



Low Income Fare Program Pilot Proposal

TAAC November 4, 2015

Purpose of Program

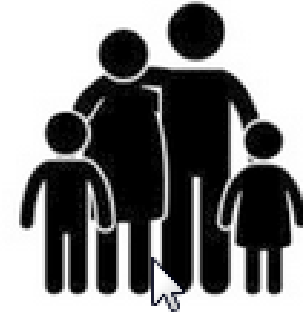
To reduce barriers for residents in the Twin Cities so they can take Metro Transit regardless of age, ability or economic means.

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 more often, not only the most essential trips.
4. Create a way to manage the impact to that group for future fare changes.



Program Plan



Reduced Fare

Seniors (ages 65+)

Photo ID with "T" endorsement required

Youth (ages 6 to 12)

Ages 5 and under ride free (limit 3) and must ride with a fare-paying customer

Mobility Fare

Persons with Disabilities

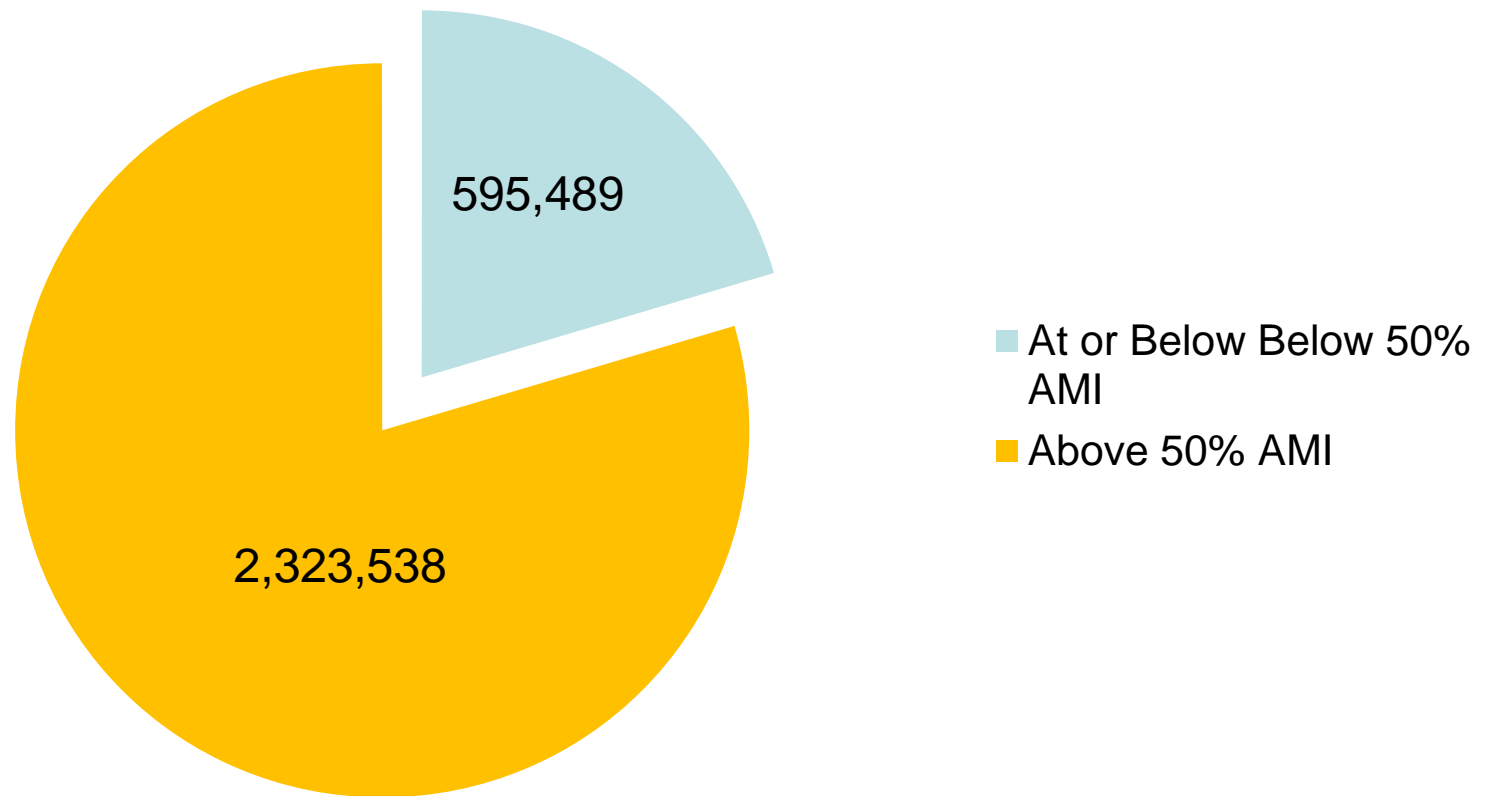
State ID with an "A" or "L" endorsement or a Metro Mobility ID card

