



Citizens Advisory Committee

RTD CAC Meeting Summary

September 14, 2023

2:00-4:00pm

Welcome and Agenda Review

Colleen reviewed the agenda and thanked everyone for attending.

RTD Website Redesign

Jake Stoudenmire introduced himself as the manager of market research for RTD. RTD is redesigning their website and is asking for customer and community feedback on current issues, likes, and dislikes with the current website. RTD is conducting a survey for feedback, and **Jake encourages the CAC to fill out the survey:** <https://www.surveymonkey.com/r/FPKLR8S>. He noted the survey is short and has the opportunity for deeper discussion with open-ended questions. The website redesign will likely be completed this fall or early winter.

CAC comments on the current website:

- Devin sent a written comment providing general feedback on the mobile version: it feels cluttered, and the commute tab is confusing about what its purpose is. He recommended streamlining the mobile app for ease of access. Another suggestion is for the fees and fares section. It would be beneficial to have it at the top of the page or have its own separate button to help boost overall awareness of RTD financial assistance, the passes, and other programs. He suggests updating the CAC page mission statement to prevent the CAC from being viewed as community-oriented.
- Andrea noted that she agrees with Devin on the commute tab.
- Michelle noted 2 technical issues with the mobile app. The first issue is that you need to type in exact street names or corners for bus stations and bus stops to generate your stop correctly. The second issue is the outages of the app when tracking the A and B line.
 - o Jake noted there have been similar comments from others about conflicting information on the website, outdated information, and confusing headers and titles in menus.
- Matt noted the app takes you to the website in many instances instead of staying in the app, and the scheduler is not user-friendly because of the need to scroll back forth sideways on the page. He suggested making it obvious if the schedules are providing real-time information or the

standard schedule. He suggested providing information similar to San Francisco's real time tracking.

- RTD is looking at website examples from other transit providers in the U.S. and around the world to inform changes to website and applications.
- Michelle noted that having an electronic screen and real-time tracker at bus stops would be helpful to those who don't have a phone or who want quick answers about when the next bus is arriving.
- John suggested moving RTD's project and organizational information to a location that is more intuitive to find, with easier navigation. John suggested letting the CAC do Beta testing on the new website design before it goes live.
- Jim asked whether RTD has solicited input from the public/users on the website and whether RTD has considered including a tab or function on the website itself to solicit comments.
 - Jake stated RTD has conducted community-focus groups and hopes to gather feedback from users through the website.
- Jake noted that RTD would like to receive all feedback through the survey link by the end of the month.

Debrief on CAC/Board meeting regarding CAC role

John and Matt met with RTD Board Executive Manager Jack Kroll, RTD Board Chair Lynn Guissinger, and RTD General Manager Debra Johnson to discuss the CAC's role in providing input to the Board. Matt and John suggested the CAC provide input on RTD finances and long-term projects. The CAC would like more chances to make recommendations to the Board and clarification on whether the CAC should report to the Board or RTD staff.

As a result of the meeting, Jack will be working with the Board to develop a CAC work plan for the next year on topics the Board would like CAC input on.

Jenn noted that CAC input on RTD's finances would be helpful, especially if CAC members can be ambassadors within their communities to help people understand RTD finances and help advocate for future ballot initiatives.

John stated that he and Matt have been happy to represent the CAC to the RTD Board through meetings with Directors and report-outs at monthly Board meetings, but they need more assistance from other CAC members in order for the CAC to continue to be useful and valuable to RTD. **John asked CAC members to think about their volunteer ability, with a request for one or two additional members assisting John and Matt in their representation of the CAC to the Board.**

Open Discussion

Andrea noted she would like to have input or know about the projects that were chosen by the subregional service councils (SSCs).

- Jenn noted RTD issued a news release with the information, which is available at this link: <https://www.rtd-denver.com/news-stop/news/rtd-selects-projects-partnership-program-to-address-specific-community-mobility>. Jenn also noted that Bill Sirois could potentially provide an update on the projects at a future CAC meeting.

John noted he believes the CAC should have a role in the process of the subregional service councils. He would like to see if the CAC would be allowed to participate in the review and scoring of project submittals.

- Jenn noted CAC members are welcome to attend SSC meetings and to review and comment on project submittals.

Jim asked for more detail on the input RTD would like from the CAC on finances. Jenn stated this will be a long conversation and that the focus of the Board's TABOR subcommittee is to have a broad conversation on alternate funding options.

Matt noted the CAC will need to get up to speed on RTD's finances. Matt thinks CAC members would be a valuable ally for RTD, working with State legislators.

Jenn stated that if the Board does decide to request CAC input on finances, she recommends bringing Michael Davies in to give a foundational presentation on RTD's finances to the CAC. RTD's structure is different than a typical transit agency, and it would be helpful to educate the CAC on funding sources and restrictions