



# North Area Transportation Alliance Board Meeting

June 24, 2021



# Agenda



- Welcome by Chair Jessica Sandgren
- Approval of April 22, 2021 NATA Meeting Minutes
- Action to approve Westminster's Update to NATA Priority Project List
- Smart Commute Updates: Karen Stuart, Carson Priest, Catherine Sanders
  - Employer Traffic Reduction Program (ETRP) update
  - Briefing on Transportation Legislation (SB260, SB265, SB238)
  - Events Highlights
- RTD Fare Study Input Presentation: Debra Johnson and Bill Sirois
- RTD Directors' Reports: Directors Buzek, Cook, Davidson, Guissinger, Whitmore
- RTD Accountability Committee Draft Recommendations
- Smart Commute's eBikes Grant Program Presentation: Jeanne Shreve, Program Manager

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# Priority Project List Updates



## Proposed Priority Project Addition - Westminster

- Federal Parkway Multimodal Transportation Improvements
- This project would make improvements to Federal Parkway between 120<sup>th</sup> Avenue and 122<sup>nd</sup> Avenue, adding a motor vehicle travel lane in each direction and bike lanes. The project would also provide connection to the regional Dry Creek Trail. The roadway carries 12,000 vehicles per day and is not functionally obsolete. When sufficient funds are available Westminster will consider completing improvements to SH 128/Zuni.
- Current status- Westminster has completed a 95% design package.
- Cost: \$ 5,133,893. State and Federal funding will be sought with a local match.

The next opportunity to propose edits, additions or changes to the list will be September, 2021



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# ETRP Update



- Smart Commute in TMO Coalition for Party Status
- Smart Commute working to contact all large north area employers (100+ employees)
- ETRP will require three things: Registration, Survey, and ETRP Plan
- Draft rule will be slightly modified and will be reviewed by the Air Quality Control Commission (AQCC) at their August Hearing (August 18-20)

# SB21-260 Sustainable Transportation System



Transforms funding for transportation through new fee revenue



Aligns environmental planning and coordination with future transportation projects

# SB21-260 Sustainable Transportation System

Provides on-going stable funding from the new fees with anticipated 10 year revenues for CDOT

CDOT HUTF =  
\$1.286 billion

Local HUFT =  
\$947 million

Bridge/Tunnel  
Enterprise =  
\$522.8 million

Revitalizing  
Main Streets =  
\$85 million

Multimodal and  
Mitigation  
Fund =  
\$450 million

Public Transit  
Enterprise =  
\$135 million

# SB21-260 - Two New Enterprises within CDOT

- ▶ Clean Transit Enterprise - will support the replacement of existing gasoline and diesel transit vehicles with electric motor vehicles = \$289 million
- ▶ Nonattainment Area Pollution Mitigation Enterprise - will work to mitigate environmental and health impacts of increased air pollution for motor vehicle emissions in nonattainment areas = \$184 million



# SB21-265 Transfer to the State Highway Fund



JBC dedicates \$124 million to state highway fund



Funding is flexible; TC and Budget Office will prioritize the funding

# SB21-238

## Create Front Range Passenger Rail District

- ▶ Creates a rail district along the Front Range
- ▶ Largest special district in the state
- ▶ Governance structure will bring a sales and lodging tax question to local ballots to fund rail lines
- ▶ New rail district replaces Southwest Chief/Front Range Rail Commission previously under CDOT

# Community Outreach Events

- ~~[June 5: Baseline Trail Days Event](#)~~
- ~~[June \(first week\): Broomfield Trail Days Event](#)~~
- June 24: Brighton Full Moon Bike Ride
- June 24: Northglenn Full Moon Bike Ride
- [July 1-8: Sorin' Thru Thornton Scavenger Hunt](#)
- [July 23: Brighton Full Moon Bike Ride](#)
- July 23: Northglenn Full Moon Bike Ride
- [August 7: Thornton Bike Rodeo](#)
- August 21: Northglenn Full Moon Bike Ride
- August 22: Brighton Full Moon Bike Ride
- September 20: Brighton Full Moon Bike Ride
- September 20: Northglenn Full Moon Bike Ride
- [September 22: Bike to Work Day](#)





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# **System-wide Fare Study and Equity Analysis**

North Area Transportation Alliance (NATA)

June 24, 2021

# System-wide Fare Study Overview

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- Feedback that RTD's fare structure is too complicated and RTD fares are too high
- Required to follow Federal Transit Administration (FTA) guidance including:
  - Extensive stakeholder outreach
  - Fare equity analysis of any permanent fare change (longer than 6 months)
  - Up-to-date ridership data (can't use data older than 5 years)
- Fare study process will take minimum of 18 months to complete
- RTD plans to hire consultant team to conduct detailed analysis and outreach
- Outreach in summer 2021 focused on feedback on current fare structure to inform scope for consultant

# Purpose and Types of Fares

# Purpose of Fares

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**A fare is a fee paid by a customer for use of a public transit system**

- **Contributes to the operational cost of the transit system**

For RTD, fares typically cover about 15-20% of operating costs. The remainder of operating costs are primarily covered by sales and use tax revenue and operating grants.

