

Regional Transportation District

1600 Blake Street
Denver, CO 80202-1399
303-299-2306



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AGENDA

Operations and Customer Service Committee/ Financial Administration and Audit
Committee

Tuesday, May 16, 2017

Rooms R, T, & D

5:30 PM

Conference Dial-in # 303-299-2663

Conference ID: 15120

Operations and Customer Service Committee

Chaired by Lorraine Anderson

A. Call to Order

B. Recommended Actions

C. Updates

- **Centennial Lyft Project**
- **Bus Network Analysis Potential Transit Priority**
- **L Line Operations and Service Concept**
- **Proposed August 2017 Service Change**
- **16th Street Mall (No Back-up)**
- **Lost Service Hours Update**

D. Other Matters

E. Next Meeting Date - June 20, 2017

F. Adjourn

Financial Administration and Audit Committee

Chaired by Natalie Menten

A. Call to Order

B. Recommended Actions

- 2016 Comprehensive Annual Financial Report and Report to Governance
- Timekeeping System Contract
- Non-Profit Program 2017
- Citibank Call Modification

C. Updates

- March 2017 Monthly Financial Status Report
- First Quarter 2017 Investment Report
- 2017 Financing Update
- SBP First Draft
- FTA Triennial Review Update
- SmartCard Project Update

D. Other Matters

E. Next Meeting Date - June 20, 2017

F. Adjourn

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THE CHAIR REQUESTS THAT ALL PAGERS AND CELL PHONES BE SILENCED DURING THE BOARD OF DIRECTORS MEETING FOR THE REGIONAL TRANSPORTATION DISTRICT.

BOARD OF DIRECTORS REPORT

To: David A. Genova, General Manager and CEO
From: Bruce Abel, Assistant General Manager
Date: May 8, 2017
Subject: Centennial Lyft Project

Date: May 11, 2017

GM

Board Meeting Date: May 16, 2017

ATTACHMENTS:

- Centennial-Lyft Board Memo - May 2017 (DOCX)

Prepared by:
Jeff Becker, Senior Manager, Service Development

Approved by:



Bruce Abel, Assistant General Manager

5/11/2017

Regional Transportation District



Our mission:

To meet our constituents' present and future public transit needs by offering safe, clean, reliable, courteous, accessible and cost-effective service throughout the District.

To: Operations and Customer Service Committee

Through: Bruce Abel, Assistant General Manager- Bus Operations

From: Jeff Becker, Senior Manager, Service Development

Subject: Centennial Lyft Project

Date: 04.17.17

In early 2016 the City of Centennial Innovation Team initiated development of a first/last mile, on-demand, mobile-based public-private partnership pilot project at the Dry Creek Light Rail Station and Call-n-Ride (CnR) service area to enhance services and ridership with expenses comparable to the RTD's Call-n-Ride. The service operates in the same service area, days and time span as CnR and is free, making it directly on par with CnR since a customer still needs a light rail ticket. Customers must download apps and register with Lyft or the Go Denver multi-modal trip planner and also indicate if an accessible vehicle is needed. Customers can also call Centennial Customer Service to book a ride on the apps.

Centennial estimated from DRCOG data that "there are 1,530 residents who live in the Dry Creek CnR area who commute to jobs near other light rail stations ... and 680 employees who live near other light rail stations and work in the Dry Creek CnR area." Adding these together and with those currently using CnR and park-n-ride, the total potential market was estimated to be approximately 4,600 one-way trips per day. Overall it was estimated that the adoption rate of the proposed service would be 7% or approximately 300 trips per day. The service operated from August 18, 2016 to February 15, 2017, attracting 1,302 total trips or approximately 10 per day.

Paying market rates for Lyft rides based on their formula which includes a base fare plus trip distance and trip time, the average cost for these rides was about \$5.50. In order to comply with ADA requirements, Centennial contracted with Via Mobility (a nonprofit in Boulder) to provide a lift-equipped van for 13.5 hours per day for a total of \$47,000 for the six months. The budget also included Xerox (Go Denver) hosting, data collection and analysis for \$9,000. Not including any other administrative costs, the total cost was about \$63,000 or \$48.50 per ride.

For comparison Dry Creek CnR average weekday ridership for the comparable 6-month period was 58 in 2015 and 53 in 2016. In 2015 the fully allocated (including vehicle amortization, administration, etc.) subsidy was \$20.92 per trip or \$11.09 for direct operating subsidy only. It is hard to tell what effect the Lyft service had on CnR ridership, since CnR ridership overall decreased

about 11% year-to-year; however, a soon to be finalized survey report of Lyft riders will shed light on this. Total first/last mile ridership for both services was about 60 per day.

It is worth noting that the average daily Dry Creek Light Rail station activity (total ons & offs) for August to December 2016 was 2,152. RTD's overall transit market share (typical of our peers) is about 6%, but this would be much higher to downtown—say 35%—and less for suburban first/last mile trips—say 2%. Thus 60 trips represent a realistic 2.8% market share of station activity, as opposed to the postulated 7% of Centennial commuters near rail stations. Another good comparison is the Lone Tree Link which began September 2015 to provide free first/last mile service about every 10 minutes between the Lincoln rail station and Charles Schwab, Level 3 Communications and Sky Ridge Medical Center with a total of about 7,700 employees. It currently averages about 320 riders per day or (assuming 2 trips per employee) about 160 employees, which would be about a 2% share of total employees. The employers and City of Lone Tree pay for this service at a cost of about \$524,000 per year or \$6.50 per ride.