Low Income Fare Program
Equity Advisory Committee
April 18, 2017

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Purpose of a Low Income Program

To reduce barriers for residents in the Twin Cities so they can take Metro Transit regardless of age, ability or economic means.

The barriers we hope to reduce are:

1. Lower the cost of taking transit to those considered low income per guidelines
2. Increase awareness of all reduced fare options available to low income people, including this new fare tool
3. Allow card holders to have a choice to ride or ride more often, not only the most essential trips
4. Create a way to manage the impact to that group for future fare changes

Enrollment Limited

- Present authorized certification
- Photo ID
- Complete registration
- Request enrollment of other family members to be enrolled if listed on the certification form.

TAP II:Face to Face distribution method

- Metro Transit Service Centers
- MVTA and Southwest transit stations
- 14 Community engagement partners
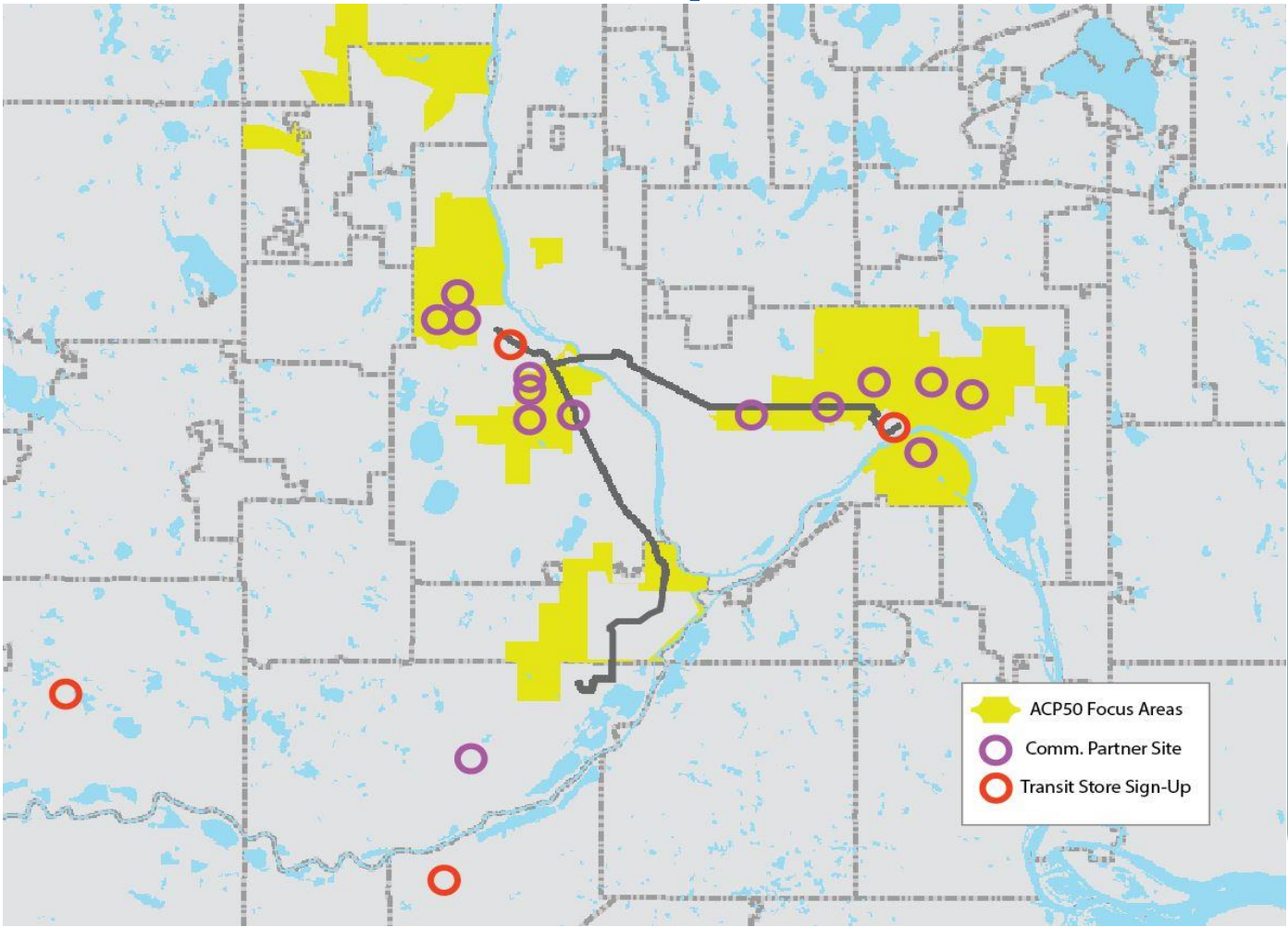
Results of distribution;

Well received by hosting site.

