



## ETC ZOOM Meeting Summary Tuesday, July 14, 2020 11:30 a.m-1:00 p.m.

### Meeting Agenda

- Champions Introductions
- Program Overview with Goals Discussion
- Current Traffic Data
- RTD Overview of Ecopass Program
- Next Meeting Topics

### ETC Team and Champions Introductions

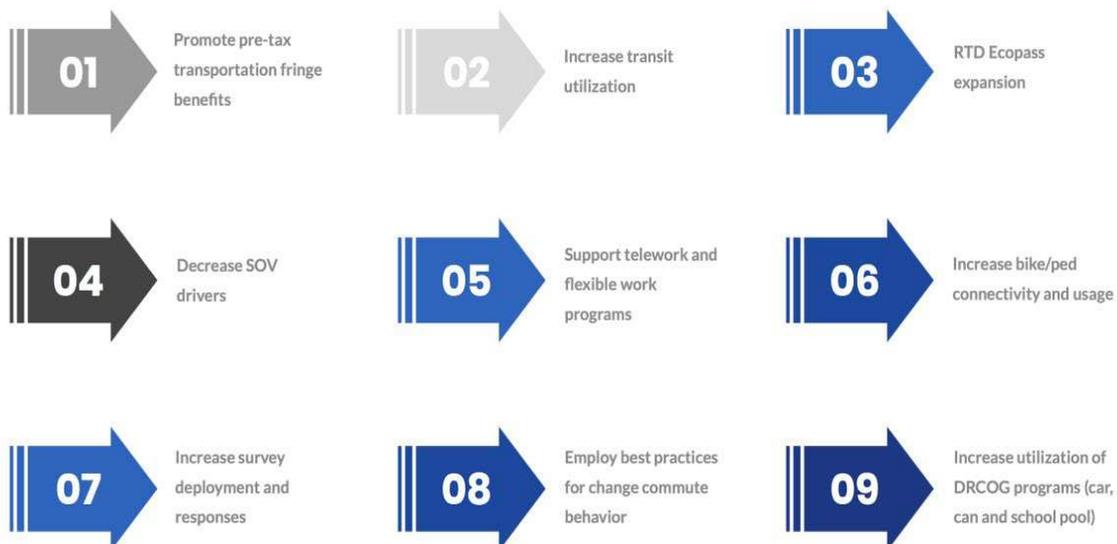
TMA Board Chair Mayor Jackie Millet welcomed the champions to the first meeting. Denver South's Sheryl Machado reiterated Denver South's appreciation and willingness of the group to come together to support the goals of this initiative. As ideas are shared, we wanted to make all of the Champion's emails available to the group as we work collectively together.

### Program Overview and Goals:

- Promote transportation solutions
- Policies and programs to improve **commuter experience** and **air quality** in the region
- Opportunity to create **business-friendly initiatives** and solutions in advance of potential mandates for employers

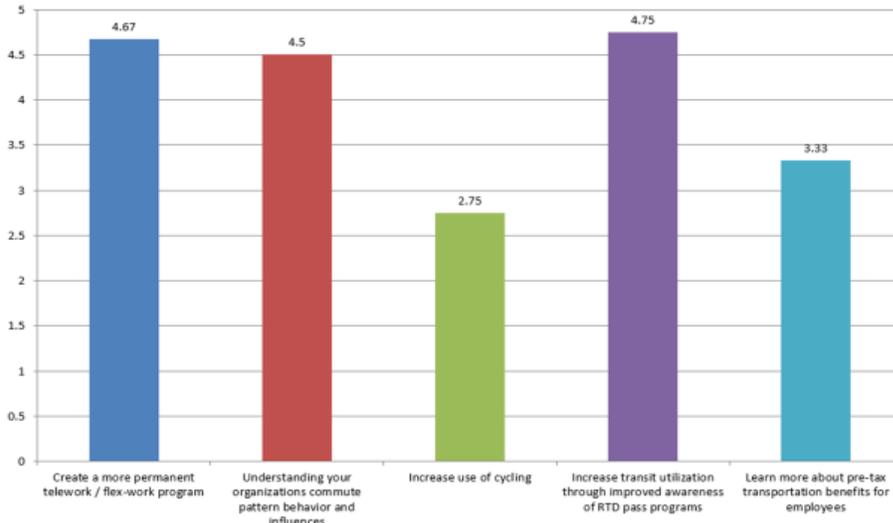
The following nine project goals were shared with the group with an emphasis being placed on transit for the first ETC meeting as a result of a pre-meeting survey taken of the ETC's.

## EMPLOYEE TRANSPORTATION CHAMPIONS GOALS



## SURVEY RESULTS

Please rate the following ETC priorities based on importance to you and your organization on a scale of 1-5.



