



# New! Expanded Eligibility for Reduced MBTA Fares

## Promotional Outreach Toolkit

Looking to share information about the new, expanded eligibility for MBTA reduced fares with your network? Use this toolkit with done-for-you email copy and social media posts to spread the word about this terrific benefit program. [MBTA.com/income-eligible](https://www.mbta.com/income-eligible)

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### 1. How to use this toolkit

***Help us get the word out about this new reduced transit fare benefit for eligible individuals.***

We designed these resources to ensure that Massachusetts residents eligible for reduced MBTA fares can access them and to spread the word about the new, broader eligibility that will bring reduced fares to more people who need them. To amplify the message to eligible residents, we need your help. Use this guide to share information on the new, expanded eligibility for MBTA reduced fares across your communication channels. We've included messaging and images to help you share this information with your clients and constituents easily.

To learn more, visit: [MBTA.com/income-eligible](https://www.mbta.com/income-eligible)

## 2. Overview: 2024 Launch of Expanded Eligibility for Reduced Fares

The MBTA has developed expanded eligibility requirements to provide reduced fares to more people. The applications for this reduced fare benefit will open on **September 4, 2024**.

The MBTA is committed to providing reliable, accessible transportation to all and is implementing a new reduced-fare program that will make all MBTA transportation modes available and affordable to income-eligible individuals. Approximately 60,000 riders are expected to qualify for and enroll in the program, which will result in 7 million more MBTA trips per year.

This program will provide riders aged 18-64, enrolled in an accepted state or federal benefit program, with reduced fares of 50% off on all MBTA modes of travel. Participants must demonstrate eligibility via existing enrollment in designated programs with a cut-off at or below 200% of the federal poverty line. This includes the Commuter Rail, unlocking affordability for residents along the Commuter Rail train lines and in Gateway Cities. On The RIDE, the MBTA's paratransit service, senior and income-eligible riders may also qualify for half-price ADA and Premium trips.

The reduced fare program for income-eligible riders is a multi-secretariat effort with the Commonwealth's Executive Office of Health and Human Services (EOHHS) and Registry of Motor Vehicles (RMV) as well as the Department of Transitional Assistance (DTA), MassHealth, and MASSGrant.

## 3. Key Messages

### Key Message 1: MBTA Expanding Eligibility for Reduced Fares.

The MBTA is committed to providing reliable, accessible transportation to all and is implementing a new reduced-fare program that will make all MBTA transportation modes available and affordable to eligible individuals with limited income. The MBTA is offering new reduced (half-price) fare eligibility criteria for income-eligible individuals enrolled in qualifying benefit assistance programs. See if you qualify.

### Key Message 2: MBTA Expands Access to Opportunity

A meaningful improvement for fare equity, the new MBTA reduced fare program provides riders who are aged 18-64 and are income-eligible with half-off one-way fares on all MBTA buses, subway, Commuter Rail, and paratransit (The RIDE) travel. This unlocks affordability for residents across the MBTA service area, including in the Gateway Cities. This expansion will be the first reduced fare program to include The RIDE. As part of this change, Senior users of The RIDE will also be eligible for half-priced fares on both Standard and Premium RIDE trips.

### Key Message 3: How to Apply for Income-Eligible Reduced MBTA Fares

The MBTA is offering new reduced fare eligibility criteria for income-eligible individuals. The application is simple and can be completed in multiple languages. See if you qualify. To apply, you just need to enter your name, Registry of Motor Vehicles (RMV) ID #, and date of birth on our online application. Apply online to be approved in minutes. The system will check your eligibility automatically. If approved, your reduced fare CharlieCard will be mailed to your home. Visit [MBTA.com/income-eligible](https://www.mbta.com/income-eligible) for more information.

To learn more, visit: [MBTA.com/income-eligible](https://www.mbta.com/income-eligible)



Bus Routes



Commuter Rail



Silver Line



Subway Lines



Ferry Routes



The RIDE

## 4. Sample Materials

### Sample Email to Clients

Dear Client,

We're reaching out to let you know about a great new benefit you may be eligible for. The MBTA has expanded eligibility for reduced fares. The new MBTA reduced fare program offers half-off regular fares on Commuter Rail, Subway, Bus, Ferry, Express Bus, and The RIDE to eligible riders. Check to see if you are eligible.

