



## Board Report

**File #:** 2018-0087, **File Type:** Motion / Motion Response

**Agenda Number:** 9.

### FINANCE, BUDGET AND AUDIT COMMITTEE JUNE 20, 2018

**SUBJECT: LOW INCOME FARE IS EASY (LIFE) PROGRAM**

**ACTION: RECEIVE AND FILE**

#### **RECOMMENDATION**

RECEIVE AND FILE an update on the outreach activities, including on-site events, for the LIFE Program.

#### **ISSUE**

At its regular Board meeting on January 25, 2018, the Board adopted Motion #12.1 authored by Directors Hahn, Garcetti, Dupont-Walker and Krekorian with a goal of increasing enrollment in the LIFE Program through hosting on-site events with social service agencies (Attachment A).

This item is to update the board on actions taken to-date in response to the Board's direction and highlight ongoing and future activities.

#### **BACKGROUND**

As approved by the Board in May 2017, effective January 1, 2018, the Rider Relief Transportation Program (RRTP) and the Immediate Needs Transportation Program (INTP) were consolidated to form the LIFE Program. LIFE provides fare subsidy coupons to eligible riders who purchase weekly, monthly or EZ transit passes from participating transit systems. Eligible riders include adult Regular riders, Senior/Disabled/Medicare riders, K-12 grade students, and College/Vocational students whose household income is at or below 50% of the Los Angeles Area Median Income level as defined by U.S. Department of Housing and Urban Development (HUD).

Through a network of social service agencies, the program also provides individuals capable of using public transit, for all or part of their trip, with fare media for specific trip purposes up to \$35 in a single month.

Finally, the program also incorporates a taxi support component for individuals who have an immediate and qualifying trip purpose and, due to safety, frailty or health issues, are not able to use public transit.

There are currently 52,000 patrons enrolled in the programs, the marketing and outreach efforts have

resulted in a 6.3% annual growth rate and should increase with the extensive outreach efforts.

## **DISCUSSION**

The Motion, as approved by the Board, directs staff to increase the outreach of the LIFE program by working with a number of social service agencies including those of Los Angeles County, the City of Los Angeles, community colleges in the County, and other non-profit or quasi-governmental organizations, with the goal of providing expanded program access to eligible riders through increased on-site registration and reduce, to the degree possible, some of the burdens currently related to program registration.

The Motion further directs staff to explore opportunities that directly support the homeless and victims of domestic violence through the provision of pre-loaded TAP cards.

### Efforts Conducted to Date

Since the approval of the Motion, Director Hahn's office provided Metro staff the opportunity to meet with representatives from Los Angeles Community Clinic Association and Community Colleges to identify strategies, events and methods of outreach.

In addition, Metro staff reached out and established contacts with the following departments;

- Los Angeles County Department of Workforce Development
- Los Angeles County Department Aging and Community Services
- City of Los Angeles Department of Disability
- City of Los Angeles Department of Aging

Staff also met with Los Angeles County Homeless Services Authority (LAHSA) representatives to gain an understanding of their organizational structure, activities and the transportation needs of their respective clients.

The collaboration with these agencies has resulted in the compilation of a list of the campuses, various community centers and/or activities and events conducted by each organization. The list initially included 80 locations/activities but has grown to include more than 400 locations/activities, (Attachment B). We expect the list to continue to grow as Metro staff gains an understanding of each organization's functions and their related activities, concurrently expanding and enhancing our outreach/enrollment plan.

A comparison of the above mentioned list with the current LIFE partner agencies revealed that 20% of the agencies/centers are current LIFE/INTP distributing partners. The partner agencies are highlighted in the Attachment B.

Since the approval of the Motion in January a wide range of activities have or are being implemented in partnership with each agency, including:

- Conducting outreach/enrollment at their events;

- Presentations at leadership meetings;
- Providing marketing and informational materials; and
- Soliciting their respective centers to become LIFE distributing partners

Metro staff will continue its robust campaign to promote the program. Metro has also reached out to current LIFE administrators to determine the resource requirements in order to provide increased on-site enrollments as directed by the Board. To date, our administrators have attended or have confirmed attendance to 6 onsite sign-up events resulting in 16 additional program enrollees. Additional administrator resources may be required depending on the number of locations and events targeted. Should further funding be required to support this effort, staff will return to the Board with a specific request.

#### Program to Support Victims of Homelessness or Domestic Violence

To support the needs of the area's homeless and the victims of domestic violence, staff is pursuing additional avenues to supply individuals with transportation subsidies. Many homeless are unable to supply the necessary documentation required to demonstrate qualification for the LIFE program. Victims of domestic violence are understandably reluctant to provide information that could lead to their identification or their location.

