



2019 Annual Meeting

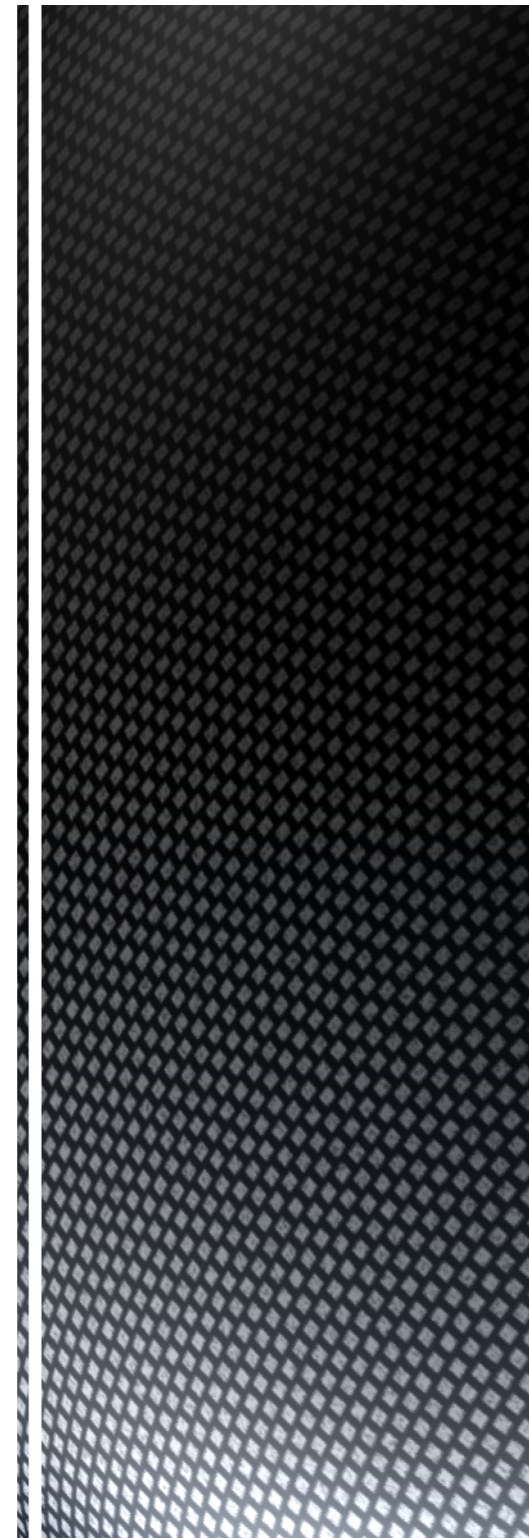
Holiday Neighborhood EcoPass Presentation

by

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- What is the Holiday Neighborhood EcoPass Program?
- Who can use it?
- How do I get a Holiday Neighborhood EcoPass?
- How long is it valid for?
- How is it paid for and how much does it cost the Holiday HOA?
- How much is it used?
- What's new in 2019?

Topics Covered in this Presentation



- Neighborhood EcoPass is a discounted pass purchased by neighborhoods inside the RTD district for all of its residents. Residents are issued an EcoPass smart card valid for up to one year.
- An EcoPass allows for free, unlimited access to all Local and Regional bus and light rail routes across the RTD network in Boulder and the Denver metropolitan area.
- For example, the SKIP and 204 bus routes serve our Holiday Neighborhood.
- Trips to DIA on the SkyRide are also free with your Holiday Neighborhood EcoPass.
- You can find more information on the main RTD web site at www.rtd-denver.com/index.shtml .

What is the Holiday Neighborhood EcoPass Program?

- The Holiday Neighborhood EcoPass program is for **residents** of the Holiday Neighborhood only - see map at <http://www.holidayneighborhood.com/map.php> for the geographic boundaries of the Holiday Neighborhood
- There is no limit to the number of EcoPasses per household (proof of residence is required, though)

Who can use it?



