

# We have arrived!

Colorado's Next Great RTA

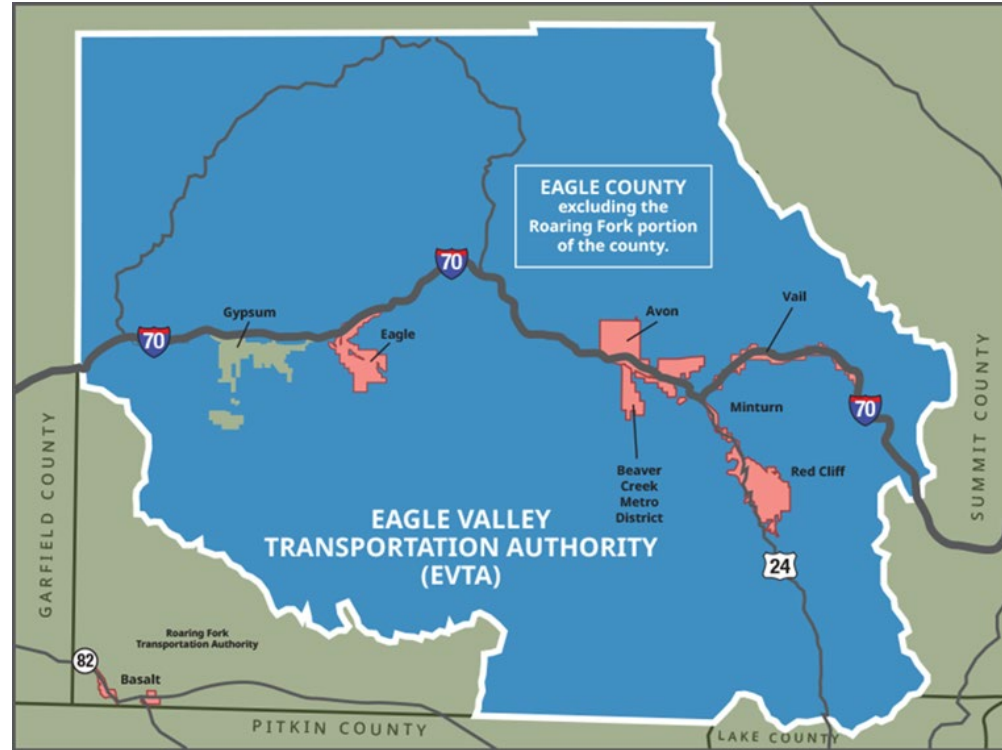
**AUGUST 7, 2024**

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# Who are we?

1. Core Transit is the new name for the Eagle Valley Transportation Authority, a seven-jurisdiction RTA formed in November of 2022 to replace the former Eagle-County run ECO Transit.
2. Core Transit's members are Eagle County, Colorado; the Towns of Avon, Eagle, Minturn, Red Cliff and Vail; and the Beaver Creek Metro District. Gypsum and Leadville are non-members that remain part of our service area.
3. Funding comes from a new 0.5% RTA sales tax and county-wide ECO funding.





## mission

We will provide everyone with user-friendly transportation solutions that are safe, rewarding and reliable



## Vision

We will become the #1 choice for getting around our region because our services are so outrageously beneficial.



**CORE**  
TRANSIT



Culture equals behavior plus beliefs. Brand promises expand on your key differentiators as an actionable set of beliefs designed to influence behaviors within your organization.

## We promise to be...



### Welcoming

We will be warm and engaging because we believe in the power of positivity.



### Accessible

We will be easy for all to use because we believe mobility cultivates independence.



### Dependable

We will be safe and reliable because we believe trust is essential.



### Rewarding

We will deliver an uplifting experience because we believe small benefits create big rewards.



