

## **BENEFITS OF ELECTRONIC FARE PAYMENT SYSTEMS**

Encouraging riders to use electronic fare payment systems such as TAP or smartphones provides the following benefits to riders, drivers, LADOT and the regional transit network:

### **Benefit to Riders**

- Faster boarding
- More convenient - no need to carry exact change
- Balance protection if TAP card is lost
- "Stored value" can be used to pay cash fare on any TAP enabled transit system in LA County
- LADOT or DASH pass can be hosted on the chip within the TAP card; no visual inspection needed
- TAP card can host multiple passes and "stored value"; transit riders only need to carry one card
- EZ transit pass (regional pass) can be used electronically on TAP enabled transit systems
- Rolling 7 day and 31 day passes can be bought at any time during the week or month
- Riders are increasing using cellphones to pay for goods and services

### **Benefit to Drivers**

- Fewer rider - driver fare disputes
- Fewer cash fare transactions to monitor
- Faster boarding
- Reduces need for drivers to manually tally boardings by type

### **Benefit to LADOT**

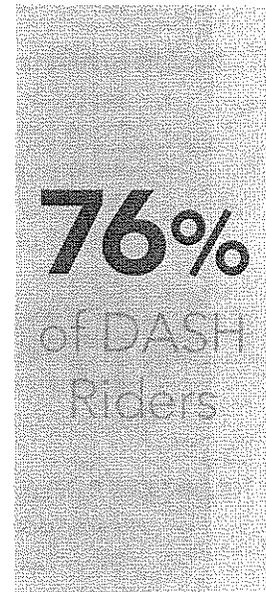
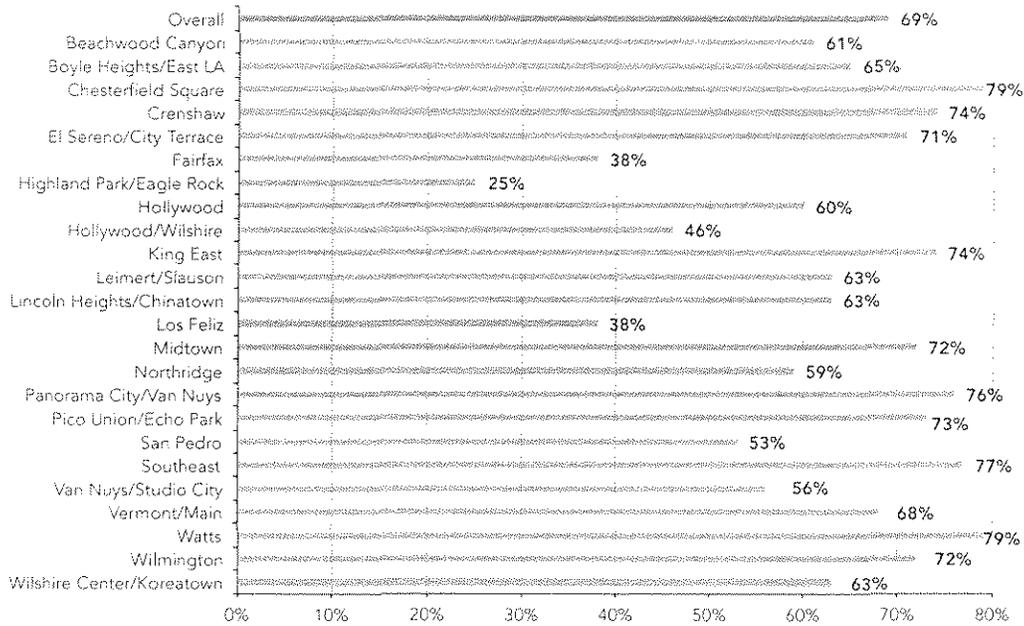
- Less volume of cash from fares
- More accurate fare payment
- Better ridership statistics
- More fare payments in advance of actual rides
- Reduced potential for fare evasion

### **Benefit to Regional Transit Network**

- Faster boarding
- "Stored value" can be used to pay cash fare on any TAP enabled transit system
- TAP card can host multiple passes and "cash purse"; riders only need to carry one card
- EZ transit pass (regional pass) can be used electronically on TAP systems

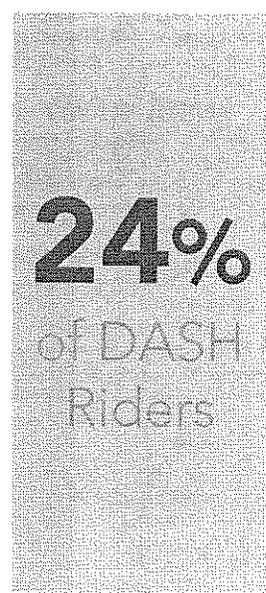
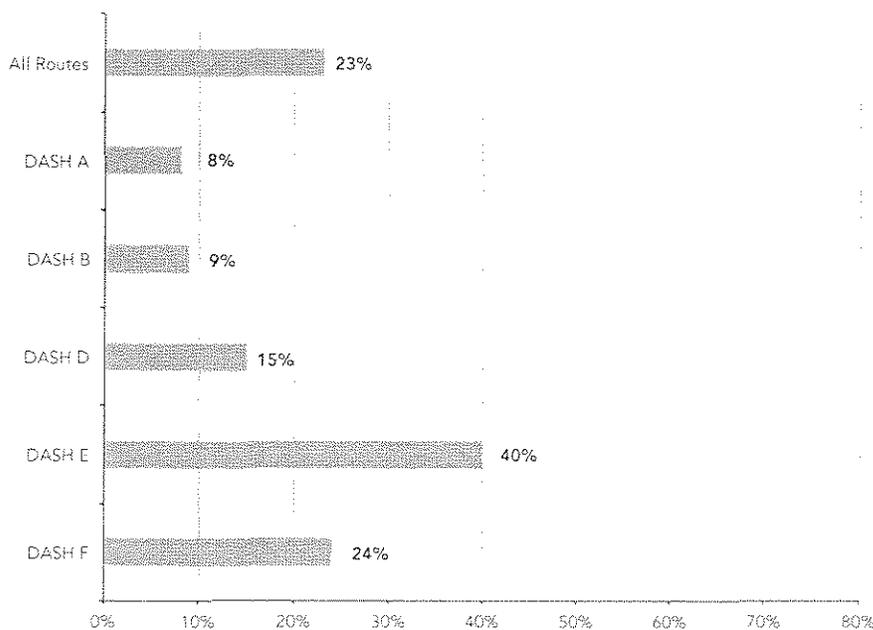
## Community DASH Services

INCOME UNDER \$20K, 18+, WEEKDAY



## DASH Downtown Los Angeles

INCOME UNDER \$20K, 18+, WEEKDAY





Attachment 3

City of Los Angeles  
Department of Transportation

FARE EQUITY ANALYSIS



January 2015

**LADOT**

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**1 INTRODUCTION**

The City of Los Angeles Department of Transportation's Transit Bureau (LADOT) has proposed additions to its fare table that are beneficial to all riders of LADOT's DASH services, especially minority and low-income riders. LADOT intends to implement the proposed changes as soon as they have been evaluated by the public, through public hearings and outreach activities, and approved by the Board of Transportation Commissioners and the Los Angeles City Council.

The implementation of the Los Angeles Region's TAP smart card system has enabled LADOT to offer new pricing options to riders that were not available with traditional fare products, such as flash passes and tickets. Additionally, LADOT's upcoming demonstration of mobile ticketing through the use of smart phones will support these proposed fare options. That demonstration, called LA Mobile, will take place early in 2015.

The following table outlines LADOT's proposed fares for DASH services, as well as current fare types used for the purpose of this Fare Equity Analysis:

**TABLE 1 – Proposed and Current DASH Fares**

FARE TYPE	CURRENT	PROPOSED
*Cash (Regular)	\$0.50	\$0.50
Electronic Payment Incentive Fare (Regular)	N/A	\$0.35
*Cash (Senior/Disabled/Medicare)	\$0.25	\$0.25
Electronic Payment Incentive Fare (Senior/Disabled/Medicare)	N/A	\$0.15
7-Day Rolling Pass (Regular)	N/A	\$5.00
7-Day Rolling Pass (Senior/Disabled/Medicare)	N/A	\$2.50
*31-Day Rolling Pass (Regular)	\$18.00	\$18.00
31-Day Rolling Pass (K-12 Student)	N/A	\$9.00
31-Day Rolling Pass (College/Vocational Student)	N/A	\$9.00
31-Day Rolling Pass (Senior/Disabled/Medicare)	N/A	\$9.00

*\*Denotes existing fare type/product; all others are new options.*

The Regular Electronic Payment Incentive Fares and 7-Day Rolling Pass will only be available on a regular TAP smart card. On LA Mobile, the 7-Day pass will be available as well as the Regular Electronic Payment Incentive Fare in the form of trip tickets. Senior, Disabled/Medicare, Student, College and Vocational Student fares and passes require an application process to determine eligibility for Reduced Fare TAP cards issued by the Los Angeles County Metropolitan

Transportation Authority (Metro). These fare types, requiring eligibility certification, would only be available on specially designated Metro TAP cards.

For the purpose of this analysis, the electronic payment incentive fares are compared to existing regular and reduced cash fares. The new, reduced 31-Day Rolling Passes were analyzed using the existing Regular 31-Day Rolling Pass. The 7-Day Rolling Pass did not have a comparable product and could not undergo analysis. The impact of the new fare types is expected to be positive, offering benefits for both minority riders and low-income riders. These fare changes are compliant with LADOT's proposed Minority Disparate Impact and Low-income Disproportionate Burden Fare Policies.

The addition of these fare types will require that LADOT rapidly expand its TAP card distribution network to make these new fare types widely available to minority and low-income populations. LADOT is also considering removing two other obstacles for low-income riders to acquire the TAP card: the fee for the TAP card (\$1-\$2) and the required \$5.00 threshold established for valuing TAP cards with cash value. A plan to offer LADOT-branded TAP cards free of charge for promotional periods, and to accommodate expansion of the retail network is included in Section 5 of this analysis along with a set of recommendations to make minority and low-income populations aware of these new fare types.

#### PROPOSED DISPARATE IMPACT AND DISPROPORTIONATE BURDEN FARE POLICIES

The following policies were developed in tandem with this Fare Equity Analysis, and were presented for public review and comment in Summer 2014. The policies will be submitted to the Los Angeles Board of Transportation Commissioners and the Los Angeles City Council for review and approval. A copy of the rationale for these policies and the associated public outreach is included as Appendix A to this analysis.

#### *LADOT'S MINORITY DISPARATE IMPACT FARE POLICY*

*LADOT's ridership is a minority majority, and any fare adjustment will result in minority populations bearing an impact that will be similar to that of non-minority populations. In consideration of this reality, LADOT will only implement fare adjustments on the basis of substantial legitimate justification demonstrating that the necessity to change fares meets a need that is in the public interest, and that the alternatives would have a more adverse impact than changing fares.*

#### *LADOT'S LOW INCOME DISPROPORTIONATE BURDEN FARE POLICY*

*Nearly half of LADOT's ridership is low-income, and predominantly pay their fares with cash. Any increase in cash fares or any decrease in pre-paid fares, such as those offered on smart cards that have lower utilization among low-income*

persons, can be assumed to be a disproportionate burden for this population. In consideration of this reality, LADOT will only implement fare adjustments on the basis of substantial legitimate justification demonstrating that the necessity to change fares meets a need that is in the public interest, and that the alternatives would have a more adverse impact than changing fares.

## 2 TITLE VI REGULATORY BACKGROUND AND REQUIREMENTS

LADOT operates Commuter Express and DASH fixed route transit services, as well as Cityride paratransit services in the Greater Los Angeles Region that serve a population of 3,857,799<sup>1</sup>. United States Federal Law, as described in the United States Department of Transportation's Federal Transit Administration (FTA) *Circular 4702.1B-Title VI Requirements and Guidelines for Federal Transit Administration Recipients*, requires any recipient of FTA grants that operates 50 or more fixed route vehicles in peak service in an area with population of 200,000 or more to evaluate any fare change and any major service change at the planning and programming stages to determine whether those changes have a discriminatory impact on minority or low-income populations.

