Customer and Community
ENGAGEMENT REPORT

January – December
2024

Regional Transportation District

1660 Blake Street
Denver, Colorado 80202

UPDATED:
January 15, 2025

Overview

Overview

Media Relations

Customer Care

Customer and
Community Outreach

Website, Next Ride,
and Social Media

Introduction

RTD tracks and reports multiple metrics related to its customer engagement and community outreach efforts. This Customer and Community Engagement Report provides an overview of key metrics related to media relations, customer interactions, community outreach, website traffic, and social media.

Unless otherwise noted, the data included in this report reflects January 1 – December 31, 2024. Where applicable, year-over-year and month-over-month comparisons are included to show trends.

Report Sections

Media Relations
The metrics in this section reflect all news media inquiries answered by RTD's public relations team. The communications team is responsible for providing clear and transparent information to the news media, as well as promote RTD's services through earned media efforts.

Customer Care
The metrics in this section relate to customer engagements and interactions via the Telephone Information Center, Digital Customer Relations Liaisons, Division Customer Care Liaisons and the RTD Sales Centers. The Customer Care team is responsible for providing real-time information, answers, and support to customers.

Customer and Community Outreach
The metrics in this section relate to the outreach efforts undertaken by RTD's Community Engagement Division, as well as Civil Rights, Transit Police, Human Resources, Market Development, Planning, Bus and Rail Operations, and Government Relations. The Community Engagement team is specifically tasked with leading and implementing districtwide outreach activities and events, creating community partnerships, educating the public about RTD's services, promoting transit safety, and gathering critical feedback. This section also includes metrics related to customer amenities at stops and stations.

Website, Next Ride, and Social Media
The metrics in this section include RTD's website, Next Ride trip planner application, Transit Watch mobile application, and online engagement garnered by RTD's social media platforms.

Executive Summary: January – December 2024

The year-end Customer and Community Engagement Report highlights the agency's work to foster meaningful connections with its customers and communities. This comprehensive analysis, covering January through December 2024, evaluates several key areas, including media relations, customer support and feedback, community outreach, and digital engagement. The insights presented in this report reflect RTD's mission to make lives better through connections.

Specifically, RTD experienced substantial growth in media engagement, with a year-over-year increase of 99.3% in news inquiries. The agency addressed 572 individual inquiries, issued 194 news releases, and conducted 158 interviews, demonstrating a commitment to proactively communicate with journalists. Notably, RTD organized 26 media events in 2024, significantly expanding the agency's outreach efforts and fostering stronger relationships with local news outlets and reporters.

The agency's Telephone Information Center handled more than 513,870 calls between January and December, with an average response time of 24 seconds. This metric emphasizes efficient and timely support provided by highly trained telephone agents. Division Customer Care Liaisons resolved approximately 9,500 individual cases and reviewed more than 800 video playbacks, ensuring a detailed and accurate response was provided to customers for service-related concerns. While email and web inquiries increased by 46.6% in 2024, direct-to-agency social media message saw a notable decrease. This is likely due to changing user trends and behaviors on social media platforms.

Customer feedback also revealed important trends, with 52.9% of all cases connected to customer experience-related concerns. This category of cases includes dropped trips and service disruptions. In 2024, 5.2% of all cases received were commendations for RTD's employees. The agency's average case resolution time of 6.9 days reflects a commitment to fully resolving concerns in a timely manner.

Between January and December, RTD organized or supported 291 community engagement events across the entire service area. The assortment of events and activations focused on topics from service delivery and education to safety and employee recruitment. From youth-focused programming to partnerships with local community organizations, these efforts engaged nearly 40,000 individuals in 2024. Despite a reduction in the overall number of events, when compared to 2023, the total number of individuals engaged by RTD staff sharply increased. Participation specifically surged during February and September, with engagement rates increasing by 246% and 628%, respectively.

In 2024, RTD made great strides to install digital signage at rail stations across the service area, an effort that improves customer access to real-time information. The agency's website and trip planner tools also saw increases in the number of visitors and overall utilization. In 2024, additional features and languages were added to RTD's digital tools.

In November and December, the agency experienced a month-over-month decrease, for the first time ever, in the size of its audience on X (Twitter). Similar decreases have also been experienced by other U.S. transit agencies and is likely due to changing user preferences and national politics. RTD is currently exploring other existing, new, and emerging social media platforms for future adoption in 2025. Plans are underway to determine audience needs and anticipated engagement, as well as to ensure it aligns with RTD's goal of providing accurate and timely information to customers and the public.

The Customer and Community Engagement Report underscores opportunities for additional enhancements. RTD is well-positioned to continue fostering trust and satisfaction among its customers and community stakeholders in 2025.

Media Relations

Glossary of Terms

Category Definitions

News Inquiries: requests made by journalists or media outlets for an interview, statement, response, or information

Media Events: a news conference, media briefing, newsroom visit, or other externally-facing activity organized to communicate key messages

News Releases/Advisories: agency information released to media outlets with the purpose of providing updates and information

Interviews: on-the-record structured conversation between a journalist and RTD representative

Statements: official communication or announcement issued by RTD to the media, typically in response to a specific event, situation, or inquiry

Requests for Information: non-CORA requests made by journalists seeking an answer to a question or other readily available information

Topic Definitions

Human Resources: personnel, employee policies and guidelines, recruitment, hiring, and retention

Personal Safety and Security: Welcoming Transit Environment, crime, and Transit Police

Bus and Rail Services: service impacts, including schedules, frequency, maintenance disruptions, and operator availability

Accidents: collisions or incidents involving revenue vehicles, trespassers, or pedestrians

Fares: pass programs, discounts, fare media, and zero-fare initiatives

Governance and Legislation: Board of Directors, state and federal legislation, regulatory oversight, financial-allocations, and ballot initiatives

Miscellaneous: all other inquiries

Report Overview

Media Relations

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Media Relations Summary

News Inquiries

2023	2024
Jan. 1 – Dec. 31	Jan. 1 - Dec. 31
287	572

NOTES

1. In 2023, RTD received an average of 23.9 News Inquiries a month
2. The 2024 monthly average was 47.7
3. RTD received 99.3% more News Inquiries in 2024 than 2023

Requests for Information

2023	2024
Jan. 1 – Dec. 31	Jan. 1 - Dec. 31
158	412

NOTES

1. In 2023, the monthly average of Requests for Information was 13.2
2. In 2024, the monthly average of Requests for Information was 34.3

News Releases/Media Advisories

2023	2024
Jan. 1 – Dec. 31	Jan. 1 - Dec. 31
171	194

NOTES

1. In 2023, RTD sent an average of 14.3 news releases a month
2. In 2024, RTD sent an average of 16.2 news releases a month

Interviews

2023	2024
Jan. 1 – Dec. 31	Jan. 1 - Dec. 31
112	158

NOTES

1. In 2023, RTD fulfilled an average of 9.3 interviews each month
2. In 2024, RTD fulfilled an average of 13.2 interviews each month

Statements

2023	2024
Jan. 1 – Dec. 31	Jan. 1 - Dec. 31
19	36

NOTES

1. RTD experienced an 89.5% year-over-year increase in the number of statements provided to the media

Media Events

2023	2024
Jan. 1 – Dec. 31	Jan. 1 - Dec. 31
4	26

NOTES

1. In 2024, RTD increased its number of outreach visits to area newsrooms

News Stop

News Stop is RTD's online source for agency updates, articles, and video. The online newsroom is a repository for all news releases and media advisories, as well as contains original articles and features.
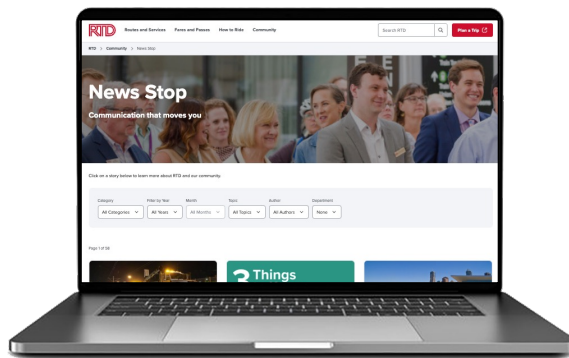
News Stop Articles
Jan. – Dec. 2024
179

News Releases
Jan. – Dec. 2024
194

	News Stop Articles	News Releases	Total
Jan	8	16	24
Feb	16	11	27
Mar	21	19	40
Apr	15	7	22
May	18	12	30
Jun	13	12	25
Jul	17	21	38
Aug	14	13	27
Sep	15	25	40
Oct	13	30	43
Nov	17	14	31
Dec	12	14	26
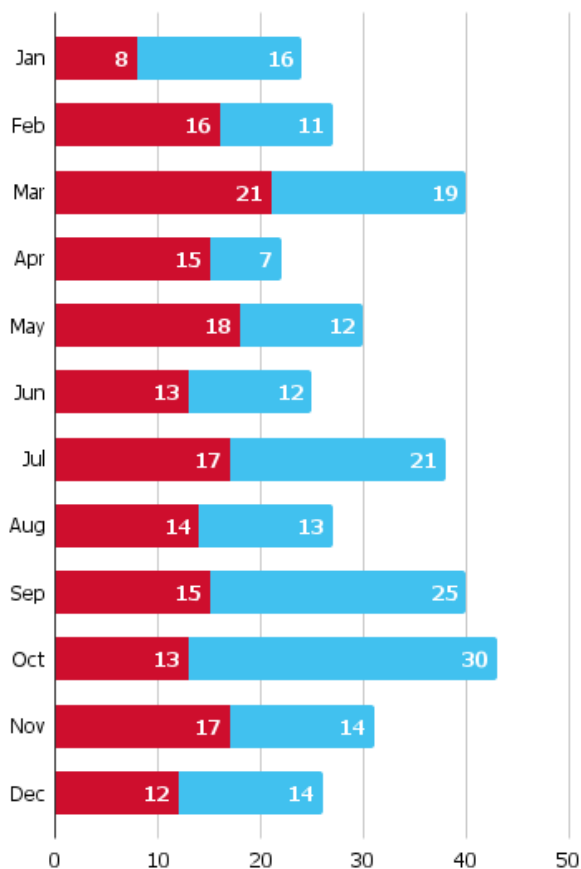
News Inquiries

Inquiries by Month

	2023	2024
January	24	26
February	25	33
March	18	58
April	24	37
May	23	47
June	21	53
July	25	77
August	36	34
September	36	61
October	9	53
November	24	49
December	22	44
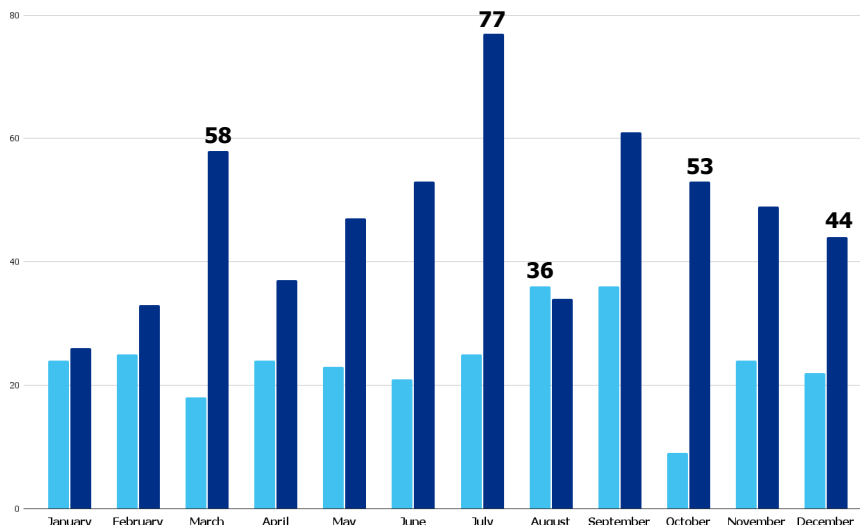
Inquiries by Day of Week

2023[A]	#	%
Monday	28	16.2%
Tuesday	32	18.5%
Wednesday	39	22.5%
Thursday	43	24.9%
Friday	25	14.5%
Saturday	4	2.3%
Sunday	2	1.2%

2024[B]	#	%
Monday	99	17.2%
Tuesday	95	16.5%
Wednesday	125	21.7%
Thursday	122	21.2%
Friday	99	17.2%
Saturday	18	3.1%
Sunday	18	3.1%
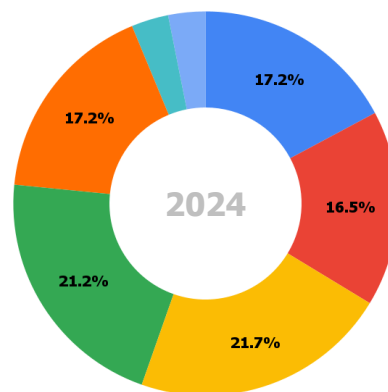
Inquiries by Time of Day

2023[A]	#	%
12:01 - 6 a.m.	7	4.0%
6:01 - 8 a.m.	6	3.5%
8:01 - 10 a.m.	15	8.7%
10:01 a.m. - noon	31	17.9%
12:01 - 2 p.m.	18	10.4%
2:01 - 4 p.m.	80	46.2%
4:01 - 6 p.m.	7	4.0%
6:01 - 8 p.m.	6	3.5%
8:01 p.m. - midnight	3	1.7%

2024[B]	#	%
12:01 - 6 a.m.	19	3.3%
6:01 - 8 a.m.	39	6.8%
8:01 - 10 a.m.	98	17.0%
10:01 a.m. - noon	129	22.4%
12:01 - 2 p.m.	117	20.3%
2:01 - 4 p.m.	103	17.9%
4:01 - 6 p.m.	49	8.5%
6:01 - 8 p.m.	19	3.3%
8:01 p.m. - midnight	3	0.5%
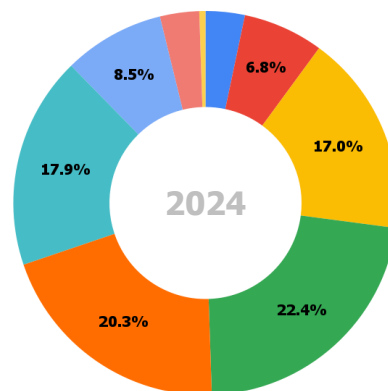
NOTES

A. June 1 – December 31, 2023; RTD began tracking news inquiries by the day and time received on June 1, 2023

B. January 1 – December 31, 2024

2024 Media Relations by Topic

Includes all News Inquiries, Media Events, and News Releases/Media Advisories

January

Human Resources	0	0.0%		Fares	4	9.1%
Personal Safety and Security	4	9.1%		Governance and Legislation	4	9.1%
Bus and Rail Services	25	56.8%		Miscellaneous	5	11.4%
Accidents	2	4.5%				

February

Human Resources	0	0.0%		Fares	2	4.2%
Personal Safety and Security	13	27.1%		Governance and Legislation	2	4.2%
Bus and Rail Services	9	18.8%		Miscellaneous	22	45.8%
Accidents	0	0.0%				

March

Human Resources	11	13.3%		Fares	1	1.2%
Personal Safety and Security	23	27.7%		Governance and Legislation	2	2.4%
Bus and Rail Services	28	33.7%		Miscellaneous	17	20.5%
Accidents	1	1.2%				

April

Human Resources	1	2.0%		Fares	0	0.0%
Personal Safety and Security	17	34.7%		Governance and Legislation	4	8.2%
Bus and Rail Services	20	40.8%		Miscellaneous	5	10.2%
Accidents	2	4.1%				

May

Human Resources	0	0.0%		Fares	0	0.0%
Personal Safety and Security	15	21.4%		Governance and Legislation	13	18.6%
Bus and Rail Services	27	38.6%		Miscellaneous	13	18.6%
Accidents	2	2.9%				

June

Human Resources	1	1.4%		Fares	3	4.1%
Personal Safety and Security	6	8.1%		Governance and Legislation	5	6.8%
Bus and Rail Services	49	66.2%		Miscellaneous	10	13.5%
Accidents	0	0.0%				

2024 Media Relations by Topic (cont'd)

July

Human Resources	17	15.9%	Fares	2	1.9%
Personal Safety and Security	16	15.0%	Governance and Legislation	5	4.7%
Bus and Rail Services	36	33.6%	Miscellaneous	29	27.1%
Accidents	2	1.9%			

August

Human Resources	4	7.4%	Fares	2	6.3%
Personal Safety and Security	3	5.6%	Governance and Legislation	5	9.3%
Bus and Rail Services	21	38.9%	Miscellaneous	19	35.2%
Accidents	0	0.0%			

September

Human Resources	16	15.7%	Fares	1	1.0%
Personal Safety and Security	11	10.8%	Governance and Legislation	15	14.7%
Bus and Rail Services	46	45.1%	Miscellaneous	11	10.8%
Accidents	2	2.0%			

October

Human Resources	1	1.1%	Fares	8	8.9%
Personal Safety and Security	20	22.2%	Governance and Legislation	2	2.2%
Bus and Rail Services	37	41.1%	Miscellaneous	22	24.4%
Accidents	0	0.0%			

November

Human Resources	3	4.4%	Fares	2	2.9%
Personal Safety and Security	1	1.5%	Governance and Legislation	6	8.8%
Bus and Rail Services	25	36.8%	Miscellaneous	26	38.2%
Accidents	5	7.4%			

December

Human Resources	3	4.8%	Fares	3	4.8%
Personal Safety and Security	10	16.1%	Governance and Legislation	1	1.6%
Bus and Rail Services	18	29.0%	Miscellaneous	15	24.2%
Accidents	12	19.4%			

