



Metro

Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

Board Report

File #: 2018-0076, **File Type:** Oral Report / Presentation

Agenda Number: 28.

**AD HOC CUSTOMER EXPERIENCE COMMITTEE
MARCH 15, 2018**

SUBJECT: ORAL REPORT ON PASS PROGRAMS (U-, A-, B-)

ACTION: RECEIVE ORAL REPORT

RECOMMENDATION

RECEIVE oral report on Pass Programs (U-, A-, B-).

Metro Commute Services (MCS) Update

Ad-Hoc Customer Experience Committee

March 15, 2018



U-PASS

- The U-Pass Pilot Program has completed 18 months of its 24-month pilot program.
- The schools are billed for actual boardings per semester at \$0.75 per boarding with the maximum cost being \$10.03 per week per participant, which is the equivalent of the \$43/month College/Vocational fare.
- As of Spring 2018, there are 14 participating schools: Cal Tech, CSULA, CSUN, Compton College, El Camino College, LACC, LATTC, LMU, Mission College, Pasadena City College, Pierce College, Rio Hondo College, UCLA (ITAP Transitioning 7/1/18), USC Graduate Students



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U-PASS (Cont'd.)

- As of 12/31/17 (for the first 16 months of the pilot program), the U-Pass Program had:
 - o 31,312 U-Passes sold
 - o 3.9 million boardings
 - o \$2.95 million in revenue
 - o 21% increase in participants year-over-year (Fall' 17 = 9,137 vs. Fall' 18 = 11,044)
- As 2/27/18, we have collected \$879,038.41 with \$143,169.85 outstanding for FY '18 (Total of \$1,022,208.26)
- Seeking Board approval in May to make U-Pass a permanent program



Employer Annual Pass Program (EAPP)

The Employer Annual Pass Program (EAPP) includes:

➤ **Annual Transit Access Pass (ATAP)**

- ✓ Full fare at \$1200/yr. + \$5 Card Fee
- ✓ Includes Metro Zone fees at no cost
- ✓ Minimum Purchase is 3 passes
- ✓ Can be EZ Regional passes or include EZ zones at 12 x monthly cost of pass type for year
- ✓ Order can contain various pass types (Metro only, EZ Regional, EZ plus zones, etc.)
- ✓ Passes delivered on photo ID TAP card or TAP sticker placed on existing employee ID



Employer Annual Pass Program (EAPP)

The Employer Annual Pass Program (EAPP) includes:

➤ **Business Transit Access Pass (BTAP)**

- ✓ Reduced fare marketing program offers fare at \$132 - \$276/yr. + \$5 Card Fee based on Level of Service
- ✓ Metro services only + Metro Zones (No EZ option)
- ✓ Minimum Purchase is passes for approximately 70% of employees based on a formula with limited exemptions based on modes (Metrolink, Vanpool)
- ✓ Designed to expand ridership to most employees at same cost as full fare for 10% of employees
- ✓ Photo ID TAP card or TAP sticker



Employer Annual Pass Program (EAPP)

The Employer Annual Pass Program (EAPP) includes:

➤ **Promotional Employer Pass Program (PEPP)**

- ✓ New employers only
- ✓ Reduced fare marketing program offers fare at 50% off for 3 months (\$150 for 3 months paid up front)
- ✓ Metro services only + Metro Zones (No EZ option)
- ✓ Minimum Purchase is passes 10% of employees
- ✓ Regular TAP card or TAP sticker
- ✓ Designed to be bridge to Annual Pass Program

Employer Annual Pass Program (EAPP)

Total EAPP Accounts Renewed for 2018			
	BTAP Accounts	ATAP Accounts	Total
2017 Accounts	556	36	583
2018 Renewed	465	33	498
Percent Renewed	84%	92%	85%
Percent of Total	93%	7%	100%
2018 Revenue	\$3,636,266	\$1,419,688	\$5,055,954
2017 Revenue	\$4,138,520	\$1,376,669	\$5,515,189
Percent Renewed	88%	103%	92%

*Out of 592 businesses to be renewed, 10% closed and are not included in the total of 583 above. The remaining 85 businesses that did not renew stated that they did not have enough participants or the business or their employees could not afford the upfront payment.



Employer Annual Pass Program (EAPP)

- In a customer satisfaction survey conducted in Feb 2017, 96% of respondents (237 out of 247) said they would recommend the EAPP Program to other employers.
- Top reasons given for EAPP participation were:
 - ✓ Convenience vs. a monthly pass
 - ✓ Price
 - ✓ Saves parking expenses for employer
- For FY '18 YTD, the EAPP program has 43 new accounts with 2,036 new participants for new revenue of \$561,992, which is 70% increase over the FY '17 YTD revenue of \$329,449.



Employer Annual Pass Program (EAPP)

- Total YTD Revenue for U-Pass and EAPP is \$6.4 Million
- This is a 4% increase over Feb '17 YTD revenue of \$6.15 Million
- Based on request from TDM Ordinance motion passed by the Board in October 2017, MCS and OMB are currently collaborating on pricing and implementation of a pay-per-boarding pilot program for businesses similar to U-Pass.
- All fare programs are currently under review by OMB.