



LIFE Program Update

(Low Income Fare is Easy)

July 2020

Program Overview

LIFE Partners

- The program was divided into three regions effective January 1, 2020.
- Through a competitive bidding process FAME & IILA were designated as the two administrators.
- 480+ community and government-based organizations
- 12 transit operator partners

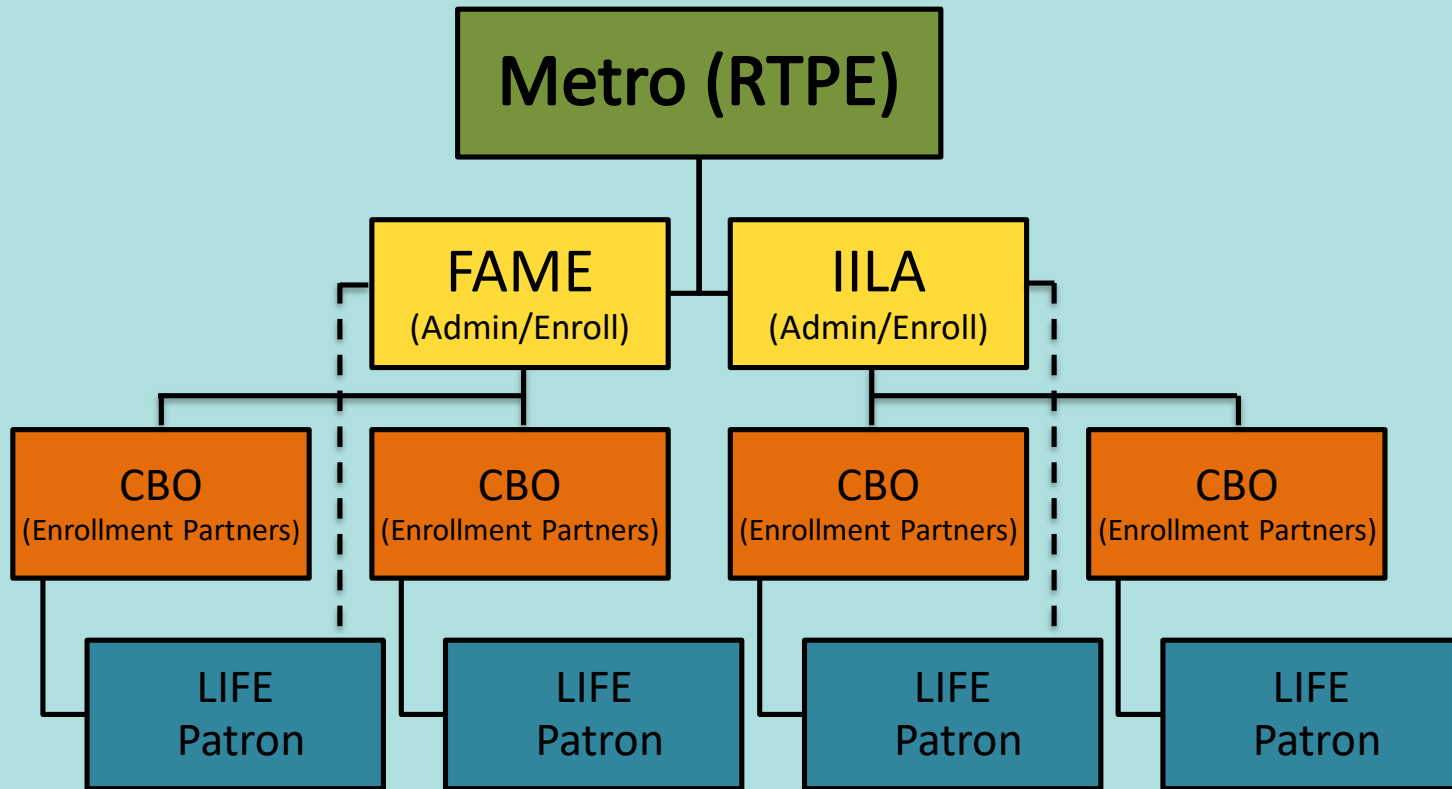
Administrator	Region	Description of the Area
FAME Assistance Corp	Southwest	South Bay cities and area south of 10 freeway
FAME Assistance Corp	Northwest	N. County, San Fernando valley, west side north of 10 freeway
International Institute of Los Angeles	Southeast	Gateway cities and San Gabriel valley