To support these vulnerable populations, staff is forming a Working Group consisting of members of homeless and domestic violence agencies, representatives from LAHSA, and other stakeholders to develop and review a policy for the LIFE program that will address the specific travel needs of these populations.

In addition, Metro is currently engaged in a pilot program through Support Homeless On Re-Entry (SHORE), to identify and address the unique needs of this population and deliver the most effective and efficient methods of support. The pilot program consists of the provision for pre-loaded TAP cards through selected program service providers located in downtown Los Angeles. The benefits of this program are expected to address the concerns outlined above.

Additionally, Metro's System Security and Law Enforcement team continues to enhance coordination and homeless resources throughout Los Angeles County with the implementation of the Transit Homeless Action Plan. The team has taken major steps to deploy outreach teams (C3 teams) that make contact with the homeless individuals to provide information on available services and resources including benefits available under the LIFE program. The Metro Board approved the expansion of the Homeless Outreach Program with the addition of additional C3 teams at its meeting of May 2018.

#### Current Program Outcomes

In addition to the subsidies provided in the form of discount coupons for transit passes, Metro, through SHORE and LIFE (formerly INTP) programs subsidizes over 1.9 million trips on an annual basis. As shown in the table below, 19% of these trips are currently provided through homeless and domestic violence shelters through the use of tokens and taxi vouchers.

FY17 Funding Provided under the INTP and SHORE Programs			
Domestic Violence and Homeless Shelter (SHORE & INTP)	Number of Trips	Fare Subsidy Amount	Percentage of Trips Provided by Domestic Violence and Homeless Shelters
Token	372,261	\$651,456	
Taxi	7,457	\$122,972	
<b>Total</b>	<b>379,718</b>	<b>\$774,428</b>	<b>19%</b>
Other Social Service Agencies	Number of Trips	Fare Subsidy Amount	Percentage of Trips Provided by other Agencies
Token	1,520,799	\$2,661,398	
Taxi	85,755	\$1,414,174	
<b>Total</b>	<b>1,606,553</b>	<b>\$4,075,572</b>	<b>81%</b>
<b>Grand Total</b>	<b>1,986,271</b>	<b>\$4,850,000</b>	<b>100%</b>
*The total does not include the coupons provided previously under RRTP			

Updated Marketing and Outreach Plan

The comprehensive marketing and outreach campaign will continue as launched in December 2017 to promote enrollment in the program. The efficacy of the plan is being evaluated and adjusted to ensure outreach efforts are focused in the underserved areas. Additional efforts are underway to ensure that low income students and seniors are made aware of the fare subsidy program.

**FINANCIAL IMPACT**

There is no financial or budgetary impact to receiving and filing this report.

**ALTERNATIVES CONSIDERED**

This item is to update the Board on the activities in response to Board direction.

**NEXT STEPS**

The TAP Account Based system is being developed and, once completed, will allow the complete integration of INTP into the LIFE program. The implementation of the next phase relies on the completion of the TAP Account Based system. In addition, the implementation will include the following activities:

1. Continue with comprehensive outreach and marketing plan that includes various strategies to reach out to low income riders
2. Continue development of the system infrastructure to support new administrative processes in coordination with TAP Operations

3. Continue technical integration of token based INTP activities.
4. Revise agreements and policies with municipal operator partners
5. Review and revise current policies regarding agency participation, taxi provisions etc.
6. Review and revise the operating guidelines as applicable
7. Identify pilot vendor locations for TAP enhancements and overall vendor rollout strategy in coordination with TAP Operation
8. Continue to work with participating agencies to address implementation issues
9. Issue RFP for new third party administrators

## **ATTACHMENTS**

Attachment A - Motion 12.1

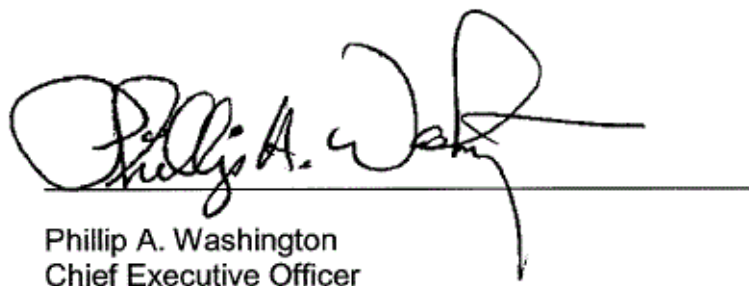
Attachment B - List of the Events/Locations

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