



Board Report

File #: 2021-0646, **File Type:** Informational Report

Agenda Number: 41.

**EXECUTIVE MANAGEMENT COMMITTEE
OCTOBER 21, 2021**

SUBJECT: PUBLIC EDUCATION CAMPAIGN FOR ENHANCED LIFE PROGRAM, HALF-PRICED PASSES AND FARE RESUMPTION

ACTION: RECEIVE AND FILE

RECOMMENDATION

RECEIVE AND FILE the Communications plan update supporting LIFE program expansion, half-priced passes and fare resumption.

ISSUE

Metro developed a 90-day Public Education Strategic Communications and Marketing Plan (Attachment A) in collaboration with external partners as directed by the Metro Board at the September 2021 meeting (Attachment B). The plan supports the roll-out of discounted passes, enhancements to the Low-Income is Easy Fare (LIFE) Program, and the return to fare collection.

BACKGROUND

At its May 2020 meeting, the Board approved Motion 36 reducing the cost of Metro full-price passes by 50% upon fare resumption.

In September 2021, the Board approved the Fareless Systems Initiative (FSI) funding plan for Phase I (K-14) and Motion 40 revamping the LIFE Program. Expanding and enhancing the LIFE Program will alleviate the impact of fares on low-income riders while Metro continues to seek funding to implement FSI Phase 2 (low-income adults)

Phase I implementation began on October 1, 2021, allowing students in participating K-12 districts and community colleges in LA County the ability to board Metro and participating transit agencies with a special pass that requires no fare payment at boarding. Metro is preparing a streamlined LIFE application process that enables on-the-spot enrollment, allows applicants to self-certify, and provides three months of fareless transit to new enrollees. Specifically, since the last Board meeting, staff has completed or advanced the following:

- Simplified the LIFE application to streamline enrollment and add the option of self-certification (complete);

-
- LA County Workforce Development, Aging, and Community Services distributed 11,000 LIFE informational flyers to clients receiving meal delivery and at 14 Community and Senior Centers throughout the region;
 - Updated the LIFE webpage (in progress); and
 - Created online LIFE application portal with self-certification feature (in progress).

. In collaboration with community-based organizations (CBO's), Metro will launch a coordinated and proactive outreach effort around the enhanced LIFE program and discounted fares with grassroots and boots on the ground tactics in advance of resuming fare collection on January 10, 2022.

DISCUSSION

Coordinated efforts are in progress to ensure a comprehensive, multi-platform, and community-centered outreach and public engagement strategy. Metro communications is leading the efforts with Strategic Financial Management (formerly Office of Management and Budget), TAP, including Operations, and the Office of the Chief Executive Officer in partnership with community-based organizations. Metro secured the services of an external multicultural marketing firm to assist in developing a comprehensive public education campaign. The consultant firm will develop creative concepts and key messaging to educate and inform the public about Metro's enhancements to the LIFE program, the promotion of half-off passes, and the resumption of fare collection.

The public education campaign launched October 12, 2021, and includes a complement of strategies leveraging social media, print and online advertising in local and community publications, in-person outreach, and engagement through community-based organizations over the next 90 days. The plan includes the following outreach strategies:

- Earned, owned, and paid media channels, including ethnic and hyper-focused local media (print, radio, electronic)
- Utilization of Metro's digital and static assets.
- Disseminate information using community-based organizations at highly-trafficked areas throughout the county, including high-frequency transit stops and stations and community locations where people gather and engage in social discourse, such as barbershops, hair salons, community centers, and local shopping centers.
- Utilize government social service partners to distribute information to mutual clients.
 - Staff is in discussions with the Los Angeles County Community Development Authority to distribute information to Section 8 and Public Housing clients.
 - Staff continues to work with the Los Angeles County Department of Social Services to distribute information through their programs such as, General Relief and CalFresh clients.
- Leverage existing Metro resources to inform customers of promotional and discount programs and fare collection resumption, including the deployment of ambassadors and signage at bus stops and Point of Sales (POS) locations such as ticket vending machines (TVM) and Metro Customer Centers.

- Enlist the support of community partners, including faith-based organizations, to help amplify the Agency’s messages through notices to their stakeholders via social media channels.
- Ensure Metro employees are informed of the programs to act as ambassadors within their spheres of influence.

