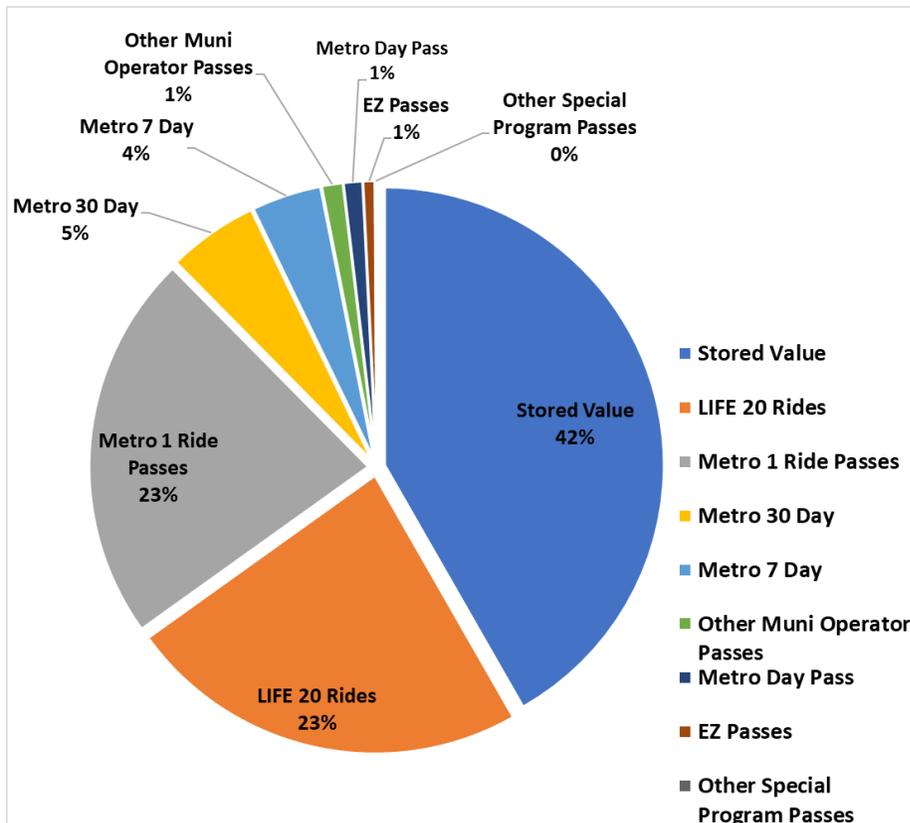
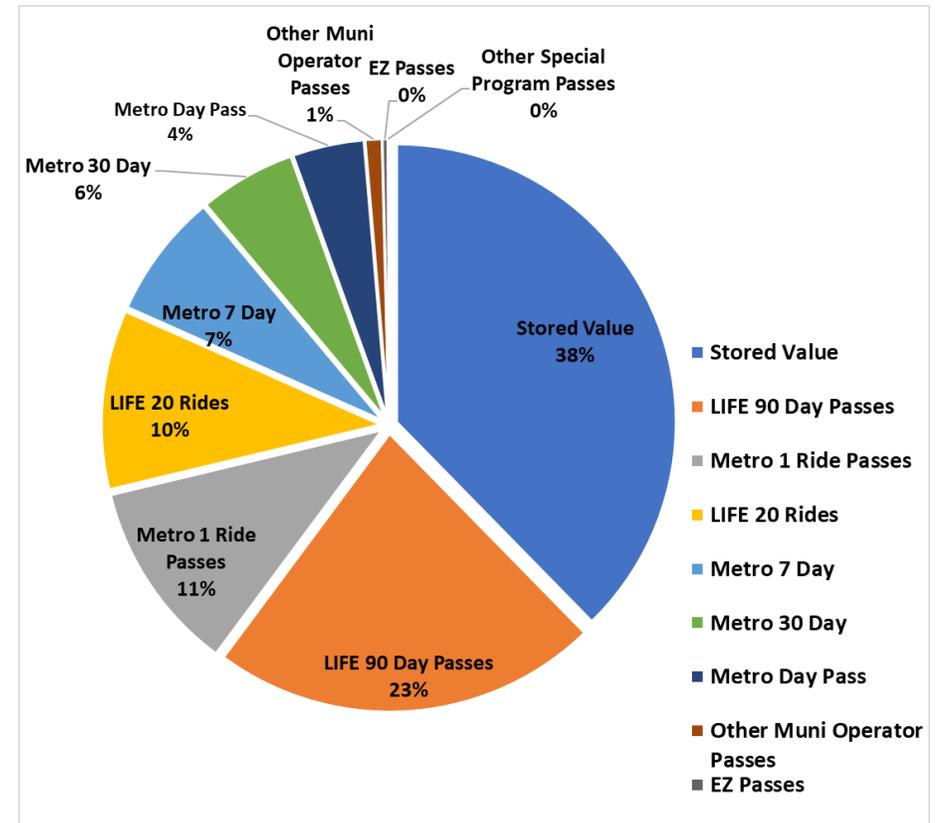


