

## RTD PASS PROGRAM WORKING GROUP

February 27, 2017 – DRAFT Agenda

RTD – Civic Center – 19<sup>th</sup> Floor

### Meeting Objective:

- Finalize Agreement on Implementation Details
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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

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

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

### 1:45 Consensus-Building – Final Recommendation

### 3:00 Transmitting the Recommendation and Any Other Final Work

### 3:50 RTD Staff – Concluding Statement

### 4:00 Adjourn