

DRCOG

Board of Directors

January 15, 2020



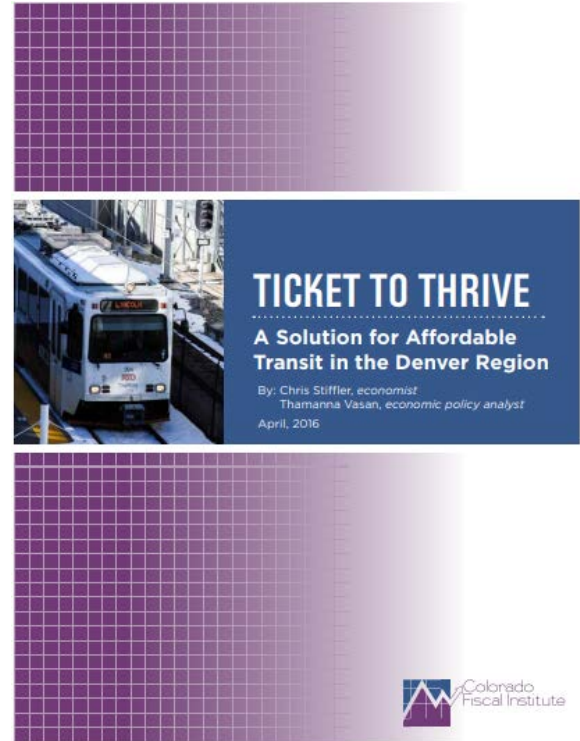
Today's Agenda

- LiVE Program Origin Story
 - Demand for Affordable Fares
 - PPWG
- Road to Implementation
- Post Implementation

Origins: How We Got Here



- The Mile High Connects Affordable Fares Taskforce lobbied RTD for a 50/150 Fare program, 50% Discount for individuals at 150% FPL.
- In April of 2016, The Colorado Fiscal Institute released a report detailing why and how RTD should administer an income-based fare in a report titled “*Ticket to Thrive: A Solution for Affordable Transit in the Denver Region*”



- “...universal benefits and **discounts provided by RTD are not targeted at low-income transit users**, unlike the youth, elderly and disabled passes which are targeted at specific populations.”
- “The structural flaws in the Nonprofit Program are reflected in the programs **lack of reach.**”
- “To best address the needs of low-income transit users, CFI proposes a program in which all fare media is 50 percent off for low-income individuals, similar to other discounts that RTD provides for the elderly, disabled and youth. Low-income riders will be **income verified once a year by an authorized organization or institution** and will in return **receive some proof of verification** or pre-programmed smart card.”



Who Recommended the LiVE Program



A 25-member Pass Program Working Group, asked to evaluate and recommend changes to RTD’s pass programs and existing fare policy

After over a year of public meetings and ridership modeling, the group recommend many fare changes, including the LiVE Program

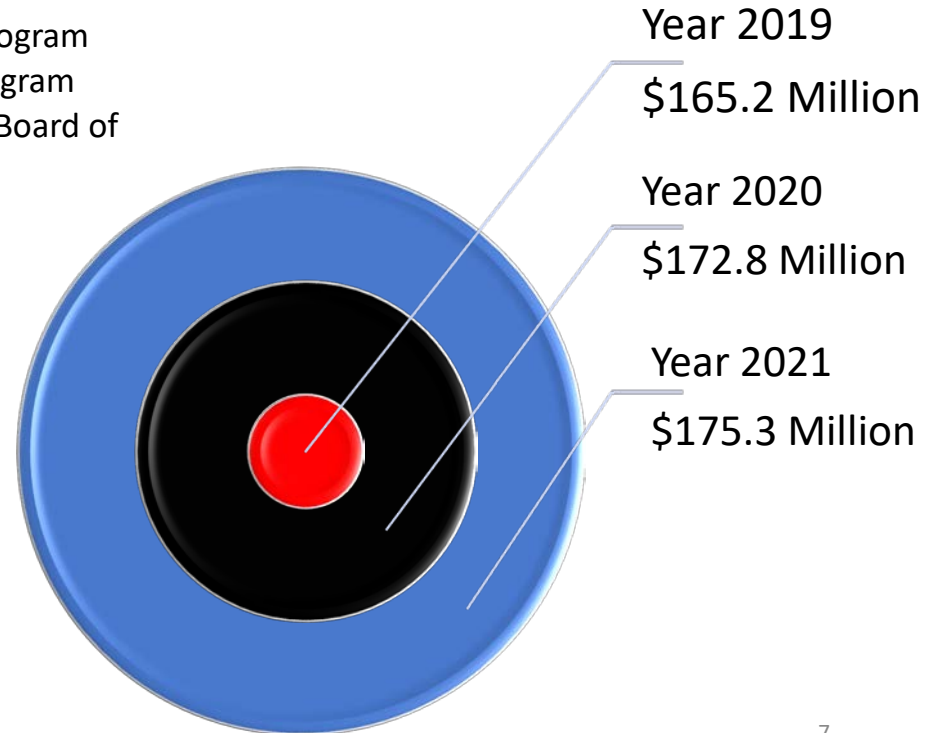
PPWG Participating Organizations	
RTD	Regional Air Quality Council
North Area Transportation Alliance	Northeast Transportation Connections
Denver Metro Chamber of Commerce	Denver Regional Council of Governments
City and County of Denver: Public Works	Downtown Denver Partnership
Mile High Connects	Colorado Department of Transportation
Denver Regional Mobility and Access Council	Denver Public Schools
City and County of Denver: Office of Children’s Affairs	Denver South Economic Development Partnership
Inter-Neighborhood Cooperation	Boulder City Council
Transit Alliance	Boulder Chamber of Commerce
FRESC	Boulder County

