We make lives better through connections.

2025 Survey Results
Community and Customer

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Overview

- **Introduction**
- **Community Value Survey**
  - Net Promoter Score
  - National Average Comparison
  - Top Importance Key Driver Analysis
- **Customer Excellence Surveys – Bus, Rail, Paratransit**
  - Customer Characteristics
  - Overall Customer Satisfaction
  - Net Promoter Score
  - National Average Comparison
  - Top Importance and Key Driver Analysis
- **Summary/Conclusion**

Introduction/Survey Overview

		Collection Period	Collection Method
	Community Value	April 2025	Mail, email, text
	Customer Excellence: Paratransit	April 2025	Mail, email, text
	Customer Excellence: Rail	April 2025	Customer intercept
	Customer Excellence: Bus	April 2025	Customer intercept

Community Value Survey
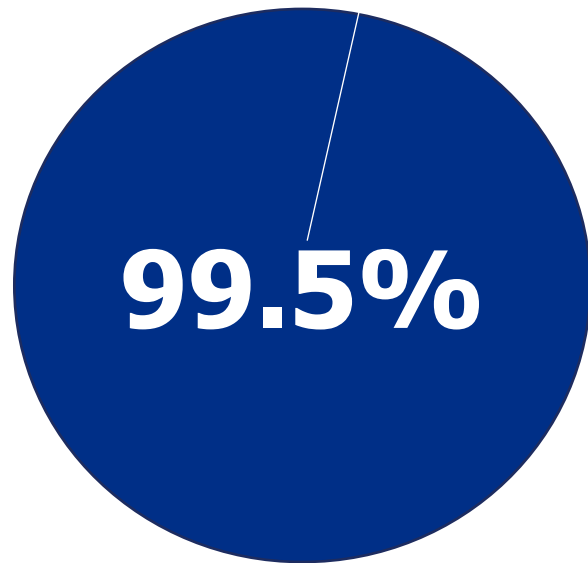
Methodology: Community Survey

- Distribution: mailed to random sample of households in the Denver metro area

- Survey period: April 8 through April 20, 2025

- Results monitored to maintain demographic distribution in proportion to the region

