the same. *Keolis Transit* staff will verify program participants' information during our annual reminder/renewal period in April/May. The updated information will be used to generate a swipe card for each participant. Participants will continue the practice of purchasing the \$24 fare value for \$6 on a monthly mail-in basis, and follow the same scheduling process with taxi companies.

The swipe card will function similarly to a credit card transaction. The exact fare value (up to \$12 per trip) will be deducted from the value of the card and a receipt should be given to the participant at the end of the trip indicating the balance remaining on the card. Participants may contact *Keolis Transit* staff directly with any questions or to request the balance available on their card.

Staff periodically receives complaints from residents that drivers refuse the paper coupons or react negatively when given coupons, even though the coupons are actual payment. The challenge with coupons is the delayed receipt of cash by drivers, and the added administrative requirements by drivers to record statistical data on trip sheets, collect passengers'

signature(s), count the coupons, and submit coupons for reimbursement at the end of each month, which pose an additional accounting burden for the taxi companies. The swipe card will expedite the accounting process as the data is immediately collected upon the completion of the trip and the reimbursement period can be shortened.

Keolis Transit implemented the City of Los Angeles' swipe card system for its CityRide program in 2009. Los Angeles Department of Transportation (LADOT) staff report positive impacts with the swipe card program and shared that a primary challenge was educating program participants on the use of new swipe card technology, most likely due to the high number of the LADOT participants. Both Beverly Hills and West Hollywood staff will work closely with the vendor to ensure that an adequate public education campaign is developed to inform program participants about the transition and swipe card use.

Transportation Planning and Community/Leisure Services has conferred on the swipe card technology upgrade. Community/Leisure Services management staff indicated that seniors easily adapted to the TAP card technology when LACMTA/Metro converted from a paper/stamps bus pass to an electronic swipe card system to simplify the process for riders.

Transportation Planning staff will provide the Beverly Hills Active Adult Board an update on the new swipe card conversion at its April 1, 2013 meeting, and will be available to attend the weekly Active Adult General Meeting(s) to answer program questions as the transition moves forward. Public outreach materials will be developed by City staff and generated by *Keolis Transit* for distribution to existing registered participants, as well as posted on the Beverly Hills webpage.

CONCLUSION

This report is for informational purposes.

Exhibits:

- A. Example of Beverly Hills Paper Coupon Book (expired)
- B. Example of LADOT Taxi Swipe Card



Example of BH Taxi Coupon Book

For more information or comments please contact:
MyTransitPlus
Customer Service Center
(310) 981-9318

City of Beverly Hills
345 FOOTHILL RD
BEVERLY HILLS, CA 90210

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4700-12
4709Z311

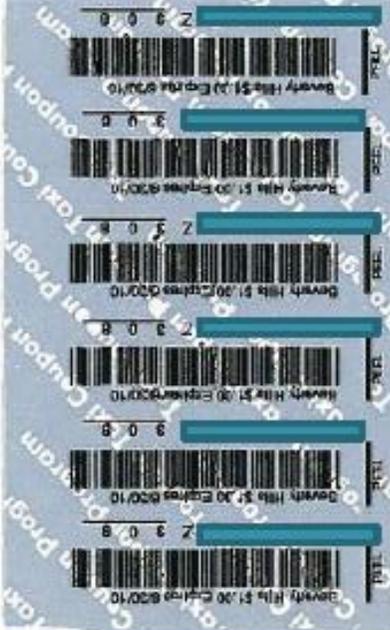


This book contains 24 coupons to pay for taxi services only. Sale or transfer of this book is prohibited and misuse of coupons is subject to legal prosecution.

No more than 12 coupons may be used per trip.

The coupons in this book expire on June 30, 2010 and must be used before that date.

Do not give your driver your coupon book, only provide the amount of coupons needed for your trip. Sign driver trip form at the completion of your trip.





Customized Graphics

- BH Logo/Branding
- Name
- ID Bar Code

Example of SWIPE CARD



Contact Information

- Telephone numbers
- Card Balance, etc.
- Mailing Address

Information/Card Balance/Complaints:
(213, 323, 310, 818) 808-7433
TDD (800) 559-1950



If found, return card to: Cityride,
P.O. Box 866003, Los Angeles, CA 90086