



Metro

Los Angeles County
Metropolitan Transportation Authority

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May 12, 2016

TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON *PAW*
CHIEF EXECUTIVE OFFICER

FROM: PAULETTA TONILAS *P.T.*
CHIEF COMMUNICATIONS OFFICER

SUBJECT: PROMOTIONAL EMPLOYER PASS PROGRAM

ISSUE

To increase ridership along new service corridors, including Line 501 Pasadena to North Hollywood Express, Gold Line Extension, and Expo Line Phase 2, and to increase participation in Employer Annual Pass Program (EAPP), which includes the Annual Transit Access Pass (ATAP) and Business Transit Access Pass (BTAP) Program, Metro Commute Services (MCS) Staff is recommending implementing a short-term Promotional Employer Pass Program (PEPP) that will serve as an introduction to Employer Programs.

DISCUSSION

Currently, the ATAP and BTAP programs require a high level of financial commitment from employers, who may not be familiar with the benefits of offering an employer-sponsored transit pass program. MCS would like to create a pilot promotional pass program for businesses at a reduced cost for a period of three months to increase ridership along new service corridors and familiarize employers with transit pass programs so that they understand the benefits of longer-term participation in Metro's Employer Annual Pass Program (EAPP).

In addition, Line 501 is experiencing low ridership at approximately 500 riders per day. This line could potentially serve many large employers along its route. Having a new tool to promote the service to employers would help increase ridership.

Promotional Employer Pilot Program (PEPP) criteria

- One-time promotion only
- New Employers only – Current TAP Corporate Accounts and EAPP participants are excluded
- Cost is \$50 per month for each regular tap card preloaded with three (3) Metro 30-Day Passes (one-time cost of \$150) per individual employee named on list provided with signed agreement
- Minimum will be based on 10% of total employees with proof of employment
- Users must be an employee of the business
- Employers may purchase passes for more than 10% of employees, if desired, but no refunds will be given for unused passes
- Payment in full for three-month period is required upfront
- Employers must distribute passes and collect required employee information for Metro

Administrative requirements

- Signed Agreement and Payroll Report
- Check payment for total due prior to pass delivery
- Employee list with individual TAP Registration and aggregate Title VI information for data purposes only

Duration of promotional outreach

- 12 months of outreach from each rail/bus opening
- Promotional program provides reduced fare for a maximum of three months per employer, and is not subject to Title VI requirements (per Office of Civil Rights).

NEXT STEPS

1. Create marketing materials and web landing page for program
2. Determine the business near line 501, Gold Line and Expo Line extensions by using:
 - Leads from phone and web inquiries
 - Letter/Email Blast with web link forwarded to Regional Rideshare Database listings
 - Cold calling businesses in new service area
3. Collect TAP ridership data to share with business and determine success of program
4. Convert companies to A/BTAP participants based on TAP data