



2013

Interregional Express Bus Service Plan



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Interregional Express Bus Service Plan

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Interregional Express Bus Service Plan

INTRODUCTION

The purpose of the Interregional Express Bus Service Plan will spell out our values and performance measures for exceeding the expectations of our customers based these key principles:

- ✓ Guaranteed 100% On Time Performance – both arrival and departure.
- ✓ Clean, comfortable, and fresh smelling coaches in good repair with all amenities working, guaranteed!
- ✓ Safe, friendly, and well compensated operators who are trained and empowered to “wow” a customer.
- ✓ Use all call center, email and text alerts, social media, on-line surveys, and internet web tools available to sell tickets and create two way conversations with our customers in real time. We want our customers immediately informed when there are service disruptions and we want to know how to make the service better.
- ✓ “Guaranteed Ride Home”¹ program for commuters who register and purchase multi-ride tickets.
- ✓ Make it right when we fail to deliver on our commitments.

¹ Guaranteed Ride Home is only offered to customers purchasing 10-20-40 ride tickets for [Inter-Regional Express](#). Interline Intercity Bus passengers are excluded from coverage.

SECTION 1 – VISION STATEMENT

“To provide an integrated transportation system, improve mobility, and increase modal choice, CDOT will implement a basic system of Interregional Express bus (IX) service along the I-25 Front Range and I-70 Mountain corridors.

- *Peak-period commuter needs.*
- *Establish interregional transit connections between major local transit providers.*
- *Link major employment and population centers.*
- *Maximize and enhance capacity of the existing transportation system without major infrastructure costs.*
- *Help fulfill the CDOT Vision.*
- *Consistent with the duties identified in the DTR enabling legislation, construction, maintenance, and operation of interregional transit services*

Interregional Express Bus Service Plan

SECTION 2- CUSTOMER SERVICE PLAN

OUR CUSTOMER'S NEEDS

Who Is Our Customer?

- Our target customer on I-25 corridor is one who works or has frequent business in Downtown Denver but resides in the Loveland – Ft. Collins MSA and the Colorado Springs/Monument MSA. The schedule pattern will be peak period with one midday trip to start with Monday through Friday service except major holidays.
- The I-70 Vail/Frisco/Silverthorne/Denver IX corridor is less defined as a “commuter” type service and more defined as an intercity “essential travel” type service for residents of Eagle and Summit Counties for health and human services, shopping, making connections to Denver International Airport, connecting with intercity bus services, Amtrak, and visiting family and friends.

What Is Their Expectation?

- Our primary target customer is the commuter customer. Our primary competition for this customer is the automobile. The base needs of this customer are:
 - Value – costs of riding the bus must not exceed “perceived” costs of driving a car. The current IRS rate of \$0.565 per mile plus parking is not the perceived cost of driving by the commuter customer. The perceived cost is the cost of fuel purchased plus cost to park a car.
 - Comfort – comfortable reclining seats for taking a nap. Or free WiFi, electrical outlets, and tray tables for working on laptops, tablet computers and/or smart phones when they need the time to get work done or just check email. Buses must have properly functioning heating and air conditioning. They want buses that have rest rooms and want it clean inside and out with a fresh smell.
 - They want the service to run on time, every time.
 - They want drivers that are professional, friendly, and courteous and drive in a safe manner.
 - They want it stress free.
 - Peace of mind for frequent riders that have to return home early or if an event occurs outside of their control or emergency situation.
 - They expect us to make it right if there is a service failure. We will have all tools available to ensure immediate response when a failure occurs, i.e. toll free phone numbers, twitter monitoring, etc.
 - They want a hassle free way to voice concerns, complaints, questions, or advice.
 - They want to be notified when service disruptions occur, like weather and Acts of God.

Interregional Express Bus Service Plan

CONTRACTOR(S) EXPECTATIONS

Experience/Safety/Qualification

- The Contractor(s) will have a minimum of one supervisor/dispatcher assigned to their corridor of service during hours of operation.
- The firm submitting the RFP to operate the **Inter-Regional Express Bus Service** must have prior experience in the transportation industry and will submit to DTR a conceptual or their current Safety System Program Plan.
- Their minimum performance measure will be a collision rate of 5 collisions or less per million miles operated.
- Contractor must have Federal Motor Carrier Safety Administration common or contract operating authority and must maintain “Satisfactory” rating in the FMCSA’s SAFER (Safety and Fitness Electronic Records) program.
- Contractor must maintain the following CVA (Compliance/Safety/ Accountability) program:
 - Contractor must maintain a less than 50% percentile rating in the five CSA categories 1. Unsafe driving; 2. Hours of Service; 3. Driver Fitness; 4. Controlled Substances/Alcohol; 5. Vehicle Maintenance.
- The Contractor must be in compliance with all OSHA rules and regulations.
- The Contractor must notify CDOT violations of OSHA violations regarding the operations of the **Inter-Regional Express Bus Service** and provide any and all pertinent documentation on the violation and its resolution.
- The Contractor must provide proof of Worker’s Compensation Insurance and abide by all the State of Colorado regulations and rules.
- Contractors should have a Coach Operator Safety incentive program. It will be the Contractor’s responsibility to ensure each coach operator is in compliance of all laws.
- Insurance Requirements:
 - \$5M per occurrence in Comprehensive Auto liability Insurance and name the Colorado Department of Transportation as additionally insured. A certificate of insurance must be kept on file with the Division of Transit and Rail.
 - \$1M per occurrence of General Liability Insurance and name the Colorado Department of Transportation as additionally insured.
 - Workers’ Compensation Insurance required under Colorado Statutes.
- No more than 10 complaints per thousand passengers of one way passengers received by the CDOT offices. A complaint is defined as a specific failure elevated reported to DTR IX management.

Emergency Procedures

- Contractor must have an emergency plan in case of fire, natural disaster, collision, Acts of God, acts of terror, or any other emergency situation.

Interregional Express Bus Service Plan

- The contractor must have a procedure for the reporting and investigating of all collisions of State owned buses.
- The contractor will report all collisions and significant emergency service issues to CDOT Division of Communications.
- All media inquiries will be handled by CDOT Division of Communications.

Americans with Disabilities Act and Title VI

- Contractor must meet all requirements of the Americans with Disabilities act:
 - Require that all Coach Operators are fully trained in the vehicle's wheel chair operation.
 - Require all Coach Operators are trained to secure a passenger's chair in the bus.
 - Complete professionally produced sensitivity training on Coach Operators for people with disabilities.
 - Require that Coach Operators are trained in proper handling of passengers with service animals.
 - Must have an ADA Help Desk manned with employees/contractors trained to assist coach operators regarding ADA issues.
 - Require that Coach Operators give clear announcements for stops or information
 - CDOT will ensure all signage on the buses and facilities are in English, Spanish, and Braille.

