

March 3, 2025



**We Make Lives Better
Through Connections.**

2024 Customer Excellence Survey Results

Bus and Rail



Overview

Overview

- **High Level Takeaways**
- **Customer Excellence Survey – Bus/Rail**
 - Customer Characteristics
 - Overall Customer Satisfaction
 - Net Promoter Score
 - National Average Comparison
 - Top Importance and Key Driver Analysis
- **Conclusion**



High Level Takeaways

- RTD is setting the standard for customer experience with bus and rail service in most areas
- Overall satisfaction decreased on rail service, but the overall Customer Net Promoter Score (NPS) increased slightly due to increases in the NPS for both bus and light rail
- A high percentage of customers were negatively impacted by the Downtown Rail Reconstruction Project
- Top opportunities for improvement by mode:
 - **Bus/light rail:** Travel time
 - **Commuter rail:** Frequency of service





Customer Excellence Survey

Methodology: Bus and Rail Surveys

- Customer intercept method
- Survey period: August 21 through September 1, 2024
- Target sample: 1,200 (+/- 2.8% at the 95% confidence level)
- 1,274 completed surveys
- Every route/line sampled in proportion to Spring 2023 ridership





Customer Characteristics

Customer Characteristics



- Most likely to be male and 18-39 years old
- 54% White or Caucasian
- 21% Hispanic, Spanish, or Latino/a/x
- 14% Black/African American
- 62% reported household incomes of less than \$50,000



- Most likely to be male and 18-39 years old
- 53% White or Caucasian
- 20% Hispanic, Spanish, or Latino/a/x
- 14% Black/African American
- 54% reported household incomes of less than \$50,000

Customer Characteristics (cont'd)



- 75% use the bus three or more days a week
- 75% are reliant on bus service
- 56% use buses to commute to and from work



- 74% use rail three or more days a week
- 74% are reliant on rail services
- 56% uses trains to commute to and from work

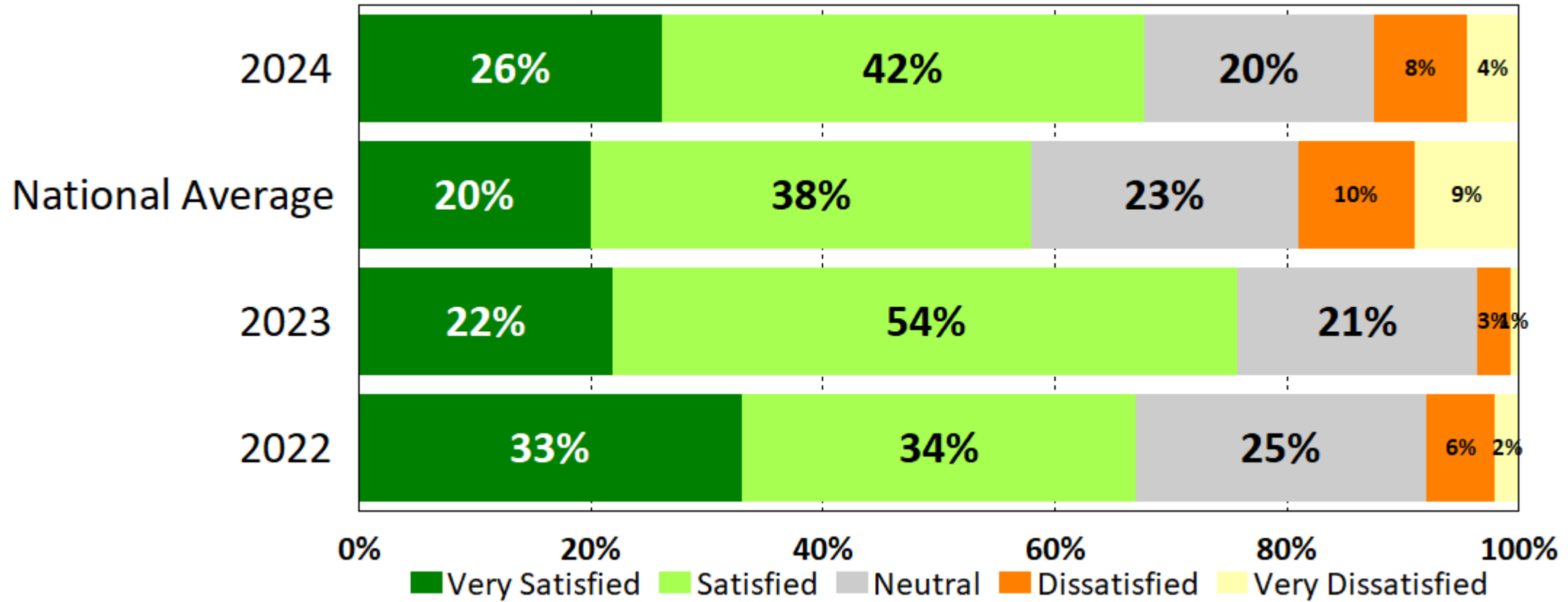


- 33% use AOD for making most of their trips
- 43% use AAR for most of their trips
- 43% use services for medical appointments

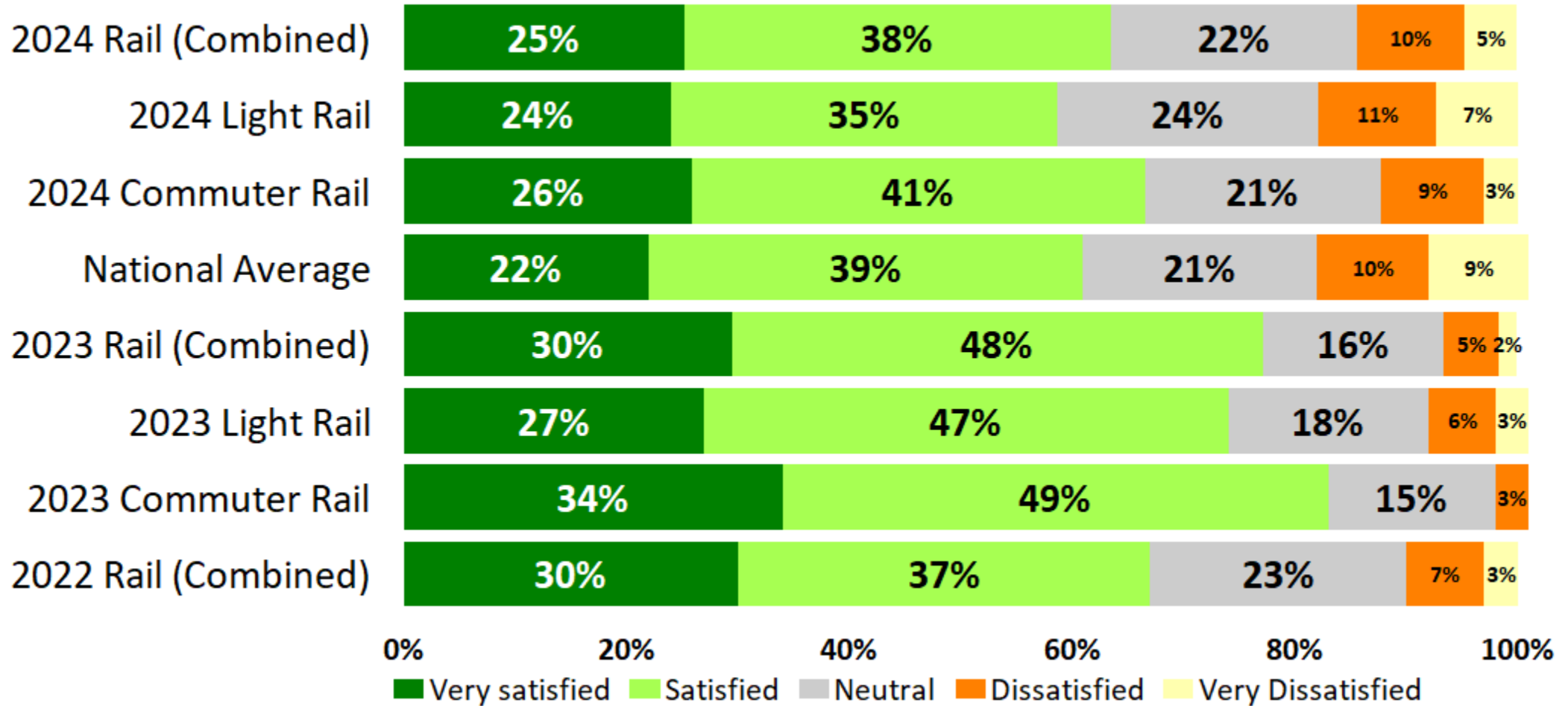


Overall Customer Satisfaction

Overall Satisfaction: Bus



Overall Satisfaction: Rail



Percentages do not equal 100 due to rounding.

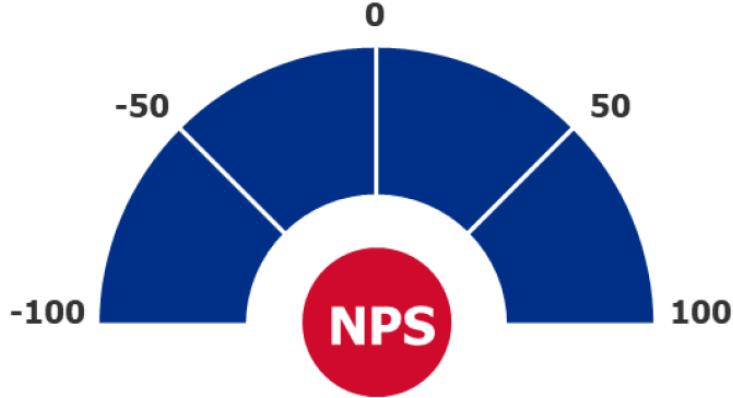
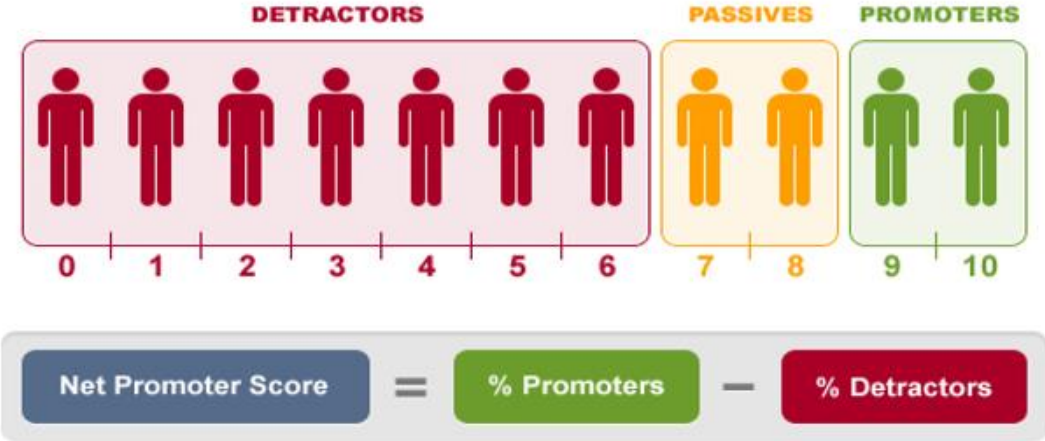




Net Promoter Score

Net Promoter Score (NPS)

Question: How likely are you to recommend riding an RTD bus/train to a friend or neighbor?

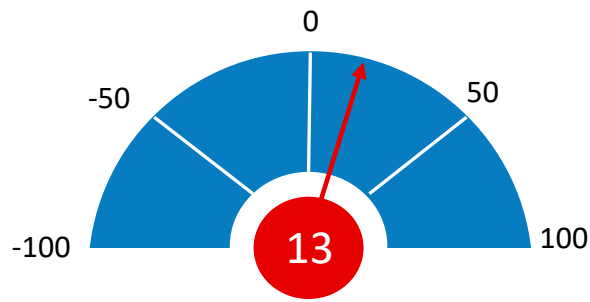


- ▶ 0-20 is good
- ▶ 20-50 is favorable
- ▶ 50-80 is excellent
- ▶ 80-100 is world class

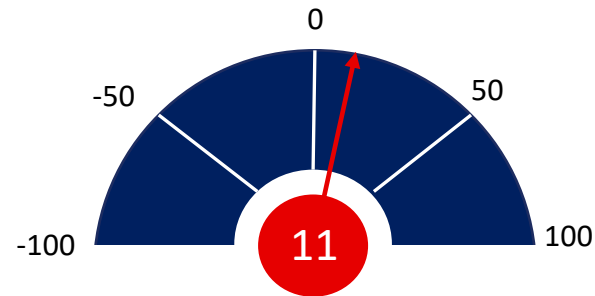


Customer NPS – Bus, Rail, and Paratransit Combined

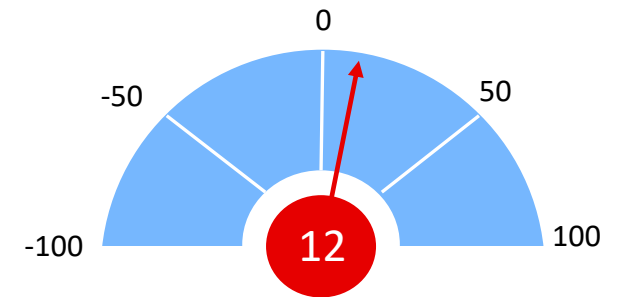
2024*



2023

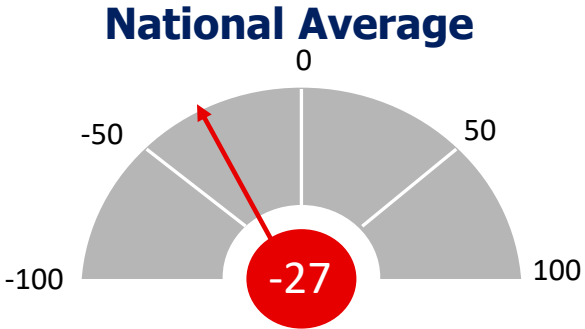
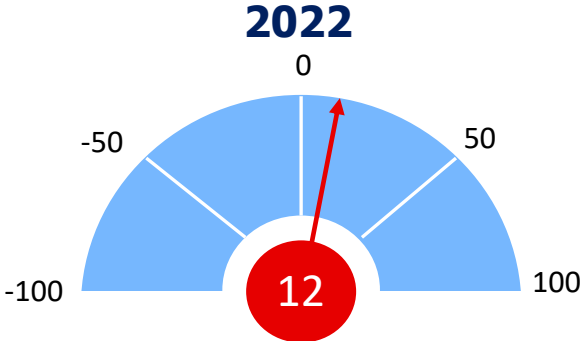
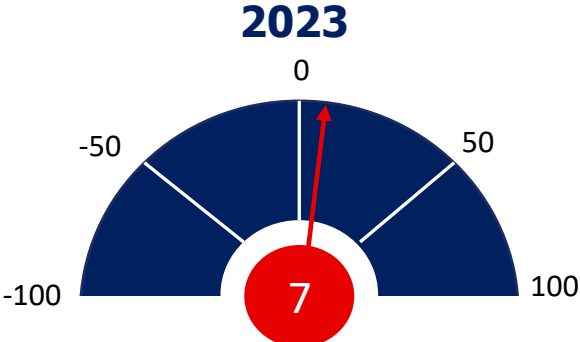
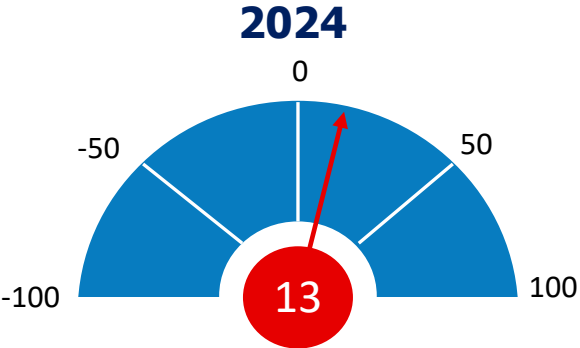


