



## Public Participation Plan

2025 – 2028



**Regional Transportation District**

1660 Blake Street  
Denver, Colorado 80202

**[rtd-denver.com](http://rtd-denver.com)**



## Public Participation Plan

As a recipient of federal funding, and per Title VI of the Civil Rights Act of 1964, the Regional Transportation District (RTD) is required to submit a Public Participation Plan (PPP) to the Federal Transit Administration (FTA). The agency's PPP details the processes and strategies used to engage Black, Indigenous, People of Color (BIPOC) and linguistically diverse populations in transit planning and programming activities.

Updated:  
April 29, 2025



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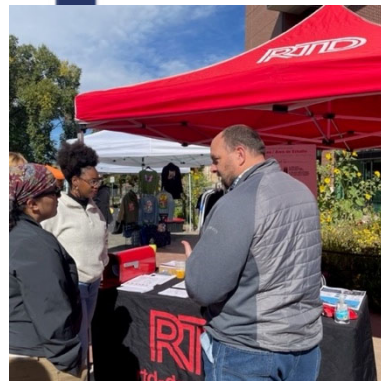
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## Introduction



## Executive Summary

RTD's Public Participation Plan (PPP) is a requirement of Title VI of the Civil Rights Act of 1964 and FTA Circular 4702.1B Title VI Requirements and Guidelines for Federal Transit Administration recipients. Overseen by the Transit Equity Office, the PPP is required to be updated every three years along with the agency's Title VI Program Update. It ensures meaningful participation from Black, Indigenous, People of Color (BIPOC), historically underserved and linguistically-diverse populations in the public participation process. RTD's PPP is designed to ensure accessible and equitable participation in public engagement activities from all individuals within its service area. A summary of federal and state requirements can be found in the Appendix.

Project managers from RTD's Communications and Engagement Department convened a cross-disciplinary team to identify best practices and create this plan. The team collaboratively identified federal requirements, examined existing policies and procedures and reviewed similar plans at other U.S. transit agencies, including LA Metro in Los Angeles and WMATA in Washington, D.C.

**The plan outlines the RTD's current outreach methods and community engagement activities and establishes a timeline for implementing new strategies, methods and procedures.**

## Acknowledgements

Effective and meaningful community engagement requires continuous relationships with RTD's customers, partners and community groups. RTD acknowledges that many individuals helped shape this public participation plan. The agency expresses its most sincere appreciation for the community's input and support as it strives to make lives better through connections.

Additionally, the following RTD staff members provided substantial contributions, expertise and feedback in the creation of this document:

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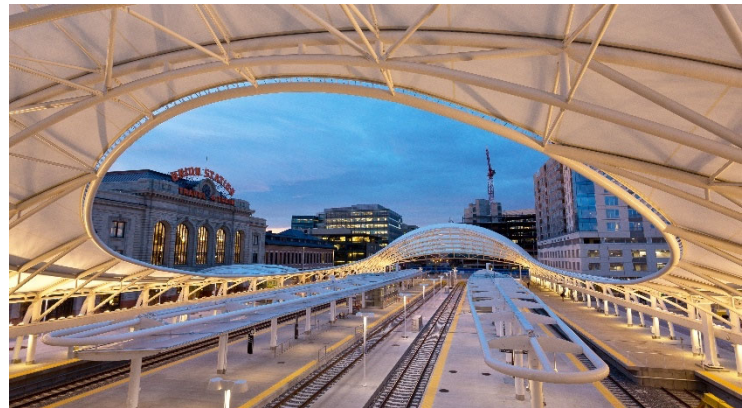
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## Agency Overview

The Colorado General Assembly created the **Regional Transportation District** (RTD) in 1969 to develop, operate and maintain a mass transportation system that now benefits more than 3.1 million people in the Denver metro area. With a service area of 2,345 square miles, RTD provides bus, rail, on-demand and paratransit services in all or part of eight counties and more than 40 municipalities. The agency's services are delivered via 126 bus routes, six light rail lines, four commuter rail lines and paratransit and on-demand mobility options.

RTD headquarters in Denver and has divisions throughout the service area. A publicly-elected Board of Directors governs it. Each of RTD's 15 Directors represent a geographic district of approximately 200,000 constituents and serve four-year terms.



### Service Area

3.1 million people  
2,345 square miles  
40+ municipalities

### Serving all or part of eight counties

Boulder Broomfield Denver  
Jefferson Adams Arapahoe  
Douglas Weld



### Bus

85 local routes  
12 regional routes  
5 airport routes  
1,028 vehicles  
344 Access-a-Ride vehicles  
58 FlexRide vehicles  
9,720 stops



### Fixed-Route Miles

135,495 scheduled (weekday)  
60,532,485 operated (annually)



### Employees (FY 2025)

**3,637 Total**  
2,336 Represented  
1,301 Non-Represented



Only **multi-modal transit agency** in Colorado



### Park-n-Rides

48



### Light Rail

6 lines  
200 vehicles  
60+ miles of track  
57 stations

### Commuter Rail

4 lines  
66 vehicles  
54+ miles of track  
27 stations



### Number of Engagement Activities

853

### Number of Individuals Engaged

590,000

\*Activities from Jan. 1, 2022 through  
December 31, 2024

### STANDARD FARES

3-Hour Pass	\$ 2.75
Day Pass	\$ 5.50
Airport Day Pass	\$ 10.00
Monthly Pass	\$ 88.00

### DISCOUNT FARES (includes Airport Fare Zone)

3-Hour Pass	\$ 1.35
Day Pass	\$ 2.70
Monthly Pass	\$ 27.00

**2021**

**49,033,000**  
BOARDINGS

**2022**

**61,603,000**  
BOARDINGS

**2023**

**65,175,000**  
BOARDINGS

**2024 Jan - Oct**

**55,209,000**  
BOARDINGS





# Mission, Vision, and Values

## Mission

**We make lives better through connections**

## Vision

**To be the trusted leader in mobility, delivering excellence and value to our customers and community**

## Values

### Passion

We will be purposeful in delivering our work.

### Collaboration

We will approach our work in a collaborative manner, seeking and acknowledging valued input from our colleagues and the community.

### Diversity

We will honor diversity in thought, people and experience, being receptive to unique ideas and viewpoints to achieve optimal results in problem-solving.

### Respect

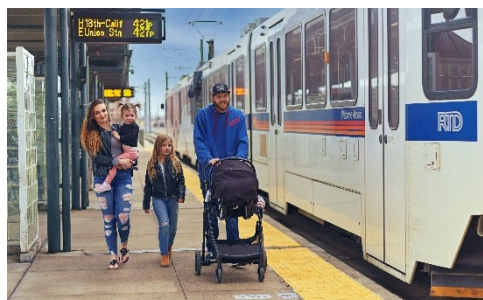
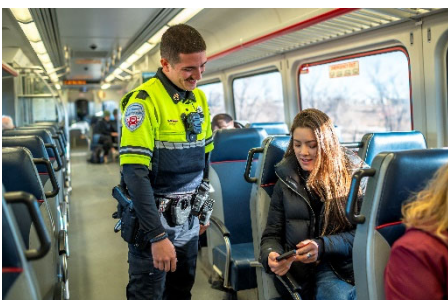
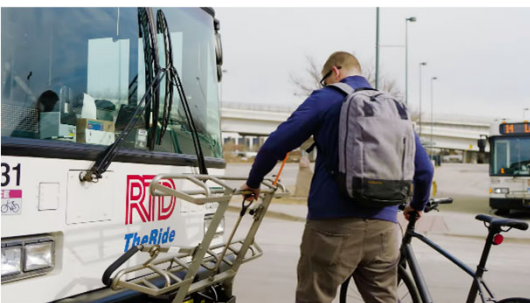
We will demonstrate respect and integrity in our interactions with both our colleagues and community members.

### Ownership

We will commit ourselves to continuous learning and do what it takes to deliver our shared vision.

### Trustworthiness

We will be forthright in our actions; we will do what we say, when we say we will do it.



## Strategic Priorities and Initiatives

### Strategic Priorities

RTD's four Strategic Priorities guide the development, evaluation and measurement of the agency's overall performance throughout the life cycle of the 2021-2026 Strategic Plan.



#### Community Value

RTD strives to be a strong community partner, providing value to customers as well as to the broader Denver metro region while sustaining planet Earth.



#### Customer Excellence

RTD strives to consistently deliver high-quality customer service.



#### Employee Ownership

RTD seeks to attract and retain a highly skilled and engaged workforce.



#### Financial Success

RTD takes very seriously the management of all financial resources.

### Strategic Initiatives

The agency's Strategic Initiatives reflect a collective focus on delivering meaningful progress toward the Strategic Plan's established success outcomes. These four initiatives have been interwoven into the RTD's budget and work plans created by employees throughout the agency.



#### Back to Basics

RTD strives to enhance the reach and impact of internal communications and to redouble agency efforts to maintain assets in a state of good repair leveraging sound asset management principles.



#### People Power

Recognizing the critical importance of its people, the agency's most important resource, in achieving the agency's mission, RTD seeks to vigorously address impediments to recruitment and retention efforts and to foster a culture of learning and development.



#### Welcoming Transit Environment

RTD seeks to reduce the impacts of criminal behaviors and Code of Conduct violations on agency services and workplaces and, in doing so, to improve community and employee perception of personal and public security on RTD property and vehicles.



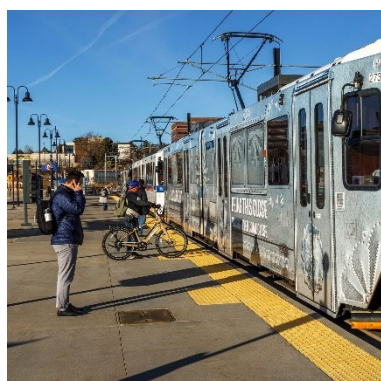
#### Customer and Community Connections

RTD actively fosters community-building and enrichment of the customer experience.





## Public Participation Overview





# Equity Framework

**RTD is committed to embedding equity in its public participation and decision-making processes.**

RTD created an Equity Framework to support the agency's public engagement activities with BIPOC, linguistically diverse, disabled and low-income individuals. The framework's eight key components guide all outreach efforts. The Equity Framework aims to improve transit services for these communities while fostering greater trust and collaboration.

1

## Deliver Equitable Access to Transit Services

Ensure fair and equitable access to RTD's services and programs for all populations served by RTD, particularly individuals who are underserved. This includes addressing gaps in service availability, accessibility, quality, affordability and access to information.

2

## Collect Data on Community Composition

Identify and map underserved populations. Design outreach activities that address their specific transit needs.

3

## Collaborate with Community-Based Organizations

Partner with local community-based organizations (CBOs) to foster robust engagement with underserved populations. These organizations serve as intermediaries, helping RTD connect with hard-to-reach communities and ensuring their voices are represented in decision-making.

4

## Ensure Participation in the Decision-Making Process

Engage communities, particularly underserved, at every stage of the transit decision-making process. Incorporate their public feedback into agency policies and plans.

5

## Build Trust

Strengthen relationships between RTD and all populations it serves by maintaining consistent, transparent communication and showing how public input directly informs transit decisions and outcomes.

6

## Incorporate Engagement Recommendations in Analyses

Implement recommendations for engaging underserved populations as outlined in RTD's existing equity analyses for fare changes, service changes and facility siting. Pursue additional public participation when agency decisions may disproportionately affect underserved communities.

7

## Integrate Language Access and Accessibility Principles

Assist and provide necessary modifications for linguistically diverse individuals and people with disabilities to ensure their full and equitable participation. Develop communication materials and outreach efforts that are culturally sensitive, reflecting the norms, languages and preferences of the populations served.

8

## Provide Internal Support and Improve Accountability

Incorporate civil rights best practices for public participation into outreach activities, with support from RTD's Transit Equity Office and Americans with Disabilities Act Office. Explore the establishment of key performance indicators to track equity-informed outcomes in future public participation efforts.



## Committee and Stakeholder Groups

RTD maintains and facilitates several committees and working groups to collaboratively identify service delivery challenges and solutions. RTD offers meeting agendas and materials in alternative formats, when requested. Live captioning and language interpretation are also available.

### Advisory Committee for People with Disabilities

RTD's ADA Office facilitates the Advisory Committee for People with Disabilities (ACPD). Quarterly meetings vary between virtual and in-person meetings at the agency's Blake Street office. There are 13 members.

The committee provides feedback on accessibility-related issues regarding RTD's programs, services and facilities, all of which must be fully accessible to people with disabilities.

Individuals apply to ACPD via an application detailing their interest in the committee and their goals for participation. Responses are anonymized and reviewed by the ACPD Steering Committee, which evaluates and ranks applicants. The ADA Manager reviews the rankings and selects members based on score weightings and available membership slots.

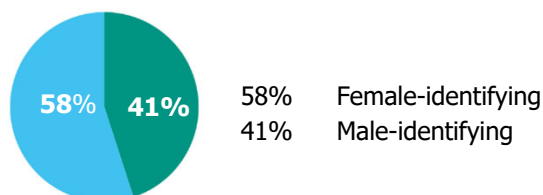
### Access-a-Ride Paratransit Advisory Committee

The Access-a-Ride Paratransit Advisory Committee (APAC) meets six times per year and is assisted by an external facilitator. Meetings are virtual, with in-person meetings taking place only to address physical issues such as vehicle procurement. There are 13 members.

APAC provides feedback and advises RTD on issues and concerns related to paratransit services and its operation. APAC applications are open year-round, with rolling three-year terms. RTD recruits via targeted outreach to assisted living centers, schools and advocacy organizations to ensure balanced individual and organizational representation.

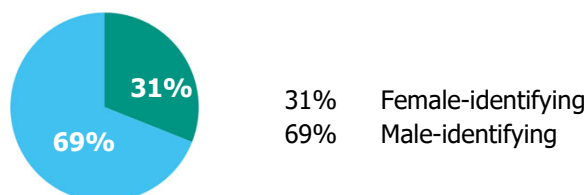
RTD and community-based organizations jointly facilitate ACPD and APAC member recruitments to ensure historically underserved populations are represented.

#### ACPD – 2024 Demographics



58% White/Caucasian  
25% Black/African American  
8% Hispanic/Latino  
8% Asian/Pacific Islander

#### APAC – 2024 Demographics



69% White/Caucasian  
8% Black/African American  
23% Prefer to not Disclose



## Committee and Stakeholder Groups

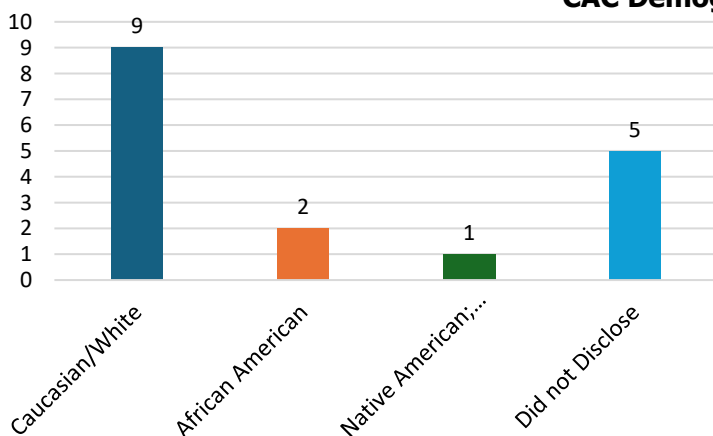
### Citizen Advisory Committee

The Citizens Advisory Committee (CAC) provides direct feedback to the RTD Board of Directors on public transit and customer concerns. Areas of feedback include operations, preventative maintenance projects, new capital projects, customer communications and state and local transportation legislation.

The CAC has 17 seats comprised of residents and businesspersons from around the district, each appointed by the Board of Directors. Members serve for a maximum of two, three-year terms, with approximately one-third of the committee's 17 seats up for appointment each year. Members receive a monthly pass to access RTD's services in recognition of their time commitment.

RTD promotes CAC membership through extensive outreach, including emails to 150+ organizations, a news release to major media outlets and distribution to 670 contacts, including Transportation Management Organizations (TMOs), public information officers and media subscribers.

**CAC Demographics (2024)**



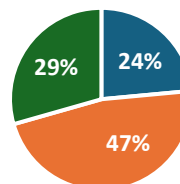
### Subregional Service Councils

In 2022, RTD established Subregional Service Councils (SSCs) to more directly engage with local stakeholders on matters related to service planning and local transportation issues. Based on transit travel sheds, the councils split the RTD district into five separate subareas: Southwest, Southeast, Northwest, Northeast and Boulder County.

The councils provide a forum for dialogue about the agency's services and any related concerns or opportunities. Meetings typically occur quarterly. Membership includes local jurisdiction staff, transportation management organizations, transit advocates and non-profits that represent RTD's customers. The agency specifically included transit advocates and non-profit organizations to have a more diverse representation on the SSCs. This ensures that underserved populations have a voice in the planning of RTD's services.

### Customer Feedback Panels

Every year, RTD recruits 15 customers to participate in quarterly panel discussions regarding topics pertinent to RTD. Participants receive a free monthly pass for each panel in which they participate. RTD's software vendor recruits panel participants to ensure diverse representation.



■ Female-identifying ■ Male-identifying ■ Did not Disclose







## Public Participation Procedures



## Community Collaboration Workflows

The agency categorizes its public participation activities as either community collaborations or agency-led. Community collaborations are activities requested by community organizations and stakeholder groups. Projects initiated and managed in-house are agency-led. While the workflows used and best practices deployed may differ, both public engagement categories aim to increase awareness of RTD services and initiatives.

### Community Collaborations

Many community-based organizations, local governments, school districts and neighborhood organizations recognize the value that RTD provides the Denver Metro Area. Requests for RTD to participate in various activities, including presentations, forums and community events, have steadily increased over the past three years. The agency strives to work alongside community partners to provide meaningful engagement and education to community members, especially those who are underserved.

Requests for RTD to attend or collaborate on a presentation, project, or event come in many forms, including:

- Online “[Request an Appearance](#)” form
- Emails to the Board of Directors, agency staff or [CommunityEngagement@rtd-denver.com](mailto:CommunityEngagement@rtd-denver.com)
- Phone calls to Customer Care or staff
- In-person connections at community events

### Requests for Collaboration Workflows

The process for evaluating and executing community collaboration requests varies based on the work unit. Generally, the staff member who receives the requests assesses the potential impact of the collaboration. If staff choose to participate, they take ownership of the activity and coordinate with the community partner to execute it. For public events, they add the activity to RTD’s online Community Calendar. All completed activities are shared in the monthly Board of Directors Customer and Community Connections Update.

### Internal Community Engagement Working Group

To foster collaboration and communication internally, each work unit that conducts public engagement tries to have a representative join the monthly community engagement standing meeting. During these meetings, team members share upcoming activities for the month, seek advice, and request additional support or resources.

### Event Attendance Rubric and Minimum Basic Thresholds for Community Collaborations

Many of RTD’s community outreach activities are the result of an invitation on behalf of a community of interest, such as assisted living centers, places of worship, non-profits or schools. Given the high demand for RTD’s presence in the communities it serves, Community Engagement developed an Event Attendance Rubric (EAR) to assess community requests for collaboration. The EAR sets a standardized process and tool for evaluating requests with a priority on supporting requests that increase the agency’s ability to connect with historically underserved populations. When received, the manager of community engagement assigns the request to a community engagement specialist to evaluate. If the specialist determines that participation is warranted, they become the project owner and are responsible for developing an outreach activity work plan and collaborating with relevant internal and external stakeholders to execute the activity.

If an event scores low on the EAR, the team member assigned to the EAR review connects with the organizer to get more information and to determine if modifications could increase the value of RTD’s participating. If RTD ultimately declines to participate, an organizer can request the Chief Communications and Engagement Officer review the decision.

Organizations interested in partnering with RTD should ensure their request for collaboration form is well-detailed to help staff better evaluate the merits of the activity.

### Future Process for Evaluating Requests

RTD intends to standardize the process for evaluating, responding to and executing community requests for collaboration. Doing so will ensure the consistent execution of engagement programming across the agency. An implementation timeline is included in the appendix.



## Agency-Led Public Participation Activities

### PPP-Compliant Projects

Any number of RTD projects could require compliance with the agency's plan. Project managers consider the impacts a project may have, especially on historically underserved populations. Projects that initiate PPP compliance may include:

- Amenities, environmental, and infrastructure changes – Examples include new systems and structures that impact facility access or customer behaviors; fare media or purchasing changes; and any project that requires National Environmental Policy Act (NEPA) review.
- Policy alternatives and fare changes – Proposed changes to policies or fares that impact customers.
- Public information and notification – Required and/or planned construction work that impacts customers and community members, such as facility upgrades, long-term detours, and city or county construction projects that are around a RTD bus stop, rail station, or park-n-ride facility.
- Service changes – Three times a year, RTD implements changes to its service that may include adjustments to service spans or frequencies, route modifications and schedule timing adjustments.

### Current Communications and Engagement Process for Agency-Led Projects

Many teams at RTD perform public engagement activities when executing an agency-led project. Each project manager is responsible for assembling a project team comprised of internal stakeholders and subject matter experts (SMEs). The project team, which may include staff from contracted firms, manages the project from conception to completion.

Currently, there is no standard process for executing agency-led public participation projects. Project managers and their teams have discretion on what methods and strategies to employ based on the project's specific goals. The Communications and Engagement Department strongly encourages all teams conducting outreach to develop comprehensive communications and engagement work plans. A template is available in the Appendix.

The project manager, or their designee, adds any public engagement activities to the RTD Community Calendar. Once a public engagement activity concludes, they or their designee inputs information about the activity in the monthly Board of Directors Customer and Community Connections Update.

The following metrics are captured and inputted into the tool:

- Name of event
- Host organization (if not RTD)
- Location
- Number of people engaged
- Topic(s) of discussion
- Work units who supported the activity



## Community-Based Organizations

RTD recognizes the vital role community-based organizations (CBOs) play in engaging historically underserved populations. To strengthen collaboration and build trust, RTD prioritizes partnerships with CBOs, ensuring ongoing involvement with these populations and making sure RTD's outreach is truly community-driven.

### Current Process

RTD provides CBOs with support, including informational sessions, technical training and, in some instances, financial assistance through grant programs such as the Transit Assistance Grant (TAG) program. Co-creating public participation activities with CBOs is central to this approach, allowing for flexible and culturally relevant engagement methods such as pop-up events, participatory workshops and digital outreach.

The strategy also emphasizes the importance of digital and virtual engagement, with RTD collaborating with CBOs to host virtual webinars and social media campaigns that reach a broader audience. CBOs are provided with toolkits (usually bilingual but sometimes with many languages, depending on the target linguistically diverse population) to support sharing of RTD information and public participation opportunities.

The multicultural outreach and engagement services (MOES) contract (2023–2024) partnered with CBOs to connect with diverse groups, support fare programs and facilitate engagement.

### Future Process and Best Practices

To maintain transparency, RTD will explore establishing a feedback loop, ensuring that CBOs and their communities receive regular updates on how their input influences decision-making. RTD would also like CBOs to play an active role in evaluating the agency's public participation efforts, learning from each project to continuously improve the process. In addition, RTD will explore opportunities to implement formalized community-based programs.

The Cultural and inclusive language access community engagement services (CILACES) contract (2025–2027) will expand efforts that focus on linguistically diverse and underserved populations. The contract strengthens community ties, promotes inclusivity and ensures equitable participation in RTD programs and services.





## Strategies and Methods



## Monitoring, Tracking, and Reporting

### Monitoring and reporting strategy

To ensure engagement leads to positive outcomes for historically underserved populations, RTD takes a structured approach that includes feedback collection, impact measurement and continuous reporting. These efforts align with inclusive participation per ADA and Title VI regulatory compliance requirements.