- **Helps manage demand to match capacity**

Many factors determine capacity that cannot be easily changed.

Examples: number of operators (labor market), rail lines, maintenance facilities, parking



# Types of Fares

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- **Flat Fare**

Fixed price

- **Zone-Based Fare**

Price depends on number or location of geographically determined fare zones traveled

- **Distance-Based Fare**

Based on distance traveled between origin and destination station or stop

- **Variable Fare**

Price depends on factors such as time of day, demand for service, or how early ticket is purchased

# Types of Fares Used by RTD

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- **Flat Fare**

Local and Limited Bus service

- **Zone-Based Fare**

- **Number of zones traveled in**

Light rail and commuter rail (Rail Fare Zones A, B, and C), Flatiron Flyer, Access-a-Ride

- **Airport Fare Zone**

Trips that begin or end at Denver International Airport (DEN), regardless of trip length

- **Distance-Based Fare**

Regional bus service, SkyRide bus service if not traveling to or from the airport

# RTD Fare Structure

June 29, 2021

# Service Levels

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## ■ Local

Local and Limited bus service; 1-2 rail fare zones; Local trips on Regional, Flatiron Flyer, and SkyRide bus service; FlexRide

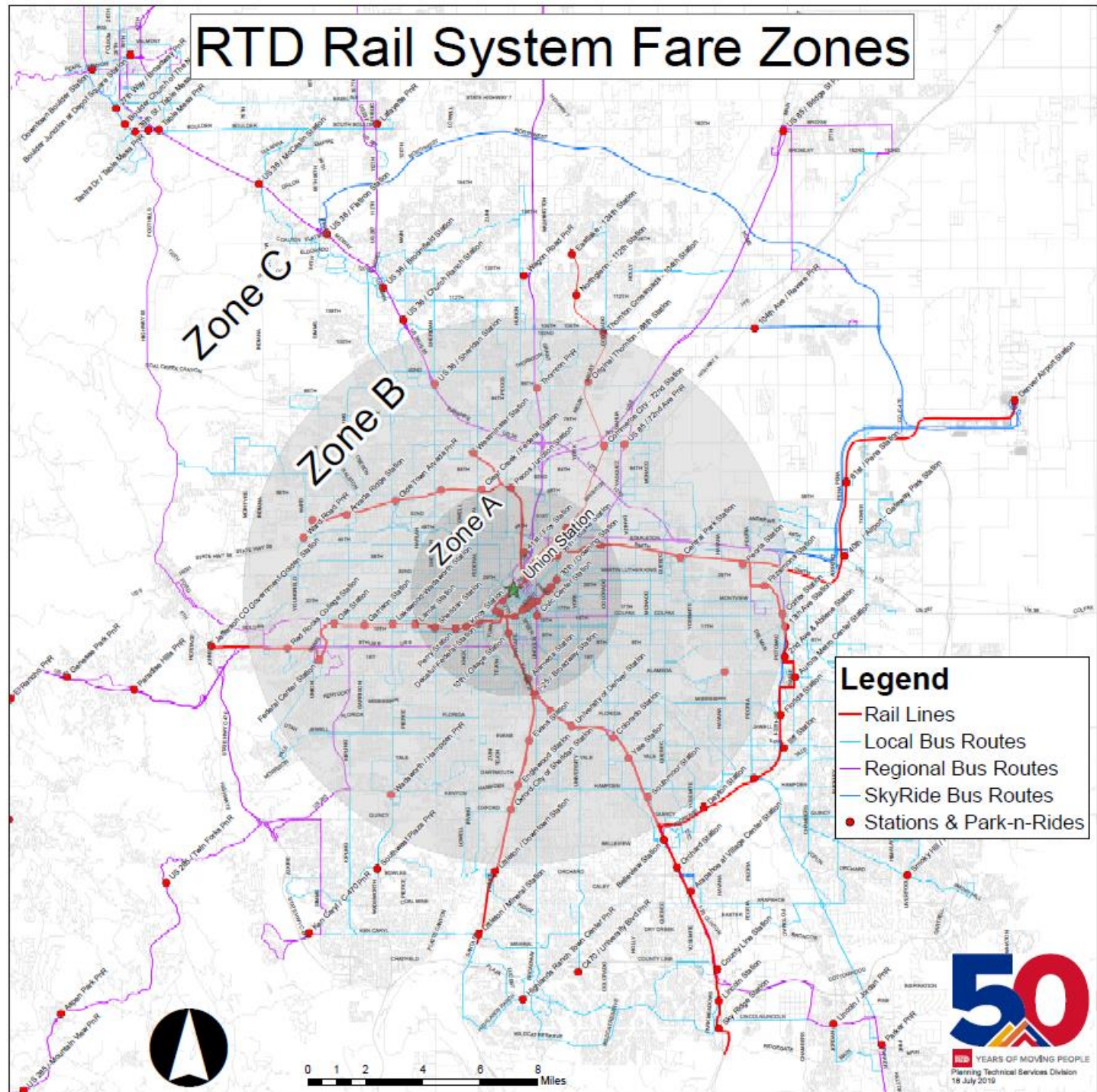
## ■ Regional

Regional bus service, Flatiron Flyer, 3 rail fare zones, Regional trips on SkyRide bus service

## ■ Airport

Any trip starting or ending at DEN on University of Colorado A Line or SkyRide bus service. Other trips on these services only require Local or Regional fare.

# Fare Boundary Map



June 29, 2021



# Fare Products

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## ■ 3-Hour Pass

- Unlimited trips within 3 hours, includes transfers in any direction
- 3-hour time window between first and last boarding

## ■ Day Pass

Unlimited trips within RTD service day (until 2:59 a.m. of following morning)

## ■ Monthly Pass

Unlimited trips within calendar month

## ■ Access-a-Ride Trip

- One-way door-to-door trip

# Discount Levels

## ■ 40% Off

LiVE Income-Based Discount\*

## ■ 50% Off

• Seniors

• Individuals with Disabilities

• Medicare

## ■ 70% Off

Youth

*\*Limited fare product options available*

