

RTD SYSTEMWIDE FARE STUDY AND EQUITY ANALYSIS

RTD customers have consistently expressed concern about the cost and complexity of fares. In response, RTD is reexamining the fare structure through the Systemwide Fare Study and Equity Analysis with an emphasis on three primary goals:



Equity



Affordability



Simplicity

BACKGROUND

Over the past six years, RTD has made changes to its fare structure, pricing, discounts and pass programs following recommendations arising from two distinct studies:

- **2016 Fare Structure Study** - RTD simplified the fare structure by:
 - Consolidating zones on rail.
 - Consolidating service types on bus.
 - Reducing the price of the Day Pass in preparation for new FasTracks services, including the opening of the A Line.
- **2019 Pass Program Study** - RTD brought more flexibility and affordability into its fares by:
 - Introducing the 3-Hour Pass, which removed restrictions on transfers.
 - Introducing the LIVE program, which provides a 40% discount to income-eligible customers.
 - Increasing the Youth Discount from 50% to 70%.
 - Transitioning RTD's pass programs to align their pricing with the services consumed by customers and the full fare value of trips taken.

SYSTEMWIDE FARE STUDY AND EQUITY ANALYSIS PURPOSE AND GOALS

RTD is taking a customer-centric approach to holistically reexamine RTD's fares with the goal of identifying a fare structure that is simpler, more affordable and more equitable.

As part of its commitment to equity, RTD is actively engaging underrepresented populations through partnerships with community-based organizations. RTD has also formed three Feedback Panels that are tasked with balancing customer and community input and informing the trade-offs among fare structure alternatives.



Equity Panel

Represented by low-income, BIPOC, English Language Learners, immigrants, people with disabilities, youth, seniors, LGBTQ, and people experiencing houselessness.



Jurisdictional Panel

Represented by formal jurisdictions, including state, regional, city, town and transportation management organizations/associations.



Pass Program Panel

Represented by employers, schools, universities/colleges, nonprofits and neighborhood associations.