Objectives

- Revisit and refine goals for each individual pass program
- Refine pricing and administration of each pass program
- Recommend pass program policy revisions to the Board of Directors

Guiding Principles

- Cost Effective Administration
- Equitable Access
- Improve Customer Convenience
- Increase Ridership
- Meet Strategic Budget Plan Revenue Targets
- Promote Greater Brand Loyalty
- Provide RTD Revenue Certainty
- Simplify Passenger – Operator Interaction





Low Income Fare - Annual Revenue Impacts



	Low Income 40% Discount			Low Income 50% Discount		
	Stored Value Only	Electronic Stored Value, Day & Monthly	Paper Products & On-Board Purchases	Stored Value Only	Electronic Stored Value, Day & Monthly	Paper Products & On-Board Purchases
Regional = \$5.25	(\$3.4M)	(\$4.9M)	(\$8.5M)	(\$5.8M)	(\$7.2M)	(\$11.8M)
Regional = \$5.00	(\$3.3M)	(\$4.8M)	(\$8.4M)	(\$5.7M)	(\$7.1M)	(\$11.7M)

3-Hour Pass

Replaces current One-Way Trip with 3-hour transfer

EcoPass, NECOPass and CollegePass

Price based upon the previous year's utilization

Low-Income Program

40% Discount for Low-Income riders

Youth Discount

Increase the discount from 50% to 70%

FlexPass

Retain without discount

MyRide

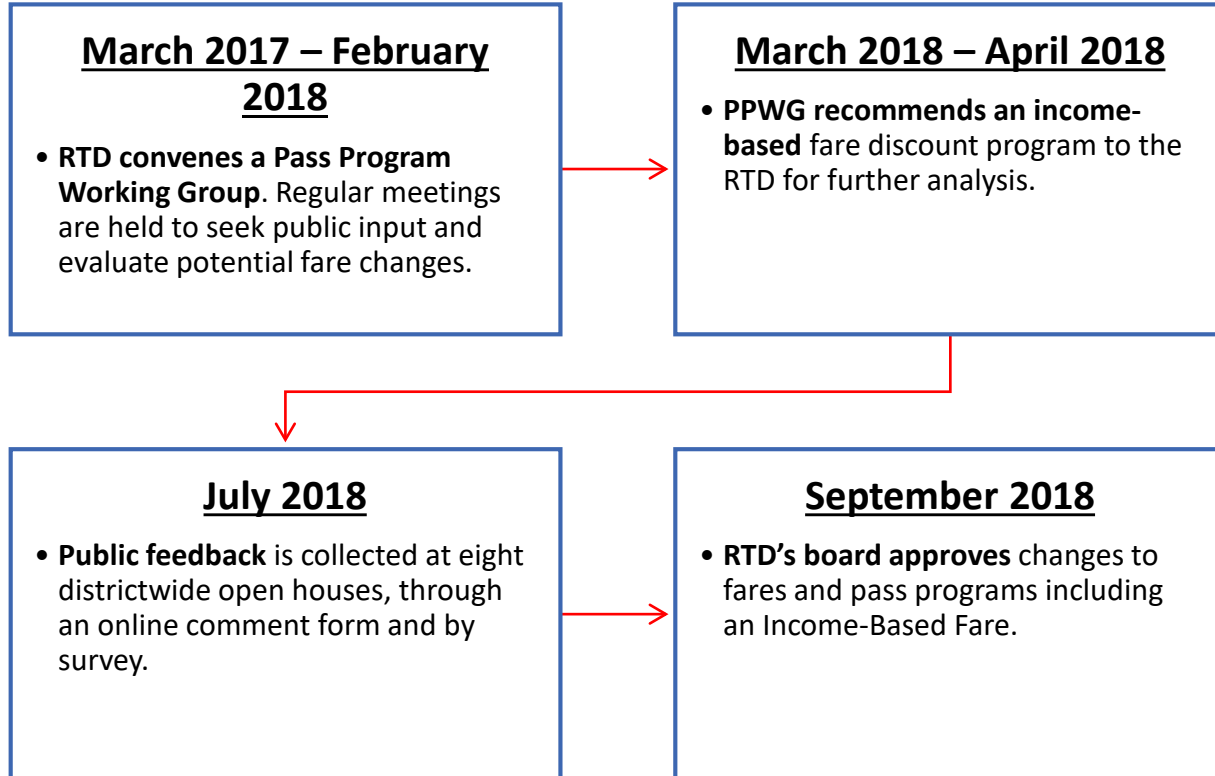
Retain without \$0.25 discount

10-Ride Ticket Book

Retain without 10% discount

ValuPass

Discontinued





Final 2019 Fare Change Summary



<p><u>3-Hour Pass</u> 3-hour Pass multi-direction transfer</p>	<p><u>EcoPass, NECOPass and CollegePass</u> Price based upon the previous year's utilization</p>	<p><u>Low-Income Program</u> 40% discount for Low-Income riders</p>	<p><u>Youth Discount</u> 70% discount</p>
<p><u>FlexPass</u> Retain without discount</p>	<p><u>MyRide</u> \$.20 discount per 3-hour pass</p>	<p><u>10-Ride Ticket Book</u> \$2.00 discount per book (.20 discount per ticket)</p>	<p><u>Access-A-Ride</u> Fare Increase</p>
<p><u>ValuPass</u> Discontinue Product</p>			

- 40% Discount on 3-Hour Pass and Day Pass on mobile ticketing and MyRide
- Eligible Riders: Riders from Households at or below 185% of the Federal Poverty Level (FPL)

Fare Type	Local Bus & Rail	Regional Bus & Rail	Airport Bus & Rail
	Low-Income Adult	Low-Income Adult	Low-Income Adult
MyRide/ Mobile Ticket 3-Hour Pass	\$1.80 (\$3.00)*	\$3.15 (\$5.25)*	\$6.30 (\$10.50)*
Day Pass (Mobile Ticket)	\$3.60 (\$6.00)*	\$6.30 (\$10.50)*	Included in Regional Fare

*Full Fare in Red

Income Eligibility Guidelines (Effective from April 1, 2019 to March 31, 2020)	
