Title VI Fare Analysis: Flamingo Fares with ADA Customer Input

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Disclosure. Title VI Fare Equity Analysis: Flamingo Fares e-Fares Program

This internal report is the first of two documents that will fulfill the Title VI Fare Equity Analysis on the Flamingo Fares e-Fare Program. This report documents HART’s fare equity analysis of its proposed plan to migrate to an electronic fare payment system. In the spirit of the Federal Transit Administration’s (FTA) guidelines, HART sought to provide an opportunity for minority and low-income populations to provide input on the fare changes that may affect them. Great efforts were made to seek input from those transit dependent communities that historically do not participate in traditional means of soliciting feedback. This analysis was conducted in three parts:

1. Review of relevant policies and available data;
2. Collection/analysis of responses from customers and community stakeholders;
3. Recommendations for improvement.

This analysis has identified e-policies that may cause certain populations to be treated differently, explains why this may occur and provides recommendations to mitigate the discrepancies before launching the e-fares program. The purpose of this report is to provide guidance to those implementing this e-fare program and is not meant to criticize, de-value or minimize the efforts of anyone but rather its intent is to assist those decision makers in making adjustments based on customer input to the program before it is rolled out to the wider public.

The second document will be an expansion of this report that will include the status of the recommended mitigation strategies of those e-policies identified as having the potential to cause a disparate or disproportionate impact on minority or low-income populations. It will also include an Executive Summary, review of the Board approval and a Methodology section.

Introduction: Title VI Fare Equity Analysis ~ Flamingo Fares Program

Flamingo Fares is the new, branded public transit fare structure and fare payment technology within the Tampa Bay area. Counties participating in this new fare technology are Hillsborough (HART), Pinellas (PSTA), Pasco (PCPT), Sarasota (SCAT), and Hernando (The Bus), collectively known as the Regional Working Group (RWG).

The goal of the project is to enhance the mobility of passengers between its respective jurisdictions through creating an electronic fare-payment system that will be deployed region-wide. A consolidated regional on-line ticketing portal for passengers of all RWG members will allow passengers to reload and manage fare media. This centralized approach eliminates the need for each RWG member to maintain its own back-office passenger on-line fare payment system.

Electronic fares will be introduced with Flamingo, along with product/balance protection and new fare payment methods. Fare payment methods include:

- Smart cards
- Payments - Samsung Pay, Apple Pay and Google Pay, contactless payment cards
- Mobile application (Flamingo Fares App)
Flamingo Fares also provides information and sales through Flamingo Fares Customer Service and Institutional/Corporate Websites and a retail network for smartcard sales throughout the RWG.

Smartcard or mobile app balance may be re-loaded on the Flamingo website, Retail Network or at HART customer service center.

Both current and Flamingo Fares structures will co-exist for 6 months starting January 1, 2021 until June 30, 2021. Starting July 1, 2021 new Flamingo Fares structure will be completely in effect.

Flamingo Fares will institute a new concept called Fare Capping. With the use of either the Flamingo mobile application or a registered Flamingo card, Fare Capping will provide customers the benefit of never spending more than the cost of a day pass (regular or discount) in a single day, or the cost of a monthly pass (regular or discount) in a calendar month. With the implementation of this new concept and with the uncertainty of a known adoption rate, HART is estimating approximately a 5% or $350,000 decrease in fare revenue for the first year of implementation.

Section 1. Title VI Regulatory Background and Requirements

✦ HART Title VI Requirements

HART operates its programs and services without regard to race, color and national origin in accordance with Title VI of the Civil Rights Act. As a recipient of funding from the FTA, HART is required to comply with all aspects of the United States Department of Transportation’s FTA Circular 4702.1A-B Title VI Requirements and Guidelines for FTA Recipients. The FTA requires that recipients conduct a Title VI Fare Equity Analysis prior to making any change to its fare program.

It is important to make note of the differences between FTA Title VI Analysis requirements for a “major service change” and a “fare change”. The FTA requires recipients to conduct a Title VI Service Equity Analysis whenever there is a proposed “major (not temporary) service change”. The FTA requires recipients to conduct a Title VI Fare Equity Analysis whenever there is a proposed change (minor to major) to the cost of the fares, change in the method of payments, or elimination of fare purchase options.

✦ HART Fare Change Policy

HART 610.10 Fare Structure and Fare Change Policy

(1) Policy

The purpose of the policy is to establish guidelines for fare structure and changes.

(2) Fare Structure

HART shall maintain a fare system which is easy for riders to understand and is inexpensive and easy to administer. Basic adult fares are a feature of the fare structure. Premium fares can be charged for premium and express services, transfer fees may be charged, discounts may be established for youth, children, seniors, students, including adult students and people who are disabled. Shuttles and circulators may have fares less than the basic regular adult fare. The Board may establish tickets and passes in addition to cash fares and they may have discounts based on riding frequency.
(3) HART may set recovery goals from time to time which can be updated through the annual budget process. Passenger fares collected will be reported to the HART Board of Directors on a regular basis.

(4) Public Participation

(a) HART shall solicit and consider public comment before initiating any fare change except on experimental and emergency services.

(b) The HART Board of Directors shall conduct public hearings, as required by the appropriate federal and/or state law or regulations. HART may conduct such additional public hearings or meetings as the Board or the Chief Executive Officer deem to be appropriate. From information received from the hearings and other available sources, the Board may then authorize any fare changes consistent with this policy.

(c) HART shall give reasonable notice and an opportunity for the public and HART customers to comment on proposed changes.

(d) HART accepts verbal testimony and/or written comments when public comment is not directly presented to the HART Board at a hearing or meeting by the public. Such comment will be presented to the Board in original or summarized form by staff for Board consideration.

❖ Minority and Low-Income Definitions

Minority Populations. The FTA defines minority population as any readily identifiable group of minority persons who live in geographic proximity. If circumstances warrant, also includes geographically dispersed/transient populations (such as migrant workers or Native Americans) who will be similarly affected by a proposed Department of Transportation (DOT) program, policy or activity.

Low-Income Populations. The FTA defines low-income population as any readily identifiable group of low-income persons whose median household income is at or below the U.S. Department of Health and Human Services (HHS) guidelines or those who live in geographic proximity to identified populations. If circumstances warrant, also includes geographically dispersed/transient persons (such as migrant workers or Native Americans) who will be similarly affected by a proposed FTA program, policy or activity.

Although low-income populations are not a protected class under Title VI, the FTA requires transit providers to include this population when evaluating proposed fare changes to determine the relative impact on this community.

❖ Disparate Impact Definition

A procedure or practice that appears to be neutral but has the effect of disproportionately excluding or adversely affecting members of a group identified by race, color or national origin.

❖ Disproportionate Burden Definition

A procedure or practice that appears to be neutral but has the effect of adversely affecting low-income populations greater when compared to other groups.

It is HART’s objective to avoid, minimize or mitigate discrepancies and adverse impacts on minority and low-income populations. As a recipient of FTA financial assistance, HART is required to comply with the Title VI by evaluating fare or major changes to determine whether those changes have discriminatory impacts, including disparate impacts on minority populations and/or disproportionate burdens on low-income populations.
Section 2. Public Engagement Efforts

- **Public Participation Plan**

HART utilized the strategies outlined in its 2019-2021 Public Participation Plan (PPP) (See Attachment A. HART Public Participation Plan) as a guide in its effort to seek public input on the effects of e-fares and most specifically how those effects could impact minority and low-income customers. HART strives to encourage participation of all members of its public, to include minority and low-income populations, in its decision-making processes. HART incorporated its ridership information, routes and service areas into its PPP outreach plan recognizing that only when everyone has an equal opportunity to comment can HART see the whole picture. Based on past experience, HART understands that often customers who have limited English proficiency, are undocumented, traveling with children, working multiple jobs or struggle with chronic homelessness are often not forthcoming with voicing their opinions even when the changes, like e-fares, can have an impact on their service.

- **Population Served**

According to the Hillsborough County Florida Government Website, Hillsborough County is home to approximately 1.2 million people. According to the HART Service Equity Analysis conducted in 2017 for Mission Max, two-thirds of HART riders are considered low income and of that population nearly 50% are minority populations that depend on public transit for life sustaining and recreational trips.

- **Minority Population**

Within Hillsborough County there is a relatively large minority population. According to the 2011-2015 American Census Survey (ACS) 5 Year Estimates, the percentage of the population categorized as non-minority is 51.8% and all other minority groups make up the remaining 48.2% of the county’s population (see Figure 1: Hillsborough County Minority Population Pie Chart). According to the FTA Environmental Justice circular, the large proportion of minority populations represents a key market of traditionally transit dependent populations.

![Figure 1: Hillsborough County Minority Population Pie Chart](image)

HART has designated 28 of its 33 routes as minority routes. (See Table 1- HART Transit Routes)
Table 1. HART Transit Routes

<table>
<thead>
<tr>
<th>Route</th>
<th>Designation</th>
<th>% Minority</th>
<th>Route</th>
<th>Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Minority</td>
<td>60.1</td>
<td>32</td>
<td>Minority</td>
</tr>
<tr>
<td>5</td>
<td>Minority</td>
<td>79.8</td>
<td>33</td>
<td>Minority</td>
</tr>
<tr>
<td>6</td>
<td>Minority</td>
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<td>34</td>
<td>Minority</td>
</tr>
<tr>
<td>7</td>
<td>Minority</td>
<td>43.4</td>
<td>35</td>
<td>Non-Minority</td>
</tr>
<tr>
<td>8</td>
<td>Minority</td>
<td>79.6</td>
<td>36</td>
<td>Non-Minority</td>
</tr>
<tr>
<td>9</td>
<td>Minority</td>
<td>82.3</td>
<td>37</td>
<td>Minority</td>
</tr>
<tr>
<td>12</td>
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<td>82.4</td>
<td>38</td>
<td>Minority</td>
</tr>
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<td>14</td>
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<td>15</td>
<td>Minority</td>
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<td>Minority</td>
</tr>
<tr>
<td>16</td>
<td>Minority</td>
<td>51.6</td>
<td>45</td>
<td>Minority</td>
</tr>
<tr>
<td>17</td>
<td>Non-Minority</td>
<td>37.8</td>
<td>46</td>
<td>Non-Minority</td>
</tr>
<tr>
<td>19</td>
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<td>48</td>
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<tr>
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<td>Minority</td>
</tr>
<tr>
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<td>38.6</td>
<td>275LX</td>
<td>Minority</td>
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<tr>
<td>25LX</td>
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<td>41.2</td>
<td>360LX</td>
<td>Minority</td>
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<tr>
<td>30</td>
<td>Non-Minority</td>
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<td>400</td>
<td>Minority</td>
</tr>
<tr>
<td>31</td>
<td>Minority</td>
<td>44.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Low Income Population

According to the Hillsborough County Government Website, 15.7% of Hillsborough County households are at the poverty level. Hillsborough County defines a “low-income” individual as a person whose family’s taxable income the prior year did not exceed 150% of the poverty level amount identified by the federal register. Hillsborough County considers an individual with a family size of one to be low-income if their taxable income the prior year did not exceed $19,140.00. An individual with a family size of four is considered to be low-income if their taxable income the prior year did not exceed $39,300.00. If a family's total income is less than the corresponding threshold, then that family and every individual in it is considered low-income. (See Figure 1. Hillsborough County Household Poverty Level Chart).

Figure 1. Hillsborough County Poverty Level Chart

HART provides a high level of coverage to low-income communities. According to the 2017 HART System Redesign Service Equity Analysis 2017, 67% of total households in its service area fall below the poverty line and live within ½ mile of a bus stop and 47% of the low-income population are within ¼ mile of a bus stop (See Chart 1. HART Low Income Service Area).

