

RTD – PASS PROGRAM WORKING GROUP

OPTION B

General Public

One card – easy to reload, easy to use – 2-hour-window for a single trip – no transfers and no paper; volume discount – the more value you load, the lower the price [See NYC]. Because everyone uses the same card, there is no discount for using the card, only for the volume; aim toward a future of contract-less travel (the credit card you use to buy transit service replaces the need for an actual card)

Fare Products

One card; Day passes have a cap when the technology is available; automated system allows a rider to select a day pass on a stored-value card; kiosks at many locations – Walmart, train stations, bus terminals, libraries and other civic buildings... as many as possible – no cash

Senior/Disabled Discount

As required

Youth Discount

No – Low-income young people use low-income program; schools could elect to load funds onto individual cards just as any organization or institution may

Low-Income Discount

Yes – Low-income discount of 50% for those at 138% of federal poverty level (because of ease of administration at the county level given that this is the same level used for county and state-managed benefits); this appears as the same card, it just takes money off at half the speed of the card owned by a regular rider.

Employers and College Programs

A MyRide (or new name) account can have an unlimited number of cards assigned to it; the account administrator can easily load value onto newly assigned cards; once the stored value on an individual's card drops below a certain threshold, additional value can automatically be added to the card and charged to the account holder's credit card; [Note: can we assess the willingness of business owners to fund individual cards through a focus group or other research?]

Individual Passes

Yes – that's the essence of this option

Bulk Sales

Bulk sales are allowed and large number of cards can be sent to an agency with pre-loaded amounts. There is no discount associated with bulk sales.