



CUSTOMER EXPERIENCE & COMMUNITY VALUE RESEARCH REPORT

October 2022

Prepared by



Attachment: 2022 GM-CEO Debra A. Johnson Self-Evaluation (4733 : Approval of General

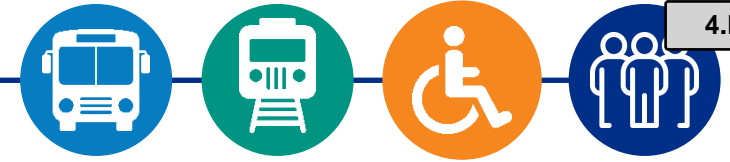
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SURVEY DESIGN





SURVEY DESIGN

Both customer experience and community value survey instruments were based on survey instruments developed in 2021

- Questions were directly related to RTD performance scorecard metrics
- Questions were largely similar to 2021 in terms of language and structure to ensure comparability and allow RTD to track changes
- Select questions were revised to clarify intention (e.g., safety vs. personal security questions)
- Surveys were administered in English and Spanish

KEY TAKEAWAYS



KEY TAKEAWAYS

- Satisfaction and Net Promoter Scores (NPS) are down across all service modes and for community members
- Paratransit customers continue to be the most satisfied across service modes
- Overall satisfaction and likelihood to recommend ratings indicate that RTD has a strong customer base across service modes, and that a relatively small percentage of customers is dissatisfied
- With improvements in key areas, RTD could drastically improve customer satisfaction and NPS scores
 - ▶ Bus and rail customers report lower satisfaction in key areas—including on-time performance, service communications, security, and cleanliness—than in 2021

ADDITIONAL CONSIDERATIONS

- Understanding changes in customer characteristics in terms of transit dependency and economic stress is important for understanding customer satisfaction
 - ▶ Compared to 2021, bus and rail customers are less likely to be transit dependent and more likely to be looking for ways to save money
- Similarly, acknowledging broader socio-economic factors that continue to impact the metro area, and identifying their impacts on customer experience is important in understanding changes in customer satisfaction
 - ▶ Statistical and qualitative information suggest that factors related to the unhoused, cleanliness, violent crime, and drug use in public spaces continue to impact the metro area and customer experience
 - ▶ As those factors persist over time, without adequate response, customer satisfaction will likely continue to drop

ADDITIONAL CONSIDERATIONS

- RTD should consider whether any events potentially impacted participant responses, including:
 - ▶ Light rail derailment (September 21), which occurred just before the community survey was launched (September 22)
 - ▶ August Zero Fare month, which occurred shortly before the bus/rail survey was launched

CUSTOMER EXPERIENCE





METHODOLOGY

SAMPLING PLAN

The study team developed a sampling plan for bus and rail surveys based on ridership data that:

- ▶ Was inclusive of RTD's entire service area and all bus routes and rail lines
- ▶ Accounted for weekdays and weekends
- ▶ Accounted for AM/PM hours and peak/off-peak hours



METHODOLOGY INVITATIONS

Survey invitations were printed in English/Spanish and customers were able to participate in one of three ways from September 9-25:

- ▶ Scanning the QR code on their invitation
- ▶ Logging into a dedicated webpage
- ▶ Calling a 1-800 number to complete the survey via phone

RTD CUSTOMER SATISFACTION SURVEY

RTD wants to hear from you!

RTD is conducting a customer satisfaction survey to learn how to better serve customers like you. The survey takes 5-10 minutes to complete and is completely confidential.

There are three ways to complete the survey:

- Scan the QR code
- Visit **ConnectWithRTD.com** and enter **AC5L85PB**
- Call **1-844-253-6701**

Complete the survey by **September 25th** to receive a free ride voucher and a chance to win one of five \$100 VISA gift cards!

If you have questions, please contact RTDsurvey@bbcresearch.com




SCAN ME

ENCUESTA DE SATISFACCIÓN DEL CLIENTE DE RTD

¡RTD quiere conocer qué piensa!

RTD está realizando una encuesta de satisfacción del cliente para saber cómo prestar un mejor servicio a clientes como usted. Responda a la encuesta le tomará 5 a 10 minutos y es completamente confidencial.

Hay tres formas de responder la encuesta:

- Escanee el código QR
- Visite **ConnectWithRTD.com** e ingrese **AC5L85PB**
- Llame al **1-844-253-6701**

¡Complete la encuesta antes del **25 de Septiembre** para recibir un pase para viaje en transporte público gratis y la chance de ganar una de cinco tarjetas de regalo de \$100 de VISA!

Si tiene alguna pregunta, comuníquese con RTDsurvey@bbcresearch.com




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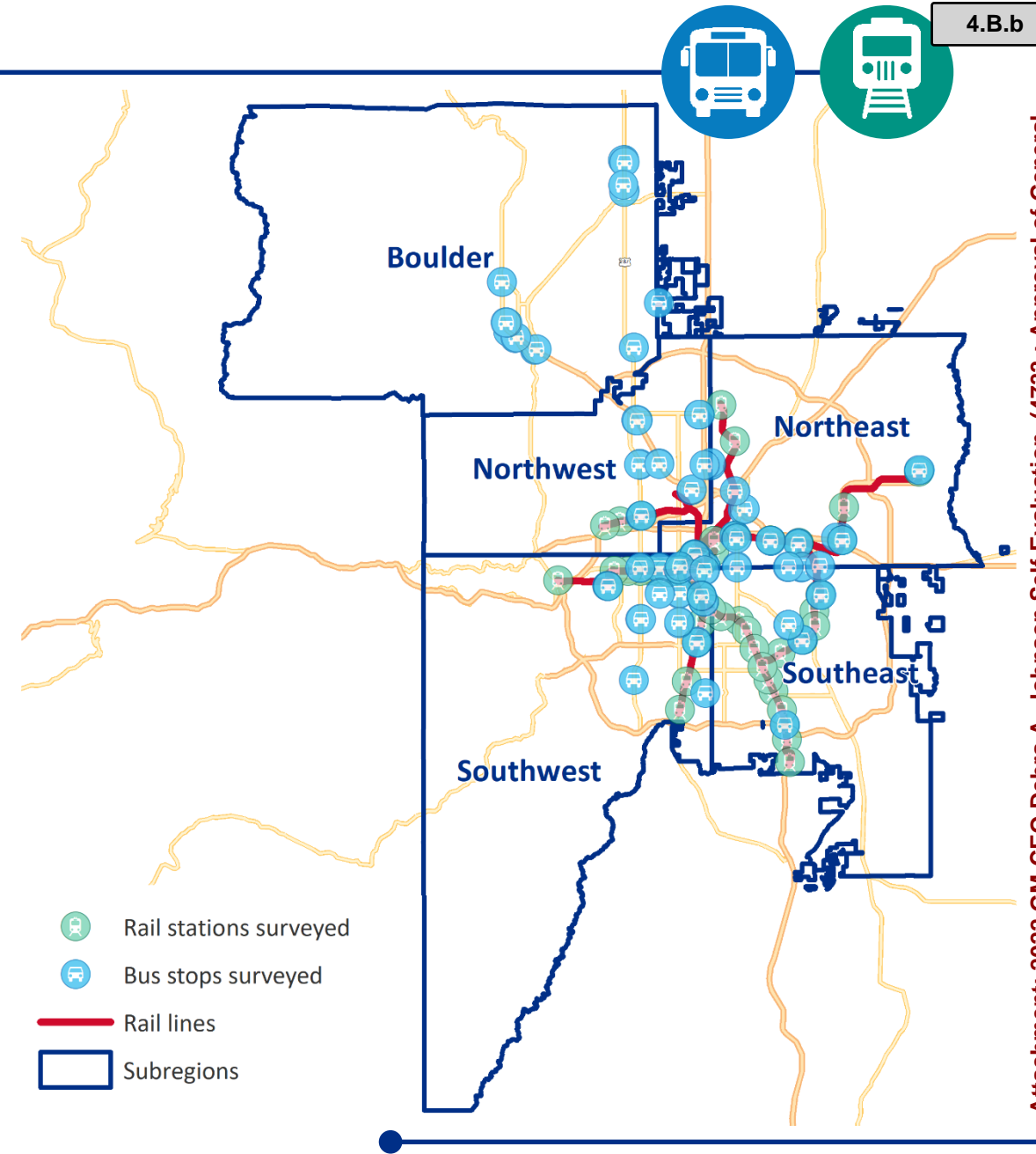
METHODOLOGY

DISTRIBUTION

- ▶ A specific number of invitations was distributed customers at each stop/station, during specific days, and during specific time periods
- ▶ More than 11,000 invitations were distributed

460 bus customers completed the survey resulting in an overall margin of error within +/- 4.57 at a 95 percent confidence level

502 rail customers completed the survey resulting in an overall margin of error within +/- 4.36 percentage point at a 95 percent confidence level



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METHODOLOGY

- RTD provided a list of active customers who had used Access-a-Ride services at least once between September 2021 and August 2022
- The study team called a random sample of customers to complete the survey via phone; customers had the option to complete the survey online, if requested
- The telephone survey was administered to interact with people using special assistive telephone equipment, and the online survey was compatible with assistive reading devices
- **405 paratransit customers** completed the survey resulting in an overall margin of error within +/-4.71 percentage points at a 95 percent confidence level

BUS RESULTS



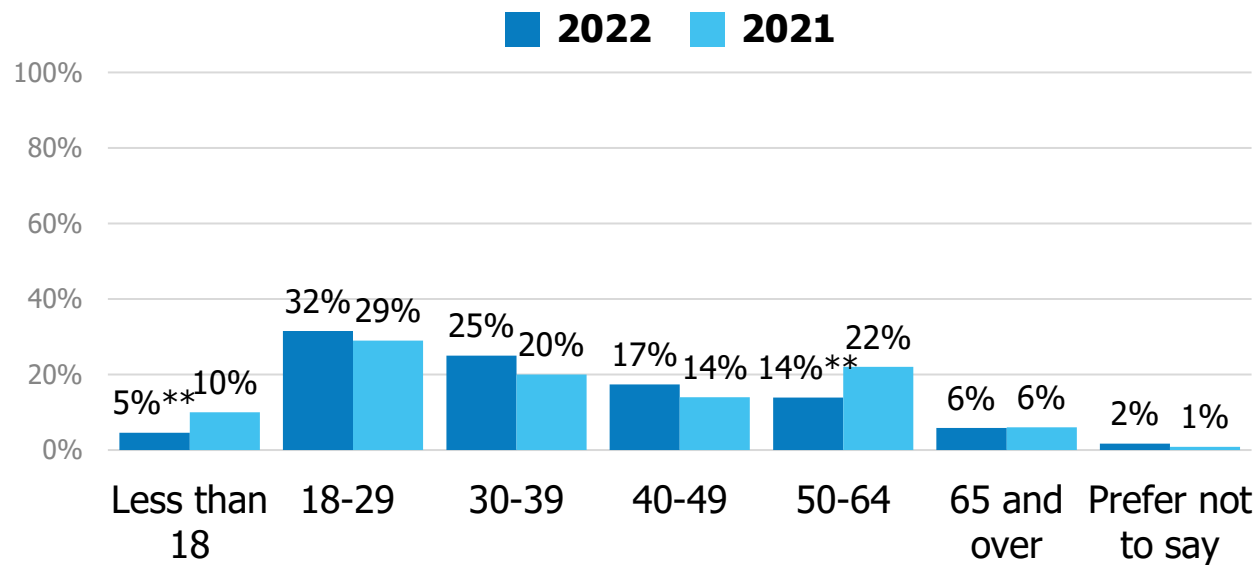
CUSTOMER CHARACTERISTICS



AGE & GENDER

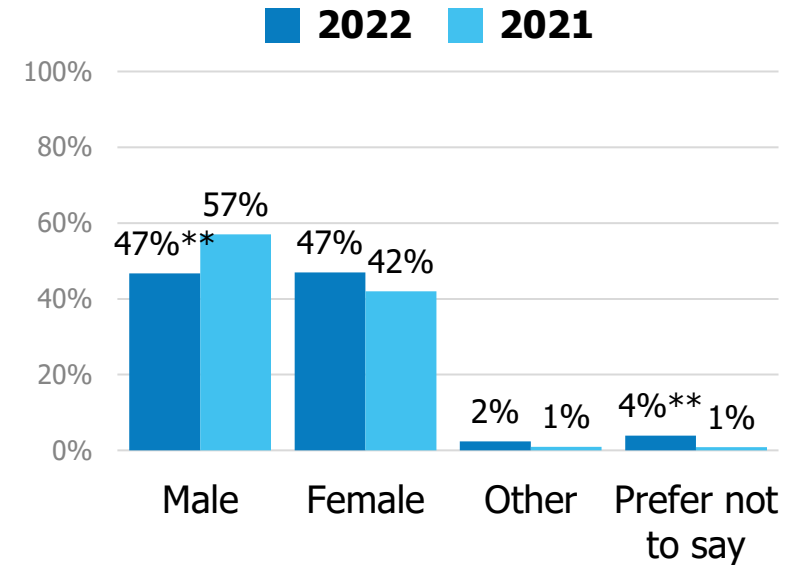
- 57% of bus customers were 18-39 years old
- Customers were less likely to be male (47%) compared to 2021 (57%)

What is your age?



**Denotes statistically significant difference at the 95% confidence level.

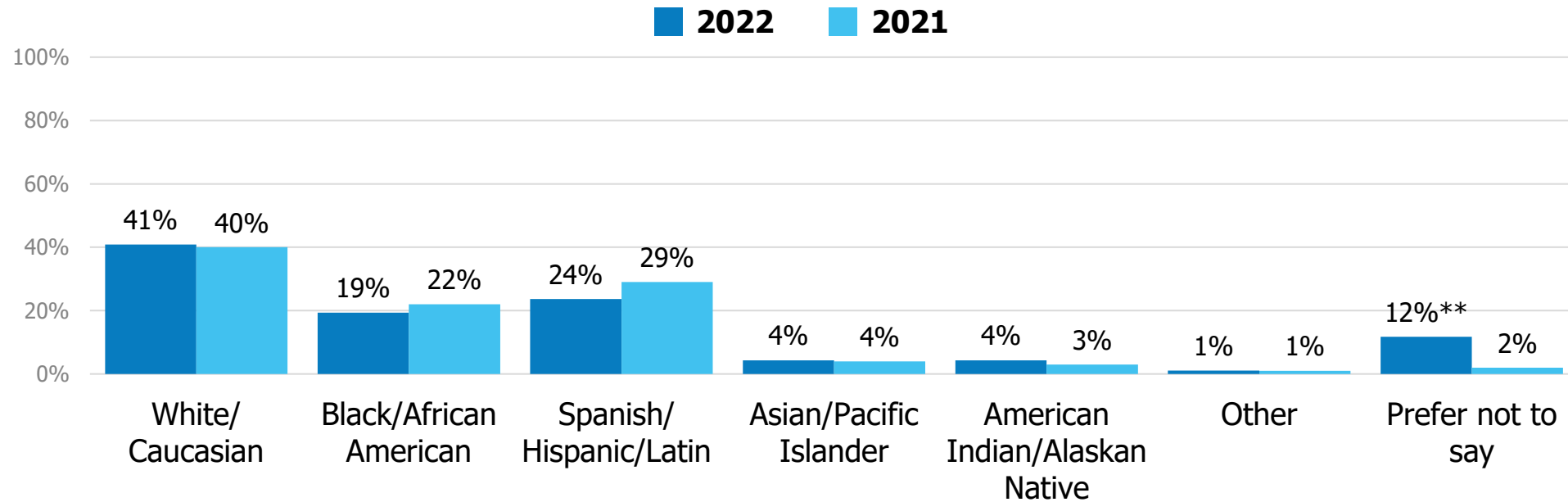
What is your gender?





RACE & ETHNICITY

- 41% were white/Caucasian, 19% were Black/African American, and 24% were Spanish/Hispanic/Latino



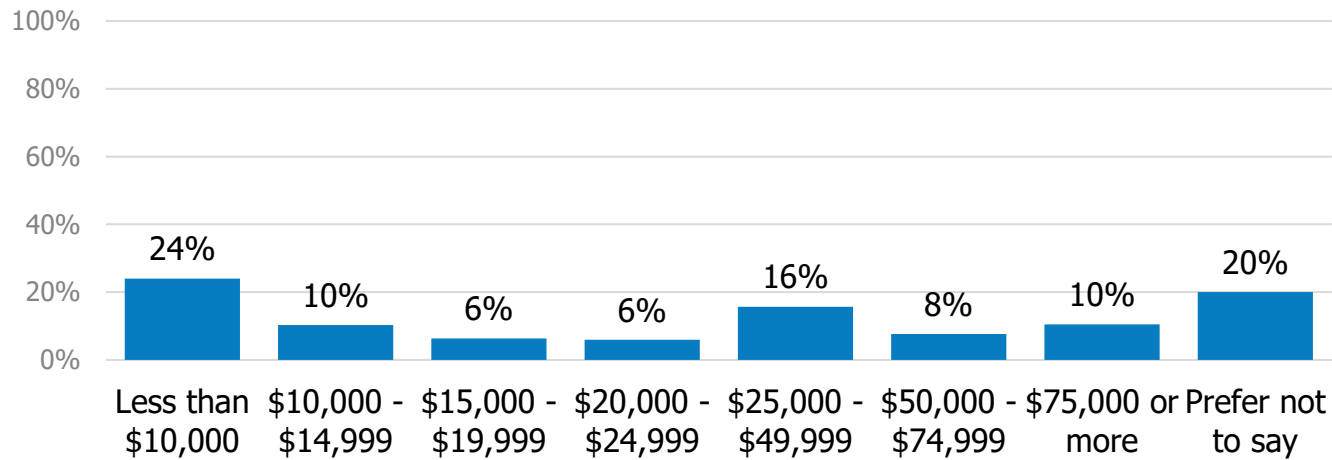
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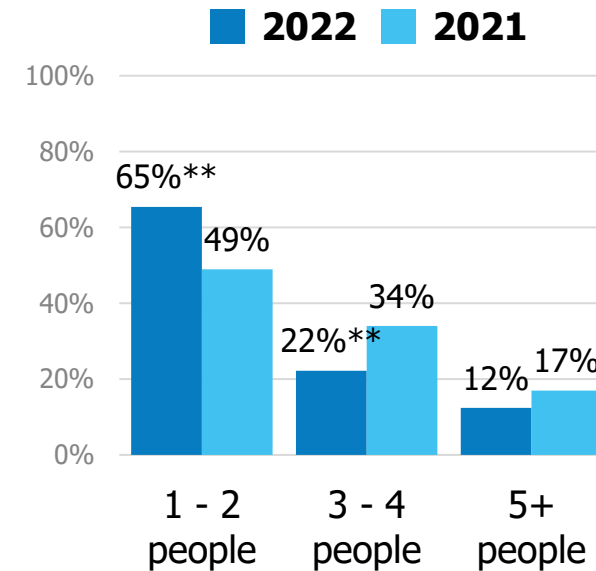
INCOME & HOUSEHOLD SIZE

- Nearly half of bus customers reported household incomes of less than \$25,000
- Bus customers reported smaller household sizes compared to 2021

Income



Household Size



**Denotes statistically significant difference at the 95% confidence level.

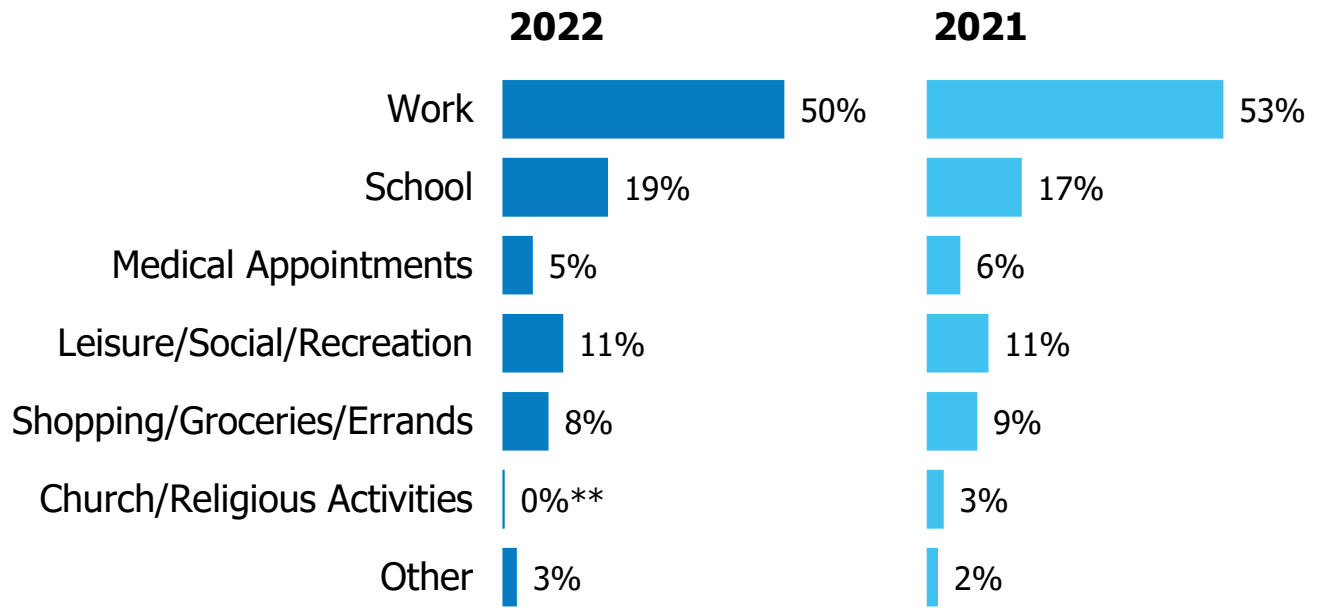
The 2022 survey broke out income ranges below \$25,000 whereas the 2021 survey did not. Additionally, the 2021 survey did not clarify whether the question was related to household or individual income, whereas the 2021 survey clarified that the question was related to household income. Because of those differences, income comparison between 2022 and 2021 are not presented.



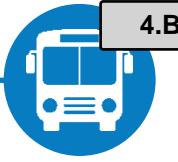
TRIP PURPOSE

- Half of bus customers said they use RTD buses most frequently to commute to and from work

For what primary purpose do you ride RTD buses most frequently?



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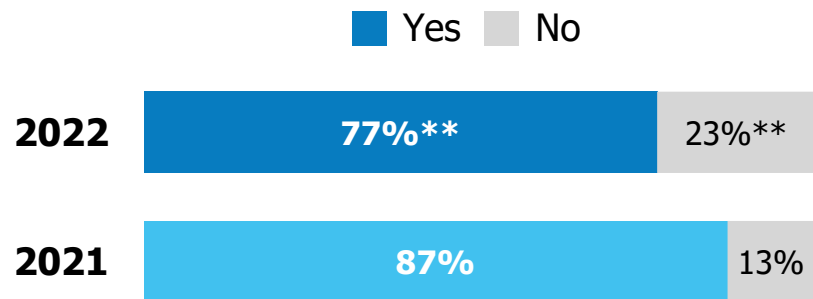


TRANSIT DEPENDENCE

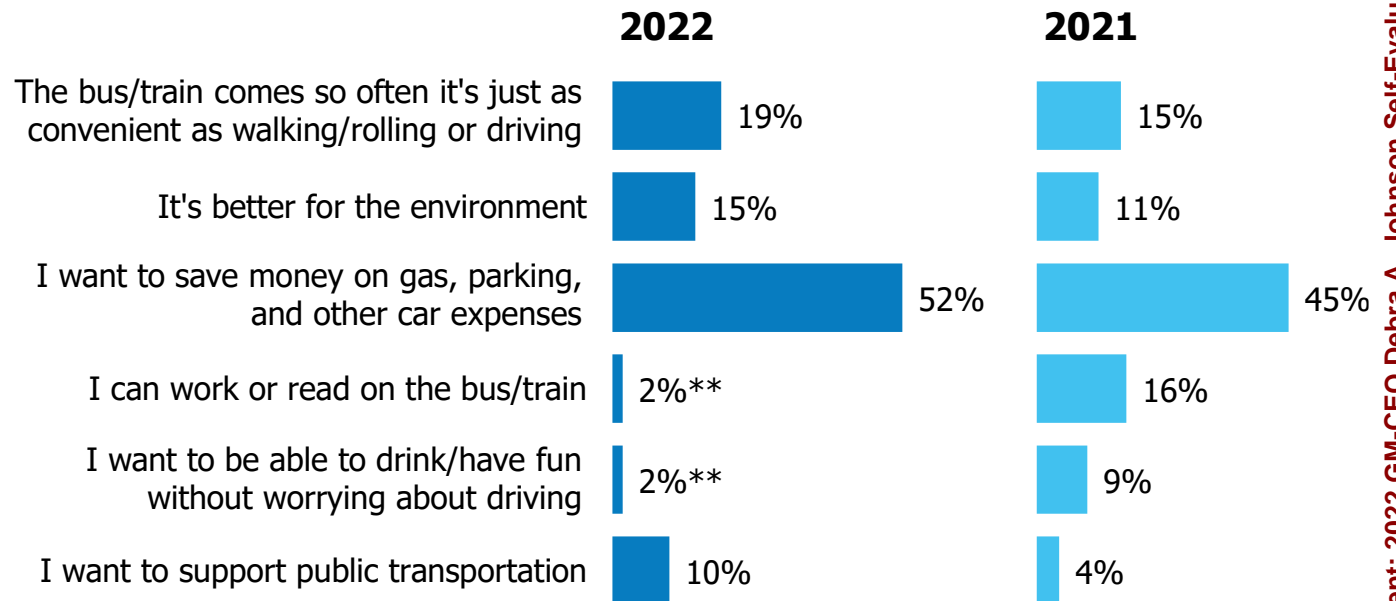
- Bus customers were less likely to be transit dependent compared to 2021 (77% v. 87%), and although not statistically significant, more customers said they choose transit to save money (52% v. 45%)

If you do have other options (such as walking/rolling, getting a ride, or driving a car) what is the #1 reason you choose public transportation?

Are you dependent on using RTD buses for travel to/from your destination?



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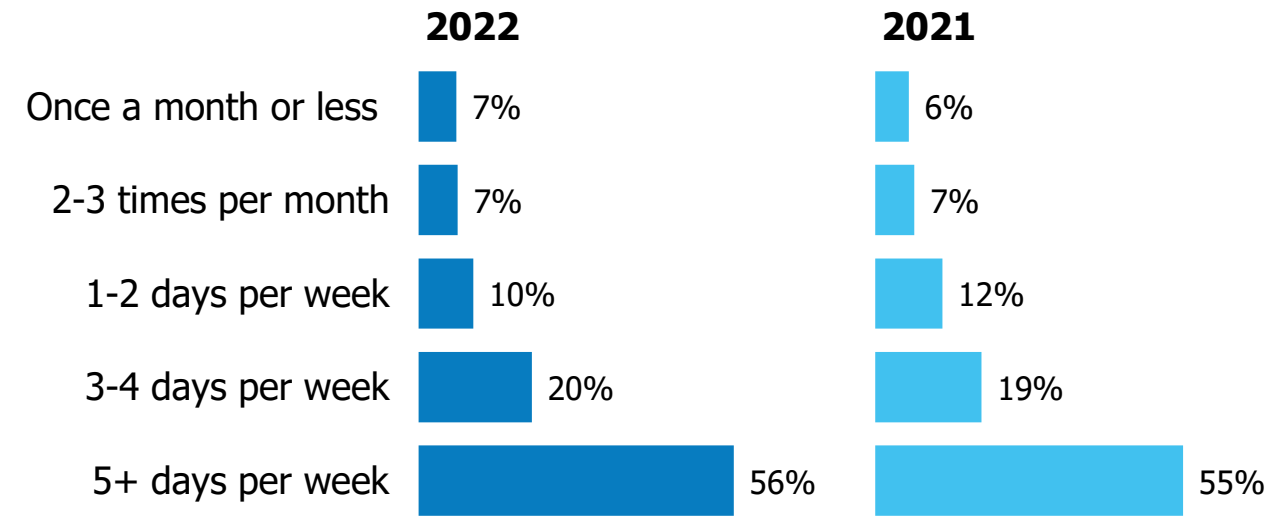




FREQUENCY OF TRANSIT USE

- Bus customers continue to be very frequent customers, with more than half saying they ride the bus 5+ days a week (56%)

How often do you ride the bus?



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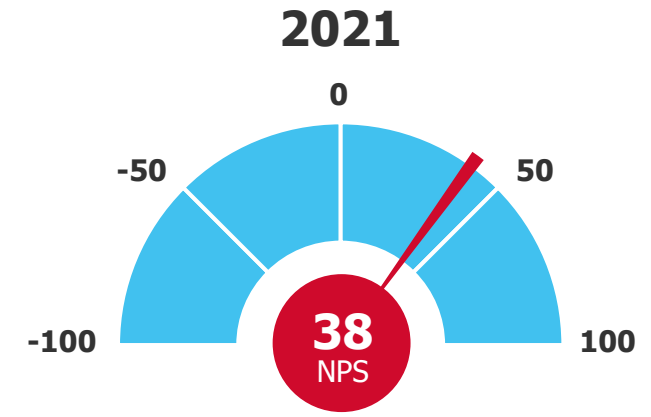
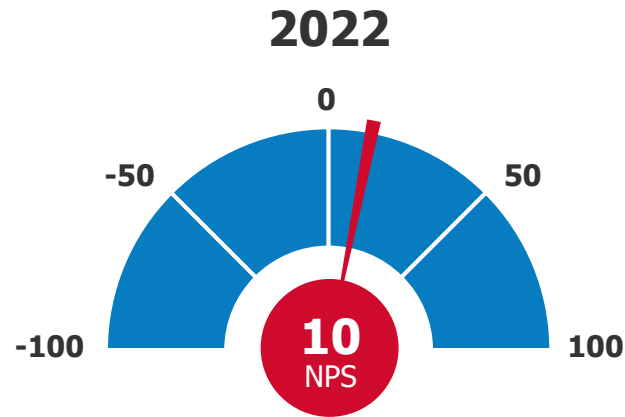
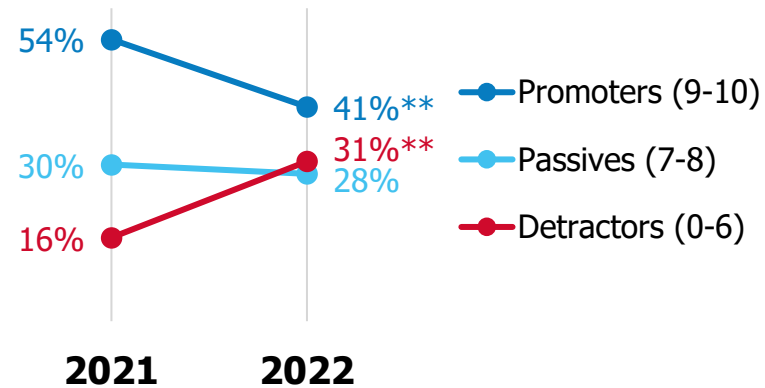
CUSTOMER IMPRESSIONS & SATISFACTION

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NET PROMOTER SCORE

- Overall, bus customers reported a lower NPS than in 2021 (10 v. 38)
- An NPS score between 0 and 20 is good but indicates room for progress



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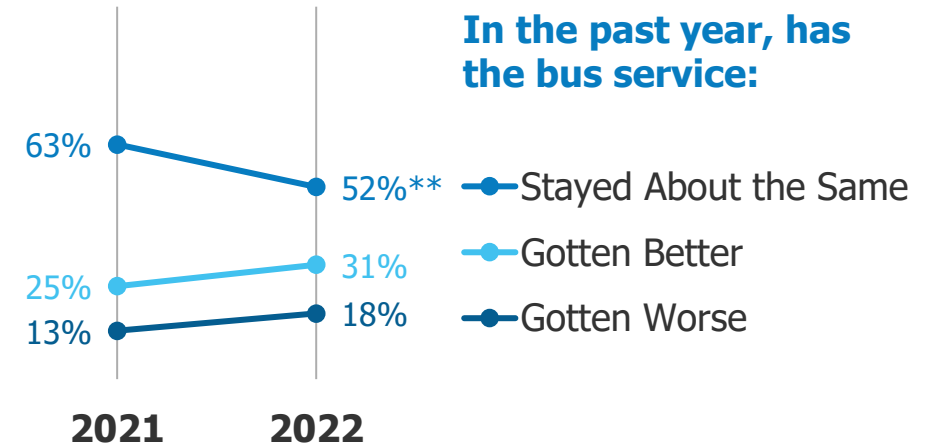
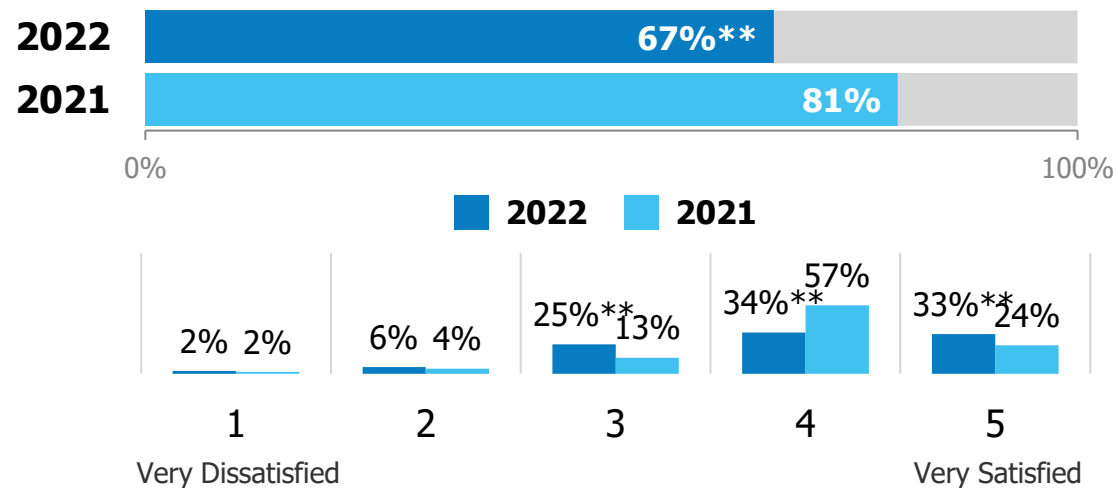


OVERALL SATISFACTION

- Overall, bus customers are less satisfied with RTD service compared to 2021 (67% v. 82%)
- However, bus customers were more likely to be **very satisfied** compared to 2021 (33% v. 24%)

Overall satisfaction with RTD's bus service

Very Satisfied (5)/Satisfied (4) Neutral (3)/Dissatisfied (2)/Very Dissatisfied (1)

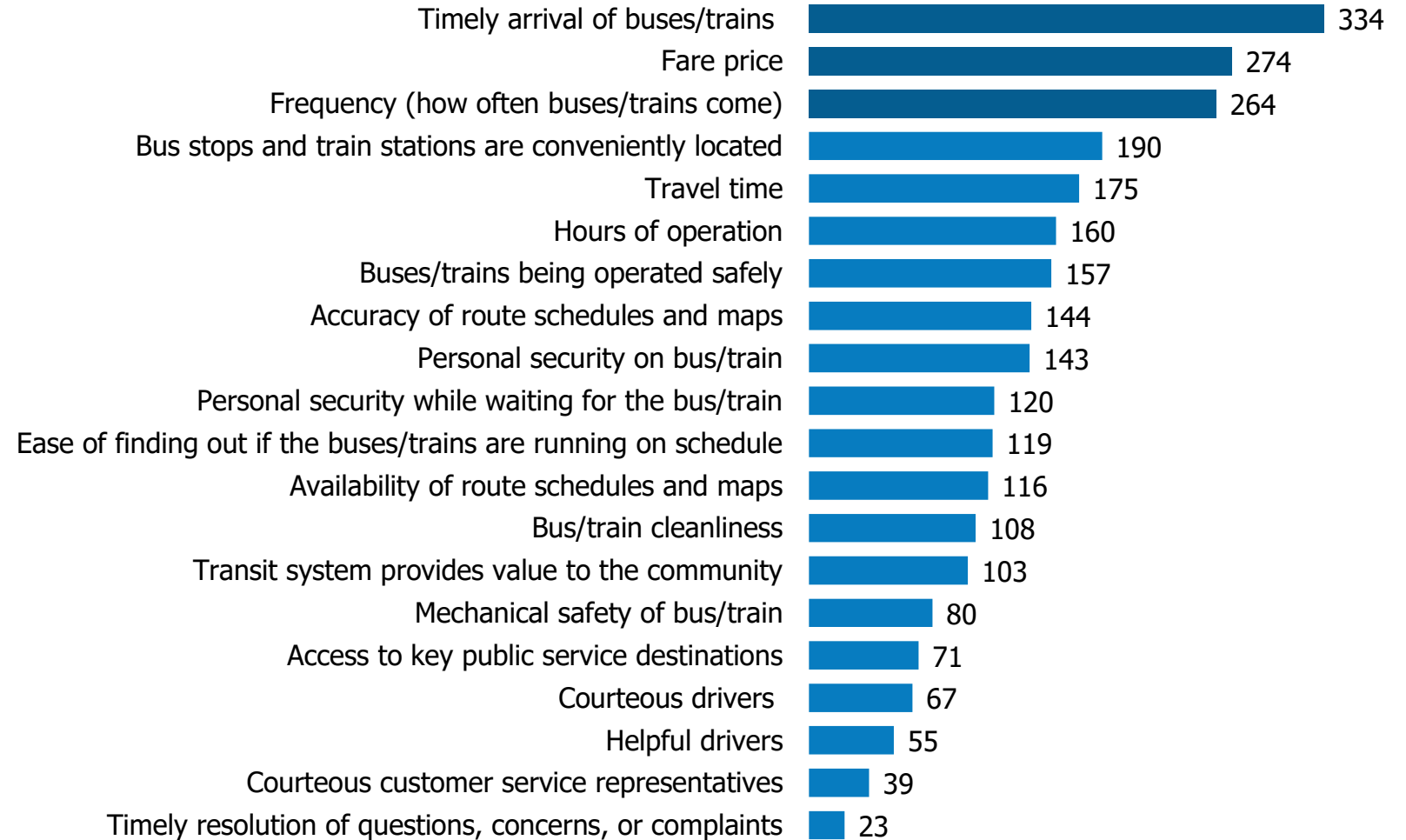


**Denotes statistically significant difference at the 95% confidence level.



TOP CUSTOMER IMPORTANCE FACTORS

- Bus customers ranked the top three most important factors of RTD service
- On-time arrival of buses was the most important factor, followed by price and frequency



Each respondents' choices were weighted by rank: #1 was assigned 3 points, #2 was assigned 2 points, and #3 was assigned 1 point.



