



**Metro**

Los Angeles County  
Metropolitan Transportation Authority

One Gateway Plaza  
Los Angeles, CA 90012-2952

213.922.2000 Tel  
metro.net

**NOVEMBER 14, 2022**

**TO: BOARD OF DIRECTORS**

**THROUGH: STEPHANIE WIGGINS**   
**CHIEF EXECUTIVE OFFICER**

**NALINI AHUJA**  
**CHIEF FINANCIAL OFFICER**



**FROM: DAVID H. SUTTON**  
**SENIOR EXECUTIVE OFFICER, FINANCE (TAP)**

**MICHELLE NAVARRO**  
**SENIOR EXECUTIVE OFFICER, FINANCE (OMB)**

**SUBJECT: FARE CAPPING – COMPREHENSIVE OUTREACH PLAN**

### **ISSUE**

This report provides updates on the comprehensive outreach plan to launch Fare Capping and the work to understand cash paying customers to convert them to TAP.

### **BACKGROUND**

In March 2021 (File ID 2022-0704) the Board of Directors approved moving forward with the fare capping pilot. In June 2022, staff provided an update on the fare capping timeline (File ID 2022-0351), and in September 2022, an oral report, Fare Capping Update (File ID 2022-0664), was presented to the Board. This prompted a discussion about the importance of a comprehensive outreach plan to launch fare capping. In addition, there was a directive to do a deep analysis into understanding cash paying riders and to ensure that TAP is easily accessible to non-English speaking riders.

### **DISCUSSION**

In response to the recent discussion at the September 2022 Board meeting, the communications strategy has been expanded to:

- Engage with riders via focus groups, in-person surveys at bus stops, online surveys, and in-depth interviews to understand cash use, identify barriers to using TAP and fare payment habits

- Build awareness with the public on the proposed fare changes to align with fare capping
- Increase the accessibility of TAP by growing the TAP Vendor Network
- Implement new marketing touchpoints for LIFE, Reduced Fare, and other discounted fare programs

### ***TAP Regional Marketing Campaign & Research into Understanding the Cash Customer***

#### TAP Regional Marketing Campaign to Convert Cash Paying Riders to TAP

In Fall of 2022, TAP launched a regional campaign on all 25 TAP agencies, including Metro, with the goal of converting cash paying customers to TAP. This campaign will educate riders on the benefits of using TAP and highlight the many locations in LA county where riders can buy TAP cards and load fare. This will ensure cash paying customers become familiar with TAP and enjoy existing benefits before implementing fare capping. The campaign is evergreen, and messaging will be updated periodically based on campaign effectiveness and research results. This campaign is being promoted throughout traditional print and digital channels and will be available in English and Spanish. Additionally, digital ads are geo-targeted to riders near high cash paying bus lines and stops. As the campaign progresses and the messages are updated, key print pieces, such as rail posters, bus cards, and take ones, will also be available in Armenian, Chinese, Japanese, Korean, Russian, and Vietnamese.

Staff will report back in Spring 2023 with updates on this regional campaign. For details, please see Attachment A - TAP Regional “Cash to TAP” Marketing Campaign.

#### Understanding the Cash Customer through Surveys at High Cash-Paying Bus Stops, In-Depth Interviews with Riders About Their Fare Payment Habits, and Focus Groups to Test the Fare Capping Marketing Message

A comprehensive research plan is in progress to learn why some riders pay with cash instead of TAP and what would incentivize these riders to use TAP. The plan includes a mix of focus groups, in-depth interviews, and multiple in-person and online surveys with cash- and TAP-paying, English- and Spanish-speaking Metro riders. The interviews and surveys include questions about ridership, how and when they use cash or TAP to pay their fare, and if and when they frequent TAP vendors.

In-depth interviews are currently taking place and offering insight into how Metro riders pay their fares. So far, 23 interviews have been completed with a mix of cash and TAP paying riders of different ages and ethnicities. The following information should be considered preliminary due to the small sample size, but it sheds light on the reasons behind riders’ fare-payment method choices.

- Some riders use both cash and TAP depending on the occasion. For example, on days in which one rider knows she will ride a lot, she uses a day pass to save money per ride. When taking single round trips, she often uses cash
- Cash riders are most motivated to switch to TAP when there is a financial incentive. Signing up for a Reduced Fare Program or LIFE motivated many customers to switch over to TAP from cash. Looking forward, some cash users would be motivated by LIFE's 20 free rides (which will be increased to 30 free riders as part of this proposal) or fare-capping to switch to TAP
- Infrequent Metro riders see less of a benefit in switching to TAP

To learn more and validate findings with a larger sample, staff is continuing to hold these interviews and is using the results to create questions for the broader surveys that are planned. These surveys will be conducted online and in person at high cash paying bus stops.

The third phase of this research, which will take place in late 2022, will leverage the findings to develop potential messages to explain fare capping better, and then test those messages with both English and Spanish speaking riders. Testing these messages will ensure that the final fare capping launch campaign is clear and compelling. To review the full Market Research Plan, see Attachment B. For a list of bus divisions and routes with high cash use, see Attachment C - Bus Divisions and Routes with the Highest Cash Use.

Additional focus groups are being planned in early 2023 to engage with customers who speak other languages, including Armenian, Mandarin, Japanese, Korean, Russian, and Vietnamese. These focus groups will delve into their ridership and fare payment habits and guide the development of TAP marketing messages.

A series of polling questions geared toward understanding cash riders was taken at the Metro Budget Telephone Town Hall on October 18, 2022. Questions were asked in both English and Spanish about how participants pay fare, if they pay cash and why, and if fare capping is adopted, will they convert to TAP to get the benefits. The answers suggested that some participants were unaware of the benefits of TAP and where to find it. Encouragingly, 83% indicated they would either move to TAP or continue to use TAP. Staff will use this data, coupled with the results of larger interviews, surveys, and focus groups, to update messaging targeted toward cash riders in the TAP regional campaign and for the fare capping outreach plan. Please refer to Attachment D - Metro Budget Telephone Town Hall Polling Questions and Results.

For a full list of outreach tactics, please refer to Attachment E – Public Hearing on Proposed Fare Changes Outreach Plan. A full report and analysis of all research efforts will be included in an update to the Board in late winter of 2023.

