



## Low Income Fare Program Transportation Committee June 11th, 2018

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# Agenda

- Review TAP Progress to date
- Recommendations for TAP growth
- Discuss next steps



# Current TAP Requirements

- 185% above Federal poverty guidelines
- 50% of the Area Median Income (AMI)
- Individuals supported by organization enrolled in the Eligible Community Organization program (ECO)



Federal Poverty Guidelines for Federal Fiscal Year 2018

| <u>Size of Family Unit</u> | <u>100% of Poverty</u> | <u>185% of Poverty</u> |
|----------------------------|------------------------|------------------------|
| 1                          | \$12,140               | \$22,459               |
| 2                          | \$16,460               | \$30,451               |
| 3                          | \$20,780               | \$38,443               |
| 4                          | \$25,100               | \$46,435               |

## TAP Review

- 450k eligible potential low income riders in the seven-county metro area
- Goal of 20k users by end of 2018
- Program expected to cost \$3.5 million in year one

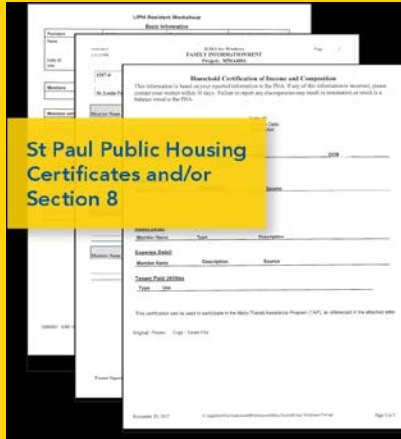
### So far...

- 133,000 low income individuals eligible through partners (1/3 of total eligible population)
- Almost 5,000 TAP users
- 556,000 rides through May 31<sup>st</sup>
- \$370k in discounted fares since October 1, 2017

