



**We Make Lives Better  
Through Connections.**

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# **Systemwide Fare Study and Equity Analysis**

**Citizens Advisory Committee**

October 19, 2022

**RTD FARE STUDY  
& EQUITY ANALYSIS**

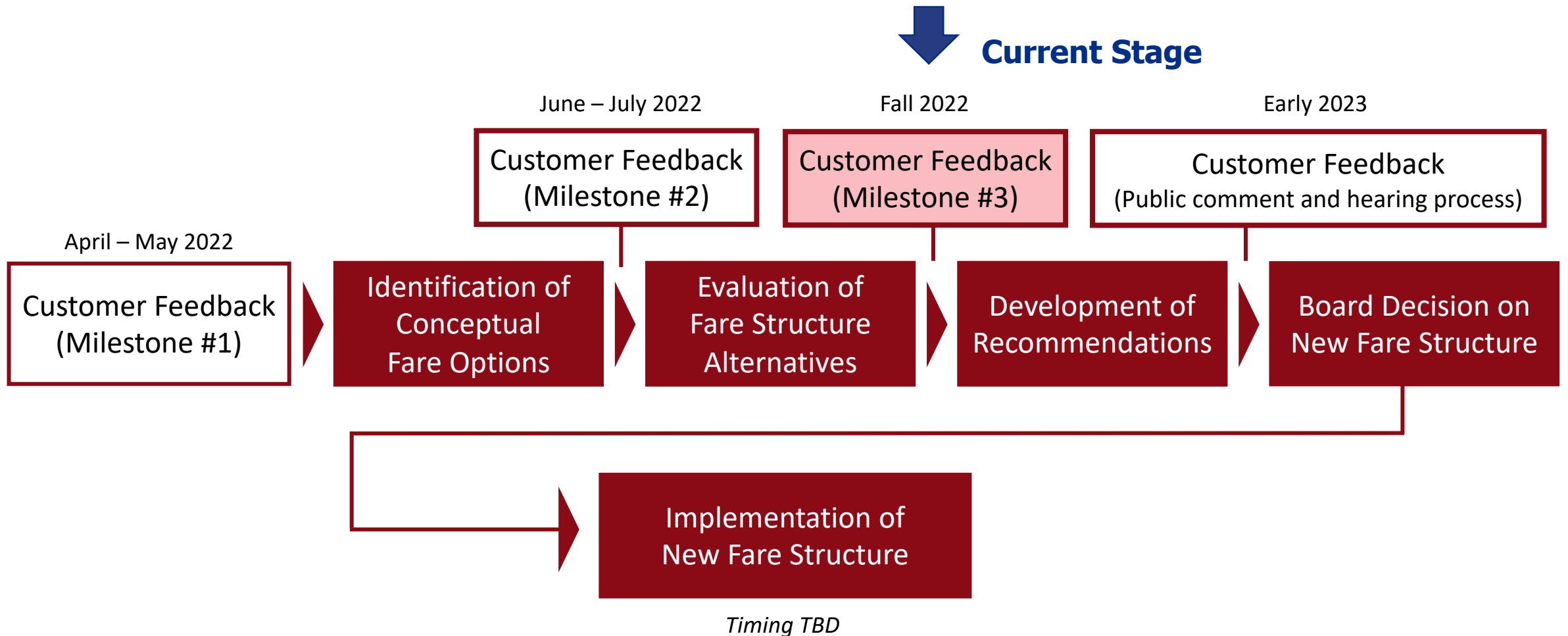
# Outline

- Schedule
- Fare Structure Alternative Development
  - Alternative A
  - Alternative B
  - Comparison
- Other policies and programs
- Recent engagement activities
- Next steps



**Schedule**

# Schedule



# **Fare Structure Alternative Development**

# Considerations in Developing Alternatives

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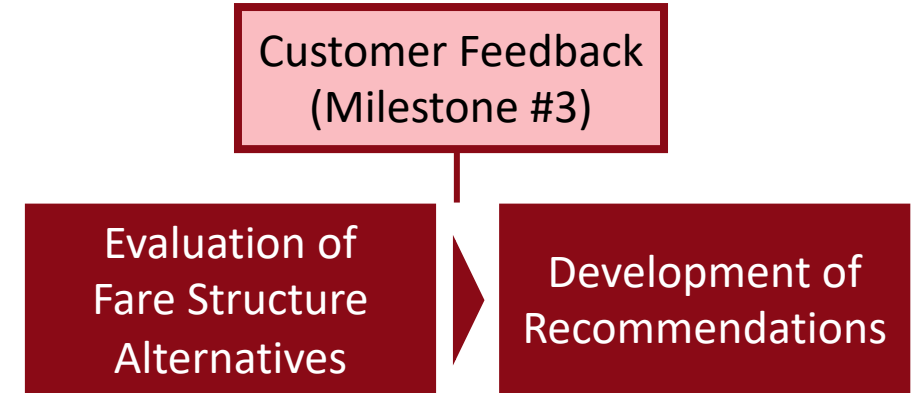
- Customer and community feedback
- Fare strategies to achieve three fare study goals: equity, affordability and simplicity
- Other transit agencies' fare pricing
- Fare pricing to maintain long-term financial sustainability
- Impact on minority and low-income customers
- Operational, technology and capital considerations