2024 Monthly Metrics and Trends

JANUARY

News Inquiries — 26
YTD[A]	Jan '23[B]	MoM %[C]
26	24	8.3%

Media Events — 1
YTD	Jan '23	MoM %
1	0	---%

News Releases/Advisories — 16
YTD	Jan '23	MoM %
16	9	77.8%

Interviews — 6
YTD	Jan '23	MoM %
6	10	-40.0%

Statements — 0
YTD	Jan '23	MoM %
0	1	---%

Requests for Information — 21
YTD	Jan '23	MoM %
21	13	61.5%

FEBRUARY

News Inquiries — 33
YTD	Feb '23	MoM %
59	25	32.0%

Media Events — 1
YTD	Feb '23	MoM %
2	0	---%

News Releases/Advisories — 11
YTD	Feb '23	MoM %
27	14	-21.4%

Interviews — 7
YTD	Feb '23	MoM %
13	14	-50.0%

Statements — 4
YTD	Feb '23	MoM %
4	0	---%

Requests for Information — 22
YTD	Feb '23	MoM %
43	11	100.0%

MARCH

News Inquiries — 58
YTD	Mar '23	MoM %
117	8	625.0%

Media Events — 3
YTD	Mar '23	MoM %
5	0	---%

News Releases/Advisories — 19
YTD	Mar '23	MoM %
46	13	46.2%

Interviews — 28
YTD	Mar '23	MoM %
41	8	250.0%

Statements — 3
YTD	Mar '23	MoM %
7	3	0.0%

Requests for Information — 30
YTD	Mar '23	MoM %
73	7	328.6%

APRIL

News Inquiries — 37
YTD	Apr '23	MoM %
154	24	54.2%

Media Events — 3
YTD	Apr '23	MoM %
8	0	---%

News Releases/Advisories — 7
YTD	Apr '23	MoM %
53	18	-61.1%

Interviews — 9
YTD	Apr '23	MoM %
50	8	12.5%

Statements — 4
YTD	Apr '23	MoM %
11	2	100.0%

Requests for Information — 27
YTD	Apr '23	MoM %
100	14	92.9%

NOTES

A. YTD: the category's cumulative year-to-date total through the end of the identified month
B. Month '23: the category's monthly total in the prior year
C. MoM %: a month-over-month comparison of the identified month in 2024 and the same month in 2023

2024 Monthly Metrics and Trends (cont'd)

MAY
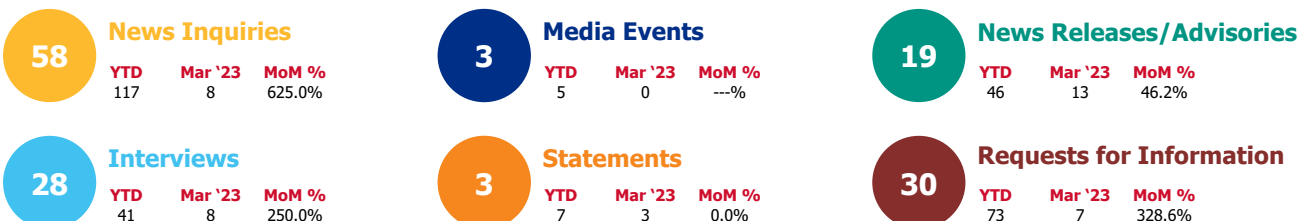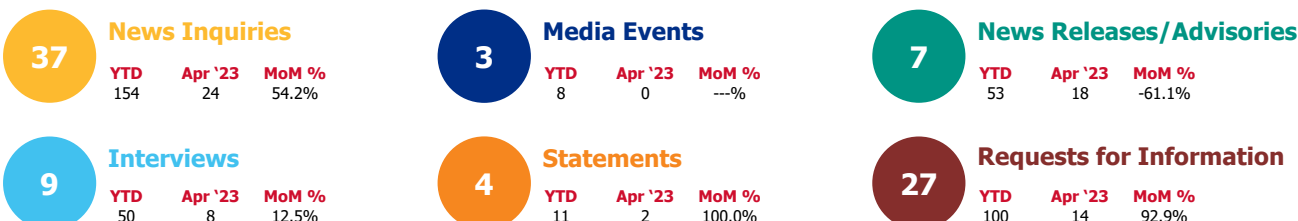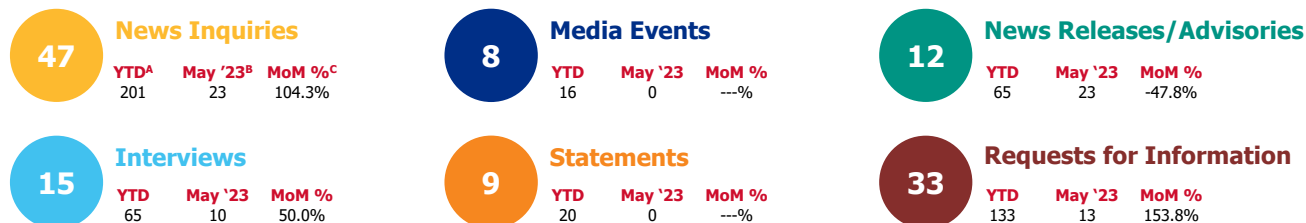
47 News Inquiries
YTD[A]	May '23[B]	MoM %[C]
201	23	104.3%

8 Media Events
YTD	May '23	MoM %
16	0	---%

12 News Releases/Advisories
YTD	May '23	MoM %
65	23	-47.8%

15 Interviews
YTD	May '23	MoM %
65	10	50.0%

9 Statements
YTD	May '23	MoM %
20	0	---%

33 Requests for Information
YTD	May '23	MoM %
133	13	153.8%

JUNE

53 News Inquiries
YTD	Jun '23	MoM %
254	21	152.4%

4 Media Events
YTD	Jun '23	MoM %
20	1	300%

12 News Releases/Advisories
YTD	Jun '23	MoM %
77	26	-53.8%

18 Interviews
YTD	Jun '23	MoM %
83	12	50.0%

2 Statements
YTD	Jun '23	MoM %
22	2	0.0%

37 Requests for Information
YTD	Jun '23	MoM %
170	8	362.5%

JULY

77 News Inquiries
YTD	Jul '23	MoM %
331	25	208.0%

3 Media Events
YTD	Jul '23	MoM %
23	1	200.0%

21 News Releases/Advisories
YTD	Jul '23	MoM %
98	12	75.0%

18 Interviews
YTD	Jul '23	MoM %
101	12	50.0%

3 Statements
YTD	Jul '23	MoM %
25	1	200.0%

59 Requests for Information
YTD	Jul '23	MoM %
229	12	391.7%

AUGUST

34 News Inquiries
YTD	Aug '23	MoM %
365	36	-5.6%

0 Media Events
YTD	Aug '23	MoM %
23	1	-100.0%

13 News Releases/Advisories
YTD	Aug '23	MoM %
111	11	18.2%

7 Interviews
YTD	Aug '23	MoM %
108	15	-53.3%

1 Statements
YTD	Aug '23	MoM %
26	1	0.0%

29 Requests for Information
YTD	Aug '23	MoM %
258	20	45.0%

NOTES

A. YTD: the category's cumulative year-to-date total through the end of the identified month
B. Month '23: the category's monthly total in the prior year
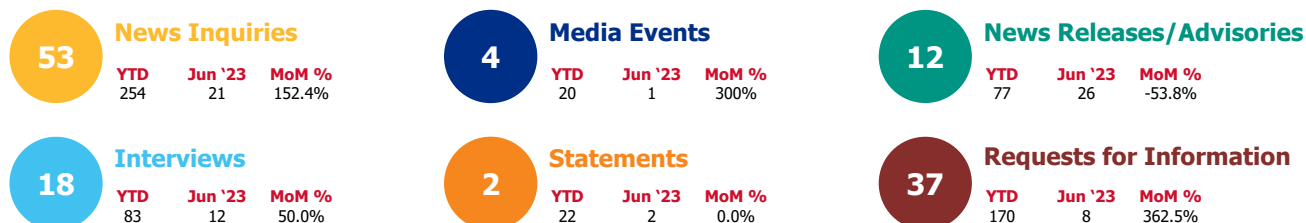C. MoM %: a month-over-month comparison of the identified month in 2024 and the same month in 2023

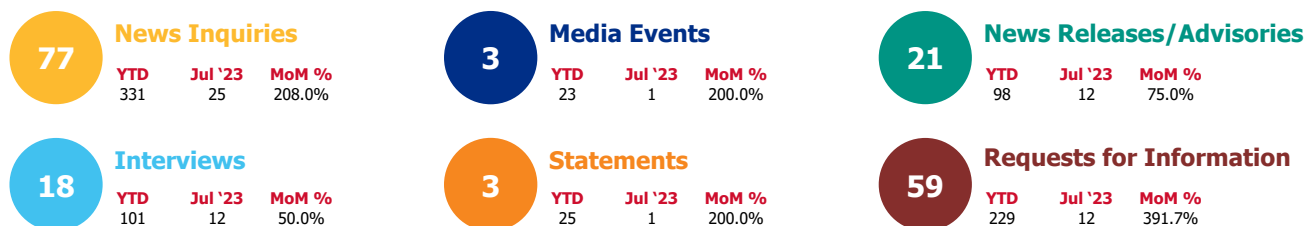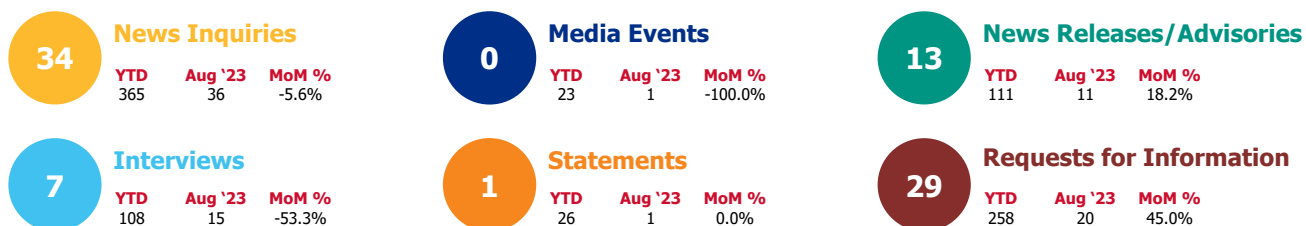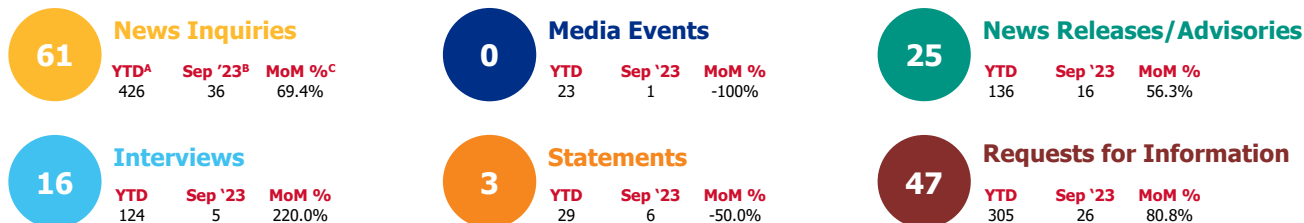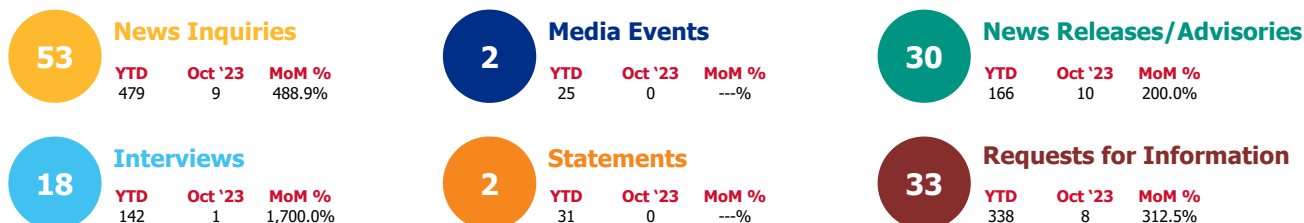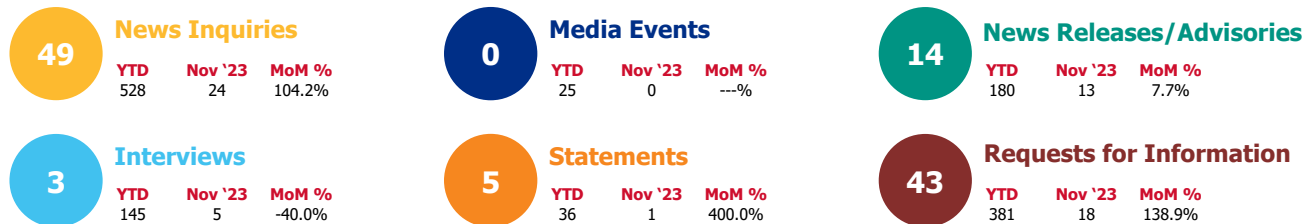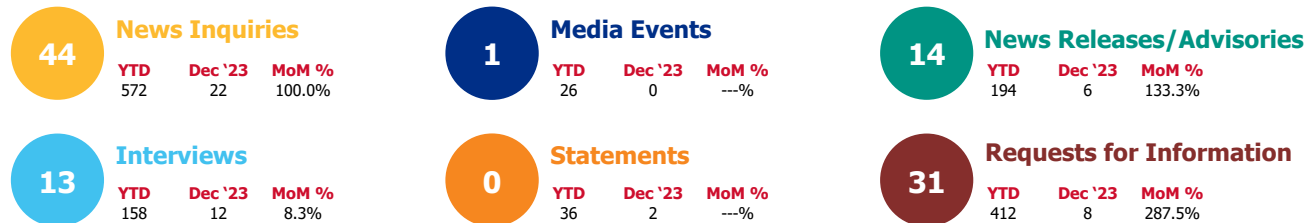# 2024 Monthly Metrics and Trends (cont'd)

SEPTEMBER

News Inquiries — 61

YTD[A]	Sep '23[B]	MoM %[C]
426	36	69.4%

Media Events — 0

YTD	Sep '23	MoM %
23	1	-100%

News Releases/Advisories — 25

YTD	Sep '23	MoM %
136	16	56.3%

Interviews — 16

YTD	Sep '23	MoM %
124	5	220.0%

Statements — 3

YTD	Sep '23	MoM %
29	6	-50.0%

Requests for Information — 47

YTD	Sep '23	MoM %
305	26	80.8%

OCTOBER

News Inquiries — 53

YTD	Oct '23	MoM %
479	9	488.9%

Media Events — 2

YTD	Oct '23	MoM %
25	0	---%

News Releases/Advisories — 30

YTD	Oct '23	MoM %
166	10	200.0%

Interviews — 18

YTD	Oct '23	MoM %
142	1	1,700.0%

Statements — 2

YTD	Oct '23	MoM %
31	0	---%

Requests for Information — 33

YTD	Oct '23	MoM %
338	8	312.5%

NOVEMBER

News Inquiries — 49

YTD	Nov '23	MoM %
528	24	104.2%

Media Events — 0

YTD	Nov '23	MoM %
25	0	---%

News Releases/Advisories — 14

YTD	Nov '23	MoM %
180	13	7.7%

Interviews — 3

YTD	Nov '23	MoM %
145	5	-40.0%

Statements — 5

YTD	Nov '23	MoM %
36	1	400.0%

Requests for Information — 43

YTD	Nov '23	MoM %
381	18	138.9%

DECEMBER

News Inquiries — 44

YTD	Dec '23	MoM %
572	22	100.0%

Media Events — 1

YTD	Dec '23	MoM %
26	0	---%

News Releases/Advisories — 14

YTD	Dec '23	MoM %
194	6	133.3%

Interviews — 13

YTD	Dec '23	MoM %
158	12	8.3%

Statements — 0

YTD	Dec '23	MoM %
36	2	---%

Requests for Information — 31

YTD	Dec '23	MoM %
412	8	287.5%

NOTES

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B. Month '23: the category's monthly total in the prior year
C. MoM %: a month-over-month comparison of the identified month in 2024 and the same month in 2023