- Target sample: 400 surveys

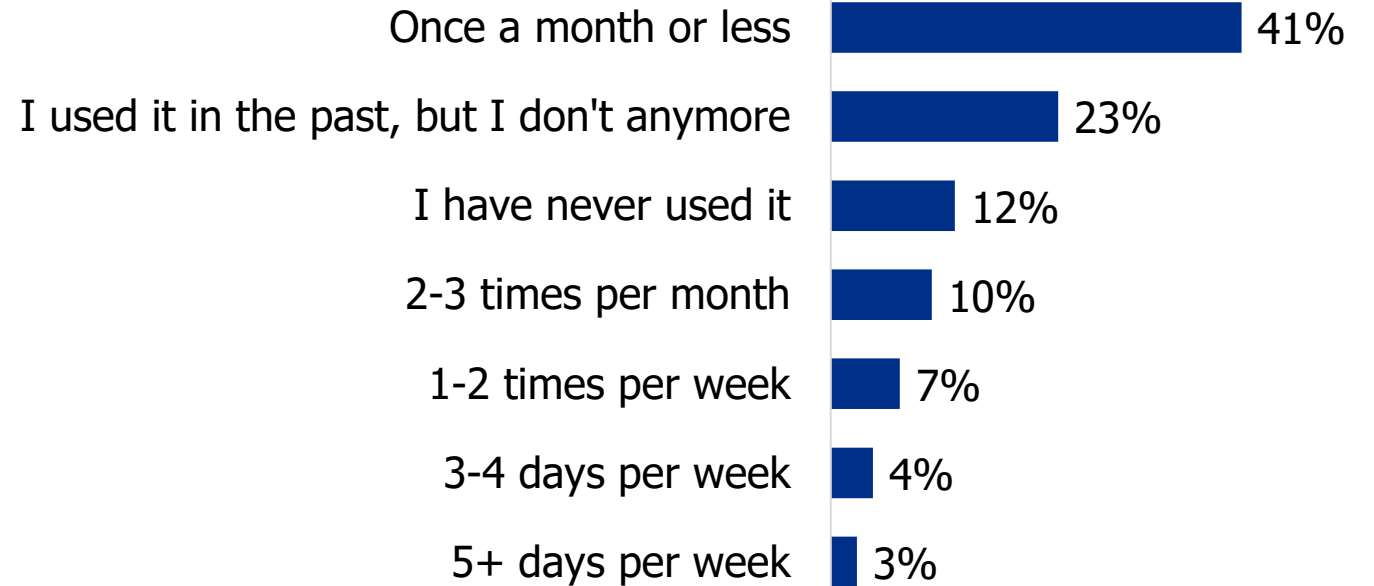- 770 completed surveys (+/- 3.8% at the 95% confidence level)
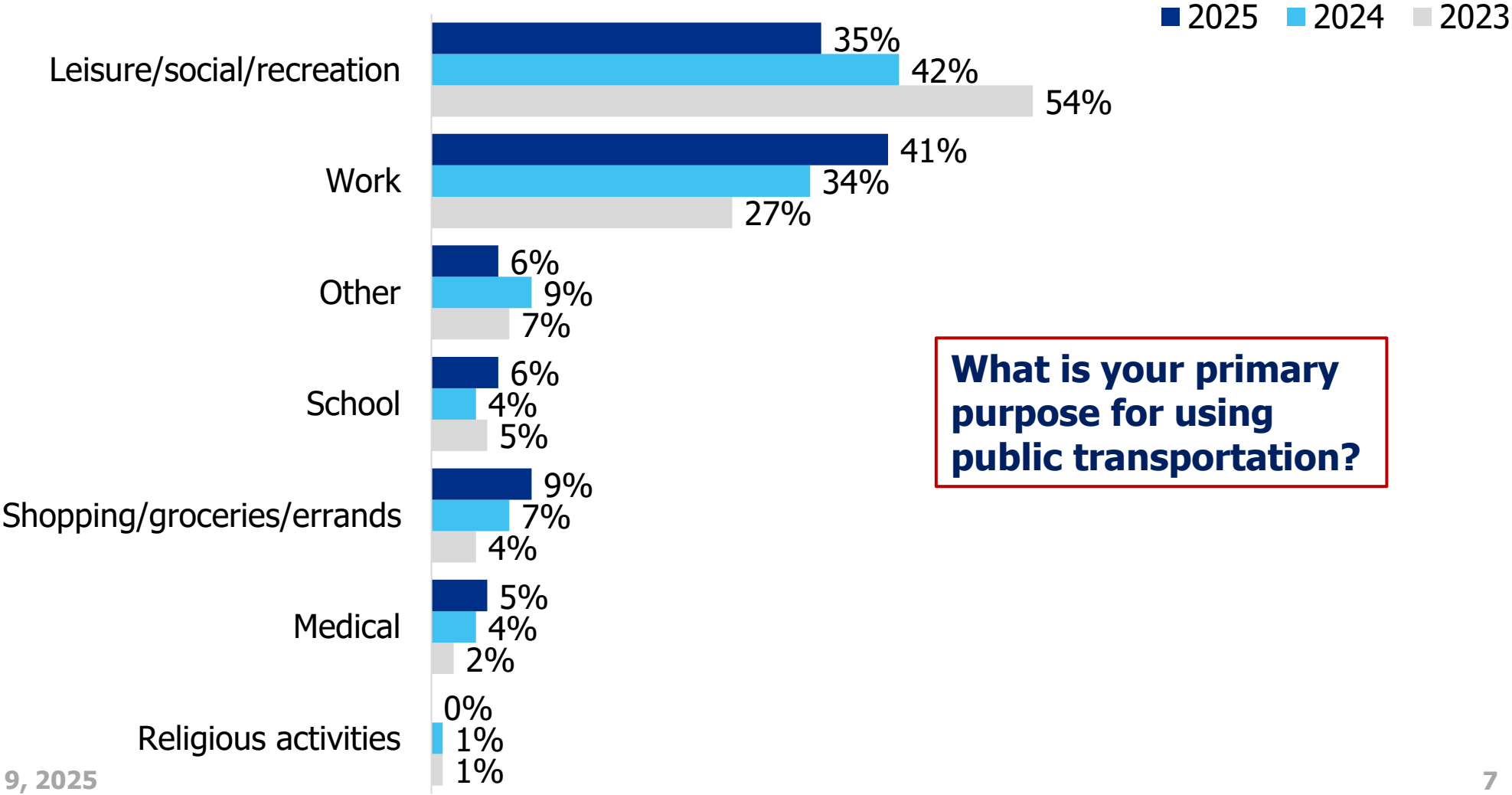
Awareness and Frequency

Are you aware of RTD, the public transportation system that operates bus, rail and paratransit services in the Denver Metro region?

