



COLORADO

Transportation Investment Office

Colorado Transportation Investment Office Memorandum

To: The Transportation Commission and the CTIO Board of Directors

From: Simon Logan, Special Projects Lead and Policy Analyst

Date: January 15, 2025

Subject: Globeville and Elyria Swansea (GES) Tolling Equity Program Progress Report

Purpose:

To update the Transportation Commission and the Colorado Transportation Investment Office (CTIO)¹ Board of Directors on the progress of the GES Tolling Equity Program.

Requested Action:

The purpose of this memo is informational only, and no action is being requested.

Background

The 2017 Record of Decision (ROD) for the Central 70 project included a commitment for CTIO to explore ways to provide discounted access to the Express Lanes for low-income residents of the GES neighborhoods. As a result, CTIO embarked on a year-long process to comply with this commitment and identify a program to bring to the CTIO Board of Directors for approval. This effort included significant engagement with peer agencies nationwide, the GES community, and other local stakeholders. The CTIO Board of Directors (CTIO Board) approved the program in April 2022.

The approved GES Tolling Equity Program has three main components:

1. Benefits
 - Toll credit (\$100) and a transponder for eligible residents to access the Express Lanes.
 - Free Transit passes. Available within the community at various distribution sites.
2. Eligibility:
 - Residents of GES with an annual household income below 200 percent of the federal poverty level (FPL) and households displaced from GES due to eminent domain for the I-70 Central Project with an annual household income below 200 percent of the FPL. CDOT holds a list of these displaced households.
 - Eligible residents don't have to choose one or the other; they can receive both benefits.
2. Funding
 - Administrative and start-up costs, up to \$1 million, provided by CDOT.

¹ The High Performance Transportation Enterprise (HPTE) is now doing business as the Colorado Transportation Investment Office (CTIO). CTIO is how the enterprise refers to itself now and in the future. However, the HPTE name is retained for legislative and legal documents.

- CTIO covers the initial cost of the free transponder and promotional credit for all eligible residents.
- Each subsequent year, 15 percent of net toll revenue from the Central 70 Express Lanes is allocated for toll credit and transit passes, making this an ongoing benefit to the community.

In support of the program, the Transportation Commission (TC) approved an Intra Agency Agreement (IAA) between CDOT and CTIO, contributing one million dollars for start-up and administrative costs and activities. Per the IAA's terms, CTIO must provide an annual progress report by January.

Benefit distribution and partners

- **Transit Pass Distribution**
 - Seven sites within Globeville and Elyria-Swansea have been distributing the transit passes within the community. They include rec centers, libraries, and schools.
 - In the last year, the program has invested approximately \$258,000 in 48,820 one way transit tickets (4,882 10 ride ticket books) an increase of 54% from the previous year.
- **Toll Credits and Transponder Distribution**
 - Almost 100 vehicles have been registered to date at a total cost of \$14k.
 - NETC extended the enrollment window for in-person appointments and developed an online portal to receive enrollments throughout the year.
 - CTIO staff continues to conduct a review of outreach efforts to determine how to increase the number of enrolled participants in the toll credits element.
- **Partners**
 - **Community outreach and enrollment (NETC)**
 - CTIO continues to work with Northeast Transportation Connections (NETC) for community outreach, toll credit enrollment, and transit pass distribution.
 - NETC supports the development and distribution of promotional materials to increase program participation and educate the community on how to use Express Lanes.
 - **Toll credit account management (BancPass)**
 - CTIO has contracted with BancPass to manage the tolling element of the program. They offer more ways for participants to top up accounts using cash or cards, have more touch points to notify users when their balance is running low and provide customer services in English and Spanish.

Program reflections

- The GES Tolling Equity Program is going well overall and is really appreciated by program participants. The transit pass element continues to be popular, with an increasing number of residents receiving passes. The toll credits element has had a slower uptake than anticipated and requires more attention.
- CTIO staff use survey data and toll credit reports to gauge how the program could be improved to benefit the GES community. For example, door-to-door outreach was conducted within the community during the Summer of 2024 to seek to increase the number of vehicles registered on the toll credit element. Residents within GES were contracted to

conduct this outreach and gather information on people they spoke to about why they wouldn't or didn't sign up. A survey of the 245 responses received is included in Appendix A. High-level takeaways include:

- Around 40% of respondents either don't drive on the interstate, aren't comfortable sharing documentation, do not own a vehicle, or it is not registered in GES (around 10%). This population is highly unlikely to sign up for the tolling element of the program, further reducing the pool of potential vehicles to around 4250.
- This survey points to possible programmatic changes that could improve program participation, such as changes to income verification and vehicle registration.

