

TAP vendor growth in Spanish Markets and Non-English-Speaking Neighborhoods:

TAP recently onboarded 21 Northgate Market TAP barcode locations and RIA Money Transfer Services, serving the Latinx community. Plus, 26 additional RIA locations will be onboarded by the end of the second quarter. The addition of Northgate Market and new RIA Money Transfer Services make it convenient for Spanish speaking customers to take advantage of TAP benefits at local and familiar locations in their community.

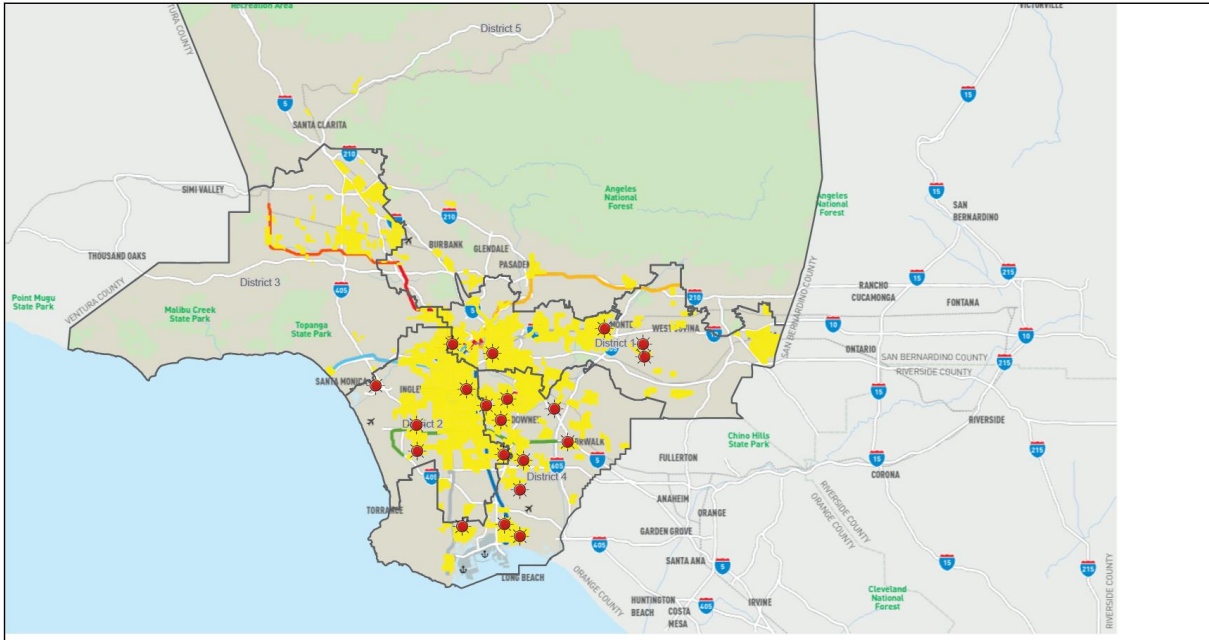
The following is a list of the 21 Northgate Market locations added to the TAP Vendor Network within the supervisorial districts:

Northgate Barcode Locations

Northgate Markets-Supervisorial District		
Account Name	City	Supervisorial District
Northgate Market #2	La Habra	--
Northgate Market #4	Pico Rivera	District 4
Northgate Market #6	La Puente	District 1
Northgate Market #10	Bell	District 4
Northgate Market #12	Long Beach	District 4
Northgate Market #17	Paramount	District 4
Northgate Market #19	South Gate	District 4
Northgate Market #20	El Monte	District 1
Northgate Market #22	West Covina	District 1
Northgate Market #23	Wilmington	District 4
Northgate Market #24	Norwalk	District 4
Northgate Market #25	Hawthorne	District 2
Northgate Market #32	Compton	District 2
Northgate Market #33	Los Angeles	District 1
Northgate Market #35	Inglewood	District 2
Northgate Market #37	Boyle Heights	District 1
Northgate Market #38	Los Angeles	District 2
Northgate Market #39	Long Beach	District 4
Northgate Market #41	Culver City	District 2
Northgate Market #42	Long Beach	District 4
Northgate Market #45	South Gate	District 4

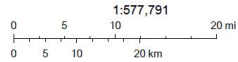
Map of Northgate Vendors by Supervisorial Districts

Northgate Markets - Metro EFC Map



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- Northgate Market
- County Supervisorial Districts
- EFCs (Updated 2022)



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The following is a list of new RIA locations that have been recently onboarded, followed by the list of the remaining 26 locations.