OTHER KEY FACTORS

- Regression analyses revealed that, in addition to customer ranked factors, other factors impact overall customer satisfaction/NPS:
 - ▶ Feeling informed of service disruptions
 - ▶ Quality of communications
 - ▶ Personal security while waiting/riding
 - ▶ Travel time
 - ▶ Vehicle cleanliness
 - ▶ Value to the community

Factors of Bus Service	Significance (NPS)	Significance (Satisfaction)
On-time performance	**	**
Informed of service disruptions		**
High-quality communications	**	**
Security while waiting		**
Security while riding		**
Frequency of vehicles	**	
Travel time		**
Vehicle cleanliness	**	**
Value to community	**	

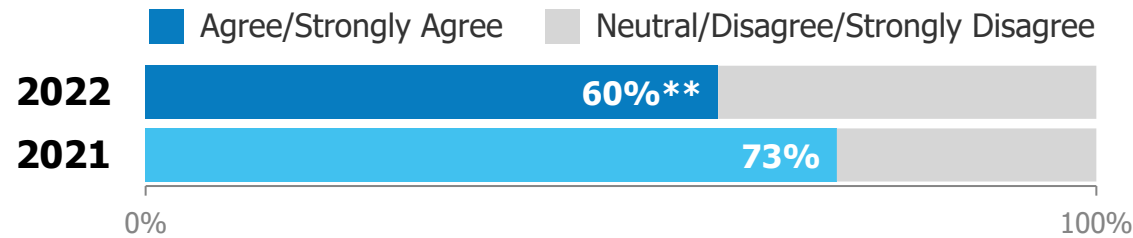
**Denotes statistically significance impact on NPS/satisfaction at the 95% confidence level.



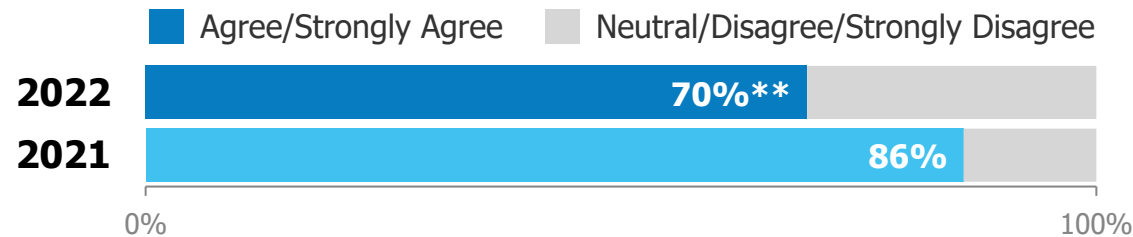
TIMELINESS & TRAVEL TIME

- Customers are less satisfied with on-time arrival of buses and travel time compared to 2021 (60% v. 73% and 70% v. 86%, respectively)
- Customers also appear to be less willing to wait for longer periods of time

The bus usually runs on time

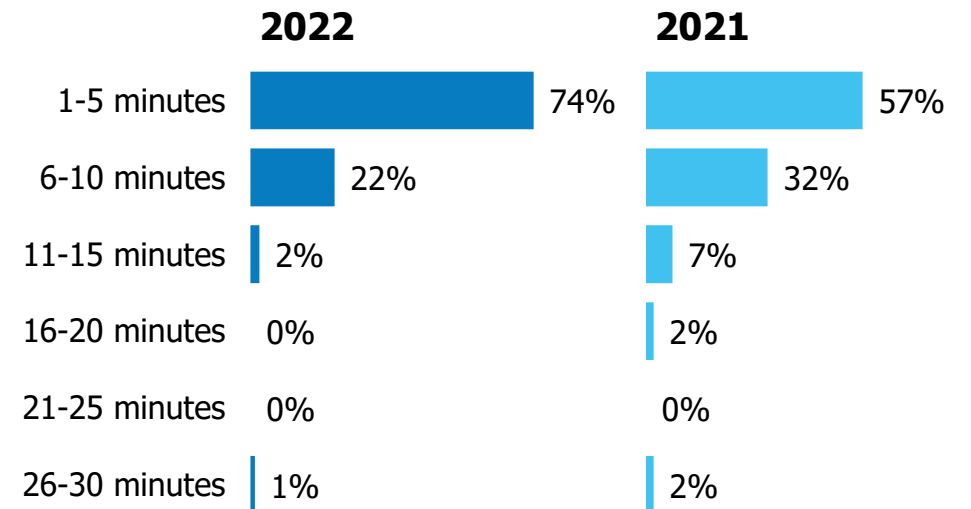


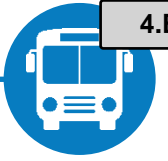
The bus gets me to my destination in a reasonable amount of time



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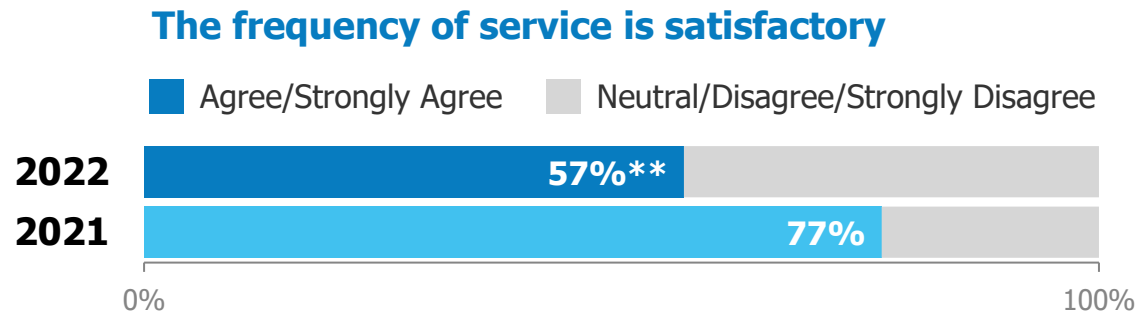
How many minutes do you feel is acceptable for a bus to arrive beyond its scheduled time?





FREQUENCY OF SERVICE

- Bus customers are less satisfied with the frequency of service compared to 2021 (57% v. 77%)

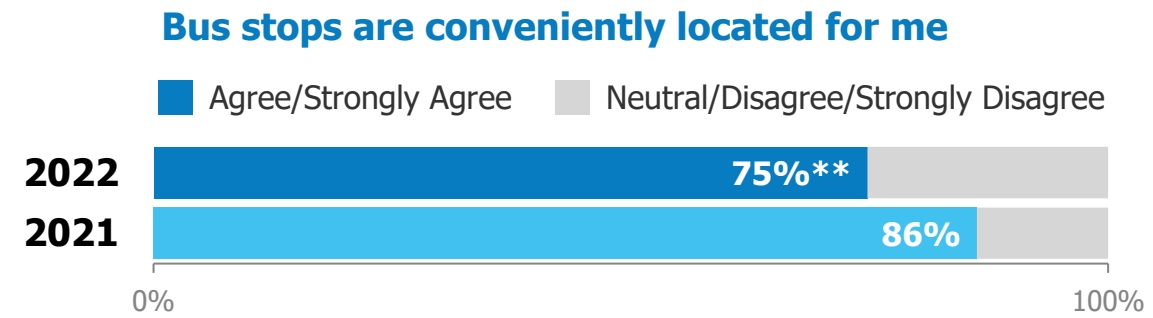


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COVERAGE & ACCESS

- A smaller percentage of customers said bus stops are conveniently located for them compared to 2021 (75% v. 86%)



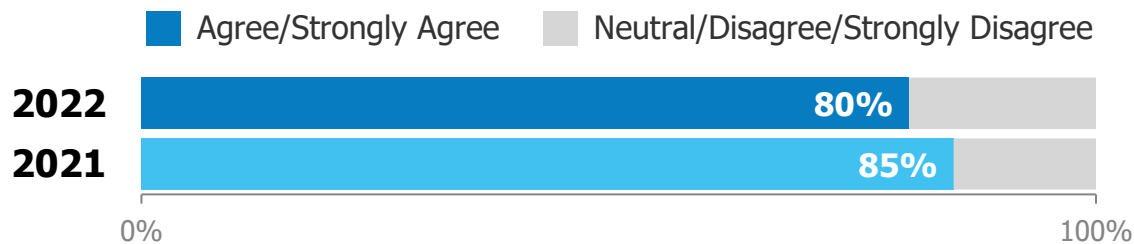
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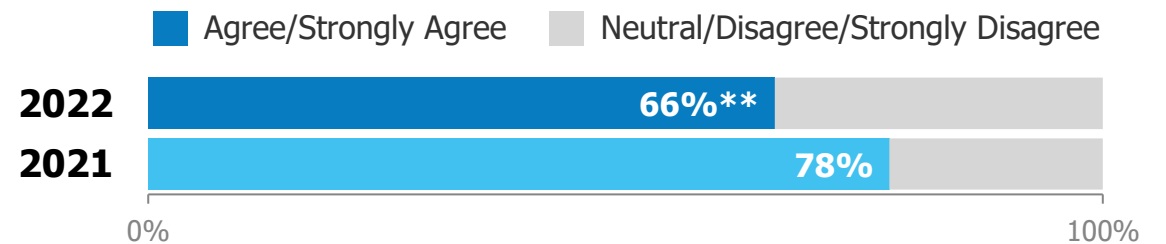
AVAILABILITY

- Most customers still agree that buses operate on the days they need them (80%), but a smaller percentage of customers are satisfied with the times they operate compared to 2021 (66% v. 78%)

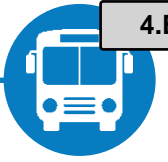
The buses operate on the **days** that I need them



The buses operate at the **times** that I need them



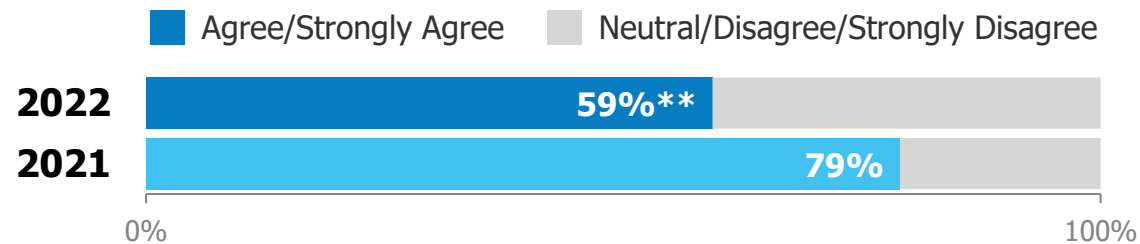
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QUALITY OF SERVICE COMMUNICATIONS

- Bus customers are less satisfied with the quality of RTD’s communications materials compared to 2021 (59% v. 79%)

Overall, RTD's communications material and information about services/schedules are of a high quality

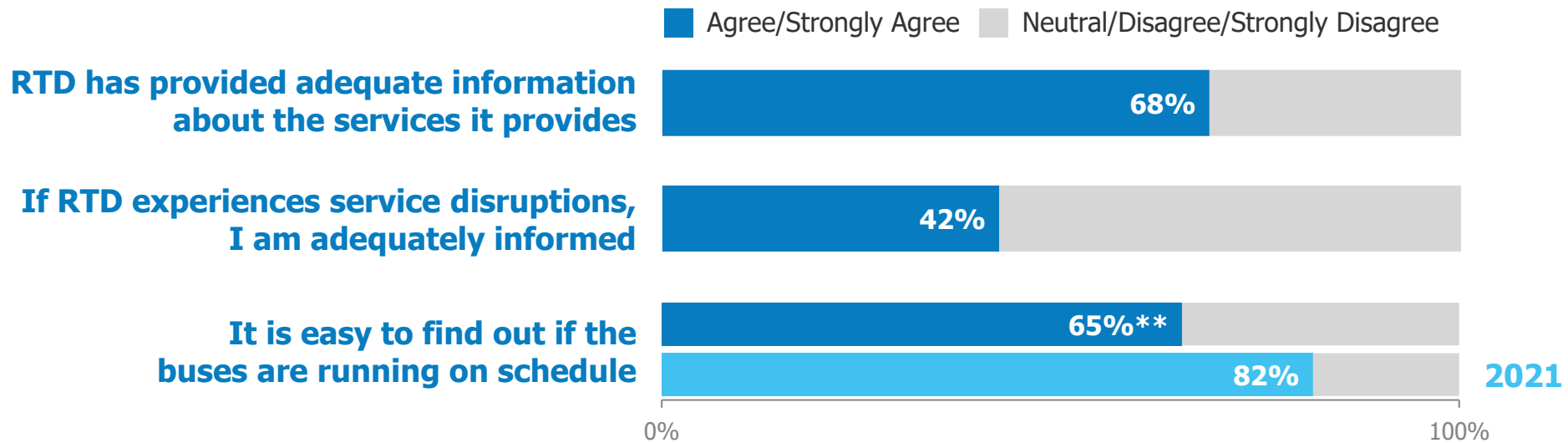


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ACCESS TO INFORMATION

- A smaller percentage of customers agree that it is easy to find out if buses are running on schedule compared to 2021 (65% v. 82%)
- Less than half of bus customers agree they are adequately informed of service disruptions (42%)

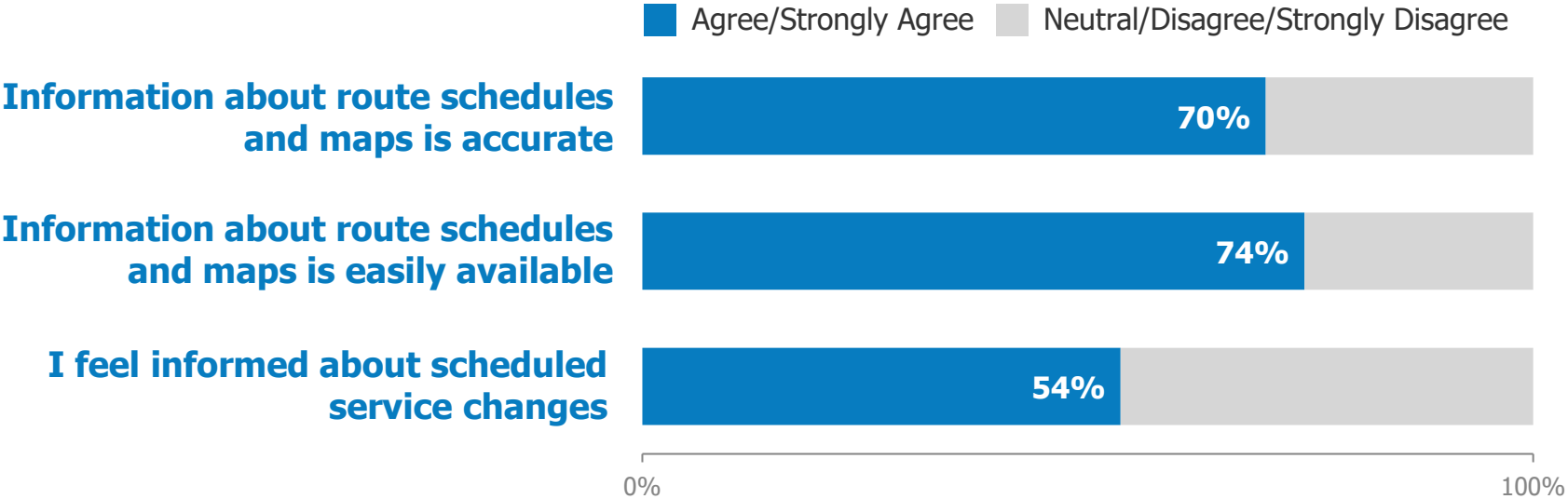


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ACCESS TO INFORMATION

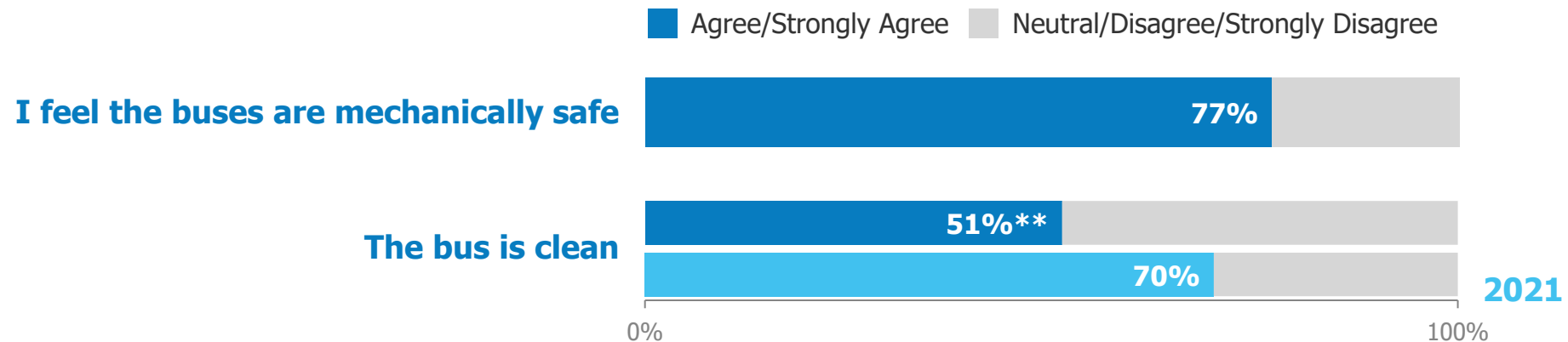
- Just over half of bus customers agree they feel informed about scheduled service changes (54%)





CLEANLINESS & SAFETY

- Most customers (77%) agree that buses are mechanically safe
- Customers are less satisfied with the cleanliness of buses compared to 2021 (51% v. 70%)

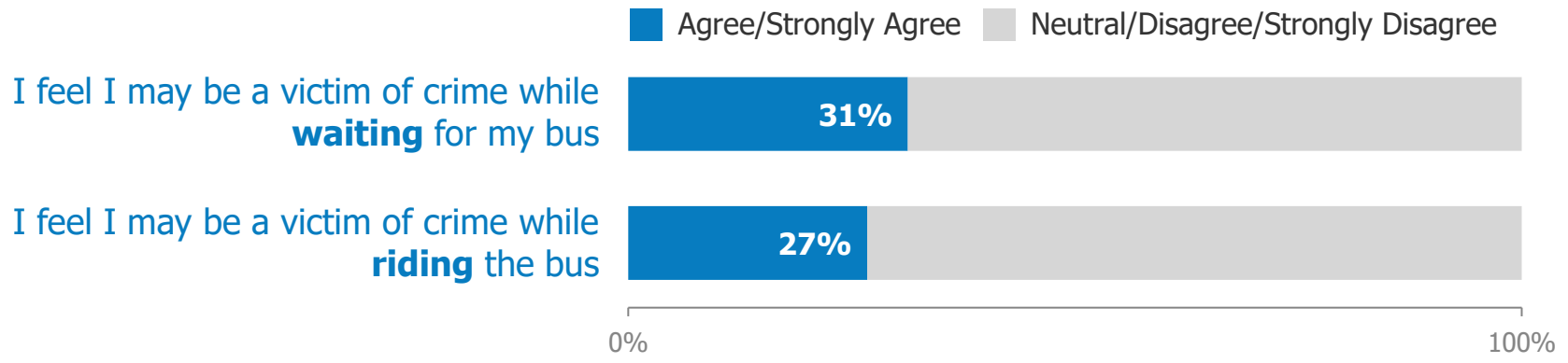


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SECURITY

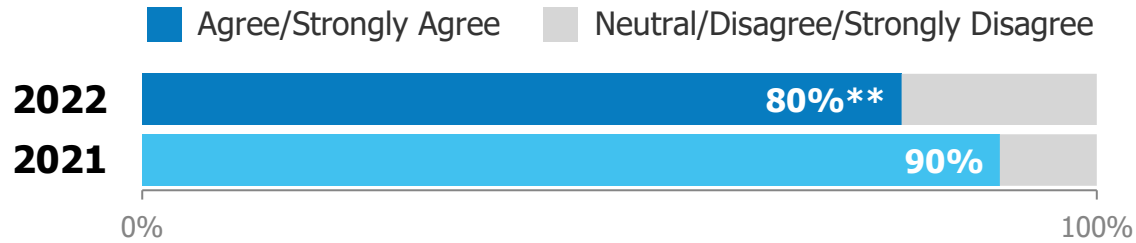
- 31% of bus customers feel they might be a victim of crime while waiting for the bus
- 27% feel they might be a victim of crime while riding the bus



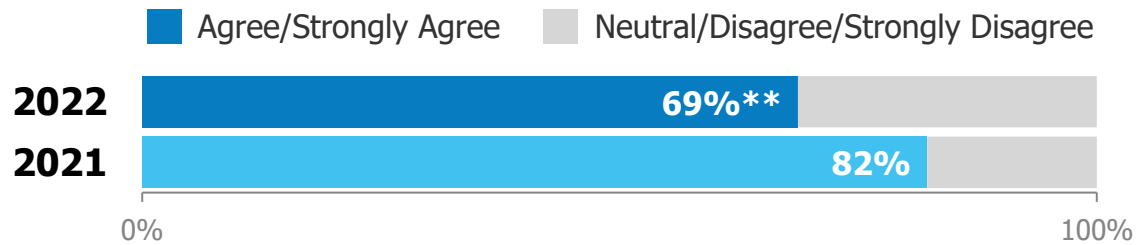


BUS OPERATORS

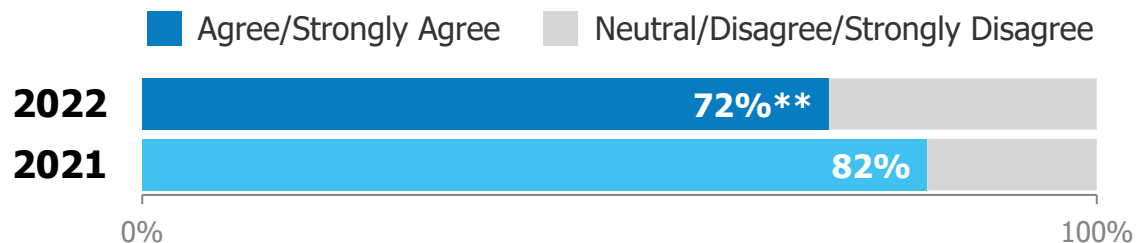
Bus drivers operate the vehicle safely



Bus drivers are courteous



Bus drivers are helpful



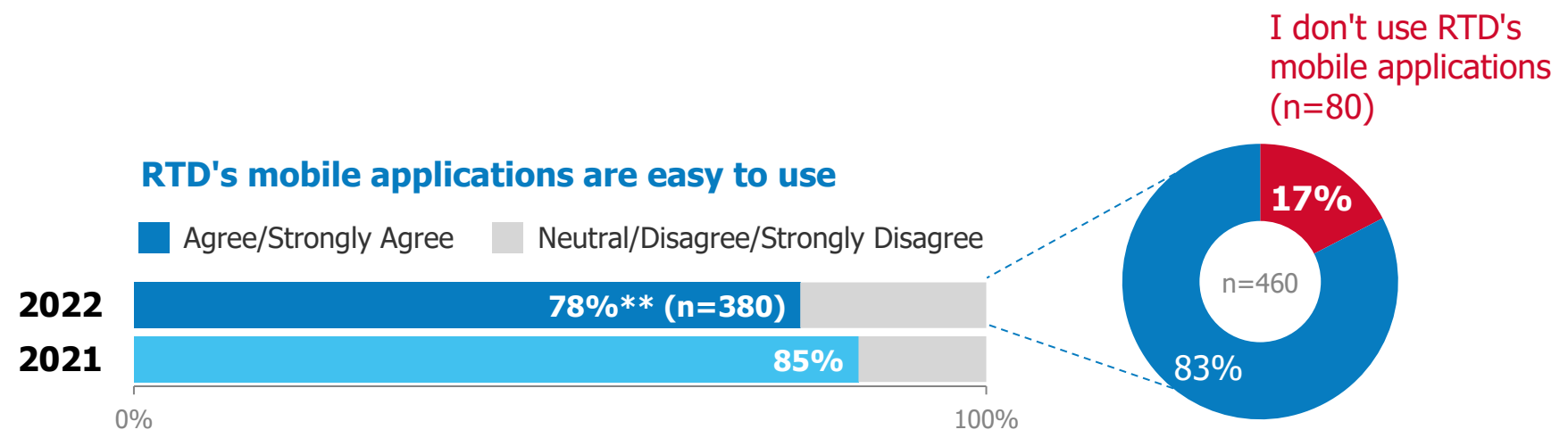
- Although a smaller percentage than in 2021, most customers agree that drivers operate the vehicles safely (80% v. 90%)
- Smaller percentages of customers agree that drivers are courteous (69%) and helpful (72%) than in 2021 (82%)

**Denotes statistically significant difference at the 95% confidence level. "Drivers are helpful and courteous" was posed as a single question in 2021 but as two questions in 2022.

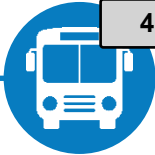


RTD TECHNOLOGY

- 83% of bus customers said they use RTD’s mobile applications
- A smaller percentage of customers agree that RTD’s mobile applications are easy to use compared to 2021 (78%v. 85%)

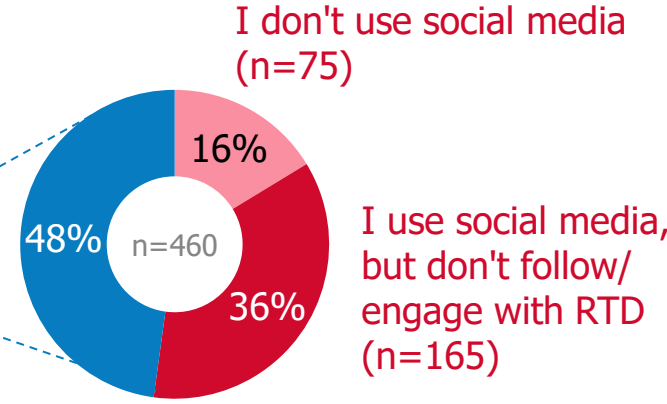
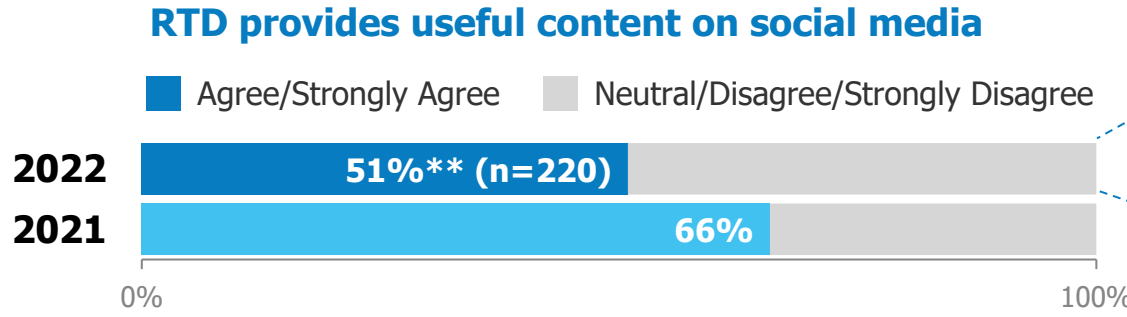


**Denotes statistically significant difference at the 95% confidence level.



SOCIAL MEDIA ENGAGEMENT

- A smaller percentage of bus customers agree that RTD provides useful content on social media compared to 2021 (51% v. 66%)
- More than one-third of bus customers said they use social media but do not engage with RTD (36%)



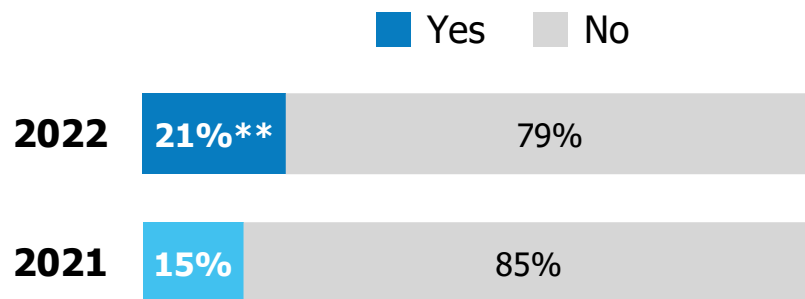
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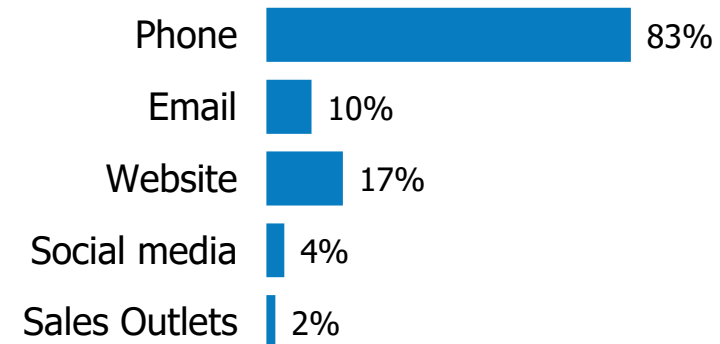
CONTACTING CUSTOMER SERVICE

- A larger percentage of bus customers said they have contacted RTD’s customer service in the last 3 months compared to 2021 (21% v. 15%)
- Most customers contacted RTD by phone (83%)

Have you contacted RTD’s customer service with a question, concern, or complaint in the last 3 months?



What method did you use to contact RTD’s customer service?

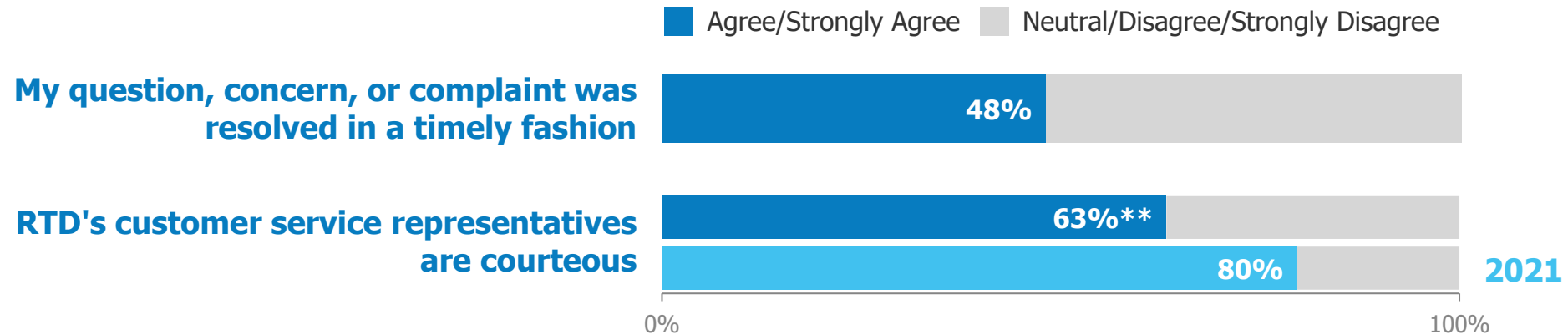


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COURTEOUS CUSTOMER SERVICE

- A smaller percentage of bus customers agree that RTD’s customer service representatives are courteous compared to 2021 (63% v. 80%)
- Less than half of customers agree that their matter was resolved in a timely fashion (48%)

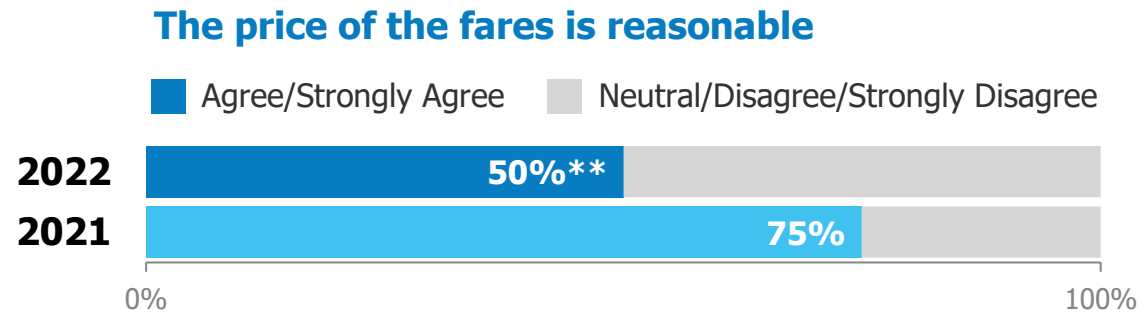


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FARES

- A smaller percentage of customers agree that the price of fares is reasonable compared to 2021 (50% v. 75%)

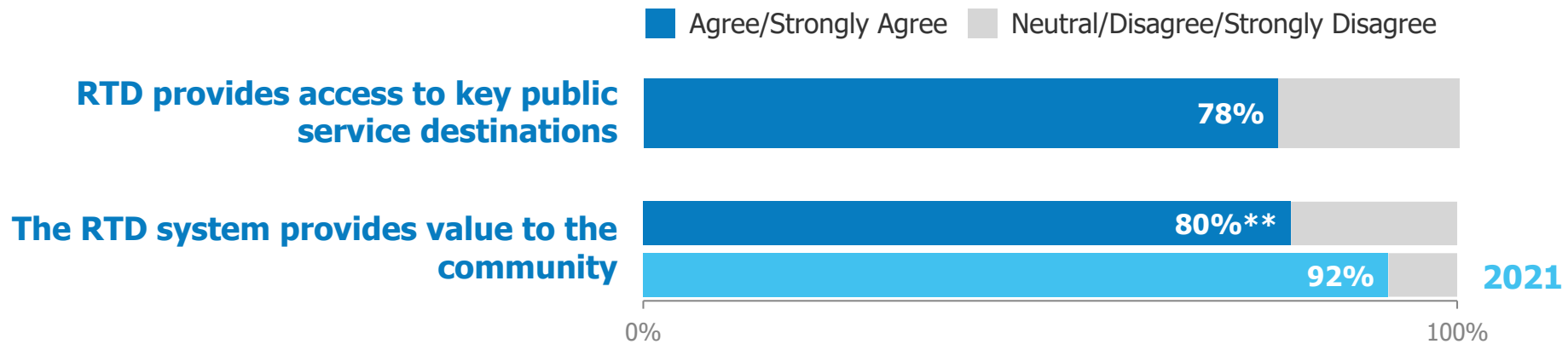


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COMMUNITY VALUE

- Most bus customers agree that RTD provides access to public service destinations (78%)
- Although a smaller percentage compared to 2021, most customers also agree that RTD provides value to the community (80% v. 92%)



**Denotes statistically significant difference at the 95% confidence level.



KEY DRIVER ANALYSIS

For each service factor, the Key Driver Analysis compares its customer importance ranking against its respective customer satisfaction level. Based on that comparison, each factor falls into one of four quadrants:

Lower Priority: This quadrant comprises service factors that have relatively low importance rankings and relatively low satisfaction levels. Although these have lower satisfaction levels, they are perceived as less important to customers and may have a smaller impact on overall satisfaction.

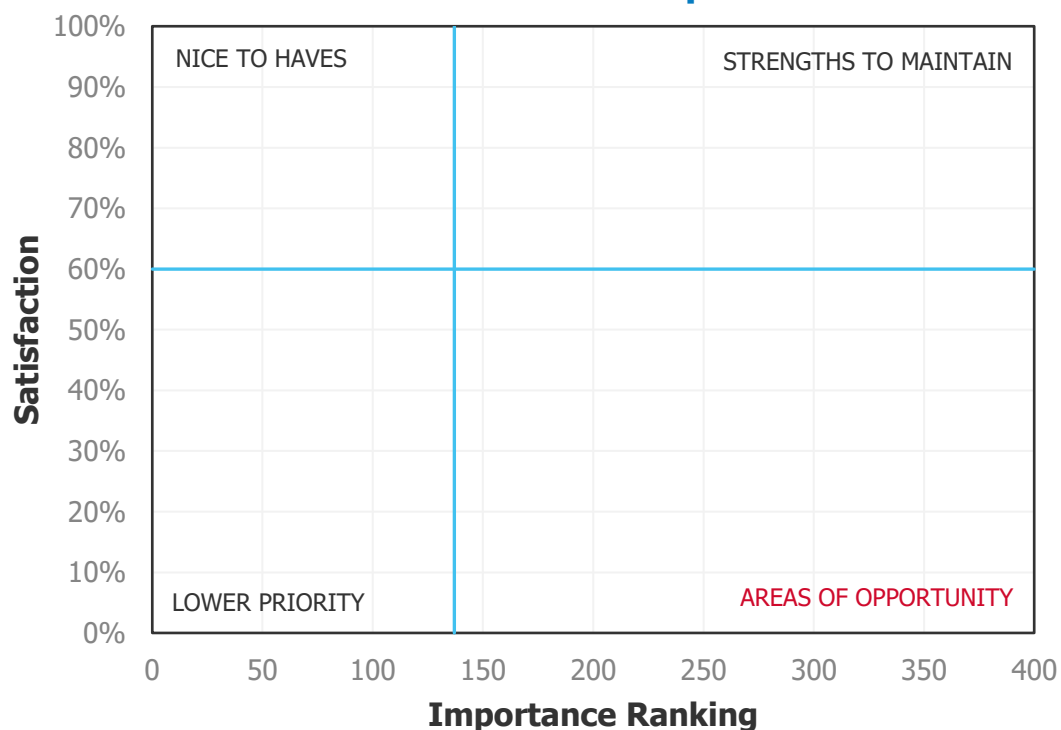
Nice to Haves: This quadrant comprises service factors that have relatively low importance rankings and relatively high satisfaction levels. Although customers are highly satisfied in these areas, these areas are perceived as less important to customers and may have a smaller impact on overall satisfaction.

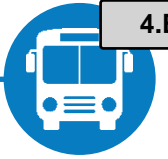
Areas of Opportunity: This quadrant comprises service factors that have relatively high importance rankings and relatively low satisfaction levels. These areas are ranked as highly important to customers and may have a bigger impact on overall satisfaction. They represent opportunities for RTD to improve overall customer satisfaction.

Strengths to Maintain: This quadrant comprises service factors that have relatively high importance rankings and relatively high satisfaction levels. Customers perceive these factors as highly important, and they are satisfied with the service RTD provides in these areas. RTD should maintain the current level and quality of service in these areas.

As described in the Additional Considerations sections of this report, in addition to the service factors that customers ranked as important, there are other service factors that are correlated with overall customer satisfaction and likelihood to recommend.