## ***Fare Capping Launch Campaign to Educate Riders on How Fare Capping Works, How It Benefits Them, and When It Will Go Into Effect; Coupled With Free TAP Card Giveaway***

In Winter/Spring 2023, a fare capping marketing and information campaign will launch to officially introduce fare capping to all riders and communicate the exact launch date. This final, formal message will be chosen after extensive testing with both English and Spanish speaking cash and TAP paying riders. This will ensure that the final message is understandable, clear, and effective. Additional messages will be rolled out based on the findings of the focus groups with speakers of languages other than English or Spanish.

The formal launch campaign message will be promoted through traditional print and digital channels, including important customer education tools, such as video tutorials and in-depth FAQs. Key materials will be available in English, Spanish, Armenian, Chinese, Japanese, Korean, Russian, and Vietnamese.

Free TAP cards will be distributed to customers before fare capping implementation, which has proven to be a successful strategy for past campaigns. The distribution of these free TAP cards will target high cash paying bus stops, social service agencies, and community events. For the initial plan, please see Attachment F - Initial Fare Capping Outreach & Launch Campaign.

## ***Post Launch – Ongoing Fare Capping and TAP Education Plan***

After the formal launch campaign, TAP and the Metro Communications department will continue educating riders on fare capping and how to get on TAP. Staff will continue leveraging the research results and testing new messages for future campaigns.

## **Growing the TAP Vendor Network in Underserved Communities**

The TAP Vendor Team continues to add new vendors and ensure that TAP is accessible for non-English speaking riders. Currently, there are 1,499 locations around LA County where riders can purchase TAP cards and load fare. There are two types of TAP vendors. Traditional vendors sell TAP cards and load both passes and Stored Value for customers. TAP Barcode vendors consist of larger chains, like CVS, 7-Eleven, and Albertsons, and have added TAP cards to their gift card racks. These locations only load Stored Value through a barcode on the TAP card.

Vendor locations make TAP readily available to people who speak languages other than English. Currently, 26% of traditional TAP vendors specifically target Spanish-speaking customers. However, many small businesses that sell TAP communicate with customers in several different languages and are not included in this percentage. In early 2023, the team will add 21 Northgate Markets serving the Latinx audience, increasing the percentage of vendors serving Spanish-speaking customers to 31%.

Staff continues to recruit new vendors in underserved communities, communities where the dominant language is not English, and areas with a high percentage of fare paid in cash.

For a list of new vendors and a breakdown of TAP locations in key neighborhoods, please see Attachment G - TAP Vendor Updates.

### Locations Across LA County to Buy TAP cards and Load Fare

Customers can purchase and load Stored Value onto TAP cards with cash or debit/credit cards at:

- The farebox on about 2,500 Metro buses
- 1,499 TAP retail vendor locations (more locations coming soon)
- 523 TAP Vending Machines at rail stations, J Line (Silver), G Line (Orange)
- Municipal bus transit centers
- taptogo.net
- TAP Mobile app
- Or by calling the TAP Customer Service Center

To see an example of areas high in cash use with a vendor location overlay, please see Attachment H - Maps of High Cash Paying Locations.

### Developing New Touchpoints to Market LIFE, Reduced Fare Programs, And Other Discount Programs to Cash Paying Riders – In Progress

Staff is exploring new ways to market discount programs to riders, specifically cash paying riders, to ensure riders are aware of the savings associated with these programs. TAP and Metro Communications are identifying new customer touch points at fare purchase points, streamlining the application process, increasing the opportunities to apply for reduced fares, and getting Reduced Fare TAP cards into customers' hands faster. Additional ideas are being collected and prioritized, and staff will provide an update in Spring 2023 before fare capping launch.

### **NEXT STEPS - TIMELINE**

November 2022

- Public Hearing on Proposed Fare Changes – November 14, 2022, at 5 pm

December 1, 2022

- Board Update/Report including:
- Recommendation on Fare Changes

- Results of the Public Hearing on Proposed Fare Changes

#### March 2023

- Fare Capping Implementation Schedule
- Report on results of In-Depth Research: Surveys and Focus Groups
- Formal Fare Capping Marketing Plan, including final launch messaging and creative

#### Spring 2023

- Metro Fare Capping Launch

#### Spring 2024

- Regional Fare Capping (requires regional consensus); briefings and discussions are underway

### **ATTACHMENTS**

Attachment A – TAP Regional “Cash to TAP” Marketing Campaign

Attachment B – Market Research Plan

Attachment C – Bus Divisions and Routes with the Highest Cash Use

Attachment D – Metro Budget Telephone Town Hall Polling Questions and Results

Attachment E – Public Hearing on Proposed Fare Changes –Outreach Plan

Attachment F – Initial Fare Capping Outreach & Launch Campaign

Attachment G – TAP Vendor Updates

Attachment H – Maps of High Cash Paying Locations

Attachment I – Fare Capping FAQs

***Phase 1: TAP Regional Marketing Campaign to convert cash paying riders to TAP***

**TAP Regional Marketing Campaign**

- Timing: November 2022 – ongoing
- GOAL: Convert cash paying riders to TAP
- Messaging:
  - The benefits and savings of using a TAP card to ride transit
  - How easy it is to find TAP near you (Ralph’s, LA Public Libraries, Continental Currency locations)
- Campaign will run across all TAP Agencies
- Metro and Muni Marketing includes:
  - Car Cards (On Metro & Muni Buses)
  - Rail Posters
  - Bus Kings
  - Rail Kings
  - Bus Tails
  - A, E, and K line Digital Kiosks
  - Metro Customer Center and Vendor posters
  - Vendor Directories
  - Rail Station posters
  - Social and Digital banners on Metro and Muni websites and social media
  - Take-ones
  - Updates on [taptogo.net](http://taptogo.net)
  - Blog posts on The Source and Partner News
- Paid Media
  - Bus Benches in high cash paying areas
  - Digital Ads
  - Social Ads
  - Google keyword searches

