BOARD OF DIRECTORS REPORT

To: Paul J. Ballard, Interim General Manager and CEO  
From: Heather McKillop, CFO/AGM, Finance & Administration  
Date: March 3, 2020  
Subject: LiVE Update  

Date: March 4, 2020  
GM  
Board Meeting Date: March 10, 2020

BACKGROUND
In 2018, the RTD Board of Directors approved a new income-based fare discount program to be implemented along with several other fare changes in 2019. This new program was named LiVE (pronounced as in “live your best life”) and was developed using recommendations from the Pass Program Working Group and public input. LiVE fares offer a 40% discount from RTD’s full fare rates for eligible customers. To be eligible for the LiVE program, participants must live within the District, have household incomes at or below 185% of the federal poverty level and be between the ages of 20 and 64 years old. Other RTD fare discount programs apply to those that are ages 19 and under and ages 65 and older.

In conjunction with the implementation of LiVE, the non-profit fare discount program transitioned to new rules after December 31, 2019.

DISCUSSION
In order to use the discounted LiVE fare products, customers must be able to present a valid LiVE eligibility card to bus operators and fare inspectors. To obtain this eligibility card, customers must apply through the State of Colorado’s Program Eligibility and Application Kit (PEAK) website. The PEAK website is the application point for several public assistance programs, and now also offers an option to apply for the LiVE program.

Applicants who are enrolled in certain medical, food, or cash assistance programs and fall under the income threshold for the LiVE Program will automatically be approved (“categorical eligibility”) for the LiVE program if they choose to apply and fulfill the age and address requirements. Applicants who do not participate in assistance programs may apply for the LiVE program as well. After an applicant has submitted all required information through the PEAK system for the LiVE program and has uploaded a photo, applications that were not automatically approved by the system are reviewed for eligibility by Denver Human Services. Data for applicants who meet the eligibility requirements and have uploaded a photo is transferred to RTD and RTD’s LiVE eligibility card vendor for production, mailing, and card administration. Approved participants can expect to receive their eligibility card within about two weeks of application approval. Applicants who do not meet eligibility requirements or do not provide the required photo or information are notified by mail.
The PEAK application for the LiVE program became available to the public on July 29, 2019.

In the first six months of the program (August 2019 - January 2020), 3,550 participants enrolled. During this timeframe, 1,410 individuals purchased passes on their mobile device (3-hour passes and day passes), while 330 chose MyRide cards. Nonprofit organizations purchased approximately 78,000 LiVE tickets. The majority of the LiVE ticket sales to nonprofits occurred in January 2020 since the nonprofit program did not transition to the LiVE program rules until the end of 2019.

As of February 24, 2020, 6,829 LiVE eligibility applications have been submitted, 4,294 have been approved, 1,734 have been denied and the remaining 801 are pending. Of the 1,734 denied, 1,190 were denied because of age, i.e. they were 19 or younger or 65 and older which entitles them to a better discount. 385 were denied because their address was out of District, 28 were denied because it was a duplicate application, 14 were denied because the applicants were already enrolled, 7 were denied because they did not respond to requests for additional information, and 110 were denied because they did not meet the income threshold. Of the 801 pending applications, 729 lack an uploaded photo, 59 are pending for eligibility determination by a benefits program that would income-qualify the applicant for LiVE, one is pending for income verification by Denver Human Services, and 12 applications are pending because the applicant needs to provide additional information.

Between February 25 and March 2, 2020, 284 new participants enrolled. Note that we have seen a significant increase in the number of enrollments per week over the last three months (with the exception of holiday weeks).

Approved LiVE Applications
by Approval Week

![Graph showing approved LiVE applications by approval week.]

0 102 117 133 67 129 161 163 140 154 204 186 173 240 249 233 186 276

0 200 400

Record Count
In addition to going live on July 29, 2019, the following actions have been completed:

- LiVE fares are available through RTD’s mobile ticketing application.
- LiVE fares are available on LiVE MyRide smart cards. The cards can be ordered through the MyRide portal and have been made available for purchase at RTD sales outlets as well as King Soopers and Safeway stores.
- LiVE airport upgrades are available on buses and from Ticket Vending Machines (TVMs).
- Order forms for LiVE 10-ride tickets have been made available to organizations in the RTD nonprofit program.
- RTD Operations staff and Security staff have been trained on the LiVE fares and eligibility requirements.
- Marketing, training, product readiness and communications activities have been deployed.
- Step-by-step instructions for applications as well as other materials are available through the RTD LiVE web page. A LiVE Program handout has been created, printed, and uploaded to the web page. The instructions and handout are available in English and Spanish.
- The LiVE application process in PEAK is available to applicants in both English and Spanish.
- RTD customer service is answering LiVE program questions and referring customers to the appropriate parties for assistance.
- Denver Human Services is verifying income for those not categorically income-eligible through public assistance programs.
- Denver Human Services is providing LiVE eligibility customer service by phone and e-mail.
- RTD staff are performing quality control, making any needed adjustments for uploaded photos, working with applicants if a better photo is required, and assisting customers whose cards have been lost or stolen.
- The livecard@rtd-denver.com mailbox is active and being utilized to communicate with customers about photos and cards and to field questions. Community partners can request printed LiVE handouts through this email address.
- A feedback form about the LiVE application experience is available on the RTD website.
- RTD staff have promoted the LiVE program and answered questions at community events.
- Denver Human Services has provided information about the LiVE Program and application at community events and to community partners and caseworkers.
- RTD hosted live and webinar training by PEAK Outreach (Boulder County) for nonprofit organizations that are interested in helping their clients apply for LiVE.
- RTD has refined the communications plan for LiVE and is expanding outreach and marketing activities.
- The team has identified requirements for PEAK enhancements related to the LiVE application and application processing.
- RTD would like to provide some application help to eligible riders who have barriers to applying. We envision an application outreach worker helping interested individuals apply at rotating locations throughout the District, for example homeless shelters. RTD and
Denver Human Services have agreed to pursue this option.

- Negotiated the scope for enhancements to the LiVE application and application processing in PEAK with the State’s software vendor. These enhancements will include revised verbiage in the LiVE application based on feedback.
- RTD has kicked off a broader marketing campaign about all fare discounts, including LiVE, starting with in-vehicle advertising and social media posts.

On-Going:

- RTD is working with the State’s software vendor and Denver Human Services to work out remaining “bugs” from the initial implementation in PEAK.
- RTD is implementing additional activities for the marketing campaign about the discounts offered by RTD, in accordance with the LiVE/All Discounts Communications Plan.
- RTD staff is pursuing targeted outreach opportunities and is also including LiVE information and brochures in other RTD outreach activities.
- On-going communications with organizations in the RTD Nonprofit Program to explain the new program rules, provide information about the application process, and receive feedback.
- RTD is working with community-based organizations to coordinate outreach and provide information and materials.

Next Steps:

- Complete an amendment to the intergovernmental agreement with the City and County of Denver to add the services of an application outreach worker.
- Staff is working with the ID card printing vendor to decrease the average number of days between application approval and receipt of the LiVE proof of eligibility card.
- RTD will conduct a survey of LiVE customers for feedback on all aspects of the LiVE program.
- RTD will continue to refine communications materials and outreach activities.
- The team will use feedback from customers, partner organizations, and RTD staff to evaluate potential enhancements to systems, procedures, and communications.

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