2022

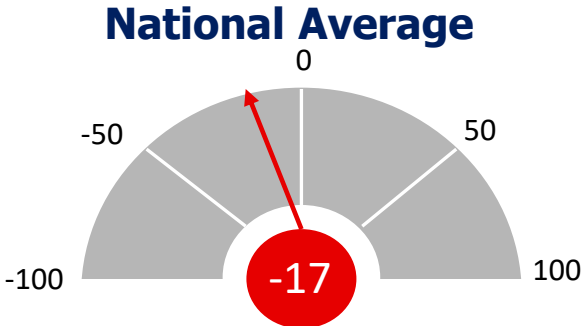
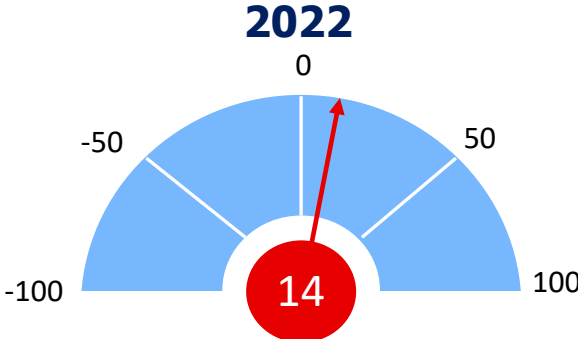
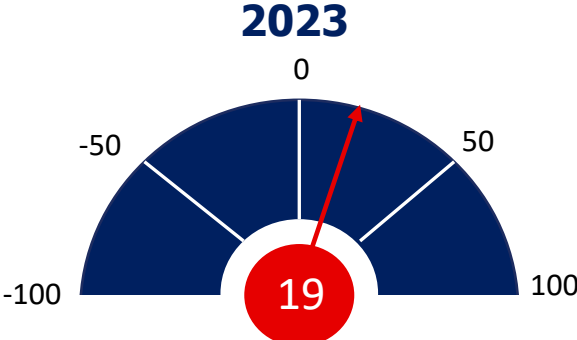
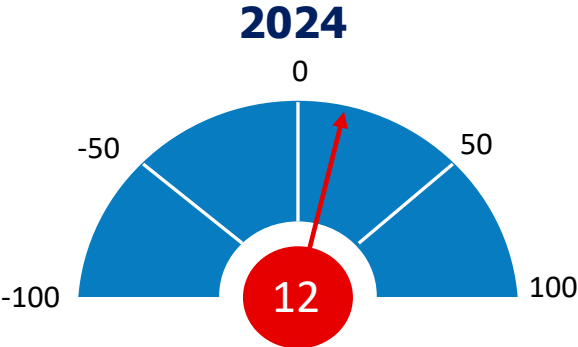


**2024 NPS is weighted using 2023 ridership due to 2024 ridership numbers not yet available as of October 2024*

Bus NPS



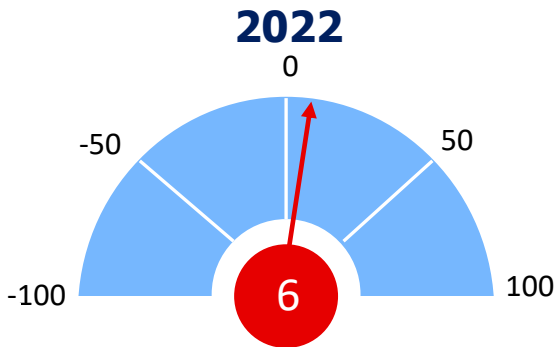
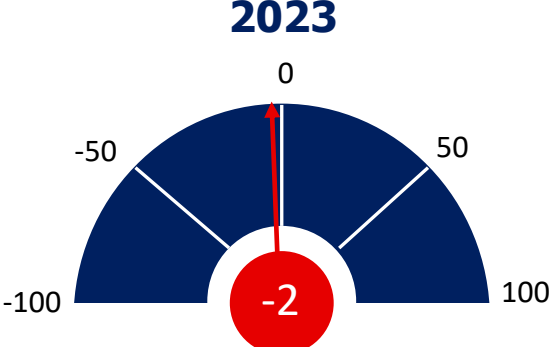
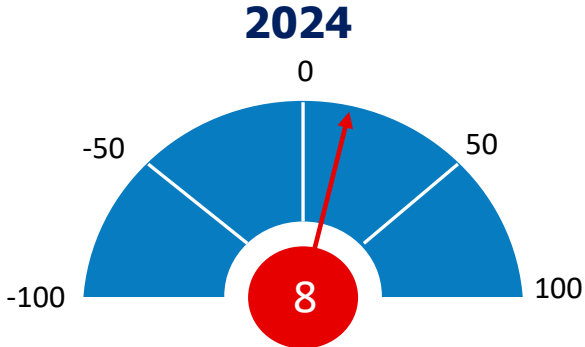
Rail NPS



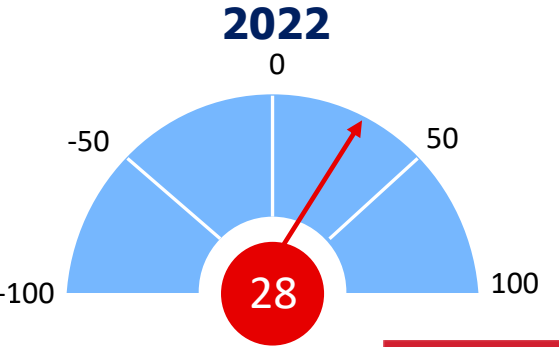
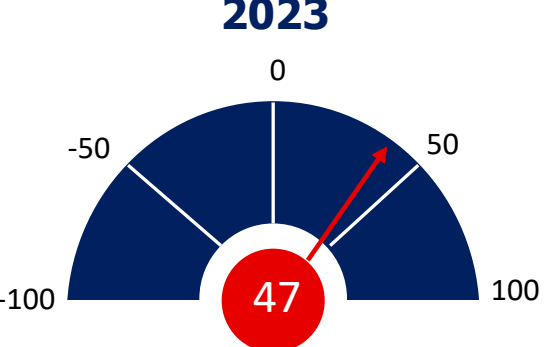
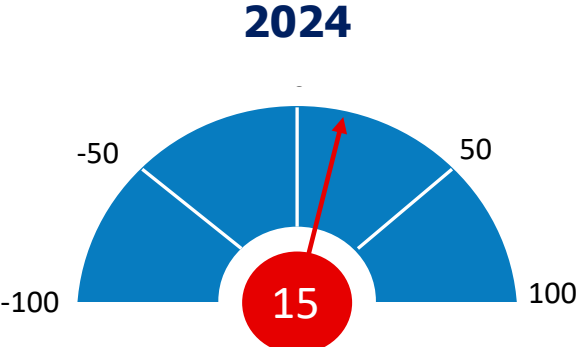
Rail NPS (cont'd)



Light Rail



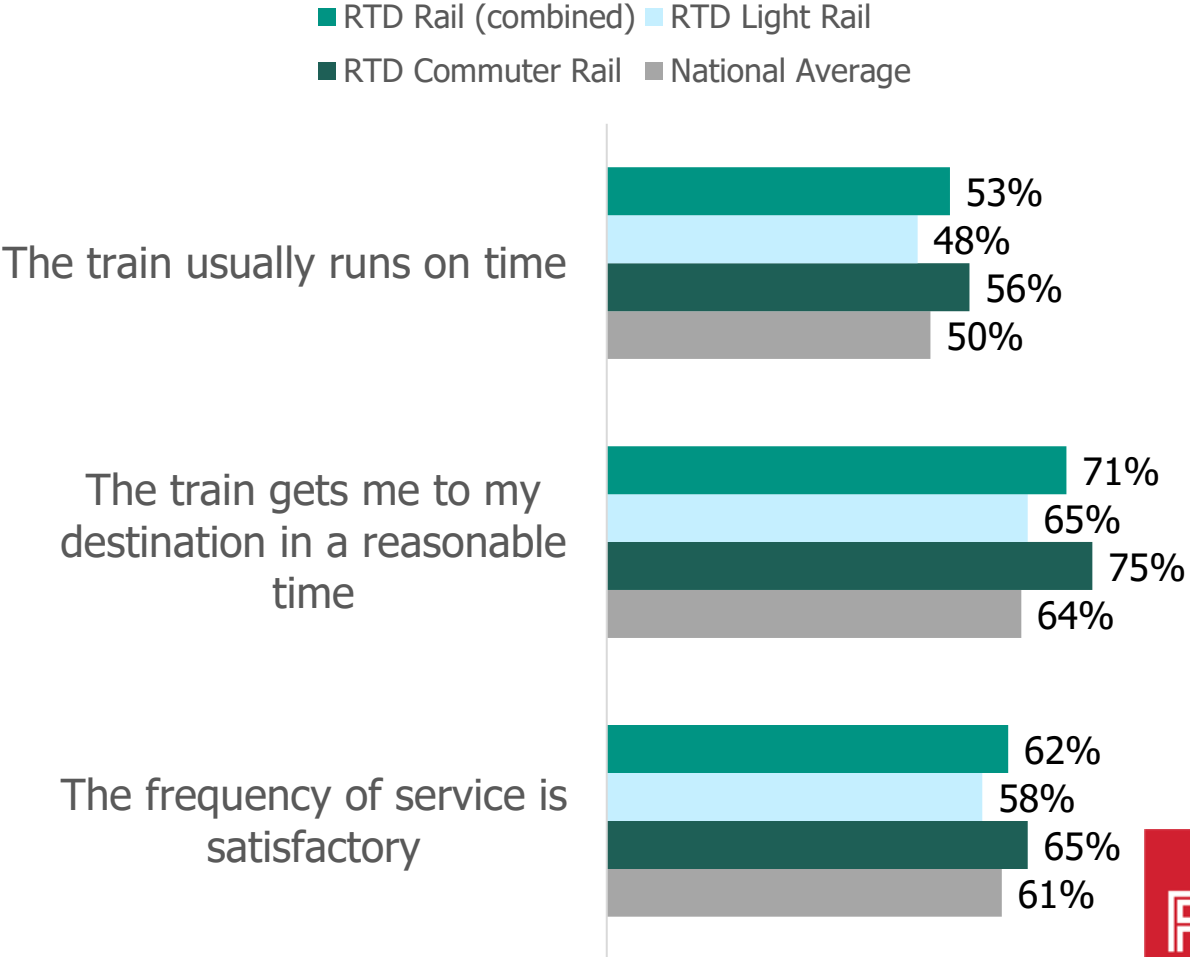
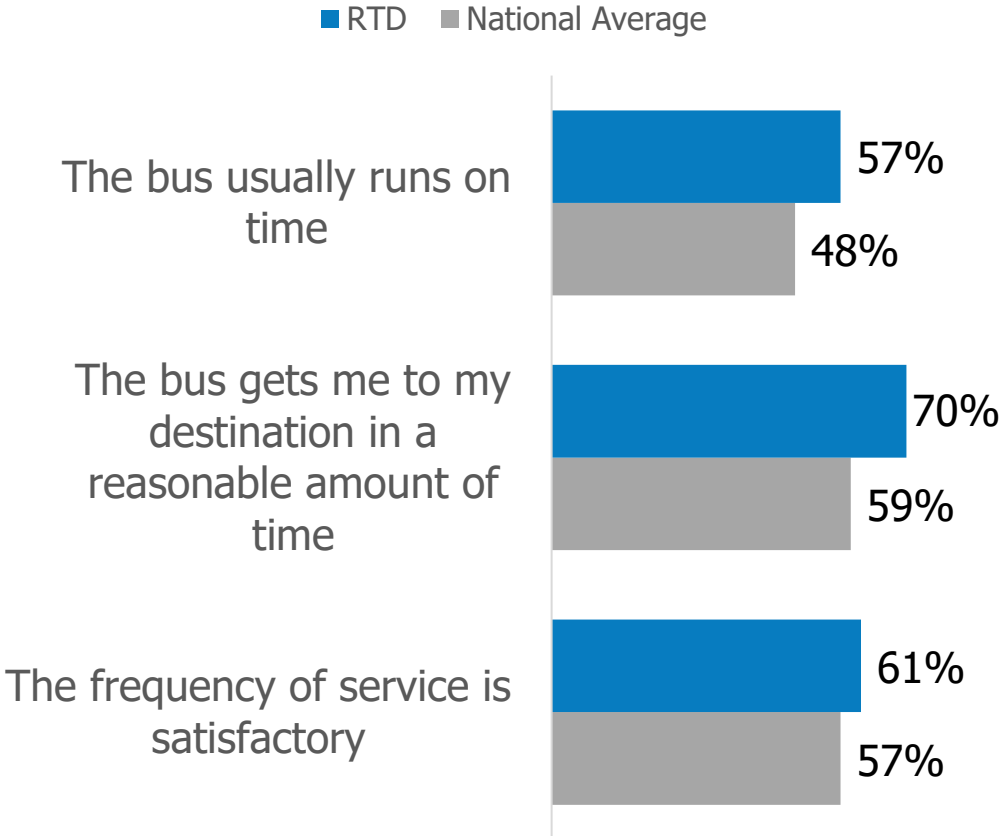
Commuter Rail





National Average Comparison

Performance

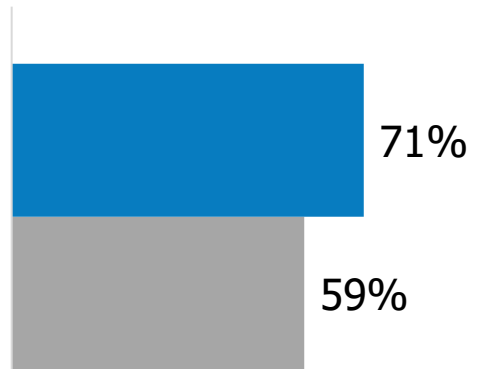


Access

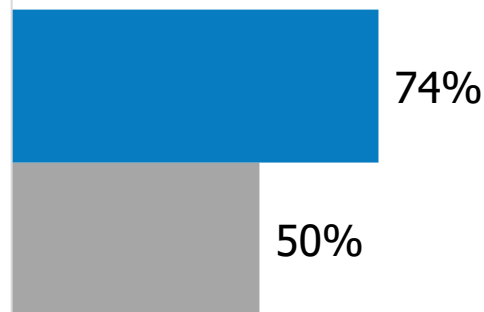


■ RTD ■ National Average

The price of fares is reasonable



Bus stops are conveniently located

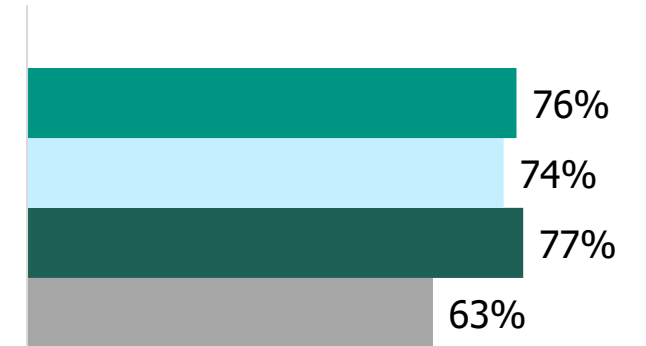


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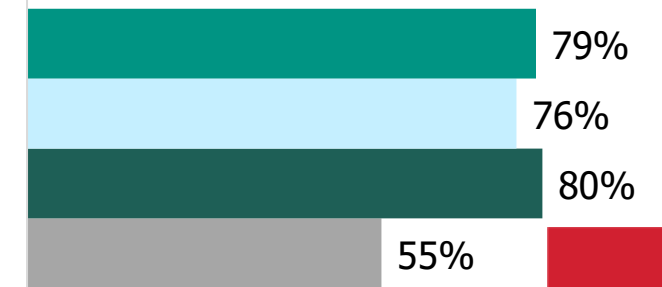


