



2020 Annual Meeting

Holiday Neighborhood EcoPass Presentation

by

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Topics Covered in this Presentation

- 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?

- Neighborhood EcoPass is a subsidized 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 .

*subsidy comes from the City of Boulder, i.e. not RTD

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 beginning-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**.

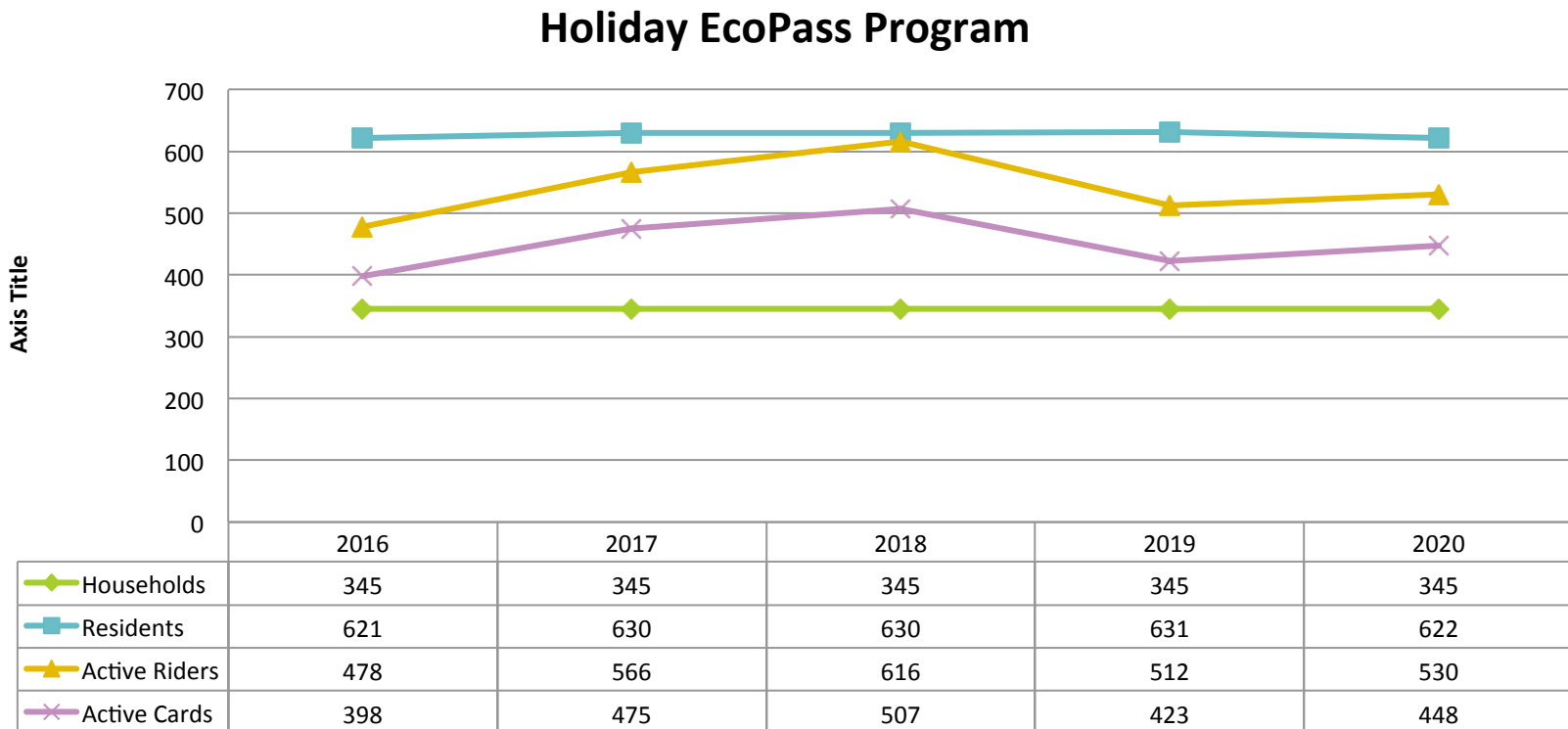
How long is
my EcoPass
valid for?

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 448 Holiday EcoPasses active, this would amount to \$1,075,200. Even for just a Local pass (\$114/month) the cost would be \$612,864

- 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 \$31,000 in the 2020 budget

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



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- In October 2018, RTD was able to share usage data for the Smart Cards for 2017 and in October 2019, they shared data for 2018.
- RTD counted
 - a combined **21,735** rides for the Holiday Neighborhood EcoPasses in 2017 and
 - **24,728** rides total in 2018.
- That's about
 - 46 rides per pass and an average of 3.8 rides per pass per month with the 2017 numbers and
 - 55 rides per pass or 4.5 rides per pass/month in 2018.

- New billing: The EcoPass program used to be billed per household (one price per household in the neighborhood, no matter how many people resided under that address) but RTD since 2019 has now switched to billing per usage.
- Also since 2019: New EcoPass cards for Holiday Youth residents
 - Youth 6-19 will need to switch to the new youth card (70% less cost per ride compared to FULL FARE! 20% less cost compared to the DISCOUNT cards many of the youth are still riding on to this day!)

What's
new?

What is new in 2020?

HOLIDAY EcoPass Contract History										**	**	**
Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	
RTD Price	\$29,827	\$29,827	\$30,082	\$33,984	\$33,888	\$33,888	\$40,666	\$48,799	\$58,559	\$70,271	\$72,342	
Change from previous year	1%	0%	1%	13%	0%	0%	20%	20%	20%	20%	3%	
Boulder Subsidy	\$8,948.10	\$8,948.10	\$9,075.60	\$13,253.76	\$11,860.80	\$12,538.56	\$15,046.27	\$18,055.53	\$21,666.83	\$26,000.27	\$26,766.54	
Boulder Subsidy in %	30%	30%	30%	39%	35%	37%	37%	37%	37%	37%	37%	
TOTAL	\$20,878.90	\$20,878.90	\$21,006.40	\$20,730.24	\$22,027.20	\$21,349.44	\$25,619.33	\$30,743.19	\$36,892.17	\$44,270.73	\$45,575.46	
Change from previous year	1%	0%	1%	-1%	6%	-3%	20%	20%	20%	20%	3%	
				**Pricing Estimates for Years 2020 & 2021 are now based on 2018 card utilization								
				Actual pricing will be based on the previous year's usage, though								

- The chart on this slide shows Holiday's payment history over the past 8 years and a projection for the coming years (based now on 2018 usage)
- Significant jumps (up or down) are in yellow highlight
- The currently **37% discount** comes **from** the **City of Boulder**. They do this because of the economic and environmental value of the program
- Good news is that for this chart the 2020 number now is going to be also capped at 20% increase (i.e. not the 29% previously anticipated). Hence the previous \$62,994 is "only" going to be \$58,559
- The high mark, though, has currently increased and we may hit that number in 2022
- The increase is due to the rise in the total number of rides counted by RTD between 2017 and 2018 (see previous slide on usage)



Enjoy your
Holiday
Neighborhood
EcoPass!