

The Next Great Regional Transportation Authority

Presented by:

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Core Transit Board President

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CORE
TRANSIT

Ballot success timeline

- January 2020 – Business Leaders from Vail & Beaver Creek initiate and host a regional meeting regarding an increase in transit services
- 2020 Covid slowdown
- Fall 2021 – Initial committee formation meetings held with community business leaders and staff and elected officials from 8 Jurisdictions
- Spring 2022 – Formation Committee engages consultant to create and execute a Community Survey exploring potential funding methods
- June 2022 – Based on survey results the committee agreed to develop Ballot Questions for 0.5% sales tax
- Spring 2022 IGA Developed and signed by 8 Jurisdictions
- August 2022 – Ballot language approved in 8 jurisdictions
- September & October 2022 – Issues Committee promotes “Vote Yes”
- November 2022 – Success in 7 of 8 jurisdictions
- December 2022 – Board of Directors formed
- January 2023 – Collections of Taxes begin in 7 Jurisdictions

To: ALL REGISTERED VOTERS
NOTICE OF ELECTION TO INCREASE TAXES ON A REFERRED
MEASURE
TOWN OF AVON
EAGLE COUNTY, STATE OF COLORADO

Town of Avon Ballot Issue 2G – Formation of Eagle Valley
Transportation Authority

SHALL EAGLE VALLEY TRANSPORTATION AUTHORITY (“EVTA”) TAXES BE INCREASED \$15,563,303 IN 2023 (FIRST FULL FISCAL YEAR) AND BY WHATEVER AMOUNTS ARE RAISED ANNUALLY THEREAFTER FROM THE LEVY OF AN ADDITIONAL 0.50% SALES TAX (ONE CENT ON EACH TWO DOLLARS OF TAXABLE SALES) ON EVERY TRANSACTION OR INCIDENT WITH RESPECT TO WHICH A SALES TAX IS LEVIED BY THE STATE OF COLORADO; PROVIDED THAT SUCH TAX INCREASE SHALL COMMENCE ON JANUARY 1, 2023;

AND SHALL THE EVTA BE ESTABLISHED IN ACCORDANCE WITH THE PROVISIONS OF THE EAGLE VALLEY TRANSPORTATION AUTHORITY INTERGOVERNMENTAL AGREEMENT (THE “EVTA IGA”) AS MAY BE AMENDED FROM TIME TO TIME BETWEEN EAGLE COUNTY, THE TOWNS OF AVON, EAGLE, GYPSUM, MINTURN, RED CLIFF, AND VAIL, AND BEAVER CREEK METROPOLITAN DISTRICT, FOR THE PURPOSES OF PROVIDING ENHANCED REGIONAL TRANSPORTATION SERVICES IN ACCORDANCE WITH THE EVTA IGA, INCLUDING, BUT NOT LIMITED TO:

• EXPANDING TRANSIT SERVICE, EXPRESS ROUTES, AND TRANSPORTATION OPTIONS ACROSS THE EAGLE VALLEY;



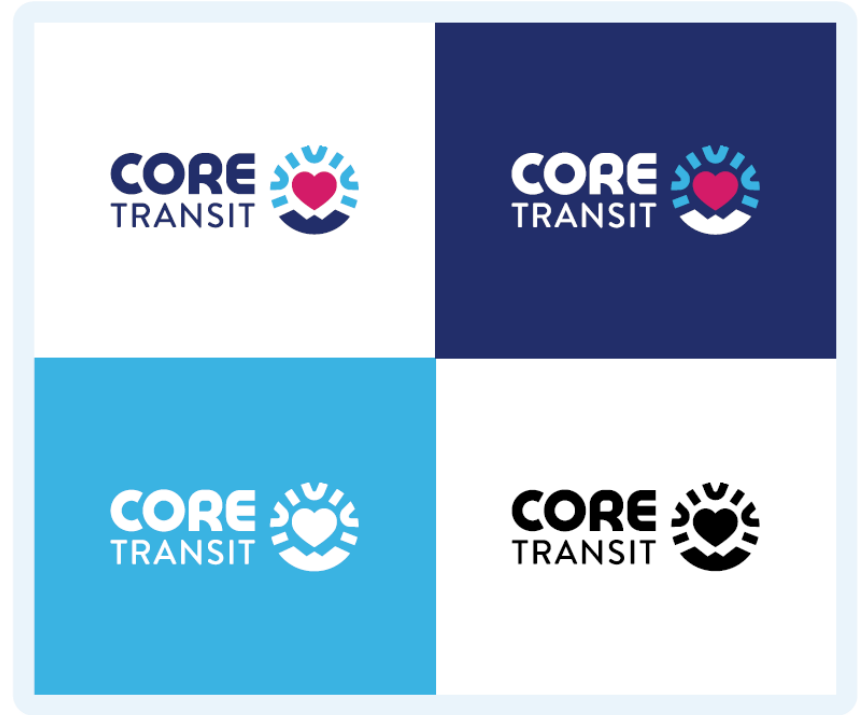
Branding process timeline

- February 2023 – RFP issued
- April 2023 – RFP awarded to branding consultant #1
- June 2023 – Board work session and stakeholder outreach
- January 2024 – Branding contract terminated due to non-performance, RFP runner-up awarded the contract
- Branding committee and Core staff engage with consultant and community to explore the new brand
- July 2024 – New brand launched!
- August 2024 – Transitions to Core Transit celebrated
- November 2024 – Full transformation complete