Another common measure of low-income network coverage is determined by the proximity to subsidized housing units. Approximately 94% of the total subsidized housing units in the County are located within ¼ mile of a bus stop.
• Public Engagement Activities

In its commitment to provide opportunities for all customers and members of its community to comment on changes to its proposed fare changes, HART utilized partnerships with community-based organizations (CBO) to solicit feedback from CBO leadership on the effects of e-fares and to solicit their assistance in identifying transit dependent participants willing to provide input on the proposed fare changes. HART used Google Maps to identify CBOs that were geographically located within its service areas identified as minority or low-income.

The public engagement activities related to the fare equity analysis were conducted ahead of HART’s broader public education and outreach on the new e-fare. Therefore, the preliminary Title VI outreach
provided an opportunity to both educate select representatives in the HART service area on the proposed e-fare changes and to collect input directly from minority and low-income customers on how the proposed fare changes may affect them. Those responses will be utilized by HART to eliminate or mitigate any disparate impacts on minority populations or disproportionate burden on low-income populations.

HART conducted both internal and external outreach regarding its Title VI fare equity analysis. The internal outreach involved engaging various departments within HART to include: Marketing and Communications; Community Engagement; Customer Service; Operations; Finance; Office of Policy and Performance; Planning and Development; and Project Management. The equity analysis results also underwent review by the Office of Policy and Performance. Marketing, Communications and Community Engagement arranged for translation and interpretation services for the external outreach.

For external outreach, HART conducted a combination of live presentations, WebEx meetings, conference calls and telephone interviews in its effort to collect meaningful input from its community on the potential impacts of the e-fare changes. Approximately 110 transit dependent people and CBO staff participated in one of the seventeen engagement activities that were conducted throughout HART’s service area. Presentation materials including the WebEx presentation, surveys and focus group questions can be viewed under Attachment B. Public Engagement Materials. Participant input to include CBO Leadership input, survey comments and a summary of the focus group discussions can be viewed under Attachment C. Public Engagement Input.

The following CBOs participated in one or more of the engagement activities:

- Catholic Charities in downtown Tampa
- Hope House in North Tampa
- Lightfoot Senior Center in Temple Terrace
- Grace Church in Palm Harbor
- Tampa Family Health Centers, Inc.
- DACCO Behavioral Health in Tampa
- Hillsborough County Sheriff’s Office – Homeless Initiative
- Martha and Mary Women’s Program in Ruskin
- Salvation Army Brigade with programs throughout Tampa and the City of Tampa
- Hispanic Services Council in Riverview
- St. Joseph Ministries and Food Pantry in Riverview
- Gracepoint Social Services on North 22nd Street Tampa
- MacDonald Center on West Cypress Street Tampa
- ARC of Tampa Bay
- Hillsborough County Homeless Coalition
- City of Tampa Homeless Coalition
- Metropolitan Ministries in Downtown Tampa

Note: Federation of the Blind, Tampa Chapter (participation occurred after the analysis was complete and therefore only group comments were recorded)
Section 3. HART Fare Equity Analysis

Overview and Potential Impacts of Fare Changes

Through its preliminary Title VI Fare Equity Analysis in October 2017, HART examined its proposed e-fare policies and examined scenarios where minority and low-income customers could bear a greater share of negative impacts or reduced experience of benefits when compared to non-minority and non-low-income customers. HART identified a total of seven e-fare policies (two were identified and mitigated in an early review and five additional policies were identified in a later review) that were found to have the potential to result in the treatment of minority and/or low-income populations differently than other populations. For the purposes of this analysis, E-fares are defined as the deliberate system of principles established to guide decisions and achieve rational outcomes of the e-fare program. Each policy was screened against a set of established criteria to determine if the e-policy could have a greater effect on minority or low-income populations. If evidence of a disparate impact on minority populations or a disproportionate burden on low-income populations was revealed, a mitigation strategy was developed and applied to reduce or eliminate the disproportionate impacts. HART is permitted to implement a fare change that has a disproportionate effect provided that it demonstrates that the action meets a substantial need that is in the public interest.

By applying early mitigations strategies two of the original six were mitigated in accordance with guidance provided by the FTA Title VI Circular. Mitigation strategies for the two e-fare policies were:

- Existing fares will remain in place for six months during the transition phase to e-fares
- No minimum load requirement at retail stores

The remaining five e-fare policies that may impact minority and low-income populations differently than non-minority and non-low-income populations (See Table 2. E-Policies to be analyzed) were reviewed to determine if there may be a disparate impact or a disproportionate burden to our target populations. Those policies are:

A. Payment Option Policy
B. Elimination/conversion of Paper Fare option Policy
C. Program Access Policy
D. Registration of Physical Card Policy
E. Product Options Policy
Table 2. E-Policies to be analyzed

<table>
<thead>
<tr>
<th>Policy Area</th>
<th>Proposed Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payment Option Policy</td>
<td>Cash/credit/debit payments accepted at retail locations; on-line fare management; auto re-load options; cash on revenue vehicle</td>
</tr>
<tr>
<td>Elimination/Conversion of Paper Fare Option Policy</td>
<td>HART will eliminate or modify six of its current fare programs after the implementation of e-Fares. The programs to be eliminated will be considered obsolete when the Agency and number of trips migrate to e-fares.</td>
</tr>
<tr>
<td>Program Access Policy</td>
<td>Retail stores/locations within ¾ of a mile of key stops on routes identified as minority and low-income.</td>
</tr>
<tr>
<td>Physical Card Registration Policy</td>
<td>To be eligible for the “balance protection” benefit, physical cards must be registered.</td>
</tr>
<tr>
<td>Product Options Policy</td>
<td>Download the Flamingo Fares app for free; purchase E-Fare Card; Eliminate the monthly pass through “fare capping” technology; $3 e-card</td>
</tr>
</tbody>
</table>

A. Payment Option Policy

HART examined this policy to determine if there could be a disparate impact on minority populations or a disproportionate burden on low-income populations based on the payment option choices. HART proposes to accept payment by cash on the bus, or cash, credit card or debit card payments at retail locations. On-line fare management will accept direct bank deposits, credit or debit cards, Apple Pay and even PayPal. There will also be an auto-reload option for account holders.

Analysis and Potential Disparate/Disproportionate Impact. HART evaluated this e-policy option for the potential benefits that customers will experience being able to automatically reload value onto their e-card. Customers must have a bank account or a credit or a debit card to take advantage of this benefit. Statistics show that minority and low-income populations are less likely to use a credit/debit card than non-minorities and non-low-income customers and therefore would not have an equal opportunity to this benefit when compared to other populations.

Based on this analysis, this e-fare is likely to trigger a disparate benefit (less benefit compared to non-minority/low-income populations) for minority populations and a disproportionate benefit for low-income populations.

However, this type of payment option is expected to expedite boarding for all customers by reducing the number of customers that are short on fare or request assistance from the operator thus improving on-time performance and encouraging non-traditional transit users to utilize the bus as an alternative to other forms of transportation. By encouraging non-traditional transit users to select the public fixed...
route bus over driving a non-revenue vehicle, taxi, Uber/Lyft or other means of transportation increasing revenue for the public transit agency, diversifying ridership and reducing traffic congestion and pollution in the community.

Recommended Action: Monitor this e-fare to determine if future action may be necessary.

B. Changes/Consolidation of Fare Options Policy
HART plans to eliminate or modify four of its fare categories (1-Day Local and Unlimited Category, 3-Day Unlimited Category, 31-Day Unlimited Category, 10 Day Package Category) as part of the e-fare proposed changes to its fare menu. HART will maintain its current fares in addition to the proposed e-fare program for six months to allow customers time to migrate to e-fares. Citing fare capping technology that will automatically upgrade a customer to a “Day Pass” after two taps or swipes of the Flamingo Fares e-card on the same day or the automatic upgrade to a monthly pass after 33 swipes it is believed that four of the current fare options will become obsolete (See Table 3. HART Current and Proposed Fare Changes).

Table 3. HART Current and Proposed Fare Changes

<table>
<thead>
<tr>
<th>ONE-WAY FARES CATEGORY</th>
<th>Current Fare</th>
<th>Proposed Fare</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOCAL &amp; LIMITED EXPRESS</td>
<td>$2.00</td>
<td>$2.00</td>
<td>No Change in fare</td>
</tr>
<tr>
<td>EXPRESS</td>
<td>$3.00</td>
<td>$3.00</td>
<td></td>
</tr>
<tr>
<td>DISCOUNT LOCAL</td>
<td>$1.00</td>
<td>$1.00</td>
<td></td>
</tr>
<tr>
<td>DISCOUNT EXPRESS</td>
<td>$1.50</td>
<td>$1.50</td>
<td></td>
</tr>
<tr>
<td>HARTFlex</td>
<td>$1.00</td>
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</tr>
<tr>
<td>Flamingo Smart Card</td>
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<table>
<thead>
<tr>
<th>1-DAY UNLIMITED HARTRIDE CATEGORY</th>
<th>Current Fare</th>
<th>Proposed Fare</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOCAL &amp; LIMITED EXPRESS</td>
<td>$4.00</td>
<td>Eliminate</td>
<td></td>
</tr>
<tr>
<td>DISCOUNT LOCAL &amp; LIMITED EXPRESS</td>
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<tr>
<td>EXPRESS</td>
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<tr>
<td>DISCOUNT EXPRESS</td>
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<tr>
<td>HARTFlex</td>
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<tr>
<th>3-DAY UNLIMITED HART FARE VISITOR PASS CATEGORY</th>
<th>Current Fare</th>
<th>Proposed Fare</th>
<th>Notes</th>
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<tbody>
<tr>
<td>3-DAY VISITOR PASS</td>
<td>$11.75</td>
<td>$11.75</td>
<td>Mobile App</td>
</tr>
<tr>
<td>3-DAY VISITOR/GROUP (Bulk purchase of 200 or more)</td>
<td>$9.90</td>
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<table>
<thead>
<tr>
<th>3-DAY UNLIMITED HART FARE</th>
<th>Current Fare</th>
<th>Proposed Fare</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOCAL &amp; LIMITED EXPRESS</td>
<td>$65.00</td>
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</tr>
<tr>
<td>DISCOUNT LOCAL &amp; LIMITED EXPRESS</td>
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<td>Passport</td>
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<tr>
<th>1-DAY 10-PACK UNLIMITED HART FARE</th>
<th>Current Fare</th>
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<thead>
<tr>
<th>ADA PARATRANSIT FARES - HARTPlus</th>
<th>Current Fare</th>
<th>Proposed Fare</th>
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<td>ONE-WAY CASH FARE</td>
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<tr>
<td>10- RIDE Coupon Book</td>
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Both fare structures will co-exist for 6 months starting January 1, 2021 until June 30, 2021. Starting July 1, 2021, new Flamingo eFare structure will be completely in effect.
Elimination of the 1-Day Unlimited Pass Category - This category of passes was developed as an alternative to the monthly pass. This fare option is popular with customers that do not ride frequently enough to warrant the purchase of the monthly pass and with low-income customers that could not afford the up-front $65.00 for the monthly pass. E-fares “fare capping” technology for daily and monthly caps will make this option obsolete since e-fares will automatically upgrade the customer to either the one day or the monthly pass based on their number of trips. Another reason this fare will be eliminated is to align HART with its Fare Policy Category:

<table>
<thead>
<tr>
<th>HART Board Policy 610.10: Fare Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td>(2) Fare Structure HART shall maintain a fare system which is easy for riders to understand and is inexpensive and easy to administer.</td>
</tr>
</tbody>
</table>

Analysis of Potential Adverse Effects. HART evaluated this policy option for potential disparate or disproportionate effects on minority or low-income customers that currently use are options within this category. Customers that migrate to the e-fare program will automatically be upgraded to the equivalent of the “One-day Unlimited Pass” or a “Monthly Pass” based on the number of trips they take. Fare capping tracks the number of times the e-fare physical or virtual card is used and automatically converts to the equivalent pass.

