



Start a NECO Pass Program

Thank you for your interest in riding the bus!

Starting a Neighborhood Eco (NECO) Pass program in your neighborhood is the way for you and your neighbors to benefit from the discount and convenience of having a bus pass. **Whether you will be a stand-alone neighborhood or join up with an existing neighborhood program, you will need to follow the 9 steps below.** Please read these 9 steps before you contact the NECO Pass Program coordinator, many of your questions may be answered below.

BEGIN

1. After the NECO Pass Program coordinator has provided you with this and other documents, canvas your neighbors to see if there is anyone else interested. If you can find 2-5 neighbors who are willing to help you get your program started, recruit them! There are canvas interest flyers and canvas cost surveys available for download on the NECO Pass website (<https://bouldercolorado.gov/goboulder/neco-pass-program-resources>) for use in accessing the interest from your neighbors and beginning to determine how much they are willing to pay.
2. Determine the potential boundaries of your neighborhood based on the guidelines in the [RTD NECO Guide](#).
3. If you feel there is enough interest to raise the money for a minimum contract (2017: minimum contract amount is \$8,494, if your neighborhood is planning to join an adjacent active NECO Pass program, this contract minimum does not apply), the city of Boulder provides a subsidy of 50% to first-time neighborhoods and 30-35% subsidy in ensuing years, then it is time to let the NECO Pass coordinator know you are prepared to move forward. You will then contact RTD and get your process started.

JOINING A CONTIGUOUS NECO PASS PROGRAM

If your project is small enough that its RTD contract will be less than the required minimum (2017: minimum contract amount is \$8,494) and you are physically contiguous with a neighborhood that has an active NECO Pass program, you could become an addition to that neighborhood if that neighborhood coordinator approves. Work with the NECO Pass Program coordinator to get this approval process going after you have your contract cost from RTD and you know you are moving forward.

CONTACT RTD

4. Create a map using Google earth or MapQuest to show a rough idea of the neighborhood boundaries. Contact RTD (neco@rtd-denver.com) and let them know you are interested in starting a NECO Pass program in your neighborhood; send them a copy of your proposed neighborhood map. RTD will get back to you with an official map of your proposed neighborhood showing the boundaries and listing the number of houses. This is the time when you may note any changes or shifts you would like to your map.

SURVEY

5. Once your map is finalized, RTD will provide you with a survey to determine the cost per household that will be applied to your neighborhood contract. **The survey must be hand delivered by you door-to-door to all the houses in your neighborhood, for best results you should speak with the residents of each house and even get them to fill in the survey right then.** This will assure inclusion of all those neighbors who may not have any interest in the bus pass (such as those who have passes through work or school). Including responses from every house in your neighborhood will assure the survey is based on the actual potential bus ridership in your neighborhood. This is important because the cost per household will be based on the respondents' interest that is standardized to represent all the neighbors, getting the uninterested neighbors to fill out the survey is critical.

PROGRAM COST

6. After the survey has been completed, RTD will calculate the cost per household which you will multiply by the number of houses in your neighborhood. This will constitute your master contract amount, if you are a stand-alone NECO Pass neighborhood, your contract cost will be at least the RTD minimum (2017: minimum contract amount was \$8,494). If you have been approved to join an existing contiguous NECO Pass neighborhood, your cost will be as calculated by RTD, not needing to meet the minimum as your contract amount will be included into the existing neighborhood's RTD contract. Remember that the city of Boulder provides a subsidy of 50% to first-time neighborhoods and 30-35% subsidy in ensuing years. You will then need to raise the required amount of money, minus the city subsidy.

7. Download the pricing options from the NECO Pass website to help you determine how to structure your neighborhood ecopass fees.
8. Make sign-up sheets (samples available online) that include all necessary information for neighbors to easily sign up and send you their money. You can get address/mailling labels for all houses in your neighborhood and free printing and mailing for all your neighborhood communications, instructions can be requested from the NECO Pass Program coordinator.

MONEY

9. If you have a neighborhood association or HOA that can enter into legally binding contracts and that has a checking account, you will use them. If you do not have such an entity, GO Boulder will sign your contract and you can work with the Boulder Building Blocks Fund, Inc. ("BBBF") to deposit your checks and they will issue a check to RTD. If you think you may want to work with the BBBF, please contact Kelly Burton at k.burton@ymail.com for details BEFORE collecting any money.

That's it – 9 steps to getting your neighborhood ecopass program started!