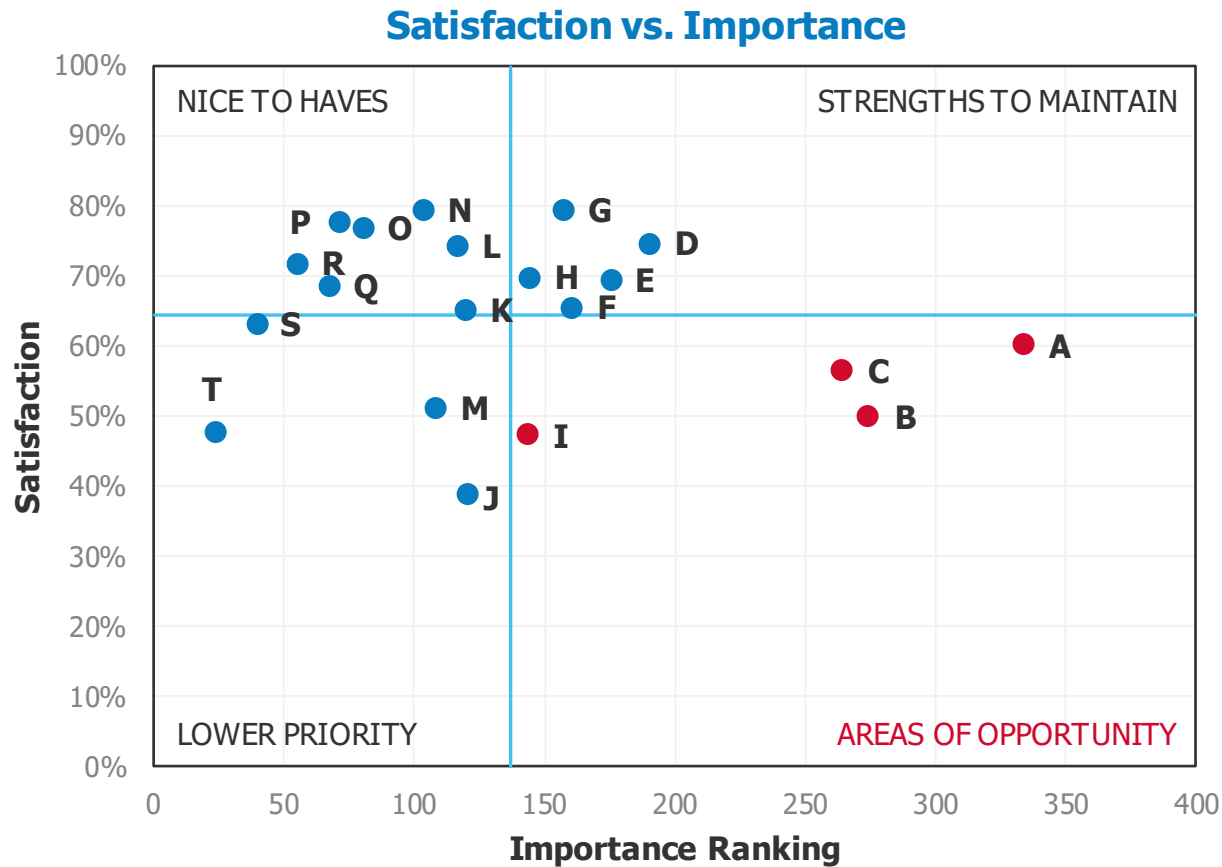
Satisfaction vs. Importance





KEY DRIVER ANALYSIS

- On-time performance, service frequency, price, and personal security while riding the bus present opportunities for RTD to improve satisfaction with bus service



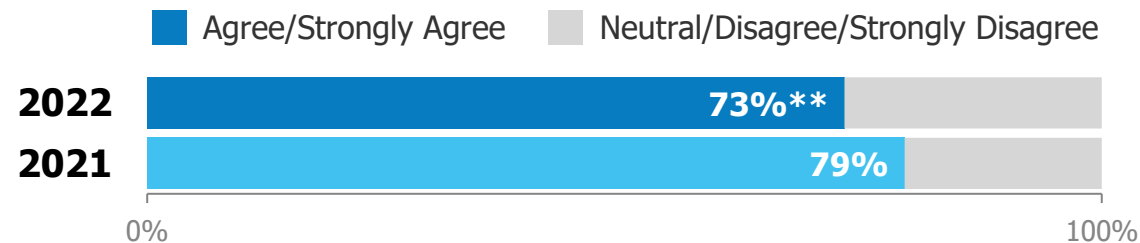
- A - Timely arrival of buses
- B - Fare price
- C - Frequency (how often buses come)
- D - Bus stops are conveniently located
- E - Travel time
- F - Hours of operation
- G - Buses being operated safely
- H - Accuracy of route schedules and maps
- I - Personal security on bus
- J - Personal security while waiting for the bus
- K - Ease of finding out if the buses are running on schedule
- L - Availability of route schedules and maps
- M - Bus cleanliness
- N - Transit system provides value to the community
- O - Mechanical safety of bus
- P - Access to key public service destination
- Q - Courteous drivers
- R - Helpful drivers
- S - Courteous customer service representatives
- T - Timely resolution of questions, concerns, or complaints



FUNDING

- Nearly three-quarters of bus customers agree that private entities, non-profits, and local governments should help fund RTD services (73%)

Private entities, non-profits, and local governments should provide funding to improved the quality of and/or expand RTD services



**Denotes statistically significant difference at the 95% confidence level.

RAIL RESULTS



CUSTOMER CHARACTERISTICS

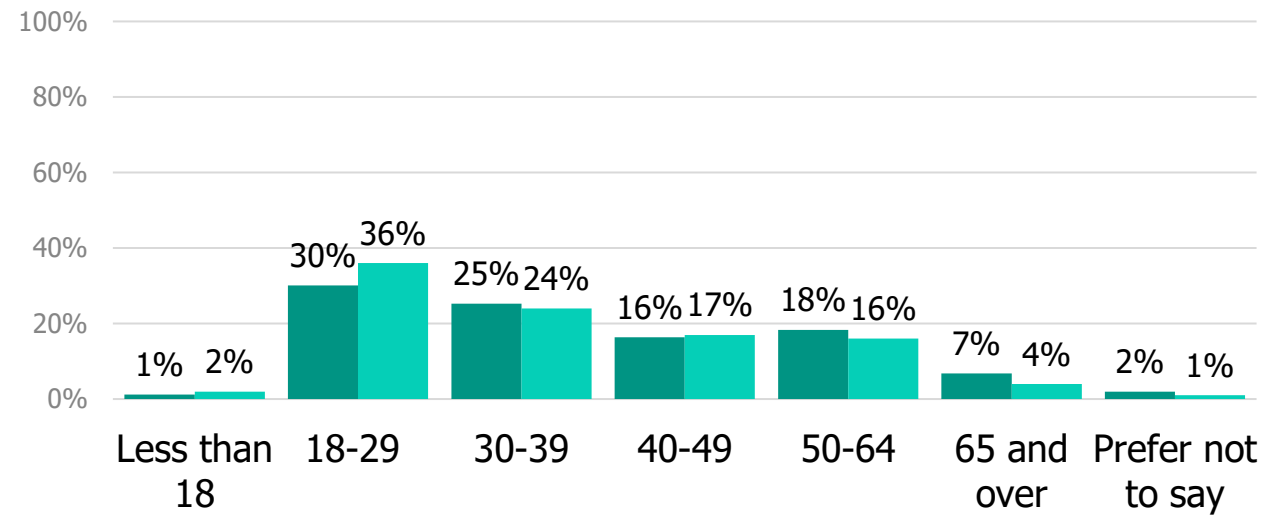


AGE & GENDER

- 55% of rail customers were 18-39 years old
- Rail customers were more likely to be male compared to 2021 (56% v. 48%)

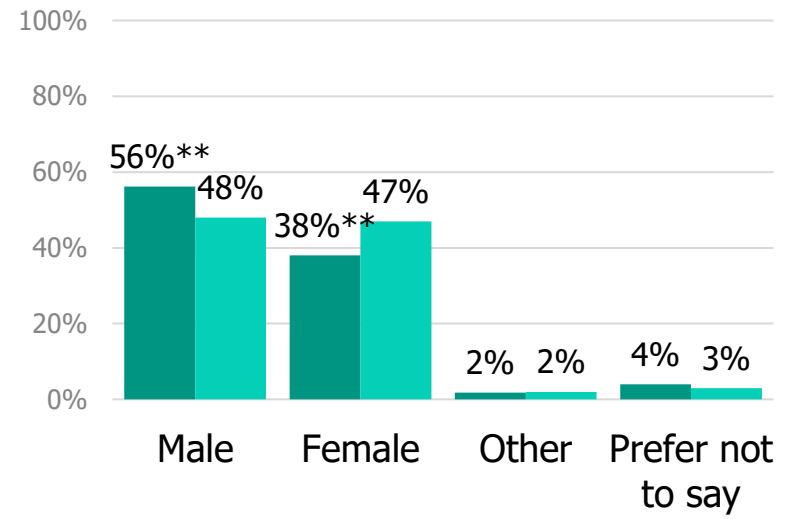
What is your age?

■ 2022 ■ 2021



What is your gender?

■ 2022 ■ 2021

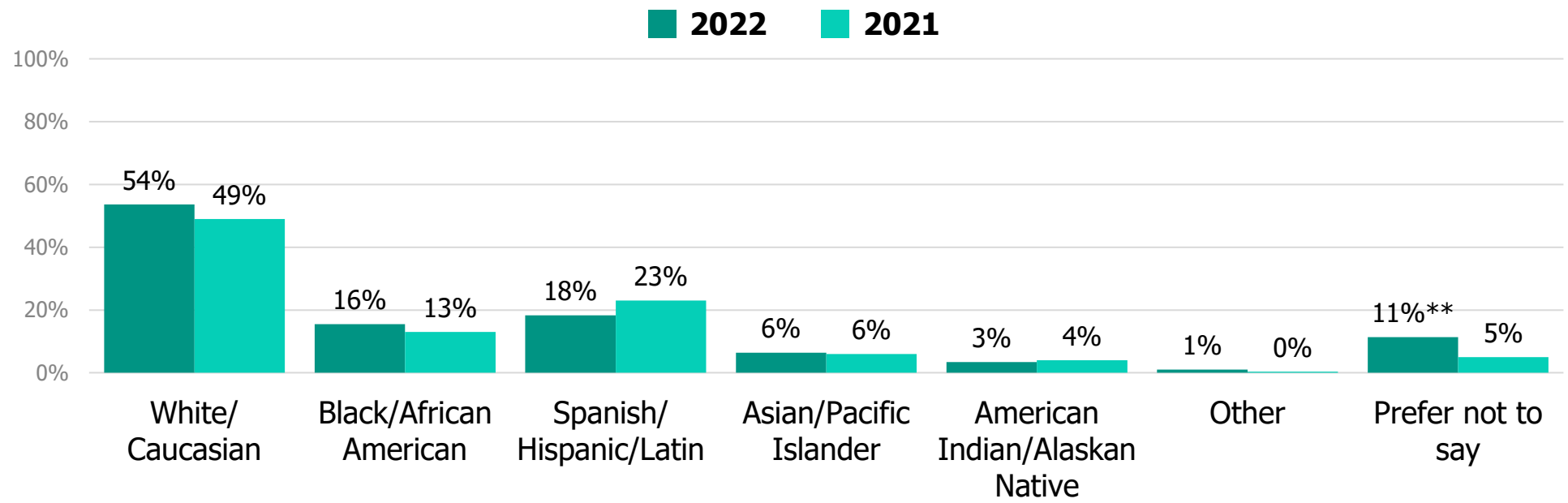


**Denotes statistically significant difference at the 95% confidence level.



RACE & ETHNICITY

- 54% of rail customers were white/Caucasian, and 16% were Black/African American, and 18% were Spanish/Hispanic/Latino



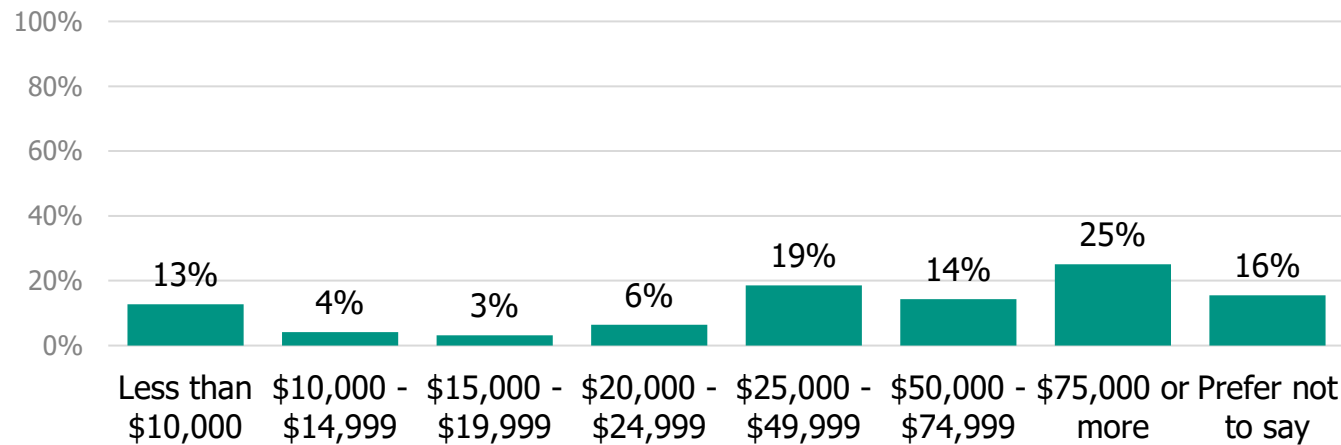
**Denotes statistically significant difference at the 95% confidence level.



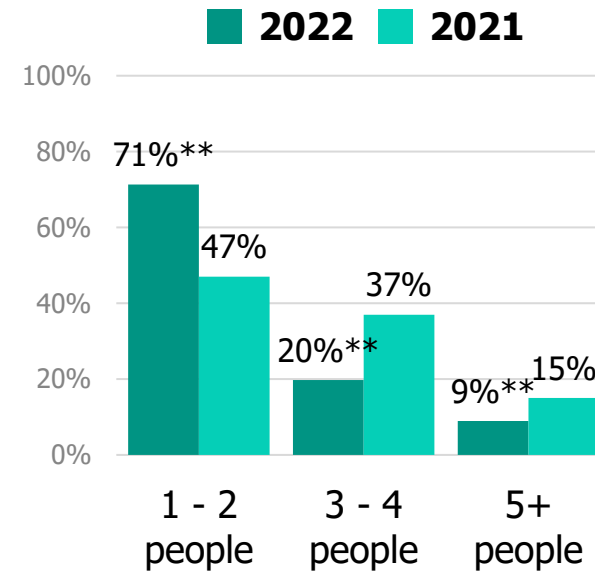
INCOME & HOUSEHOLD SIZE

- Compared to bus customers, rail customers were more likely to be high-income individuals
- Rail customers reported smaller household sizes compared to 2021

Income

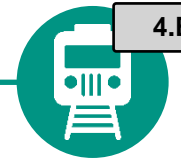


Household Size



**Denotes statistically significant difference at the 95% confidence level.

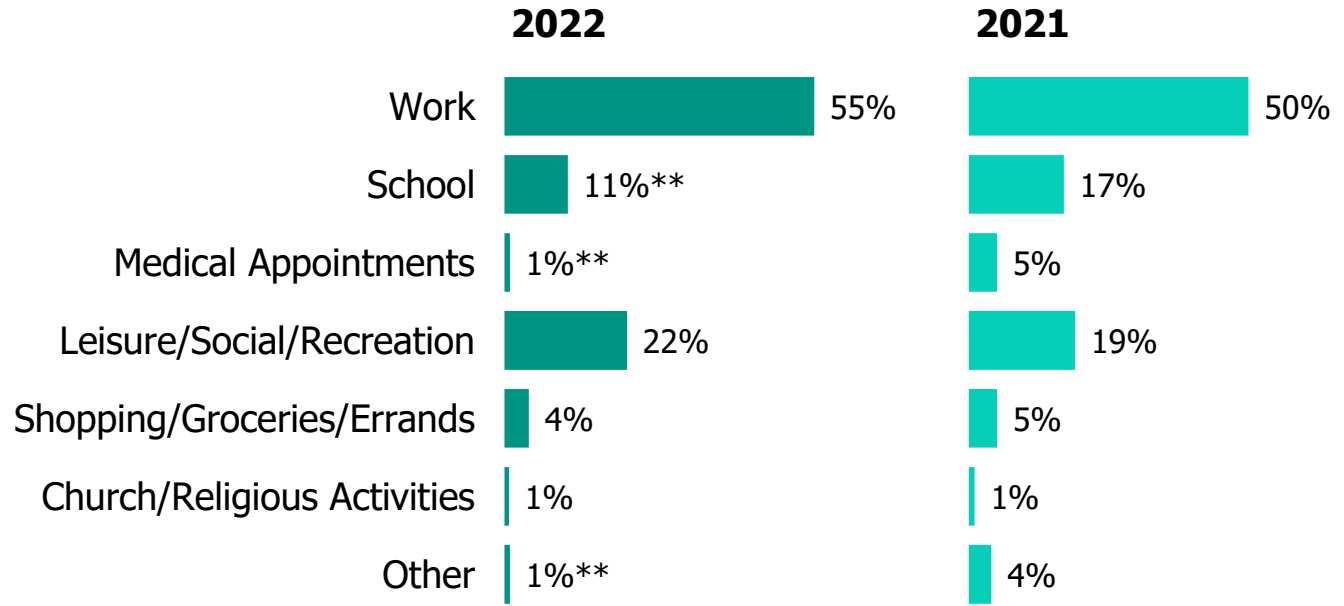
The 2022 survey broke out income ranges below \$25,000 whereas the 2021 survey did not. Additionally, the 2021 survey did not clarify whether the question was related to household or individual income, whereas the 2021 survey clarified that the question was related to household income. Because of those differences, income comparison between 2022 and 2021 are not presented.



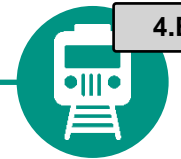
TRIP PURPOSE

- More than half of rail customers said they use RTD services most frequently to commute to and from work

For what primary purpose do you ride RTD trains most frequently?



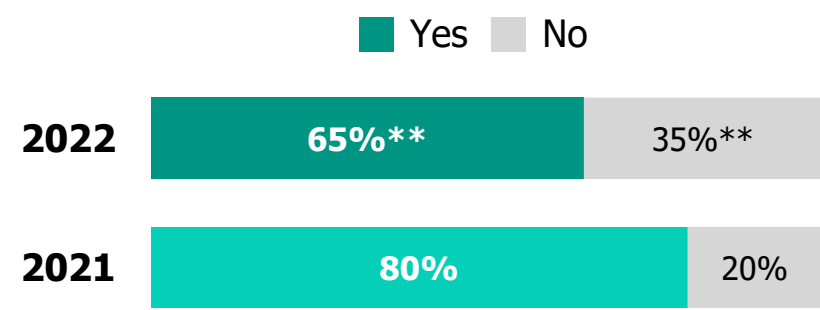
**Denotes statistically significant difference at the 95% confidence level.



TRANSIT RELIANCE

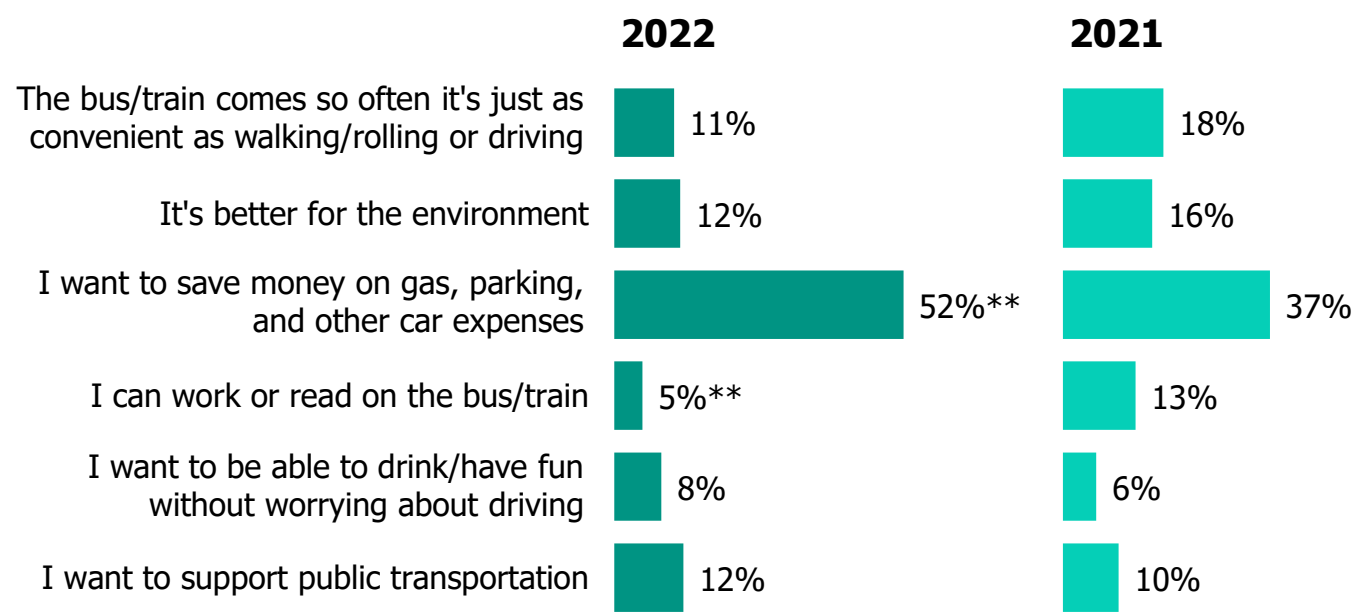
- Rail customers were less likely to be transit dependent compared to 2021 (65% v. 80%), and more customers said they choose transit to save money (52% v. 37%)

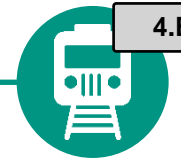
Are you dependent on using RTD trains for travel to/from your destination?



**Denotes statistically significant difference at the 95% confidence level.

If you do have other options (such as walking/rolling, getting a ride, or driving a car) what is the #1 reason you choose public transportation?

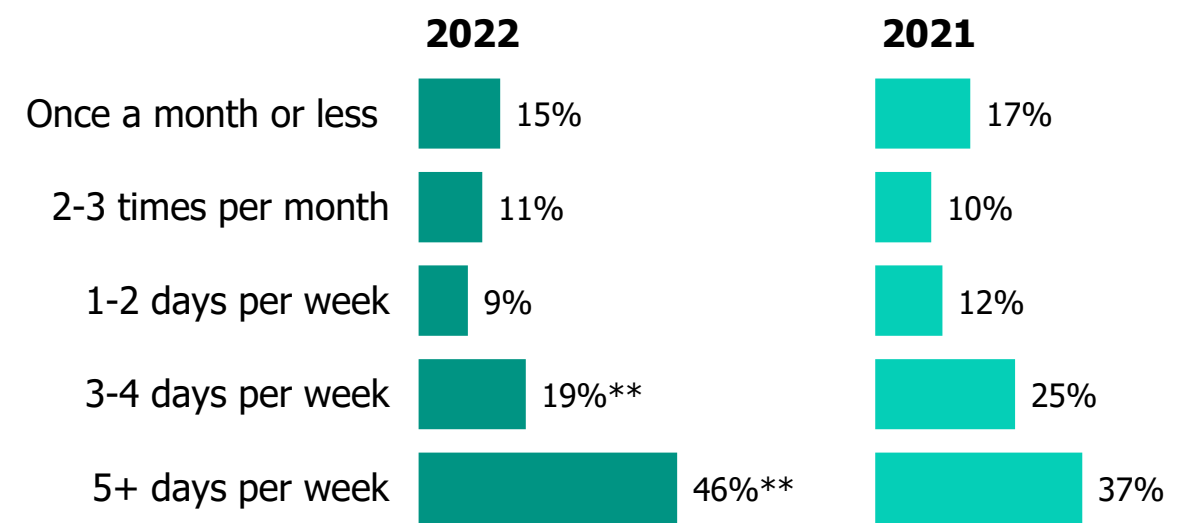




FREQUENCY OF TRANSIT USE

- Rail customers are most likely to be very frequent customers, with a larger percentage saying they ride 5+ days a week compared to 2021 (46% v. 37%)

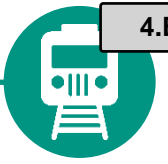
How often do you ride the train?



**Denotes statistically significant difference at the 95% confidence level.

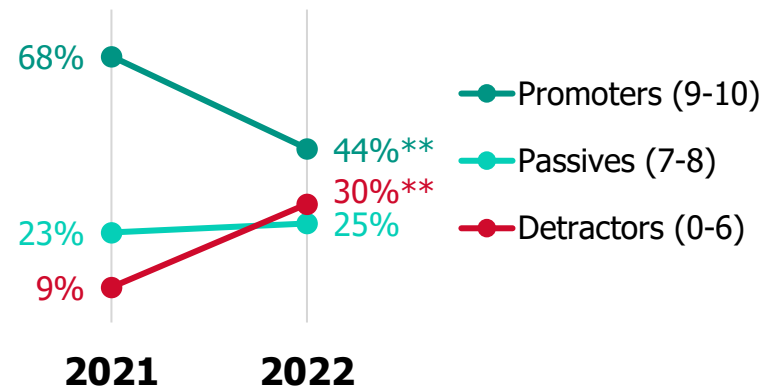
CUSTOMER IMPRESSIONS & SATISFACTION

Attachment: 2022 GM-CEO Debra A. Johnson Self-Evaluation (4733 : Approval of General

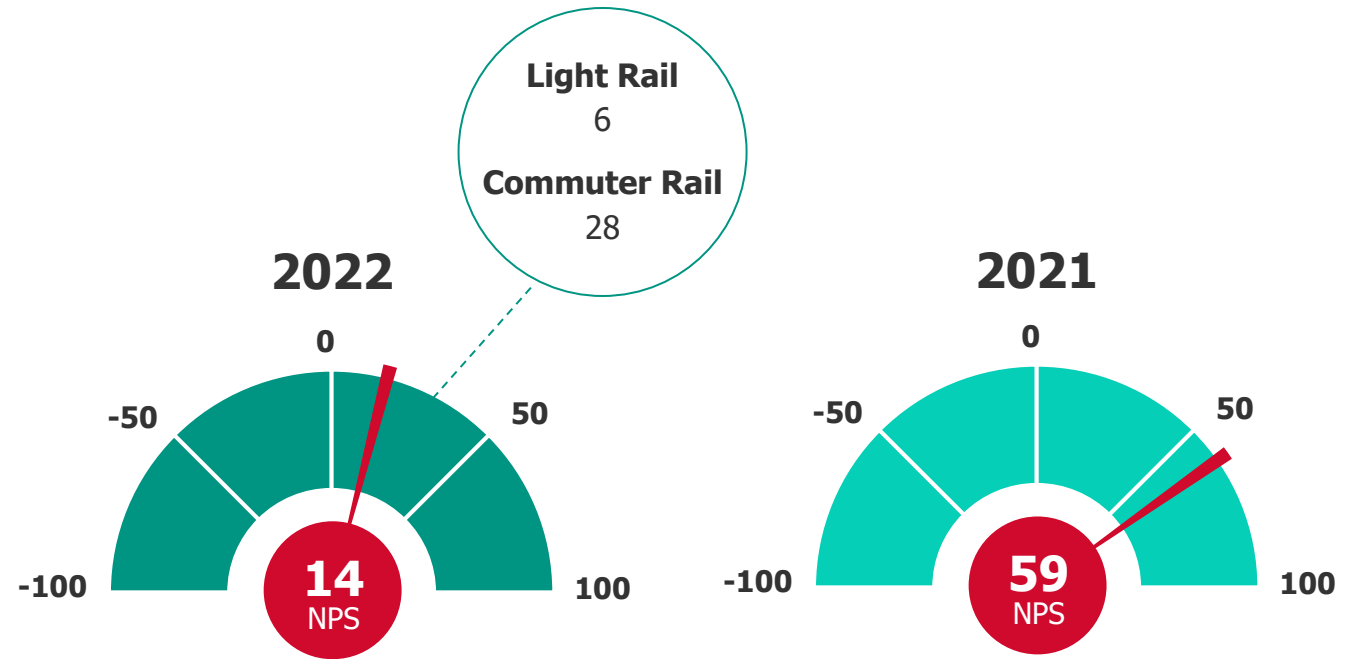


NET PROMOTER SCORE

- Overall, rail customers reported a lower NPS than in 2021 (14 v. 59)
- An NPS score between 0 and 20 is good but indicates room for progress



**Denotes statistically significant difference at the 95% confidence level.



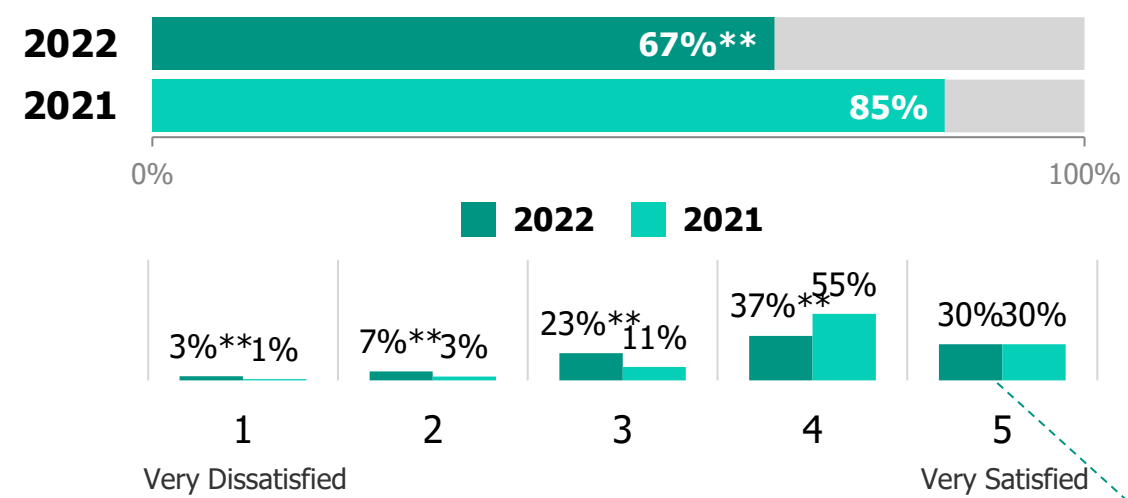


OVERALL SATISFACTION

- Overall, a smaller percentage of rail customers are satisfied with RTD service compared to 2021 (67% v. 85%)
- Compared to 2021, the same percentage is **very satisfied** (30%)

Overall satisfaction with RTD's train service

Very Satisfied (5)/Satisfied (4) Neutral (3)/Dissatisfied (2)/Very Dissatisfied (1)

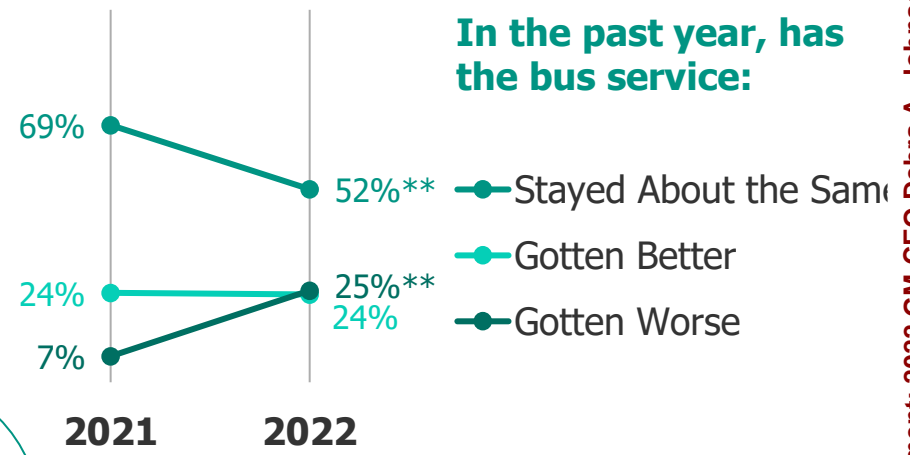


Light Rail
63**

Commuter Rail
72

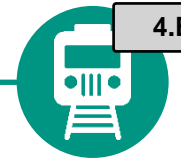
Light Rail
25**

Commuter Rail
39



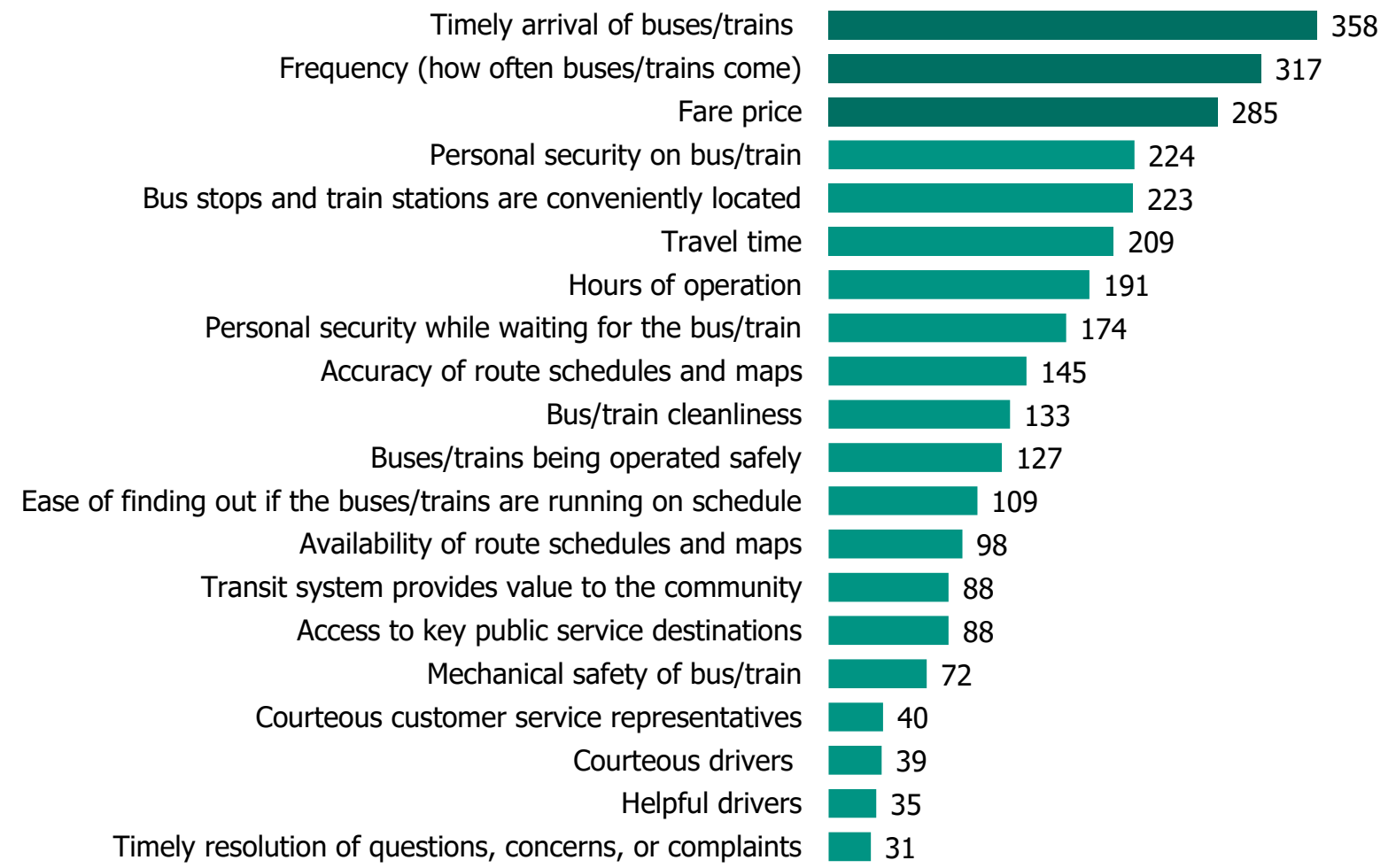
In the past year, has the bus service:

**Denotes statistically significant difference at the 95% confidence level.

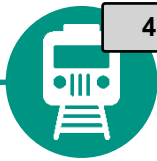


TOP CUSTOMER IMPORTANCE FACTORS

- Rail customers ranked the top three most important factors of RTD service
- On-time arrival of trains was the most important factor, followed by frequency and price



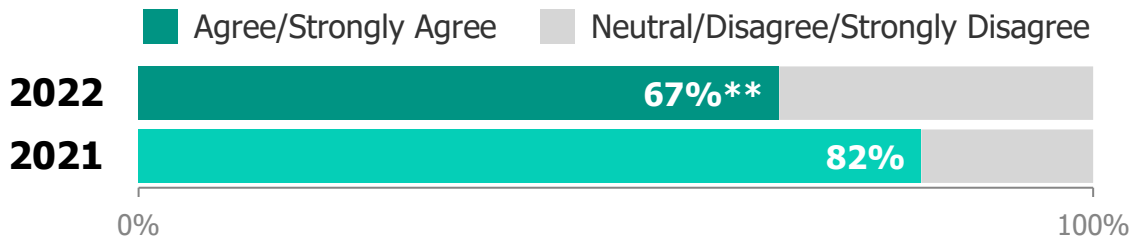
Each respondents' choices were weighted by rank: #1 was assigned 3 points, #2 was assigned 2 points, and #3 was assigned 1 point.



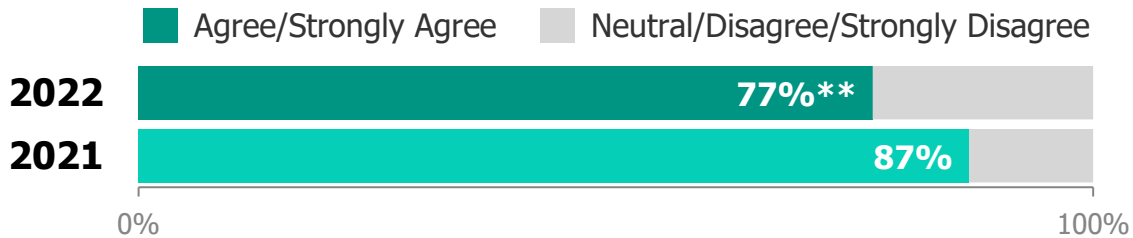
TIMELINESS & TRAVEL TIME

- Rail customers are less satisfied with on-time arrival of trains and travel time compared to 2021 (67% v. 82% and 77% v. 87%, respectively)
- Customers also appear to be less willing to wait for longer periods of time

The train usually runs on time

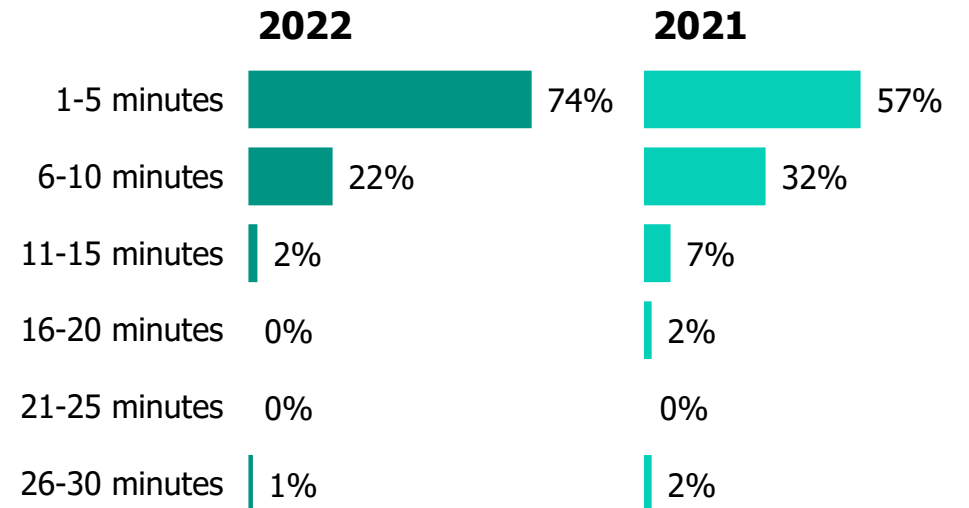


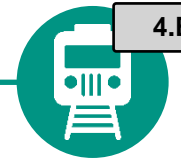
The train gets me to my destination in a reasonable amount of time



**Denotes statistically significant difference at the 95% confidence level.

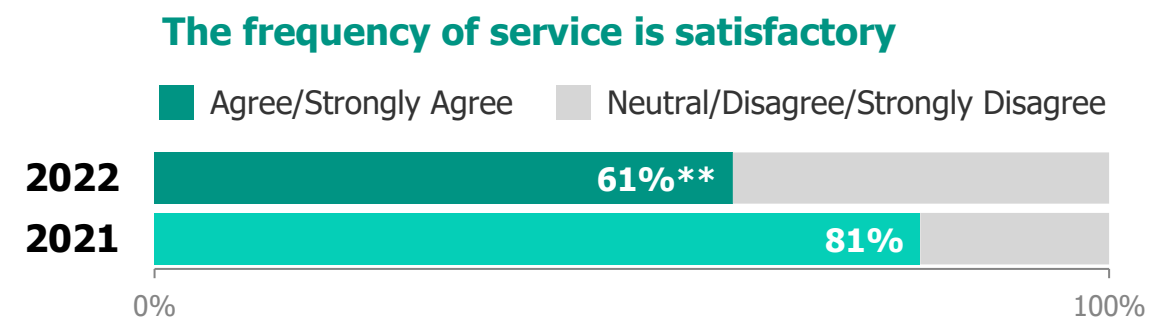
How many minutes do you feel is acceptable for a train to arrive beyond its scheduled time?