Next Steps

- 1) CTIO Staff will discuss proposed changes with the CTIO Board of Directors and bring any necessary documentation (if relevant) for approval in early 2025.
- 2) Another transit pass survey will be conducted (October 2023 was the last one) to continue gathering data on how the passes are used.
- 3) CTIO will provide another progress report on or before January, 2026.

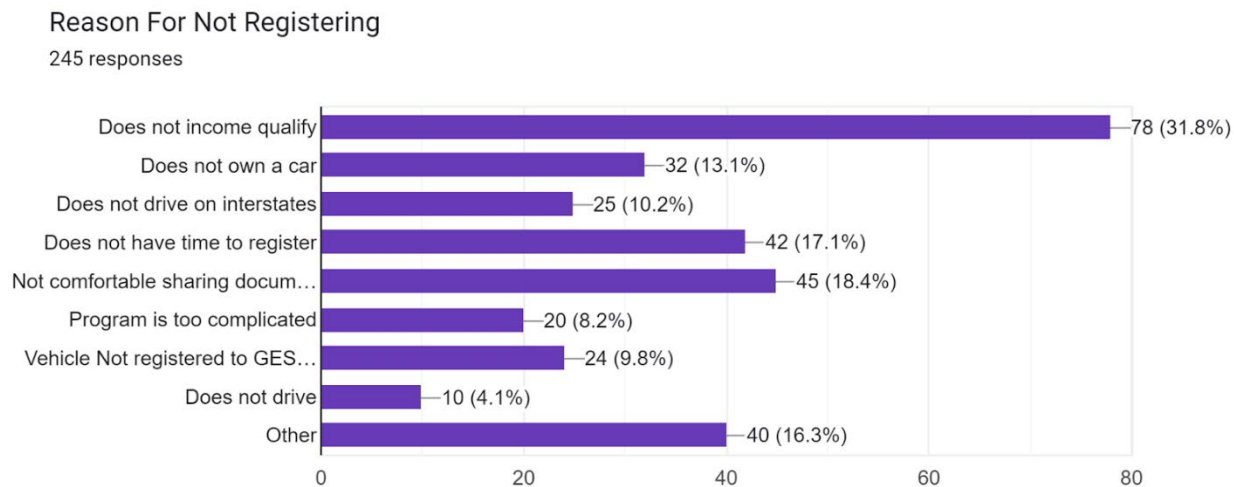
Attachments:

- Attachment A: Summary of Survey of GES Residents (door-to-door outreach re toll credits)
- Attachment B: Toll Credits Dashboard
- Attachment C: Toll Credit Users Survey

Appendix A: Summary of Survey of GES Residents (door-to-door outreach re toll credits)

B. Door-to-door survey (Summer 2024)

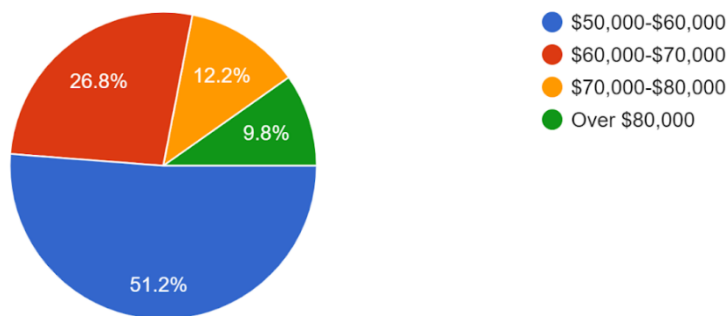
Door-to-door outreach was conducted by community members in the Summer of 2024 to increase the participation rate in the toll element of the program. If an individual decided not to discuss the program or not to sign up, they were asked for the reason. This survey captures the feedback received from 245 residents.



47 responses were collected for those that selected others. Their responses ranged from do not driving on the interstate, vehicle not registered to an address in GES (a requirement), too expensive to register the vehicle in GES (higher insurance premiums), and the car isn't functioning.

If answered "Does not income qualify" above, which income bracket fits your household best?

41 responses

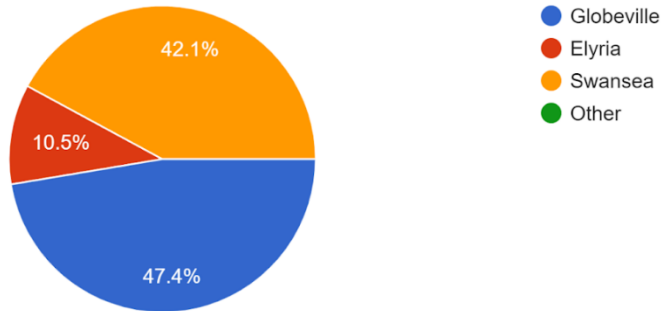


C. Toll credit element users survey (Summary 2024)

Toll credit users (approximately 60 users) were surveyed to gather more information on how they use their accounts, etc. The results below are from 19 individuals who shared their responses.

