

MEMORANDUM

TO: THE TRANSPORTATION COMMISSION AND CTIO BOARD OF DIRECTORS
FROM: SIMON LOGAN, SPECIAL PROJECT LEAD AND POLICY ANALYST
SUBJECT: GLOBEVILLE AND ELYRIA SWANSEA (GES) TOLLING EQUITY PROGRAM PROGRESS REPORT
DATE: JANUARY 18, 2024

PURPOSE

To update the Transportation Commission on the progress of implementing the GES Tolling Equity Program.

REQUESTED ACTION:

The purpose of this memo is informational only, and no action is being requested.

BACKGROUND:

The 2017 Record of Decision (ROD) for the Central 70 project included a commitment for CTIO to explore ways to provide discounted access to the Express Lanes for low-income residents of the GES neighborhoods. As a result, CTIO embarked on a year-long process to comply with this commitment and identify a program to bring to the CTIO Board of Directors for approval. This effort included significant engagement with peer agencies nationwide, the GES community, and other local stakeholders. The CTIO Board of Directors (CTIO Board) approved the program in April 2022.

The approved GES Tolling Equity Program has three main components:

1. Benefits
 - Toll credit (\$100) and a transponder for eligible residents to access the Express Lanes.
 - Free Transit passes. Available within the community at seven distribution sites.
2. Eligibility:
 - Residents of GES with an annual household income below 200 percent of the federal poverty level (FPL) and households displaced from GES due to eminent domain for the I-70 Central Project with an annual household income below 200 percent of the FPL. CDOT holds a list of these displaced households.
2. Funding
 - Administrative and start-up costs, up to \$1 million, provided by CDOT.
 - CTIO will cover the initial cost of the free transponder and promotional credit for all eligible residents.
 - Each subsequent year, 15 percent of net toll revenue from the Central 70 Express Lanes (estimated to be \$220k in the first year) will be allocated to the GES community for toll credit and transit passes.

In support of the program, the Transportation Commission (TC) approved an Intra Agency Agreement (IAA) between CDOT and CTIO, contributing one million dollars for start-up and administrative costs and activities. Per the IAA's terms, CTIO must provide an annual progress report by January.

Key Activities:

Following the approval of the program and IAA in April 2022, CTIO staff worked diligently to develop the necessary processes and implementation steps and contract with vendors to make the benefits accessible to all eligible residents of GES and launch the program.

Key activities in 2023 include:

- **Final Implementation steps**
 - Ensuring equitable access to the tolling element
 - CTIO contracted with BancPass in 2023 to manage the tolling element of the program. They offer more ways for participants to top up accounts using cash or card, have more touch points to notify users when their balance is running low, and provide customer services in English and Spanish. Integration of this system required some development work with CTIO's back office provider, E-470.
 - Tolling back office coordination
 - CTIO staff coordinated with E-470 staff to complete the back-office changes required to integrate BancPass with E-470.
- **Program launch**
 - The program was launched during a community meeting in Birdseed Collective/Globeville Center in March 2023. Translation for participants was available in Spanish and English, and all documentation and materials for his event and the program overall are provided in both languages.
 - Twenty-eight members of the community, as well as CTIO/CDOT Staff, representatives from FHWA, E-470, DRCOG, and council members, were all in attendance.
 - Thirteen community members provided the necessary documentation to enroll in the toll element of the program.
- **Benefit Distribution**
 - **Transit Pass Distribution**
 - Seven sites within Globeville and Elyria-Swansea began distributing the transit passes within the community on the day the program launched. They include rec centers, libraries, and schools.
 - Over 20,260 RTD 10 ride local ticket books and 37 monthly passes have been issued within the community, costing \$116k over eight months (July and August were free transit months, and no passes were issued then).
 - A survey conducted in October 2023, which received 252 responses, on how the passes are used has been included as an appendix to this memo.
 - High-level takeaways include most passes being used to travel to work, medical appointments, and household errands. Participants were mainly in the 20-64 age range, and over one-third of users traveled over 21 times monthly.
 - **Toll Credits and Transponder Distribution**
 - Enrollment in the toll credit and transponder element of the program began on the same day the program launched. However, due to outstanding back-office integration issues and tolling not going live until the Summer, BancPass did not start to send out transponders and instructions until mid-June.
 - Almost 60 vehicles have been registered to date at a total cost of \$7k.
 - NETC extended the enrollment window for in-person appointments and developed an online portal to receive enrollments throughout the year.
 - CTIO staff will be conducting a review of outreach efforts to determine how to increase the number of enrolled participants.

