



SFMTA

Free Muni for all Youth Program Overview

**Citizens' Advisory Council
September 2, 2021**

Free Muni for Youth - Background

- Free Muni for Youth pilot program implemented in 2013
- Permanent authorization and expansion to Seniors, People with Disabilities, 18 year-olds, and English Learner and Special Education Services students through age 22 in 2015
- 39,350 active users – 72% of eligible SF youth
- Income eligibility self-certified - proof of age required
- Applications submitted online or by mail
- Partnership with SFUSD provided pre-approved applications for youth receiving free/reduced lunch

Free Muni for all Youth Expansion

- The SFMTA's proposed FY 2021-2022 budget approved the expansion of Free Muni to all youth.
- Due to the pandemic, the approved FY2021-2022 budget removed all proposed fare changes.
- FY 2022 proposed City budget includes \$2 million to offset the projected lost revenue to implement this program
- Expansion will eliminate the application requirement
- No proof of payment or Clipper card required (with the exception of Cable Car)
- Youth appearing to be under the age of 19 will not be approached by Fare Compliance officers

Communication & Outreach Plan

- Direct mail to current Free Muni for Youth participants
- Posters/flyers distributed to SFUSD, City College, private school organizations and community partners
- Extensive social media campaign (Facebook/Twitter/Blogs)
- E-mail notification to all registered Clipper card holders
- In vehicle/shelter advertisements