



# RTD Systemwide Fare Study and Equity Analysis

PASS PROGRAM Feedback Panel Meeting

July 14, 2022, 1:00-3:00pm

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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1:00 Welcome and Agenda review

1:07 Safety Moment

1:10 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?

1:40 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 – 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?
3. 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?
4. 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?
5. 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?

2:55m Next Steps – project, community engagement, and for Feedback Panel

3:00m Adjourn