



**We Make Lives Better
Through Connections.**

Systemwide Fare Study and Equity Analysis

Customer and Community Meeting

April 21, 2022

RTD

FARE

STUDY

Agenda

- Study Overview
- Defining Equity at RTD
- RTD Current Fares
- Final Questions and Answers and Comments

Presenters



Chris Quinn
Project Manager

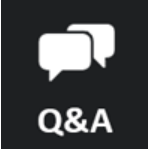


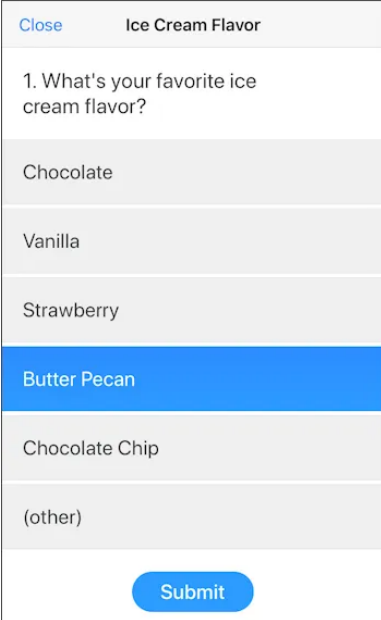
Carl Green Jr.
Deputy Project Manager



Laura Wolfgram
Consultant Project Manager

Question and Answer

- We look forward to answering your questions this evening! There will be time after each topic dedicated to Q+A.
- During the meeting, all participants will be muted and will remain off-camera. If you are joining us on a desktop, laptop, or smart phone device, there are several ways for you to stay engaged.
- We will be **polling** the group throughout the evening with questions you may have already seen if you've taken our Customer Survey. When we poll, a pop up will appear on your screen like this. Each question will allow for just one answer. After you've selected your answer, click on the "*Submit*" button.
- At the bottom of your screen find this icon.  An arrow points from the text to a black square icon with two white speech bubbles and the text "Q&A" below them.
- **Enter your questions and comments** into this box at any point throughout the presentation. Check the "*Send anonymously*" box if you do not want your name associated with your question or comment. The project team will be monitoring questions and may answer your question with a typed answer or a live (out loud) answer.
- If you are joining by the phone call-in option and you want to share questions or comments, you can call 303-299-6000 to get connected to a member of the customer care team following the meeting.



Close	Ice Cream Flavor
1. What's your favorite ice cream flavor?	
Chocolate	
Vanilla	
Strawberry	
Butter Pecan	
Chocolate Chip	
(other)	
Submit	

Study Overview

Overview of RTD

Service area size: 2,342 square miles

Service area population: 3.08 million

Cities and towns served: 40 municipalities in 8 counties

Variety of rail, bus and Access-A-Ride services

15-member elected Board of Directors

14th largest transit agency in the United States



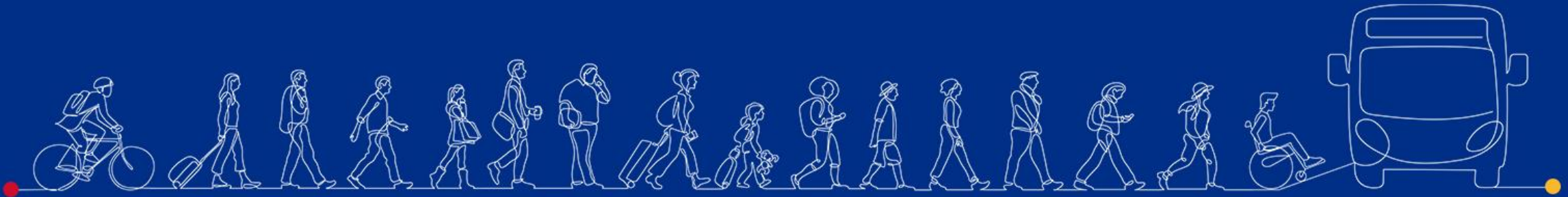
RTD

FARE

STUDY



RTD Systemwide Fare Study and Equity Analysis



Systemwide Fare Study and Equity Analysis

Why is RTD conducting another fare study?

- RTD is exploring ways of simplifying fares to make riding RTD more equitable and easier to understand while aligning fares with the value of the service
- RTD has heard customer and stakeholder feedback that fares and pass programs are too expensive and complicated

How is this study different than prior fare studies?