### Engagement and service Feedback Principles

RTD prioritizes the collection of feedback regarding accessibility and other services through the following channels:

**Actionable outcomes and service improvements:** RTD analyzes feedback to identify actionable outcomes that drive service or policy changes benefiting all customers. RTD uses feedback it receives to monitor improvements in accessibility, service delivery, and customer satisfaction for BIPOC, individuals with disabilities, and linguistically diverse populations.

**Ensuring intentional and focused engagement:** RTD strives to ensure that at least 30% of its annual community engagement activities occur at events serving and appealing to diverse racial, ethnic, linguistically diverse communities and persons with disabilities. These events provide platforms to engage protected populations in culturally relevant settings.

**Feedback:** RTD gathers feedback through surveys, feedback forms, community forums and other platforms. RTD ensures the accessibility of these channels including individuals from diverse racial, ethnic, disability and linguistic backgrounds. This includes designing feedback channels to collect input from protected populations in inclusive ways.

**Tracking participation:** RTD tracks participation at public forums, outreach activities and other engagement events through voluntary post-event surveys. Collecting consensual demographic data ensures diverse representation from all protected groups, helping to identify service needs across racial, ethnic, disability and linguistic populations. RTD ensures accessibility through interpretation services, multilingual materials, and accessible formats to ensure that no one is excluded based on race, national origin or disability status.

**Quality principles:** RTD assesses the quality of feedback collection by measuring the responsiveness and impact of the actions taken based on community input. The quality of feedback collection will be measured by:

- Response time
- Satisfaction with resolution
- Engagement effectiveness
- Feedback relevance





## Monitoring, Tracking, and Reporting

### Vendor and Partner Principles

**Diversity and inclusivity:** RTD strives to ensure that its vendor and partner network includes BIPOC-owned, women-owned, disability-focused and linguistically diverse organizations. Vendor relationships will reflect RTD's commitment to non-discrimination, equity and access.

**Partnership tracking:** RTD tracks partnerships with disability advocacy organizations, ADA-compliant service providers and other groups representing protected populations, including linguistically diverse organizations.

### Impact Principles

**Accessibility improvements:** RTD tracks accessibility improvements, such as the increase in the number of accessible bus stops, infrastructure improvements and modifications that support people from diverse backgrounds.

**Community satisfaction:** RTD uses survey findings and feedback to determine whether services have become more accessible and if the needs of underserved communities have been addressed.

**Impact on underserved populations:** RTD evaluates the impact of its improvements on BIPOC, individuals with disabilities and linguistically diverse communities. RTD will track service modifications' impact on reducing barriers and measure outreach effectiveness to ensure these populations are heard and supported in service delivery.

**Service equity and inclusivity:** RTD evaluates whether the improvements in accessibility benefit historically underserved populations. These evaluations ensure that changes lead to more inclusive and equitable transportation options, emphasizing aspects where underserved populations are most in need.



### Future monitoring, tracking, and reporting

RTD recognizes that intentional and focused community engagement, particularly for individuals with disabilities, BIPOC communities, linguistically diverse communities and other protected groups, is essential to the agency's continuous improvement. With the adoption of this PPP, RTD aims to standardize tracking and reporting of engagement activities across work units.

To strengthen this commitment, RTD will develop key indicators and implement strategies to monitor engagement and assess its impact. This will allow RTD to foster meaningful interactions that inform enhancements in services and support for all historically underserved populations.

Review the timeline in the Appendix for additional details.





# Plan Evaluation

Objective	Action	Goals	Key Performance Indicators	Growth Strategy
<b>Methods and Information</b>				
Conduct community outreach to historically underserved populations	Conduct community engagement activities that are accessible	100% of outreach activities conducted within 100 yards of an RTD bus stop, Park-n-Ride, or rail station	100% of outreach activities conducted within 100 yards of an RTD bus stop, Park-n-Ride, or rail station	Ensure all outreach activities in <b>[next time period]</b> occur within 100 yards of RTD stop/station
		30% of RTD's annual community engagement activities occur at events serving and appealing to diverse racial, ethnic, linguistically diverse communities, and persons with disabilities.	30% or more of RTD's community engagement activities occur at events serving and appealing to diverse racial, ethnic, linguistically diverse communities, and persons with disabilities.	Connect with CBOs to identify potential activities for RTD to join.
	Make activity information-including marketing and promotional materials-accessible to participants	100% of activities accessible to ADA populations	100% of activities accessible to ADA populations	Maintain high level of ADA accessibility over <b>[time period]</b> .
		100% of outreach materials translated into key languages, as defined by RTD's Language Access Plan, as needed	75% of outreach materials translated into all applicable languages as defined by RTD's Language Access Plan (LAP), as needed	Increase outreach translation materials into all applicable languages 5% by next <b>[time period]</b> , as needed.
		75% of activities use multi-lingual media and staff	53.9% of activities used multilingual staff in <b>[time period]</b>	Increase presence of multilingual staff at outreach activities by 5% overall, by <b>[time period]</b>
		75% of outreach materials developed 2 weeks before date of outreach activity	65% of outreach materials developed 2 weeks before date of outreach activity	Increase average amount of outreach materials published 2 weeks prior to the event by 5%
<b>Participation and Activity Feedback</b>				
Match participation rates to project demographics	Conduct well-attended engagement activities	Participation rates should average 80 - 90% of projected attendance	The average participation rate reached 72% of projected attendance over <b>[time period]</b>	Increase the average participation rate 5% by <b>[time period]</b>
Evaluate and record outreach efficacy	Ensure historically underserved populations' participation corresponds to community composition	100% of outreach activities are accessible to historically underserved populations	56% of outreach activities attended by historically underserved populations <b>[time period]</b>	
	Participants report positive community outreach experience including opportunities to provide input or feedback	100% of outreach activities provide opportunities to receive or collect feedback from participants		
	Record key lessons learned from outreach process	100% of outreach activities are summarized and recorded for future reference		
<b>Continuation</b>				
Provide an opportunity for community engagement participants to receive additional information about the event/activity and provide feedback	Record outreach results, inform key stakeholders of any notable outcomes	100% of outreach activities summarized and recorded for future reference	95% of outreach activities summarized and recorded for future reference	



## Guidelines and Considerations

To ensure greater and more meaningful public participation from RTD's customers and stakeholders, especially those who are historically underserved, the RTD team utilizes the following guidelines and considerations when supporting or leading public engagement activities:

- Creating consistent communications and feedback processes through the duration of a project
- Ensuring that customers, community members and stakeholders are given ample time to comment on projects
- Establishing an advance-planning team made up of internal SMEs to identify anticipated issues from various stakeholder positions
- Identifying a range of outreach activities that can inform members of diverse communities of new or ongoing projects and programs, or provide educational opportunities to learn how to utilize RTD services
- Identifying public engagement goals and sharing those goals with the community participants
  - For example, is the intent of the engagement to collaborate, consult or inform the community about a project?
- Identifying the potential uses of online communication, including websites, online advertisements and social media, while ensuring that communication and engagement work plans take into consideration individuals and households who may have limited access to or challenges using electronic devices
- Measuring public engagement and adjusting communications and engagement work plans by monitoring performance metrics
- Utilizing additional data resources beyond RTD's Language Access Plan (LAP) to advance the effectiveness of outreach planning in diverse communities

### Current Process

The assigned project manager, in collaboration with their team, is responsible for evaluating and determining the most effective methods for involving the public in the decision-making process. The project teams are generally cross-disciplinary and may include individuals from Civil Rights, Communications and Engagement, Planning, Service Development and Bus and Rail Operations.

Public participation methods selected by the project manager and team are adjusted to fit the project audience, goals and objectives.

These project teams also identify, design and implement ongoing communication methods that engage RTD customers and increase opportunities for expanded participation in the engagement process. The project manager, with support from their team, may develop a communications and engagement work plan based on their respective work unit's procedures.

### Future Process

RTD will establish a standard operating procedure for performing agency-led public participation.



# Best Practices for Engaging Historically Underserved Communities

The following list includes best practices for engaging with all populations, particularly those who are historically underserved.

- **Acknowledge past harms:** Approach communities with respect and humility
- **Advocate for institutional change:** Ensure that engagement efforts lead to agency decision-making that benefit historically underserved communities
- **Prevent power imbalances:** Follow principles like the Jemez Principles for Democratic Organizing to create fair and inclusive engagement
- **Share decision-making power:** work with communities to co-create solutions that address their needs
- **Be transparent:** demonstrate how public feedback influences decisions
- **Follow up:** Do not just collect input; share results, next steps, and how input was used
- **Compensate community participation:** Pay or incentivize community members for their time and participation
- **Use multiple outreach methods:** Share information in plain language and place it in community spaces like schools, clinics, local stores and civic groups
- **Provide language assistance:** Translate outreach materials and offer interpretation during public meetings in the languages spoken in the community
- **Ensure accessibility and inclusion:** Host meetings in ADA-compliant, transit-accessible locations, and partner with individuals with disabilities and disability-focused organizations
- **Provide accessible information:** Develop materials in alternative formats such as large print, don't rely solely on visual imagery and proactively hire a sign language interpreter for public meetings, in addition to other reasonable accommodations
- **Offer flexible engagement opportunities:** Schedule meetings at different times, such as evenings and weekends. Provide various ways to give feedback, including in-person and virtual meetings, online comment portals or email
- **Hire a community or cultural liaison:** Employ or contract individuals from the communities to build psychological safety and help communities engage openly, meaningfully and in ways that are culturally relevant
- **Advertise surveys widely:** Promote online surveys through printed materials at public places and on social media in the community's languages
- **Leverage multicultural and multilingual media:** Partner with local newspapers, radio stations and online platforms that serve diverse audiences
- **Avoid one-size-fits-all strategies:** Meet communities where they are — attend community events, go to gathering places and use the social media platforms they frequent most
- **Create safe spaces for engagement:** Hold small focus groups to support open, honest discussions
- **Build long-term relationships:** Engage with communities continuously
- **Work with trusted organizations:** Partner with local nonprofits, faith-based groups and community organizations with strong local ties





## Effective Communication with Persons with Disabilities

RTD commits to upholding civil rights and transit equity. As a public agency receiving federal financial assistance, and a place of public accommodation under Colorado law, it is the policy of RTD to ensure protected individuals and groups are entitled to enjoy RTD's communications on an equal basis and without discrimination.

Under the ADA, RTD furnishes appropriate auxiliary aids and services where necessary to afford qualified individuals with disabilities, including applicants, participants, companions and members of the public, an equal opportunity to participate in, and enjoy the benefits of, a RTD service, program or activity.

When a customer requests an auxiliary aid or accommodation, RTD gives primary consideration to the choice expressed by the individual with the disability. RTD will honor the choice unless it can show:

- that another effective means of communication is available;
- that the use of the means chosen would result in a fundamental alteration in the service, program or activity; or
- that the use of the means chosen would result in undue financial burden.

RTD consults with the individual with a disability to identify an effective manner of communication that can be achieved with the individual in the context of the agency's program, service or activity. RTD does not require an individual with a disability to bring another individual to interpret for them.

RTD recognizes that no single means of communication will be suitable to engage all audience members. As a result, RTD strives to meet communities where they are by attending community events, visiting gathering places and using the social media platforms that communities use the most.



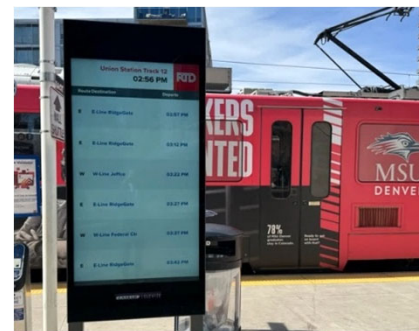
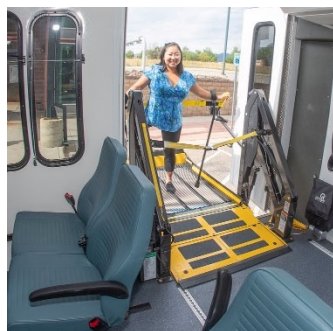
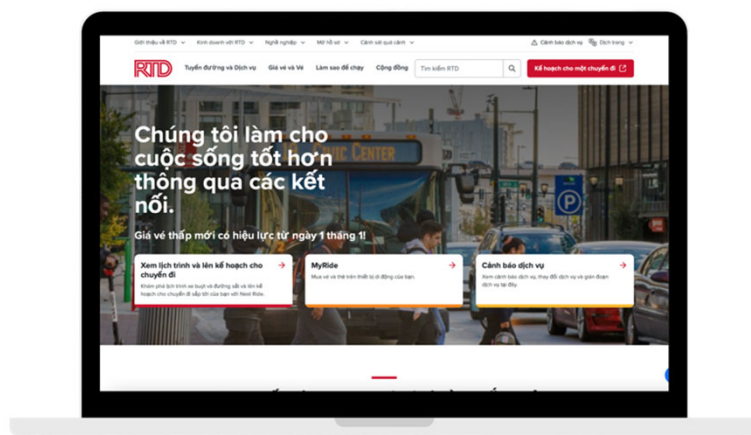


## Language Access at RTD

In accordance with Title VI, RTD must ensure that linguistically diverse individuals have meaningful access to its services, programs and activities, including opportunities for public engagement.

Aside from these regulatory obligations, the pursuit of improved language accessibility aligns with the agency's commitment to equitably providing public transportation services to all members of the community and visitors to the Denver metro region.




While language access is integral to the agency's public participation efforts, this section does not capture the full scope of language access efforts at the agency. Please refer to RTD's LAP to learn more about the demographic data related to language as well as RTD's approach to achieving language accessibility.



## Language Access Tools

The resources and tools available to support language assistance across public engagement activities have greatly expanded in the 2022 – 2025 period as RTD has increased its focus on language access. The following is a list of digital and physical tools used to support language access when pursuing public participation activities. Please note that this is not an exhaustive list and does not include the names of all the translated materials the agency has available.

An asterisk (\*) denotes tools available in both digital and physical formats.

<b>Digital</b> 	rtd-denver.com translation widget available in Spanish, Vietnamese, Simplified Chinese, Russian, with more languages planned
	Next Ride trip planning app (Spanish, Korean, Vietnamese, Simplified Chinese, Russian)
	Phone apps, such as Google Translate, Microsoft Translator or Deepl
	Language Access Program webpage
	Instructions for accessing a telephonic interpreter
	Best Practices Quick Reference Guide for Communicating with Non-English-Speaking Customers
	Best Practices Quick Reference Guide for Working with an Interpreter
	How to Ride video (3 languages)
	Best Practices Quick Reference Guide for Communicating with Non-English-Speaking Customers
	Project- and campaign-specific translated social media assets
	Language access icon to indicate availability of language assistance
	Section on Transit Equity Office Hub (internal) webpage to share resources on language assistance with staff
	Communication Access Realtime Translation (CART) available at RTD Board of Directors meetings, with automatic translation into Spanish. Additional language translations available upon request
<b>Physical</b> 	Basic Spanish for RTD Employees Handbook*
	"I Speak" Language Identification Card* (21 languages)
	Pocket-sized "I Speak" Language Identification Card* (21 languages)
	Customer Resources wallet-sized card (English, Spanish)
	How to Ride Guides (26 languages)*
	Language access bus interior signage (3 languages)
	Service and fare changes vehicle and station signage (English/Spanish)
<b>Other</b> 	Telephonic interpretation available via Customer Care at 303.299.6000
	Serving Non-English-Speaking Customers frontline staff training
	Contracts/relationships with various translation and interpretation firms
	Preference for hiring bilingual/multilingual staff in community-facing roles
	Expanded outreach to multilingual, multicultural and immigrant- and refugee-centered organizations
	"Multicultural Outreach and Engagement Services" contracts with CBOs
	Process for providing interpretation services upon community request

## Meeting Location and Structure

RTD takes special consideration when deciding where to host agency-led public engagement activities. The criteria for choosing a venue depends on the type of activity conducted; hosting an information table at a festival will have different space needs than an open house with various information stations, for example.

Meeting planning take into consideration historically underserved community members as well as people with disabilities who have varied work and family schedules. Meeting times and venues are selected to allow for the greatest possible participation of diverse groups.



### Venue Selection Guidelines

RTD chooses meeting venues based on several criteria including the following:

- The ADA Office verifies that the venue is accessible.
- Venues are reachable by public transport and include designated accessible parking spots, adequate curb cuts and ramps and functioning elevators, if applicable
- The venue provides technology infrastructure for presentations and live captioning, if necessary
- Facility hours of operations correspond with nearby transit service hours to support the attendance of transit-reliant communities

By adhering to these guidelines and adequately budgeting for these services, RTD creates an inclusive environment for all participants regardless of ability.

### Tactics for Promoting Inclusion

After a venue is selected, RTD implements the following tactics to encourage participation from all community members, including those who have disabilities or are linguistically diverse, by:

- Informing the public about available accommodations through press releases, promotional materials and the inclusion of local disability groups, TMA/Os and CBOs on communication lists
- Placing easy-to-identify signage with directional information strategically around the meeting location.
- Propping open doors to ensure easy access for customers with mobility devices, for indoor activities
- Providing various aids to assist communication for those with disabilities, including but not limited to offering large print materials, assisted listening devices, and sign language interpreters



## Public Input, Feedback and Meeting Types

**RTD values direct interactions with customers, community members, and stakeholders.**

The following types of meetings strive to foster direct interactions with stakeholders.



**Advisory committees** provide opportunities for constituents and stakeholders to offer input and/or resolutions to ongoing projects/issues



**Community meetings** involve elected officials, members of the public, and community-based organizations to discuss environmental impacts



**Community tours** include visits to RTD facilities and tours of transit operations



**Design meetings** solicit input from the public on project design



**Presentations** offer opportunities to convey information about RTD projects, activities, etc. to the public or specific groups



**Public meetings** introduce the public to proposed projects and plans, provide opportunities for public feedback and comment, proposed service changes and more issues affecting customer experiences. Public meetings are either in-person or virtual



**Tabling events** are community outreach activities conducted in collaboration community partners or other local organizations



**Workshops** are interactive outreach activities or events designed to address a problem or enhance skills

### Soliciting Feedback

RTD solicits and receives public input and feedback in a variety of ways, depending on the target audience and project needs. The table below outlines suggested tools and methods to engage stakeholders and the community.

Tool or Method	Number of Participants	Feedback Type and Use
Interviews	Individual or Small Group	Learning about individual perspectives on specific issues
Focus Groups	Small Groups (15 or less)	Understanding and exploring attitudes, opinions, and perceptions
Customer and Community Advisory Groups	Small (5-20)	Information-sharing, questions, and back-and-forth dialogue
Public Outreach Meetings	Large Groups	Presenting information, sharing updates, and receiving comments or feedback
Online or Paper Forms and Surveys	Unlimited	Receiving direct and focused feedback from individuals at their convenience
Board of Director Meetings	Individual	Providing written or verbal comments as part of public meetings





## Survey Instruments

RTD collects survey data from customers to help identify opportunities to improve the customer experience and delivery of transit services.

### Customer Access and Accessibility

**Engagement Survey** Conducted by the ADA Office, this survey gathers feedback to help the agency better understand the experiences and needs of customers with disabilities.

### Customer Excellence Survey

Annually conducted by RTD, this intercept survey gathers feedback from customers to determine satisfaction with bus, rail and paratransit operations. Results identify areas for improvement and ensure RTD meets of customers and the community.

### Community Value Surveys

This survey assess satisfaction with RTD's operations, service quality and overall perceived value to the region.

### Language Access Customer Survey

Conducted by the Transit Equity Office, this survey is designed to better understand the experiences and needs of customers whose primary language is not English.

### On-to-Off Onboard

#### Transit Passenger Survey

This survey is designed to collect data by counting passengers getting on and off buses or trains at various stops, alongside additional onboard surveys to gather information about customer demographics, travel patterns and satisfaction levels while using transit.



## Public Communications

RTD employs multiple earned, owned and paid media methods to effectively share information with the public and encourage engagement.

### Advertising

The agency uses digital, out-of-home and traditional advertising to educate customers about upcoming projects.

### Earned Media and Owned

The Public Relations work unit regularly sends out news releases and posts online alerts to inform customers about upcoming or ongoing projects. These earned media opportunities also share ways for the community to learn more, get involved or provide feedback. Additionally, RTD pitches story ideas to media outlets, writes content for its online newsroom called the News Stop and publishes the monthly digital Read-n-Ride newsletter.

### Project Webpages

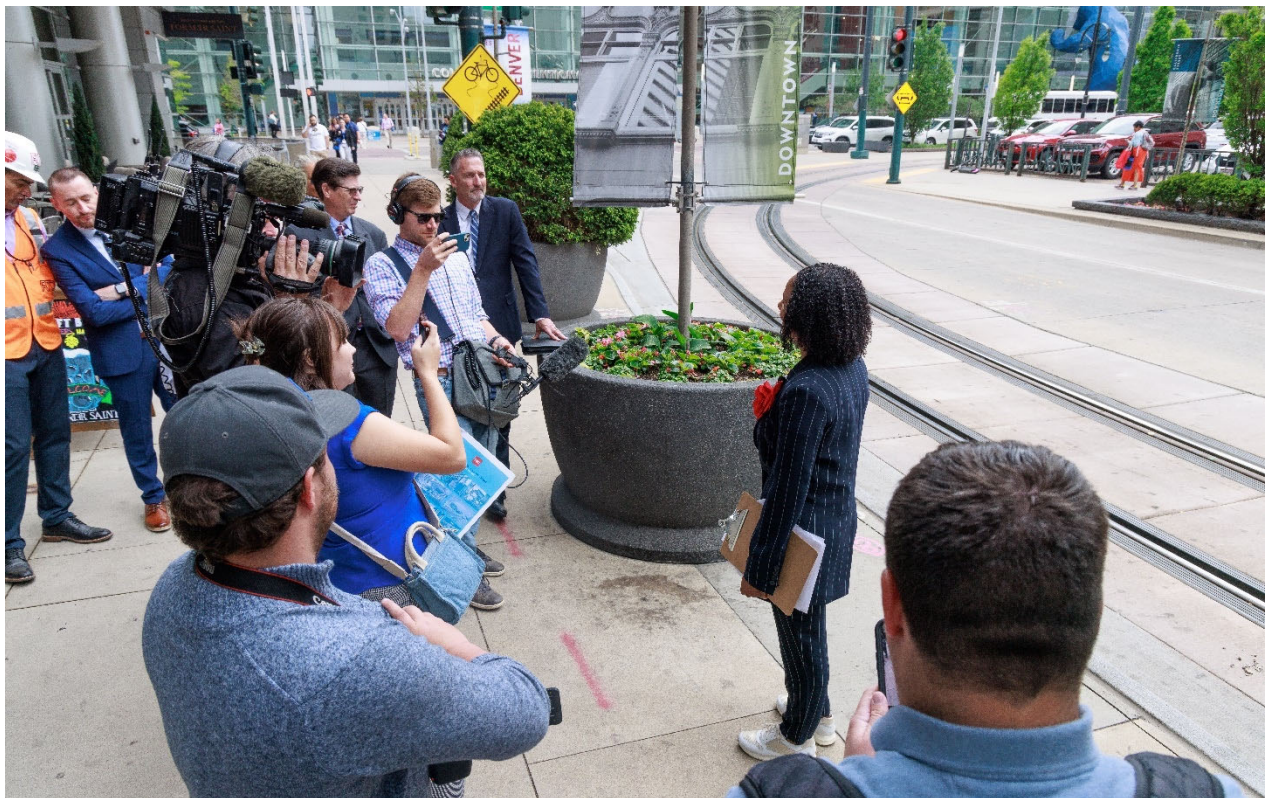
To improve access to important information about agency projects and initiatives, RTD creates and maintains project webpages, such as for [service alerts](#). These pages vary by the size and scope, depending on the project, but generally include an overview, timelines, presentation materials, fact sheets, feedback forms and contact information. Project pages are regularly updated.

### Social Media

RTD engages with customers and stakeholders on social media platforms, including [Facebook](#), [Instagram](#), [X](#) (formerly Twitter) and [LinkedIn](#) to conduct engagement campaigns, provide information, and share project updates. New and emerging social media platforms are regularly explored and considered for inclusion in RTD's portfolio.

