RFTA Fare Policy Update – Part 1

Part 1: Relationship of Fare Policy to RFTA Strategic Plan Outcomes

Purpose of Fare Policy

The purpose of this document is to outline RFTA's proposed fare policies and to illustrate how they align with RFTA Strategic Plan Outcome Areas and Objectives.

Alignment with RFTA Strategic Plan

The foundation of RFTA's fare policy is found in the RFTA Strategic Plan Outcome Areas and Smart Objectives. The Outcome Areas and Objectives that are specifically relevant to fare policy are highlighted below, and overlapping themes are circled.

SAFE CUSTOMERS, WORKFORCE AND GENERAL PUBLIC

1. Customers are safe at RFTA facilities and riding RFTA services
2. The Public is safe and comfortable using the Rio Grande trail
3. Maintain and promote a healthy and safe workforce
4. The general public has a positive perception of the safety of RFTA services
5. Staff are well trained and safety focused

ACCESSIBILITY AND MOBILITY

Provide accessible, effective and easy to use mobility options that connect our region.

1. Rio Grande Railroad Corridor/Rio Grande Trail is Appropriately Protected and Utilized
2. Trail and Transit Users Move Safely, Quickly and Efficiently
3. Increase alternative mode splits throughout the region
4. Provide increased first and last mile options for customers throughout service area
5. Ensure accessibility for youth, low income, seniors and disabled populations
6. Identify and Reduce barriers to riding transit and accessing trails
7. Provide convenient connections to key activity centers in service area

SUSTAINABLE WORKFORCE

1. Prioritize the hiring of local employees
2. Provide competitive compensation and benefit packages
3. Provide comfortable and affordable short-term and long-term housing solutions
4. Find ways to reduce the strain of commuting long distances on the workforce
5. Recognize and reward top performers
6. Ensure organizational resilience through thoughtful succession planning and workforce development
7. Find ways to increase employee engagement

FINANCIAL SUSTAINABILITY

1. Ensure accurate budgeting and accounting
2. Develop a capital planning prioritization process
3. Preserve financial sustainability and maintain a structurally balanced long-range budget
4. Pursue financing opportunities to deliver better service and complete future capital projects
5. Optimize RFTA services and expenditures for more efficiency and/or costs savings
6. Promote fair and open competition in contracting opportunities to ensure fair and reasonable pricing.
7. Monitor, evaluate and present new revenue sources

SATISFIED CUSTOMERS

Strive to exceed customer expectations by providing modern, courteous, safe convenient, highly reliable, Dependable, comfortable, sustainable and cost efficient affordable transportation choices

1. Transit and Trail Experiences are Enjoyable
2. Transit services are affordable for all user types
3. Leverage technology to enhance customer experience
4. Provide easy, modern and reliable services
5. Conduct triennial on-board passenger surveys
6. Provide a centralized, user-friendly Customer Relationship Management system
7. Provide clean and well maintained facilities, trails and equipment
8. Staff are well trained and customer focused

ENVIRONMENTAL SUSTAINABILITY

1. Trail and Transit Users Enjoy Environmentally Friendly Equipment and Facilities
2. RFTA organization will strive for 100% renewable energy use
3. Maximize energy efficiencies within RFTA organization, cost-effective solutions
4. Provide alternative and innovative travel solutions to help slow the growth of Vehicle Miles Traveled in region
5. Advance renewable/ sustainable projects without sacrificing our existing services and a responsible budget
6. Promote and support transit oriented land use patterns

HIGH PERFORMING ORGANIZATION

1. Optimize the use of RFTA assets through capital improvement planning, preventative maintenance and asset management
2. Innovative technology will be leveraged to improve service and efficiency in all outcome areas
3. Proactively influence policy and legislative development at all levels of government regulation
4. Actively engage the public about plans, projects and service changes
5. Ensure appropriate transparency of all RFTA business
6. Actively plan for business continuity and resilience in the event of crisis
7. Continually seek ways to improve business process

RFTA
ROARING FORK TRANSPORTATION AUTHORITY

Fare Policies

RFTA's Fare Policies are based on three common, fare-related goals found within the Strategic Plan Outcome Areas and Smart Objectives. These three goals are:

Affordability: RFTA must provide an affordable means for transit users to access employment, medical care, education and other critical daily needs.

Mobility and Accessibility: RFTA services must allow people to travel reliably to a variety of destinations, with reasonable headways, and with a wide time span of service.

Financial Sustainability: RFTA must be able to offer affordable mobility options within its budgetary means, in a financial reasonable and sustainable manner.

The fare policies and relationship to these goals are outlined below.

Fare Policy	Primary Supporting Goal	Goals that May Complement	Goals that May Conflict
Fares shall be affordable	**Affordability**	Mobility & Accessibility	Financial Sustainability
Fares shall meet financial sustainability goals; RFTA's regional routes shall have an overall fare recovery of 20% minimum.	**Financial Sustainability**		Mobility & Accessibility Affordability
Fare structure shall encourage and support mobility and accessibility	**Mobility & Accessibility**	Affordability	Financial Sustainability
Fare structure and systems shall be easy for customers to understand and use	**Mobility & Accessibility**		
Fare structure shall provide choices that meet a wide variety of travel needs	**Mobility & Accessibility**	Affordability	Financial Sustainability
Shall enable all people in RFTA's service area to use public transportation	**Affordability**	Mobility & Accessibility	Financial Sustainability

Balancing Goals

It is important to note that, similar to RFTA's Strategic Plan Outcomes, the fare policy goals are broad and can be both in alignment with one another and be conflicting. Fare policies need not align; however, the goals must be balanced. That is, the outcomes or benefits of achieving the primary goals must outweigh the impacts of not achieving or conflicting with the others.