- Customer-centric approach
- Focus on promoting equity in addition to affordability and simplicity
- Exploring trade-offs associated with lowering fare revenue targets to accomplish broader goals related to affordability and ridership

Study Goals



Equity



Affordability



Simplicity

Systemwide Fare Study Goals



Equity

- Support transit reliant/financially burdened customers
- Provide equitable and fair access to fares, products, and discounts regardless of race, color, national origin, income status, and for other marginalized communities



Affordability

- Align fares with the value of the service received



Simplicity

- Make fares easy to understand, with standardized discounts and streamlined fare payment options

Study Timeline

Spring 2022	Summer 2022	Fall 2022	Early 2023	Spring 2023	TBD
Gather feedback on current fare structure	Share and gather feedback on conceptual fare structure options	Share and identify trade-offs between, alternatives	Formal public comment and hearing on the recommended fare structure	New fare structure decision by the Board	New fare structure implementation begins

Defining Equity

Equity

- Equity is a core principle of the RTD mission to provide mass transit service in the Denver Metro Area
- An equitable mass transit system fairly distributes the benefits and adverse effects of transit service without regard for race, color, national origin, or low-income status
- This principle is detailed and reinforced by Title VI of the Civil Rights Act of 1964 and Executive Order 12898 (Environmental Justice)
- FTA requires transit agencies to assess whether a proposed fare change would have a “**Disparate Impact**” on minority populations, or “**Disproportionate Burden**” on low-income populations

Customer-Centric Approach

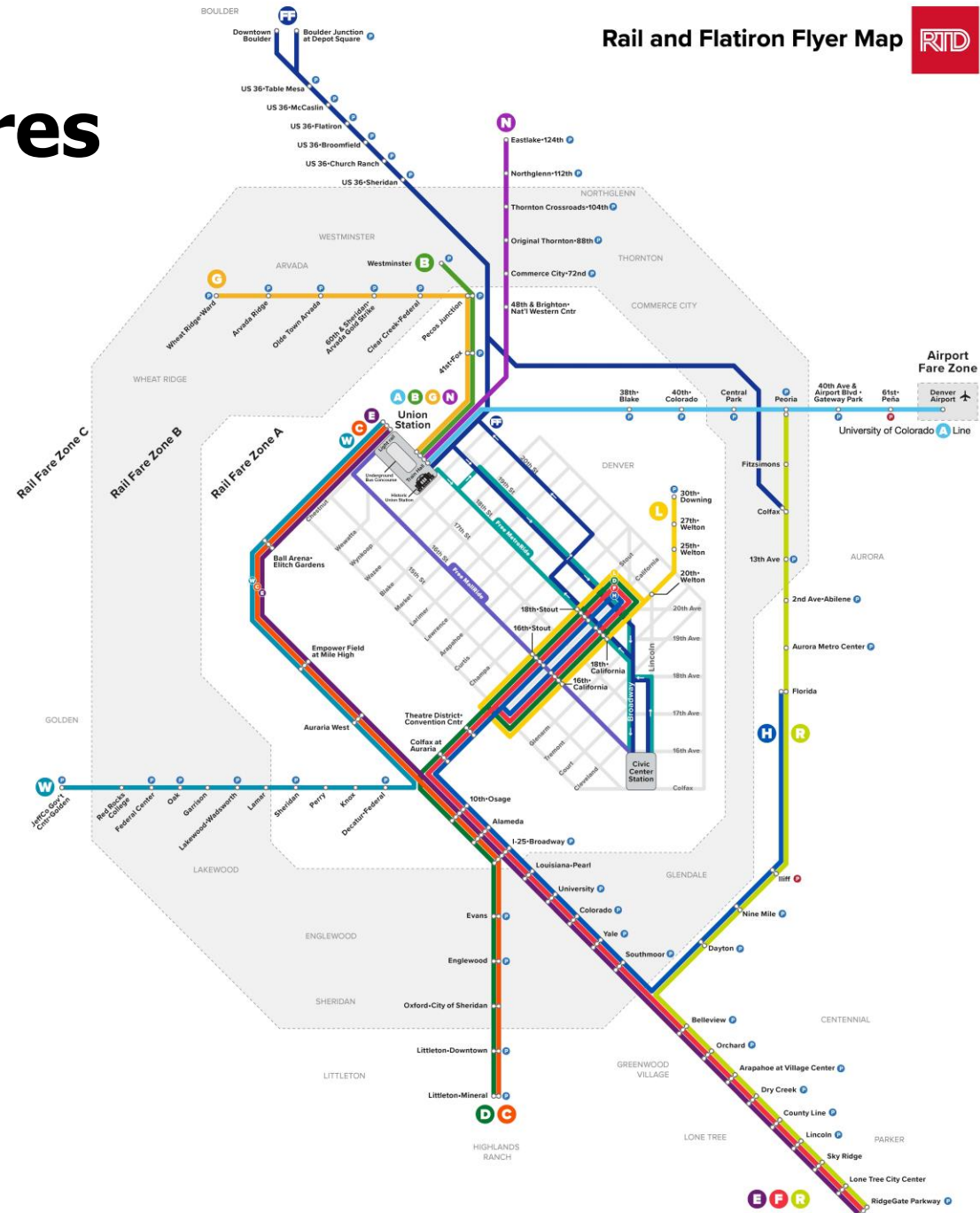
Customer engagement is at the forefront of the study with an emphasis of hearing from all populations, including those often underrepresented