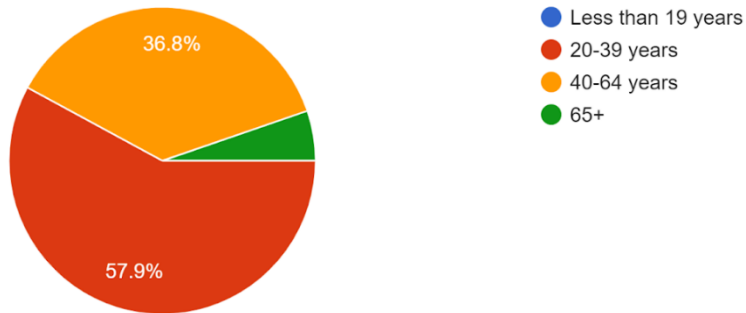
Which community do you live in? (Choose 1)

19 responses



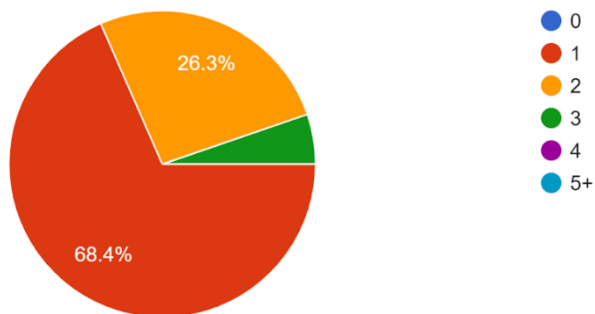
Which age group do you belong to? (Choose 1)

19 responses



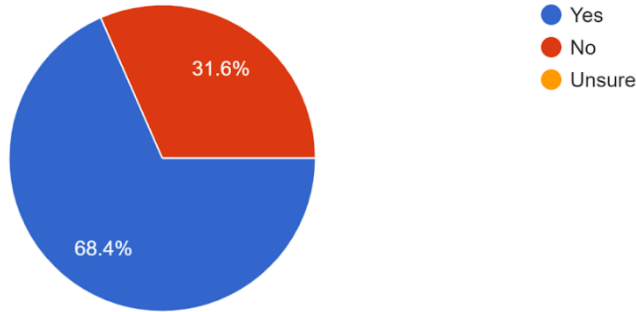
How many vehicles do you have on the program?

19 responses



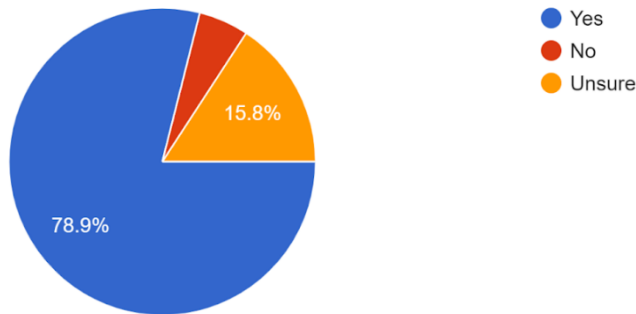
Have you been using the BancPass App to manage your account?

19 responses



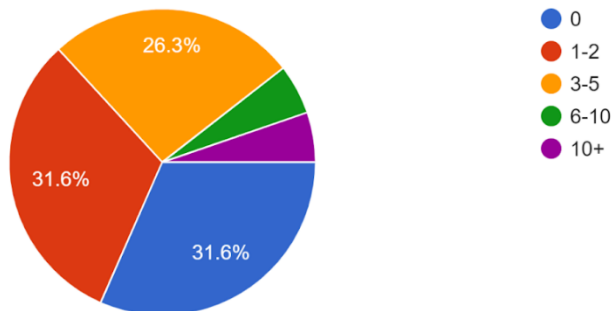
Has it been easy to manage your account through the BancPass App?

19 responses



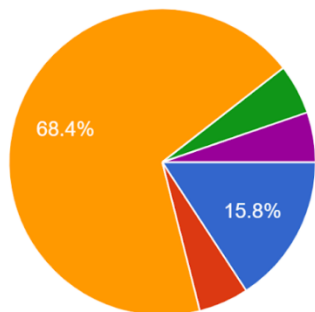
On average, how many trips in HOV3+ (traveling with three or more people with the transponders in "HOV" mode) did you make in the last month? (Choose 1)

19 responses



How did you hear about the program? (choose one)

