



RTD SYSTEMWIDE FARE STUDY AND EQUITY ANALYSIS

RTD customers have consistently expressed concern about the cost and complexity of fares. In response, RTD is reexamining the fare structure through the Systemwide Fare Study and Equity Analysis with an emphasis on three primary goals:







BACKGROUND

Over the past six years, RTD has made changes to its fare structure, pricing, discounts and pass programs following recommendations arising from two distinct studies:

- 2016 Fare Structure Study RTD simplified the fare structure by:
 - o Consolidating zones on rail.
 - o Consolidating service types on bus.
 - Reducing the price of the Day Pass in preparation for new FasTracks services, including the opening of the A Line.
- 2019 Pass Program Study RTD brought more flexibility and affordability into its fares by:
 - Introducing the 3-Hour Pass, which removed restrictions on transfers.
 - o Introducing the LiVE program, which provides a 40% discount to income-eligible customers.
 - Increasing the Youth Discount from 50% to 70%.
 - Transitioning RTD's pass programs to align their pricing with the services consumed by customers and the full fare value of trips taken.

SYSTEMWIDE FARE STUDY AND EQUITY ANALYSIS PURPOSE AND GOALS

RTD is taking a customer-centric approach to holistically reexamine RTD's fares with the goal of identifying a fare structure that is simpler, more affordable and more equitable.

As part of its commitment to equity, RTD is actively engaging underrepresented populations through partnerships with community-based organizations. RTD has also formed three Feedback Panels that are tasked with balancing customer and community input and informing the trade-offs among fare structure alternatives.



Equity Panel

Represented by low-income, BIPOC, English Language Learners, immigrants, people with disabilities, youth, seniors, LGBTQ, and people experiencing houselessness.



Jurisdictional Panel

Represented by formal jurisdictions, including state, regional, city, town and transportation management organizations/associations.



Pass Program Panel

Represented by employers, schools, universities/colleges, nonprofits and neighborhood associations.



PROJECT TIMELINE AND WHAT TO EXPECT

In the coming year, RTD will be engaging with customers, community members and stakeholders to help shape the direction of this study and explore changes to the fare structure and pass programs.

Alternatives will be evaluated in the second half of 2022 and study recommendations for fare structure changes will be considered by the RTD Board of Directors in early 2023.

Spring 2022	Summer 2022	Fall 2022	Early 2023	Spring 2023	TBD
Gather Feedback on Current Fare Structure	Share and Gather Feedback on Conceptual Fare Structure Options	Share, and Identify Trade- Offs between, Alternatives	Formal Public Comment and Hearing on the Recommended Fare Structure	New Fare Structure Decision by the Board	New Fare Structure Implementation Begins



GET INVOLVED AND MAKE YOUR VOICE HEARD

Whether you rely on public transportation every day or it's been years since you were last on a bus or train, RTD wants your feedback to help shape future decisions! Share what you think by:

- Visiting the <u>study website</u> for updates and upcoming engagement opportunities.
- Submitting a comment and subscribing to the mailing list to receive project updates.
- Participating in customer and community meetings and other engagement opportunities.
- Calling the hotline at <u>303.299.6000</u> or emailing the project team at FareStudy@RTD-Denver.com.

SCAN THE QR CODE TO VISIT THE WEBSITE AND LEARN MORE





RTD-Denver.com/FareStudy



303.299.6000



FareStudy@RTD-Denver.com