Branding lessons learned

- Local knowledge matters
- Clear process needed
- Not a democracy – don't ask for everyone's opinion
- Find your champions and sell your vision



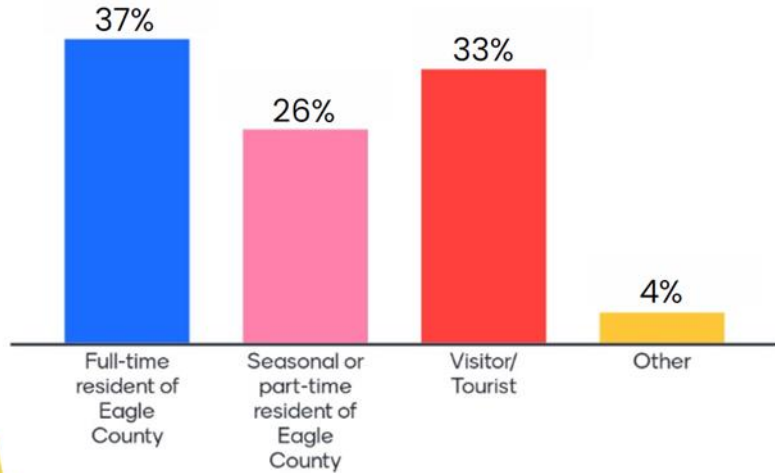
In depth: fare-free pilot

- Contract service on the Vail-Beaver Creek Express, formerly an underperforming “Premium” Route
- Contracted 3rd party provider who had previously been performing service for Beaver Creek Resort
- Connects the two most heavily used stop, the Vail Transportation Center and Avon Station, with Beaver Creek Resort
- At business communities’ suggestion an onboard rider survey was executed
- Expanded hours and tripled frequency from hourly to every 20 minutes during peak times
- 160,583 riders vs. 11,187 previous year (1335% increase)

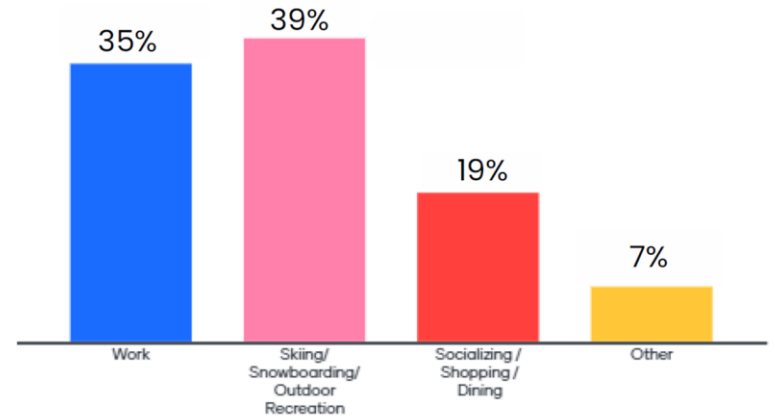


Customer survey results

Which Statement Best Describes You?



Why did you get on the bus today?
(Select all that apply)



Regional Impact

1. Core's goal is to enhance regional collaboration and cost-sharing, improve transportation and transit systems, and better address the needs of the region's workforce, employers, residents and visitors.
2. EVTA, now Core, is the successor to the Eagle County-run regional transit system, ECO Transit, and will now also administer the portion of a County-wide 0.5% Mass Transit tax that has funded ECO since 1995.
3. ECO Transit operations and revenue transitioned to Core Transit by August 4, 2024.



