

## PASS PROGRAM WORKING GROUP – HOW TO TELL WHETHER ANY IDEA IS THE RIGHT IDEA – STARTER LIST

### Guiding Principles from RTD Senior Leadership Team

- |                       |   |
|-----------------------|---|
| ✓ Cost-effectiveness  | ✓ Meeting strategic budget plan targets   |
| ✓ Equitable access    | ✓ Brand loyalty                           |
| ✓ Convenience         | ✓ Revenue certainty                       |
| ✓ Increased ridership | ✓ Simplifying rider-operator interactions |

### Outcomes Specific to the Mission of the Pass Program Working Group

- Expand Ridership
  - Increase ridership
  - Increase mode share
  - Encourage people to take transit/reduce barriers to taking transit
- Preserve/Promote Loyalty
- Make Programs Simple to Make It Easy to Choose Transit
  - Reduce administrative costs
  - Simplify the process for accessing the program/getting the passes/boarding buses and trains
- Rational and Transparent
  - Outcome known in advance
  - Simple, straight-forward math
  - No black-box calculations
  - Fairness between neighborhoods, between employers, etc.
- Financially Sustainable
- Equity/Fairness
- Meet the needs of the transit-dependent and provide access for those that need it most
  - Affordable
  - Available
  - Accessible
  - Acceptable
  - Accommodation
- Appeal to all economic levels – everyone rides
  - Aging population
  - Young
  - Old
  - Millennials
  - Everyone
- Technology Leader – leapfrog to the next technology
- And, of course, advance the big-picture list (see below)

### Big Picture – Shared Values Connected to Transit Generally (No Necessarily Specific to the Pass Program Working Group)

- Use transit to advance economic needs
  - Accommodate new growth
  - Serve employment growth
  - Provide access to jobs for job seekers
  - Make the region competitive
  - Contribute to affordable living and more equitable distribution of housing opportunities
- Use transit to protect the environment
  - Relieve congestion on roads and reduce parking demand as the region grows
  - Reduce need to build more roads, build more parking and accommodate single-occupant car trips
  - Improve air quality by reducing congestion
- Use transit to improve mobility for those who are least able to pay for transportation
  - Reduce the share of one's budget needed for transportation, particularly those who can least afford cars, insurance, parking, maintenance...
- Use transit to help shape the region
  - Direct development and respond to/serve new development
  - Promote walking (and walkable neighborhoods) and public health
- Use transit to promote freedom to travel
  - Promote mobility for everyone
  - Give people safe ways to travel
  - Promote mobility for specific groups – students, job seekers, etc.