

Low Income Fare Program

“LIFE”

Finance, Budget, and Audit Committee

January 17, 2018



Low Income Fare is Easy (LIFE)

As approved by the Board in May 2017, the Rider Relief Transportation Program (RRTP) has evolved into the LIFE (Low Income Fare is Easy) program effective Jan 2018

- Starting with January 2018 Distribution, subsidy coupon levels have increased to:

Pass Type	Current Subsidy	Increased Subsidy
Regular Fare (7/30 day)	\$10	\$24
College	\$6	\$13
Student (K-12)	\$6	\$10
Senior/Disabled	\$6	\$8

External and Internal Outreach

Distribution of information throughout Metro network – Uses Metro channels to reach eligible riders including brochures translated into 9 languages, posters, car and rail cards, on-hold messages, Source post, etc.

Distribution of information through Digital media consultant – Advertisements in various websites, applications, digital radio and billboards to reach target audience

Outreach through program administrators and participating partners – LIFE administrators, along with 600 + participating non-profit, faith-based or governmental agencies

Outreach conducted by Metro program staff – Program information presented to Muni partners, BOS, LTSS, PAC, CAC, and Service Councils; internal Metro departments with regular contact with the public.

Metro TAP vendor event – Organized to provide the program changes to Metro vendors



LIFE Next Steps

Phase I (Now) - Increase in Subsidy Levels - January 2018

Phase II (In development) – Integration of the LIFE program into the TAP individualized account based system to recognize a specific TAP card.

- **Eliminate the need for coupons**
- **Riders will be able to choose a ride based benefit versus a dollar subsidy**
- **Provide access to the full TAP Vendor Network and taptogo.com card protection/registration features**

Low Income Fare is Easy (LIFE)

LIFE (Low-Income Fare is Easy) Coupon

\$24 DISCOUNT TOWARD FARE PURCHASED IN
JANUARY 2018

This coupon can be used toward the purchase of a Metro 7-Day or 30-Day Pass, or for fare on any participating transit agencies.

REGULAR

LIFE (Low-Income Fare is Easy) Coupon

\$8 DISCOUNT TOWARD FARE PURCHASED IN
JANUARY 2018

This coupon can be used toward the purchase of a Metro 7-Day or 30-Day Pass, or for fare on any participating transit agencies.

SENIOR/DISABLED

LIFE (Low-Income Fare is Easy) Coupon

\$10 DISCOUNT TOWARD FARE PURCHASED IN
JANUARY 2018

This coupon can be used toward the purchase of a Metro 7-Day or 30-Day Pass, or for fare on any participating transit agencies.

K-12 STUDENT

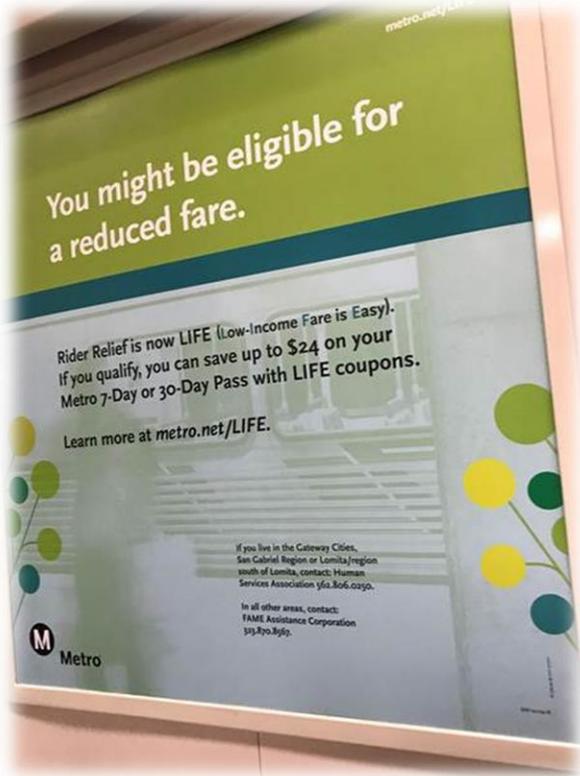
LIFE (Low-Income Fare is Easy) Coupon

\$13 DISCOUNT TOWARD FARE PURCHASED IN
JANUARY 2018

This coupon can be used toward the purchase of a Metro 7-Day or 30-Day Pass, or for fare on any participating transit agencies.