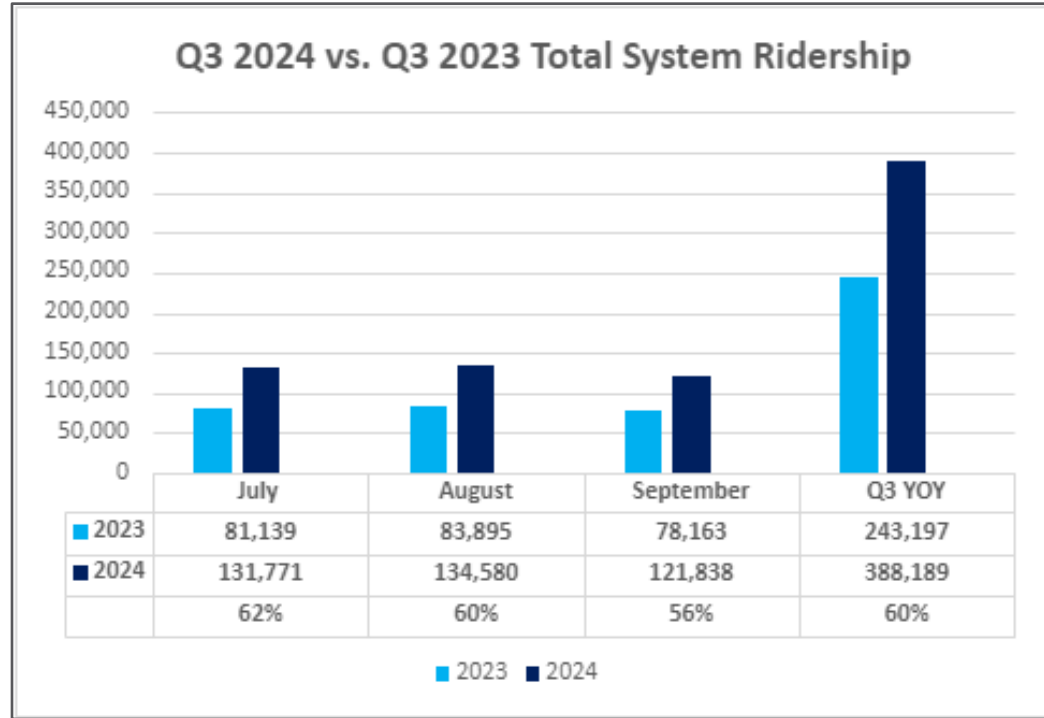
Evolution in progress

1. Fare Free Service in 7 jurisdictions implemented June 2024
2. Official ECO Transit operations handover August 4, 2024
3. 10 Year Transit Development and Capital Plan, process launched in June, expected completion in mid-2025
4. Consolidating our new culture
5. Shoring up our capital foundations (facilities and equipment) to support future growth and expansion



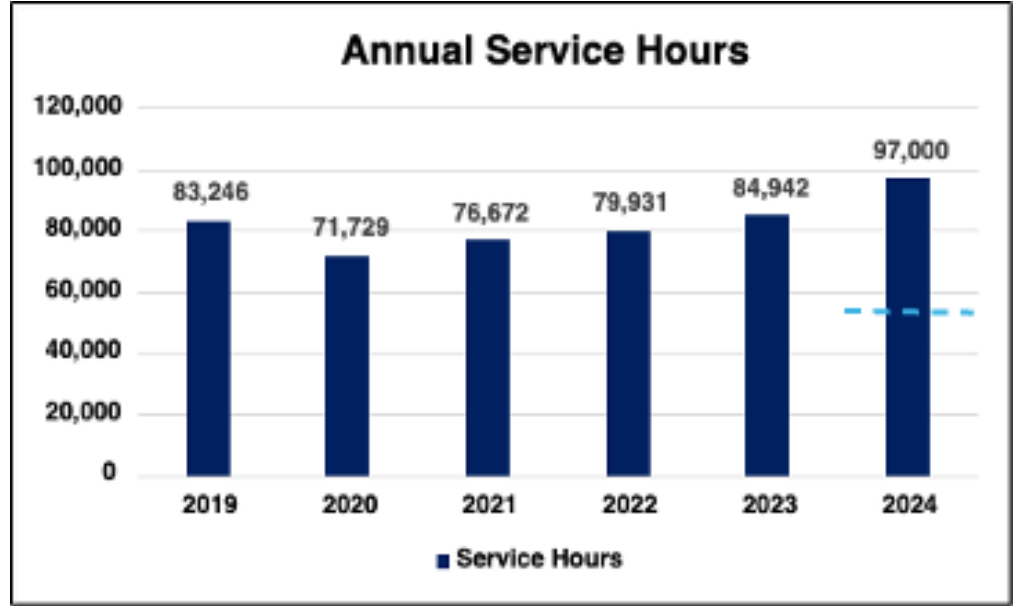
Fare-Free Impact: Q3 2024 vs. Q3 2023 Total System Ridership

- Fare-free services began in May 2024
- Mid-range impact projection: **+57%** ridership increase
- Q3 2024 actual ridership: **+60% YOY**



Total Service Hours 2019 - 2024

- Service hour increases currently limited by availability of drivers and vehicles
- 2024 service hours are projected based on planned winter service levels



THANK
YOU