The public education tactics, in three phases, are aligned with the 90-day promotional campaign and the 45-day LIFE Program self-attestation enrollment period. The following is a high-level overview of the three phases:

Public Engagement and Outreach: Early October	<ul style="list-style-type: none"> • Launch public education campaign with public relations tactics (blogs, press release, internal communications) • Contract with a multicultural marketing agency.
Strategic Communications: Mid October	<ul style="list-style-type: none"> • Develop messaging matrix and creative concepts • Support the launch of LIFE Program enhancements and enrollments
Community-Based Organizations Engagement: Late October thru January	<ul style="list-style-type: none"> • Engage CBO partners for expanded community outreach • Launch systemwide campaign ads and paid media advertising - online banners, print, radio, direct mail • Continue outreach and public engagement tactics leading to fare resumption

Communications initiated focused tactics at the onset of the promotional period, including a press release, features on Metro blogs The Source and El Pasajero (Attachment C), e-blast to 88 cities, countywide faith-based leaders, and CBOs (Attachment D) and an initial LIFE card distribution to over 2000 riders, (Attachment E)

EQUITY PLATFORM

The communications plan and public education campaign is a multi-pronged outreach effort that includes partnering and procuring CBOs with extensive experience engaging a broad range of stakeholders within Los Angeles County's diverse communities and specific geographic areas to build awareness and support overall outreach efforts. The communications plan commits to providing non-English translation and multilingual, culturally appropriate materials. Additionally, the plan seeks to meet community members where they are to reduce barriers to Metro updates and information. These efforts will target messaging to economically vulnerable people in our communities and improve access to transit through discounted passes and the enhanced LIFE Program.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The communications plan and public education campaign supports strategic goal #3 “Enhancing communities and lives through mobility and access to opportunity” by providing financial relief by reducing the cost of riding transit for all riders, especially the most economically vulnerable people in our communities.

NEXT STEPS

Over the next two weeks staff will utilize the services of a multicultural marketing firm to develop specific messaging and marketing materials. The new online portal will be user-tested the week of October 25th and will be live October 31st. Additionally, staff will collaborate with the County's Social Service providers and network to distribute information to mutual clients. Finally, staff will continue outreach and public engagement of LIFE Program enhancements, such as self-certification and enrollments through pop-up events in partnership with CBOs. Staff will return to the Board in November with an update.

ATTACHMENTS

Attachment A - 90-Day Public Education Strategic Communications Pla

Attachment B - Motion 40 - FSI

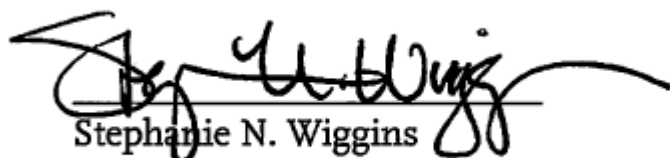
Attachment C - October 12 Fares Update Source post

Attachment D - E-Blast

Attachment E - LIFE card

Prepared by: Glen Becerra, Executive Officer, Marketing (213) 418-3265
Kristie Crawford, Manager, Marketing and Communications (213) 418-3174

Reviewed by: Yvette Rapose, Acting Deputy Chief, Communications, (213) 418-3154



Stephanie N. Wiggins
Chief Executive Officer

90-Day Fares Public Education Strategic Communications Plan

Overall Goals

- Raise broad awareness with Metro riders about systemwide changes beginning January 10, 2022, including:
 - Improved fare options – enhanced LIFE program and discounted passes
 - Bus fare collections resume
 - Discontinue rear-door boarding (note: All-Door Boarding continues to be available on Lines 720 and 745, and J Line (Silver))
 - More frequency and convenience with NextGen implementation - systemwide service hours restored
 - A clean and safe system
 - Educate internal staff on fare changes via Division communications tactics

Timing

OBJ OBJ

Phase 1: 10/1 – 10/15	<ul style="list-style-type: none"> • Launch public education campaign with public relations tactics (blogs, press release, internal communications) • Contract with multicultural marketing agency and CBOs for expanded professional services and resources
Phase 2: 10/16 – 11/15	<ul style="list-style-type: none"> • Support the launch of LIFE program enhancements and enrollments • Develop Strategic Communications Plan • Develop messaging matrix and creative concepts
Phase 3: 11/16 – 1/10/22	<ul style="list-style-type: none"> • Deploy CBO partners for expanded community outreach • Launch systemwide campaign ads and paid media advertising – online banners, print, radio, direct mail • Continue outreach and public engagement tactics leading to fare resumption
Phase 4: 1/10/22 – 7/10/22	<ul style="list-style-type: none"> • Monitor, evaluate and continue to optimize campaign