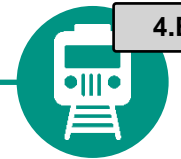


FREQUENCY OF SERVICE

- Rail customers are less satisfied with the frequency of service compared to 2021 (61% v. 81%)

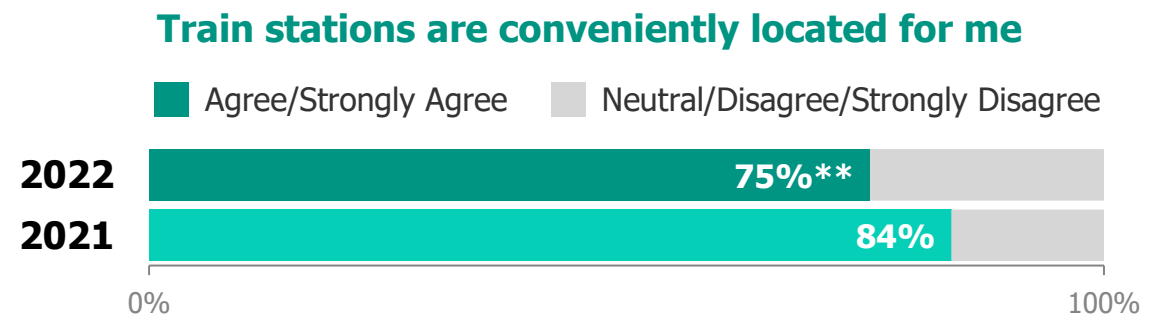


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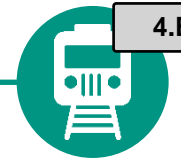


COVERAGE & ACCESS

- A smaller percentage of customers said train stations are conveniently located for them compared to 2021 (75% v. 84%)



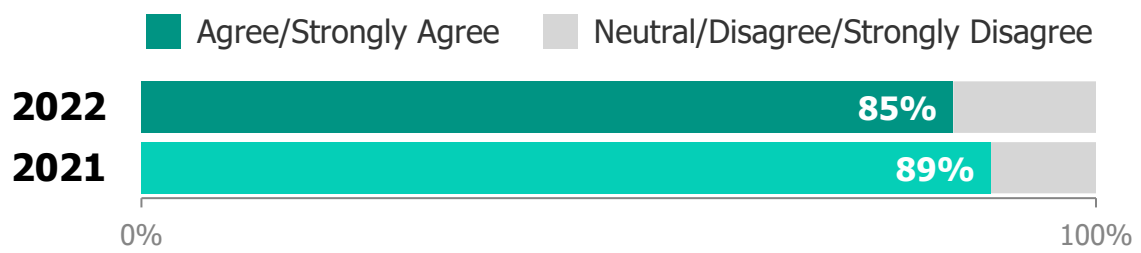
**Denotes statistically significant difference at the 95% confidence level.



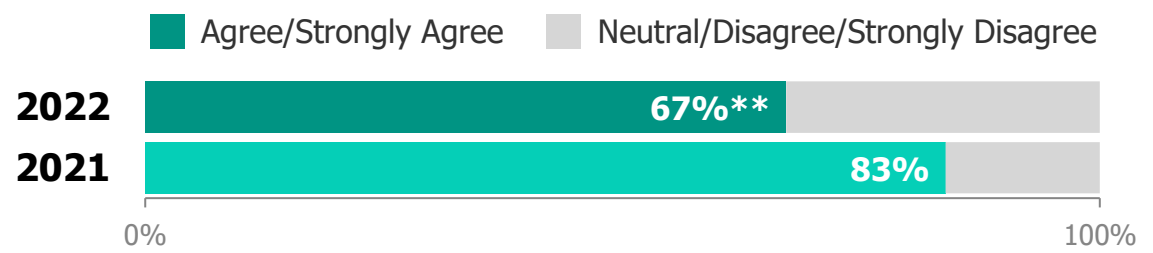
AVAILABILITY

- Most rail customers still agree that trains operate on the days they need them (85%), but a smaller percentage of customers are satisfied with the times they operate compared to 2021 (67% v. 83%)

The trains operate on the **days** that I need them



The trains operate at the **times** that I need them

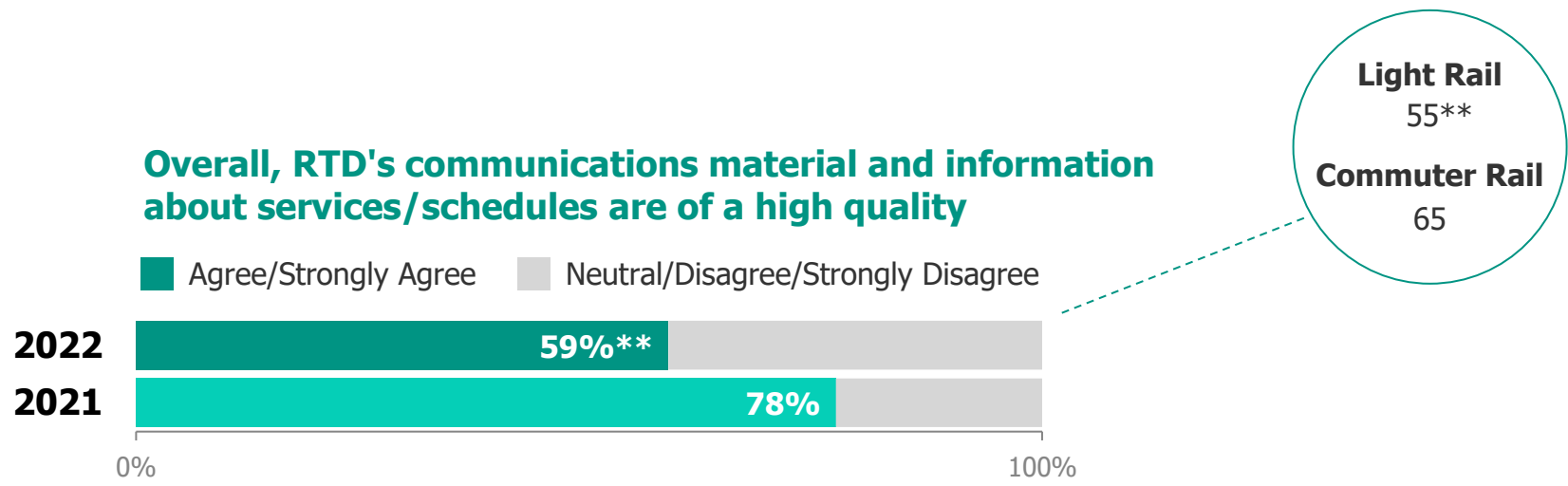


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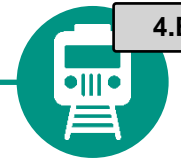


QUALITY OF SERVICE COMMUNICATIONS

- Rail customers are less satisfied with the quality of RTD’s communications materials compared to 2021 (59% v. 78%)

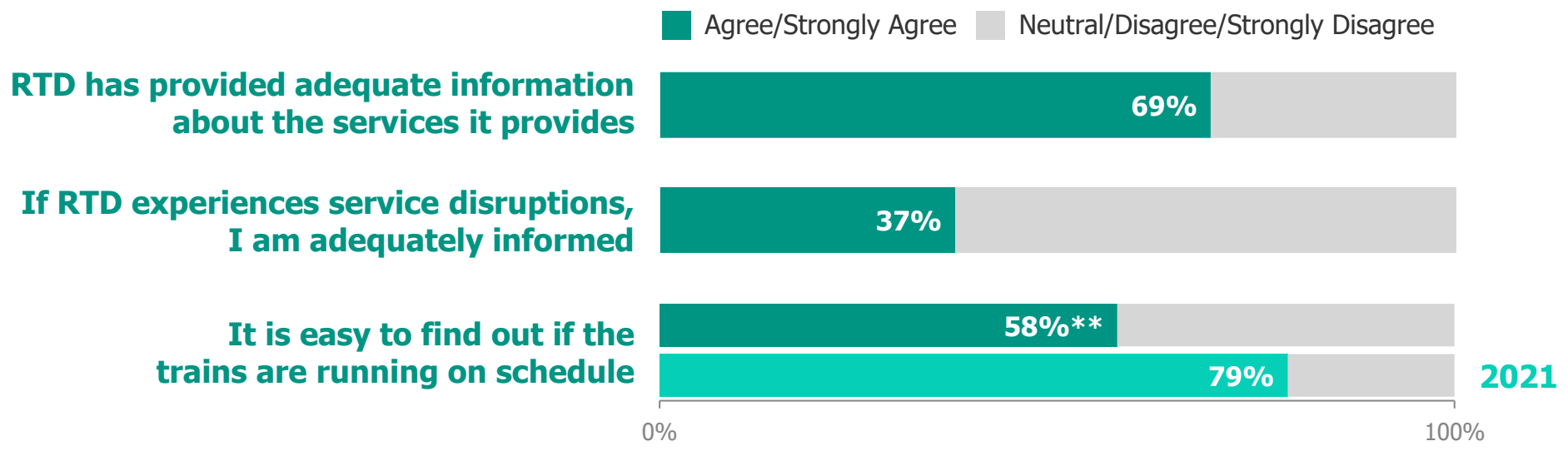


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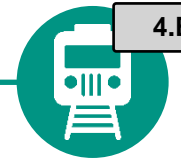


ACCESS TO INFORMATION

- A smaller percentage of rail customers agree that it is easy to find out if trains are running on schedule compared to 2021 (58% v. 79%)
- Just 37% of rail customers agree they are adequately informed of service disruptions

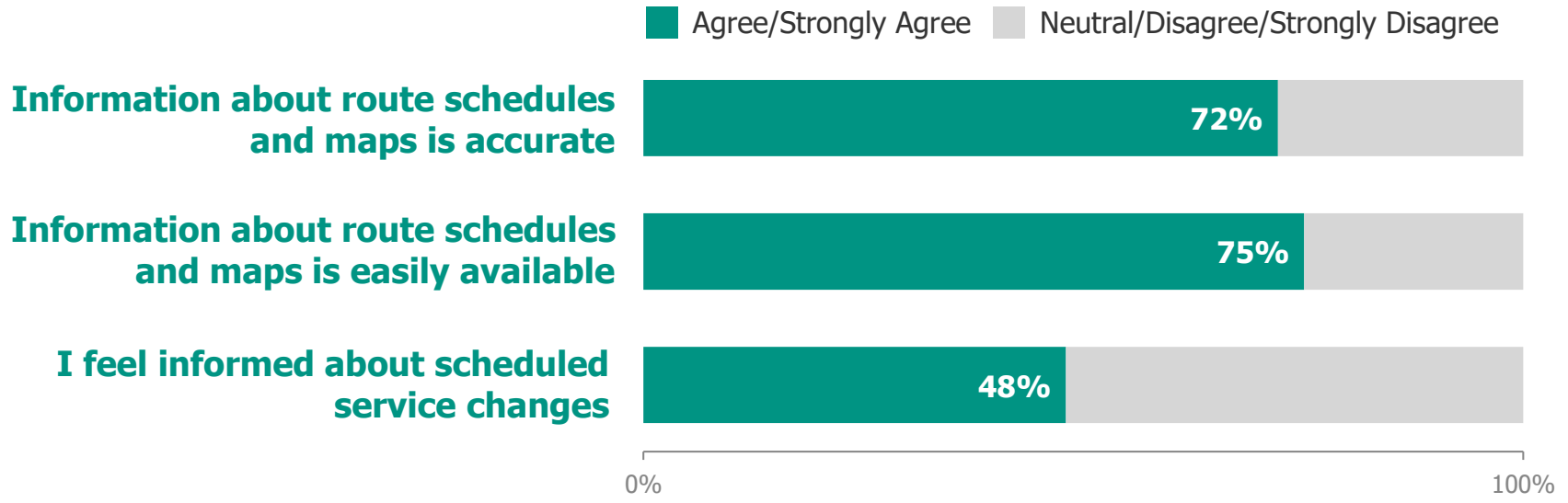


**Denotes statistically significant difference at the 95% confidence level.



ACCESS TO INFORMATION

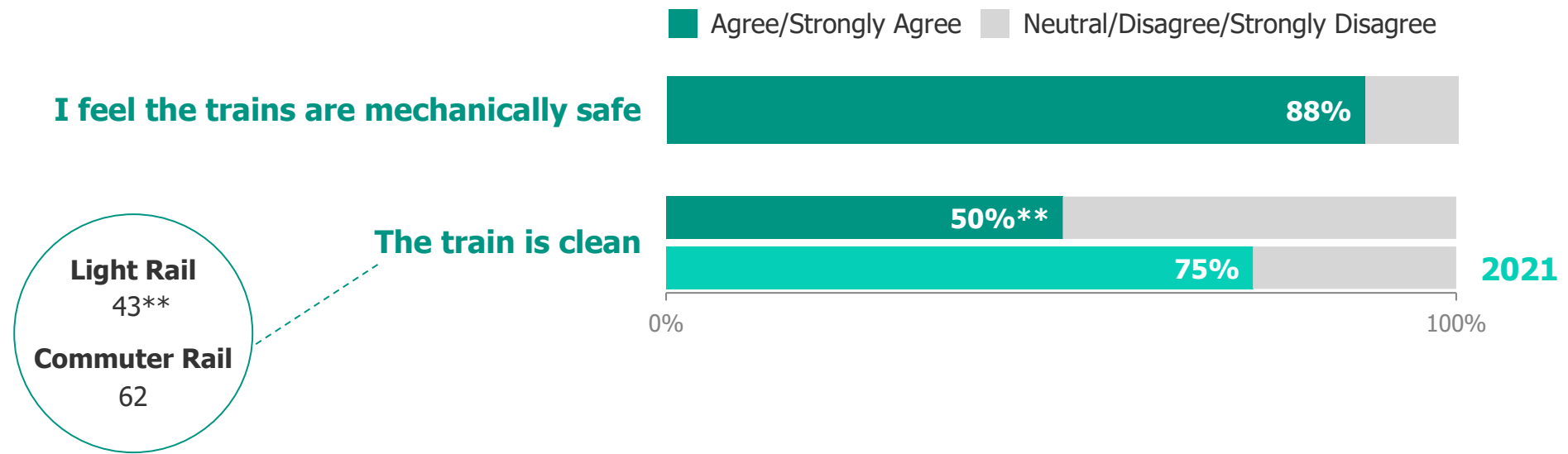
- Less than half of rail customers agree they feel informed about scheduled service changes (48%)





CLEANLINESS & SAFETY

- Most rail customers (88%) agree that trains are mechanically safe
- Customers are less satisfied with the cleanliness of trains compared to 2021 (50% v. 75%)

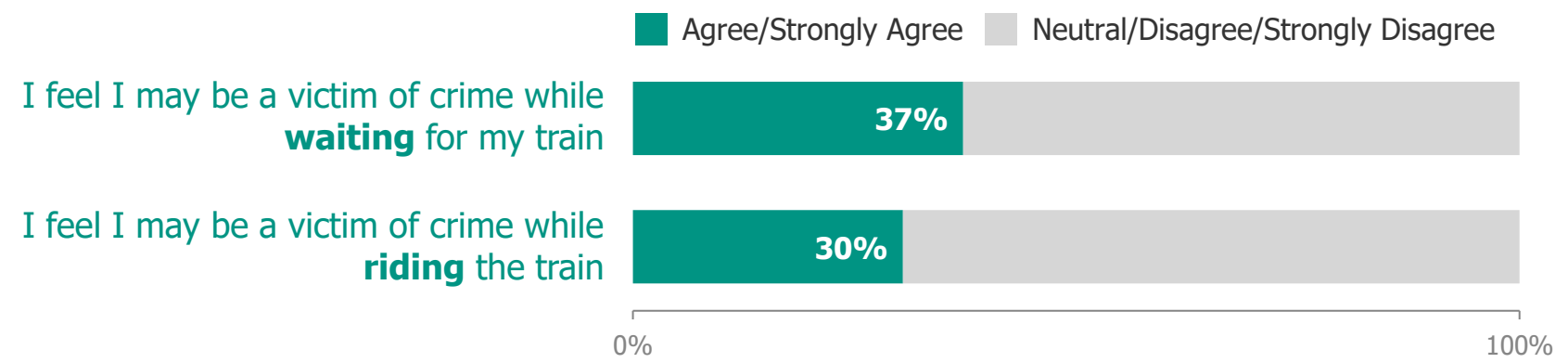


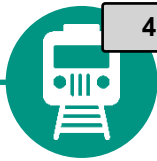
**Denotes statistically significant difference at the 95% confidence level.



SECURITY

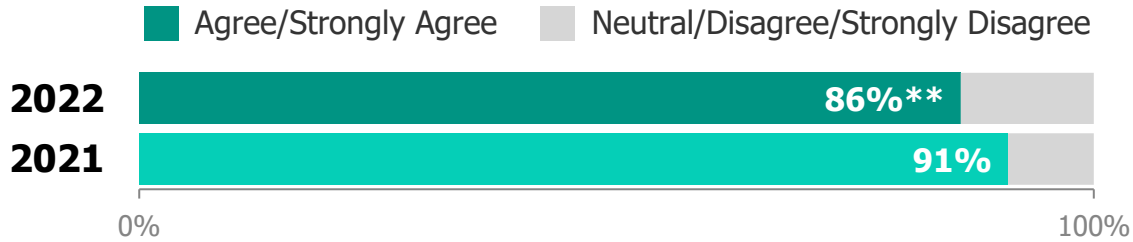
- 37% of rail customers feel they might be a victim of crime while waiting for the train
- 30% of customers feel they might be a victim of crime while riding the train



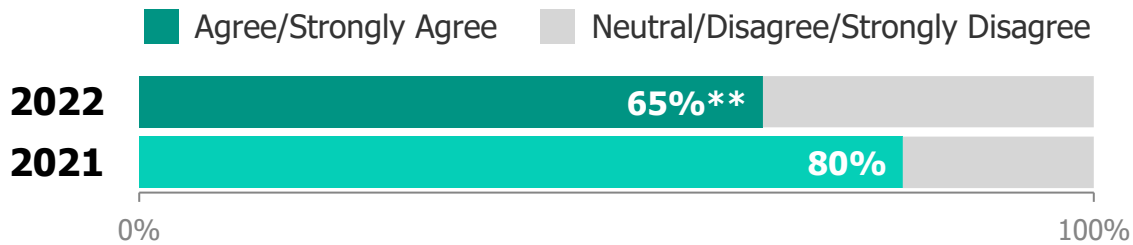


TRAIN OPERATORS

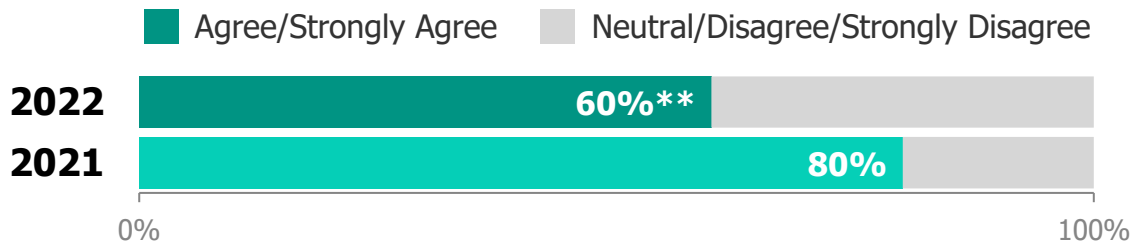
Train drivers operate the vehicle safely



Train drivers are courteous



Train drivers are helpful



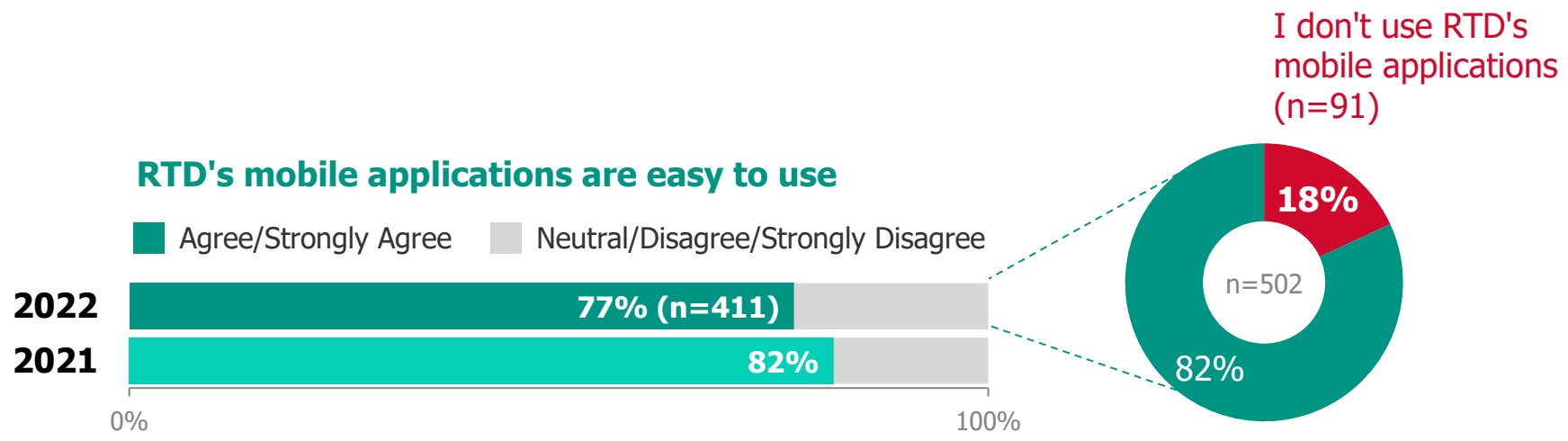
- Although a smaller percentage than in 2021 (91%), most rail customers agree that drivers operate the vehicles safely (86%)
- Smaller percentages of customers agree that drivers are courteous (65%) and helpful (60%) than in 2021 (80%)

**Denotes statistically significant difference at the 95% confidence level. "Drivers are helpful and courteous" was posed as a single question in 2021 but as two questions in 2022.

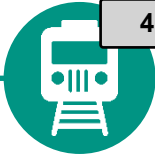


RTD TECHNOLOGY

- 82% of rail customers said they use RTD’s mobile applications
- Compared to 2021, a similar percentage of customers agree that RTD’s mobile applications are easy to use (77% v. 82%)

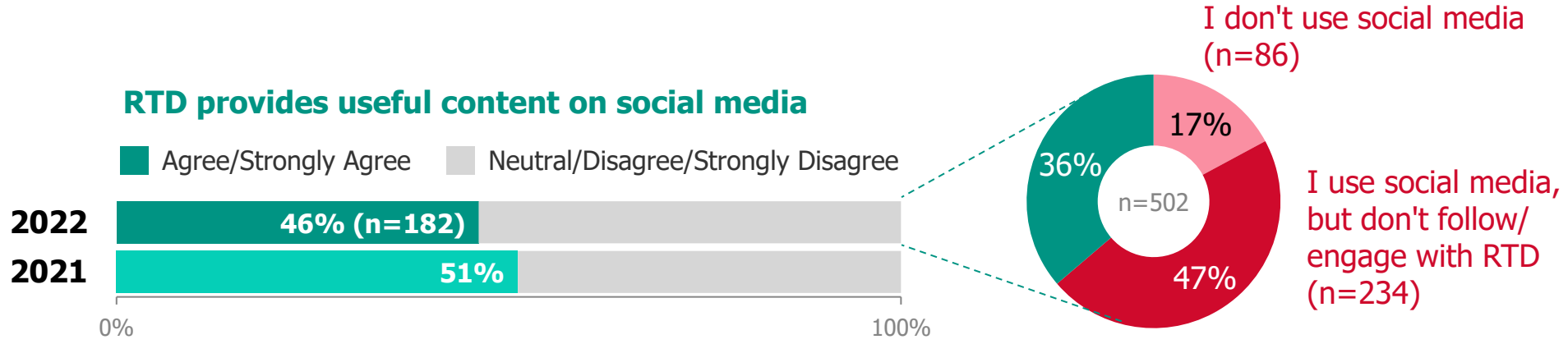


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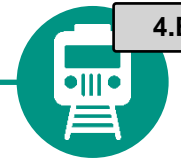


SOCIAL MEDIA ENGAGEMENT

- Compared to 2021, a similar percentage of rail customers agree that RTD provides useful content on social media (46% v. 51%)
- Nearly half of rail customers said they use social media but do not engage with RTD (47%)



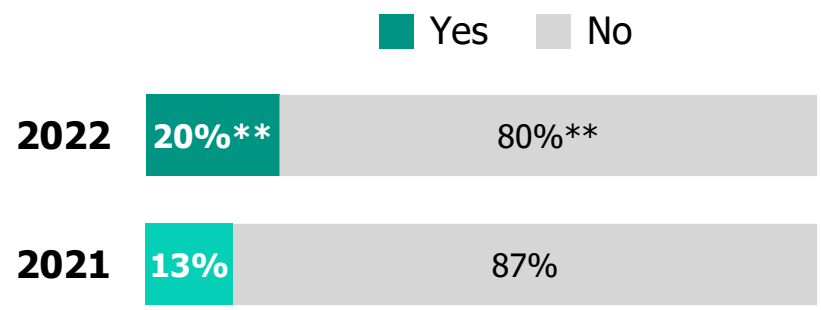
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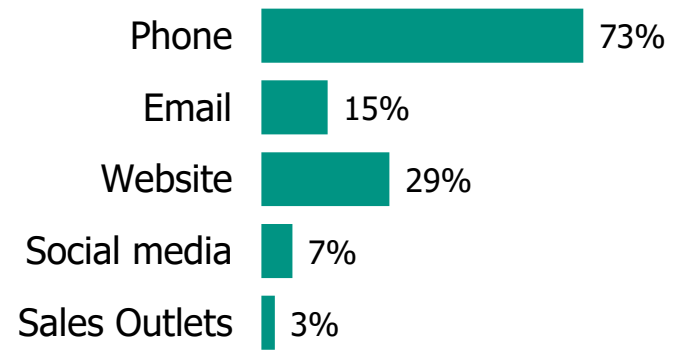
CONTACTING CUSTOMER SERVICE

- A larger percentage of rail customers said they have contacted RTD’s customer service in the last 3 months compared to 2021 (20% v. 13%)
- Most rail customers contacted RTD by phone (73%), but nearly 30% contacted RTD through its website

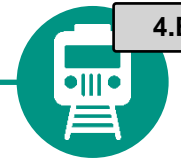
Have you contacted RTD’s customer service with a question, concern, or complaint in the last 3 months?



What method did you use to contact RTD’s customer service?

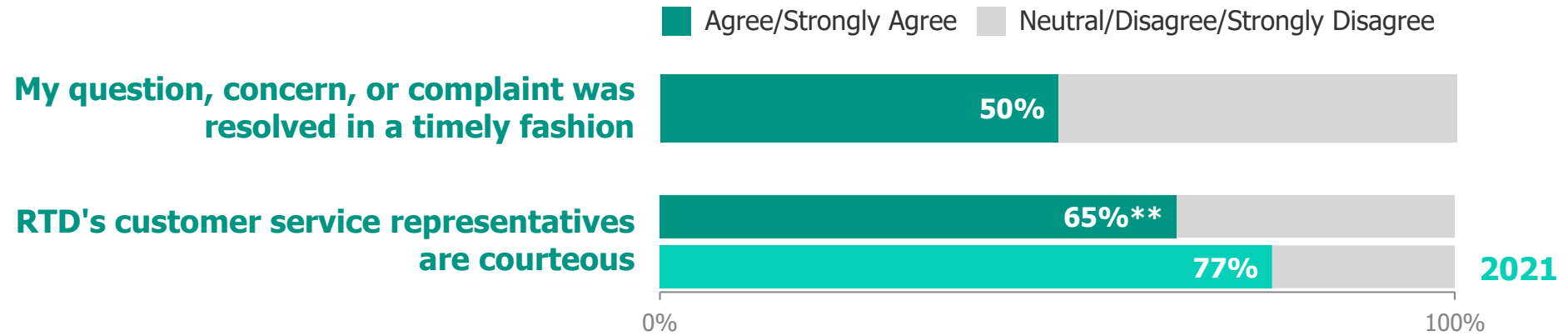


**Denotes statistically significant difference at the 95% confidence level.



COURTEOUS CUSTOMER SERVICE

- A smaller percentage of customers agree that RTD’s customer service representatives are courteous compared to 2021 (65% v. 77%)
- Half of customers agree that their matter was resolved in a timely fashion (50%)

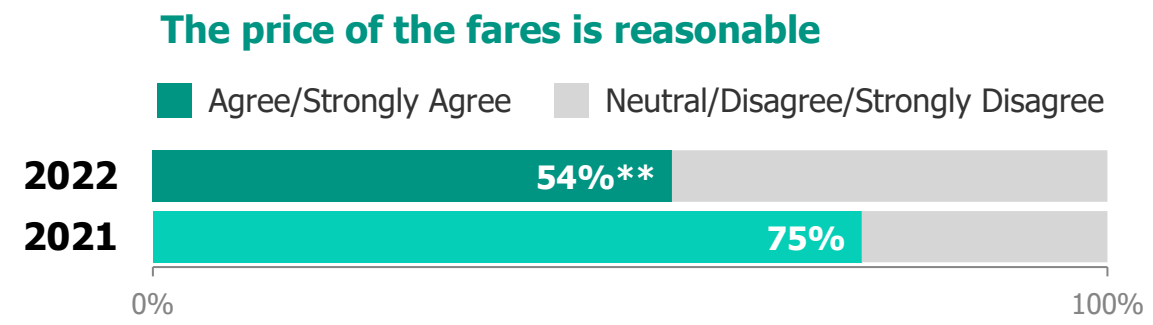


**Denotes statistically significant difference at the 95% confidence level.



FARES

- A smaller percentage of rail customers agree that the price of fares is reasonable compared to 2021 (54% v. 75%)

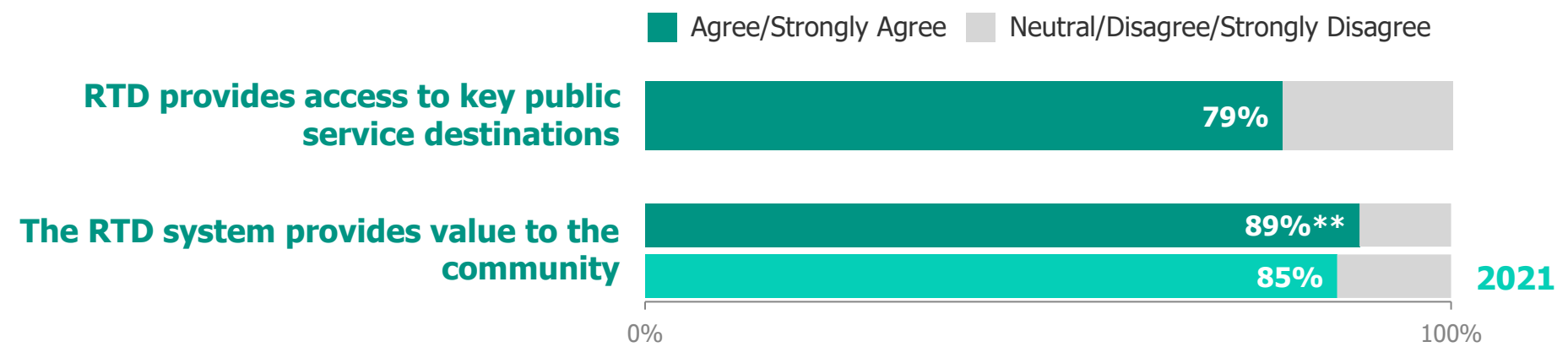


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COMMUNITY VALUE

- Most rail customers agree that RTD provides access to public service destinations (79%)
- Compared to 2021, a larger percentage of rail customers also agree that RTD provides value to the community (89% v. 85%)



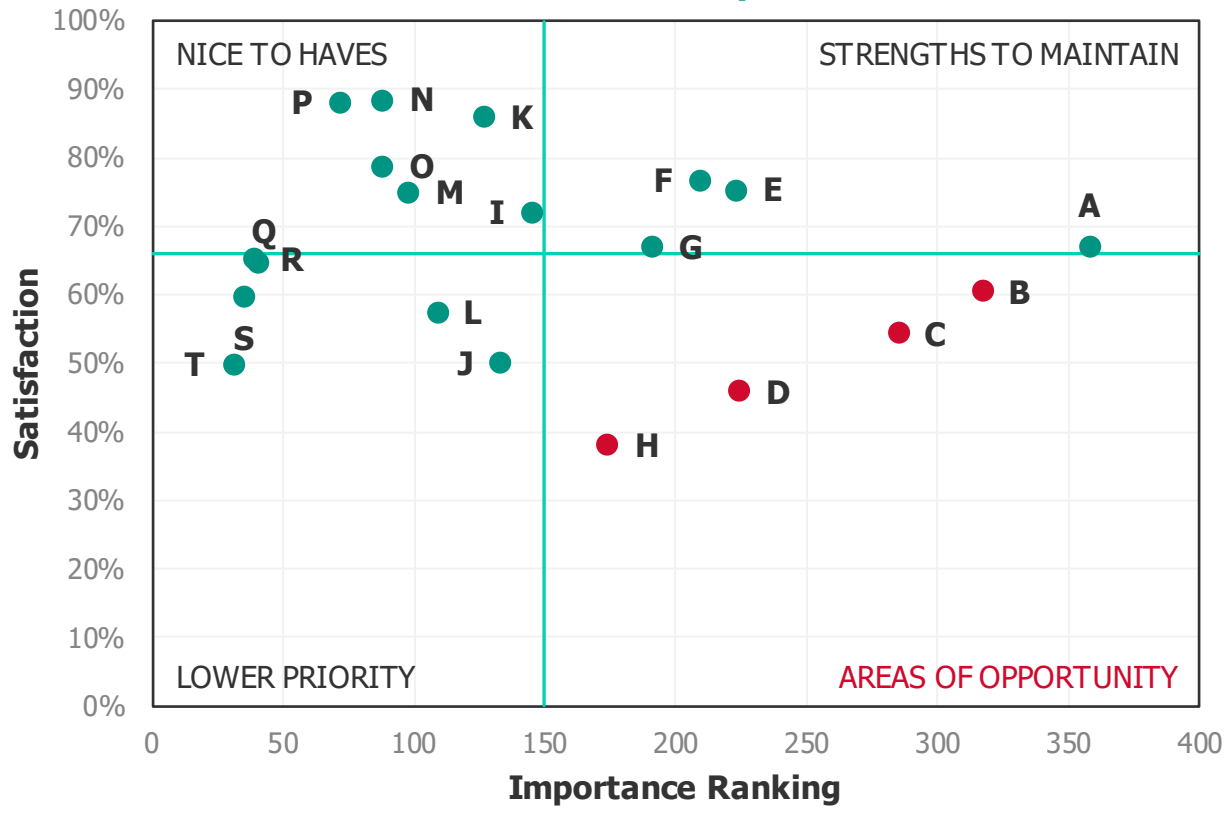
**Denotes statistically significant difference at the 95% confidence level.



