

Rider Relief Transportation Program

Mission Statement

Mission Statement

To provide transportation assistance to the most economically vulnerable and transit dependent in Los Angeles County

- In 2007, the Metro Board, after raising fares, set aside \$5M for Rider Relief Transportation Program (RRTP) – current funding remains at the same level
- Eligible participants: Metro or participating Operator's pass holders whose income is below Housing and Urban Development's (HUD) poverty level



Poverty Requirements for RRTP Participation

U.S. Department of Housing and Urban Development's
per 2014 "Very Low Income" Poverty Guidelines

Persons in Household	1	2	3	4	5	6
Annual Income	\$28,550	\$32,600	\$36,700	\$40,750	\$44,050	\$47,300



Program Description

- Coupons redeemed at the time of purchase
 - \$10 for a regular pass
 - \$6 for senior/disabled/student passes
- Coupons distributed through a network of non-profit agencies to eligible participants
- There are currently 55,000 participants in the program



Applicant Eligibility

- An applicant may prove the he/she falls within the HUD “very low income” category and qualifies for RRTP with demonstration of any one of the following:
 - Pay stub
 - Tax Returns
 - Medical – low income
 - Lifeline (water and power)
 - Any proof of receiving Public Benefits
 - Any valid documentation showing proof of income
- There are additional requirements for seniors, k-12 students, and college/vocational participants



Eligibility Criteria for Distributing Agencies

- Minimum eligibility requirements for distributing agencies:
 - Must be not-for-profit 501 (c) organization or part of a local jurisdiction
 - Must be established in LA County for at least 3 years
 - Must operate out of a fixed structure
 - Must have more than 50 people participating in their program
 - Must be committed to all program requirements



Program Description Cont'd

- The participants receive a booklet of 6 coupons for 6 months
- The coupons are valid for the month designated on the front
- Individuals receiving subsidies from their city/school are not allowed to participate in the program



RRTP Related Board Actions

- Motion 55 – May 2014 Regular Board Meeting
 - Item A2 – expand the marketing and outreach for fare subsidy programs
 - Include various new marketing strategies to expand participation and knowledge about subsidy programs
 - Alleviate burden of fare increase on most vulnerable populations
- Motion 70 – June 2014 Regular Board Meeting
 - Launch full scale advertising campaign for fare subsidy programs in August 2014 prior to fare increase



RRTP Marketing and Outreach Plan: Strategy

- Provide core informational materials for use in a variety of venues
- Outreach on Metro's system
- Outreach activities in venues outside of Metro



Marketing and Outreach Plan Cont'd

- *Reach existing riders through outreach on Metro's system*
 - RRTP posters and brochures on Metro's rail cars and buses
 - Advertisements and banners on metro.net
 - Messages on TransitTV
 - Information in on-hold recordings on the Metro Customer Relations telephone line
 - Information in monthly Metro Insider newsletter



Marketing and Outreach Plan Cont'd

- *Target eligible audiences with outreach activities in venues outside of Metro*
- Most outreach activities are continuing and expanding historical outreach efforts with the following additional initiatives:
 - Radio spots promoting RRTP
 - Presentations to Councils of Government (COGs) and Service Councils
 - Outreach at senior centers, senior housing, Women, Infants and Children (WIC) locations, Head Start, K-12 schools
 - Direct mail outreach



THANK YOU