



December 15th, 2022

Debra Johnson, General Manager / CEO
Regional Transportation District
1660 Blake Street
Denver, CO 80202

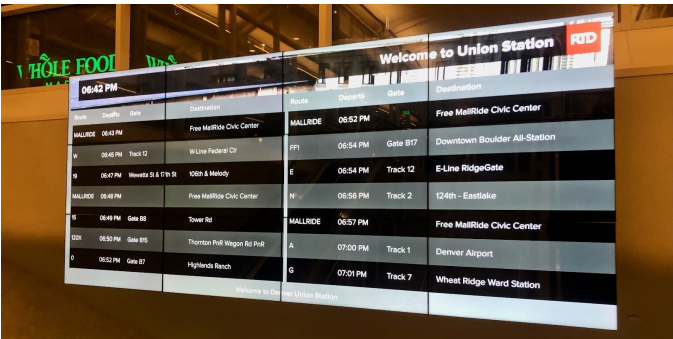
ATTN: Advertising on Denver Union Station Passenger Information Displays

Dear General Manager Johnson,

On behalf of Greater Denver Transit , we would like to express our grave disappointment with the apparent decision by RTD to run advertisements on the Passenger Information Displays (PIDs) at Denver Union Station.

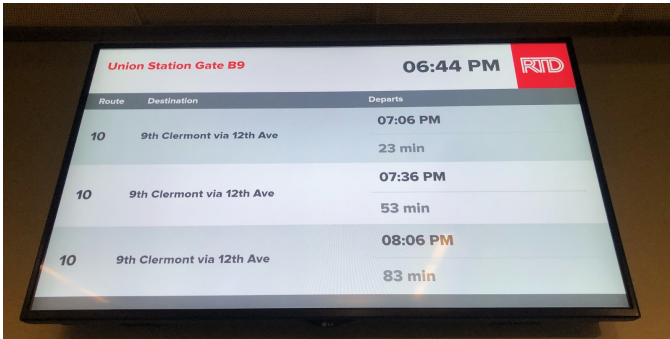
The PIDs serve as an essential resource in the wayfinding process that enable both new and experienced riders to make critical decisions on which downtown bus route and gate to move in the direction of. One such display exists at the Chestnut Pavilion and is especially useful for riders connecting from the E & W light rail lines to buses. By referencing the display effectively, it is not uncommon to accomplish a transfer and departure by bus in as little as 90 seconds from entering the DUS Bus Concourse.

Therefore it is disappointing that this experience has been degraded by making riders wait for up to 15 seconds while an advertisement is displayed. This also gives rise to a new safety hazard as riders often read the Chestnut Pavilion PID while descending the escalator or stairs. A full 15 seconds passing between scheduling information perversely incentivizes rider behavior by provoking incoming riders to stop and wait on the stairs until the bus and train information is displayed. This also has the potential to create a bottleneck, leading to unnecessary conflict.



The Chestnut Pavilion Passenger Information Display

In the recent RTD Customer Experience and Community Value Research Report, satisfaction with 'Quality of Service Communications' declined from 79% in 2021 to only 59% indicating the agency needs to actively make information provision a high priority in 2023. Decisions that favor marketing over transit information are clearly at odds with any efforts to reverse this decline and put the riders first.



Passenger Information Display at Gate B9, Denver Union Station

We therefore call upon RTD to:

- 1. Return all Passenger Information Displays at Denver Union Station to display transit information 100% of the time.**

Riders rely considerably on the multi-screen displays located at or above the DUS stairwell landings in order to comfortably reach their buses on time. Therefore, these screens must only be allowed to show gate assignments, destinations, and departure times for transit services. While we understand that display advertising brings in much needed revenue, we call on RTD to stop the practice of mixing advertising with transit information in a way that actively prohibits riders from obtaining much-needed information. Any advertising at Union Station should be on separate or segmented screens, wraps, or other physical displays that do not conflict with critical wayfinding and system navigation information.

Advertising cannot be allowed to undermine the service quality of RTD riders' experience. More broadly, it is vital that RTD embrace an advertising policy that is committed to never allowing ads to confuse or delay riders from making wayfinding decisions. To fulfill RTD's commitment to LAMAR and other advertising clients, ads must be designed to be delivered to riders who are in a condition to receive the advertisement: specifically, riders who have consumed the wayfinding information and already know where they are going. Ads must be removed from intruding on wayfinding decision points and reserved for waiting/pass-through points.

Greater Denver Transit has a collection of examples of poor information and wayfinding at Denver Union Station. We would be happy to share this information and facilitate a meeting and / or walkthrough to discuss further actions to improve the rider experience.

Best Regards,

James Flattum
Greater Denver Transit

Richard Bamber
Greater Denver Transit

CC: Director Angie Rivera-Malpiede, District C
Director Michael Guzman (elect), District C