KEY DRIVER ANALYSIS

- Service frequency, price, and personal security while waiting for and riding the train present opportunities for RTD to improve satisfaction with rail service

Satisfaction vs. Importance



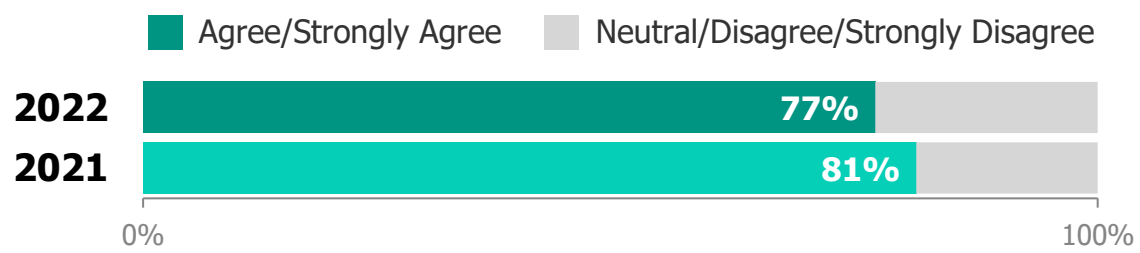
- A - Timely arrival of trains
- B - Frequency (how often trains come)
- C - Fare price
- D - Personal security on train
- E - Train stops are conveniently located
- F - Travel time
- G - Hours of operation
- H - Personal security while waiting for the train
- I - Accuracy of route schedules and maps
- J - Train cleanliness
- K - Trains being operated safely
- L - Ease of finding out if the trains are running on schedule
- M - Availability of route schedules and maps
- N - Transit system provides value to the community
- O - Access to key public service destinations
- P - Mechanical safety of train
- Q - Courteous customer service representatives
- R - Courteous drivers
- S - Helpful drivers
- T - Timely resolution of questions, concerns, or complaints



FUNDING

- More than three-quarters of rail customer agree that private entities, non-profits, and local governments should help fund RTD services (77%)

Private entities, non-profits, and local governments should provide funding to improved the quality of and/or expand RTD services



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PARATRANSIT SURVEY



CUSTOMER CHARACTERISTICS

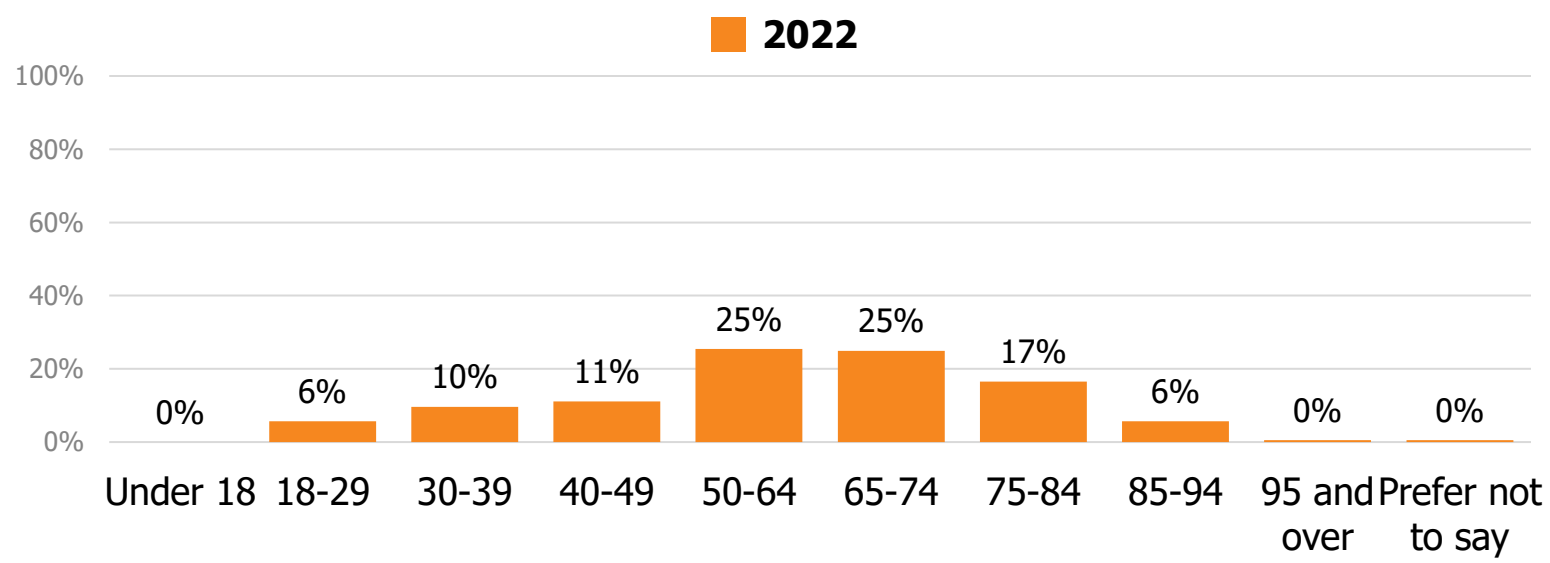
Attachment: 2022 GM-CEO Debra A. Johnson Self-Evaluation (4733 : Approval of General



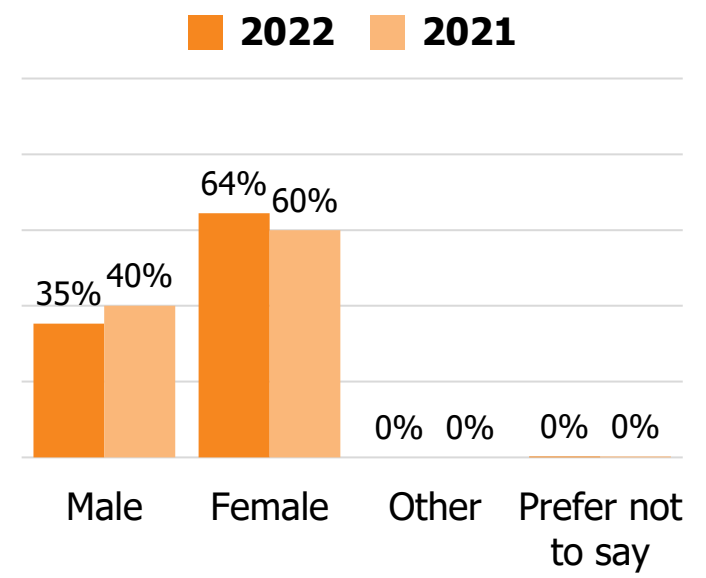
AGE & GENDER

- Half of paratransit customers were 50-74 years old (50%)
- Paratransit customer were more likely to be female (64%) than male

What is your age?



What is your gender?

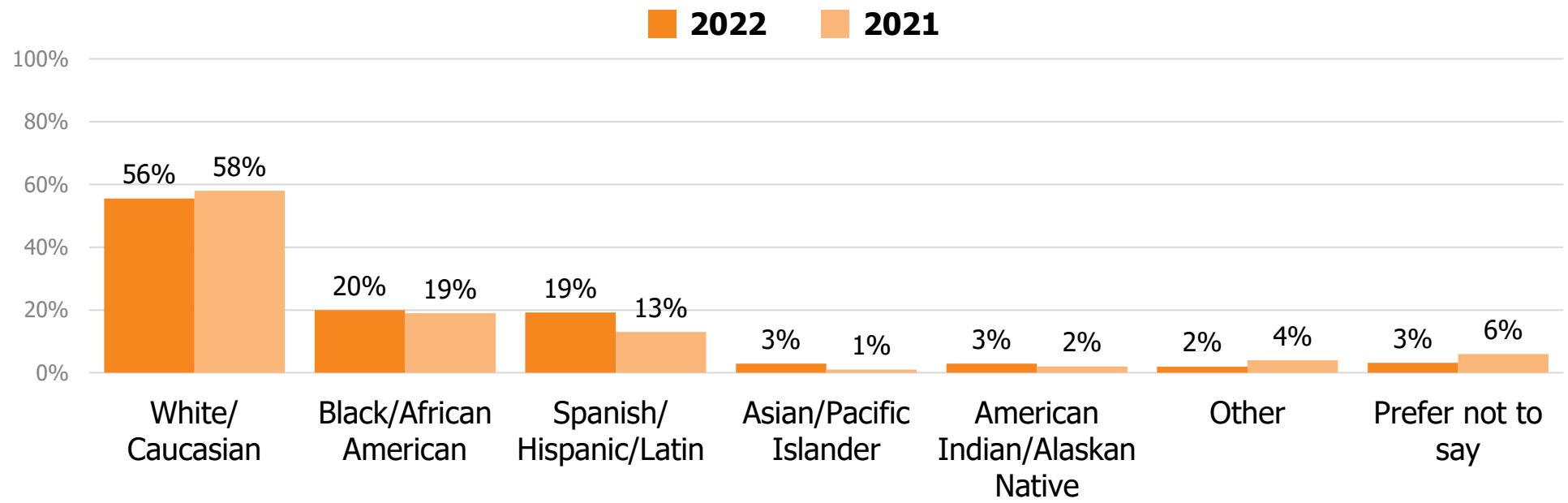


**Denotes statistically significant difference at the 95% confidence level.
 Age ranges were different between the 2021 and 2022 survey and are thus not compared.



RACE & ETHNICITY

- 56% of paratransit customers were white/Caucasian, 20% were Black/African American, and 19% were Spanish/Hispanic/Latino

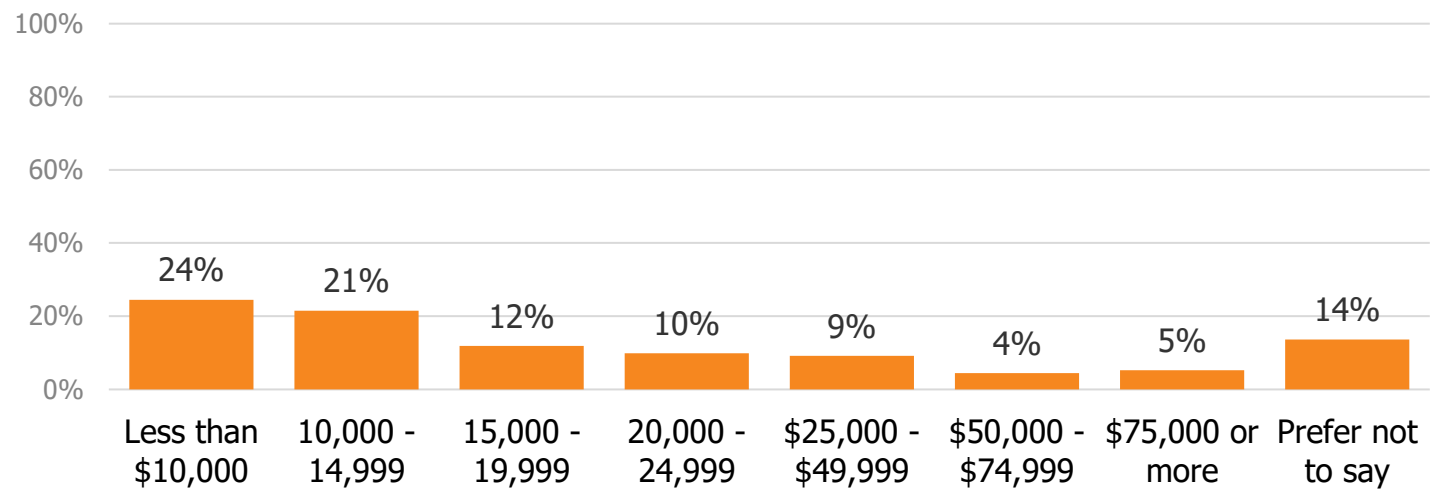


**Denotes statistically significant difference at the 95% confidence level.



INCOME LEVELS

- 67% of paratransit customers reported household incomes less than \$25,000



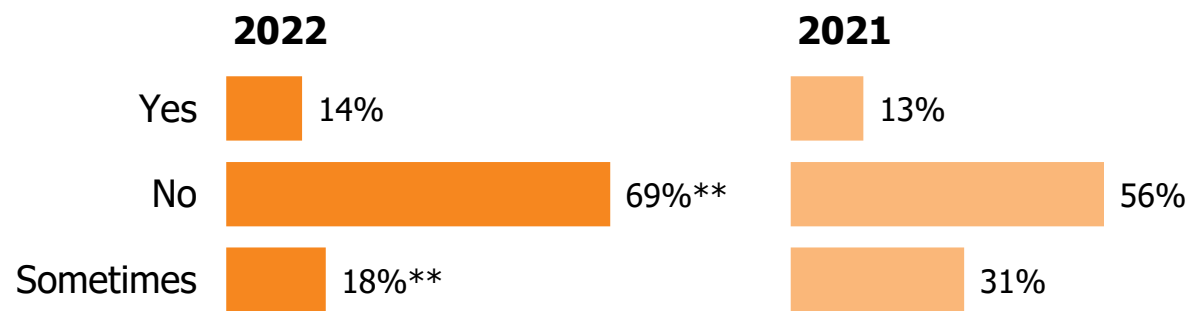
The 2022 survey broke out income ranges below \$25,000 whereas the 2021 survey did not. Additionally, the 2021 survey did not clarify whether the question was related to household or individual income, whereas the 2021 survey clarified that the question was related to household income. Because of those differences, income comparison between 2022 and 2021 are not presented.



PERSONAL CARE ASSISTANT

- Compared to 2021, more paratransit customers said they do not require a personal care assistant to travel with them on the Access-a-Ride vehicle (69% v. 56%)

Do you require a Personal Care Assistant (PCA) to travel with you on the Access-a-Ride vehicle?



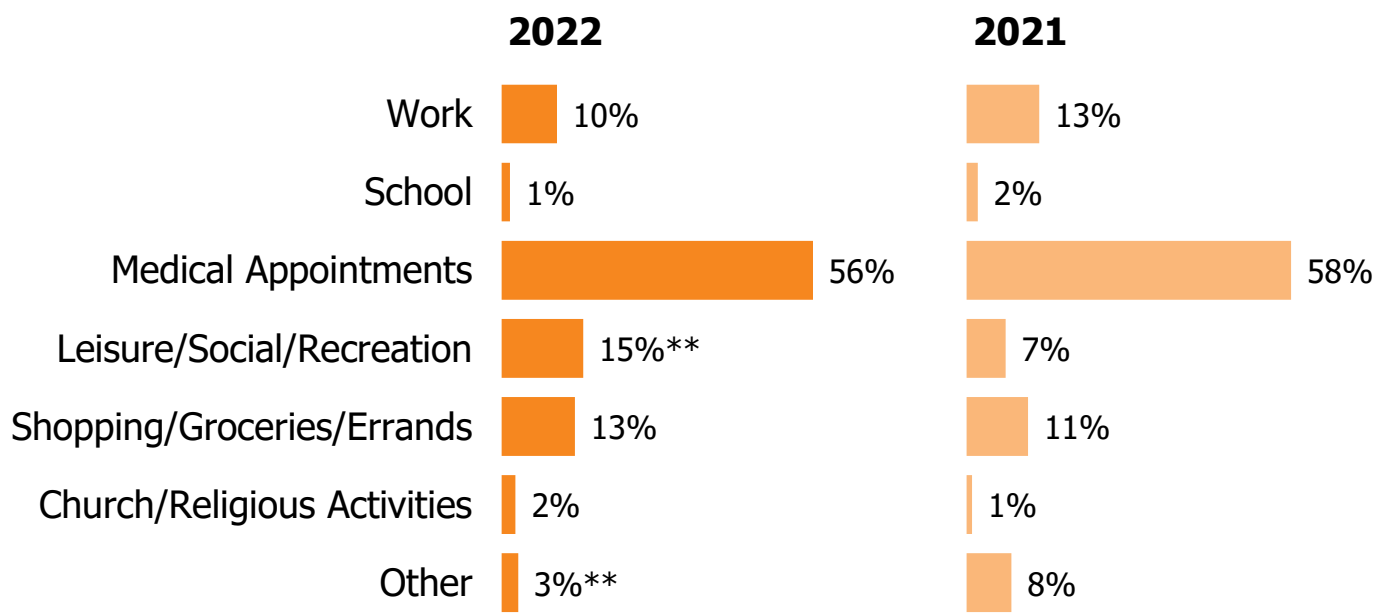
**Denotes statistically significant difference at the 95% confidence level.



FREQUENCY OF USE

- More than half of paratransit customers said they use Access-a-Ride services most frequently to travel to medical appointments (56%)
- A larger percentage of customers said they use Access-a-Ride for leisure compared to 2021 (15% v. 7%)

What type of trips do you take most often using RTD's Access-a-Ride services?



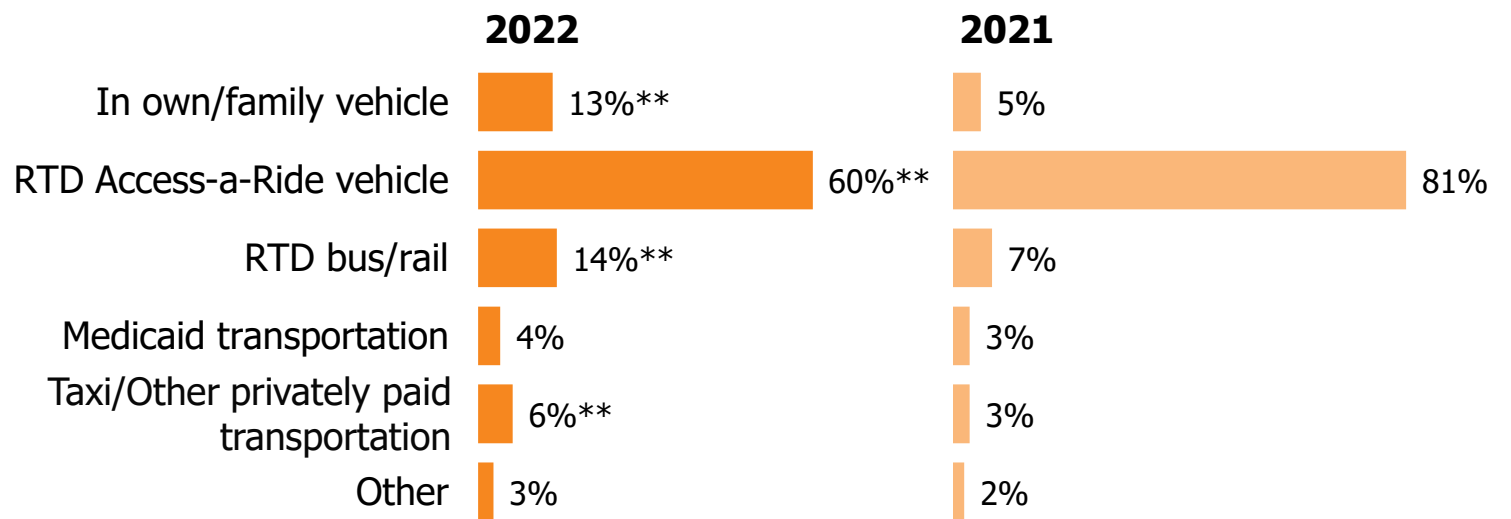
**Denotes statistically significant difference at the 95% confidence level.



METHOD OF TRANSPORTATION

- 60% of paratransit customers said they take most of their trips using Access-a-Ride services
- Compared to 2021, larger percentages of customers said they travel in their own vehicles (13% v. 5%), using RTD bus/rail service (14% v. 7%), or via taxi (6% v. 3%)

How do you take most of your trips?



**Denotes statistically significant difference at the 95% confidence level.

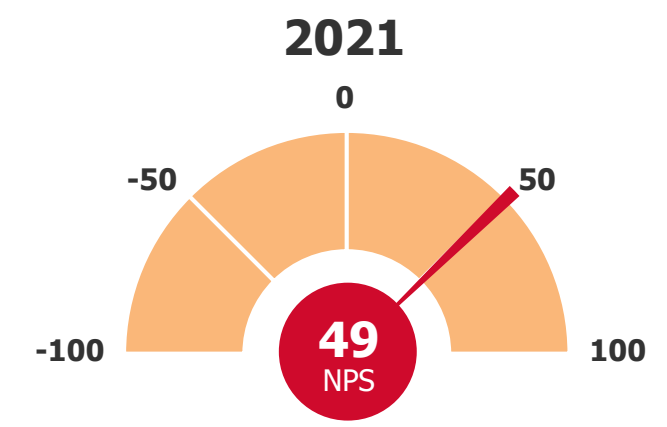
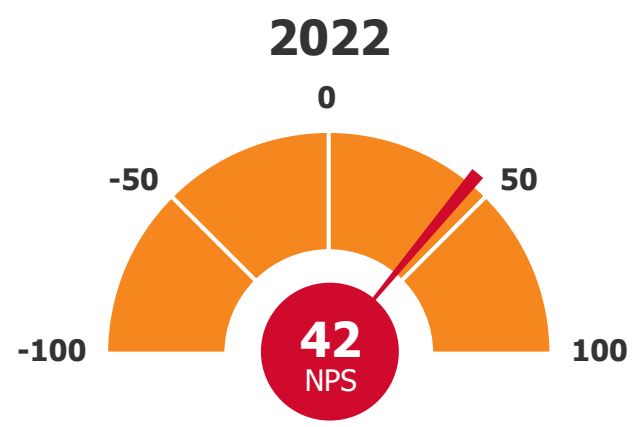
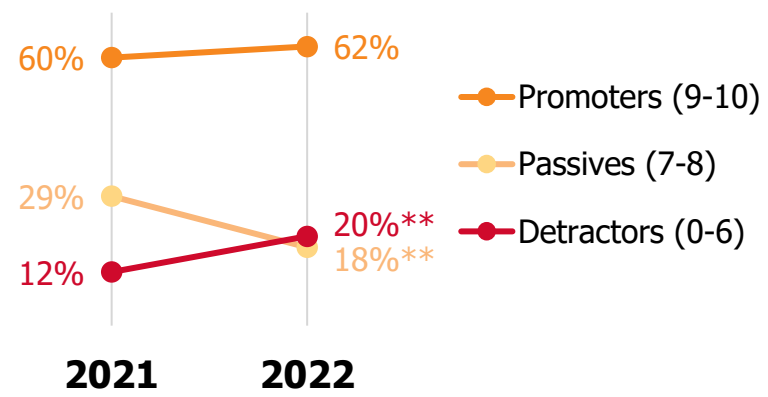
CUSTOMER IMPRESSIONS & SATISFACTION

Attachment: 2022 GM-CEO Debra A. Johnson Self-Evaluation (4733 : Approval of General



NET PROMOTER SCORE

- Overall, paratransit customers reported a lower NPS than in 2021 (42 v. 49)
- An NPS score of 42 is favorable but indicates room for opportunity



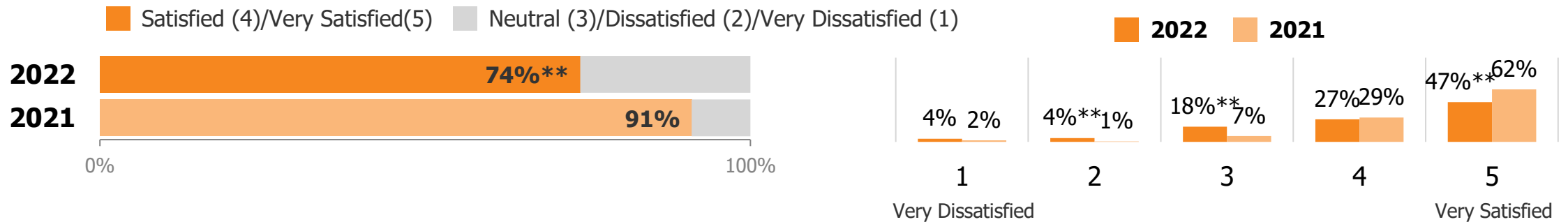
**Denotes statistically significant difference at the 95% confidence level.



OVERALL SATISFACTION

- Overall, a smaller percentage of paratransit customers are satisfied with Access-a-Ride service compared to 2021 (74% v. 91%)
- A smaller percentage of customers are **very satisfied** with Access-a-Ride service compared to 2021 (47% v. 62%)

Overall satisfaction with RTD's Access-a-Ride service

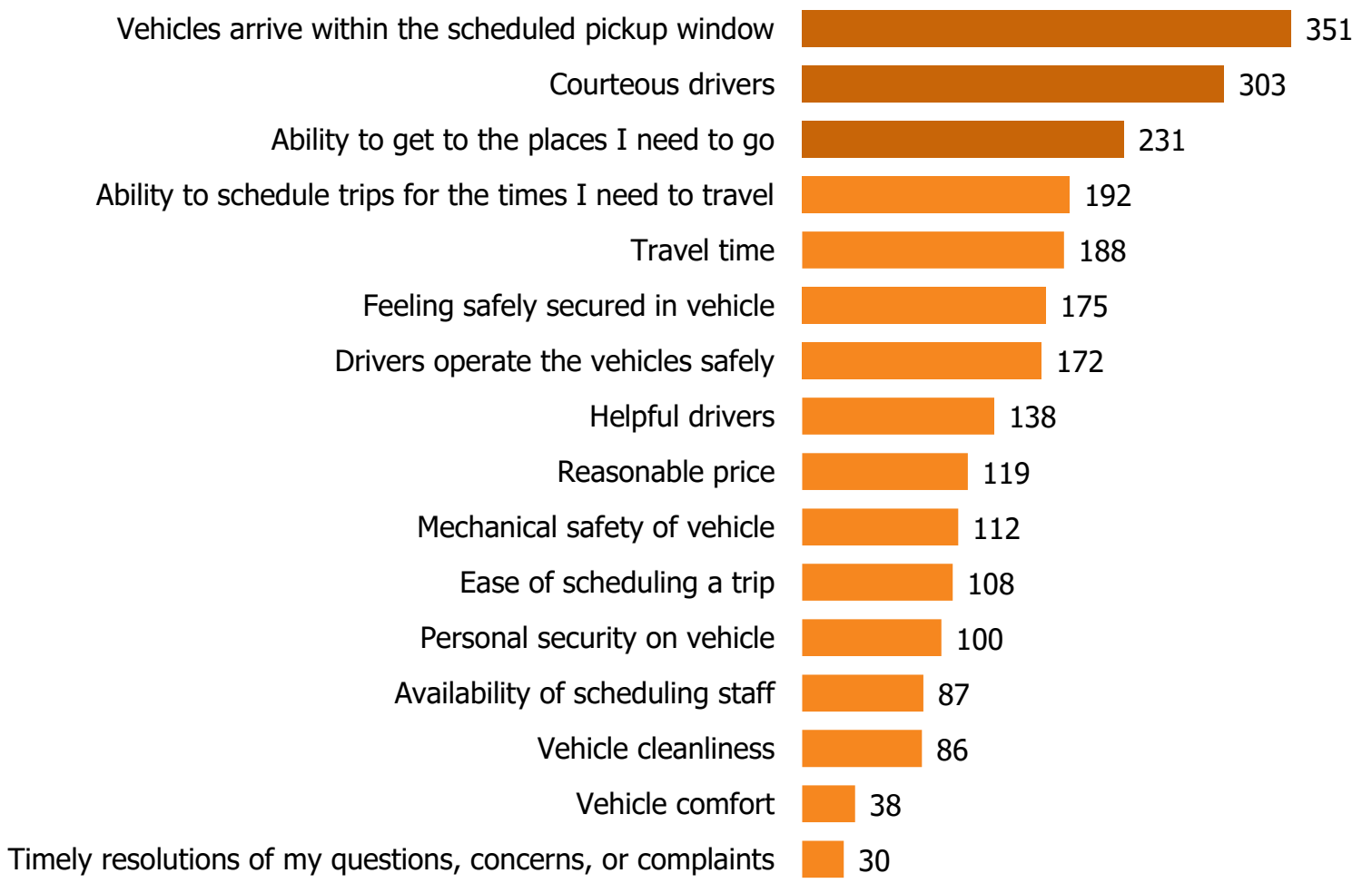


**Denotes statistically significant difference at the 95% confidence level.



TOP CUSTOMER IMPORTANCE FACTORS

- Paratransit customers ranked the top three most important factors of Access-a-Ride service
- On-time arrival of vehicles is the most important factor, followed by courteous drivers and ability to get to the places customers need to go

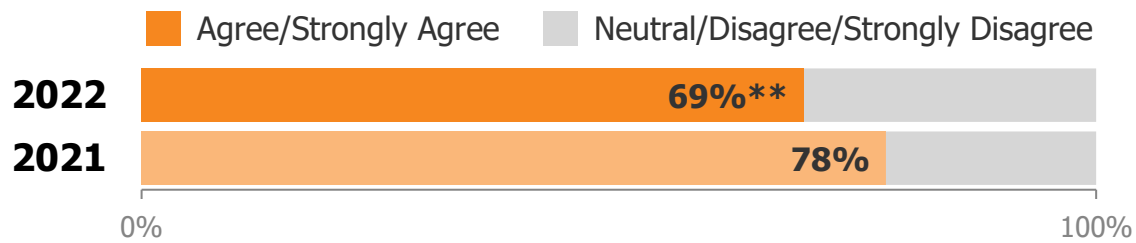




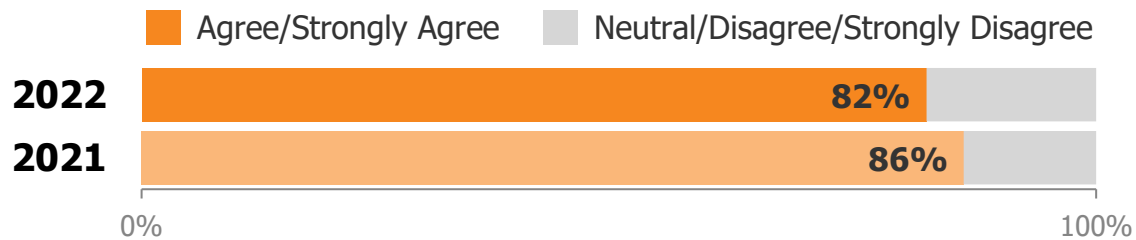
TIMELINESS & TRAVEL TIME

- Paratransit customers are less satisfied with on-time arrival of vehicles compared to 2021 (69% v. 78%)
- On average, customers feel delays up to 13 minutes beyond the scheduled time are acceptable

The vehicles usually pick me up within the scheduled 30-minute window

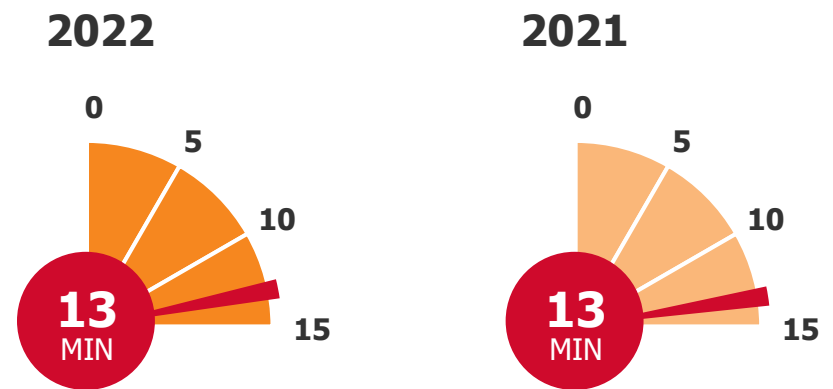


The vehicle gets me to my destination in a reasonable amount of time



**Denotes statistically significant difference at the 95% confidence level.

How many minutes (average) do you feel is acceptable for a vehicle to arrive beyond its scheduled time?

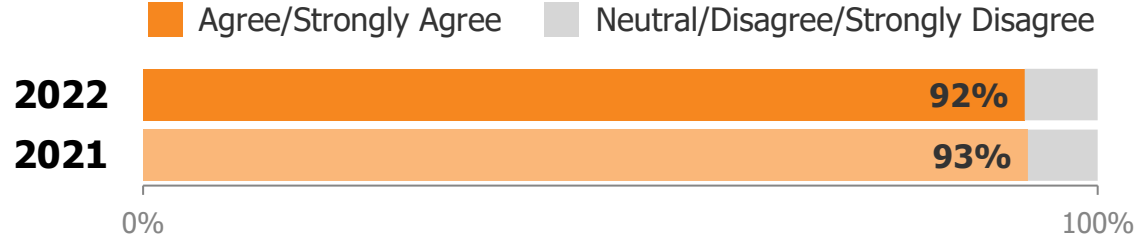




SERVICE AVAILABILITY

- Most paratransit customers still agree that Access-a-Ride service can take them to the places they need to go (92%)

RTD's Access-a-Ride service can take me to the places I need to go



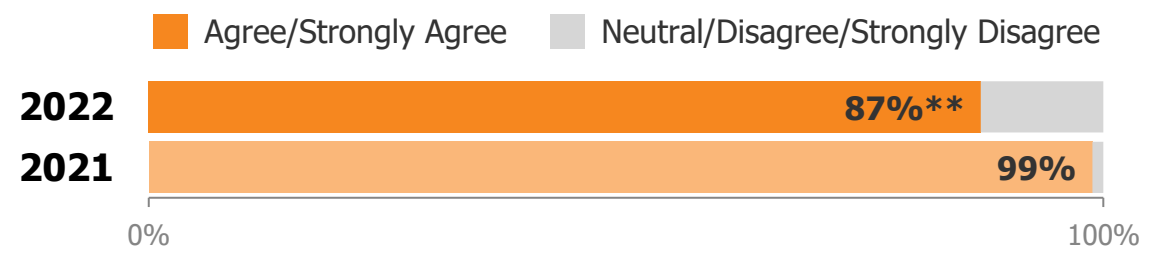
**Denotes statistically significant difference at the 95% confidence level.



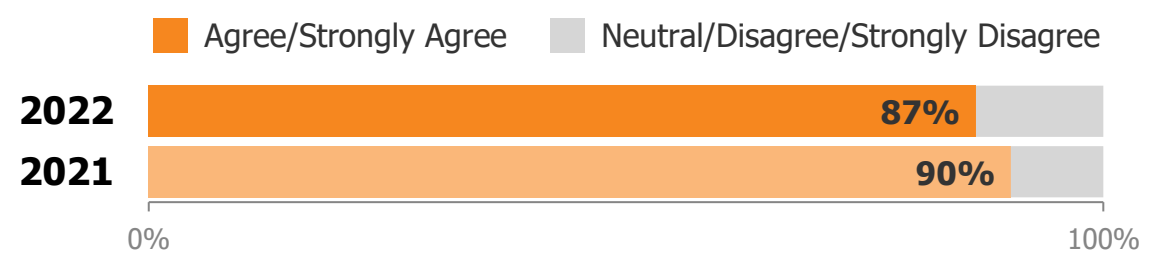
SCHEDULING

- A smaller percentage of paratransit customers agree they can schedule a trip for the time they need to travel compared to 2021 (87% v. 99%)

I can schedule a trip for the time I need to travel



Scheduling a trip is easy

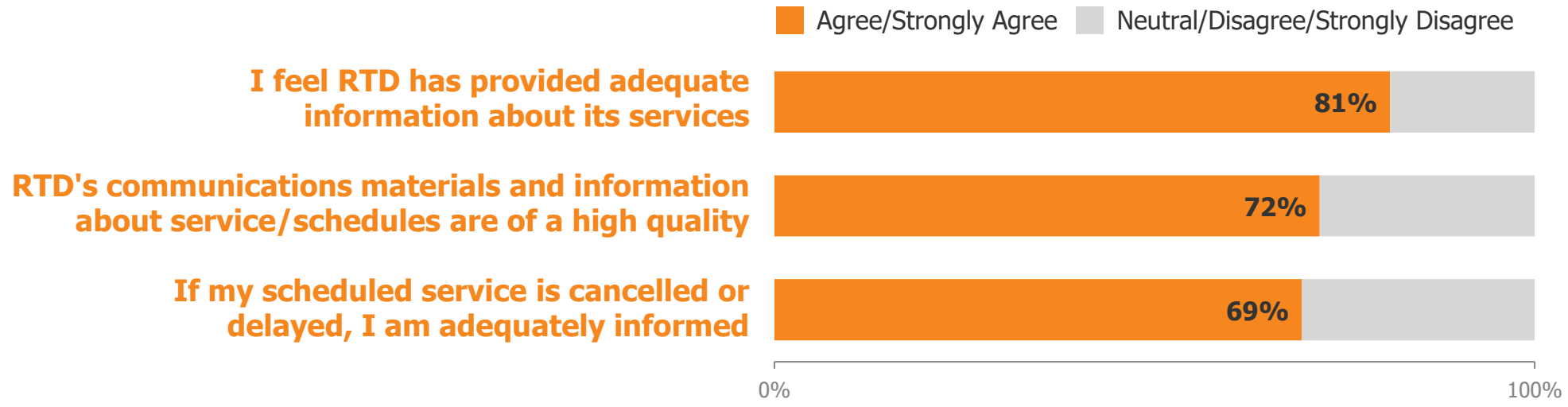


**Denotes statistically significant difference at the 95% confidence level.



QUALITY OF SERVICE COMMUNICATIONS

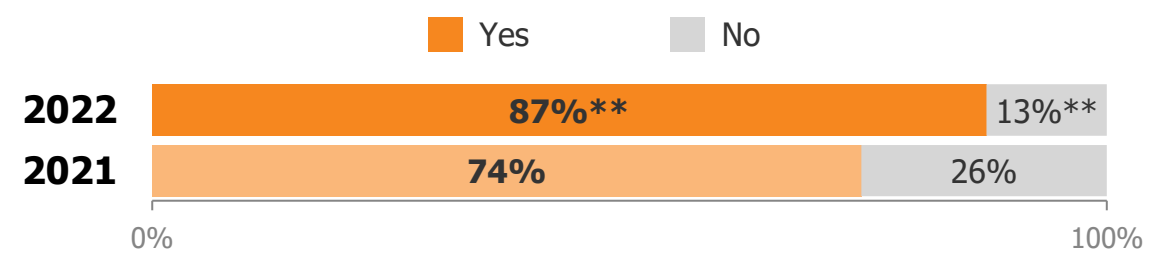
- 81% of paratransit customers agree that RTD provides adequate information about its services
- 69% of customers agree they are adequately informed of cancellations or delays in service



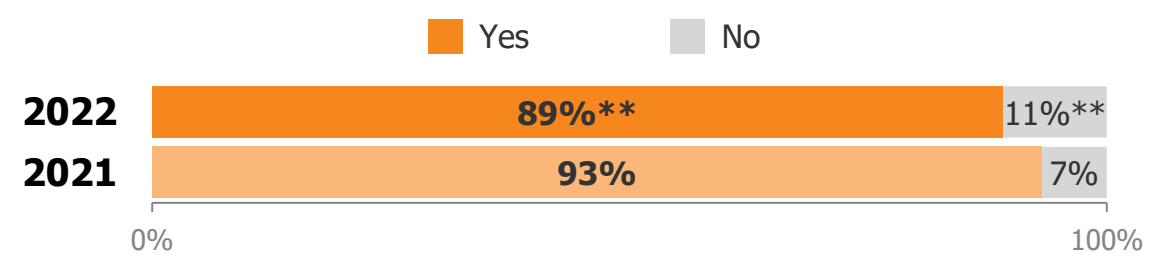


AWARENESS OF POLICIES

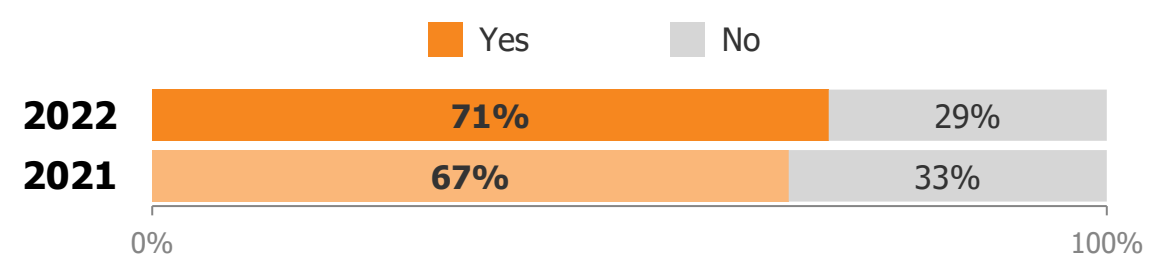
Awareness of Pick-up Window for Trips



Awareness of No-Show Policy



Awareness that Access-a-Ride customers can ride bus or rail free of charge if they present an Access-a-Ride card



- A larger percentage of paratransit customers are aware of pick-up windows compared to 2021 (87% v. 74%)
- A smaller percentage of customers are aware of no-show policies compared to 2021 (89% v. 93%)