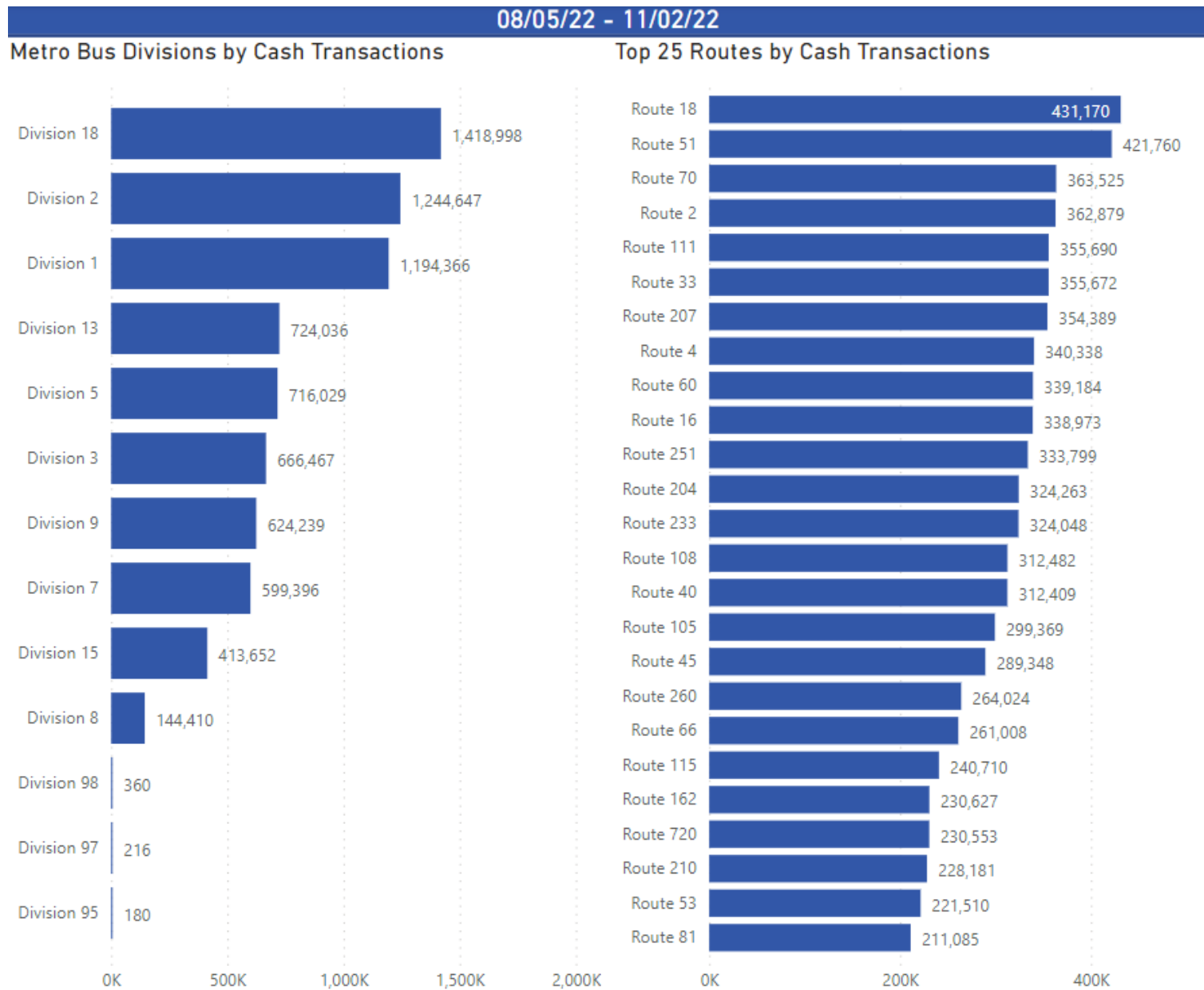
## Attachment B – Market Research Plan

### Understanding Cash Customers (for purpose of converting to TAP)

| 1. Insight Grounding                                                                                                                                        |                                                                                                                                                                  | 2. Understanding Cash & TAP Riders                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | 3. Fare-Capping Message Testing                                                                                                                                                                                                            |                                                                                                                                                                          |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Secondary Research                                                                                                                                          | Hypothesis Workshop                                                                                                                                              | In-Depth Interviews (IDI)                                                                                                                                                                                            | Survey                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | Focus Groups                                                                                                                                                                                                                               | A/B Test Survey                                                                                                                                                          |
| Mine existing data & research on cash customers to inform initial hypotheses                                                                                | Codify all the things we want to learn/prove in the research                                                                                                     | Learn what we don't know we don't know about cash & TAP riders. Help inform survey design.                                                                                                                           | Quantify size of barriers & segments of cash users                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Gauge cash & TAP user reactions to fare-capping and potential early-draft fare-capping messages                                                                                                                                            | Test effectiveness of refined fare-capping messages                                                                                                                      |
| <ul style="list-style-type: none"> <li>On Board Survey</li> <li>CX Survey</li> <li>TAP data</li> <li>3<sup>rd</sup> party research on cash users</li> </ul> | 1.5 hr workshop to: <ul style="list-style-type: none"> <li>Share Insights Grounding report</li> <li>Develop hypotheses</li> <li>Refine research goals</li> </ul> | Cash Riders <ul style="list-style-type: none"> <li>5 IDIs in English</li> <li>5 IDIs in Spanish</li> </ul> TAP Riders <ul style="list-style-type: none"> <li>5 IDIs in English</li> <li>5 IDIs in Spanish</li> </ul> | Pop-up on Metro.net leading to a survey <ul style="list-style-type: none"> <li>Target n=2,000 completes</li> <li>(Est. 1,600 TAP / Est. 400 cash)</li> <li>Est ~200 bilingual Spanish speakers</li> <li>Demographics weighted to On-Board survey</li> </ul> Spanish-Dominate Speakers <ul style="list-style-type: none"> <li>Email to Spanish-speaking cash riders from CX survey</li> <li>n=200 survey among Spanish-dominate speakers via online panel &amp; mall intercepts near high-cash bus lines</li> </ul> | <ul style="list-style-type: none"> <li>6 groups of TAP card users (3 Eng /3 Spanish)</li> <li>6 groups of cash users (3 Eng /3 Spanish)</li> <li>Evaluating 4-6 messaging concepts</li> </ul> Fielded by <a href="#">ThinkNow Research</a> | Survey of n=900 Metro riders & TAP users <ul style="list-style-type: none"> <li>Testing 3 messages and 3 visuals</li> </ul> Fielded by <a href="#">ThinkNow Research</a> |
| <ul style="list-style-type: none"> <li>Size of audience</li> <li>Who uses cash</li> <li>Frequency of riding</li> <li>Where are cash boardings</li> </ul>    | <ul style="list-style-type: none"> <li>Establish list of barriers to/benefits of using TAP</li> <li>Develop hypotheses to test</li> </ul>                        | <ul style="list-style-type: none"> <li>Relationship w/ cash &amp; financial products</li> <li>Barriers to using TAP</li> <li>Motivations for using TAP/cash</li> </ul>                                               | <ul style="list-style-type: none"> <li>Who they are</li> <li>Financial services use</li> <li>Barriers/motivations to using TAP/cash</li> <li>What it would take to get them to use TAP</li> </ul>                                                                                                                                                                                                                                                                                                                  | <ul style="list-style-type: none"> <li>Appeal of fare-capping</li> <li>Appeal/ease of understanding 3-5 fare-capping message concepts</li> </ul>                                                                                           | <ul style="list-style-type: none"> <li>Determining how understandable different potential fare-capping messages/visuals are</li> </ul>                                   |
| Sept-Oct                                                                                                                                                    | Oct 4 <sup>th</sup>                                                                                                                                              | ~Oct 10-19                                                                                                                                                                                                           | ~Oct 24 – Nov 30                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | ~Nov - Dec                                                                                                                                                                                                                                 | ~January – mid-March                                                                                                                                                     |
|                                                                                                                                                             |                                                                                                                                                                  |                                                                                                                                                                                                                      | \$17,250                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | \$113,800                                                                                                                                                                                                                                  | \$30,500                                                                                                                                                                 |