In response to that requirement, LADOT has prepared this *Fare Equity Analysis* for its proposed new fare products and electronic payment incentive fares. The analysis was completed in compliance with the FTA's Circular 4702.1B requiring LADOT to evaluate significant fare changes under the provisions of the Title VI requirements of the Civil Rights Act of 1964. This analysis will be included in LADOT's next Title VI Plan and will serve as the baseline fare analysis for future changes to the department's fare structure.

The City of Los Angeles is a minority majority city, meaning that the largest part of population (70.2%<sup>2</sup>) is comprised of residents who are American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, or Native Hawaiian or other Pacific Islander. The proposed fare changes impact the ridership of all LADOT DASH services, which are overwhelmingly minority (74.5%<sup>3</sup>) and low-income (51.5%<sup>4</sup>). Specifically, the new fare types proposed by LADOT will impact minority and low-income riders, requiring this Fare Equity Analysis.

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<sup>1</sup> U.S. Census Bureau; Los Angeles (city) QuickFacts, 2012 population estimate.

<sup>2</sup> U.S. Census Bureau; Los Angeles (city) QuickFacts, Census 2010

<sup>3</sup> LADOT DASH Downtown and Community DASH Onboard Survey Results 2011

<sup>4</sup> LADOT DASH Downtown and Community DASH Onboard Survey Results 2011

**3 REASON/ RATIONALE FOR THE PROPOSED FARE CATEGORIES**

The primary reasons for the proposed new fare categories are the implementation of the regional TAP smart card system and the ridership decline experienced by LADOT following fare increases in 2010 and 2011.

The implementation of the TAP regional smart card system has enabled LADOT to propose electronic payment incentive fares and seven (7) day rolling passes to regular, senior and disabled categories of riders, as well as 31 day rolling passes to senior and disabled riders, and kindergarten through 12<sup>th</sup> grade, college and vocational students.

In 2010, LADOT faced a substantial financial deficit in its transit programs due to the economic downturn and the decline in local funding that resulted. The cumulative deficit faced by LADOT was \$350 million over the decade, requiring the agency to take immediate action to address the shortfall. The resulting study of LADOT’s Transit Programs<sup>5</sup> recommended a reduction in service levels and an increase in fares to respond to the shortfall. The resulting service reductions included elimination of three Commuter Express routes and six DASH routes. Service levels were reduced on four Commuter Express routes and six DASH routes.

A two-step fare increase for Commuter Express and DASH was also implemented. DASH fares, which had not been raised since the inception of that program in 1986, were raised from 25 cents to 35 cents in July 2010, and then to the current fare of 50 cents in August 2011.

The resulting impacts of the DASH fare increases are directly relatable to this analysis for the new fare categories because all are for DASH services. The ridership loss from the fare increases was acute on DASH services:

**TABLE 2 – DASH Ridership FY 2010 to FY 2014**

	2009-10 Ridership	2010-11 Ridership	2011-12 Ridership	2012-13 Ridership	2013-14 Ridership	% Cumulative Change
DASH	28,300,000	25,300,000	21,800,000	20,600,000	19,600,000	-30.7%

Source: FY 09-10 to 11-12: Audited National Transit Database (NTD) Reports.  
FY 12-13 and FY 13-14: LADOT Operational Reports.

The proposed fare types that are the subject of this evaluation are intended to lure riders back to Community and Downtown DASH services by offering incentive fares and new fare products.

<sup>5</sup> LADOT Comprehensive Transit Service and Policy Assessment, June 2010

PROPOSED ELECTRONIC PAYMENT INCENTIVE FARES AND NEW FARE PRODUCTS

LADOT has proposed two incentive versions of existing fare types plus the addition of four new fare products. Senior/Disabled/Medicare and all Student options require application for Reduced Fare TAP cards through the Los Angeles County Metropolitan Transportation Authority (Metro); therefore, these fares will not be available on Regular TAP cards, LADOT-branded TAP cards or LA Mobile.

*Electronic Payment Incentive Fare - Regular:* LADOT is proposing an incentive fare of 35 cents to DASH riders who use the TAP smart card and LA Mobile. This is a discount of 15 cents, or 30%, on the current cash fare of 50 cents. This incentive fare will only be available to riders that use the TAP smart card or LA Mobile. The reasons for this incentive fare are to boost utilization of electronic modes of payment, which is low among DASH riders who still primarily pay their fares using cash, and to increase ridership of DASH services. LADOT believes that the electronic payment incentive fare will convert cash-paying riders to the TAP card making them familiar with its convenience and security. If the TAP card is registered, the card and its balance will be replaced for a nominal fee in the event it is lost or stolen. Low-income riders prefer paying cash, but end up paying the highest fares because they do not receive the same discounts as riders that utilize passes.

*Electronic Payment Incentive Fare - Senior/Disabled/Medicare:* LADOT proposes to offer a discounted version of the DASH electronic payment incentive fare for those that are eligible for senior, disabled or Medicare fares. This fare would be 15 cents, approximately one-half of the regular electronic payment incentive fare. This discounted fare would only be available on the reduced fare versions of the TAP card issued by the Los Angeles County Metropolitan Transportation Authority. Applicants in the Senior, Disabled and Medicare categories would be required to apply for the cards and meet the reduced fare requirements of those programs.

*7-Day Regular Rolling Pass:* This is a new pass offering for LADOT that would offer a rider unlimited rides on DASH services using the TAP card at a cost of \$5.00. The pass would be valid for seven (7) consecutive days following the first validation.

*7-Day Senior/Disabled/Medicare Rolling Pass:* This is a discounted version of the 7-Day Regular Rolling Pass that would be available only on Metro-issued, reduced fare TAP cards to applicants that meet the eligibility requirements for

these reduced fare programs. This pass would offer unlimited rides for seven (7) consecutive days at a cost of \$2.50.

*31-Day Rolling Pass - Kindergarten through 12<sup>th</sup> Grade Student:* This is a new fare category for LADOT that would be offered on a Metro-issued Student TAP card for \$9.00. The regular 31-Day Rolling Pass that offers unlimited rides within 31 days is \$18.00. Students would be required to apply for and meet the eligibility requirements of the Metro's K-12 Student TAP card. This pass would be valid for 31 consecutive days following the first validation of the card.

*31-Day Rolling Pass - College/Vocational Student:* This \$9.00 pass would be offered on the Metro's College/Vocational TAP card to eligible applicants enrolled as undergraduates or graduate students at an accredited school in Los Angeles County.

*31-Day Rolling Pass – Senior/Disabled/Medicare:* Available to eligible applicants only on Metro-issued, reduced fare version TAP cards, this \$9.00 pass offers unlimited rides for a consecutive 31 day period.

These proposed fares and products do not limit a rider's ability to use LADOT's DASH services to certain periods of the day, but allow for unlimited use.

#### 4 LADOT DASH RIDERSHIP PROFILE

The FTA defines a minority person as anyone who is American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, or Native Hawaiian or other Pacific Islander. The FTA defines a low-income person as a person whose median household income is at or below the U.S. Department of Health and Human Services (HHS) poverty guidelines<sup>6</sup>. The HHS definition varies by year and household size. For 2012, poverty guidelines ranged from \$11,170 for a single-person household to \$38,890 for a household of eight. The poverty guideline for a household of four was \$23,050. The locally developed threshold for low-income households will be based on the State of California Department of Housing Community Development’s State Income Limits, which defines the poverty level in California as an annual household income of \$29,550 for a family of four<sup>7</sup>. The 2011 Onboard Surveys conducted on DASH services included an income question that offered riders options of household income in increments of \$9,999 ranging from, “Less than \$10,000,” to “\$50,000 or more.” For the purpose of this analysis, the data collected in categories of “\$20,000 to \$29,999,” and lower will be considered low-income.

LADOT has executed onboard research since 1992, and updates it every three to four years. Onboard surveys completed in 2011 were used to develop the minority and low-income profiles used for this analysis in the Summer of 2014, prior to the public hearings on LADOT’s Minority Disparate Impact and Low-income Disproportionate Burden Fare Policies.

Table 3 depicts the overall ridership for February 2011, the percentages of minority and low-income riders, and finally, the estimated number of trips made by each group.

**TABLE 3 – DASH Ridership for February 2011**

Mode	February 2011 Ridership (FY 10-11)	% Minority Ridership	% Low- income Ridership	February 2011 Minority Trips	February 2011 Low-income Trips
DASH Downtown	460,434	74%	44%	340,721	202,591
Community DASH	1,497,166	75%	54%	1,122,874	808,470
<b>Total</b>	<b>1,957,600</b>	<b>75%</b>	<b>52%</b>	<b>1,463,595</b>	<b>1,011,061</b>

Sources: *Fare Type Summary Report by Route February (FY 10-11); LADOT DASH Downtown and Community DASH Onboard Survey Results 2011*

<sup>6</sup> FTA Circular 4702.1B; Chapter I, Section 5

<sup>7</sup> State of California-Department of Housing Community Development-Income Limits 2012

Tables 4 and 5 depict the ethnic makeup of and income levels for DASH riders by service type as reported from 2011 Onboard Survey Results.

**TABLE 4 – DASH Race/Ethnicity**

Race/Ethnicity	DASH Downtown	Community DASH
African American	13.2%	13.6%
Asian American	16.6%	3.4%
Caucasian	14.4%	5%
Latino	43%	56.8%
Native American	1.1%	0.9%
Other	2.6%	4.7%

Source: LADOT DASH Downtown and Community DASH Onboard Survey Results 2011

**TABLE 5 – DASH Household Income Levels**

Household Income Levels	DASH Downtown	Community DASH
\$50,000 or more	13%	3.9%
\$40,000-\$49,999	8.8%	2.8%
\$30,000-\$39,999	12.9%	6.1%
\$20,000-\$29,999	10.1%	8.1%
\$10,000-\$19,999	15.6%	15.5%
Less than \$10,000	18%	30.2%
No answer	21.6%	31.7%

Low-income threshold

Source: LADOT DASH Downtown and Community DASH Onboard Survey Results 2011

## 5 FARE EQUITY ANALYSIS

LADOT has proposed the addition of two new incentive versions of existing fare types and five new fare products. The analysis of these proposed fares was conducted in compliance with Federal Transit Administration (FTA) Circular 4702.1B, which requires under Title VI of the Civil Rights Acts of 1964 that LADOT evaluate significant fare changes and proposed improvements at the planning and programming stages to determine whether those changes have a discriminatory impact on minority and low-income populations. In its Title VI submittal, LADOT will provide a copy of the equity evaluation for these and any other fare changes implemented after the last submission in 2012.

### METHODOLOGY

The data used for this analysis were derived from the 2011 Onboard Survey Results for DASH Downtown and Community DASH. With the exception of Community DASH’s Weekend Observatory Shuttle, which runs only two days a

week and has a high rate of discretionary riders, data for all DASH routes were analyzed for this report.

The 2011 surveys did not gather data regarding fare payment methods, so LADOT's Fare Type Summary Report by Route was used to estimate percentage of usage for fare types. The onboard surveys were conducted during the month of February 2011, so the Fare Type Summary for the same time period was used. At that time, neither a 31-Day Pass nor a 7-Day Pass existed, so we are unable to estimate usage for those proposed products. Though we cannot distinguish levels of fare type usage by demographic, we did find higher rates of cash utilization among routes more populated by low-income riders.

The proposed fare products are all new for LADOT. In the case of the Electronic Payment Incentive Fares, both Regular and Reduced, we are able to analyze the proposed fares with the existing 50 cents Regular Cash Base Fare and the 25 cents Reduced Cash Base Fare. These are the only fare scenarios that we were able to conduct a full Fare Equity Analysis on because no data are available specific to student riders (31-Day Rolling Passes), nor could we draw a comparison for the 7-Day Rolling Passes with any existing fare products.

The total number of riders reported in the February 2011 Fare Type Summary Report was 1,957,600. The total number of respondents for the 2011 onboard survey was 9,137.

Table 6 depicts the change between existing and proposed fare tables, as well as the level of usage for each fare type by low-income and minority riders, and riders overall. The count numbers used are derived from the 2011 Onboard Survey Results, and the estimated usage is based on the Fare Type Summary Report. The category, "Other," is used to capture all other fare payment types, which are not relevant to this Fare Equity Analysis.