### Your Top 3 Priorities:

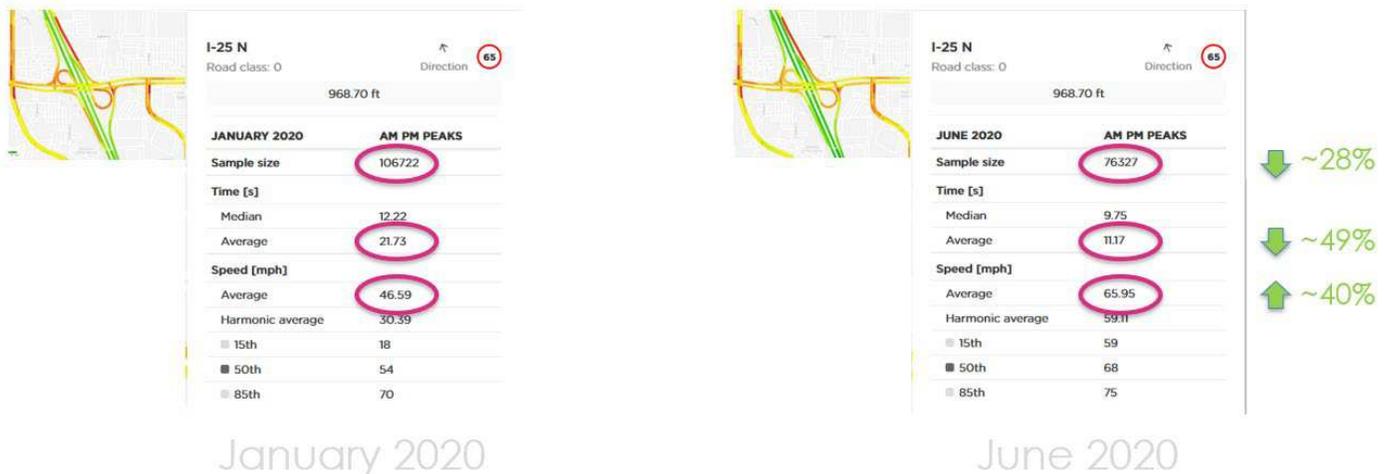
- Increase transit utilization
- Create a more permanent telework/flexwork program
- Understand employees commute patterns

### Data Analysis Commuting In Denver South Today:

Daniel Hutton with Denver South spoke to current traffic patterns in Denver South illustrating Denver South's ability to track and measure data. Given the pandemic we see traffic is down approximately 28% at the I-25 and Arapahoe intersection comparing data from January to June 2020.

## COMMUTING IN DENVER SOUTH TODAY

### TomTom Data – I25 & Arapahoe Example



### RTD EcoPass Program

Katie Cordova and Theresa Rinker with RTD shared information on the EcoPass program. (See contact information below.) Denver South partners with RTD to promote discount programs for employers. We are available to conduct information transit zoom sessions or in person meetings at a later date to help answer questions and facilitate increased transit utilization.

## What is the EcoPass Program?

- RTD's EcoPass is an annual smartcard, only available through participating employers.
- All employees must be included regardless if they use the pass or not.
- EcoPass provides up to one calendar year of unlimited Local, Regional bus and rail service including trips to and from the airport. *The only services not available are special services, which include: Access-a-Ride, Broncos Ride, Buff Ride, etc. These are busses for specific special events or services.*
- EcoPass is valid 24 hours a day, seven days a week, including holidays.
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## EcoPass Pricing

- Pricing is based on ALL full-time employees at associated business address
- Part time employees are elected but ALL must be included if chosen to participate

## Three options:

- Employer paid program
- Cost sharing plan- Can be done via a pre-tax payroll deduction
- Total cost passed to employees –Pre-tax payroll deduction
- Contract valid for the calendar year
- January 1, 2020- December 31, 2020
- Pro-rated if started later in the year

## 2020 ECOPASS PRICING (\$3.00/\$5.25/\$10.50)

SLA (business location)	Contract Minimum Per Year	1-24 employees	25 - 249 employees	250 - 999 employees	1,000 - 2,999 employees
<b>A</b>	\$1,368	<b>\$141</b>	<b>\$122</b>	<b>\$73</b>	<b>\$72</b>
<b>B</b>	\$1,368	<b>\$230</b>	<b>\$234</b>	<b>\$117</b>	<b>\$46</b>
<b>C</b>	\$2,400	<b>\$582</b>	<b>\$503</b>	<b>\$547</b>	<b>\$503</b>
<b>D</b>	\$2,400	<b>\$783</b>	<b>\$752</b>	<b>\$696</b>	

Important: If the per-person rate for your SLA multiplied by your headcount is LESS THAN the Contract Minimum - the Contract Minimum rate will apply.

