

RTD PASS PROGRAM WORKING GROUP

February 6, 2017 – DRAFT Agenda

RTD – Civic Center – 19th Floor

Meeting Objectives:

- Final Agreement – Core Elements of the Package
 - Details of Implementation
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1:00 Preliminaries – Welcome, Introductions, Reminder of PPWG Mission, Agenda Preview

The Pass Program Working Group will make recommendations to RTD-Denver staff on revisions to all RTD pass programs. The working group will seek consensus recommendations to the RTD-Denver staff. The Pass Program Working Group will:

- Revisit and refine goals for each pass program,
- Refine pricing and administration of each pass program,
- Recommend pass program policy revisions, and
- Recommend criteria for RTD to use in evaluating future proposals for new pass programs

Guiding Principles

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

1:15 Input from Riders/Pass Holders/Members of the Public

1:45 Discussion – Finalizing the Draft Recommendation, including Implementation, Administration, Policy Elements – Consensus Checks Throughout

3:45 Recap – Agreements, Areas of Disagreement

3:50 Next Steps, Schedule, Other Conclusions

February 27th 1:00-4:00 – Final Meeting

4:00 Adjourn