### Website

In December 2023 RTD updated its [website](#) to improve the customer experience and enhance navigation menus. The updates included optimization for mobile devices, and made the website available in English, Spanish, Simplified Chinese, Vietnamese, Russian and Korean. The website incorporates a third-party accessibility tool to optimize navigation and provide dozens of additional features. The website also features a robust search feature, making information easier to find than in previous versions.





## Earned Media

News media remains one of the most effective means to communicate to the public. Earned media refers to publicity gained through efforts other than paid advertising or RTD's owned channels. It occurs when external sources, such as journalists, bloggers, influencers, or customers, create content and share information about the organization voluntarily. This process supports the quick dissemination of information to multiple different audiences.

- News releases and media advisories are distributed to local media, multilingual, and BIPOC-owned news outlets
- News releases, media advisories, original stories and blogs are posted on the News Stop section of RTD's website
- Media events, such as news conferences, media briefings and media avails, are used to make announcements of significant importance that is of interest to RTD's customers and the community
- Story ideas of special interest or specific topics are pitched to various members of the media; these pitches can be of interest to the audience of a particular media outlet
- Interviews with RTD leadership or a SME are used to provide additional detail to a story
- Social media is used to get information out quickly to RTD's followers on social media platforms; these social media posts provide opportunities for customer and public engagement; the reach of our messages can be extended by followers sharing the posts
- Select news releases are translated into several languages prior to sending to language-based media outlets
- Display ads in Spanish-language media and other outlets are purchased, as needed

To accommodate linguistically diverse customers, stories posted to RTD's News Stop are available in eight languages.



## Internal Trainings

### Outreach Guides

Starting in 2023, the Community Engagement work unit began developing outreach guides for major RTD-led projects. Developed in partnership with SMEs, the guides include talking points, expectations for team members and tools and resources that could be used when a customer or community member had a question or concern that can not be addressed in the moment. These documents are emailed to team members prior to the activity. Physical copies are also provided during public engagement activities.

Outreach guides were created for major agency-led projects, including the Fare Study and Equity Analysis, Downtown Rail Reconstruction and Copping Panel projects.

### Facts-n-Snacks

In March of 2024, the Community Engagement work unit hosted an internal “Facts-n-Snacks” to educate team members about the role of community engagement at RTD. Two sessions were offered online, and one was in-person. The online sessions were recorded and uploaded to RTD’s internal site, the Hub, for future reference.

### Impact Team Training

Communications and Engagement and Civil Rights facilitated two training sessions with volunteers for its pilot Impact team in the spring of 2024. Topics included best practices for communicating with limited English proficiency and customers with disabilities, de-escalation tactics, and how to be responsive to customer needs. A condensed version was recorded in January of 2025 for new Impact team volunteers.

### Operator Onboarding

As front-line employees, bus operators receive extensive training to related to customer service. Training topics include de-escalation, customer service, culturally competent communications, overcoming language barriers and assisting customers with disabilities. These trainings help operators support RTD’s diverse customer populations.

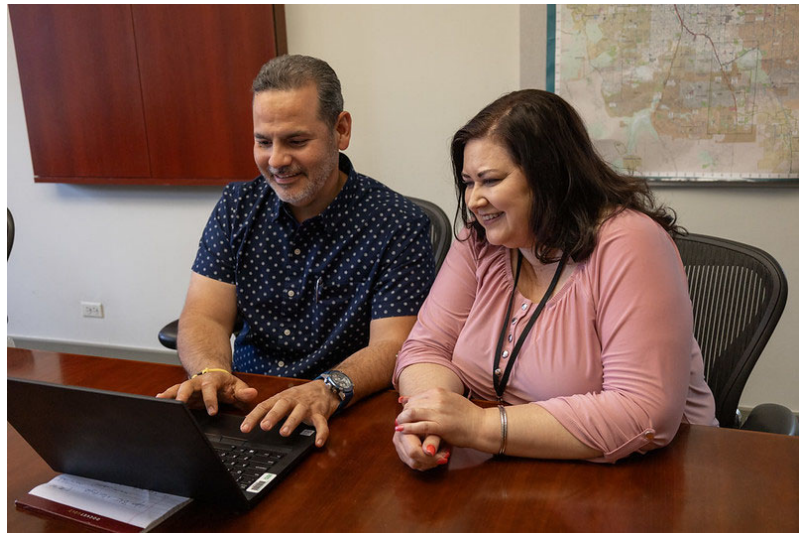
### Non-discrimination

RTD strongly encourages public-facing staff to understand basic nondiscrimination requirements and to take a discrimination training conducted by the Civil Rights Division upon joining RTD.

### Future Training Opportunities

In the future, RTD intends to establish a Community Engagement 101 course. Co-created by team members from Communications and Engagement, Civil Rights, and Learning and Development, the course will be required for any project manager who is facilitating an RTD led project that includes public engagement.

Communications and Engagement staff intend to pilot a “transit academy” for new hires in the fall of 2025. One session will focus on customer and community connections.







## Historically Underserved Population Demographics



## Importance of Public Transportation

### Public transportation is vital for all communities, but it is especially important to historically underserved populations.

According to the American Public Transportation Association (APTA), and before the COVID-19 pandemic, most transit riders were women (55%) and BIPOC (60%). Among these, Black Americans were significantly overrepresented: while they made up about 12% of the United States population, they accounted for 24% of transit riders.<sup>1</sup>

In addition, many transit customers have limited incomes. In the U.S., in 2017, 13% of households had incomes below \$15,000, but that number rose to 21% among households that rely on public transit.<sup>2</sup> Access to a car plays a major role in transit use. Among riders, 54% said they had a vehicle available to them, while 46% did not.<sup>3</sup> Households experiencing poverty are the least likely to own a car. For example, while fewer than 2% of households earning \$50,000 or more lack a vehicle, about one-quarter of households living below the poverty line don't own one.<sup>4</sup> Households led by BIPOC and women are also less likely to have access to a car. Among African American/Black households, 18% lack a vehicle, compared to 13% of Native American households, 11% of Hispanic/Latino/a households, and 6% of white households.<sup>5</sup>

### Why do people ride public transit?

For 44% of customers, it's about convenience or other non-financial benefits. For 40%, it's because they don't have another option due to financial constraints or lack of a vehicle. Just under half of transit trips are work commutes, while others are for shopping or dining (21%), recreation or social activities (18%), school (6%), medical appointments (2%) and other reasons (4%).<sup>6</sup>

Although post-pandemic data is limited, studies suggest these trends have remained consistent.<sup>7</sup> Public transit continues to serve as a lifeline for many to get to where they live, work, and play — however, it is clearly most important to historically underserved populations. This underscores the need for transit agencies, like RTD, to actively engage these populations in planning and decision-making to ensure services meet their mobility needs.

Consequently, understanding where historically underserved communities live in RTD's service area helps the agency create more inclusive and effective outreach efforts. By using data from the U.S. Census and other sources, RTD can tailor its approach to better connect with the communities who need RTD the most. The next section offers a historically underserved demographic profile of RTD's service area that guide its public engagement efforts.



<sup>1</sup>Clark, H. M. (2017, January). *Who Rides Public Transportation*. American Public Transportation Association. <https://www.apta.com/wp-content/uploads/Resources/resources/reportsandpublications/Documents/APTA-Who-Rides-Public-Transportation-2017.pdf>.

<sup>2</sup> Ibid.

<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

<sup>5</sup> Ibid.

<sup>6</sup> Ibid.

<sup>7</sup> Madeleine E.G. Parker, Meiqing Li, Mohamed Amine Bouzaghrane, Hassan Obeid, Drake Hayes, Karen Trapenberg Frick, Daniel A. Rodríguez, Raja Sengupta, Joan Walker, Daniel G. Chatman, Public transit use in the United States in the era of COVID-19: Transit riders' travel behavior in the COVID-19 impact and recovery period, *Transport Policy*, Volume 111, 2021, Pages 53-62, ISSN 0967-070X, <https://doi.org/10.1016/j.tranpol.2021.07.005>.

## Demographic Profile Datasets

Understanding the nature and distribution of BIPOC, low-income and disabled populations within RTD’s service area is crucial to ensuring equitable and meaningful public engagement. This understanding enables RTD to design culturally competent, inclusive, accessible and customized approaches to public participation, ensuring that the voices of historically underserved populations are heard and valued in decision-making processes.

The RTD service area spans 2,345 square miles and is home to approximately 3.1 million people, according to the 2019–2023 American Community Survey. Of this population, 38.1% identify as BIPOC, 14.1% live at or below 150% of the federal poverty level, 7% are identified as LEP and 9.9% identify as people with disabilities. These demographic insights underscore the importance of tailoring outreach to address the needs of these populations, ensuring that barriers to participation are reduced or eliminated.

Demographic data, gathered from sources such as the U.S. Census, onboard ridership surveys and other reliable tools, plays a foundational role in shaping RTD’s outreach strategies. These insights allow the agency to identify language needs, address barriers to participation, and prioritize engagement with diverse groups, including those protected under Title VI.

Population distributions vary throughout the region.

Service Area	
<b>High BIPOC Areas</b>	Aurora Lakewood Thornton East Denver Commerce City Brighton Superior
<b>High Low-Income Areas</b>	Aurora Lakewood Boulder Commerce City West Denver



## Language Access

### Linguistically Diverse Communities

RTD serves communities that speak many different languages. According to the U.S. Census Bureau, approximately 200,812 people, or about 7% of the 3.1 million residents in the RTD service area, speak English “less than very well.” This population is considered “limited English proficient,” indicating that language can be a significant barrier to them in accessing social services such as public transportation. Further, approximately 422,320 people, or 13.3% percent of the RTD service area population, are foreign born; and 652,963 persons — over 19% of the RTD service area population — speak a language other than English at home. Those who speak a language other than English at home may not be limited English proficient, but they are also an important population to consider and support in language access efforts.

While these numbers indicate that linguistically diverse persons are outnumbered by English-speaking individuals in RTD’s service area, the agency has found that these populations ride transit at a higher rate than the general population. For instance, in a survey conducted in 2024-2025 with 578 respondents of varying English language ability, RTD found that 70% of respondents ride RTD buses at least once weekly, with 54% riding RTD buses daily or almost daily. Meanwhile, 51% ride RTD trains at least once weekly, with 27% riding RTD trains daily or almost daily. Thus, while the overall numbers of the linguistically diverse population are not large, these individuals disproportionately rely on RTD services to get to where they need to go — illustrating how important it is that RTD integrate language accessibility into all its programs, services and activities. Language access efforts not only support those who are limited English proficient but also those who prefer to use their native languages. RTD finds that it is important to provide these individuals the opportunity to engage in RTD programs and services in the language that they are most comfortable using.

### Languages in RTD’s Service Area

66% of people with limited English proficiency are Spanish speakers, followed by Vietnamese (4.73%) and Chinese (3.97%). But that’s not all — in fact, RTD has identified 19 languages that meet the safe harbor definition, and these languages receive special consideration in RTD’s language access planning efforts.

RTD’s Safe Harbor Languages	
Amharic	Nepali (Nepalese)
Arabic	Persian (incl. Dari, Farsi)
Burmese	Russian
Chinese (incl. Cantonese, Mandarin)	Somali
French (European)	Spanish (Mexico)
German	Swahili
Hindi	Tagalog (Filipino)
Japanese	Tigrinya
Karen	Thai
Korean	Vietnamese

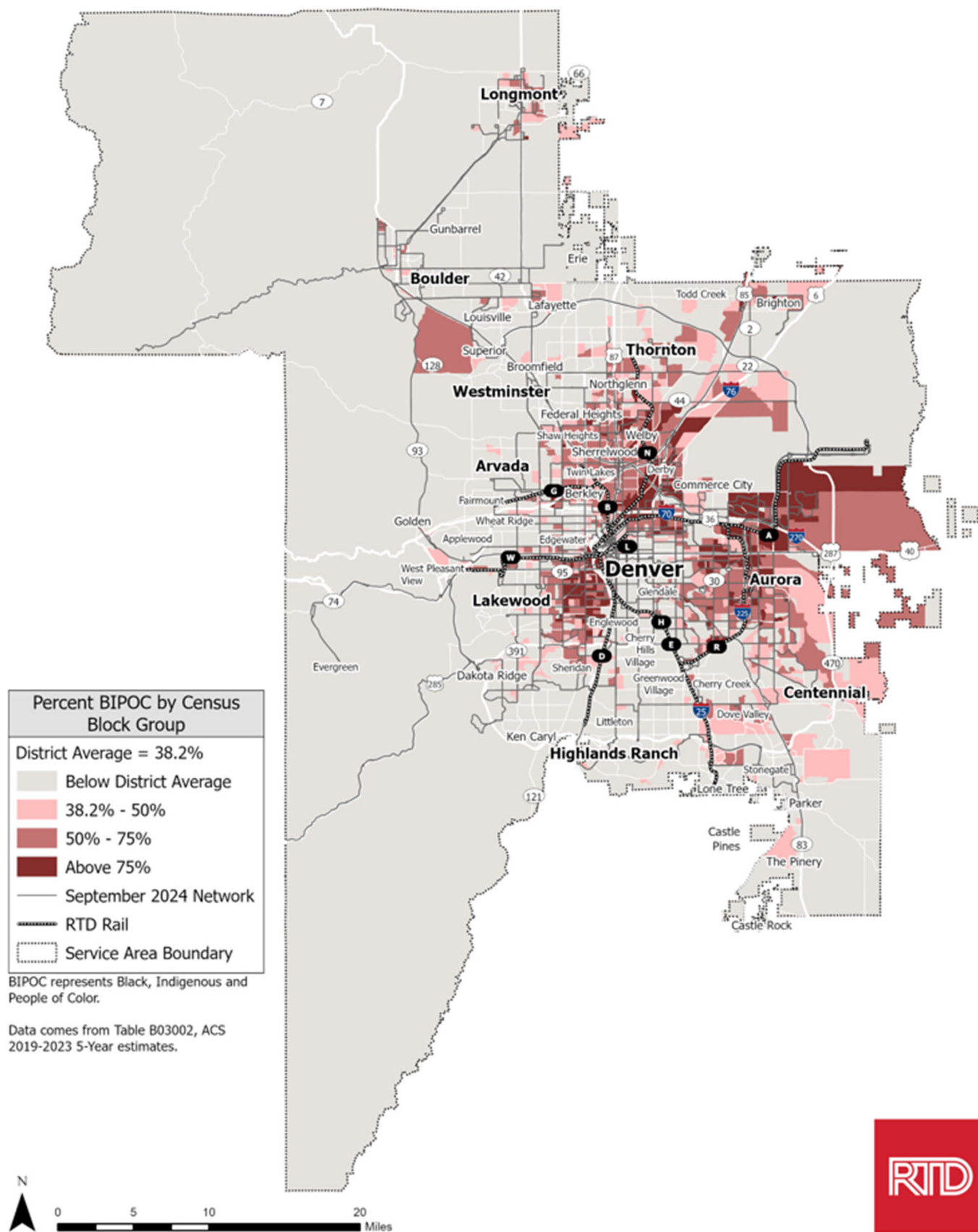
Through its engagement with the community, RTD has identified other languages that do not meet the safe harbor threshold but that are important to the local newcomer community, including new immigrants, asylum seekers and refugees. These include Pashto and Pulaar, and translated into some of RTD’s most important public-facing documents.

\*A safe harbor language refers to a language spoken by 5% of the population or 1000 people

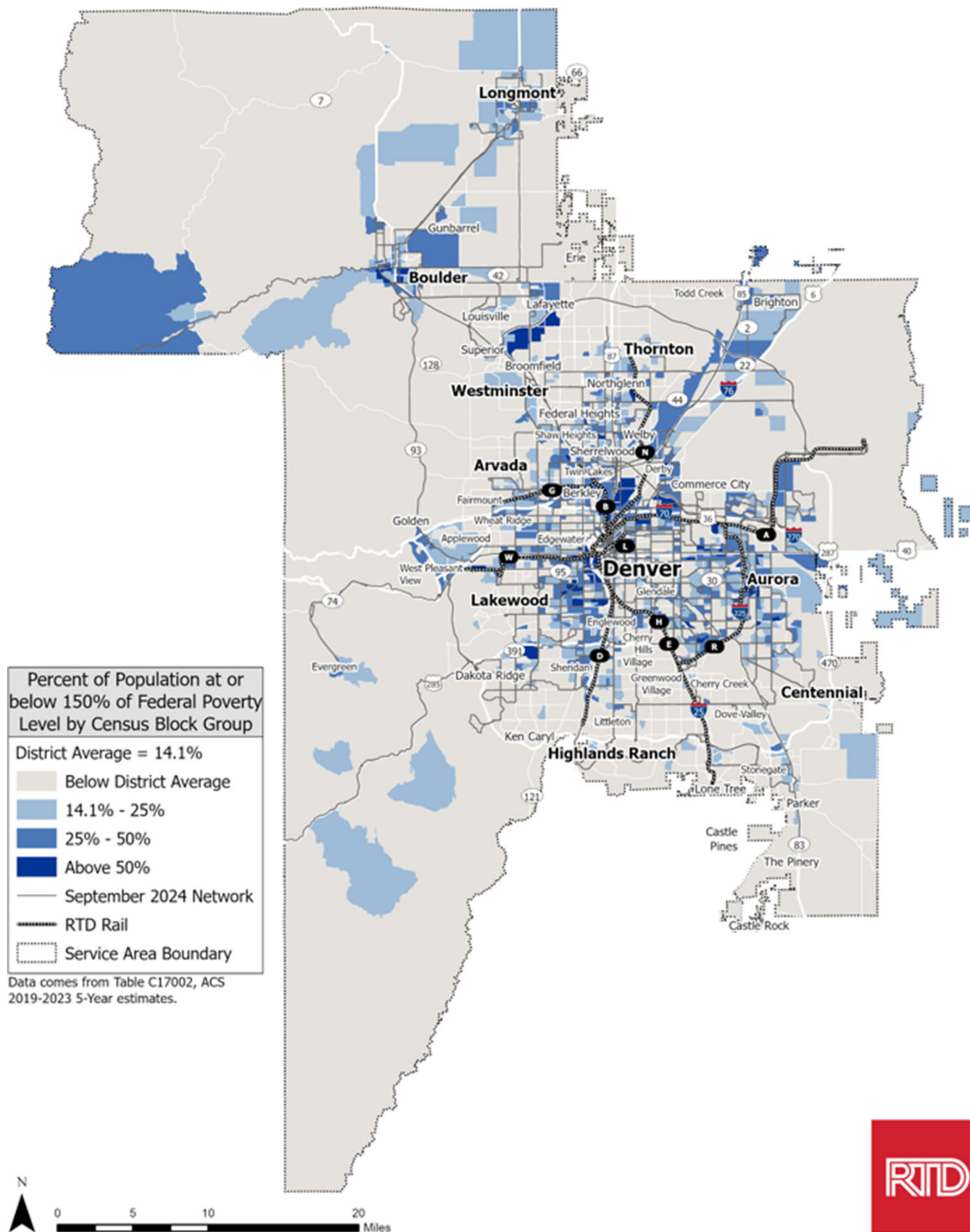




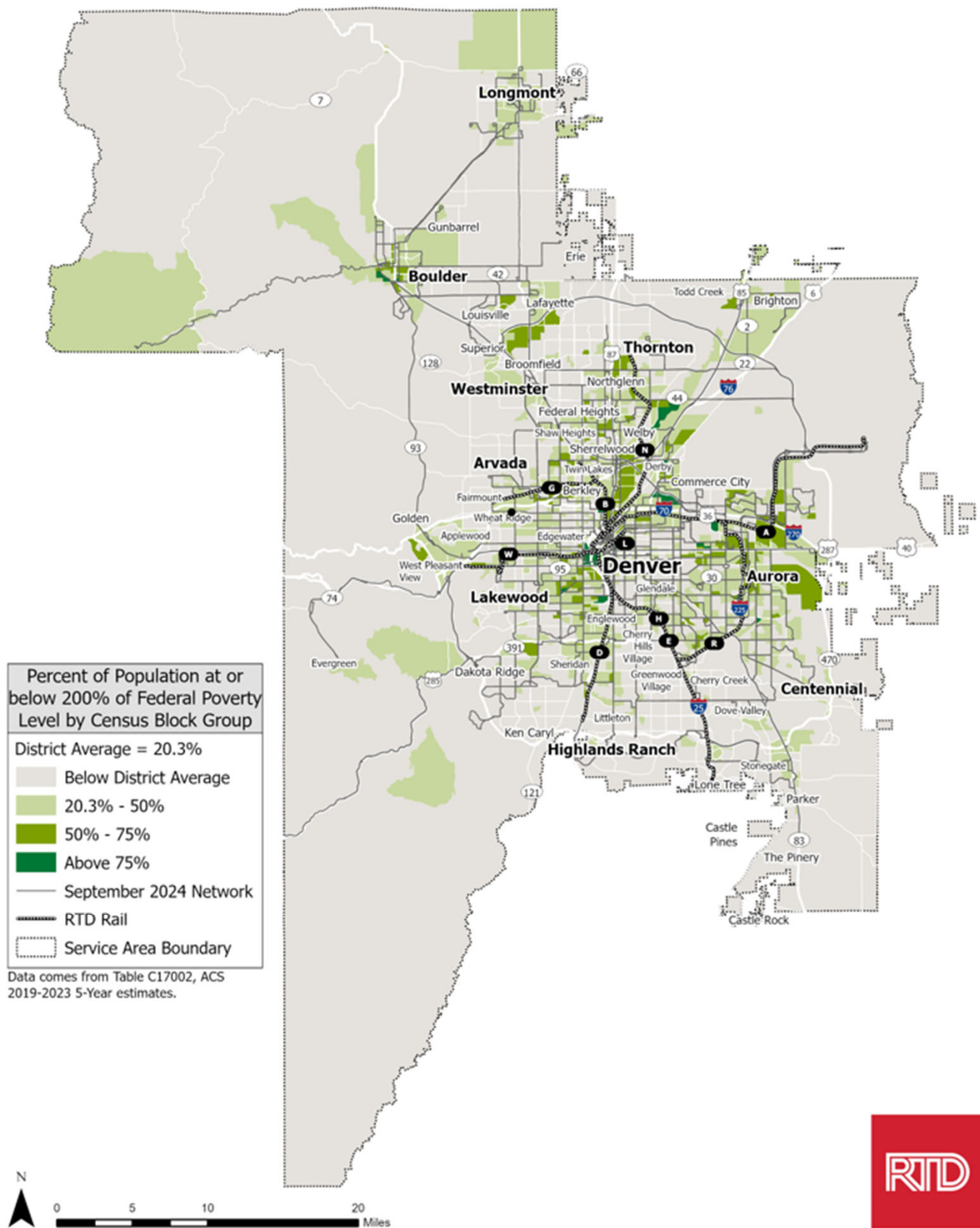
## Distribution of Black, Indigenous, Persons of Color Populations in Service Area



## Distribution of Low-Income Populations in Service Area) (150% of Federal Poverty Level)



## Distribution of Low-Income Populations in Service Area) (200% of Federal Poverty Level)





## People with Disabilities

RTD's service area includes many people with a wide range of disabilities. According to the US Census Bureau's American Community Survey 5-Year Estimates for years 2019-2023, 10.2% of the population (five years of age and older) living within the service area are people with disabilities.