Persons in Household	Monthly Income Threshold
	185% FPL
1	\$1,926
2	\$2,607
3	\$3,289
4	\$3,970
5	\$4,652
6	\$5,333
7	\$6,015
8	\$6,696
*Each add'l family member add +\$682	

Road to Implementation

October 2018 – January 2019

- RTD and the Governor's Office of Information Technology to **begin exploring an application option through PEAK.**

February – April 2019

- RTD **seeks feedback** from schools, nonprofits and other advocacy groups on **program marketing tactics.**
- RTD and the State of Colorado **contractually agree to process LiVE Program applications** through PEAK.

February – July 2019

- The LiVE Program **application** option through PEAK is **developed and tested.**
- RTD **negotiates a contract with Denver Human Services** to provide **income verification and customer service** for LiVE Program applicants.

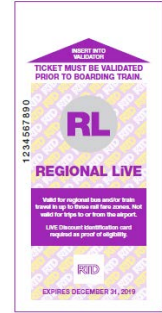
February – July 2019

- LiVE fare products are created.
- **Develops a card management system** for the proof of eligibility cards and hires a vendor for printing and mailing.

July 2019

- **Training** of all RTD operators, fare inspectors, and sales and customer care agents.
- The LiVE income-based fare discount program **launches and begins accepting applications on PEAK.**

- Agency caps have been **extended through December 2019**
- After December, the **program is uncapped**
- Through December 2019 - **Monthly passes will continue to be available** for low-income clients (still available for Youth, Seniors, and Disabled)
- Ordering process will remain the same
- 10-Ride Ticket Books can be returned for an account credit at the end of 2019
- LiVE 10-Ride Ticket Books (40% LiVE Ticket Books Discount) will be available (LiVE Discount Card required)



Post Implementation



- Application process available through the PEAK site
- Accepting applications this Summer

Welcome to Colorado PEAK®



The fast and easy way to access benefit information - anytime and anywhere. PEAK is an online service for Coloradans to screen and apply for medical, food, cash, and early childhood assistance programs.

[>Click here for details](#)



- LiVE website: www.rtd-denver.com/live
 - Fact Sheet
 - Brochure
 - FAQs
- [LiVE Application Walk-Through](#): Step-by-step instructions on applying for LiVE through Peak

- 1,182 applications submitted
- 614 applications approved as categorically eligible
- 329 applications denied
 - 236 due to age
 - 68 due to being out of district
- 239 pending
 - 159 of those are waiting for a photo to be uploaded