On average, how often do you use RTD?

99.5%

Once a month or less	41%
I used it in the past, but I don't anymore	23%
I have never used it	12%
2-3 times per month	10%
1-2 times per week	7%
3-4 days per week	4%
5+ days per week	3%

Reasons for Public Transportation Use

Legend: ■ 2025 ■ 2024 ■ 2023

Leisure/social/recreation
- 2025: 35%
- 2024: 42%
- 2023: 54%

Work
- 2025: 41%
- 2024: 34%
- 2023: 27%

Other
- 2025: 6%
- 2024: 9%
- 2023: 7%

School
- 2025: 6%
- 2024: 4%
- 2023: 5%

Shopping/groceries/errands
- 2025: 9%
- 2024: 7%
- 2023: 4%

Medical
- 2025: 5%
- 2024: 4%
- 2023: 2%

Religious activities
- 2025: 0%
- 2024: 1%
- 2023: 1%

What is your primary purpose for using public transportation?

Three features that RTD could add to its current service that would make it more appealing for you to use public transportation

More frequent service — 55%

Better on-time performance, reliable trip times — 43%

More routes to serve places I need to go — 39%

Additional choices:

4. Additional security/fare inspectors
5. Shorter trip times
6. Lower fares
7. Stops closer to my home
8. Shelter at transit stops/stations
9. Cleaner vehicles
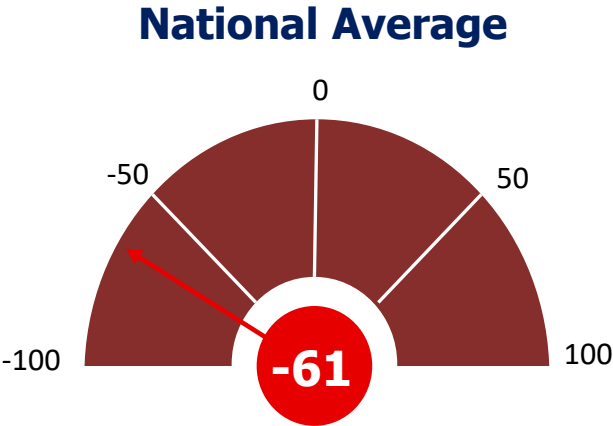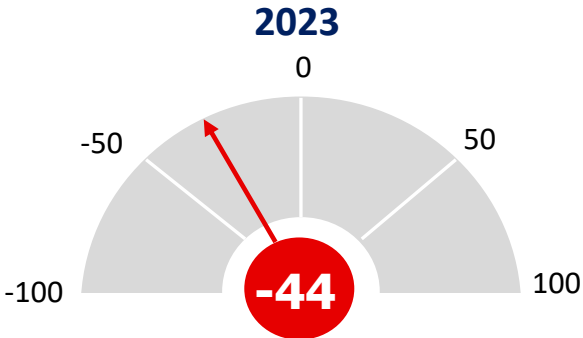10. Free, reliable WiFi access on RTD vehicles

Net Promoter Score (NPS)

How likely are you to recommend RTD to a friend or neighbor?

