



Citizens Advisory Committee

October 19, 2022 Meeting Summary

Tonya Anderson gave a presentation on the Account Based Ticketing and Bill Sirois shared details on the Fare Study.

1. Account Based Ticketing System

- Tonya said the new MyRide system journey began in 2016, and the mobile app came out in 2017. It creates a single integrated payment system, which replaces the current Smart Card system and was not easy for our customers to use. The new MyRide system offers an enhanced customer experience for adding money or products in real time. There is now a mobile option and an additional feature that allows customers to calculate the best fares. The cards will no longer have names, photos, or fare type on them.
- There are also benefits for RTD in simplifying operations and maintenance, as the new cloud-based system shifts the payment processing to the vendor.
- The biggest update to the mobile app is the MyRide QR code, which provides the customers with a token that allows them to use it to ride.

New ticket validators are ADA compliant and will make an audio and visual response to each tap.

- The MyRide web portal is an online portal to access mobile accounts. Customers can create an account, add funds to their stored account, view transaction history, apply for entitlements to discounts, and link their MyRide card to their account, which will make it easier to replace if the card is lost or stolen. Customers can also continue to purchase mobile tickets.

Digital mobile tickets and MyRide QR codes are not available in the web portal, they will have to use the app. The web portal cannot be used to ride.

- With the decommissioning of the older system, there are no longer ticket purchasing options at King Soopers and Safeway. There are plans to expand the retail network in 2023 to bring back King Soopers, Safeway, and other locations such as 7-Eleven.

Questions & Comments:

- Q: Is this Apple/Google wallet compatible?

A: Not currently. We do accept Apple Pay but to use the wallets would require more work with the vendor to be able to include that. We are looking into being able to use credit cards.

- Q: I've created a new account but it's difficult to find where to get your discounts.
A: We're working to improve showing where to apply the discounts to accounts.
- It's great that you are thinking about integrating this with other e-bike or ride share for one stop shopping.
- Q: Does the card automatically refill funds when they are running low?
A: No, but we can discuss adding that with our vendor. There are probably other transit agencies wanting it too.
- You can't totally replace the other ticketing methods because not everyone has a smart phone.
- Tonya said RTD did a pilot program for 10,000 seniors, and 70% wanted the mobile app. We also did a pilot with Auraria, and 90% wanted the mobile tickets. However, RTD has no immediate plans to get rid of paper tickets.
- Q: Eco and student passes need a physical card right now, will that ever go electronic?
A: Yes, we are working towards offering these in the near future.
- Q: The Eco Pass program typically serves large companies. How can you lower it for smaller businesses? Paying for an entire year is very costly.
A: Perhaps we could change it to quarterly payments.
- Eco-Pass is used by people/companies that can afford to pay full fare. I would rather see the discounts go to the working poor.
- Q: Will this help RTD get better data on ridership patterns?
A: Brandon said the buses have automated passenger counters on all buses and light rail so RTD is tracking where people are boarding and departing the vehicles to track traffic patterns. It does not track individual trips but does track boarding and alighting.

2. Fare Study

Bill explained the Fare Study started in early 2022 and looked at:

- Customer and community feedback; fare strategies to achieve three fare study goals: equity, affordability and simplicity; other transit agencies' fare pricing; fare pricing to maintain long-term financial sustainability; impact on minority and low-income customers and operational, technology and capital considerations.
- We are now taking feedback on Alternatives A & B6. The next steps are:
 - Seek Feedback Panel input on alternatives – December 2022
 - Develop finalized alternative for Board and community consideration – late 2022/early 2023
 - Seek Board approval to release final alternative for public review – early 2023
 - Public hearings for community input on final alternative – winter/spring 2023

- Board review and approval of final alternative – spring 2023
- More detailed analysis can be found in the attached presentation.

Alternative A Rates

| Local Rates | Current | Proposed |
|--------------------|----------------|-----------------|
| 3-Hour | \$3.00 | \$2.75 |
| Daily | \$6.00 | \$5.50 |
| Monthly | \$114.00 | \$88.00 |

| Regional Rates | Current | Proposed |
|-----------------------|----------------|-----------------|
| 3 Hour | \$5.25 | \$5.00 |
| Daily | \$10.50 | \$10.00 |
| Monthly | \$200.00 | \$160.00 |

| Airport | Current | Proposed |
|----------------|----------------|-----------------|
| 3 hour | \$10.50 | \$10.00 |
| Daily | \$10.50 | \$10.00 |
| Monthly | \$200.00 | \$160.00 |

Benefits:

- All customers pay less
- Rewards frequent customers by lowering monthly pass prices
- Retains price difference between Local, Regional and Airport fares
- Maintains higher-priced fares for longer-distance trips and trips to/from the airport

Alternative B Rates

| Local Rates | Current | Proposed |
|--------------------|----------------|-----------------|
| 3-Hour | \$3.00 | \$3.00 |
| Daily | \$6.00 | \$6.00 |
| Monthly | \$114.00 | \$96.00 |

| Regional Rates | Current | Proposed |
|-----------------------|----------------|-----------------|
| 3 Hour | \$5.25 | \$3.00 |
| Daily | \$10.50 | \$6.00 |
| Monthly | \$200.00 | \$200.00 |

| Airport | Current | Proposed |
|----------------|----------------|-----------------|
| 3 hour | \$10.50 | \$10.00 |
| Daily | \$10.50 | \$10.00 |
| Monthly | \$200.00 | \$96.00 |

Alternative B Benefits:

- Simplifies fares by offering single fare for customers using local and regional services, with higher-priced Airport fare
- Regional fare customers pay significantly less

No benefit for Local (3-Hour) and Day Pass customers
Rewards frequent customers by lowering monthly pass price
Customers who travel to DEN 2-3+ days/week pay significantly less

Questions and Comments:

- Q: Many of the airport riders are mainly semi-skilled workers and they should have lower rates or could there be express service or limited stops for these workers?