Elimination of the One-day Unlimited HARTRIDE Category fares will not have a disparate impact on minority customers.

Elimination of this fare will not cause a disproportionate burden on low-income customers.

No further action is needed.

Conversion of the 3-Day Visitor/Group Pass (Bulk purchase of 200 or more) to e-fare Purchase Option. HART currently offers a 3-day unlimited fare option that it sells in bulk orders. Based on sales, this option is most often purchased by vendors to include: event organizers, community-based organizations, employers, work and training centers and other agencies that provide transit fare for their participants. This option will migrate from a paper fare format to a virtual e-fare available to customers that select the Mobile app.

Analysis of Potential Adverse Effects. The conversion of the 3-Day Visitor/Group Pass from a physical card to a virtual app fare will not be available to customers that choose the physical e-fare option.
Based on current sales of this option and input from the public engagement participants, there is no anticipated disparate impact on minority customers associated with the conversion of this fare option from its physical form to the Mobile app e-card.

Based on the current sale of this fare, there is no anticipated disproportionate burden on low-income customers based on the conversion of this fare option from a physical ticket to the Mobile app e-card.

No further action is needed.

Elimination of the 31-Day Unlimited HART Fare Local and Limited Express. This pass category was created to save customers that travel frequently money and offer them the convenience of not having to purchase tickets each day. With fare capping, it is believed that this option will become obsolete.

Analysis of Potential Adverse Effects. HART evaluated this policy option for potential disparate or disproportionate effects on minority or low-income customers. Customers that migrate to the e-fare program will automatically be upgraded to the equivalent of the 31 Day Unlimited Pass once they have essentially paid the $64 through daily fares. Fare capping will essentially allow the customer to “pay as they go” rather than pay the $64 up front which was cited by low-income customers as being “cost prohibitive”. However, given that fare capping will track customer number of trips and automatically convert to the equivalent of a monthly pass will benefit minority and low-income customers equally. The 31 Day Unlimited option is a popular choice for programs that provide their participants with transit fare. For example, HART customers that receive housing, rehabilitative services or employment training services are often provided this monthly pass to ensure that they have access to transportation. With e-fares, the vendor can continue to place $65 onto the monthly card as an alternative to the “pay as you go” option.

Based on current sales of this fare option and the benefits that will be realized by all customers to include minority customers there is no disparate impact on minority populations.

Based on the current sales of this fare option and the benefits that will be realized by all customers to include low-income customers, there is no disproportionate burden on low-income populations.

No further action is needed.

1-Day 10-Pack Unlimited HART Fare. Paper ticket options may become obsolete once customers migrate to e-fares and can benefit from fare capping technology.

Analysis and Potential Disparate/Disproportionate Impact. HART evaluated this policy option for potential disparate or disproportionate effects on minority or low-income customers that currently use this fare option. This option is found to be popular with CBOs that provide bus fare to their program participants and is rarely purchased by an individual. A high concentration of low-income customers receive this option from an agency that provides them with some level of support. The tickets are sold in bulk with a savings of 30 cents per ticket. E-fares will allow CBOs to purchase e-fares and then apply those fares directly to participant e-fare accounts.
Based on the apparent distribution of this option there is no disparate impact on minority customers.

Based on the apparent distribution of this option the elimination of this option is likely to trigger a disproportionate burden on low-income customers. Low-income customers that are not in possession of an e-card cannot benefit from their program adding e-fares to their account. Without this option (a physical ticket), agencies will not be able to issue bus fare to low-income program participants in an efficient manner. Without bus fare, low-income customers may face a barrier to access sales locations where they can purchase an e-fare card.

Recommended Action. Allow the continued purchase of the 1 Day 10-pack option or a similar fare option to CBOs and other agencies that demonstrate a need for the issuance of this type of fare. This will enable low-income customers the ability to access public transit immediately after receiving services and provide them the tools needed to travel to a retail location where they can manage their e-fare card.

Or replace this option with physical e-cards that contain loaded value that can be purchased and distributed by organizations in bulk.

C. Program Access Policy

HART recognized early on that the success of the e-fare program relies on “program access”. That is, that all customers must be able to access the e-fare program. Customers can choose between the app, the e-card or a combination of both. The app is offered at no cost to anyone that chooses to download it but there are restrictions on the type of phone and payment options. The e-fare physical card purchase options include on-line and retail locations. For the purposes of this analysis, HART hypothesized that the majority of minority and low-income customers will choose the e-fare card and will add fare at a retail location. HART over laid its minority and low-income service areas with retail locations that will sell and manage the e-card. (See Table 4. E-Fares Retail Locations Map).
E-fares are designed to save customers money. Offering the e-cards for sale and re-charge services at retail stores seems to be a neutral practice that will benefit everyone. However, if the retail locations are not geographically accessible to minority and low-income populations forcing them to travel outside of their community or normal route to purchase or add fare to their accounts, this option could cause a disparate impact on minority populations or a disproportionate burden on low-income populations.

Analysis of Potential Adverse Effects on Minority Populations based on Program Access. To determine if minority customers have reasonable access to the e-fare program if traveling by bus, HART conducted an analysis on the accessibility of HART bus routes to minority populations using the “within ¼ of a mile standard”. According to number of trips data (See Table 5.)
Proportions of Minority and Low-Income Populations) 48.2% of the minority populations live within ¼ of a mile of a bus route compared to 51.8% of the regional population.

Studies have shown that nationwide, low-income customers tend to pay cash for their fares. To benefit from fare capping, a customer must add fare value to their app or e-card and then use the stored balance to pay for their trips. A disproportionate burden could occur if low-income customers could not access the retail stores where they can add cash fares to their accounts.

According to number of trips data (Table 3. Proportions of Minority and Low Income Populations) low-income populations are not disproportionately burdened based on access of retail locations serviced by bus. Low-income populations within ¼ of a mile of routes is 47% compared to 53% of the regional population.

Based on the review of available data, the “fare capping” element of the e-fare program is accessible to minority populations and therefore there is no disparate impact on the minority population. Minority customers can choose to purchase fares from the wide selection of payment options that is made available to all customers to include making purchases at retail locations.

Based on this analysis of the available data, the “fare capping” element of the e-fare program is available to low-income populations since the retail stores that accept cash payment for recharging the e-card are within the standard ¼ mile for the majority of geographical locations identified as “low-income” there is no disproportionate burden placed on the low-income population. Low-income riders can also choose one of the other payment options that is available to all customers.

No further action is needed.
Table 3: Proportions of Minority and Low Income Populations

<table>
<thead>
<tr>
<th>Route #’s</th>
<th>Total Population</th>
<th>Minority Population</th>
<th>% Minority</th>
<th>Low-income Population</th>
<th>% Low-Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>15</td>
<td>31</td>
<td>46</td>
<td>1.2m</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>16</td>
<td>33</td>
<td>48</td>
<td></td>
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</tr>
<tr>
<td>6</td>
<td>17</td>
<td>34</td>
<td>60LX</td>
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<tr>
<td>7</td>
<td>19</td>
<td>35</td>
<td>275LX</td>
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<td></td>
</tr>
<tr>
<td>8</td>
<td>20X</td>
<td>36</td>
<td>360LX</td>
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<td></td>
</tr>
<tr>
<td>9</td>
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<td></td>
</tr>
<tr>
<td>12</td>
<td>25LX</td>
<td>42</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>30</td>
<td>45</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

D. Physical Card Registration Policy

Registration of the e-fare card online, in person or by phone will be an option for all Flamingo Fare customers. Discount e-fare program participants will be required to register their physical card. Flamingo Fares also offers balance protection which means that once the customer loads money onto their account, the funds stay on their account until they use it. If a card is reported lost or stolen the customer can easily access their account online or through in-store account access and transfer funds to their new card. The process requires an email, full name, birth date, address and phone number.

Analysis and Potential Disparate/Disproportionate Impact- Registration can be completed at any of the retail stores, on-line, over the phone or by mail. Discount applications are available on line, at most retail locations or through the mail. Registration of the card is not required for non-Discount cards but is recommended. Registration is required for application Discount Programs. If customers cannot register their e-card they cannot fully participate in the entire program because they cannot benefit from the balance protection. On-line registration data was not available for this review therefore the analysis on this policy was based on participant input. Minority responses included concerns about registering the card for their children using a family email and protection of their personal information (collection of names, birthdates, address, phone and email). Low-income participants concerns included that they did not have an email, did not have access to a computer to create an email or monitor it or lacked the skills necessary to use a computer.
Based on this analysis, the requirement of an email for the registration could trigger a benefit impact (unequal access to a benefit) on minority populations because this could exclude them from the balance protection benefit.

The requirement of an email could trigger a disproportionate benefit on low-income populations because this could exclude this population from receiving balance protection benefits.

Recommended Action: Continue to monitor this e-policy and review customer registration data when it becomes available to determine if this is a continued barrier for some populations. Consider the removal of the email requirement and replace with an option for telephone or home address. Consider allowing one email to manage multiple accounts. Refrain from collecting detailed personal information unless it is absolutely necessary.

E. Product Options

As previously discussed, e-Fares is designed to benefit customers using fare capping technology. Customers can choose between the free Flamingo Fares app or the Flamingo Fares physical e-card. It is anticipated that once the supply of “free” e-cards has been exhausted, HART will charge $3.00 for each new or for each replacement e-fare card. The fee will be used to cover the costs of producing the e-cards and incentivize customers to retain them. As an incentive to encourage customers to migrate efficiently and timely to e-fares, free e-fare cards will be disseminated throughout the community.

Analysis and Potential Disparate/Disproportionate Impact - On the face of this policy, the cost of $3 for a permanent e-card that will unlock the benefit of saving money through the fare capping technology may appear to be nominal. However, the fee could be considered cost prohibitive to a minority family having multiple children needing an e-card or to a low-income customer.

Based on this analysis, the $3 cost for each Flamingo Fares physical e-card, when consideration is given to the option of downloading the free Flamingo Fares app, the distribution of free e-cards with emphasis placed on distributing to minority and low-income populations, free fare for children age 5 and under, the availability of discount youth/student passes and the discounted Group Pass, it is not likely that this policy will trigger a disparate impact on minority populations.

Based on this analysis the $3 cost for each Flamingo Fares physical e-card, when consideration is given to the option of downloading the free Flamingo Fares app, the distribution of the free Flamingo Fares e-cards with emphasis placed on distributing to low-income populations, the availability of multiple discount programs for those that meet the eligibility criteria, it is not likely that this policy will trigger a disproportionate burden on low-income populations.

No further action is needed at this time.
**Findings and Recommended Action Items**

HART identified a total of seven e-fare policies. Two of those policies were identified and mitigated during the early review stage. Through this analysis findings suggest that three of the remaining five e-policies may, without mitigation strategies, cause a potential disparate or disproportionate burden on minority or low-income customers. Based on this review it is recommended that HART:

- Monitor its e-fare automatic re-load option by evaluating customer preferences and purchase trends and make adjustments to this policy if needed.
- Continue to offer the 10 Pack 1-Day Paper cards or an equivalent option to CBOs and other service organizations to eliminate or reduce potential barriers to service that may be experienced by low-income customers.
- Permit the use of a telephone number or a physical address as a substitute for the email verification requirement.