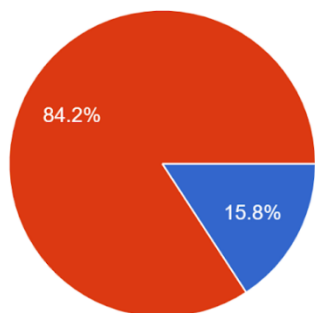
19 responses



- Friend
- Family
- Community Site (rec center, library, school, etc)
- Door to door
- Other (please specific):

Have you spoken to others about the program? (choose one)

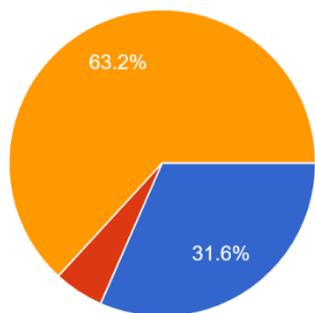
19 responses



- No, I haven't spoken to community members about the program.
- Yes, I have spoken to others within my community about the program.

Did they also sign up for the program? (choose one)

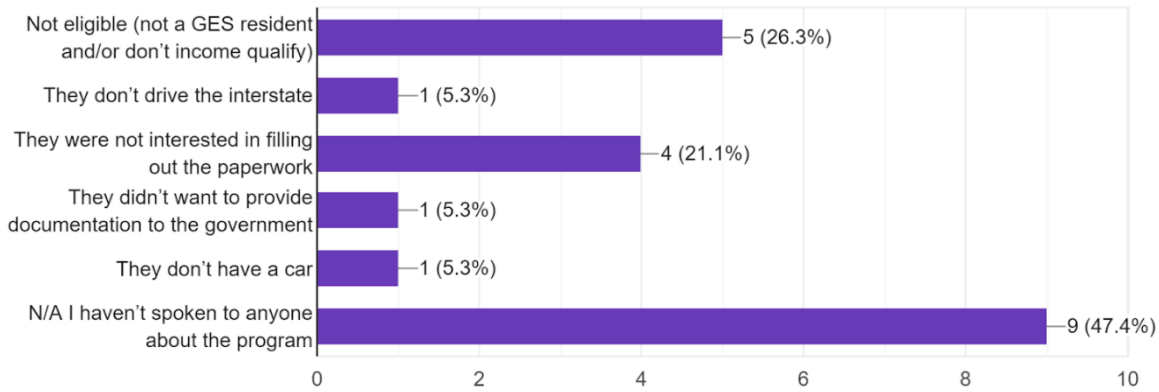
19 responses



- Yes
- No
- Unsure

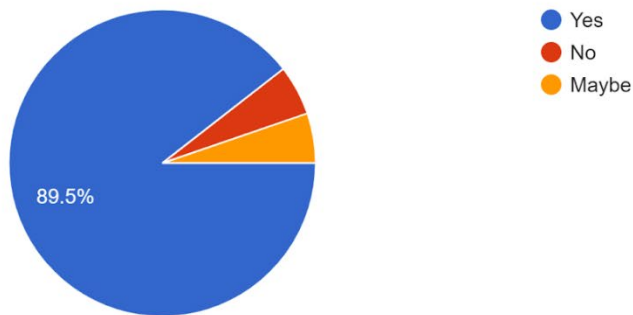
If they didn't sign up for the program, did they give a reason as to why they wouldn't? (Select all that apply)

19 responses



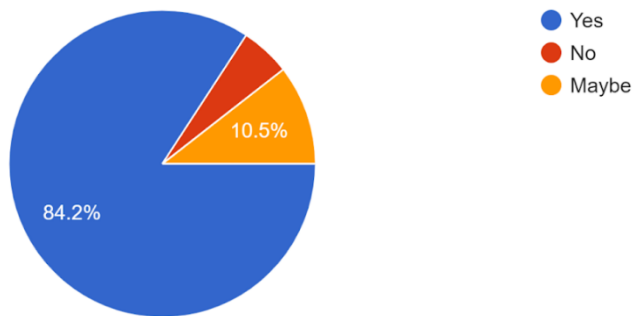
Would you recommend the program to your friends and family? (choose one)

