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 Demand for Affordable Fares

• 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”
From “Ticket to Thrive ...”

• “...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.”
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

<table>
<thead>
<tr>
<th>RTD</th>
<th>Regional Air Quality Council</th>
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<tr>
<td>North Area Transportation</td>
<td>Northeast Transportation Connections</td>
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<td>Alliance</td>
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<td>Denver Metro Chamber of</td>
<td>Denver Regional Council of Governments</td>
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<tr>
<td>Commerce</td>
<td></td>
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<td>City and County of Denver:</td>
<td>Downtown Denver Partnership</td>
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<td>Public Works</td>
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<tr>
<td>Mile High Connects</td>
<td>Colorado Department of Transportation</td>
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<td>Denver Regional Mobility</td>
<td>Denver Public Schools</td>
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<tr>
<td>and Access Council</td>
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<tr>
<td>City and County of Denver:</td>
<td>Denver South Economic Development</td>
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<td>Office of Children’s Affairs</td>
<td>Partnership</td>
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<td>Inter-Neighborhood</td>
<td>Boulder City Council</td>
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<tr>
<td>Cooperation</td>
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<td>Transit Alliance</td>
<td>Boulder Chamber of Commerce</td>
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<td>FRES</td>
<td>Boulder County</td>
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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

Year 2019
$165.2 Million

Year 2020
$172.8 Million

Year 2021
$175.3 Million
## Low Income Fare - Annual Revenue Impacts

<table>
<thead>
<tr>
<th></th>
<th>Low Income 40% Discount</th>
<th>Low Income 50% Discount</th>
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<tbody>
<tr>
<td></td>
<td>Stored Value Only</td>
<td>Electronic Stored Value, Day &amp; Monthly</td>
</tr>
<tr>
<td>Regional = $5.25</td>
<td>($3.4M)</td>
<td>($4.9M)</td>
</tr>
<tr>
<td>Regional = $5.00</td>
<td>($3.3M)</td>
<td>($4.8M)</td>
</tr>
</tbody>
</table>
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
March 2017 – February 2018
• RTD convenes a Pass Program Working Group. Regular meetings are held to seek public input and evaluate potential fare changes.

March 2018 – April 2018
• PPWG recommends an income-based fare discount program to the RTD for further analysis.

July 2018
• Public feedback is collected at eight districtwide open houses, through an online comment form and by survey.

September 2018
• RTD’s board approves changes to fares and pass programs including an Income-Based Fare.
Final 2019 Fare Change Summary

- **3-Hour Pass**
  - 3-hour Pass
  - multi-direction transfer

- **EcoPass, NECOPass and CollegePass**
  - Price based upon the previous year’s utilization

- **Low-Income Program**
  - 40% discount for Low-Income riders

- **Youth Discount**
  - 70% discount

- **FlexPass**
  - Retain without discount

- **MyRide**
  - $0.20 discount per 3-hour pass

- **10-Ride Ticket Book**
  - $2.00 discount per book (0.20 discount per ticket)

- **Access-A-Ride**
  - Fare Increase

- **ValuPass**
  - Discontinue Product
• 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)

<table>
<thead>
<tr>
<th>Fare Type</th>
<th>Local Bus &amp; Rail</th>
<th>Regional Bus &amp; Rail</th>
<th>Airport Bus &amp; Rail</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low-Income Adult</td>
<td>Low-Income Adult</td>
<td>Low-Income Adult</td>
</tr>
<tr>
<td>MyRide/</td>
<td>$1.80 ($3.00)*</td>
<td>$3.15 ($5.25)*</td>
<td>$6.30 ($10.50)*</td>
</tr>
<tr>
<td>Mobile Ticket 3-Hour Pass</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Day Pass (Mobile Ticket)</td>
<td>$3.60 ($6.00)*</td>
<td>$6.30 ($10.50)*</td>
<td>Included in Regional Fare</td>
</tr>
</tbody>
</table>

*Full Fare in Red

Income Eligibility Guidelines (Effective from April 1, 2019 to March 31, 2020)

<table>
<thead>
<tr>
<th>Persons in Household</th>
<th>Monthly Income Threshold</th>
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<tbody>
<tr>
<td>1</td>
<td>$1,926</td>
</tr>
<tr>
<td>2</td>
<td>$2,607</td>
</tr>
<tr>
<td>3</td>
<td>$3,289</td>
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<tr>
<td>4</td>
<td>$3,970</td>
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<tr>
<td>5</td>
<td>$4,652</td>
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<tr>
<td>6</td>
<td>$5,333</td>
</tr>
<tr>
<td>7</td>
<td>$6,015</td>
</tr>
<tr>
<td>8</td>
<td>$6,696</td>
</tr>
<tr>
<td></td>
<td>185% FPL</td>
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*Each add'l family member add +$682
Road to Implementation
Timeline

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.
Nonprofit Program Changes

• 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
Applying for the LiVE Program

- 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
Information and Materials

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

• 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