Total \$161,550

## Attachment C – Bus Divisions and Routes with the Highest Cash Use



## Attachment D – Metro Budget Telephone Town Hall Polling Questions and Results

Results in English, from 10/18/2022



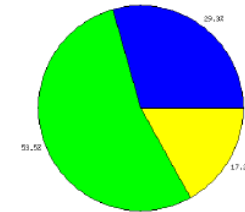
LA Metro 2022-10-18



### Polling Questions

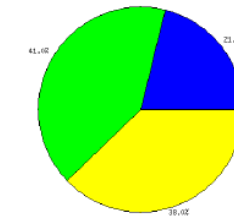
1 How do you currently pay your Metro fare?

| ID | Answer                                                          | Responded | % of total |
|----|-----------------------------------------------------------------|-----------|------------|
| 1  | Cash                                                            | 17        | 29         |
| 2  | TAP stored value, Day Pass, 7-Day Pass, 30-Day Pass, or LIFE    | 31        | 53         |
| 3  | Other pass program, such as Access Services, GoPass, E-Pass, or | 10        | 17         |



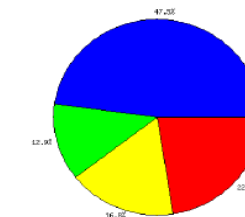
2 If you pay cash, why?

| ID | Answer                                                   | Responded | % of total |
|----|----------------------------------------------------------|-----------|------------|
| 1  | I did not know I can get a benefit with using a TAP card | 6         | 21         |
| 2  | I only have enough cash to pay for each ride             | 12        | 41         |
| 3  | I don't know where or how to load cash on a TAP Card     | 11        | 38         |



3 If Metro implements fare capping, how would you pay your fare?

| ID | Answer                                                           | Responded | % of total |
|----|------------------------------------------------------------------|-----------|------------|
| 1  | I already use a TAP card, so I would use stored value with fare  | 23        | 48         |
| 2  | I pay cash now, but I am interested in using a TAP card to benef | 6         | 13         |
| 3  | I would continue paying cash.                                    | 8         | 17         |
| 4  | I have a pass through a special program, such as Access Services | 11        | 23         |



## Attachment D – Metro Budget Telephone Town Hall Polling Questions and Results

Results in Spanish, from 10/18/2022



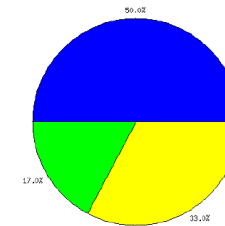
LA Metro - Spanish Simulcast 2022-10-18



### Polling Questions

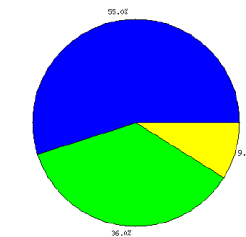
1 How do you currently pay your Metro fare?

| ID | Answer                                                          | Responded | % of total |
|----|-----------------------------------------------------------------|-----------|------------|
| 1  | Cash                                                            | 9         | 50         |
| 2  | TAP stored value, Day Pass, 7-Day Pass, 30-Day Pass, or LIFE    | 3         | 17         |
| 3  | Other pass program, such as Access Services, GoPass, E-Pass, or | 6         | 33         |



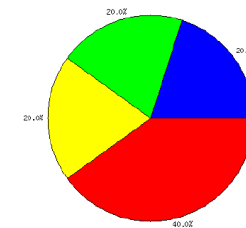
2 If you pay cash, why?

| ID | Answer                                                   | Responded | % of total |
|----|----------------------------------------------------------|-----------|------------|
| 1  | I did not know I can get a benefit with using a TAP card | 6         | 55         |
| 2  | I only have enough cash to pay for each ride             | 4         | 36         |
| 3  | I don't know where or how to load cash on a TAP Card     | 1         | 9          |



3 If Metro implements fare capping, how would you pay your fare?

| ID | Answer                                                           | Responded | % of total |
|----|------------------------------------------------------------------|-----------|------------|
| 1  | I already use a TAP card, so I would use stored value with fare  | 1         | 20         |
| 2  | I pay cash now, but I am interested in using a TAP card to benef | 1         | 20         |
| 3  | I would continue paying cash.                                    | 1         | 20         |
| 4  | I have a pass through a special program, such as Access Services | 2         | 40         |



***Phase 2: Public Hearing for Fare Capping & Fare Changes***

**Metro Marketing Outreach**

- Public Notice Released: 10/12/22
- Virtual Public Hearing: 11/14/22 at 5pm
- **Marketing campaign to inform Metro Riders of the upcoming Public Hearing on proposed fare capping and fare changes**
  - Messaging: Pay as you go, Equity, Simplified Fares
  - Outreach for the Public Hearing includes:
    - Take one
    - Fare capping web ad under rider news
    - The Source Post
    - Landing Page on Metro.net with fare capping information and FAQ
    - Newspaper ads promoting the Public Hearing
    - Social media graphics
    - Internal factsheet/FAQ
    - Email to TAP users, stakeholders, LIFE, and Metro email list
    - Bus and rail cards
    - Internal daily brief email to Metro employees
    - Union Station east portal ticker
    - Email address for public hearing
    - E-blast for public hearing
    - LED Banner Message on TVMs