19 responses



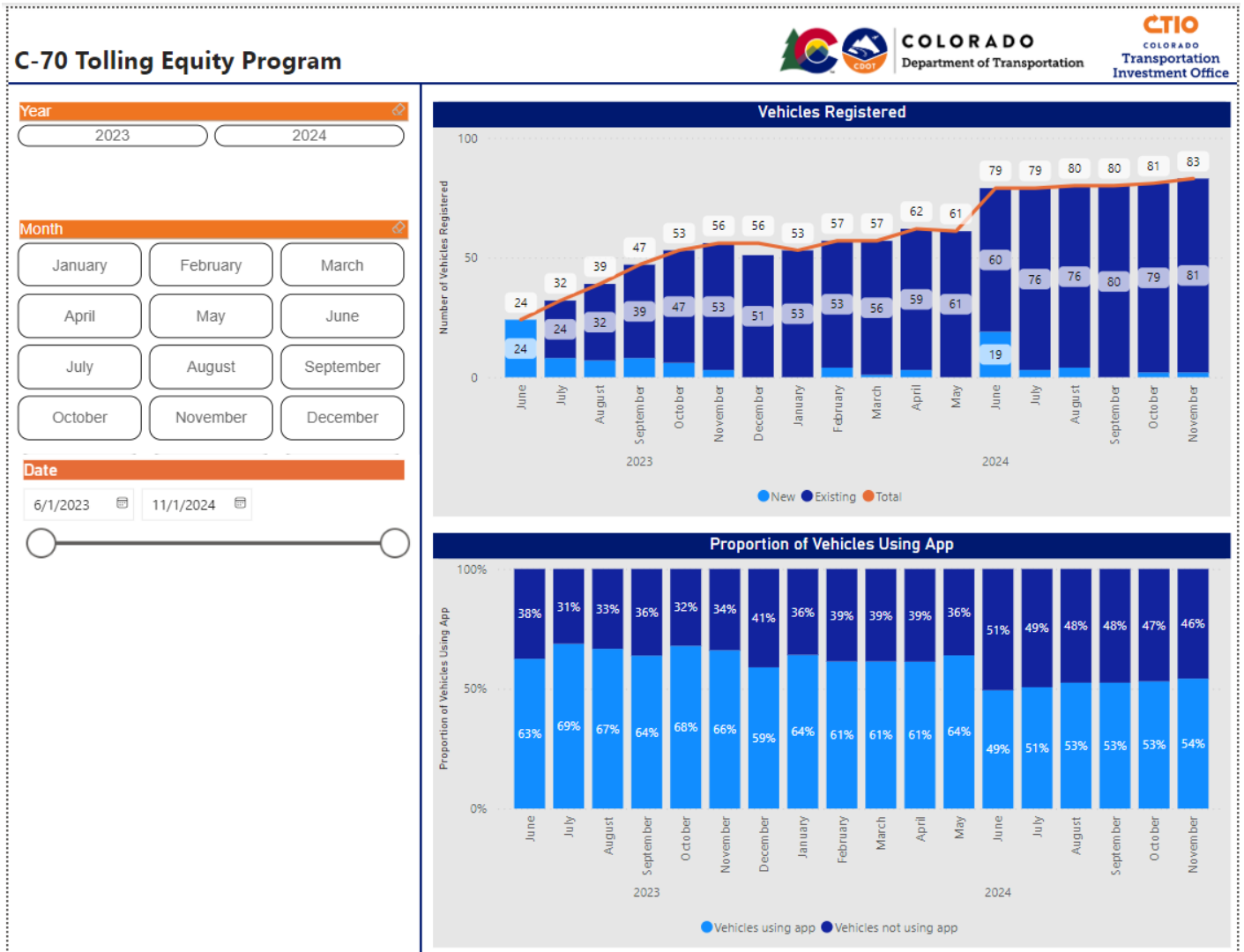
If CTIO offered additional toll credits for helping you sign up friends and family for the program, would that appeal to you? (choose one)

19 responses



Attachment B: Toll Credits Dashboard

PlusPass, the vendor used to manage the toll credits element, provides monthly reports to CTIO staff detailing the number of vehicles registered, the proportion of vehicles using the app, and spending data. The graphs below cover the period from June 2023 to November 2024.