■ RTD Rail (combined) ■ RTD Light Rail
■ RTD Commuter Rail ■ National Average

The price of fares is reasonable



Train stops are conveniently located



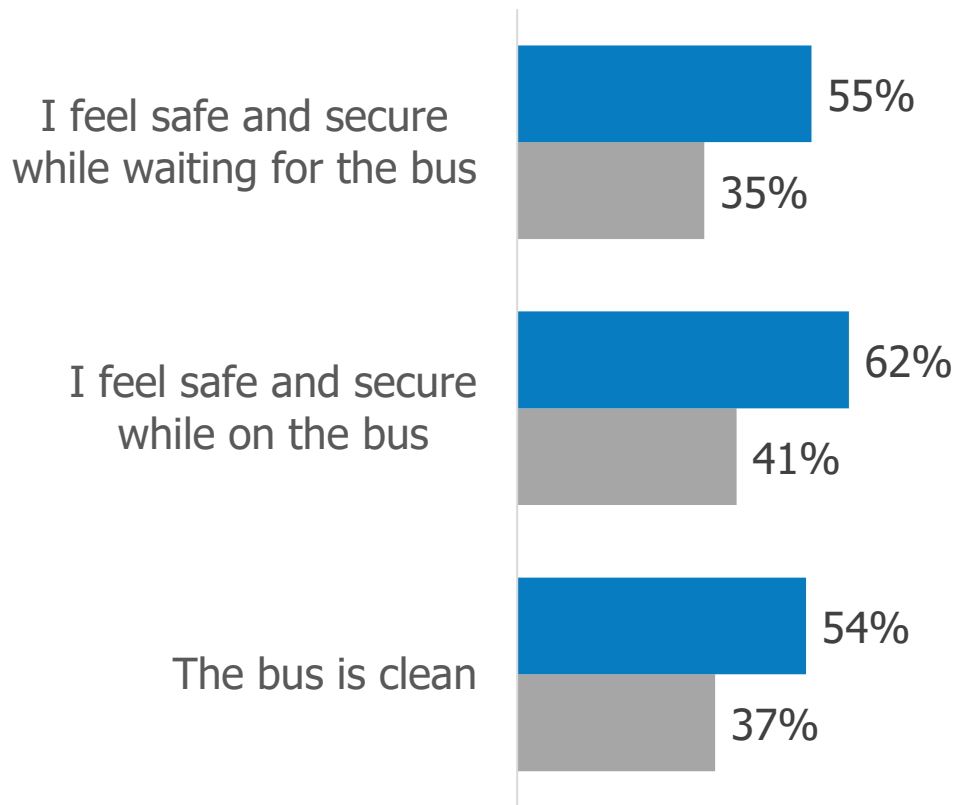
21



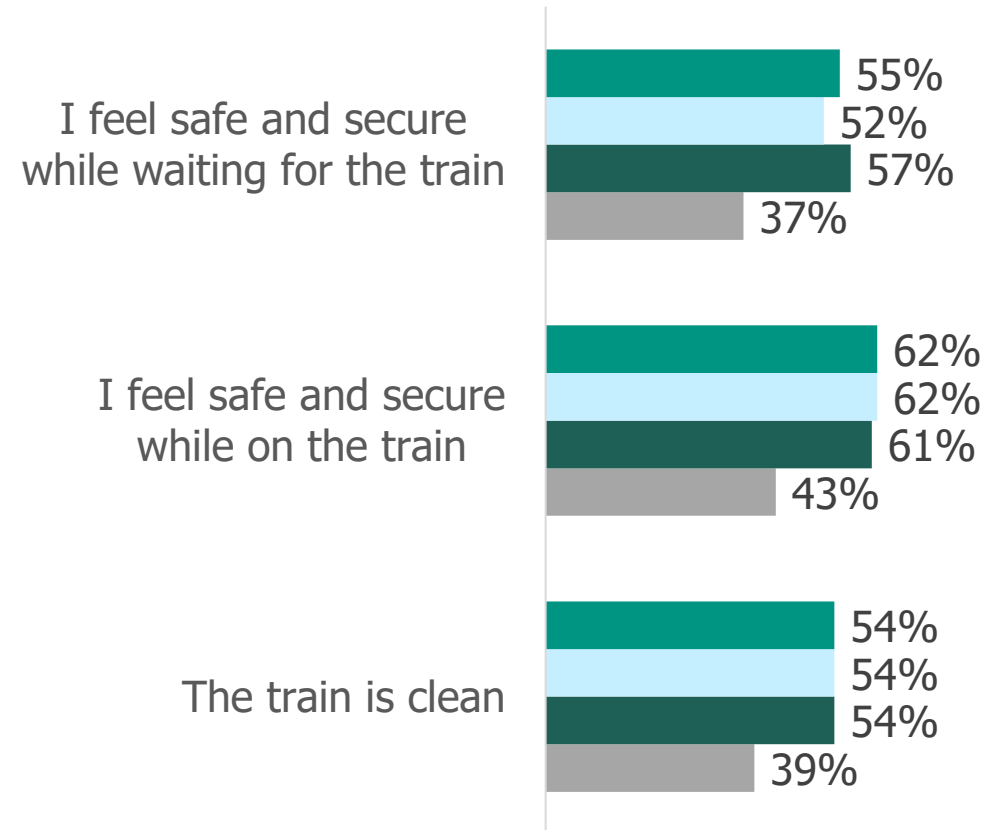
Safety and Comfort



■ RTD ■ National Average



■ RTD Rail (combined) ■ RTD Light Rail
■ RTD Commuter Rail ■ National Average

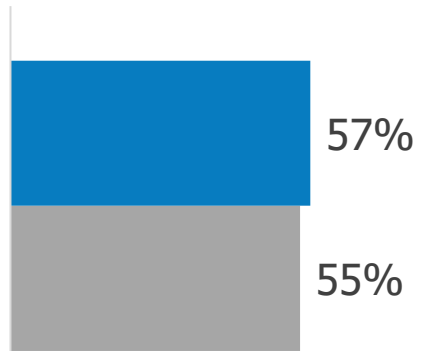


Information

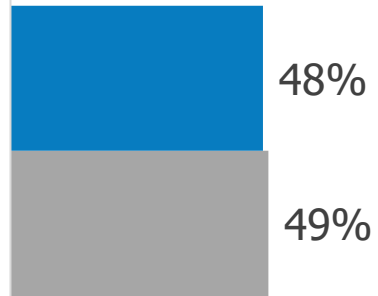


■ RTD ■ National Average

It is easy to find out if buses are running on schedule

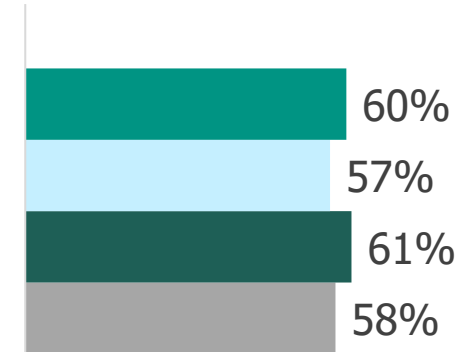


If RTD experiences service disruptions, I am adequately informed

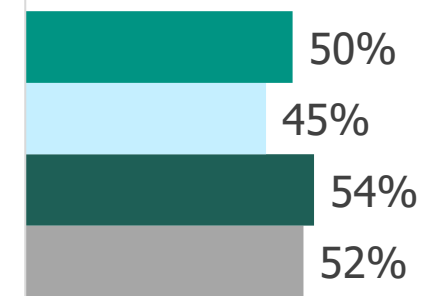


■ RTD Rail (combined) ■ RTD Light Rail
■ RTD Commuter Rail ■ National Average

It is easy to find out if trains are running on schedule



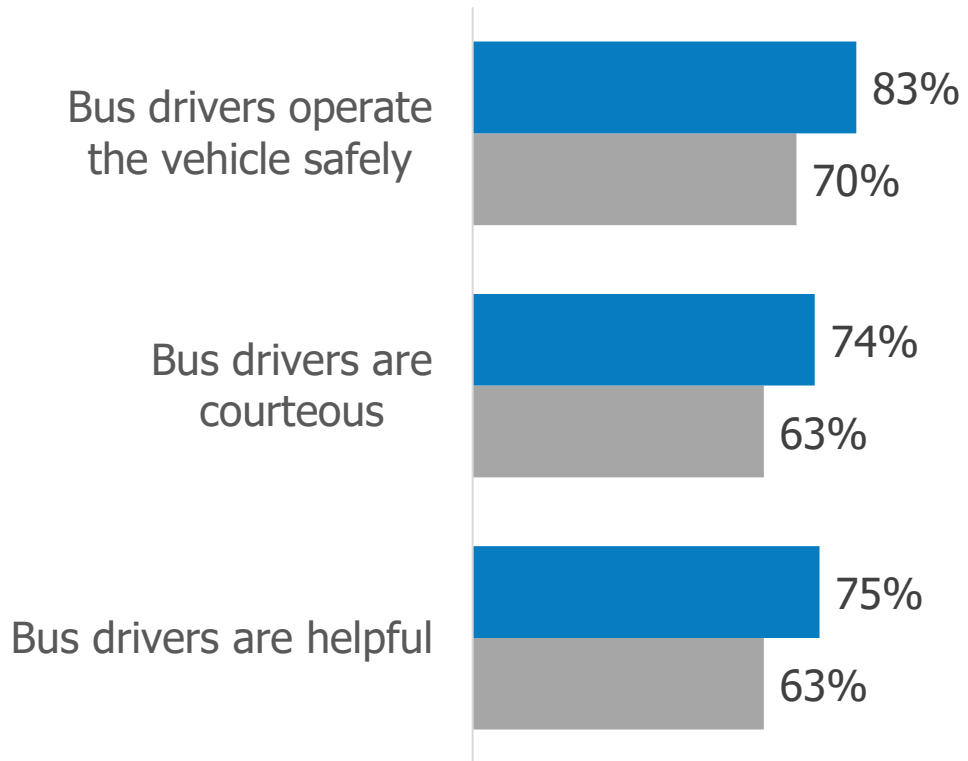
If RTD experiences service disruptions, I am adequately informed