- ✓ Applying online is simple, fast, and easy on your phone, computer, or tablet.
- ✓ Checking eligibility is quick so getting approvals can happen in minutes.
- ✓ Apply online in English, Spanish, Portuguese, Simplified Chinese, Haitian, or Vietnamese.

You may be eligible for the reduced fares if you are a Massachusetts resident, age 18-64, participating in one of these accepted state or federal benefit programs, and not currently covered by existing MBTA reduced fare programs.

Department of Transitional Assistance

- Emergency Aid to the Elderly, Disabled & Children (EAEDC)
- Supplemental Nutrition Assistance Program (SNAP)
- Transitional Aid to Families with Dependent Children (TAFDC)

MassHealth

- Limited Plus Children's Medical Security Plan (CMSP)
- MassHealth CarePlus
- MassHealth Family Assistance
- MassHealth Limited
- MassHealth Standard

MASSGrant

You will need your driver's license for your RMV ID number. The system will check your eligibility automatically. If approved, your reduced fare CharlieCard will be mailed to your home.

If you'd like help accessing or completing the application, call Customer Service at 617-222-4200 or visit our in-person application help locations, listed on the website. **To learn more, visit: [MBTA.com/income-eligible](https://www.mbta.com/income-eligible)**

### Sample Text Messages:

**Sample 1:** NEW MBTA reduced fares! If you are 18-64, enrolled in specific DTA, MassHealth, or MASSGrant programs you may be able to ride the MBTA for half price. See if you qualify. To apply online. [MBTA.com/income-eligible](https://www.mbta.com/income-eligible)

**Sample 2:** Did you know...? If you are 18-64 and enrolled in MassHealth or participate in Department of Transitional Assistance programs you might be eligible for an MBTA reduced fare of up to 50% off. See if you qualify. [MBTA.com/income-eligible](https://www.mbta.com/income-eligible)

To learn more, visit: **[MBTA.com/income-eligible](https://www.mbta.com/income-eligible)**



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## Sample Blog or Newsletter Post:

### ***New! Expanded Eligibility for Reduced MBTA Fares. See if you qualify.***

The MBTA is expanding access to reduced fares for income-eligible riders, offering half-off regular fares on Commuter Rail, Subway, Bus, Ferry, Express Bus, and The RIDE.

- ✓ Applying online is simple, fast, and easy on your phone, computer, or tablet.
- ✓ Checking eligibility is quick so getting approvals can happen in minutes.
- ✓ Apply online in English, Spanish, Portuguese, Simplified Chinese, Haitian, or Vietnamese.

If you are 18-64 participating in one of these accepted state or federal benefit programs and not covered by another MBTA reduced fare program you may be newly eligible for this benefit.

### **Department of Transitional Assistance**

- Emergency Aid to the Elderly, Disabled & Children (EAEDC)
- Supplemental Nutrition Assistance Program (SNAP)
- Transitional Aid to Families with Dependent Children (TAFDC)

### **MassHealth**

- Limited Plus Children's Medical Security Plan (CMSP)
- MassHealth CarePlus
- MassHealth Family Assistance
- MassHealth Limited
- MassHealth Standard

### **MASSGrant**

To apply online you will need your driver's license, state ID, or Mass Liquor ID for your RMV ID number or other government-issued photo identification. The system will check your eligibility automatically. If approved, your reduced fare CharlieCard will be mailed to your home. You will need to apply to renew every year.

**Note:** If you don't qualify, you may be eligible for one of our [other reduced fare programs](#), which offer discounted prices on bus, subway, Commuter Rail, and ferry.

The MBTA is committed to providing reliable, accessible transportation to all and is implementing a new reduced-fare program that will make all MBTA transportation modes available and affordable to income-eligible individuals. **To learn more, visit: [MBTA.com/income-eligible](https://www.mbta.com/income-eligible)**

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## Sample Social Media Posts & Images:

Download these social media images [online](#).