$$\text{Net Promoter Score} = \text{\% Promoters} - \text{\% Detractors}$$
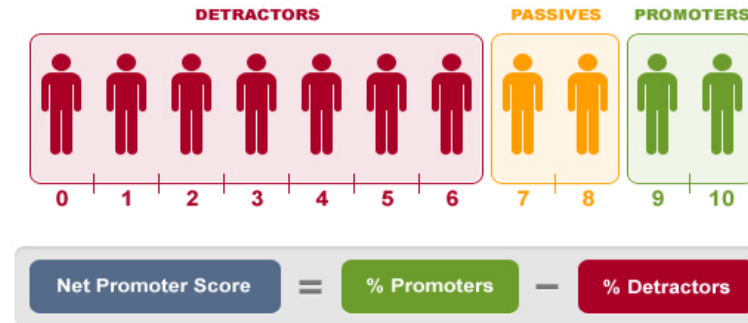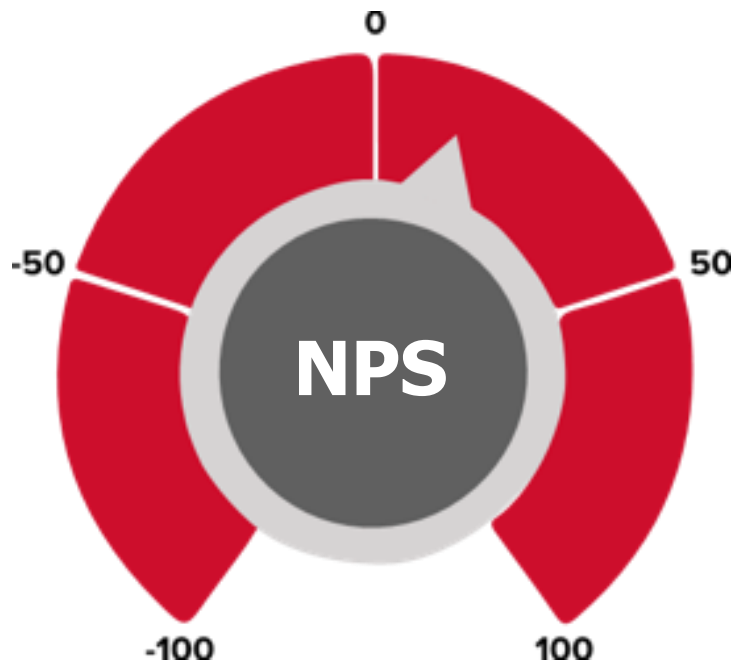
- Measured on a scale of -100 to +100

- % Promoters – % Detractors = NPS

- NPS traditionally measures customer's willingness to recommend product or service

