



COLORADO

Transportation
Investment Office

Central 70 Globeville and Elyria-Swansea (GES) Tolling Equity Program - Additional Benefit Analysis

April 2025

Overview

1. Background
2. Reminder of Results to Date
3. Approved changes
4. Analysis of additional benefits
5. Recommendations and Next Steps

Approved Program: Three Elements

Benefits:

Transponder (HOV3+)
\$100 credit in the first year and free transit passes. Participants can have both.

Funding: 15% of the net toll revenue divided between both benefits based on input from GES residents* (\$220k in year 1)

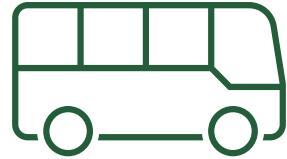
Eligibility: Resident of GES and below 100% Area Media Income (AMI) threshold;

- Over 5300 people eligible for transit passes.
- Estimated 4200 vehicles in the community are eligible for toll credits.

Benefits distributed to date

Benefit Distribution:

Transit passes are distributed within the community at rec centers, libraries and schools. Enrollment in the toll credits is available within the community and online.



Transit Passes (2024)

- \$258k total
- 48,820 single ride tickets (54% increase)
- 1347 monthly passes (Over 1000% increase)

Toll Credits (2024)

- Over \$14k credits added
- Almost 100 registered vehicles (22% increase)



Approved changes in 2025

Major Change: Adjust the income eligibility to AMI

Minor Change: Changing the requirement that a vehicle must be registered in GES

Additional Benefit Analysis

CTIO staff compiled a list of 13 possible benefits that could be added to the program

There were three main areas of evaluation in the table:

- Reach, admin, and pros/cons
- Ideally, the reach will be high within the community (i.e., maximum number of people reached/could benefit) and the administrative burden low.

Recommendation: Extension of GES Connector

About the GES Connector shuttle service

- The GES Connector shuttle service acts like an Uber/Lyft and has a high reach using its 3 vehicles to transport people throughout the communities boundaries i.e. it is only within GES.
- It has high utilization with an average of 90 rides per day, carrying an average of 140 passengers
- Currently funding only allows for a service from Monday to Friday.

Extension of the GES Connector

- Extending this popular service to the weekends is the option that best fits a high reach and low administrative burden
- The population currently using the shuttle aligns with the eligibility requirements of the GES program

Recommendation and Next Steps

CTIO is recommending exploring the shuttle service further



Explore the administration and costs associated with the selected option



Add an additional question in an upcoming transit pass survey and door to door outreach to gauge interest in extending the service



Bring additional information back to the board at a future meeting for potential approval of an additional benefit