Vehicle Maintenance

- Buses will be maintained within the manufacturer's maintenance specifications and warranties. The contractor will submit a maintenance plan for DTR approval or their current maintenance plan that meets CDOT approval.
- The plan will include preventative maintenance schedules of each bus no more than 3,500 miles.
- Deep cleaning of floors, sidewalls, driver compartment, windshields and windows along with shampooing of seats every 24K miles (If seats are fabric material).
- Contractor's should also have an exterior wash plan that includes using an soap dispensing machine the proper soap and rotate wash brushes to ensure no scratching of the painted areas and windows/windshield. For example brushes used on painted surfaces on windows/windshields should never touch the ground.
- Contractor will inspect each coach during servicing for burned out lamps and replace promptly.

Operators/Operations

- On time, every time. Contractor's performance goal will be 95% on time.
- Coach Operators are expected to be friendly, courteous, and professional when dealing with the travelling public. Any reports of issues should be brought to the attention of the contractor's supervisor.

Interregional Express Bus Service Plan

- Coach Operators will have a professional appearance with uniforms that are kept clean and pressed.
- Each coach operator will be trained in an approved customer service training program.

DEFINING THE CUSTOMER EXPERIENCE

Customer Surveys

- Today's technology allows us to collect customer surveys without contracting with a "secret shopper" firm. Our on call marketing firm will set up the survey system programed in the WiFi logon screen. Incentives may be offered to take the survey such as a monthly drawing for a free 20 ride ticket. Every survey will be followed up by a CDOT thank you or a request for further information. Customers like to know that someone is actually reading their comments. Survey to include:
 1. Date traveled
 2. Customer's email address (Some customers may prefer to remain anonymous.)
 3. Where did you board and what time of day? (5A- 7A, 7A – 12P, 12P-3P, 3P- 7P)
 4. Did you leave on time? (yes/no)
 5. Is the bus clean and litter free including windows, floors, and seats? (yes/no)
 6. Is your driver courteous and friendly? (yes/no)
 7. Is your driver driving in a safe manner (yes/no)
 8. How likely are you to travel with us again? (yes/maybe/no)
 9. Is there anything else you would like us to know? (Comment box).

Text and Email Alerts/Phone Apps/Web Page/ Social Media

- Our Contractor/Operator will handle and monitor turnkey:
 - Phone apps for iPhone, Android, and Windows will be developed for the customer to get real time schedule information and purchase tickets.
 - The contractor will build an interactive web page.
 - Facebook page and Twitter account.
 - Call Center just for IX.
 - Automated Text messaging for schedule information, delays, service disruption.

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Guaranteed Ride Home

- “Guaranteed Ride Home”². For unscheduled events such as:
 1. You need to leave work early unexpectedly for personal reasons (such as too ill to stay at work, or a family member who needs your assistance during the day.)
 2. You need to work unscheduled overtime so you cannot take your normal schedule home.

To qualify you must register with the DTR and receive a confirmation from the DTR. Your commute and home location must be outside the normal RTD operating area such as Larimer, Weld, El Paso, Pueblo, or Southern Douglas Counties. Primary “GRH” transport depending on convenience will be 1) existing intercity bus departures or 2) rental car (Restrictions apply).

Events not covered:

- ✓ A ride to work
- ✓ A trip to/from a medical facility
- ✓ Personal errands
- ✓ Intermittent stops
- ✓ Scheduled appointments
- ✓ Medical appointments
- ✓ Scheduled overtime
- ✓ Company-wide emergencies or closures
- ✓ Business related travel
- ✓ Termination of Employment
- ✓ Side Trips
- ✓ Vehicular Failures
- ✓ Transportation system and/or provider closures or failures
- ✓ Work related injury
- ✓ Bodily injury
- ✓ 911 emergencies
- ✓ Inclement weather
- ✓ Natural disasters
- ✓ National emergencies
- ✓ Acts of God

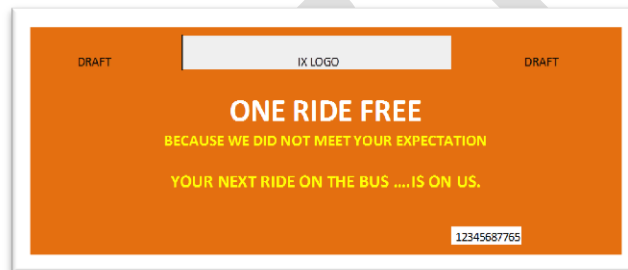
The CDOT is not responsible for any taxi ride taken without authorization, regardless of mechanical failures, (i.e. phone, fax, or computer). Your 20 or 40 multi-ride ticket will be accepted by the scheduled intercity bus carrier without authorization.

² Intercity Bus interline tickets are not eligible for “Guaranteed Ride Home” – Only 20-40 ride IX customers. No more than once on a 20 ride ticket or twice on a 40 ride ticket.

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Failure to Meet the Customer's Expectations

- Our tickets are non-refundable. This is a procedure not a policy.
- In most instances a “One Free Ride” coupon (example 1) can be offered and is the appropriate compensation.
- Coach operators will be trained and empowered to handle simple customer service failures and offer “One Free Ride” coupon as a solution “One Free Ride”³ coupons cost nothing more than the paper they are written on. The customer will occupy a seat that is empty anyway. It will keep the customer riding with us and will have no net impact on fare box recovery. In fact the goal is to keep their business and grow fare box recovery.
- However, serious failures happen and the contractor must be ready to go the extra mile to make it right. Each failure will be handled on a case by case basis.



Example 1

Unruly Passengers

The Safety of the customers and the driver is the number one priority. It must be understood that there will be zero tolerance in the event of any unruly behavior and/or either ingesting or under the influence of alcohol or illicit substances, including marijuana. The procedure is:

1. Driver should pull over to a safe place.
2. Radio dispatch for assistance.
3. Dispatch will contact law enforcement and advise coach operator what to do.
4. Coach operator should allow only Law Enforcement officials to remove the individual(s).
5. No refunds will be provided to those individual(s).

If a passenger demands to get off the bus while en-route between stops:

1. Driver should immediately pull over to a safe place.
2. Let the customer off the bus immediately.
3. Driver radios dispatch and alerts dispatch the location, mile marker, etc. where the customer was let out.
4. Dispatch notifies Law Enforcement.

³ Free Ride Coupons have no cash value and are good for a one way ride only. They are pre-numbered in sequence and are considered a revenue form.

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CDOT – DTR Oversight

- DTR IX management will be required to ride two trips per month and make a ride report. One customer interview will be conducted.
- There will be weekly meetings between DTR IX staff and the contractor. Contractor’s drivers will be encouraged to participate and solicit feedback on service issues and improvements. Topics will include on-time performance, safety, collisions, customer complaints, schedule issues, and vehicle issues.
- DTR will contract with a licensed maintenance inspector/engineer to assist in the 2 phase IFB procurement, manufacture, and make quarterly inspections of vehicles and maintenance records.