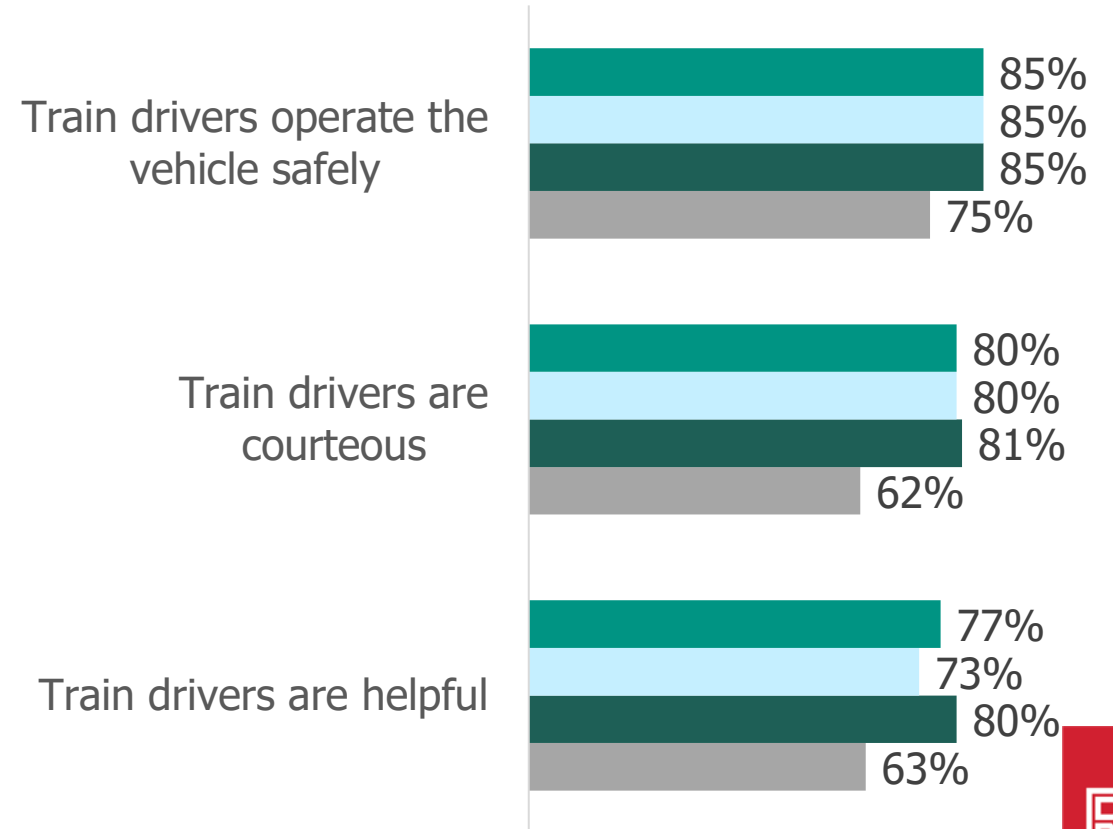
Operator Behavior



■ RTD ■ National Average



■ RTD Rail (combined) ■ RTD Light Rail
■ RTD Commuter Rail ■ National Average

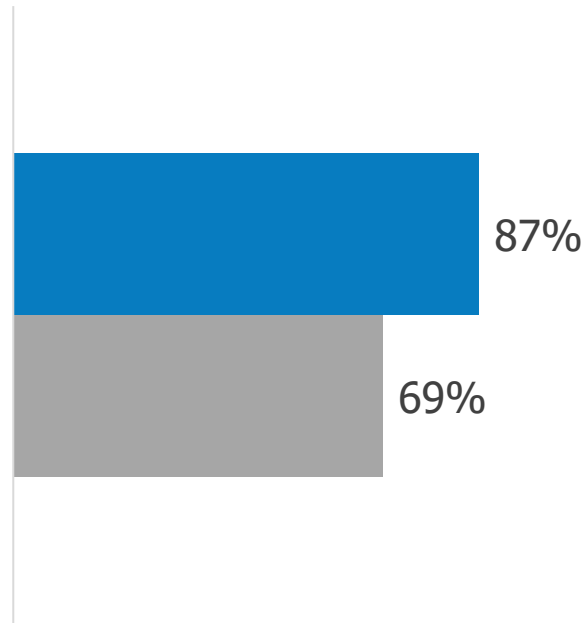


Community Value



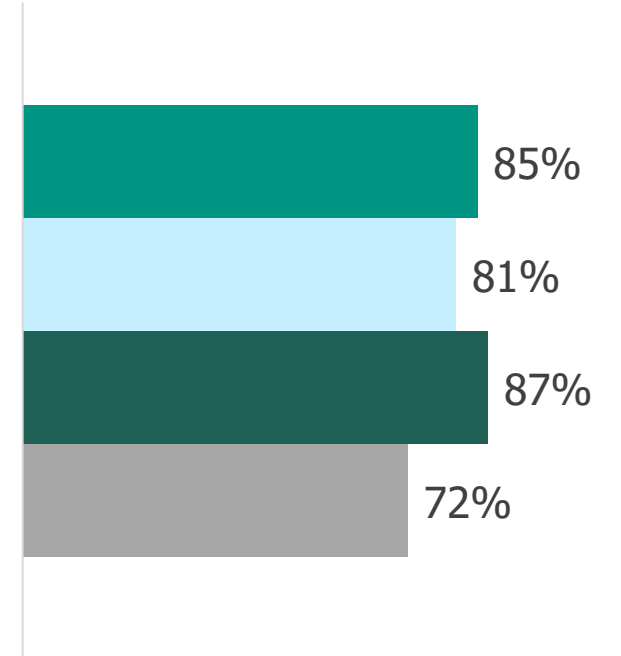
■ RTD ■ National Average

RTD provides value to the community



■ RTD Rail (combined) ■ RTD Light Rail ■ RTD Commuter Rail ■ National Average

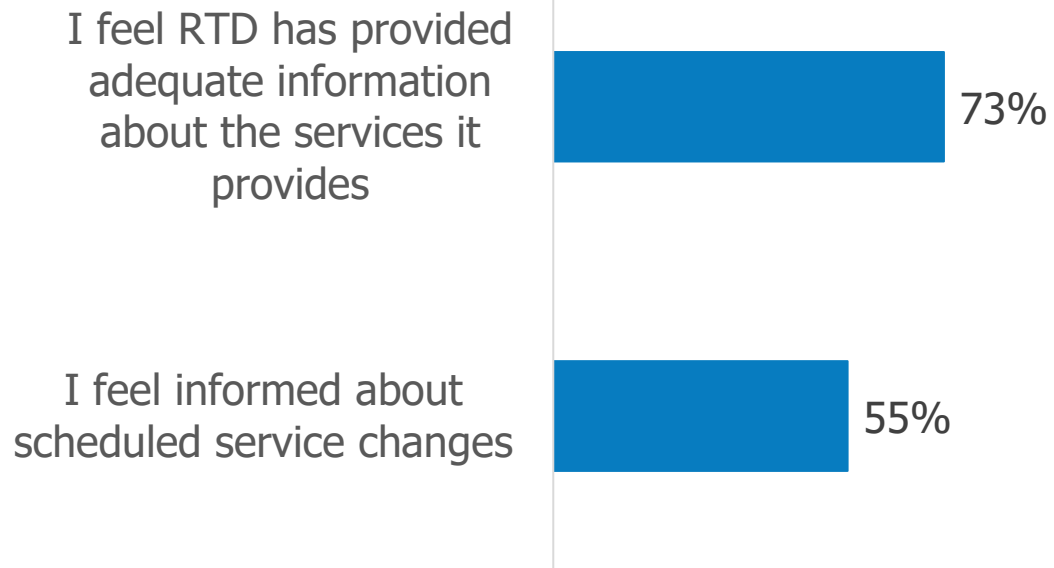
RTD provides value to the community



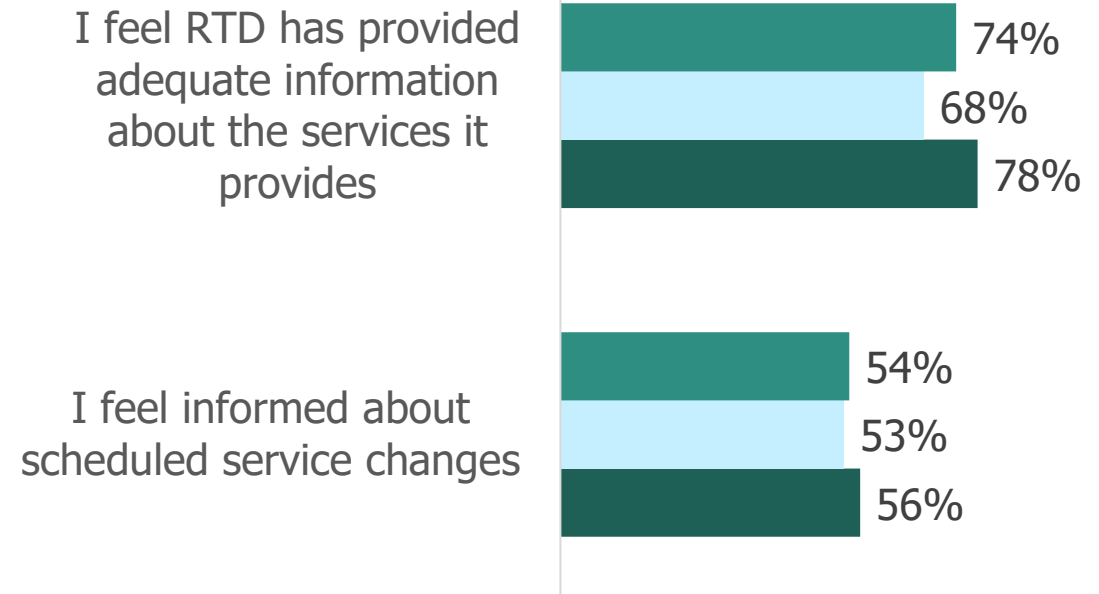
Service Information



■ RTD



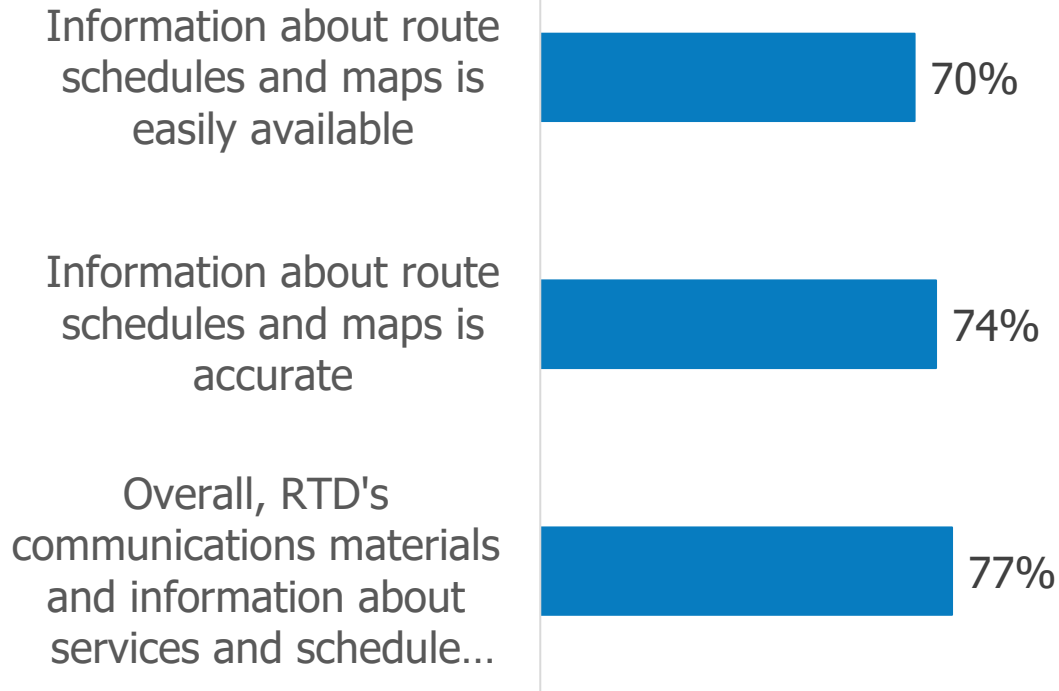
■ RTD Rail (combined) ■ RTD Light Rail ■ RTD Commuter Rail



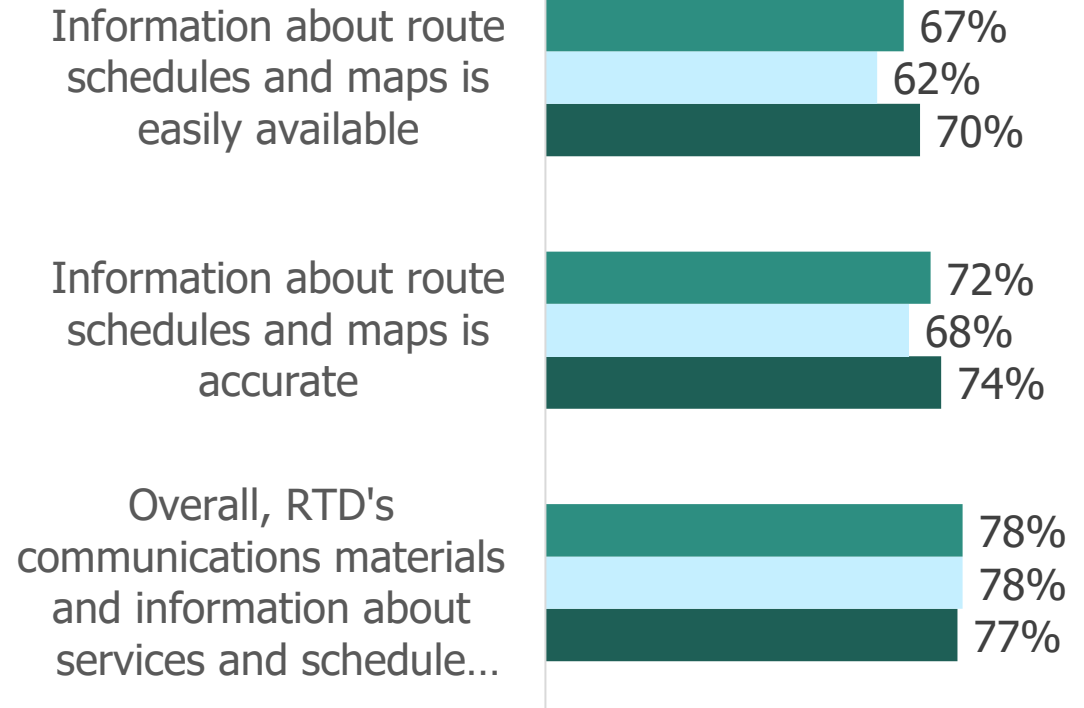
Service Information (Cont.)



■ RTD



■ RTD Rail (combined) ■ RTD Light Rail ■ RTD Commuter Rail



Mobile Applications and Social Media



■ RTD

■ RTD Rail (combined) ■ RTD Light Rail ■ RTD Commuter Rail

RTD's mobile applications are easy to use



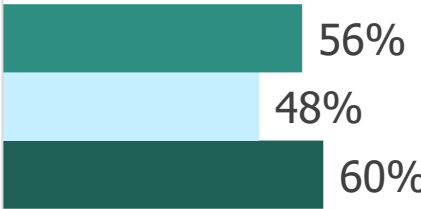
RTD's mobile applications are easy to use



RTD provides useful content on social media



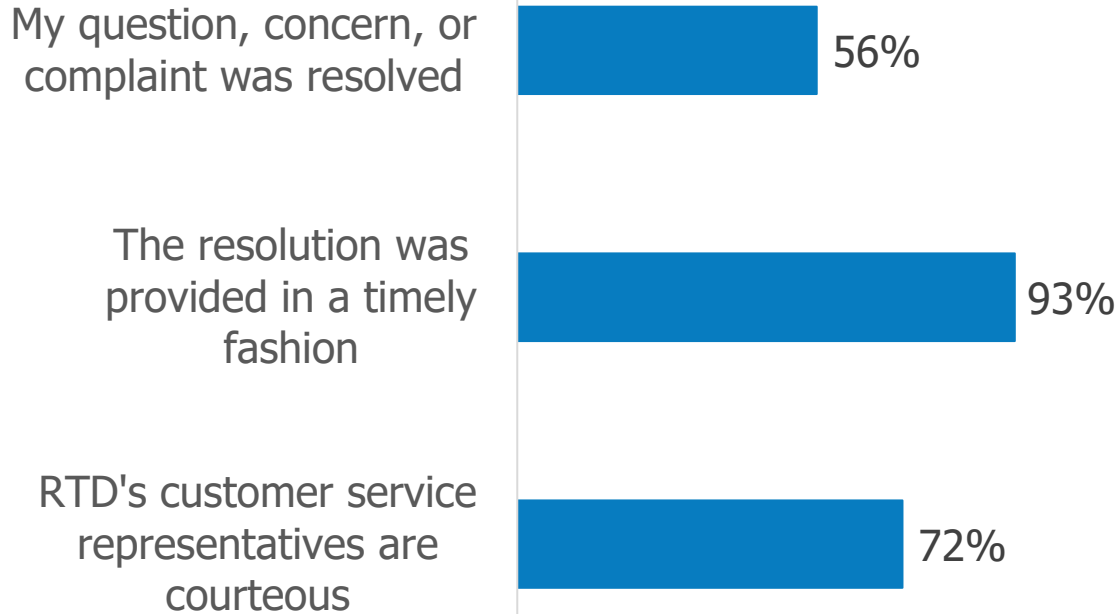
RTD provides useful content on social media



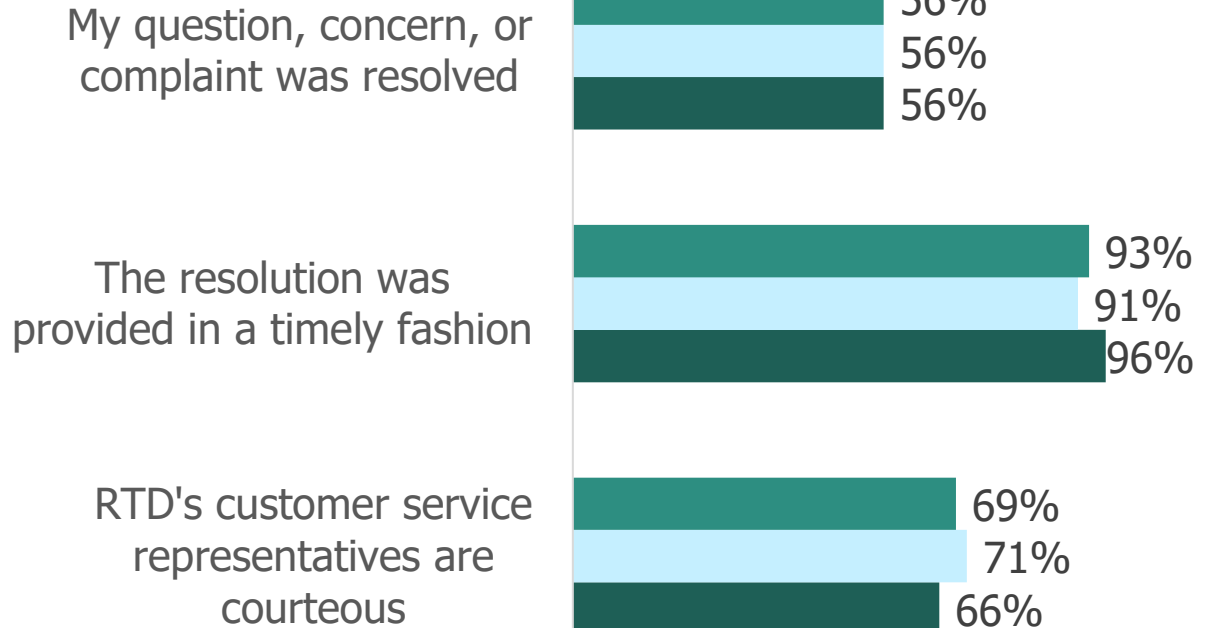
Customer Service



■ RTD



■ RTD Rail (combined) ■ RTD Light Rail ■ RTD Commuter Rail



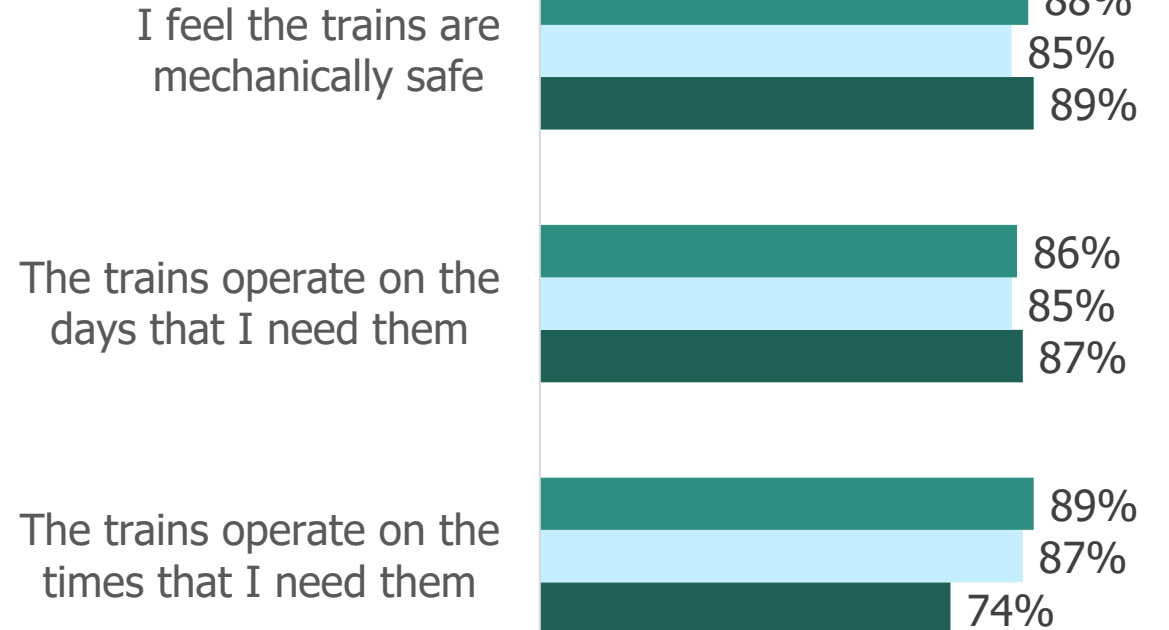
Operations



■ RTD



■ RTD Rail (combined) ■ RTD Light Rail ■ RTD Commuter Rail



Access to Destinations and Funding



■ RTD

RTD provides access to key public service destinations



Private entities, non-profits, and local governments should consider increasing funding to improve the quality and/or expand...



