**RTD PASS PROGRAM WORKING GROUP**

**February 27, 2017 – DRAFT Agenda**

RTD – Civic Center – 19th Floor

**Meeting Objectives:**

* Final Agreement – Core Elements of the Package
* Details of Implementation

1:00 Preliminaries – Welcome, Introductions, Reminder of PPWG Mission, Agenda Preview

The Pass Program Working Group will make recommendations to RTD-Denver staff on revisions to all RTD pass programs. The working group will seek consensus recommendations to the RTD-Denver staff. The Pass Program Working Group will:

* + Revisit and refine goals for each pass program,
  + Refine pricing and administration of each pass program,
  + Recommend pass program policy revisions, and
  + Recommend criteria for RTD to use in evaluating future proposals for new pass programs

Guiding Principles

* + - Cost-effectiveness
    - Equitable access
    - Convenience
    - Increased ridership
    - Meeting strategic budget plan targets
    - Brand loyalty
    - Revenue certainty
    - Simplifying rider-operator interaction

1:10 Input from Riders/Pass Holders/Members of the Public

1:40 Discussion – Finalizing the Recommendation – Consensus Checks Throughout – this includes any recommendations beyond the core recommendation of passes and prices (additional considerations for sustained funding, etc.)

3:20 Recap – Agreements, Areas of Disagreement – Final Outcome

3:30 Wrap-Up, including Presenting the Recommendation to RTD Senior Leadership

4:00 Adjourn