News Inquiries by Media Type and Organization

	2023												2024												2023 TOTAL	2024 TOTAL
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec		
Television	19	13	10	9	12	6	9	14	29	5	10	9	18	19	37	25	27	26	54	17	32	28	22	21	**145**	**326**
Newspaper	1	4	3	9	7	8	5	10	4	0	7	9	7	11	21	10	16	15	16	12	17	17	9	13	**67**	**164**
Radio/Podcast	3	2	2	3	2	3	4	8	3	2	5	4	1	2	1	0	6	7	4	2	7	3	12	6	**41**	**51**
Trade Publication	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	3	1	1	2	4	2	0	**1**	**13**
Online/Digital	0	0	1	0	1	2	3	3	0	1	1	0	0	0	0	4	4	3	4	1	4	1	4	3	**12**	**28**
Other	1	6	2	3	1	3	4	1	1	1	0	0	1	1	2	1	4	3	1	4	4	0	2	1	**23**	**24**
9News	2	2	3	4	2	2	3	3	5	1	2	2	3	8	10	7	9	7	14	2	8	5	6	4	**31**	**83**
Axios	0	0	0	0	0	1	2	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	**3**	**2**
Boulder Daily Camera	0	1	0	0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	**3**	**1**
Boulder Reporting Lab	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0	0	0	**0**	**2**
Broomfield Leader	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	**1**	**0**
BusinessDen	0	0	0	0	2	0	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	**3**	**1**
CBS4	4	2	3	1	2	0	1	3	3	1	0	1	4	4	5	1	2	7	10	8	13	9	3	4	**21**	**70**
CO Community Media	0	0	1	0	1	0	0	0	0	0	0	0	0	0	2	0	1	2	2	0	0	2	1	2	**2**	**12**
CPR/Denverite	2	0	1	2	1	1	4	3	3	2	6	4	1	0	2	3	7	11	6	3	9	5	12	7	**29**	**66**
Denver Business Journal	0	0	0	1	1	1	0	1	0	0	0	0	0	0	0	0	1	0	0	0	0	0	1	0	**4**	**2**
Denver Gazette	0	1	0	2	1	1	0	1	3	0	0	2	1	1	6	3	5	2	3	4	3	1	1	1	**11**	**31**
Denver Post	0	2	1	6	2	5	3	3	2	0	4	3	2	6	9	3	3	2	8	3	4	6	3	7	**31**	**56**
Denver7	8	5	3	3	4	1	2	4	8	1	5	2	5	2	8	4	8	7	15	0	4	5	10	4	**46**	**72**
Fox31/CW2	4	2	0	1	1	5	3	3	7	1	2	3	5	5	9	8	7	6	12	1	6	9	2	6	**32**	**76**
KOA Radio	1	2	1	1	1	2	2	2	1	0	0	1	1	2	2	0	2	0	0	0	2	0	1	2	**14**	**12**
Longmont Times-Call	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	1	0	0	2	0	0	0	**1**	**4**
Longmont Leader	0	0	0	0	0	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0	0	**1**	**1**
Telemundo	1	1	1	0	2	0	1	0	0	0	0	1	0	0	2	2	1	0	2	0	0	0	0	0	**7**	**7**
The Colorado Sun	0	0	0	0	0	0	1	0	0	0	0	1	0	0	0	1	1	0	0	0	1	4	0	0	**2**	**7**
Univision	0	1	0	0	1	0	0	1	2	0	0	0	1	0	0	0	0	0	1	0	0	1	0	2	**5**	**5**
Westword	1	0	2	0	0	1	1	2	0	0	1	0	1	1	2	1	2	6	1	2	2	1	2	1	**8**	**22**
Other	1	6	2	3	1	1	2	8	2	3	4	0	2	3	4	7	5	5	6	13	10	5	8	4	**33**	**72**

Customer Care

Glossary of Terms

Customer Case Categories

Customer Experience: individual customer complaints regarding direct experience with RTD, such as employee discourtesy, dropped trips, fare dispute, late trip, etc.

Service Delivery: more generalized complaints regarding service, such as a bus maintenance issue, careless driving, train horn noise, etc.

Commendation: compliments for RTD employees

Lost and Found: includes both items reported as lost, as well as items found

Public Facilities: problems with RTD facilities, such as elevator outages, station cleanliness, shelter boards, etc.

Inquiry/Request – any reports taken that require a follow-up response, general comments about the agency, service planning suggestions, etc.

Telephone Information Center

RTD's Telephone Information Center (TIC) assists customers with trip planning, general information, FlexRide reservations, commendations, and complaints.

513,870
Total Number of Calls
Jan – Dec 2024

:24 seconds
Average Speed of Answer
Jan – Dec 2024

79,527
FlexRide Reservations
Jan – Dec 2024

3:16
Average Call Handle Time
Jan – Dec 2024

Digital Customer Relations Liaisons

RTD's Digital Customer Relations Liaisons (DCRL) team manages all inbound inquiries received via email, social media, or the online web form. Additionally, the team manages and sends Service Alerts.

Inbound Email/Web Form Volume

All customer and public feedback received via RTD's feedback email and online web form

2023 Jan – Dec	2024 Jan - Dec	Difference	%
13,992	20,505	+ 6,513	46.6%

Inbound Social Media Messages Received

All customer and public feedback received via RTD's four official social media platforms

2023 Jan – Dec	2024 Jan - Dec	Difference	%
48,693	25,618	- 23,073	- 47.4%

Messages Actioned

Number of inbound messages that received a response or reply

2023 Jan – Dec	2024 Jan - Dec	Difference	%
43,352	25,437	- 17,915	- 41.3%

Case Summary by Type

Fixed Route and FlexRide: January – December 2024

Customer Experience	Service Delivery	Commendation	Lost and Found	Public Facilities	Inquiry/ Request
18,709	2,268	1,828	4,151	1,017	7,376
52.9%	6.4%	5.2%	11.7%	2.9%	20.9%

TOTAL: 35,349

Paratransit: January – December 2024

Customer Experience	Service Delivery	Commendation	QRyde/ Software Issue
1,964	985	920	64
49.9%	25.0%	23.4%	1.6%

TOTAL: 3,933

6.9 DAYS

Average Number of Days to Resolve Cases
Jan – Dec 2024

Division Customer Care Liaisons

The Division Customer Care Liaisons manage and research
all cases related to RTD's bus and rail service delivery divisions.

Cases Researched
Jan – Dec 2024
9,554

Video Playbacks Reviewed
Jan – Dec 2024
863

Community Outreach

Report Overview

Media Relations

Customer Care

Customer and
Community Outreach

Website, Next Ride,
and Social Media

Community Engagement Events

The following tables and graphs include all community engagement planned, managed, and undertaken by the agency. In addition to Communications and Engagement staff, the metrics also reflect activities led by Transit Police, Civil Rights, Planning, and Human Resources.

Number of Events by Month

Month	2023	2024	Comparison
January	11	11	0%
February	15	35	133%
March	21	20	-5%
April	37	25	-32%
May	43	35	-19%
June	36	27	-25%
July	21	16	-24%
August	64	33	-48%
September	14	37	164%
October	35	24	-31%
November	37	16	-57%
December	20	12	-40%
TOTAL	354	291	
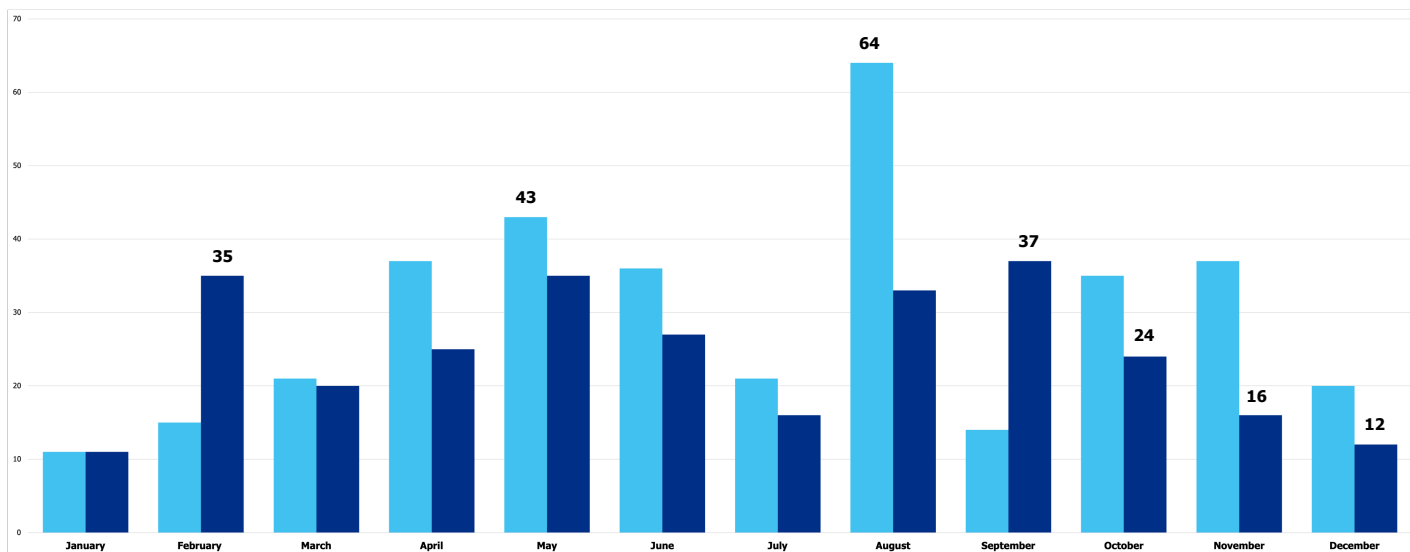
Community Engagement Events

Events by Location

2024	Total	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Arvada	4		1						1		2		
Aurora	21	1	2	1	2	2	1	2	3	4	2		1
Boulder	11	2		1	1				1	1		3	2
Broomfield	2		1				1						
Brighton	6						1		1	4			
Centennial	0												
Commerce City	3	1				1			1				
Denver	169	7	18	15	16	26	16	11	20	16	12	7	5
Edgewater	1						1						
Englewood	6				1	1			1	2	1		
Golden	5									4		1	
Greenwood Village	2						1			1			
Highlands Ranch	3		1									2	
Lakewood	6		1				1	1	1	2			
Littleton	2		1										1
Lone Tree	7				1		1	1			2	2	
Longmont	2								1	1			
Louisville	1						1						
Northglenn	2		1			1							
Parker	0												
Sheridan	0												
Thornton	5				1				3				1
Westminster	1					1							
Wheat Ridge	0												
Virtual/Other	32		9	3	4	3	2	1		2	5	1	2
TOTAL	**291**	**11**	**35**	**20**	**25**	**35**	**27**	**16**	**33**	**37**	**24**	**16**	**12**

Community Engagement Events

Customers and Community Members Engaged

Month	2023	2024	Comparison
January	664	1,214	83%
February	1,368	4,732	246%
March	1,052	1,832	74%
April	2,292	3,058	33%
May	2,169	2,027	-7%
June	2,547	3,073	21%
July	1,497	1,840	23%
August	5,504	9,344	70%
September	883	6,427	628%
October	5,857	2,833	-52%
November	3,022	2,473	-18%
December	2,376	396	-83%
TOTAL	29,231*	39,249*	

*Totals do not include RTD's participation in parades and other large community gatherings where customer and community engagement numbers are difficult to track.
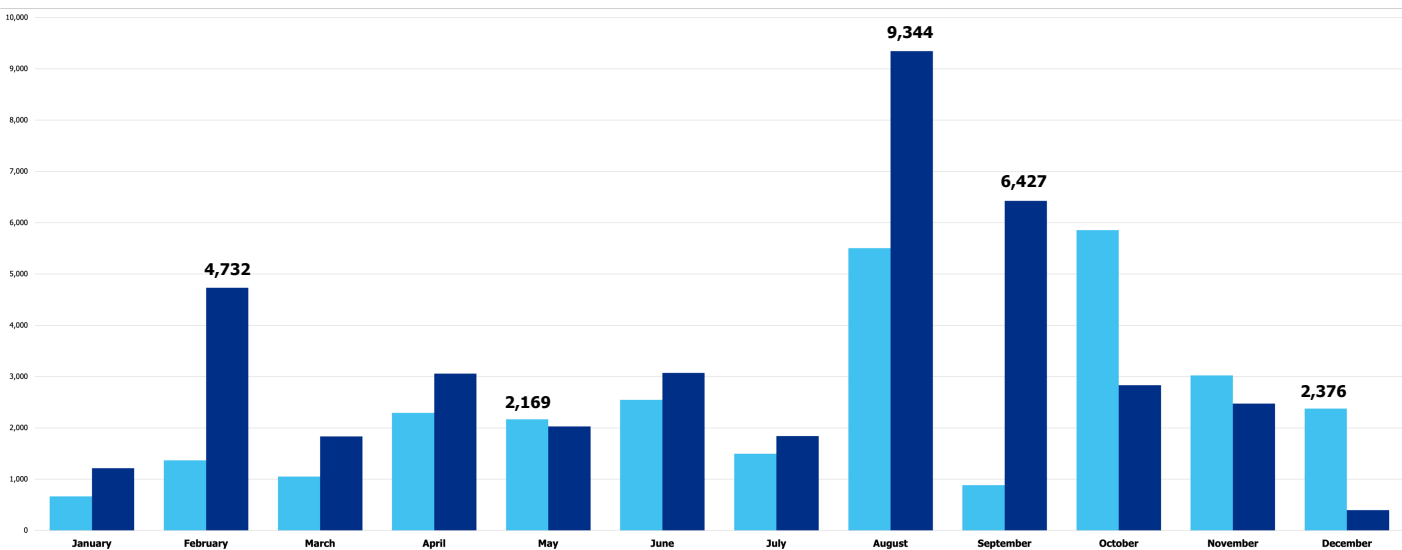
2024 Community Engagement Events

2024	Event	Topic	RTD Team(s)	Role/Type	Location	Number Engaged
Jan 4	National Western Stock Show Kick-Off Parade	Ridership Education	Community Engagement	General Attendee	Denver	
Jan 9	Commuting Solutions Legislative Breakfast	Northwest Rail Peak Service; Ridership Education	Community Engagement; Planning; Executive Office	Panelist; General Attendee	Boulder	175
Jan 12	Dr. Martin Luther King, Jr. Business Awards	SBE/DBE Program Outreach; Diversity, Equity and Inclusion	Civil Rights	General Attendee	Denver	350
Jan 14	Commerce City Operations Meeting	Safety	Transit Police	General Attendee	Commerce City	27
Jan 17	Hispanic Contractors of Colorado General Monthly Meeting	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	40
Jan 19	Meet and Greet with Adams 12 Schools	Zero Fare for Youth; Networking	Community Engagement	General Attendee	Denver	30
Jan 24	Aurora Central High School Career Fair	Zero Fare for Youth; Recruiting; Ridership Education	Civil Rights	Booth/Table	Aurora	65
Jan 26	OSE Annual Special Events Forum	Ridership Education; Zero Fare for Better Air; Zero Fare for Youth; Networking	Planning	Booth/Table	Denver	150
Jan 27	RTD at the George Reynolds Library	Zero Fare for Youth; Ridership Education	Community Engagement	Booth/Table; Presentation	Boulder	65
Jan 27	Filipino American Community of Colorado	Transit Equity; Networking	Civil Rights	General Attendee	Denver	275
Jan 30	Denver District 5 Project Night	Ridership Education	Community Engagement	Booth/Table	Denver	37
Jan 31	Lyft Community RIde	Networking	Market Development; Community Engagement	General Attendee	Denver	20
Feb 2	Valentine's Day Outreach, Union Station Light Rail Platform	Networking	Community Engagement; Public Relations	General Attendee	Denver	69
Feb 3	Rocky Mountain Asphalt Expo	SBE/DBE Program Outreach	Civil Rights	Booth/Table	Denver	1,000
Feb 5	Valentine's Day Outreach, Civic Center Station	Networking	Community Engagement	General Attendee	Denver	36
Feb 5	Southwest Transit Association Conference	Zero Fare for Better Air; Zero Fare for Youth; Networking	Community Engagement	General Attendee	Tulsa, OK	522
Feb 5	Ideas in Action Presentation	Zero Fare for Better Air; Zero Fare for Youth	Community Engagement	Presentation	Tulsa, OK	50
Feb 7	Valentine's Day Outreach, Union Station Commuter Rail Platform	Networking	Community Engagement	General Attendee	Denver	31
Feb 7	Metropolitan State University Safety Event	Safety; Zero Fare for Youth		Panelist; Presentation	Denver	55
Feb 9	Winter Bike to Work Day	Zero Fare for Youth; Ridership Education	Community Engagement	Booth/Table	Denver	211
Feb 12	APTA Marketing, Communications, and Customer Experience Workshop	Zero Fare for Better Air; Zero Fare for Youth; Networking; Recruiting; Ridership Education	Community Engagement; Marketing	General Attendee; Panelist; Round Table Discussion	New Orleans, LA	400
Feb 12	APTA Community Engagement Strategies Round Table	Ridership Education	Community Engagement	Round Table Discussion	New Orleans, LA	48
Feb 13	Iowa Elementary School Presentation	Zero Fare for Youth; Ridership Education	Community Engagement	Presentation	Aurora	15
Feb 13	Transit Champions in Action Panel	Zero Fare for Youth; Zero Fare for Better Air	Community Engagement; Marketing	Panelist	New Orleans, LA	100
Feb 13	US DOT Labor Compliance Presentation	SBE/DBE Program Outreach	Civil Rights	Presentation	Virtual	54
Feb 14	Colorado Women's Chamber of Commerce Founder's Forum	SBE/DBE Program Outreach	Civil Rights	General Attendee	Denver	10
Feb 15	TMA Quarterly Call	Pass Programs	Community Engagement; Market Development	General Attendee; Presentation	Virtual	13
Feb 15	Denver North Business Association Annual Meeting	Safety; Ridership Education	Community Engagement; Transit Police	Presentation	Denver	50
Feb 15	Transit Assistance Grant Program Virtual Presentation Q&A Session	Transit Assistance Grant (TAG) Program	Market Development	Presentation	Virtual	60
Feb 15	Community Crime Prevention Coalition with District 5	Safety	Transit Police	Round Table Discussion	Denver	155
Feb 16	Harlem of the West Renaissance Photoshoot and Book Release	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	75
Feb 19	Vance Street Flats Tour	Pass Programs; Ridership Education	Community Engagement	General Attendee	Arvada	3
Feb 21	Access-a-Ride	Access-A-Ride; Access-on-Demand	Paratransit	Presentation	Highlands Ranch	50
Feb 21	Colorado Black Round Table Monthly Black Business Meet & Greet	Networking; Diversity, Equity and Inclusion	Civil Rights	General Attendee	Denver	40
Feb 21	Hispanic Contractors of Colorado General Monthly Meeting	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	40
Feb 21	Denver Youth on Transportation Coalition Build	Safety; Networking; Ridership Education	Community Engagement; Transit Police	General Attendee; Presentation	Denver	109
Feb 22	Rooney Ranch KinderCare Presentation	Zero Fare for Youth; Ridership Education	Community Engagement	Presentation	Lakewood	50
Feb 23	Colorado Public Health Parks and Recreation Summit	Networking; Ridership Education	Community Engagement	General Attendee; Presentation	Northglenn	170
Feb 23	Aurora Public Schools Hinkley High School Career Fair	Zero Fare for Youth; Recruiting; Ridership Education	Civil Rights	Booth/Table	Aurora	250