# Alternatives Purpose

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- Final recommended alternative likely different from alternatives
- Customer and community feedback regarding these alternatives and other policies and programs to inform recommended alternative
- Community and customers can provide comments regarding final recommended alternative in early 2023



**Alternative A**



# Alternative A

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## ■ Alternative A

- Lowers fares overall
  - Retains Local, Regional and Airport fare levels
- Feedback that informed Alternative A included:
- **Decrease fare prices** – emphasis on lowering local fare and monthly pass
  - Maintain current service levels *without* raising fares
  - Reward frequent customers
  - Lower Airport fare



# Alternative A - Analysis

**Current Fare Structure**

	Local	Regional	Airport
3-Hour	\$3	\$5.25	\$10.50
Daily	\$6	\$10.50	
Monthly	\$114	\$200	

**Alternative A**

	Local	Regional	Airport
3-Hour	\$2.75	\$5	\$10
Daily	\$5.50	\$10	
Monthly	\$88	\$160	

## How does Alternative A perform against the study goals?

- **Equity:**
  - Low-income and minority customers experience greater decrease
  - Lower local fare and monthly pass price
- **Affordability:**
  - All customers benefit
  - Retains current distance-based fare levels (Local, Regional, Airport)
  - Local fare and monthly pass price decrease improves transit competitiveness
- **Simplicity:**
  - Limited/no simplicity improvements

**Alternative B**

# Alternative B

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## ■ Alternative B

- Simplifies fare structure by combining Local and Regional fares
- Maintains Airport fare, making fares easier to choose and pay

## ■ Feedback that informed Alternative B included:

- **Simplify fare structure**
- Maintain current service levels *without* raising fares
- Remove distance-based fares
- Reward frequent customers
- Lower Airport fare



# Alternative B - Analysis

**Current Fare Structure**

	Local	Regional	Airport
3-Hour	\$3	\$5.25	\$10.50
Daily	\$6	\$10.50	
Monthly	\$114	\$200	

**Alternative B**

	Local/Regional	Airport
3-Hour	\$3	\$10
Daily	\$6	
Monthly	\$96	

## How does Alternative B perform against the study goals?

- **Equity:**
  - No local fare decrease
  - Non-low-income and non-minority customers experience greater average fare decrease than low-income and minority customers
- **Affordability:**
  - Only half of customers benefit
  - Single fare for non-airport trips eliminates distance-based fare
  - Regional fare and monthly pass price decrease improves transit competitiveness
  - No local fare trip competitiveness improvement
- **Simplicity:**
  - Simplified fare structure and payment except for airport trips

# **Alternatives: Comparison**

# Alternatives – Comparison

## Alternative A

	Local	Regional	Airport
3-Hour Pass	\$2.75	\$5	\$10
Daily	\$5.50	\$10	
Monthly	\$88	\$160	

- 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

	Local/Regional	Airport
3-Hour Pass	\$3	\$10
Daily	\$6	
Monthly	\$96	

- 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

# **Other Policies and Programs**



# Other Policies and Programs Under Consideration

## Improving transit mobility and access for financially burdened customers

- Fare discount changes
- Expanding LiVE program access
- Nonprofit and social service agency grant program
- Affordable housing program
- Semester pass for non-CollegePass institutions (e.g., community colleges)

## Simplifying pass programs and promoting opportunities to encourage pass purchases

- Bulk purchase program with 10% discount
- EcoPass pricing simplification for employers with <3,000 employees

# Discounted Fares

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## Recommended:

- 50% LiVE discount would align with discount for seniors, persons with disabilities and Medicare cardholders

## Under Consideration:

- 70% Monthly Pass/fare cap discount for customers paying discounted fares
- Single fare for discount customers **regardless of distance traveled/services used**
- Free fares for youth (may require external funding partner)
- Increased access opportunities to apply for LiVE program
- LiVE eligibility for adults in households at or below 200% of federal poverty guidelines

## Not Under Consideration:

- Aligning the Youth discount by reducing discount from 70% to 50%

# Recent Engagement Activities

# Engagement Activities

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- Customer and community meetings
  - Virtual Zoom meetings
    - October 20, 2022 (English) and October 27, 2022 (Spanish)
- Outreach events at Denver Union Station, Boulder and Aurora
- Community/customer survey
  - English and Spanish versions
- Press release, website update and social media campaign
- Internal updates
  - Inside Connections (newsletter)
  - Facts-n-Snacks (presentation and Q&A)

**Next Steps**

# Next Steps

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- 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

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