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FOR IMMEDIATE RELEASE

TRIP Program Sees Growing Number of Repeat Purchasers

The Transit Rider Incentive Program (TRIP) monthly passes are available to employees working in the South I-25 Urban Corridor at a 50% discounted rate for use on the light rail, RTD buses, and call-n-ride services. Since the TRIP program launched in January of 2008, 5,720 riders have purchased the passes, of which 1,142 have never purchased an RTD pass before.

The TRIP program has proven to be so beneficial to its users that many have chosen to continue purchasing passes each month. In September 2008, approximately 1,000 TRIP users purchased a pass for at least the second time. "I like the Trip-to-Work program. Buying a regular monthly pass isn't cost-effective for me, but at half price it saves me money and time. A pass is so much more convenient than buying ticket books and dealing with transfers. I really hope the program continues," states one regular user of TRIP.

For many users, TRIP passes offer the most cost effective mode of transportation for daily commutes to and from work. Passes provide unlimited use on RTD services during the month for which they are purchased. The price depends on the zone(s) the rider will be traveling and range from only \$30 to \$72. The cost savings and environmental benefits are the reasons why users choose to continue purchasing their RTD passes through the TRIP program.

For more information, contact Lauren Hayutin at 303.523.1726 or visit triptowork.com.