Pre & post survey

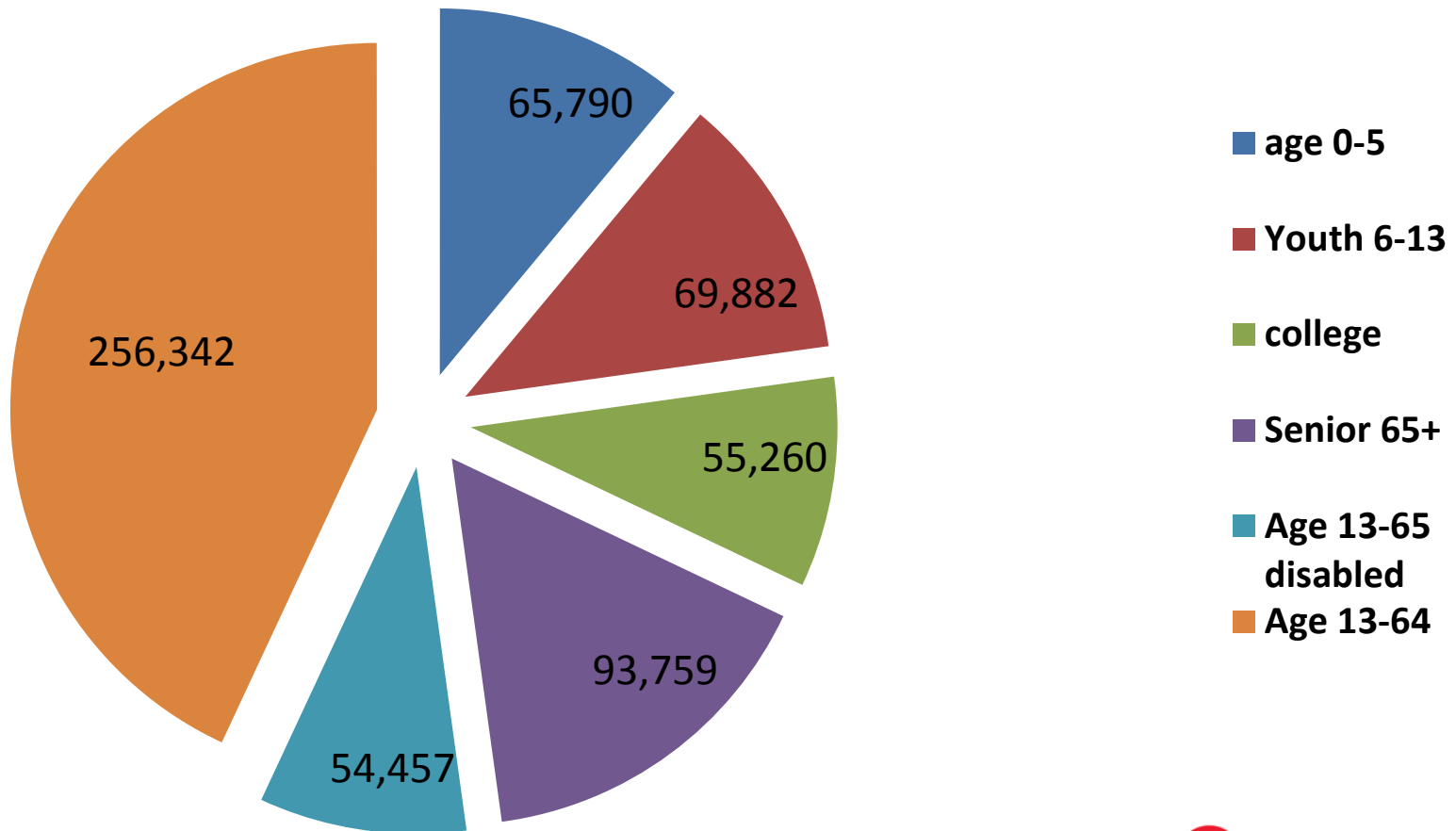


Six month pilot

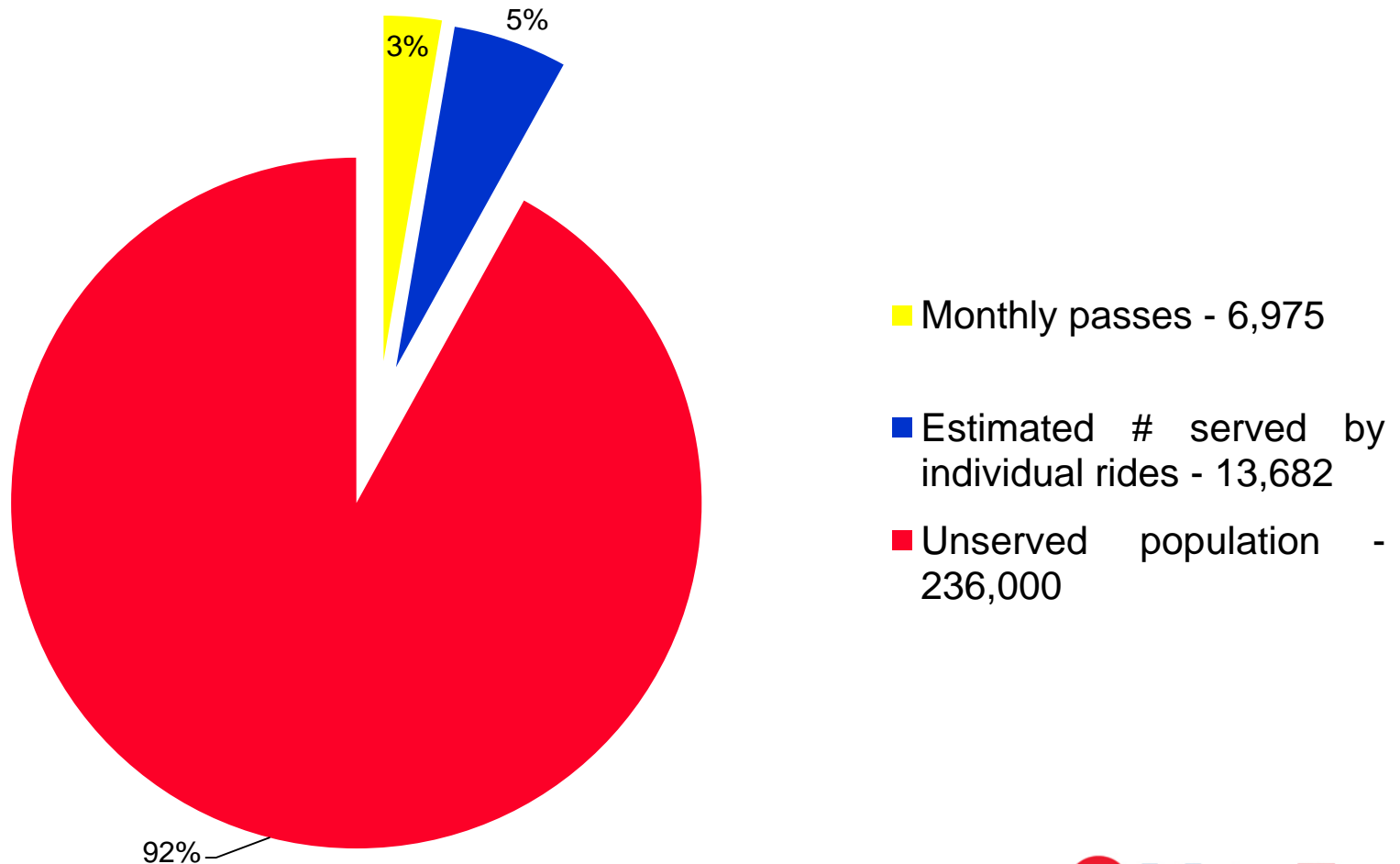
Twin Cities Population by Income



Metro Area Low Income Breakdown (<50% AMI)



How do we serve today low income customers today?