Community outreach, enrollment, and promotional materials.

- CTIO contracted with Northeast Transportation Connections (NETC) for community outreach, toll credit enrollment, and transit pass distribution.
- NETC continues to support the development and distribution of promotional materials to increase participation in the program and educate the community on how to use Express Lanes.
- **Website Updates**
 - A landing page with crucial information on the program and frequently asked questions was created on the Central 70 section of the Express Lanes page. A portal has also been created on the NETC website for GES residents to register interest in the program and provide their contact information.
 - Periodic updates are being made to these pages as needed.

NEXT STEPS:

- 1) CTIO staff will review the program to date in Q1 of 2024 to identify tools to increase the number of participants in the program, particularly for the tolling element.
- 2) Another transit pass survey will be conducted in Q2 of 2024 to continue to gather data on how the passes are being used.
- 3) CTIO will provide another progress report on or before January 15, 2025.

APPENDIX:

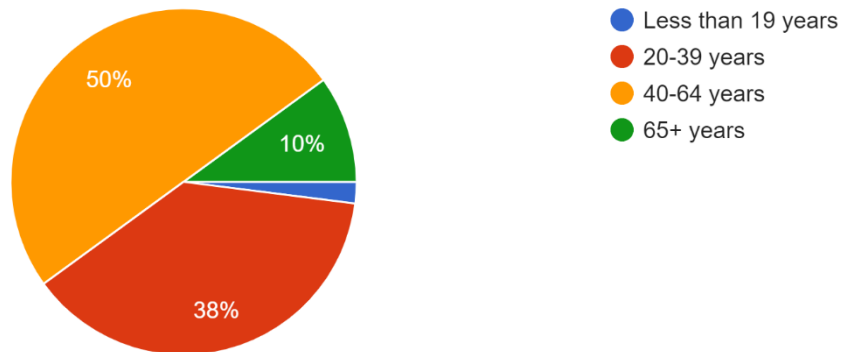
- 1) Appendix A: Transit Pass Survey - Spanish and English Responses (October 2023)

Appendix A: Transit Pass Survey - Spanish and English Responses (October 2023)

The transit pass survey was completed by 252 participants. 102 responses were completed in Spanish, and 150 were completed in English. The pie charts and graphs below display the breakdown in both languages.

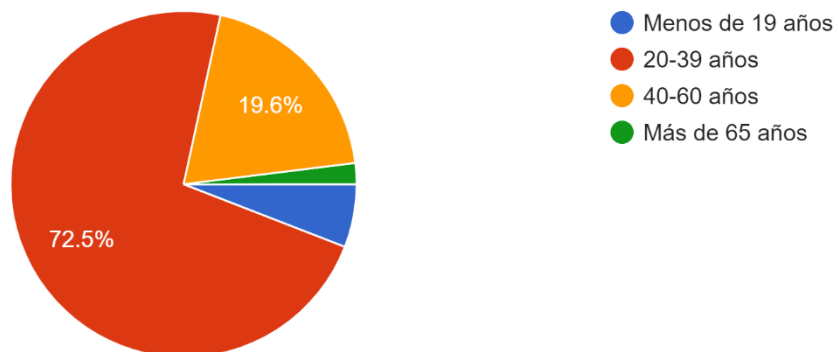
1. Which age group do you belong to? (Choose 1)