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SECTION 3- VEHICLES

Vehicle Procurement

- “Over the Road” coaches will be procured under a competitive bid or “Buy America contract.” Using a 2 phase IFB procurement.
- OTR coaches will be wheel chair lift and rest room equipped.
- When manufacture of the buses begins, CDOT’s contracted vehicle engineer/inspector will oversee the production of vehicles at the manufacturer’s assembly plant.
- CDOT will contract with a transport carrier to deadhead the vehicles from the vehicle assembly plant to a maintenance location (RTD??) yet to be identified to be set up for final CDOT selected devices.
- Buses will be prewired and in most cases pre- fitted for:
 - Wifi
 - Security cameras both inside and out.
 - Automatic Vehicle Locators
 - Automatic Passenger Counters
 - GFI Fare box
 - Smart Card Reader
 - Emergency radio/transponder/cell phone



- The initial fare boxes used in service will be the GFI Odyssey which use magnetic strip technology (Examples A1 and A2). The GFI Money Vault (Example B) will be the means of collecting cash from the fare boxes.

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Example A1



Example B



Example A2

- The Odyssey fare boxes will be leased to CDOT for \$1 per for 12 fare boxes and 1 money vault.
- As capital becomes available, there will be a transition to “smartcard” technology (Example C) and GFI “Cents a Bill” fare boxes. (Example D)



Example C



Example D

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SECTION 4 – REVENUE COLLECTION

Fares

I-25 North

	Walk up	10 ride 10% Discount	20 ride 20% Discount	40 ride 25% Discount
Ft. Collins – Denver	\$17.00	\$153	\$272	\$510
Loveland – Denver	\$12.00	\$108	\$192	\$360

I-25 South

	Walk up	10 ride 10% Discount	20 ride 20% Discount	40 ride 25% Discount
Colorado Springs - Denver	\$5.00	\$45	\$80	\$150
Monument - Denver	\$12.00	\$108	\$192	\$360

I-70 West

	Walk up	10 ride 10% Discount	20 ride 20% Discount	40 ride 25% Discount
Glenwood Springs – Denver	\$28	\$252	\$448	\$840
Glenwood Springs – Frisco	\$17	\$153	\$272	\$510
Glenwood Springs – Vail	\$12	\$108	\$192	\$360
Glenwood Springs – Eagle	\$5	\$45	\$80	\$150
Eagle - Denver	\$22	\$198	\$352	\$660
Eagle - Frisco	\$12	\$108	\$192	\$360
Eagle - Vail	\$5	\$45	\$80	\$150
Vail - Denver	\$17	\$153	\$272	\$510
Vail - Frisco	\$5	\$45	\$80	\$150
Frisco – Denver	\$12	\$108	\$272	\$510

- Fares are non-refundable.
- No passengers will be accepted for transportation whose entire ride is between Colorado Springs Tejon PnR/Woodmen PnR and Monument.
- No passengers will be accepted for transportation whose entire ride is between Downtown Denver and Denver Federal Center RTD Light Rail Station.

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- **No Passengers will be accepted for transportation whose entire ride is between Ft. Collins and Loveland.**
- Initial tickets will be magnetic strip technology used with the GFI Odyssey fare boxes but will transition to smart card and GFI “CentsaBill” fare boxes in FY years 3-5. (Example E)
- Service Level is 5 day/week – Monday through Friday except major holidays (New Year’s Day, Martin Luther King Jr.’s Birthday, Presidents Day Memorial Day, Independence Day, Labor Day, Veteran’s Day, Thanksgiving, and Christmas Day.)
- Contractor(s) will have the GFI cash vault installed in their Maintenance facility- cash boxes dropped into money vault.



Example E

Contractor(s) Cash Handling

- All cash boxes will be dropped in the GFI money vault
- Vault is located in a secure room wired for closed circuit security cameras.
- Contractor should have security plan reviewed by CDOT.
- Contractor will deposit funds to their transfer bank account via a licensed armored car service
- Daily ACH (Automated Clearing House) transfer to the State collection bank account.
- CDOT will verify the daily ACH deposit with the GFI software report.
- CDOT will pay for the costs of the ACH transfer.

Interlining with Intercity Bus Lines

Intercity Bus Ticket Types

- Intercity Bus tickets take various forms.
 - “TRIPS” or “MAX” Computerized multi-“tare” forms for transportation legs with the bus line’s name (example F)
 - “Print at Home” tickets (example G)- Passenger required to show I.D.

Interregional Express Bus Service Plan

- Seven-Eleven Tickets and Ace Cash Express tickets with ticket verification forms. (example H)- Passenger required to show I.D
- Manual Tickets (example I)

Example F – “TRIPS” Ticket

REBOARD PASS BOARDING #: 2 NETA 0043
GREYHOUND LINES, INC.
 FROM: VACAVILLE CA DEP: 18Aug08 04:30p
 TO: SAN FRANCISCO CA SCHED 8311 BOARDING # 2
 ARR-06:15p 18Aug08 OW ADULT

BOREN JOHN
 18Aug08 04:30p
 SCHED: GLI 8311
 COUPON ORIG VACAVILLE CA
 COUPON DEST SAN FRANCISCO CA
 TKT DEST SAN FRANCISCO CA
 CONF#: 3522784401
 18Aug08 04:04p
 SOLD AT: 04835
 1 2 3 4 5 6 7

NON-REFUNDABLE SUBJECT TO \$15 EXCHANGE FEE
 TICKET FOR SCHEDULE 8311 /18Aug08

FARE \$16.00
 TAX XX
 TOTAL \$16.00
 VISA

VI/VI MILES: 65 65
 COUPON 01 OF 01
 0001600 001 01 29 24913529 0

CONF#: 3522784401
 04835 VACAVILLE CA
 18Aug08 04:04p
 VACT001 04:04p 4491

TKT ORIG: VACAVILLE CA
 TKT DEST: SAN FRANCISCO CA
 TARIFF: CACF

Example F – “TRIPS” Receipt and Itinerary

NETA 0043 **GREYHOUND LINES, INC.**
 RECEIPT & ITINERARY ** NOT GOOD FOR TRAVEL **
 FROM: PHILADELPHIA PA DEPART: Tue 19Feb02 CONF#: 212502601
 TO: TUCSON AZ GRUNWALD ERIC ONE WAY/ADULT

SCHEDULE	***	DEPART	***	***	ARRIVE	***
R GLI 0501	19Feb02	01:30p	PHILADELPHIA PA	WASHINGTON DC	05:05p	
GLI 0501	19Feb02	05:45p	WASHINGTON DC	RICHMOND VA	07:50p	
GLI 1539	20Feb02	08:40a	ROANOK VA	MEMPHIS TN	01:42a	
GLI 1539	20Feb02	02:45p	MEMPHIS TN	DALLAS TX	12:45a	
GLI 1409	21Feb02	08:45p	DALLAS TX	EL PASO TX	02:30a	
GLI 1409	21Feb02	08:45p	EL PASO TX	TUCSON AZ	02:30a	

FARE PAID: \$99.00 ONLINE REISSUE
 TAX: \$0.00 RI/R:
 EXCESS BAG: \$0.00 DOC #:
 EXCESS VAL: \$0.00

01715 PHILADELPHIA PA
 19FEB02 11:26a 8914
 PHLT002

001 00 25 18280092 9

Example G – Print at home ticket (Valid I.D. must be shown.)