Face to face communication was key

- ✓ English Language Learners
- ✓ "I didn't bring my glasses"
- ✓ How does the program work
- ✓ The smile when cost saving is realized

Enrollment sites for pilot

ACP50 Focus Areas
Comm. Partner Site
Transit Store Sign-Up

Community Partners

- Northpoint
- MPS Davis Center
- AGAPE Oasis
- Catholic Charities Opportunity Center
- PPL Learning Center
- Urban Ventures
- MPS Hi-Lake Center
- VEAP
- Mt. Airy (SPPHA)
- Skyline Tower
- Neighborhood House
- CLUES
- Salvation Army Eastside
- Rondo Library (HAP)

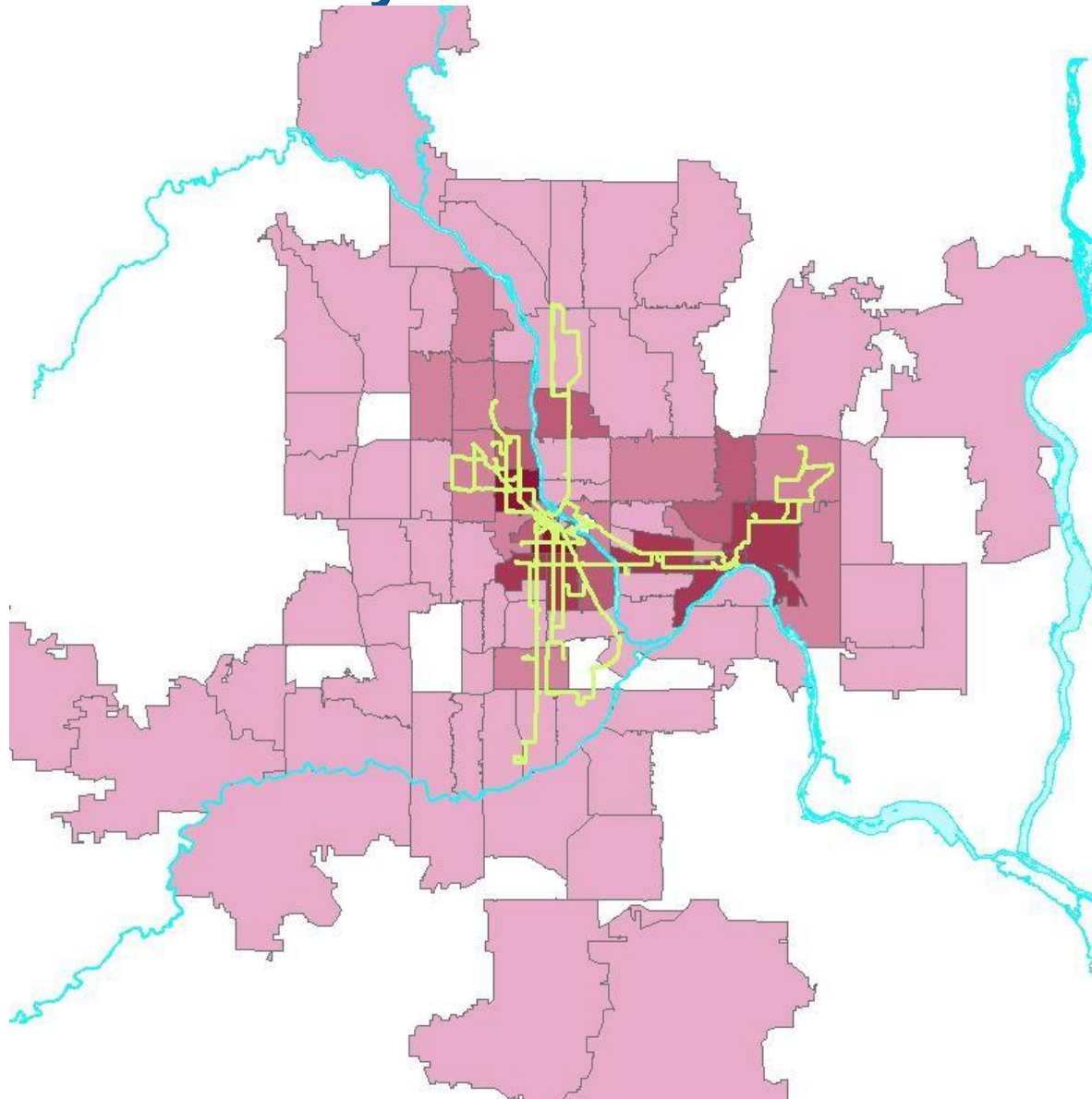# Enrollment demographics

- 53% female, 46% male

- 82% are persons of color

- 85% reported they usually take transit

- 13% new riders

– 60-40 split on job and no job
– 69% use cash, etc.
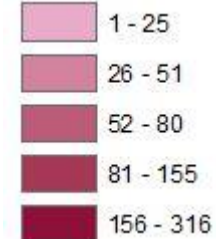– 19% get some transit assistance
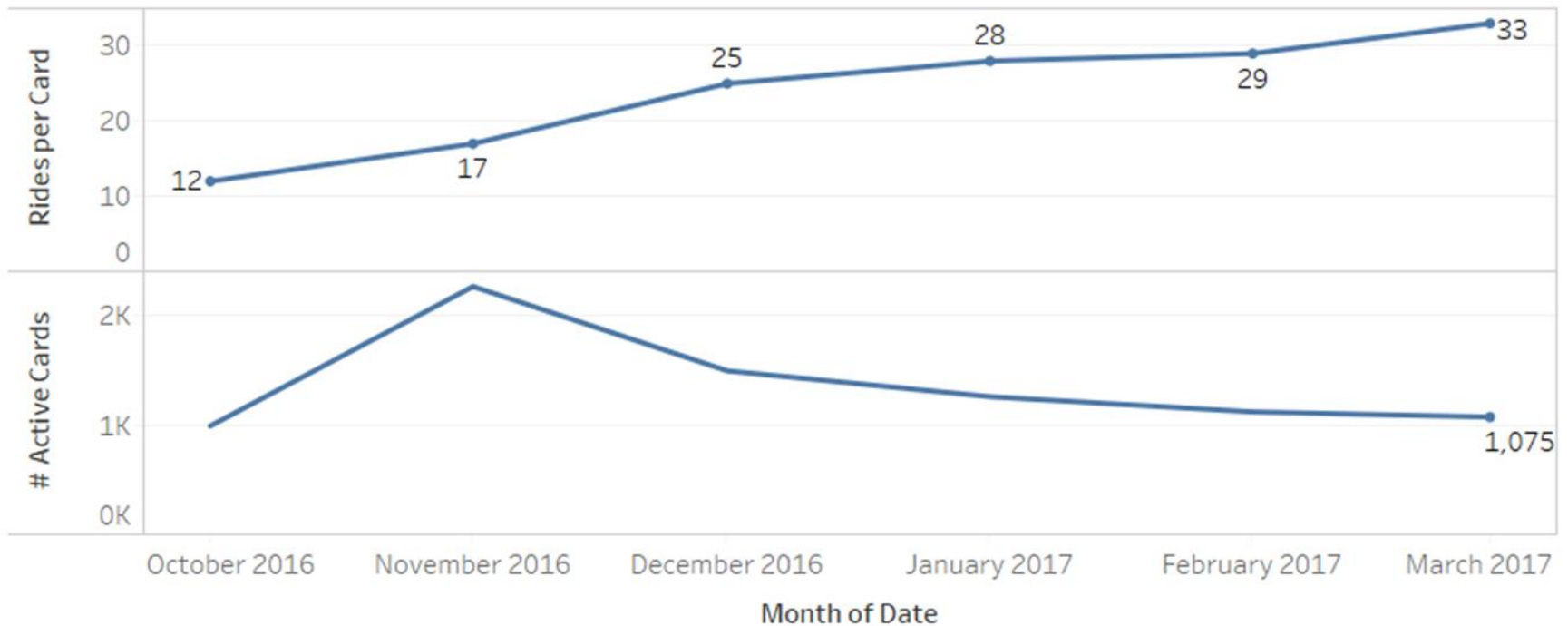
Where do they live and travel?