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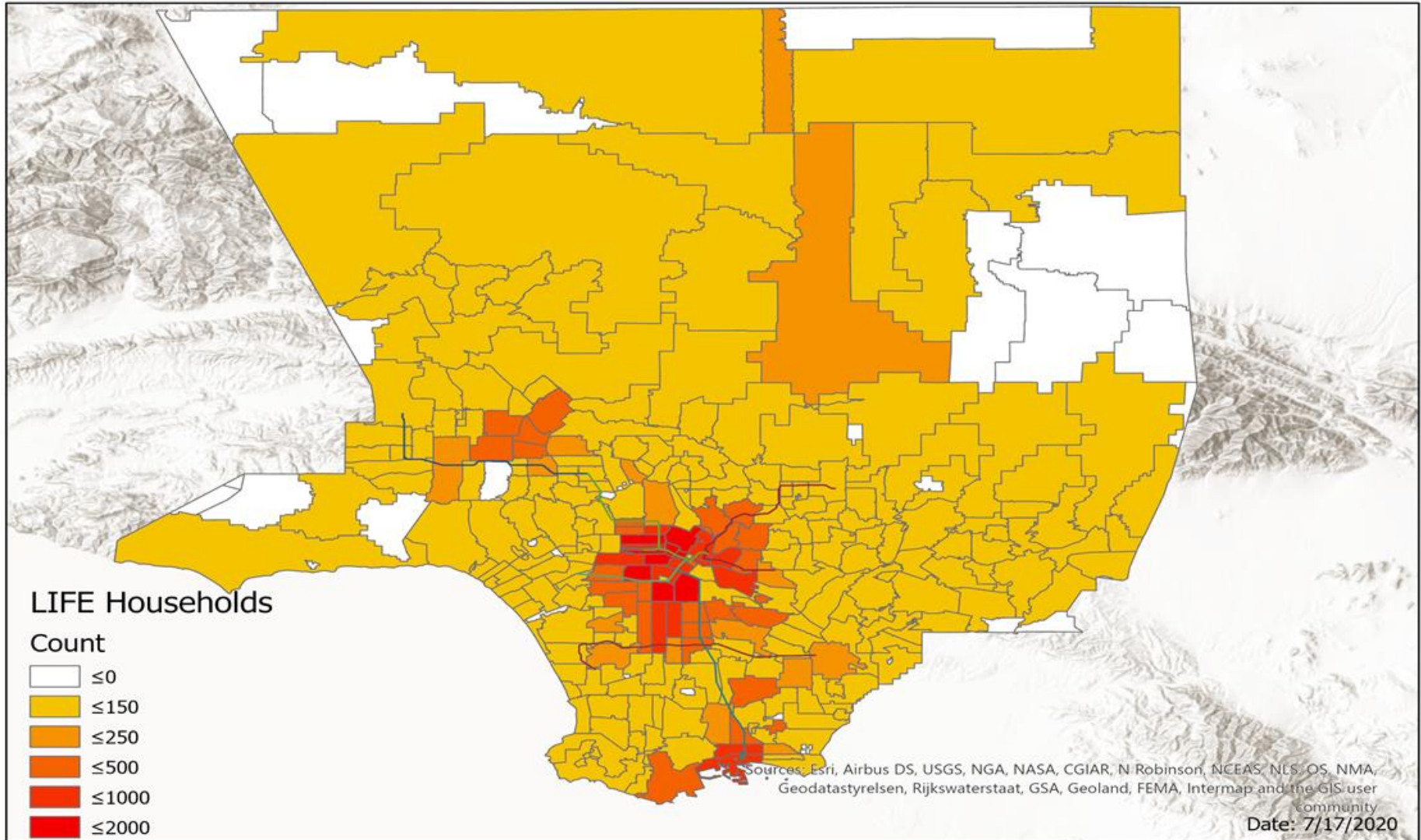
Program Overview