CAMPAIGN: LIFE (Low-Income Fare is Easy)

Timing

Campaign launch: October 12, 2021

Goals

- Double the number of LIFE participants by end of 2022
- Make public transit more affordable for low-income riders

- Encourage sign-ups of current transit riders that are qualified but not signed up for the LIFE program

Audience

- Low-income riders
- Cash-paying riders
- Pass holders (full/reduced fare)
- Community partners
- Metro Operators and staff
- Media – local and ethnic media (print, broadcast, online)

Strategy

- Educate and inform current cash-paying customers of the LIFE program, including additional discounts available as part of the half-off passes promotion.
- Promote the LIFE program as a method of greater savings on Metro passes.
- Drive awareness to LIFE participants that their passes will be deeply discounted.
- Partner with community-based organizations to sign up potential LIFE participants.

Key Messages

- We're making it easier for low-income riders to sign up for heavily discounted fares.
- One-Day, 7-Day and 30-Day passes are deeply discounted for LIFE participants from December 15, 2021, through July 20, 2022.
 - Regular 30-Day pass – drops to \$26 (regularly \$76)
 - 7-Day Pass – \$6.50 (regularly \$19.50)
- Applying is now easier. Metro is now accepting LIFE applications at Metro Customer Centers.
- Low-income riders can save on passes or get free rides with the LIFE program.
- You'll get 90 days of free rides if you are a new LIFE participant starting January 10, 2022.

Customer-Facing Message

- Metro is here for you. We're helping eligible riders get around at a discounted price.
- The LIFE program offers low-income riders assistance with paying fare.
\$26 for 30-day pass (regularly \$76)
 \$6.50 for 7-day pass (regularly \$19.50)
- Apply now to get your **first 90 days of free rides**.

Suggested Tactics

Phase 1

- PR: *The Source/El Pasajero*, social media posts, press release

- Outreach: email deployment to 88 cities, countywide faith based leaders and CBOs
- Internal: Metro Daily Brief, FAQs document, Metro Friday Facts email, myMetro intranet, printed piece for staff/operator education

Phase 2

- Development of Strategic Communications Plan
 - o Messaging matrix and creative concepts
- Update LIFE materials to include free 90-day transit pass, TAP Card opt-in language to receive a TAP and self certification language

Phase 3

- Customer-facing campaign ads: Bus car cards, rail posters, TK1s, LIFE applications, FAQ flyers, direct mail campaign
- Media: Online banners, newspaper ads, radio, social media
- PR: *The Source/El Pasajero*, social media posts, press release
- Web: Updates to *metro.net/LIFE*, update to *taptogo.net*, online application portal
- Outreach: CBO partnerships with faith-based organizations mobile outreach, ongoing community events and outreach, sign ups at major transit centers, mobile customer center, Metro Blue Shirts

CAMPAIGN: Fare Collection Resumption

Timing

Campaign launch: October 12, 2021

Fare collection resumes: January 10, 2022

Fare enforcement resumes: 30 days after fare collection resumes

Goals

- Inform Metro riders that we will resume collecting bus fare on January 10, 2022
- Encourage riders to visit *metro.net/fares* for information on all available discounted fare programs, including the six-month half-off passes promotion

Audience

- Riders – general and all who qualify for discounted programs
- Community partners
- Metro Operators and staff
- Media – local and ethnic media (print, broadcast/radio, online)

Strategy

- Utilize point of level communication tactics to inform customers of fare collection, including ambassadors, signage at bus stops, alert banners on *metro.net*, push alerts to 70,000 *Transit* app users.
- Integrate fare resumption message into NextGen/December shake up materials where space is available.
- Provide general information on Metro's discounted fare programs, with targeted communication on additional pass discounts to LIFE participants and current pass holders.

Customer-Facing Message

- Get ready to pay your fare on **Metro buses** starting January 10, 2022.
- Your fares support Metro service.
 - Find out about discounts on fare and passes at metro.net/fares.

Suggested Tactics

Phase 1

- PR: *The Source/El Pasajero*, social media posts, press release
- Internal: Metro Daily Brief, FAQs document, Metro Friday Facts email, myMetro intranet, printed piece for staff/operator education

Phase 2

- Development of Strategic Communications Plan
 - Messaging matrix and creative concepts

Phase 3

- Customer-facing: *Transit* app integration, digital kiosk ads, messages on hold, information at bus stop level, posters, integration into NextGen materials
- Web: Updated fares section on *metro.net*
- Outreach: Metro Blue Shirts, mobile customer center

CAMPAIGN: Half-off passes

Timing

Campaign launch: October 12, 2021

Half off fares active: December 15, 2021 through July 10, 2022

Background

Metro is providing emergency relief for transit-riding Angelenos. The Metro Board has directed Metro to offer riders financial relief, specifically by offering a deep promotional discount on Metro 1-Day, 7-Day and 30-Day passes.

