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

- 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
Average Tags per Card and Number of Active Cards by Month

- **Rides per Card:**
  - October 2016: 12
  - November 2016: 17
  - December 2016: 25
  - January 2017: 28
  - February 2017: 29
  - March 2017: 33

- **# Active Cards:**
  - October 2016: 1,075
  - November 2016: 2,500
  - December 2016: 2,000
  - January 2017: 1,500
  - February 2017: 1,000
  - March 2017: 750
Tags by Time of Day and Service Type

- Service Type (group):
  - Other Faresets
  - Fareset 4 PExp
  - Fareset 3 OPExp
  - Fareset 2 PLoc
  - Fareset 1 OPLoc

- Local - Peak
- Local - Off Peak

- Month of Date:
  - October 2016
  - November 2016
  - December 2016
  - January 2017
  - February 2017
  - March 2017

- Number of Records:
  - 0K
  - 5K
  - 10K
  - 15K
  - 20K
  - 25K
  - 30K
  - 35K

Metro Transit
a service of the Metropolitan Council
Number of Tags per Hour by Service Type

- **Local**
  - Hour of Time: 1 AM to 1 AM
  - Number of Records: 0 to 15K

- **Express**
  - Hour of Time: 1 AM to 1 AM
  - Number of Records: 0 to 800
Are they riding more often?

- Few per year
- Few per month
- 1-2 per week
- 3-5 per week
- Daily

% of survey respondents

- 18 times per month
- 13 times per month
- 4 times per week
- 7 times per week
- 36 times per month
Post Survey findings

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

• Undeliverable- no forwarding address
• No complete address Homeless” 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

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 feedback 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