BOARDING #: 2 NETA 0043
GREYHOUND LINES, INC.
 FROM: PHILADELPHIA PA DEP: 23Oct11 10:45a
 TO: PITTSBURGH E PA SCHED 3208
 SCHED: GLI 3208 OW ADULT

ALCORN NIGEL
 23Oct11 10:45a
 SCHED: GLI 3208
 PHILADELPHIA PA
 COUPON DEST PITTSBURGH E PA
 CONF#: 724332001
 23Oct11 01:00p
 1 2 3 4 5 6 7

FARE \$1.00
 TAX \$1.00
 TOTAL \$2.00
 M/C/MC 363 363
 COUPON 01 OF 01
 0000100 001 01 29 63983297 0

TKT ORIG: PHILADELPHIA PA
 TKT DEST: PITTSBURGH E PA
 TARIFF: GLI-CHE

NO REFUND OR EXCHANGE EXCEPT AS PROVIDED HEREIN.
 ARE EMPLOYED OR ALTERATION OF THIS TICKET IS
 EXPRESSLY PROHIBITED. AND SHALL SUBJECT THE PASSENGER TO
 PROSECUTION.

0010129630832970

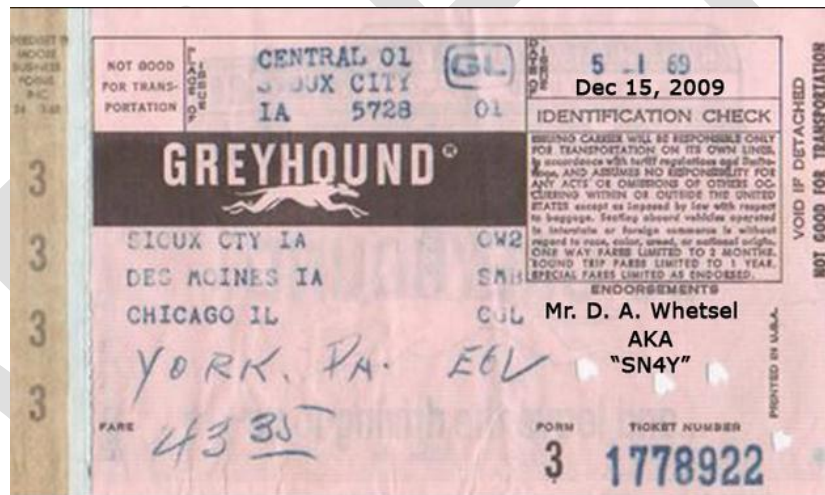
PLEASE FOLD HERE. DO NOT CUT or TEAR

IMPORTANT INSTRUCTIONS:
 • Print tickets at home or work, proceed directly to the gate.
 • Each passenger must present a ticket and a valid photo ID to board the bus. Tickets are nontransferable and valid only on the day of travel listed above.
 • Please arrive at the station one hour prior to scheduled departure.
 • Seating is first-come, first-served. In case of insufficient seating capacity, passengers will be placed on succeeding schedules that have available seats.
 • You have chosen to receive tickets by email. It is solely the passenger's responsibility to print tickets in advance of travel.
 • For other questions, please contact our Customer Assistance Center. An agent may be reached via email at custserv@greyhound.com or by phone at (214)888-8866 between the hours of 7 a.m. and 7 p.m. CT Monday - Friday.

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Example H – 7-Eleven and Ace Cash Express(Valid I.D. Must be Shown)

<p>7-ELEVEN PASS BOARD # 01 GREYHOUND LINES, INC NFTA 0043</p> <p>TKT ORIG: DALLAS TX TKT DEST: PHOENIX AZ OW ADULT PASSENGER 01</p> <p>VALID:SCHD 1409 GLI:30Apr11 07:05AM VALID:SCHD 1409 GLI:30Apr11 08:15PM</p> <p>----- RESTRICTION LINE 1 RESTRICTION LINE 2 -----</p> <p>CONF NO 00142914 00142914 CONF NO 00142914</p> <p>***** DRIVER: RECORD TKT NO:001 2 00124478 9 ON PASS VERIFICATION SLIP ***** FARE \$146.00 AGCY 3473 PNM 7-ELEVEN TAX \$0.00 BUFFY TOTAL \$146.00 SUMMERS #0.13# INTERLINE RECLAIM *****</p>	<p style="text-align: center;">YOUR LOGO HERE</p> <p style="text-align: center;">Pass Verification Slip</p> <p style="text-align: center;">When a passenger presents a Discovery Pass or 7-Eleven Pass the driver will:</p> <ol style="list-style-type: none"> 1. Check the Discovery Pass Expiration Date or 7-Eleven Valid Travel Date. 2. Check passenger photo ID to ensure it matches the name on the Pass. 3. Complete the Pass Verification information below, and place in the driver envelope instead of a coupon. <p>The Pass Verification slip is NOT VALID for travel. Passengers MUST present a valid Discovery or 7-Eleven Pass to board the bus.</p> <p>Ticket number <input type="text"/></p> <p>Origin <input type="text"/></p> <p>Destination <input type="text"/></p> <p>Reclaim CPM <input type="text"/></p>
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Example I – Manual Intercity Bus Ticket

Interlining with the Intercity Buses

- CDOT, as a public transit agency will Join the National Bus Traffic Association (NBTA) as a member “sponsored” by one of the full member intercity bus carriers (aka -Greyhound Lines, Inc.).
 - The NBTA, an arm of the American Bus Association, is the intercity bus industry’s interline ticket clearing house.
 - One time “Sponsored Carrier” membership fee of \$100.
 - We send all intercity bus tickets and Pass Verification Slips once a month to our sponsoring carrier.
 - Our sponsoring carrier will perform all accounting and clearing house activity including credits and debits.

Interregional Express Bus Service Plan

- Our sponsoring carrier will make an ACH transfer to the State collection bank account.
- The Sponsoring carrier normally takes a small percentage commission from our pro-rated portion of the ticket to cover back office expenses.
- Execution of an interline agreement with our sponsoring carrier which spells out all tariffs and rates and rules of ticket acceptance.