Net Promoter Score: Community

2025

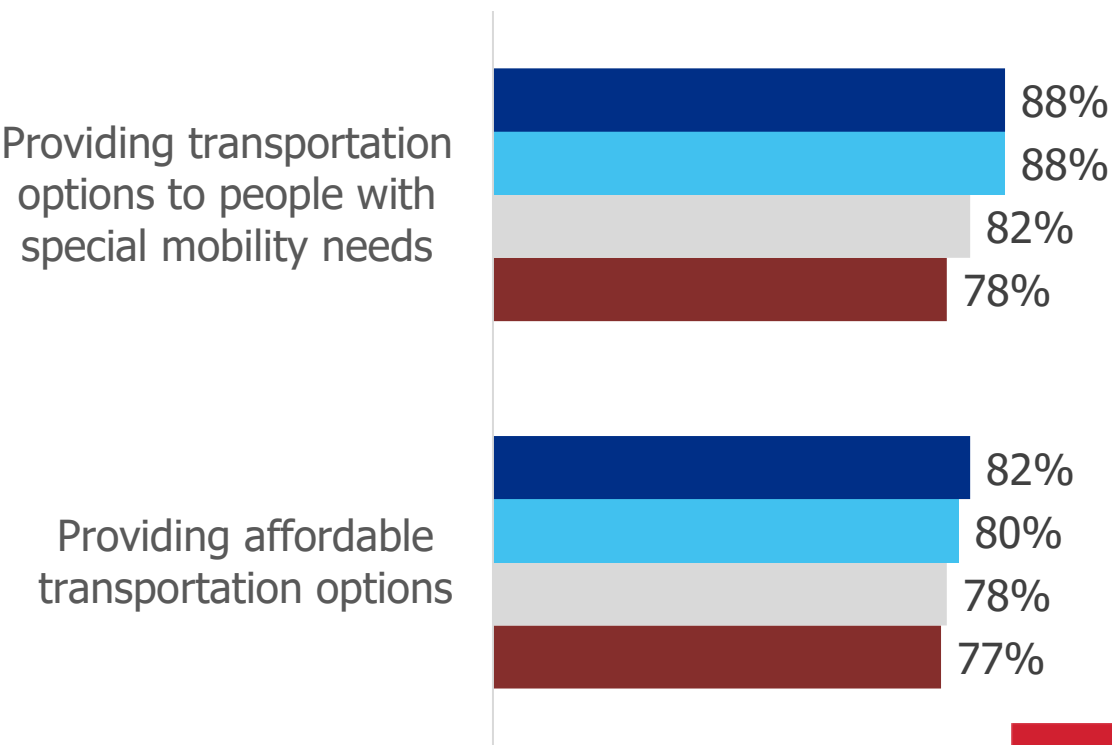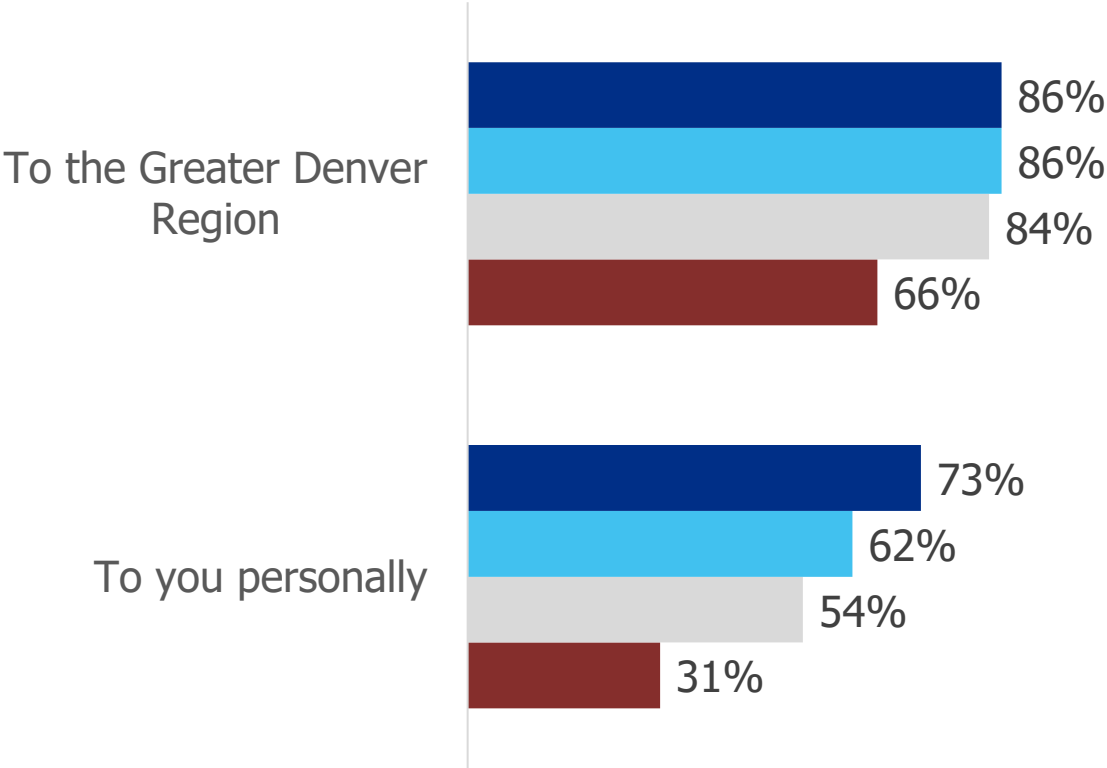-50   0
      -50   50

-100   14   100

2024

-50   0   50

-100   -22   100

2023

-50   0   50

-100   -44   100

National Average

-50   0   50

-100   -61   100

RTD Value

How valuable is RTD:

Legend: ■ RTD 2025 ■ RTD 2024 ■ RTD 2023 ■ National Average

To the Greater Denver Region
- RTD 2025: 86%
- RTD 2024: 86%
- RTD 2023: 84%
- National Average: 66%

To you personally
- RTD 2025: 73%
- RTD 2024: 62%
- RTD 2023: 54%
- National Average: 31%

Providing transportation options to people with special mobility needs
- RTD 2025: 88%
- RTD 2024: 88%
- RTD 2023: 82%
- National Average: 78%

Providing affordable transportation options
- RTD 2025: 82%
- RTD 2024: 80%
- RTD 2023: 78%
- National Average: 77%

% Valuable and Extremely Valuable

RTD Value (cont'd)

Legend: RTD 2025 | RTD 2024 | RTD 2023 | National Average

Improving quality of life
- RTD 2025: 76%
- RTD 2024: 75%
- RTD 2023: 66%
- National Average: 56%

Attracting and retaining more employment opportunities in the region
- RTD 2025: 64%
- RTD 2024: 65%
- RTD 2023: 62%
- National Average: 54%

Reducing traffic congestion
- RTD 2025: 80%
- RTD 2024: 78%
- RTD 2023: 75%
- National Average: 56%

Making roads safer for all users
- RTD 2025: 74%
- RTD 2024: 73%
- RTD 2023: 68%
- National Average: 45%