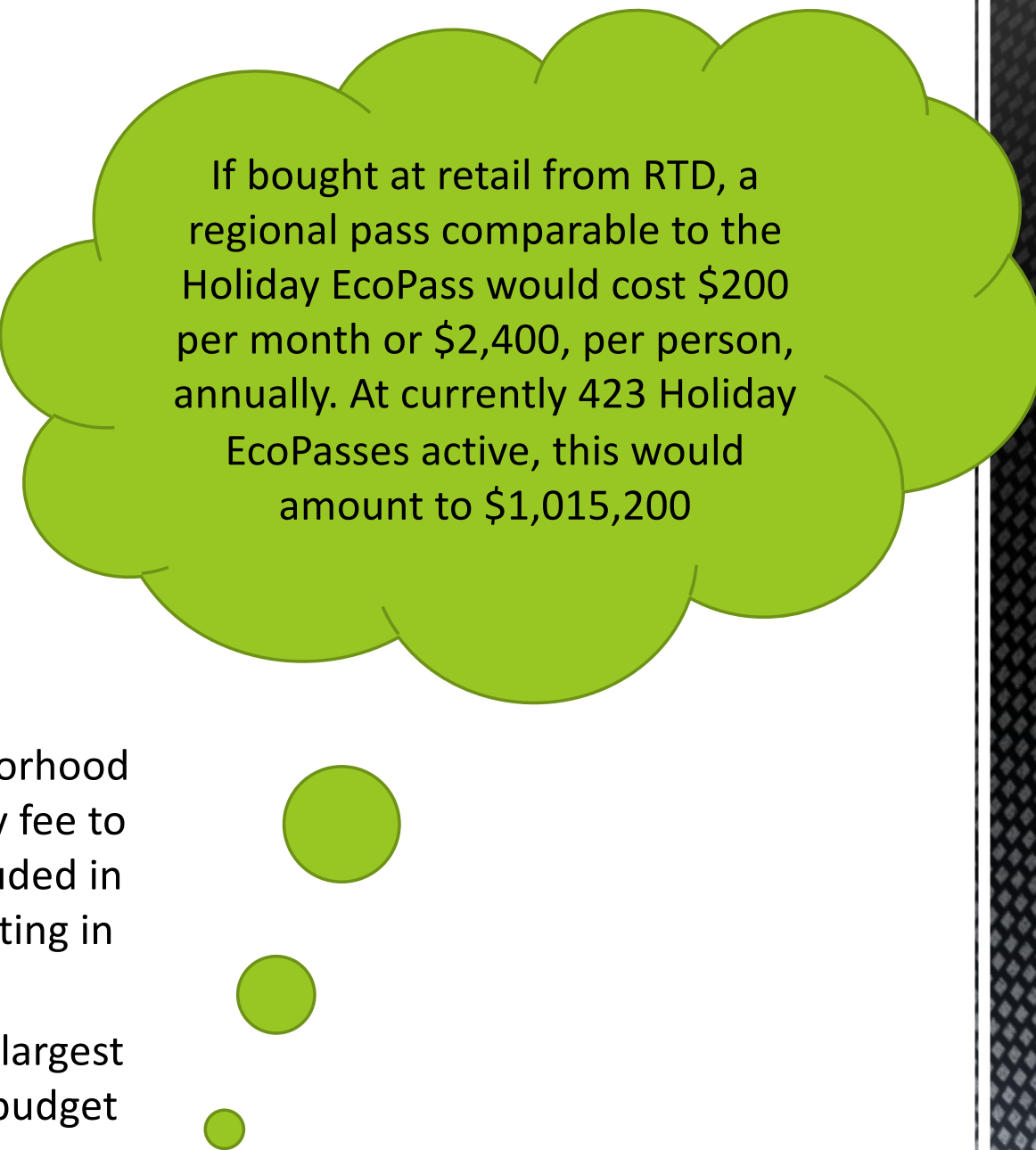
- Go to one of the end-of-year official Holiday Neighborhood EcoPass handout/renewal sessions as advertised through the annual mail out, as well as fliers and door hangers in the neighborhood
- During the year, send email to holidayecopass@comcast.net to get an automated response with latest instructions on where, when and how to get help with your Holiday Neighborhood EcoPass needs.
- Again, this program is available only to residents of the Holiday Neighborhood

How do I get a Holiday Neighborhood EcoPass?

- Your Holiday Neighborhood EcoPass is valid for one calendar year (Jan - Dec) at the end of which you will need to go to one of the Holiday Neighborhood EcoPass Renewal sessions (see previous slide) to get your pass renewed for the next calendar year
- Residents who do not get their Holiday Neighborhood EcoPasses renewed will have their cards deactivated.

How long is
my EcoPass
valid for?

How is it paid for and how much does it cost the Holiday HOA?