150 responses



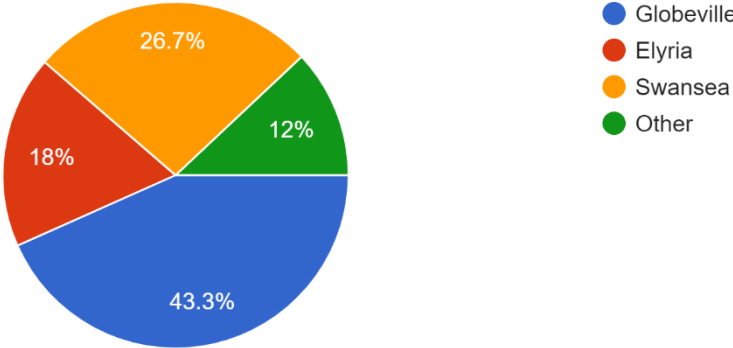
1. ¿A qué grupo de edad perteneces? (Elige 1)

102 responses



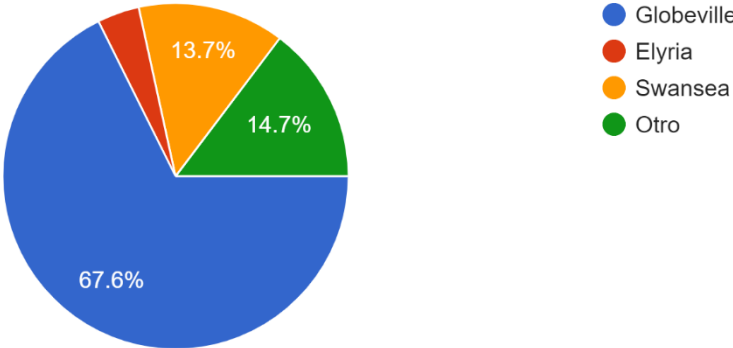
2. Which community do you live in? (Choose 1)

150 responses



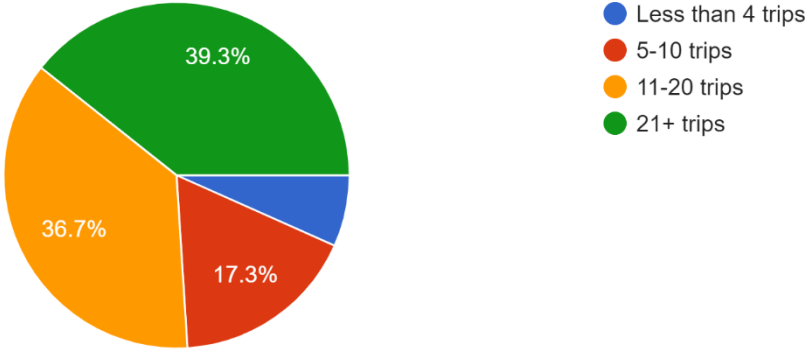
2. ¿En qué comunidad vives? (Elige 1)

102 responses



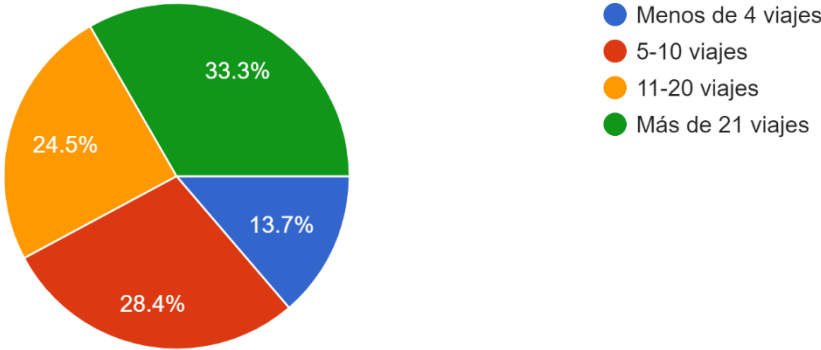
3. On average, how many transit trips did you make in the last month? (Choose 1)

