RTD PASS PROGRAM WORKING GROUP

PPWG Options Worksheet
Meeting 5 - August 29, 2017

Goal: Identify two to three (2-3) viable pass program alternatives worthy of further, detailed evaluation.

Objective: The objective of the small group breakout sessions is to critically assess the options and provide feedback on how to strengthen and improve each one. Each small group will be assigned an option and report back to the full PPWG. The feedback will be considered when refining the options and developing consensus on two to three (2-3) alternatives for detailed evaluation.

Assignment:

- Review the assigned option as a group.
- Assign a notetaker who will report back to the PPWG on results of your group's review of your option and any proposed changes.
- Answer the questions below and identify how to improve your option.

Questions:

1. Is the range of products likely to meet the needs of RTD's riders? Are the needs of any specific riders groups ignored/missed?

2. How are different groups of riders likely to react to this option? Is ridership from certain groups likely to increase or decrease? What changes to the option may help retain these riders?

3. How would different groups of riders pay their fares and how would passes and/or stored value be distributed to riders? Would the distribution make it convenient and easy to choose transit? Are there any opportunities or challenges in how fare products or fare media would be distributed to riders?

4. Are there fare products, fare programs, discount programs, fare media options that could be added to or removed from the option to improve it?

5. Are there aspects of this option that would require phasing? Are there things that preclude immediate implementation? Potential aspects could include: funding, fare policy changes, renegotiating agreements, distribution, technology, etc.

6. How can technology be introduced to assist in the distribution and administration of pass programs? Is RTD's technology capable today or would it be something to consider for the next-generation fare collection system, in the long-term?

7. Do you agree with the pros/cons identified and the evaluation of the performance metrics for your option? If not, what would you change and what is your rationale for the change?

8. Beyond the pros and cons already identified for your option, do any others come to mind based on your small group discussion?