% Valuable and Extremely Valuable

RTD Value (cont'd)

Providing access to places of employment
- RTD 2025: 77%
- RTD 2024: 73%
- RTD 2023: 68%
- National Average 2023: 69%

Providing access to educational facilities
- RTD 2025: 78%
- RTD 2024: 81%
- RTD 2023: 75%
- National Average 2023: 72%

Providing access to medical facilities
- RTD 2025: 69%
- RTD 2024: 69%
- RTD 2023: 62%
- National Average 2023: 77%

Providing access to places of leisure
- RTD 2025: 76%
- RTD 2024: 77%
- RTD 2023: 73%
- National Average 2023: 57%

Legend: RTD 2025, RTD 2024, RTD 2023, National Average 2023

% Valuable and Extremely Valuable

RTD Value (cont'd)

Achieving sustainable Practices/reducing pollultion/carbon footprint

- RTD 2025: 83%
- RTD 2024: 83%
- RTD 2023: 82%
- National Average 2023: 58%

Legend:
- RTD 2025
- RTD 2024
- RTD 2023
- National Average 2023

% Valuable and Extremely Valuable

RTD Value (cont'd)

Chart 1 (with legend: RTD 2025, RTD 2024, RTD 2023, National Average)

Providing safe transporation alternative
- RTD 2025: 81%
- RTD 2024: 77%
- RTD 2023: 73%
- National Average: 74%

Providing access to the region/adjacent cities and counties
- RTD 2025: 69%
- RTD 2024: 71%
- RTD 2023: 61%
- National Average: 69%

Chart 2 (with legend: RTD 2025, RTD 2024, RTD 2023)

Supporting community business
- RTD 2025: 68%
- RTD 2024: 72%
- RTD 2023: 64%

Providing opportunities to locate affordable housing
- RTD 2025: 63%
- RTD 2024: 63%
- RTD 2023: 53%

% Valuable and Extremely Valuable

Service-Related Favorability (cont'd)

Legend (left chart): ■ RTD 2025 ■ RTD 2024 ■ RTD 2023 ■ National Average

Legend (right chart): ■ RTD 2025 ■ RTD 2024 ■ RTD 2023

I feel that RTD vehicles are mechanically safe
- RTD 2025: 90%
- RTD 2024: 85%
- RTD 2023: 88%
- National Average: 55%

RTD services are accessible to people with various disabilities
- RTD 2025: 76%
- RTD 2024: 72%
- RTD 2023: 74%
- National Average: 42%

RTD is a diverse, equitable, and inclusive community resource
- RTD 2025: 71%
- RTD 2024: 63%
- RTD 2023: 61%

RTD service supports community business
- RTD 2025: 52%
- RTD 2024: 48%
- RTD 2023: 45%

% Agree and Strongly Agree

Service-Related Favorability (cont'd)

Legend (left chart): ■ RTD 2025 ■ RTD 2024 □ RTD 2023 ■ National Average

Legend (right chart): ■ RTD 2025 ■ RTD 2024 □ RTD 2023

The community's investment in transit provides value
- RTD 2025: 82%
- RTD 2024: 81%
- RTD 2023: 80%

RTD is a good steward of public funds
- RTD 2025: 33%
- RTD 2024: 29%
- RTD 2023: 27%

RTD is trustworthy
- RTD 2025: 44%
- RTD 2024: 40%
- RTD 2023: 37%
- National Average: 55%

RTD manages its financial resources well
- RTD 2025: 21%
- RTD 2024: 19%
- RTD 2023: 14%