TABLE 6

Fare Type	COUNT				Usage by Group		
	Fare		Change		Low-Income	Minority	Overall
	Existing	Proposed	Absolute	Percentage			
Electronic Payment Incentive Fare (Regular)	\$0.50	\$0.35	-\$0.15	-30%	3,240	4,683	6,287
Electronic Payment Incentive Fare (Senior/Disabled/Medicare)	\$0.25	\$0.15	-\$0.10	-40%	477	689	926
7-Day Rolling Pass (Regular)	N/A	\$5.00	N/A	N/A	N/A	N/A	N/A
7-Day Rolling Pass (Senior/Disabled/Medicare)	N/A	\$2.50	N/A	N/A	N/A	N/A	N/A
31-Day Rolling Pass (K-12 Student)	\$18.00	\$9.00	-\$9.00	-50%	N/A	N/A	N/A
31-Day Rolling Pass (College/Vocational Student)	\$18.00	\$9.00	-\$9.00	-50%	N/A	N/A	N/A
31-Day Rolling Pass (Senior/Disabled/Medicare)	\$18.00	\$9.00	-\$9.00	-50%	N/A	N/A	N/A
Other					992	1,433	5,361
Total					4,709	6,805	9,137

Source: LADOT DASH Downtown and Community DASH Onboard Survey Results 2011

Table 7 depicts the same information as is presented in Table 6, but expresses usage levels as a percentage. These levels are uniform as a result of having used the Fare Type Summary Report to determine fare type usage.

TABLE 7

Fare Type	% OF TOTAL				Usage by Group		
	Fare		Change		Low-Income	Minority	Overall
	Existing	Proposed	Absolute	Percentage			
Electronic Payment Incentive Fare (Regular)	\$0.50	\$0.35	-\$0.15	-30%	68.81%	68.81%	68.81%
Electronic Payment Incentive Fare (Senior/Disabled/Medicare)	\$0.25	\$0.15	-\$0.10	-40%	10.13%	10.13%	10.13%
7-Day Rolling Pass (Regular)	N/A	\$5.00	N/A	N/A	N/A	N/A	N/A
7-Day Rolling Pass (Senior/Disabled/Medicare)	N/A	\$2.50	N/A	N/A	N/A	N/A	N/A
31-Day Rolling Pass (K-12 Student)	\$18.00	\$9.00	-\$9.00	-50%	N/A	N/A	N/A
31-Day Rolling Pass (College/Vocational Student)	\$18.00	\$9.00	-\$9.00	-50%	N/A	N/A	N/A
31-Day Rolling Pass (Senior/Disabled/Medicare)	\$18.00	\$9.00	-\$9.00	-50%	N/A	N/A	N/A
Other					21.06%	21.06%	21.06%
Total					100.0%	100.0%	100.0%

Source: LADOT DASH Downtown and Community DASH Onboard Survey Results 2011

DISPARATE AND DISPROPORTIONATE IMPACTS OF THE PROPOSED FARE CATEGORIES

The proposed fare types are intended to offer DASH riders significant savings from the current cash fare payment, which provides no discounts or incentives for riders to ride more. None of the proposed fare types are increases, and because minority populations are the majority of riders on all DASH routes, we assume these changes will not have a disparate impact on minorities. However, because the proposed incentive fares are decreases available only on fare media with less utilization among low-income riders, the potential exists for a disproportionate burden on the low-income population. For this reason, we have suggested actions in this analysis to mitigate such a burden.

Minority and low-income riders who now ride DASH and pay cash will be presented with the option of making those fare payments using the convenient and secure TAP card and, soon, the LA Mobile application. The electronic payment incentive fares and reduced fare products will help decrease the number of cash payments that provide minority and low-income riders no discounts. The added benefits of the electronic payment incentive fares on the TAP card and LA Mobile are the ability to transfer among DASH services with a 31-day pass, as well as the balance protection on a TAP card, when registered, in the event the card is lost or stolen.

The K-12 and College/Vocational Student 31-Day rolling passes also meet a new and emerging need. In recent years the Los Angeles Unified School District has had to curtail its school bus services due to cutbacks in state funding. LADOT has worked with the school district to promote the use of DASH services as an alternative for students. Currently, students pay the full \$18.00 for a 31-Day Rolling DASH Pass. The K-12 Rolling Pass at the discounted \$9.00 price will provide the same unlimited rides at a price that will be more affordable for students and their parents.

LADOT has a number of existing consignment sales agreements with colleges. These fare products are currently sold at the full pass price without the benefit of a discount. Over the years, LADOT has had numerous requests from college and vocational school administrators, as well as students, for a discounted fare product that is similar to the proposed College/Vocational 31-Day Rolling Pass.

The 7-Day Rolling passes will offer discounted alternatives to minority and low-income DASH riders. These two fare products are ideal for riders that use DASH for work trips (31%), shopping (12%), medical (9%) or personal business (8%)<sup>8</sup>. Offering unlimited rides over a consecutive seven-day period, once the TAP card

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<sup>8</sup> LADOT DASH Downtown and Community DASH Onboard Survey Results 2011

is validated for the first time, is another benefit to DASH riders whose trips are most often short yet frequent.

#### PUBLIC PARTICIPATION REQUIREMENTS

For all proposed fare changes, LADOT will hold at least one public hearing in every major region of the City of Los Angeles and will publish a minimum of six public notices prior to the hearings in order to receive public comments on the proposed fare changes. The first meeting notice will occur at least 30 days prior to the scheduled hearing date, with the second notice being made at least 10 days prior to the scheduled hearing date.

Public materials will be produced in English and Spanish. Additionally, materials will be produced in other languages upon request and according to the geographic location of meeting in order to ensure Limited English Proficient (LEP) populations within the LADOT service area are informed of the proposed fare changes and can participate in the discussions.

In every case of proposed fare changes, LADOT will conduct a fare equity analysis for review by the Los Angeles Board of Transportation Commissioners, the Los Angeles City Council, as well as for the public's consideration prior to any public hearings.

#### REQUIRED SUPPORT FOR THE PROPOSED FARE CATEGORIES

In order for the electronic payment incentive fares and new fare products to be successful, LADOT must ensure that TAP cards are readily available to minority and low-income riders through a robust distribution network. LADOT must also ensure that these groups are made aware of the availability of these fare types through focused marketing that takes into consideration communications to not only minority and low-income populations, but also to those with Limited English Proficiency (LEP).

LADOT has a limited distribution network for its DASH 31-Day Rolling Pass, especially in the 27 communities served by DASH. In order for all the new fare products to be readily available to minority and low-income populations, LADOT must enter into an agreement with Metro that expands the number of outlets where these populations can obtain and recharge TAP cards with these fare products. Metro has more than 424 locations in Greater Los Angeles, while LADOT has one dozen. Co-opting the Metro locations is key to gaining wide use of the proposed fare categories among minority and low-income riders.

LADOT must also address and prevail over barriers to TAP card use presented by the policies of Metro's TAP Program. The first of which is the fee charged to

acquire the card. Metro now charges \$1.00 for a new TAP card that is purchased on a bus or from a Metro Ticket Vending Machine, and \$2.00 for each TAP card that is purchased at a Metro Customer Service Center or from one of the vendors in the retail network.

LADOT will take the following steps to remove these barriers:

- **Make LADOT Branded TAP Cards Available for Free:** LADOT will make its own branded cards available to low-income riders free of charge during promotional periods associated with marketing campaigns to promote the new fare products discussed in this analysis.
- **Offer Cards for Free through Community and Faith Based Organizations:** In an effort to reduce the amount of cash, and to make riders aware of the discounts available through the use of passes, LADOT will make its branded TAP cards available to community and faith based organizations that will distribute and value cards for the public. These organizations will be enlisted in LADOT's effort to raise awareness among minority and low-income populations that riders who pay cash are paying the highest possible fare because cash fares provide no discounts.
- **Reduce the Minimum for Stored Value:** The Metro/TAP required \$5 minimum for each stored value purchase presents an obstacle to TAP card acceptance among low-income riders. The new incentive passes will allow an LADOT rider to purchase a pass for less than \$5, however, the rider's only option for adding stored cash value is to load at least \$5 under the current TAP requirements. Eliminating this barrier would be more difficult to overcome because it requires changes to the TAP Card Management System; however, it is in the best interest of low-income riders to remove this minimum requirement to spur TAP card use among low-income populations. The threshold for revaluing should be lowered to \$2. LADOT will request that Metro consider this change.

LADOT must also reach out to minority and low-income populations through a marketing campaign that raises awareness of these new fare products and electronic payment modes inciting usage. A multi-media campaign that includes the following mediums should be mounted to support the introduction of these fares:

- Transit advertising
- Advertisements in minority newspapers

- News releases and feature stories in the minority and general news media
- Radio advertising on minority radio stations
- Collaborative marketing efforts with community and faith based organizations
- Publication of materials for distribution in minority and low-income neighborhoods in those languages identified in the LADOT Limited English Proficiency Plan
- Posters in social service agency locations
- Social media announcements

LADOT will also consider offering its own LADOT-branded TAP card free of charge to help drive up awareness and use of these new fare types during promotional periods as discussed earlier.

#### CONCLUSION

The FTA will allow a transit agency to implement a fare change even if the change would have a disproportionately high and adverse impact on minority and low-income populations if the agency demonstrates that its action meets a substantial need in the public interest. LADOT is not in such a situation, as this analysis has revealed that the fare changes proposed by LADOT will have a positive impact on minority and low-income populations because of the following:

1. The electronic payment incentive fares and new fare products offer discounts from regular cash fares, and the lower cost passes have the added benefit of free transfers between DASH services;
2. Providing an incentive to minority and low-income riders to utilize TAP smart cards and LA Mobile will reduce the use of cash, which provides no discounts or transfer capabilities;
3. Through the use of the TAP card, minority and, low-income riders will be provided with the security of a card and card balance that can be replaced if lost or stolen when the card is registered. A nominal fee is associated with the replacement of a TAP card.

Minority and low-income riders will benefit over the long term from the incentive fares, and also from the benefits of the electronic payment modes.

## APPENDIX A

LADOT PROPOSED MINORITY DISPARATE IMPACT  
& LOW-INCOME DISPROPORTIONATE BURDEN FARE POLICIES



# City of Los Angeles Department of Transportation

PROPOSED MINORITY DISPARATE IMPACT  
& LOW-INCOME DISPROPORTIONATE BURDEN FARE  
POLICIES



January 2015

**LADOT**



## INTRODUCTION

The purpose of the LADOT's Minority Disparate Impact and Low-income Disproportionate Burden Fare Policies is to define a threshold for determining whether potential changes to existing fare tables will have a discriminatory impact based on race, color, or national origin, or whether a potential fare adjustment will have a disproportionately high or adverse impact on low-income populations.

LADOT will further develop these policies to include service analyses to determine threshold levels for disparate impact and disproportionate burden of any major service changes.

These are proposed policies that were considered through the Public Outreach Process held in summer 2014. Following the public outreach period, the policies will be forwarded to the City of Los Angeles Board of Transportation Commissioners and the Los Angeles City Council for their consideration. The Public Outreach Plan for these policies follows:

*Outreach meetings will be held in an effort to engage public participation. Additionally, a Communications Plan will be developed and implemented to raise awareness of the changes among low-income and minority populations.*

*Formal meetings would be held across the LADOT service area to obtain public input regarding the Fare Proposal:*

West Los Angeles  
Henry Medina West LA Parking  
Enforcement Facility  
11214 West Exposition Boulevard

North and South Valley  
Marvin Braude Constituent Center  
6262 Van Nuys Boulevard

South Los Angeles  
South Los Angeles Activity Center  
7020 South Figueroa

Harbor Area  
Harbor Commission Board Room  
425 South Palos Verdes, 2<sup>nd</sup> Floor

Central Los Angeles  
Caltrans Community Center  
100 South Main Street

East Los Angeles  
Ramona Hall Community Center  
4580 North Figueroa Street

*These meetings will be supplemented with communications to those community-based organizations whose mission is to provide services to low-income and minority populations:*

Centro Latino for Literacy	County Department of Social Services
Watts Labor Community Action	Children and Family Services
La Raza Alliance for Community Empowerment	ACORN

*The final element of the outreach effort will be a Communications Plan that raises awareness of the fare proposal among the low-income and minority populations. This activity will include advertising with these minority newspapers, in compliance with LADOT's LEP Plan:*

Asbarez Armenian Daily	Japanese Daily Sun
LA Asian Journal	Korea Times
China Press	La Opinión
Chinese L.A. Daily News	Rafu Shimpo
Conejo Calendar	Saigon Times
Del Rey News	Taiwan Daily News
Dia a Dia (El Salvador)	

*We will supplement this paid advertising with a grassroots effort placing posters promoting the fare changes in community centers, churches, schools, convenience stores, recreation centers and employment offices.*

### REQUIREMENT FOR POLICY STANDARDS

LADOT will make periodic adjustments to its fare table to maintain an appropriate level of contribution from riders to the cost of providing service. LADOT will also adjust fares to provide incentives to existing riders to ride more and to lure new riders to its services. The Federal Transit Administration requires that all transit agencies in urban areas prepare and submit fare equity analyses for all potential transit fare adjustments, as outlined in Federal Transit Administration (FTA) Circular 4702.1B, effective October 1, 2012, and Title VI of the Civil Rights Act of 1964.