Riders Prefer Longer Duration Passes and Stored Value

9/1/2019 – 12/31/2019

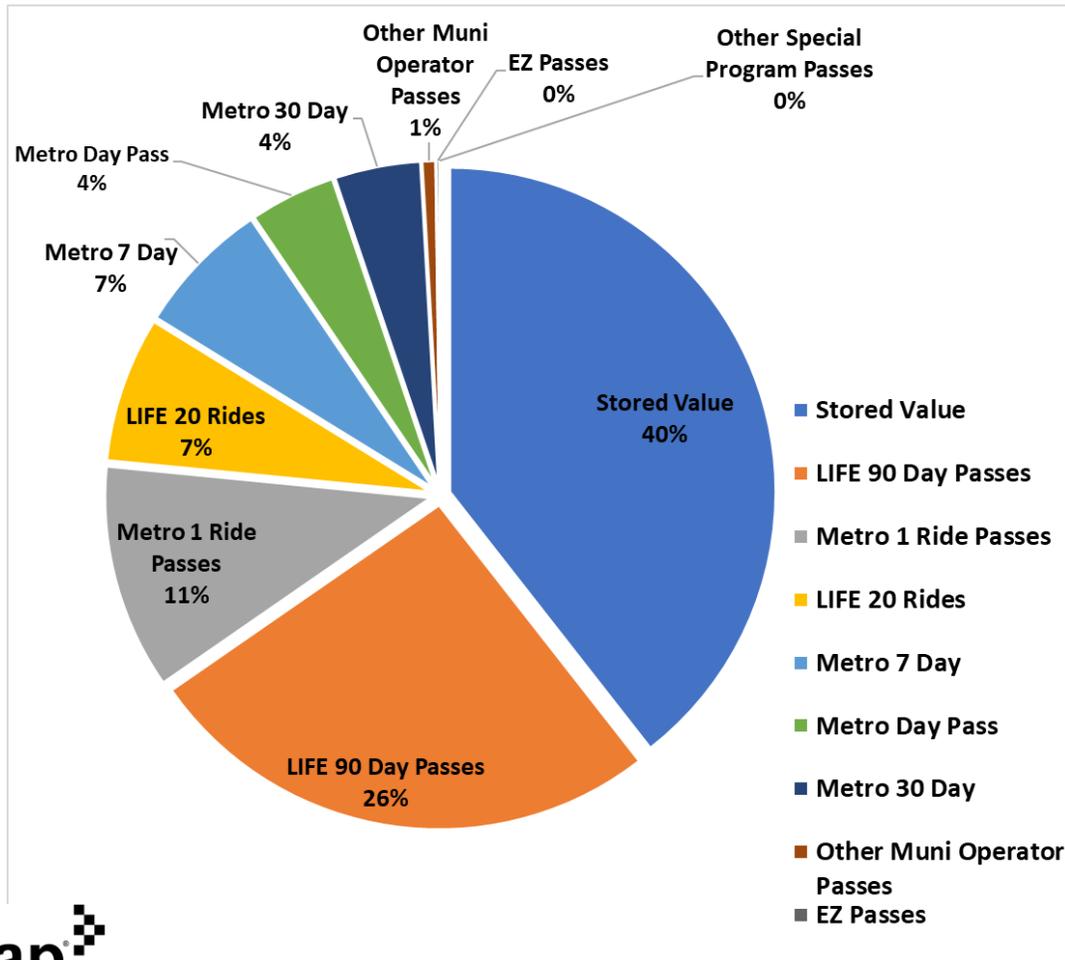


1/1/2022 – 4/30/2022

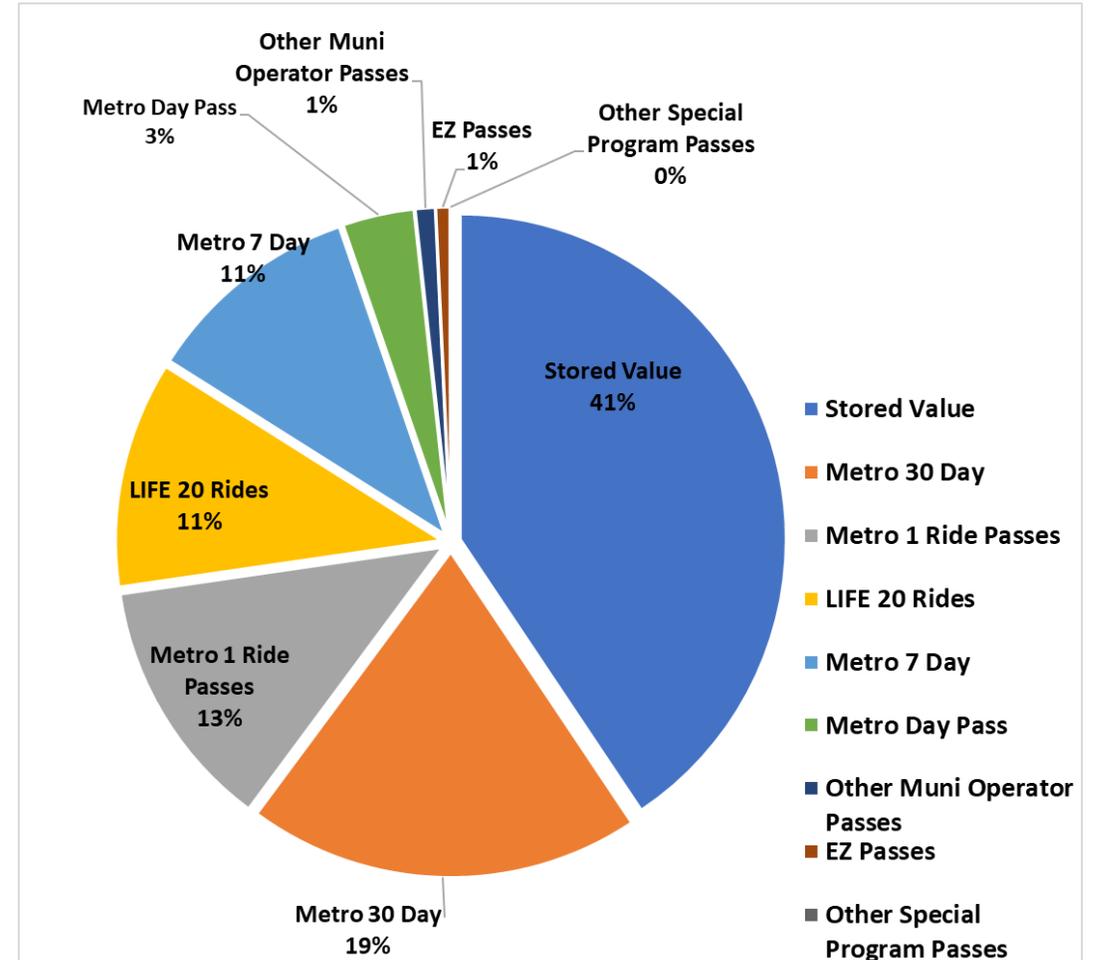


Pass Choices During and After 90-day Pass Expires