Disability	Percentage of Service Area Population
Ambulatory	40%
Cognitive	41%
Independent living	32%
Hearing-related	29%
Vision-based	18%
Self-care-related	16%

**It is important to note that people with disabilities may have more than one disability, a reality that is reflected in the above percentages.**

### People with Disabilities in RTD's Service Area

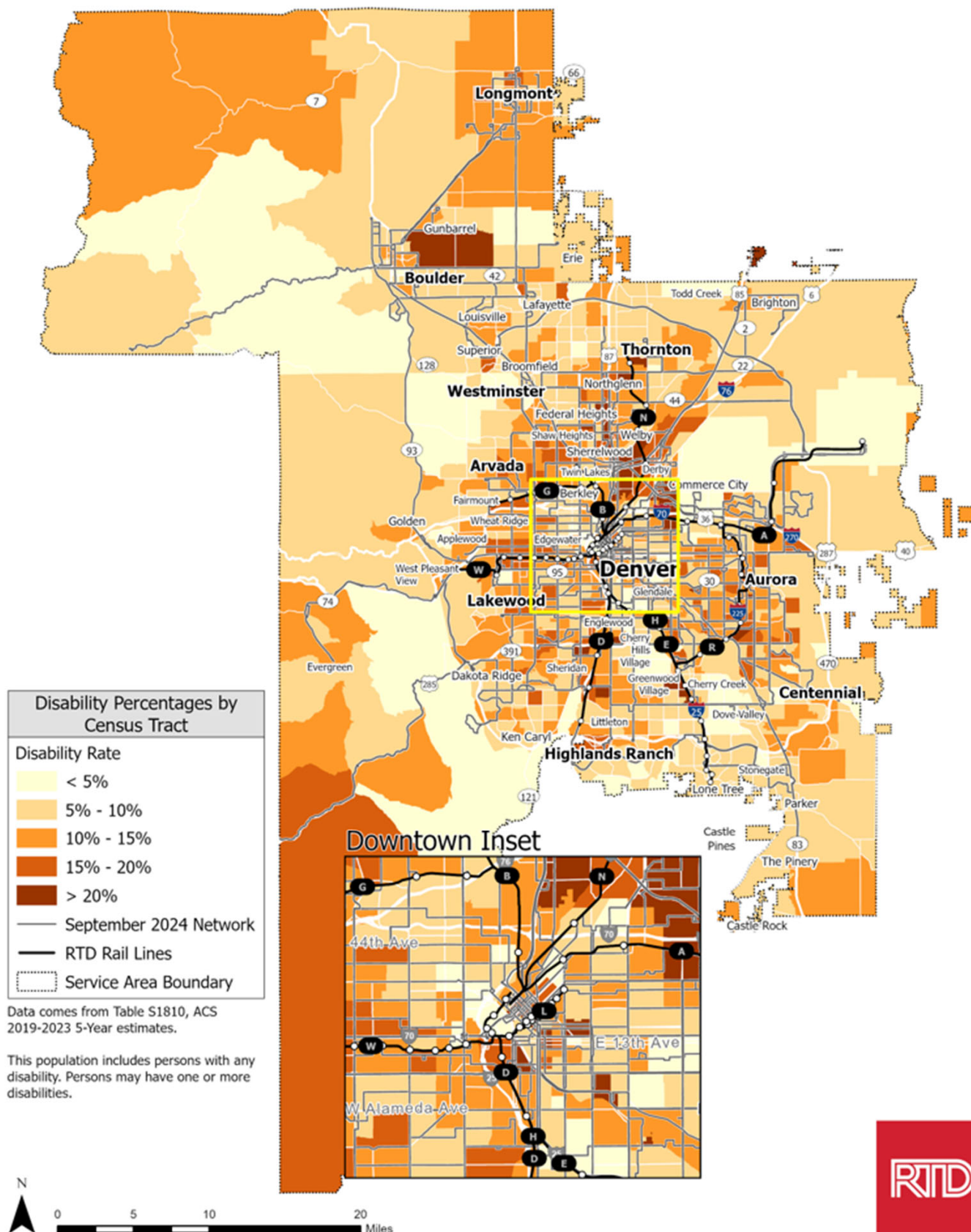


**10.2%**



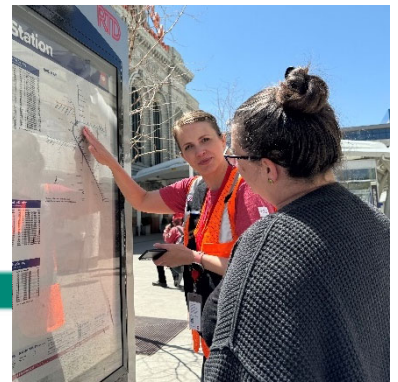


## Distribution of Disabled Populations in Service Area





## One RTD Approach



## Departments and Divisions

All RTD staff, regardless of their assigned work unit, come together as “one RTD” to make lives better through connections. The following list includes work units that perform outreach and engagement activities, as well as the roles and responsibilities assigned to their employees.

### Board of Directors and Board Office

The Board Office manages and coordinates the day-to-day affairs of the Board. Directors interact with the public regularly during monthly public meetings, at special events and on a regular basis with community, business and trade groups, stakeholders and individual constituents. The Board approves RTD’s budget, hires its general manager, sets agency policies and provides guidance on strategic initiatives. The Board Office produces all meetings of the Board and helps to facilitate public outreach undertaken by Directors.

### Bus and Rail Operations

The staff in Bus Operations and Rail Operations are the driver of transit service delivery. They maintain RTD’s vehicle fleet and work with Service Development to plan service changes and identify people power and other resources to support maintenance projects. Individuals from these work groups, including members from leadership and training, attend public meetings and other activities as SMEs. Operations staff also participate in outreach activities and coordinate travel trainings for children, service animals and people with disabilities.

### Capital Programs

Capital Programs plans and executes major transit-related construction projects throughout RTD’s service area. As engineers, they support engagement efforts by attending public meetings and open house events to answer questions and receive concerns about construction projects.

### Civil Rights Division

The Civil Rights Division contributes to public engagement activities through its Transit Equity Office (TEO), Small Business Opportunity (SBO) Office and its Americans with Disabilities Act (ADA) Office. The TEO oversees the Title VI program, including RTD’s participation and language access plans.

The SBO Office oversees the Disadvantaged Business Enterprise (DBE) and Small Business Enterprise (SBE) compliance programs to ensure these firms have equal access to RTD contracting opportunities. The SBO Office also conducts community outreach to promote a more diverse and competitive pool of potential bidders. The division’s ADA Office oversees RTD’s compliance with Titles II and III of the ADA, including proactive efforts through public information and collaboration, complementary paratransit service and accessibility to RTD vehicles and facilities.

### Human Resources

Staff from Talent Acquisition regularly connect with customers and prospective employees at career fairs. They also give presentations at high schools and colleges. In addition to being SMEs on the roles at RTD, they are trained to answer customer questions about service delivery and RTD initiatives.

### Planning

In addition to providing support and outreach for physical infrastructure and long-range land use and transit planning projects, Planning also leads large-scale policy and program initiatives, including fare, major transit and NEPA studies.

### Safety

Individuals from Safety perform outreach activities that educate customers on how to be safe around trains.

### Service Development

Service Development oversees the scheduling of all bus and rail operations for the RTD system. The division reaches out to the public three times a year when it is planning system-wide and targeted service changes and connects with stakeholders and local governments to identify future route enhancements through the SSCs and other meetings.

### Transit Police

RTD’s Transit Police unit is comprised of sworn Colorado Peace Officer Standards and Training (POST)-certified officers, detectives, commanders, and chief. Staff regularly engage with businesses and local governments to collaborate on ways to improve the safety and security of the transit system. They also connect with customers at community events.





## Communications and Engagement

Much of the agency's public engagement efforts reside in the Communications and Engagement Department. A breakdown of the work units within the department and their roles in performing public engagement is outlined below.

### Customer Care

Made up of work units that include the Telephone Information Center, four Sales Outlets and Digital Customer Relations, this team supports customers by responding to their questions, complaints and compliments through various channels, including over the phone and online. They also support community collaboration requests.

### Community Engagement

Much of the work Community Engagement executes regards community and customer education of RTD services and initiatives. The team supports RTD departments with engagement activities in a variety of ways, including providing guidance on best practices and organizing certain activities for agency-led projects. The team also responds to community collaboration requests, which includes attending various festivals and community celebrations, and presenting at schools and neighborhood meetings.

### Impact Team

Comprised of thirty-seven employees from across the agency, the Impact Team pilot supported customers during scheduled and unscheduled service disruption and large-scale community events. Impact team members assisted over 3,700 customers during 61 scheduled assignments from May to September.

### Market Development

The Market Development team manages RTD's pass programs and administers its special discount programming. The team provides information about RTD's pass and discount programs to businesses, non-profits, school districts, and institutions of higher education through various engagement activities. They regularly perform on-site education at employer and community resource fairs, host webinars and in-person presentations, and liaise with TMO who solicit pass program participants.

### Marketing

The Marketing team oversees the creation of advertising, marketing and public outreach materials for RTD, and develops effective messaging to keep customers, community members, stakeholders and employees apprised of agency initiatives. It oversees customer satisfaction and market research. In addition to managing physical collateral, the team also manages digital tools, including the NextRide web app and the RTD public-facing website.

### Public Relations

The Public Relations work unit responds to formal and informal requests for information from the news media, public, elected officials and other stakeholders about RTD operations. The team leads strategic communications to advance the RTD name, brand and reputation and develops crisis communication strategies. The team writes speeches, talking points and project fact sheets, communications plans, news releases and RTD's external newsletter, the Read-n-Ride.

### Special Projects: Communications

The Special Projects work unit supports public communications efforts for complex, highly visible agency rail and bus projects, transit improvement efforts, studies, emergency drills and service disruptions. The team writes communications for all phases of special projects, including regular collaboration with internal and consultant teams, development and deployment of communications and engagement plans, and proactive communications to customers, community members, and stakeholders.

### Future Organizational Changes

A departmental working group is evaluating the organizational structure of Communications and Engagement to identify the benefits of creating a customer and community relations division.





## Roles and Responsibilities

While embracing the One RTD approach, RTD team members are hired to perform specific duties. While many RTD employees engage in engagement and outreach activities, this section outlines the basic job functions of key team members involved in public engagement. This list is not exhaustive.

### Board of Directors and Board Office

#### *Executive Manager, Board Office*

Produces the meetings of the Board of Directors, ensures appropriate public notice of meetings, adheres to open meeting laws, publishes meeting agendas and supporting documents and responds to accessibility requests of public participants. Coordinates Director outreach activities. Manages the CAC.

#### *Directors*

Sets the agency budget and priorities. Attends RTD-hosted events. Organizes constituent outreach.

### Executive Office

#### *General Manager and Chief Executive Officer*

Provides strategic leadership and oversight of the agency's day-to-day operations, ensuring safe, reliable and efficient transportation for the community served by RTD. Works with the Board of Directors, stakeholders and government agencies to develop policies, secure funding and advance regional mobility initiatives. Oversees the operations, financial management and customer and community engagement efforts.

#### *Government Relations Officer*

Liaises between RTD leadership and local, state, and federal elected officials to advance RTD initiatives.

### Civil Rights Division

#### *Director, Civil Rights*

Develops, plans, directs and manages division operations. Oversees the agency's Civil Rights programs, including Title VI and language access, Titles II and III of the ADA, Title VII and equal employment opportunity, supplier diversity and community engagement.

#### *Manager, ADA Office*

Develops and maintains good community partnerships with persons with disabilities and local disability advocacy groups and organizations through regular engagement. Provides key guidance and support in advancing RTD's civil rights initiatives, specifically those focused on the community of people with disabilities. Ensures accessibility of events in the planning and execution phases.

#### *Manager, Transit Equity Office*

Leads initiatives to advance equity and ensure meaningful participation of BIPOC and linguistically diverse populations in agency programs and decision-making. Ensures compliance with Title VI. Oversees outreach strategies to engage historically underserved communities and collaborates with internal departments to integrate equity considerations into planning and operations.

#### *Specialist, Civil Rights Outreach*

Plays a key role in advancing RTD's civil rights initiatives by implementing and supporting outreach programs, educational campaigns and initiatives that promote equity, access and inclusion for all RTD customers and employees. Collaborates with internal teams and external stakeholders to develop and implement engagement efforts that reflect federal regulations and support equity, accessibility and civil rights.

#### *Specialist, Transit Equity*

Leads initiatives in compliance with Title VI policies, focusing on eliminating barriers for historically underserved populations by developing relationships with community organizations, local governments and elected officials, implementing culturally responsive public engagement strategies and overseeing language accessibility efforts. Helps ensure that RTD's public transportation activities serves all communities fairly and effectively.

### Communications and Engagement Department

#### *Administrator, Discount Programs*

Manages applications for RTD's discount programs. Regularly performs engagement activities at resource fairs to educate eligible customers about discount fares.

#### *Consultant, Market Development*

Conducts engagement to universities, businesses and non-profits to encourage they enroll in pass programs. Supports TMA/Os with pass program outreach and administration.

#### *Chief Communications and Engagement Officer*

Oversees all strategic communications, media and community relations, marketing, and customer experience functions.

#### *Customer Care Representative*

Staffs the TIC and Sales Outlets. Provides transit information at resource fairs.

#### *Manager, Community Engagement*

Advises project managers and teams on public participation best practices. Establishes collaborative relationships with community partners, TMA/Os and stakeholders. Conceptualizes and supports various engagement programming.

#### *Manager, Market Development*

Strategizes, directs and manages the development and implementation of communications, client services and account management for pass programs.

#### *Manager, Special Projects*

Develops key messages and news releases and coordinates information-sharing for major capital projects.



## Roles and Responsibilities

### *Manager, Public Relations*

Develops strong relationships between RTD and local media outlets. Directs media relations responsibilities.

### *Senior Manager, Customer Care*

Manages the Customer Care Division providing a range of customer services, including customer information, retail fare product sales and customer concerns and complaints

### *Senior Manager, Public Relations*

Leads and directs activities including media relations, public information, public affairs and video storytelling.

### *Specialist, Community Engagement*

Conceptualizes, plans, and executes outreach programming related to RTD initiatives and educational campaigns.

### *Specialist, Public Engagement*

Writes press releases. Responds to media inquiries. Participates in interviews with media outlets.

### *Specialist, Youth Engagement*

Manages the suite of engagement strategies related to Zero Fare for Youth programming.

### *Supervisor, Market Development*

Leads staff focused on educating eligible customers about discount fares and providing information to businesses and universities about pass programs.

## Human Resources

### *Talent Acquisition Partner*

Plans, organizes, and implements recruitment activities through public engagements that include career fairs, school presentations and other community events.

## Planning

### *Project Manager, Planning*

Manages major agency initiatives, including fare studies, long range plans and corridor studies. When managing consultant work, ensures work scope is consistent with the PPP.

## Service Development

### *Service Planner and Scheduler*

Performs technical work related to the scheduling and development of bus and rail routes. Supports public engagement activities related to service changes.

## Transit Police

### *Business Support*

Organizes Transit Police staff participation in community events.

### *Chief of Police*

Directs division activities related to engagement. Attends public meetings, presentations and other activities to share information about RTD safety and security initiatives.

### *Commander*

Assigned to a geographic service area, supports engagement activities by attending presentations and community festivals to educate customers and community members.





## Appendix





## Implementation Timeline

Staff intend to complete the following tasks during the PPP period to further enhance its ability to engage with members of the public. These projects support the advancement of RTD's public participation, accessibility and language access plans.

2025	Q1	Refine the Public Participation Plan
	Q2	Identify appropriate workflows and work unit structures to best support customer experience and public participation activities
		Identify opportunities to offer hands-on travel training or transit experience programming
		Implement the CILACES CBO contract
		Rebrand Community Engagement as Community Relations to emphasize long-term relationship-building as part of RTD's "customer and community connections" strategic priority
		Develop an internal stakeholder working group to identify work unit needs in RTD's customer relations management (CRM) tool, Salesforce
	Q3	Identify the potential and establish a framework for implementing a diverse customer transit academy
		Seek out support from CBOs, TMOs, and RTD committees to recruit participants
		Implement the internal Transit Academy pilot.
		Create a framework for the tracking of all customer accessibility accommodation requests (e.g.: Sign Language Interpreters, large print documents, Braille)
		Assess and implement strategies and tactics in the Disability Community Engagement Plan
		Determine which metrics are critical for all work units to capture when conducting public participation
		Develop the Targeted Community Engagement Framework and Strategies document
	Q4	Compile a list of venues in which RTD events have been held to complete a comprehensive accessibility assessment venue list to be used in 2026 and beyond
		Standardize the public engagement process for community requests for collaboration and agency-led projects. Implement standard operating procedures and the Salesforce CRM tool
2026	Q1	Recruit for a Senior Manager, Customer and Community Relations
		Evaluate the effectiveness of RTD's Public Participation Plan
	Q2	Produce a proof of concept for the Targeted Community Engagement Framework and Strategies document
	Q3	
2027	Q4	
	Q1	Evaluate the effectiveness of RTD's Public Participation Plan
	Q2	Develop project timeline and deliver assignments for the Public Participation Plan update
	Q3	Internal working group meets to review PPP sections and provide feedback
2028	Q4	Internal working group meets to review PPP sections and provide feedback
	Q1	
	Q2	
	Q3	Finalize the Public Participation Plan as part of RTD's Title VI update
	Q4	



## Public Participation Case Studies

The following section highlights recent public participation efforts for six major agency-led projects. They demonstrate RTD's commitment to engaging with all customers and community members.

### Northwest Rail Peak Service Study (2022-2024)

Due to cost escalation and limited available funding, RTD has been unable to complete the Northwest Rail Corridor (B-Line) beyond its current terminus at Westminster Station. RTD initiated the Northwest Rail Peak Service Study (NWR PSS) to evaluate the possibility of completing the corridor with a reduced level of service than that which was envisioned in the original 2004 voter-approved FasTracks plan. The intent of the Feasibility Study was to determine a common set of facts related to design requirements, cost, and ridership, among other considerations.

Since previous studies had already determined the corridor alignment and station locations along with the associated environmental impacts, community engagement for this effort was somewhat limited. However, over the two-year study period, in addition to the establishment of a Study Advisory Team, which met monthly, the study team held a variety of outreach activities, such as local corridor-wide open houses, email communications, and a website which included self-guided online meetings. All physical and print materials were available in English and Spanish. Pop-up events at farmers markets, ice skating rinks, and libraries ensured that RTD could collect feedback from diverse stakeholder communities.

Project resources are available on the [NWR PSS webpage](#).



In-Person Engagement	
4	Corridor-wide open houses
14	Local pop-up events
195	Public open house attendees
2	Board committee updates
1	Full Board update
Digital Engagement	
1,120	Email sign-ups and comments
15,184	Total project webpage views (April 2022 – Aug. 2024)
919	Survey responses
9,309	Self-guided online meeting views
3,830	Online meeting engaged sessions

## Public Participation Case Studies

### Fare Study and Equity Analysis (2022 – 2023)

In response to customer feedback that RTD fares were too expensive and difficult to understand, RTD initiated a Systemwide Fare Study and Equity Analysis to holistically reexamine the fare system, taking into consideration equity, affordability and simplicity. RTD took a bottom-up, customer-centric approach to the study.

In addition to the somewhat standard methods of outreach, such as community meetings, customer surveys and a website, the team also established a series of feedback panels and community partner focus groups. The three feedback panels, Equity Feedback Panel, Pass Program Feedback Panel and Jurisdiction Feedback Panel, considered customer and community input and how RTD could address commonalities and trade-offs among different perspectives and fulfill customer and community needs. For the partner focus groups, RTD contracted with six community-based organizations each serving as a community partner to help engage traditionally underserved populations through focus groups, participation in surveys and public meetings and other outreach efforts.

RTD's Public Relations work unit, with support from the project team, gave interviews to various news outlets in both English and Spanish to provide updates on the project and encourage participation. Digital and print materials, including fact sheets, were translated into more than 20 different languages spoken by customers within RTD's service area. The project team attended several large-scale community festivals that were well-attended by diverse customer population. Events included the Aurora Global Fest, Denver's Cinco de Mayo Festival and Sun Valley Night Market and the Northglenn Food Truck Carnival.

Each activity yielded significant customer, community and stakeholder feedback. RTD then collected, summarized and used the feedback to influence the development of the recommended fare structure. After more than a year of engagement with customers and stakeholders, the recommended fare changes were passed by the RTD Board of Directors on July 25, 2023. A 2024 customer survey indicated that 73.2% of customers believed that RTD's fares were affordable, a significant increase from 52.2% in 2022.

Fare Study and Equity Analysis project resources are available on the project webpage.



In-Person Engagement	
437	Public event participants
180	Feedback panel participants
2,400	Community conversations
185	Focus group participants
Digital Engagement	
25,000+	Email subscribers
35,000+	Website and social media views
Media Engagement	
140 million+	Earned media reach (English and Spanish)
Project Feedback	
7,119	Public comment and survey responses





## Public Participation Case Studies

### Zero Fare for Youth (2023 – 2024)

As part of its simplified fare structure, RTD eliminated fares for youth ages nineteen and younger starting August 1, 2023. Named Zero Fare for Youth (ZFY), RTD implemented various tactics for sharing this information with potential transit users. The broad approaches taken to educate families and young adults about transit spanned across all RTD's diverse community.

With state funding, RTD hired a contracted Youth Engagement Specialist position in December 2024 to spearhead additional Zero Fare for Youth engagement through December of 2025. The specialist developed a year-long engagement plan that reinforces the importance of building relationships with youth-focused organizations and young people to encourage lifelong use of transit.

The [Zero Fare for Youth webpage](#) includes project resources and toolkits.



In-Person Engagement	
6	"How to Ride" presentations
2	Back to school nights
20+	Resource fairs
2	Trick-or-treat events
6	Transit-themed story times at local libraries
9	Family-friendly events
1	College capstone project
13	Career fairs
5	Public comment at school board meetings

## Public Participation Case Studies

### Proposed Service Changes (Ongoing)

Three times a year (January, May, and August), RTD reviews, proposes and implements changes to its service schedules and routes. These changes improve on-time performance, account for changes in ridership, advance the implementation of long-range plans and support scheduled maintenance projects.

During and following the coronavirus pandemic, public meetings moved from in-person at RTD's downtown headquarters to an online format. Public meetings were advertised on bus and rail vehicles, on social media and in news releases.

In 2024, Communications and Engagement partnered with Service Development to overhaul its traditional public feedback process, including by:

- Categorizing changes by route adjustments, service increases, service reductions, seasonal adjustments and schedule timing to help customers better identify the impact of proposed changes
- Distributing a bilingual service change toolkit to TMA/Os
- Organizing the project webpage into easy-to-search tiles
- Providing an online customer survey tool
- Creating a reoccurring "Ask a Service Planner" virtual event where customers can chat individually with staff
- Identifying key stakeholders within impacted service areas and inviting them to attend the public meetings, complete the survey or host RTD staff for a presentation
- Advertising the service changes on public information displays (PIDs) at RTD stations
- Presenting to local registered neighborhood organizations
- Sharing service change information with CBOs to encourage historically underserved populations to provide feedback

Project resources are available on the Service Changes webpage.



## CAMBIOS PROPUESTOS EN EL SERVICIO A PARTIR DE MAYO DE 2025

**Envíe sus comentarios  
antes del 6 de marzo**

**Servicios**  
1, 9, 11, 12, 16, 19, 20, 24, 38, 42, 44, 45, 65,  
66, 73, 93L, 121, 153, 169L, 225/225D, 228,  
483, BOLT, DASH, JUMP, MetroRide, NB, P,  
SKIP, D, E, H, N, R, W

**Access-a-Ride:** Las rutas con mejoras  
o reducciones pueden afectar la  
disponibilidad del servicio  
de paratransito.



Escanee para obtener  
más información sobre  
los cambios propuestos  
y todas las formas de  
enviar sus comentarios.

[rtd-denver.com/service-changes](https://rtd-denver.com/service-changes)



303.299.6000 (TTY: 711)  
2 para español  
8 for other languages







## Public Participation Case Studies

### Transit Assistance Grant Program (2024)

Launched as part of RTD's 2024 fare changes, the Transit Assistance Grant (TAG) program is designed to help organizations serving clients with immediate transit needs. Immediate needs refer to the needs of individuals in crisis such as domestic violence, victims seeking shelter to safe and support environment, or other individuals in situations that threaten their personal safety on a short-term basis rather than prolonged or chronic basis. The agency budgets \$1 million dollars annually for the program, which provide qualified non-profit and government partners up to \$50,000 per calendar year via 10-ride ticket books. RTD's Market Development team provides full-service support for non-profits interested in the program.

