

## **RTD – PASS PROGRAM WORKING GROUP**

### **OPTION C**

#### **General Public/Fare Products**

Day Pass for a 24-hour period; Can pay for a day pass with smart card; Move to daily cap when the technology makes that possible and keep the Monthly Pass – No Value Pass

#### **Pass/Fare Discounts**

Day and monthly passes are priced to provide limited discount for passholders. For example, day passes could be priced at 2 times the cash fare and monthly passes could be priced at 38 times the cash fare to account for the average number of working weekdays per month (21-22 days) and 2 trips per day.

RTD would transition from the existing day pass to a day pass with a cap as technology makes that possible and will move to a rolling 24-hour period beginning at the time of purchase. If I go to work on Monday at 9am and then 8am on Tuesday that's in the 24-hour period. Transfers are eliminated. Fare payment provides unlimited use for 2 hours (for the same or lower service classes).

Stored value discount for MyRide customers is retained. Currently, MyRide customers receive \$0.25 off the full fare and \$0.15 off the discount fare (for seniors, individuals with disabilities, and youth).

#### **Senior/Disabled Discount**

Transit agencies that receive federal funding must provide half fares to seniors, persons with disabilities, and Medicare recipients on one-way cash fares during the off-peak. In all of the options, given the complexity of introducing off-peak fares, half fares (50% discount) would be provided all day. In addition, a discount would be provided on all pass products to encourage senior/disabled/Medicare riders to purchase passes based on their transit usage. Encouraging all riders to purchase passes instead of paying for each boarding separately helps minimize operational impacts and reduce dwell times.

#### **Youth Discount**

Individual young people (or their parent) can buy a card at a 50% discount. If a county or organization wants to buy the pass, they can get them in bulk; they pay the same price/pass that someone pays when buying them one at a time. If an organization wants to sell them at an even deeper discount, they can do that, they can pass them along at the price they paid, or they can give them away for free.

#### **Low Income Discount**

The options are either a 50% discount 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-managed benefits, or 150% -- for the testing, we recommend that all three options have the same low-income program, however it would be useful for the PPWG to discuss whether we serve the guiding principles if RTD offers a lower discount for a larger group, something on the order of 15% discount for everyone at 200% or the federal poverty level.

#### **Employer and College Programs**

The program for employers and colleges is based on actual utilization. Two choices for employers: 1. RTD would measure real ridership for each employer or institution and charge the organization monthly in arrears for all rides provided through the institution's passes; the price includes the \$.25 smart card discount. No other discount applies. 2. The employer purchases monthly pass rights so that that the max is 38 paid trips/month for those passes.

This assumes that RTD can successfully bill and collect from all of these individual organization – that the automated billing and collection make this possible administratively. Nothing in this option should eliminate the ability to use pre-tax dollars

#### **Bulk Sales**

The general public, organizations, and employers would have the ability to purchase fares and passes in bulk – no discount.