% Agree and Strongly Agree

Key Driver Analysis: Community 2025

mean importance

Nice to Haves
lower importance/higher value

Strengths to Maintain
higher importance/higher value

D

G

E   C   Top 3 Based on
K   I-A Rating
J   B   A
F

L

O

N   M

I   H

mean value

Lower Priority
lower importance/lower value

Areas of Opportunity
higher importance/lower value

Value Rating

Lower Importance   **Higher Importance**

Importance Rating
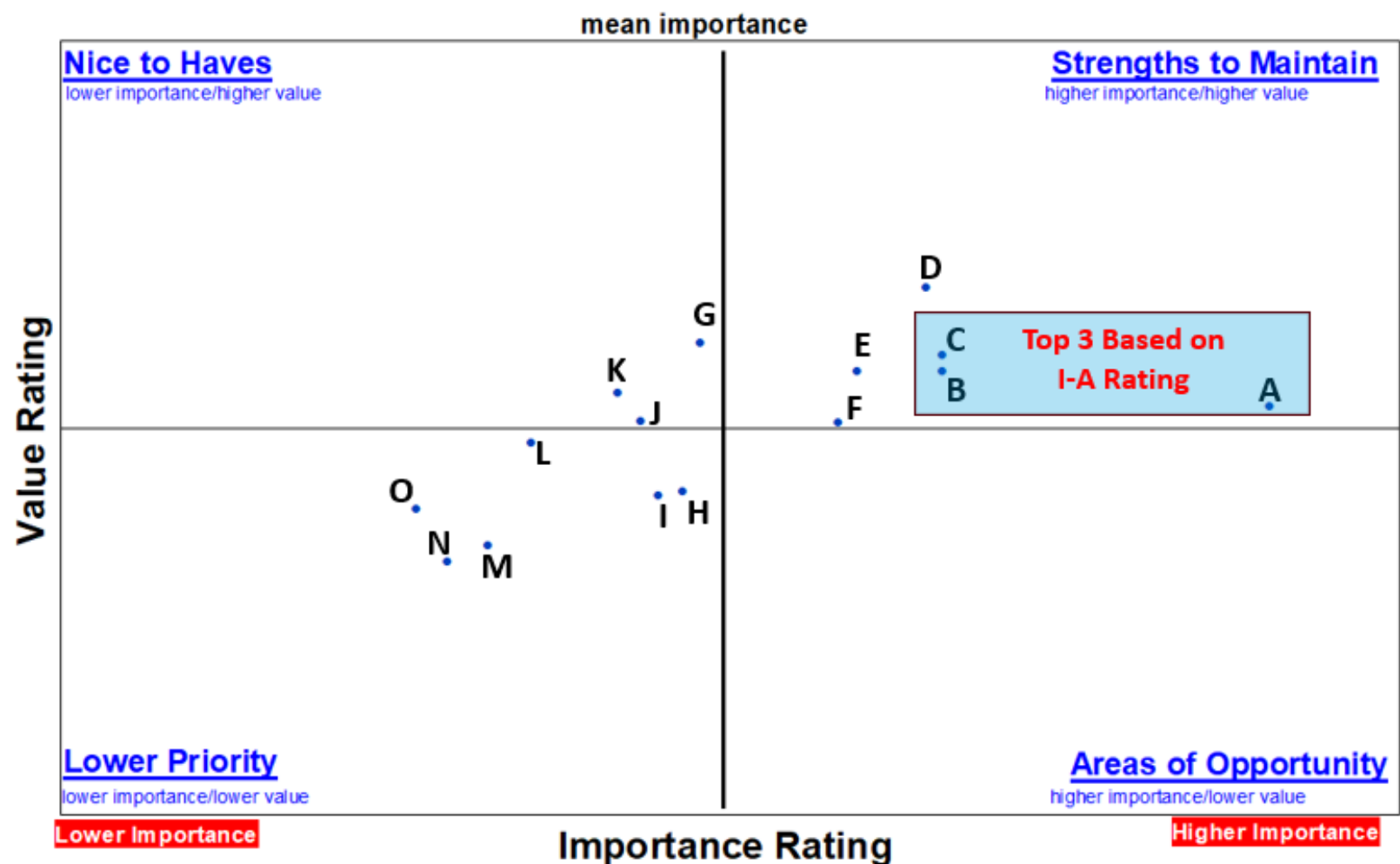
A – Providing access to places of employment

B – Reducing traffic congestion

C – Providing affordable transportation options

D - Providing transportation options to people with special mobility needs, such as senior citizens, people with disabilities, and people who are unable to drive

E - Providing a safe transportation alternative

F - Providing access to places of leisure and recreation

G - Achieving sustainable practices, reducing pollution/carbon footprint

H - Providing access to medical facilities

I - Providing access to the region/adjacent cities and counties

J - Improving quality of life

K - Providing access to educational facilities

L - Making roads safer for all users

M - Attracting and retaining more employment opportunities in the region

N - Providing opportunities for locating affordable housing

O - Supporting community businesses

Source: ETC Institute (2025)

I-A Rating = Importance/Agreement Correlation

Customer Excellence Survey

Methodology: Bus and Rail Surveys

- Customer intercepts

- Survey period: April 7 through April 14, 2025

- Target sample: 1,200 (+/- 2.8% at the 95% confidence level)