If you ride the bus or train with a discount pass or ticket, you must show one of the following as proof of eligibility:

### YOUTH

Youth ages 6–19 receive a 70 percent discount by showing



- Middle or high school ID, or
- Government-issued photo ID showing passenger's age, or
- RTD-issued Youth Special Discount Card

Up to three children ages 5 and younger ride free with a fare-paying adult.

### SENIORS 65+

Passengers 65+ receive a 50 percent discount by showing



- Government-issued photo ID showing passenger's age, or
- Medicare card, or
- RTD-issued Special Discount Card

### INDIVIDUALS WITH DISABILITIES

Passengers receive a 50 percent discount by showing



- Medicare card or
- RTD-issued Special Discount Card

### LiVE

Individuals enrolled in LiVE, RTD's income-based fare discount program, receive a 40 percent discount and must show a LiVE Discount identification card when using one of these forms of fare media:



- LiVE MyRide card, or
- LiVE mobile ticket (3-hour pass or day pass), or
- LiVE ticket issued by a government or nonprofit agency

To qualify for LiVE, you must be between the ages of 20 and 64, live within the RTD service area, and have a household income at or below 185 percent of the Federal Poverty Level.

For more information about this program or to apply, visit [rtd-denver.com/LiVE](https://rtd-denver.com/LiVE)

# Pricing (Example: Full Fare)

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- **3-Hour Pass\***

Local \$3

Regional \$5.25

Airport \$10.50

- **Day Pass** (2x price of 3-Hour Pass)

Local \$6

Regional/Airport \$10.50

- **Monthly Pass** (38x price of 3-Hour Pass)

Local \$114

Regional/Airport \$200

- **Access-a-Ride Trip**

Local \$5

Regional \$9

Airport \$20

*\*\$0.20 discount per full fare 3-hour trip if using 10-ride ticketbook or MyRide stored value smart card*

See pricing for discounted fares (70% off/50% off/40% off) at [rtd-denver.com/fares-passes/fares](https://rtd-denver.com/fares-passes/fares)



# Pass Programs

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## ■ **EcoPass**

Employers

## ■ **Neighborhood EcoPass**

Contiguous neighborhoods, apartment buildings or HOAs

## ■ **CollegePass**

Institutions of Higher Education

- Unlimited trips during contract period
- Contracts are for calendar year or academic year
- **Insurance system (“all-in”)**

