

Fare Adjustment Implementation Update

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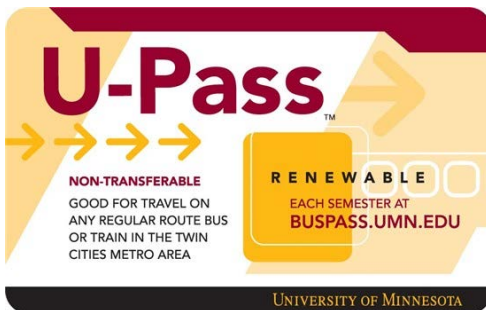
Nick Eull
*Senior Manager
of Revenue Operations*

*Transportation Committee Meeting
of September 11th, 2017*



Communications Strategy

- Customers
- Customer Program Clients
- Retail Partners
- Agency Partners
- Contract Providers
- Suburban Transit Providers



Metro Transit Communications Tactics

- Brochures (four languages)
- Digital and Online ([link](#))
- Fleet & Other Property
- Existing Material Updates
- Media
- Employees



FARES WILL INCREASE OCT. 1:
All regional bus and train fares will increase by 25¢
and Metro Mobility fares will increase by 50¢.

For details, see brochure onboard or visit metrotransit.org/FareIncrease.

612-373-3333 metrotransit.org 



Bus and train fares will increase 25¢ on Oct. 1

Learn more inside and at metrotransit.org/FareIncrease


a service of the Metropolitan Council

Transit Link, Metro Mobility Customers

- Web content
- Proactive communications – email and letter
- Rider alerts on buses
- Media release, social media
- Updating rider guide, brochures
- Full newsletter – October (printed, mailed, online)
- Next Metro Mobility customer forum – Oct. 6



Update Fare Programming







Internal Support Systems/Teams

- Webstore
- Back-end Support Systems
- Interactive Voice Response
- Customer Relations
- Transit Information Center
- Transit Control Center



Home > Metro Transit Store > Welcome

Metro Transit Store

 <p>New Go-To Card Click For Price</p> <p>Order a new Go-To Card with a pass and/or stored value.</p>	 <p>Add Value Click For Price</p> <p>Add value to an existing Go-To Card, Metropass, College Pass, U-Pass or Student Pass.</p>
	





https://www.metrotransit.org/tap-riders



STORE RIDER ALERTS

WELCOME
Create Account
Sign In

[How to Ride](#) [Fares & Passes](#) [Rider Resources](#) [Other ways to get there](#)

search metrotransit.org [Go](#)

[Fares & Passes](#) > [Passes](#) > TAP

Transit Assistance Program (TAP) – Riders

Enrollment begins Oct. 1, 2017

The Transit Assistance Program (TAP) is designed to help make public transit more affordable for low-income residents.

To sign up, you must produce one of the following approved documents listed below. Once qualified you can get a TAP card that, when you add money to it, you get a \$1.00 fare (plus a 2.5-hour transfer) on every ride you take. Along with a certifying document, you must also show an ID card or utility statement with your name and address on it. Once the TAP card is used, you will have access to the \$1.00 fare for a full year.

(The discounted price is not valid on Metro Mobility or Transit Link buses and only a partial discount is applied on Northstar fares)

Sample Accepted Certifications:

- Documented EBT Card with a recent food benefit
- WIC folder
- Free/Reduced School Lunch Letter
- Check back for new certifications

The card must be registered and cannot be given to or shared with another person.

To enroll, you can bring your valid certification ID's to the following locations:

- Minneapolis Metro Transit Service Center: 719 Marquette Avenue, Minneapolis MN 55411
- St. Paul Metro Transit Service Center: 401 E. 5th Street, St. Paul MN 55101
- Mail Order: Complete a Mail order form with payment and a photo copies of your document and ID.
- Check back for new locations

NOTE: At this time, EBT are not accepted for mail order applications.

If you are a member of the one of the following below organizations, you may be eligible to get a TAP card thru them:



Organizations

Get details on how to become a TAP partner.

[HOW TO BECOME A TAP PARTNER >](#)

TAP Partners

Public Enrollment Sites

- St. Paul Service Center
- MPLS Service Center
- MVTA Transit Station
- Southwest Transit Station
- Project Pride and Living

Accepted Public Site Certifications

- EBT w/Food Benefits
- Free/Reduced School Lunch
- WIC Folder
- Metro HRA Family Statement
- Plymouth HRA Statement w/Payment Verification

Verbal Commitments

- | | |
|---------------------------|-------------------------------------|
| • VEAP* | • Project Pride and Living* |
| • CLUES* | • Catholic Charites* |
| • Twin Cites Rise!* | • MPLS American Indian Center* |
| • Keystone* | • Mille Lacs Band of Ojibwe* |
| • Little Earth* | • Washington CDA |
| • UJAMAA Place* | • Valhalla Place* |
| • Bloomington HRA* | • Plymouth HRA |
| • Richfield HRA* | • House of Charity* |
| • St. Paul PHA | • St. Stephen's Human Services |
| • MPLS PHA* | • Native American Community Clinic* |
| • Scott County* | |
| • Common Bond Communities | |
| • St. Louis Park HRA | |

* Closed Distribution Site



Questions ?