New RIA Locations	
Ria Branch (El Super-Covina)	Covina
Ria Branch (El Super-Baldwin Park)	Baldwin Park
Ria Branch (El Super- La Puente)	La Puente
Ria Branch (El Super-Pico Rivera)	Pico Rivera
Ria Branch (El Super-Pomona)	Pomona
Ria Branch (Cesar Chavez Ave-LA)	East Los Angeles
Ria Branch (Broadway-LA)	Los Angeles

RIA Locations to be onboarded by the end of Q2	
Ria Branch (Superior 1)	Los Angeles
Ria Branch (Superior 2)	Los Angeles
Ria Branch (Superior 3)	Lynwood
Ria Branch (Superior 4)	South El Monte
Ria Branch (Superior 5)	Cudahy

Ria Branch (Superior 6)	Montebello
Ria Branch (Superior 7)	Huntington Park
Ria Branch (Superior 8)	Los Angeles
Ria Branch (Superior 9)	Pacoima
Ria Branch (Superior 10)	Compton
Ria Branch (Superior 11)	East Los Angeles
Ria Branch (Superior 12)	City of Industry
Ria Branch (Superior 13)	Covina
Ria Branch (Superior 14)	Long Beach
Ria Branch (Superior 15)	North Hollywood
Ria Branch (Superior 16)	Long Beach
Ria Branch (Superior 17)	Inglewood
Ria Branch (Superior 18)	Baldwin Park
Ria Branch (Superior 19)	Los Angeles
Ria Branch (Superior 20)	Pico Rivera
Ria Branch (Superior 21)	Los Angeles
Ria Branch (Superior 22)	Los Angeles
Ria Branch (Superior 23)	Gardena
Ria Branch (Superior 24)	Maywood
Ria Branch (Superior 25)	Pomona
Ria Branch (Superior 26)	El Monte

TAP Vendor Overview:

The TAP Vendor Network currently consists of 1,526 traditional and barcode locations around LA County where riders can purchase TAP cards and load fare. Since November 2022, there has been continued vendor growth, especially multi-lingual businesses in local, familiar locations, which have increased TAP presence in underserved communities such as South Los Angeles, East Los Angeles, and Maywood.

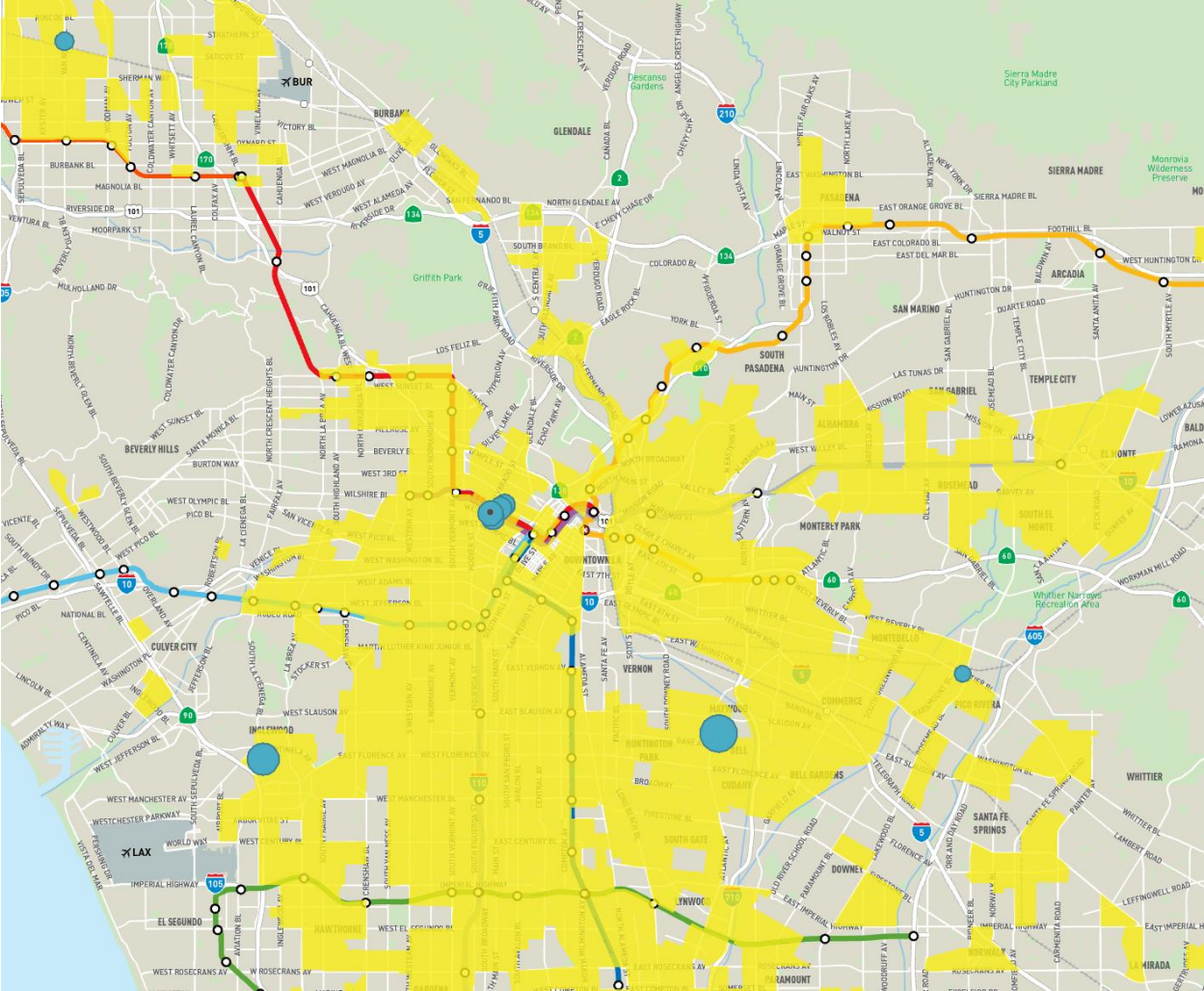
The following is a list of 9 traditional vendors added to the TAP Vendor Network since November 2022:

