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"This new concept is truly a win-win for K-12 students and Metro. We're confident that streamlining the Student Fare Card process will increase student ridership."

--Gail M. Harvey, executive manager of customer and vendor services.

< Students from North Hollywood High School on a TCAP field trip used Metro Day Passes last year for a "\$3 Vacation"

Metro to Launch New Photo-Less Student Fare Card Program

- New Program Eliminates Application, Spells Convenience For Students

By ED SCANNELL

In an effort to cut red tape and increase convenience, Metro will launch a new photo-less Student Fare Card program March 21, 2005 for K-12 students. The new streamlined process eliminates the need for an application and the taking of a special photo to obtain the fare card.

"The new program makes obtaining the Student Fare Card quick and simple," said Vanessa Smith, Metro communications manager and program designer. "We've eliminated the wait time, which had been two to three weeks to process an application, and under the new program a student can use their discounted fare the same day."

Students may obtain the Student Fare Card free at all Metro Customer Centers, participating Los Angeles Unified School District (LAUSD) schools and all schools in the Pasadena Unified School District.

A monthly Student Stamp, which then must be affixed to the Student Fare Card for valid use, can be purchased for \$20 at Metro Customer Centers, participating LAUSD schools and any of the more than 800 outlets in the Metro vendor network including Community Check Cashing, Cash It Here, Ralph's, Jon's Market, Pavilions, Nix Check Cashing and Popular Cash Express.

The Student Fare Card, combined with a current Student Stamp, entitles the student to unlimited use of all Metro buses and trains.

No ID is required for K-8 students to obtain the Student Fare Card; however, parents obtaining a card without the student present must provide proof of student eligibility such as a recent report card or school ID.

Students in grades 9-12 who obtain a Student Fare Card from a Metro Customer Center may be asked to present an existing photo ID or current school ID to demonstrate eligibility.

All students are required to print their name on the front of the Student Fare Card and sign the back of the card to acknowledge acceptance of the conditions for use of the card. Card holders must show a photo ID if requested by an operator, law enforcement officer or fare inspector.

"This new concept is truly a win-win for K-12 students and Metro," said Gail M. Harvey, executive manager of customer and vendor services. "We're confident that streamlining the Student Fare Card process will increase student ridership."

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