- Enrollment from all across region

- Most people lived in South Mpls., North Mpls., Saint Paul's Eastside, Central Corridor

- Map shows top 10 most used routes in pilot
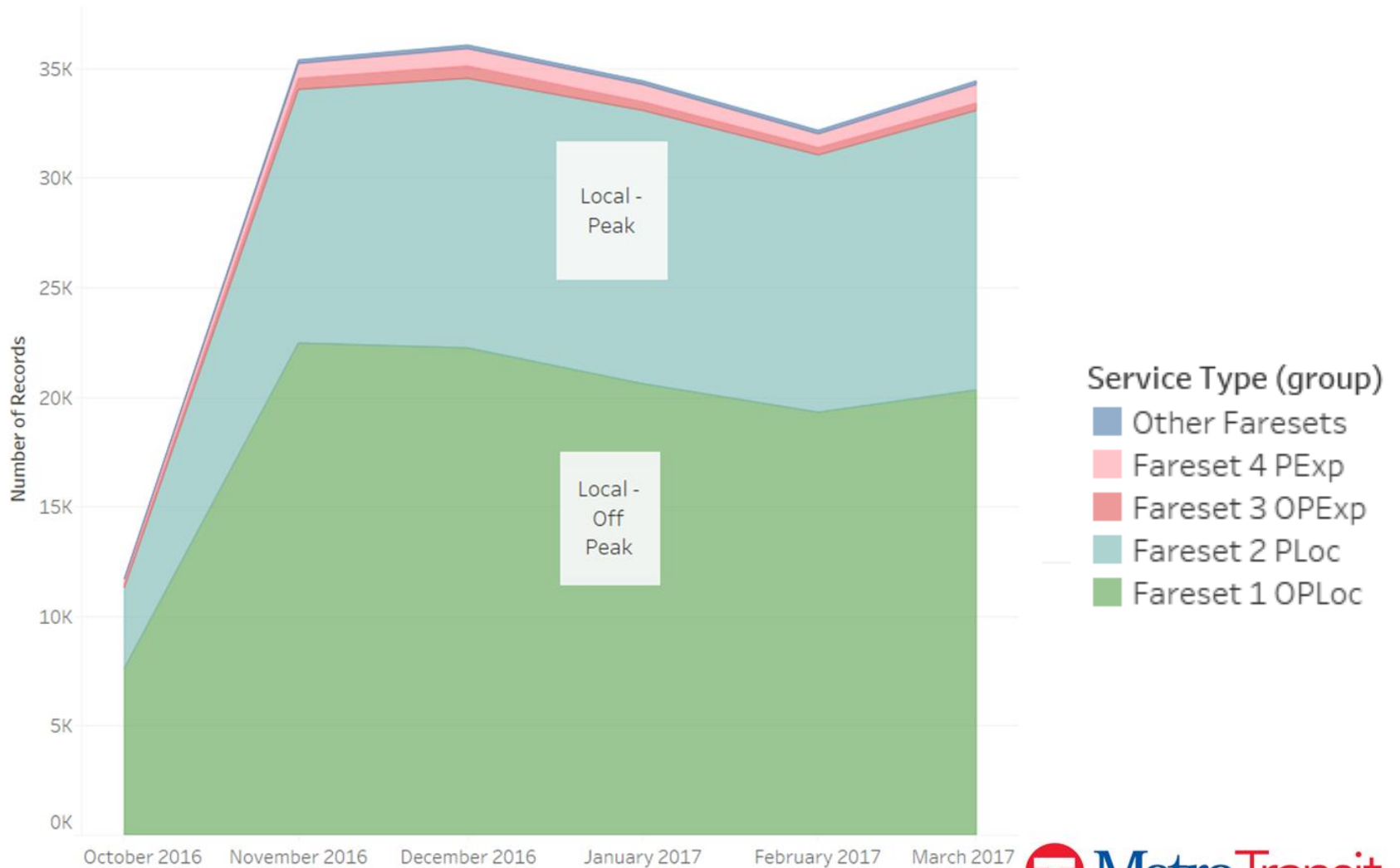
# of enrollees