To educate potential community partners of the TAG program, the Market Development work unit hosted four webinars and one in-person meeting and collaborated with CBOs to raise awareness of the application process. A dedicated webpage included frequently asked questions, selection criteria, a downloadable presentation of the application process. Market Development received 211 applications in total. To ensure as many non-profits qualified, staff collaborated with non-profits who had incomplete applications to correct issues. Ultimately 181 non-profits received grant awards. Throughout the year, the team also published four periodic reports that included collateral necessary for non-profit outreach.

Project resources are available on the [Transit Assistance Grant webpage](#).





## Public Participation Case Studies

### Reimagine RTD (2020 – 2022)

Reimagine RTD was a comprehensive planning effort to develop a short- to mid-term plan for RTD services and a longer-term plan that established agency priorities for the future. There was a robust public engagement effort undertaken that included targeted outreach efforts for key local stakeholder groups and the public. An Advisory Committee and Technical Working Group were established to vet and review technical and policy considerations. These groups were comprised of stakeholder groups from across the service area and incorporated a range of perspectives on regional transportation. RTD used the following tools:

- Employee forums – forums that were held to introduce the plan and identify key issues from employees
- Formal focus groups – focus groups were held for both customers and community stakeholders to get input on differing perspectives on community desires for future RTD service
- Online surveys – surveys to solicit feedback on specific recommendations and priorities
- Project website – information hub that included interactive maps and graphics
- Public meetings – meetings were held in both English and Spanish to allow for direct input from key customers
- Statistically valid survey – statistically significant survey to gather input on regional public transit needs and RTD’s role in supporting those needs
- Targeted listening sessions – sessions with key customer groups used to in place of in-person meetings that were not possible because of the pandemic
- Telephone town halls – meetings held in all Board districts where Reimagine RTD was one of multiple items on the agenda
- RTD Customer Panel – panel of diverse set of RTD customers used to gain direct feedback on the draft SOP
- Speaker’s bureau – presentations that provided updates to local business groups, civic groups, and key agency partners by RTD staff and consultants

The COVID-19 pandemic disrupted public engagement activities during Reimagine RTD in 2020, which required pivoting to remote-based tactics and virtual engagement approaches.

Project resources are available on the [Reimagine RTD webpage](#).



## News Media Database

The following list comprises the media outlets with which the Public Relations team engages. The PR team's media list also include TMOs, municipalities' communications teams, elected officials, Board Directors, and other stakeholders who are interested in receiving RTD news and information. These additional partner organizations and individuals are encouraged to disseminate RTD information to their constituents and communities.

5280 Magazine	Colorado Sun	LaVoz
850 KOA	Denver Business Journal	Life on Capitol Hill
9News	Denver Gazette	Littleton Independent
Arvada Press	Denver Herald-Dispatch	Lone Tree Voice
Aurora Sentinel	Denver North Star	Longmont Leader
Axios	Denver Post	Longmont Times-Call
Boulder Daily Camera	Denver Urban Spectrum	METRO Magazine
Boulder Reporting Lab	Denver Weekly News	Montbello Muse
Boulder Weekly	Denver7	Niwot Left Hand Valley Courier
Brighton Standard-Blade	Denverite	Northglenn-Thornton
Broomfield Enterprise	Douglas County News-Press	Parker Chronicle
Broomfield Leader	El Semanario	Rocky Mountain PBS
BusinessDen	Elbert County News	Superior Sentinel
Canyon Courier	Englewood Herald	Telemundo
CBS Colorado	Fox31/CW2	Thoi Bao (Vietnamese)
Centennial Citizen	Front Porch	Univision
Colorado Chinese News	Golden Transcript	Washington Park Profile
Colorado Community Media	Gorizont (Russian)	Westminster Window
Colorado Hometown Weekly	Highlands Ranch Herald	Westword
Colorado Public Radio	Jefferson County Transcript	



## Stakeholder Database

Stakeholders in RTD's service area play crucial roles in RTD's planning, service delivery, and more. They include advocacy organizations, chambers of commerce, community-based organizations, environmental groups, school districts, TMOs, and many more. The following list provides an overview of many (but not all) of the stakeholders that RTD works with as it strives to fulfill its mission:

Active transportation advocacy groups	Employee transportation coordinators
Advertising firms	Energy industry
Advocacy organizations	Entertainment venues
Airports, especially Denver International Airport	Foundations
Business improvement districts	Government agencies
Business organizations	Healthcare industry, hospitals and medical institutions
Carpoolers and vanpoolers	Homeowners and registered neighborhood associations
Chambers of commerce	Hospitality industry
City and county commissions	Human services organizations
City and county staff throughout the RTD district	Independent living councils
City planning associations	Law enforcement organizations
Civic clubs, including Rotary and Kiwanis	Logistics firms
Commercial bus, taxi and car share services, including Lyft and Uber	Native American tribal organizations
Community advisory groups	News media outlets
Community Fairs and festivals	Parks and recreation centers and districts
Community food banks and pantries	Professional organizations
Community leadership councils	Rail companies and agencies, including Burlington Northern Santa Fe, Union Pacific and Amtrak
Community members	Religious organizations and faith-based institutions
Community-based and nonprofit organizations	Senior centers
Councils of government	Social services agencies
Cultural and arts organizations	Stakeholder working groups
Customers of RTD	Transit agencies, including Bustang
Developers and real estate firms	Vendors, consultants and contractors
Economic development organizations	Workforce centers
Educational institutions, including K-12, higher education, trade schools and apprenticeship programs	





## Acronyms

**ACPD:** Advisory Committee for People with Disabilities

**ADA:** Americans with Disabilities Act of 1990

**ADAO:** Americans with Disabilities Office

**APAC:** Access-a-Ride Paratransit Advisory Committee

**APTA:** American Public Transportation Association

**BIPOC:** Black, Indigenous and People of Color

**CAC:** Citizens Advisory Committee

**CART:** Communication Access Realtime Translation

**CBO:** Community-Based Organization

**DBE:** Disadvantaged Business Enterprise

**EAR:** Event Attendance Rubric

**FTA:** Federal Transit Administration

**LAP:** Language Access Plan

**LEP:** Limited English Proficiency or Limited English Proficient

**NEPA:** National Environmental Policy Act

**PEC:** Planning and Environmental Communications

**PPP:** Public Participation Plan

**SBO:** Small Business Opportunity Office

**SME:** Subject-Matter Expert

**SOP:** System Optimization Plan

**SSC:** Sub-Regional Service Council

**TAG:** Transit Assistance Grant

**TEO:** Transit Equity Office

**TMA/O:** Transportation Management Association/Organization



## Glossary of Terms

### Accessible

As defined by the Federal Transit Administration, a site, building, facility or portion thereof that complies with defined standards and that can be approached, entered and used by people with disabilities.

### Accessible Service

Service that is accessible to customers with disabilities.

### Access-a-Ride (AaR)

RTD's ADA complementary paratransit service that supplements fixed-route services. Customers must meet criteria set by the Americans with Disabilities Act of 1990.

### Access-on-Demand (AoD)

RTD's supplemental, premium paratransit service that provides subsidized curb-to-curb taxi and rideshare options. Available to eligible Access-a-Ride customers.

### Americans with Disabilities Act of 1990 (ADA)

This federal act requires changes to operations and facilities to ensure people with disabilities have access to jobs, public accommodations, telecommunications and public services, including public transit.

### Back to Basics

A strategic initiative established to enhance the reach and impact of internal communications and to redouble agency efforts to maintain assets in a state of good repair leveraging sound asset management principles.

### Board of Directors (BOD)

RTD is governed by a 15-member, publicly elected Board of Directors. Each director is elected to a four-year term and represents a specific district within RTD's service area. Elections are staggered so that eight seats are open in one general election, seven in the next.

### Community-Based Organization (CBO)

A non-profit or public organization that works to improve the wellbeing of a community by addressing local needs. RTD partners with CBOs to enhance and improve engagement with historically underserved communities.

### Customer

Individual who uses RTD's bus, rail, paratransit or on-demand services.

### Customer Care

The division responsible for addressing customer concerns, answering questions, providing information and sending service alerts. Customer Care includes the Telephone Information Center.

### Customer and Community Connections

A strategic initiative of the agency that emphasizes the importance of community involvement and feedback in the delivery of RTD service.

### Dashboard

A visual tool used to track, monitor and display key performance indicators (KPIs) or metrics. It consolidates data from various sources into a single, easy-to-read interface, allowing users to assess the performance of specific processes, departments or the entire organization.

### Director(s)

A publicly-elected member of RTD's Board of Directors.

### District

The geographic area represented by a Board Member.

### Environmental Justice

The just treatment and meaningful involvement of all people, regardless of income, race, color, national origin, Tribal affiliation or disability, in agency decision-making and other federal activities that affect human health and the environment.

### Equal Employment Opportunity (EEO)

A set of federal laws that make it illegal to discriminate against a job applicant or employee because of the person's race, color, religion, sex (including pregnancy and related conditions, gender identify and sexual orientation), national origin, age (40 or older), disability or genetic information. Enforced by the U.S. Equal Employment Opportunity Commission (EEOC). See also Title VI/Title VII.

### Fares

Amounts charged to customers using RTD services.

### Federal Transit Administration (FTA)

The federal agency that helps cities and communities provide mobility to their residents. Through its grant programs, FTA provides financial and planning assistance to help plan, build, and operate bus, rail and paratransit systems.

### Fixed-Route Service

Services that operate according to fixed schedules and routes. RTD's fixed-route services are bus, light, rail and commuter rail.

### FlexRide

RTD's service that supplements fixed-route services by providing curb-to-curb transportation specific to a geographic area.



## Glossary of Terms

### Limited English Proficiency (LEP)

Individuals who do not speak English as their primary language and have limited ability to read, speak, write or understand English.

### LiVE Program

A discount fare program available to qualifying low-income customers.

### Low-Income Populations

Though not explicitly under Title VI, the Federal Transit Administration integrates consideration of low-income populations (defined as individuals whose household income is at or below the federal poverty guidelines set by the U.S. Department of Health and Human Services) to ensure compliance with environmental justice principles. AT RTD, low-income status for populations within the district is derived from Census Bureau population estimates and is based on 200% of the United States federal poverty level, based on local context, which is an annual income of \$32,580 for a family of three.

### Minority Populations

Defined by the Federal Transit Administration as individuals belonging to racial or ethnic minority groups, including Black or African American, Hispanic or Latino, Asian, American Indian or Alaska Native and Native Hawaiian or Pacific Islander. The public participation plan refers to minority populations as BIPOC.

### MyRide App

A mobile device application available for purchasing fares and planning transit trips.

### NextRide App

Provides schedules and trip planning for customers.

### On-Demand

Services provided when a customer calls or uses an app to request them, rather than scheduled or fixed-route service. This includes FlexRide and paratransit services.

### Paratransit Service

Transit service required by the ADA, generally characterized by prearranged curb-to-curb service provided using accessible vehicles.

### People Power

A strategic initiative established to support RTD's workforce, the agency's most important resource, in achieving the agency's mission. The initiative seeks to address impediments to recruitment and retention efforts and to foster a culture of learning and development.

### Reduced (Discount) Fares

Discounted fares for seniors, low-income and individuals with disabilities.

### Ridership:

This is the total number of customers boarding RTD's revenue service vehicle, which is calculated by each mode. Transfers are included in total ridership and customer boarding counts (e.g., if a person transfers from one bus to another bus or from a bus to rail, this is counted as two boardings).

### Title VI/Title VII

Parts of the Civil Rights Act of 1964 that protect individuals against discrimination. Title VI prohibits discrimination based on race, color or national origin in any program or activity that receives federal funding. Title VII protects employees and job applicants from employment discrimination based on race, color, religion, sex and national origin. See also Equal Employment Opportunity.

### Transit Assistance Grant (TAG)

A program that provides qualifying non-profits with a limited number of fares at no cost to assist their clients with immediate transportation needs.

### Welcoming Transit Environment

A strategic initiative focused on reducing the impacts of criminal behaviors and Customer Code of Conduct (Respect the Ride guide) violations on RTD's services and in workplaces. The effort aims to improve community and employee perception of personal safety and security.

### Zero Fare for Youth

All individuals 19 and under are eligible to use all RTD services at no cost.





# Communications and Engagement Work Plan

## OUTREACH/ENGAGEMENT CAMPAIGN

Communications and Engagement Work Plan Date:

Project Lead:

### Scope

### Objectives Background

### Strategic Priorities

### Strategic Initiatives

### Community Partners

Community Partner Name	Contact Name	Role	Email Address

### Audience(s)

### Talking Points and Helpful Resources

### Digital Assets

### Physical Assets

### Budget

Expense	Cost	Budget Code
<b>Total Cost:</b>	<b>\$</b>	

Communication and Engagement Work Plans are used for both RTD-led public engagement projects and community collaborations to help delineate roles and responsibilities for the cross-disciplinary project teams.



# Communications and Engagement Work Plan

## NEEDS AND ASSIGNMENTS

Communications and Engagement		
Community Engagement Tasks/Assignments	Contributor	Due
Public Relations Tasks/Assignments	Contributor	Due
Internal Communications Tasks/Assignments	Contributor	Due
Digital Tasks/Assignments	Contributor	Due
Marketing Tasks/Assignments	Contributor	Due
Market Development Tasks/Assignments	Contributor	Due
Customer Care Tasks/Assignments	Contributor	Due
Additional Department/Division Supports		
Work Unit #1 Tasks/Assignments	Contributor	Due
Work Unit #2 Tasks/Assignments	Contributor	Due
Community Partner Supports		
Tasks/Assignments	Contributor	Due



# Communications and Engagement Work Plan

## OUTREACH EVENTS AND SCHEDULED ENGAGEMENTS

**Event Name**

**Itinerary**

Time	Activity

**Physical Assets Needed**

**RTD Team Members Attending**

Name	Department/Division	Email Address	Phone Number





## Outreach Summary

### Communications and Engagement Outreach Summary

Event Name	
Date	
Time	
Location	
Staff Participants	
Board Director(s)	
Total Attendees	

#### Synopsis

What was the engagement activity performed? What was the goal?

#### Successes

What went well with this activity? What can be replicated in the future?

#### Opportunities

What did not go as planned? What should be changed to make a similar activity in the future better?

#### General Comments/Feedback

What themes or topics did you hear from customers? What other information is important to note?

Outreach summaries will move to a constituent relations management (CRM) tool once it has been procured.



## Event Attendance Rubric (EAR)

Criteria	Description	Justification	Points (1-10)	Weight	Score
<b>Alignment with RTD's mission</b>	How well does the event align with RTD's mission, values, and/or strategic priorities?			0.15	0
<b>Alignment with project/initiative</b>	How much does participation in this activity support an RTD project or initiative?			0.10	0
<b>Brand visibility</b>	How will attending the event increase RTD's visibility?			0.1	0
<b>Audience size</b>	What is the expected number of attendees?			0.1	0
<b>Target audience</b>	How relevant is the event to RTD's audience (e.g., customers, other stakeholders)?			0.1	0
<b>Audience characteristics</b>	How much does participation in this activity support Title VI populations?			0.05	0
<b>Audience languages</b>	What language groups are present? Will language equity and/or other accessibility measures be required?			0.05	0
<b>General accessibility</b>	In physical terms, how accessible is this event?			.05	0
<b>Networking opportunities</b>	Does the event offer networking opportunities for partnerships?			0.05	0
<b>Partnership relationships</b>	Does the event involve a new or existing RTD partner? If existing, when was the last time RTD engaged this partner?			0.05	0
<b>Cost vs. benefit</b>	How much do the expected benefits of attendance outweigh the costs of attendance (including staff time)? What is the cost (\$) to attend (if applicable)?			0.1	0
<b>Resource availability</b>	Does RTD have the necessary resources including staff, materials, and time to attend?			0.1	0
			<b>TOTAL</b>		

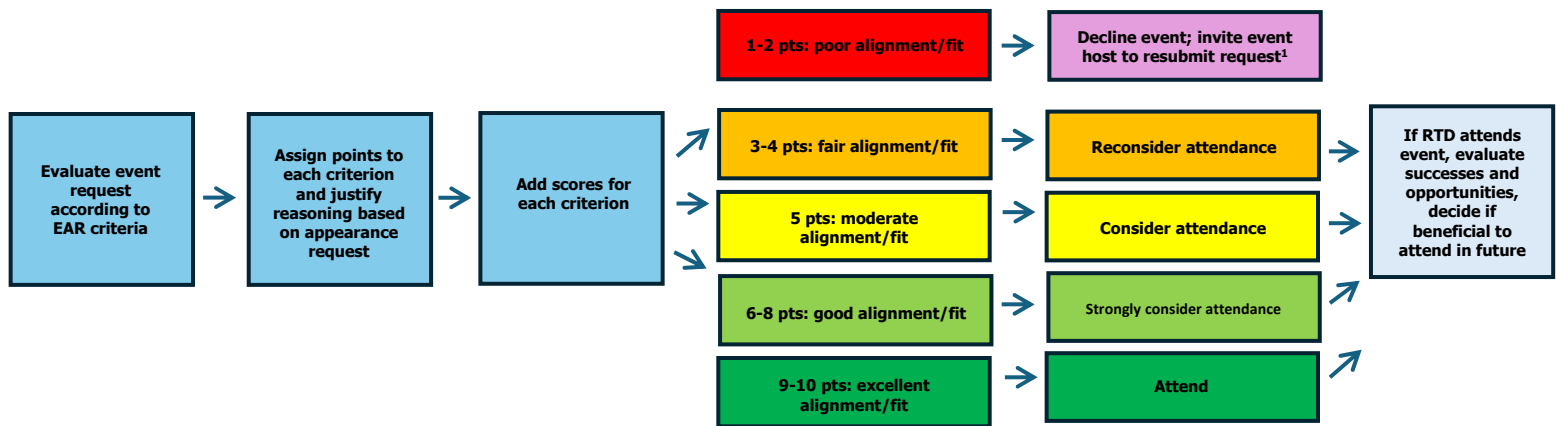
### Scoring Guide

	1.0 – 2.9 Poor Alignment/Fit
	3.0 – 4.9 Fair Alignment/Fit
	5.0 – 5.9 Moderate Alignment/Fit
	6.0 – 8.9 Good Alignment/Fit
	9.0 – 10.0 Excellent Alignment/Fit

Community Engagement staff prioritize supporting activities with "good" or "excellent" alignment to RTD initiatives and/or customers. Activities with "poor" alignment are declined.



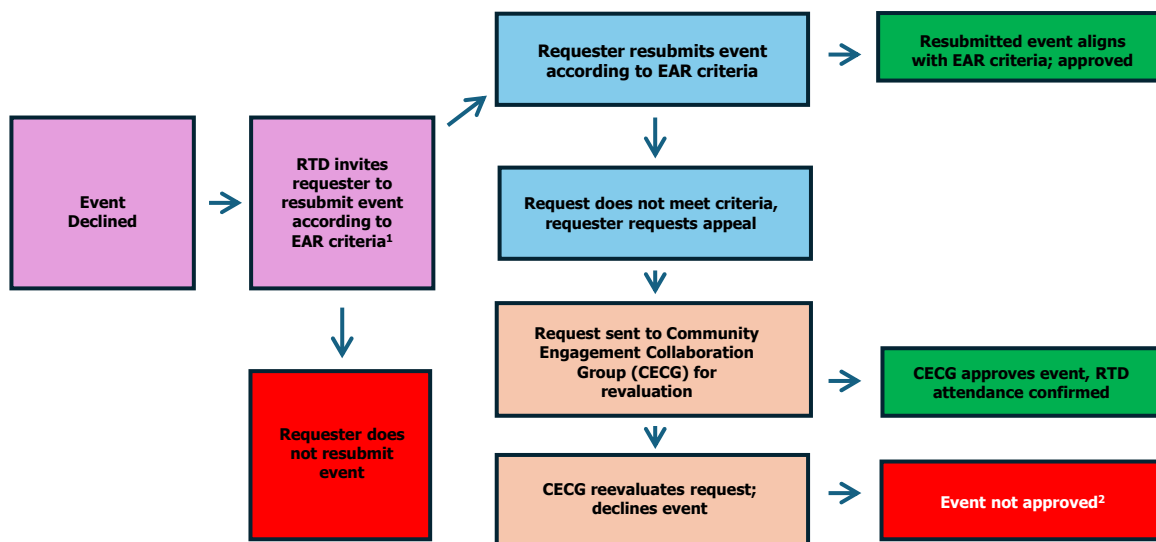
## Event Attendance Request (EAR) Flowchart



<sup>1</sup> Appeal process available upon request

When a request to collaborate is received, RTD staff work with the requester to determine the value of RTD's attendance. Staff seek out additional information from requesters when the request lacks enough detail to assess. Requesters are encouraged to complete the Request a Collaboration form with enough detail to help support the case for RTD's participation in their activity.

## Event Attendance Request (EAR) Appeal Process



<sup>1</sup> EAR criteria explained upon request

<sup>2</sup> In extenuating circumstances, CECG decisions may be appealed. In these cases, RTD's Chief Communications Officer will make a final decision regarding RTD's participation in an event

The Event Attendance Rubric (EAR) helps RTD identify worthwhile collaborations while respecting limited people power resources.





## Federal and State Requirements

The following is a summary of the various regulations and guidance that inform RTD's Public Participation Plan and its resulting activities.

Source Document	Purpose
<b>Title VI of the Civil Rights Act of 1964 (Title VI)</b>	Title VI prohibits discrimination based on race, color, or national origin in federally funded programs or activities, including in public participation activities.
<b>FTA Circular 4702.1B: Title VI Requirements and Guidelines for Federal Transit Administration Recipients (FTA C 4702.1B)</b>	FTA C 4702.1B is the primary source of federal guidance for complying with Title VI. Public participation is listed as one of FTA's three Title VI Program objectives (Chap. II-1), specifically: "Promote full and fair participation in public transportation decision-making without regard to race, color, or national origin." Additionally, the FTA Circular 4702.1B requires that recipients submit a "public participation plan that includes an outreach plan to engage minority and limited English proficient populations, as well as a summary of outreach efforts made since the last Title VI Program submission." <i>Chap. III-5, Promoting Inclusive Public Participation</i> instructs recipients to integrate the contents of Title VI, Executive Order 13166, and the DOT LEP guidance into the development of the public participation plan. <i>Chap. III-5</i> also includes a list of effective practices for promoting public participation. In addition to the public participation plan, every Title VI Program is required to include a language access plan that ensures that limited English proficient (LEP) persons have meaningful access to the services, programs and activities provided by the recipient.
<b>U.S. Department of Transportation Order 5610.2(a) Final DOT Environmental Justice Order</b>	U.S. DOT Order 5610.2(a) outlines how the Department of Transportation incorporates environmental justice into its programs, policies, and activities to prevent disproportionately high and adverse effects on minority and low-income populations. The FTA requires transit agencies to follow the Environmental Justice Circular 4703.1 (which aligns with the principles in the DOT Order), particularly in integrating environmental justice and preventing harmful impacts (specifically, <i>Section 5, Integration with Existing Operations</i> and <i>Section 7, Preventing Disproportionately High and Adverse Effects</i> ).
<b>National Environmental Policy Act (NEPA) Public Involvement Process: 42 U.S. Code § 4331</b>	The National Environmental Policy Act (NEPA) Public Involvement Process requires federal agencies to provide opportunities for public review and comment on their environmental assessments.
<b>FTA Circular 4703.1: Environmental Justice Policy Guidance for FTA Recipients (August 15, 2012)</b>	FTA Circular 4703.1 provides guidance to recipients of FTA funding on how to incorporate environmental justice principles into transportation planning and project development, ensuring that minority and low-income communities are considered and not disproportionately impacted by transit projects. Specifically, it outlines how to actively engage these communities in the decision-making process and mitigate potential negative environmental effects on them.