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Interregional Express Bus Service Plan

SECTION 5 – MARKETING/ PUBLIC RELATIONS

Branding

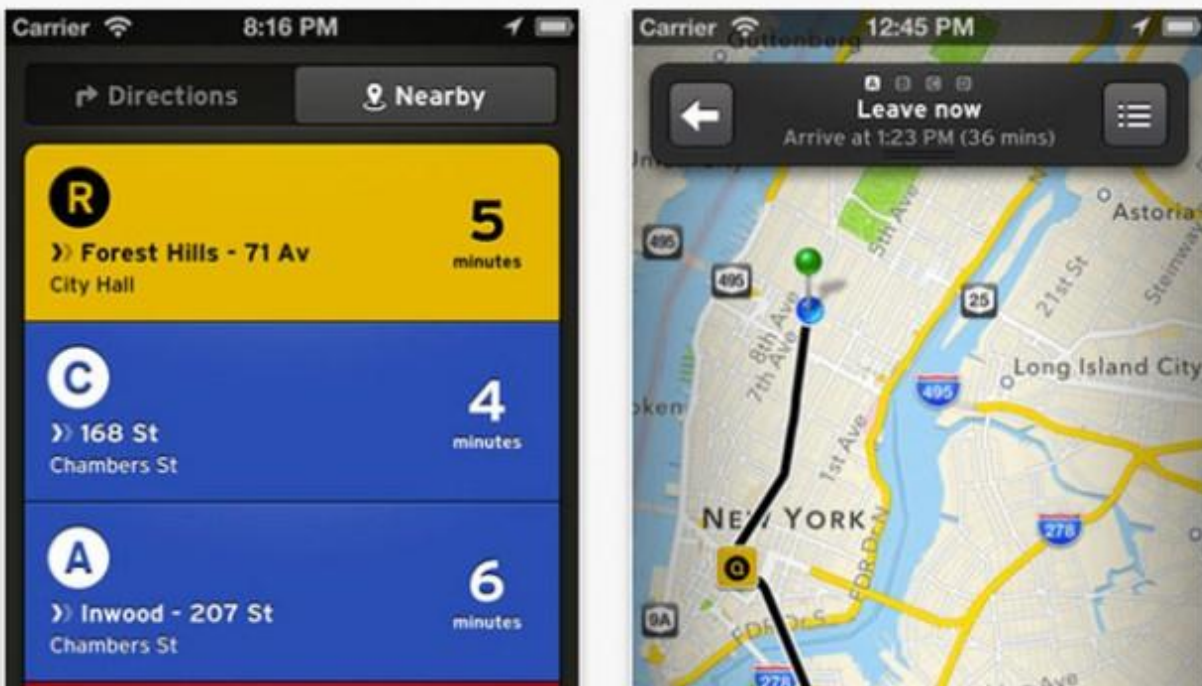
- Partnering with Division of Communications for Branding and Marketing
 - Division of Communications will utilize and On Call Consultant for Brand Development.
 - Part 1 – Brand development
 - Part 2 – Communications strategy

Web and Electronic Communications

- The contractor will be tasked with developing an interactive web site (Example K)
 - Purchase Tickets and interface with bus AVL's for real time service information.
- The contractor will also be tasked to develop Phone Apps for iPhone, Android, and Windows
 - Interface with the bus AVL's for real time service information (Example J)
- The contractor will develop an automated text messaging information system.
- The Contractor will be responsible to set up and operate a call center.

Social Media

- Contractor will set up Facebook and Twitter accounts
 - Contractor staff will monitor Twitter and Facebook Page



Example J

Interregional Express Bus Service Plan



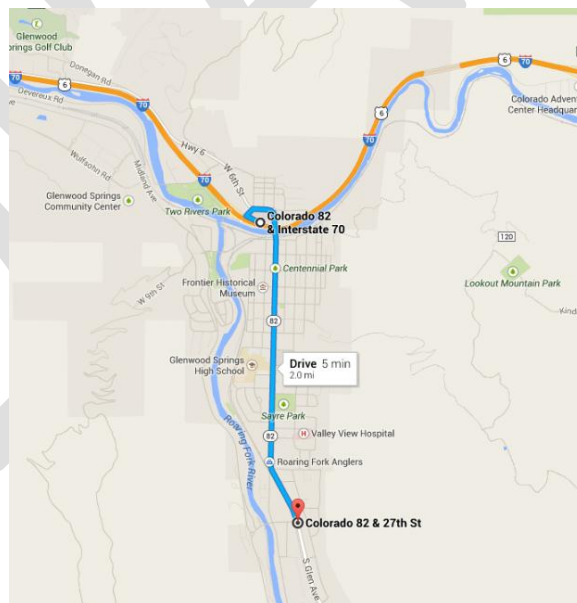
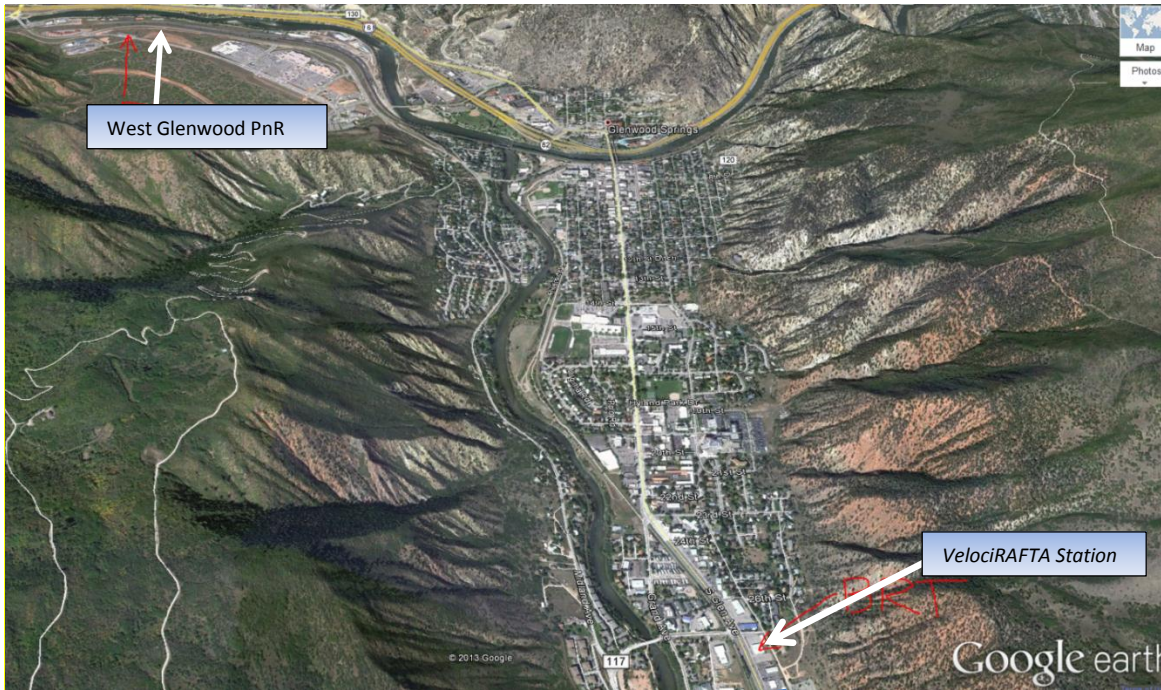
Example K

Interregional Express Bus Service Plan

SECTION 7 – FACILITIES

I - 70 WEST

Glenwood Springs



- *VelociRAFTA* (BRT) Station is 2.0 Miles and 5 minute drive from I-70.
- When CO Hwy 82 bridge construction begins IX may have to start at West Glenwood PnR or Glenwood Springs Community Center.
- Possible to start at *VelociRAFTA* then detour to West Glenwood I-70 entrance.

Interregional Express Bus Service Plan

- *VelociRFTA* parking is near capacity.
- Parking at West Glenwood PnR has approximately 70 spaces.

