

Date: _____

Lynn Guissinger, RTD Board Chair
Regional Transportation District
1660 Blake Street
Denver, CO 80202

Advertising on RTD Passenger Information Displays

Dear Chair Guissinger, RTD Directors and Staff,

I am writing to express my support the RTD Board to adopt a policy that restricts advertising on passenger information displays at stations.

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

Therefore, it is disappointing that this experience has been degraded by making riders wait for transit information while an advertisement is displayed at the exact moment a rider is least likely to be receptive to an advertiser's message. While I understand that advertising brings in much needed revenue for RTD, this should be considered against the needs of riders who contribute vastly greater sums to RTD by paying fares. I support the following restrictions on passenger information displays which also show advertisements:

- Passenger information displays must be 100% dedicated to transit information for at least 50% of the time.
- Advertisements (or groups of advertisements) are shown for no longer than 10 seconds at a time.
- The next bus or train departure must always be shown while advertisements are being displayed.
- Advertisements must not take up more than 80% of the display area.

As I feel these restrictions represent a reasonable compromise, I request that the RTD Board adopts them as policy relating to all current and future advertising on passenger information displays at stations.

Yours sincerely,

Signature: _____

Name: _____

CC: RTD Board of Directors
Debra Johnson, RTD General Manager & CEO.