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Streamlining Student Fare Card Process Boosts Sales 45%

- **No application, no photo or fee required**

By BILL HEARD, Editor

(Sept. 27, 2005) Since Metro streamlined its Student Fare Card application procedure earlier this year, sales of monthly student discount stamps have soared 45 percent.

In July 2004, kindergarten through senior high school kids bought 19,914 of the \$20 stamps. In July 2005, a total of 28,867 stamps were sold – an increase of 8,953 or 45 percent.

Given the success of the program, April McKay, Metro's director of Customer Programs and Services, has ordered 50,000 student discount stamps for distribution this school year.

"By making it easier," says McKay, "it's clearly had an impact on sales."

With the change in procedure, a student no longer has to file an application, provide a photo or pay a fee. Kids can get a free Student Fare Card at any of Metro's four Customer Centers or from school administrators in the LAUSD and Pasadena Unified School District systems.

ID may be required for some

With a fare card in hand, all a student has to do to buy the monthly stamps is to print his or her name on the front, sign the back and present the card at the point of sale.

Students in grades 9 to 12 may have to show a photo ID or school ID to buy stamps. Parents buying stamps for their children must be accompanied by the child or show proof of the child's school enrollment.

Students can buy the discounted monthly stamps at a Customer Center or at any Metro pass sales outlet. At least six LAUSD schools also are selling stamps.

Previously, the Student Fare Card procedure could take 20 days or longer. The photo ID cards were sent to an outside printer, then returned to Metro before they were distributed to the applicants.



It's that easy! Metro brochure spells it out for students.

“People complained that it took too long and was too difficult to get a student fare card,” says McKay. “Now, all you have to do is to ask the school for a card or go to a Customer Center.”

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