### BASIS FOR MINORITY DISPARATE IMPACT POLICY

LADOT's DASH and Commuter Express Services serve the Greater Los Angeles Region, which has a minority majority population. The majority of DASH riders are minorities (74.5%)<sup>9</sup>. A majority of Commuter Express riders (65%)<sup>10</sup> are also minorities, however,

<sup>9</sup> LADOT DASH Downtown and Community DASH Onboard Survey Results 2011

<sup>10</sup> LADOT Commuter Express Onboard Survey Results 2011

more than 80% of Commuter Express riders have household incomes above, and some well above, the low-income rate for California, which will be discussed under the Basis for the Low-income Disproportionate Burden Policy. The Commuter Express routes with the highest number of minority riders are Routes 142 and 422<sup>11</sup>, requiring that LADOT especially consider the impact of fare adjustments on riders of these routes.

Any fare adjustment that LADOT considers will have an impact on minority populations because they are the majority of ridership of all of the agency's services. Based upon the most recent LADOT fare increases in 2010 and 2011, the impact on minority populations was not significantly different on DASH or Commuter Express where race and ethnicity were concerned. While ridership dropped on DASH, and increased slightly on Commuter Express, the overall diversity of the rider population remained the same.

The results of those fare increases showed that minority riders experienced the same impacts as non-minority riders; therefore, LADOT actions to adjust fares across all of its services will not have a disparate impact. Since 1998, the number of minority riders has increased steadily on all LADOT services. The proposed Minority Disparate Impact Fare Policy is as follows:

#### **LADOT'S MINORITY DISPARATE IMPACT FARE POLICY**

*LADOT's ridership is a minority majority, and any fare adjustment will result in minority populations bearing an impact that will be similar to that of non-minority populations. In consideration of this reality, LADOT will only implement fare adjustments on the basis of substantial legitimate justification demonstrating that the necessity to change fares meets a need that is in the public interest, and that the alternatives would have a more adverse impact than changing fares.*

#### **BASIS FOR LOW-INCOME DISPROPORTIONATE BURDEN POLICY**

The riders of LADOT's DASH and Commuter Express services are, by and large, minorities (DASH 74.5% and Commuter Express 65%). However, DASH riders are overwhelmingly low-income, 51.5%<sup>12</sup>, as opposed to Commuter Express riders of which only 19%<sup>13</sup> had incomes under the State of California's State Income Limit of \$29,550<sup>14</sup> for a family of four living in poverty.

The table below depicts the ridership results of the 2010-2011 fare increases. DASH services experienced an acute loss of ridership, while Commuter Express ridership

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<sup>11</sup> LADOT Commuter Express Onboard Survey Results 2005, 2008 and 2011

<sup>12</sup> LADOT DASH Downtown and Community DASH Onboard Survey Results 2011

<sup>13</sup> LADOT Commuter Express Onboard Survey Results 2011

<sup>14</sup> State of California Dept. of Housing Community Development-State Income Limits 2012

experienced only a 10% decrease. The cumulative ridership loss on DASH services was 30.7%. Because there are significantly more low-income riders on DASH, we can draw the conclusion that low-income riders bore a disproportionate burden of those fare increases.

**TABLE 1 – DASH and Commuter Express Ridership FY 2010 to FY 2014**

	2009-10 Ridership	2010-11 Ridership	2011-12 Ridership	2012-13 Ridership	2013-14 Ridership	% Cumulative Change
DASH	28,300,000	25,300,000	21,800,000	20,600,000	19,600,000	-30.7%
Commuter Express	2,000,000	1,800,000	1,800,000	2,100,000	1,800,000	-10.0%

*Source: DASH FY 09-10 to 11-12: Audited National Transit Database (NTD) Reports; DASH FY 12-13 and FY 13-14: LADOT Operational Reports; Commuter Express FY 09-10 to 13-14: National Transit Database (NTD) Reports.*

Rider traits attributed to the higher loss and assumption of a disproportionate burden are higher usage of cash fare payments, as well as lower employer subsidy and availability of discounted pass options on DASH.

The ridership loss was more severe on DASH because riders had lower household incomes and could not afford 31 day passes, fewer were being subsidized by their employers, discounted DASH monthly passes were not available, and the distribution of 31 day passes was limited. DASH riders predominately paid cash in 2011 (78.9% vs. 24.0% on Commuter Express<sup>15</sup>), which offers no discounts to riders in comparison to discounts available on pass products. DASH riders are less likely to receive any form of subsidy from their employers and have less access to pass products. Conversely, 45% of Commuter Express riders receive some form of transit fare subsidy from their employers, further insulating them from the impacts of fare increases.

The most substantial differences between the ridership profiles of the services is the larger number of low-income riders and higher cash utilization on DASH, meaning that these riders bore adverse effects; therefore, the Low Income Disproportionate Burden Policy is recommended as:

**LADOT’S LOW INCOME DISPROPORTIONATE BURDEN FARE POLICY**

*Nearly half of LADOT’s ridership is low-income, and predominantly pay their fares with cash. Any increase in cash fares or any decrease in pre-paid fares, such as those offered on smart cards that have lower utilization among low-income persons, can be assumed to be a disproportionate burden for this population. In consideration of this reality, LADOT will only implement fare adjustments on the basis of substantial legitimate justification demonstrating that the necessity to change fares meets a need that is in the public interest, and that the alternatives would have a more adverse impact than changing fares.*

<sup>15</sup> LADOT Fare Type Summary Report by Route, February (FY 10-11)

## SUGGESTED MITIGATION EFFORTS

Due to the demographics of LADOT's ridership and its service area, no disparate impacts are expected to result from fare changes. LADOT will only implement fare adjustments on the basis of substantial legitimate justifications demonstrating that the need to raise fares meets a need that is in the public interest, and that the alternatives would have a more adverse impact on affected minority populations than raising fares.

If a proposed fare change is deemed to have a disproportionate burden, LADOT will consider modifying the proposed change to avoid, minimize or mitigate the disproportionate burden. Any modifications to the proposed change will be reanalyzed according to the Low-income Disproportionate Burden Policy to determine whether the disproportionate burden was removed.

According to the FTA requirements, if LADOT chooses not to alter the proposed fare change, or if modifications to the proposed fare change do not remove the disproportionate burden, LADOT will take steps to avoid, minimize, or mitigate that burden where possible by developing fare alternatives for low-income riders.

## PUBLIC PARTICIPATION REQUIREMENTS

For all proposed fare changes, LADOT held at least one public hearing in every major region of the City of Los Angeles and published a minimum of six public notices prior to the hearings in order to receive public comments on the proposed fare changes. The first meeting notice will occurred 30 days prior to the scheduled hearing date, with the second notice made 10 days prior to the scheduled hearing date.

Public materials were produced in English and Spanish. Additionally, materials were available to be produced in other languages upon request and according to the geographic location of the meeting to ensure Limited English Proficient (LEP) populations within the LADOT service area are informed of the proposed fare changes and can participate in the discussions.

In every case of proposed fare changes, LADOT will conduct a fare equity analysis for review by the Los Angeles Board of Transportation Commissioners, the Los Angeles City Council, as well as for the public's consideration prior to any public hearings.

## APPENDIX B

LADOT FARE TYPE SUMMARY REPORT BY ROUTE  
DASH SERVICE – FEBRUARY 2011

## Fare Type Summary Report by Route

February, FY 10-11

Program - DASH

Route #	Fare Type Total	Access Pass	Cash Fare Base	Cash Fare Reduced	EZ Pass - Zone 0 Base Fare	Free Ride	LADOT Coupon	LADOT DASH Pass
A	68,017	2,450	35,772	6,414	5,229	297	13	5,011
B	61,807	3,003	29,728	5,703	5,989	643		3,653
BC	5,598	285	3,523	979	535	83		154
BH	42,651	2,090	29,522	5,927	675	3,661	105	365
CR	26,904	3,460	15,883	3,286	750	3,076		249
CSQ	85,783	2,436	64,350	6,878	1,042	10,215		821
D	80,010	4,570	33,800	6,510	7,213	817		4,285
E	183,562	6,527	138,695	10,775	7,306	4,731		11,450
ES	79,550	6,518	53,792	10,019	1,245	5,169	81	1,826
F	67,038	1,777	46,747	3,602	3,827	994		4,842
FF	12,480	1,367	6,511	2,865	942	464	10	193
H	45,683	4,870	23,018	10,961	2,277	3,267		859
HP	49,814	2,278	35,552	6,560	992	3,397	26	799
HW	15,012	818	9,200	2,730	735	968		329
KE	50,702	1,499	39,140	1,697	699	6,268		1,051
LF	5,004	517	2,648	1,398	222	93		56
LH	44,311	3,226	24,696	10,931	915	3,081		1,229
LS	52,559	3,787	36,701	3,968	1,736	4,541		1,095
MT	31,763	2,135	21,248	3,051	930	3,729		404
NR	29,581	1,108	23,268	2,776	281	2,144		
OBS	3,459	121	2,601	400	103	173		23
PCVN	154,999	3,858	119,334	14,022	2,036	14,970		
PDR	9,390	1,044	5,544	1,381	143	1,138		7
PU	297,403	10,866	218,773	29,614	5,111	22,399	270	8,429
SE	107,160	4,619	79,771	5,836	2,110	12,540	120	1,499
SP	38,228	2,255	28,261	4,524	1,062	1,689		292
VNSC	32,580	1,297	23,683	5,094	646	1,740		
VTMN	68,052	3,279	49,152	6,146	1,317	7,301		757
W	77,974	1,318	59,788	7,941	1,179	7,047	8	502
WC	61,499	4,006	38,169	9,360	2,841	5,427		1,481
WTS	72,486	4,720	50,441	7,294	1,724	7,903		354
<b>Total</b>	<b>1,961,059</b>	<b>92,104</b>	<b>1,349,311</b>	<b>198,642</b>	<b>61,812</b>	<b>139,965</b>	<b>633</b>	<b>52,015</b>
Percentage		4.70%	68.81%	10.13%	3.15%	7.14%	0.03%	2.65%

Route #	LADOT Pass Base	LADOT Trip Ticket	Metrolink Pass	MTA Token Received	Other (DASH)	Transfers Received	Wheelchair
A		5,375	7,436	20			
B		3,835	9,242	11			
BC		13	19		4		3
BH	13	0	14	12	206	0	61
CR		3	0	5	140		52
CSQ		17		24			
D		6,244	16,549	22			
E		537	3,494	47			
ES	126	0	48	27	449	0	250
F		2,681	2,541	27			
FF		8	88		1		31
H		51	238	8	43		91
HP		30	10	4	83		83
HW		11	163	1	41		16
KE		88	6	8	191		55
LF		35	22		6		7
LH	9	58	137	4	8		17
LS		77	30	36	515		73
MT	1	79	45		100		41
NR		4					
OBS		7	22		5		4
PCVN		779					
PDR		7	29	7	64		26
PU	477	0	323	31	948	0	162
SE		45	100	11	358		151
SP					88		57
VNSC		120					
VTMN		64		36			
W					56		135
WC		37	26	24	93		35
WTS		2		48			
<b>Total</b>	<b>626</b>	<b>20,207</b>	<b>40,582</b>	<b>413</b>	<b>3,399</b>	<b>0</b>	<b>1,350</b>
Percentage	0.03%	1.03%	2.07%	0.02%	0.17%	0.00%	0.07%