Pass choices for LIFE riders during 90-day pass

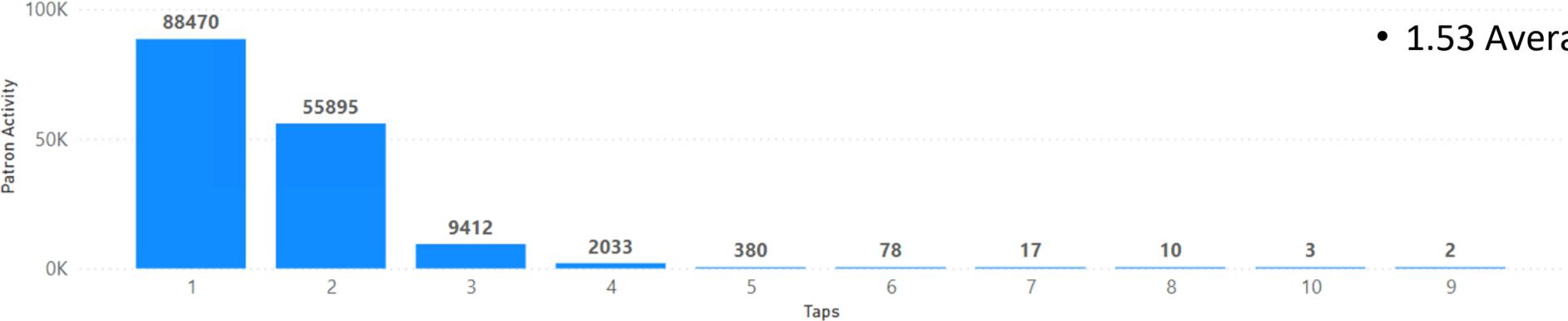


Pass choices after 90-day pass expires



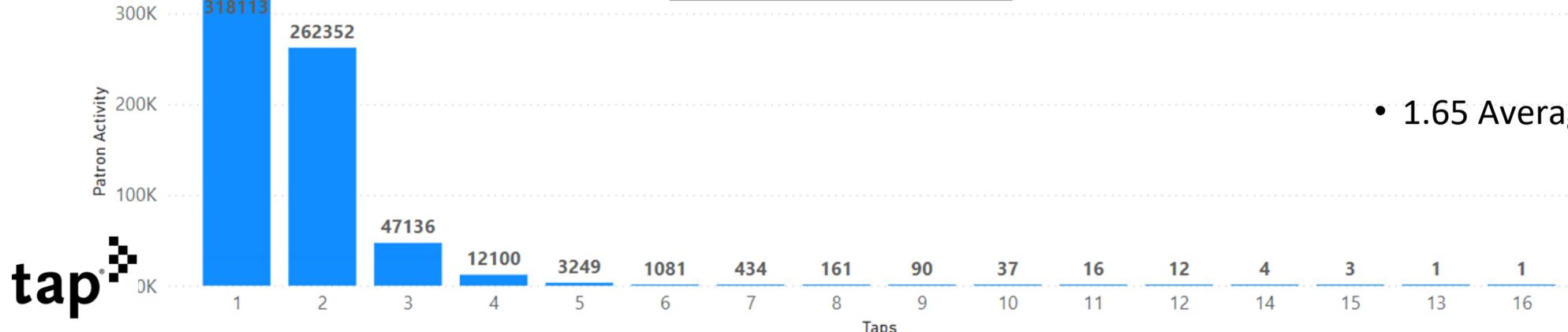
Daily Taps per LIFE Rider