Goals

- Provide financial relief to pass buyers
- Inform and educate riders of the promotional half-price passes and all other discount fare programs

Audience

- All riders
- Community partners
- Metro Operators and staff
- Media – local and ethnic media

Strategy

- Highlight promotional passes and other discount programs at point of sale (POS) locations, including TVMs, Metro Customer Centers and TAP website.
- Drive demand via earned and paid media channels that 30-Day, 7-Day and 1-Day passes are half price for a promotional limited time.

Customer-Facing Message

- Metro is offering 1-Day, 7-Day and 30-Day passes at half-price savings.
- Go Metro for half the price.
 - Pay only \$3.50 on a day pass, \$12.50 on a weekly pass, and \$50 on a 30-day pass.
 - 30-Day Pass: ~~\$100~~ \$50
 - 7-Day Pass: ~~\$25~~ \$12.50
 - 1-Day Pass: ~~\$7~~ \$3.50

Suggested Tactics

Phase 1

- PR: *The Source/El Pasajero*, social media posts, press release
- Internal: Metro Daily Brief, FAQs document, Metro Friday Facts email, myMetro intranet, printed piece for staff/operator education

Phase 2

- Development of Strategic Communications Plan
 - Messaging matrix and creative concepts

Phase 3

- Customer-facing campaign ads: Bus car cards, rail posters, email to current TAP pass holders, ads on digital kiosks, *Transit* app integration, *TAP* app
- Paid media: Online banners, newspaper ads, radio, social media, FB ads targeting likely riders

- Web: updates to *metro.net/LIFE*, update to *taptogo.net*, online application portal
- Outreach: Mobile customer center, Metro Blue Shirts

**Board Report**

File #: 2021-0627, **File Type:** Motion / Motion Response**Agenda Number:** 40.

REVISED
REGULAR BOARD MEETING
SEPTEMBER 23, 2021**Motion by:****DIRECTORS MITCHELL, SOLIS, GARCETTI, SANDOVAL, BONIN, AND DUPONT-WALKER**

Related to Item 35: Fareless System Initiative (FSI)

Effective March 23, 2020, former LA Metro CEO Phil Washington ordered that all passengers shall board the rear door when entering an LA Metro bus and, accordingly, removed the requirement for bus passengers to use the fare box. This practice was established to reduce the risk of COVID-19 transmissions on transit and to protect transit operators at the front of the bus from potential exposure to COVID-19. While put in place as a health pandemic response, this practice has been one of the most effective strategies in our region to respond to the economic pandemic our communities face.

Riders and community advocates quickly embraced LA Metro's fare free bus service and in August 2020, CEO Washington announced the formation of the Fareless System Initiative (FSI) Task Force to study the potential for continuing fare-free service as a recovery strategy to continue after the pandemic. The Task Force's research confirmed what riders already know; that LA Metro's riders are overwhelmingly low-income people of color for whom transit fares are an economic burden and for whom fare enforcement perpetuates racial disparities. Furthermore, the Task Force found that a fareless system would grow ridership and help the region meet its mobility, congestion reduction, and sustainability goals more effectively than almost any other LA Metro initiative. Buoyed by these findings, on May 27, 2021, the Board directed staff to proceed with FSI, subject to a final financial plan, which is before the Board for consideration today.

The financial plan identifies funding for free student passes as Phase 1 of FSI. Staff has moved quickly to build on the previously existing U-Pass program to expand free student passes to students in every participating school district throughout the county. However, the financial plan does not identify the funding needed to move forward and launch Phase 2 of FSI, which would serve all low-income riders. In the interim, staff proposes to build on the existing LIFE Program as a first step toward FSI Phase 2, until additional funding can be secured.

Increasing enrollment in the LIFE Program is an important interim step for an expansion of FSI. If implemented, it will create a pre-qualified pool of applicants for FSI Phase 2. While enrollment has grown since its launch in 2019, the LIFE Program still falls far short of its intended impact, largely due

to intimidating, restrictive, and tedious enrollment barriers. The current LIFE Program design will require an overhaul to meet the needs of eligible low-income riders. Namely, the LIFE Program must be far easier to enroll in, more accessible, easier to pay for, and truly affordable for low-income riders.