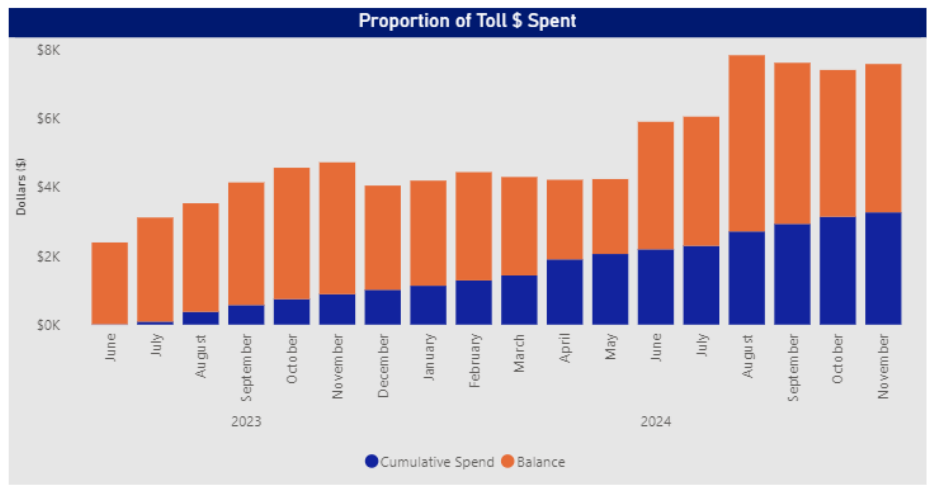
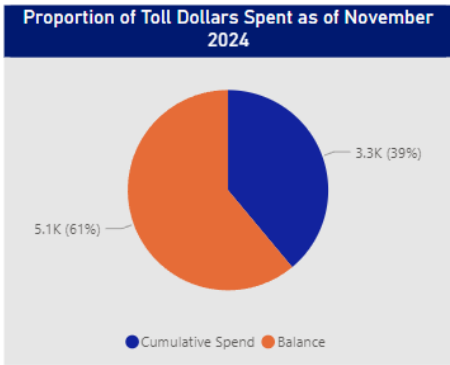
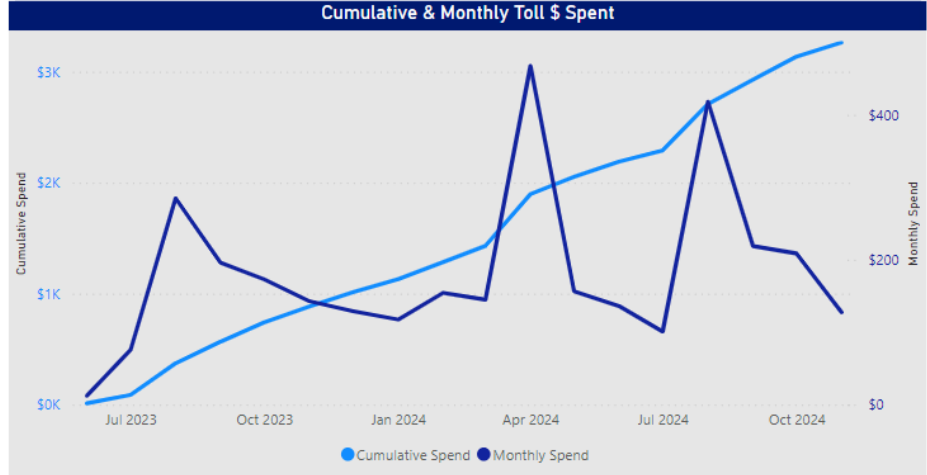


C-70 Tolling Equity Program

Year

Month

Date

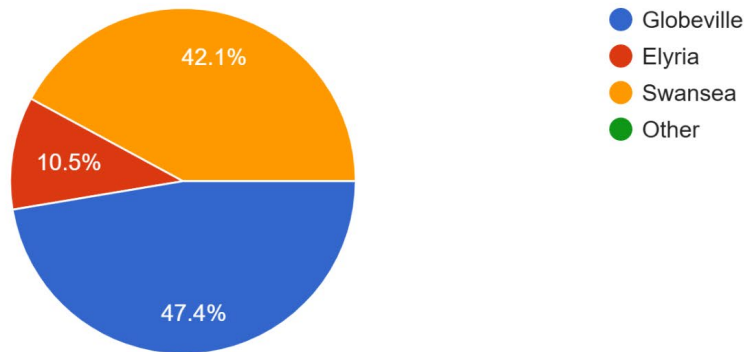


Attachment C: Toll Credit Users Survey

In the Fall of 2024, a survey was conducted of the participants in the toll element of the program. Around twenty individuals responded to the survey which sought to find out how people were using their credits and if they could be incentivized to encourage others to join the program. Nineteen people filled out the survey of the eighty six enrolled in the program (86 people with a total of 98 vehicles).

