

## RTD – PASS PROGRAM WORKING GROUP

### Mission

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  | ✓ Meeting strategic budget plan targets   |
| ✓ Equitable access    | ✓ Brand loyalty                           |
| ✓ Convenience         | ✓ Revenue certainty                       |
| ✓ Increased ridership | ✓ Simplifying rider-operator interactions |

### Options – Finding Three Ideas for Testing

- One easy to load, easy to use transit card – the more value you load, the lower the price; Senior/Disabled Discount; Youth Discount; Low-Income Discount; Employers, Colleges and Organizations can load value onto the card
- Day Pass and Monthly Pass; Senior/Disabled Discount; Youth Discount; Low-Income Discount; Employer and Colleges contract with RTD to provide monthly passes or to create a system for charging the organization/institution for the rides its employees/students/constituents take
- Improve What We Have; Senior/Disabled Discount; Youth Discount; All-In (Insurance-Type) Program for Schools, Employers, Colleges, Neighborhoods; Fee added to the All-In-Program Pass to help with costs of marketing and to add funds to a Low-Income Program

### Next Steps

- Test all Three to Estimate Ridership, Total Revenue, Impact on the Cash Fare, Ability to Serve the Guiding Principles
- Work to Put Together a Consensus Recommendation with the Details of Goals, Pricing, Administration – End of 2017 or Early 2018
- Forward the Recommendation to RTD Senior Leadership

### Meetings are Open

- **October 24<sup>th</sup> Meeting – 1-4** – Denver South Economic Development Partnership, 304 Inverness Way South #315
- **November 14<sup>th</sup> Meeting – 1-4** – Location to be determined