

## RTD PASS PROGRAM WORKING GROUP

January 16, 2017 – DRAFT Agenda

201 West Colfax – Webb Building – City and County of Denver – Fourth Floor

### Meeting Objectives:

- **Complete a Package of Pass Programs that Can Achieve the Guiding Principles**
  - **Tentative Agreement Among the Working Group**
  - **Identify Areas for Exploration Between January 16 and First February Meeting that can Improve the Package**
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1:00 Preliminaries – Welcome, Introductions, Reminder of PPWG Mission, Agenda Preview

The Pass Program Working Group will make recommendations to RTD-Denver staff on revisions to all RTD pass programs. The working group will seek consensus recommendations to the RTD-Denver staff. The Pass Program Working Group will:

- Revisit and refine goals for each pass program,
- Refine pricing and administration of each pass program,
- Recommend pass program policy revisions, and
- Recommend criteria for RTD to use in evaluating future proposals for new pass programs

1:15 Input from Riders/Pass Holders/Members of the Public

1:45 Recap of Modeling Work Initiated by the Discussion in the December Meeting (Results Distributed in Advance of the Meeting) – Including Technological Elements of the Optimized Option

2:00 Discussion – Can the Optimal Option Become the Recommended Package of Pass Programs and Discounts/Surcharges? Does It Advance the Guiding Principles? Is There a Better Option?

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

- Advantages of the Proposals – Which of the guiding principles are satisfied and how?
- Disadvantages of the Proposals – Which, if any, of the guiding principles are not satisfied and what do you do about that?
- Modifications/Replacements – Can you do better?
- Implementation Elements

3:50 Recap, Next Steps, Schedule, Other Conclusions

February 6<sup>th</sup> 1:00-4:00

- Final Agreement on Core Elements of the Package
- Implementation – Considering Technological, Administrative, and Policy Requirements

4:00 Adjourn