■ RTD Rail (combined) ■ RTD Light Rail ■ RTD Commuter Rail

RTD provides access to key public service destinations



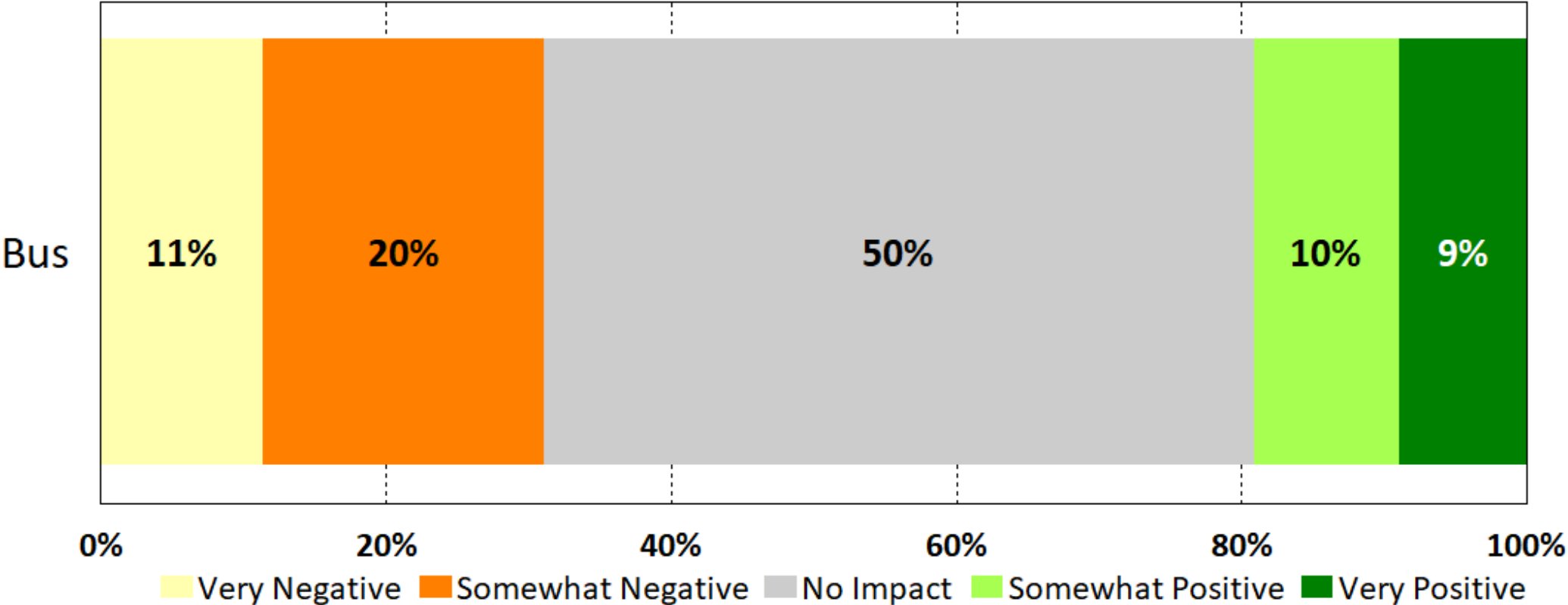
Private entities, non-profits, and local governments should consider increasing funding to improve the quality and/or expand...



Rail Construction Impact (Bus)



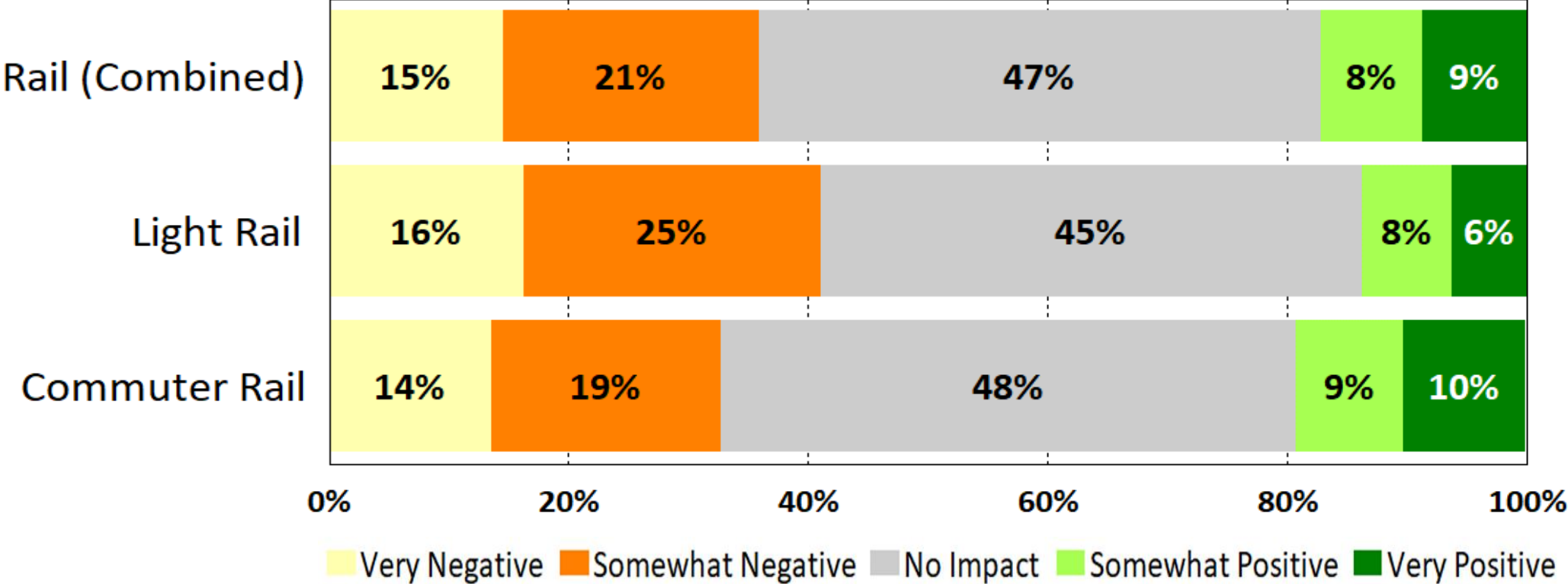
Question: *What kind of impact is RTD's downtown rail reconstruction project having on you?*



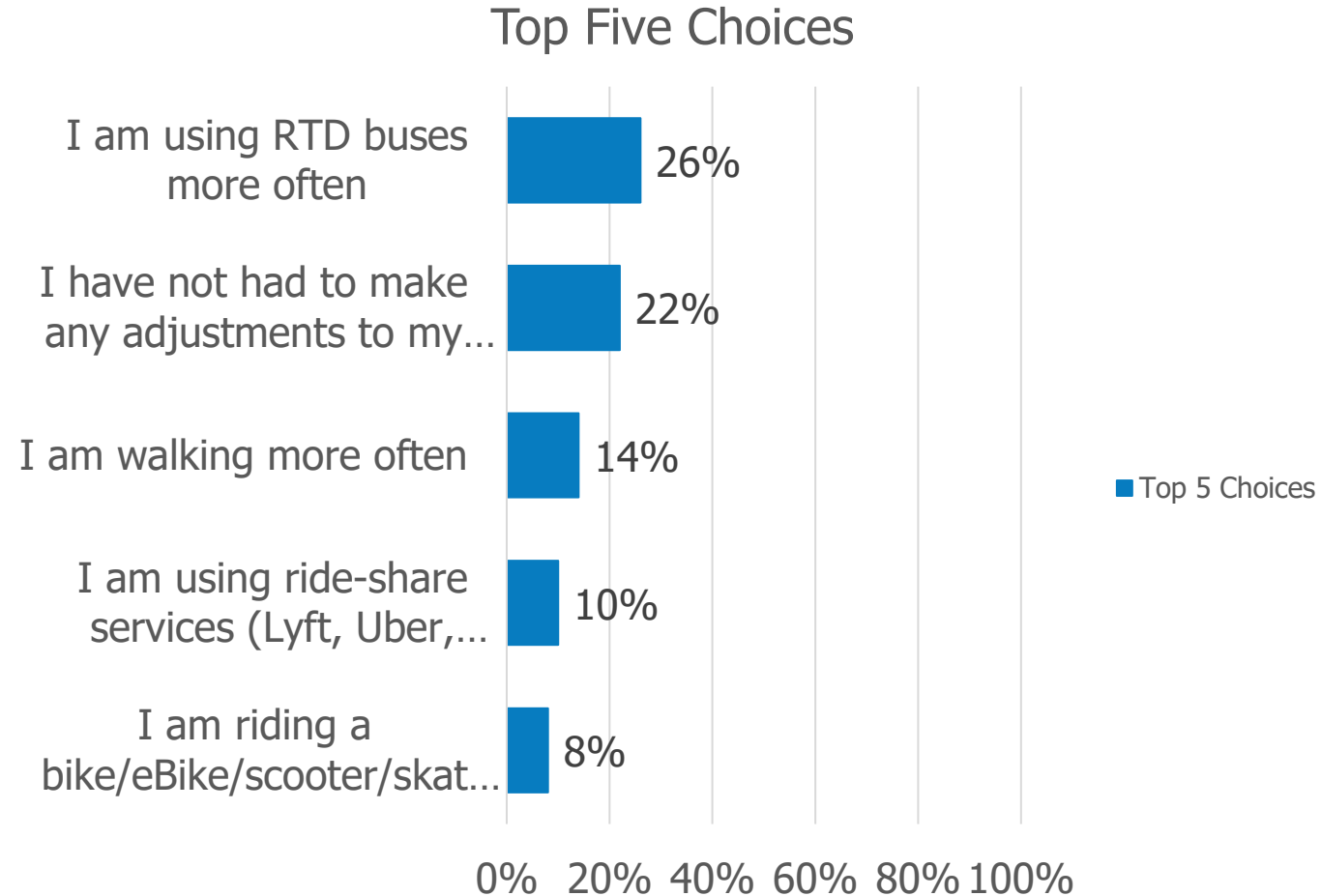
Rail Construction Impact (Rail)



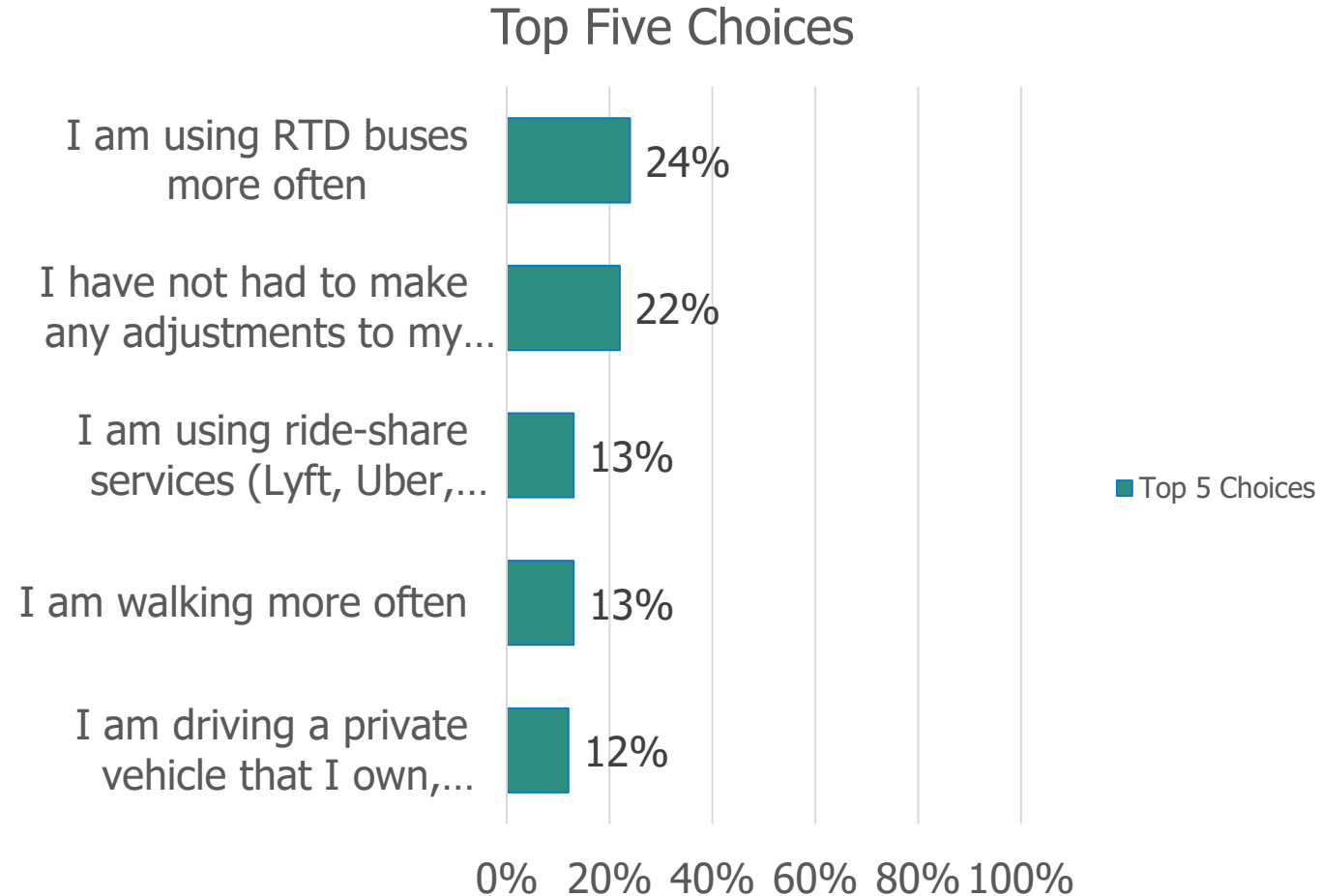
Question: *What kind of impact is RTD's downtown rail reconstruction project having on you?*



Adjustments Due to Rail Construction (Bus)



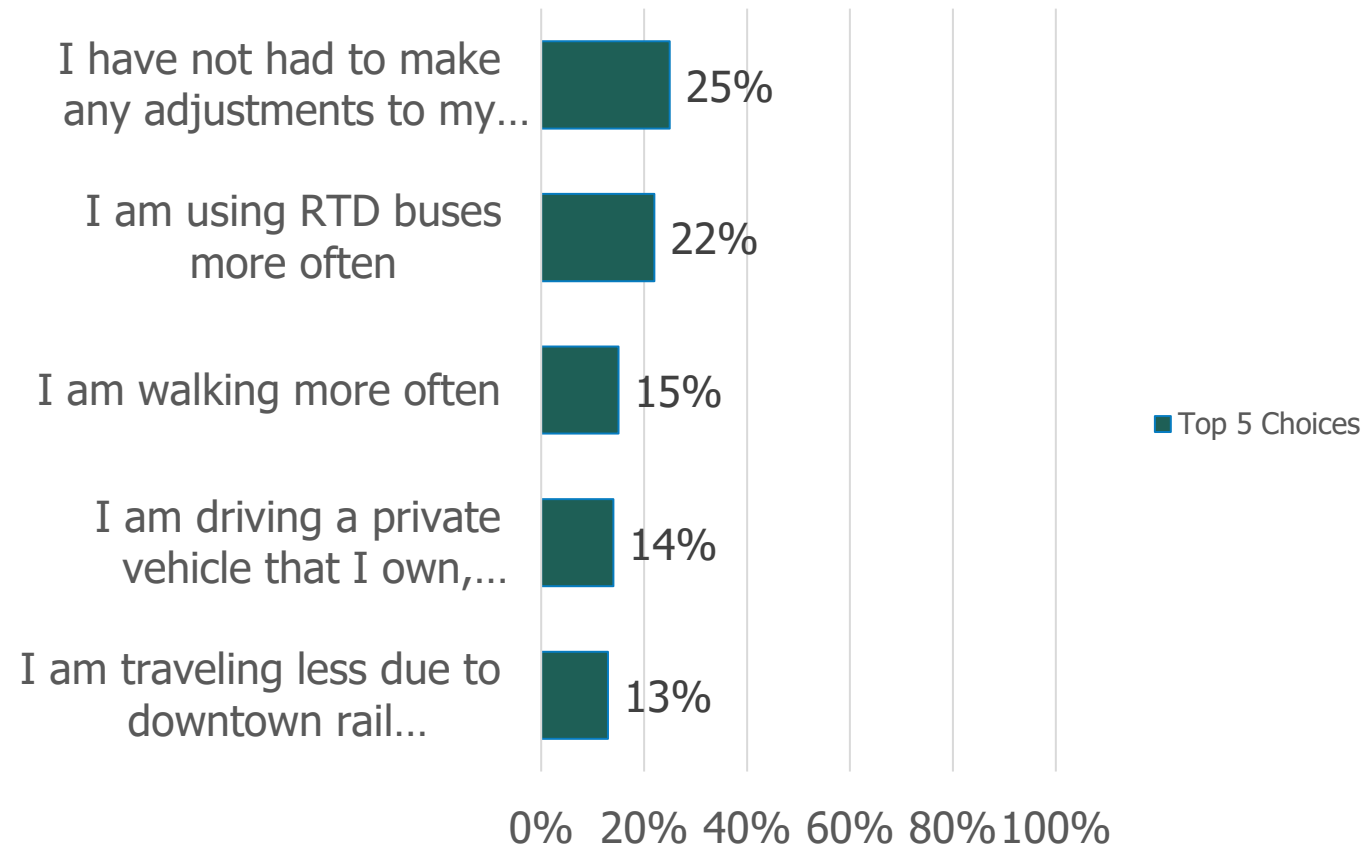
Adjustments Due to Rail Construction (Light Rail)



