



Low Income Fare Program Re-launch Update February 27, 2017



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.



Face to Face distribution method

- Metro Transit Service Centers
- MVTA and Southwest transit stations
- 14 Community engagement partners

Results of distribution;

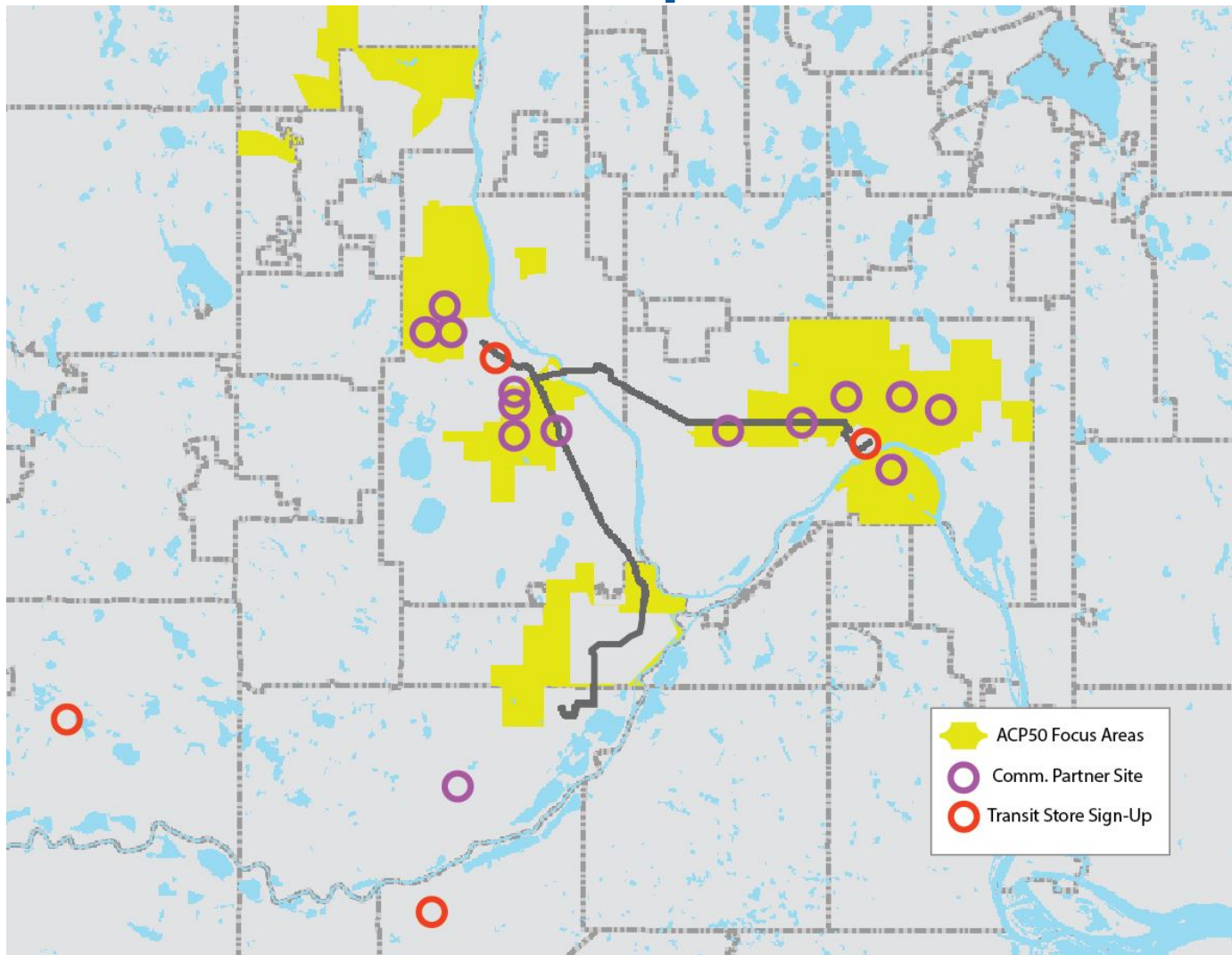
Well received by hosting site.