**Scheduled Meetings with Service Councils, Advocacy Groups, and other Advisory Groups**

- |               |          |                                           |
|---------------|----------|-------------------------------------------|
| • October 10  | 5 pm     | San Gabriel Valley Service Council        |
| • October 11  | 10 am    | LIFE Program Administrators Briefing      |
| • October 12  | 6 pm     | Westside Central Service Council          |
| • October 13  | 1:30 pm  | TAP Operating Group                       |
| • October 13  | 2 pm     | Gateway Cities Service Council            |
| • October 18  | 6 pm     | Budget Telephone Town Hall                |
| • October 19  | 10 am    | General Managers                          |
| • October 20  | 9:30 am  | Streets & Freeway Subcommittee            |
| • October 21  | 9:30 am  | South Bay Service Council                 |
| • November 2  | 6:30 pm  | San Fernando Valley Service Council       |
| • November 2  | 9:30 am  | Technical Advisory Committee (TAC)        |
| • November 9  | 10:45 am | On the Move Riders Program                |
| • November 9  | 1:30 pm  | Local Transit Systems Subcommittee (LTSS) |
| • November 10 | 10:30 am | Accessibility Advisory Council (AAC)      |
| • November 10 | 1:00 pm  | Slate-Z (Advocacy Group)                  |
| • November 14 | 5 pm     | Public Hearing                            |

## Attachment E – Public Hearing on Proposed Fare Changes Outreach Plan

- November 15            9:30 am            Bus Operations Subcommittee (BOS)
- December 1            10 am                 Regular Board Meeting
- December 13           1:30 pm            Policy Advisory Council (PAC)

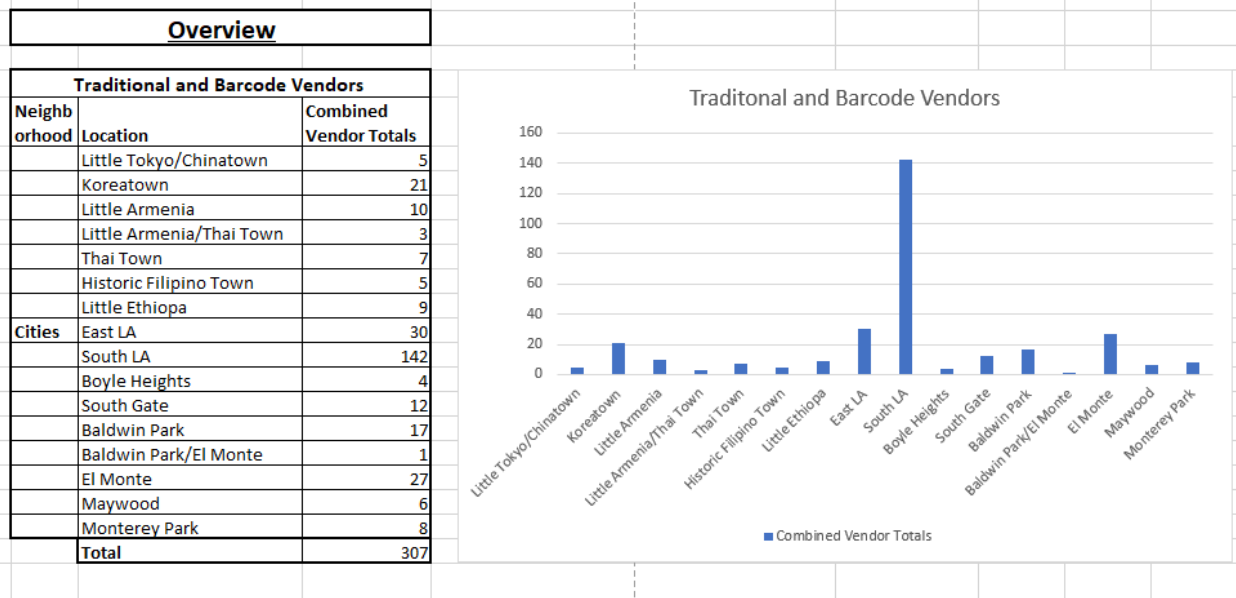
### **Notice of Proposed Fare Change has been published in these LA County periodicals after October 14:**

- Los Angeles Daily News
- Pasadena Star News
- L.A. Watts Times
- La Opinion
- Chinese Daily/World
- Rafu Shimpo (Japanese)
- Korea Times
- Asbarez Armenian Daily News
- Asian Journal Pub, Inc. (Tagalog)
- Panorama (Russian)

***Phase 3 – Initial Fare Capping Launch Initial Marketing Campaign:***

- Timing: Spring 2023
- Messaging is being developed
- GOAL: Transition Metro Riders to fare capping; continue to transition cash riders to TAP so they can benefit from fare capping
- Marketing Outreach includes, but is not limited to, the following:
  - News release
  - Posters in Buses
  - Posters in Rail Cars
  - Bus Kings (large posters on the outside of buses)
  - Rail Kings (large posters on the outside of rail cars)
  - Rail Station Posters
  - Take One Flyer
  - “Introduction to Fare Capping” Video
    - To be posted on Metro social media, The Source and taptogo.net
  - “How Fare Capping Works” Video
    - To be posted on Metro social media, The Source and taptogo.net
  - The Source post update
  - TAP Blue Shirts to distribute TAP cards at high cash bus stops, events and, when riding the system, to riders paying in cash
  - Training for Operators, Metro Customer Service, Metro Ambassadors, Fare Enforcement Officers, Security Officers, and other key Metro departments
  - Messages on hold (when people call Metro Customer Service)
  - Email to TAP users, Metro email list, stakeholders, LIFE and Reduced Fare customers
  - Message in Transit app
  - Fare policy poster for divisions
  - Fares page update
  - TVM script translation and audio recordings
  - Union Station east portal ticker
  - Internal daily brief email to Metro employees
  - Metro Social media graphics
  - Fare capping landing page update
  - East portal tower ad
  - Metro Bus Wi-Fi Message
  - A, E, and K line Digital Kiosks
  - TVM LED banner

## Attachment G – TAP Vendor Updates



### 150 diverse TAP vendor locations that serve Spanish-speaking communities:

| Location Name                                                | Type of Location                     | # Locations |
|--------------------------------------------------------------|--------------------------------------|-------------|
| Continental Currency                                         | Check Cashing & Bill Paying Services | 43          |
| Digital Currency Services                                    | Check Cashing & Bill Paying Services | 19          |
| Su Casa de Cambio                                            | Check Cashing & Bill Paying Services | 13          |
| Mundo Check Cashing                                          | Check Cashing & Bill Paying Services | 10          |
| RIA Financial Services*                                      | Money Transfer Services              | 35          |
| Envois Las Americas                                          | Money Transfer Services              | 2           |
| KJ Electronics                                               | Cellular Services                    | 2           |
| Chavez Cellular                                              | Cellular Services                    | 2           |
| El Compa                                                     | Multi-Purpose Service Center         | 1           |
| LAMM                                                         | Multi-Purpose Service Center         | 1           |
| One Stop                                                     | Multi-Purpose Service Center         | 1           |
| Northgate Markets<br>(Barcode Vendor<br>Launching Q1 2023**) | Latinx Supermarkets                  | 21          |
| <b>Total</b>                                                 |                                      | <b>150</b>  |
| *RIA locations inside the following markets:                 |                                      |             |
| El Super Market                                              | 16                                   |             |
| Buy Low Market                                               | 4                                    |             |

