



Moving Los Angeles Forward

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City of Los Angeles Department of Transportation's Transit Bureau Debuts Mobile Sales Van

LOS ANGELES, California--2/9/16--The Los Angeles Department of Transportation's Transit Bureau debuted a new Mobile Sales Van at the Night on Broadway event held in Downtown Los Angeles on Saturday. LADOT Transit is the first transit operator in Southern California to introduce a mobile sales team strategy. The purpose of this strategy is to make it as convenient as possible for riders to take advantage of the DASH electronic fare incentives and discounted passes that were introduced by LADOT in August as well as to expand the sales of TAP smart fare payment cards to LADOT Transit riders.

LADOT Transit has outfitted the van with cashless point of sale devices that can sell TAP cards, add value to existing cards or place passes or tickets on existing TAP cards. Beginning in February, the van will make regularly scheduled visits to public venues such as community centers, schools and senior centers. The schedule for the van will be posted on line and at the various venues.

LADOT is committed to promoting the message that riding DASH using TAP and electronic fares is a much better bargain than using cash. In order to increase the numbers of riders who are using TAP on DASH, LADOT Transit adopted a strategy of taking the sales to the riders.

LADOT General Manager Seleta Reynolds said, "We continue to strive for ways to express our thanks to our customers for riding DASH; to bring the store to them and to add value for those who use TAP. We want to make it easy for our riders to save time and money and continue to spread the word about the excellent service LADOT Transit provides."

For more information about discounted fares and electronic fare incentives or the schedule for the Mobile Sales Team, please contact LADOT Transit at (213, 310, 323 or 818) 808-2273.

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