Regarding Nearly 67% of the households within HART’s service area are identified as low-income and it is believed that the majority of these households are also minority. HART has identified 28 of its 33 routes as “minority routes”. This analysis reviewed the “product option” e-policy and determined that the $3 cost for new and replacement cards will be mitigated by distributing the initial “free” Flamingo Fare cards directly to these low-income populations. HART recognizes that it does not have the means to develop and monitor an application program for low-income customers therefore it is highly recommended that the initial free Flamingo Fare physical e-cards be disseminated through CBOs that provide services to these populations and develop a collaborative relationship and process for CBOs to purchase and manage replacement cards for their program participants.

**Timeline and Next Steps**

<table>
<thead>
<tr>
<th>Action Item</th>
<th>Leading Department for Action Item</th>
<th>Due Dates</th>
<th>Notes /Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Select Dates/Times for WebEx Presentations for CBOs (July 7, 8, 15, 16)</td>
<td>Executive/Title VI</td>
<td>22-Jun</td>
<td>Completed</td>
</tr>
<tr>
<td>Provide Power Point Presentation for WebEx to Marketing for Approval</td>
<td>Executive/Title VI</td>
<td>23-Jun</td>
<td>Completed</td>
</tr>
<tr>
<td>Send invitations to CBOs to participate in the WebEx presentation (informational only)</td>
<td>Executive Title VI</td>
<td>29-Jun</td>
<td>Completed</td>
</tr>
<tr>
<td>Focus Questions Reviewed with Departments</td>
<td>Executive/Title VI</td>
<td>June 24-July 7</td>
<td>Completed</td>
</tr>
<tr>
<td>Task</td>
<td>Responsible Party</td>
<td>Date</td>
<td>Status</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>--------------------------------------------------------</td>
<td>------------</td>
<td>----------------------</td>
</tr>
<tr>
<td>PowerPoint Review (Executive Review and Approval)</td>
<td>Marketing</td>
<td>29-Jun</td>
<td>Completed July 7</td>
</tr>
<tr>
<td>PowerPoint Submitted for Translation to Spanish</td>
<td>Executive/Title VI and Customer Service</td>
<td>29-Jun</td>
<td>Completed July 7</td>
</tr>
<tr>
<td>Presentation Scripts Provided to Presenters and Recorded</td>
<td>Executive/Title VI and Marketing (for Recording)</td>
<td></td>
<td>Completed</td>
</tr>
<tr>
<td>Note: Communications (English version) and Customer Service (Spanish version)</td>
<td></td>
<td></td>
<td>Completed</td>
</tr>
<tr>
<td>Finance Edits to Presentation</td>
<td>Finance</td>
<td>20-Jul</td>
<td>July 21-Completed</td>
</tr>
<tr>
<td>Submit the Finance Edits to Presentation</td>
<td>Communications</td>
<td></td>
<td>July 21-Completed</td>
</tr>
<tr>
<td>Upload the English and the Spanish WebEx Recordings to HART Website</td>
<td>Communications</td>
<td></td>
<td>Completed</td>
</tr>
<tr>
<td>Re-confirm Focus Group Presentations/Schedules with CBOs</td>
<td>Office of Policy and Performance/Title VI</td>
<td>10-Jul</td>
<td>Completed</td>
</tr>
<tr>
<td>Focus Group Presentations</td>
<td>HART Employees Can Sign Up to Attend/Assist</td>
<td>20-Jul</td>
<td>Locations/Times</td>
</tr>
<tr>
<td>Focus Group A (9:00am-10:00am, 10:30-11:30am)</td>
<td>Office of Policy and Performance/Title VI</td>
<td>20-Jul</td>
<td>Lightfoot Senior Center</td>
</tr>
<tr>
<td>Focus Group B (1:00pm-2:00pm, 2:30pm-3:30pm, 6:00pm-7:00pm)</td>
<td>Office of Policy and Performance/Title VI</td>
<td>20-Jul</td>
<td>Catholic Charities - 10 (2 groups)</td>
</tr>
<tr>
<td>Focus Group C (11:00am-12:00pm, 1:00pm-2:00pm, 7:00pm-8:00pm)</td>
<td>Office of Policy and Performance/Title VI</td>
<td>21-Jul</td>
<td>House of Hope - low income moms</td>
</tr>
<tr>
<td>Focus Group D (9:00am-10:00am)</td>
<td>Office of Policy and Performance/Title VI</td>
<td>21-Jul</td>
<td>Grace Point - low income/minority</td>
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<tr>
<td>Focus Group E (9:00am-10:00am, 10:30am-11:30am, 1:00pm-2:00pm, 2:30pm-3:30pm, 4:00pm-5:00pm)</td>
<td>Office of Policy and Performance/Title VI</td>
<td>22-Jul</td>
<td>Salvation army-ADA/Low Income</td>
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<tr>
<td>Focus Group F (6:00pm-7:00pm, 7:30pm-8:30pm)</td>
<td>Office of Policy and Performance/Title VI</td>
<td>22-Jul</td>
<td>House of Mercy</td>
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<tr>
<td>Focus Group G (6:00pm-7:00pm, 7:30pm-8:30pm)</td>
<td>Office of Policy and Performance/Title VI</td>
<td>23-Jul</td>
<td>Catholic Charities 1 group</td>
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<tr>
<td>Focus Group H (9:00am-10:00am, 10:30am-11:30am, 1:00pm-2:00pm,</td>
<td>Office of Policy and Performance/Title VI</td>
<td>24-Jul</td>
<td>Riverview Area-ESL</td>
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<td>Focus Group I (6:00pm-7:00pm, 7:30pm-8:30pm)</td>
<td>Office of Policy and Performance/Title VI</td>
<td>24-Jul</td>
<td>Telephone Contacts/Follow Up</td>
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<tr>
<td>Tabulating Focus Group Responses</td>
<td>Office of Policy and Performance/Title VI</td>
<td>27-Jul</td>
<td>Completed</td>
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<td>Compile Draft Report</td>
<td>Office of Policy and Performance/Title VI</td>
<td>28-Jul</td>
<td>Completed</td>
</tr>
<tr>
<td>Finalize Report</td>
<td>Office of Policy and Performance/Title VI</td>
<td>10-Aug</td>
<td>Completed</td>
</tr>
<tr>
<td>Report Review</td>
<td>Office of Policy and Performance and Marketing</td>
<td>12-Aug</td>
<td>Completed</td>
</tr>
<tr>
<td>Present findings to the Flamingo Fares Project Owner</td>
<td>Office of Policy and Performance/Title VI</td>
<td>14-Aug</td>
<td>In Progress</td>
</tr>
<tr>
<td>Develop Committee meeting action item to request authorization to conduct public outreach (this is the Agency wide public outreach to be delivered by Marketing/Community Engagement that will include the mitigation strategies/findings recommended as a result of the Title VI Analysis)</td>
<td>Office of Policy and Performance/Title VI and Finance</td>
<td>17-Aug</td>
<td>Completed</td>
</tr>
<tr>
<td>After Committee approval, Lena will add to the full Board Meeting in September</td>
<td>Office of Policy and Performance/Title VI and Finance</td>
<td>20-Aug</td>
<td></td>
</tr>
<tr>
<td>After Full Board approves the request to conduct public outreach - Agency-wide public outreach efforts can begin</td>
<td>Finance, PMO, Community Engagement</td>
<td>Mid-September</td>
<td></td>
</tr>
<tr>
<td>Title VI input as needed (Title VI Commitments end on August 20)</td>
<td>Office of Policy and Performance/Title VI</td>
<td>On-Going</td>
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<tr>
<td>Present Flamingo Fares to the Committee</td>
<td>Finance/Office of Policy and Performance Title VI</td>
<td>August Committee Meeting</td>
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<tr>
<td>----------------------------------------</td>
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<td>--------------------------</td>
<td></td>
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<tr>
<td>Request Board Authorization</td>
<td>Finance/Office of Policy and Performance Title VI</td>
<td>September Board Meeting</td>
<td></td>
</tr>
<tr>
<td>Complete full report to include Board Authorization and implementation of the e-fare plan.</td>
<td>Office of Policy and Performance/Title VI</td>
<td>Early 2021</td>
<td></td>
</tr>
</tbody>
</table>

Attachment A: Public Participation Plan
Attachment B: Presentation Materials
Attachment C: Public Engagement Input
HILLSBOROUGH AREA REGIONAL TRANSIT
Public Participation Plan (PPP)
HART Public Involvement

Hillsborough Area Regional Transit Authority (HART) encourages public involvement and participation and strives to deliver services and programs that reflect community values and benefit all segments of the community. The Public Participation Plan (PPP) for HART was developed to ensure that all members of the public, including minorities and Limited English Proficient (LEP) populations, have opportunities to participate in the decision making process for HART. Policy and service delivery decisions need to take into consideration community sentiment and public input based upon well-executed outreach efforts.

HART’s public outreach strategies are designed to provide the public with effective access to information about HART services and to provide a variety of efficient and convenient methods for receiving and considering public comment prior to implementing changes to services. HART also recognizes the importance of many types of stakeholders in the decision-making process, including other units of government, metropolitan area agencies, and community-based organizations, major employers, passengers and the general public, including low-income, minority, LEP, and other traditionally underserved communities.

Goals and Objectives:

The main goal of the PPP is to offer meaningful opportunities for all interested members of the public to comment about HART and its operations. Objectives of this PPP include:

- **Clarity and Relevance** – Issues will be framed in public meetings in such a way that the significance and potential effect of proposed decisions are easily understood. Proposed adjustments to fares or services will be described in language that is clear and understandable.

- **Diversity and Inclusion** – Inform the public of opportunities to participate in the transportation decision-making process and engage low-income, minority, and LEP populations so that everyone has the opportunity to participate.

- **Accessibility** – All legal requirements for accessibility will be met. Efforts will be made to enhance the accessibility of the public’s participation – physically, geographically, linguistically and culturally.

- **Responsiveness** – HART will strive to respond to and incorporate, when possible, appropriate public comments into transportation decisions.
Public Participation Initiatives:

- Participate in and sponsor existing community events and activities.
- Participate in organizations, on Boards, and Committees to strengthen and expand community relationships.
- Develop Speakers Bureau into an active Ambassador Program that serves to educate internal and external stakeholders and engage them in outreach programs and activities.
- Hold public meetings, workshops, open houses, forums, town hall meetings, etc.
- Carry out required public input processes for Program of Projects, Transit Development Plan.
- Carry out required public input for service changes and fare changes in accordance with policies and procedures (attached).
- Marketing and public information programs that enhance public awareness of important meetings and workshops via traditional (PSAs, flyers, etc.) and new methods.
- Utilize technology – social media, OneBusAway Tampa and the HART website (gohart.org) – to engage audiences, expand transparency and access to up-to-date information, as well as the ability to contact HART and provide feedback.
- Customer comments received through customer service (by phone or website) will be logged and all comments related to service planning directed to the Service Development department for review.

Public Meetings:

For all public meetings, the venue will be a facility that is accessible for persons with disabilities and, preferably, is served by public transit. If a series of meetings are scheduled on a topic, different meeting locations may be used, since no one location is usually convenient to all participants. For community meetings and other important information, HART will use a variety of means to make customers and stakeholders aware, including some or all of the following methods:

- Interior Bus Transit Advertising
- Flyers announcing meetings and other public involvement events.
- Press releases - notices of public involvement events distributed to local news media.
- Distribution of marketing materials - includes items such as notices.
- Bilingual flyer distribution to community based organizations, particularly those that target LEP population.
- Publications - brochures to acquaint the public with the initiative.
- Radio appearances - to educate the public regarding transportation issues.
- Newspaper articles - submission of articles publicizing transportation planning activities and issues.
- Presentations and information distribution through various libraries and other civic locations that currently help distribute timetable and other information.
- Communications to relevant elected officials and HART Board of Directors.
Attachment B. Public Engagement Materials

1. Community Based Organization Presentation (English/Spanish)
2. Participant Survey (This survey was made available in English and Spanish. The Spanish will be included in the later report)
3. Focus Group Questions
Community Based Organization Presentation - English

Outline

A New Way to Pay for Transit in Tampa Bay

- Flamingo Fares
  - Benefits
    - Save Money
    - Save Time
  - How to Pay
  - Sales Locations
  - Phase II Plans

Flamingo Fares

- Flamingo App
  - Mobile application
  - Regular fares
  - Free Download on Google Play and Apple App Store

- Flamingo Card
  - Plastic smartcard
  - Regular fares
  - $3 for new and replacement cards at Customer Service Centers

Flamingo Fares is accepted on HART Local, Limited Express, and Express routes.