Eagle



- Park and Ride Relocation and expansion is funded and will be completed by Spring 2014

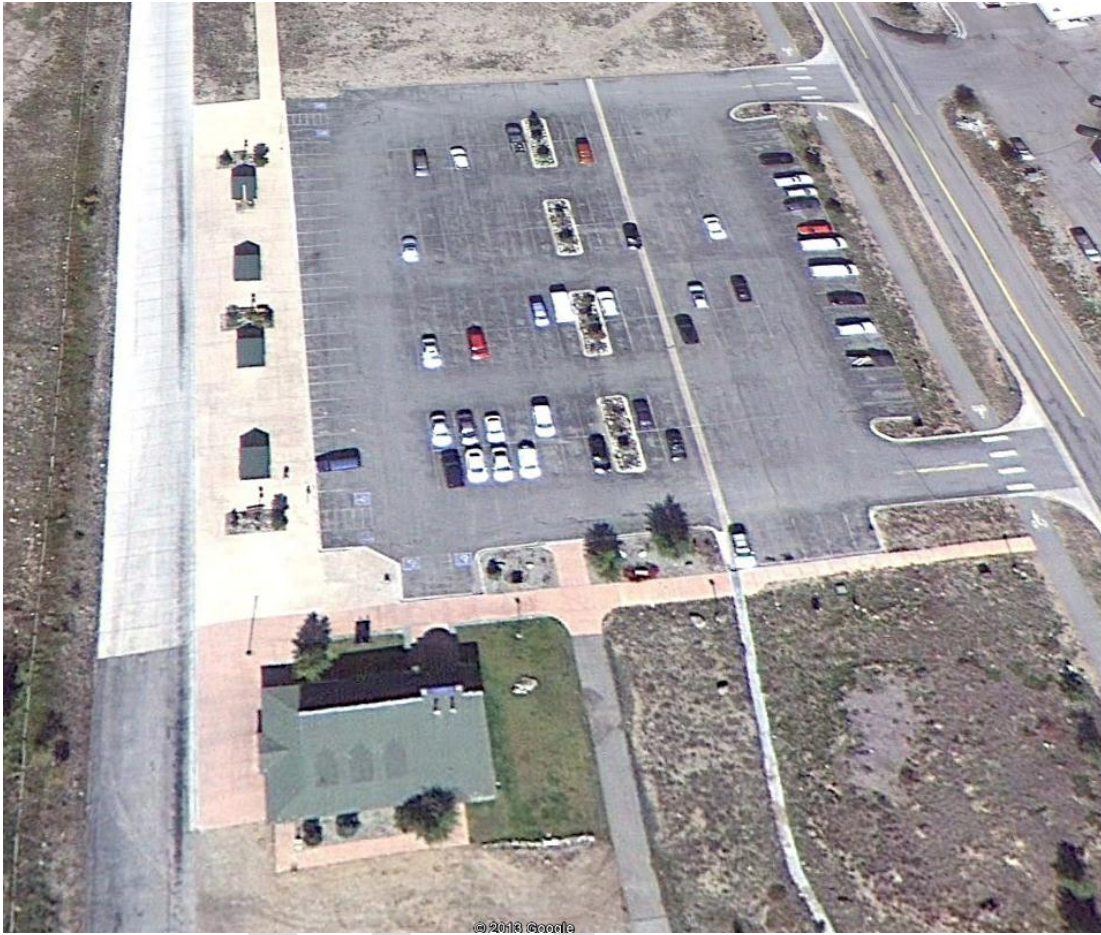
Vail Transportation Center



- Pay parking in Winter Sports Season.
- Main connection with Eagle County Transit and Vail Transportation.
- Has indoor waiting and rest rooms.

Interregional Express Bus Service Plan

Frisco

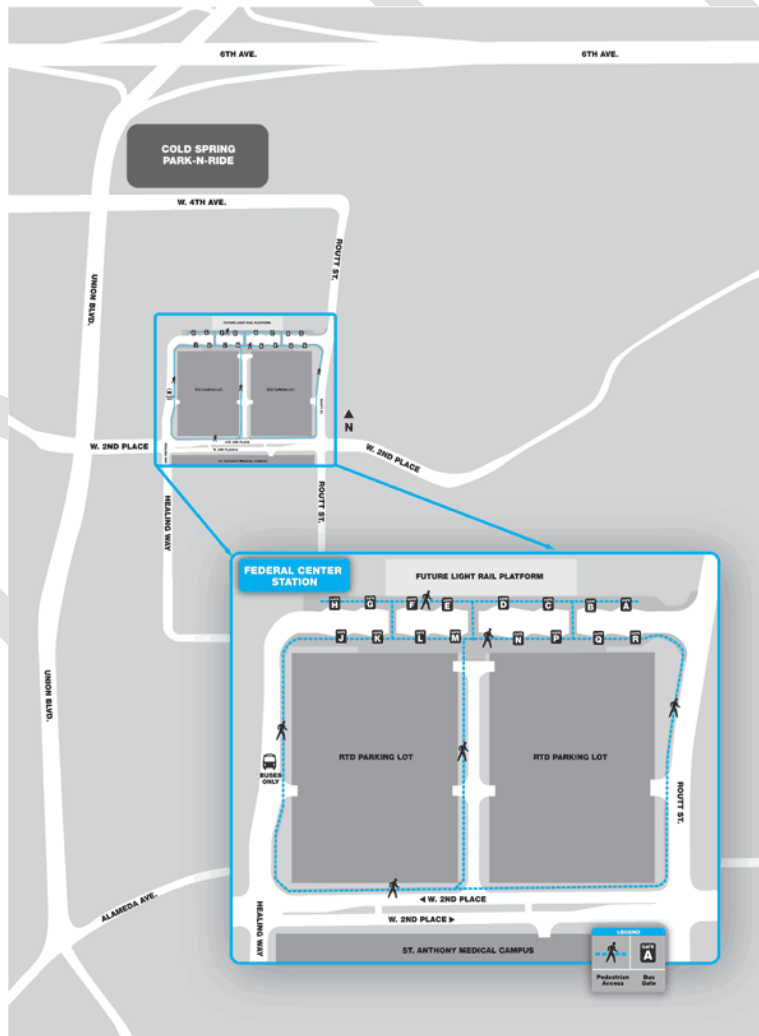


- No configuration needs
- Has indoor waiting and rest rooms

Interregional Express Bus

Denver Facilities

RTD - Denver Federal Center Light Rail Station



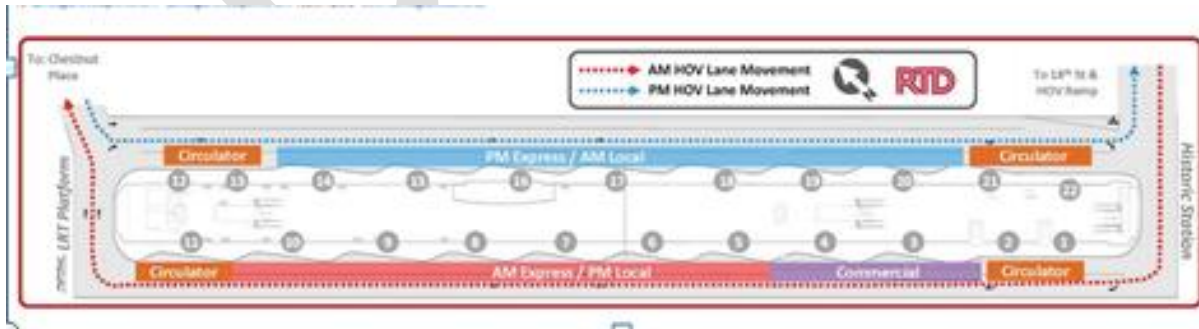
Interregional Express Bus

Denver Bus Center



Interregional Express Bus

Denver Union Station



- Careful coordination of arrivals and departures will insure we get assigned one slip for IX.