Customer and Community Engagement Report
January – December 2024

2024 Community Engagement Events (cont'd)

2024	Event	Topic	RTD Team(s)	Role/Type	Location	Number Engaged
Feb 24	NAACP Freedom Fund Gala	SBE/DBE Program Outreach; Networking; Transit Equity	Civil Rights	Event Sponsor	Denver	450
Feb 24	Denver Professionals Chapter of the National Society of Black Engineers We are Black History Banquet	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	75
Feb 27	RTD at the Broomfield Library	Zero Fare for Youth	Community Engagement	Presentation	Broomfield	41
Feb 27	Empowerment program lunch and learn	Discount Programs; Access-A-Ride; Access-on-Demand	Paratransit; Market Development	Presentation	Virtual	25
Feb 28	Colfax BRT Open House	Ridership Education	Community Engagement; Planning; Transit Police; Service Development	Booth/Table	Denver	150
Feb 28	Boulder and RTD-PD Meeting	Safety	Transit Police	Round Table Discussion	Denver	5
Feb 29	Littleton City Council	Safety	Transit Police	General Attendee	Littleton	20
Feb 29	Colorado Women's Chamber of Commerce State of Women in Business	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	300
Mar 1	Asian Chamber of Commerce Cultural Experience	SBE/DBE Program Outreach	Civil Rights	General Attendee	Denver	45
Mar 1	Aurora Public Schools Aurora West College Prep Career Fair	Transit Equity; Zero Fare for Youth	Civil Rights	Booth/Table	Aurora	250
Mar 2	Empowering Communities Globally Travel Training with Denver Regional Mobility & Access Council	Transit Equity; Ridership Education	Civil Rights	Presentation	Denver	67
Mar 2	Hispanic Contractors of Colorado 2024 Annual Awards Gala	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	900
Mar 6	May 2024 Service Change Public Meeting 1	Ridership Education	Community Engagement; Service Development	Presentation	Virtual	20
Mar 6	May 2024 Service Change Public Meeting 2	Ridership Education	Community Engagement; Service Development	Presentation	Denver	10
Mar 6	LiVE Expansion Presentation	Discount Programs	Market Development	Presentation	Virtual	60
Mar 6	Tour of DUS for visiting USDOT Assistant Secretary for Policy Christopher Coes	Networking	Planning; Public Relations	Tour Guide; Subject Matter Expert	Denver	
Mar 7	Service Change Public Meeting 3	Ridership Education	Community Engagement; Service Development	Presentation	Virtual	22
Mar 7	Servicios de la Raza - Migrant Assistance Aid	Zero Fare for Youth; Networking; Transit Equity; Ridership Education; Discount Programs	Civil Rights	Booth/Table	Denver	150
Mar 7	Rocky Mountain Land Use Institute Western Places | Western Spaces Conference (3/7-3/8)	Transit Equity	Planning	Panelist; Facilitator; Speaker	Denver	300
Mar 12	Black Contruction Group Meeting	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	25
Mar 13	Hope Communities Bi-Weekly Navigation Meeting	Zero Fare for Youth; Transit Equity; Ridership Education; Discount Programs	Civil Rights	Presentation	Denver	10
Mar 13	Connect 2 Impress Career Fair	Recruiting	Human Resources	Booth/Table	Denver	
Mar 16	St. Patrick's Day Parade	Networking	Community Engagement; Customer Care (TIC); Human Resources	General Attendee	Denver	
Mar 18	Transit Employee Appreciation Day	Ridership Education	Community Engagement	Booth/Table	Boulder	100
Mar 20	Community Conversations with Morgridge Elementary School	Zero Fare for Better Air; Ridership Education	Community Engagement	Panelist	Denver	38
Mar 26	Spring Career and Internship Fair at Regis University	Recruiting	Human Resources	Booth/Table	Denver	
Mar 28	Colorado Women's Chamber of Commerce Powerful Voices Conversation Series	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee; Round Table Discussion	Denver	50
Mar 28	LGBTQ Business After Hours	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	35
Mar 28	Bus Operator Hiring Event at the Crowne Plaza Airport Convention Center	Recruiting	Human Resources	Booth/Table	Denver	50
Apr 1	Rail Reconstruction and Coping Panel Community Open House	Ridership Education	Community Engagement; Civil Rights; Planning; Customer Care; Safety; Service Development	Booth/Table	Lone Tree	6
Apr 5	Colorado Rockies Home Opener	Ridership Education	Community Engagement; Civil Rights; Transit Police	Booth/Table	Denver	821
Apr 6	Ride-Along with the Spring Institute	Zero Fare for Youth; Safety	Civil Rights; Community Engagement	Presentation	Denver	21
Apr 6	RTD on the Soccer Field with the Spring Institute	Zero Fare for Youth; Transit Equity; Ridership Education	Civil Rights	Presentation	Aurora	20
Apr 8	Federal BRT Pop-Up at Hadley Branch Library	Ridership Education	Community Engagement	General Attendee	Denver	12
Apr 9	Black Construction Group Monthly Meeting	SBE/DBE Program Outreach	Civil Rights	Presentation	Denver	15
Apr 11	Hope Communities Resources	Discount Programs	Market Development	Booth/Table	Denver	20

2024 Community Engagement Events (cont'd)

2024	Event	Topic	RTD Team(s)	Role/Type	Location	Number Engaged
Apr 13	City & County of Denver 2024 Youth Block Party	SBE/DBE Program Outreach	Customer Care (TIC)	Booth/Table	Denver	1,000
Apr 16	Adams 12 Five Star Schools Newcomers Resource Fair	Zero Fare for Youth; Transit Equity; Pass Programs; Ridership Education	Civil Rights	Booth/Table	Thorton	250
Apr 17	RTD Public Information Office Briefing	Ridership Education; Safety	Public Relations	Presentation	Virtual	50
Apr 17	Light Rail Reconstruction Project Open House	Coping Panels/Downtown Rail Reconstruction Project	Community Engagement; Service Development; Planning	Booth/Table; Presentation	Denver	8
Apr 17	Colorado Black Round Table Black Business Monthly Meet and Greet	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	60
Apr 17	Hispanic Contractors of Colorado General Monthly Meeting	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	50
Apr 18	TMA Monthly Meeting	Ridership Education	Community Engagement	General Attendee; Presentation	Virtual	23
Apr 19	West Washington Park Neighborhood Association Annual Meeting	Ridership Education	Community Engagement	Presentation	Denver	25
Apr 19	Downtown Rail Reconstruction Project Kick-Off Meeting	Ridership Education	Public Relations; Planning; Service Development	Presentation	Virtual	96
Apr 23	RTD at the Boulder Public Library	Zero Fare for Youth	Community Engagement	Presentation	Boulder	60
Apr 24	Cushman & Wakefield Earth Day Event	SBE/DBE Program Outreach	Customer Care (TIC)	Booth/Table	Denver	100
Apr 24	Glenarm Rail Reconstruction Project Open House	Coping Panels/Downtown Rail Reconstruction Project	Community Engagement; Planning	Booth/Table; Presentation	Denver	3
Apr 24	RTD Civil Rights Division's Small Business Opportunity Office - S/DBEAC - B2G Now	SBE/DBE Program Outreach; Networking	Civil Rights	Host; Presentation	Virtual	176
Apr 24	Senior Support Services	Discount Programs	Market Development	Booth/Table	Denver	25
Apr 25	The Road Ahead Summit	Ridership Education; Zero Fare for Youth; Networking	Community Engagement; Planning; Market Development	Booth/Table; General Attendee	Denver	150
Apr 25	Career Day at Colorado Early Colleges	Recruiting; Zero Fare for Youth	Community Engagement; Human Resources	Booth/Table	Aurora	25
Apr 26	Career Day at Valverde Elementary School	Zero Fare for Youth; Recruiting	Community Engagement	Presentation	Denver	42
Apr 30	East Denver Rail Reconstruction and Coping Panel Projects Community Open House	Coping Panels/Downtown Rail Reconstruction Project	Community Engagement; Service Development	Booth/Table	Denver	0
May 1	Reading and Recreation	Zero Fare for Youth	Community Engagement	Booth/Table	Denver	163
May 2	Community Conversations	Safety	Transit Police	Panelist	Denver	175
May 3	DCPA 'Where Did We Sit on the Bus?' Student Presentation	Zero Fare for Youth	Community Engagement	Presentation	Denver	200
May 3	Cafe con el Director @ Bryant Webster Dual Language School	Zero Fare for Youth; Safety; Ridership Education	Civil Rights; Market Development	Presentation; Round Table Discussion	Denver	15
May 4	Cinco de Mayo Parade	Networking	Community Engagement	General Attendee	Denver	
May 6	Transportation and Land Use Presentation to William Smith HS	Zero Fare for Youth; Recruiting; Networking	Community Engagement; Planning	Presentation	Aurora	27
May 6	Jewish Family Services	Recruiting	Human Resources	Booth/Table	Denver	
May 7	Transportation and Disability Rights Presentation	Transit Equity	Community Engagement; Civil Rights	Presentation	Northglenn	80
May 7	DRMAC Quarterly Meeting	Safety	Community Engagement	Panelist	Virtual	17
May 8	Walk & Roll	Zero Fare for Youth; Coping Panels/Downtown Rail Reconstruction Project	Community Engagement	Booth/Table	Denver	35
May 9	Federal BRT Open House	Ridership Education	Community Engagement; Planning	Booth/Table; General Attendee	Englewood	27
May 9	Servicios de la Raza Newcomer Resource Fair	Zero Fare for Youth; Networking; Transit Equity; Discount Programs	Civil Rights	General Attendee	Denver	150
May 9	Asian Pacific American Bar Association Of Colorado - Amplifying the Voices of Colorado Asian Professionals	Networking	Civil Rights	General Attendee	Denver	64
May 11	AAPI Festival	Zero Fare for Youth; Diversity, Equity and Inclusion; Coping Panels/Downtown Rail Reconstruction Project	Civil Rights; Community Engagement	Booth/Table	Denver	
May 11	Asian Roundtable of Colorado AAPI Culture Fest	Zero Fare for Youth; Networking; Transit Equity; Pass Programs	Civil Rights	General Attendee	Denver	300
May 13	Federal BRT Denver Open House	Ridership Education	Community Engagement; Planning	Booth/Table; Subject Matter Expert	Denver	73
May 15	Federal BRT Open House	Ridership Education	Community Engagement; Planning	Booth/Table; Subject Matter Expert	Westminster	50
May 15	Focus Point Transportation Resource Fair	Ridership Education	Customer Care (TIC)	Booth/Table	Denver	40
May 15	ACC - Monthly Meeting	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	35

Customer and Community Engagement Report
January – December 2024

2024 Community Engagement Events (cont'd)

2024	Event	Topic	RTD Team(s)	Role/Type	Location	Number Engaged
May 16	Where Did We Sit on the Bus?	Zero Fare for Youth	Community Engagement	Presentation	Denver	185
May 16	Colorado Procurement Technical Assistance Center- B2G - Business to Government	SBE/DBE Program Outreach	Civil Rights	Presentation	Aurora	17
May 16	DRCOG May TMA Meeting	Service Change	Community Engagement	General Attendee; Presentation	Virtual	10
May 16	DEDO Newcomer Job Fair	Zero Fare for Youth; Transit Equity; Recruiting	Civil Rights; Human Resources	Booth/Table	Denver	60
May 17	Place Bridge Academy Career Day	Networking; Recruiting; Zero Fare for Youth	Community Engagement	Presentation	Denver	51
May 17	Almost Home LiVE Presentation	Discount Programs	Market Development	Presentation	Virtual	
May 18	Women United Village	Ridership Education	Customer Care (TIC)	Booth/Table	Denver	
May 20	Rail Reconstruction Board of Directors On-Location Tour	Coping Panels/Downtown Rail Reconstruction Project	Community Engagement; Public Relations; Executive Office; Human Resources; Board Office	Presentation	Denver	22
May 21	Department of Human Services Shelter Outreach and Info Session	Zero Fare for Youth; Transit Equity; Pass Programs; Ridership Education; Discount Programs	Civil Rights	Presentation	Denver	120
May 22	Bryant-Webster Dual Language School, Bryant-Webster and RTD: Transit Options for Bryant-Webster Families	Zero Fare for Youth; Transit Equity; Pass Programs; Ridership Education; Discount Programs	Civil Rights	Speaker	Denver	5
May 23	Emily Griffith Spring Fling	Zero Fare for Youth; Recruiting	Community Engagement	Booth/Table	Denver	20
May 23	Black Chamber of Commerce Mixer	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	35
May 23	Black Chamber of Commerce Mixer	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	35
May 24	Village Exchange Center-Health and Resource Fair	Zero Fare for Youth; Ridership Education; Discount Programs	Market Development	Booth/Table	Aurora	150
May 27	Memorial Day Parade	Networking	Community Engagement	General Attendee	Commerce City	
May 30	Colorado LGBTQ Chamber of Commerce Business After Hours	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	25
May 31	City and County of Denver Office of Immigrant and Refugee Affairs, My City Academy Resource	Zero Fare for Youth; Transit Equity; Pass Programs; Ridership Education	Civil Rights	Presentation; Booth/Table	Denver	15
Jun 1	Louisville Touch-a-Truck	Zero Fare for Youth; Networking	Community Engagement	Booth/Table	Louisville	655
Jun 2	Travel Training with the Afghan Circle of Fathers	Zero Fare for Youth; Ridership Education; Diversity, Equity and Inclusion; Networking	Civil Rights; Bus Operations	Booth/Table; Presentation	Denver	50
Jun 4	West Washington Park Neighborhood Association Meeting	Service Change	Community Engagement	Presentation	Denver	17
Jun 5	Colorado History Rides / History of RTD	Networking		Presentation	Denver	30
Jun 6	Denver South Partnership Meeting	Safety; Coping Panels/Downtown Rail Reconstruction Project	Community Engagement; Planning; Executive Office	General Attendee; Presentation	Greenwood Village	90
Jun 6	HCC Golf Tournament	SBE/DBE Program Outreach; Networking	Civil Rights	Event Sponsor	Lakewood	300
Jun 7	B.E.S.T - Black Economic Success Trust, Biz Matchmaker/ Resource Fair	SBE/DBE Program Outreach; Networking		Booth/Table; Event Sponsor	Denver	150
May 16	Where Did We Sit on the Bus?	Zero Fare for Youth	Community Engagement	Presentation	Denver	185
May 16	Colorado Procurement Technical Assistance Center- B2G - Business to Government	SBE/DBE Program Outreach	Civil Rights	Presentation	Aurora	17
May 16	DRCOG May TMA Meeting	Service Change	Community Engagement	General Attendee; Presentation	Virtual	10
May 16	DEDO Newcomer Job Fair	Zero Fare for Youth; Transit Equity; Recruiting	Civil Rights; Human Resources	Booth/Table	Denver	60
May 17	Place Bridge Academy Career Day	Networking; Recruiting; Zero Fare for Youth	Community Engagement	Presentation	Denver	51
May 17	Almost Home LiVE Presentation	Discount Programs	Market Development	Presentation	Virtual	
May 18	Women United Village	Ridership Education	Customer Care (TIC)	Booth/Table	Denver	
May 20	Rail Reconstruction Board of Directors Walking Tour	Coping Panels/Downtown Rail Reconstruction Project	Community Engagement; Public Relations; Executive Office; Human Resources; Board Office	Presentation	Denver	22
May 21	Department of Human Services Shelter Outreach and Info Session	Zero Fare for Youth; Transit Equity; Pass Programs; Ridership Education; Discount Programs	Civil Rights	Presentation	Denver	120
May 22	Bryant-Webster Dual Language School, Bryant-Webster and RTD: Transit Options for Bryant-Webster Families	Zero Fare for Youth; Transit Equity; Pass Programs; Ridership Education; Discount Programs	Civil Rights	Speaker	Denver	5
May 23	Emily Griffith Spring Fling	Zero Fare for Youth; Recruiting	Community Engagement	Booth/Table	Denver	20
May 23	Black Chamber of Commerce Mixer	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	35