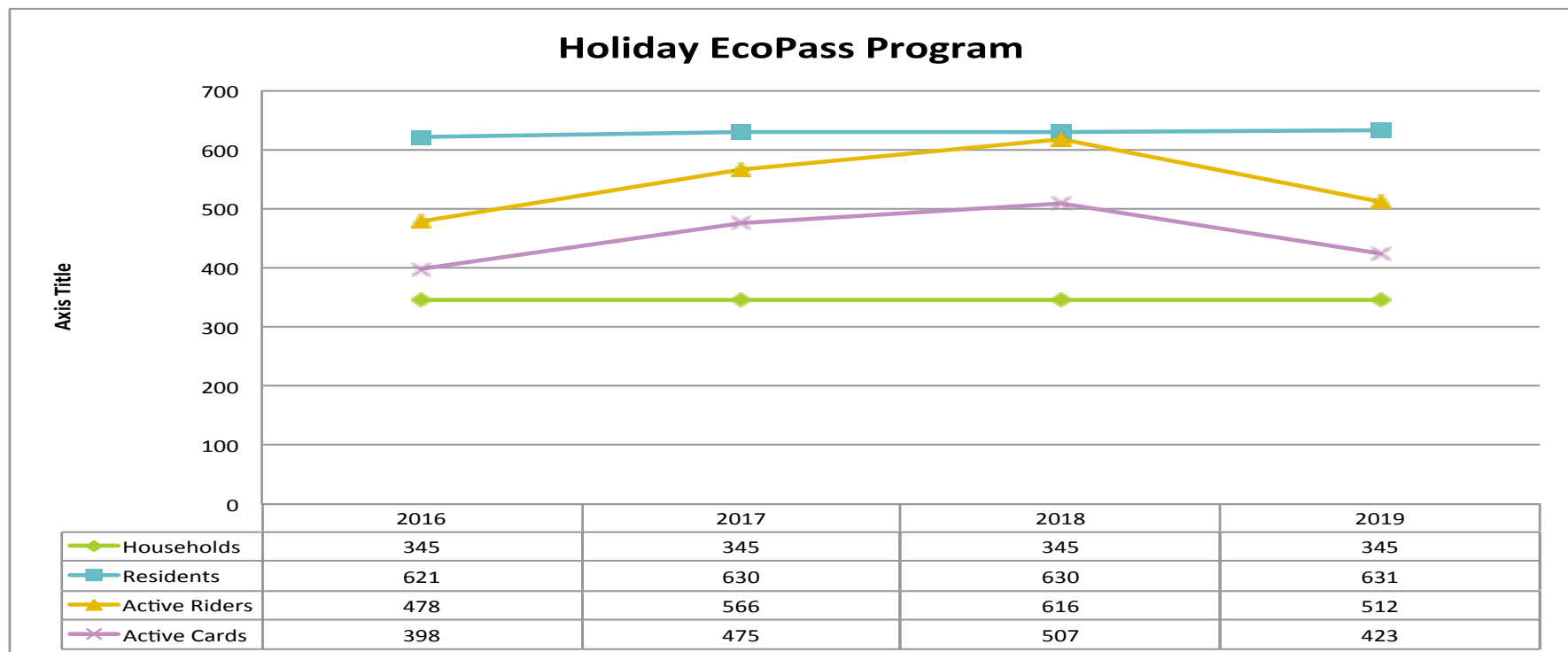


If bought at retail from RTD, a regional pass comparable to the Holiday EcoPass would cost \$200 per month or \$2,400, per person, annually. At currently 423 Holiday EcoPasses active, this would amount to \$1,015,200

- As a resident, your Holiday Neighborhood EcoPass is paid for by your monthly fee to the Holiday Master HOA (or is included in your rental fee, in case you are renting in Holiday).
- The EcoPass program is one of the largest items on the Holiday Master HOA budget
- It accounts for about \$26,000 in the 2019 budget

How much usage does the HOA get out of the Holiday Neighborhood EcoPass program?

- In the past RTD was not able to share usage data for the Smart Cards. So we kept our own stats, like this



How much usage does the HOA get out of the Holiday Neighborhood EcoPass program?

- In October 2018 RTD was able to share usage data for the Smart Cards for 2017
- RTD counted a combined 21,735 rides for the Holiday Neighborhood EcoPasses in 2017.
- That's about 46 rides per pass and an average of 3.8 rides per pass per month

| <u>Ridership</u> | | | | | |
|------------------|----------------|----------------|----------------|----------------|----------------|
| Local | Local | Regional | Regional | Airport | Airport |
| Full Fare | Discount Fare | Full Fare | Discount Fare | Full Fare | Discount Fare |
| First boarding | First Boarding | First boarding | First Boarding | First boarding | First boarding |
| 9,631 | 8,332 | 2,178 | 662 | 677 | 255 |

- New billing: The EcoPass program used to be billed per household (one price per residence in the neighborhood, no matter how many people resided under that address) but RTD for 2019 has now switched to billing per usage.
- New pricing: RTD has increased fares on all rides <http://www.rtd-denver.com/Fares.shtml>, but also increased the discount offered to riders between the ages of 6 and 19 from 50% to now 70%
- New EcoPass cards for Holiday residents
 - Youth 6-19 will need the **new youth card**
 - Seniors turning 65 will still need a new discount card
 - Youth turning 20 will still need a new full fare card

What's new in 2019?



- The chart on this slide shows Holiday's payment history over the past 10 years and a projection for the coming years (based on 2017 usage)
- Significant jumps (up or down) are in yellow highlight



Enjoy your
Holiday
Neighborhood
EcoPass!