## APPENDIX C

PUBLIC HEARINGS RECORD  
AUGUST 12 TO 21, 2014

WEBSITE: [HTTP://WWW.LADOTTRANSIT.COM/FAREEQUITY.HTML](http://www.ladottransit.com/fareequity.html)

## PUBLIC HEARING SCHEDULE

Tuesday, August 12<sup>th</sup>, 2014, 6-7pm  
West Los Angeles  
Henry Medina West LA Parking Enforcement Facility  
11214 West Exposition Boulevard

Wednesday, August 13<sup>th</sup>, 2014, 6-7pm  
South Los Angeles  
South Los Angeles Activity Center  
7020 South Figueroa

Tuesday, August 19<sup>th</sup>, 2014, Noon – 1pm  
Central Los Angeles  
Caltrans Community Center  
100 South Main Street

Tuesday, August 19<sup>th</sup>, 2014, 6-7pm  
Harbor Area  
Harbor Commission Board Room  
425 South Palos Verdes, 2<sup>nd</sup> Floor

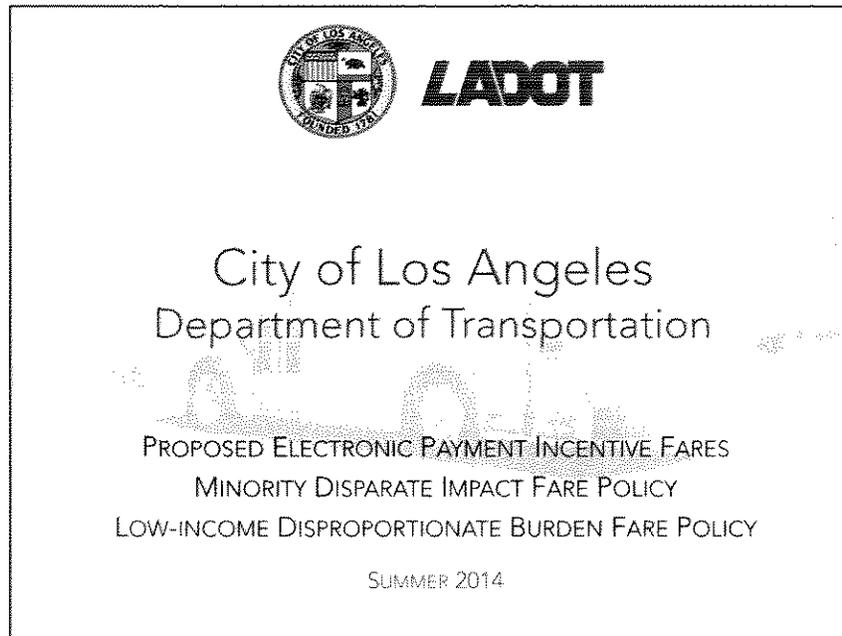
Wednesday, August 20<sup>th</sup>, 2014, 6-7pm  
North and South Valley  
Marvin Braude Constituent Center  
6262 Van Nuys Boulevard

Thursday, August 21<sup>st</sup>, 2014, 6-7pm  
East Los Angeles  
Ramona Hall Community Center  
4580 North Figueroa Street

All hearings were audio recorded.

**PRESENTATION**

The following presentation was given at each public hearing. The versions were updated slightly from August 12<sup>th</sup> to the 18<sup>th</sup>. The changes included a revised Minority Disparate Impact Fare Policy and implementation date.

**PURPOSE**

- LADOT is proposing Incentive Fares and New Pass Options on TAP Cards and through Mobile Ticketing Demonstration.
- LADOT completed a Fare Equity Analysis in accordance with federal Title VI requirements to ensure equity for all riders .
- LADOT must adopt Minority Disparate Impact and Low-income Disproportionate Burden Policies under Title VI of the Civil Rights Act of 1964.

## ELECTRONIC FARE PAYMENT

Tap your card...

**LADOT** Public Hearing Presentation 2014 Slide 3

## PROPOSED FARES

FARE TYPE	CURRENT	PROPOSED
*Cash (Regular)	\$0.50	\$0.50
Electronic Payment Incentive Fare (Regular)	N/A	\$0.35
*Cash (Senior/Disabled/Medicare)	\$0.25	\$0.25
Electronic Payment Incentive Fare (Senior/Disabled/Medicare)	N/A	\$0.15
7-Day Rolling Pass (Regular)	N/A	\$5.00
7-Day Rolling Pass (Senior/Disabled/Medicare)	N/A	\$2.50
*31-Day Rolling Pass (Regular)	\$18.00	\$18.00
31-Day Rolling Pass (K-12 Student)	N/A	\$9.00
31-Day Rolling Pass (College/Vocational Student)	N/A	\$9.00
31-Day Rolling Pass (Senior/Disabled/Medicare)	N/A	\$9.00

*\*Denotes existing fare type/product, all others are new options.*

**LADOT** Public Hearing Presentation 2014 Slide 4

## HIGHLIGHTS

- All Regular Electronic Payment Incentive Fares and Passes will be available on TAP Cards.
- Electronic Payment Incentive Fares in the form of Trip Tickets, 7-Day Pass and 31-Day Pass will be available on LA Mobile.
- Senior/Disabled/Medicare, K-12 and College/Vocational Student Fares require eligibility certification from Metro and Reduced Fare TAP Cards issued by Metro.
- Benefits of TAP:
  - » *Economical*: LADOT's Electronic Payment Incentive Fares will *only* be available on TAP and the LA Mobile smart phone app; Passes provide unlimited free transfers between LADOT buses
  - » *Convenient*: Can add value online, at retail locations or at rail stations
  - » *Secure*: Registering the card protects your balance from theft or loss
  - » *Durable*: One card lasts for multiple years

## TITLE VI FARE EQUITY ANALYSIS

Analysis was conducted in accordance with Federal Transit Administration Title VI requirements to evaluate any fare change to determine whether changes have a discriminatory impact on Minority or Low-Income populations.

### DASH RIDER DEMOGRAPHICS

Race/Ethnicity	DASH Downtown	Community DASH
African American	13.2%	13.6%
Asian American	16.6%	3.4%
Caucasian	14.4%	5%
Latino	43%	56.8%
Native American	1.1%	0.9%
Other	2.6%	4.7%

Household Income Levels	DASH Downtown	Community DASH
\$50,000 or more	13%	3.9%
\$40,000-\$49,999	8.8%	2.8%
\$30,000-\$39,999	12.9%	6.1%
\$20,000-\$29,999	10.1%	8.1%
\$10,000-\$19,999	15.6%	15.5%
Less than \$10,000	18%	39.2%
No answer	21.6%	31.7%

Low-income threshold

Source: LADOT DASH Onboard Survey Results 2011

## TITLE VI FARE EQUITY ANALYSIS

- Paying fares using cash offers no discount.
- Proposed Electronic Payment Incentive Fares and Pass options offer DASH riders significant discounts.
- Benefits anticipated from the Proposed Electronic Payment Incentive Fares and Pass options for *all* DASH Riders:
  - » Lower cost options
  - » Security with balance protection
  - » No need to carry exact change
- Conclusion: Proposed fares and passes will not have a Disparate or Disproportionate Impact

## TITLE VI MINORITY DISPARATE IMPACT FARE POLICY

- The greater Los Angeles region has a minority majority population.
- A majority of the riders of LADOT services are minorities.
- Any fare adjustment, increase or decrease, will have an impact on minority populations.
- LADOT's fare increases in 2010/2011 resulted in similar impacts on minority and non-minority riders.

## TITLE VI MINORITY DISPARATE IMPACT FARE POLICY

### *LADOT'S MINORITY DISPARATE IMPACT FARE POLICY*

*LADOT's ridership is a minority majority, and any fare adjustment will result in minority populations bearing an impact that will be similar to that of non-minority populations. In consideration of this reality, LADOT will only implement fare adjustments on the basis of substantial legitimate justifications demonstrating that the need to raise fares meets a need that is in the public interest, and that the alternatives would have a more adverse impact than raising fares.*

## TITLE VI LOW-INCOME DISPROPORTIONATE BURDEN FARE POLICY

- 51% of DASH riders are low-income, but only 19% of Commuter Express riders are low-income.
- The 2010/2011 LADOT fare increases resulted in a significant loss of ridership on DASH, but a slight increase in Commuter Express ridership.
- Contributing factors:
  - » Higher usage of cash among DASH riders; Cash = Paying full price
  - » DASH riders received less employer subsidies
  - » Fewer Pass options on DASH than Commuter Express

## TITLE VI LOW-INCOME DISPROPORTIONATE BURDEN FARE POLICY

### *LADOT'S LOW INCOME DISPROPORTIONATE BURDEN FARE POLICY*

*If a fare adjustment results in low-income populations bearing a rate increase of more than ten percent (10%) of the increase for the overall rider population, the resulting impact will be considered a disproportionate burden.*

## NEXT STEPS

- Public Hearings: August 12 through August 21, 2014
- Board of Transportation Commissioners Review
- Los Angeles City Council Review
- Review by the Office of the Mayor
- Estimated Implementation Goal: 2015
- Visit our website at [ladottransit.com](http://ladottransit.com) to submit more comments and follow our progress.

**PUBLIC HEARING NOTES**

Tuesday, August 12<sup>th</sup>, 2014, 6-7pm  
West Los Angeles  
Henry Medina West LA Parking Enforcement Facility  
11214 West Exposition Boulevard  
Presenter: Yanna Loewy, Supervising Transportation Planner

Ms. Loewy opened the hearing at 6:10 pm, and gave the preceding presentation. During this hearing the Minority Disparate Impact Fare Policy was presented as follows:

*LADOT's ridership is a minority majority, and any fare adjustment will result in minority populations bearing an impact that will be similar to that of non-minority populations. A threshold of 10% will be used to determine disparate impact on minority populations, meaning that if the burden of any fare change on minority populations is 10% more than the impact on non-minority populations, the change will be considered a disparate impact. LADOT will only implement fare adjustments on the basis of substantial legitimate justifications demonstrating that the need to raise fares meets a need that is in the public interest, and that the alternatives would have a more adverse impact than raising fares.*

Additionally, the implementation date for fare changes pending approvals was presented as January 2015.

Notes: No questions were asked by attendees. A cameraman from Telemundo 52 was in attendance and recorded a short news spot about the proposed changes, and the types of fare media that incentive fares would be available on. The spot, which focused on TAP cards and mobile ticketing, aired during the late evening news on August 12<sup>th</sup>.

Ms. Loewy closed the hearing at 6:21 pm. Staff remained available until 7 pm.

Sign in sheet follows.



Wednesday, August 13<sup>th</sup>, 2014, 6-7pm  
South Los Angeles  
South Los Angeles Activity Center  
7020 South Figueroa  
Presenter: Corinne Ralph, Supervising Transportation Planner

Ms. Ralph opened the hearing at 6:10 pm, and gave the preceding presentation. During this hearing the Minority Disparate Impact Fare Policy was presented as follows:

*LADOT's ridership is a minority majority, and any fare adjustment will result in minority populations bearing an impact that will be similar to that of non-minority populations. A threshold of 10% will be used to determine disparate impact on minority populations, meaning that if the burden of any fare change on minority populations is 10% more than the impact on non-minority populations, the change will be considered a disparate impact. LADOT will only implement fare adjustments on the basis of substantial legitimate justifications demonstrating that the need to raise fares meets a need that is in the public interest, and that the alternatives would have a more adverse impact than raising fares.*

Notes: No questions were asked by attendees.

Ms. Ralph closed the hearing at 6:27 pm. Staff remained available until 7 pm.

Sign in sheet follows.



Tuesday, August 19<sup>th</sup>, 2014, Noon – 1pm  
Central Los Angeles  
Caltrans Building, Room 01.040A  
100 South Main Street  
Presenter: Brian Lee, Supervising Transportation Planner

Mr. Lee opened the hearing at 12:10pm. The hearing was broadcast live on Twitter via @ladottap and recorded on video for access on ladottransit.com. The preceding presentation was delivered to the audience.