Discount Flamingo Card

- Plastic smartcard with Discount ID (name and photo printed on back)
  - Discount fares
  - $3 for new and replacement cards at Customer Service Centers

Discount Flamingo Cards available for:

- Disabilities
- Youth (ages 5-18)
- Seniors (ages 65+)
- Visually Impaired
- Medicare cardholders
- Disabled Veterans
- existing HART Discount Card users
- existing HARTPlus ID users
How to Pay

Pre-Load Money
1. Add money onto account in advance
   • money is deducted from that stored balance for trips
2. Tap or Scan for every trip
   • ride free the rest of the day after reaching Daily max
   • ride free the rest of the month after reaching Monthly max

Flamingo Fares

<table>
<thead>
<tr>
<th>RIDER TYPE</th>
<th>One Trip</th>
<th>Daily Max</th>
<th>Monthly Max</th>
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<tr>
<td>Regular</td>
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<td>$85</td>
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<tr>
<td>Discount</td>
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Regular Passes

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<thead>
<tr>
<th>PASS TYPE</th>
<th>One Way</th>
<th>1-Day Pass</th>
<th>Month Pass</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular</td>
<td>$2</td>
<td>$4</td>
<td>$85</td>
</tr>
<tr>
<td>Discount</td>
<td>$1</td>
<td>$2</td>
<td>$32.50</td>
</tr>
</tbody>
</table>

Sales Locations

Where Can I...

<table>
<thead>
<tr>
<th>LOCATION</th>
<th>Buy Card</th>
<th>Register Card</th>
<th>Add money with cash</th>
<th>Add money with debit/credit card</th>
<th>Set-Up Auto Renewal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flamingo Fares.com</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Flamingo App</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Customer Service Centers</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

Benefits – Save Money

Fare Capping
Pay as you go
• Don’t have to pay the full cost of a pass up front

Pay the lowest fare
• Don’t have to lose value of month pass without using enough times

Balance Protection
Money stays on account
• Online or in-store access
• Don’t lose money if lost or damaged

Benefits – Save Time

One Way to Pay for Tampa Bay
One card/app for one region
• Don’t have to use multiple passes or multiple apps
  • Will still pay the Daily/Monthly max for each county/system

Seamless travel between 5 counties
• Because transportation doesn’t end at county lines

Faster Boarding
Tap or Scan, and Ride
• Don’t have to carry exact change

Long-Lasting Technology
• Don’t have to worry about damaged strips on passes
### Community Based Organization Presentation - English

#### Phase II Plans

**Institutional Groups**
Organization administers for multiple users (ex. employers, schools, rehabilitative services)

**Expanded Retail Network**
Additional locations (ex. Amscot) available for Card purchase and reload

#### Mobile Wallet
Smartphone app linked with credit/debit card

#### Future Plan
Open Payment
tap-to-pay directly with credit card

#### Marketing Ideas

**Print & Digital Materials**
- FlamingoFares.com website
- How-To Brochure (English & Spanish)
  - Retail Locations
  - Add Money, Check Balance, Set Auto Reload
  - Fare Cap Amounts
- Info Videos
  - Fare Capping
  - How to Tap/Scan
- Benefits Rack Card
- How to Register palm card

**Rider Communications**
- Onboard Patron Notice (English & Spanish)
- Onboard Interior Cards
- Onboard Announcements (English & Spanish)
- Retail Window posters
- Bus Shelter ads
- Bus wraps
- Transit/Transfer Center pop-up registrations
- Community Group presentations

#### Equity Analysis

HART is committed to operating its programs and services without regard to race, color and national origin.

**Community Feedback:**
- Solicit input from organizations that provide services to transit dependent populations
- Invite input from low income and minority communities
- Identify barriers to participation
- Determine if a disparate impact on minority populations or a disproportionate burden on low income customers exists
- Mitigate discrepancies before launching Flamingo Fares

**Contact for More Information:**
Cherie Leporetti, HART Compliance Officer and Title VI Administrator
leporett@goHART.org or compliance@goHART.org
Community Based Organization Presentation - English

**Phase II Plans**

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---

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**Contact for More Information:**
Cherie Leporetti, HART Compliance Officer and Title VI Administrator
leporarti@goHART.org or compliance@goHART.org
HART Title VI Flamingo e-Fare Analysis Questionnaire for Customers

HART is seeking input from its customers and would like to hear from you. Please answer the following questions to the very best of your ability.

Question 1. How often do you ride the HART bus? (Check One)
- 2-4 Times per Week
- Every Day
- 6-10 times a month
- Rarely

Question 2. How do you currently pay for your fares? (Check Each that Applies)
- Day Pass
- Monthly Pass
- With Cash
- Using a Credit Card
- Receive Passes from a Program or Employer

Question 3. HART is planning to introduce an e-fare system. The technology in the e-fare reader tracks the number of swipes per day. After the card or APP is swiped twice in one day, the fares for the remainder of that day are considered to be “paid”. Once that card is swiped 17 days in one month remainder of the month is considered “paid”. Do you think that you will benefit from this technol
- Yes
- No

Question 4. Do you have a Smartphone and if so do you use any APPs to pay for purchases?
- Yes
- No

Question 5. Which of the following do you use? (Check all that Applies)
- Bank account
- Check card or debit card
- Amscot Store or similar Check Cashing Service

Question 6. E-fare cards can be purchased and re-charged with fare at many retail locations within HART service area. The e-fare cards will be sold at and re-charged at HART Sales locations, other stores to include Amscot Retail stores. Is there a HART or an Amscot Retail store near your home along your route?
- Yes
- No
- Maybe

Question 7. The e-fares program is a regional program. The e-fare card will cost $3. Since it is permanent card that will offer the user savings and can be used to pay fares throughout the Tampa area, will you choose the e-fare option?
- Yes
- No
Question 8. HART uses a variety of communication methods to notify customers when there are changes to services or programs and would like your input on the effectiveness of those methods. Check e method that you find to be helpful.

- Onboard Patron Notice (English & Spanish)
- Onboard Interior Cards
- Onboard Announcements (English & Spanish)
- Retail Window posters
- Bus Shelter ads
- Bus wraps
- Transit/Transfer Center pop-up registrations
- Community Group presentations
- FlamingoFares.com website
- How-To Brochures (English & Spanish)
- Information posted at Retail/Transfer Stations that include instructions on: Add M
  - Check Balance, Set Auto Reload
- Fare Cap Amounts
- Info Videos on Website
- Poster with pictures on bus or website
- Information distributed at retail locations and transit stations

Question 9. How do you seek assistance?

- Ask a HART Operator
- Ask a HART Supervisor
- Ask a HART Retail Sales Clerk
- Call HART Customer Service
- If you are given a Flamingo Fare Card, would you be comfortable seeking assistance from an Amscoff Retail Clerk?
- If HART provides step-by-step instructions for adding fare and problem solving on your website, do you think that you could follow those instructions?

Question 10. Have you ever attended any of the following:

- HART Public Hearing
- HART Workshop
- HART Public Meeting

If you answered no to Question 10, what has prevented you from attending an event?

- Location was not accessible or convenient
- The times of the events were not convenient
- There were barriers that prevented attendance (Describe:________________________)
- I found out about it after the event occurred

Capturing Demographics: (Please circle each selection that describes you)

- Age Group (10-15) (16-21) (22-35) (36-45) (46-59) (60-75) (76 or older)
- Race (African American) (Hispanic) (White) (Asian) (American Indian) (Pacific Islander) (other)
- Sex (Male) (Female) (Veteran) (Non-Veteran)
- Annual Household Income (less than $15,000) ($15,001-$28,000) ($38,001-$69,000) ($69,001-or above)
- How many people live in your household? (1) (2) (3-5) (6-8) (9 or more)
- Current Work Status: (Unemployed) (Underemployed) (Employed Full Time) (Employed Part Time)
Focus Group Questions

Question 1. (Engagement) Did you come to this meeting tonight by HART bus?

Probing Questions:

- If you came by bus, how many transfers did it take you to get here tonight?
- Did you purchase a round trip ticket to get here tonight? Or are you using a monthly pass?
- How much do you spend each day on bus fare?
- How much do you spend each week on bus fare?
- Do you purchase the monthly pass?
- What fare option do you normally purchase?
- Do you use cash?
- If HART replaced its magnetic stripe card with a permanent smartcard would that be a problem for you? If so, why?
- If you did not take the bus to come here tonight – how did you get here?
- If you did not pay for your fare, who did?

Ending Question: Is there anything more that you would like to add?

Question 2. Have you heard about e-fares?

- When I introduced myself, I told you a little bit about e-fares. In thirty words or less tell me what you know about e-fares.
- E-fares is used around the globe by many different transit authorities. Have you had any experience with using an e-fare card?
- E-fares would eliminate the need for exact cash, would this be helpful to you?
- Customers that use e-fares on other transit systems say that they can board faster and that paying with e-fares reduces personal contact with a lot of people thus social distancing is more manageable. Do you think this is a good thing?
- The e-fare system is called “smart” because the technology in the e-fare reader tracks the number of swipes per day, week, and month. After it is swiped twice in one day, the fares for the remainder of that day are marked as “paid”. In essence this means that customers can travel throughout the day, week or month without the requirement to purchase more tickets or worry about spending more money than they need to. Do you think that you as a customer will benefit from the smart technology?
Have you heard of fare capping? What I just described is known as fare capping. The technology applies to the weekly pass as well. What are your thoughts on fare capping?

HART needs to charge $3 for the smartcard, do you think that this is a reasonable amount?

If no, do you have any suggestions on how much HART should charge for the initial card?

Ending Question: Is there anything more that you would like to add?

Question 3. **How many people live in your household?**

- How many of them ride the bus on a daily basis?
- Do you purchase fare for children, your siblings or relatives, spouse or significant other?
- How much do you spend on bus fare for yourself and others each week?
- Each month?
- Would it be easier if each member of your household had their own permanent e-fare card?
- Would it be easier if you had one card that could be used by you and other members of your household?

Ending Question: Is there anything more that you would like to add?

Question 4. **Do you have a Smartphone?**

- Do you use apps on your phone?
- What kind of apps do you use?
- Have you purchased anything using an app on your phone? Like Apple Pay or PayPal?
- How would you feel about paying for your bus fare on your phone?

Ending Question: Is there anything more that you would like to add?

Question 5. **Do you use a bank or do you use a check cashing service like Amscot?**

- Do you have a bank account?
- Do you have a check card or debit card?
- Do you have a credit card?
- Have you noticed any Amscot stores near your home or anywhere along the bus routes that you normally take?
• What do you think about using Amscot retail stores?

• Have you ever purchased fare from a HART Retail location like the one at MTC? University Plaza? Or in Ybor?

Ending Question: Is there anything more that you would like to add?

Question 6. **Are you computer savvy or do you know someone that is?**

• Do you have access to a computer?

• Do you have an email account?

• Do you use Facebook?

• Do you use Google?

• How do you feel about having a permanent re-chargeable fare card instead of the paper fare card?

• If someone gave you a permanent re-chargeable fare card that can be re-charged using a credit, debit or other payment form on line would you use it?