## Federal and State Requirements

Source Document	Purpose
<b>U.S. Department of Transportation, Policy Guidance Concerning Recipients' Responsibilities to Limited English Proficient (LEP) Persons</b>	U.S. DOT's LEP guidance provides detailed information concerning the responsibilities of recipients of federal transportation funding to provide language assistance to persons with limited English proficiency. <i>Section V, How Does a Recipient Determine the Extent of Its Obligation to Provide LEP Services</i> , provides detailed guidance related to the development of the required Four Factor Analysis component of the Language Access Plan. <i>Section V, (2) The Frequency with Which LEP Individuals Come in Contact with the Program, Activity, or Service</i> states that recipients should consider whether appropriate outreach to LEP persons could increase the frequency of contact with LEP language groups. <i>Section VI, Selecting Language Assistance Services, B. Written Language Services (Translation)</i> addresses the role of providing written translation in ensuring meaningful access to public participation activities.
<b>49 U.S. Code. § 5307 Urbanized Area Formula Grants, Public Participation Requirements</b>	Recipients of DOT § 5307 grant funding must follow several steps to ensure transparency and public involvement. They must provide information on available funds and proposed projects, consult with interested parties, and publish the proposed program for public review and comment. A public hearing must be held to gather citizen feedback, and the proposed projects must coordinate with other federally assisted transportation services. Comments, particularly from private transportation providers, must be considered in the final project plan, which is then made available to the public.
<b>Colorado Revised Statute (CRS) §24-34-601</b>	CRS §24-34-601 prohibits discrimination in places of public accommodation. It makes it unlawful to discriminate against someone based on the following characteristics: disability, race, creed, color, sex, sexual orientation, gender identity, gender expression, marital status, and national origin. In this manner, CRS §24-34-601 expands on the civil rights protections offered by Title VI at the federal level.
<b>FTA Circular 4710.1: Americans with Disabilities Act Guidance for FTA Recipients</b>	FTA Circular 4710.1 provided guidance to recipients and subrecipients of Federal Transit Administration (FTA) financial assistance necessary to carry out provisions of the Americans with Disabilities Act (ADA) of 1990, Section 504 of the Rehabilitation Act of 1973, as amended, and the U.S. Department of Transportation's implementing regulations at 49 CFR Parts 27, 37, 38, and 39.




## Public Engagement Activities Jan. 2022 – Mar. 2025

During the last review period, RTD engaged with over 590,000 customers and community members. The following list includes public engagement activities from Civil Rights, Communications and Engagement, Human Resources, Planning and Transit Police teams from January 1, 2022, through March 31, 2025.



## Public Engagement Activities

### Jan. 2022 – Mar. 2025

 Date	Event Name	Location	Number Engaged
1/5/2022	Hispanic Contractors of Colorado Infrastructure Committee	Virtual	10
1/19/2022	SBE/DBE/M/WBE Engagement Check In	Virtual	5
1/20/2022	Hispanic Contractors of Colorado Small Business Round Table	Virtual	8
1/20/2022	COMTO Monthly Membership Meeting	Virtual	10
2/2/2022	Hispanic Contractors of Colorado Infrastructure Committee	Virtual	10
2/9/2022	State of Women in Business	Virtual	220
2/17/2022	Monthly Membership Meeting	Virtual	12
2/23/2022	Small/Disadvantaged Business Enterprise Advisory Council	Virtual	66
2/23/2022	Information Session	Virtual	4
2/24/2022	Powerful Voices Conversation Series	Virtual	160
2/24/2022	VIP Sponsor Reception	Denver	86
2/24/2022	DBE Goal Methodology Feedback - Asian Chamber of Commerce	Virtual	4
2/28/2022	DBE Goal Methodology Feedback - USDOT West Central	Virtual	4
2/28/2022	DBE Goal Methodology Feedback - Colorado Black Chamber of Commerce	Virtual	3
2/28/2022	DBE Goal Methodology Feedback - Black Construction Group	Virtual	3



## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
3/1/2022	DBE Goal Methodology Feedback - Colorado Minority Business Office	Virtual	3
3/2/2022	Infrastructure Committee	Virtual	10
3/2/2022	Business Development Strategy Group	Virtual	11
3/2/2022	DBE Goal Methodology Feedback - Colorado Women's Chamber of Commerce	Virtual	4
3/3/2022	DBE Goal Methodology Feedback - Associated General Contractors of Colorado	Virtual	4
3/7/2022	2022 Annual Membership	Denver	160
3/9/2022	How to Do Great Work and Take Excellent Care of Yourself	Virtual	3
3/11/2022	Honoring Waymakers	Denver	80
3/12/2022	Annual Awards Banquet	Denver	500
3/17/2022	People With Disabilities Partnership Meeting	Virtual	7
3/17/2022	Women in the Workplace	Virtual	3
3/17/2022	Monthly Membership Meeting	Virtual	22
3/22/2022	Economic Update	Virtual	43
3/23/2022	Community Resource Connection	Denver	25
3/24/2022	Business After Hours	Denver	20
3/25/2022	Small Business Round Table Networking Event	Denver	20
3/25/2022	Cafecito	Denver	30

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
4/5/2022	Business Development Strategy Group	Virtual	10
4/6/2022	Infrastructure Committee	Virtual	8
4/20/2022	Annual Membership Meeting	Denver	20
4/21/2022	Small Business Round Table	Virtual	5
4/21/2022	Monthly Membership Meeting	Virtual	12
4/27/2022	Small/Disadvantaged Business Enterprise Advisory Council	Virtual	35
4/28/2022	Powerful Voices Conversation Series	Virtual	47
4/28/2022	Fare Study Spanish Community Meeting	Virtual	81
5/3/2022	Business Development Strategy Group	Virtual	20
5/4/2022	Infrastructure Committee	Virtual	8
5/18/2022	General Membership Meeting	Denver	129
5/18/2022	USDOT Symposium	Virtual	8
5/18/2022	General Membership Meeting	Denver	65
5/19/2022	Monthly Membership Meeting	Denver	20
6/1/2022	RTD's Proposed Overall DBE Goal	Virtual	40
6/1/2022	Infrastructure Committee	Virtual	10
6/8/2022	AAPI Strong Small Business Roundtable	Virtual	30
6/16/2022	Small Business Round Table	Virtual	8
6/29/2022	Fare Study Spanish Community Meeting	Virtual	75
7/6/2022	Infrastructure Committee	Virtual	8
7/11/2022	Transportation and Construction Girl Career Week Day	Denver	16

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
7/12/2022	Black Construction Group	Aurora	28
7/20/2022	General Membership Meeting	Aurora	30
7/20/2022	Community Day	Greenwood Village	50
7/20/2022	Business After Hours	Denver	72
7/21/2022	Small Business Round Table	Virtual	8
7/28/2022	Zero Fare for Better Air Kick Off	Denver	43
7/28/2022	Business After Hours	Denver	35
8/5/2022	Sabor	Denver	28
8/11/2022	25 Most Powerful Women	Aurora	20
8/17/2022	Summer BBQ	Denver	26
8/18/2022	Small Business Round Table	Virtual	8
8/24/2022	Open House	Denver	120
8/25/2022	Business After Hours	Denver	25
8/31/2022	Small/Disadvantaged Business Enterprise Advisory Council	Virtual	35
9/7/2022	Hispanic Contractors of Colorado Infrastructure Committee Meeting	Denver	8
9/13/2022	Business Networking BBQ & Pitch Competition	Denver	20
9/14/2022	Block Party	Aurora	30
9/15/2022	Small Business Round Table	Virtual	40
9/15/2022	Focus Group - Interpreter Network by Spring Institute	Virtual	14
9/17/2022	Fiesta Cook Out - 50th Anniversary	Denver	150
9/21/2022	Wine Tasting and Professional Service Tradeshow	Denver	50

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
9/21/2022	Business After Hours	Denver	28
9/21/2022	Reverse Fair Trade	Denver	215
9/29/2022	Transportation and Construction Girl Career Day	Golden	150
10/5/2022	Infrastructure Committee	Virtual	36
10/6/2022	Advanced Procurement Expo	Virtual	300
10/12/2022	Operationalizing Workplace Equity	Denver	120
10/19/2022	Small/Disadvantaged Business Enterprise Advisory Council	Virtual	46
10/27/2022	Business After Hours	Denver	35
11/1/2022	Business Development Strategy Group	Virtual	24
11/2/2022	Infrastructure Committee	Virtual	28
11/10/2022	Annual Civil Rights Award	Denver	215
11/10/2022	8th Grade Career Expo	Denver	150
11/12/2022	Annual Awards Banquet	Golden	315
11/16/2022	General Membership Meeting	Lone Tree	40
11/16/2022	Business After Hours	Centennial	22
11/17/2022	Small Business Round Table	Virtual	31
11/29/2022	8th Grade Career Fair x3	Denver	220
11/30/2022	Winter Networking Event	Denver	75
12/1/2022	Holiday Social	Denver	118
12/6/2022	Athena Leadership Awards	Denver	250
12/7/2022	Infrastructure Committee	Virtual	24
12/8/2022	Holiday Networking Luncheon	Englewood	130



## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
12/14/2022	Annual Cake Auction and Holiday Social	Englewood	120
12/13/2022	Black Construction Group	Denver	40
12/15/2022	Small Business Round Table	Virtual	75
12/15/2022	Winter Networking Event	Denver	50
12/15/2022	Winter Networking Event	Denver	30
1/4/2023	Fitzimmons Station Outreach	Denver	150
1/9/2023	Boulder Mobility & Access Council Meeting	Boulder	20
1/13/2023	2023 MLK, Jr. Business Awards	Denver	500
1/17/2023	Business Development Strategy Group	Denver	10
1/19/2023	Persons with Disabilities Partnership Meeting	Denver	4
1/19/2023	Small Business Round Table	Denver	12
1/24/2023	Town Hall Forum	Denver	60
1/26/2023	16th Street Mall Paver Community Review	Denver	25
1/27/2023	2nd Annual Business Awards Reception	Aurora	400
2/1/2023	Infrastructure Committee	Denver	15
2/4/2023	Chinese New Year	Denver	200
2/7/2023	Advisory Council for Persons with Disabilities	Denver	18
2/14/2023	Davis Bacon and Labor Compliance Presentation	Denver	25
2/15/2023	General Membership Meeting	Denver	60
2/16/2023	Small Business Roundtable	Denver	12

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
2/22/2023	Small/Disadvantaged Business Enterprise Advisory Council	Virtual	56
2/23/2023	VIP Sponsor Reception and 2023 Kick Off	Denver	60
2/23/2023	Power of the Pink Purse	Denver	50
2/24/2023	ACC Conversations - Employee Resource Group	Denver	10
2/28/2023	State of Women in Business	Denver	150
3/14/2023	Advisory Council for Persons with Disabilities	Virtual	32
4/7/2023	ADA Office - Brewability Collaboration Meeting	Denver	7
5/10/2023	Advisory Council for Persons with Disabilities	Denver	21
6/23/2023	Fare Study English Community Meeting	Denver	50
12/8/2023	Low Vision & Blind Workshop - Using My Ride	Denver	13
12/16/2023	Holiday Mixer and Toy Drive	Denver	100
8/2/2023	Infrastructure Committee Meeting	Virtual	18
8/4/2023	Sabor	Denver	3000
8/5/2023	Brick City Picnic & A. P.R.I. Denver Resource Fair	Denver	150
8/8/2023	Black Construction Group	Denver	22
8/9/2023	CWCC - Founders Forum	Denver	10
8/11/2023	Cafecito	Denver	28
8/12/2023	Reimagining China Town Block Party	Denver	120
8/16/2023	Summer BBQ	Greenwood Village	200

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
8/16/2023	Business After Hours	Lakewood	26
8/17/2023	Small Business Opportunity Round Table	Virtual	12
8/17/2023	25 Most Powerful Women in Business	Denver	70
8/18/2023	HCC - Contract Opportunities Fair	Boulder	125
8/19/2023	ElevAsian Night Market	Denver	150
8/26/2023	Servicios de la Raza Gala	Denver	600
8/30/2023	Small/Disadvantaged Business Enterprise Advisory Council	Virtual	77
8/30/2023	CO Small Business Resources Support Group	Aurora	15
5/2/2023	Business Development Group	Virtual	11
5/3/2023	Infrastructure Committee	Virtual	15
5/12/2023	Safe City Youth Summit	Denver	200
5/12/2023	Organizations of Montbello Summit	Denver	135
5/16/2023	Inaugural DEI Summit	Aurora	38
5/20/2023	Kick Off to Summer	Brighton	103
5/24/2023	Business After Hours	Denver	75
5/24/2023	General Membership Monthly Meeting	Denver	40
6/1/2023	HCC 2023 Annual Golf Tournament	Lakewood	200
6/7/2023	Infrastructure Committee Meeting	Denver	12
6/9/2023	B.E.S.T. - Black Economic Success Trust Success Summit	Denver	200
6/10/2023	28th Annual Philippine Festival	Lakewood	70

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
6/13/2023	BCG-Monthly Meeting - Black Construction Group	Denver	24
6/14/2023	Colorado Woman Chamber of Commerce In-person - Founders Forum Group	Denver	2
6/20/2023	World Refugee Day Celebration	Denver	29
6/20/2023	Refugee Day Speakers Bureau	Denver	175
6/21/2023	General Membership Meeting	Denver	60
6/22/2023	Powerful Voices Conversation Series	Denver	50
6/22/2023	Community Workshop and Resource Fair	Virtual	40
6/24/2023	Heal the Hood	Aurora	87
6/28/2023	Small/Disadvantaged Business Enterprise Advisory Council	Virtual	57
4/4/2023	Business Development Strategy Group	Virtual	10
4/5/2023	Infrastructure Committee Monthly Meeting	Virtual	10
4/7/2023	Valverde Elementary Career Day	Denver	42
4/19/2023	General Membership Monthly Dinner	Denver	50
4/21/2023	Cafe con LIT	Virtual	40
4/22/2023	Community Engagement Reception	Denver	22
4/26/2023	Small/Disadvantaged Business Enterprise Advisory Council	Virtual	72
4/27/2023	Business After Hours	Denver	36
3/1/2023	Anythink Library Event	Denver	25
3/1/2023	Infrastructure Committee Meeting	Virtual	12



## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
3/7/2023	Business Development Group	Virtual	15
3/10/2023	ACC Conversations - ERG Session 2	Denver	10
3/11/2023	2023 Annual Awards Banquet	Denver	350
3/15/2023	2023 BAH - ACC Cultural Experience Series - Cambodian Community	Lakewood	50
3/16/2023	Small Business Roundtable	Virtual	11
3/21/2023	2023 Roundtable Networking Event	Denver	135
3/24/2023	Transit Talk with RTD	Denver	45
1/10/2022	Subregional Service Council SW Sector Meeting	Virtual	10
1/10/2022	Subregional Service Council NW Sector Meeting	Virtual	16
1/11/2022	Subregional Service Council SE Sector Meeting	Virtual	8
1/12/2022	Listening Session	Virtual	13
1/13/2022	Subregional Service Council NE Sector Meeting	Virtual	10
1/14/2022	Boulder Stakeholder Listening Session	Virtual	14
2/2/2022	Reimagine RTD System Optimization Plan Public Meeting #1	Virtual	9
2/3/2022	May Service Changes Public Meeting #1	Virtual	12
2/4/2022	Reimagine RTD System Optimization Plan Public Meeting #2	Virtual	6
2/7/2022	May Service Changes Public Meeting #2	Virtual	7
2/8/2022	May Service Changes Public Meeting #3	Virtual	13

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
2/9/2022	Redistricting Public Hearing #1	Virtual	3
2/10/2022	Redistricting Public Hearing #2	Virtual	1
2/14/2022	Redistricting Public Hearing #3	Virtual	0
2/15/2022	Route 228 Public Meeting #1	Virtual	11
2/17/2022	Route 228 Public Meeting #2	Virtual	2
2/28/2022	Reimagine RTD System Optimization Plan Public Meeting #3	Virtual	10
3/3/2022	Reimagine RTD Multicultural Public Hearing	Virtual	1
3/3/2022	Route 228 Public Meeting	Virtual	6
3/25/2022	Community Partner Discussion	Virtual	2
3/24/2022	Restoring Denver Union Station Press Event	Denver	50
4/8/2022	Rockies Home Opener	Denver	220
4/28/2022	Spanish Fare Study & Equity Analysis	Virtual	41
4/21/2022	English Fare Study & Equity Analysis	Virtual	44
4/27/2022	DRCOG Annual Awards Dinner	Denver	500
4/28/2022	Downtown Denver Partnership Economic Development Council	Denver	17
5/9/2022	Boulder Sector Listening Session	Virtual	13
5/12/2022	Southwest Sector Listening Session	Virtual	3
5/13/2022	Southeast Sector Listening Session	Virtual	5
5/17/2022	Northwest Sector Listening Session	Virtual	6
5/18/2022	Rider Appreciation Event	Greenwood Village	96

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
5/19/2022	Northeast Sector Listening Session	Virtual	12
5/19/2022	MallRide Tour	Denver	27
5/19/2022	Dishell Telephone Town Hall	Virtual	308
5/23/2022	Bouquet Telephone Town Hall	Virtual	181
5/23/2022	Tisdale Telephone Town Hall	Virtual	202
5/25/2022	Sloan Telephone Town Hall	Virtual	564
5/25/2022	Rivera Malpiede Telephone Town Hall	Virtual	190
5/31/2022	Williams Telephone Town Hall	Virtual	504
5/31/2022	Davidson Telephone Town Hall	Virtual	430
6/1/2022	Table event for Denver South TMA	Lone Tree	46
6/1/2022	Rosenthal Telephone Town Hall	Virtual	391
6/1/2022	Catlin Telephone Town Hall	Virtual	264
6/2/2022	Broom Telephone Town Hall	Virtual	285
6/2/2022	Lewis Telephone Town Hall	Virtual	349
6/6/2022	Whitmore Telephone Town Hall	Virtual	389
6/6/2022	Guissinger Telephone Town Hall	Virtual	353
6/9/2022	Buzek Telephone Town Hall	Virtual	440
6/9/2022	Cook Telephone Town Hall	Virtual	414
6/22/2022	Bike to Work Day	Denver	66
6/21/2022	August Service Changes Public Meeting 1	Virtual	1
6/22/2022	August Service Changes Public Meeting 2	Virtual	2

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
6/22/2022	August Service Changes Public Meeting 3	Virtual	6
6/23/2022	English Fare Study Public Meeting June	Virtual	70
6/29/2022	Spanish Fare Study Public Meeting June	Virtual	68
6/16/2022	Monthly TMO Meeting	Virtual	18
6/18/2022	Juneteenth Celebration	Denver	45
6/20/2022	DUS Walking Tour	Denver	3
6/23/2022	DUS Walking Tour	Denver	6
6/29/2022	Zero Fare for Better Air Partner Outreach Presentation #1	Virtual	32
6/30/2022	Zero Fare for Better Air Partner Outreach Presentation #2	Virtual	24
6/29/2022	Safety/Community Engagement Update	Denver	4
7/13/2022	Customer appreciation event	Denver	55
7/21/2022	Walk/roll with transportation advocates and residents to discuss transit and accessibility	Denver	15
7/23/2022	LGBTQIA+ Educational and Community Block Party	Aurora	21
7/28/2022	Zero Fare for Better Air Press Event and Kick-off	Denver	130
7/28/2022	Reading in Color Little Free Library Celebration	Denver	34
7/29/2022	Customer outreach event	Thornton	33
8/1/2022	Customer Coffee Chats with RTD Transit Police	Westminster	24
8/3/2022	Denver City Spirit Luncheon	Denver	126



## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
8/4/2022	Adams County Senior Resource Fair	Brighton	132
8/4/2022	N Line updates	Virtual	10
8/5/2022	Customer Coffee Chats with RTD Transit Police	Denver	27
8/9/2022	Transit Experience with APEX Parks and Recreation District	Denver	18
8/9/2022	Flatiron Flyer Ride-Along with Elected Officials	Boulder	20
8/10/2022	Presentation re: Zero Fare for Better Air	Virtual	13
8/10/2022	Customer Coffee Chats with RTD Transit Police	Denver	150
8/11/2022	Customer Coffee Chats with RTD Transit Police	Boulder	46
8/16/2022	Customer Coffee Chats with RTD Transit Police	Lakewood	20
8/17/2022	16th Street Mall Open House	Denver	27
8/19/2022	Walking Tour with Accessibility Committee for People with Disabilities	Denver	2
8/18/2022	Bus to Work Day	Denver	26
8/24/2022	Customer Coffee Chats with RTD Transit Police	Aurora	75
8/10/2022	Denver City Spirit Luncheon #2	Denver	0
8/24/2022	Zero Fare for Better Air Intercept Surveys	Denver	40
8/25/2022	Zero Fare for Better Air Intercept Surveys	Arvada	30
8/26/2022	Zero Fare for Better Air Intercept Surveys	Denver	26
8/26/2022	Zero Fare for Better Air Intercept Surveys	Denver	20

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
8/29/2022	Zero Fare for Better Air Intercept Surveys	Westminster	20
8/29/2022	Zero Fare for Better Air Intercept Surveys	Greenwood Village	11
8/30/2022	Zero Fare for Better Air Intercept Surveys	Denver	60
9/16/2022	PARK(ing) Day	Denver	30
9/20/2022	Customer Appreciation/Welcome Students Event	Denver	23
9/21/2022	Water School Development and Transportation School Field Trip	Louisville	25
9/23/2022	Walking Tour	Denver	1
9/24/2022	Resource and Career Fair	Denver	11
9/26/2022	Jan. '23 Service Changes Public Meeting #1	Virtual	13
9/27/2022	Jan. '23 Service Changes Public Meeting #2	Virtual	9
9/27/2022	Jan. '23 Service Changes Public Meeting #3	Virtual	9
10/1/2022	Celebrate transit	Denver	14
10/19/2022	Share updates with community and business members	Lakewood	53
10/21/2022	Homecoming Weekend	Denver	35
10/20/2022	TMA Monthly Meeting	Virtual	17
10/20/2022	Fare Study English Community Meeting #3	Virtual	46
10/27/2022	Fare Study Spanish Community Meeting #3	Virtual	41
10/27/2022	Zero Fare to Vote News Conference	Denver	17
11/2/2022	Subregional Service Council Southwest	Virtual	12

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
11/3/2022	Subregional Service Council Northeast	Virtual	12
11/10/2022	Subregional Service Council Southeast	Virtual	12
11/9/2022	Subregional Service Council Northwest	Virtual	11
11/15/2022	Subregional Service Council Boulder	Virtual	12
11/8/2022	Career Learning Day	Denver	142
11/16/2022	Transit Pop-up Event	Denver	15
12/10/2022	Holiday Celebration	Denver	29
12/15/2022	Holiday Celebration	Denver	75
12/21/2022	Monthly Membership Meeting	Arvada	50
1/4/2023	Holiday Happenings at Fitzsimons Station	Aurora	30
1/5/2023	National Western Stock Show Parade	Denver	Unavailable
1/16/2023	MLK Parade	Denver	Unavailable
1/18/2023	Career Convos with Students	Denver	12
1/12/2023	Customer Advisory Committee Monthly Meeting	Virtual	7
1/20/2023	Denver Office of Special Events Breakfast	Denver	26
1/21/2023	Northwest Rail Peak Service Study Pop-Up	Louisville	25
1/24/2023	Northwest Rail Peak Service Study Pop-Up	Longmont	26
1/25/2023	Northwest Rail Peak Service Study Pop-Up	Broomfield	28
1/31/2023	Northwest Rail Peak Service Study Open House Gunbarrel	Boulder	110
1/28/2023	Economic Forecast Breakfast	Lone Tree	400
2/1/2023	Reimagine RTD and TOD Presentation	Centennial	23