**Denotes statistically significant difference at the 95% confidence level.



VEHICLE CONDITION

The vehicles are clean

Agree/Strongly Agree Neutral/Disagree/Strongly Disagree



The vehicles are comfortable

Agree/Strongly Agree Neutral/Disagree/Strongly Disagree



Vehicle wheelchair lifts are consistently in working order

Agree/Strongly Agree Neutral/Disagree/Strongly Disagree



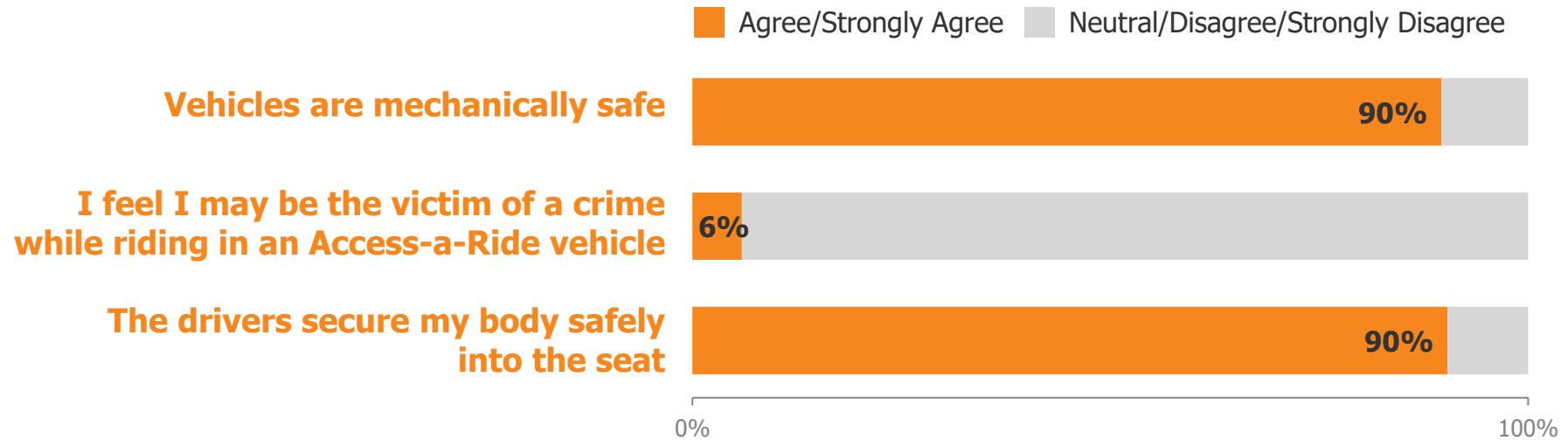
- Most paratransit customers agree that vehicles are clean (93%)
- Smaller percentages of customers agree that vehicles are comfortable and that wheelchair lifts are consistently in working order compared to 2021 (74% v. 90% and 88% v. 97%, respectively)

**Denotes statistically significant difference at the 95% confidence level.



SAFETY & SECURITY

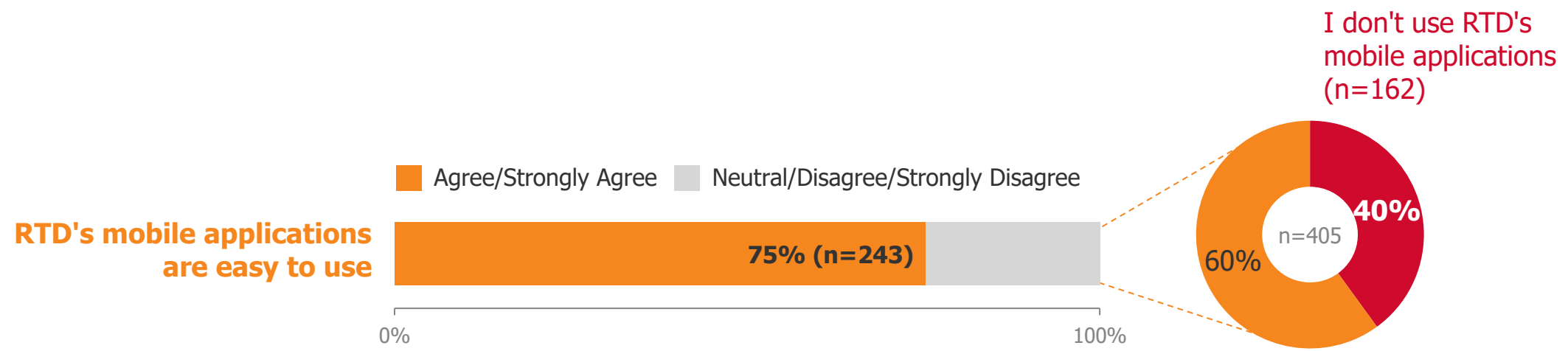
- Most paratransit customers agree that vehicles are mechanically safe (90%) and that drivers secure them safely in the vehicle (90%)
- A small percentage of customers feel they may be a victim of a crime while riding with Access-a-Ride (6%)





RTD TECHNOLOGY

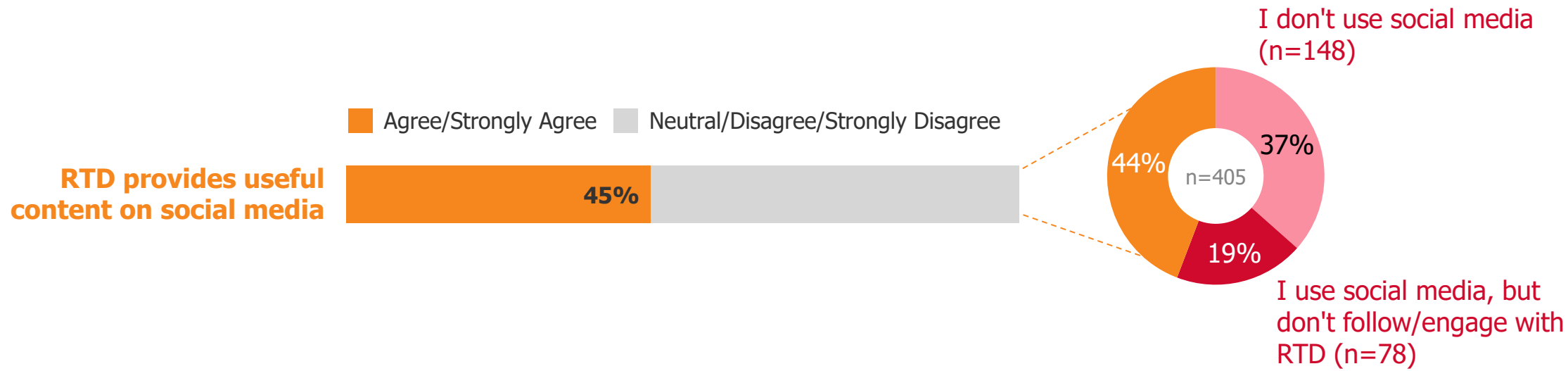
- 60% of paratransit customers said they use RTD's mobile applications
- 75% of customers agree that RTD's mobile applications are easy to use





SOCIAL MEDIA ENGAGEMENT

- 45% of paratransit customers agree that RTD provides useful content on social media
- 19% of customers said they use social media but to not engage with RTD



Attachment: 2022 GM-CEO Debra A. Johnson Self-Evaluation (4733 : Approval of General



OPERATORS

The drivers are courteous

Agree/Strongly Agree Neutral/Disagree/Strongly Disagree



The drivers are helpful

Agree/Strongly Agree Neutral/Disagree/Strongly Disagree



The drivers operate the vehicles safely

Agree/Strongly Agree Neutral/Disagree/Strongly Disagree



- Nearly all paratransit customers still agree that drivers are courteous (91%), are helpful (91%), and operate the vehicles safely (93%)

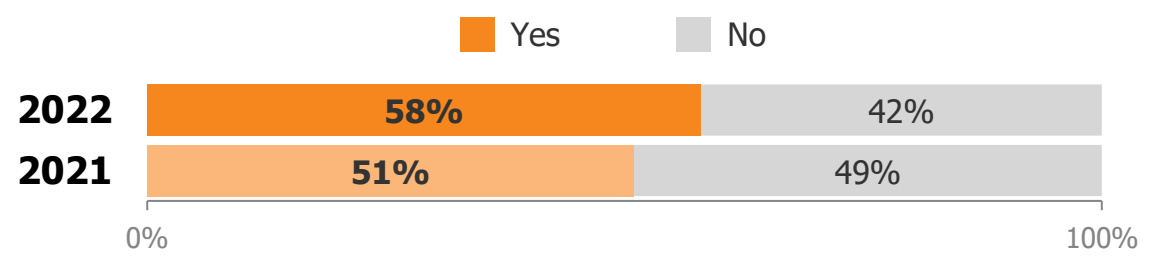
**Denotes statistically significant difference at the 95% confidence level.



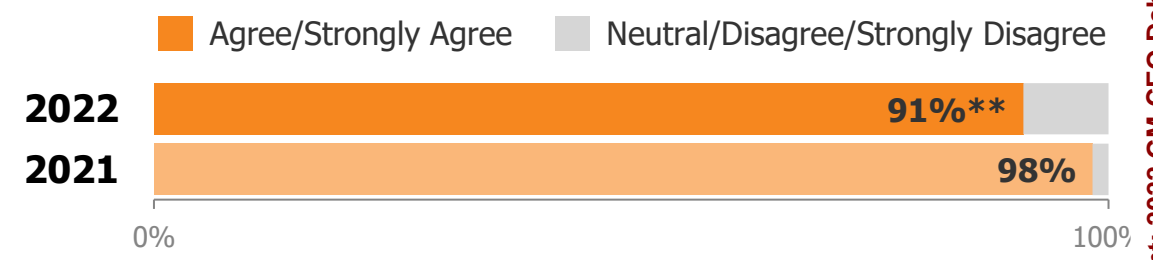
MOBILITY DEVICES

- 58% of paratransit customers said they have a wheelchair, scooter, or other mobility device
- A smaller percentage of customers agree that drivers safely secure their mobility device compared to 2021 (91% v. 98%)

Do you have a wheelchair, scooter, or other mobility device?



The drivers safely secure my wheelchair, scooter, or other mobility device

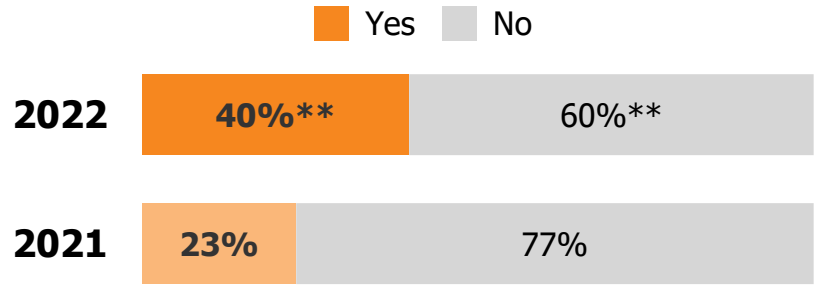


**Denotes statistically significant difference at the 95% confidence level.

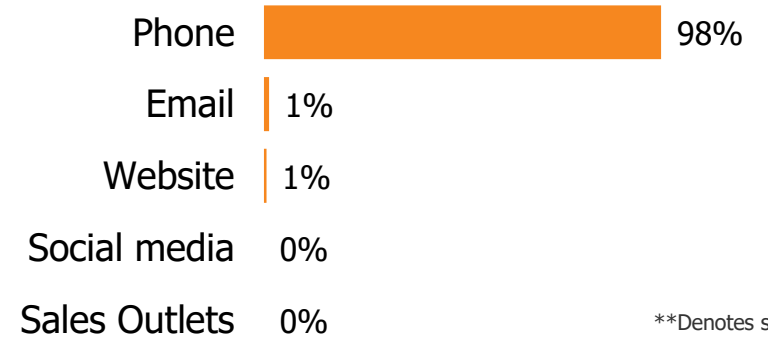


CONTACTING CUSTOMER SERVICE

Have you contacted RTD’s customer service with a question, concern, or complaint in the last 3 months?

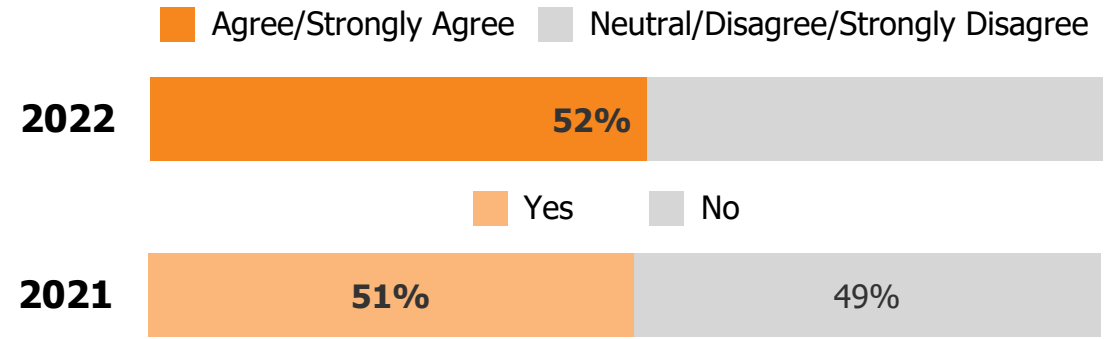


What method did you use to contact RTD’s customer service?



- A larger percentage of customers said they have contacted RTD’s customer service in the last 3 months compared to 2021 (40% v. 23%)
- About half of customers agree that their matter was resolved in a timely fashion

My question, concern, or complaint was resolved in a timely fashion

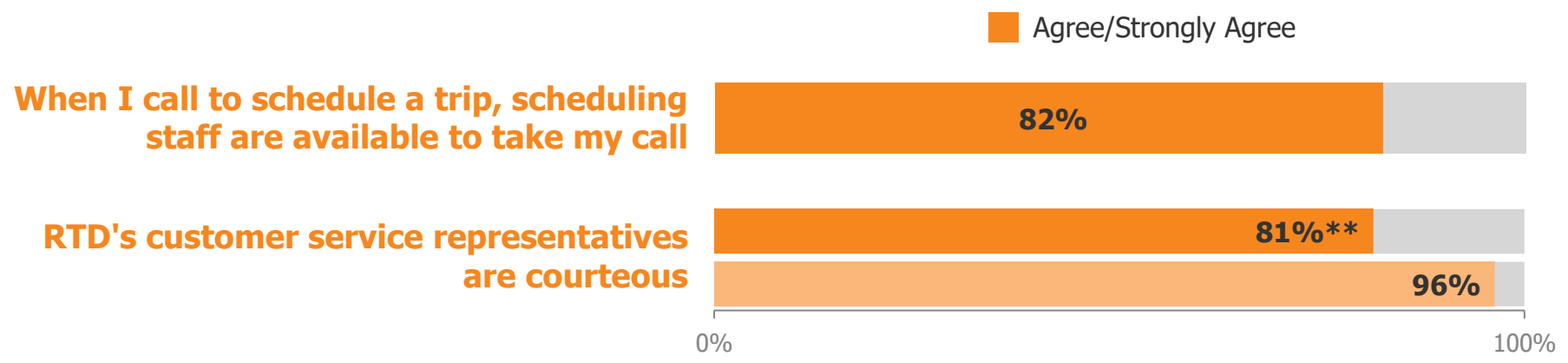


**Denotes statistically significant difference at the 95% confidence level.



CUSTOMER SERVICE

- Most paratransit customers agree that when they call to schedule a trip, staff are available to take their call
- A smaller percentage of customers agree that customer service representatives are courteous compared to 2021 (81% v. 96%)

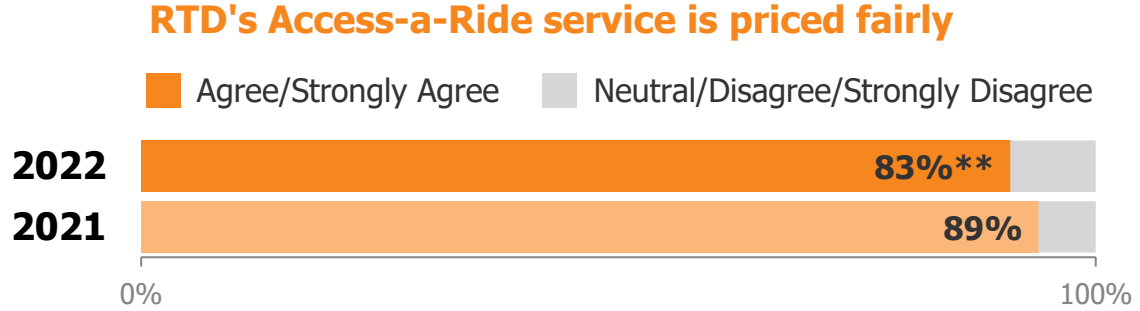


**Denotes statistically significant difference at the 95% confidence level.



FARE PRICE

- A smaller percentage of paratransit customers agree that the price of fares is reasonable (83%) compared to 2021 (89%)

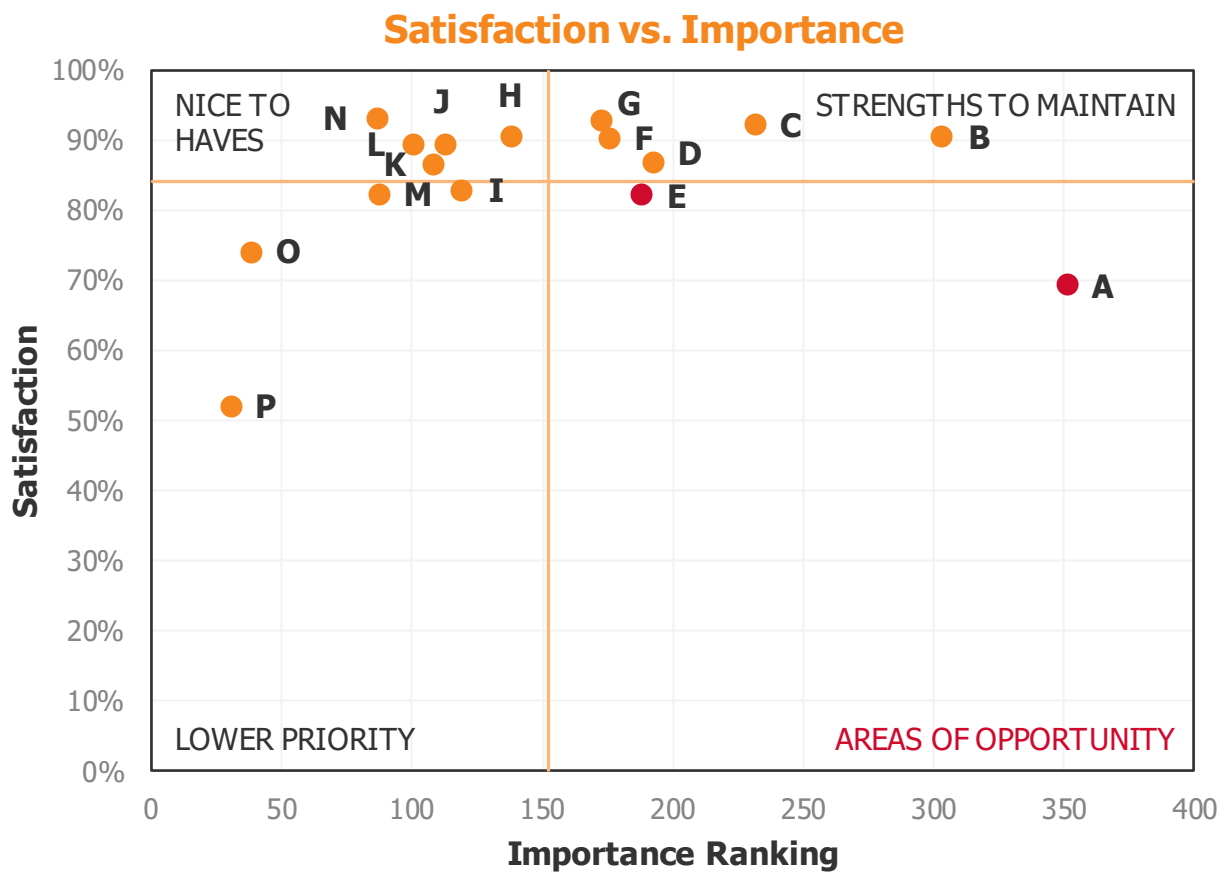


**Denotes statistically significant difference at the 95% confidence level.



KEY DRIVER ANALYSIS

- On-time performance and travel time present opportunities for RTD to improve satisfaction with paratransit service



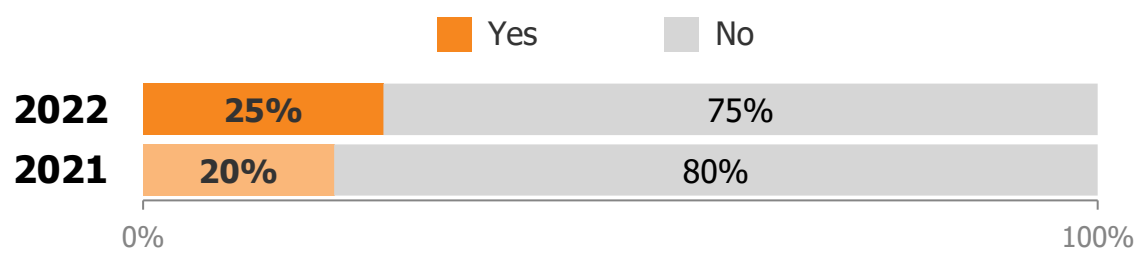
- A - Vehicles arrive within the scheduled pickup window
- B - Courteous drivers
- C - Ability to get to the places I need to go
- D - Ability to schedule trips for the times I need to travel
- E - Travel time
- F - Feeling safely secured in vehicle
- G - Drivers operate the vehicles safely
- H - Helpful drivers
- I - Fare prices
- J - Mechanical safety of vehicle
- K - Ease of scheduling a trip
- L - Personal security on vehicle
- M - Availability of scheduling staff
- N - Vehicle cleanliness
- O - Vehicle comfort
- P - Timely resolutions of my questions, concerns, or complaints



TRAVEL TRAINING

- 25% paratransit customers would consider participating in a travel training program

Would you consider participating in a travel training program that provides one-on-one training for Access-a-Ride customers to learn how to use the RTD fixed route bus and rail system?



**Denotes statistically significant difference at the 95% confidence level.

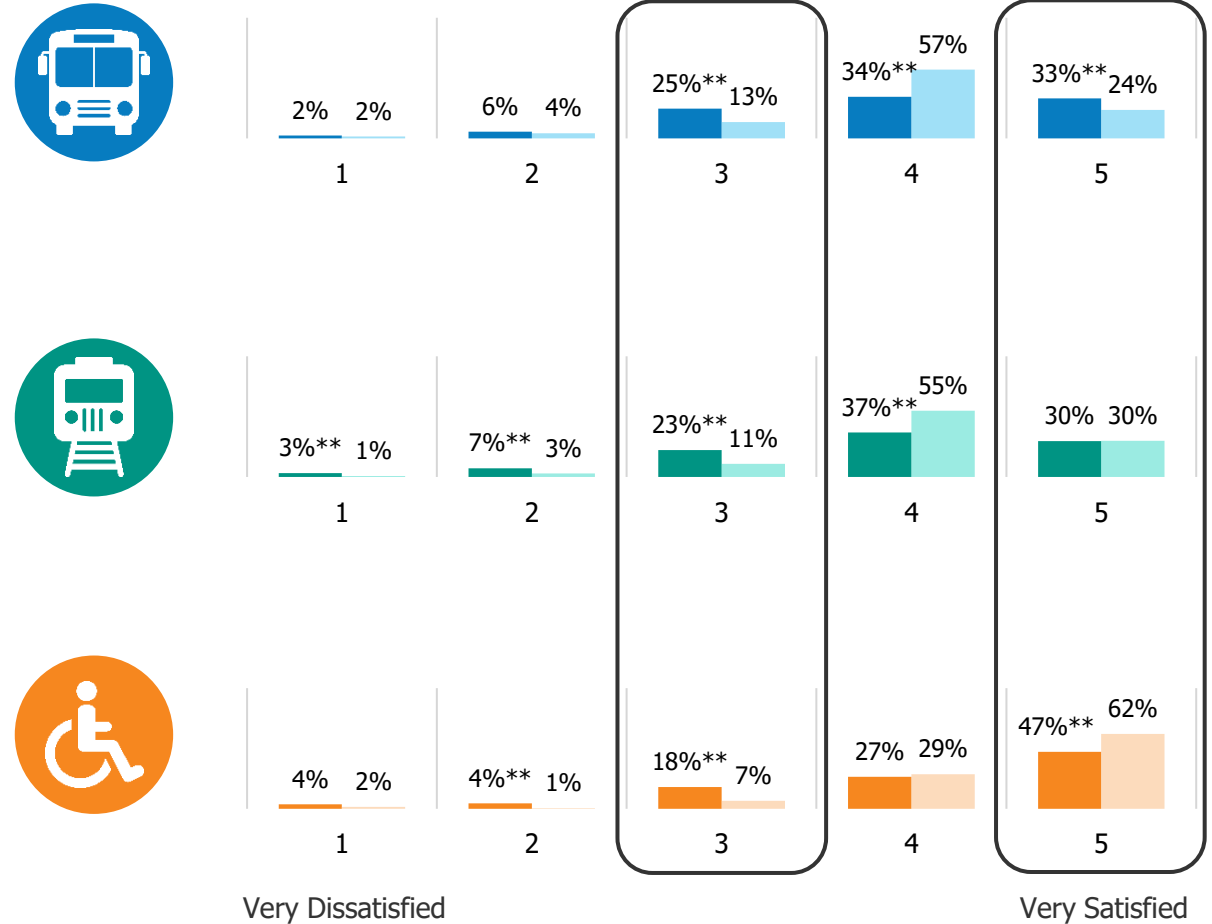
ADDITIONAL CONSIDERATIONS





CUSTOMER BASE

- Overall satisfaction ratings indicate that RTD has a strong customer base across service modes
- More bus customers said they were **highly satisfied** than in 2021, and the same share of rail customers said they were highly satisfied
- There was a substantial shift from satisfied to neutral satisfaction across modes, indicating opportunities to greatly improve satisfaction



**Denotes statistically significant difference at the 95% confidence level

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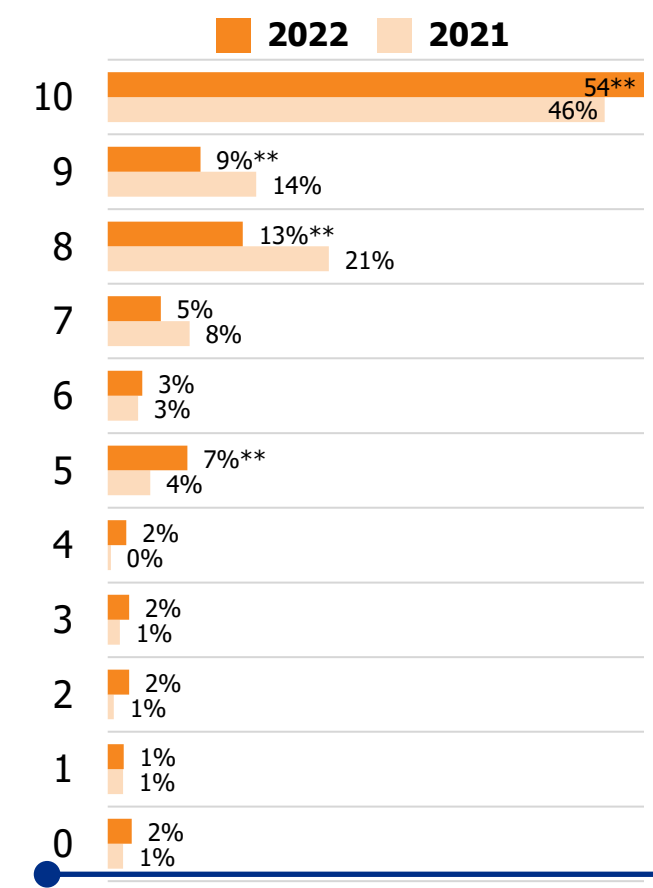
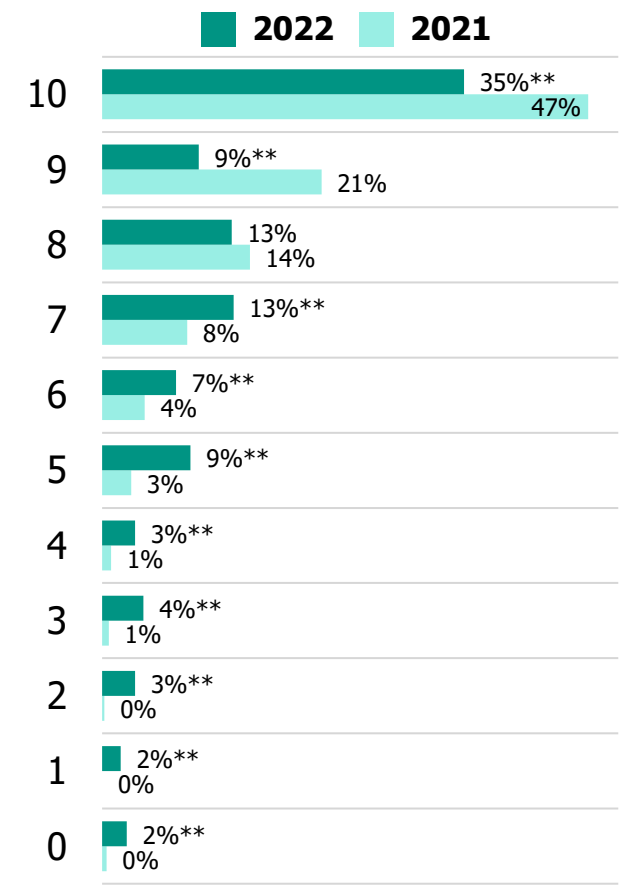
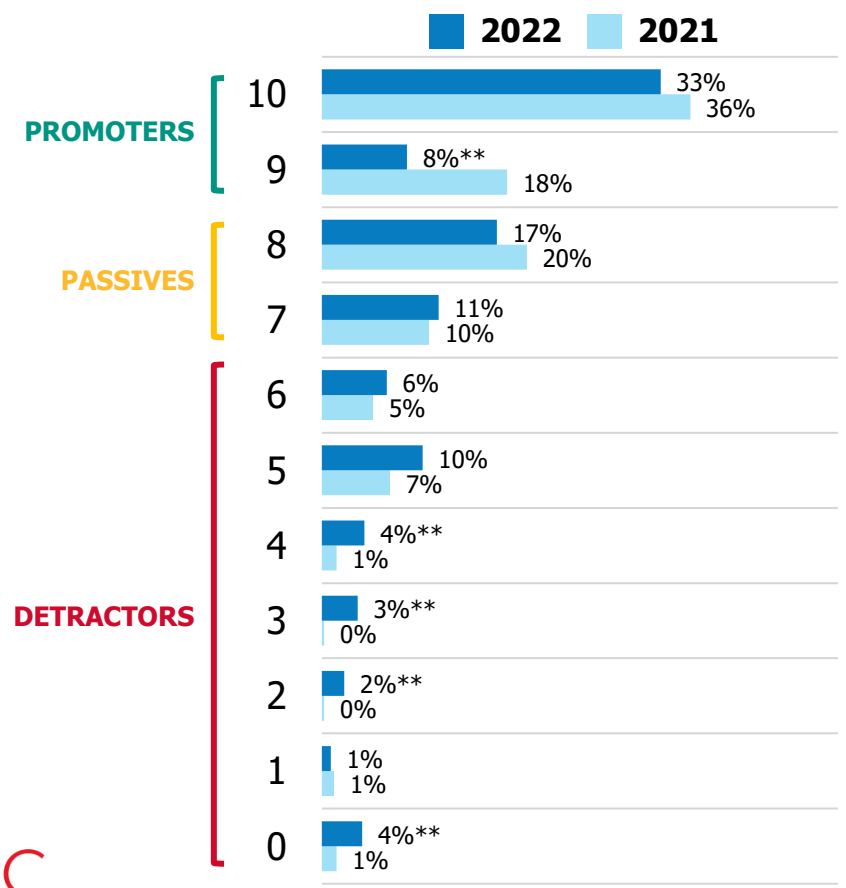


CUSTOMER BASE

- Likelihood to recommend ratings also indicate that RTD has a strong customer base across service modes
- Although NPS is down across service modes since 2021, detractors continue to comprise a relatively small percentage of customers, indicating opportunities to greatly improve NPS by focusing on key areas

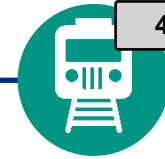


CUSTOMER BASE



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**Denotes statistically significant difference at the 95% confidence level



KEY FACTORS

Bus and rail customers ranked the same three service factors as most important:



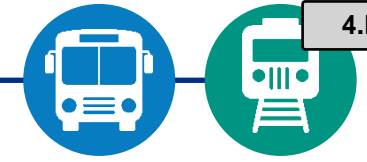
1. On-time performance
2. Fare price
3. Frequency



1. On-time performance
2. Frequency
3. Fare price

Regression analyses indicate that additional factors impact overall satisfaction and likelihood to recommend:

- ▶ Informed of service disruptions
- ▶ High-quality communications
- ▶ Personal security while waiting
- ▶ Personal security while riding
- ▶ Travel time
- ▶ Vehicle cleanliness



KEY FACTORS

- Satisfaction with key factors can have significant impacts on NPS and overall satisfaction

Factors of RTD Service	Net Promoter Score		Overall Satisfaction	
	Agree	Disagree	Agree	Disagree
Customer Ranked				
On-time performance	40	-52	82%	28%
Reasonable price	35	-24	81%	48%
Frequency of vehicles	40	-37	82%	40%
Other Important Factors				
Informed of service disruptions	47	-26	87%	45%
High-quality communications	42	-49	85%	29%
Security while waiting	34	-9	80%	55%
Security while riding	35	-14	80%	51%
Travel time	33	-52	79%	24%
Vehicle cleanliness	43	-39	83%	37%



KEY FACTORS

Paratransit customers ranked the three most important factors of service:

- 1. On-time performance**
2. Courteous drivers
3. Ability to get to needed places

***Bold** indicates key factors that impact bus, rail, and paratransit*

Regression analyses indicate that additional factors impact overall satisfaction and likelihood to recommend:

- ▶ **Informed of service disruptions**
- ▶ **High-quality communications**
- ▶ **Security**
- ▶ **Travel time**
- ▶ Helpful drivers
- ▶ Drivers securely fastening customers
- ▶ Availability of scheduling staff



KEY FACTORS

- A number of factors impact NPS and overall satisfaction across all service modes
- Paratransit service outperforms bus and rail service in all of those factors

Factors of RTD Service	Satisfaction		
	Bus	Rail	Paratransit
On-time performance	60%	67%	69%
Informed of service disruptions	42%	37%	69%
High-quality communications	59%	59%	72%
Security (paratransit)			6%
Security while waiting (bus/rail)	31%	37%	
Security while riding (bus/rail)	27%	30%	
Travel time	70%	77%	82%

I feel I may be a victim of crime

COMMUNITY SURVEY





METHODOLOGY

The study team used Address Based Sampling to conduct the community survey

- ▶ United States Postal Service addresses with ZIP codes in RTD's 8-county service area were included in the sample
- ▶ The survey was administered from September 22-October 5
- ▶ The study team mailed survey invitations to a random sample of addresses
- ▶ ZIP codes with high shares of people of color were oversampled to ensure representation
- ▶ Community members could complete the survey online or via telephone
- ▶ **600 community members** completed the survey resulting in an overall margin of error within +/-4.01 percentage points at a 95 percent confidence level
- ▶ The survey data were weighted by age to accurately reflect community members

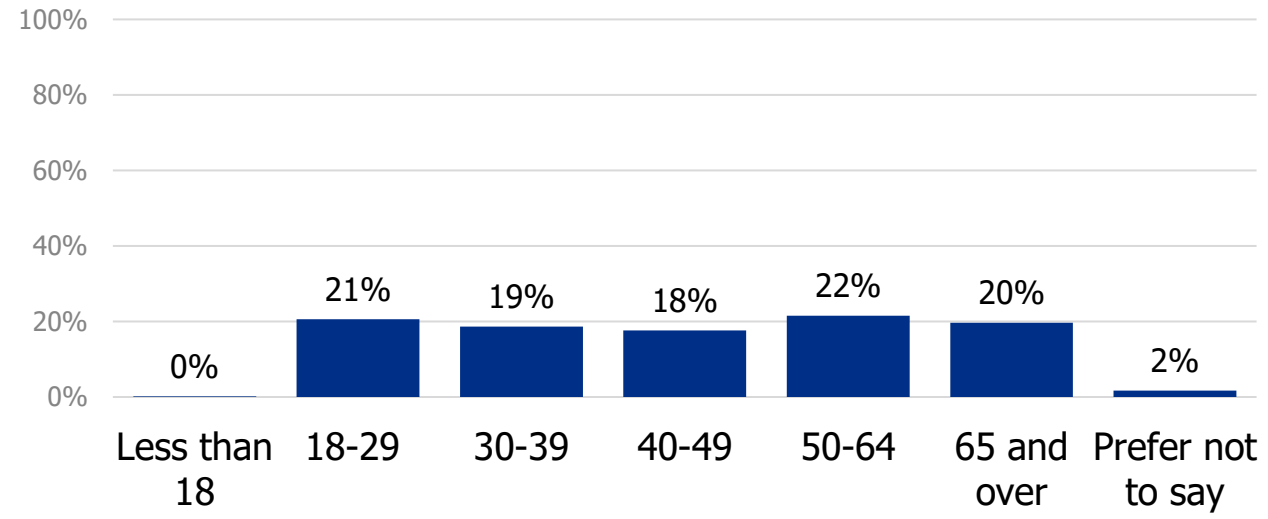
COMMUNITY CHARACTERISTICS



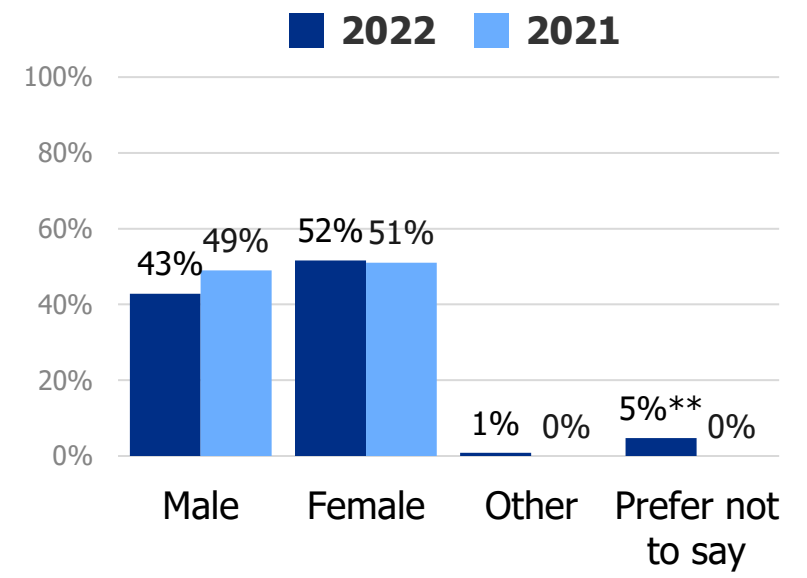


AGE & GENDER

What is your age?