Adjustments Due to Rail Construction (Commuter Rail)



Top Five Choices



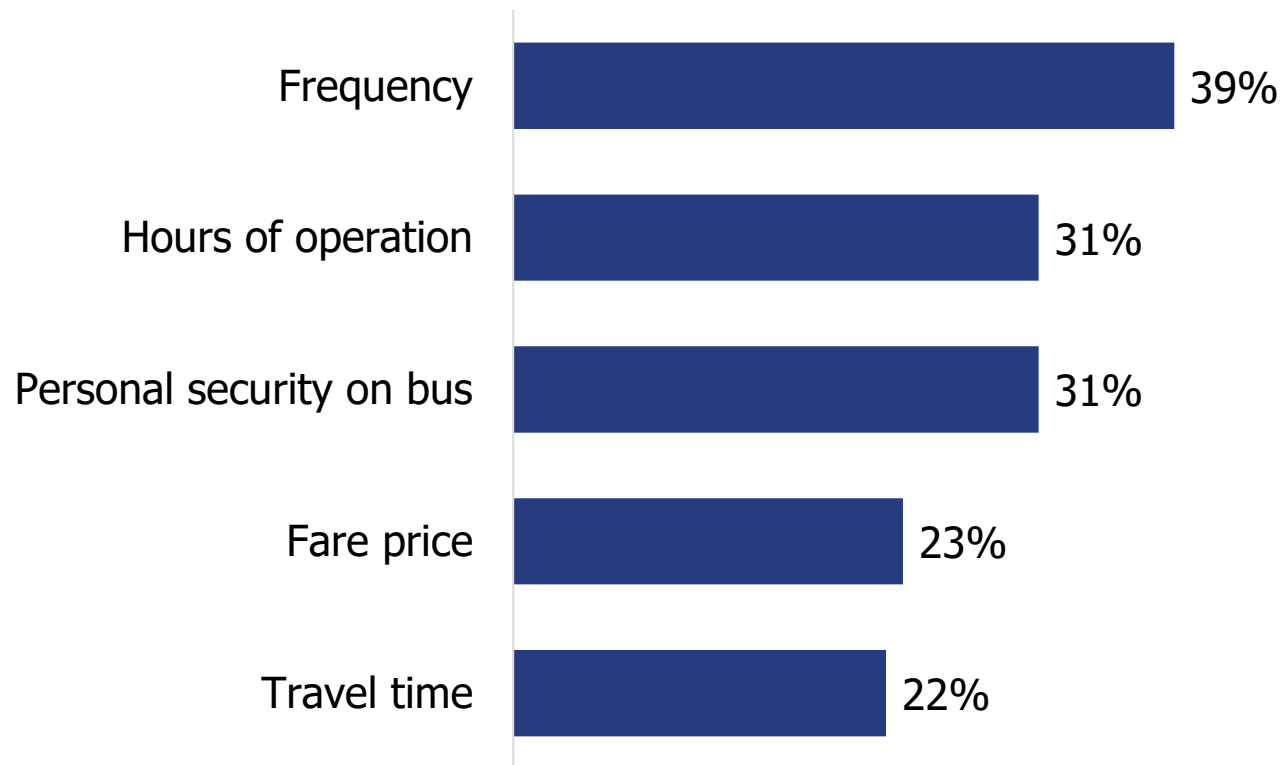


Top Importance and Key Driver Analyses

Top Importance: Bus (2023)



Five Most Important



Additional items ranked by level of importance:

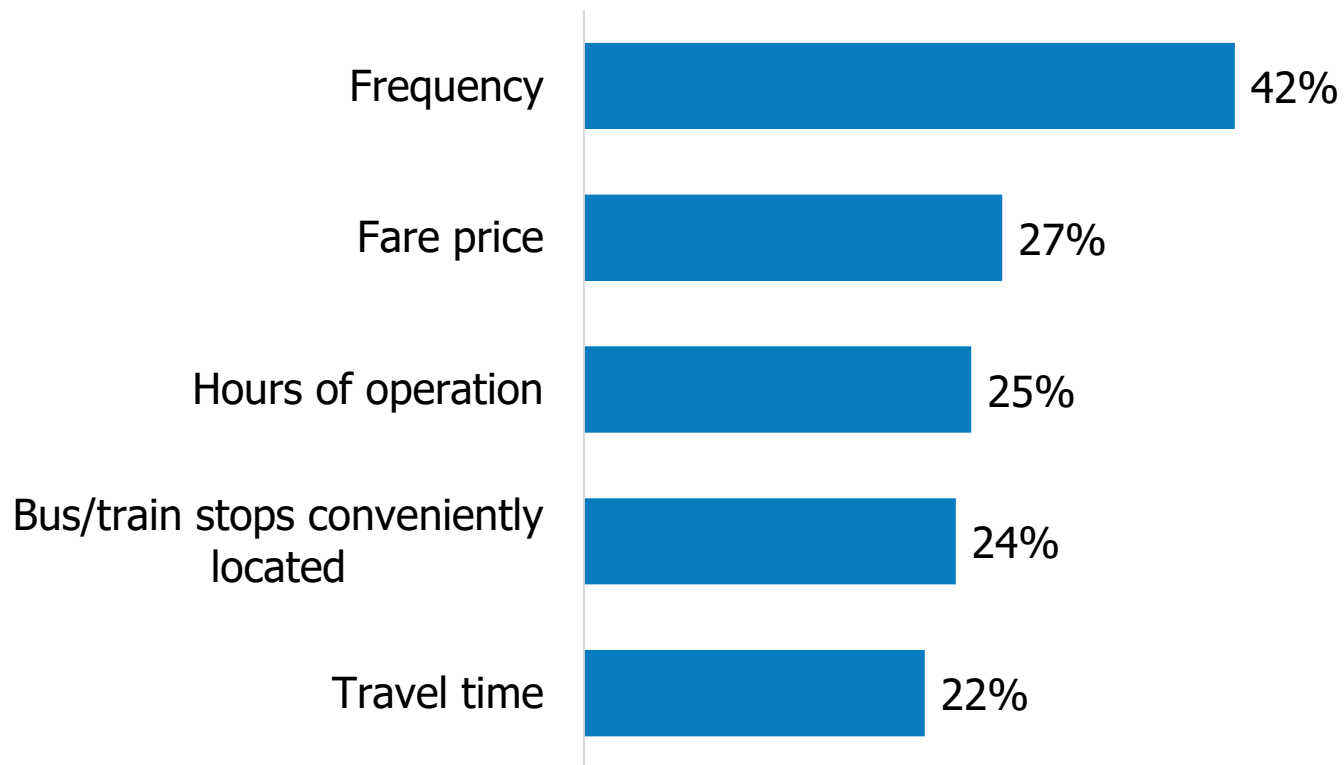
6. Bus cleanliness
7. Accuracy of route schedules and maps
8. Timely resolution of questions, concerns, or complaints
9. Ease of finding out if buses are running on schedule
10. Helpful drivers
11. Timely arrival of buses
12. Availability of route schedules and maps
13. Courteous drivers
14. Buses being operated safely
15. Bus stops conveniently located
16. Mechanical safety of bus
17. Courteous customer service representatives
18. Personal security while waiting for bus
19. RTD system provides value to the community
20. Access to key public service destinations



Top Importance: Bus (2024)



Five Most Important

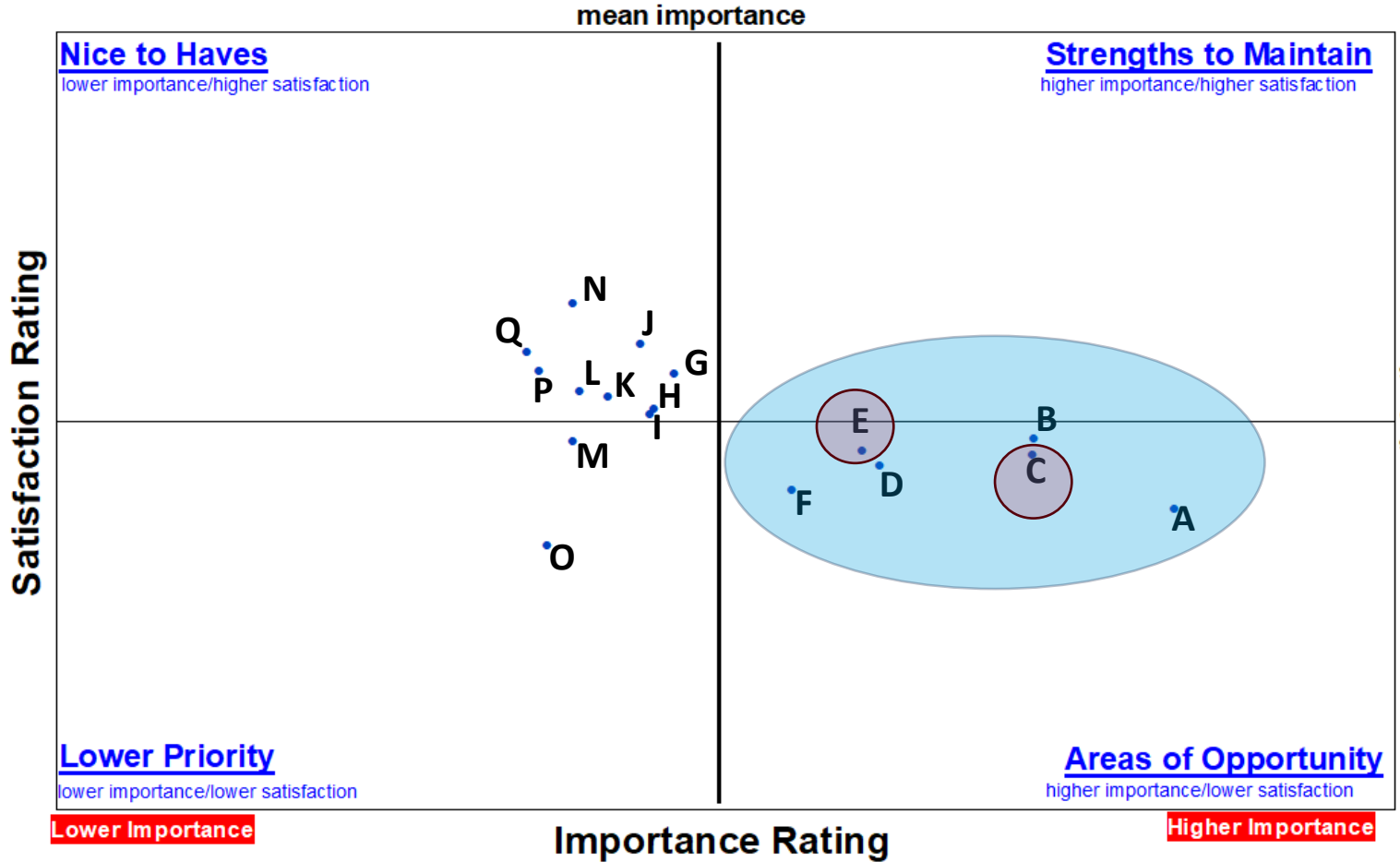


Additional items ranked by level of importance:

6. Timely arrival of buses
7. Personal security on bus
8. Ease of finding out if buses are running on schedule
9. Accuracy of route schedules and maps
10. Helpful drivers
11. Personal security while waiting for bus
12. Bus cleanliness
13. Buses being operated safely
14. Courteous drivers
15. Availability of route schedules and maps
16. Access to key public service destinations
17. Mechanical safety of bus
18. RTD system provides value to the community
19. Timely resolution of questions, concerns, or complaints
20. Courteous customer service representatives



Key Driver Analysis: Bus (2023)



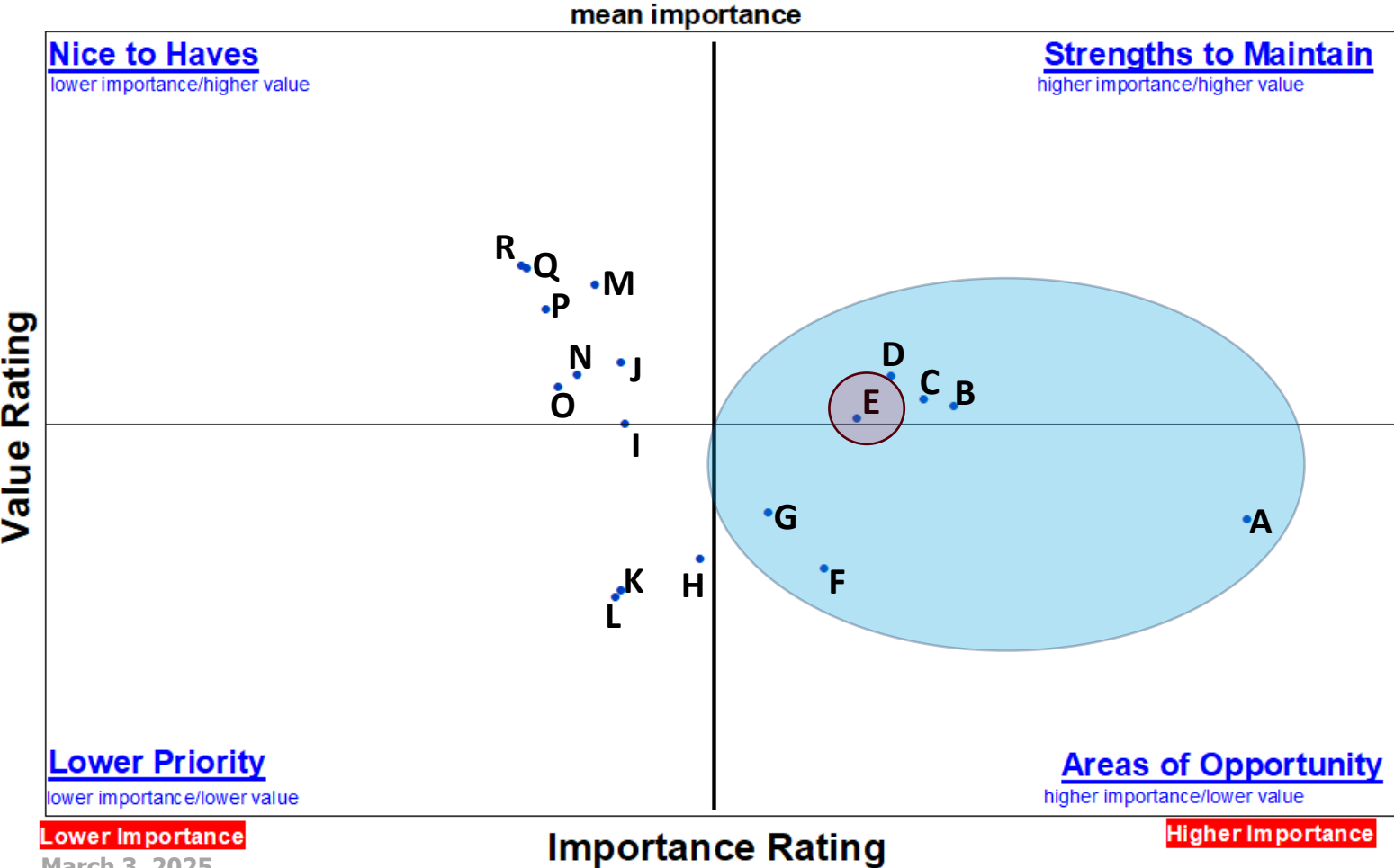
- A – Frequency (how often the buses come)
- B – Hours of operation
- C – Personal security on bus*
- D – Fare price
- E – Travel time*
- F – Bus cleanliness

- G – Accuracy of route schedules and maps
- H – Ease of finding out if the buses are running on schedule
- I – Helpful drivers
- J – Availability of route schedules and maps
- K – Courteous drivers
- L – Buses being operated safely
- M – Bus stops conveniently located
- N – Mechanical safety of bus
- O – Personal security while waiting for bus
- P – RTD system provides value to the commu
- Q – Access to key public service destinations



*strong correlation indicated in regression analysis

Key Driver Analysis: Bus (2024)