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
2/1/2023	Zero Fare Celebration	Denver	120
2/2/2023	Northwest Rail Peak Service Study Open House	Boulder	80
2/4/2023	Northwest Rail Peak Service Study Pop-Up	Louisville	25
2/6/2023	Moving People Forward Conference	Denver	300
2/10/2023	Winter Bike to Work Day	Boulder	25
2/10/2023	Winter Bike to Work Day	Superior	25
2/10/2023	Winter Bike to Work Day	Denver	89
2/20/2023	RTD on the Slopes	Nederland	36
2/21/2023	May '23 Service Change Public Meeting #1	Virtual	10
2/21/2023	May '23 Service Change Public Meeting #2	Virtual	10
2/22/2023	May '23 Service Change Public Meeting #3	Virtual	13
2/22/2023	Southwest Transit Alliance	Aurora	551
2/16/2023	Monthly TMA Outreach Meeting	Virtual	52
2/8/2023	Citizens Advisory Committee	Virtual	9
3/1/2023	RTD at the Library	Commerce City	26
3/8/2023	Subregional Service Council Elected Official Update	Virtual	86
3/10/2023	PHR Community Health Summit	Commerce City	90
3/11/2023	RTD at the Library	Boulder	17
3/11/2023	RTD @ St. Patrick's Day Parade	Denver	Unavailable
3/13/2023	Mobility for All Meeting	Virtual	26



## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
3/15/2023	Career Conversations with RTD	Commerce City	56
3/15/2023	Citizens Advisory Committee	Virtual	10
3/17/2023	RTD on the Slopes	Nederland	21
3/24/2023	RTD in the Community	Denver	45
3/8/2023	Colorado Law Enforcement Job Fair	Thornton	34
4/2/2023	Rocky Mountain Train Show	Denver	225
4/4/2023	ACE CTE Career Fair	Aurora	54
4/6/2023	Rockies Home Opener	Denver	491
4/7/2023	Career Day	Denver	42
4/12/2023	Subregional Service Council	Virtual	13
4/13/2023	Community Roundtable	Denver	22
4/13/2023	Subregional Service Council	Virtual	12
4/13/2023	Customer Advisory Committee	Virtual	15
4/19/2023	Subregional Service Council	Virtual	11
4/19/2023	The Road Ahead	Denver	100
4/19/2023	CO 119 Corridor Communications and Engagement Working Group Presentation	Virtual	20
4/20/2023	Subregional Service Council	Virtual	13
4/20/2023	TMA Monthly Outreach Meeting	Virtual	21
4/24/2023	CO 119 BRT Public Meeting #1	Virtual	11
4/24/2023	CO 119 BRT Public Meetings	Virtual	3
4/25/2023	CO 119 BRT Public Meetings	Virtual	2
4/27/2023	Subregional Service Council	Virtual	15

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
4/25/2023	Fare Study Pop-Up	Lone Tree	9
4/26/2023	Fare Study Pop-Up	Greenwood Village	39
4/29/2023	Five Star Wellness Festival	Brighton	169
4/29/2023	Respect the Ride Community Event	Denver	65
4/27/2023	Watershed School Community Celebration	Boulder	54
5/2/2023	Fare Study Virtual Meeting Spanish	Virtual	10
5/2/2023	DRMAC Member Meeting	Virtual	16
5/2/2023	Fare Study Pop-Up	Denver	60
5/3/2023	Fare Study Virtual Meeting English	Virtual	14
5/3/2023	Fare Study Pop-Up	Westminster	50
5/3/2023	Zero Fare Collaboration Meeting	Virtual	32
5/4/2023	Fare Study Pop-Up	Denver	80
5/6/2023	Cinco de Mayo Festival	Denver	340
5/10/2023	Advisory Committee for People with Disabilities	Virtual	19
5/9/2023	Fare Study Pop-Up	Littleton	13
5/13/2023	Older Adults Wellness and Resources Fair	Lakewood	115
5/11/2023	Fare Study Pop-Up	Westminster	21
5/14/2023	Viva Streets Denver	Denver	150
5/16/2023	RTD at the Broomfield Public Library	Broomfield	159
5/8/2023	Civic Academy	Denver	40
5/16/2023	Fare Study and Equity Analysis	Virtual	3
5/16/2023	Fare Study and Equity Analysis	Virtual	10

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
5/13/2023	Civic Academy	Denver	30
5/18/2023	NACTO Conference	Denver	30
5/20/2023	Food Truck Carnival	Northglenn	66
5/20/2023	Adams County Connect Summer Kick-Off	Denver	103
5/20/2023	Sun Valley Night Market	Denver	113
5/23/2023	Fare Study Pop-Up	Arvada	14
5/24/2023	Premier Members Credit Union Smart Commute Fair	Broomfield	7
5/24/2023	Fare Study Pop-Up	Lakewood	16
5/24/2023	Boulder County Farmers Markets	Boulder	73
5/11/2023	Fare Study Open House Downtown	Denver	15
5/17/2023	Fare Study Open House Colfax	Denver	24
5/30/2023	Talus Resource Fair	Lone Tree	9
5/29/2023	Memorial Day Parade	Commerce City	Unavailable
5/15/2023	September Service Change Public Meeting	Virtual	Unavailable
5/15/2023	September Service Change Public Meeting	Denver	Unavailable
5/16/2023	September Service Change Public Meeting	Virtual	Unavailable
6/3/2023	Touch-a-Truck	Louisville	200
6/10/2023	Thriving CommUNITY Fair	Aurora	200
6/15/2023	RTD in the Community	Denver	40
6/16/2023	Citizen Advisory Committee	Virtual	8
6/19/2023	Juneteenth Parade	Denver	Unavailable
6/20/2023	World Refugee Day at Mosaic Community	Denver	15

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
6/21/2023	Bike to Highlands	Denver	16
6/28/2023	Bike to Work Day	Denver	335
6/28/2023	Bike to Work Day	Greenwood Village	70
6/28/2023	Bike to Work Day	Boulder	50
6/25/2023	PRIDE Parade	Denver	Unavailable
6/22/2023	Zero Fare for Better Air Kick-Off	Denver	100
7/6/2023	Gang of 19 Plaque Rededication	Denver	45
7/10/2023	Boulder Mobility Access Coalition Monthly Meeting	Virtual	27
7/15/2023	Train to Trails	Greenwood Village	0
7/17/2023	Subregional Service Council	Virtual	36
7/18/2023	Subregional Service Council	Virtual	13
7/20/2023	Northglenn State of the City	Northglenn	10
7/20/2023	Subregional Service Council	Virtual	107
7/21/2023	Community Connect	Denver	11
7/25/2023	Customer Appreciation Event	Longmont	114
7/26/2023	Subregional Service Council	Virtual	11
7/26/2023	Brewability Open House	Englewood	8
7/26/2023	APEX Parks and Rec. Train Ride	Denver	11
7/27/2023	Denver Chamber's State of the City	Denver	Unavailable
7/27/2023	Subregional Service Council	Virtual	11
7/29/2023	Association for Commuter Transportation Conference	Outside of District	631
7/27/2023	Peak Consulting Open House	Lakewood	23



## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
7/13/2023	Citizen Advisory Committee	Virtual	6
7/25/2023	Transit Day	Arvada	14
7/25/2023	Transit Day	Boulder	36
7/26/2023	Transit Day 2.0	Lakewood	10
8/2/2023	National Night Out	Denver	100
8/3/2023	Denver South Suburban Mobility Summit	Lone Tree	150
8/4/2023	Viva Streets	Denver	339
8/9/2023	CALC Community Update	Virtual	8
8/12/2023	Second Saturday Festival	Arvada	286
8/16/2023	Customer Appreciation Event	Louisville	30
8/19/2023	Global Fest	Aurora	587
8/7/2023	HOPE Grant Focus Group	Denver	8
8/3/2023	Adams County Senior Resource Fair	Brighton	130
8/9/2023	Zero Fare for Youth Media Event	Denver	25
8/16/2023	Hearts and Gears	Golden	374
8/29/2023	Community Power Hour	Virtual	37
8/29/2023	Transit Experience	Denver	9
8/30/2023	Commuting Solutions Summit	Longmont	80
8/24/2023	Back to School Night	Commerce City	27
8/31/2023	Zero Fare Celebration	Denver	67
8/31/2023	Innov8x	Golden	7
8/28/2023	RTD at the Belmar Library (with Denver Streets Partnership)	Lakewood	0
8/26/2023	Servicios de la Raza Gala	Denver	600

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
9/1/2023	How to Ride Presentation	Commerce City	17
9/10/2023	The Ways We Travel	Virtual	51
9/14/2023	Zero Fare for Better Air Presentation	Outside of District	28
9/14/2023	Function in the Junction	Boulder	47
9/16/2023	Rhythm at Roosevelt	Longmont	151
9/20/2023	Lincoln/Broadway Corridor Registered Neighborhood Organization Meeting	Virtual	24
9/20/2023	Boulder Transportation Connections Quarterly Meeting	Boulder	30
9/23/2023	Hometown Fest	Edgewater	37
9/27/2023	DDP Block Party	Denver	103
9/30/2023	Safety Fair	Arvada	333
9/11/2023	Colorado Association of Transit Agencies Conference	Outside of District	200
9/18/2023	Rail Safety Week	Thornton	22
9/21/2023	Monthly TMA Outreach Meeting	Virtual	18
9/19/2023	How to Ride Presentation	Niwot	18
9/21/2023	Colorado Athletic Club Pop-Up	Denver	6
9/23/2023	Louisville Farmers Market	Louisville	103
9/25/2023	Service Change Public Meeting #1	Virtual	5
9/25/2023	Service Change Public Meeting #2	Denver	8
9/26/2023	Service Change Public Meeting #3	Virtual	5
9/12/2023	Citizen Advisory Committee	Virtual	11
9/15/2024	Innov8x Course	Golden	4

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
10/3/2023	Denver Regional Mobility and Access Council	Virtual	26
10/4/2023	Denver Regional Council of Governments' "All In" Awards Dinner	Denver	600
10/4/2023	Thornton High School Family Outreach	Thornton	100
10/4/2023	Hispanic Contractors of Colorado Infrastructure Committee Monthly Meeting	Virtual	18
10/4/2023	Customer Appreciation Event with Commuting Solutions	Boulder	61
10/4/2023	Food Distribution	Aurora	30
10/5/2023	Emily Griffith High School Resource Fair	Denver	32
10/6/2023	Colorado Asian Chamber of Commerce's Annual Gala	Outside of District	250
10/10/2023	Colorado Department of Transportation Hispanic Heritage Month Celebration	Denver	60
10/10/2023	SNAP to Success Job Fair	Aurora	35
10/11/2023	Customer Appreciation Event	Boulder	60
10/11/2023	Westwood Community Center Grand Opening	Denver	350
10/11/2023	CCA Resource Days	Aurora	0
10/13/2023	Three Creeks K-8 School, speaking event to 3rd graders	Arvada	25
10/14/2023	Arapahoe Parks and Recreation District Touch-a-Truck	Aurora	873

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
10/14/2023	Filipino America Association Colorado Chapter's Filipiana Gala	Denver	500
10/14/2023	Mo Betta Greens Farmers Market	Denver	60
10/16/2023	RTD's Small Business Opportunity Office Orientation to the State's Minority Business Office	Denver	34
10/18/2023	Jefferson County Public Schools 10th Grade Career Expo	Lakewood	176
10/19/2023	Hispanic Contractors of Colorado Small Business Roundtable	Virtual	12
10/19/2023	Colorado Black Roundtable Social Equity Summit	Denver	80
10/21/2023	The annual Gaining Ground in the Black Community Social Equity Summit	Aurora	50
10/22/2023	Mo Betta Greens Farmers' Market	Denver	22
10/22/2023	Westy Fest	Westminster	222
10/24/2023	How to Ride Presentation (Walker Daycare)	Englewood	7
10/24/2023	Urban League of Metro Denver Hispanic Heritage Month Celebration	Aurora	42
10/25/2023	RTD at the Anythink Commerce City Library	Commerce City	6
10/25/2023	RTD's Small/Disadvantaged Business Enterprise Advisory Council	Virtual	85
10/25/2023	BOOnion Station	Denver	1112
10/25/2023	Senior Support Services	Denver	20



## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
10/26/2023	Innov8x Course	Golden	4
10/26/2023	CDOT Transportation Demand Management Conference	Denver	200
10/27/2023	National Federation of the Blind State Convention	Lone Tree	300
10/27/2023	Denver Public Schools' Southeast Community Hub Event	Denver	50
10/28/2023	National Federation of the Blind of Colorado Banquet	Lone Tree	300
10/31/2023	Northwest Rail Line Community Based Organizations Workshop	Broomfield	55
11/1/2023	Hispanic Contractors of Colorado Infrastructure Committee	Virtual	18
11/2/2023	Innov8x Class Zero Fare for Youth Project	Golden	4
11/2/2023	Adult Learner & Resource Fair	Aurora	17
11/3/2023	How to Ride Presentation - Longmont High School	Longmont	15
11/3/2023	Asian Chamber of Commerce Cultural Experience	Denver	60
11/4/2023	2023 Colorado LGBTQ Chamber of Commerce Awards Reception	Denver	300
11/6/2023	Benefits fair at City of Lone Tree	Lone Tree	20
11/7/2023	Holiday Happenings - Olde Town Arvada Station	Arvada	38
11/8/2023	How to Ride Presentation - Main Street School	Longmont	17

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
11/8/2023	How to Ride Presentation - Skyline High School	Longmont	10
11/8/2023	Northwest Rail Peak Service Study Open House	Longmont	26
11/8/2023	Kestrel Drop-in Cafecito	Louisville	22
11/8/2023	2024 Benefits Fair Event	Denver	25
11/8/2023	Benefits Fair at City of Lone Tree	Lone Tree	30
11/8/2023	Minority Business Office Lunch Talk	Virtual	31
11/9/2023	Northwest Rail Peak Service Study Open House #2	Broomfield	100
11/9/2023	Adams County 8th Grade Career Fair	Denver	60
11/14/2023	RTD Tabling at Red Rocks Community College	Arvada	16
11/14/2023	Denver Public Schools 8th Grade Career Fair	Denver	250
11/14/2023	Black Construction Group Monthly Meeting	Denver	30
11/15/2023	Denver Housing Authority Safety Open House	Denver	100
11/15/2023	How to Ride presentation with Silver Creek High School	Longmont	19
11/15/2023	Auraria Campus Safe Night	Denver	20
11/15/2023	Hope Communities Food Distribution	Denver	20
11/16/2023	Holiday Happenings - Peoria Station	Aurora	182
11/16/2023	Hispanic Contractors of Colorado Small Business Roundtable	Virtual	20
11/16/2023	African Chamber of Commerce Monthly Event	Denver	20

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
11/20/2023	Holiday Happenings - Union Station (Light Rail side)	Denver	177
11/20/2023	Grand Illumination at Denver Union Station	Denver	800
11/20/2023	African Community Center Refugee First Thanksgiving	Denver	300
11/22/2023	Senior support services	Denver	10
11/23/2023	Urban Peak Youth and LiVE outreach	Denver	5
11/29/2023	Holiday Happenings - I-25/Broadway Station	Denver	145
11/29/2023	District 5 Coffee with Cops	Denver	25
11/29/2023	How to Ride presentation with Main Street High School	Longmont	11
11/30/2023	TMA New Year Kick-Off	Denver	19
11/30/2023	Colorado Women's Chamber of Commerce Community Day and Holiday Market	Denver	60
12/2/2023	9News Parade of Lights	Denver	Unavailable
12/5/2023	Colorado School of Mines Innov8x Course Presentation	Golden	30
12/5/2023	Minority Business Office and State Procurement Office of Colorado Procurement Expo	Outside of District	400
12/6/2023	Hispanic Contractors of Colorado Infrastructure Committee	Virtual	10
12/7/2023	Holiday Happenings - Civic Center Station	Denver	282
12/7/2023	Church of St. Francis Survey Outreach	Denver	120

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
12/7/2023	Denver Street Partners End of Year Celebration	Denver	35
12/7/2023	Colorado Women's Chamber of Commerce Athena Awards	Denver	130
12/7/2023	Colorado-Denver Law Enforcement Hiring Expo	Denver	150
12/9/2023	Athletics and Beyond Awards	Denver	75
12/12/2023	Holiday Happenings - Downtown Boulder Station	Boulder	103
12/13/2023	Colorado Black Roundtable Diversity, Equity and Inclusion at DEN	Denver	42
12/13/2023	Hispanic Contractors of Colorado Holiday Social	Denver	100
12/13/2023	City of Aurora Meeting	Aurora	35
12/14/2023	The Opportunity Council 2023 Holiday Networking Luncheon	Englewood	125
12/18/2023	Holiday Happenings - Union Station (Commuter Rail side)	Denver	186
12/18/2023	Safety and Fare Structure at East Metro	Aurora	20
12/19/2023	AFC+A and CREA Results' Promotores Verdes Gratitude Celebration	Denver	85
12/20/2023	Una Mano Una Esperanza's Christmas in the Community	Denver	425
12/21/2023	TMA December 2023 Meeting	Virtual	17
1/4/2024	National Western Stock Show Kick-Off Parade	Denver	Unavailable



## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
1/9/2024	Commuting Solutions Legislative Breakfast	Boulder	175
1/12/2024	Dr. Martin Luther King, Jr. Business Awards	Denver	350
1/14/2024	Commerce City Operations Meeting	Commerce City	27
1/17/2024	Hispanic Contractors of Colorado General Monthly Meeting	Denver	40
1/19/2024	Meet and Greet with Adams 12 Schools	Denver	30
1/24/2024	Aurora Central High School Career Fair	Aurora	65
1/26/2024	OSE Annual Special Events Forum	Denver	150
1/27/2024	RTD at the George Reynolds Library	Boulder	65
1/27/2024	Filipino American Community of Colorado	Denver	275
1/30/2024	Denver District 5 Project Night	Denver	37
1/31/2024	Lyft Community Ride	Denver	20
2/2/2024	Valentine's Day Outreach, Union Station Light Rail Platform	Denver	69
2/3/2024	Rocky Mountain Asphalt Expo	Denver	1000
2/5/2024	Valentine's Day Outreach, Civic Center Station	Denver	36
2/5/2024	Southwest Transit Association Conference	Outside of District	522
2/5/2024	Ideas in Action Presentation	Outside of District	50
2/7/2024	Valentine's Day Outreach, Union Station Commuter Rail Platform	Denver	31
2/7/2024	Metropolitan State University Safety Event	Denver	55

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
2/9/2024	Winter Bike to Work Day	Denver	211
2/12/2024	American Public Transit Association Marketing, Communications, and Customer Experience Workshop	Outside of District	400
2/12/2024	APTA Community Engagement Strategies Round Table	Outside of District	48
2/13/2024	Iowa Elementary School Presentation	Aurora	15
2/13/2024	Transit Champions in Action Panel	Outside of District	100
2/13/2024	US DOT Labor Compliance Presentation	Virtual	54
2/14/2024	Colorado Women's Chamber of Commerce Founder's Forum	Denver	10
2/15/2024	TMA Quarterly Call	Virtual	13
2/15/2024	Denver North Business Association Annual Meeting	Denver	50
2/15/2024	Transit Assistance Grant Program Virtual Presentation Q&A Session	Virtual	60
2/15/2024	Community Crime Prevention Coalition with District 5	Denver	155
2/16/2024	Harlem of the West Renaissance Photoshoot and Book Release	Denver	75
2/19/2024	Vance Street Flats Tour	Arvada	3
2/21/2024	Access-a-Ride	Highlands Ranch	50
2/21/2024	Colorado Black Round Table Monthly Black Business Meet & Greet	Denver	40

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
2/21/2024	Hispanic Contractors of Colorado General Monthly Meeting	Denver	40
2/21/2024	Denver Youth on Transportation Coalition Build	Denver	109
2/22/2024	Rooney Ranch KinderCare Presentation	Lakewood	50
2/23/2024	Colorado Public Health Parks and Recreation Summit	Northglenn	170
2/23/2024	Aurora Public Schools Hinkley High School Career Fair	Aurora	250
2/24/2024	NAACP Freedom Fund Gala	Denver	450
2/24/2024	Denver Professionals Chapter of the National Society of Black Engineers We are Black History Banquet	Denver	75
2/27/2024	RTD at the Broomfield Library	Broomfield	41
2/27/2024	Empowerment program lunch and learn	Virtual	25
2/28/2024	Colfax BRT Open House	Denver	150
2/28/2024	Boulder and RTD-PD Meeting	Denver	5
2/29/2024	Littleton City Council	Littleton	20
2/29/2024	Colorado Women's Chamber of Commerce State of Women in Business	Denver	300
3/1/2024	Asian Chamber of Commerce Cultural Experience	Denver	45
3/1/2024	Aurora Public Schools Aurora West College Prep Career Fair	Aurora	250

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
3/2/2024	Empowering Communities Globally Travel Training with Denver Regional Mobility & Access Council	Denver	67
3/2/2024	Hispanic Contractors of Colorado 2024 Annual Awards Gala	Denver	900
3/6/2024	May 2024 Service Change Public Meeting #1	Virtual	20
3/6/2024	May 2024 Service Change Public Meeting #2	Denver	10
3/6/2024	LiVE Expansion Presentation	Virtual	60
3/7/2024	Service Change Public Meeting #3	Virtual	22
3/7/2024	Servicios de la Raza - Migrant Assistance Aid	Denver	150
3/7/2024	Rocky Mountain Land Use Institute Western Places   Western Spaces Conference (3/7-3/8)	Denver	300
3/12/2024	Black Construction Group Meeting	Denver	25
3/13/2024	Hope Communities Bi-Weekly Navigation Meeting	Denver	10
3/13/2024	Connect 2 Impress Career Fair	Denver	30
3/16/2024	St. Patrick's Day Parade	Denver	Unavailable
3/18/2024	Transit Employee Appreciation Day	Boulder	100
3/20/2024	Community Conversations with Morgridge Elementary School	Denver	38
3/26/2024	Spring Career and Internship Fair at Regis University	Denver	60

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
3/28/2024	Colorado Women's Chamber of Commerce Powerful Voices Conversation Series	Denver	50
3/28/2024	LGBTQ Business After Hours	Denver	35
3/28/2024	Bus Operator Hiring Event at the Crowne Plaza Airport Convention Center	Denver	50
4/1/2024	Rail Reconstruction and Coping Panel Community Open House	Lone Tree	6
4/5/2024	Colorado Rockies Home Opener	Denver	821
4/6/2024	Ride-Along with the Spring Institute	Denver	21
4/6/2024	RTD on the Soccer Field with the Spring Institute	Aurora	20
4/8/2024	Federal BRT Pop-Up at Hadley Branch Library	Denver	12
4/9/2024	Black Construction Group Monthly Meeting	Denver	15
4/11/2024	Hope Communities Resources	Denver	20
4/13/2024	City & County of Denver2024 Youth Block Party	Denver	1000
4/16/2024	Adams 12 Five Star Schools Newcomers Resource Fair	Thornton	250
4/17/2024	RTD Public Information Office Briefing	Virtual	50
4/17/2024	Light Rail Reconstruction Project Open House	Denver	8
4/17/2024	Colorado Black Round Table Black Business Monthly Meet and Greet	Denver	60



## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
4/17/2024	Hispanic Contractors of Colorado General Monthly Meeting	Denver	50
4/18/2024	TMA Monthly Meeting	Virtual	23
4/19/2024	West Washington Park Neighborhood Association Annual Meeting	Denver	25
4/19/2024	Downtown Rail Reconstruction Project Kick-Off Meeting	Virtual	96
4/23/2024	RTD at the Boulder Public Library	Boulder	60
4/24/2024	Cushman & Wakefield Earth Day Event	Denver	100
4/24/2024	Glenarm Rail Reconstruction Project Open House	Denver	3
4/24/2024	RTD Civil Rights Division's Small Business Opportunity Office - S/DBEAC - B2G Now	Virtual	176
4/24/2024	Senior Support Services	Denver	25
4/25/2024	The Road Ahead Summit	Denver	150
4/25/2024	Career Day at Colorado Early Colleges	Aurora	25
4/26/2024	Career Day at Valverde Elementary School	Denver	42
4/30/2024	East Denver Rail Reconstruction and Coping Panel Projects Community Open House	Denver	0
5/1/2024	Reading and Recreation	Denver	163
5/2/2024	Community Conversations	Denver	175

