



LiVE-How to Use

Theresa Rinker, Market Development Manager

May 13, 2021

LiVE Program Overview

- What is LiVE?
 - LiVE is an income-based fare discount program that gives qualified riders 40% off regular RTD 3-hour and day pass fares
- Am I eligible?
 - You are eligible if you:
 - are between the ages of 20 and 64 years old
 - live in the RTD service area
 - and have a gross household income that is at or below 185 percent of the federal poverty level

LiVE Proof of Eligibility ID Card

- Application done through the Colorado PEAK website. Assistance is available
- Once approved, the card will be mailed to the address provided in the application
- Card provides proof of eligibility to bus operators and fare inspectors while using LiVE discounted fare media
- The LiVE ID card is not the fare product, fares have to be purchased separately



LIVE Ticket Prices

	Local	Regional	Airport
3-Hour Pass MyRide Smart Card	\$1.80	\$3.15	\$6.30
3-Hour Pass RTD Mobile Tickets app	\$1.80	\$3.15	*Upgrade required

	Local	Regional/Airport
Day Pass RTD Mobile Tickets app	\$3.60	\$6.30

RTD Mobile Ticketing Application

- Download the RTD Mobile Tickets Application from either the Apple App Store or Google Play Store
- Pre-purchase tickets for future use or buy a ticket on the day
- Select "Buy Ticket"
- Select ticket type
- Enter payment info and the pass is delivered instantly
- Activate your ticket before boarding a bus or train
- Show the ticket to bus operator and fare inspector and show your LiVE Proof of Eligibility ID
- Tickets expire 45 days after purchase even if not activated. Activated tickets expire 3 hours after activation (3-hour passes) or at 2:59 a.m. the following morning (day passes)





What is a LIVE MyRide Card

- It is a smart card
- Values up to \$200 can be loaded as stored value
- This is a paid fare product

Purchasing a LiVE MyRide Card

- LiVE MyRide Cards can be purchased and reloaded through several channels
 - Online at Myride.RTD-Denver.com
 - RTD Retail Outlets
 - Rtd-denver.com/fares-passes/passes-ticket-books/sales-outlets
 - Participating King Soopers or Safeway stores
 - It can take up to 72 hours until the value is available when purchased through the RTD MyRide website
 - We recommend customers create an account for balance protection

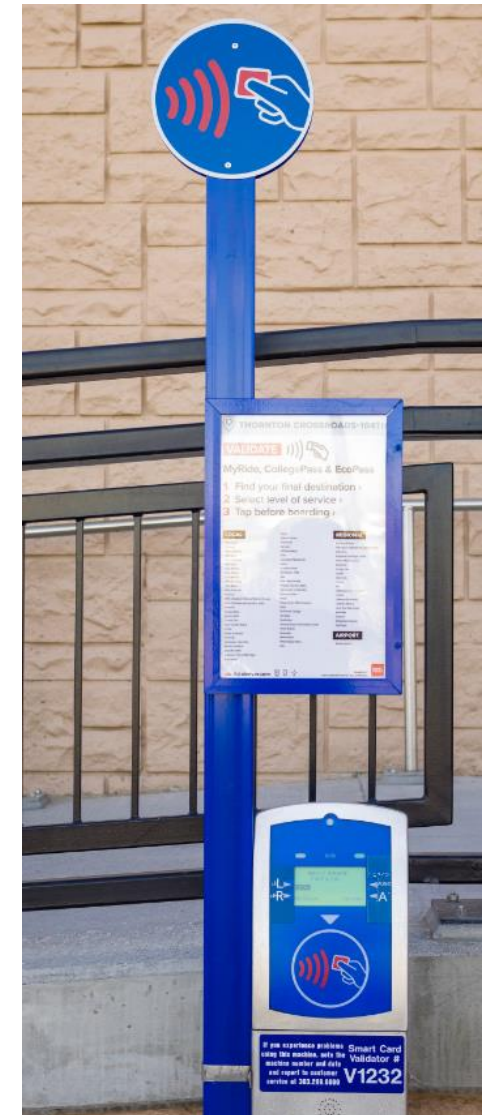
Using a LiVE MyRide Card on the Bus

- The validators are located next to the fare box on the bus
- Tap the MyRide Card on the validator upon boarding the bus
- Tap the MyRide Card anytime you transfer no additional value will be deducted in a 3-hour period
- The validator will deduct the correct fare from the stored value balance
- Show the LiVE Proof of Eligibility ID Card to the bus operator



Using the LiVE MyRide Card on Rail

- Validators are located on or near the rail platforms
- Select the level of service on the validator local, regional or airport
- Tap the card to the validator
- The validator will deduct the correct fare from the stored value
- The fare inspector will scan the card to verify it was tapped
- Show the fare inspector the LiVE Proof of Eligibility ID Card



Replacing Lost LiVE MyRide Cards

- Contact RTD Customer Care 303.299.6000
- Customer Care will verify account and balance
- Customer Care will transfer the balance and send a new card
- Or visit one of the RTD Sales Outlets

Replacing a Lost LiVE Proof of Eligibility Card

- Visit <https://www.rtd-denver.com/LiVE>
- Click on the link for Replace Your LiVE ID Card
- Complete the information and you will receive a new card in the mail in 7-10 business days
- You can also email LiVEcard@rtd-Denver.com or call 303.299.2382

Questions?

Thank you.