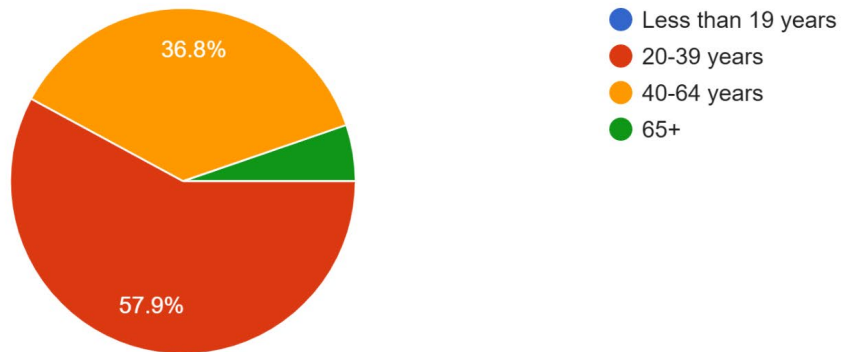
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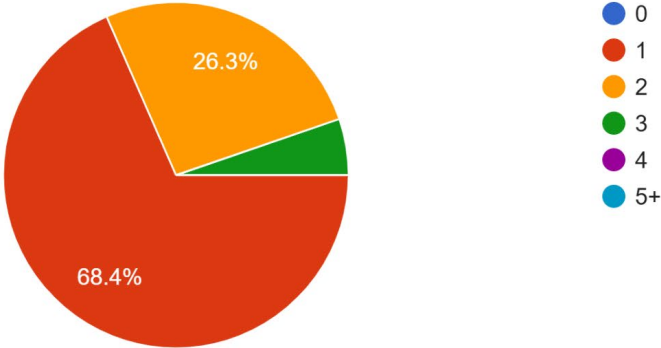
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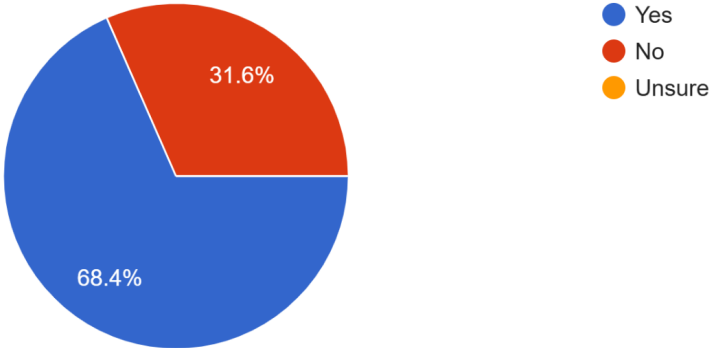
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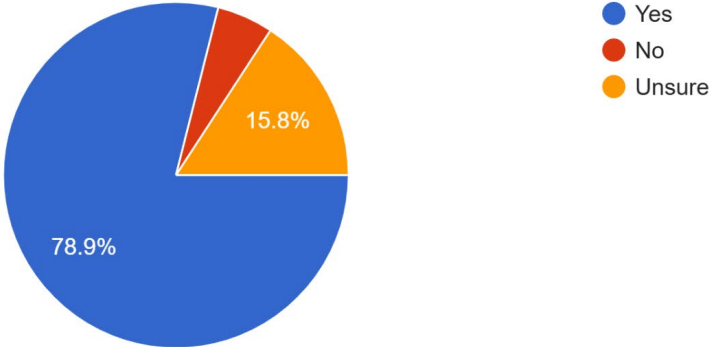
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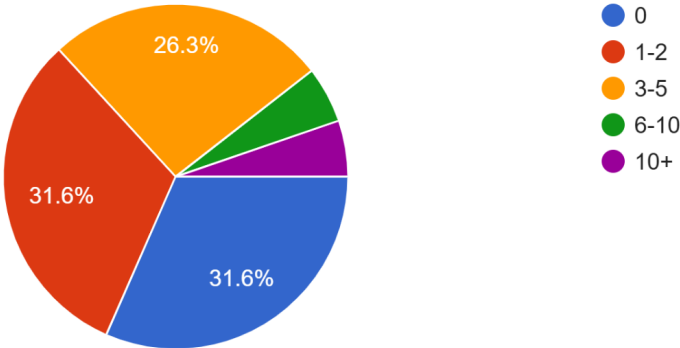
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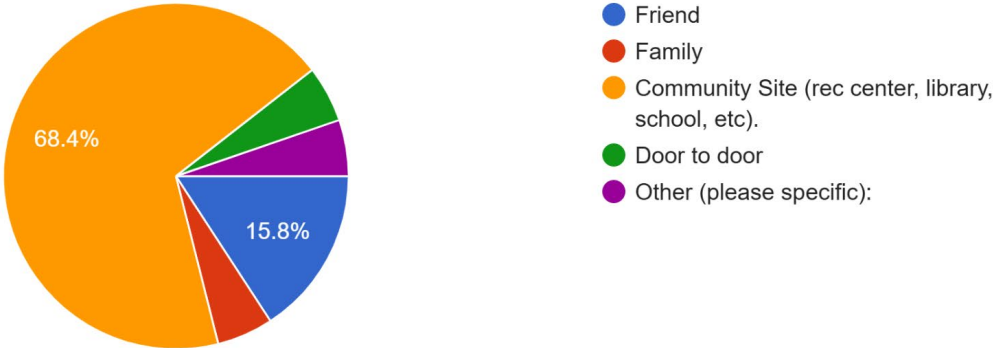