Traditional Vendor Locations

Traditional Vendor Locations	
Chavez Cellular*	Los Angeles
Chavez Cellular #3*	Los Angeles
Chavez Cellular #4*	Los Angeles
Los 3 Amigos Market*	Los Angeles
PLS Check Cashers- Panorama City *	Panorama City
PLS Check Cashers- Van Nuys *	Van Nuys
Maywood Quick Check #2*	Maywood
Pico Check Cashing *	Pico Rivera

Postal Plus Business Center	Inglewood
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*Spanish spoken at these locations



● 8 new vendors locations are located in Equity Focused Communities

TAP Vendor Recruitment Efforts for 2023

There are ongoing efforts to recruit vendors within Limited English Proficiency (LEP) neighborhoods, such as Little Armenia, Korea Town, and Boyle Heights to increase the number of vendors who speak Armenian, Korean, and Spanish and serve these communities. There will also be a focus on vendor recruitment in areas with a high

percentage of fare paid in cash, such as Pico Rivera, City of Commerce, Norwalk, and La Mirada.

TAP Vendor Locator – Language Enhancement

To support Limited English Proficiency (LEP) customers, the TAP vendor team is working to identify the languages spoken by current TAP vendors through a questionnaire distributed via an eblast in Spring 2023. The data received will be stored on the TAP vendor’s Salesforce accounts and displayed on the TAP Vendor Locator on taptogo.net.

This enhancement will allow customers to search not only for a vendor within their area but also find a vendor that speaks their preferred language. This effort will further TAP’s goal of accessibility and equity throughout the system.

See Figure 1 and 2 for where LEP language information will be displayed.

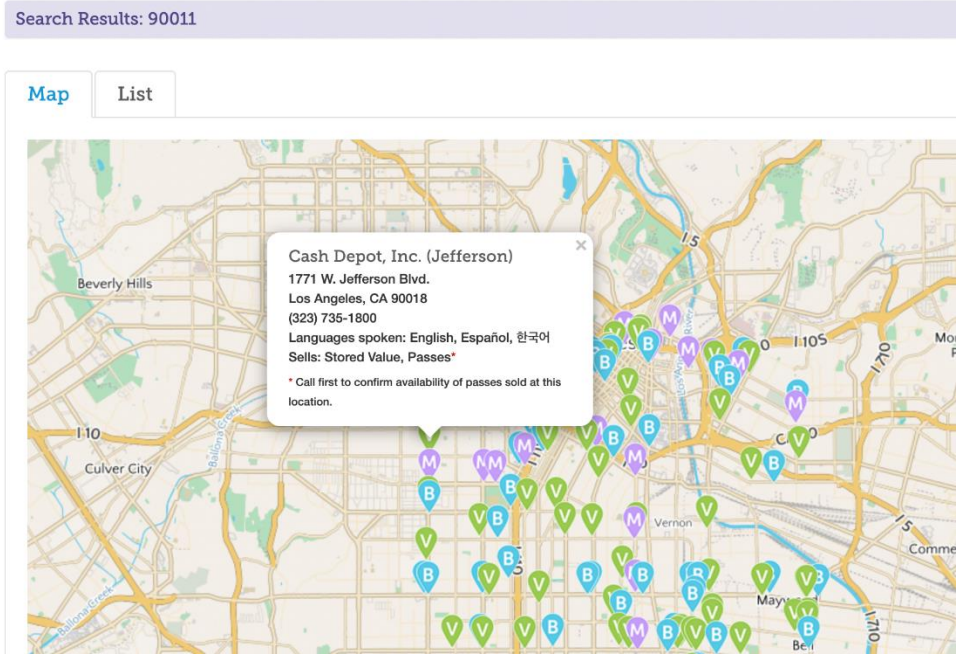


Fig. 1: Map View



Fig. 2: List View