# What's been going on?

## 2023:

- Seated a Board of Directors and established financial and transparency policies
- Developed an Interim Strategic Plan
- Began collecting the 0.5% tax and created budget for EVTA operations

## 2024:

- Implemented financial and IT systems to support operations
- Developed compensation philosophy pay structure, and benefits
- Hired core staff (from 1 to 100 in just over 6 months)
- Launched immediate service improvements, including a fare-free zone



**CORE**  
TRANSIT

# Interim strategic plan

Strategic Priorities	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Q1 2025
<b>1. Build EVTA's organizational structure and culture</b>					
▶ Finalize vision and mission and set forth organizational culture					
▶ Create organizational structure and employee policies					
▶ Accelerate hiring to accelerate progress					
▶ Build a unique identity and community awareness					
▶ Secure sufficient housing needs to accommodate 2024/2025 winter staffing levels and begin developing other elements of a Housing Plan					
<b>2. Take action on transportation improvements</b>					
▶ Complete implementation of the initial fare-free zone					
▶ Implement additional near-term enhancements to deliver value to our member communities					
▶ Make measurable improvement to fleet condition, availability, and emissions					
<b>3. Plan for the region's transportation future</b>					
▶ Create a 5 to 10 year Regional Multimodal Transit Development Plan					
▶ Maintain open lines of communication with non-members about future partnership opportunities					
<b>4. Transition ECO Transit's operations</b>					
▶ Execute formal ECO Transit handover					



# Employee benefits

- Innovative and forward-thinking compensation philosophy
- Transportation-centered pay policies that are transparent and support operator retention.
- Bi-lingual incentive pay policy that recognizes value this skill adds for our customers.
- Generous retirement program with a 10% match for all employees on day one of employment with no vesting schedule.
- Comprehensive Health insurance with a \$0 employee-only contribution option
- Four weeks paid time off accrual for all employees

## OUR CULTURE

**Transit-centric and  
people first**

**We embrace:**

**-a Growth mindset**

**-Positive attitudes**

**-a System Focus**





# Service improvements

## WINTER 2023-2024

- Launched fare free Vail/BC Express pilot
- Increased frequency of service on other routes (including Minturn)
- Reduced remaining system fares by 25%.

## SUMMER 2024

- Expansion of fare-free service to additional routes and communities (including Minturn)

## IMPACTS

20% growth in  
ridership year-over-  
year







## Eagle Valley Transportation Authority

### SUMMER SCHEDULE HORARIO DE VERANO 2024

May 19, 2023 - November 23, 2024  
Mayo 19, 2023 - Noviembre 23, 2024

#### MINTURN ROUTE

Red Cliff ▶ Minturn ▶ Vail ▶ Minturn ▶ Red Cliff

103	100	556	503	504	505	506	725	725	1	1	725	555	552	553	555	556	100	103
Red Cliff (Departure)	Hwy 24 & Weber St.	Maadot Park/VCSA	Hwy 24 & 900 Main St.	Hwy 24 & 472 Main St.	Hwy 24 & Woodrow Ave.	Hwy 24 & Meadow Mtn. 102 Park	Forest Service Park N Ride	Transfer to Hwy 9 to Vail to Vail	Vail Transportation Center (Arrival)	Vail Transportation Center (Departure)	Forest Service Park N Ride	Hwy 24 & Meadow Mtn. 102 Park	Hwy 24 & Woodrow Ave.	Hwy 24 & Harrison Ave.	Hwy 24 & 900 Main St.	Maadot Park/VCSA (Arrival)	Hwy 24 & Weber St.	Red Cliff (Arrival)
7:00	7:03	X	7:20	7:22	7:23	7:25	7:28	7:32	7:35	7:46	7:53	7:55	7:57	7:58	8:01	8:06	X	X
X	X	8:15	8:20	8:22	8:23	8:25	8:28	8:32	8:35	8:46	8:53	8:55	8:57	8:58	9:01	9:06	X	X
X	X	9:15	9:20	9:22	9:23	9:25	9:28	9:32	9:35	9:46	9:53	9:55	9:57	9:58	10:01	10:06	X	X
X	X	10:15	10:20	10:22	10:23	10:25	10:28	10:32	10:35	10:46	10:53	10:55	10:57	10:58	11:01	X	11:14	11:17
X	11:20	X	11:37	11:39	11:40	11:42	11:45	11:52	11:52	X	X	X	X	X	X	X	X	X
X	X	X	X	X	X	X	X	X	X	4:15	4:22	4:24	4:26	4:27	4:30	4:35	X	X
X	X	4:35	4:40	4:42	4:43	4:45	4:48	4:52	4:55	5:15	5:22	5:24	5:26	5:27	5:30	X	5:43	5:46
5:51	5:54	6:11	6:16	6:18	6:19	6:21	6:24	6:52	6:31	6:46	6:53	6:55	6:57	6:58	7:01	7:06	X	X
X	X	7:15	7:20	7:22	7:23	7:25	7:28	7:42	7:35	X	X	X	X	X	X	X	X	X

