

December 20, 2022

Greater Denver Transit

Mr. James Flattum
Mr. Richard Bamber
greaterdenvertransit@gmail.com

Subject: Advertising on Denver Union Station Public Information Displays

Dear Greater Denver Transit,

Thank you for writing to share your observations and personal experience with advertising in the Denver Union Station bus concourse. RTD values your feedback and takes the delivery of information to customers very seriously.

I agree with your assessment that a 15-second delay is too long between customer information and advertisements. At the time you observed the video wall in Chestnut Pavilion, RTD was in the process of converting the agency's content management system. The system delivers all customer-facing information and content to the video displays. During this transition, the rotation of the content was not programmed correctly, but it has now been corrected. The rotation between customer information and advertising is now set at a 10-second rotation.

RTD developed the 10-second rotation based on a comprehensive examination of the time it takes for a customer to enter the Chestnut Pavilion and ride the escalator. The 10-second rotation ensures customers can reference their departure gate in the time it takes to travel from the vestibule to the concourse. In addition to the video wall in the Chestnut Pavilion, eight additional summary screens with gate departure information are available to assist customers with locating their gates. Each gate also has a digital display to convey the next three departure times.

I am certainly appreciative of customers' patience and understanding during this implementation phase. Should you have further feedback or observations regarding customer-facing information displays, I invite you to meet with Stuart Summers (stuart.summers@rtd-denver.com), RTD's new Chief Communications and Engagement Officer. He is more than willing to learn how RTD can improve the customer experience, especially at Denver Union Station.

Sincerely,



Debra A. Johnson
General Manager and CEO

cc: Stuart Summers, Chief Communications and Engagement Officer