2024 Community Engagement Events (cont'd)

2024	Event	Topic	RTD Team(s)	Role/Type	Location	Number Engaged
Jun 8	BrewHAHA Broomfield	Pass Programs; Discount Programs; Ridership Education	Market Development	Booth/Table	Broomfield	100
Jun 8	FACC- Padayon Philippine Festival	Zero Fare for Better Air	Customer Care (TIC)	Booth/Table	Edgewater	300
Jun 11	Lone Tree Library Story Time	Zero Fare for Youth	Community Engagement	Booth/Table	Lone Tree	140
Jun 13	Customer/Citizen Advisory Committee Monthly Meeting	Service Change	Community Engagement	Presentation	Virtual	6
Jun 14	Bus History Association Presentation	Ridership Education	Community Engagement; Bus Operations; Rail Operations	Presentation	Denver	37
Jun 14	Brighton Resource Fair	Discount Programs; Ridership Education	Market Development; Transit Police	Booth/Table	Brighton	20
Jun 14	2024 Black Excellence Mixer- Colorado Men of Color Collaborative	Transit Equity	Civil Rights	General Attendee	Denver	110
Jun 15	Juneteenth Parade	Networking	Community Engagement; Transit Police	General Attendee	Denver	1,000
Jun 15	30th Annual Philippine Padayon Festival	Transit Equity; Networking; Diversity, Equity and Inclusion; Zero Fare for Youth	Civil Rights	Booth/Table; Event Sponsor	Englewood	300
Jun 19	September 2024 Service Change Presentation to Lincoln Broadway Neighborhood	Service Change	Community Engagement	Presentation	Denver	9
Jun 20	World Refugee Day	Zero Fare for Youth; Pass Programs; Discount Programs; Ridership Education	Community Engagement; Market Development	Booth/Table	Denver	50
Jun 20	World Refugee Day	Zero Fare for Youth; Diversity, Equity and Inclusion; Discount Programs	Market Development; Community Engagement	Booth/Table	Denver	100
Jun 21	Discussion with City of Khmelnytskyi, Ukraine Official	Networking; Pass Programs; Ridership Education	Community Engagement; Executive Office; Rail Operations; Bus Operations	Presentation	Denver	2
Jun 22	Heal the Hood Annual Event	Zero Fare for Youth; SBE/DBE Program Outreach; Transit Equity; Ridership Education; ADA Accessibility	Civil Rights	Booth/Table; Event Sponsor	Denver	200
Jun 23	Pride Parade	Networking		General Attendee	Denver	
Jun 24	September Service Change Virtual Office Hours	Service Change	Community Engagement; Civil Rights; Service Development	Presentation	Virtual	7
Jun 24	Hiring Fair through DDenver Workforce Center	Recruiting		Booth/Table		
Jun 26	Bike to Work Day	Networking	Community Engagement	Booth/Table	Denver	275
Jun 28	RTD LiVE Open House @ Village Exchange Center	Discount Programs	Market Development	Booth/Table	Aurora	50
Jun 29	3rd Annual Athletics' and Beyond Celebration Resource Fair	Zero Fare for Youth; Transit Equity; Ridership Education; Diversity, Equity and Inclusion	Civil Rights	Booth/Table; Event Sponsor	Denver	75
Jul 9	RTD Union Station Hiring Fair	Recruiting	Human Resources	Booth/Table	Denver	50
Jul 11	ACPD / APAC Joint Meeting	Service Change	Community Engagement; Paratransit	Presentation	Virtual	23
Jul 11	Gang of 19 Panel at Atlantis Community	Diversity, Equity and Inclusion; ADA Accessibility; Networking; Transit Equity	Civil Rights	Panelist	Denver	25
Jul 13	LiVE Open House La Raza Holistic Health Fair	Discount Programs	Market Development	Booth/Table	Denver	100
Jul 15	50 Millionth A Line Customer Celebration at DIA	Ridership Education; Networking	Community Engagement; Planning; Service Development; Rail Operations	Booth/Table	Denver	300
Jul 16	A Line 50mm Customer Celebration at Peoria Station	Ridership Education	Community Engagement; Customer Care (TIC); Service Development; Transit Police	Booth/Table	Aurora	184
Jul 16	A Line 50 Millionth Customer Press Event	Networking; Ridership Education	Community Engagement; Public Relations; Transit Police; Executive Office; Board Office; Rail Operations	Presentation	Denver	50
Jul 16	2nd Chance Hiring Fair	Recruiting; Discount Programs; Transit Equity	Civil Rights; Human Resources	Booth/Table	Lakewood	50
Jul 17	A Line 50 Millionth Customer Celebration at Central Park Station	Networking; Ridership Education	Community Engagement; Rail Operations	Booth/Table	Denver	200
Jul 18	A Line 50 Millionth Customer Celebration at DUS	Networking; Ridership Education	Community Engagement; Rail Operations	Booth/Table	Denver	300
Jul 20	60 Years of Civil Rights: A Community Mixtape Celebration	Networking; Transit Equity; Diversity, Equity and Inclusion	Civil Rights	Host	Denver	175
Jul 22	Mayor State of the City Address Block Party	Zero Fare for Youth; Networking; Ridership Education	Community Engagement	Booth/Table	Denver	140
Jul 23	Colfax BRT Community Meeting	Bus-Rapid Transit Projects	Community Engagement; Planning; Capital Programs	General Attendee	Denver	110
Jul 26	HCC-GMM Meeting	Networking; SBE/DBE Program Outreach	Civil Rights	Presentation	Lone Tree	50
Jul 27	Virginia Village Library Summer of Adventure	Zero Fare for Youth; Ridership Education	Community Engagement	Booth/Table	Denver	43
Jul 31	Platte Division Bus Operator Hiring Fair	Recruiting	Human Resources	Booth/Table	Denver	40

2024 Community Engagement Events (cont'd)

2024	Event	Topic	RTD Team(s)	Role/Type	Location	Number Engaged
Aug 1	The Fax Back to School Fair	Zero Fare for Youth; Ridership Education; Discount Programs	Market Development	Booth/Table	Denver	100
Aug 1	Adams County Senior Resource Fair	Zero Fare for Youth; Discount Programs; Ridership Education	Community Engagement	Booth/Table	Brighton	178
Aug 2	HCC Women In Leadership Committee Monthly Meeting	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee; Round Table Discussion; Presentation	Denver	15
Aug 2	Sabor - Hispanic Chamber of Commerce	Networking; SBE/DBE Program Outreach	Civil Rights	Event Sponsor; General Attendee	Denver	2,500
Aug 3	West Colfax Neighborhood Festival	Zero Fare for Youth; Recruiting; Ridership Education; Safety	Community Engagement; Transit Police; Customer Care (TIC)	Booth/Table	Denver	177
Aug 3	West Colfax Neighborhood Block Party	Ridership Education	Customer Care (TIC)	Booth/Table	Denver	800
Aug 5	Zero Fare for Better Air presentation at ACT Conference	Zero Fare for Better Air; Zero Fare for Youth	Community Engagement	Presentation	Denver	30
Aug 5	Commuter Rail Presentation at ACT Conference	Ridership Education	Community Engagement; Rail Operations	Presentation	Denver	8
Aug 6	Creative Placemaking through Transit and People-Focused Design	Ridership Education	Community Engagement	Presentation	Arvada	30
Aug 6	National Night Out	Safety	Transit Police	Booth/Table; General Attendee	Denver	200
Aug 7	Thornton High School Back to School Night	Ridership Education	Customer Care (TIC)	Booth/Table	Thornton	750
Aug 8	Adams 14 School Board Meeting	Zero Fare for Youth	Community Engagement	General Attendee	Commerce City	39
Aug 8	Aurora Central High School Back to School Night	Ridership Education	Customer Care (TIC)	Booth/Table	Aurora	500
Aug 10	Arapahoe County Vet Connect Resource and Job Fair	Recruiting	Human Resources	Booth/Table	Aurora	35
Aug 10	Montbello 2020 Resource Fair	Zero Fare for Youth; Networking; Transit Equity; Discount Programs	Civil Rights	Booth/Table; Presentation; Facilitator	Denver	600
Aug 10	City of Thornton Back to School Event	Ridership Education	Customer Care (TIC)	Booth/Table	Thornton	500
Aug 11	2024 The Power of Poison and Pot Luck	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee; Facilitator	Denver	5
Aug 13	BCG Monthly Special Interest Group Meeting	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee; Presentation	Denver	16
Aug 14	CWCC Founder's Forum	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee; Round Table Discussion	Denver	13
Aug 17	Grace City Church Unhoused Outreach Event	Safety	Transit Police	General Attendee	Denver	150
Aug 20	Mobility for All August Meeting	Zero Fare for Youth; Transit Equity; Ridership Education	Community Engagement; Civil Rights	General Attendee; Presentation	Boulder County	26
Aug 21	Adams 12 Five Star Schools Board Meeting	Zero Fare for Youth	Community Engagement	Presentation	Thornton	60
Aug 21	HCC Annual A/E/C Tradeshow & BBQ	SBE/DBE Program Outreach; Networking	Civil Rights	Event Sponsor; General Attendee	Denver	175
Aug 22	WTS Summer Social	Networking	Community Engagement; Planning; Market Development; Service Development; Capital Programs; Civil Rights	General Attendee	Denver	175
Aug 22	2024 WTS Colorado Summer Social	SBE/DBE Program Outreach; Networking	Civil Rights	Event Sponsor; General Attendee	Denver	325
Aug 23	Colorado Christian University New Student Orientation	Zero Fare for Youth	Market Development	Booth/Table	Lakewood	62
Aug 24	Englewood Block Party	Ridership Education	Customer Care (TIC)	Booth/Table	Englewood	1,000
Aug 26	Denver Public Schools Board Meeting	Zero Fare for Youth	Community Engagement	Presentation	Denver	56
Aug 27	Sustainable Transportation Summit	Networking; Northwest Rail Peak Service	Community Engagement; Planning; Executive Office	General Attendee; Panelist	Longmont	160
Aug 28	Being Successful Working with Governmental Agencies and Small Business Awards	SBE/DBE Program Outreach; Networking; Diversity, Equity and Inclusion	Civil Rights	Host	Denver	416
Aug 29	Servicios de La Raza :Xochitl Newcomer Distribution	Zero Fare for Youth; Ridership Education; Discount Programs	Civil Rights; Market Development	Booth/Table	Denver	50
Aug 30	Transit to Wellness Expo	Ridership Education	Market Development; Community Engagement	Booth/Table	City Park Denver	30
Aug 31	International Family Engagement Event	Transit Equity; Diversity, Equity and Inclusion; Zero Fare for Youth; Networking	Civil Rights	Booth/Table; Event Sponsor	Aurora	160
Sep 2	M&M Property Management HOA meeting	Safety	Transit Police	Panelist		15
Sep 4	Customer Appreciation Event	Service Change; Ridership Education	Community Engagement	General Attendee; Booth/Table	Boulder	23
Sep 4	RMCAD Resource Fair	Zero Fare for Youth; Pass Programs	Market Development	Booth/Table	Lakewood	50
Sep 7	WTS Girl Scout Mobility Day	Safety; Zero Fare for Youth	Transit Police	Presentation		20

2024 Community Engagement Events (cont'd)

2024	Event	Topic	RTD Team(s)	Role/Type	Location	Number Engaged
Sep 9	Swigert International School - How to Ride Presentation	Zero Fare for Youth; Ridership Education	Community Engagement; Transit Police	Presentation	Denver	125
Sep 9	Wadsworth Station Local Meeting	Safety	Transit Police	Panelist; Round Table Discussion		10
Sep 10	Golden Rotary Club Presentation	Networking	Community Engagement	Presentation	Golden	40
Sep 11	St. Vrain Valley School Board Meeting	Zero Fare for Youth	Community Engagement	Presentation	Longmont	18
Sep 12	Jefferson County Public Schools Board Meeting	Zero Fare for Youth	Community Engagement	Presentation	Golden	17
Sep 12	Personal Assistance Services of Colorado (PASCO) Networking Event	Networking; Transit Equity; ADA Accessibility; Diversity, Equity and Inclusion; Ridership Education; Access-A-Ride; Access-on-Demand	Civil Rights	General Attendee; Round Table Discussion	Englewood	35
Sep 12	Women Transportation Seminar (WTS) - Unlock Your Leadership Potential	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee; Booth/Table	Denver	30
Sep 14	Community Celebration at Comun	Zero Fare for Youth; Discount Programs	Market Development	Booth/Table	Denver	30
Sep 17	Adams County 8th Grade Career Expo	Recruiting; Zero Fare for Youth	Community Engagement; Civil Rights; Human Resources	Booth/Table	Brighton	1,000
Sep 17	Adams County 8th Grade Expo	Recruiting; Zero Fare for Youth	Human Resources	Booth/Table	Brighton	
Sep 17	Adams County 8th Grade Career Expo Fair	Zero Fare for Youth; Pass Programs; Ridership Education	Civil Rights; Community Engagement; Human Resources	Event Sponsor; Booth/Table	Brighton	1,200
Sep 18	Anschutz Block Party	Zero Fare for Youth; Networking; Pass Programs; Service Change; Ridership Education	Market Development	Booth/Table	Aurora	1,000
Sep 18	Adam's County 8th Grad Expo	Zero Fare for Youth; Recruiting	Human Resources	Booth/Table	Brighton	
Sep 18	Denver Public Schools (DPS) Reverse Trade Fair	SBE/DBE Program Outreach; Networking	Civil Rights	Event Sponsor; Booth/Table	Denver	275
Sep 19	Montbello Workforce Center	Recruiting	Human Resources	Booth/Table	Denver	
Sep 19	Gabbing w/Gabe and Gisa A Community Listening Session	Networking; Pass Programs; Ridership Education; ADA Accessibility; Access-A-Ride; Access-on-Demand; Service Change	Civil Rights	Host; Event Sponsor	Englewood	5
Sep 21	Mid-Autumn Festival - Far East Center	Zero Fare for Youth; Safety; Transit Equity; Ridership Education; Bus-Rapid Transit Projects	Civil Rights; Community Engagement	Booth/Table; General Attendee	Denver	343
Sep 21	Northwest Aurora Neighborhood Resource Fair	Zero Fare for Youth; Safety; Networking; Discount Programs; Service Change	Market Development	Booth/Table	Aurora	240
Sep 21	Far East Center Mid Autumn Festival	Zero Fare for Youth; Networking; Transit Equity; Ridership Education; Service Change; Bus-Rapid Transit Projects	Civil Rights; Community Engagement	Booth/Table; Event Sponsor	Denver	375
Sep 21	Mid Autumn Festival	Zero Fare for Youth	Customer Care (TIC)	Booth/Table	Denver	1,000
Sep 21	Nat. Youth Transportation Equity Conventing	Zero Fare for Better Air; Zero Fare for Youth	Customer Care (TIC)	Booth/Table	Denver	600
Sep 23	Rail Safety Week Outreach - 40th and Colorado Station	Safety	Commuter Rail Safety; Transit Police; Community Engagement	Booth/Table	Denver	
Sep 24	Rail Safety Week Outreach - Denver Union Station	Safety	Commuter Rail Safety; Community Engagement; Public Relations	Booth/Table	Denver	
Sep 25	APS Public Schools Welcome Center - How to Ride Presentation	Zero Fare for Youth; Networking; Transit Equity; Ridership Education; Discount Programs; Access-A-Ride	Community Engagement	Presentation		80
Sep 25	Rail Safety Week Outreach - Peoria Station	Safety	Safety	Booth/Table	Aurora	
Sep 25	CU Denver Fall Internship and Job Fair	Recruiting	Human Resources	Booth/Table	Denver	
Sep 26	Transportation and Construction GIRL Day	Zero Fare for Youth; Recruiting	Civil Rights; Human Resources	Booth/Table	Golden	
Sep 26	Transportation and Construction GIRL Day	Zero Fare for Youth; Networking; Recruiting; Ridership Education	Civil Rights; Bus Operations	Booth/Table; Event Sponsor	Golden	1,200
Sep 26	Monthly Colorado Black Chamber of Commerce Meeting- RTD SBE Certifications	SBE/DBE Program Outreach	Civil Rights	Presentation	Denver	16
Sep 26	LGBTQ Business After Hours	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	30
Sep 27	Rail Safety Week - Alameda Station	Safety	Community Engagement; Transit Police; Safety; Rail Operations	Booth/Table	Denver	15
Sep 30	Welcome Back to Downtown Denver	Ridership Education; Service Change	Community Engagement	General Attendee	Denver	15
Oct 1	University of Denver Week Without Driving Event: Transit Celebration	Zero Fare for Youth; Safety; Networking; Transit Equity; Pass Programs; Ridership Education	Community Engagement	Booth/Table	Denver	85
Oct 3	APA Colorado Annual Conference panel: The Changing Face of Transit in Colorado	Transportation Planning	Planning	Panelist; Facilitator	Loveland	50
Oct 4	Colfax Bus Rapid Transit Groundbreaking Ceremony	Bus-Rapid Transit Projects	Community Engagement; Planning; Executive Office; Capital Programs; Bus Operations	General Attendee; Presentation	Denver	200