Our communities are still faced with a dual economic and health pandemic that racial and economic inequalities have further exacerbated. Programs across this region-created to support families in need-will be expiring later this year, despite evidence that these programs have collectively spurred a record drop in poverty (as much as half according to the Urban Institute). Costs will quickly escalate for families, many of whom are still unemployed, taking care of children and loved ones at home, and paying off rental debt. LA Metro must do more to prevent the resumption of fares from exacerbating economic distress among economically vulnerable people in our communities. Removing financial barriers for those who cannot afford transportation creates a lifeline for those who need access to essential travel.

Revamping the LIFE Program will alleviate the impact of fares on low-income riders while preparing LA Metro to implement FSI Phase 2.

SUBJECT: AMENDMENT TO FARELESS SYSTEM INITIATIVE (FSI)

RECOMMENDATION

APPROVE Motion by Mitchell, Solis, Garcetti, Sandoval, Bonin, and Dupont-Walker that the Board direct the Chief Executive Officer to:

- A. Develop a plan to double the number of LIFE Program enrollees by the end of 2022.
- B. Expedite a streamlined application system that enables on-the-spot enrollment and the immediate issuance of LIFE Program benefits through a process that allows applicants to self-certify qualification in the program. Applicants should attest that their information and eligibility in the program is accurate under penalty of fine.
- C. Ensure the fare capping pilot approved by the Board in March 2021 applies to LIFE Program participants.
- D. Expand partnerships with local, state, and federal public benefit programs to automatically enroll members in LIFE upon qualification.
- E. Partner with community-based organizations to canvass LA Metro buses and trains to enroll qualifying riders.
- F. Provide three months of fareless transit to new enrollees as an incentive to enrollment, beginning upon the resumption of fare collection.
- G. Evaluate whether qualified applicants can enroll in the LIFE Program with the next generation of touch screen TAP Vending Machines.

WE, FURTHER MOVE, that the Board direct the Chief Executive Officer to:

- H. Continue the current boarding practices until prospective participants can enroll-on-the spot and self-certify their eligibility, with no less than 90 days for promotion and 45 days for enrollment before fare collection resumes. The resumption of fare collection should also be subject to a 45-day awareness-building period that fares collection will resume as detailed in Attachment I of the September 2021 FSI report (Board File 2021-0574).
- I. Return to the Board in January 2022 with an update on LIFE Program changes.
- J. Conduct a LIFE Program evaluation - in partnership with community-based organizations -- to:
 - 1. Develop additional strategies that support the enrollment of new participants in the LIFE Program.
 - 2. Survey and convene current and prospective LIFE Program enrollees on how well the current program meets the needs of eligible applicants.
 - 3. Review current benefit levels and recommend changes, as appropriate.

BONIN AMENDMENT:

I would like Metro staff to come back to us in your next report with a more reasonable evaluation of the benefits and costs of going truly fareless. This analysis needs to consider:

- A. A phased approach that winds down contracts rather than breaching them.
- B. The cost of anticipated upgrades and maintenance of our fare collection system that could be avoided.
- C. Realistic ridership and fare revenue forecasts that take into account actual ridership trends, use today's ridership as a baseline, and factor in already Board-approved discounts, including today's actions.
- D. Operational savings from reduced bus dwell times and reduced staff needs for fare collection and enforcement.
- E. Validating cost assumptions from munis.
- F. Looking more holistically at Access Services, including potential savings from Federal waivers and coordination with Microtransit; and
- G. Look at universal \$26 pass proposal from Bus Riders Union.

KUEHL AMENDMENT:

Report back on the communication plan.

2022 DISCOUNTED FARES ARE COMING! Find out more about discounted and free rides using the LIFE Program, GoPass and your TAP card

BY STEVE HYMON , OCTOBER 12, 2021

Fare collection resumes on the Metro bus system on January 10. Your fares help keep our system running!

To keep riders and our employees safe, we suspended front door boarding on our buses in March 2020 at the outset of the COVID-19 pandemic. We also relaxed our rules requiring riders to use the farebox and TAP validator.

With vaccinations well underway and mask wearing on our system required, we will resume front door boarding only and fare collection on Jan. 10, 2022.

We're working to make sure everyone knows about these changes well in advance. Some big discounts are also coming to our fares.

Need help paying for your rides? We're also making it easier for you to apply for our Low-Income Fare Is Easy (LIFE) program and providing deeper discounts.