	1 - 25
	26 - 51
	52 - 80
	81 - 155
	156 - 316

Metro Transit
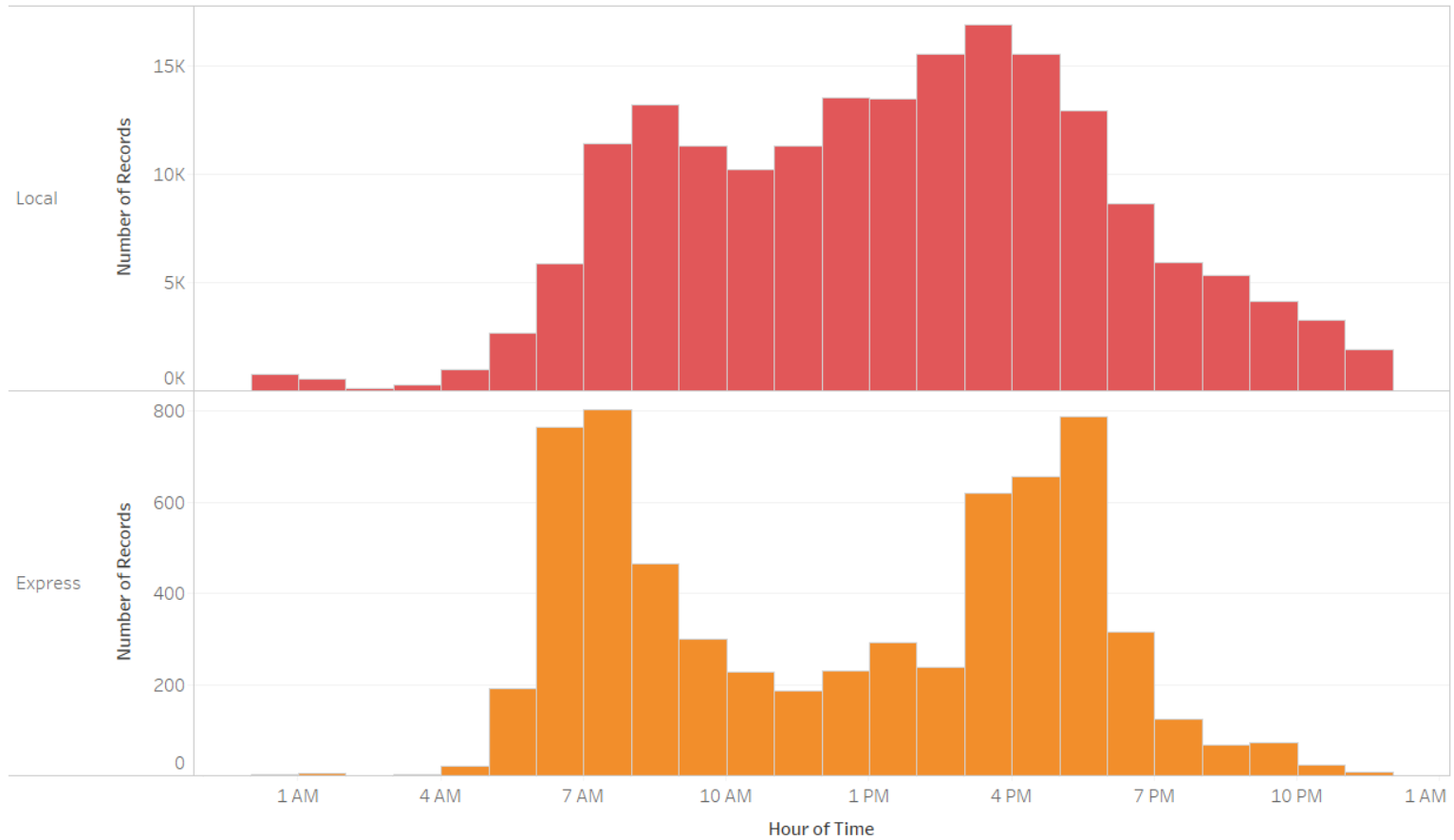a service of the Metropolitan Council

Average Tags per Card and Number of Active Cards by Month

Tags by Time of Day and Service Type

Number of Tags per Hour by Service Type

Are they riding more often?

Chart: % of survey respondents

- Few per year → **18 times per month**
- Few per month → **13 times per month**
- 1-2 per week → **4 times per week**
- 3-5 per week → **7 times per week**
- Daily → **36 times per month**

