



# **Low Income Fare is Easy LIFE Program Update**

May 27, 2020



# Program Overview

LIFE Program provides transportation assistance to low-income and economically vulnerable transit riders in Los Angeles County.

Two types of benefits are offered under LIFE:

- Regular recurring monthly benefit
- Limited benefit for short term or Immediate needs

# Program Overview Continued

**Regular Recurring Monthly Benefit** is to provide individuals long term and regularly offered transportation assistance.

Monthly options include a discount towards the purchase of:

- Full Fare Pass
  - Senior/Disabled Pass
  - Student Pass
- or
- Free to the patron: 20 regional rides

# Program Overview Continued

**LIFE Limited Benefit** is for individuals with a short term or immediate transportation need

- Options for free/subsidized transportation are:
  - Fare Media preloaded with 4 regional rides
  - Taxi Coupon valued at \$11
  - Taxi Voucher (up to \$100 in value)

# Program Overview



## LIFE Partners

- Effective January 1, 2020, FAME & IILA are the two new administrators
- 480+ community and government-based organizations
- 12 transit operator partners

Program was fully implemented on TAP on July 1, 2019

In less than a year has already exceeded projections

- As of May 18, 2020 there are 73K participants

# Program Overview



<b>Patron Usage Data</b>		
<b>LIFE Option</b>	<b>No of Free Rides Taken</b>	<b>No of Disocunted passes purchased</b>
<b>20 Ride</b>	<b>614,287</b>	
<b>4 Ride</b>	<b>45,666</b>	
<b>Weekly pass</b>		<b>37,825</b>
<b>Monthly pass</b>		<b>110,414</b>



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# LIFE Outreach Efforts



- With program implementation in July 2019, Metro conducted an extensive multi-faceted campaign including social media, radio ads, billboards
- Campaign relied heavily on physical outreach, Metro and partners have conducted and attended:
  - 160 Enrollment Events\*
  - 60 Outreach Events\*

\*These include pop-ups and attendance at homeless and Metro sponsored events

# LIFE Outreach Efforts

Since the Safer at Home order, following steps were taken:

- Streamlined enrollment process for patrons to drop off, mail or email applications with no human interaction
- Automatically extended enrollment for individuals enrolled in May thru Sept 2019
- Developed and mailed postcards informing patrons of the extension
- Developed digital FAQ and sent newsletters to all LIFE agencies to communicate program updates and important information
- Closely worked with Marketing Dept. to develop a video and literature to continue our outreach efforts





# LIFE Limited Efforts



Since the Safer at Home order

- LIFE team has been working closely with homeless and domestic violence service providers and medical centers
- Assisted the agencies in adoption of the revised process for provision of free and/or partially subsidized transportation to Individuals who are:
  - being transported to & from shelters
  - seeking essential services
  - released from hospitals or incarceration



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# LIFE Enrollment/Subsidy Distribution

Despite public transportation experiencing an overall decline in ridership, LIFE continues to enroll patrons

Since the Stay at Home order:

- 6K individuals/households were enrolled in the program
- LIFE has provided more than 9k taxi media or 4-regional ride tickets

# Next Steps

- Compare census data on low income communities to participant data to identify and target underserved communities
- Work with our administrators and local organizations to tailor outreach efforts to those communities by utilizing the video, billboard ads and other efforts most effective for identified target communities



# List of Operators In The Program



PASADENA  
TRANSIT

*Culver*  
CITYBUS



City of  
SANTA CLARITA  
TRANSIT



Foothill Transit

*Montebello*  
BUS LINES

*big  
blue  
bus*

*DASH*

*norwalk  
transit*



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**Thank you.**



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