2024 Community Engagement Events (cont'd)

2024	Event	Topic	RTD Team(s)	Role/Type	Location	Number Engaged
Oct 5	30th Anniversary Light Rail Celebration	Ridership Education; Coping Panels/Downtown Rail Reconstruction Project	Civil Rights; Community Engagement; Transit Police; Market Development; Safety; Executive Office; Board Office; Marketing; Rail Operations	Booth/Table; Presentation	Denver	300
Oct 10	Citizen Advisory Committee October Meeting	Service Change; Bus-Rapid Transit Projects; Access-A-Ride; Access-on-Demand	Community Engagement; Planning; Bus Operations; Paratransit	Presentation	Virtual	10
Oct 10	Personal Assistance Services of Colorado Networking Event	Networking; ADA Accessibility	Civil Rights	General Attendee	Englewood	35
Oct 11	Bronco's Stadium Job Fair	Recruiting	Human Resources	Booth/Table	Denver	
Oct 11	Colorado Inclusive Economy & DEI Leadership Institute 2024 Annual Summit	Diversity, Equity and Inclusion; Equal Employment Opportunity	Civil Rights	General Attendee	Aurora	250
Oct 15	Veteran's Affairs White Cane Safety Day	ADA Accessibility; Networking	Civil Rights	Booth/Table	Aurora	35
Oct 15	Asian Chamber of Commerce Business After Hours	SBE/DBE Program Outreach; Networking	Civil Rights	General Attendee	Denver	30
Oct 16	Emily Griffith Technical School Career Fair	Recruiting	Human Resources	Booth/Table	Denver	
Oct 17	Arapahoe Community College Police Recruiting Event	Recruiting	Human Resources	Booth/Table	Denver	
Oct 17	Colorado Black Round Table Doing Black Business in Colorado	SBE/DBE Program Outreach; Networking	Civil Rights	Speaker	Denver	85
Oct 21	Mpact Annual Conference Affordable Housing Policy Update: TOD at Different Scales	Transit-Oriented Development	Planning	Panelist	Philadelphia, PA	50
Oct 21	Mpact Annual Conference: TOD Practitioners Forum	Transit-Oriented Development	Planning	Facilitator	Philadelphia, PA	50
Oct 23	January 2025 Proposed Service Changes Office Hours	Service Change	Community Engagement; Service Development	Presentation	Virtual	4
Oct 24	BOOnion Station	Zero Fare for Youth; Networking	Community Engagement; Public Relations; Transit Police; Customer Care (TIC)	Booth/Table	Denver	417
Oct 24	MSU Fall Job and Internship Fair	Recruiting	Human Resources	Booth/Table	Denver	
Oct 24	National Federation of the Blind Convention	Networking; ADA Accessibility	Civil Rights	General Attendee	Lone Tree	51
Oct 25	Zero Fare to Vote Media Event	Zero Fare for Better Air	Public Relations	Host	Denver	12
Oct 25	Future Housing Coalition Workshop	Housing	Planning	Presentation	Denver	50
Oct 26	Trick or Treat Street at Warder Elementary School	Zero Fare for Youth	Community Engagement	Booth/Table	Arvada	619
Oct 26	Warder Elementary School	Zero Fare for Youth; Ridership Education	Customer Care (TIC)	Booth/Table	Arvada	400
Oct 26	National Federation of the Blind Colorado Gala	Networking; ADA Accessibility	Civil Rights	General Attendee	Lone Tree	100
Nov 1	Transit Cross-Agency Coalition Zero Fare Presentation	Zero Fare for Youth, Zero Fare for Better Air	Community Engagement	General Attendee, Presentation	Virtual	14
Nov 2	Hecho en Westwood- Cultural Festival	Zero Fare for Youth, Networking, Transit Equity, Pass Programs, Discount Programs	Civil Rights	Booth/Table	Denver	114
Nov 2	Hope House - Teen Mom Entrepreneurship, Grow With Us Gala	SBE/DBE Program Outreach, Networking	Civil Rights	General Attendee	Denver	600
Nov 5	E Line Customer Appreciation Event	Safety, Ridership Education	Community Engagement	Booth/Table, Event Sponsor	Lone Tree	46
Nov 5	Customer Appreciation	Coping Panels/Downtown Rail Reconstruction Project	Customer Care (TIC)	Booth/Table	Lone Tree	100
Nov 9	LGBTQ Chamber of Commerce Annual Gala	SBE/DBE Program Outreach, Networking	Civil Rights	General Attendee	Denver	450
Nov 12	Washington Park East Registered Neighborhood Organization Meeting	Safety, Ridership Education, Service Change	Community Engagement, Transit Police, Board Office	Presentation	Denver	21
Nov 13	How to Ride Demonstration with Bixby School	Safety, Zero Fare for Youth	Community Engagement, Bus Operations	Presentation	Boulder	86
Nov 13	Customer Appreciation Event with Boulder Chamber Transportation Connections	Ridership Education	Community Engagement	Booth/Table	Boulder	150
Nov 13	Jeffco Public Schools Transition Resource Fair	Networking, Transit Equity, Ridership Education, ADA Accessibility	Civil Rights	Booth/Table	Golden	63
Nov 19	Career Explorations	Zero Fare for Youth, Networking, Recruiting, Ridership Education	Community Engagement, Human Resources	Presentation	Highlands Ranch	3
Nov 19	Thunder Ridge HS Career Information	Recruiting	Human Resources	Presentation	Highlands Ranch	2
Nov 20	Thankful for our Bus Drivers Storytime	Zero Fare for Youth, Safety, Ridership Education	Community Engagement	Subject Matter Expert, Speaker	Boulder	18
Nov 20	Denver Public Schools Career Fair	Zero Fare for Youth, Ridership Education	Civil Rights	Booth/Table	Denver	178
Nov 20	Denver Public Schools 8th Grade Career Fair - Day 1	Networking, Recruiting	Civil Rights	Booth/Table	Denver	178
Nov 25	African Community Center First Thanksgiving	Networking, Transit Equity, Pass Programs, Ridership Education	Civil Rights	Event Sponsor	Denver	450

Customer and Community Engagement Report
January – December 2024

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Media Relations
Customer Care
Customer and Community Outreach
Website, Next Ride, and Social Media

2024 Community Engagement Events (cont'd)

2024	Event	Topic	RTD Team(s)	Role/Type	Location	Number Engaged
Dec 2	Candy Cane Outreach: Peoria Station	Zero Fare for Youth, Safety, Networking, Ridership Education	Community Engagement	Booth/Table	Aurora	36
Dec 3	Candy Cane Outreach: Eastlake & 124th	Zero Fare for Youth, Networking, Ridership Education	Community Engagement	Booth/Table	Thornton	20
Dec 5	Candy Cane Outreach: University of Denver Station	Zero Fare for Youth, Ridership Education	Community Engagement	Booth/Table	Denver	10
Dec 6	Hiawatha Davis Jr. Luncheon	Zero Fare for Youth, Ridership Education, ADA Accessibility, Discount Programs, Access-A-Ride, Service Change	Civil Rights, Community Engagement	Booth/Table	Denver	96
Dec 7	9News Parade of Lights	Ridership Education	Community Engagement, Planning, Customer Care (TIC), Transit Police, Safety, Human Resources, Service Development, Bus Operations, Rail Operations	Event Sponsor	Denver	
Dec 10	Windsor Gardens Resource Fair	Zero Fare for Youth, Safety, Networking , Pass Programs, Ridership Education, ADA Accessibility, Discount Programs, Access-A-Ride, Access-on-Demand	Community Engagement, Market Development	Booth/Table, Subject Matter Expert	Denver	50
Dec 11	CO 119 Stakeholder Workshops #1	Bus-Rapid Transit Projects	Community Engagement, Bus Operations, Capital Programs	Facilitator	Boulder	7
Dec 11	Proposed Access-on-Demand Changes Public Meeting #1	Paratransit, Service Changes	Community Engagement , Paratransit , Bus Operations	Presentation	Virtual	63
Dec 12	Proposed Access-on-Demand Changes Public Meeting #2	Paratransit, Service Changes	Community Engagement , Paratransit , Bus Operations	Presentation	Virtual	55
Dec 14	RTD Gives: Customer Donation Collection at Downtown Boulder Station	Media Event	Community Engagement, Bus Operations, Transit Police	Host	Boulder	23
Dec 14	RTD Gives: Customer Donation Collection at Union Station	Media Event	Community Engagement, Transit Police, Bus Operations	Host	Denver	20
Dec 14	RTD Gives: Customer Donation Collection at Littleton/Downtown Station	Media Event	Community Engagement, Transit Police, Bus Operations	Host	Littleton	16

Impact Team Pilot Program: May – September 2024

Overview

The Impact Team Pilot Program commenced in May 2024 and included 45 employee volunteer ambassadors from across the agency. The program focused on assisting customers during peak service times, planned and unplanned service disruptions, and large events near RTD's stops and stations.

During the pilot program's four-month period, ambassadors completed 61 assignments, directly assisted more than 3,700 customers, and provided 232 total hours of service. RTD staff is finalizing plans for the program's continuation to include a combination of paid outreach staff and employee volunteers.

Outreach Hours by Location

Stop/Station	Hours
27th•Welton	4.0
30th•Downing	2.0
38th•Blake	2.0
Arapahoe at Village Center	4.0
Auraria West	2.0
Aurora Metro Center	4.0
Belleview	3.0
Central Park	24.25
Civic Center	8
Colfax at Auraria	4.0
Decatur•Federal	4.0
Denver Airport	12.0

Stop/Station	Hours
Denver Union Station: Bus Concourse	41.0
Denver Union Station: Commuter Rail	22.0
Denver Union Station: Light Rail	21.25
Federal Center	4
I-25•Broadway	32.0
Littleton•Downtown	10.0
Olde Town Arvada	4.0
Peoria	6.0
RidgeGate Parkway	4.0
Southmoor	4.5
Thornton Crossroads•104th	4.0
University of Denver	6.0
TOTAL HOURS	**232.0**

Customers Engaged by Location

Stop/Station	Customers
27th•Welton	37
30th•Downing	1
38th•Blake	7
Arapahoe at Village Center	14
Auraria West	3
Aurora Metro Center	50
Belleview	20
Central Park	1,133
Civic Center	119
Colfax at Auraria	75
Decatur•Federal	83
Denver Airport	253

Stop/Station	Customers
Denver Union Station: Bus Concourse	266
Denver Union Station: Commuter Rail	445
Denver Union Station: Light Rail	749
Federal Center	32
I-25•Broadway	233
Littleton•Downtown	68
Olde Town Arvada	15
Peoria	29
RidgeGate Parkway	35
Southmoor	19
Thornton Crossroads•104th	36
University of Denver	34
TOTAL CUSTOMERS	**7,512**

Digital Totem Signs Installed at Rail Stations

A — Denver Union Station · 38th•Blake · 40th•Colorado · Central Park · Peoria · 40th Ave & Airport Blvd · 61st•Pena · Denver Airport

B — Denver Union Station · 41st•Fox · Pecos Junction · Westminster

D — 18th•Stout · 16th•Stout · Theatre District•Convention · Colfax at Auraria · 10th•Osage · Alameda · I25•Broadway · Evans · Englewood · Oxford•City of Sheridan · Littleton•Downtown · Littleton•Mineral · 18th•California · 16th•California

E — Denver Union Station · Ball Arena•Elitch Gardens · Empower Field at Mile High · Auraria West · 10th•Osage · Alameda · I25•Broadway · Evans · Louisiana•Pearl · University of Denver · Colorado · Yale · RidgeGate Parkway · Lone Tree City Center · Sky Ridge · Lincoln · County Line · Dry Creek · Arapahoe at Village Center · Orchard · Belleview · Southmoor

G — Denver Union Station · 41st•Fox · Pecos Junction · Clear Creek•Federal · 60th&Sheridan•Arvada Gold Strike · Olde Town Arvada · Arvada Ridge · Wheat Ridge•Ward

H — 18th•Stout · 16th•Stout · Theatre District•Convention · Colfax at Auraria · 10th•Osage · Alameda · I25•Broadway · Evans · Louisiana•Pearl · University of Denver · Colorado · Yale · 18th•California · 16th•California · Florida · Iliff · Nine Mile · Dayton · Southmoor

L — 18th•Stout · 16th•Stout · 20th•Welton · 25th•Welton · 27th•Welton · 30th•Downing · 18th•California · 16th•California

N — Denver Union Station · 48th & Brighton · Commerce City•72nd · Original Thornton•88th · Thornton Crossroads•104th · Northglenn•112th · Eastlake•124th

R — Peoria · Fitzsimmons · Colfax · 13th Avenue · 2nd Ave•Abilene · Aurora Metro Center · Florida · Iliff · Nine Mile · Dayton · Belleview · Orchard · Lincoln · County Line · Dry Creek · Arapahoe at Village Center

W — Denver Union Station · Ball Arena•Elitch Gardens · Empower Field at Mile High · Auraria West · Decatur•Federal · Knox · Perry · Sheridan · Lamar · Lakewood•Wadsworth · Garrison · Oak · JeffCo Gov't Center•Golden · Red Rocks College · Federal Center

LEGEND

● Totem Installed — December 31, 2024   ○ No Totem Installed — December 31, 2024

Website, Next Ride, and Social Media

Glossary of Terms

Web Definitions

Sessions: total number of visits (traffic) to RTD's website, and a single session can include multiple different page views. Sessions help to measure the effectiveness of outreach efforts and awareness campaigns by tracking how many visitors arrive to RTD's website.

Users: number of unique visitors during a given period. "Users" represent the unique visitors to your site, as opposed to the total visits (sessions). By measuring website users, RTD can gain essential insights into audience behavior, reach, and engagement, enabling RTD to optimize its website and marketing strategies to drive additional growth.

Page Views: number of webpages individually viewed, allowing RTD to understand how users interact with the website's content and navigation structure. For example, high page views indicate that users are exploring RTD's website and engaging with its content.

Social Media Definitions

Impressions: total number of times a post is displayed on a user's screen. Impressions count each instance the content is loaded, regardless of whether the user engages with it. This metric helps measure the reach of social media content and can indicate brand visibility and exposure within a platform.

Engagement: measurement of interactions between social media content and the audience. It includes likes, comments, shares, saves, and clicks, reflecting how actively users respond to and interact with content. Engagement is a key indicator, helping to gauge the effectiveness of content in sparking interaction and building relationships on social platforms.

Post Link Clicks: total number of times users click on a link within a social media post, directing them to an external webpage or specific content. This metric helps measure how effectively a post drives traffic to targeted destinations, indicating user interest.

**Audience Growth**: increase or decrease in followers or subscribers to a social media account over a specified period. This growth reflects how effectively RTD attracts new audience members, indicating increased visibility, reach, and potential influence. Audience growth is a valuable metric for assessing the success of the agency's content, campaigns, and overall social media strategy in building a larger, more engaged community.

Website: Monthly Sessions and Users

Sessions

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
617,112	560,218	599,421	601,250	686,621	771,007	1,058,959	1,526,690	1,460,823	1,374,969	1,080,084	1,047,191
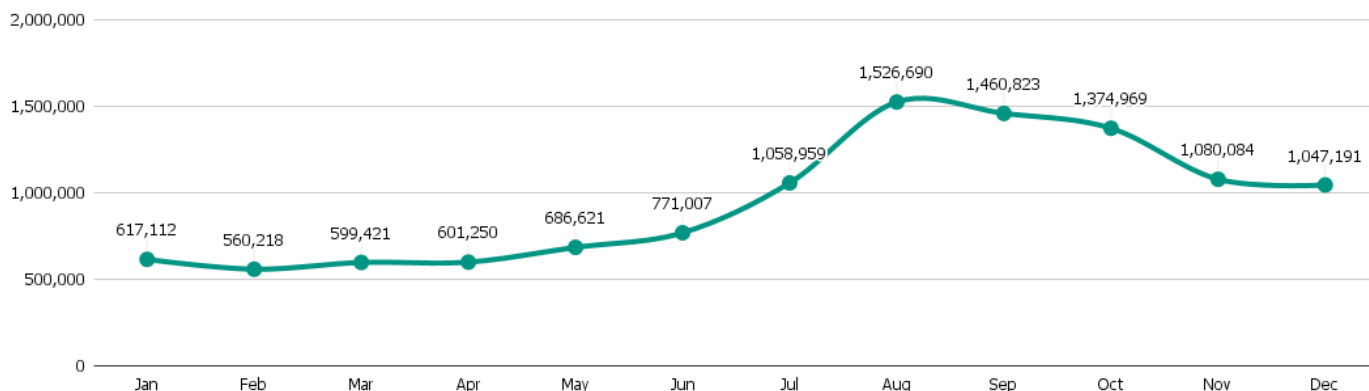
Total Sessions
Jan – Dec 2024

11,384,345

Unique Users

	Mobile	Desktop	% Mobile
Jan	110,751	69,344	61.5%
Feb	102,471	71,338	59.0%
Mar	115,366	66,222	63.5%
Apr	109,684	70,775	60.8%
May	129,053	77,210	62.6%
Jun	158,577	76,527	67.4%
Jul	158,859	78,381	67.0%
Aug	167,284	79,047	67.9%
Sep	160,040	80,630	66.5%
Oct	147,403	72,182	67.1%
Nov	111,297	58,647	65.5%
Dec	105,994	54,203	66.2%
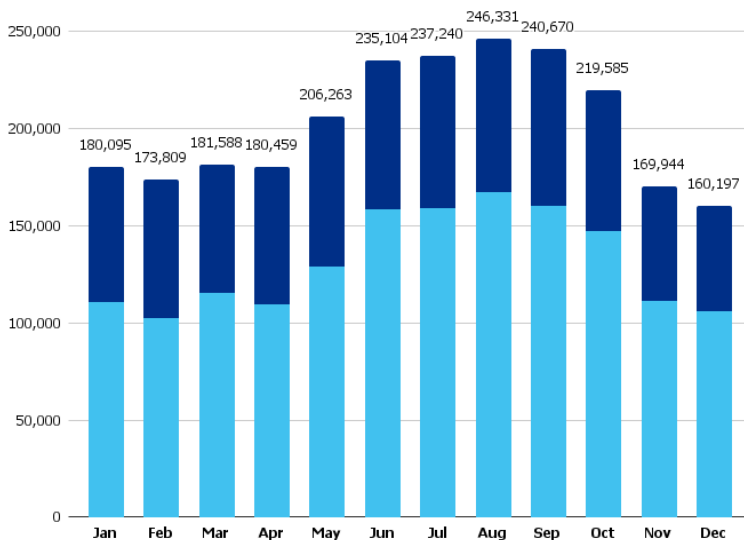
Website: Features and Page Views

accessiBe Web Accessibility Feature

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
---	---	---	---	---	---	572	1,200	1,579	1,423	957	769	**6,500**