# Levels of TAP Partnership



Distribution Site



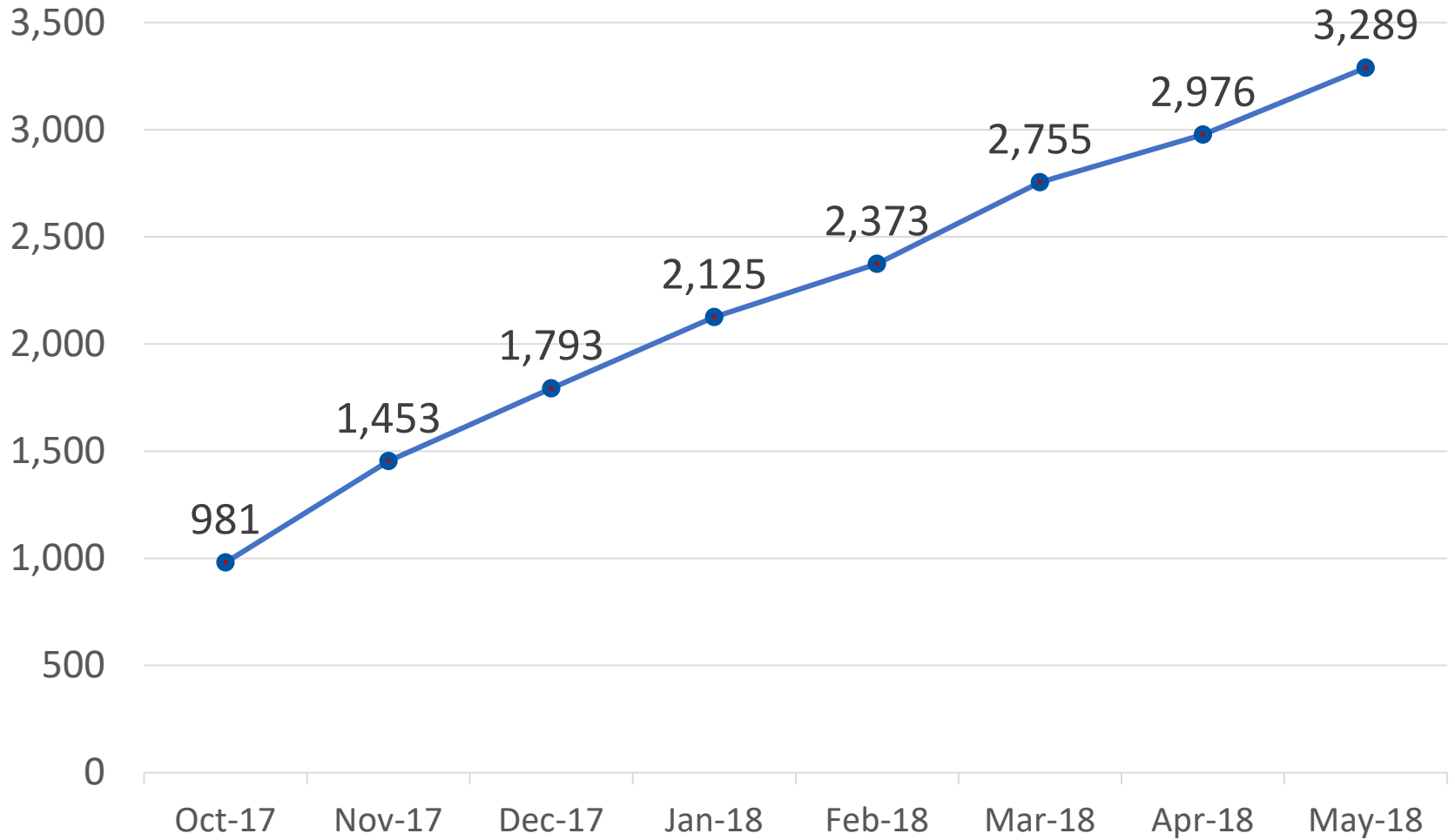
3<sup>rd</sup> Party Certification



Promote

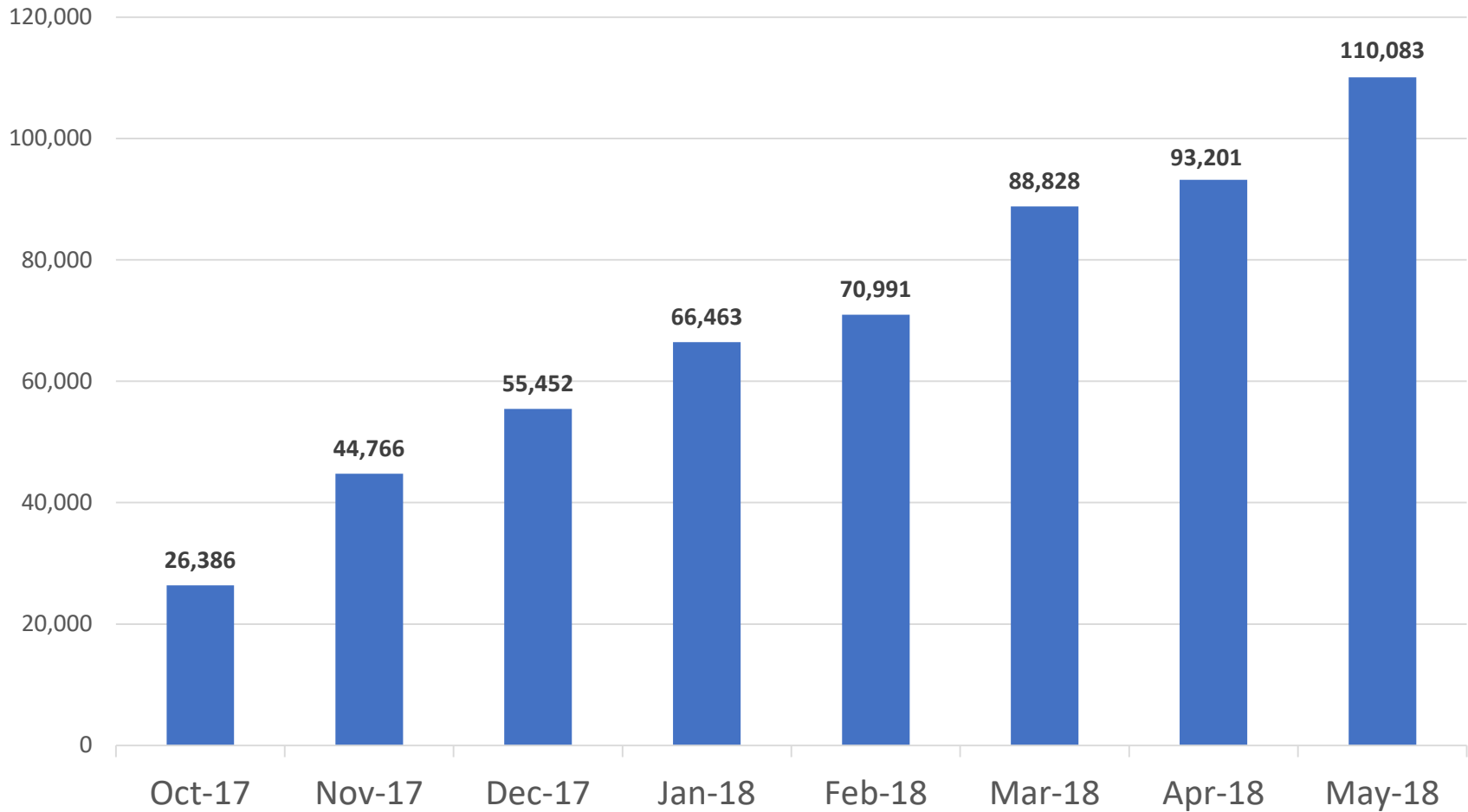


# Unique Riders





# Rides by Month



# Outreach

- Commitment from nearly 60 organizations
- Certifications accepted:
  - Electronic Benefits Transfer (EBT)
  - Women, Infants, and Children (WIC)
  - Free/reduced lunch
  - Energy assistance
  - Housing assistance
  - State-issued documents
  - Homeless card
- Meeting with other state support organizations



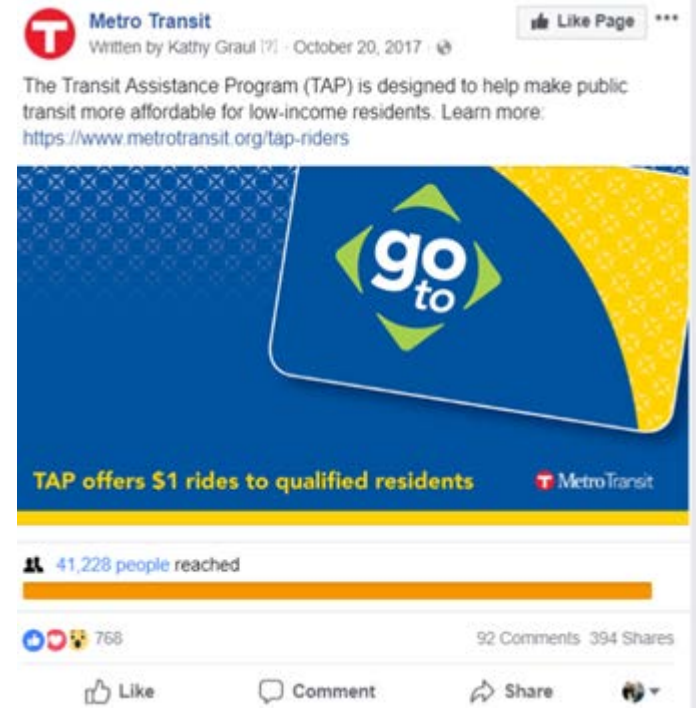


## Program Focus – 1<sup>st</sup> and 2<sup>nd</sup> Quarter 2018

- Organizations with a large reach for immediate impact
- Continue to gather support from the State:
  - ✓ MN Department of Human Services
  - ✓ MN Department of Education
  - ✓ Department of Employment and Economic Development
  - ✓ Minnesota Management and Budget
- Reaching back to partners to give them the tools they need to reach and issue TAP cards
- Site enrollment support during events

## Current Efforts Aimed at Growth

- Revisit with partners at all participation levels
- Social media campaign to target communities
- Renewed effort with operators and tear-off info sheet
- New on-line enrollment started June 6th
- TAP enrollment at Metro Transit community events



# Growing the Program

- Dedicated project coordinator
- Fostering current partnerships
- Adding new partners
- Helping potential riders enroll
  - Pointing riders w/o certification to places where they can become certified w/current partners
- Maximizing time sensitive opportunities
  - Working with schools and other programs with seasonal opportunities



# Growing the Program

- Increasing TAP awareness throughout the region
- Finding distribution sites throughout the Twin Cities
- TAP customer survey – what's working, and what can be improved?
- Including TAP in the 2018 Metro Transit customer survey



## Next Steps

- Committee discussion on recommendations
- Meet with Equity Advisory Committee for additional feedback
- Hire project coordinator
- Finalize and implement additional TAP expansion strategies