



COLORADO

Transportation
Investment Office

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

August 2025

Overview

1. Program Background
2. Results to Date
3. About the GES Connector
4. Recommendations and Next Steps
5. Questions

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)

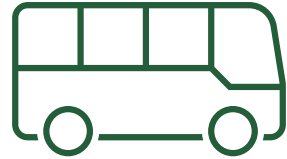
Eligibility: Resident of GES and below 100% Area Media Income (AMI) threshold;

- 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)



GES Connector

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 community's 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

Research and Discussions

Survey results: The April 2025 transit pass survey demonstrated significant support for extending it within the community (74% of respondents)

Costs: CTIO staff explored the administration and costs associated with extending the GES Connector to the weekends with the City and County of Denver and the vendor. It is estimated to cost \$144k per year.

Contract: CTIO staff have confirmed the contract type to enter into an agreement with the vendor and ~~an IAA with~~ the City and County of Denver to share data and coordination of services.

Why Micro Transit?

- Fixed-route transit is good for:
 - regional/city-wide scale
 - moving lots of people (10+/hour per vehicle)
 - traveling longer distances (5-10+ miles)
 - Ex: typical RTD bus route
- Micro-Transit is good for:
 - neighborhood scale
 - filling in gaps between services/routes
 - moving fewer people (3-6/hour per vehicle)
 - traveling shorter distances (a few miles)
- Both ‘tools’ of transit are used to make a complete network for efficient travel

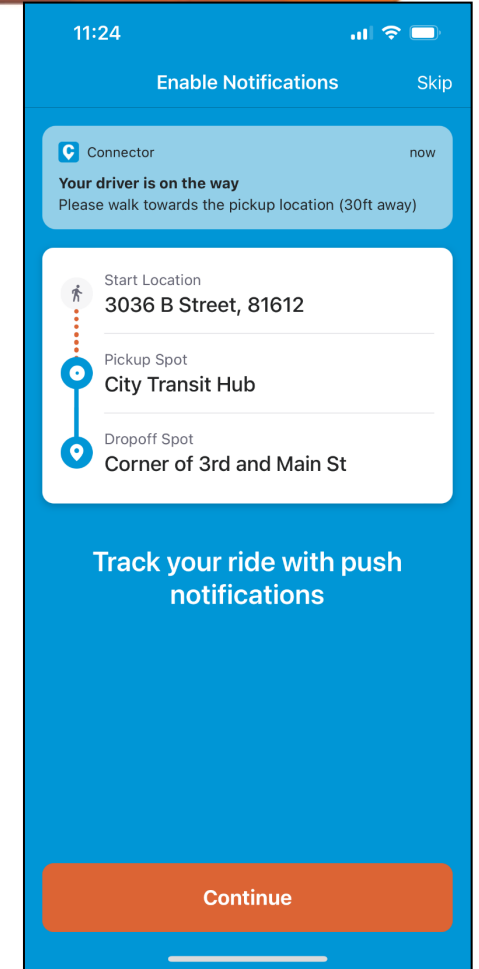
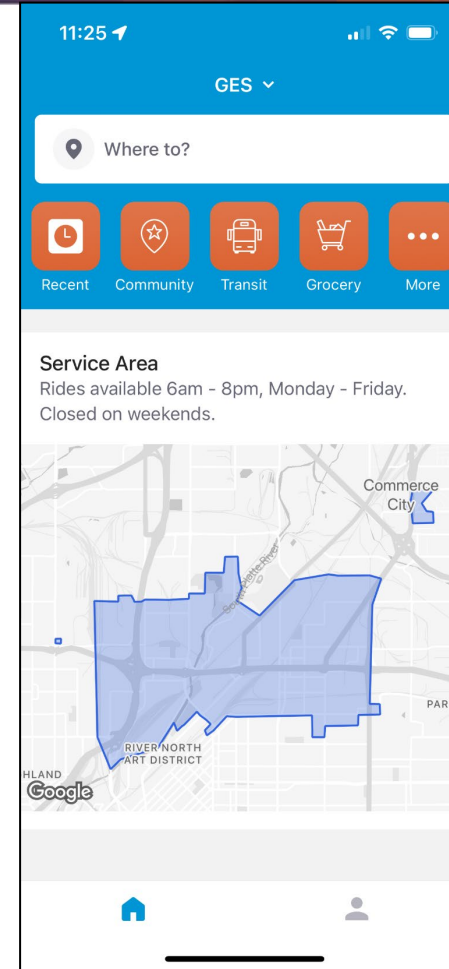