■ % of survey respondents
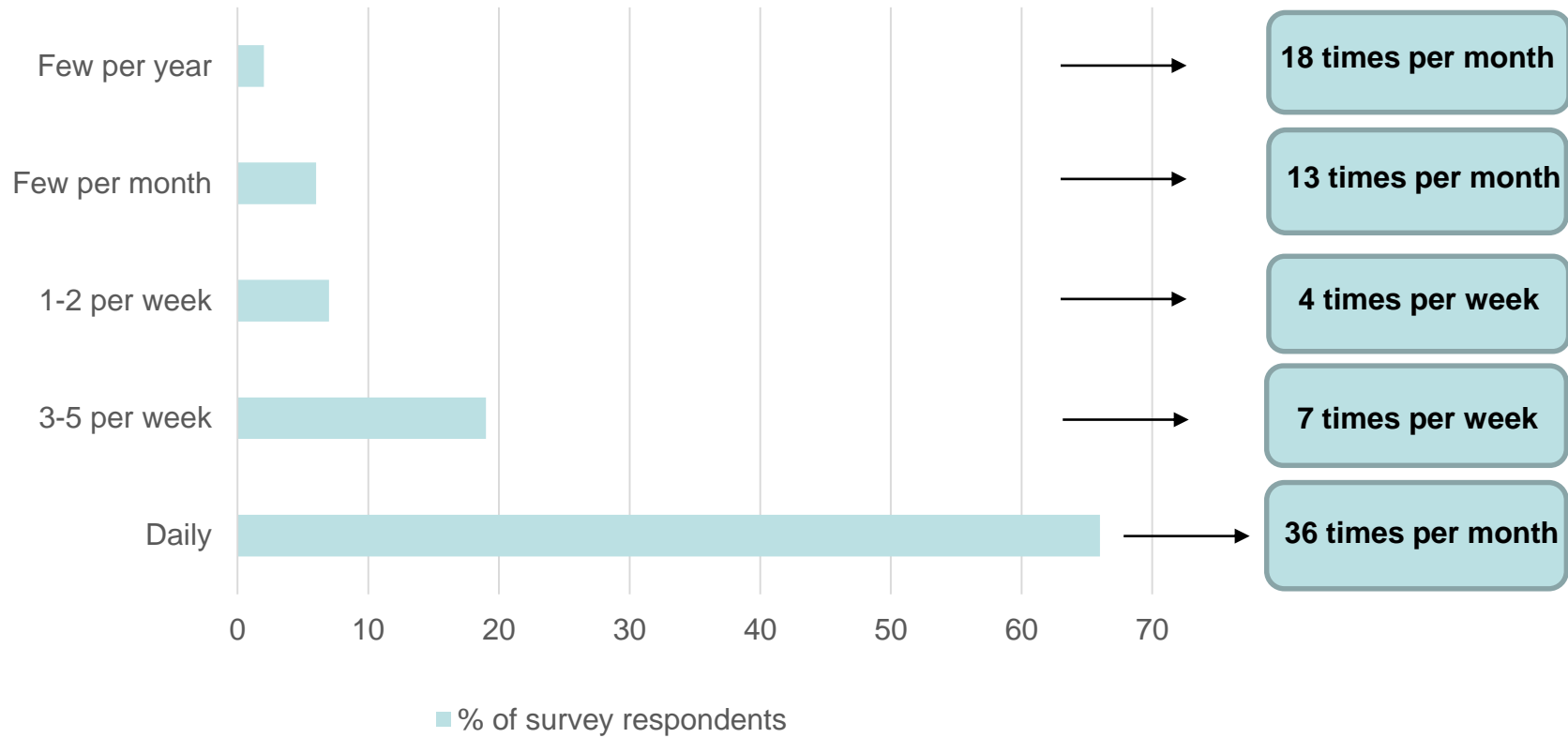
Post Survey findings

- ✓ Has it improved you ability to travel?
- ✓ Program was easy to understand?
- ✓ Easy to enroll others?
- ✓ Interest in a monthly pass?
- ✓ How many times per week did you rider MT and paid your fare with cash/tokens/coupons?

- • Undeliverable- no forwarding address
- • No complete addressHomeless" or organization
- • Submitted

Distribution Model Logistics:

- Card distribution at public or agency partner sites
  - Certification complete within the last 60 days- Public
  - Contract with community partners to ensure adherence to eligibility guidelines.
- Mandatory Registration for fraud control.
- Limited to Stored Value loads.
- TAP card is valid for 365 days of discounted riding.
- Certification documents at MT Service Centers.
  - EBT card accepted once enrollee documents the card belongs to them and has loaded with value within the last 60 days
  - Other certificate validated within 60 days: School lunch. WIC folder, Housing statements,…

Community Partners/ Agency Enrollment

Community Partnerships

Existing MT staff would set up and monitor sites

- Social Service Provider and Community Partners
- ECO partners

Focus on education, health, food, housing providers

Qualifications; 185% above poverty level or 50% AMI or has no permanent overnight housing.

Future to include Jobseeker program.

Next steps

1. Continued data review.
2. Encourage pilot partners and participants' formal feed back on program value during public hearings.
3. Refine and approve eligibility requirement
4. Develop partner participation agreement
5. Review of anticipated program impacts.
6. Recommendation to adopt as a permanent fare