Interregional Express Bus

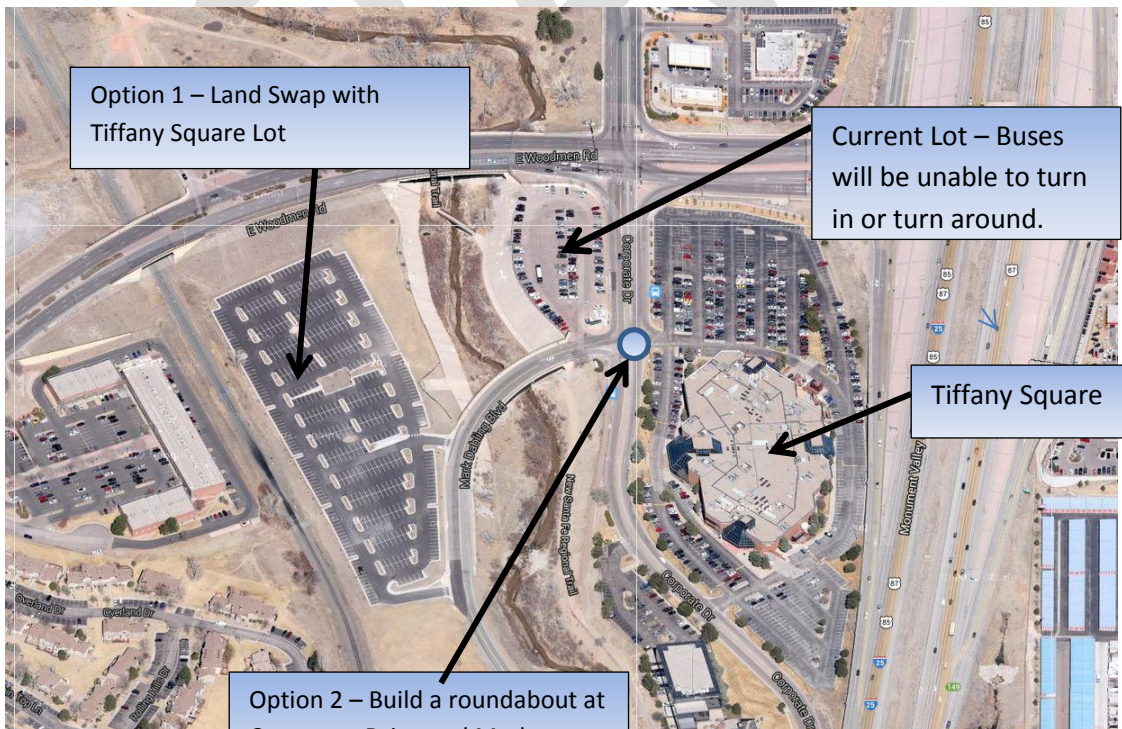
I-25 South

Tejon & I-25 Park & Ride



- Ready for “Go Live”

Woodmen Rd. Park & Ride



- Access needs to

Option 2 – Build a roundabout at Corporate Drive and Mark Dabley Drive.

Interregional Express Bus

Monument



- Okay to start
- Future slip ramps will provide better access for buses.

Interregional Express Bus

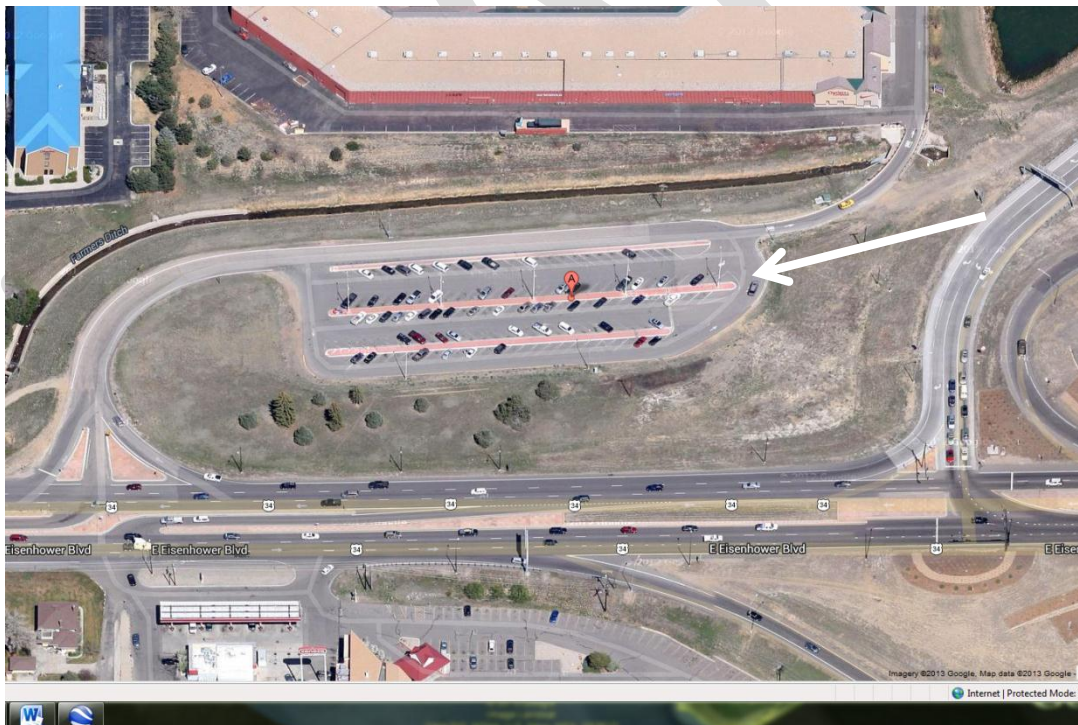
North I-25

Harmony Rd. Park & Ride



- More Parking needs to be added prior to "Go Live"

Loveland Centerra Park & Ride (I-25 & U.S. 34)



- Okay for Go Live but will need a slip ramp from I – 25 southbound exit ramp.