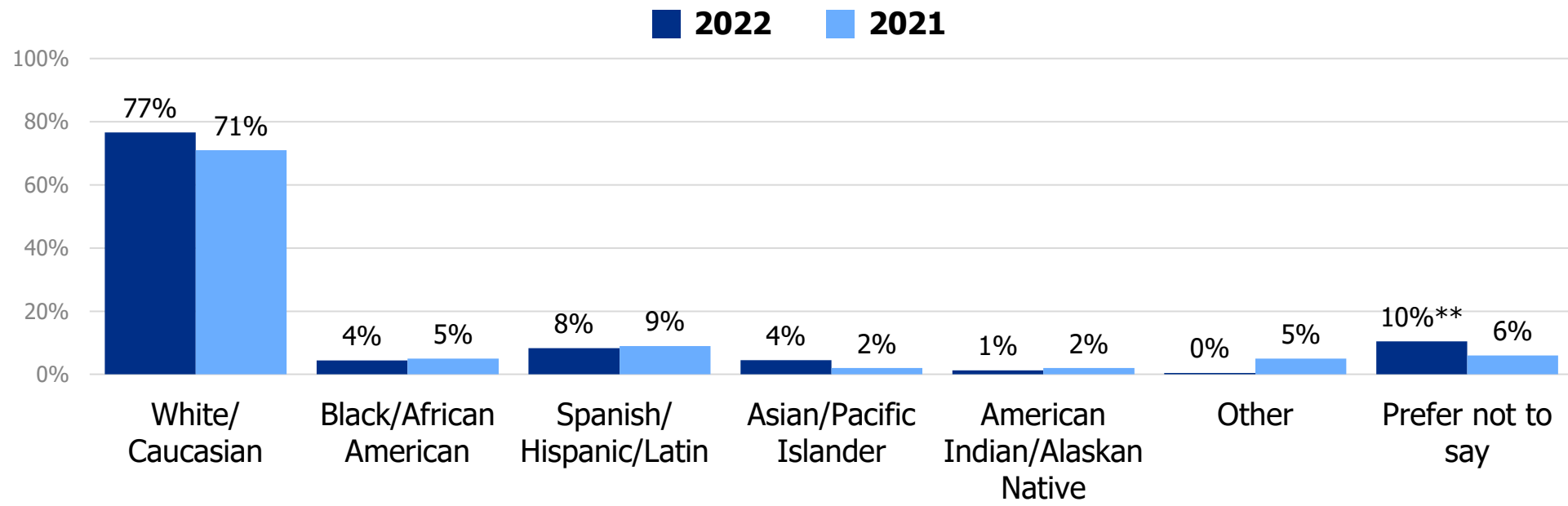
What is your gender?



**Denotes statistically significant difference at the 95% confidence level.



RACE/ETHNICITY



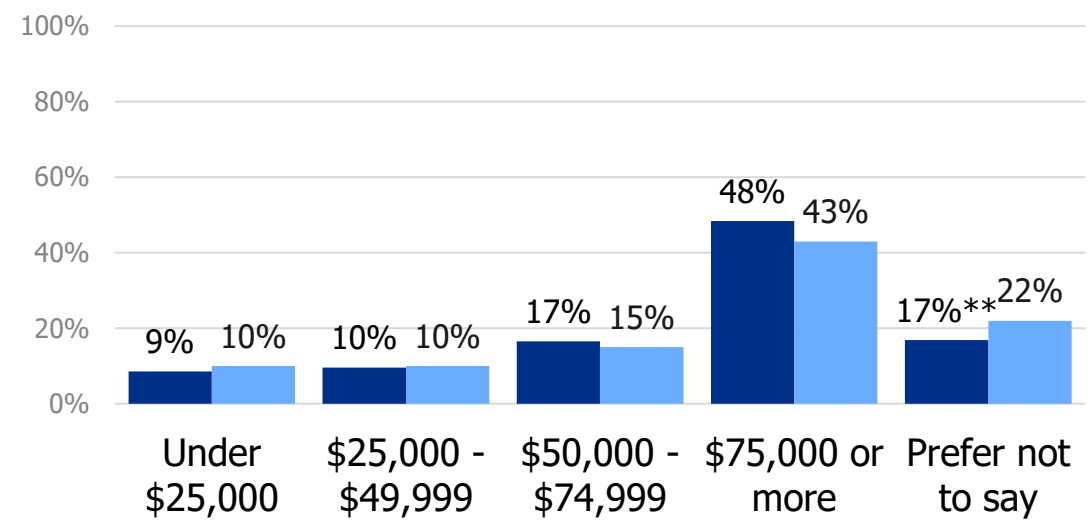
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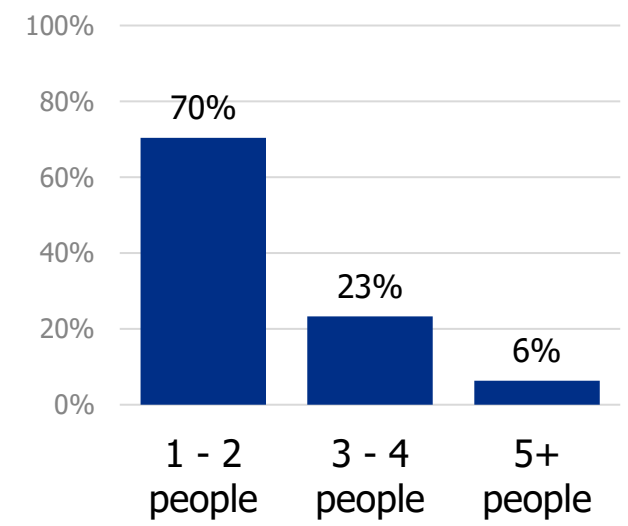
INCOME & HOUSEHOLD SIZE

Income

■ 2022 ■ 2021



Household Size

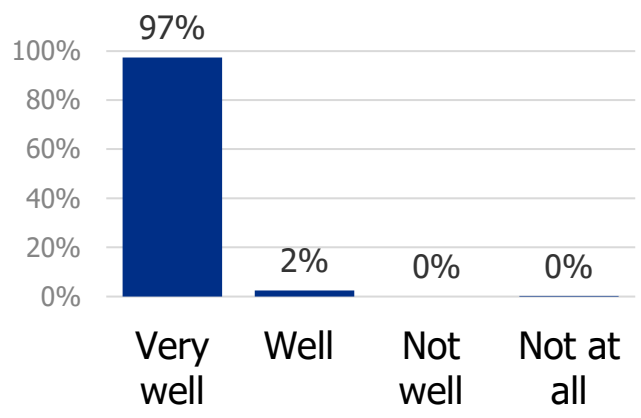


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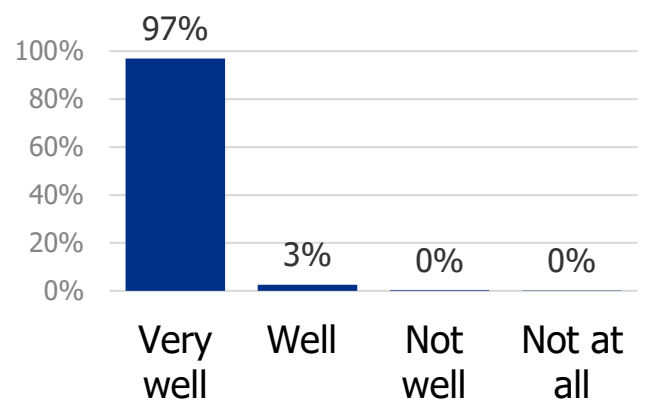


LIMITED ENGLISH PROFICIENCY

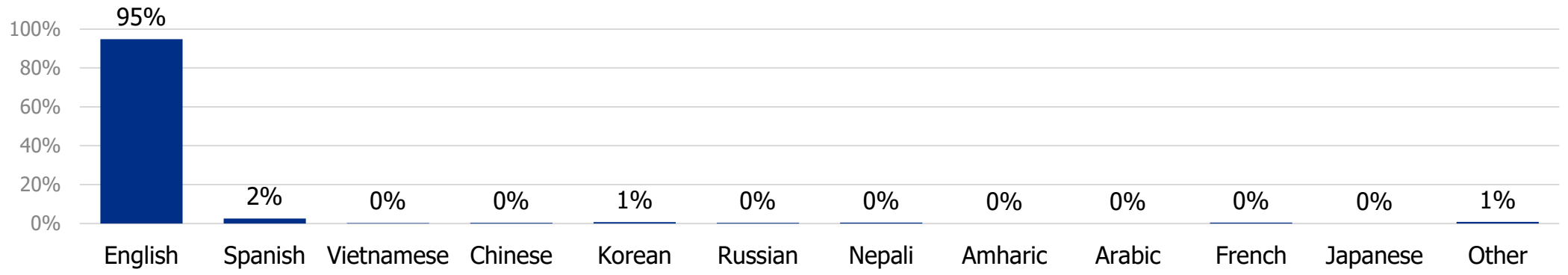
How well do you read English?



How well do you understand English?



What is your native language?

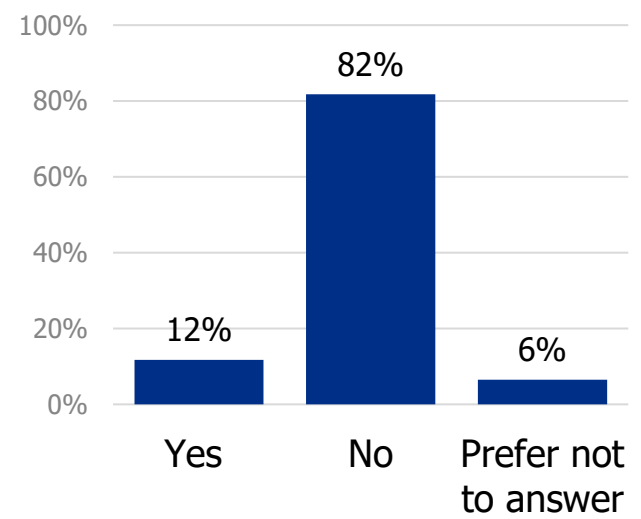


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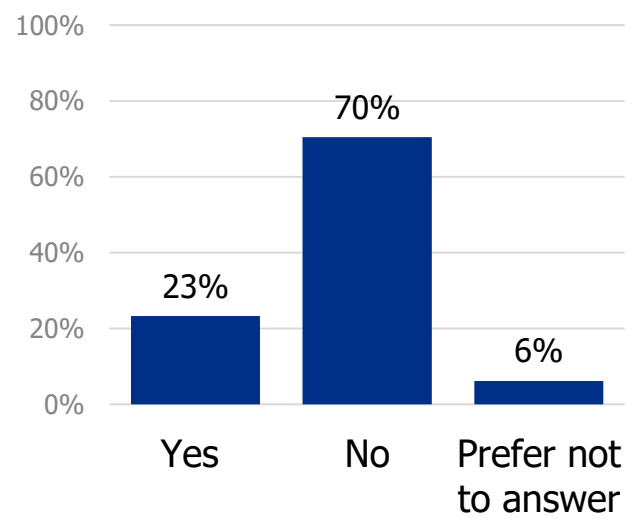


DISABILITIES & BUSINESS STAKEHOLDERS

Do you consider yourself to have any disabilities?

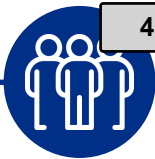


Do you own or work for a small business, a minority- or woman-owned business, or an organization that represents these businesses?



TRANSIT USE

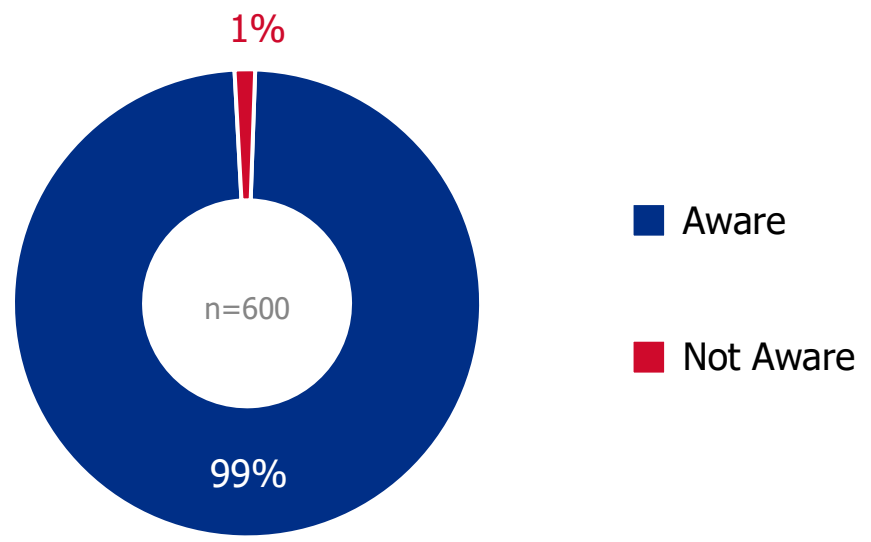




AWARENESS OF RTD

- Nearly all community members said they are aware of RTD

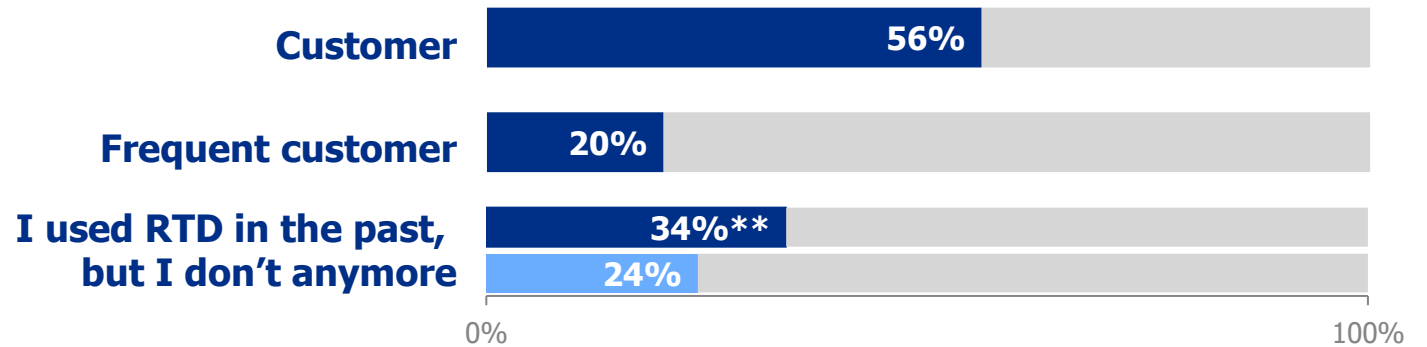
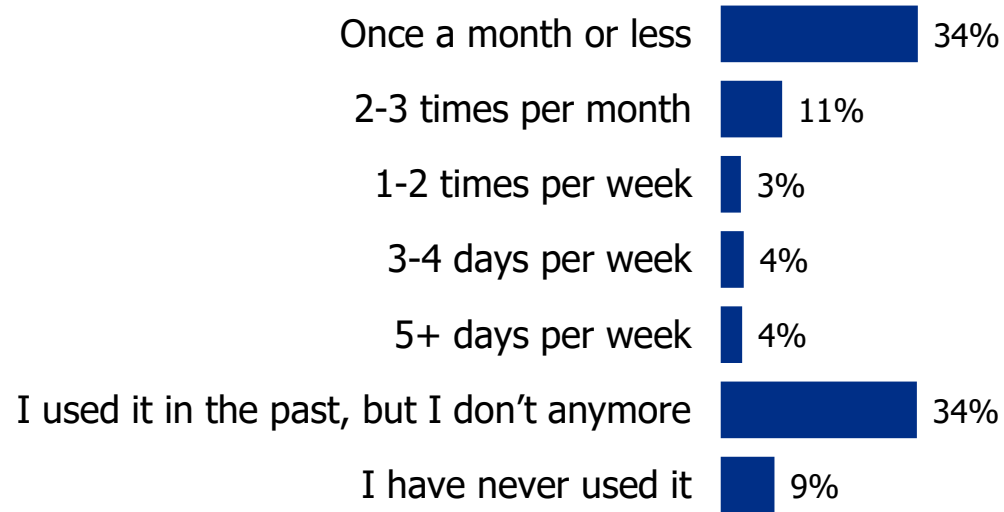
Are you aware of RTD, the public transportation system that operates bus, rail, and paratransit services in the Greater Denver region?



TRANSIT USE

- 56% of community members said they have used RTD in the past year, 20% of which said they ride frequently
- A larger percentage said they had used RTD in the past but don't anymore compared to 2021 (34% v. 24%)

On average, how often do you use RTD?



**Denotes statistically significant difference at the 95% confidence level
 "Customers" are community members who said they use RTD with any frequency
 "Frequent customers" are community members who said they use RTD 1-2 times per a week or more



REASON FOR DISCONTINUED USE

- Community members who no longer use RTD most frequently said they stopped using RTD, because it takes too long to complete a trip, stops are not conveniently located for them, and they do not feel safe from crime while waiting



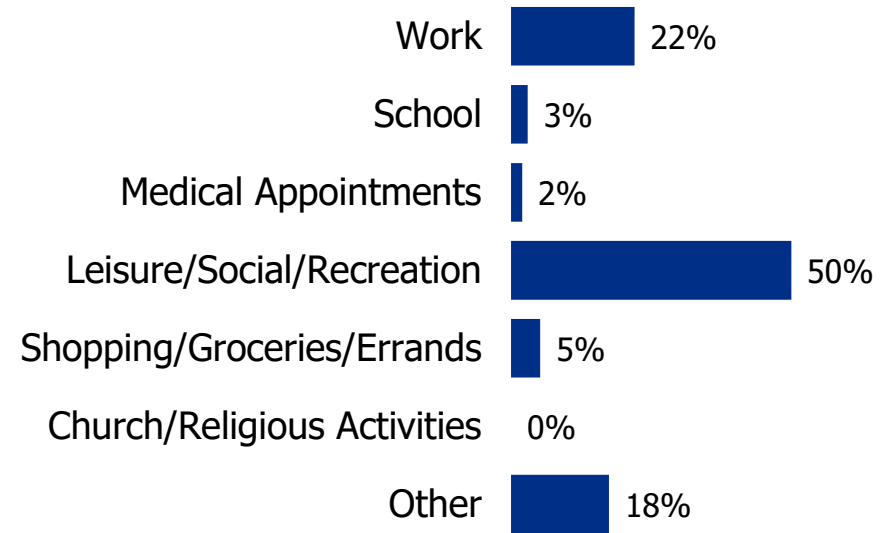
Note: Multi-select question – sum equals more than 100%

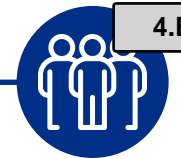


TRIP PURPOSE

- Half of community members said they use public transit most frequently for leisure activities

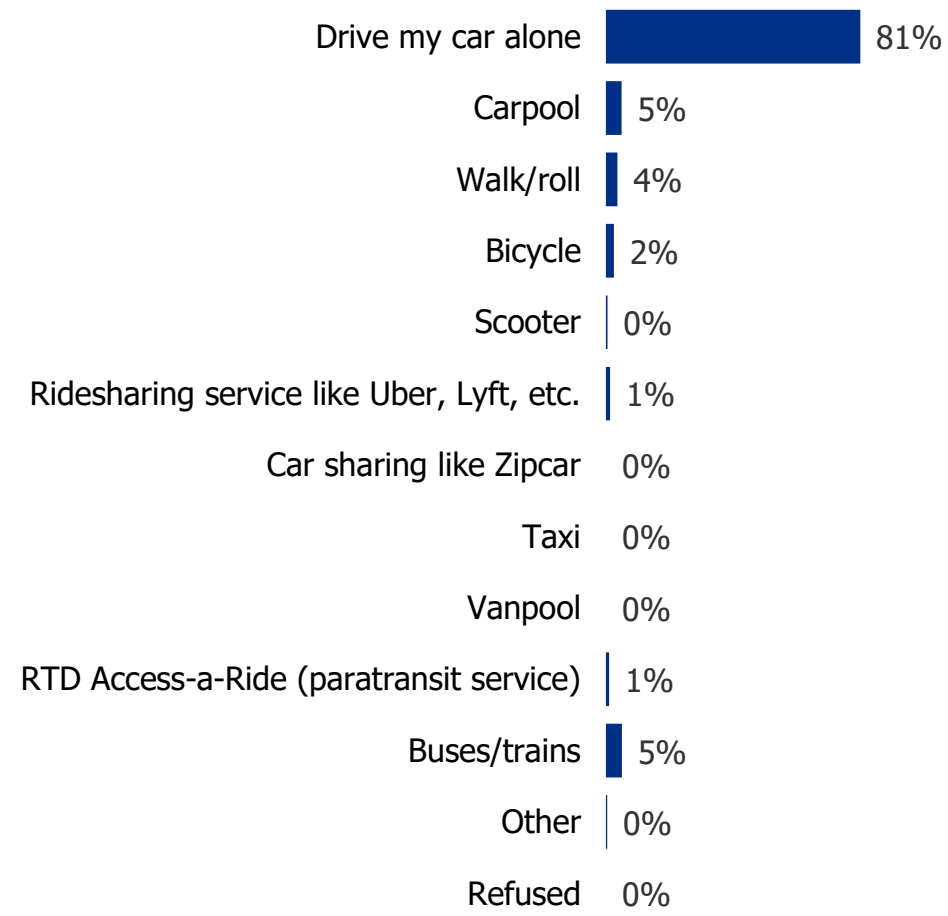
What is your primary purpose for using public transportation?





PRIMARY TRANSPORTATION MODE

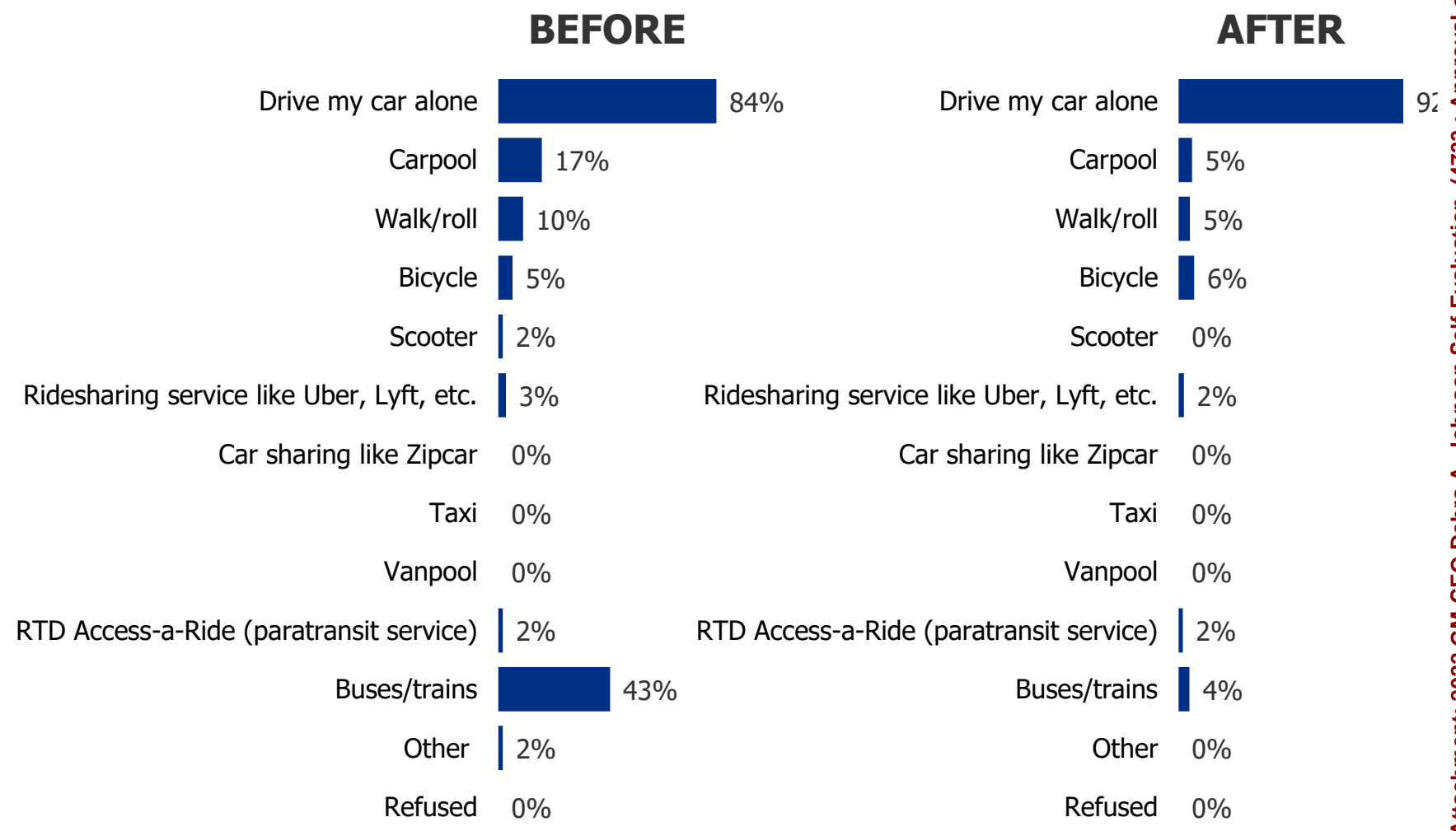
- 81% of community members said they primarily travel by driving their car alone





PANDEMIC COMMUTING PLANS

- 43% of community members said they used buses/trains to commute before the pandemic, whereas just 4% said they plan on using buses/trains to commute post-pandemic



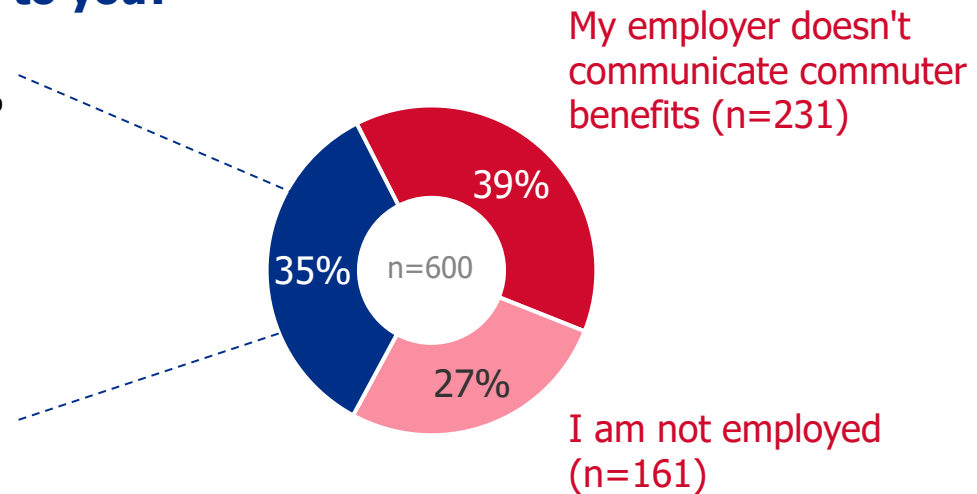
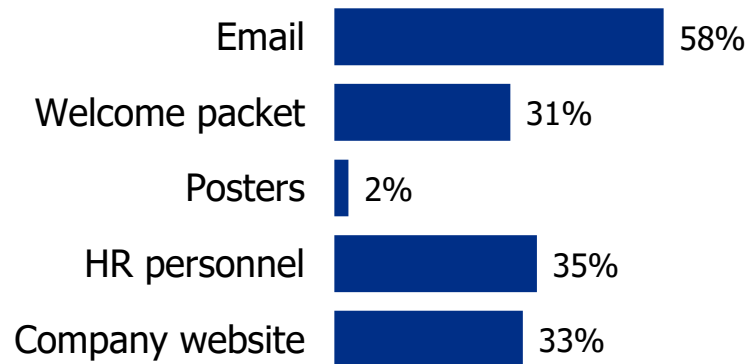
Attachment: 2022 GM-CEO Debra A. Johnson Self-Evaluation (4733 : Approval of General



COMMUTER BENEFITS COMMUNICATION

- 39% of community members said their employers do not communicate commuter benefits to them
- 58% of community members said their employers communicate commuter benefits to them via email

If you are employed, how does your employer communicate commuter benefits to you?



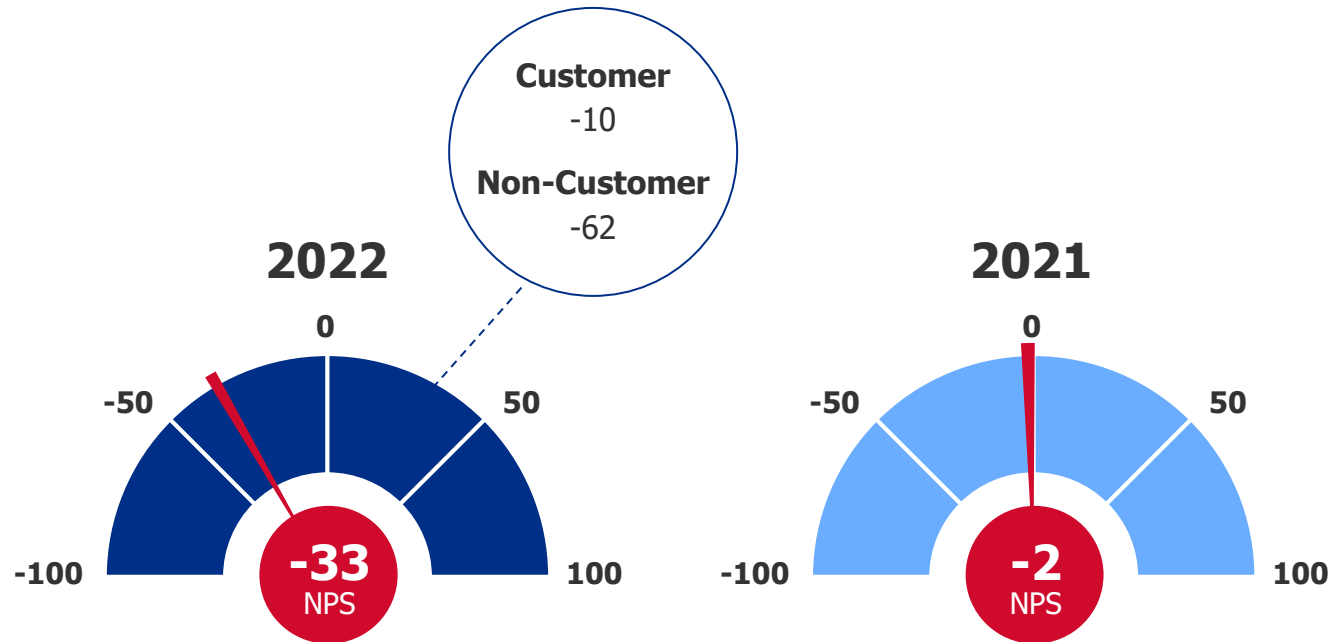
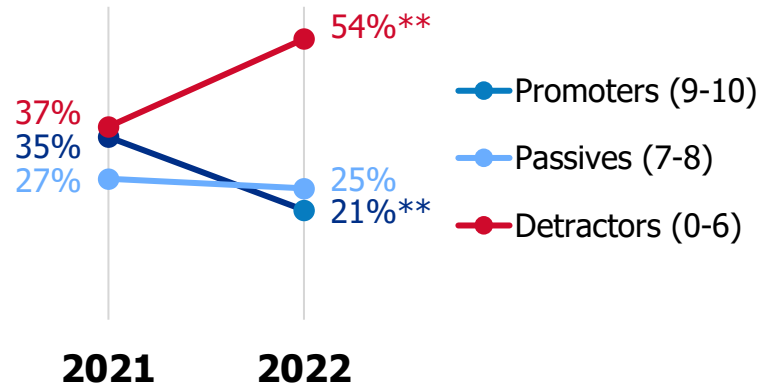
COMMUNITY IMPRESSIONS & VALUE

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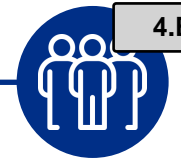


NET PROMOTER SCORE

- Overall, community members reported a lower NPS than in 2021 (-33 v. -2)
- An NPS score below 0 indicates that RTD has more community detractors than promoters

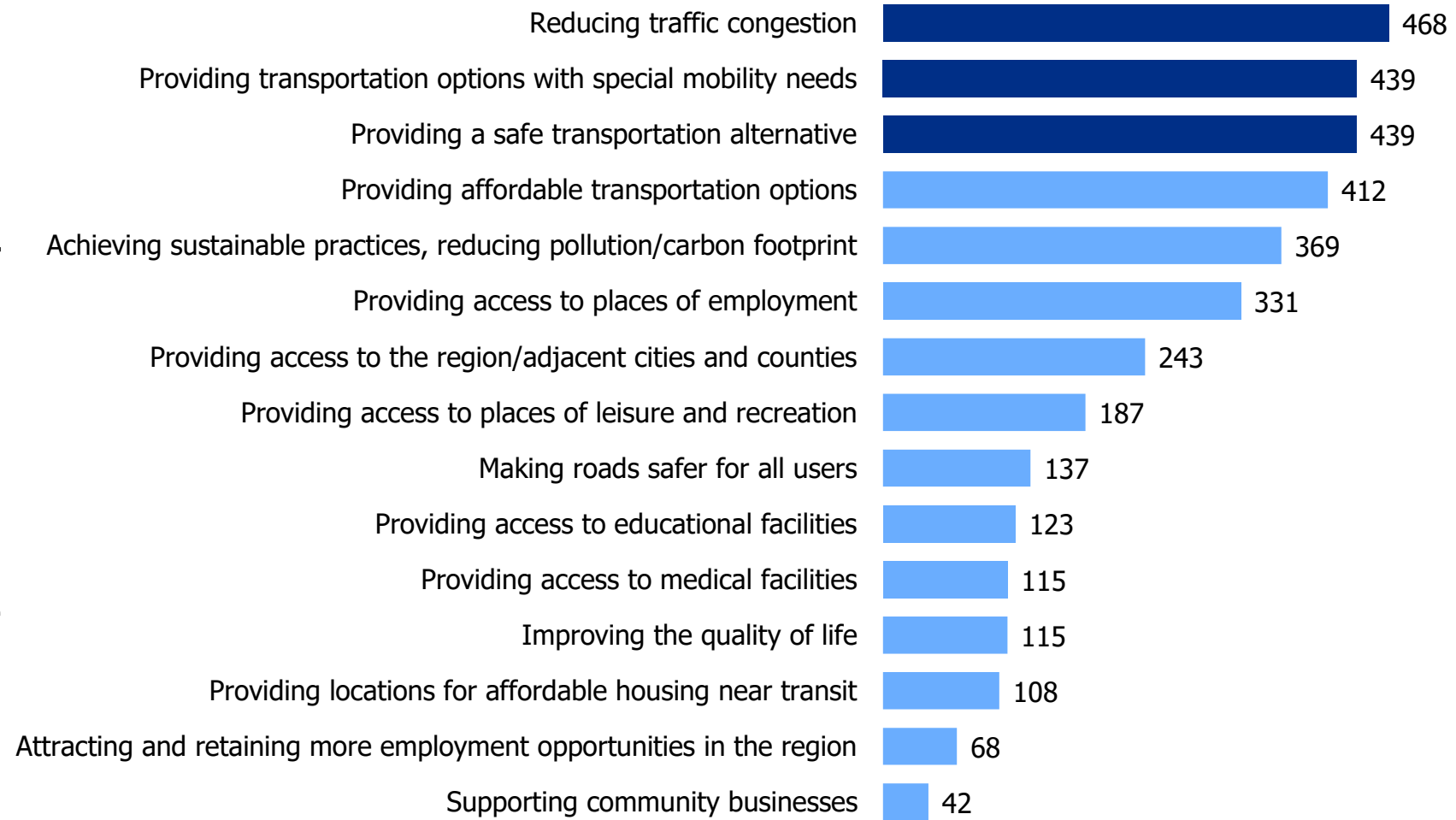


**Denotes statistically significant difference at the 95% confidence level.

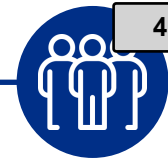


TOP AREAS OF FOCUS

- Community members ranked the top three most important areas for RTD to focus on to provide the most value in the region
- Reducing congestion was the most important area

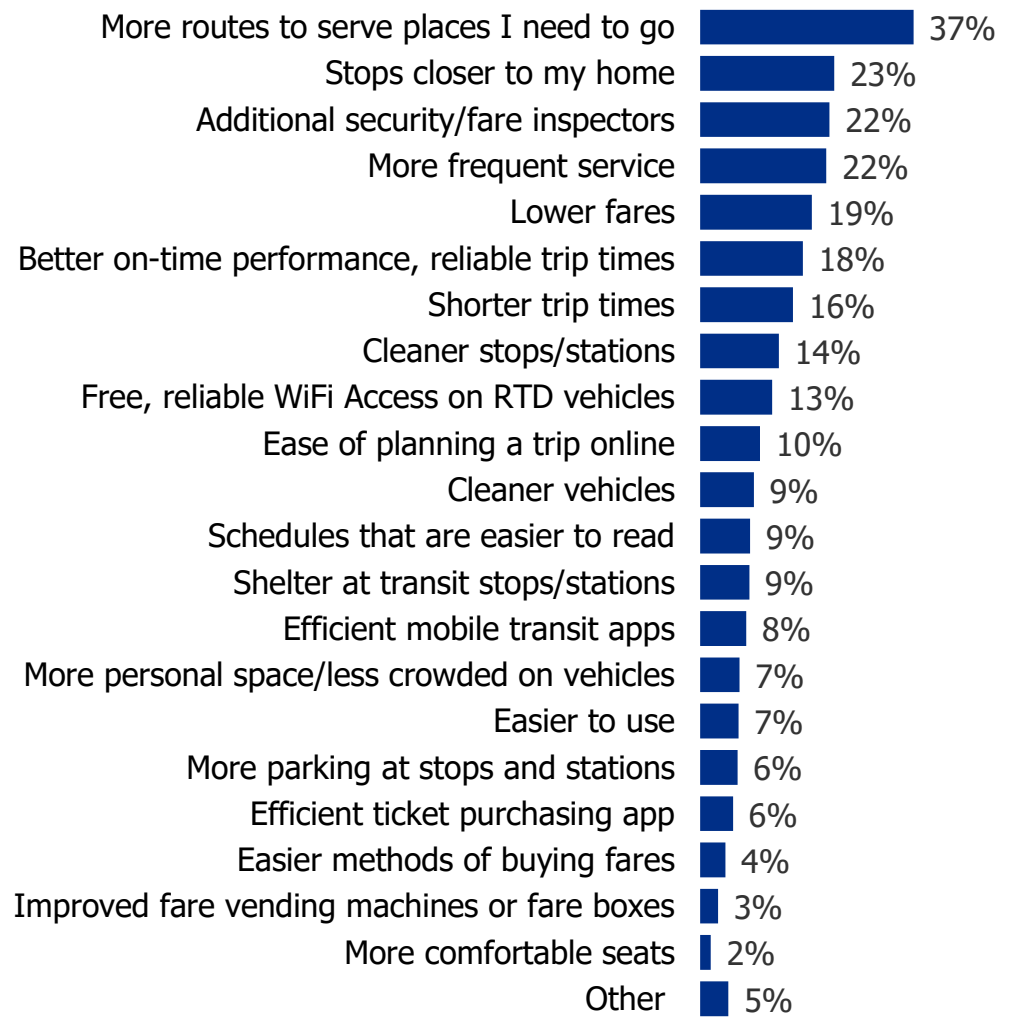


Each respondents' choices were weighted by rank: #1 was assigned 3 points, #2 was assigned 2 points, and #3 was assigned 1 point.