9/1/2019 – 12/31/2019



• 1.53 Average daily taps per card

1/1/2022 – 4/30/2022

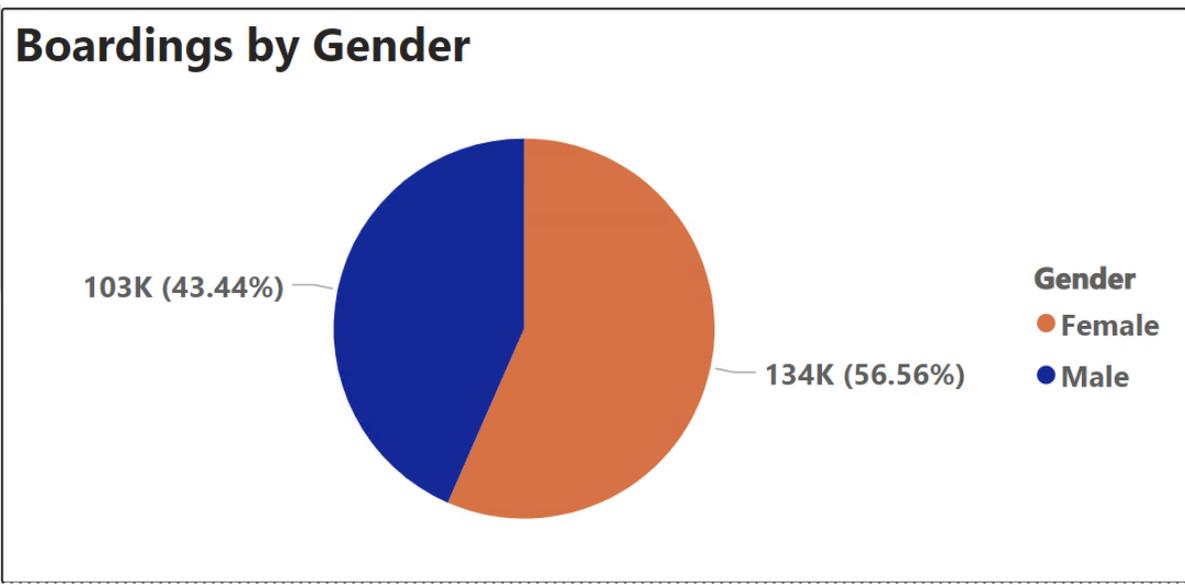


• 1.65 Average daily taps per card

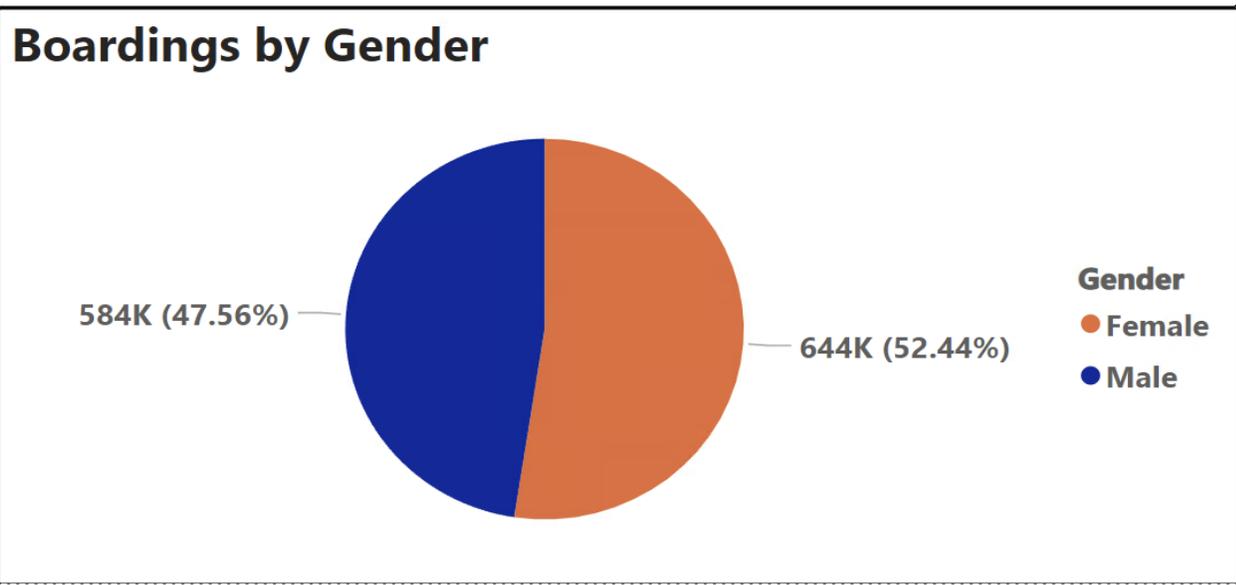