• If you were given a permanent re-chargeable fare card would you complete the registration form on line?

• If you complete the form and return it to HART, we can protect the balance on your card if it’s ever lost or stolen. Would this be important to you?

• Is there any reason why you would not complete the registration form?

Ending Question: Is there anything more that you would like to add?

Question 7. **HART will be able to collect a lot of information about number of trips trends that can lead to incentives for all customers.**

• If you were offered a discounted fare for using a particular route during non-peak hours would you be able to adjust your travel time?

• In your life, what trips are flexible time-wise?

• If the trips were less costly would you travel on the bus more often?

• If so, would you increase your social life by seeing more friends?

• Could you meet a friend for a social gathering at 2 instead of 4, go to the grocery at 11 instead of 8am or 6pm, etc.
• If I told you that the e-fares program is multi-jurisdictional and that you can travel to Clearwater Beach in Pinellas County, or to a shopping center in Sarasota or maybe a preferred medical facility in Pasco County would you use the bus system to travel more?

• If you could go anywhere by bus in Hillsborough, Pasco, Pinellas Park, Sarasota or Manatee County, where would you go and why?

• Ending Question: Is there anything more that you would like to add?

Question 8. HART uses a variety of communication methods to notify customers when there are changes to services or programs and would like your input on the effectiveness of those methods. **Which of the following communication methods do you find to be most helpful? Why?**

• Onboard Patron Notice (English & Spanish)
• Onboard Interior Cards
• Onboard Announcements (English & Spanish)
• Retail Window posters
• Bus Shelter ads
• Bus wraps
• Transit/Transfer Center pop-up registrations
• Community Group presentations
• FlamingoFares.com website
• How-To Brochure (English & Spanish)
• Information posted at Retail/Transfer Stations that include instructions on: Add Money, Check Balance, Set Auto Reload
• Fare Cap Amounts
• Info Videos on Website
• Fare Capping video on Website
• How to Tap/Scan video or poster with pictures on website
• Benefits Rack Card
• How to register palm card distributed at retail locations and transit station?
• Do you have anything to add?
Question 9. How do you seek assistance?

- Have you ever asked a HART Operator for assistance with your fare card?
- Have you ever asked a HART Supervisor for assistance with your fare card?
- Have you ever asked a HART Retail Sales Clerk for assistance with your fare card?
- Have you ever contacted a HART Customer Service Representative to seek assistance with a problem?
- If you are given a Flamingo Fares Card, would you be comfortable seeking assistance from an Amscot Retail Clerk?
- If HART provides step by step instructions for adding fare and problem solving on its website, do you think that you could follow those instructions?

Question 10. Have you ever attended a HART public hearing, workshop or public meeting?

- If yes, how did you find out about the event?
- Did you think the event was informative?
- Did you speak at the event or did you receive answers to your questions at the event?
- If no, what has prevented you from attending an event?
- Location accessibility?
- Was the day/night convenient?
- If HART conducted an event in your community would you be more likely to attend?
- If yes, are the preferred times for you?
- If no, why?
- Do you have anything to add?
## Public Engagement Input

<table>
<thead>
<tr>
<th>Policy/Feature</th>
<th>Public Engagement Input</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash Fares</strong></td>
<td>Should be continued because a lot of CBOs and other agencies purchase the ten pack - 1 Day Unlimited Ride passes to distribute to new program participants or those who are on wait lists to enter into intensive programs where they will receive a permanent card.</td>
</tr>
</tbody>
</table>

Tourists or those who do not use the bus often may prefer the ease of paying in cash.

For those who only use the bus occasionally there is not enough incentive to switch to e-fares. Low-income people may prefer to pay cash.

If someone loses their pass or their phone dies and they cannot access e-fares they should be able to pay cash.

If someone used their Flamingo Fares app and are out of money or their phone dies, they might need to pay cash.

At least one participant recommended keeping cash as an alternative for anyone that has a preference for paying in cash and for those who have a mental illness and are uncomfortable using a card with a chip in it.

For people who are blind or have low vision and do not travel on fixed route often favored this option for the continuance of accepting cash on the bus. |
| **Discontinue Fare Options** | Participants remarked on the confusion of the current fare menu. |

Participants reported that once they understood “fare capping” that the discontinued fares made sense. |
Multiple participants felt that they can benefit from the fare capping. Many of the participants from housing programs cannot afford to pay for the monthly pass and therefore do end up spending more than the $65.

Several participants think that they could benefit from the group pass. It will be a good option for tourists, or when family members come to visit.

Many participants reported problems with the monthly pass fare card. Light ink. Rubbed off ink. Difficult to read and caused problems.

Several customers with low vision or who are blind agreed that this will simplify the fare menu and make it easier for customers to identify which option best meets their needs.

<table>
<thead>
<tr>
<th>Methods for recharging</th>
<th>Majority of those that participated indicated that they will use cash or a credit/debit card at a retail location.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Many participants felt that the e-fare card (physical or virtual) should be able to carry a negative balance without penalizing the customer. A $2 value, the cost of a ride home or to the destination, was thought to be a fair amount.</td>
</tr>
<tr>
<td></td>
<td>Suggestion to allow adding cash value at the fare box was recommended.</td>
</tr>
<tr>
<td></td>
<td>Managing an account by phone or computer for a physical card was thought to be a positive feature.</td>
</tr>
<tr>
<td></td>
<td>CBOs thought this could be a very good way for them to add the appropriate fare to their participants’ cards.</td>
</tr>
<tr>
<td></td>
<td>Customers recommended that HART install a phone charging station to make sure that customers can keep their phones charged (pay fares).</td>
</tr>
<tr>
<td></td>
<td>Customers with low vision or who are blind liked the feature that will allow them to create an account and monitor that account on line or through their phone.</td>
</tr>
<tr>
<td>Methods for paying fares</td>
<td>Customers with low vision or who are blind recommended that the app be screened for compatibility with voice over technology.</td>
</tr>
<tr>
<td>-------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>Adding cash at a retail location seemed to be the most discussed payment option.</td>
</tr>
<tr>
<td></td>
<td>Several customers liked the phone app with automatic payments.</td>
</tr>
<tr>
<td></td>
<td>Several customers liked the idea of the contactless credit card but no one that participated thought that they would use that option.</td>
</tr>
<tr>
<td></td>
<td>Most participants liked the idea of the card reader signaling “green” for go, “yellow” for kind low balance and “red” for depleted balance but thought that there should be a way to let the customer know how much they have left on their card.</td>
</tr>
<tr>
<td></td>
<td>Several participants recommended that HART issue colorful lanyards so customers can keep them handy when boarding.</td>
</tr>
<tr>
<td></td>
<td>If there will be Personal Attendant (PCA) cards can they be linked to one account?</td>
</tr>
<tr>
<td></td>
<td>Instruct the Operators to tell or inform the customer that is blind or vision impaired when their card is “low” or “depleted”</td>
</tr>
<tr>
<td></td>
<td>Instruct the Operator to assist customers who use a wheelchair and cannot tap their card or reach the fare box.</td>
</tr>
<tr>
<td></td>
<td>Customers with low vision expressed concern over the color notification system and recommended that there should be a noise to indicate low or depleted balance.</td>
</tr>
<tr>
<td></td>
<td>Customers with low vision and customers who are blind liked the option of continuing to allow customers to pay in cash recognizing that some customers do not use the bus that often and therefore would not benefit from fare capping.</td>
</tr>
</tbody>
</table>
Several customers with disabilities that also tested the physical e-fare card liked the fact that they could keep the card in their wallet or bag while tapping it on the reader and thought that this will decrease the risk of losing the card.

Customers who are low vision and customers who are blind recommended that when the e-fares option is made available to HARTPlus customers, the cab companies that are contracted to provide services for HART should be equipped with readers so all customers can participate in this option.

<table>
<thead>
<tr>
<th>Initial Distribution of cards</th>
<th>Participants would like to recommend distributing the cards through a CBO so low-income people can get one.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Several participants recommended that the schools would be a good place to distribute. Make sure that parents get them with their kids.</td>
</tr>
<tr>
<td></td>
<td>Participants recommended that a supply be dedicated to minority and low income.</td>
</tr>
<tr>
<td></td>
<td>Several participants recommended that HART employees develop a plan to come onto the CBO property on select days to assist people with completing the discount card application, take the photo of the customers and then issue them a card on the spot.</td>
</tr>
<tr>
<td></td>
<td>Several participants recommended free cards with a $2 balance so people can at least get to the retail location.</td>
</tr>
<tr>
<td></td>
<td>This was further discussed and agreed that if a negative balance of $2 is allowed people can get to the retail location to add fare.</td>
</tr>
<tr>
<td></td>
<td>The hospitals may need cards, too. When low-income people are released they often have no transportation.</td>
</tr>
<tr>
<td></td>
<td>Customers with low vision and customers who are blind recommended that HART distribute the cards through a CBO to make sure low-income and minority...</td>
</tr>
</tbody>
</table>
populations, those that are recognized as being transit dependent, should receive those cards over those who are in a better position to pay for the cards.

### Access to Retail Locations

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% of the participants that completed the survey stated some level of comfort with using Amscot.</td>
<td></td>
</tr>
<tr>
<td>Many participants commented and the professionalism and courteous behavior of the HART Retail clerks.</td>
<td></td>
</tr>
<tr>
<td>Several participants commented favorably on the bi-lingual Retail Clerks.</td>
<td></td>
</tr>
<tr>
<td>The majority of the participants responded favorably when asked if there was either an Amscot or a HART Retail location (MTC or University Area Transit) that can re-charge the e-cards.</td>
<td></td>
</tr>
<tr>
<td>Several participants stated that they do have a Smartphone and would be comfortable making fare purchases through the app.</td>
<td></td>
</tr>
</tbody>
</table>

### $3 Charge for a new/replacement Card

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>The majority of the customers demonstrated an understanding for the charge.</td>
<td></td>
</tr>
<tr>
<td>A replacement card might discourage people from collecting the free ones to sell once the free cards are gone.</td>
<td></td>
</tr>
<tr>
<td>Allow the $3 for the new card be subtracted from the balance on account.</td>
<td></td>
</tr>
</tbody>
</table>