## Cost Comparison

Example of an Employer in SLA (service level area) B with 100 Employees

	Option A (EcoPass)	Option B (Regional Monthly Pass)
<b>Cost of pass Per Employee/Per Year</b>	\$234/Year	\$200/month X 12 months = \$2,400
<b>Total Cost for 100 Employees</b>	\$23,400	\$240,000

<b>Total Cost if only 25 Employees use service</b>	\$23,400	\$60,000
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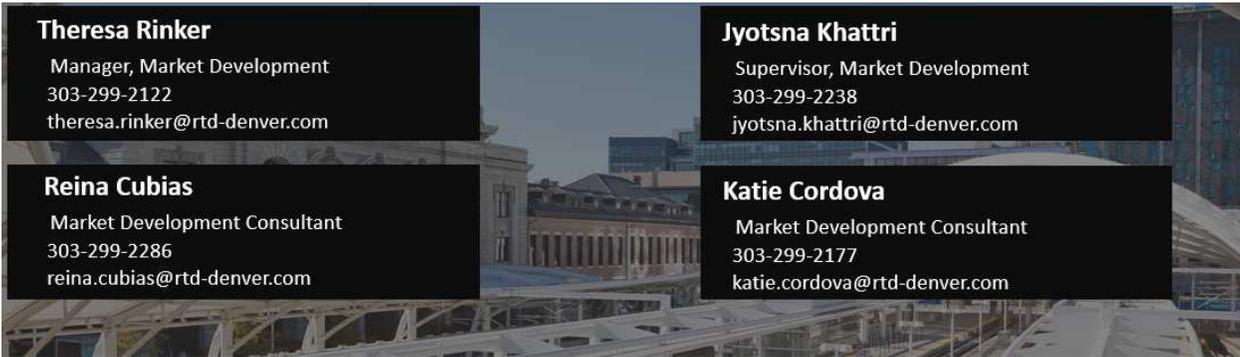
**Ecopass Master Contract**

- Works well for malls and taxed districts and BIDs
- Boundaries must be contiguous
- All employers in the master contract are included in the pricing
- RTD contracts with Master Contract Agent and sends one form of payment to RTD
- Master contract coordinator manages the program
- Master Contract Agent can offer as a benefit, share cost, or pass all cost to employers
- Example of what a Master Contract might look like on next slide

**Example of a Mall Master Contract**

- All employers in the mall would be included
- Pricing based on SLA and total number of full-time employees
- Payment for program could be through special funding, or incorporating costs into lease
- Employees at the mall would be eligible for an EcoPass
- Master Contract Agent responsible for program administration: Helping employees obtain passes, deactivating passes for employees no longer eligible, contracting with RTD and sending one form of payment to RTD.

**RTD Contact Information**



<p><b>Theresa Rinker</b>          Manager, Market Development          303-299-2122          theresa.rinker@rtd-denver.com</p>	<p><b>Jyotsna Khattri</b>          Supervisor, Market Development          303-299-2238          jyotsna.khattri@rtd-denver.com</p>
<p><b>Reina Cubias</b>          Market Development Consultant          303-299-2286          reina.cubias@rtd-denver.com</p>	<p><b>Katie Cordova</b>          Market Development Consultant          303-299-2177          katie.cordova@rtd-denver.com</p>

**Q & A Session**

**Q: How do we solve first/last mile problems?**

**A:** *Much of Denver South is within comfortable walking distance from RTD light-rail stations. However, walking may not be feasible for many reasons including being physically unable, the walk itself might be along a busy arterial, scheduling extra time to walk or distance. Denver South is working hard to bring FLM solutions to the corridor. These options include shuttles, scooters, bikeshare and raising awareness of RTD FlexRide.*

**Q: How do we know who might use transit and at what rates?**

**A:** *According to the most recent "A/D Works Economic and Labor Force Profile," the cities of Denver and Aurora consistently represented the top two origin points for workers within the Denver South jurisdiction. Residents of Denver and Aurora have decent proximity to light-rail and bus stops and are usually good candidates for using RTD services.*

**A:** *Denver South can do a predictive analysis of individual employer populations. Employers can share an anonymous list of employee zip codes. Denver South can calculate the total miles travelled by employees,*

*carbon footprint and determine percentage of employees most likely to use transit or other sustainable modes.*

**Q: There needs to be something in between All or Nothing – which I guess there is (FlexPass)?**

**A:** *RTD's EcoPass program is based on an "insurance" model of coverage. To make it easy for employers, employees and RTD, the contract covers 100% of FTE. According to the Denver South Commuter Survey we know 30% of employees would use RTD if they had a free/subsidized pass.*

**A:** *RTD offers a FlexPass (Monthly Pass) program as well. This program only covers interested employees. However, based on RTD's presentation, depending on the number of employees, it might make financial sense to do EcoPass.*

**A:** *Denver South offers free survey and commute analysis programs to determine the number of employees who would use RTD.*

**Q: Master Contract questions**

**A:** *Park Meadows would like more information from RTD about a master contract. Problem with seasonal employees, but Katie shared number of employees from start of contract are covered and seasonal if it fell within the one-year contract would be automatically covered at no additional cost.*

**Next Meeting**

The next ETC will be held on Tuesday, September 15<sup>th</sup>. In our upcoming meetings we will discuss some of the ways Denver South can help you achieve ETC identified goals. We will revisit telework and flexwork, discuss Pre-Tax Transportation Fringe Benefits (Section 132(f)) and the upcoming Bike to Work Day. Evan Gatseos will talk about some of the safer bike routes in and around Denver South.