LIFE Boarding Comparison

2019

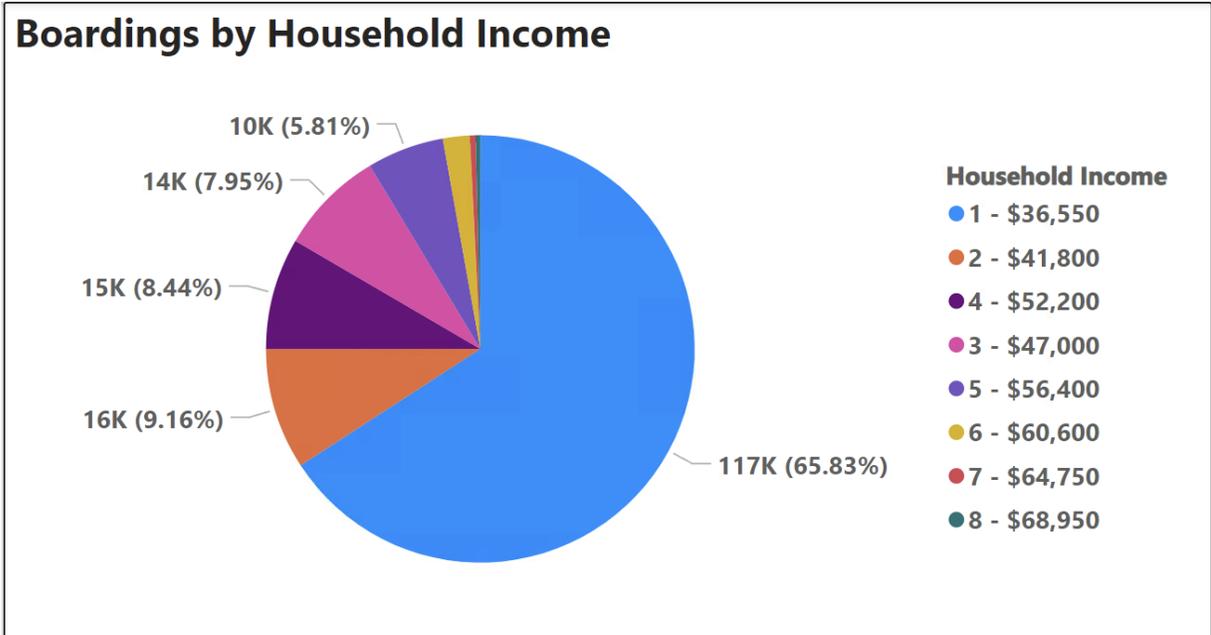


2022

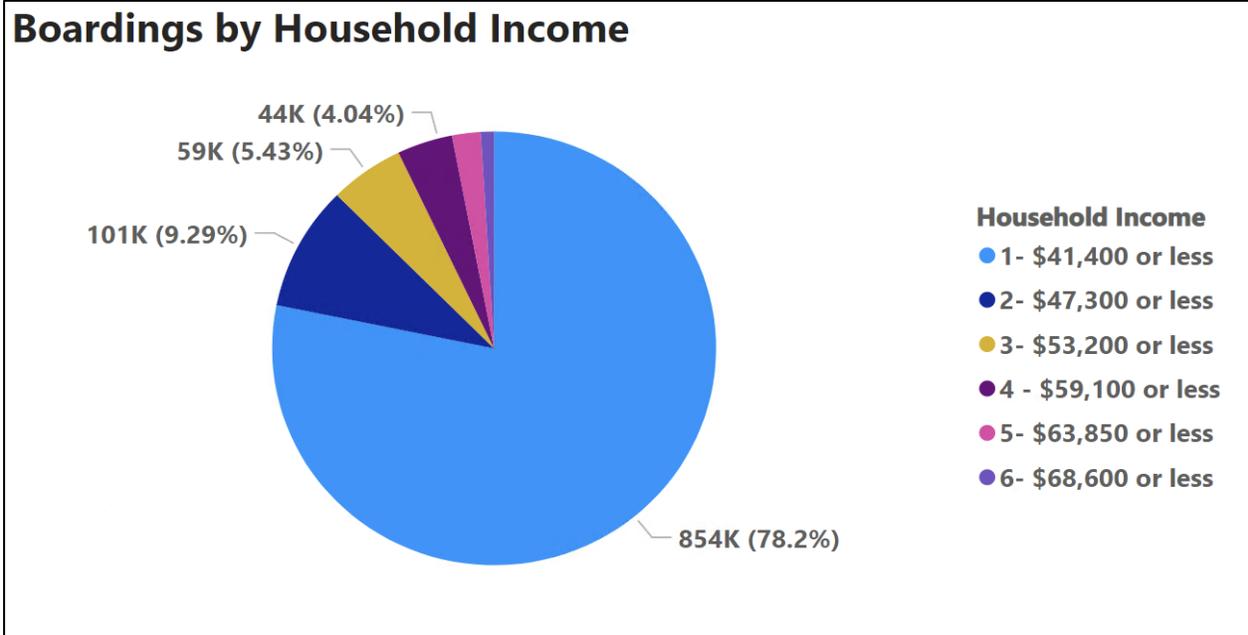


Riders in the Lowest Income Bracket Ride More Often

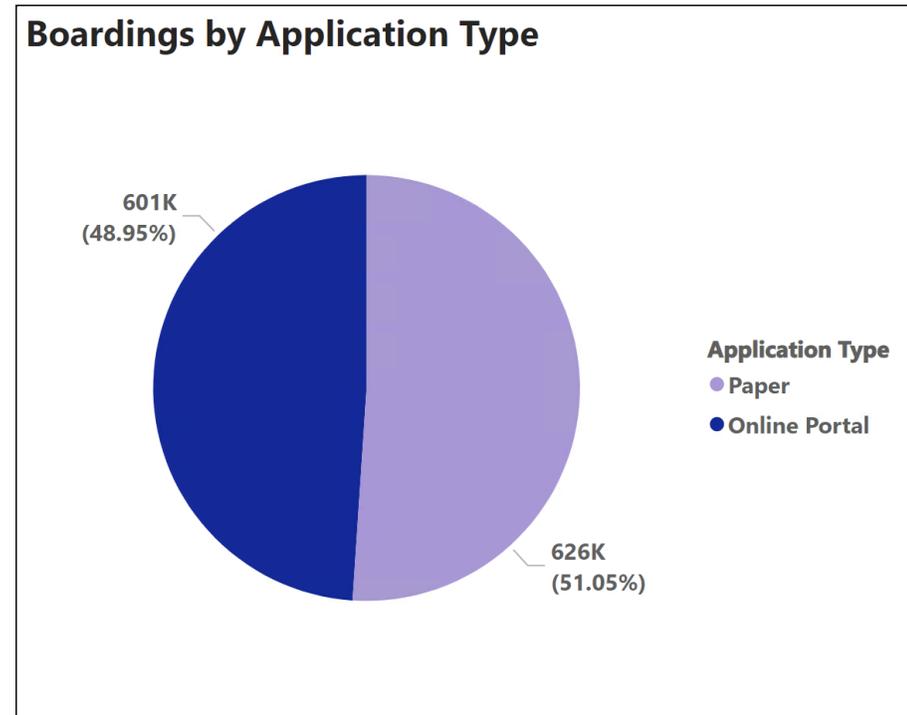