Sample of Twitter Broadcast:

-  **LADOT TAP Card** @LADOTTAP · Aug 19  
#ladotfareequity hearing now open for public comment. Any questions out there?
  
-  **LADOT TAP Card** @LADOTTAP · Aug 19  
#ladotfareequity conclusion: proposed fare and passes will not have a Disparate or Disproportionate Impact
  
-  **LADOT TAP Card** @LADOTTAP · Aug 19  
Our fare equity analysis concluded benefits for all riders #ladotfareequity
  
-  **LADOT TAP Card** @LADOTTAP · Aug 19  
Benefits of #ladotfareequity : no need to carry correct change and protect against lost or theft by registering your TAP card
  
-  **LADOT TAP Card** @LADOTTAP · Aug 19  
The proposed discount fares and passes will only be available via TAP card and #LAMobile app #ladotfareequity
  
-  **LADOT TAP Card** @LADOTTAP · Aug 19  
Check out proposed fares and policies at our website  
[ladottransit.com/fareequity.html](http://ladottransit.com/fareequity.html) #ladotfareequity
  
-  **LADOT TAP Card** @LADOTTAP · Aug 19  
#LAMobile is the name of our mobile tix app coming Fall 2014  
#ladotfareequity

Notes: Attendee Jose Rodriguez commented that the proposed fares look interesting and good. Rodriguez said the information was unclear regarding Commuter Express fares. Presenter Brian Lee responded that these incentive fares were for DASH services only, and were not currently being offered for Commuter Express.

Rodriguez then asked about how the incentive fares might be applied to E-Z passes used to board between Commuter Express and DASH; how will he get his discount when using EZ Pass on his TAP card. Robin Quintanilla, LADOT marketing representative, responded that the EZ Pass is an LA County pass, and not part of the DASH incentive fares proposed. Mr. Rodriguez commented that, "it was unfair [to exclude the EZ Pass since he was using his TAP card on DASH]." Mr. Lee further explained that the only way to get an incentive is through the proposed incentive products that were presented. Mr. Rodriguez commented that LADOT should work on the proposed incentives further to include other products, such as the EZ Pass, but overall the proposal was moving "on the right track."

Mr. Rodriguez commended LADOT for keeping the focus on its riders and bringing the proposal to the public for comment, unlike when boarding restrictions were imposed. Mr. Rodriguez believed the way boarding restrictions were implemented did not offer the public an opportunity to comment, and stated that the boarding restrictions really affected the riders, didn't make, "any sense," and he is struggling with them. He closed by stating that, "this time [LADOT] did a great job."

Mr. Lee closed the hearing at 12:51 pm. Staff remained available until 1pm.

This hearing was video recorded to be accessed on [ladottransit.com](http://ladottransit.com).

Sign in sheet follows.



Tuesday, August 19<sup>th</sup>, 2014, 6-7pm  
Harbor Area  
Harbor Commission Board Room  
425 South Palos Verdes, 2<sup>nd</sup> Floor  
Presenter: Phil Aker, Supervising Transportation Planner

Mr. Aker opened the hearing at 6:15pm, and delivered the preceding presentation.

Notes: Attendee J.K. Drummond commented that one of the problems with San Pedro DASH and connection to Commuter Express 142 to Long Beach is that in the past 6 months or so, a rider boards the 142 with a transfer, but then is not issued a transfer to board another service in Long Beach. He asked if this situation could be rectified because "that is not really a commuter connection, the 142, it is a community connection." Phil Aker responded that LADOT's policy is not to sell a transfer on a transfer. Mr. Drummond then stated, "I know. That's a bad policy, and it didn't happen before." Mr. Aker stated that this is a question that has come up, and then clarified that a fare should be paid as a fare and not with a transfer. Mr. Drummond stated that he doesn't like the policy and that he doesn't like the new buses either. Mr. Drummond continued, stating that new Commuter Express 142 buses rattle, make a lot of noise, the seats are uncomfortable, and the older buses were better.

Mr. Drummond also commented about not being able to purchase a TAP card in downtown San Pedro anymore; "you have to go up to Ralph's on Western Avenue." He stated that low-income persons and seniors are predominantly in apartments and houses in downtown LA, and asked if LADOT sells the TAP cards. John Gobis, marketing consultant, responded that LADOT does sell the TAP cards. Mr. Drummond asked if a retail outlet could be placed in downtown San Pedro. Mr. Aker responded that LADOT is working with Metro on expanding outlets. Mr. Drummond asked if LADOT could work on such an expansion themselves because "[Metro] will take forever." Mr. Aker responded that if LADOT could not work out an arrangement with Metro, then LADOT would continue to work towards more retail outlets.

Mr. Drummond suggested the County service center on 3<sup>rd</sup> Street as a potential retail location because of its proximity to a senior center, child welfare center, and mental health center. Mr. Aker stated that this was the kind of opportunity LADOT is looking for.

Mr. Drummond noted the low attendance. He is a long time bus rider and Vice President of Southern California Transit Advocates.

Attendee William Watts stated that he loves the DASH service, and uses the DASH service all the time, particularly because he also rides a bike. Mr. Watts asked if most DASH buses have accommodations for bicycles, and wondered if it was under consideration to accommodate more bicycles on a single bus. Additionally, he stated that service isn't available late enough, and asked for consideration for later hours up to eight or nine in the evening.

Mr. Aker replied that hours of service is something that LADOT struggles with all the time. He continued, stating that LADOT surveys its ridership on all of its routes every year, and the results are such that ridership falls dramatically toward the end of the day and early in the morning. Mr. Aker said that there are people who would like to ride later and earlier, but the community circulator service is provided for the majority of riders. He stated that once LADOT gets into longer hours and ridership drops, it becomes an issue of allocation of resources. He also stated that at many of the hearings the issue of longer hours has come up, but that LADOT "just can't afford [later hours]."

Mr. Watts restated, "So, financially, [LADOT] can't afford it." Mr. Aker responded, "Yes, that's it." He furthered the point by inquiring about LADOT's recovery rate for DASH service, which Mr. Gobis stated was presently 19%. Mr. Aker clarified that 19% of the actual cost of providing DASH service comes from the riders, and the rest (81%) comes from subsidies.

Mr. Watts inquired whether in the history of service there had ever been longer hours. Mr. Aker responded that there were a number of DASH routes that operated evening hours, and LADOT had come into a "rough" time when expenses exceeded income. He further stated that LADOT undertook a line by line study at that time, which examined service by route and by hour leading to, what Mr. Aker described as painful, decisions to cut service and raise fares. He stated that there were a number of routes that ran hours of six to eight in the evening, which served only "a handful of people." Additionally, there was also service on Sundays that was eliminated. Mr. Aker summed up the study by stating that it came down to deciding whether to eliminate routes wholly, or make strategic service cuts on a broader selection of routes.

Mr. Drummond returned to state that one of the unmet transit needs in San Pedro for which, "MTA is doing a very poor job," and maybe DASH could meet, is no continuous bus service from Harbor Boulevard up to the hospital on Weymoth Avenue. He gave an overview of specific services and routes to get there to demonstrate that it would take a person three buses to get to the hospital. Further, he stated that this has been an unmet need since Metro dropped the 447. Mr. Drummond stated that now his friend often depends on the Northbound DASH scheduled to depart Peck Park at 7pm, but that it frequently leaves early, and asked that the issue be looked into.

Mr. Drummond stated that there was a similar unmet need with the Commuter Express 142, where later service was desired and the compromise was that instead of a half hour gap between the 142 (Long Beach to San Pedro) to the last bus, it was an hour gap. He suggested that DASH offer service southbound leaving Peck Park at 7:30 rather than 7.

Mr. Aker replied that LADOT is always working with Metro, as they are operating not only local service, but also subways, light rail and busways, and LADOT is trying to help them focus on regional service while LADOT could offer more local circulators that would function in the manner that Mr. Drummond described. Mr. Aker stated that San Pedro was an area of particular discussion between the agencies.

Mr. Drummond described the need for a transit center in San Pedro where there are about a dozen different bus lines operated by four or five different providers, but no central transfer point. Mr. Aker stated that LADOT would look into the issue, and that there was a park and ride lot that served such a need. Mr. Drummond commented that the park and ride lot is not conveniently located, and a transfer point would be better in a more central locale.

Mr. Drummond also commented that he liked the brochures provided, but would prefer to have a copy of the presentation. Staff sent a hard copy of the presentation to him on August 20<sup>th</sup>.

Mr. Aker closed the hearing at 6:43 pm. Staff remained available until 7 pm.

Sign in sheet follows.



Wednesday, August 20<sup>th</sup>, 2014, 6-7pm

North and South Valley

Marvin Braude Constituent Center

6262 Van Nuys Boulevard

Presenter: Kari Derderian, Supervising Transportation Planner

Mr. Derderian opened the hearing at 6:10 pm, and delivered the preceding presentation.

Notes: Ms. Bolder, attendee, stated that she has a reduced fare Senior TAP card, which she fills every month with a Metro pass, but continues to pay cash for DASH service, which she rides everyday. She asked how she would be able to reduce her fare to the proposed 15 cents electronic incentive fare.

Presenter Kari Derderian explained that if the proposed fares received approvals from City Council and the Mayor's office, they would then be implemented for a target date prior to the end of 2015. Once implemented, she would load stored value on her reduced fare TAP card, and the fare charged/deducted would be 15 cents per ride versus the current 25 cents for Seniors/Disabled/Medicare.

Phil Aker, Supervising Transportation Planner for LADOT Transit, clarified that Ms. Bolder could load stored value along with her Metro pass on the TAP card, rather than paying cash on DASH service.

Ms. Bolder inquired about the proposed 7-Day Rolling Pass for \$2.50. Mr. Derderian asked that the proposed fare table be redisplayed, and detailed the 7-Day Pass as an option for Senior, Disabled, and Medicare riders with a reduced fare TAP card to ride seven consecutive days for \$2.50. He also described the 31-Day Rolling Pass for those same riders with the same TAP card as an option that allows unlimited rides for 31 consecutive days for \$9, which is half the price of the regular 31-Day Pass.

Mr. Derderian described, again, the benefits of Ms. Bolder loading stored value on to her TAP card to pay for DASH service versus paying cash, "If you add five dollars stored value, every time you tap your [reduced fare orange TAP] card on the [DASH] bus, we will only take 15 cents from [the stored value]. But, if you want to pay cash, you're still going to pay a quarter." He stated that the electronic incentive fares would be built in to fare payment systems, such as the TAP card and upcoming mobile ticketing system.

Ms. Bolder inquired about where she would load the Senior 7-Day Pass for \$2.50. Mr. Derderian asked where she currently purchased products for her TAP card. Ms. Bolder replied that she did so at the outlet at the corner of Van Nuys and Bessemer Street (Short Stop 28). Mr. Derderian explained that she could go to the same location, and when purchasing her Metro pass, she could also purchase five dollars stored value to load on her TAP card. He explained further that when she boards the DASH bus and taps her card, the machine would recognize that the Metro pass is invalid for the ride and will, at this time, deduct 25 cents from the stored value instead.

Attendee Jose Rodriguez stated that he rides DASH daily, and loads a Metro pass and stored value onto his orange, reduced fare TAP card to do so. Mr. Derderian explained to Mr. Rodriguez that he was in a perfect scenario to receive the discounted 15 cent fare if the proposed fares received the necessary approvals and were implemented.

Ms. Bolder inquired about why Mr. Rodriguez qualified for the reduced fare TAP card, noting that he wasn't a senior citizen. Mr. Derderian said there are multiple qualifications beyond being a senior citizen that allow a rider to obtain a reduced fare TAP card, and that Metro handles applications and approvals for those cards.

Mr. Derderian closed the hearing at 6:34 pm. Staff remained available until 7 pm.

Sign in sheet follows.



Thursday, August 21<sup>st</sup>, 2014, 6-7pm  
East Los Angeles  
Ramona Hall Community Center  
4580 North Figueroa Street  
Presenter: Susan Bok, Supervising Transportation Planner

Ms. Bok opened the hearing at 6:10 pm, and delivered the preceding presentation.

Notes: No questions were asked by attendees.