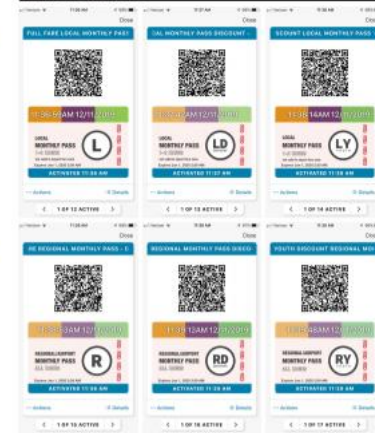
Mobile 3-hour Pass



Mobile Day Pass



Mobile Monthly Pass



Bus Tickets



Paper Fare Products



Smart Cards



TVM Tickets



Monthly Passes



\* Products are actual size

# Feedback on Current Fare Structure – Mentimeter Survey

June 29, 2021

# Discussion

June 29, 2021

# Next Steps

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- Gather targeted stakeholder outreach on current fare structure – **June through early August 2021**
- Finalize scope of work and release Request for Proposals (RFP) for consultant – **late summer/fall 2021**
- Select consultant and issue notice to proceed – **late fall/winter 2021**
- Fare Study and Equity Analysis process with consultant – **winter 2022 to fall 2022**
- Board review and adoption of fare study recommendations – **fall 2022**
- Implementation of fare structure changes – **spring 2023**



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# RTD Accountability Committee

## Draft Recommendations



# Governance



*RTD should have a more collaborative decision-making structure to increase input from local communities*

- Sub-regional Service Councils
- Board of Directors





# Operations



*RTD should simplify fares and pass programs to improve the customer experience and increase ridership*

- Fares and Pass Programs
- Operator Retention



# Service



## *Strategies to improve RTD's service delivery*

- Accessibility + Infrastructure
- Multimodal Transportation
- Service Delivery



# NW Rail / Unfinished FasTracks



*The five unfinished FasTracks corridors, and Northwest Rail, in particular, are a significant financial and operating challenge for RTD. Six recommendations are provided to explore achievable options while continuing to keep commitments to voters*



# Using Federal COVID-19 Relief Funds



*Six recommendations aimed at stabilizing RTD operations, restoring services, rebuilding trust, attracting new and returning riders, and helping the agency recover from the COVID-19 pandemic*



# Partnerships



*Eight recommendations aimed at partnerships with local governments, non-profits, business, and institutions that will offer opportunities to leverage and expand RTD resources and revenues*



# Transparency and Reporting



*RTD should provide prominent, accessible and easy-to-understand financial and performance information on its website for the public, stakeholders, partners, and elected officials*

- System Performance
- Financial



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# Can Do Colorado eBike Program 2021-23

- Provides eBikes and accessories for 35 low-income workers
- Loan-to-Own Model - (through September 30, 2023)
- 2 deployments
  - June - 10 eBikes
  - ~ August/September - 25 eBikes
- To Qualify
  - Must make \$30,864 or less annually. There is some leeway for the income requirement but needs State approval
  - Live in Adams or Broomfield and work in Smart Commute's service area
  - Use the eBike for commutes to work and other trips around town
  - Must be willing to actively record trip data using the NREL phone app
  - Pay \$250 refundable deposit (limited scholarships available)
  - Live within 10-miles of worksite



Ever considered using an electric bike instead of a car to get to work & running errands?

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**GOOD NEWS!**

Smart Commute has received a grant from the Colorado Energy Office (CEO) to provide low-income essential workers electric bikes (eBikes) and accessories to commute to work and for trips around town.

To qualify, applicants must live in Adams County or Broomfield County, work in Smart Commute's service area, and meet income requirements.



**INTERESTED?**

Contact Jeanne Shreve, eBike Program Manager  
@ 720.263.0106 for more information

**HURRY!**

Space is limited to 35 qualified participants!



# Can Do Colorado eBike Program 2021-23

- What Smart Commute will promote/test:
  - Increase access to eBikes for low-income essential workers while maximizing air quality benefits
  - Providing a convenient, non-SOV transportation option
  - Flexibility to try eBiking as a transportation option without a long-term commitment
  - Potential to replicate /scale-up approach at other suburban employment centers with a large demand for low-income, entry-level workers




# Can Do Colorado eBike Program 2021-23


- *Can Do Colorado eBike Program Budget: \$148,850*
- **Funding Sources**
  - \$50k in Colorado Energy Office Funds
  - \$98k in existing grant funding from the Flexible Micro Transit and Mobility Options (144th/I25 program)
  - Smart Commute local match fund
- **What it pays for:**
  - eBikes and accessories
    - 30 upfront eBikes
    - Up to 5 Recumbent/eTrikes for adaptive use
  - Training & eBike maintenance
  - Incentives
  - Staff time