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

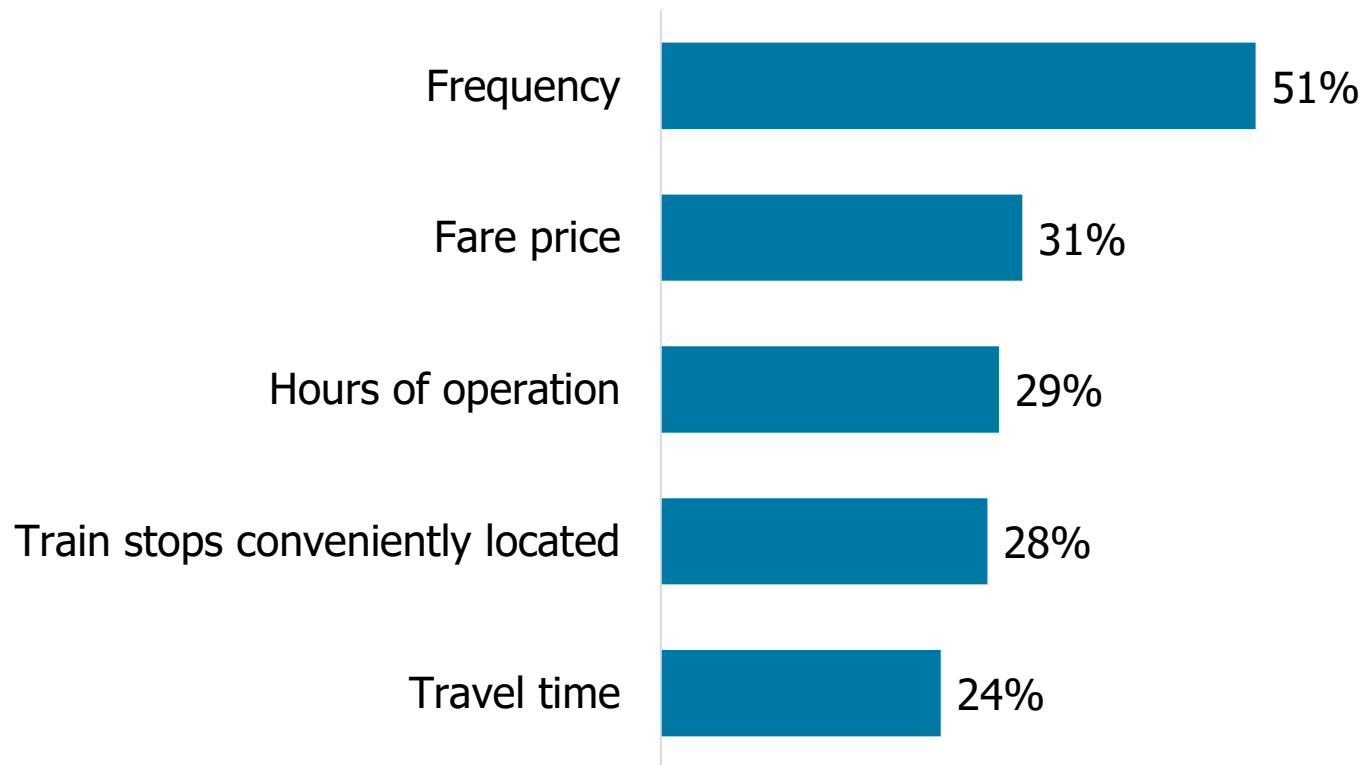
*strong correlation indicated in regression analysis



Top Importance: Light Rail (2023)



Five Most Important



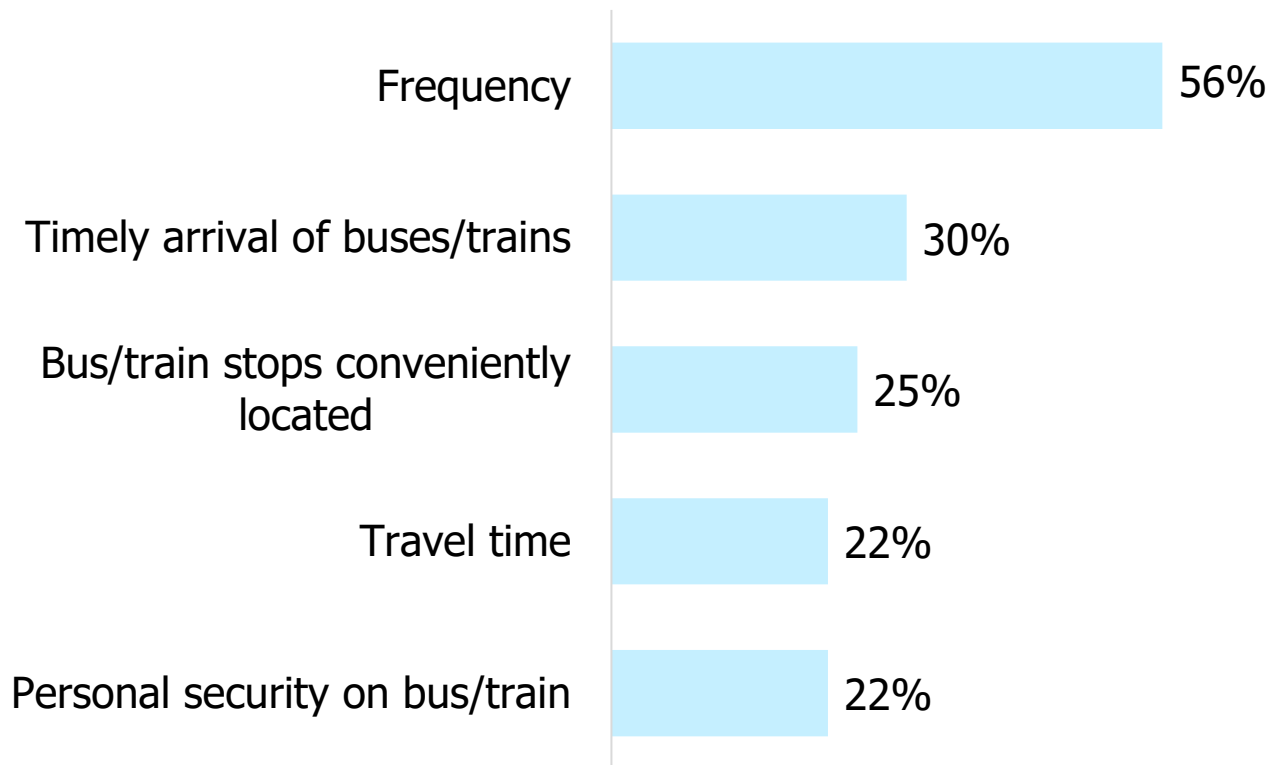
Additional items ranked by level of importance:

6. Timely arrival of trains
7. Personal security on train
8. Ease of finding out if trains are running on schedule
9. Train cleanliness
10. Trains being operated safely
11. Access to key public service destinations
12. Accuracy of route schedules and maps
13. Availability of route schedules and maps
14. Mechanical safety of train
15. RTD system provides value to the community
16. Courteous drivers
17. Helpful drivers
18. Personal security while waiting for train
19. Timely resolution of questions, concerns, or complaints
20. Courteous customer service representatives

Top Importance: Light Rail (2024)



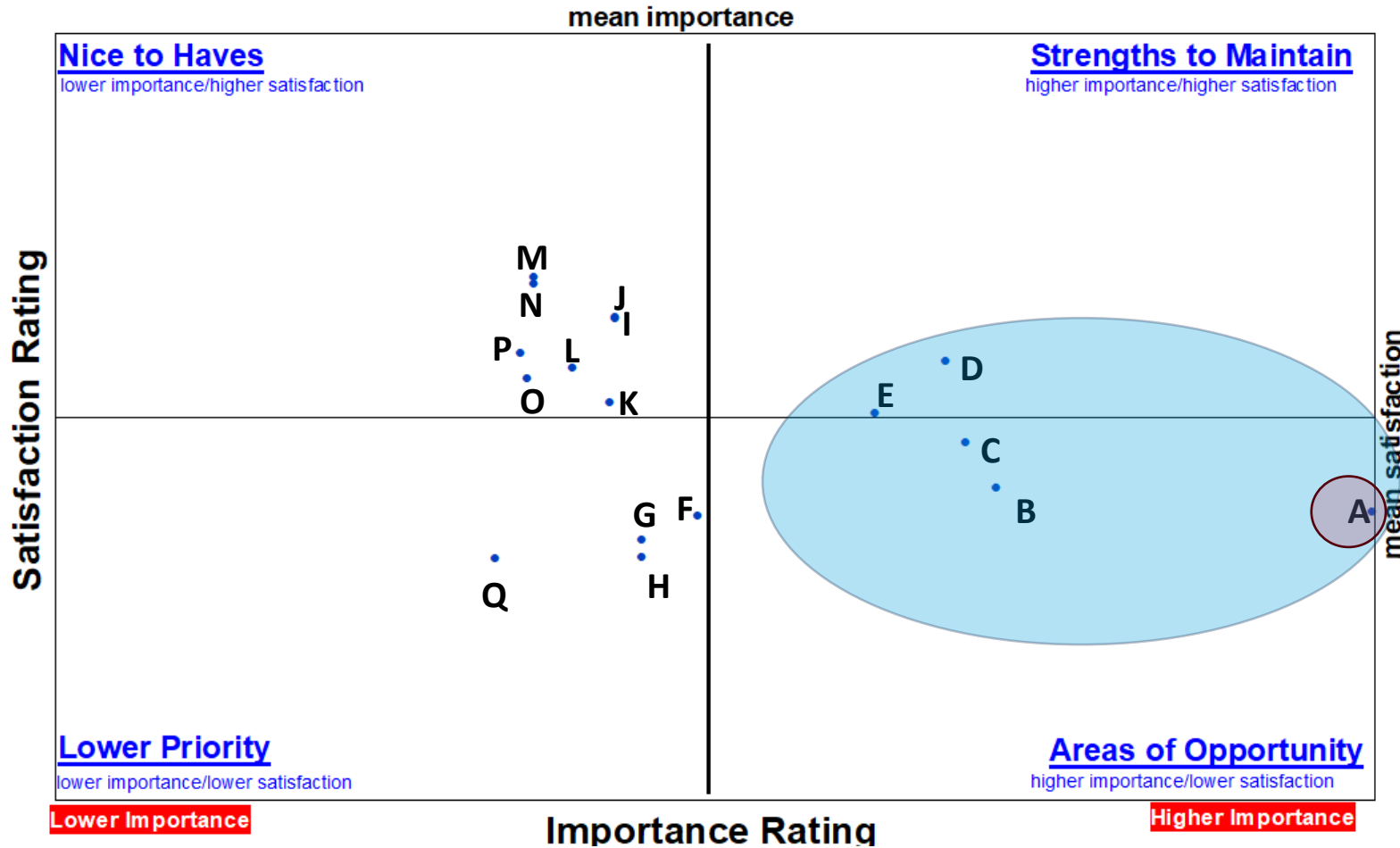
Five Most Important



Additional items ranked by level of importance:

6. Hours of operation
7. Fare price
8. Accuracy of route schedules and maps
9. Ease of finding out if trains are running on schedule
10. Helpful drivers
11. Trains being operated safely
12. Train cleanliness
13. Personal security while waiting for the train
14. Access to key public service destinations
15. Mechanical safety of train
16. Availability of route schedules & maps
17. RTD system provides value to the community
18. Courteous drivers
19. Timely resolution of questions, concerns, or complaints
20. Courteous customer service representatives

Key Driver Analysis: Light Rail (2023)



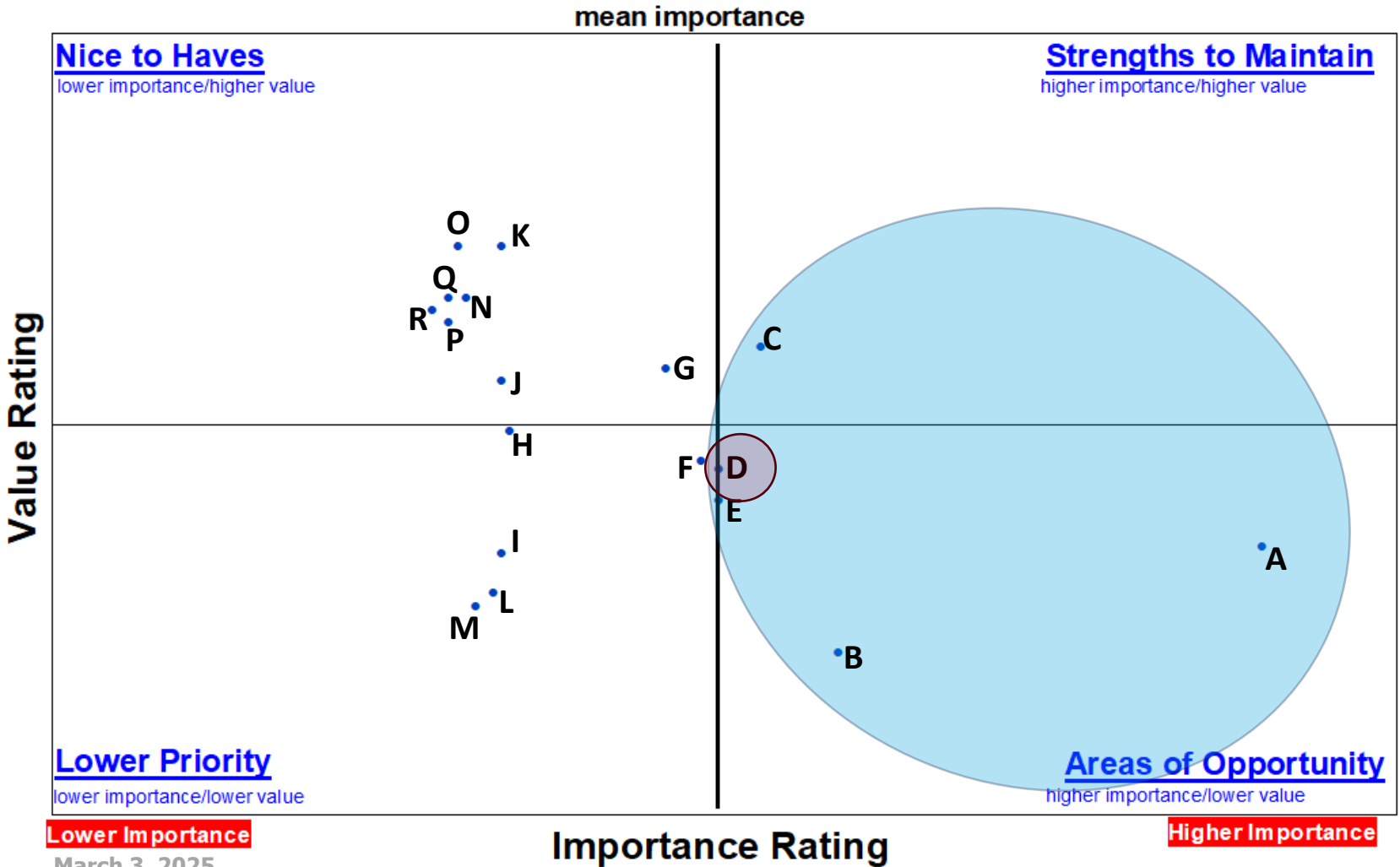
- A – Frequency (how often the trains come)*
- B – Fare price
- C – Hours of operation
- D – Train stops being conveniently located
- E – Travel time

- F – Personal security on the train
- G – Ease of finding out if the trains are running on schedule
- H – Train cleanliness
- I – Trains being operated safely
- J – Access to key public service destinations
- K – Accuracy of route schedules and maps
- L – Availability of route schedules and maps
- M – Mechanical safety of trains
- N – RTD provides value to the community
- O – Courteous drivers
- P – Helpful drivers
- Q – Personal security while waiting for the train

*strongest correlation indicated in regression analysis



Key Driver Analysis: Light Rail (2024)