### Spanish Language Support:

- TAP Marketing Material
- RPOS Training Material
- Communication Efforts

## Attachment G – TAP Vendor Updates

### \*\*New TAP vendor:

- Q1, 2023: 21 Northgate Markets, a Latino based market chain, will be added to the vendor network
- In negotiations with major check cashing locations to sell TAP in (2) popular Spanish-speaking Supermarket chains; target launch date Q1 2023

### TAP Vendor Locations in LA County



Barcode Seller

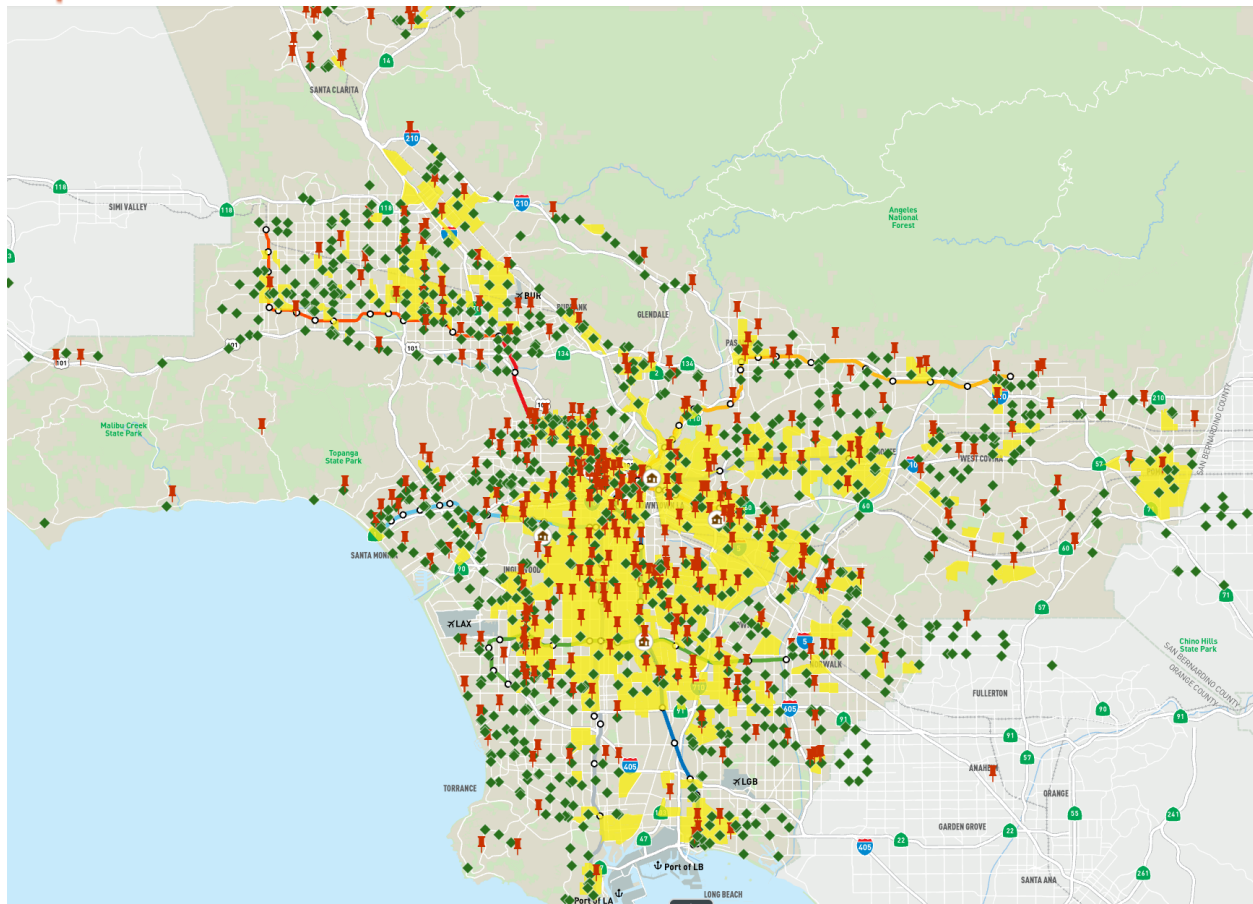


Traditional TAP Vendor

Metro EFC (Equity Focus Community) Map 2022



EFCs (Updated 2022)



## Attachment H – Maps of High Cash Paying Locations

Staff is leveraging tools like this heatmap to identify high cash-paying locations in order to focus marketing efforts to riders in those areas. This map shows high cash-paying areas with locations of the vendors within ¼ mile with the “Equity Focus Communities” overlayed.

### Legend

#### Metro 2022 EFC Map (Feature Layer)

EFCs (Updated 2022)