TOP FEATURES/AMENITIES

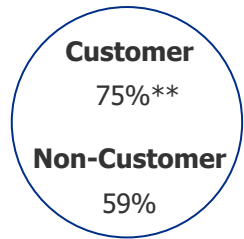
- Community members were asked to select three features or amenities that would make it more appealing to use public transportation
- Community members most frequently selected more routes to serve the places they need to go



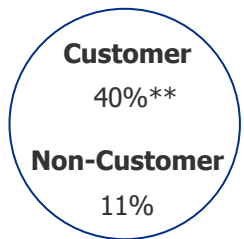
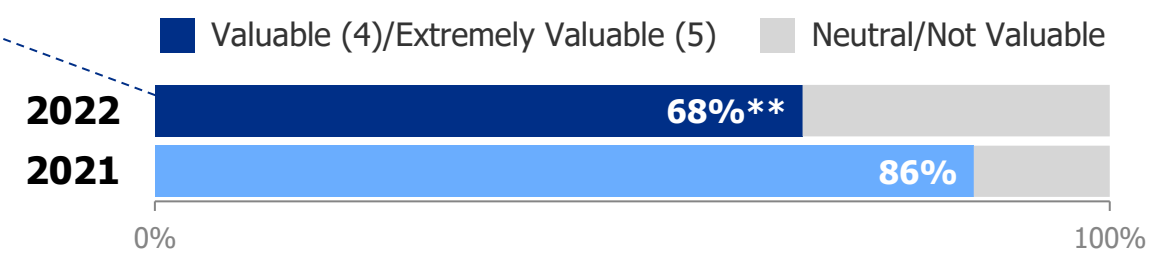


PERCEIVED VALUE OF RTD

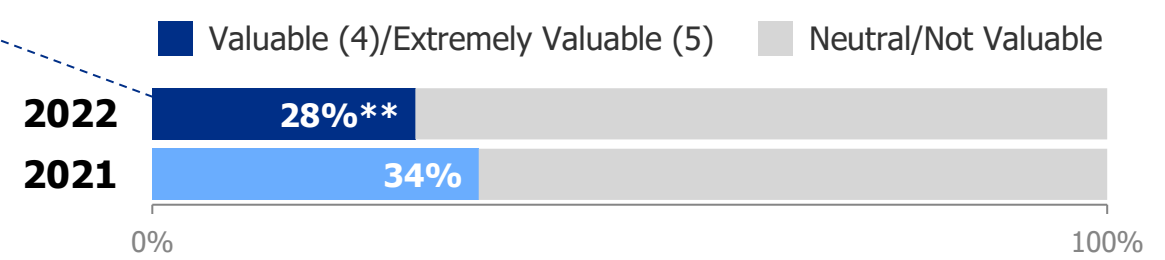
- Smaller percentages of community members perceive RTD as valuable to the Denver region and to themselves personally compared to 2021 (68% v. 86% and 28% v. 34%, respectively)



Perceived Value of RTD to the Region



Perceived Value of RTD to Self



**Denotes statistically significant difference at the 95% confidence level.



VALUE OF SERVICE FACTORS

- Compared to 2021, more community members agree that RTD provides value in terms of reducing traffic congestion but less value in terms of serving people with mobility needs and providing safe transportation alternatives

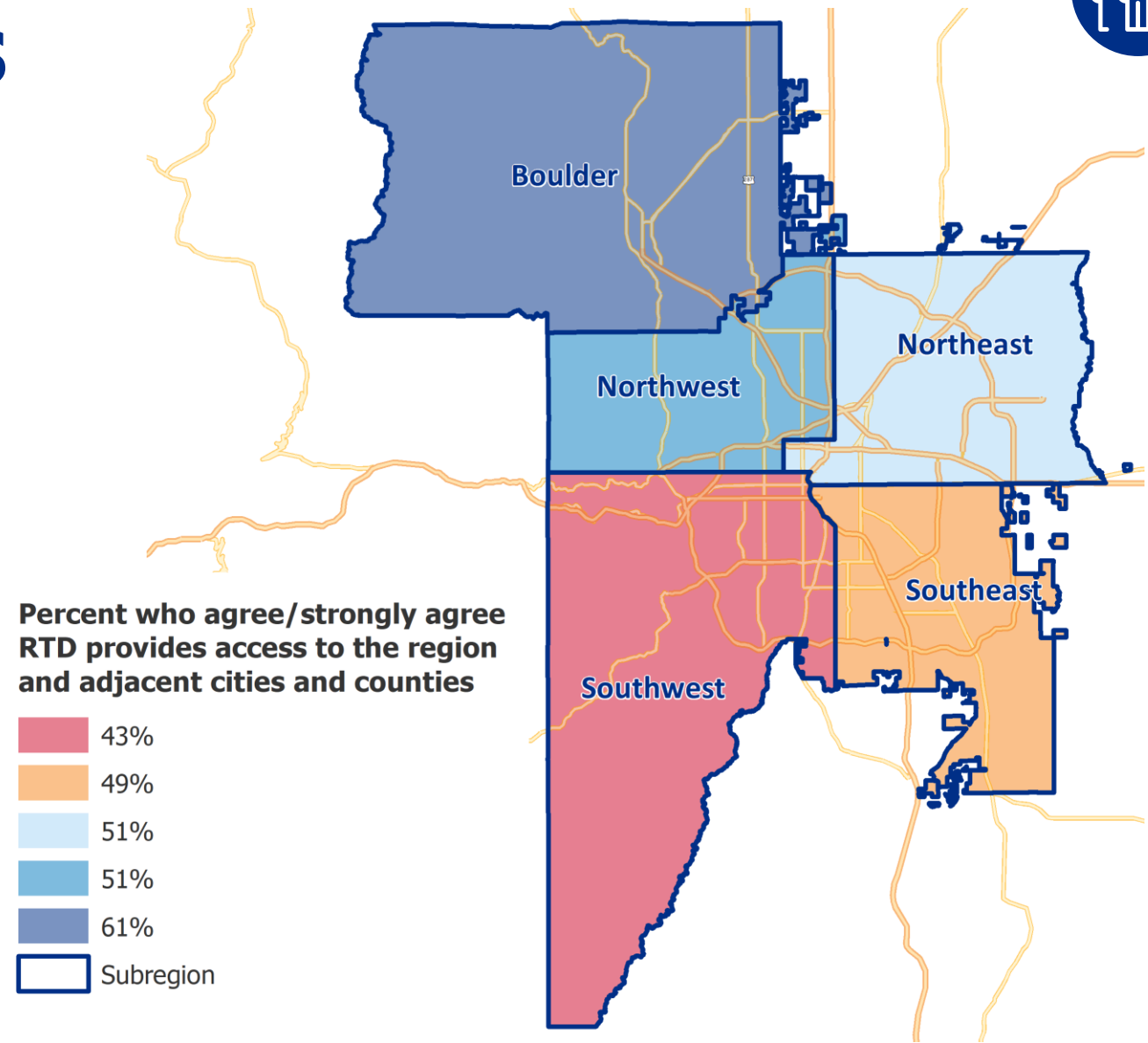


**Denotes statistically significant difference at the 95% confidence level
 Percentages indicate the percentage of respondents who said RTD is valuable/extremely valuable in that area
 2022 factors shaded in black indicate the top three most important factors identified in 2022
 2021 factors outlined in dark blue indicate the top three most important factors identified in 2021



PROVIDING ACCESS TO THE REGION

- Community members in RTD's Southwest and Southeast Subregions were the least likely to agree that RTD provides access to the region and adjacent cities and counties

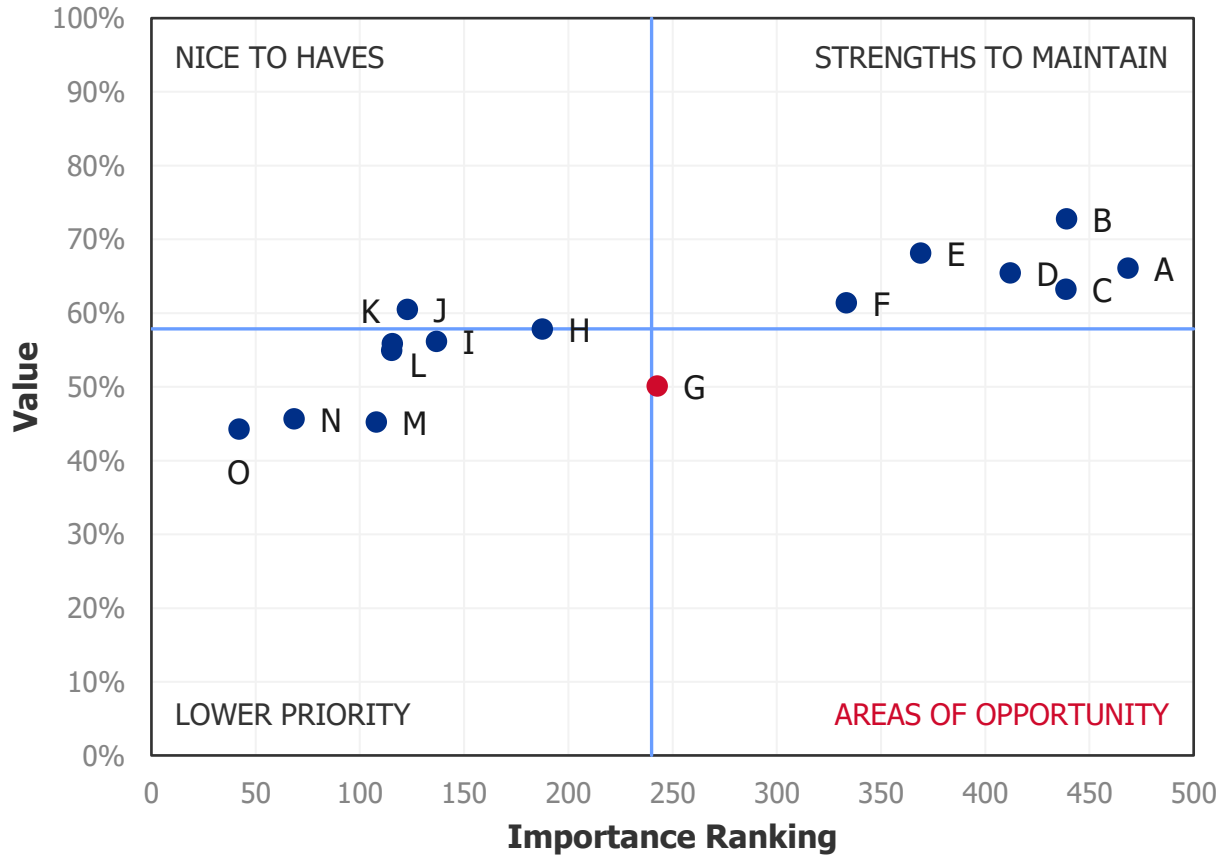




KEY DRIVER ANALYSIS

- Providing access to the region/adjacent cities and counties presents an opportunity for RTD to improve community perception

Value vs. Importance

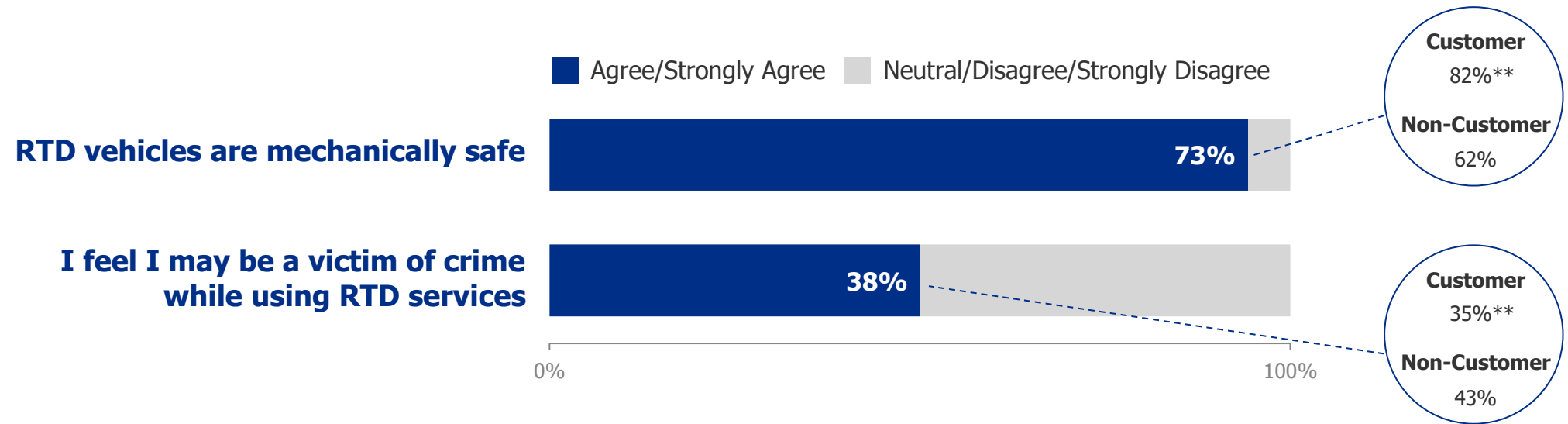


- A - Reducing traffic congestion
- B - Providing transportation options to people with special mobility needs
- C - Providing a safe transportation alternative
- D - Providing affordable transportation options
- E - Achieving sustainable practices, reducing pollution/carbon footprint
- F - Providing access to places of employment
- G - Providing access to the region/adjacent cities and counties
- H - Providing access to places of leisure and recreation
- I - Making roads safer for all users
- J - Providing access to educational facilities
- K - Providing access to medical facilities
- L - Improving the quality of life
- M - Providing locations for affordable housing near transit
- N - Attracting and retaining more employment opportunities in the region
- O - Supporting community businesses



SAFETY & SECURITY

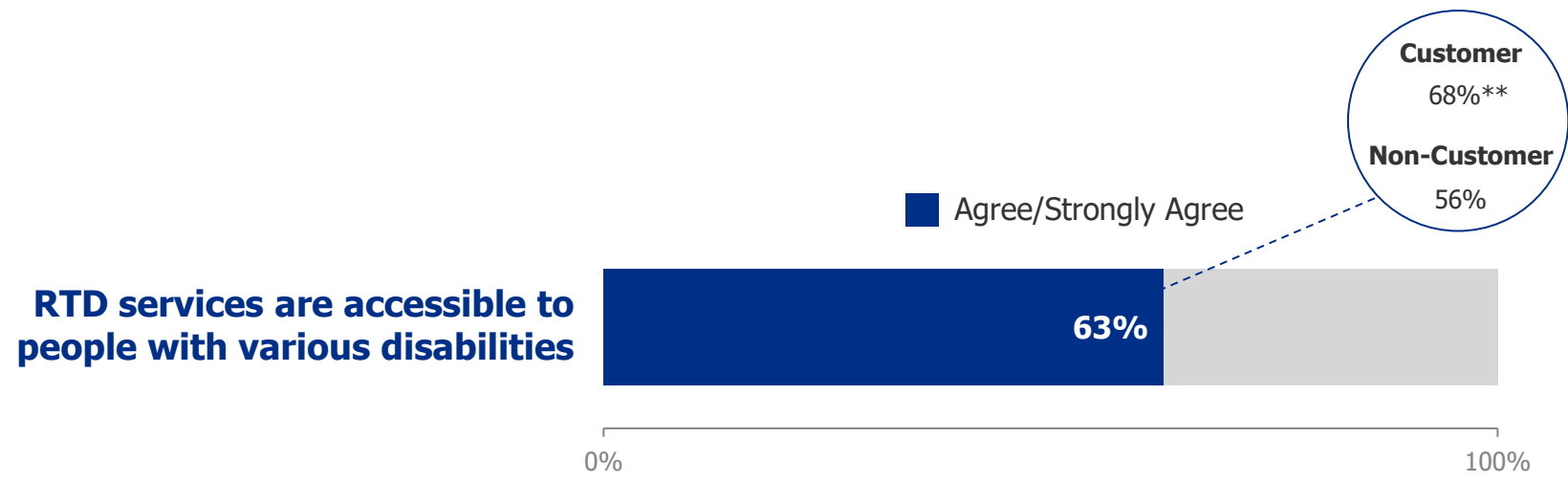
- Most community members agree that RTD vehicles are mechanically safe (73%)
- 38% of community members feel they may be a victim of crime while using RTD services





ACCESSIBILITY

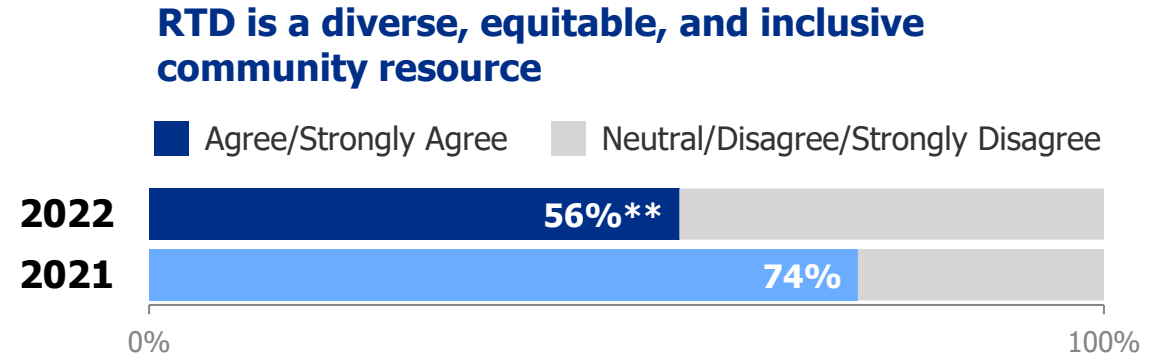
- 63% of community members agree that RTD services are accessible to people with disabilities





DIVERSE, EQUITABLE, & INCLUSIVE COMMUNITY RESOURCE

- A smaller percentage of community members agree that RTD is a diverse, equitable, and inclusive community resource compared to 2021 (56% v. 74%)

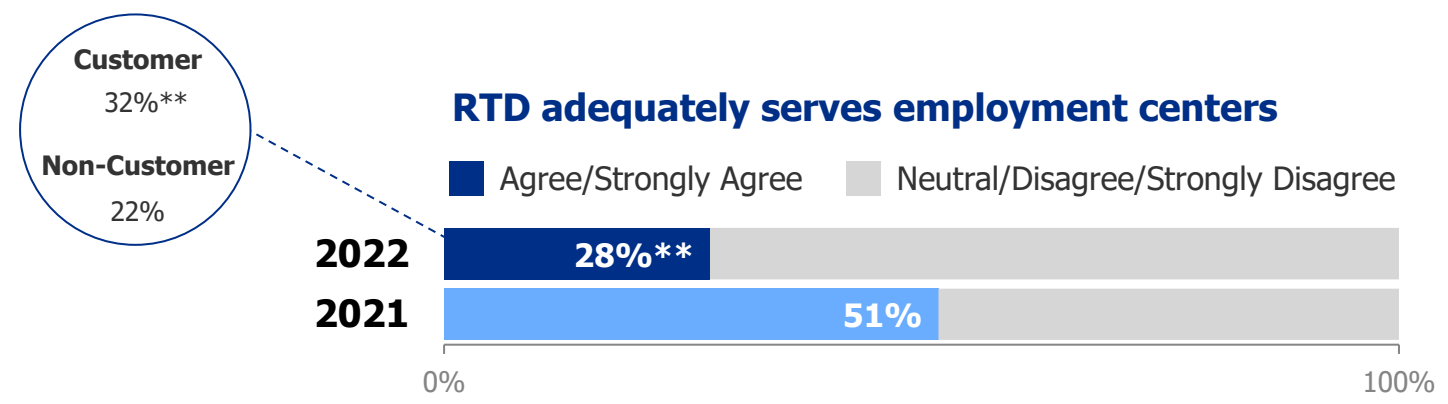


**Denotes statistically significant difference at the 95% confidence level.



SERVICE TO EMPLOYMENT CENTERS

- A smaller percentage of community members agree that RTD adequately serves employment centers compared to 2021 (28% v. 51%)



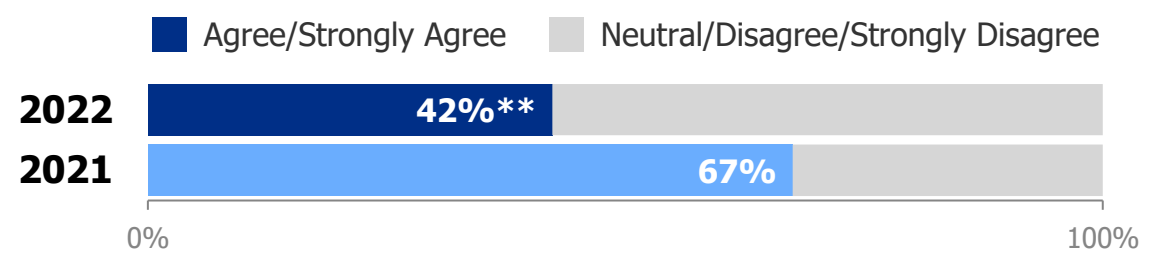
**Denotes statistically significant difference at the 95% confidence level.



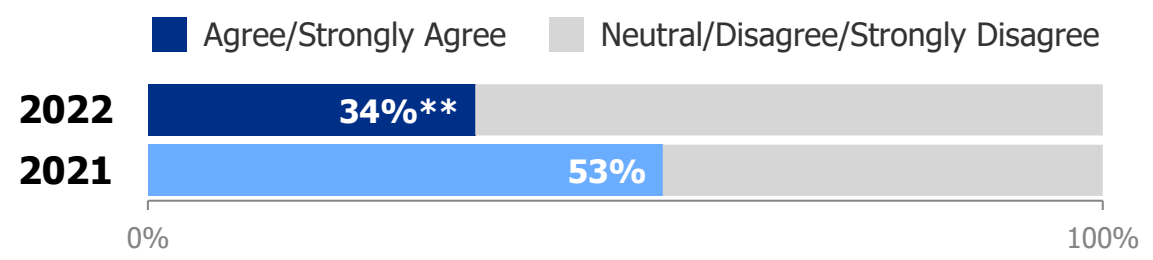
CAREER SITE

- A smaller percentage of community members agree that RTD’s career site is valuable compared to 2021 (42% v. 67%)
- A smaller percentage also agree that RTD’s career site is easy to navigate (34% v. 53%)

RTD's career site is valuable



RTD's career site is easy to navigate

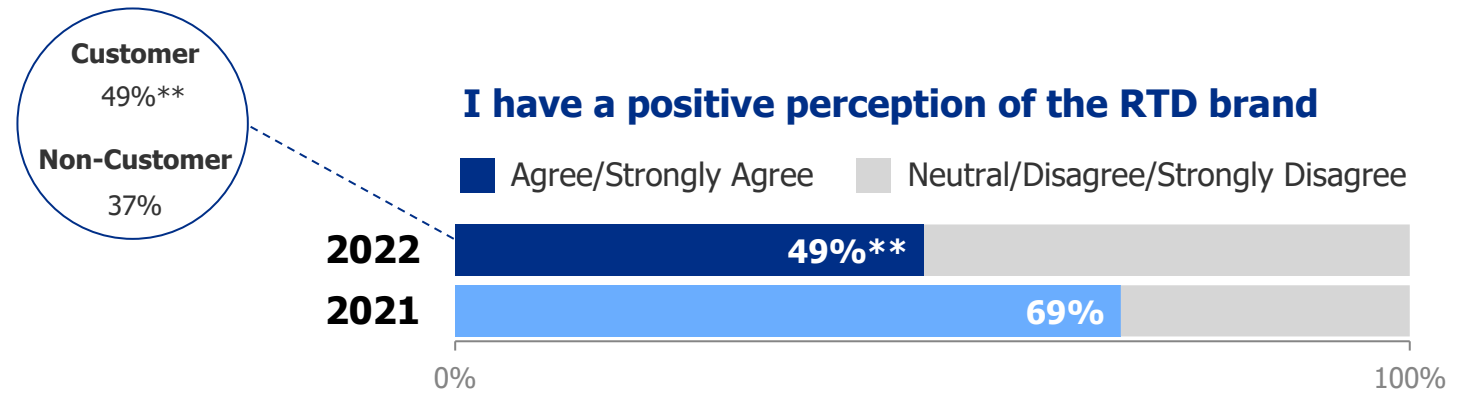


**Denotes statistically significant difference at the 95% confidence level.



COMMUNITY PERCEPTION OF RTD BRAND

- A smaller percentage of community members have a positive perception of the RTD brand compared to 2021 (49% v. 69%)

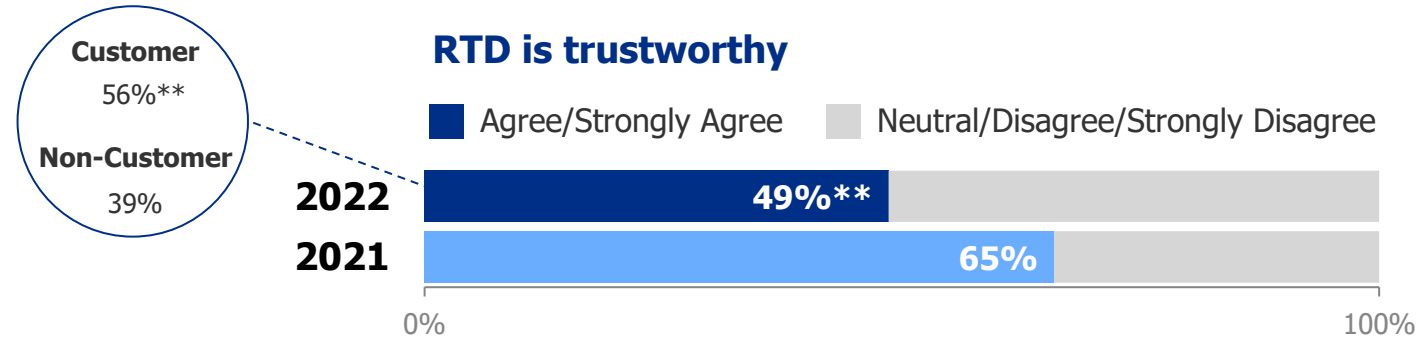


**Denotes statistically significant difference at the 95% confidence level.



TRUST IN RTD

- A smaller percentage of community members agree that RTD is trustworthy compared to 2021 (49% v. 65%)

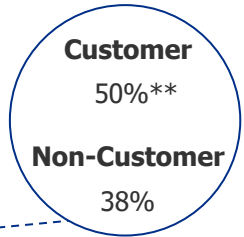
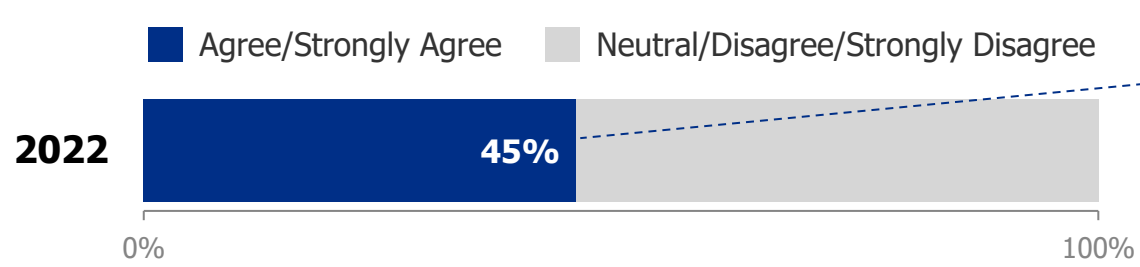




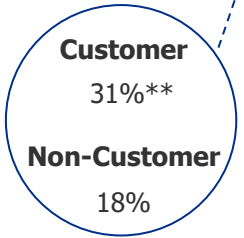
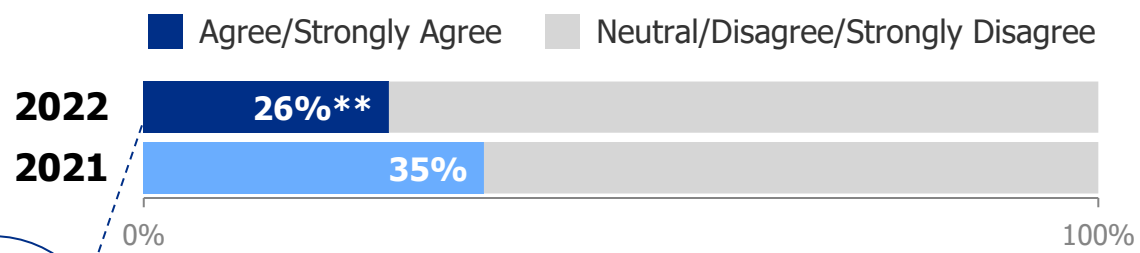
FINANCIAL STEWARDSHIP

- 45% of community members agree that RTD is a good steward of public funds
- A smaller percentage of community members agree that RTD manages its financial resources well compared to 2021 (26% v. 35%)

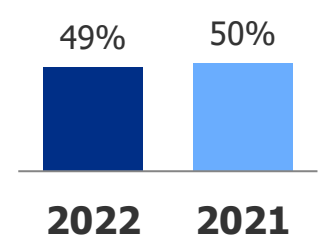
RTD is a good financial steward of public funds



RTD manages its financial resources well



I don't know



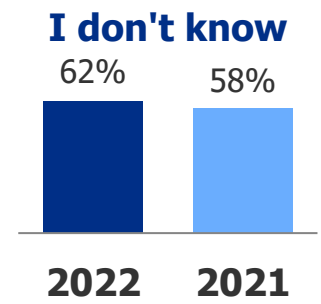
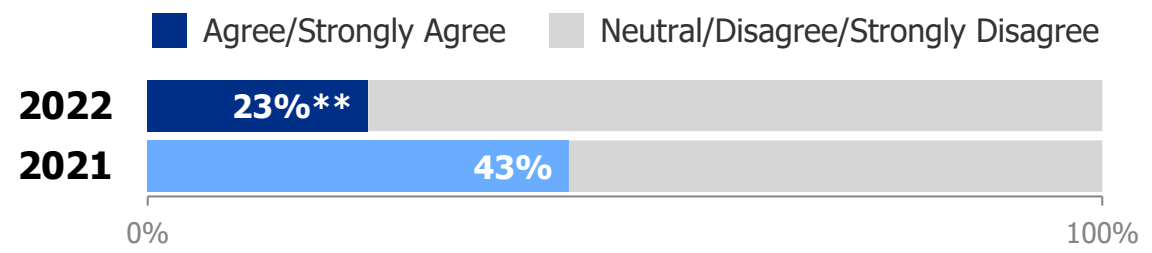
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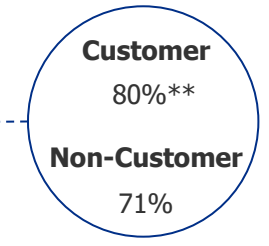
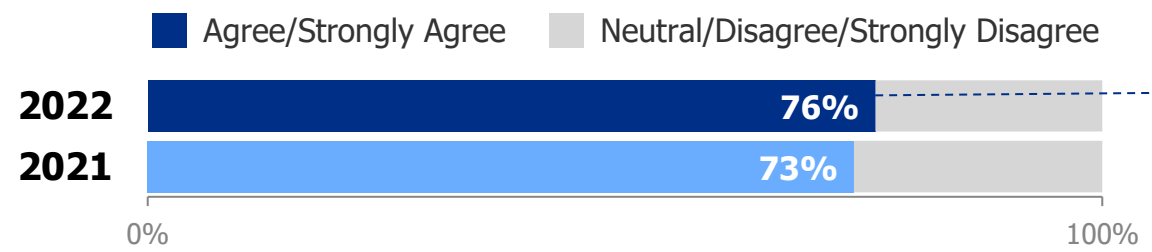
FINANCIAL STEWARDSHIP (CONTINUED)

- A smaller percentage of community members agree that RTD’s financial reporting is understandable and transparent compared to 2021 (23% v. 43%)
- Compared to 2021, a similar share of community members agree that the community’s investment in transit provides value

RTD’s financial reporting is understandable and transparent



The community’s investment in transit provides value



**Denotes statistically significant difference at the 95% confidence level.

APPENDIX



EXAMPLE SURVEY DISTRIBUTION PLAN BUS/RAIL

WEDNESDAY, SEPTEMBER 14

Group Number	Line Type	Stop	AM Peak Cards 6:00 AM - 9:00 AM	AM Midday Cards 9:00 AM - 12:00 PM	Line Notes
gpw_a2_a	Bus	Wagon PnR		10	4 120
gpw_a2_a	Bus	Thornton PnR		5	2 120 & 92
gpw_a2_a	Bus	Washington St & 88 Ave		1	2 92
gpw_a2_a	Bus	Wadsworth Blvd & W 88th St		1	1 76,92,100
gpw_a2_a	Bus	Olde Town Arvada Station		2	4 76,72
gpw_a2_a	Bus	Pecos St & 72nd Ave		1	2 72,19
gpw_a2_a	Bus	Commerce City & 72nd Station		2	3 72, 88,88L,49
TOTAL CARD COUNT: 41					

THURSDAY, SEPTEMBER 15

Group Number	Line Type	Stop	PM Midday Cards 12:00 PM - 3:00 PM	PM Peak Cards 3:00 PM - 7:00 PM	Line Notes
gpw_p12	Rail	Union Station		90	125 A-line
gpw_p12	Rail	38th/Blake Station		6	8 A-line
gpw_p12	Rail	40th/Colorado Station		8	10 A-line
gpw_p12	Rail	Central Park Station		14	21 A-line
TOTAL CARD COUNT: 282					

FRIDAY, SEPTEMBER 16

Group Number	Line Type	Stop	AM Peak Cards 6:00 AM - 9:00 AM	AM Midday Cards 9:00 AM - 12:00 PM	Line Notes
gpw_a10_b	Rail	16th St/California		2	6 Take D line
gpw_a10_b	Rail	30th/Downing Station		2	4 Take L line
gpw_a10_b	Rail	18th/Stout		8	9 Take D line
gpw_a10_b	Rail	16th St/Stout		6	12 Take D line
TOTAL CARD COUNT: 49					

Attachment: 2022 GM-CEO Debra A. Johnson Self-Evaluation (4733 : Approval of General

ANALYSIS OF COMPARABILITY

The study team conducted extensive analyses to assess and ensure comparability between 2022 and 2021 survey results and determined that, based on the following information, results are highly comparable.

- The study team ran regression analyses on 2021 and 2022 survey data to examine the relationship between overall satisfaction and the service factors that participants were asked to rate, participant characteristics, and year. The analyses showed that, after controlling for service factors and participant characteristics, year was not significant, indicating that factors related to survey year alone, such as survey methodology, did not significantly impact overall satisfaction. In contrast, key service factors were significant, indicating that those factors significantly impact overall satisfaction, as explained in *Additional Considerations*. The following slide presents those regression results.

ANALYSIS OF COMPARABILITY

Regression Analysis: Overall Satisfaction				
Factors of RTD Service/ Customer Characteristics	Regression Coefficient	Std. Err.	Z-Score	Significant
On-time performance	0.24	0.09	2.56	**
Running on schedule	0.21	0.09	2.24	**
Available schedules and maps	0.11	0.10	1.05	
High-quality communications	0.44	0.09	4.66	**
Vehicle safety	-0.10	0.12	-0.81	
Security while waiting	-0.29	0.11	-2.6	**
Security while riding	-0.38	0.12	-3.19	**
Frequency of vehicles	0.26	0.10	2.69	**
Travel time	0.46	0.10	4.49	**
Conveniently located stops/stations	0.02	0.10	0.17	
Time of operation	0.04	0.10	0.38	
Days of operation	-0.03	0.12	-0.24	
Vehicle cleanliness	0.31	0.08	3.75	**
Safe driving	0.14	0.12	1.18	
Courteous driver	0.10	0.10	0.97	
Helpful driver	0.19	0.10	1.87	
Reasonable fares	0.15	0.09	1.73	
Value to community	0.52	0.11	4.55	**
Funding	0.13	0.09	1.45	
Rider frequency	0.09	0.10	0.93	
Transit dependent	0.08	0.10	0.81	
Year	0.15	0.13	1.15	

**Denotes statistical significance at the 95% confidence level

ANALYSIS OF COMPARABILITY

- Participant characteristics were largely similar across their respective surveys (i.e., bus, rail, paratransit, and community) in terms of demographics, indicating the 2022 and 2021 survey efforts reached similar customers and community members.
- Different methods were used to administer the survey across bus/rail customers, paratransit customers, and community members, but the same downward trend in satisfaction ratings was observed across all surveyed groups, indicating that this year's lower ratings were not driven by survey method.
- The same telephone method was used in 2021 and 2022 to conduct the paratransit customer survey, so that group serves as a control. The same downward trend in satisfaction ratings was observed for that group, again indicating that this year's lower ratings were not driven by survey method.

ANALYSIS OF COMPARABILITY

- As illustrated by the examples below, as opposed to a consistent downward movement in ratings across all rating categories (e.g., 1-5), there is immense variation in how participants rated questions within the scale, indicating that the results are not driven by a difference in how participants used or reacted to the rating scales between 2022 and 2021.

On a scale of 1-5 where 1 means 'Very Dissatisfied' and 5 means 'Very Satisfied,' please rate your overall satisfaction with RTD's bus/train service?

	Bus		Rail	
	2022	2021	2022	2021
Satisfied (4)/Very Satisfied(5)	67%	81%	67%	85%
5 - Very Satisfied	33%	24%	30%	30%
4	34%	57%	37%	55%
3	25%	13%	23%	11%
2	6%	4%	7%	3%
1 - Very Dissatisfied	2%	2%	3%	1%

The bus/train usually runs on time.

	Bus		Rail	
	2022	2021	2022	2021
Agree/Strongly Agree	60%	73%	67%	82%
Strongly Agree	16%	12%	20%	28%
Agree	44%	61%	47%	54%
Neutral	21%	18%	17%	13%
Disagree	14%	7%	11%	2%
Strongly Disagree	5%	3%	5%	3%