

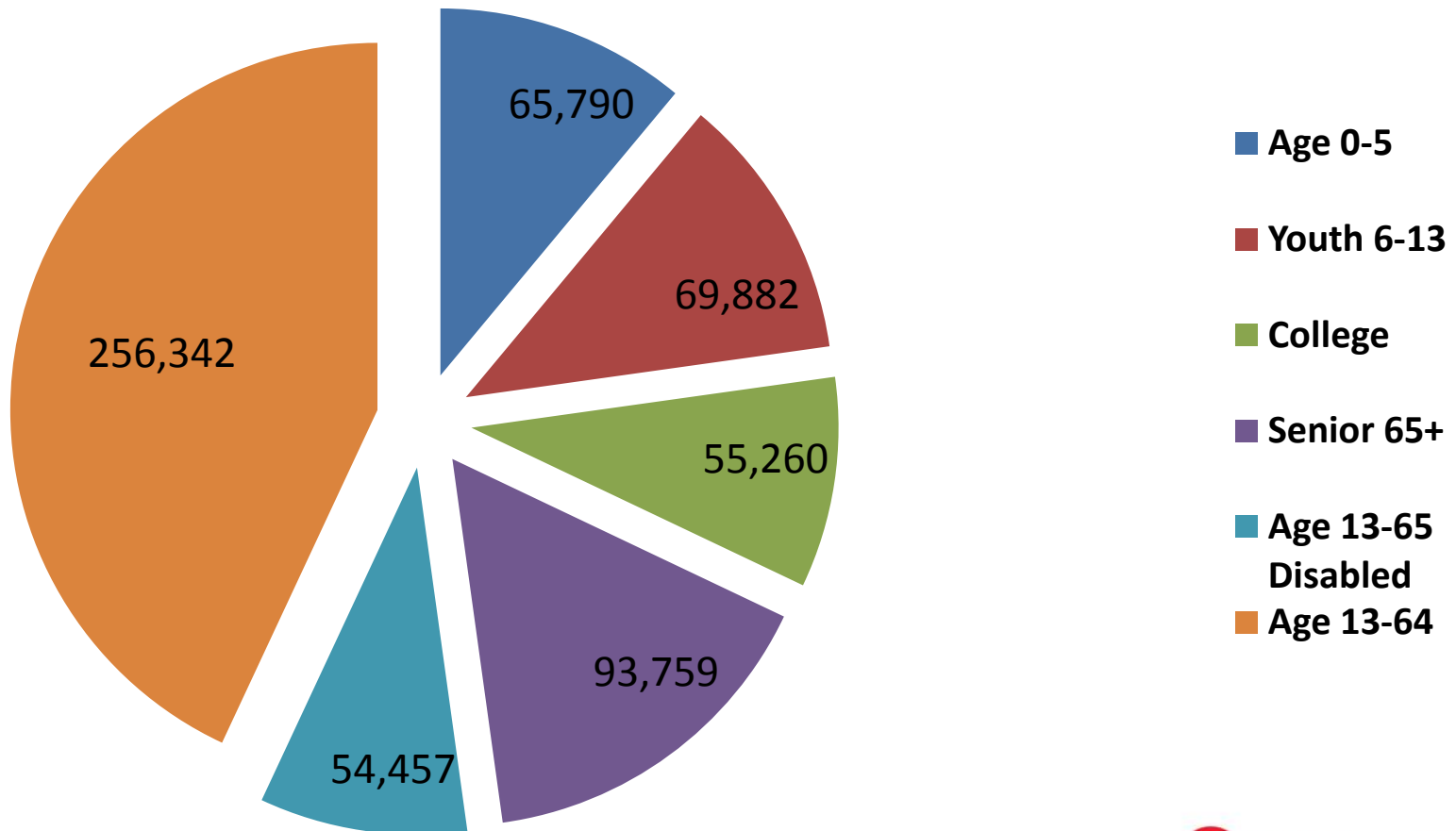


Low Income Fare Program

July 11, 2016



Metro Area Low Income Breakdown (<50% AMI)



