

RTD PASS PROGRAM WORKING GROUP
December 19, 2017 – Summary

Meeting Objectives:

Review Modeling Results – Consider the Implications of Each Piece of Each Option – Construct a Single, Best Option

I. Input from Riders/Pass Holders/Members of the Public

- Choose E
 - Improve on the Existing EcoPass; Use an insurance approach; Find a way to create a youth program
- Option C
 - Not workable for colleges; E creates a guaranteed payment and allows colleges to budget the expenditure
- Non-Profit Program
 - Do not take an either-or approach; Create both a low-income pass program and a non-profit program – we need both; Unfair to pit one against the other

II. Evaluating the Options – Guiding Principles

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|-----------------------|--|
| ▪ Cost-effectiveness | ▪ Meeting strategic budget plan targets |
| ▪ Equitable access | ▪ Brand loyalty |
| ▪ Convenience | ▪ Revenue certainty |
| ▪ Increased ridership | ▪ Simplifying rider-operator interaction |

III. Construct One

- **The Pass Program Working Group Agreed to Eliminate A, B and C**
- Using E, the group created two new variations Z and Y

- Option Z
 - Revise the SLA Map and Table to Reflect Realities of Access to Transit
 - Differentiate by Company Size
 - Contract Minimum

- Option Y
 - No SLA

- The Following Applies to Both Variations of New E:
 - Continue Day Passes, Master EcoPass Contracts, Flex Pass
 - Stored Value
 - EcoPass – 0 Discount (note: some wish to continue to consider some level of discount, at least at the level of any MyRide discount and perhaps as high as 5%)
 - Youth Pass – 70% Discount
 - Low-Income Pass – 50% Discount for 185% of FPL
 - Retain Federally Required Discounts for Seniors and Disabled
 - Bulk Purchase Discount
 - Work Through Complications with Businesses at DIA to Right-Price while Working to Retain
 - Right-Price and Transition Pricing to Retain those who will see Significant Price Increases
 - Two Points of View – Let Base Fare Go Up – or, To Maximize Ridership, Prevent Base Fare from Rising Significantly

- 4-9's – Once these are Tested, Produce an *Optimal Revision* that Achieves the Guiding Principles, including Meeting SPB Target

IV. Next Meetings

- ✓ January 16 – Review Modeling Results and Build Recommended Alternative
- ✓ February 6 – Final Recommendation – Pass Program Core Elements
- ✓ February 27 – Text of the Final Recommendation, Including administration, policy and implementation questions