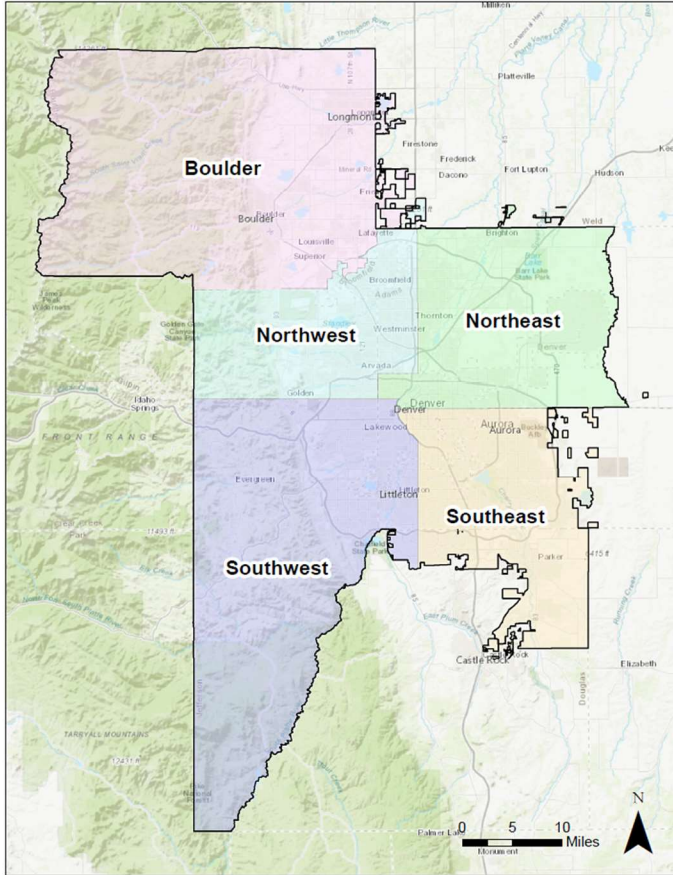
A: Express service is challenging due lack of passing sidings. Skip stop service is also not practical due to the 15-minute headways.

- If a family is going to the airport, it's cheaper to drive than take the bus or train.
- Simplifying fares is the right thing to do and Option B seems preferable from the CAC perspective.
- We'd like to have a follow-up presentation to learn more about the impact to RTD of lowering fares is.
- Fares should be round numbers because bus drivers can't give change and people lose money if they don't have the correct change.
- The CAC needs to discuss more how you identify/offer who gets discounts.

Bill encouraged the group to take the fare study survey. It is open until November 6th. [Regional Transportation District \(RTD\) - Proposed Fare Alternatives Survey \(surveymonkey.com\)](https://www.surveymonkey.com/survey/Regional-Transportation-District-RTD-Proposed-Fare-Alternatives-Survey)

3. Subregional Service Councils

Subregional Service Councils will begin in November. The project Team will send out an email soliciting volunteers for CAC representation on the Subregional Service Councils.



The SSC meeting dates/times are as follows:

- Southwest SSC – Wednesday, November 2; 3:30 pm – 5:00 pm
- Northeast SSC – Thursday, November 3; 3:30 pm – 5:00 pm
- Northwest SSC - Wednesday, November 9; 3:30 pm – 5:00 pm
- Southeast SSC – Thursday, November 10; 3:30 pm – 5:00 pm
- Boulder County SSC – Thursday, November 17; 3:30pm – 5:00 pm

Each of the meetings will be held remotely. Once we finalize our CAC volunteers by SSC, we can ask the RTD team forward the meeting invites accordingly. At the last meeting when the service councils were discussed, the CAC considered representation based on CAC members’ geographic regions. Another idea was that there might be a pool of CAC members that could participate as available or that there be alternates designated to reduce the time burden of participation.

4. CAC Feedback on Other Topics

The November meeting will focus on rechartering

Would like to have a Reimagine update at one of our meetings

Would like to hear about the results of “Fare Free August” campaign

5. Other News

Brandon said as of November 15th riders can bring e-bikes up to 55 pounds on the buses and light rail. They must fit in the front rack or underneath the bus. This will really help with first and last mile connections. Light rail riders will have to carry their bikes on and cannot use the high block platforms.

RTD will be offering Zero-Fares on 10/28 & 11/8 to support voter turnout.

Several RTD board members seats are up for reelection so make sure you don't overlook those on the ballots.

Denver Union Station restrooms have reopened from 5:00 am to midnight with new security measures. You will have to be badged in by an attendant and no more than two people in the restroom at a time.