### Balance Protection

<table>
<thead>
<tr>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>The majority of the customers felt that this was a good idea and that they could benefit from it.</td>
<td></td>
</tr>
<tr>
<td>Educate customers about the process for putting a stop on a lost card.</td>
<td></td>
</tr>
<tr>
<td>Educate customers about the balance protection and how it works.</td>
<td></td>
</tr>
<tr>
<td>Recommendations</td>
<td>Notes</td>
</tr>
<tr>
<td>-----------------</td>
<td>-------</td>
</tr>
<tr>
<td>Post signage to deter theft of cards.</td>
<td></td>
</tr>
<tr>
<td>Establish a minimum balance.</td>
<td></td>
</tr>
<tr>
<td>Participants would like the ability to have one account and use the app and a physical card.</td>
<td></td>
</tr>
<tr>
<td>Recommendations that one account be able to “service” multiple cards.</td>
<td></td>
</tr>
<tr>
<td>Recommendation that the re-charge value of a lost card be “freed” up quickly.</td>
<td></td>
</tr>
<tr>
<td>Customers with low vision and customers that are blind cautioned HART that if the app cannot be integrated or accessed with voice over technology then they will not be able to use it and it.</td>
<td></td>
</tr>
<tr>
<td>Several customers that are blind suggested that HART must carefully review its procedures that customers must follow when reporting a lost card and registering a new card. If a serial number is to be used, the number must be made available in braille so customers can “read it” and properly register their card or replacement cards.</td>
<td></td>
</tr>
<tr>
<td>Convenience</td>
<td>Participants liked that they will not need to have exact change.</td>
</tr>
<tr>
<td>Wide selection of payment options was seen as a positive.</td>
<td></td>
</tr>
<tr>
<td>E-card is durable.</td>
<td></td>
</tr>
<tr>
<td>Parents with youth and caregivers of adults liked the on-line feature so they can monitor the amount of money dedicated to transit.</td>
<td></td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
</tr>
<tr>
<td>------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>People who use wheelchairs</td>
<td>People who use wheelchairs can hang the card on a lanyard and free their hands up. Customers that use wheelchairs requested a charging station so they can charge their power chairs.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fare Enforcement</th>
<th>Participants reported witnessing conflicts between passengers and the Bus Operators/Supervisors over fares. Many people think the e-fares program will reduce conflict and allow passengers to board quicker.</th>
</tr>
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<tbody>
<tr>
<td>Media and Communication</td>
<td>Many participants reported that they receive information about HART while riding the bus via announcements, signs or postings. People like the bus wraps and the notifications on the shelters. Many people commented that HART does not do a “good job” with communicating to its ridership about detours, routes changes. Several people commented about the quick assistance they have received from customer service. Two people recalled participating in a “pop up” registration and one person recalled attending a hearing or a workshop that was held near her home. Several people recommended that information about the e-fare card (where to get one, where to add fare, how to add fare, how to tap it, etc.) at the CBOs so others can be informed and ready to try it when the time comes. Recommend posting notices of public hearing/workshops at CBOs that provide services to minority/low-income communities.</td>
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<tr>
<td>Registration of the Card</td>
<td>Many people from the minority population objected to providing an email for each card because they use a “family email”.</td>
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<td>Several people expressed an interest in having a “Group/Family” physical card that could be registered with one email.</td>
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<td>Several people who were from a low-income community did not have an email and did not have access to a computer (four were over 65).</td>
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</table>

Overwhelming majority of participants seek assistance from Bus Operators

Participants recognized “poster”, “flyer”, “notices” and “announcements” but did not recognize “rack”, “palm card”

Several participants recommended the distribution flyers but cautioned that those are often left on the bus or on the ground.

Posted notices in conspicuous places seemed to be the most favorable type of communicative notification.

Customers who are low vision and customers who are blind reported that they get all of their information from the web. Comments were directed at the inaccessibility of HART’s website noting that information is layered and not easy to find using reader software.

Customers who are low vision and customers who are blind recommended that HART link the information on this e-fare program in an easy to follow format on their website that is not layered and can be located easily.

Customers who are low vision and customers who are blind suggested that all of the information and instructions be available in written format that is compatible with screen readers and voice overs so customers can receive all of the information.
Rather than an email it was suggested that the registration allow a phone number or a physical address.

Many people objected to the collection of identifying information to include name, birthdate, email, physical address.

Recommend offering phone assistance to register the card.

Recommend HART work with CBOs so they can assist their program participants with registering their card.

Customer who are low vision and customers who are blind would like to be able to register their accounts on line and to do so HART must ensure that the application process is accessible. The application must be made available to all customers and must be compatible with reader software. This population continued to discuss concerns over how a customer could identify the serial number of the card.

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**Focus Group Summaries**

**Focus Group A-Lightfoot Senior Center, Temple Terrace 3 ~ Participants**

COVID social distancing practices called for dividing the larger group at the center into two sub-groups. Group A consisted of two WFs and one WM over the age of 65. The participants described themselves as retired from various professions. The participants reported that they had never ridden the HART bus or had very infrequent number of trips. One group member was familiar with an e-fare program and each member of the group responded favorably to seamless travel throughout the Tampa Bay area using the “regional e-fare program”. Two of the group participants recommended that expansion services to Orlando be considered for future planning. Each of the participants owned a Smartphone but none of them use an app. Each participant did respond favorably to the fare capping as a good feature that would benefit customers. Each of the participants responded favorably to the $3 purchase price for the e-fare card. Participants responded favorably to registering the card and agreed that if they did participate in the e-fare program they would register their account to protect their balance. This group seemed particularly interested in the senior discount program and offered no objection to the need to create an account and use the discount e-fare card to receive the actual discount rather
than an app. The participants reported that although they had never sought services through an Amscot, the stores did seem to be plentiful and therefore deemed them to be a good partner for selling and servicing the e-fare cards. All three of the participants liked the idea of a group card. Due to the infrequent number of trips within this group of patrons, they were only familiar with bus wraps and shelter ads as means of communication. Two of the participants recalled hearing about a public hearing a few years ago but none attended any HART events.

**Focus Group B- Lightfoot Senior Center, Temple Terrace: – 3 Participants**

Two WFs and one WM over the age of 65. One participant reported low vision that restricts operating a vehicle at dusk or at night. Each participant reported having utilized the fixed route HART bus occasionally. Participants reported former use of fixed route for longer trips, evening trips or when attending an event at the Straz Center or similar event downtown. Each stated that would purchase tickets as needed. One participant recalled that there had been a bus that “went by the center” and was convenient but that route was discontinued. Each of the participants suggested that they might utilize the fixed route system more often but were not confident that they could navigate the route system well enough to get from A to B and then back home. Each of the participants demonstrated an awareness of the senior discount card and each participant agreed that a permanent e-fare card would be a convenient way to pay for fares. Each of the participants owned a Smartphone but only two used apps. Both of the app users felt that adding fare using their bank account or debit card seemed user-friendly and voiced no objection to establishing an account and then using an e-fare discount card to pay for trips rather than the app. Participants reported that they do have a bank account, credit/debit cards and one had been to an Amscot store. Two of the participants had heard about e-fares when traveling in other countries or on other American transit systems. Those participants thought that e-fares would improve HART. Each participant expressed an interest in learning more about how they could either purchase or receive a discount e-fare card and recommended that the card be sold at convenient locations like their senior center. Participants replied favorably to the $3 charge for a new or replacement card. Participants responded favorably to the “regional fare” aspect and two compared the regional fare capabilities to other transit providers. Responses to the “preferred methods of communication” were: 1. Retail window poster; 2. Bus Shelter Ads; 3. On-Board Announcements; 4. Information posted at locations; and, 5. On-line information. One of the participants recalled asking one or more Bus Operators for assistance or information when needed and two had recalled asking a Retail Sales person for assistance. Participants responded favorably to seeking information and managing their account on-line. One participant had attended a public hearing on Mission Max with other Temple Terrace residents. The other participants recalled seeing or hearing about a public hearing or meeting but were not able to recall where they had heard about it. Group members agreed that a notification on each bus seemed the most likely place for such notifications. Overall, the participants seemed to be in favor of the e-fare program.

**Focus Group C- Salvation Army in Tampa ~ 3 Participants**
One 40 year old WM unemployed self-identified as having MH; One 40 year old BM unemployed self-identified as having MH; and, one 34 year old WF underemployed (part-time) reported that she has epilepsy and was currently wearing a medical boot for an injury. Each of the group members receive SSDI, Medicaid and housing assistance and are therefore considered to be low income. Each participant reported that they receive a monthly pass only when they are enrolled in certain programs like housing or employment training. At the time of the interviews the female was waiting to re-enter the housing assistance program. The participants purchase day passes when they need to travel. The males reported that they have purchased the monthly pass on at least one occasion. The males reported that the ink routinely rubs off or is lightly printed and this has caused one or more Bus Operators to delay their boarding or prevent them from boarding. One participant was familiar with the e-fare program and suggested that HART should consider building a light rail system. Each of the members agreed that “fare capping” seemed like a very good idea and thought that it would reduce conflicts at the fare box. Each participant reported that they do use Amscot and were fairly certain that there was an Amscot located on their normal routes. Each felt that a $3 charge for the initial or replacement cards seemed reasonable. One participant recommended that HART issue a lanyard in a bright color with each e-fare card. Two of the participants thought that HART should establish a $2 negative balance so “people can at least get home or to a retail store so they can re-charge” their e-fare card. None of the participants had a discount card but, after hearing the presentation, felt that they might benefit from the program and recommended that the discount application be made available at retail locations or at community based organizations since they do not routinely have access to a computer. The participants liked the idea of a group pass however, felt that they would not be able to benefit from it since they rarely travel in groups.

**Focus Group D – Catholic Charities Pantry/Laundry Ministry ~ 5 participants**

Two HF (22-35) underemployed; one BM (22-35) underemployed; One BF (60-75) underemployed; one WF (22-35) unemployed. Four participants considered to be working poor and low income and one participant was unemployed. Each receives state funding in the form of food/housing assistance and medical care. Both of the HFs were considered ESL because both responded that they do speak Spanish in their homes and have a preference of Spanish over English. Translation was conducted by a Catholic Charities volunteer. Each participant travels by HART bus for all transit needs. Two of the participants use the monthly pass and the other three purchase daily passes. Of the two that use the monthly pass, one is a senior and purchases the discount pass at MTC and the other receives a monthly pass from DACCO. No one in the group reported any problems or issues with the paper fare cards but each participant responded favorably to the e-fare system. One participant had used an e-card when she visited family in Georgia. The participants responded favorably to the $3 purchase. The participants responded favorably to the “fare capping” program and the “regional area”. Three of the participants had a cell phone and use apps. Of those three, one received a free monthly pass so would not need to purchase a card and the other two responded that they could link their accounts to a bank account or credit card to pay for their fares. The participants of this group felt that they could save time and money using e-fares. One participant stated that she had witnessed several incidents between Bus Operators and customers over fares and thought that the e-fare program may reduce those conflicts. The other
participants agreed with that observation and the entire group agreed that they could board faster with less interaction between the Bus Operator and customers. The group participants responded positively to registering their accounts and recommended that customers be allowed to have a $2 negative balance to allow people a ride to Amscot or to get home. The group recommended that HART install a charging station for phones and add bus shelters along Route 1. This group responded favorably to the group pass and three of the members agreed that family members could benefit from that option. As for communication methods, this group felt that each of the following was important to them: Onboard notices; announcements; shelter ads and bus wraps; pop-up registrations; brochures (recommended for older customers); posted notices and posters; and possibly the website. The participants stated that they normally will ask Bus Operators questions if needed. Both HF's praised HART for the bi-lingual Spanish Retail staff, Bus Operators and the signage on the buses and around the properties. This group felt that HART does a poor job in alerting the riders to detours and other changes. No one in the group had ever attended a HART Hearing, workshop or meeting but seemed interested in hearing about them. Overall this group responded positively to the fare change.

**Group E – Catholic Charities Pantry/Laundry Low Income ~ 4 participants**

One Pacific Islander M (46-59) employed part time; one WM (46-59) employed part time; one BM (46-59) unemployed; one staff member participated. Each of the participants with exception to the staff member are transit dependent. One of the participants purchases a monthly fare card and the other participants purchase day passes. Each participant pays cash for their fares and two of them always purchase the fares from MTC while the other participant prefers Amscot. One participant reported having problems with the paper fare card being unreadable. No one in the group had heard of the e-fares program but two participants had heard of the Flamingo Fares Program. The participants responded positively to the idea of having a permanent e-fare card, registering the card in their name and adding fare to it at Amscot. The participants responded positively to the idea of fare capping and two participants felt that this would save them a lot of money. One participant felt that this would allow him to travel more and to better destinations. This group responded positively to “regional travel”. One participant stated that he would be interested in traveling to Pasco County and possibly other destinations. The participants felt that $3 for the initial card was reasonable and suggested that an escalating fee be charged to those who loose multiple cards. The staff member suggested that the group consider that some people have poor organizational skills and thus might lose their card. The participants discussed this issue and suggested that perhaps a lanyard could be secured to each card so people can wear them around their necks. The participants agreed that if they wore a lanyard their hands could be “free” and this could benefit mothers and fathers with small children. The group discussed fare capping again and decided that most people will benefit greatly from the program but to initiate the e-fare change HART should allow people to re-charge their card with $2 at certain locations. This group responded positively to the group fare card as an option. No one in this group aside from the staff member had a cell phone. One member did have a cell phone but it has limited minutes and no app options. No one in this group self-reported themselves as a savvy computer user but two of them did say that they know social workers that are very helpful and could assist them with completing the registration forms. The participants discussed each of the communication methods listed and agreed
upon the following options are being preferred: Patron Notices; Interior Cards; Announcements; Bus Shelter Ads; Bus Wraps; Brochures; posted information; and information distributed at transit stations and retail locations. Each participant and the staff agreed that the Bus Operators are usually very knowledgeable and can answer most questions. One participant did mention that not all Operators are friendly and the group discussed customer service and the fact that HART Bus Operators often must take on a lot of “grief” from customers. One participant reflected that Bus Operators are just people and can only take so much and that overall they do a very good job. One participant stated that he has asked different Supervisors for assistance and always receives good service. No one in the group could recall calling a HART Customer Service Representative but felt that they could do that if they needed to and had access to a phone. Each participant seemed to be comfortable with asking an Amscot employee for assistance. No one in this group had ever attended a HART Meeting or Hearing.