SCHEDULE KEY  
SIMBOLOS



Bustang



Park N Ride location  
Ubicación de Park N Ride



Eagle County  
Regional Airport  
Aeropuerto Regional  
del Condado de Eagle



Numbered bus stop  
Parada de autobús numerada  
X No service at this stop  
No hay servicio en esta parada

AM Times / PM Times  
Horarios AM / Horarios PM

eco NOW

TEXT 41411

to get estimated arrival times  
and service alerts for your bus.

ENVÍE UN TEXTO AL 41411

para obtener tiempos estimados de  
llegada y alertas de servicio para su autobús.

41411

NEW!

ECO + Bus Stop #

ECO + # parada de autobús



@rideecotransit @eaglevalleyta | 970-328-3520 | evta.org

Message frequency may vary. Message and data rates may apply. Text STOP to cancel. Terms and privacy policy: [ecotransit.org/privacy](https://www.ecotransit.org/privacy)

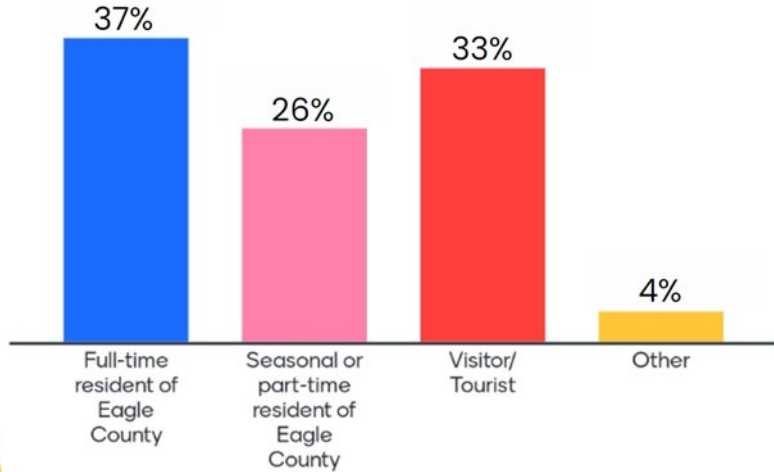
# In depth: fare-free pilot

- Contract service on the Vail-Beaver Creek Express, formerly an underperforming “Premium” Route
- Connects the two heaviest used stops in the system (Vail Transportation Center and Avon Station) with other major activity centers
- Expanded hours and frequency
- 160,583 riders vs. 11,187 previous year (1335% increase)

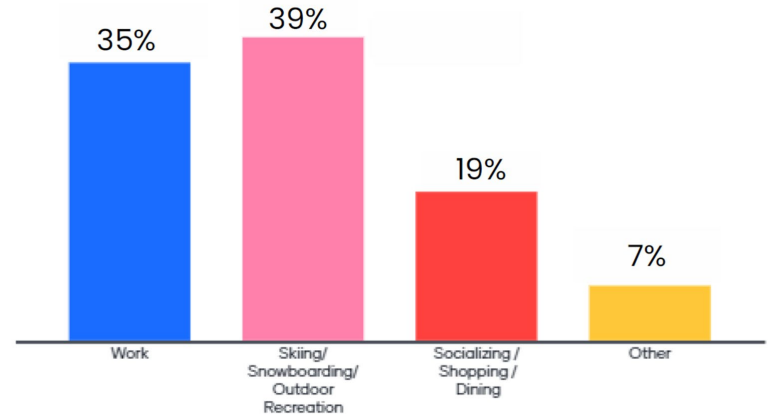


# Customer survey results

Wich Statement Best Describes You?



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



# next up

1. Official ECO Transit handover was August 4
2. 10 Year Transit Development and Capital Plan, process launched in June with expected completion in mid-2025
3. Consolidating our new culture
4. Shoring up our capital foundations (facilities and equipment) to support future growth and expansion





THANK  
you