150 responses



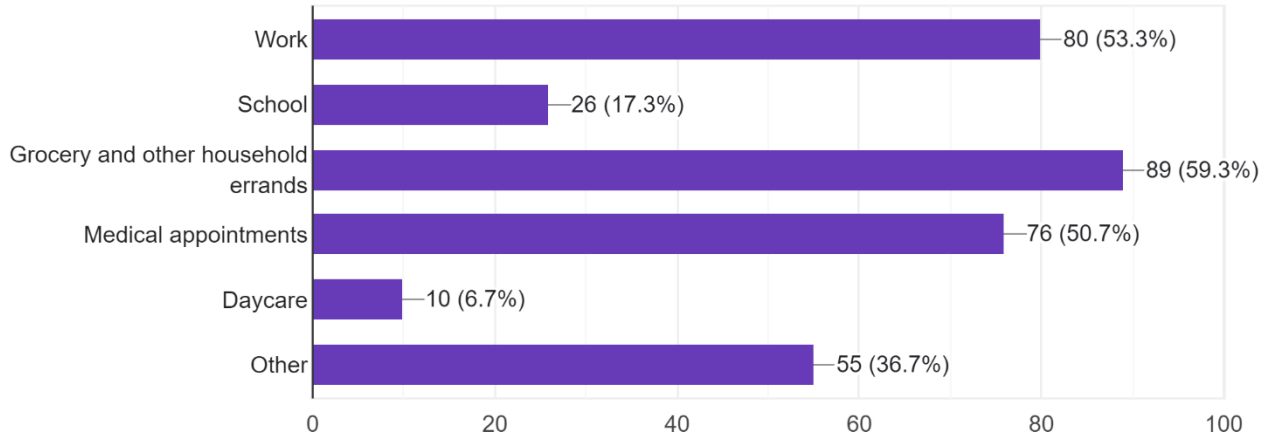
3. En promedio, ¿cuántos viajes de transporte público hiciste en el último mes? (Elige 1)

102 responses



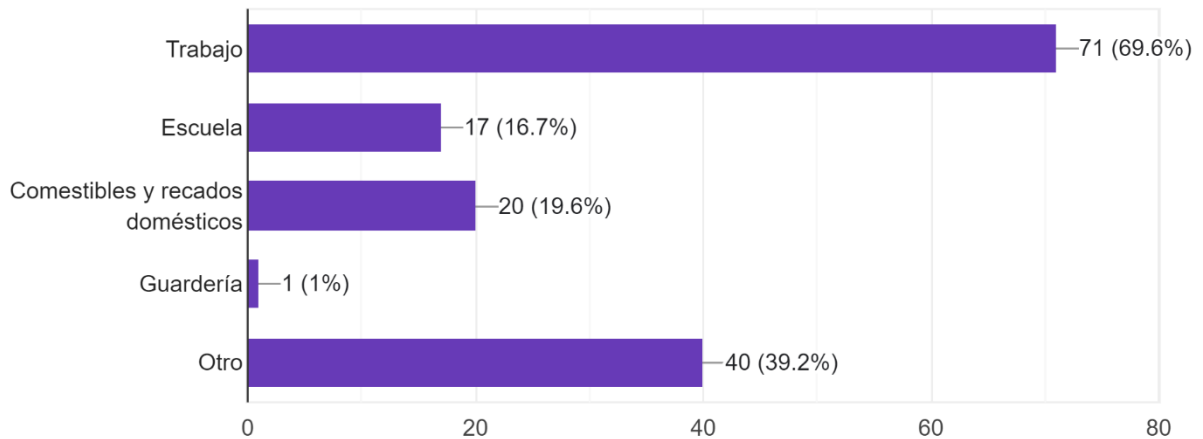
4. Where did you travel using the free tickets? (Choose all that apply)