Ms. Bok closed the hearing at 6:25 pm. Staff remained available until 7 pm.

Sign in sheet follows.



LETTERS

8/21/14

LADOT, 201 N. Los Angeles St., #18B, LA 90012

**HARBOR AREA DASH TAP/LA MOBILE Discount Fare Equity Proposal Comments**

J K Drummond  
545 W. 6<sup>th</sup> St. Apt. 304  
San Pedro CA 90731-2571

**MEAGER ATTENDANCE:** Only two of the public attended the San Pedro hearing due to minuscule Harbor Area publicity. After the meeting, I learned that a third person would have attended but was bypassed by her DASH bus.

**IMPROVED LOCATION:** The central San Pedro location at Harbor Department headquarters was easily reached by public transportation, unlike a previous San Pedro LADOT meeting at a hard to reach Marina clubhouse venue.

**POOR HARBOR AREA PUBLICITY:** The three San Pedro Neighborhood Councils were not notified. There were no notices in Harbor Area media like our two newspapers: the Daily Breeze and the Random Lengths News nor on SanPedro.com. LADOT's top guy at the meeting had never heard of our newspapers and dismissed them with, "There are on so many newspapers...." The newspaper list included only "minority" ethnic newspapers rather than newspapers of general circulation. This is unfair. Some DASH buses had 8 1/2 x 11 notices taped to windows or behind the driver. Some DASH buses' video displays did announce the meeting.

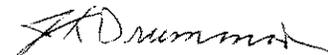
**DIFFICULT TO FIND ADDRESS FOR WRITTEN COMMENTS:** The postal address for written comments was not in the tiny "MORE DASH FOR LESS CASH" folder but was projected briefly on the screen. It was at the bottom of the notice on buses. No handouts of the presentation were available.

The TAP/LA MOBILE discount idea seems worth a trial.

**DASH SAN PEDRO** could be improved with an earlier Saturday start time and later buses on weekdays like back when it was the MTA 147. That last bus southbound from Peck Park should not strand riders by leaving early any more.

**COMMUNITY CONNECTION 142** (it is NOT really a COMMUTER EXPRESS route). Those new DASH type buses are inappropriate for the San Pedro-Terminal Island-Long Beach run. Even though slightly larger than the SAN PEDRO DASH buses, they are too small, have too many sideways (peripheral) seats, and are too noisy. Riders prefer the older larger buses with all forward facing seats.

Sincerely,

  
J K Drummond

**SOUTHERN CALIFORNIA TRANSIT ADVOCATES**

3010 Wilshire #362, Los Angeles, CA 90010

☎ 213-388 2364 🌐 <http://www.socata.net>

James Lefton  
Transit Services Executive Officer  
100 S. Main St. 10 floor  
Los Angeles, CA 90012

Dear Mr. Lefton:

On behalf of our membership I wish to express our support for the proposed Electronic Payment incentive Fares for DASH to reduce single-ride fares from 50 cents to 35 cents if a rider uses a TAP card to pay the fare.

Thank you.

A handwritten signature in black ink that reads "Nate Zablen". The signature is written in a cursive, flowing style.

Nate Zablen  
President

SOCIAL MEDIA SAMPLES



LADOT TAP Card (Mayor Eric Garcetti's photo)  
 Posted by Melissa Padavina on August 18, 2014

We want to use new technology to lower DASH fares and increase discount, weekly and monthly pass options. If you want to weigh in, check out the public hearings being held this month: <http://www.ladottransit.com/fareequity.html> #BacktoBasics

LADOT's Proposed Electronic Incentive Fares

FARE TYPE	CURRENT	PROPOSED
*Cash (Regular)	\$0.50	\$0.50
Electronic Payment Incentive Fare (Regular)	N/A	\$0.35
*Cash (Senior/Disabled/Medicare)	\$0.25	\$0.25
Electronic Payment Incentive Fare (Senior/Disabled/Medicare)	N/A	\$0.15
7-Day Rolling Pass (Regular)	N/A	\$5.00
7-Day Rolling Pass (Senior/Disabled/Medicare)	N/A	\$2.50
*31-Day Rolling Pass (Regular)	\$18.00	\$18.00
31-Day Rolling Pass (K-12 Student)	N/A	\$9.00
31-Day Rolling Pass (College/Vocational Student)	N/A	\$9.00
31-Day Rolling Pass (Senior/Disabled/Medicare)	N/A	\$9.00

\*Denotes existing fare type/product; all others are new options.

88 people reached

Boost Post

Like Comment Share

3



LADOT TAP Card [Tap Card Link](#)  
Facebook, Twitter, and YouTube

Join us in person tomorrow at either Caltrans or San Pedro for the beginning of our second week of Public Hearings. We'll also be running a live 'broadcast' on Twitter using #ladotfareequity during the Caltrans meeting, noon to 1pm. Send in your comments and questions...we'll answer them live!

Full info here: <http://www.ladottransit.com/fareequity.html>

@ladottransit @ladotofficial @lamayorsoffice

August 12 to 21, 2014

# LADOT

is proposing

### Electronic Payment Incentive Fares on *DASH* Services

and

### New Fare Policies regarding Minority Disparate Impact and Low-income Disproportionate Burden in accordance with Title VI requirements.

[Learn More and Locate a Public Hearing](#)

**Fare Equity Public Hearings - LADOT Transit Services**  
[www.ladottransit.com](http://www.ladottransit.com)

Provides fare subsidy coupons to eligible riders who purchase DASH or EZ monthly passes or carry a TAP card and use the cash purse

38 people reached

Boost Post

Unlike Comment Share



## ADVERTISEMENT COPY &amp; SAMPLE

**LADOT TO HOLD PUBLIC HEARINGS TO DISCUSS PROPOSED ELECTRONIC INCENTIVE FARES, DISPARATE IMPACT & DISPROPORTIONATE BURDEN POLICIES**

The City of Los Angeles Department of Transportation (LADOT) is conducting public hearings for the Agency's proposed Electronic Incentive Fares as well as its Disparate Impact and Disproportionate Burden Policies. Public hearings will be held throughout the LADOT Service Area at the following locations and times:

Tuesday, August 12<sup>th</sup>, 2014 – 6-7pm  
West Los Angeles - Henry Medina West LA  
Parking Enforcement Facility  
11214 West Exposition Boulevard

Wednesday, August 13<sup>th</sup>, 2014 – 6-7pm  
South Los Angeles - South Los Angeles  
Activity Center  
7020 South Figueroa

Tuesday, August 19<sup>th</sup>, 2014 – Noon – 1pm  
Central Los Angeles - Caltrans Community  
Center  
100 South Main Street

Tuesday, August 19<sup>th</sup>, 2014 – 6-7pm  
Harbor Area - Harbor Commission Board  
Room  
425 South Palms Verdes, 2<sup>nd</sup> Floor

Wednesday, August 20<sup>th</sup>, 2014 – 6-7pm  
North and South Valley - Marvin Braude  
Constituent Center  
6262 Van Nuys Boulevard

Thursday, August 21<sup>st</sup>, 2014 – 6-7pm  
East Los Angeles - Ramona Hall Community  
Center  
4580 North Figueroa Street

Any person with a disability who requires a modification or accommodation in order to participate in this meeting or any person with Limited English Proficiency (LEP) who requires language assistance to communicate during the meeting should contact LADOT 213 473 7743, no fewer than two business days prior to the meeting to enable LADOT to make reasonable arrangements to assure accessibility or language assistance for this meeting.

Copies of the proposed Electronic Incentive Fares and the Disparate Impact and Disproportionate Burden policies are available on the LADOT website at [www.ladottransit.com](http://www.ladottransit.com) or may be mailed upon request. If you cannot attend one of the hearings, you may submit comments until August 28, 2014 as follows:

by phone message: 213-473-7743

by mail: Susan Bok, Hearing Officer, LADOT, 201 North Los Angeles St., #18-B  
Los Angeles, CA 90012

by email: [hearingofficer@store.ladottransit.com](mailto:hearingofficer@store.ladottransit.com)

At the close of the public hearing process on August 28, 2014, LADOT will formulate final recommendations to present to the LA City Council for approval. All interested parties are encouraged to attend one of the public hearings or to submit their comments by one of the methods indicated.

LADOT is committed to providing non-discriminatory service and prohibits discrimination on the basis of race, color or national origin. To notify us of any perceived discrimination, please contact LADOT at 213-473-7743.

7/10/14

8 2014年11月26日(水) 7日(日) 6版(日)

日 経 新 報

http://www.fareequity.com 332,412



日経新聞に掲載された、EPAの代表者らと野田首相との会談の様子

日コロンビア首脳会談 EPA妥結へ交渉加速

【ワシントン25日】日コロンビア首脳会談が26日、ワシントンで開幕する。...



ヒロシマの経験世界にオノさん、平和想う会

【ヒロシマ25日】ヒロシマの経験世界にオノさん、平和想う会。...

小沢氏の落選入り浮上 女性抜てき 野田、高市氏は交代へ

【東京25日】野田首相の交代が現実味を帯びてきた。...

中国強権 一から兆円の財産押収か

【北京25日】中国強権。一から兆円の財産押収か。...



石上純也氏の作品に賛否、シメー市の公共アート

【シメー市25日】石上純也氏の作品に賛否、シメー市の公共アート。...

【東京25日】高市早苗議員の発言が注目を集めた。...

【東京25日】高市早苗議員の発言が注目を集めた。...

LADOTが、電子インセンティブ還元、差別的効果と不釣り合いな負担に際する方針案について討議する公聴会を開催予定

【東京25日】LADOTは、電子インセンティブ還元、差別的効果と不釣り合いな負担に際する方針案について討議する公聴会を開催予定。...

Sho Chiku Bai 17.4% Alc. Gold Award Recipient. Includes image of the bottle.

南加製麺の うどん、そばめん、サイゼリオンをはじめ、メニューが豊富です。

CHIBA RESTAURANT 日本料理 和食 日本酒 焼酎 日本酒 焼酎

藍レストラン HARBOR 18 RESTAURANT 4528 799-0534

Demokrit Take Out SAMB ORD NEM BINH MIEUEN (323)720-1400

屋根の修理や ペイント仕事 電気工事から プラミング 広帯のお問い合わせ 電話 (213) 629-2231

## RIDER ALERT

**RIDER  
ALERT****LADOT TO HOLD PUBLIC HEARINGS TO DISCUSS PROPOSED  
ELECTRONIC PAYMENT INCENTIVE FARES, DISPARATE IMPACT  
& DISPROPORTIONATE BURDEN POLICIES**

Public Hearings will be held as follows:

- Tuesday, Aug. 12, 2014, 6:00 PM – 7:00 PM**  
Henry Medina West LA Parking Enforcement Facility, 2<sup>nd</sup> Floor  
11214 W. Exposition Blvd., Los Angeles, 90064
- Wednesday, Aug. 13, 2014, 6:00 PM – 7:00 PM**  
South Los Angeles Activity Ctr., Multipurpose Rm.  
7020 South Figueroa St., Los Angeles, 90003
- Tuesday, Aug. 19, 2014, Noon – 1:00 PM**  
Caltrans Bldg., Conference Rm. 01.040A  
100 South Main St., Los Angeles, 90012
- Tuesday, Aug. 19, 2014, 6:00 PM – 7:00 PM**  
Harbor Commission Board Room, 2<sup>nd</sup> Floor  
425 South Palos Verdes St., San Pedro, 90731
- Wednesday, Aug. 20, 2014, 6:00 PM – 7:00 PM**  
Marvin Braude Constituent Service Center, Rm. 1B  
6262 Van Nuys Blvd., Van Nuys, 91401
- Thursday, Aug. 21, 2014, 6:00 PM – 7:00 PM**  
Ramona Hall Community Center, Community Rm.  
4580 North Figueroa St., Los Angeles, 90065

LADOT encourages all interested persons to attend one of the hearings. If you cannot attend and wish to provide comments, you may do so until August 28, 2014 as follows:

email: [hearingofficer@store.ladottransit.com](mailto:hearingofficer@store.ladottransit.com)

phone: 213-473-7743

by mail: Hearing Officer

LADOT

201 N. Los Angeles St., #18-B

Los Angeles, CA 90012

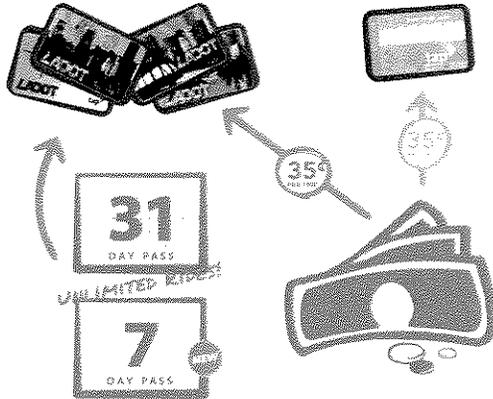
### BROCHURE / HANDBILL

#### USING A TAP CARD ON DASH SAVES YOU MONEY



CASH IS THE MOST EXPENSIVE WAY TO RIDE DASH. IF YOU PAY CASH, EVERY TRIP IS \$0.50.