COLLEGE/VOCATIONAL

Low Income Fare is Easy (LIFE)



Red Line Poster



East Portal Tower



Customer Window scrolling ticker

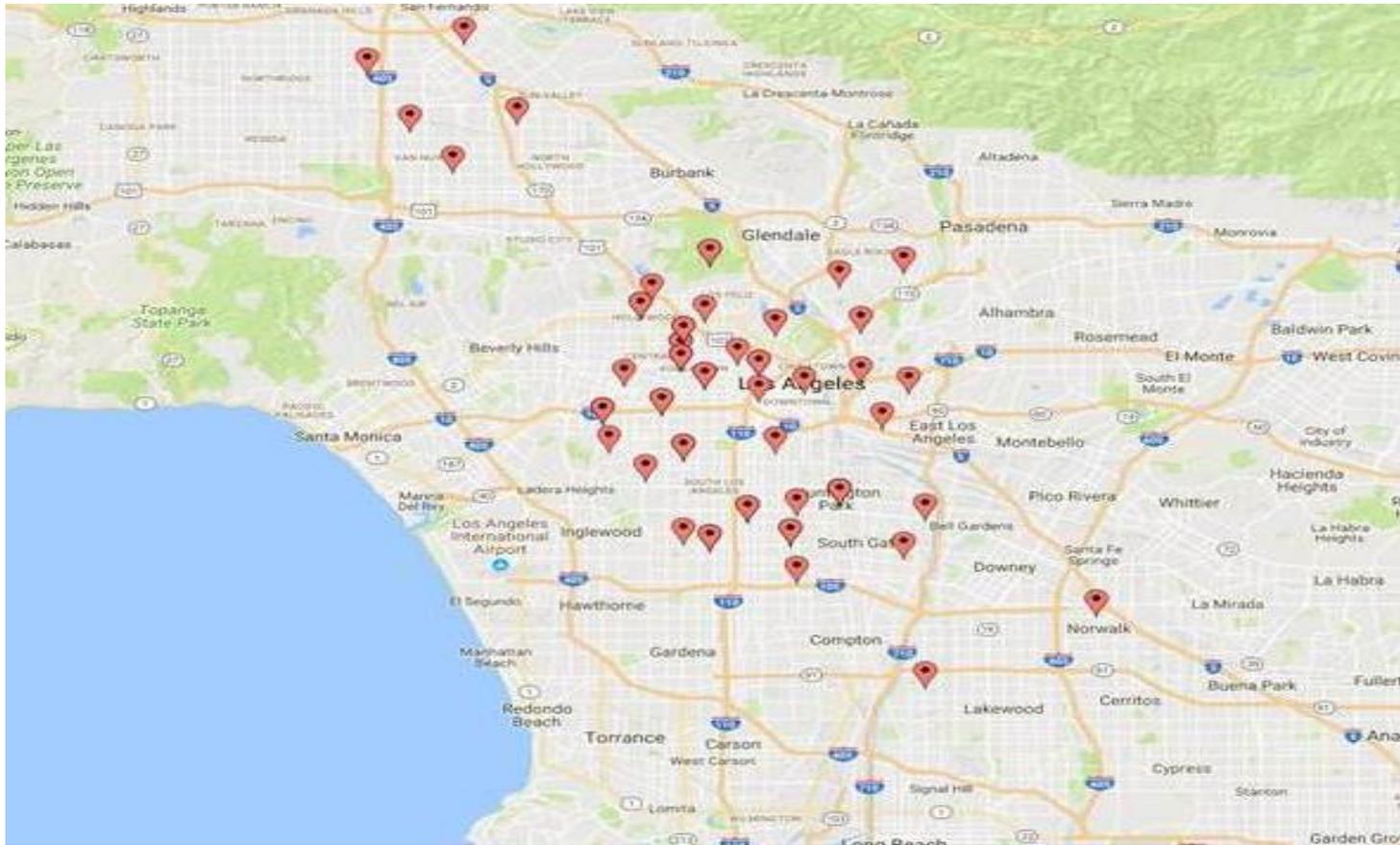


Take Ones on display



Low Income Fare is Easy (LIFE)

Initial Billboard Locations



Metro