

## **Low-Income Pass Summary May 4, 2009**

After one month of the low income bus pass program:

- 107 of 400 passes sold
  - Metro (55 sold)
  - Dane County (21 sold)
  - Treasurer's office (31 sold)

For May, we distributed an extra 100 passes to Metro and 100 to Dane County. (For accounting purposes, we distribute in packs of 100.)

As of May 4:

Total program passes distributed:	600
Total sold:	107
Currently available at outlets:	493

### **Promotion**

To promote this program, we:

- posted bus flyers
- sent out a news release (200 total online views)
- posted information at mymetrobus.com (nearly 1,000 page views)
- did on-air interviews with most area media outlets

### **Questions/Feedback**

We had a lot of calls before the program started asking for specifics of the program.

Questions included:

- who is eligible?
- when do they go on sale?
- concerns over the number of passes available each month.

Since the program started, we have not had any feedback on this program or on the fare increase.