2019



2022

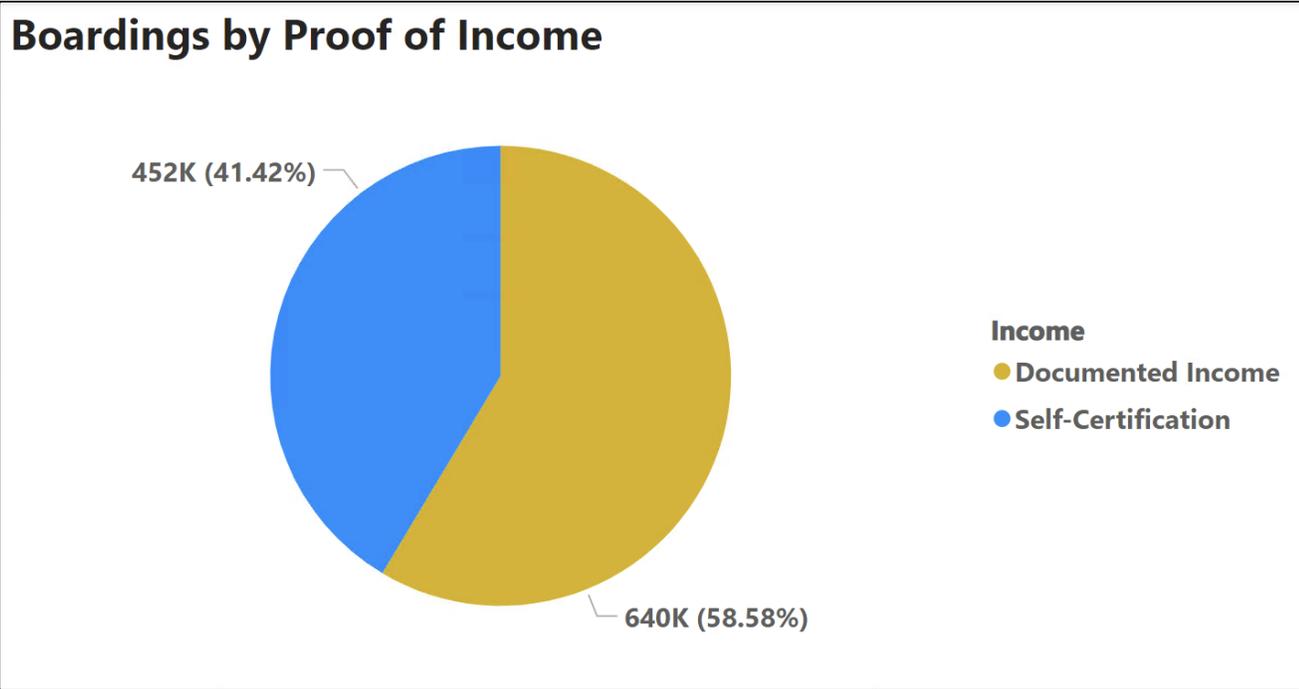


Paper and Online Applicants Ride with Similar Frequency



- 2019 - No online portal

Riders Documenting their Income Take More Trips



- 2019 - No self-certification option



In **over two years**, from the beginning of the LIFE program in 2019 until June 2021, the LIFE program attracted 84,594 participants.

After June, **in 11 months**, the life program increased by 62%.