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

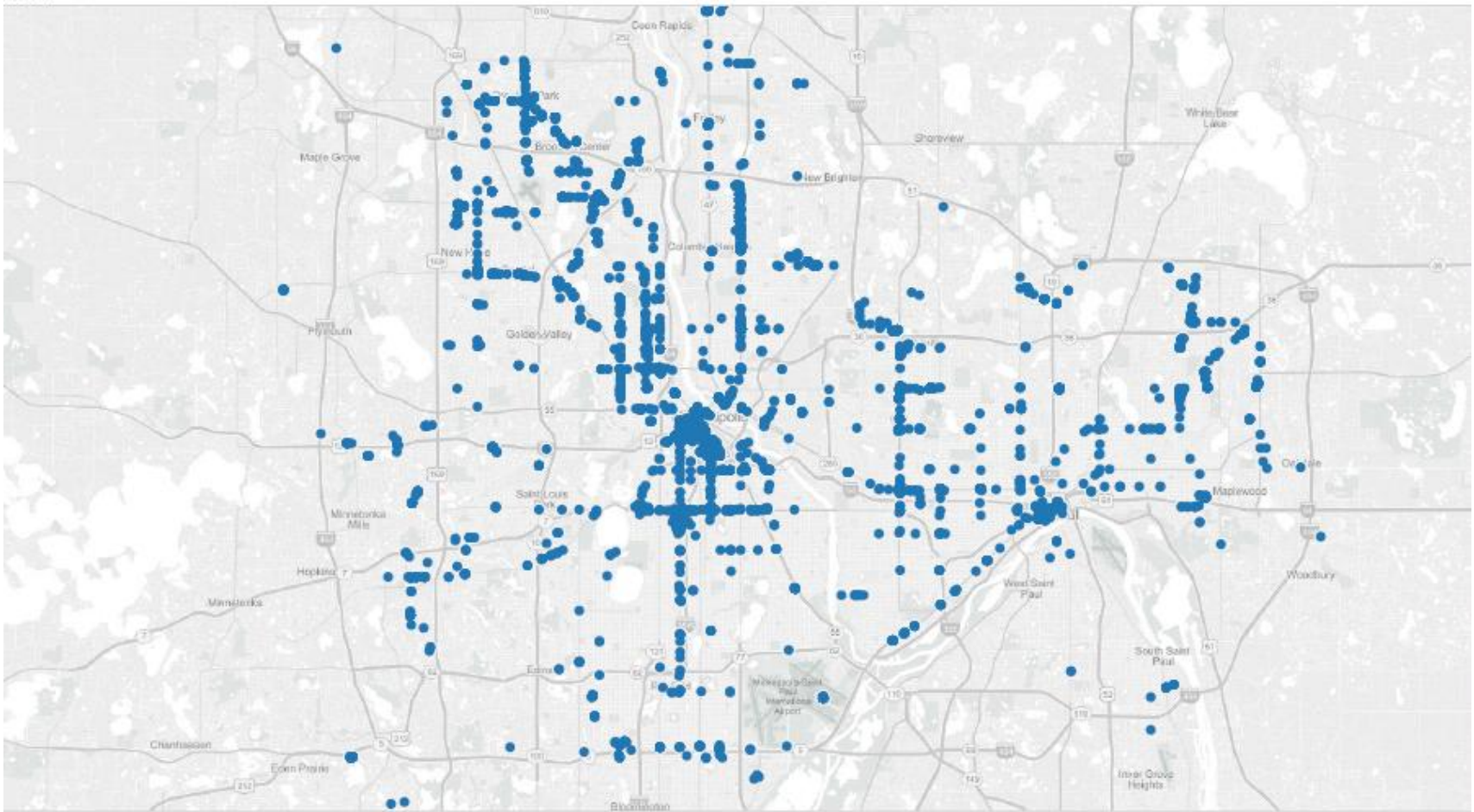
Initial Pilot Goals

- Offer transit support to Low Income people
- Gather data to understand impact, both individual and Metro Transit



- Determine where Metro Transit can have the most immediate impact:
 - Create a program that is simple to implement on a wide scale
 - Validate fraud controls
 - Estimate future ridership and revenue impact

Ridership Map



Pilot Program Summary

Discount offered to 4,000 households, 8,000+ people

- 287 participants took us up on the offer
- 7,822 original boardings taken, 65% non-rush
- 15,604 total rides

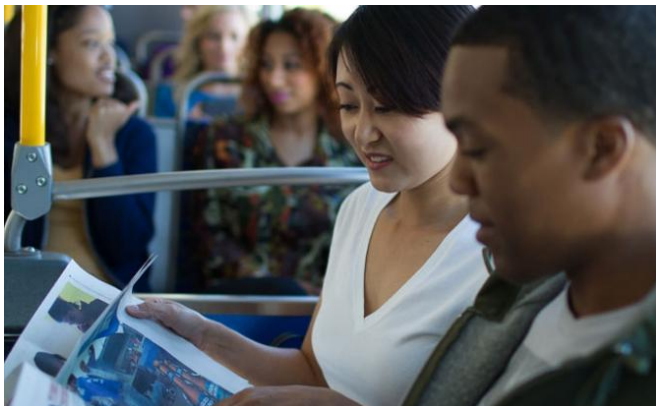
Lessons learned

- Website was a barrier to redemption for some
- More face to face contact needed
- Program was not all inclusive of all households

Costs of program included fare discount, mailings, and administrative cost ~ \$20,000

Next Steps

- Begin required Title VI review
- Develop partnership with Low Income support organizations to include all reduced fare types
- Identify what documents may be most readily used in the Twin Cities
- Identify open enrollment centers
 - Service Centers and other remote sites to be determined





TAP



Title VI review



TAP II pilot

Engagement:
Community Public



Data review

Post
survey



Management
program
update on
findings



Management program
recommendation