



Low Income Fare is Easy (LIFE) Program Administrator Services and Taxi Voucher Fund Reimbursement

November/December 2024



Metro

Background

Community Based Program Administration

- > **1992** - FAME, with support from other CBOs like IILA, worked with LACTC to launch Operation Food Basket (OFB) to provide \$7 dollar taxi coupons to residents in hard hit areas from LA Uprising.
- > **1993** - OFB changed to the Immediate Needs Program (INTP), providing tokens for individual transit trips, and Metro Board adopted community-based goals.
- > **2008** - FAME, IILA and HSA launched the Rider Relief Transportation Program (RRTP) to provide discounts on passes.
- > **2017** - Metro adopted the Low-Income Fare is Easy Program (LIFE) to combine INTP And RRTP.
- > **2018** Metro Board Awards LIFE Program Administrative Services Contract.



"The MTA will work with community and other groups to plan and develop community-based services. These services will be defined as improving mobility options at the community level or providing opportunities for community groups to participate in the provision of transportation services in an entrepreneurial manner."

Taxi Ride Voucher Program Expands

■ **Social services:** Agencies assisting the needy throughout the county will distribute passes for free trips to doctors' offices, food banks and shelters.

By TRACEY KAPLAN
TIMES STAFF WRITER

Administrator Services

The LIFE Program Administrator Responsibilities

- Implement a robust outreach plan countywide, especially in equity focused communities, to invite new customers to enroll
- Recruit and manage 150+partner agencies per region and ensure they are following established eligibility verification, validation, and enrollment guidelines.
- Documentation, security, and inventory management of all Metro-provided fare media (Taxi coupons, TAP cards).

Administrative services today include

- 14 full time and 3 part time staff
- 3 IILA Offices: 1968 W. Adams Blvd (South LA), 9060 Telstar Avenue, Suite 223 (El Monte), 3800 La Crescenta Ave, Suite 208 (Glendale)
- 267 agencies assisting with enrollments
- 104 agencies distributing taxi program services.
- 12 taxi company partnerships
- 91 agencies providing 4-ride tickets
- 21 DPSS offices assisting with enrollment
- Over 30 pop-up events each month
- Over 250 daily applications (online portal, customer centers, DPSS, mail, events)

Combined, the efforts above have led to:

An increase of over 310,217 enrollees in the program since September 2021, representing 340.6 % towards attainment of the Board's goal of doubling enrollment and bringing the total LIFE program participants over 400,000.



Procurement Evaluation

NORTHWEST REGION EVALUATION CRITERIA	MAXIMUM POINTS	INTERNATIONAL INSTITUTE OF LOS ANGELES (IILA)	AV TRANSPORTATION SERVICES
Qualifications of Firm	30	28.75	13.75
Demonstrated Understanding of the Requirements of the SOW	40	36.00	28.00
Cost Proposal	30	30.00	27.38
Total Score	100	94.75	69.13

Procurement Evaluation

SOUTHWEST REGION EVALUATION CRITERIA	MAXIMUM POINTS	INTERNATIONAL INSTITUTE OF LOS ANGELES (IILA)	SOUTH LA COMMUNITY DEVELOPMENT AND EMPOWERMENT CORPORATION
Qualifications of Firm	30	28.75	18.50
Demonstrated Understanding of the Requirements of the SOW	40	36.00	19.00
Cost Proposal	30	24.28	30.00
Total Score	100	89.03	67.50

SOUTHEAST REGION EVALUATION CRITERIA	MAXIMUM POINTS	INTERNATIONAL INSTITUTE OF LOS ANGELES (IILA)
Qualifications of Firm	30	28.75
Demonstrated Understanding of the Requirements of the SOW	40	36.00
Cost Proposal	30	30.00
Total Score	100	94.75



Next Steps

- > Award New Administrative Services Contract
- > Staff will coordinate with the LIFE Administrator on providing knowledge and trainings to existing and new CBOs on administering the LIFE program.

