

## RTD PASS PROGRAM WORKING GROUP - MEETING #3

June 20, 2017

Shorter AME Church

3100 Richard Allen Ct, Denver, CO 80205 (near southwest corner of Colorado Blvd and Martin Luther King Blvd)

### Agenda

#### Meeting Objectives:

- Use prior discussions and this meeting to establish the benchmark for judging options, proposals and ideas - guiding principles, shared values, fundamental interests
  - Begin generating options and ideas for the future of pass programs
  - Hear from members of the public and from stakeholders not on the working group
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#### June 20

1:00 - Preliminaries - Welcome, Introductions, Agenda Preview

1:10 - Input from Riders/Pass Holders/Members of the Public

1:40 - Envisioning the Future

- What Are the Needs, Principles and Values that Revised/Renewed/Reimagined Pass Programs Should Advance for the Long-Term Success of Transit in the Region?

1:55 - Options, Ideas and Possibilities

- What Might be the Future of Pass Programs?
- How Might We Access Transit in the Future?

3:45 - Quick Debrief, then Next Steps and Preview of July Meeting

4:00 - Adjourn

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#### Guiding Principles from Adopted Operating Protocol:

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