**X** If you are 18-64, enrolled in DTA or MassHealth, income-eligible, and not covered by an MBTA reduced fare program you may be able to ride for 50% off. See if you qualify. To apply online enter your name, RMV ID #, and date of birth. [MBTA.com/income-eligible](http://MBTA.com/income-eligible)

Did you know...? If you are 18-64 and enrolled in MassHealth or participate in DTA programs you might be eligible for an MBTA reduced fare of up to 50% off. See if you qualify.

**Instagram/Facebook** The MBTA is offering reduced fares to more people. If you are 18-64, enrolled in one of these DTA or MassHealth programs, income-eligible, and are not currently covered by the MBTA's existing reduced fare programs you may be able to ride the MBTA for half the regular price.

### Department of Transitional Assistance

- Emergency Aid to the Elderly, Disabled & Children (EAEDC)
- Supplemental Nutrition Assistance Program (SNAP)
- Transitional Aid to Families with Dependent Children (TAFDC)

### MassHealth

- Limited Plus Children's Medical Security Plan (CMSP)
- MassHealth CarePlus
- MassHealth Family Assistance
- MassHealth Limited
- MassHealth Standard

### MASSGrant

See if you qualify. To apply you will just need to enter your name, Registry of Motor Vehicles (RMV) ID #, and date of birth on our online application. [MBTA.com/income-eligible](http://MBTA.com/income-eligible)

To learn more, visit: [MBTA.com/income-eligible](http://MBTA.com/income-eligible)



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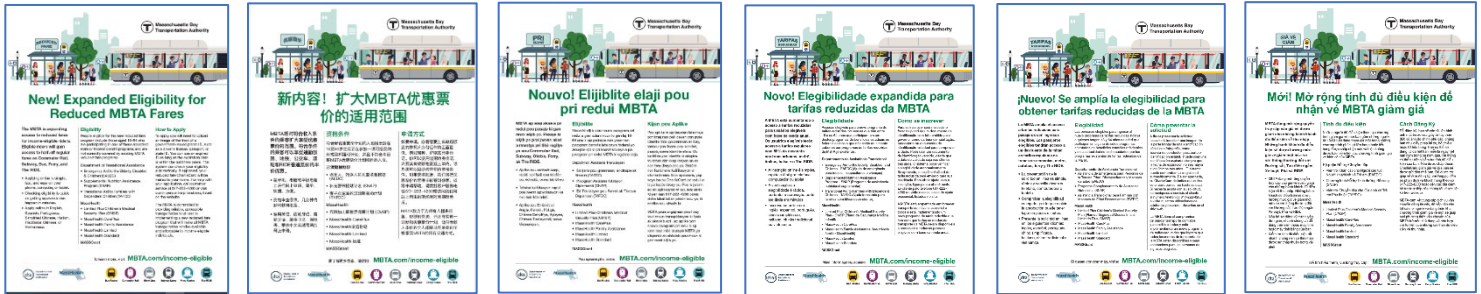


The RIDE

## Informational Materials

Download these print-ready flyers and the fact sheet [online](#).

**Flyers 8.5"x11"** (English, Simplified Chinese, Haitian-Creole, Portuguese, Spanish, Vietnamese)



## Fact Sheet 8.5 x 11



## 5. MBTA Press Releases

January 24, 2024: [Making Transit More Affordable: MBTA Board Approves Low-Income Fare Program to Benefit Riders in 170+ Communities](#)

August 14, 2024: [Making Transit More Affordable: MBTA's Income-Eligible Reduced Fare Program Launches September 4](#)

August 22, 2024: [REMINDER: MBTA's Income-Eligible Reduced Fare Program Launches September 4](#)

## 6. Contact Information

**Website:** [MBTA.com/income-eligible](https://www.mbta.com/income-eligible)

**Email:** [reducedfares@mbta.com](mailto:reducedfares@mbta.com)

**Customer Service Number:** 617-222-4200

To learn more, visit: [MBTA.com/income-eligible](https://www.mbta.com/income-eligible)



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