SOURCE: City and County of Denver

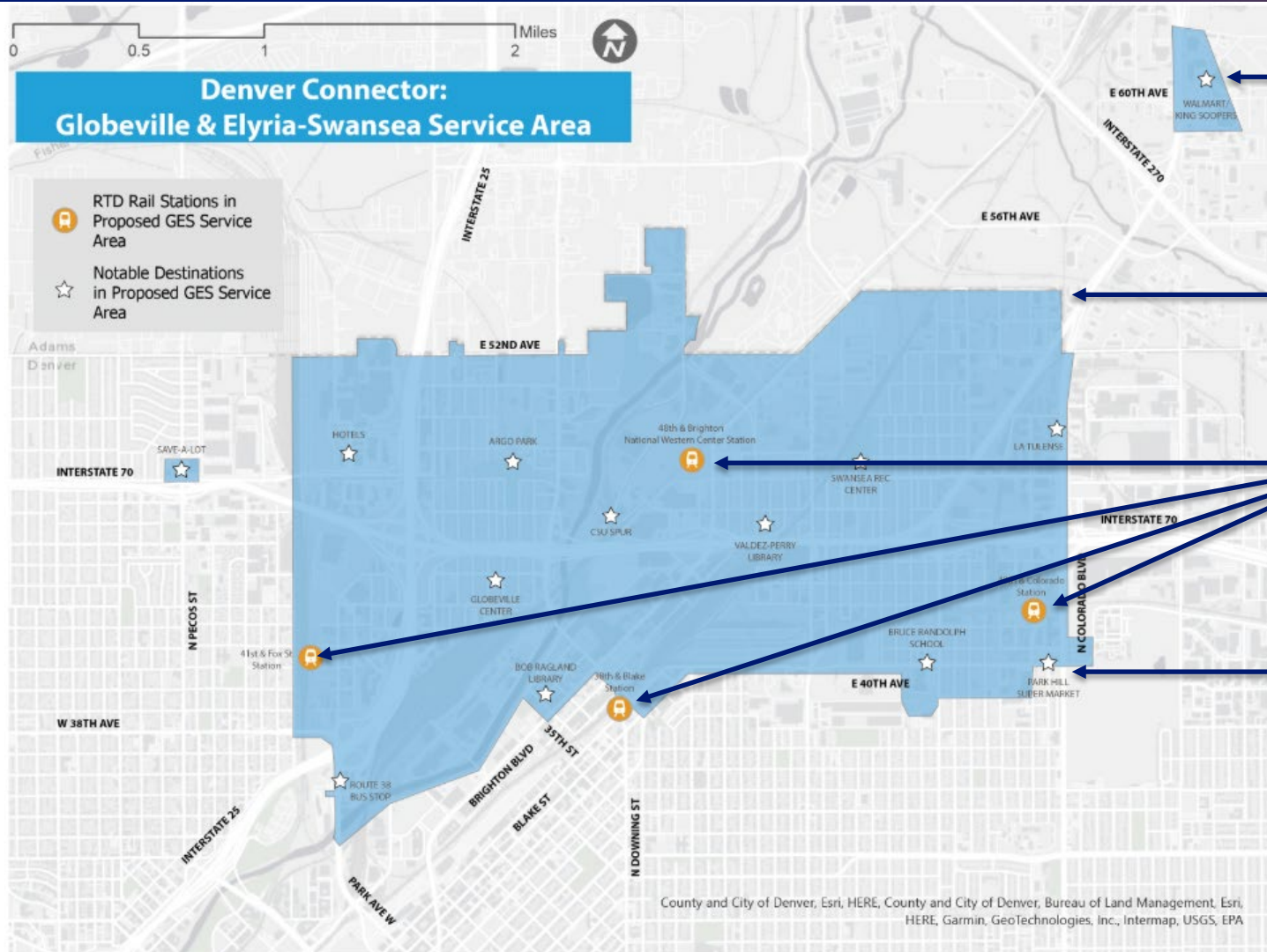


Existing Service – How it Works

- Download the Connector app or Call (720) 905-4438, English & Spanish
- Provide start and end points within the *Denver Connector* zone
- The vehicle will arrive to pick you up, typically in about 15-20 minutes.
- Rides are shared, average several miles, and take 7-10 minutes to get there
- Free of charge (no fare to ride)
- Monday – Friday, 6 AM – 8 PM



Globeville & Elyria-Swansea Zone



Grocery Stores, incl. Walmart

City Boundary at the north edge

RTD Rail Line Connections to A, B, G, and N Lines

40th Avenue for much of the South edge

Current Vehicle Fleet



8 Chrysler Pacifica's – Hybrid
Gas & Electric
(72% of the fleet)



3 Ford Transits – Diesel, Wheelchair
Accessible
(28% of the fleet)

Questions?

Frequently Asked Questions (FAQs)

What about...?



FAQs about Riding

Q: Who can Ride? A: Anyone, resident or visitor. We use only your phone number to book your ride. No other personal information is needed.

Q: Do I have to register to ride? A: No, there is no registration.

Q: How much does it cost to ride? A: \$0. There is no cost to ride.

Q: Is there a limit how many rides I can take? A: No, no limit.

Q: How long do I have to wait for my ride? A: For most rides, you can expect to wait 10-20 minutes before the van picks you up. At busy (peak) times, the waits may be 30-40 minutes. Peak times are generally 7-8 AM and 3:00-5:30 PM

FAQs about the Service Zones

Q: Can I ride between zones? A: No, unfortunately not. The vehicles are limited to travel within the zone to ensure wait times remain reasonable for all passengers.

Q: What if I live near the zone, or my destination is near the zone? A: If you live near, but not in the zone, you can walk to the zone and request a pick-up inside the zone. If your destination is outside the zone, you can be dropped-off at a destination at the edge of the zone and walk from there.

Q: Can I travel to the doctor, grocery store, or for any need? A: Yes, you can travel for any need or reason.

Q: Are there any limits on destinations? A: No, there are no limits on who you can visit. Some maps you may see will show community destinations such as grocery stores, but you can travel to any address you wish, business, home, or other.

FAQs About Relatives, Children

Q: Can I request a ride for someone else? A: Yes.

Q: Can I bring my (grand) child with me? A: Yes, and children need to be in a car seat if under the age of 3 (State Law). Parents / guardians are responsible to provide the car seat.

Q: Can a child ride by themselves? A: Yes if 12-years old, or older. For the safety of children, we ask that a parent or guardian accompany children 11-years or younger.