

Fair Fares NYC Social Media Toolkit

Help Us Spread the Word on Social Media!

We need your help promoting changes to the Fair Fares NYC program. More people now qualify for the half-price transit fare program because the maximum income levels have been increased. Let's make sure we notify as many as possible about Fair Fares NYC to help low-income New York City residents use public transportation at half price and move ahead.

Thank you for your support. For questions about the social media toolkit, please contact Liz Roberts at robertsel@dss.nyc.gov or Joe Luciano at lucianoj@dss.nyc.gov.

How to Spread the Word

One of the most important ways you can help amplify our messages is to engage with us on social media.

- ☐ **Share one of our Social Media Posts on your channels.**
- ☐ **Use one of our Social Media Images.**
- ☐ **Create your own posts to amplify our key message.**

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About Fair Fares

Fair Fares NYC is a city program created to help New Yorkers with low incomes manage their transportation costs. Eligible New York City residents receive a 50% discount on subway and eligible bus fares. Pay-per-Ride, weekly unlimited, and monthly unlimited options are available. Fair Fares can also provide 50% off MTA Access-A-Ride paratransit trips.

Starting in February 2025, all Fair Fares NYC participants are being transitioned from Fair Fares NYC MetroCards to using the Fair Fares NYC discount with OMNY. Fair Fares NYC will no longer issue MetroCards. The program will begin issuing Fair Fares NYC OMNY cards to use with the discount at enrollment, renewal, or





replacement. Current participants can use their Fair Fares NYC MetroCards until one of the following occurs: the card expires, no longer works, gets deactivated, or is no longer enrolled in the Fair Fares NYC program. Participants may switch from MetroCard to OMNY at any time via ACCESS HRA.

Fair Fares NYC Eligibility Checklist




Fair Fares has expanded access by increasing the income threshold to qualify for the program. Eligibility requirements are that you:

- Are from age 18 to 64
 - Live in New York City
 - Are not receiving or eligible for a discounted MetroCard from another program
- AND
- Your household income is at or below 145% of the Federal Poverty Level. In 2025 for a household of 4, the maximum income is \$46,617. For a single person, it's \$22,692.

[Download](#) and share these Fair Fares NYC campaign social media images along with their posts and the alt-text describing the illustration for people with visual disabilities. Chinese and Spanish versions of the illustrations and posts are also available.

<p>GRAPHIC 1 for Facebook and Instagram</p>  <p>The graphic features a blue background with a white bar chart. An orange arrow points upwards from the first bar to the second, which is labeled '145%'. Text on the right says 'Income eligibility has increased to 145% of the federal poverty level.' Logos for NYC, HRA, and Fair Fares NYC are at the bottom, along with the text 'See if you qualify now! nyc.gov/fairfares'.</p>	<p>POST TEXT 1 Fair Fares NYC eligibility has expanded! See if you qualify today! Visit nyc.gov/fairfares or call 311 for more information.</p>	<p>ALT-TEXT 1 for visual accessibility A bar chart with an upward pointing arrow shows the increase in income eligibility to 145% of the federal poverty level. At the top, the title “Fair Fares NYC” appears, and at the bottom are the logos for NYC Delivering For You, the NYC Council, and Fair Fares NYC. The words “See if you qualify now! nyc.gov/fairfares” appear at the bottom.</p>
<p>GRAPHIC 2 for Facebook and Instagram</p>  <p>The graphic shows a blue train and a bus on a city street. The text 'FAIR FARES NYC RIDE FOR HALF PRICE' is at the top. Logos for NYC, HRA, and Fair Fares NYC are at the bottom.</p>	<p>POST TEXT 2 Fair Fares NYC eligibility has expanded! See if you qualify today! Visit nyc.gov/fairfares or call 311 for more information.</p>	<p>ALT-TEXT 2 for visual accessibility Various forms of transportation, train, bus, and ferry, are featured in front of the NYC skyline against a blue background. The words “Fair Fares NYC. Ride for Half Price” are written in the sky above. Underneath the words are the logos for NYC Delivering For You, the NYC Council, and Fair</p>



		Fares NYC.
<p>GRAPHIC 3 for Twitter/X</p> 	<p>POST TEXT 3 Fair Fares NYC eligibility has expanded! See if you qualify today! Visit nyc.gov/fairfares or call 311 for more information.</p>	<p>ALT-TEXT 3 for visual accessibility Various forms of transportation, train, bus, and ferry, are featured against a blue background with the NYC skyline. The words “Fair Fares NYC. Ride for Half Price” are at the top, next to logos for NYC Delivering For You, the NYC Council, and Fair Fares NYC.</p>
<p>GRAPHIC 4 for Facebook and Instagram</p> 	<p>POST TEXT 4 Fair Fares NYC half-price transit fares are now available on OMNY! Visit nyc.gov/fairfares or call 311 for more information.</p>	<p>ALT-TEXT 4 for visual accessibility A hand holding an OMNY card taps an OMNY reader with the card. On the reader’s screen appear the words “OMNY. Tap Here”</p>
<p>GRAPHIC 5 IN SPANISH for Facebook and Instagram</p> 	<p>POST TEXT 5 IN SPANISH ¡La elegibilidad de Fair Fares NYC se amplió! ¡Vea si califica hoy mismo! Visite nyc.gov/fairfares o llame al 311 para obtener más información.</p>	
<p>GRAPHIC 6 IN SPANISH for Facebook and Instagram</p>	<p>POST TEXT 6 IN SPANISH ¡La elegibilidad de Fair Fares NYC se amplió! ¡Vea si califica hoy mismo! Visite nyc.gov/fairfares o llame al 311 para obtener más información.</p>	



		
<p>GRAPHIC 7 IN SPANISH for Twitter/X</p> 	<p>POST TEXT 7 IN SPANISH ¡La elegibilidad de Fair Fares NYC se amplió! ¡Vea si califica hoy mismo! Visite nyc.gov/fairfares o llame al 311 para obtener más información.</p>	
<p>GRAPHIC 8 IN CHINESE for Facebook and Instagram</p> 	<p>POST TEXT 8 IN CHINESE Fair Fares NYC 资格条件已放宽！立即查看您是否符合资格！ 请访问 nyc.gov/fairfares 或致电 311 以获取更多信息。</p>	
<p>GRAPHIC 9 IN CHINESE for Facebook and Instagram</p> 	<p>POST TEXT 9 IN CHINESE Fair Fares NYC 资格条件已放宽！立即查看您是否符合资格！ 请访问 nyc.gov/fairfares 或致电 311 以获取更多信息。</p>	



**GRAPHIC 10 IN CHINESE
for Twitter/X**



POST TEXT 10 IN CHINESE

Fair Fares NYC 资格条件已放
宽！立即查看您是否符合资
格！

请访问 nyc.gov/fairfares 或致
电 311 以获取更多信息。



Create Your Own Posts

Feel free to create your own posts amplifying our key messages about Fair Fares NYC in your posts.

The following suggestions explain some of the best ways to engage:

- ☐ ***Like, follow, and share*** us on Facebook, Twitter/X, and Instagram @NYCHRA
- ☐ ***Use the hashtag:***
 - #FairFares
- ☐ ***Encourage folks to visit*** nyc.gov/fairfares ***to see if they are eligible.***

Below are some talking points you can incorporate into your posts:

- What is Fair Fares? Fair Fares is a program to help New Yorkers with low incomes manage their transportation costs.
- Eligible low-income NYC residents receive a half-price discount on subway and eligible bus fares.
- More than 360,000 New Yorkers are currently enrolled in the program.
- Low-income New Yorkers can apply through [AccessHRA](#).

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