MONEY LOADED ONTO ANY TAP CARD (STATED VALUE) SAVES YOU 15¢ A TRIP.



#### THE BENEFITS OF TAP AND LA MOBILE

- TAP and LA Mobile users save on DASH fares over riders paying cash.
- Students and Senior/Disabled/Medicare save even more using eligible TAP Cards.
- Lighten your load - no need to carry exact change to pay fares.
- With a registered TAP Card, your balance is protected in the event your card is lost or stolen.
- Buy and use fares instantly on your smartphone with LA Mobile.

#### PROPOSED CHANGES

Fare Type	Current	Proposed
* Cash (Regular)	\$0.50	\$0.50
Electronic Payment Incentive Fare (Regular)	N/A	\$0.35
* Cash (Senior/Disabled/Medicare)	\$0.25	\$0.25
Electronic Payment Incentive Fare (Senior/Disabled/Medicare)	N/A	\$0.15
7-Day Rolling Pass (Regular)	N/A	\$5.00
7-Day Rolling Pass (Senior/Disabled/Medicare)	N/A	\$2.50
* 31-Day Rolling Pass (Regular)	\$18.00	\$18.00
31-Day Rolling Pass (K-12 Student)	N/A	\$9.00
31-Day Rolling Pass (College/Vocational Student)	N/A	\$9.00
31-Day Rolling Pass (Senior/Disabled/Medicare)	N/A	\$9.00

\* The rates shown for cash apply to all areas and may vary.

## MORE *DASH* FOR LESS CASH

**LADOT'S PROPOSED ELECTRONIC PAYMENT INCENTIVE FARES**

Pay less to ride DASH when you pay for fare with a TAP Card or LA Mobile.

### NEW FARE OPTIONS

#### ELECTRONIC PAYMENT

- Save 30% on DASH fares every time you ride when you use a TAP card or LA Mobile.
- The new 7-Day Rolling Pass gives you unlimited rides for seven straight days when you first use your TAP card or activate your LA Mobile ticket.

#### STUDENT PASSES

- Students K-12th grade and college/vocational students can apply for a Reduced Fare TAP card through Metro and get the DASH 31-Day Rolling Pass for \$9.00.
- That's half off a regular DASH 31-Day Pass!

#### PUBLIC HEARINGS

Los Angeles Board of Transportation Commissioners Review

##### August 12<sup>TH</sup>, 6-7pm

Henry Medina West LA Parking Enforcement Facility  
11214 West Exposition Blvd., Los Angeles

##### August 13<sup>TH</sup>, 6-7pm

South Los Angeles Activity Center  
7020 South Figueroa, Los Angeles

##### August 19<sup>TH</sup>, Noon-1pm

Caltrans Community Center, Rm. 01.040A  
100 South Main Street, Los Angeles

##### August 19<sup>TH</sup>, 6-7pm

Harbor Commission Board Room  
425 South Palms Verdes, 2nd Floor, San Pedro

##### August 20<sup>TH</sup>, 6-7pm

Marvin Braude Constituent Center  
6262 Van Nuys Blvd., Van Nuys

##### August 21<sup>ST</sup>, 6-7pm

Ramona Hall Community Center Auditorium  
4580 North Figueroa Street, Los Angeles

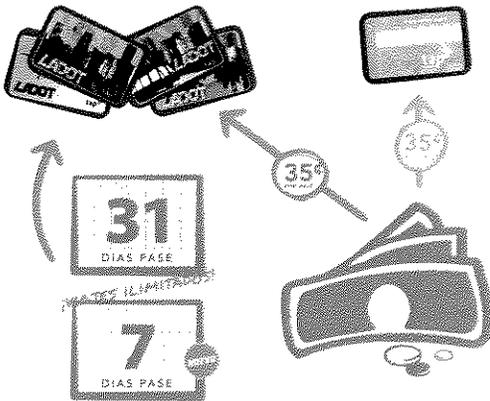
Following the public hearings for these proposed incentive fares, the testimony from the hearings and other public comments will be reviewed by the Los Angeles Board of Transportation Commissioners, the Los Angeles City Council and the Mayor of Los Angeles prior to final implementation.

### BROCHURE / HANDBILL - SPANISH

#### USANDO UNA TARJETA DE TAP EN EL DASH LE AHORRA DINERO

PAGANDO EN EFECTIVO ES LA FORMA MAS CARA CUMPLIR USANDO EL DASH. SI PAGA EN EFECTIVO, CADA VIAJE ES \$0.35

VALOR AGREGADO EN SU TARJETA DE TAP LE AHORRA 15¢ CADA VIAJE.



#### LOS BENEFICIOS DE TAP Y LA MOBILE

- Usuarios de TAP y LA Mobile ahorran en sus tarifas de DASH sobre pasajeros pagando en efectivo.
- Estudiantes y personas de la tercera edad/discapacitadas/medicare ahorran mas usando tarjetas de TAP elegibles.
- Alivian su cargo - no necesita tener cambio exacto para pagar su tarifas
- Con una tarjeta de TAP registrada, su balance esta protegida si por caso que sea extraviada o robada.
- Compre y use tarifas inmediatamente en su smartphone con LA Mobile

#### CAMBIOS PROPUESTOS

Tarifa	Actual	Propuesta
* En efectivo (regular)	\$0.50	\$0.50
Pagos Electrónicos Tarifa Incentiva (regular)	N/A	\$0.35
* En Efectivo (persona de la tercer edad/discapacitadas/medicare)	\$0.25	\$0.25
Pagos Electrónicos Tarifa Incentiva (persona de la tercer edad/discapacitadas/medicare)	N/A	\$0.15
Pase de 7-dias consecutivos (regular)	N/A	\$5.00
Pase de 7-dias consecutivos (persona de la tercer edad/discapacitadas/medicare)	N/A	\$2.50
* Pase de 31-dias consecutivos (regular)	\$18.00	\$18.00
Pase de 31-dias consecutivos (K-12 estudiante)	N/A	\$9.00
Pase de 31-dias consecutivos (universidad/vocacional estudiante)	N/A	\$9.00
Pase de 31-dias consecutivos (persona de la tercer edad/discapacitadas/medicare)	N/A	\$9.00

\* El costo actual de la tarifa de efectivo para personas con discapacidad es \$0.35

## MAS DASH POR MENOS DINERO

LADOT'S PROPUESTA PARA PAGOS ELECTRONICOS TARIFAS INCENTIVAS

Pague Menos viajando con DASH cuando pague con una tarjeta de TAP o LA Mobile.

#### NUEVAS OPCIONES DE TARIFAS

##### PAGOS ELECTRONICOS

- Ahorre 30% en las tarifas de DASH cada vez que use una tarjeta de TAP o LA Mobile
- El nuevo pase de 7 dias le da viajes ilimitados durante siete dias consecutivos cuando primero use su tarjeta de TAP o active sus boletos en LA Mobile.

##### PASES DE ESTUDIANTE

- Estudiantes de grados K-12 o universidad/vocacional pueden aplicar por una tarjeta de TAP de tarifa reducida con Metro y comprar un pase de DASH de 31-dias consecutivos por \$9.00.
- Es mitad de precio regular de un pase de DASH de 31-Dias.

#### AUDIENCIAS PUBLICAS

La Junta de comision de trasportacion de los Angeles

##### August 12TH, 6-7pm

Henry Medina West LA Parking Enforcement Facility  
11214 West Exposition Blvd., Los Angeles

##### August 13TH, 6-7pm

South Los Angeles Activity Center  
7020 South Figueroa, Los Angeles

##### August 19TH, Noon-1pm

Caltrans Community Center, Rm. 01.040A  
100 South Main Street, Los Angeles

##### August 19TH, 6-7pm

Harbor Commission Board Room  
425 South Palos Verdes, 2nd Floor, San Pedro

##### August 20TH, 6-7pm

Marvin Braude Constituent Center  
6262 Van Nuys Blvd., Van Nuys

##### August 21ST, 6-7pm

Ramona Hall Community Center Auditorium  
4580 North Figueroa Street, Los Angeles

El formato de audiencias publicas para los cambios de tarifas incentivas, los comentarios de las audiencias publicas y comentarios del publico seran reunidos por la Junta de Comision de Transportacion de Los Angeles, por el consejo municipal de Los Angeles y el Alcalde de Los Angeles antes de la implementacion de las tarifas.

ON SITE INFORMATION





## LADOT's Minority Disparate Impact Fare Policy

LADOT's ridership is a minority majority, and any fare adjustment will result in minority populations bearing an impact that will be similar to that of non-minority populations. In consideration of this reality, LADOT will only implement fare adjustments on the basis of substantial legitimate justification demonstrating that the necessity to change fares meets a need that is in the public interest, and that the alternatives would have a more adverse impact than changing fares.

## LADOT's Low Income Disproportionate Burden Fare Policy

Nearly half of LADOT's ridership is low-income, and predominantly pay their fares with cash. Any increase in cash fares or any decrease in pre-paid fares, such as those offered on smart cards that have lower utilization among low-income persons, can be assumed to be a disproportionate burden for this population. In consideration of this reality, LADOT will only implement fare adjustments on the basis of substantial legitimate justification demonstrating that the necessity to change fares meets a need that is in the public interest, and that the alternatives would have a more adverse impact than changing fares.

## ORDINANCE NO. \_\_\_\_\_

An Ordinance approving a resolution of the Board of Transportation Commissioners of the City of Los Angeles, adopted February 12, 2015 which resolution is designated as Board Order 605, changing the fares for City's DASH transit program.

## THE PEOPLE OF THE CITY OF LOS ANGELES

## DO ORDAIN AS FOLLOWS:

**Section 1.** The resolution of the Board of Transportation Commissioners designated as Board Order No. 595 is hereby rescinded and repealed, effective \_\_\_\_\_ 2015. The resolution of the Board of Transportation Commissioners adopted by said Board on February 12, 2015, designated as Board Order No. 605, establishing and prescribing DASH cash fares, electronic payment incentive fares and pass prices to be charged effective \_\_\_\_\_, 2015 are hereby approved, as authorized by Section 210(2) of the Charter of the City of Los Angeles and Section 22.484 of the Administrative Code of the City of Los Angeles as follows:

## DASH Fares

	Effective July 1, 2015*
Electronic Payment Incentive Incentive Fare (Regular)	\$0.35
Electronic Payment Incentive Fare (Senior/Disabled/Medicare)	\$0.15
7-Day Rolling Pass (Regular)	\$5.00
7-Day Rolling Pass (Senior/Disabled/Medicare)	\$2.50
31-Day Rolling Pass (Regular)	\$18.00
31-Day Rolling Pass (Senior/Disabled/Medicare)	\$9.00
K-12 Student 31-Day Rolling Pass	\$9.00
College/Vocational Student 31-Day Rolling Pass	\$9.00
Cash (Regular)	\$0.50
Cash (Senior/Disabled/Medicare)	<b>\$0.25</b>

\* or when approved by the Mayor and City Council

**Section 2.** The City Clerk shall certify to the passage of this ordinance and cause the same to be published in some daily newspaper printed and published in the City of Los Angeles.

I hereby certify that the foregoing ordinance was passed by the City Council of the City of Los Angeles at its meeting of \_\_\_\_\_, 2015.

JUNE LAGMAY, City Clerk By \_\_\_\_\_  
Deputy

Approved \_\_\_\_\_

Mayor