Group F – Grace Point Social Services Disabilities/Low Income ~ 4 participants

One American Indian F (46-59) Physical Disability (power chair); HM (22-35) MH and unemployed; HM (22-35) homeless; BM (46-59) Veteran and holds a current HART Disability Fare card (hidden disability). All participants receive services through at least one state funded program and are considered low income and transit dependent. The HM spoke Spanish only and translation was provided by one of the Social Workers. The male that participates in the disability program had broken his card and recommended that HART should find a way to make it easier for customers like him to not only apply for the disability program but to also replace his broken card. This customer was directed to take his broken card to the retail window at MTC and request a replacement card. Each group member was informed that the discount application is available on the HART website and the Grace Point staff were in favor of assisting with the completion of those forms upon request. Each of the participants favored the purchase of day passes when they do not receive a day pass from one of their programs. None of the participants had heard of e-fares before. Each of the participants responded favorably to using a permanent card and fare capping. Two of the participants recommended that $3 for a new or replacement fare card seemed reasonable. The participants agreed that allowing a negative balance would be beneficial to everyone since the fare box does not show the balance on the card. The participants suggested that $2 be allowed as the limit to the negative fare. The participants responded favorably to using Amscot and two of the participants responded favorably to allowing their social worker or another staff person to add money to their account. Each participant responded favorably to registering their card and each felt that a social worker could assist them. The female expressed her concern that many of the Bus Operators are not kind and are not helpful. The group felt that e-fares may reduce customer interaction with Bus Operators which will reduce incidents at the fare box. Two of the participants felt that the disability program application should be made available through their social workers (participants were reminded that discount applications are available on the HART website and social workers were willing to assist with the completion process of the applications). The female in the group suggested that HART provide a lanyard so she and other customers could easily access their e-card. The group members discussed the communication methods and identified the following as being important to them: On board notices; announcements; on board posters; signage or posters at transit centers; brochures. The HM stated his preference for asking Spanish speaking Bus Operators for
assistance when needed but he was also often assisted by Spanish speaking customers. This group agreed that the Bus Operators were the best resources for information. One participant attended a HART public hearing that was held near his home. The other two had never attended a HART meeting or hearing.

Focus Group G- Hillsborough House of Hope – (Half-Way House) Drug Recovery/Low Income Moms ~ 4 participants

One BF (60-75) year old identifies as a person with a physical disability; Two WFs (22-35) with young children; one BF (36-45) with a teen age child. Three participants receiving services through a drug rehabilitation program and one was receiving supplemental rehabilitative services (relapse prevention). All participants receiving state assistance with housing, food, health care, employment services and child care/parenting counseling and all are considered low income and transit dependent at the time of the interview. Each program participant utilizes the fixed route system for all of their transit needs and assumes full responsibility for purchasing their own bus fare. Each participant purchases the day passes from Amscot since it is within walking distance of their home. Each participant stated that the monthly pass was cheaper than paying for the day pass but cost prohibitive based on their budgets. Two participants were familiar with e-fares. All four participants replied favorably to the idea of fare capping and three felt that they could save money and would not need to restrict their travels to only essential trips. All four responded favorably to “seamless travel” throughout the Tampa Bay area but only one felt that she would travel outside of the HART service area. Three of the participants own a Smartphone and all three responded favorably to downloading and paying for their fares using the app. The Smartphone users recommended that there be a charging station at each transfer station so their phones could be re-charged while waiting for the bus. One participant stated that she did not own a Smartphone and would not be comfortable linking her bank account to any program. This participant later stated that she was in favor of a permanent card and did not have any problem adding fare in $5 cash increments at an Amscot. The three participants that also travel with children responded positively to the “group pass” option. Three of the participants felt that a $2 negative balance should be allowed and one participant thought it should be $4 to allow the person to get home and then another opportunity to travel by bus to the Amscot store to re-charge. Another participant suggested that $4 was too high since that may encourage people to throw the card away and purchase a new one. Two of the participants thought that the initial card should have at least $2 in fare already loaded so the customer can at the very least travel to an Amscot store to add funds. All four of the group participants reported that they seek information from Bus Operators, two had called Customer Service for trip planning and three of them had sought assistance from an Amscot employee. Each group member spoke positively of their experience with Amscot and felt that if they had difficulties or questions that would be a good resource for them. As for communication methods one participant had participated in more than one of the “pop up registrations” but the other three had not. As a group we reviewed each of the methods and the top five choices were: 1. Interior Cards; 2. On board announcements (when not wearing headphones); 3. Shelter Ads; 4. Bus Wraps; 5. Poster with pictures on bus or website (one participant did not make use of websites due to lack of a computer, computer training). None of the
participants had ever attended a HART Public Hearing, meeting or workshop and could not recall seeing an announcement of such an event.

**Group H – United Methodist Church ~ Pantry and Outreach ~ 4 Participants**

Two BMs (22-35) unemployed; two WMs (60-75) both retired. All receive state assistance for housing services and two receive food assistance. All four purchase day passes and consider themselves to be transit dependent. None of them receive or purchase the monthly pass because it is cost prohibitive. Each reported that they limit their trips to essential trips and walk when they can. One participant remarked that his life is greatly impacted by his inability to get to places that he would like to go due to the cost of the bus and the limited service area. No one in the group had heard of e-fares but responded favorably to the “regional pass” and the “fare capping” aspects of the program. Two of the participants stated that they have had negative experiences with Bus Operators and each time it was due to the paper fare card being “smudged” or “lightly inked”. Three of the participants live at the church and all four are single. However, the participants did like the idea of a “group pass” if they ever needed to travel together to an event or location. One group member had a cell phone but did not use apps. Two of the group participants are eligible for a senior discount card. The participants responded favorably to the $3 charge for the card once “fare capping” was explained. One of the participants expressed concern over the process to replace a lost or stolen card and if that could impact on the customer’s ability to travel to where they need to go. This participant suggested that HART maintain a log that lists all of the customer’s names and the amount they have on their card. As a group we discussed this idea and determined that HART did not have the resources to manage this level of service. The participants seemed to agree that each customer needed to assume responsibility for their card similar to that of their bank card or other personal cards. The participants also agreed that each customer should be responsible for registering their card and that anyone who qualifies for a discount card should be required to register it. No one in the group has access to a computer and agreed that since many people do not have access or the technical skills necessary to register their card, HART should offer assistance to customers. Each participant demonstrated a familiarity with Amscot and unanimously agreed that this is a user-friendly retailer with sufficient locations. One participant recommended that a map with locations and hours of Amscot stores specific to each route be developed and posted on buses. The other participants responded to this recommendation favorably reasoning that most of them travel on the same routes and are therefore familiar or can become familiar with locations along their routes where they can re-charge their cards but when they travel on unfamiliar routes they would need to know the locations and the hours of operation. After a good deal of discussion, the group participants determined that e-fare cards or the app should allow a $2 negative balance. The participants voiced their concern over poor communication exhibited by HART in the past. One participant recalled “being on a detour” but having never been told about the detour and was therefore dropped off at a “significant distance” from his destination. Another participant asked when HART would return to a normal schedule and he cited “standing room only on buses”. The group engaged in a deeper discussion about which communication methods HART could use to ensure that they receive messages and important information and agreed on the following top five methods: Interior Cards; Announcements; Retail Window Posters; Bus Shelter Ads; and Posters. Each participant
stated that they normally ask the Bus Operator for assistance when needed but for the most part, they travel on the bus a lot so do not require assistance. One participant did ask a Supervisor for assistance once and felt that he received “good service”. No one in this group had ever attended a HART public hearing or meeting. Overall this group of participants responded favorably to e-fares.

Focus Group I English as a Second Language Riverview Area – 2 participants

Two HF (36-45) mothers with children. Both receive state services to include food and child care services. Both are considered ESL since they preferred to speak Spanish at home. Translation was provided by a volunteer. Both of the women work part time at a restaurant and use the bus to get to and from their worksite when they cannot “catch a ride”. Both participants pay cash for their fares and rarely experience difficulties with paying with exact change. The distance from their home to work is too far to walk. Route 8 runs hourly and that has caused one participant to arrange her schedule to arrive an hour early for work. Neither of the participants had heard of e-fares and both responded favorably to the “seamless travel” with the regional card, the permanent card that can store a balance and being able to add fare at Amscot. Each participant travels by bus with their children and responded favorably to the group card. Both participants have Smartphones but neither make app purchases. One participant responded favorably to creating an account, registering her card and managing the balance on-line. One participant thought that adding fare once a week at an Amscot or at University Transfer Station would work well for her family. Both participants suggested that since their children do travel solo, with friends or classmates the group card would only be convenient for certain occasions but still a good option. Since each family member would need to have their own card the participants suggested that HART should consider allowing one family to purchase multiple fare cards and manage them using one account to register them and add fare since the money used would be coming from on bank account. The participants responded unfavorably to the cost of $3 per card but responded favorably to the fare capping. On most days, each participant will take four buses. Two buses in each direction and that includes escorting their children to either school or their daycare center. The participants suggested that if one family member lost their card, they should be able to pay for the fare in cash until the card could be found or replaced. The participants recommended that HART consider allowing two people that are traveling together should use one card to pay for the two fares. The participants also suggested that the $5 minimum value added to each card each time could have a negative impact on their family finances. The discussion looped back to the prospect of managing their account on-line. The participants suggested that HART offer a family discount when purchasing multiple cards like purchase three cards and receive one for free. The participants felt that this would help large families. The participants travel the same routes and rarely experience any difficulties. The participants commented on the large number of HART Bus Operators, Supervisors and Retail Clerks that spoke fluent Spanish and suggested that this made it easier for them and others to receive help when they needed it. Both participants reported that they had sought assistance from Bus Operators and Retail Clerks and again complimented the staff on being kind and helpful. For communication methods, the participants favored the announcements in Spanish but also read each of the overhead placards on the bus that had information printed in Spanish. Each of the participants routinely travel through the University Area.
Transit Station and felt that there is a good amount of signage and information posted. Neither of the participants had ever attended a HART Meeting or Hearing but both had participated in a “pop up registration/information” during Mission Max.

### Demographic Information for Focus Group Surveys

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<tr>
<th>Focus Group</th>
<th>Race</th>
<th>Age</th>
<th>Sex</th>
<th>Transit Dependent</th>
<th>Disability</th>
<th>Unemployed/Underemployed</th>
<th>Low Income</th>
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*AI - American Indian
*B - Black
*H - Hispanic
*PI - Pacific Islander
*W - White