Plan a Trip Widget rtd-denver.com

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
---	---	---	---	---	---	---	---	9,935	19,228	17,382	16,815	**63,360**

Board of Directors rtd-denver.com/about-rtd/board-of-directors

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
3,011	2,359	2,526	2,454	2,429	3,169	3,701	5,327	5,870	13,053	7,845	4,713	**56,457**

Budget rtd-denver.com/budget

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
---	---	---	---	---	---	---	---	---	278	1,473	761	**2,512**

News Stop rtd-denver.com/community/news

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
1,027	1,019	1,327	1,025	940	1,109	1,822	2,303	2,643	2,399	1,642	1,700	**18,956**

News Releases rtd-denver.com/community/press-releases

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
105	69	80	61	71	74	173	244	302	178	187	176	**1,720**

Downtown Rail Reconstruction Project rtd-denver.com/railproject

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
---	1,146	2,759	3,236	7,634	7,485	9,291	11,003	9,282	2,230	995	966	**56,027**

Light Rail Speed Restrictions rtd-denver.com/light-rail-speed-restrictions

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
---	---	---	---	---	10,045	15,634	10,383	16,782	24,131	16,186	15,188	**108,349**

Light Rail Maintenance and Repairs rtd-denver.com/light-rail-maintenance-and-repairs

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
---	---	---	---	---	542	1,745	2,823	4,344	5,384	2,744	2,378	**19,960**

Train Horns rtd-denver.com/trainhorns

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
---	---	---	---	---	---	---	790	234	132	376	225	**1,757**

Paratransit Peer Review rtd-denver.com/paratransit-peer-review

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
---	---	---	---	---	---	---	---	3,897	4,358	383	1,379	**10,017**

Website: Translated Sessions

Spanish Español

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
10,871	11,046	11,478	11,589	13,360	13,770	21,333	34,201	32,079	29,985	22,205	21,952	**233,869**

Chinese 中文

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
937	1,089	1,084	1,085	1,245	1,766	2,622	3,905	3,081	2,597	2,247	2,034	**23,692**

Vietnamese Tiếng Việt

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
---	77	135	251	89	141	108	319	310	209	179	168	**1,986**

Launched: February 2024

Russian Русский

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
---	---	---	97	421	368	593	799	1093	962	704	489	**5,526**

Launched: April 2024

Korean 한국어

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
---	---	---	---	---	---	---	---	---	---	440	972	**1,412**

Launched: November 2024
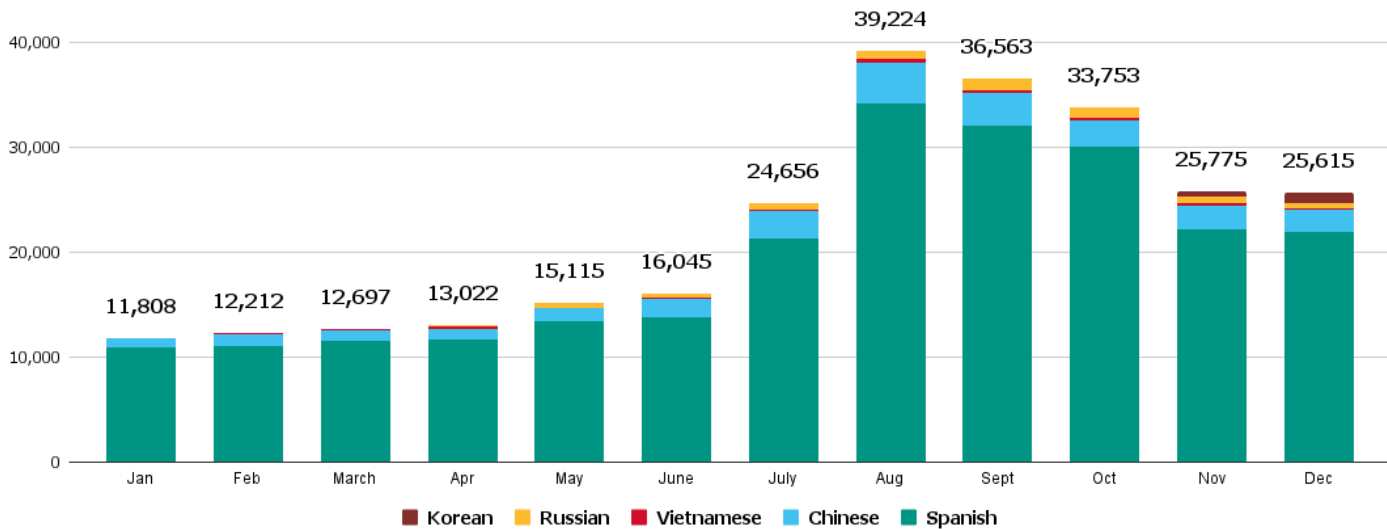
Next Ride Application: Monthly Sessions and Users

Sessions

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
3,938,435	3,676,778	4,085,680	4,184,714	4,493,141	4,796,424	4,550,584	4,995,757	4,591,428	4,612,254	4,002,768	3,811,120
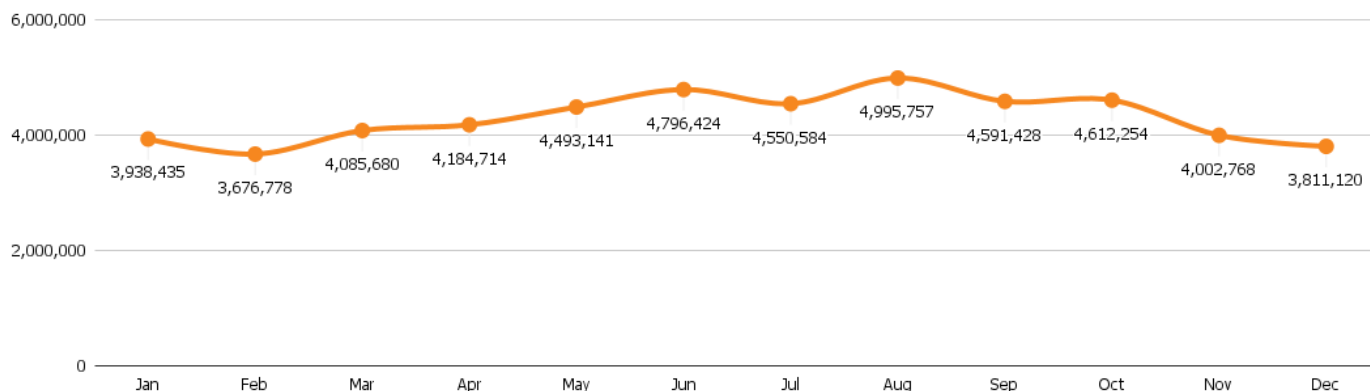
Total Sessions
Jan – Dec 2024

51,739,083

Unique Users

	Mobile	Desktop	% Mobile
Jan	224,597	59,372	79.1%
Feb	209,683	53,844	79.6%
Mar	237,832	58,807	80.2%
Apr	234,645	61,660	79.2%
May	259,316	66,750	79.5%
Jun	276,175	69,193	80.0%
Jul	268,500	67,822	79.8%
Aug	276,881	68,709	80.1%
Sep	260,114	64,639	80.1%
Oct	249,536	62,760	79.9%
Nov	222,361	55,619	80.0%
Dec	213,440	52,859	80.2%
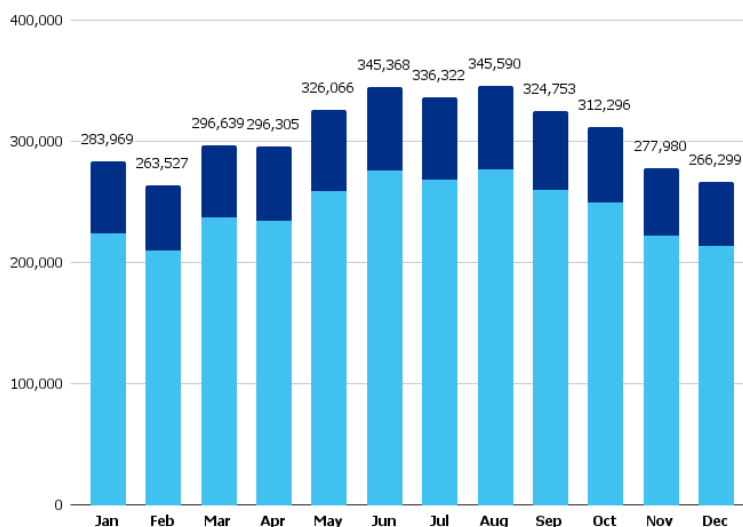
Next Ride Application: Features and Page Views

Plan a Trip

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
444,179	423,467	463,906	460,331	486,601	548,417	508,976	569,830	737,534	1,002,504	877,258	768,147	**7,291,150**

Bus and Rail Schedules

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
331,119	294,532	330,502	343,446	371,946	404,044	378,142	406,355	371,556	365,716	315,924	315,569	**4,228,851**

Purchase Tickets (MyRide)

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
---	---	11,433	13,808	16,014	20,190	17,957	18,527	16,645	15,699	12,833	11,201	**154,307**

Schedule: A Line

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
159,674	156,634	183,914	179,441	204,293	216,560	226,477	218,429	204,406	197,891	197,728	200,803	**2,346,250**

Schedule: AB1 Route

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
117,788	112,395	134,777	123,616	136,891	139,133	139,906	135,406	135,611	137,115	147,997	148,257	**1,608,892**

Schedule: E Line

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
80,894	62,474	67,860	74,721	88,327	90,091	64,631	73,066	69,003	85,826	60,442	60,295	**877,630**

Service Alerts

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
35,929	29,399	51,008	36,399	34,913	33,006	34,519	33,547	29,737	34,363	38,599	33,943	**425,362**

Next Ride Application: Translated Sessions

Spanish Español

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
15,148	18,153	19,011	20,407	18,821	14,819	14,833	18,058	14,548	13,804	12,125	12,247	**191,974**

Chinese 中文

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
676	887	1,058	657	1,159	1,077	977	868	593	768	554	2,990	**12,264**

Vietnamese Tiếng Việt

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
---	---	17	351	122	253	112	153	548	778	426	365	**3,125**

Launched: February 2024

Russian Русский

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
---	---	---	67	628	1,422	2,040	1,802	2,284	2,164	1,408	1,505	**13,320**

Launched: April 2024

Korean 한국어

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
---	---	---	---	---	---	---	---	---	---	82	173	**255**

Launched: November 2024
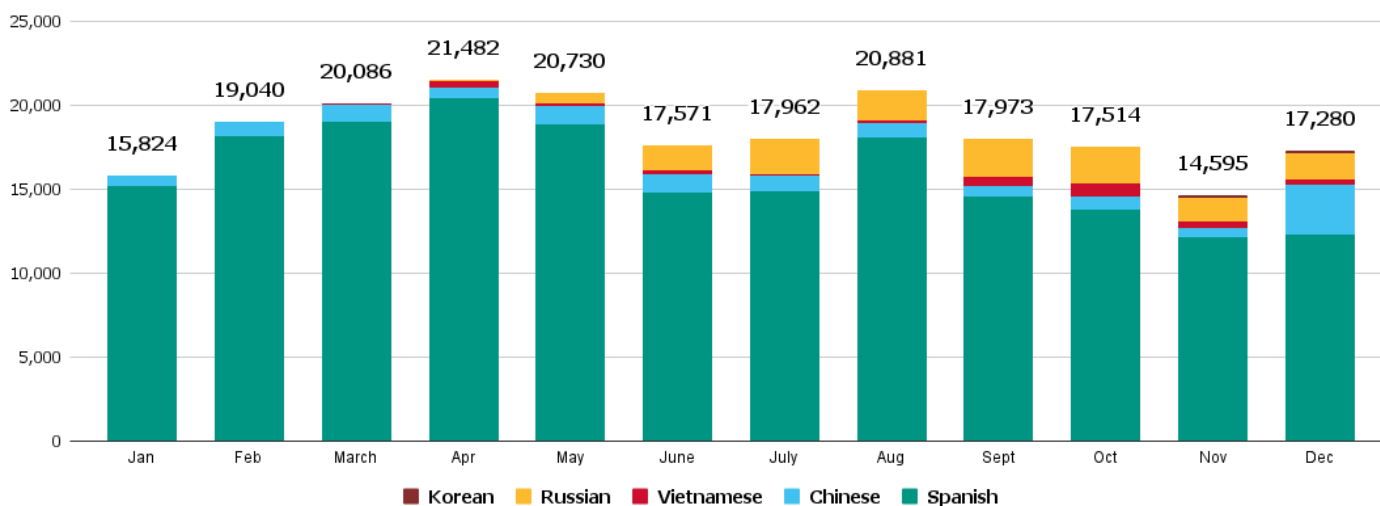
Transit Watch Mobile Application

App Downloads
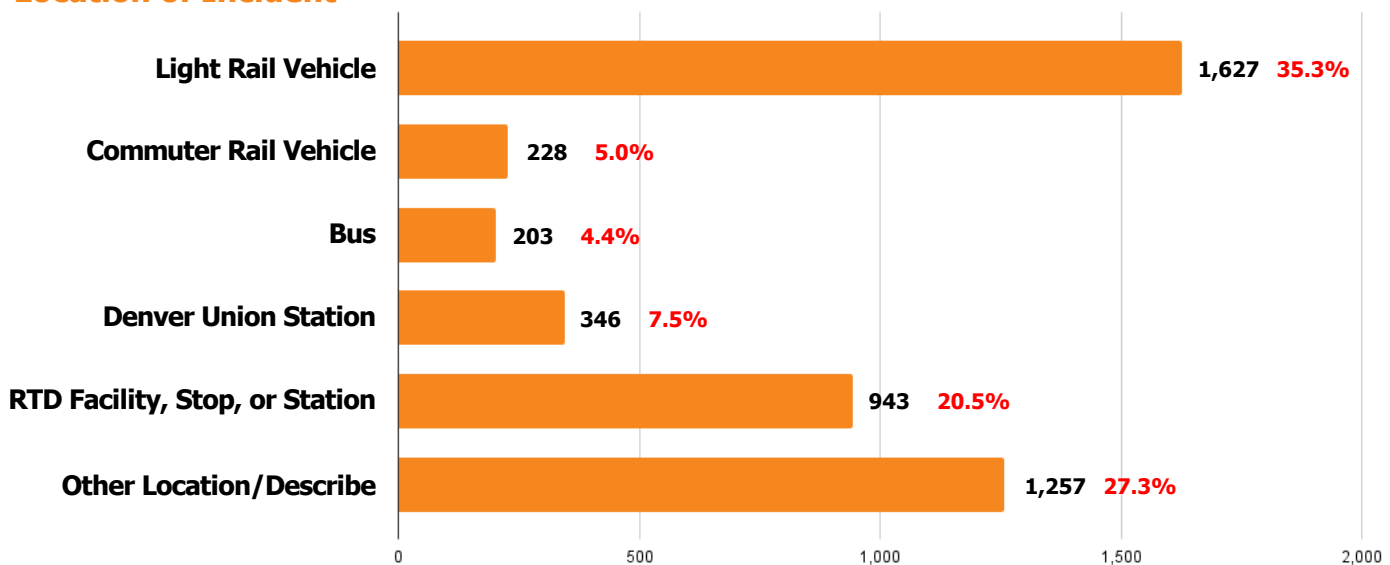
Apple
Total Downloads
Jan - Dec 2024
2,389

Android
Total Downloads
Jan - Dec 2024
1,799

Incident Reports

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
415	541	521	485	590	351	351	341	253	276	257	223	**4,604**

Location of Incident

- Light Rail Vehicle — 1,627 **35.3%**
- Commuter Rail Vehicle — 228 **5.0%**
- Bus — 203 **4.4%**
- Denver Union Station — 346 **7.5%**
- RTD Facility, Stop, or Station — 943 **20.5%**
- Other Location/Describe — 1,257 **27.3%**
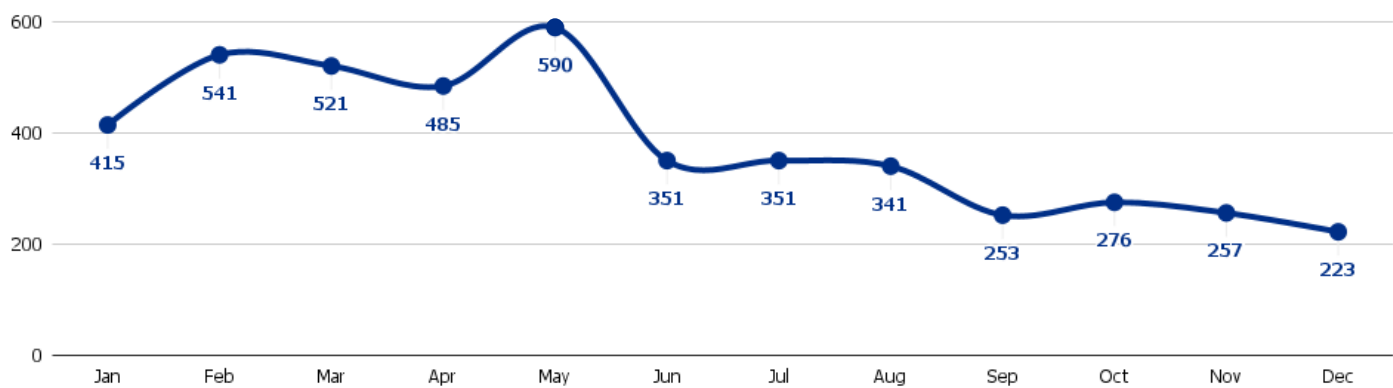
Transit Watch Mobile Application: Incident Type