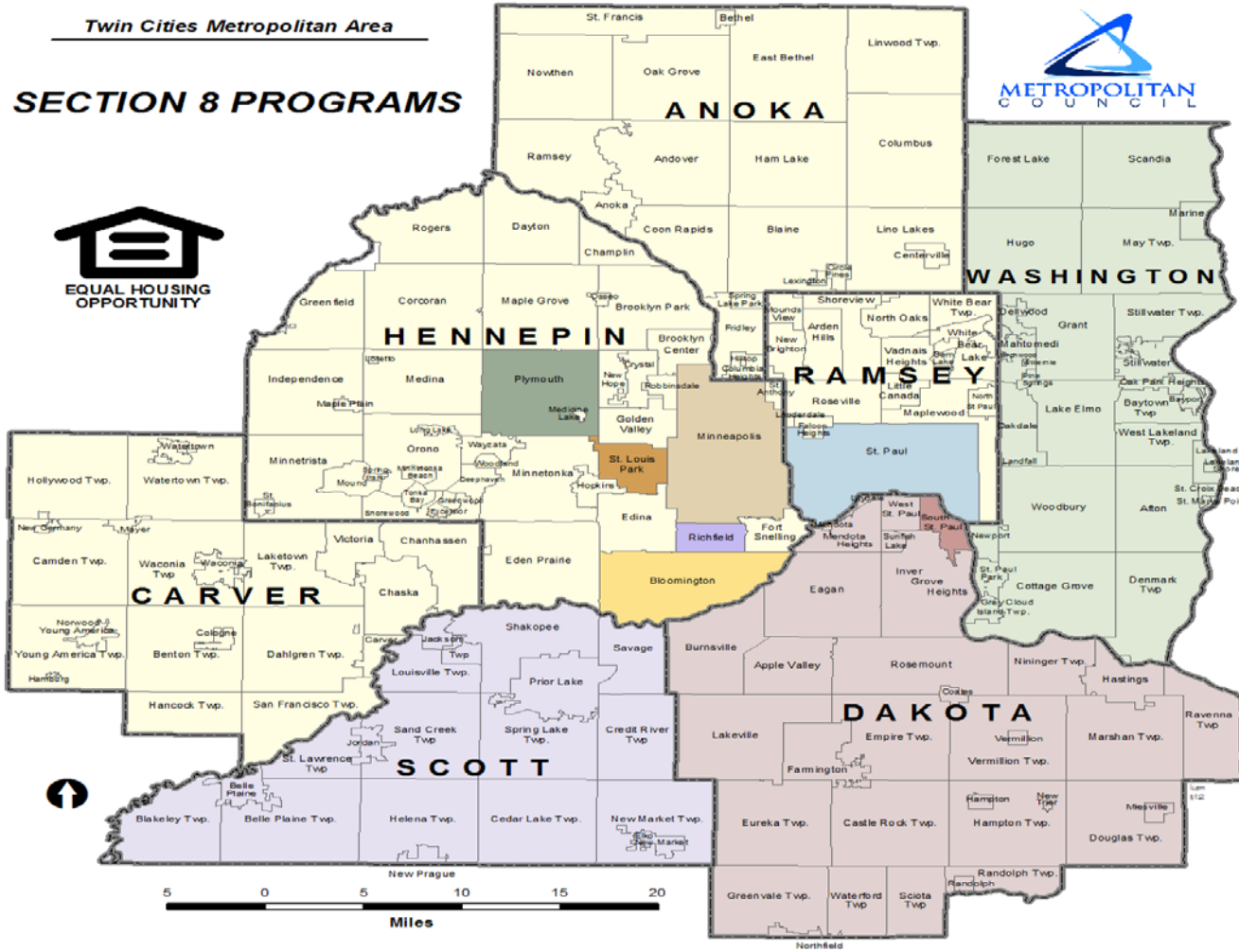
Other Considered Opportunities

- Twin cities area (Seattle WA)
- Ramsey or Hennepin Counties
- Public discount (Madison model)
- Retail workers (MOA site specific)
- Housing Assistance programs (Metro HRA)

Why Metro HRA?

- Metro HRA serves 7,000 low income households with rental assistance
- Help meet Council Thrive Equity initiatives
 - Ensure public transportation access for all residents of the region
 - Ensure housing choice in high opportunity areas
- Access to transportation is a barrier to suburban voucher placement
 - 80% of Metro HRA voucher holders live within ½ mile of a LOCAL transit route
 - 87% within 1 mile of a LOCAL transit route

SECTION 8 PROGRAMS



Twin Cities Metropolitan Area Housing Authorities:

	Metro HRA (651) 602-1428		South St Paul HRA (651) 554-3270		Dakota County CDA (651) 675-4400
	St Paul PHA (651) 298-5158		Plymouth HRA (763) 509-5410		Washington County HRA (651) 458-0936
	Minneapolis PHA (612) 342-1480		St Louis Park HRA (952) 924-2579		Scott County HRA (952) 402-9022
	Bloomington HRA (952) 563-8937		Richfield HRA (612) 861-9770		

Pilot Recommendation

- 256,342 low income households in the region
 - At or below 50% Area Median Income
- Metro HRA Pilot Program Size = 8,713
 - Households certified as low income
 - Not eligible for other discounted programs
 - Not receiving transit assistance from another provider
- Metro HRA to send offer of participation
 - Redemption codes included
 - Used to redeem online, in person or via mail

Pilot Goals

- Gather data to understand impact, both individual and Metro Transit
 - Identify the best group to support
 - Provide the opportunity to ride or ride more.
 - Is HRA the right partner for a wider scale program
- Determine where Metro Transit can have the most immediate impact
 - Easily implemented
 - Calculate Revenue impact
 - Determine conversion rates
 - Validate fraud controls



Proposed Next Steps

- Continue to get feedback from stakeholders to finalize pilot test plan.
- Develop fare tool and communication plans.
- Implement six month pilot test
 - Targeted for launch December 1st, 2015

