



RTD Systemwide Fare Study and Equity Analysis

EQUITY Feedback Panel Meeting

July 13, 2022, 10:00am -12:00pm

Agenda – DRAFT

Meeting Objectives:

- Understand customer input and feedback from Engagement #1
 - Provide feedback using customer input from Engagement #2 on possible conceptual options
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10:00 Welcome and Agenda review

10:07 Safety Moment

0hr:10 Presentation:

- Overview of the Systemwide Fare Study and Equity Analysis project
 - Purpose and Goals
 - Engagement #1 activities
 - Questions and answers about the Study purpose and goals
- What have we heard so far?
 - Engagement #1 activities
 - Themes & Suggestions
- Going forward
 - How fares alternatives will be evaluated?
 - What is being considered?
 - What is not being considered?

10:40 Discussion: Customer input and Conceptual Options

1. Three Conceptual Options – Prioritize – Informally Poll and Discuss why
 - Poll1: **Pick the highest priority** of the following conceptual options for the fare structure
 - Lowering fares
 - Flattening the fare structure (e.g., eliminate Regional fare level)
 - Reducing Monthly Pass pricing
 - Discuss: Why prioritize one or put one slightly ahead of another?

2. Conceptual Option – Streamlining discount fares
 - Poll2: **Pick the highest priority** of the following conceptual options for discount customers
 - 50% discount for LiVE and Discount customers (retaining 70% discount for Youth)
 - 50% discount for all discount-eligible customers (LiVE, Discount and Youth)
 - 50% discount on 3-Hour Pass and Day Pass and 70% discount on Monthly Pass for all discount-eligible customers
 - Flat fares for discount customers set at 50% of the Local fare while retaining current zone/distance-based fare structure for full fare customers
 - Discuss: Which possible option do you like best and why? What are the trade-offs between them?
3. Conceptual Option – Addressing challenges of unique subsets of customers (e.g., college students, airport employees)
 - Discuss:
 - Airport employees not covered by EcoPass – Does the introduction of fare capping address the unique challenge for airport employees by eliminating the upfront cost of a Regional Monthly Pass?
 - Semester passes for students not covered by CollegePass – Should there be a semester pass offered by colleges and technical schools that individual students can opt into? Should a similar pass be available for K-12 schools? What are the challenges and benefits?
4. Conceptual Option – Promoting bulk pass purchases through new fare collection system
 - Discuss:
 - If a discount is offered, how would the discount be determined? How would it be justified?
 - How would bulk purchases also benefit non-employers, such as community-based organizations, nonprofit organizations, and jurisdictions?
5. Conceptual Option – Exploring pass program simplification and expansion while maintaining utilization-based pricing
 - Discuss: How could RTD stabilize pricing over multiple years, as ridership recovers, and ensure it works within the utilization approach?

11:55m Next Steps – project, community engagement, and for Feedback Panel

12:00m Adjourn