2024	Count	%
Drug Activity	2,124	57.6%
Safety Hazard	341	9.2%
Fight or Disturbance	432	11.7%
Suspicious Activity	429	11.6%
Solicitation/Aggressive Panhandling	36	1.0%
Property Crimes - Theft	36	1.0%
ADA Assistance Needed	11	0.3%
Electric Bike/Scooter Issue	12	0.3%
Elevator/Escalator Problems	60	1.6%
Indecent Exposure	49	1.3%
Noise Complaint	1	0.0%
Property Crimes - Graffiti	42	1.1%
Sexual Assault - Physical	11	0.3%
Sexual Harassment - Non-Physical	20	0.5%
Suspicious Activity - Vehicle	39	1.1%
Unattended Bag	44	1.2%
Other	917	24.9%
TOTAL	4,604	
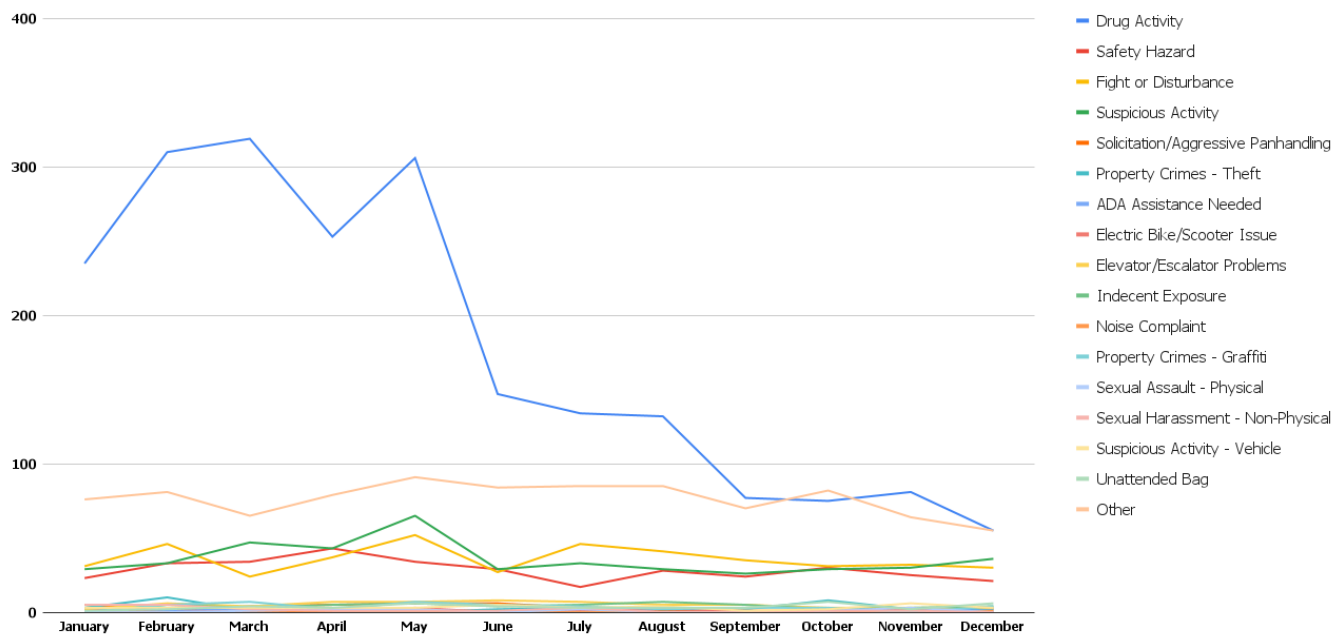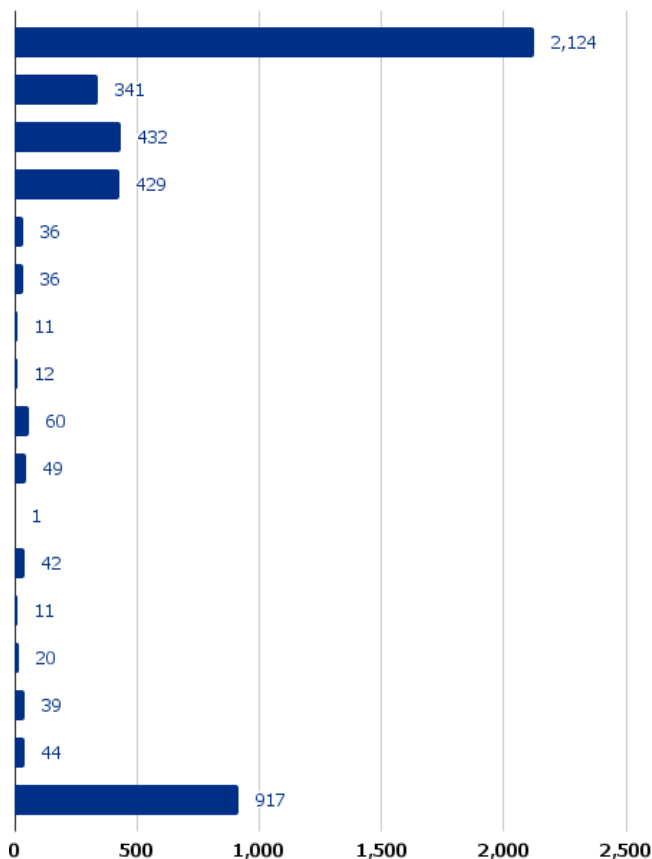
Transit Watch Mobile Application: Incident Type by Month

January 2024	Count	%
Drug Activity	235	69.3%
Safety Hazard	23	6.8%
Fight or Disturbance	31	9.1%
Suspicious Activity	29	8.6%
Solicitation/Aggressive Panhandling	5	1.5%
Property Crimes - Theft	3	0.9%
ADA Assistance Needed	0	0.0%
Electric Bike/Scooter Issue	2	0.6%
Elevator/Escalator Problems	2	0.6%
Indecent Exposure	0	0.0%
Noise Complaint	0	0.0%
Property Crimes - Graffiti	0	0.0%
Sexual Assault - Physical	0	0.0%
Sexual Harassment - Non-Physical	5	1.5%
Suspicious Activity - Vehicle	3	0.9%
Unattended Bag	1	0.3%
Other	76	22.4%
TOTAL	**415**	

February 2024	Count	%
Drug Activity	310	67.4%
Safety Hazard	33	7.2%
Fight or Disturbance	46	10.0%
Suspicious Activity	33	7.2%
Solicitation/Aggressive Panhandling	1	0.2%
Property Crimes - Theft	10	2.2%
ADA Assistance Needed	1	0.2%
Electric Bike/Scooter Issue	0	0.0%
Elevator/Escalator Problems	6	1.3%
Indecent Exposure	5	1.1%
Noise Complaint	0	0.0%
Property Crimes - Graffiti	5	1.1%
Sexual Assault - Physical	0	0.0%
Sexual Harassment - Non-Physical	5	1.1%
Suspicious Activity - Vehicle	3	0.7%
Unattended Bag	2	0.4%
Other	81	17.6%
TOTAL	**541**	

March 2024	Count	%
Drug Activity	319	70.0%
Safety Hazard	34	7.5%
Fight or Disturbance	24	5.3%
Suspicious Activity	47	10.3%
Solicitation/Aggressive Panhandling	4	0.9%
Property Crimes - Theft	1	0.2%
ADA Assistance Needed	2	0.4%
Electric Bike/Scooter Issue	1	0.2%
Elevator/Escalator Problems	4	0.9%
Indecent Exposure	3	0.7%
Noise Complaint	0	0.0%
Property Crimes - Graffiti	7	1.5%
Sexual Assault - Physical	1	0.2%
Sexual Harassment - Non-Physical	2	0.4%
Suspicious Activity - Vehicle	3	0.7%
Unattended Bag	4	0.9%
Other	65	14.3%
TOTAL	**521**	

April 2024	Count	%
Drug Activity	253	62.3%
Safety Hazard	43	10.6%
Fight or Disturbance	37	9.1%
Suspicious Activity	43	10.6%
Solicitation/Aggressive Panhandling	5	1.2%
Property Crimes - Theft	1	0.2%
ADA Assistance Needed	1	0.2%
Electric Bike/Scooter Issue	0	0.0%
Elevator/Escalator Problems	7	1.7%
Indecent Exposure	5	1.2%
Noise Complaint	0	0.0%
Property Crimes - Graffiti	2	0.5%
Sexual Assault - Physical	2	0.5%
Sexual Harassment - Non-Physical	1	0.2%
Suspicious Activity - Vehicle	3	0.7%
Unattended Bag	3	0.7%
Other	79	19.5%
TOTAL	**485**	

Transit Watch Mobile Application: Incident Type by Month

May 2024	Count	%
Drug Activity	306	61.3%
Safety Hazard	34	6.8%
Fight or Disturbance	52	10.4%
Suspicious Activity	65	13.0%
Solicitation/Aggressive Panhandling	6	1.2%
Property Crimes - Theft	0	0.0%
ADA Assistance Needed	1	0.2%
Electric Bike/Scooter Issue	3	0.6%
Elevator/Escalator Problems	7	1.4%
Indecent Exposure	6	1.2%
Noise Complaint	0	0.0%
Property Crimes - Graffiti	7	1.4%
Sexual Assault - Physical	2	0.4%
Sexual Harassment - Non-Physical	1	0.2%
Suspicious Activity - Vehicle	3	0.6%
Unattended Bag	6	1.2%
Other	91	18.2%
TOTAL	590	

June 2024	Count	%
Drug Activity	147	55.1%
Safety Hazard	29	10.9%
Fight or Disturbance	27	10.1%
Suspicious Activity	29	10.9%
Solicitation/Aggressive Panhandling	6	2.2%
Property Crimes - Theft	2	0.7%
ADA Assistance Needed	0	0.0%
Electric Bike/Scooter Issue	0	0.0%
Elevator/Escalator Problems	8	3.0%
Indecent Exposure	4	1.5%
Noise Complaint	0	0.0%
Property Crimes - Graffiti	5	1.9%
Sexual Assault - Physical	0	0.0%
Sexual Harassment - Non-Physical	1	0.4%
Suspicious Activity - Vehicle	5	1.9%
Unattended Bag	4	1.5%
Other	84	31.5%
TOTAL	351	

July 2024	Count	%
Drug Activity	134	50.4%
Safety Hazard	17	6.4%
Fight or Disturbance	46	17.3%
Suspicious Activity	33	12.4%
Solicitation/Aggressive Panhandling	3	1.1%
Property Crimes - Theft	3	1.1%
ADA Assistance Needed	2	0.8%
Electric Bike/Scooter Issue	1	0.4%
Elevator/Escalator Problems	7	2.6%
Indecent Exposure	5	1.9%
Noise Complaint	0	0.0%
Property Crimes - Graffiti	4	1.5%
Sexual Assault - Physical	2	0.8%
Sexual Harassment - Non-Physical	3	1.1%
Suspicious Activity - Vehicle	3	1.1%
Unattended Bag	3	1.1%
Other	85	32.0%
TOTAL	351	

August 2024	Count	%
Drug Activity	132	51.6%
Safety Hazard	28	10.9%
Fight or Disturbance	41	16.0%
Suspicious Activity	29	11.3%
Solicitation/Aggressive Panhandling	1	0.4%
Property Crimes - Theft	2	0.8%
ADA Assistance Needed	0	0.0%
Electric Bike/Scooter Issue	2	0.8%
Elevator/Escalator Problems	5	2.0%
Indecent Exposure	7	2.7%
Noise Complaint	0	0.0%
Property Crimes - Graffiti	2	0.8%
Sexual Assault - Physical	0	0.0%
Sexual Harassment - Non-Physical	0	0.0%
Suspicious Activity - Vehicle	4	1.6%
Unattended Bag	3	1.2%
Other	85	33.2%
TOTAL	341	

Transit Watch Mobile Application: Incident Type by Month

September 2024	Count	%
Drug Activity	77	42.1%
Safety Hazard	24	13.1%
Fight or Disturbance	35	19.1%
Suspicious Activity	26	14.2%
Solicitation/Aggressive Panhandling	1	0.5%
Property Crimes - Theft	2	1.1%
ADA Assistance Needed	0	0.0%
Electric Bike/Scooter Issue	1	0.5%
Elevator/Escalator Problems	5	2.7%
Indecent Exposure	5	2.7%
Noise Complaint	0	0.0%
Property Crimes - Graffiti	3	1.6%
Sexual Assault - Physical	0	0.0%
Sexual Harassment - Non-Physical	0	0.0%
Suspicious Activity - Vehicle	1	0.5%
Unattended Bag	3	1.6%
Other	70	38.3%
TOTAL	**253**	

October 2024	Count	%
Drug Activity	75	38.7%
Safety Hazard	30	15.5%
Fight or Disturbance	31	16.0%
Suspicious Activity	29	14.9%
Solicitation/Aggressive Panhandling	1	0.5%
Property Crimes - Theft	8	4.1%
ADA Assistance Needed	1	0.5%
Electric Bike/Scooter Issue	0	0.0%
Elevator/Escalator Problems	3	1.5%
Indecent Exposure	2	1.0%
Noise Complaint	0	0.0%
Property Crimes - Graffiti	3	1.5%
Sexual Assault - Physical	1	0.5%
Sexual Harassment - Non-Physical	1	0.5%
Suspicious Activity - Vehicle	2	1.0%
Unattended Bag	7	3.6%
Other	82	42.3%
TOTAL	**276**	

November 2024	Count	%
Drug Activity	81	42.0%
Safety Hazard	25	13.0%
Fight or Disturbance	32	16.6%
Suspicious Activity	30	15.5%
Solicitation/Aggressive Panhandling	1	0.5%
Property Crimes - Theft	2	1.0%
ADA Assistance Needed	2	1.0%
Electric Bike/Scooter Issue	2	1.0%
Elevator/Escalator Problems	3	1.6%
Indecent Exposure	3	1.6%
Noise Complaint	0	0.0%
Property Crimes - Graffiti	0	0.0%
Sexual Assault - Physical	3	1.6%
Sexual Harassment - Non-Physical	1	0.5%
Suspicious Activity - Vehicle	6	3.1%
Unattended Bag	2	1.0%
Other	64	33.2%
TOTAL	**257**	

December 2024	Count	%
Drug Activity	55	32.7%
Safety Hazard	21	12.5%
Fight or Disturbance	30	17.9%
Suspicious Activity	36	21.4%
Solicitation/Aggressive Panhandling	2	1.2%
Property Crimes - Theft	2	1.2%
ADA Assistance Needed	1	0.6%
Electric Bike/Scooter Issue	0	0.0%
Elevator/Escalator Problems	3	1.8%
Indecent Exposure	4	2.4%
Noise Complaint	1	0.6%
Property Crimes - Graffiti	4	2.4%
Sexual Assault - Physical	0	0.0%
Sexual Harassment - Non-Physical	0	0.0%
Suspicious Activity - Vehicle	3	1.8%
Unattended Bag	6	3.6%
Other	55	32.7%
TOTAL	**223**	

Social Media Performance

Summary: January – December 2024

Impressions	Engagements	Post Link Clicks
20,537,509	**166,071**	**31,333**
⬆ 452.0%	⬆ 7.1%	⬆ 51.0%

Audience Growth (Month-Over-Month)

Platform	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
X (Twitter)	207	171	209	29	133	169	144	140	211	94	-805	-17
Facebook	99	49	126	35	54	115	106	92	129	276	232	42
Instagram	94	95	163	122	149	243	235	188	205	192	164	87
LinkedIn	130	103	144	192	165	121	144	162	173	155	138	126
YouTube	98	108	111	98	99	65	66	89	88	88	62	53

Audience Growth: Net Increase and Change

Platform	Net Increase (2024)	% Change (YOY)
X (Twitter)	685	- 28.6%
Facebook	1,379	+ 95.0%
Instagram	1,937	+ 85.5%
LinkedIn	1,754	+ 33.9%
YouTube	1,025	+ 25.5%

Posts and Impressions (2024)

Platform	Posts	Impressions
X (Twitter)	1,366	1,513,473
Facebook	537	15,459,026
Instagram	649	3,223,303
LinkedIn	438	341,707
YouTube	72	N/A

Post Engagement (2024)

Platform	Totals	% Change (YOY)
X (Twitter)	36,518	- 29.5%
Facebook	59,529	+ 4.0%
Instagram	29,465	+ 44.5%
LinkedIn	32,885	+ 157.9%
YouTube	7,674	- 40.1%

Video Views (2024)

Platform	Totals	% Change (YOY)
X (Twitter)	76,976	- 3.6%
Facebook	886,252	+ 2,252.1%
Instagram	249,517	+ 250.3%
LinkedIn	51,305	+ 169.1%
YouTube	3,476,447	- 1.7%

We make lives better through connections.