

RTD PASS PROGRAM WORKING GROUP
February 27, 2017 – DRAFT Agenda
RTD – Civic Center – 19th Floor

Meeting Objectives:

- Final Agreement – Core Elements of the Package
 - Details of Implementation
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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

Guiding Principles

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

1:10 Input from Riders/Pass Holders/Members of the Public

1:40 Discussion – Finalizing the Recommendation – Consensus Checks Throughout – this includes any recommendations beyond the core recommendation of passes and prices (additional considerations for sustained funding, etc.)

3:20 Recap – Agreements, Areas of Disagreement – Final Outcome

3:30 Wrap-Up, including Presenting the Recommendation to RTD Senior Leadership

4:00 Adjourn