150 responses



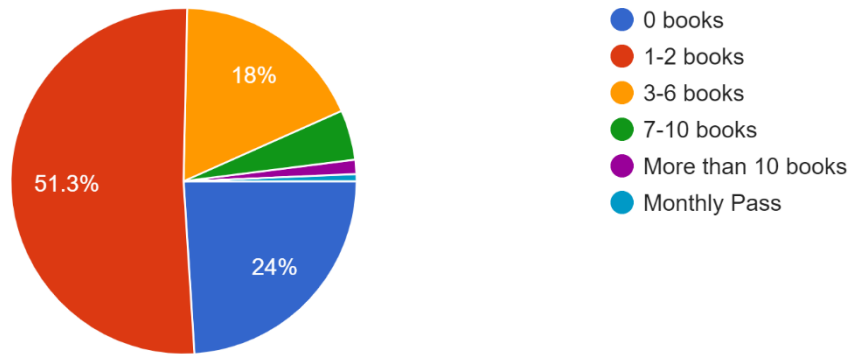
3. ¿A dónde viajaste usando los billetes gratuitos? (Elige todo lo que corresponda)

102 responses



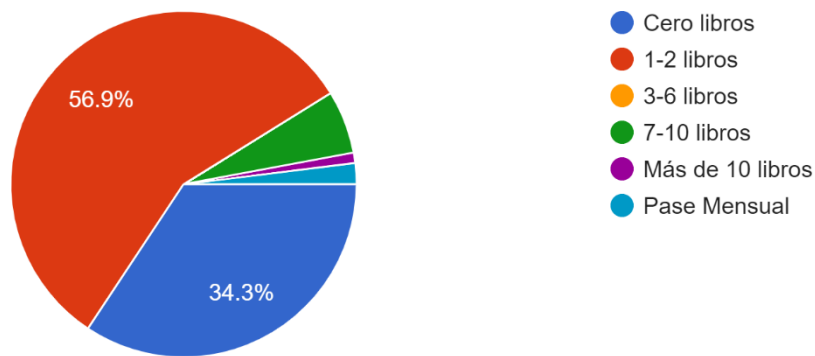
5. How many free ticket books did you pick up in September? (Choose 1)

150 responses



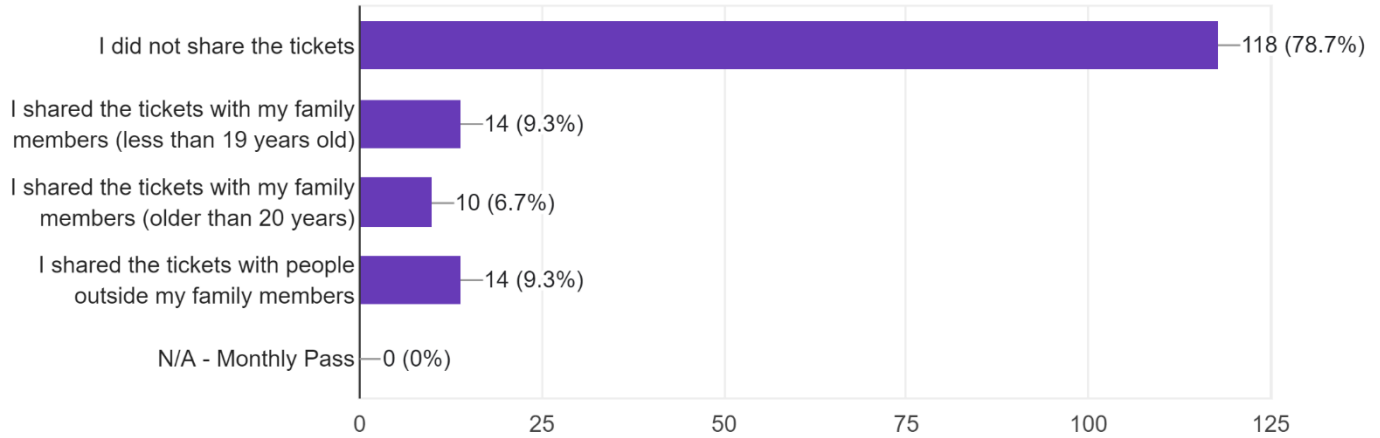
5. ¿Cuántos libros de entradas gratis recogiste en septiembre? (Elige 1)

102 responses



6. How many people did you share the tickets with? (Choose all that apply)

150 responses



6. ¿Con cuántas personas compartes entradas? (Elige todo lo que corresponda)

102 responses