6 Months of discounted LIFE fares:

\$26 for a 30-day pass (regularly \$76)

\$6.50 for a 7-day pass (regularly \$19.50).

Additionally, new LIFE riders will get 90 days of free rides starting January 10, 2022, when fare collection restarts.

6 months of half price passes for all riders: We're cutting the price of our regular passes in half for all customers to make riding easy and affordable.

We will be offering 1-Day, 7-Day and 30-Day passes at half-price savings that riders can start using on Jan. 10. That means you will pay only \$3.50 for a day pass, \$12.50 for a weekly pass and \$50 for a 30-day pass if you are not enrolled in a discounted program.

The fares will be available on our TAP vending machines, taptogo.net and at Metro Customer Centers and will be available for purchase beginning Dec. 15 until July 20, 2022.

Meet the Metro Student GoPass:

Our GoPass fareless program for students allows K-12 and community college students at participating schools and/or school districts in L.A. County to obtain passes to ride the Metro System (and participating transit operators) for free through June 30, 2023.

We've had significant interest in our GoPass pilot program — more than 40 districts are in the process of signing up. Earlier this month the Los Angeles Unified School District — the largest district in our region — announced they will partner with Metro on this important program. This will help students reach school and other destinations — and save their families money that can be used for other expenses.

To check if your district is on the list, [click here](#).

SHARE THE SOURCE:



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Related

[Metro Board approves fareless plan for K-14 students and easier access to discounted fares for many riders](#)

We launched our Fareless System Initiative in Aug. 2020. The program's goals are simple: to use fareless transit as a tool to help L.A. County residents deal with the ever-rising cost of living here and help recover from the September 23, 2021 In "Policy & Funding"

[Metro unveils new "LIFE" programs for discounted fares for low-income riders](#)

As of January 1, qualifying riders can save even more on Metro 7-Day, 30-Day or EZ passes with LIFE coupons. The discounts are made possible by the passage of the Measure M sales tax ballot measure by L.A. County voters January 16, 2018 In "Go Metro"



[New fare charts and FAQ on the fare increases and changes that begin Sept. 15 August 11, 2014 In "Inside Metro"](#)

[Edit This](#)

CATEGORIES: [Go Metro](#)

TAGGED AS: [discounts](#), [fare collection](#), [GoPass](#), [LIFE fares](#), [passes](#), [students](#)

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Montoya, Eric

To: Crawford, Kristie
Subject: RE: Bus Fares Resuming January 2022

From: Metro Community Relations <communityrelations@metro.net>
Sent: Wednesday, October 13, 2021 7:02 AM
To: Cortez, Michael <CortezMic@metro.net>
Subject: Bus Fares Resuming January 2022



Fare collection resumes on the Metro bus system on January 10. Your fares help keep our system running.

To keep riders and our employees safe, we suspended front door boarding on our buses in March 2020 at the outset of the COVID-19 pandemic. We also relaxed our rules requiring riders to use the farebox and TAP validator.

With COVID-19 vaccinations well underway and mask wearing on our system required, we will resume front door boarding only and fare collection on January 10, 2022.

We're working to make sure everyone knows about these changes well in advance. Some big discounts are also coming to our fares.

For more information about bus fare collections beginning in January, discounted Fares, Free Rides or the LIFE program [click here](#).

We also want to let you know **we are always here to listen to any insights from our partners regarding the customer experience on our transit system**. Please email communityrelations@metro.net to share your thoughts with us.



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This email was sent to cortezmic@metro.net

Bus & Rail Transit information
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**Metro bus fare collection
resumes January 10, 2022.**

**Eligible riders can now
save more on their fares.**

*Sign up now for a free 90-day pass.
Learn more at metro.net/LIFE.*



Metro[®]

Low-income riders can save through the LIFE (Low-Income Fare is Easy) Program.

Fare Product	LIFE Discount
Regular 30-Day/Monthly Pass	\$24
Regular 7-Day/Weekly Pass <i>(up to four per month)</i>	\$6
20 Regional Rides: <i>Base fare only. Interagency transfers are additional cost.</i>	Free

Applying is easy with more ways to submit applications.

Submit your application via email, mail, or drop off at your local enrollment agency: FAME Assistance Corporation (FAC) or International Institute of Los Angeles (IILA). Or you can drop off your application at any Metro Customer Center.

Scan the QR code or **visit** metro.net/LIFE to learn more.

More ways to save are coming soon!



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