#### Vendor Locations Near Cash Transactions Hotspot

##### Vendor Type

- Barcode Seller
- Retailer
- Transit Office

#### Metro Bus lines (non-Rapid)

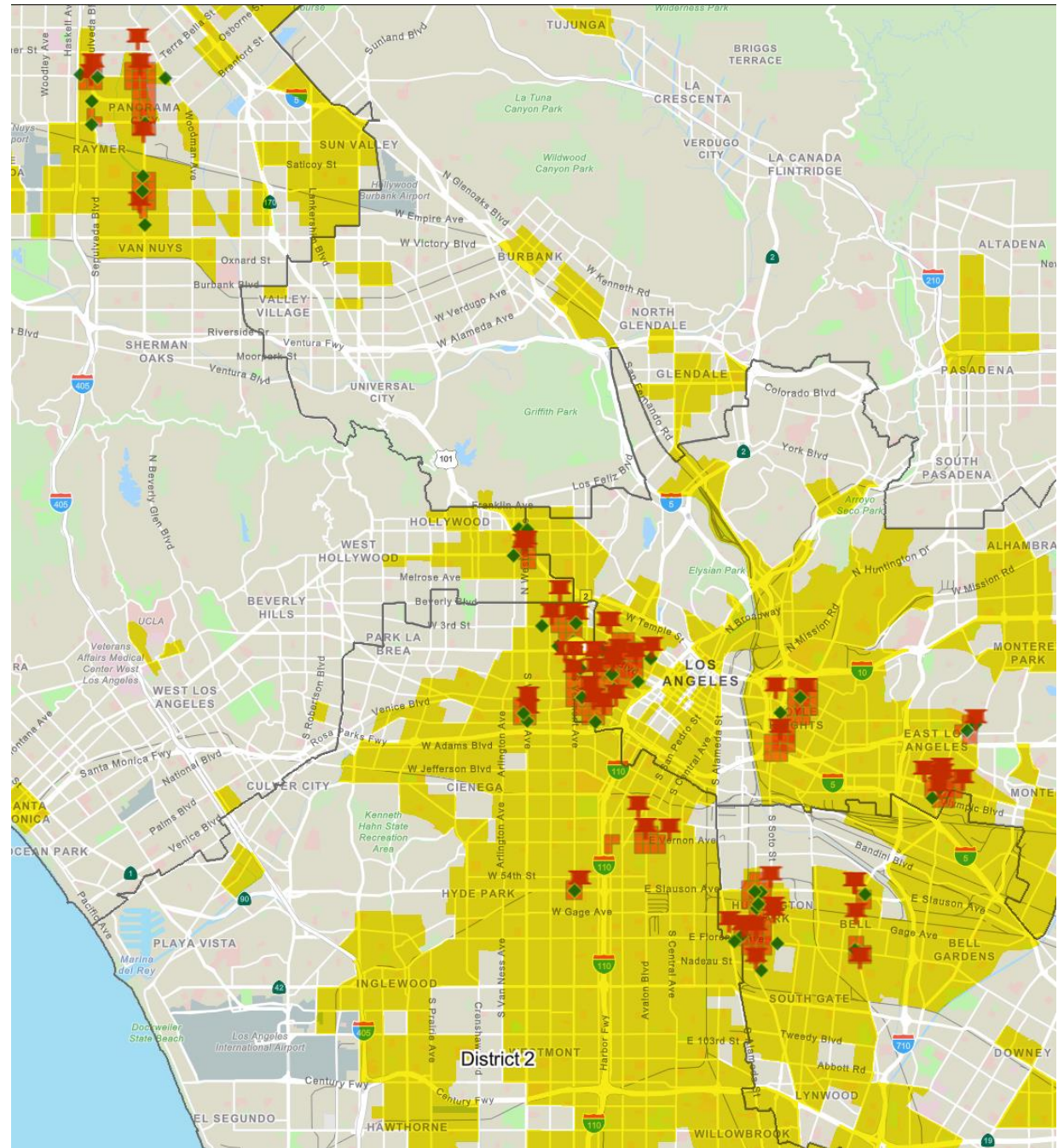
Metro\_Bus\_lines\_(non\_Rapid)

#### Cash Fare

gridcode

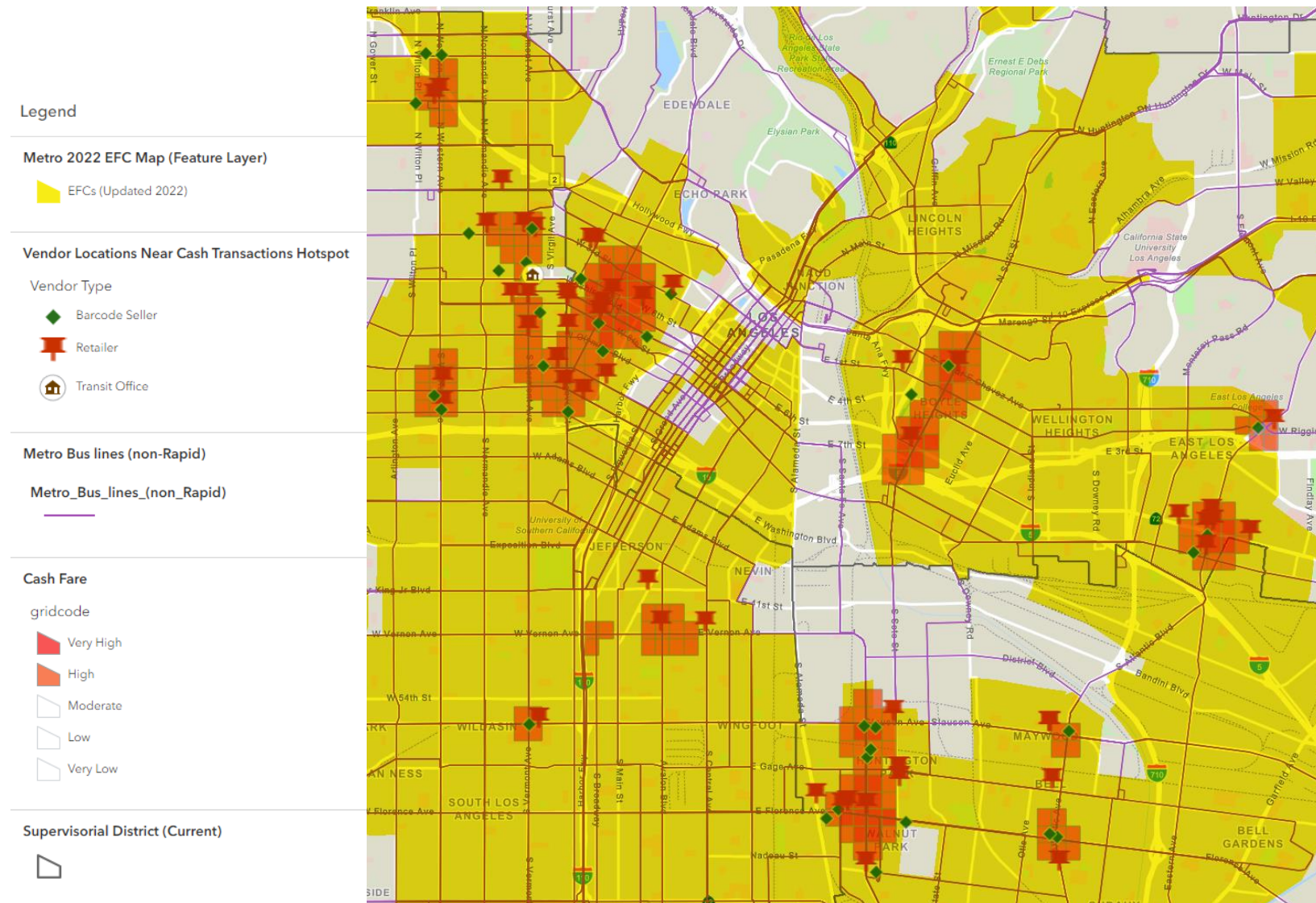
- Very High
- High
- Moderate
- Low
- Very Low

#### Supervisory District (Current)



## Attachment H – Maps of High Cash Paying Locations

This map is a close-up of Central LA with high cash-paying areas mapped with TAP vendors that are located within a ¼ mile of these areas. The purple lines represent bus routes. The yellow are Equity Focused Communities.