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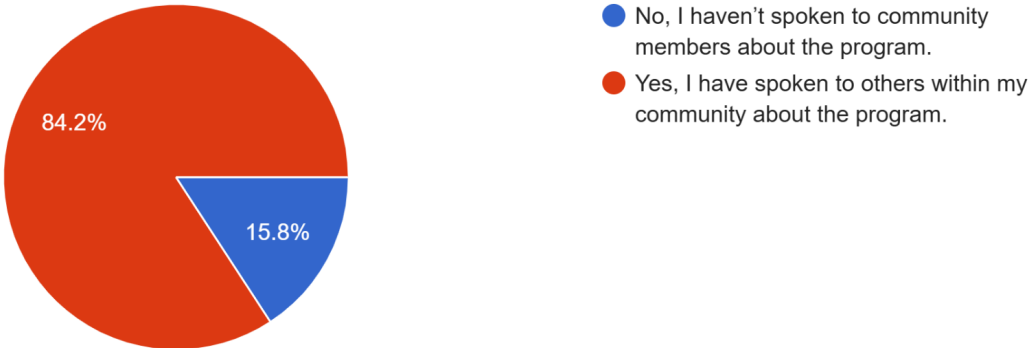
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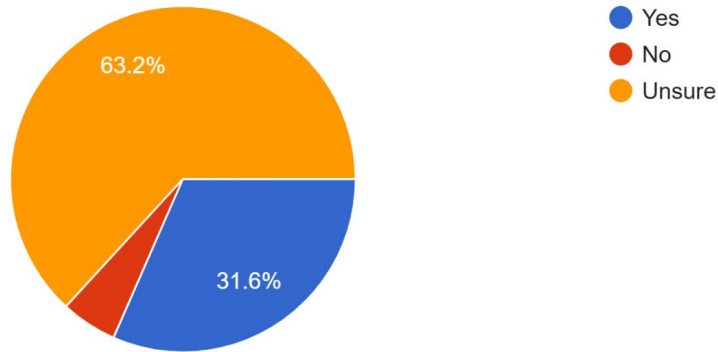
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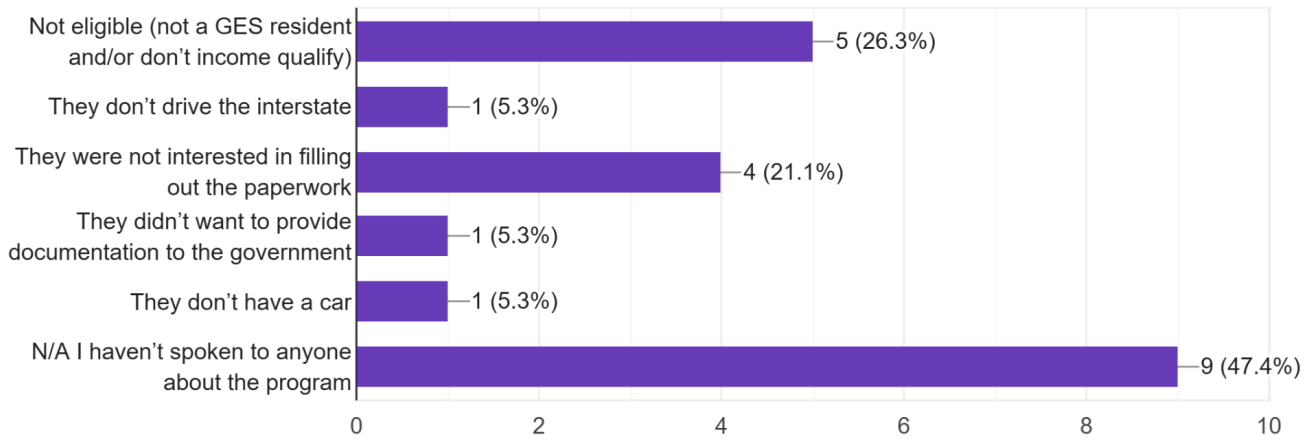
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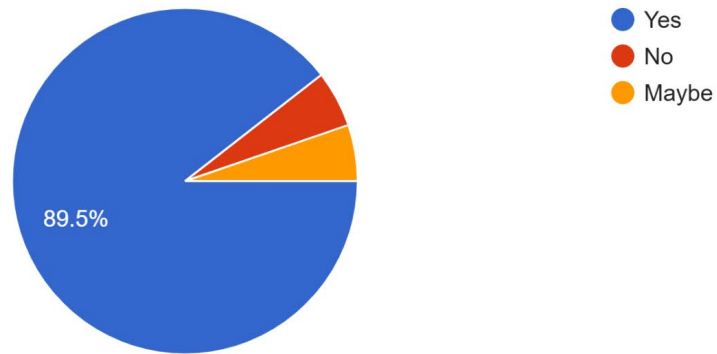
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