Total Participants **before** June 1st, 2021
(26 months)



Total Participants **after** June 1st, 2021
(11 months)



Total **Current** Participants
(37 months)



Average Enrollments Per Week

257

Average enrollments per week
(01/10/21 – 05/31/21)

1076

Average enrollments per week
(06/01/21 – 04/30/22)

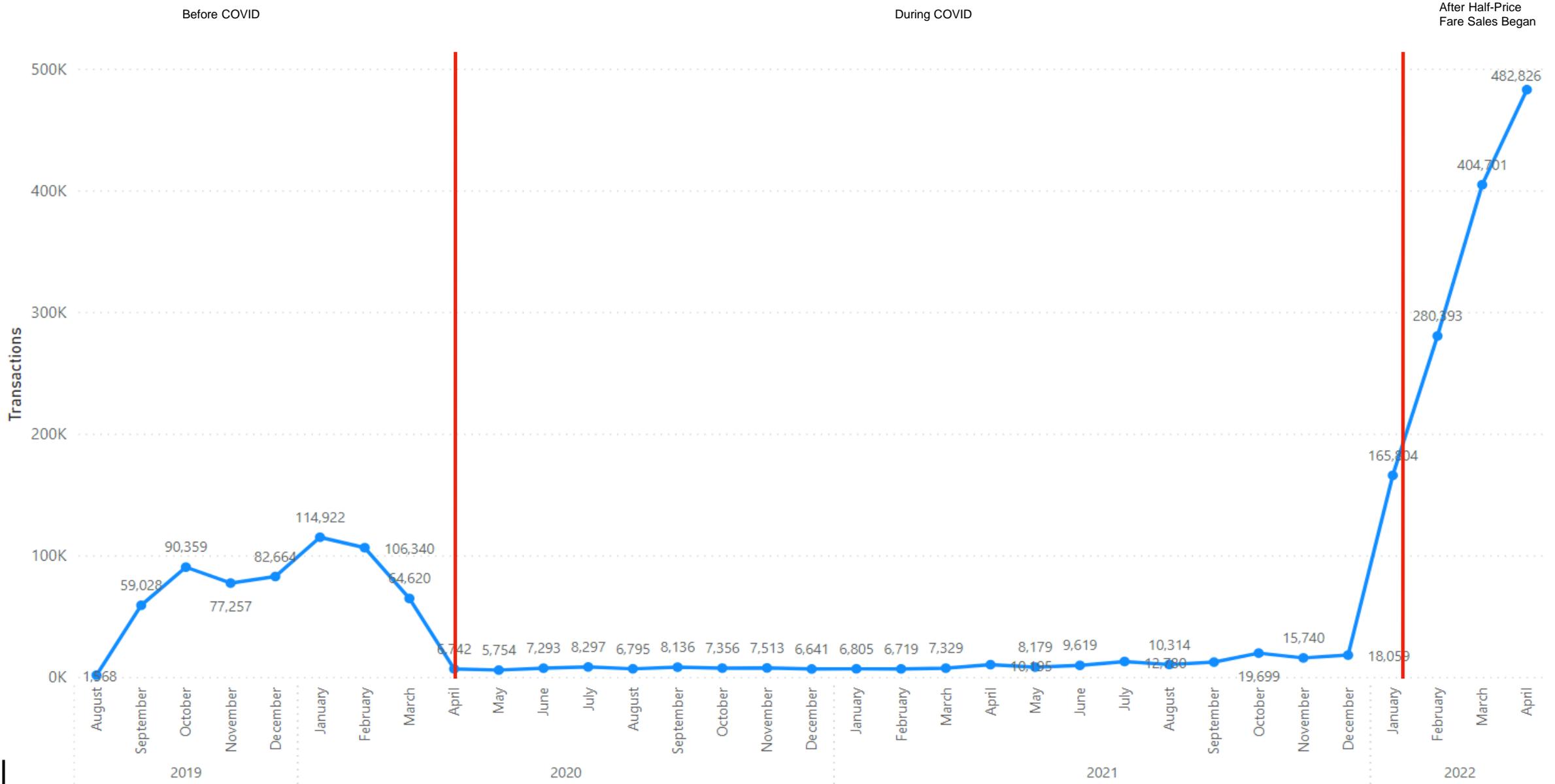
Since June 2021, the LIFE program has grown by **over 318%**.

Average Enrollments Per Week



Even though Covid is still affecting overall ridership, LIFE enrollments are up **65%** from pre-COVID numbers.

Average Taps on Metro



Heat Map (All time)