Interregional Express Bus

SECTION 8 - SERVICE PLAN

I-25 South



TEJON PnR	5:15	5:30	5:45	6:00	6:15	11:30
WOODMEN PnR	5:28	5:43	5:58	6:13	6:28	11:43
MONUMENT PnR	5:43	5:58	6:13	6:28	6:43	11:58
BROADWAY STATION	6:33	6:48	7:03	7:18	7:33	12:48
CIVIC CENTER	6:53	7:08	7:23	7:38	7:53	13:08
18TH & STOUT	6:58	7:13	7:28	7:43	7:58	13:13
DUS ARR	7:05	7:20	7:35	7:50	8:05	13:20
DUS DEP	7:10	7:25	7:40	7:55	8:10	13:25
DENVER BUS CENTER	7:15	7:30	7:45	8:00	8:15	13:30

DENVER BUS CENTER	13:35	15:55	16:20	16:50	17:20	17:50
DUS Arrive	13:40	16:00	16:25	16:55	17:25	17:55
Dus Depart	13:45	16:05	16:30	17:00	17:30	18:00
17TH & CALIFORNIA	13:51	16:11	16:36	17:06	17:36	18:06
CIVIC CENTER	14:00	16:20	16:45	17:15	17:45	18:15
BROADWAY STATION	14:15	16:35	17:00	17:30	18:00	18:30
MONUMENT PnR	15:05	17:25	17:50	18:20	18:50	19:20
WOODMEN PnR	15:20	17:40	18:05	18:35	19:05	19:35
TEJON PnR	15:35	17:55	18:20	18:50	19:20	19:50

Except Saturday, Sunday, and Holidays

Interregional Express Bus

I-25 North



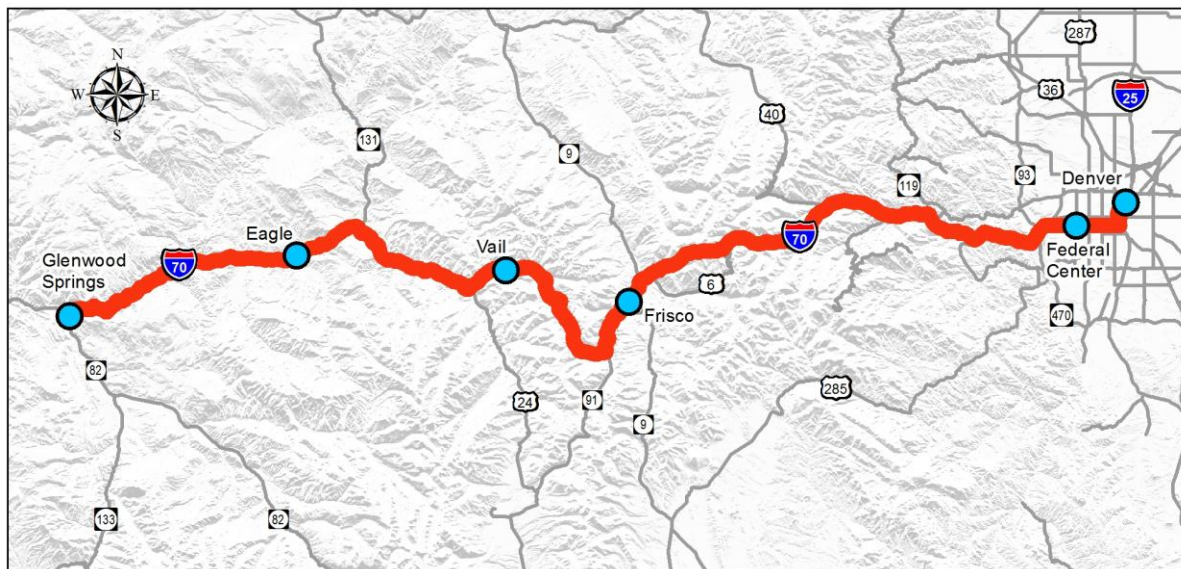
Harmony Road	5:30	5:45	6:15	6:45	11:45
Centerra P & R	5:40	5:55	6:25	6:55	11:55
DUS	6:25	6:40	7:10	7:40	12:40
Unload	6:30	6:45	7:15	7:45	12:45
17 th & Stout	6:35	6:50	7:20	7:50	12:50
Civic Center Station	6:39	6:54	7:24	7:54	12:54
Denver Bus Center	6:45	7:00	7:30	8:00	13:00

Denver Bus Center	13:12	15:52	16:22	16:52	17:22
Civic Center Station	13:19	15:59	16:29	16:59	17:29
18th & California	13:24	16:04	16:34	17:04	17:34
DUS Arr	13:30	16:10	16:40	17:10	17:40
DUS Dep	13:35	16:15	16:45	17:15	17:45
Centerra	14:20	17:00	17:30	18:00	18:30
Harmony	14:35	17:15	17:45	18:15	18:45

Except Saturdays, Sundays, and Holidays

Interregional Express Bus

I-70



Glenwood Springs	7:20
Eagle	7:55
Vail Arr	8:25
Vail DEP	8:30
Frisco Arrive	9:00
Frisco Depart	9:00
Lakewood - Denver Federal Center	10:10
Denver Union Station ARR	10:25
Denver Union Station DEP	10:30
Denver Bus Center	10:35

Denver Bus Center	17:50
Denver Union Station Arr	17:55
Denver Union Station Depart	18:00
Lakewood - Denver Federal Center	18:20
Frisco Arr	19:35
Frisco Depart	19:35
Vail Arrive	20:05
Vail Depart	20:10
Eagle	20:40
Glenwood Springs	21:20

Except Saturdays, Sundays, and Holidays

Interregional Express Bus

SECTION 9 – PERFORMANCE MEASURES REPORT TO THE TRANSPORTATION COMMISSION

CDOT -Measures of Success

- Report Monthly Ridership Data – CDOT retains responsibility for schedule time adjustments to ensure our schedules are at convenient times for our customers.
- Report Monthly Fare Box Recovery – By FY2019 we are consistently over 40% in all three corridors.
- Report Triggers for increases in service – average load of 30 on all schedules on a corridor and or/fare box recovery exceeds 50%. Transportation Commission approvals for:
 1. Additional CapEx needs for Rolling Stock
 2. Fare Adjustments
 3. Schedule increases/ corridor expansions

Contractor Measures of Success

- Report Monthly on all Contractor violations:
 - On Time Performance – 95%
 - Complaints – 10 complaints per thousand passengers
 1. NO ADA or Title VI complaints
 - Collisions – no more than 5 collisions per million miles operated (0.005 collisions per thousand miles operated).
 - FMCSA – “Satisfactory” rating In SAFER program (Safety and Fitness Electronic Records)
 - FMCSA –CSA Program Score (Compliance, Safety, and Accountability)⁴
 1. < 50% Unsafe driving;
 2. <50% Hours of Service
 3. <50% Driver Fitness
 4. <50% Controlled Substances/Alcohol
 5. <50% Vehicle Maintenance.
 - Vehicle Presentation “5 for 5” Program as provided by contractor(s)’ process and spot check by DTR management
 1. Outside wheels and body clean
 2. Exterior Windows Clean
 3. Inside Windows Clean including driver compartment – no smudges
 4. Inside seats and floor clean including driver compartment– no litter
 5. Restroom clean and smells fresh – stocked with toilet paper and hand sanitizer.
 - Vehicle Maintenance violations as audited by CDOT’s Contract ASE Engineer.

⁴ Any score 50% or above requires FMCSA intervention