

## Boulder Eco Pass—Current Plan

30,000 Business & Neighborhood Passes

30,000 CU Student Passes



### **Subsidy Program**

- Two to three year business subsidies
- Extra subsidy for businesses within Boulder East district when federal grant available
- Ongoing Neighborhood Eco Pass subsidies

### **Development Review**

- Large developments submit TDM plans that include Eco Passes

### **Marketing and Outreach**

- To grow program and increase pass use

### **Program Barriers**

- Program complexity
- Overlapping Pass programs
- Minimum contract pricing
- Neighborhood price zones
- Neighborhood boundary guidelines
- End of the year rush
- Tracking
- Inconvenience for obtaining passes

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## Boulder Eco Pass—*Action Plan*

50,000 Business & Neighborhood Passes

30,000 CU Student Passes

- Increase length and size of business subsidy
- Create equitable pricing for the Neighborhood Eco Pass
- Increase marketing and outreach
- Provide Boulder employee to assist with administrative steps
- Initiate regional stakeholders group
- Partner with RTD to improve and sustain program
- Expand Eco Pass eXtra
- Offer grants to businesses and neighborhoods to increase Eco Pass use



# Boulder Community Pass—*Vision Plan*

## 120,000 Business, Neighborhood and CU Student Passes

A program of this magnitude, offering passes to everyone living, working and going to school in Boulder, requires:

- A new funding source
- Expanded transit service due to an increase in new riders
- Support for administration, revenue collection and disbursement
- Enhanced marketing and outreach to ensure awareness, pick up and increased use of the pass and transit services



# Comparison of Three Eco Pass Scenarios: Current, Action, Vision

