



# RTD Systemwide Fare Study and Equity Analysis

## Pass Program Feedback Panel Meeting

May 11, 2022, 1:00-3:30

Join online click: [Zoom Link](#)

### Agenda – DRAFT

#### Meeting Objectives:

- Approve the Feedback Panel Charter
  - Build mutual understanding of the Study purpose and goals
  - Provide feedback using public comments on the current fare structure
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10:00 Welcome and Agenda review

10:07 Safety Moment

10:10 Introductions of Feedback Panel Members – name, organization

10:20 Discussion: Feedback Panel Charter

- Review and suggested improvements
- Approve/agree to charter

10:45 Presentation: Overview of the Systemwide Fare Study and Equity Analysis project

- Purpose and Goals
- Engagement process
- Questions and answers about the Study purpose and goals

11:15 Discussion: Current Fare Structure

- Presentation:
  - Current Fare Structure
  - Summary of customer/community input provided (from comments received and meetings)

- Poll – Informal
- Discussion
  - What are the elements of the current fare structure that work well?
  - What are fare structure related unmet needs for marginalized groups? What are the barriers/preventing those from historically marginalized groups from riding?
  - What is one element you would change to have the fare structure better meet each Study goal?
    - One element to change to make the fare structure more equitable?
    - One element to change to make the fare structure more affordable?
    - One element to change to make the fare structure simpler?
  - Knowing there will be trade-off choices, which is your priority goal for fare structure improvements – equity, affordability, simplicity? And why?

12:25 Next Steps – project, community engagement, and for Feedback Panel

12:30 Adjourn

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**Informal Poll Questions** that will be asked during the meeting:

1. What do you like about RTD fares? Please pick your top choice:
  - RTD fares provide good value for money
  - RTD fares are easy to understand
  - Different passes available for my travel needs
  - 3-hour pass provides flexibility
  - Easy to use day pass
  - The Regional and Airport fares are appropriate for the value of service
  - Discount fares for seniors, persons with disabilities, and youth
  - Low-income fare through the RTD LiVE Program
  - Using EcoPass/NECO Neighborhood Ecopass/College Pass to ride
  - I do not like the current RTD Fares
2. What is the biggest fare related challenges with riding RTD? Please pick your top choice:
  - Understanding how and where to pay my fare
  - Understanding when to purchase a Local, Regional or Airport fare
  - There are too many different types of passes, making it difficult to pick
  - On-board purchase and inspection processes are unclear
  - No access to locations to purchase a pass
  - There are too many discount levels
  - Fares are too expensive
  - Upgrading from a Local fare or pass to a Regional or Airport fare is inconvenient
3. If you could improve RTD fares, what change would you make? Please pick your top choice:
  - Make fares less expensive

- Provide same discounts for seniors, individuals with disabilities, youth, and low-income adults
  - Replace zones on rail with station-to-station fares
  - Offer the same fare for all bus and rail services
  - Introduce new fare passes (e.g, weekly pass, 3-day pass)
  - More locations to purchase fares or add value (e.g., retail stores, ticket vending machines, etc.)
  - More ways to pay my fare (e.g., mobile app, ApplePay, credit/debit card, etc.)
  - Expand access to the LiVE low income fare program
4. How would you make RTD fares less expensive? Please pick your top choice:
- Make fares less expensive for shorter distance fares
  - Make fares less expensive for Local buses
  - Make the monthly pass less expensive
  - Eliminate higher fare for Regional services
  - Eliminate higher fare for Airport services
  - Make fares less expensive when there is lower demand, such as midday and weekends
  - Eliminate all fares
5. What is the top reason people have chosen not to ride RTD services?
- RTD does not go where people need to go
  - Riding RTD takes too long to get to where people need to go
  - RTD services do not come frequently enough
  - RTD services are not on time or do not show up
  - People do not understand how much they are supposed to pay
  - Costs of RTD fares and passes
  - It is inconvenient for me to purchase an RTD fare
  - RTD does not provide good value for my money
  - I do not feel safe riding the bus or the train
  - I am concerned about sanitary conditions on the bus or train
6. Which of the changes below would convince people to ride RTD? Please pick your top choice:
- More frequent buses or trains, or buses and trains running later/earlier in the day
  - Stop/station closer to where I live, work, or study
  - Improve reliability of services
  - fares that are easier to understand
  - Lower cost fares and passes
  - More locations to purchase fares or add value (e.g., retail stores, ticket vending machines, etc.)
  - More ways to pay my fare (e.g., mobile app, ApplePay, credit/debit card, etc.)
  - Improved lighting, cameras or other measures to increase security
  - More sanitization of vehicles / stations
  - No changes would encourage me to ride RTD