

Pass Program Study Activity Report

Planning/Capital Programs & FasTracks Committee
February 6, 2018

Board Adopted Pass Program Working Group Objectives

The Pass Program Working Group (PPWG) will make recommendations to RTD staff on revisions to all pass programs. The working group will seek consensus recommendations to RTD staff.

The PPWG will:

- Revisit and refine goals for each pass program,
- Refine pricing and administration of each pass program, and
- Recommend pass program policy revisions

Board Adopted Guiding Principles

- Brand loyalty
- Convenience
- Cost-effectiveness
- Equitable access
- Increased ridership
- Meet strategic budget plan targets
- Revenue certainty
- Simplifying rider-operator interactions

PPWG Participating Organizations

RTD	Regional Air Quality Council
North Area Transportation Alliance	Northeast Transportation Connections
Denver Metro Chamber of Commerce	Denver Regional Council of Governments
City and County of Denver: Public Works	Downtown Denver Partnership
Mile High Connects	Colorado Department of Transportation
Denver Regional Mobility and Access Council	Denver Public Schools
City and County of Denver: Office of Children's Affairs	Denver South Economic Development Partnership
Inter-Neighborhood Cooperation	Boulder City Council
Transit Alliance	Boulder Economic Development
FRESC	Boulder County

December Meeting Recap

- Reviewed and discussed modeling results of Options B, C, and E
- Eliminated Options B and C due to significant revenue and ridership losses projected by the model
- Acknowledged that Option E most closely meets the guiding principles including favorable revenue and ridership outcomes
- Based on Option E, created two new options: Option Y and Option Z

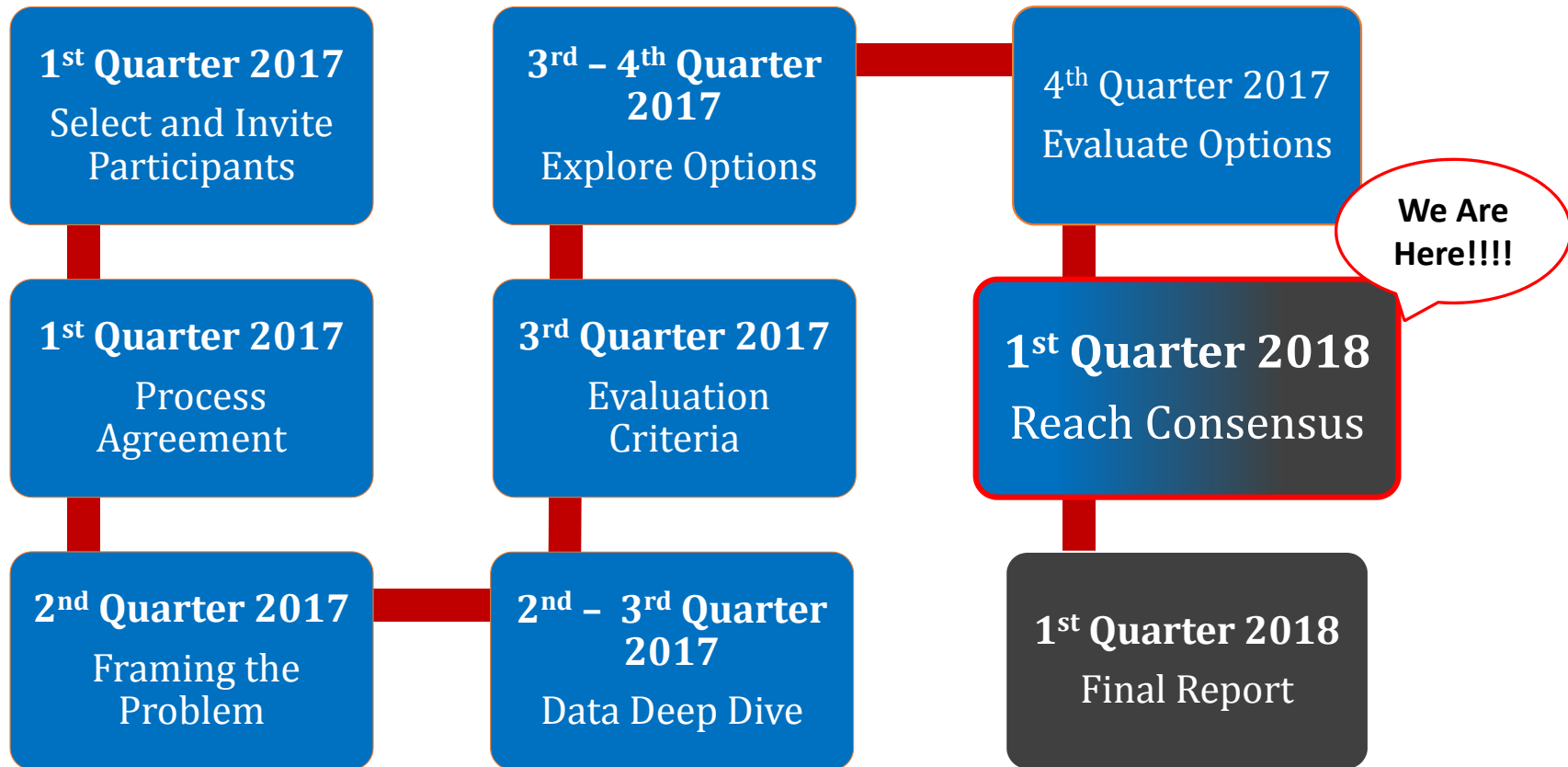
January Meeting Recap

- Well attended by the Public: many commenters voiced strong support for a Youth Program and Low-Income Program
- Discussed and eliminated Option Y due to projected ridership and revenue losses
- Agreed on primary elements of Option Z
 - Preserve: EcoPass, CollegePass, Nonprofit Program and FlexPass
 - Create: Youth Program, Low-Income Program, bulk purchase discount
- Use last two meetings to answer remaining questions:
 - Discounts and Surcharges: Can discounts in one program be offset by surcharges on another program?
 - Low-Income Program: What percentage of discount? What is the definition of “low-income” (e.g. \$45,000 in annual household income)?
 - Youth Program: What level of discount? 12 and under free?
 - Minimize increases to base fares?

February 6th PPWG Meeting Recap

Verbal Update

Timeline and Next Steps



Questions