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
5/3/2024	DCPA 'Where Did We Sit on the Bus?' Student Presentation	Denver	200
5/3/2024	Cafe con el Director @ Bryant Webster Dual Language School	Denver	15
5/4/2024	Cinco de Mayo Parade	Denver	Unavailable
5/6/2024	Transportation and Land Use Presentation to William Smith HS	Aurora	27
5/6/2024	Jewish Family Services	Denver	50
5/7/2024	Transportation and Disability Rights Presentation	Northglenn	80
5/7/2024	DRMAC Quarterly Meeting	Virtual	17
5/8/2024	Walk & Roll	Denver	35
5/9/2024	Federal BRT Open House	Englewood	27
5/9/2024	Servicios de la Raza Newcomer Resource Fair	Denver	150
5/9/2024	Amplifying the Voices of Colorado Asian Professionals (in Celebration of AANHPI Heritage Month)	Denver	64
5/11/2024	AAPI Festival	Denver	75
5/11/2024	Asian Roundtable of Colorado AAPI Culture Fest	Denver	300
5/13/2024	Federal BRT Denver Open House	Denver	73
5/15/2024	Federal BRT Open House	Westminster	50
5/15/2024	Focus Point Transportation Resource Fair	Denver	40
5/15/2024	HCC GM Dinner (Monthly Meeting)	Denver	40

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
5/15/2024	ACC - Monthly Meeting	Denver	35
5/16/2024	Where Did We Sit on the Bus?	Denver	185
5/16/2024	Colorado Procurement Technical Assistance Center- B2G - Business to Government	Aurora	17
5/16/2024	DRCOG May TMA Meeting	Virtual	10
5/16/2024	DEDO Newcomer Job Fair	Denver	60
5/17/2024	Place Bridge Academy Career Day	Denver	51
5/17/2024	Almost Home LiVE Presentation	Virtual	Unavailable
5/18/2024	Women United Village	Denver	Unavailable
5/20/2024	Rail Reconstruction Board of Directors Walking Tour	Denver	22
5/21/2024	Department of Human Services Shelter Outreach and Info Session	Denver	120
5/22/2024	Bryant-Webster Dual Language School, Bryant-Webster and RTD: Transit Options for Bryant-Webster Families	Denver	5
5/23/2024	Emily Griffith Spring Fling	Denver	20
5/23/2024	Black Chamber of Commerce Mixer	Denver	35
5/23/2024	Black Chamber of Commerce Mixer	Denver	35
5/24/2024	Village Exchange Center-Health and Resource Fair	Aurora	150
5/27/2024	Memorial Day Parade	Commerce City	Unavailable

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
5/30/2024	Colorado LGBTQ Chamber of Commerce Business After Hours	Denver	25
5/31/2024	City and County of Denver Office of Immigrant and Refugee Affairs, My City Academy Resource Tabling and Presentation	Denver	15
6/1/2024	Louisville Touch-a-Truck	Louisville	655
6/2/2024	Travel Training with the Afghan Circle of Fathers	Denver	50
6/4/2024	West Washington Park Neighborhood Association Meeting	Denver	17
6/5/2024	Colorado History Rides / History of RTD	Denver	30
6/6/2024	Denver South Partnership Meeting	Greenwood Village	90
6/6/2024	HCC Golf Tournament	Lakewood	300
6/7/2024	B.E.S.T - Black Economic Success Trust, Biz Matchmaker/ Resource Fair	Denver	150
6/8/2024	BrewHAHA Broomfield	Broomfield	100
6/8/2024	FACC Padayon Philippine Festival	Edgewater	300
6/11/2024	Lone Tree Library Story Time	Lone Tree	140
6/13/2024	Customer/Citizen Advisory Committee Monthly Meeting	Virtual	6
6/14/2024	Bus History Association Presentation	Denver	37
6/14/2024	Brighton Resource Fair	Brighton	20

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
6/14/2024	2024 Black Excellence Mixer-Colorado Men of Color Collaborative	Denver	110
6/15/2024	Juneteenth Parade	Denver	1000
6/15/2024	30th Annual Philippine Padayon Festival	Englewood	300
6/19/2024	September 2024 Service Change Presentation to Lincoln Broadway Neighborhood	Denver	9
6/20/2024	World Refugee Day	Denver	50
6/20/2024	World Refugee Day	Denver	100
6/21/2024	Discussion with City of Khmelnytskyi, Ukraine Official	Denver	2
6/22/2024	Heal the Hood Annual Event	Denver	200
6/23/2024	Pride Parade	Denver	500000
6/24/2024	September Service Change Virtual Office Hours	Virtual	7
6/24/2024	Hiring Fair through Denver Workforce Center	Denver	20
6/26/2024	Bike to Work Day	Denver	275
6/28/2024	RTD LiVE Open House @ Village Exchange Center	Aurora	50
6/29/2024	3rd Annual Athletics' and Beyond Celebration Resource Fair	Denver	75
7/9/2024	RTD Union Station Hiring Fair	Denver	50
7/11/2024	ACPD / APAC Joint Meeting	Virtual	23
7/11/2024	Gang of 19 Panel at Atlantis Community	Denver	25
7/13/2024	LiVE Open House La Raza Holistic Health Fair	Denver	100



## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
7/15/2024	50 Millionth A Line Customer Celebration at DIA	Denver	300
7/16/2024	A Line 50mm Customer Celebration at Peoria Station	Aurora	184
7/16/2024	A Line 50 Millionth Customer Press Event	Denver	50
7/16/2024	2nd Chance Hiring Fair	Lakewood	50
7/17/2024	A Line 50 Millionth Customer Celebration at Central Park Station	Denver	200
7/18/2024	A Line 50 Millionth Customer Celebration at DUS	Denver	300
7/20/2024	60 Years of Civil Rights: A Community Mixtape Celebration	Denver	175
7/22/2024	Mayor State of the City Address Block Party	Denver	140
7/23/2024	Colfax BRT Community Meeting	Denver	110
7/26/2024	HCC-GMM Meeting	Lone Tree	50
7/27/2024	Virginia Village Library Summer of Adventure	Denver	43
7/31/2024	Platte Division Bus Operator Hiring Fair	Denver	40
8/1/2024	The Fax Back to School Fair	Denver	100
8/1/2024	Adams County Senior Resource Fair	Brighton	178
8/2/2024	HCC Women In Leadership Committee Monthly Meeting	Denver	15
8/2/2024	Sabor - Hispanic Chamber of Commerce	Denver	2500

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
8/3/2024	West Colfax Neighborhood Festival	Denver	177
8/3/2024	West Colfax Neighborhood Block Party	Denver	800
8/5/2024	Zero Fare for Better Air presentation at ACT Conference	Denver	30
8/5/2024	Commuter Rail Presentation at ACT Conference	Denver	8
8/6/2024	Creative Placemaking through Transit and People-Focused Design	Arvada	30
8/6/2024	National Night Out	Denver	200
8/7/2024	Thornton High School Back to School Night	Thornton	750
8/8/2024	Adams 14 School Board Meeting	Commerce City	39
8/8/2024	Aurora Central High School Back to School Night	Aurora	500
8/10/2024	Arapahoe County Vet Connect Resource and Job Fair	Aurora	35
8/10/2024	Montbello 2020 Resource Fair	Denver	600
8/10/2024	City of Thornton Back to School Event	Thornton	500
8/11/2024	2024 The Power of Poison and Pot Luck	Denver	5
8/13/2024	BCG Monthly Special Interest Group Meeting	Denver	16
8/14/2024	CWCC Founder's Forum	Denver	13
8/17/2024	Grace City Church Unhoused Outreach Event	Denver	150
8/20/2024	Mobility for All August Meeting	Boulder County	26

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
8/21/2024	Adams 12 Five Star Schools Board Meeting	Thornton	60
8/21/2024	HCC Annual A/E/C Tradeshow & BBQ	Denver	175
8/22/2024	WTS Summer Social	Denver	175
8/22/2024	2024 WTS Colorado Summer Social	Denver	325
8/23/2024	Colorado Christian University New Student Orientation	Lakewood	62
8/24/2024	Englewood Block Party	Englewood	1000
8/26/2024	Denver Public Schools Board Meeting	Denver	56
8/27/2024	Sustainable Transportation Summit	Longmont	160
8/28/2024	Being Successful Working with Governmental Agencies and Small Business Awards	Denver	416
8/29/2024	Servicios de La Raza :Xochitl Newcomer Distribution	Denver	50
8/30/2024	Transit to Wellness Expo	Denver	30
8/31/2024	International Family Engagement Event	Aurora	160
9/2/2024	M&M Property Management HOA meeting	Denver	15
9/4/2024	Customer Appreciation Event	Boulder	23
9/4/2024	RMCAD Resource Fair	Lakewood	50
9/4/2024	Arapahoe at Village Center Station Impact Meeting	Greenwood Village	20
9/4/2024	Denver District 2 Meeting	Denver	100
9/4/2024	2024 RMCAD Resource + Job Fair	Denver	100
9/7/2024	WTS Girl Scout Mobility Day	Denver	20

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
9/9/2024	Swigert International School - How to Ride Presentation	Denver	125
9/9/2024	Wadsworth Station Local Meeting	Lakewood	10
9/10/2024	Golden Rotary Club Presentation	Golden	40
9/11/2024	St. Vrain Valley School Board Meeting	Longmont	18
9/12/2024	Jefferson County Public Schools Board Meeting	Golden	17
9/12/2024	Personal Assistance Services of Colorado (PASCO) Networking Event	Englewood	35
9/12/2024	Women Transportation Seminar (WTS) - Unlock Your Leadership Potential	Denver	30
9/14/2024	Community Celebration at Comun	Denver	30
9/17/2024	Adams County 8th Grade Career Expo	Brighton	1000
9/17/2024	Adams County 8th Grade Expo	Brighton	100
9/17/2024	Adams County 8th Grade Career Expo Fair	Brighton	1200
9/18/2024	Anschutz Block Party	Aurora	1000
9/18/2024	Adam's County 8th Grad Expo	Brighton	100
9/18/2024	Denver Public Schools (DPS) Reverse Trade Fair	Denver	275
9/19/2024	Montbello Workforce Center	Denver	30
9/19/2024	Gabbing w/Gabe and Gisa A Community Listening Session	Englewood	5
9/21/2024	Mid-Autumn Festival - Far East Center	Denver	343

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
9/21/2024	Northwest Aurora Neighborhood Resource Fair	Aurora	240
9/21/2024	Far East Center Mid Autumn Festival	Denver	375
9/21/2024	Mid Autumn Festival	Denver	1000
9/21/2024	Nat. Youth Transportation Equity Convention	Denver	600
9/23/2024	Rail Safety Week Outreach - 40th and Colorado Station	Denver	Unavailable
9/24/2024	Rail Safety Week Outreach - Denver Union Station	Denver	Unavailable
9/25/2024	APS Public Schools Welcome Center - How to Ride Presentation	Aurora	80
9/25/2024	Rail Safety Week Outreach - Peoria Station	Aurora	Unavailable
9/25/2024	CU Denver Fall Internship and Job Fair	Denver	70
9/26/2024	Transportation and Construction GIRL Day	Golden	130
9/26/2024	Transportation and Construction GIRL Day	Golden	1200
9/26/2024	Monthly Colorado Black Chamber of Commerce Meeting- RTD SBE Certifications	Denver	16
9/26/2024	LGBTQ Business After Hours	Denver	30
9/27/2024	Rail Safety Week - Alameda Station	Denver	15
9/30/2024	Welcome Back to Downtown Denver	Denver	15
10/1/2024	University of Denver Week Without Driving Event: Transit Celebration	Denver	85



## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
10/3/2024	APA Colorado Annual Conference panel: The Changing Face of Transit in Colorado	Outside of District	50
10/4/2024	Colfax Bus Rapid Transit Groundbreaking Ceremony	Denver	200
10/5/2024	30th Anniversary Light Rail Celebration	Denver	300
10/10/2024	Citizen Advisory Committee October Meeting	Virtual	10
10/10/2024	Personal Assistance Services of Colorado Networking Event	Englewood	35
10/11/2024	Bronco's Stadium Job Fair	Denver	125
10/11/2024	Colorado Inclusive Economy & DEI Leadership Institute 2024 Annual Summit	Aurora	250
10/15/2024	Veteran's Affairs White Cane Safety Day	Aurora	35
10/15/2024	Asian Chamber of Commerce Business After Hours	Denver	30
10/16/2024	Emily Griffith Technical School Career Fair	Denver	65
10/17/2024	Arapahoe Community College Police Recruiting Event	Denver	10
10/17/2024	Colorado Black Round Table Doing Black Business in Colorado	Denver	85
10/21/2024	Mpact Annual Conference Affordable Housing Policy Update: TOD at Different Scales	Outside of District	50
10/21/2024	Mpact Annual Conference: TOD Practitioners Forum	Outside of District	50

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
10/23/2024	January 2025 Proposed Service Changes Office Hours	Virtual	4
10/24/2024	BOOnion Station	Denver	417
10/24/2024	MSU Fall Job and Internship Fair	Denver	70
10/24/2024	National Federation of the Blind Convention	Lone Tree	51
10/25/2024	Zero Fare to Vote Media Event	Denver	12
10/25/2024	Future Housing Coalition Workshop	Denver	50
10/26/2024	Trick or Treat Street at Warder Elementary School	Arvada	619
10/26/2024	Warder Elementary School	Arvada	400
10/26/2024	National Federation of the Blind-Colorado Gala	Lone Tree	100
11/1/2024	Transit Cross-Agency Coalition Zero Fare Presentation	Virtual	14
11/2/2024	Hecho en Westwood-Cultural Festival	Denver	114
11/2/2024	Hope House - Teen Mom Entrepreneurship, Grow With Us Gala	Denver	600
11/5/2024	E Line Customer Appreciation Event	Lone Tree	46
11/5/2024	Customer Appreciation	Lone Tree	100
11/9/2024	LGBTQ Chamber of Commerce, Annual Gala	Denver	450
11/12/2024	Washington Park East Registered Neighborhood Organization Meeting	Denver	21
11/13/2024	How to Ride Demonstration with Bixby School	Boulder	86

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
11/13/2024	Customer Appreciation Event with Boulder Chamber Transportation Connections	Boulder	150
11/13/2024	Jeffco Public Schools Transition Resource Fair	Golden	63
11/19/2024	Career Explorations	Highlands Ranch	3
11/19/2024	Thunder Ridge HS Career Information Session	Highlands Ranch	2
11/20/2024	Thankful for our Bus Drivers Storytime	Boulder	18
11/20/2024	Denver Public Schools 8th Grade Career Fair	Denver	178
11/20/2024	Denver Public Schools 8th Grade Career Fair - Day 1	Denver	178
11/25/2024	African Community Center First Thanksgiving	Denver	450
12/2/2024	Candy Cane Outreach: Peoria Station	Aurora	36
12/3/2024	Candy Cane Outreach: Eastlake & 124th	Thornton	20
12/5/2024	Candy Cane Outreach: University of Denver Station	Denver	10
12/6/2024	Hiawatha Davis Jr. Luncheon	Denver	96
12/7/2024	9News Parade of Lights	Denver	Unavailable
12/10/2024	Windsor Gardens Resource Fair	Denver	50
12/11/2024	CO 119 Stakeholder Workshops #1	Boulder	7
12/11/2024	Proposed Access-on-Demand Changes Public Meeting #1	Virtual	63

# Public Engagement Activities

## Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
12/12/2024	Proposed Access-on-Demand Changes Public Meeting #2	Virtual	55
12/14/2024	RTD Gives: Customer Donation Collection at Downtown Boulder Station	Boulder	23
12/14/2024	RTD Gives: Customer Donation Collection at Union Station	Denver	20
12/14/2024	RTD Gives: Customer Donation Collection at Littleton/Downtown Station	Littleton	16
12/19/2024	Colorado Hispanic Chamber of Commerce - End of Year Holiday Event	Denver	200
12/19/2024	Holidays en la Comunidad	Denver	2,100
12/20/2024	Atlantis Community Holiday Party	Denver	35
12/21/2024	Christmas Soups for the Homeless	Denver	300
1/7/2025	Paratransit Proposed Changes Public Meeting #3	Virtual	93
1/9/2025	National Western Stock Show Parade	Denver	2,500
1/11/2025	Celebrate MLK Jr. Day and Induction of New Denver NAACP Officers	Denver	42
1/13/2025	Impact Team at I-25 and Broadway	Denver	N/A
1/13/2025	Impact Team at Colfax at Auraria	Denver	N/A
1/14/2025	Impact Team at I-25 and Broadway	Denver	N/A
1/14/2025	Impact Team at Colfax at Auraria	Denver	N/A
1/14/2025	Federal BRT Pop-Up at Englewood Public Library	Englewood	7
1/14/2025	Economic Development Association for Black Communities, Empowering our Future Breakfast	Denver	30

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
1/14/2025	Denver Public Schools HVAC Contractors Event	Denver	300
1/15/2025	CO 119 BRT Transit Advisory Committee Stakeholder Meeting #2	Virtual	8
1/15/2025	Asian Chamber of Commerce General Monthly Meeting	Denver	40
1/16/2025	Way to Go Monthly Meeting	Denver	17
1/17/2025	Martin Luther King, Jr. Business Awards	Denver	300
1/24/2025	Law Enforcement Hiring Expo	Westminster	40
1/29/2025	DRMAC Local Coordinating Council Luncheon	Denver	34
1/30/2025	WTS Annual Awards Recognition Luncheon	Denver	500
2/1/2025	Lunar New Year Celebration	Denver	68
2/3/2025	Transit Equity Day Special News Conference	Denver	35
2/5/2025	Visit Denver Transportation Forum	Virtual	15
2/5/2025	CO 119 Transportation Advisory Committee Stakeholder Meeting #3	Virtual	7
2/5/2025	HCC - Infrastructure Committee Monthly Meeting	Denver	7
2/6/2025	Jefferson County Local Coordinating Council Meeting	Virtual	5
2/8/2025	31st Annual Great Balls of Fire- 9 Ball Billiards Challenge	Denver	35
2/8/2025	2025 OCA Lunar New Year Gala	Denver	50
2/13/2025	Third Way Center Class Presentations	Denver	23



## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
2/13/2025	Colorado Black Chamber of Commerce: Funding Opportunities for Minority Owned Businesses	Lakewood Colorado	35
2/13/2025	CO Early College Career Day	Aurora	30
2/14/2025	Winter Bike to Work Day at Civic Center Park	Denver	110
2/14/2025	Winter Bike to Work Day at Boulder Chamber of Commerce	Boulder	280
2/14/2025	Winter Bike to Work Day: Stanley Marketplace	Aurora	25
2/17/2025	Teaching the Autism Community Trades (TACT) 2025 Job Fair	Englewood Colorado	35
2/19/2025	Rocky Mountain Association of Financial Professionals Union Station Financing Presentation	Denver	45
2/19/2025	52nd Annual, Rocky Mountain Asphalt Conference & Equipment Show	Denver	500
2/19/2025	HCC February GMM Dinner: National Western Center Update	Denver	75
2/20/2025	February TMA Outreach Meeting	Virtual	15
2/20/2025	Thunder Ridge High School College and Career Fair	Highlands Ranch	30
2/22/2025	The ARC of Aurora Self Care Health Fair	Aurora	50
2/28/2025	Adams 14 Transition Program Presentation at Lester Arnold High School	Commerce City	16

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
2/13/2025	Colorado Black Chamber of Commerce: Funding Opportunities for Minority Owned Businesses	Lakewood Colorado	35
2/13/2025	CO Early College Career Day	Aurora	30
2/14/2025	Winter Bike to Work Day at Civic Center Park	Denver	110
2/14/2025	Winter Bike to Work Day at Boulder Chamber of Commerce	Boulder	280
2/14/2025	Winter Bike to Work Day: Stanley Marketplace	Aurora	25
2/17/2025	Teaching the Autism Community Trades (TACT) 2025 Job Fair	Englewood Colorado	35
2/19/2025	Rocky Mountain Association of Financial Professionals Union Station Financing Presentation	Denver	45
2/19/2025	52nd Annual, Rocky Mountain Asphalt Conference & Equipment Show	Denver	500
2/19/2025	HCC February GMM Dinner: National Western Center Update	Denver	75
2/20/2025	February TMA Outreach Meeting	Virtual	15
2/20/2025	Thunder Ridge High School College and Career Fair	Highlands Ranch	30
2/22/2025	The ARC of Aurora Self Care Health Fair	Aurora	50
2/28/2025	Adams 14 Transition Program Presentation at Lester Arnold High School	Commerce City	16

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
3/1/2025	HCC's 2025 Annual Awards Gala	Denver	400
3/3/2025	2025 May Proposed Service Changes Public Meeting #2	Virtual	3
3/3/2025	May 2025 Proposed Service Changes Public Meeting #1	Virtual	2
3/4/2025	Leroy Elementary School - Read Across America Week	Northglenn	65
3/4/2025	Ask a Service Planner - May 2025 Proposed Service Changes	Virtual	10
3/5/2025	Burrell Arts - 8th Grade Assembly	Aurora	80
3/6/2025	Bear Creek Elementary School - Read Across America Week	Boulder	40
3/6/2025	Denver Center for Performing Arts Ride-Along	Denver	10
3/6/2025	Disability Rights Advocacy Day	Denver	N/A
3/7/2025	Neurodiversity 101	Virtual	7
3/12/2025	RTD - Fraternal Order of Police Media Event	Denver	40
3/12/2025	2025 ACC Cultural Experience Series - Korea	Lakewood	65
3/13/2025	Denver South Board Meeting	Lone Tree	35
3/13/2025	COMTO Colorado's Annual Kickoff Party	Denver	120
3/14/2025	How to Ride with Flagstaff Academy	Longmont	100
3/18/2025	Civic Center Station Transit Employee Appreciation Outreach	Denver	75
3/18/2025	I-25 and Broadway Station Transit Employee Appreciation Outreach	Denver	50
3/18/2025	Downtown-Littleton Station Transit Employee Appreciation Outreach	Littleton	18

## Public Engagement Activities

### Jan. 2022 – Mar. 2025

Date	Event Name	Location	Number Engaged
3/18/2025	Central Park Station Transit Employee Appreciation Outreach	Denver	50
3/18/2025	Federal Center Station Transit Employee Appreciation Outreach	Lakewood	33
3/18/2025	Wagon Road Park-n-Ride Transit Employee Appreciation Outreach	Thornton	17
3/18/2025	Downtown Boulder Station Transit Employee Appreciation Outreach	Boulder	100
3/18/2025	US36 and Sheridan Station Transit Employee Appreciation Outreach	Westminster	58
3/19/2025	Neurodiversity Mingle	Denver	20
3/21/2025	Denver Safe City Youth Leadership Summit	Denver	107
3/26/2025	"How to Ride Presentation" with Golden West	Boulder	18
3/26/2025	Start Your Day With RTD	Denver	21
3/26/2025	Gabbing with Gabe and Gisa: A Community Listening Event: Safety and Security	Boulder	14
3/27/2025	Out in Business Networking	Denver	30
3/27/2025	Denver Workforce (Montbello) Hiring Event	Denver	15
3/29/2025	ACCC 4th Annual Business Awards Reception & Fundraiser	Aurora	300
3/31/2025	Creative Placemaking through Transit and People-Focused Design Walking Tour	Arvada	35



**We make lives better  
through connections.**