- Collaborating with Community Partners to engage underrepresented populations
- Conducting customer and community meetings in Spanish and ensuring language assistance, including translation of the fare study website and surveys
- Formed three Feedback Panels: Equity, Pass Program, and Jurisdiction
 - Feedback Panels will use customer and community input to provide feedback to RTD on how to meet study goals, fulfill customer and community needs, and balance trade-offs among all goals and needs

RTD Current Fares

Local, Regional, and Airport Fares

- The RTD rail system is divided into four fare zones: A, B, C and Airport
- Rail fares are based on the number of fare zones traveled during a 3-hour trip
- **Three Fare Levels:**
 - Local - \$3.00:** travel in one or two zones
 - Regional - \$5.25:** travel in three zones
 - Airport - \$10.50:** trip originating or ending at the Airport
- Bus routes do not utilize zones. However, shorter trips on Regional and SkyRide bus routes only require a Local or Regional fare, respectively



Fare Products and Media

RTD offers a wide range of fare products, discount levels, and fare payment options

Fare Products

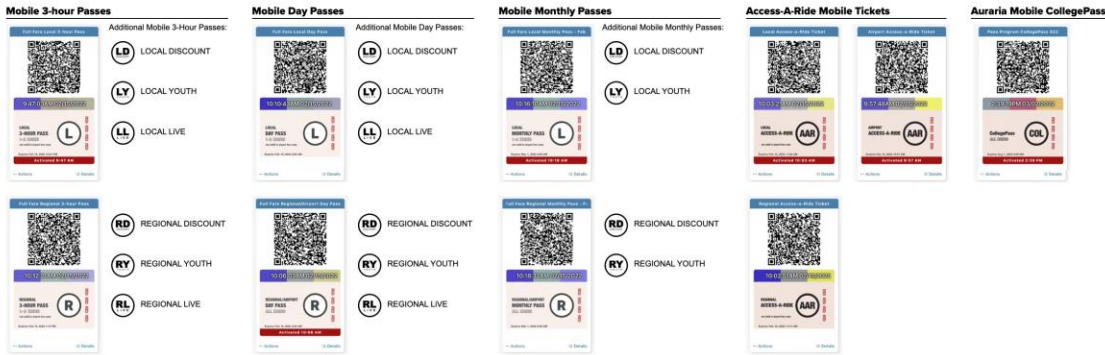
3-Hour Pass, MyRide Stored Value, Day Pass, Monthly Pass, 10-Ride Tickets, EcoPass, Neighborhood EcoPass, CollegePass, and Access-a-Ride Tickets

Discount Levels

Program	Eligibility	Discount
LiVE	Low-income	40%
Discount	Seniors 65+, individuals with disabilities and Medicare recipients	50%
Youth	Youth ages 6-19	70%

Fare Media

Paper, mobile ticketing, smart card



*Fare Media shown at actual size.

Pass Programs

- Three pass programs: EcoPass, Neighborhood EcoPass and CollegePass
- Primary purpose of the programs is to increase ridership
- Organization must purchase passes for everyone who is eligible, helping keep the cost per pass significantly lower than the cost of other passes since not everyone will use their pass
- While passes appear discounted, they are priced based on the actual use by participants
- As part of the 2019 fare change, transitioned to utilization-based pricing based on cash-equivalent fare for trips taken

Final Q + A and Comments

Final Q + A and Comments

- Thank you for your time!
- Please fill out the online survey, available on the fare study website:
<https://www.rtd-denver.com/faresstudy>
- Next public engagement anticipated for early summer to share conceptual options for initial feedback
- Use the comment form on the fare study website to stay informed

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