LIFE Program Structure



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LIFE Household Map



LIFE Income Levels

Household size	Annual income
1	\$39,450 or less
2	\$45,050 or less
3	\$50,700 or less
4	\$56,300 or less
5	\$60,850 or less
6	\$65,350 or less

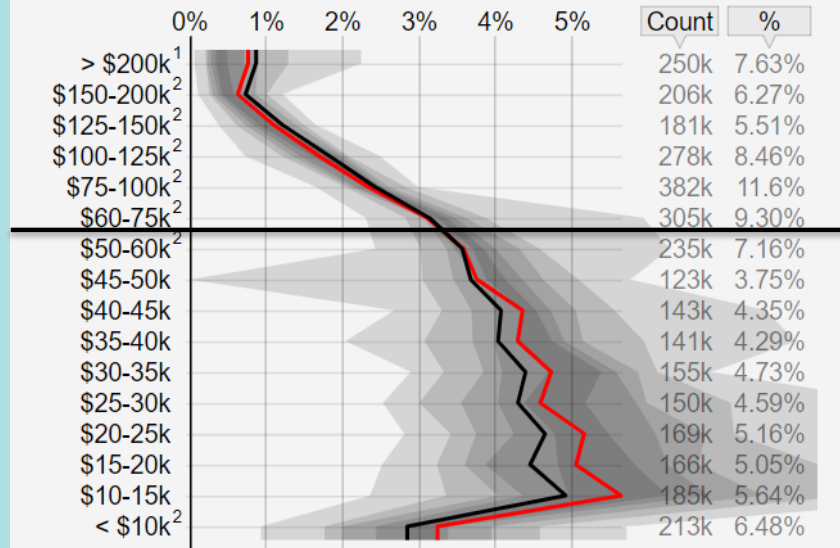
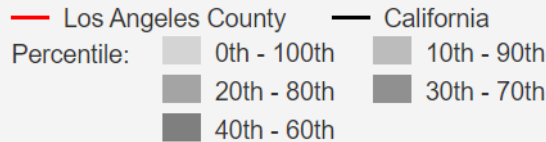
Approximately 52% of all Households in Los Angeles County have income levels below the Metro H/5 Income Level



Household Income Distribution #7

Normalized with respect to a standard interval of \$5k. Gray areas represent percentile bands from the counties in California.

Scope: households in California, Los Angeles County, and other counties in California



Count number of households with incomes in the interval
% unnormalized percentage of households with incomes in the interval
¹ normalized assuming interval of \$50k ² normalized

LIFE Current Focused Efforts

- Work with our Administrators to:
 - Attract additional partner agencies (Southeast)
 - Focus on and targeted outreach and enrollment in underserved communities and leverage technological improvements in enrollment abilities
- Update Metro LIFE webpage and collateral material to reflect the upcoming 50% discount on Metro Fare media products
- Working with Metro CEO's faith-based organization partners to support and promote the program to the members of their congregation



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Next Steps/Future Efforts (Post COVID)

- Resume outreach plan and conduct targeted outreach in underserved areas
- Develop a revised targeted outreach – enrollment rates across neighborhoods fluctuate as agencies remain open or close during the Stay at Home Order – to capture those returning to or new to transit
- Continue outreach to CBOs to join/assist with the program
- Coordinate efforts with participating operators for outreach in their service area



List of Operators In The Program



PASADENA
TRANSIT



City of
SANTA CLARITA
TRANSIT



Foothill Transit



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Thank you.



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