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**PRESS RELEASE: MAYOR’S PUBLIC ENGAGEMENT UNIT CONDUCTS  
OUTREACH TO PROMOTE FAIR FARES**

*Outreach helps connect thousands of New Yorkers with information about Fair Fares*

**NEW YORK**— The Mayor’s Public Engagement Unit (PEU) and the Department of Social Services (DSS) hosted a press conference on Friday, August 12 at Albee Square in Brooklyn to celebrate an outreach day of action across subway stations citywide to promote the Fair Fares NYC program, following two weeks of targeted outreach to eligible New Yorkers via text and phone. [Photos and videos from the event can be found in this folder.](#) Please note that Commissioner Rodriguez gives part of his remarks in Spanish and Synthia Jahan gives part of her remarks in Bangla, reminding all New Yorkers that, regardless of their immigration status and the languages spoken, they can be eligible for Fair Fares NYC.

Speakers at the press conference included Councilmember Crystal Hudson, State Senator Jabari Brisport, State Assembly Member Jo Ann Simon, Department of Transportation Commissioner Ydanis Rodriguez, Department of Social Services First Deputy Commissioner Jill Berry, Downtown Brooklyn Partnership President Regina Myer, Mayor’s Public Engagement Unit Executive Director Adrienne Lever, and CUNY Career Launch Intern Synthia Jahan. The event was held in partnership with NYC Small Business Services and featured tabling with City agencies, including PEU, HRA Fair Fares, the Mayor’s Office of Immigrant Affairs, and IDNYC.

“There are so many resources in New York City but it can be difficult to know where to turn to access them. That’s why our team at the Public Engagement Unit is knocking on doors, making phone calls, sending text messages, and organizing amazing community events to make sure we get the word out and help connect people to the benefits and resources they need,” said **PEU Executive Director Adrienne Lever**.

“Public transport is a lifeline for everyday New Yorkers and I am a proud subway rider,” said **Department of Social Services First Deputy Commissioner Jill Berry**. “At the Department of Social Services, we are committed to ensuring that all New Yorkers have equal access to the resources and services our great City has to offer, and the Fair Fares program is absolutely essential to our efforts to do so.”

“Fair Fares for me is in my heart,” said **Department of Transportation Commissioner Ydanis Rodriguez**. “As the Commissioner of Transportation, it’s a great honor to be here. Let’s be sure

that the 600,000 people who qualify for Fair Fares but are not yet in the program start the process.”

“This is a city where we can attend college, start our career, and pursue our dreams – our goals, thanks to Fair Fares,” said **CUNY Career Launch Intern Synthia Jahan**. “Fair Fares helped those in my family who needed it most at that time.”

Currently, more than a quarter of a million New Yorkers receive the reduced-fare Metro Card benefit, saving New Yorkers more than \$50 million by contributing an equal share to ridership for those low-income individuals in need. Yet, many more New Yorkers still qualify and need to enroll. That’s why PEU has been working with Fair Fares to reach hundreds of thousands of these New Yorkers on their phones to support them in enrolling.

If you think you or someone you know might be eligible, go to [nyc.gov/FairFares](https://nyc.gov/FairFares) to learn more.

### **About Fair Fares**

Fair Fares NYC is a City program created to help New Yorkers with low incomes manage their transportation costs. Using the Fair Fares NYC MetroCard, eligible New York City residents receive a 50% discount on subway and eligible bus fares or MTA Access-A-Ride paratransit trips. Pay-per-Ride, weekly unlimited, and monthly unlimited options are all available. Fair Fares can also provide 50% off MTA Access-A-Ride paratransit trips. Pay-Per-Ride, 7-Day (Weekly) and 30-Day (Monthly) Unlimited Ride options are all available for those using the Fair Fares MetroCard on subways and eligible buses. Access-A-Ride customers do not use a Fair Fares NYC MetroCard; their discount is applied automatically to their Access-A-Ride trips once their Fair Fares and Access-A-Ride accounts are linked.

Fair Fares NYC applications are open to eligible New Yorkers, ages 18-64, at or below the Federal Poverty Level (FPL). Subway and eligible bus discounts are open to New Yorkers who don't have (and aren't eligible for) discounted transportation from the MTA or the City. If you meet the Fair Fares NYC eligibility criteria, you may still be eligible for the Fair Fares NYC discount on Access-A-Ride fares if you also are in the MTA reduced-fare Program for persons with disability or have an Access-A-Ride MetroCard.

[Use the Fair Fares NYC self-assessment tool and apply online](#)

### **About the Public Engagement Unit**

The NYC Public Engagement Unit (PEU) was created to develop a new model for government outreach, using community organizing principles to re-envision how the City provides services to its most vulnerable communities. Rather than expecting constituents to navigate a complex City bureaucracy to get the help they need, PEU adopts grassroots tactics to meet residents where

they are — at their doors and on their phones, in their social media feeds and in their communities. PEU combines this proactive outreach with comprehensive case management, and in doing so, combats disillusionment and builds long-term relationships between New Yorkers and their government.

Learn more at [nyc.gov/PEU](https://nyc.gov/PEU).

### **About the Department of Social Services (DSS)**

The Department of Social Services, comprised of the Human Resources Administration (HRA) and the Department of Homeless Services (DHS), serves millions of New Yorkers annually through a broad range of services that aim to address poverty, income inequality, and prevent homelessness. HRA serves over three million New Yorkers through the administration of more than 12 major public assistance programs. DHS oversees a broad network of shelters, services, and outreach programs dedicated to helping New Yorkers experiencing homelessness get back on their feet. DSS is central to the City’s mission to expand opportunities for more New Yorkers, address income inequality, help New Yorkers experiencing homelessness stabilize their lives, and ensure that vulnerable New Yorkers receive the benefits and assistance to which they may be entitled.