# Smart Commute eBike Program Participatns

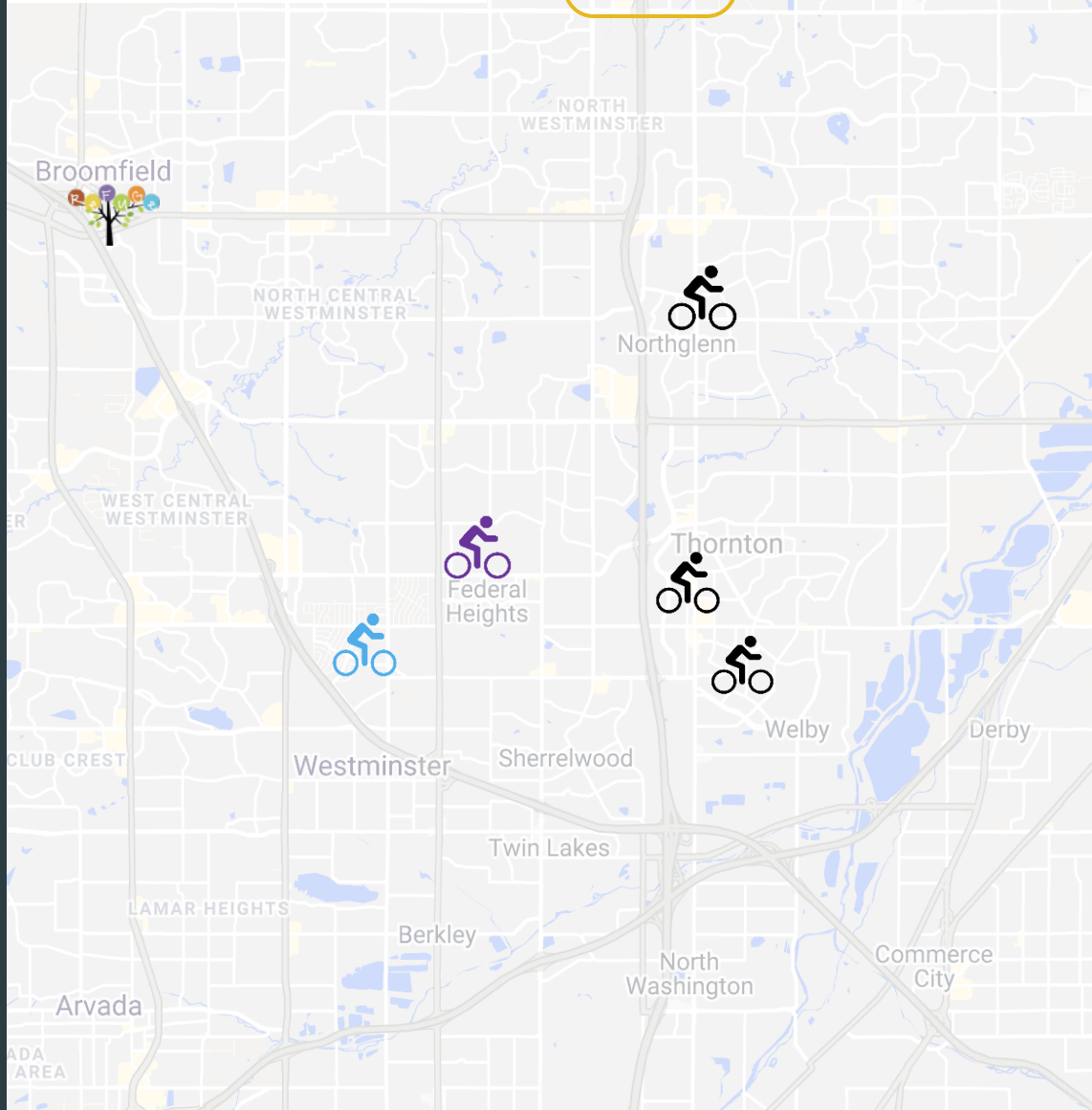
 Works at Amazon DEN3, Thornton

 Works at the Refuge,  
Broomfield

 Provides in-home childcare in multiple  
locations, Westminster

144th & 1-25  
FlexRide  
Service Area

amazon



# Can Do Colorado eBike Program 2021-23

## ➤ *Where We Are & Next Steps*

➤ *6 approved participants (as of 6-22)*

➤ *5 under Phase I*

➤ *1 under Phase II*

➤ *Continue screening prospective applicants*

➤ *Writing ad package for Phase II deployment*

➤ *Outreach to local agencies, non-profits, and businesses*

***Interested?***

***Contact Jeanne Shreve***

***[j.shreve@smartcommutemetronorth.org](mailto:j.shreve@smartcommutemetronorth.org)***

***303-915-0885***



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