## Attachment I – Fare Capping FAQs

### **What is fare capping?**

Fare capping is a simpler system where no rider ever overpays, and the most frequent riders pay less. You pay per ride using Stored Value on TAP. After you tap 3 times in one day, the rest of your rides that day are free. After you tap 10 times in one week, the rest of your rides that week are free.

### **What are the benefits of fare capping?**

You will no longer have to pay upfront for a pass for unlimited rides. You will only pay for each ride you take, and once the dollar cap is reached, you ride free for the rest of the day or week. The more you ride, the more you save.

### **Who is eligible for fare capping?**

Any Metro rider with a TAP card can benefit from fare capping. Those who continue to pay with cash will not be able to participate.

### **What are the proposed new fares for Metro bus and rail?**

The proposed new fares for full fare riders is a \$2 base fare. The daily cap requires riders to pay for their first three rides -- \$6 -- and additional rides after that are free. Once you pay for 10 full fare rides -- \$20 -- all other rides that week will be free.

The proposed new fares for Reduced Fare, including Seniors/Disabled persons and Students (K-12 and College/Vocational) is \$1 base fare with a \$3 daily cap and \$8 weekly cap. For the daily dollar cap, you will pay for three rides, and all additional rides that day will be free. For the weekly dollar cap, you will pay for eight rides in a week, and all additional rides in that week will be free.

### **Do I have to register my TAP card in order to benefit from fare capping?**

No, customers do not have to register their TAP card. However, registering the card makes it easier to check progress toward reaching the fare cap and restoring their Stored Value if their card is lost or stolen.

### **Do I need to buy a new TAP card to benefit from fare capping?**

No. Your current card will be updated automatically so you can participate in fare capping.

### **How will I know when I've reached the daily or weekly dollar cap?**

When you tap on the bus fareboxes or TAP validators at rail stations, the display will show how much Stored Value is being deducted or whether the ride is free. More detailed information will be available on your TAP account on *taptogo.net* or on the TAP app.

### **Where can I see my progress toward the daily and weekly cap?**

Your progress toward earning free rides can be found on bus fareboxes, and TAP vending machines, by calling TAP Customer Service at 866-827-8646, on the TAP app and on *taptogo.net* (registered cardholders only).

## Attachment I – Fare Capping FAQs

### **What day of the week does the weekly fare cap start?**

The weekly dollar cap period runs from start of service Monday through end of service Sunday.

### **Why isn't there a monthly cap?**

Our data shows that having a weekly cap will offer the same benefits as a monthly cap — and will offer more flexibility for our riders.

### **How do I pay fare on Metro bus and rail?**

To ride Metro bus and rail, load Stored Value onto your TAP card to pay per ride. You can load between \$1 and \$300.

### **Will I still be able to use my Foothill pass on the Metro J Line (Silver)?**

Yes, you'll still be able to use the Foothill Day Pass and Foothill 31-Day Express pass on the Metro J Line (Silver).

### **How are Metro LIFE riders affected by these fare changes?**

Metro LIFE riders will receive 30 rides for free each month, and once those are used, they can use Stored Value to pay per ride until the daily or weekly dollar cap has been met. These proposed changes will increase fare equity by allowing Metro LIFE riders to benefit from unlimited rides without having to pay the upfront cost of a pass. Our data shows that most LIFE riders take about 42 rides each month – meaning the average LIFE rider will only have to pay from \$20 to \$24 for the remaining portion of the month.

### **I'm a cash customer, how do I get a TAP card?**

Buying a TAP card is easy. TAP cards can be purchased at TAP vending machines at all Metro rail and busway stations, at Metro Customer Centers, at over 500 TAP vendors in L.A. County, online at [taptogo.net](http://taptogo.net) or by phoning TAP Customer Service at 866.TAPTOGO (866.827.8646). The TAP app allows you to turn your smartphone into a virtual TAP card. For more info on getting a TAP card, [click here](#). TAP cards can be reloaded with Stored Value at the above locations.

### **I'm a cash customer, and I want to remain anonymous. Can I still pay fare with a TAP card and remain anonymous?**

Yes, you may purchase a TAP card and add fare on board a bus, at a TAP vending machine, TAP Vendor or Metro Customer Care Center. No personal information is necessary to buy or reload these cards. You will remain anonymous unless you register your TAP card.

### **Can I load my TAP card on a bus?**

Yes, the bus operator can load up to \$20 of Stored Value onto your TAP card when you board the bus.

### **How do I use the TAP app to pay for my fare?**

## Attachment I – Fare Capping FAQs

Once you download the TAP app from the App Store or Google Play store (search for 'TAP LA'), sign into your TAP account or create a new one. You can add fare to your plastic TAP card or download a free virtual TAP card that allows you to use your phone as a TAP card. From the TAP app, you can add Stored Value to pay per ride on Metro buses and trains or purchase fares for 25 transit agencies in LA County.

### **I'm a GoPass rider. Will I be affected by these fare changes?**

No. Students from participating school districts will still be eligible for free fares with a registered GoPass TAP card. Please contact your school administrator to get your free GoPass TAP card to ride for free.

### **What programs will not be affected by these fare changes?**

Customers in the following programs will not be impacted by fare capping and the proposed fare changes:

- U-Pass
- GoPass
- Access Services
- A-TAP
- Small Employer Program
- E- Pass
- Youth on the Move (YOTM)
- Metro Bike Share
- Metro Micro

### **I'm a Metro Micro rider, will I be affected by these fare changes?**

No.

### **Will Metro Bike Share riders be impacted by these fare changes?**

No.

### **If Metro moves to fare capping, will EZ transit passes and interagency transfers still be available?**

Yes, EZ transit passes and interagency transfers will still be available.

### **Where can I learn more about Reduced Fare or the LIFE program?**

For discount fare details and eligibility, including LIFE and Reduced Fares visit:  
*[metro.net/fare](http://metro.net/fare)*