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



- 14 Community Partners
- 19 Sign Up Events (10/17 -11/29/16)

Enrollment demographics

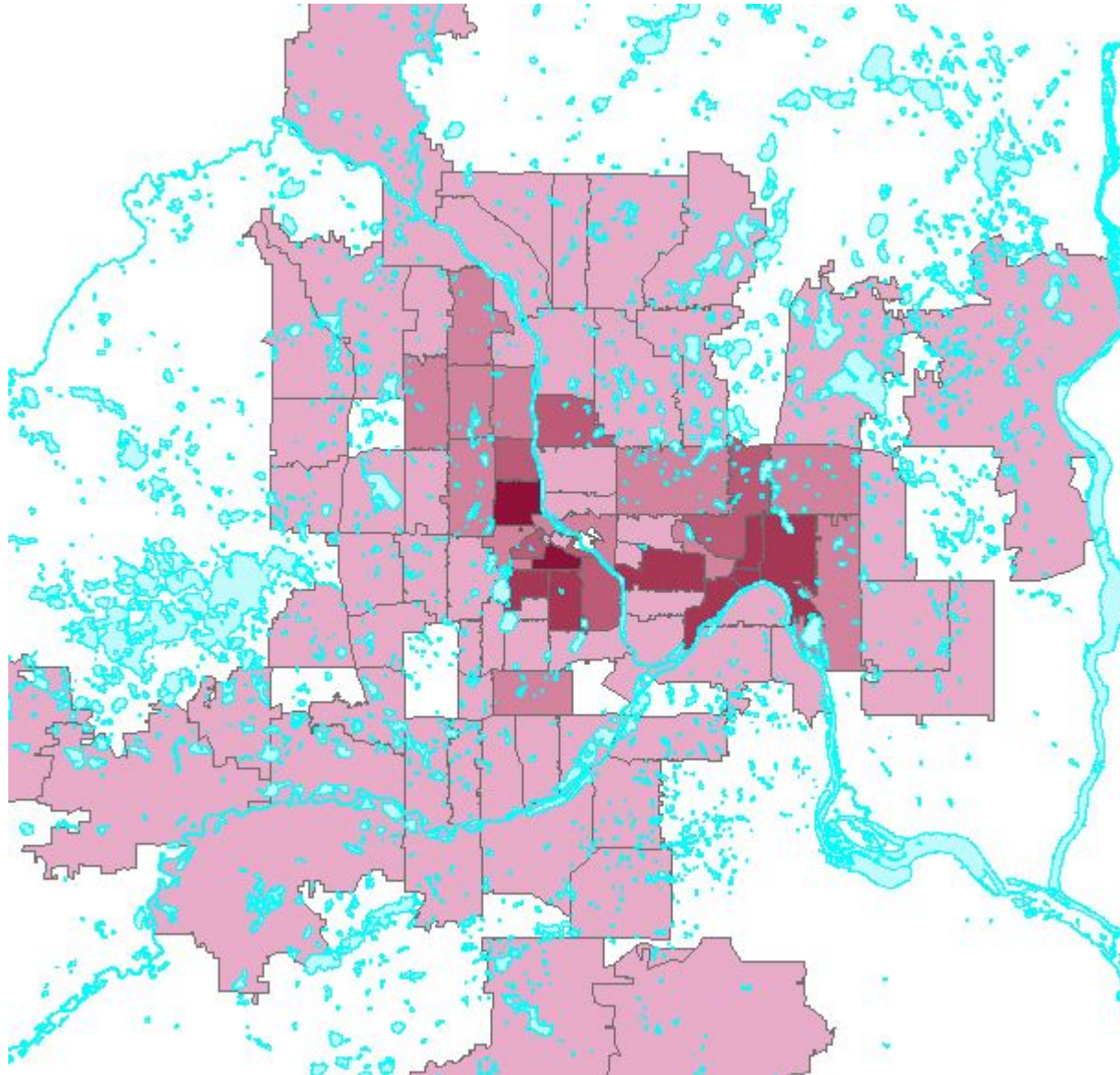


- 53% female, 46% male
- 82% are persons of color
- 85% reported they usually take transit
- 13% new riders

- 60-40 split on job and no job
- 69% use cash, etc.
- 19% get some transit assistance

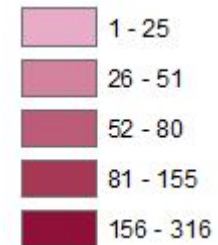


Where do they live?



- Enrollment from all across region
- Most people lived in South Mpls, North Mpls, Saint Paul's Eastside, Central Corridor

of enrollees



Active Cards and Ridership

Month	Enrollees	Active Cards	Total Rides	Avg. Ride/Active Card
Oct.	1,115	916	10,177	11.11
Nov.	2,279	1,695	34,278	20.22
Dec.	2,279	1,326	35,831	26.68
Jan.	2,279	1,111	34,048	30.65
Total	2,279		113,884	28.93

96% of rides in local fare set

Distribution Model Logistics:

- Card distribution at public or agency partner sites
 - Enrollee to be validated prior to card distribution for fraud control
 - Certification complete within the last 60 days. Annual renewal
- \$2 value on card to get the rider started?
- 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
- Community Partners
- Possibly Jobseeker and ECO partners

Focus on education, health, food, housing providers

Qualification; 185% of poverty level or 50% AMI

Enrollee to be validated prior to card distribution and registration for fraud control.