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

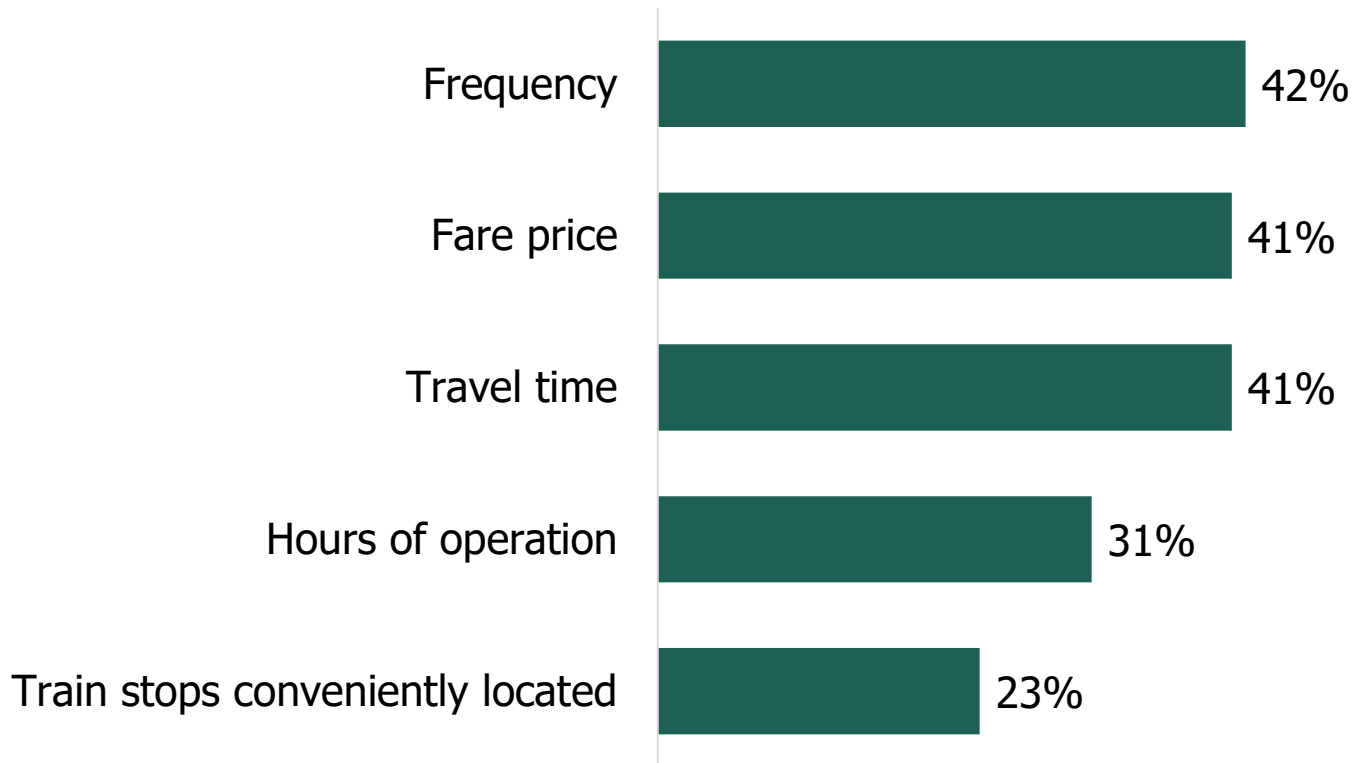


*strongest correlation indicated in regression analysis

Top Importance: Commuter Rail (2023)



Five Most Important



Additional items ranked by level of importance:

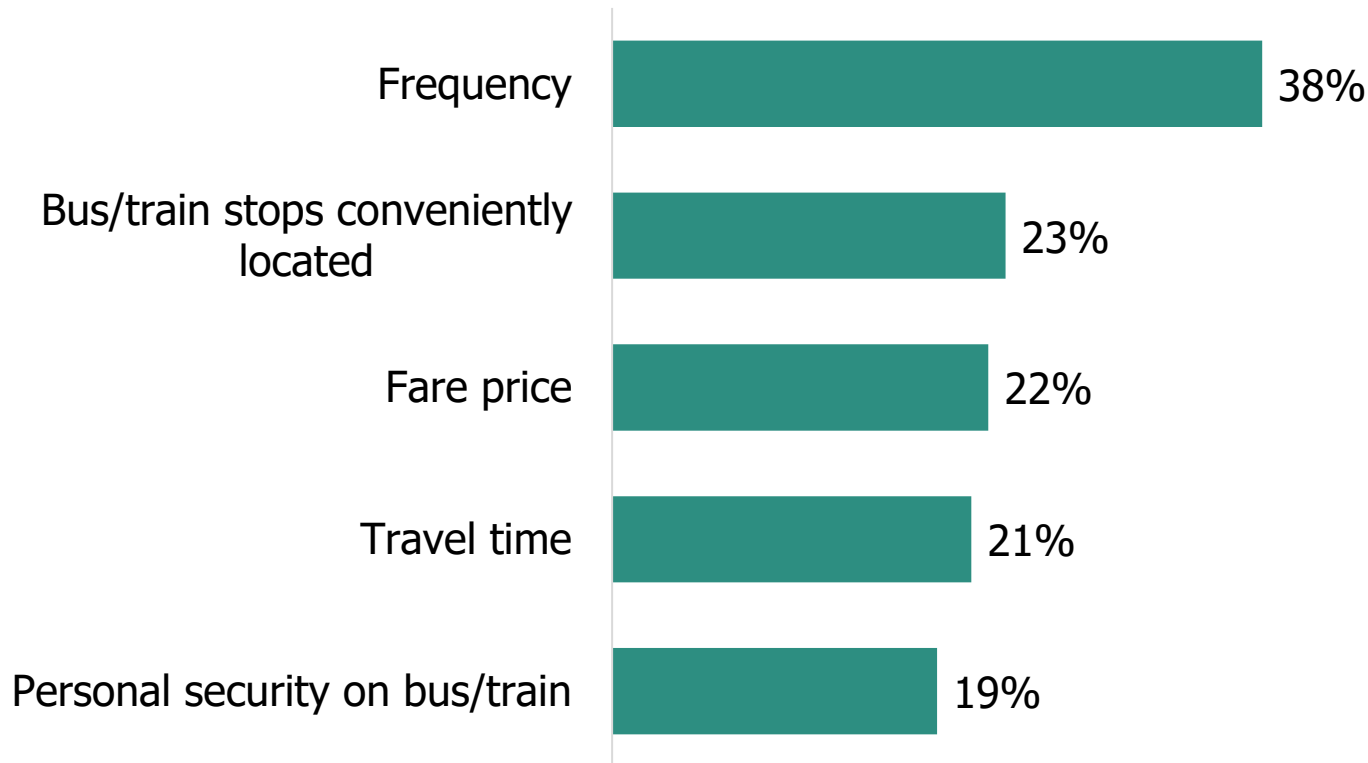
6. Timely arrival of trains
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9. Train cleanliness
10. Ease of finding out if trains are running on schedule
11. Helpful drivers
12. Access to key public service destinations
13. Accuracy of route schedules and maps
14. Trains being operated safely
15. Personal security while waiting for train
16. Courteous drivers
17. Courteous customer service representatives
18. Timely resolution of questions, concerns or complaints
19. RTD system provides value to the community
20. Mechanical safety of train



Top Importance: Commuter Rail (2024)



Five Most Important

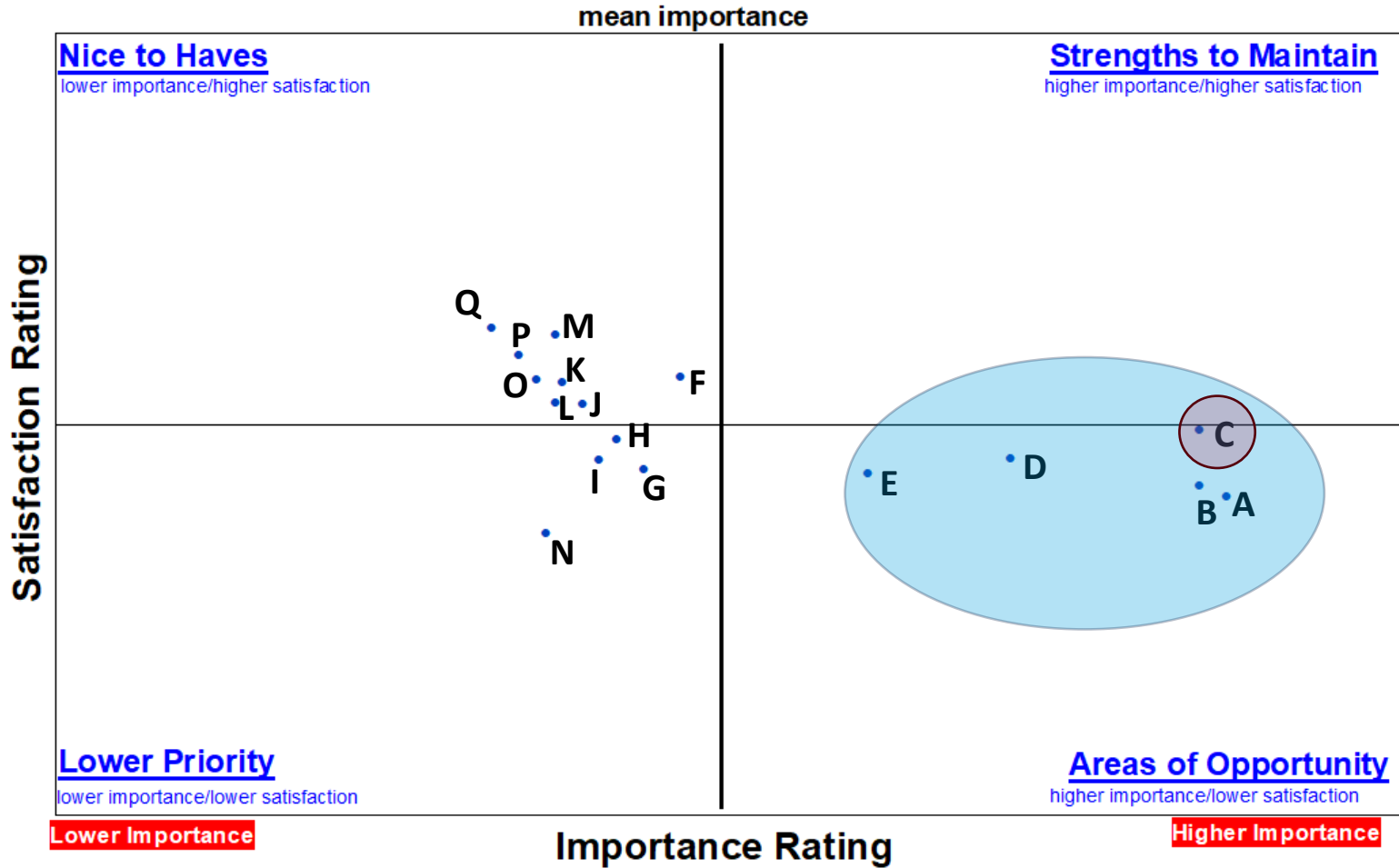


Additional items ranked by level of importance:

6. Hours of operation
7. Timely arrival of trains
8. Train cleanliness
9. Personal security while waiting for train
10. Helpful drivers
11. Accuracy of route schedules & maps
12. Courteous drivers
13. Ease of finding out if trains are running on schedule
14. Trains being operated safely
15. Availability of route schedules & maps
16. Mechanical safety of train
17. Access to key public service destinations
18. Courteous customer service representatives
19. RTD system provides value to the community
20. Timely resolution of questions, concerns, or complaints



Key Driver Analysis: Commuter Rail (2023)

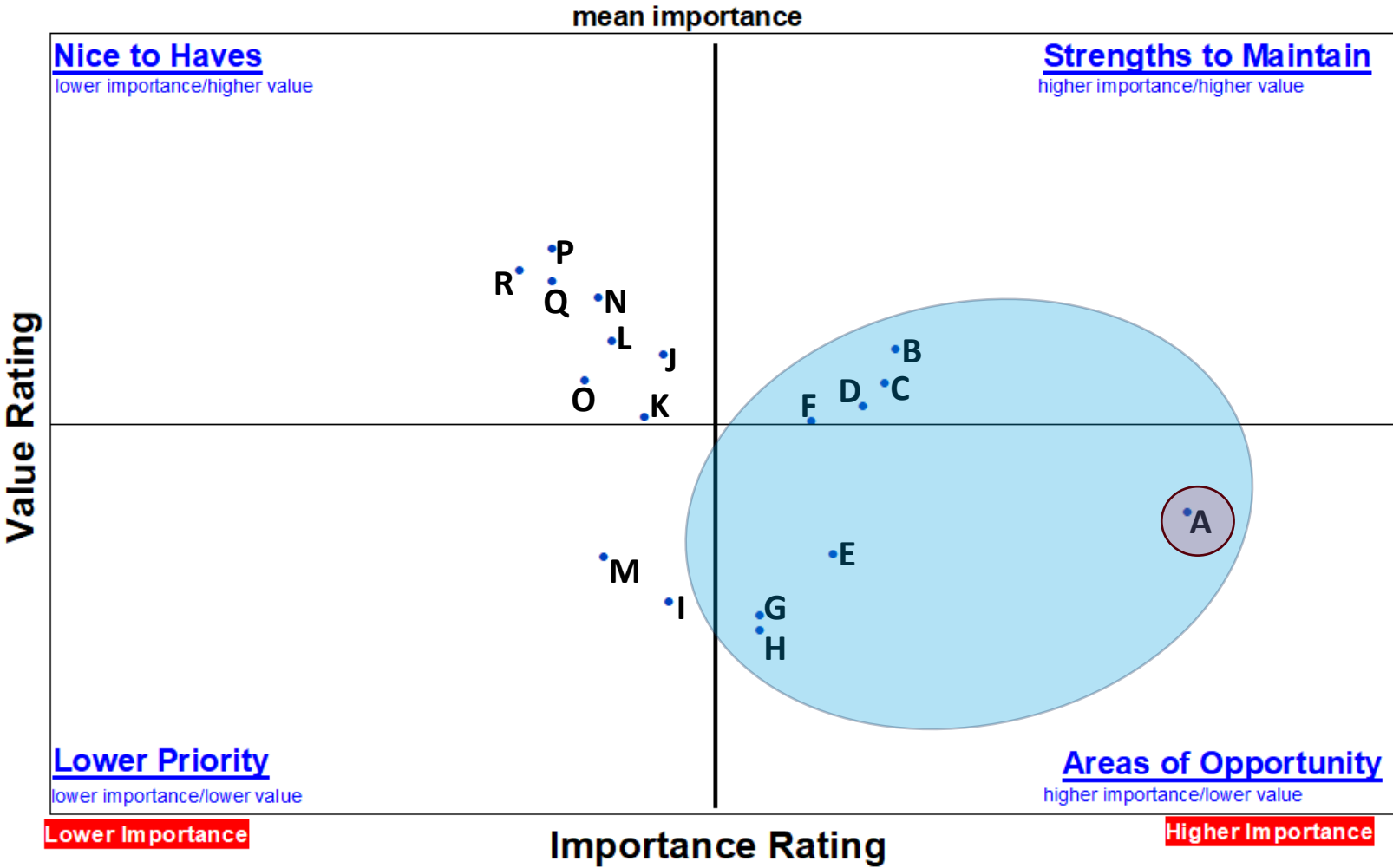


- A – Frequency (how often the trains come)
- B – Fare price
- C – Travel time*
- D – Hours of operation
- E – Train stops being conveniently located
- F – Availability of route schedules & maps
- G – Personal security on train
- H – Train cleanliness
- I – Ease of finding out if trains are running on schedule
- J – Helpful drivers
- K – Access to key public service destinations
- L – Accuracy of route schedules & maps
- M – Trains being operated safely
- N – Personal security while waiting for the train
- O – Courteous drivers
- P – RTD provides value to the community
- Q – Mechanical safety of trains

strongest correlation indicated in regression analysis



Key Driver Analysis: Commuter Rail (2024)



- A – Frequency (how often the trains come)*
- B – Train stops conveniently located
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- O – Availability of route schedules & maps
- P – Mechanical safety of trains
- Q – Access to key public service destinations
- R – RTD system provides value to the community

strongest correlation indicated in regression analysis



Source: ETC Institute (2023)



Conclusion

Key Takeaways

- RTD is setting the standard for customer experience with bus and rail service in most areas
- Overall satisfaction decreased on rail service, but the overall Customer NPS score increased slightly due to increases in the NPS for both bus and light rail
- A high percentage of customers were negatively impacted by the Downtown Rail Reconstruction Project
- Top opportunities for improvement by mode:
 - **Bus/light rail:** Travel time
 - **Commuter rail:** Frequency of service



Thank you.