- 1,821 completed surveys

- Every route/line sampled in proportion to Spring 2025 ridership

Key Takeaways

- RTD is still setting the standard for customer experience with bus and rail service in most areas

- Overall satisfaction increased in almost every area that was rated:

  - Ratings improved in 19 of 19 areas for Bus

  - Ratings improved in 19 of 19 areas for Commuter Rail

  - Ratings improved in 16 of 19 areas for Light Rail

  - Overall NPS score increased as well across all transit services

- Service frequency is identified as an opportunity area for Bus, Light Rail, and Commuter Rail

Customer Characteristics
All Modes

Customer Characteristics

Bus:

- Most likely to be **male** and **18-39 years old**
- 42% White or Caucasian
- 21% Hispanic, Spanish, or Latino/a/x
- 20% Black/African American
- 63% reported household incomes less than $50,000

Rail:

- Most likely to be **male** and **18-39 years old**
- 50% White or Caucasian
- 17% Hispanic, Spanish, or Latino/a/x
- 12% Black/African American
- 40% reported household incomes less than $50,000

Access:

- Most likely to be **female** and over **65 years old**
- AaR:64% AoD:66% White or Caucasian
- AaR:16% AoD:12% Hispanic, Spanish, or Latino/a/x
- AaR:18% AoD:15% Black/African American
- AaR:86% AoD:90% reported household incomes less than $50,000

AaR = Access-a-Ride   AoD = Access-on-Demand

RTD

Customer Characteristics (cont'd)

- 71% use bus service three or more days a week
- 78% are reliant on bus service
- 52% use buses to commute to and from work

- 59% use rail three or more days a week
- 65% are reliant on rail services
- 48% uses trains to commute to and from work

- AaR: 52% of users surveyed use AaR for most of their trips
- AaR: 41% use services for medical appointments
- AoD: 74% of users surveyed use AoD for making most of their trips
- AoD: 45% use services for medical appointments

AaR = Access-a-Ride   AoD = Access-on-Demand

Overall Customer Satisfaction Bus/Rail

Overall Satisfaction: Bus

Legend: 2023, 2024, National Average, 2025

- 2025: 76%
- National Average: 56%
- 2024: 68%
- 2023: 76%

Responses for customer selection "Satisfied" and "Very Satisfied"

Overall Satisfaction: Rail

Legend: ■ Combined Rail ■ Light Rail ■ Commuter Rail

2025
- Combined Rail: 75%
- Light Rail: 66%
- Commuter Rail: 83%

National Average: 56%

2024
- Combined Rail: 63%
- Light Rail: 59%
- Commuter Rail: 67%

2023
- Combined Rail: 78%
- Light Rail: 68%
- Commuter Rail: 83%

Responses for customer selection "Satisfied" and "Very Satisfied"

Net Promoter Score

Compostive Customer NPS
(Bus, Rail, and Paratransit Combined)
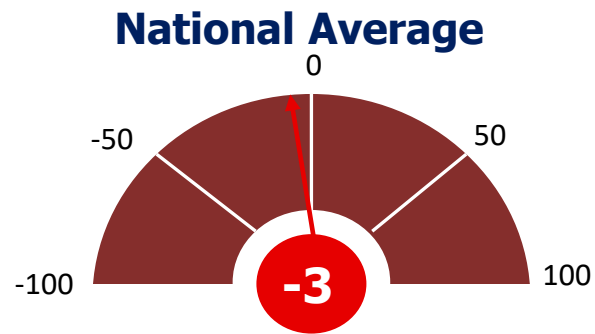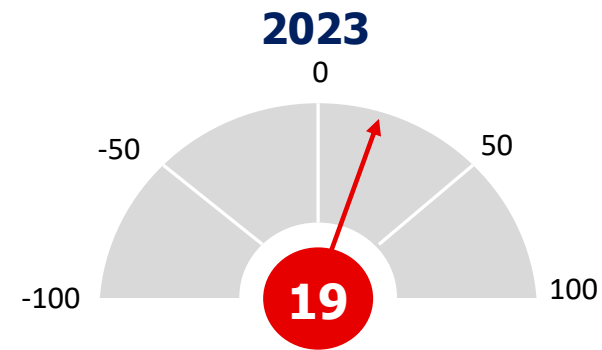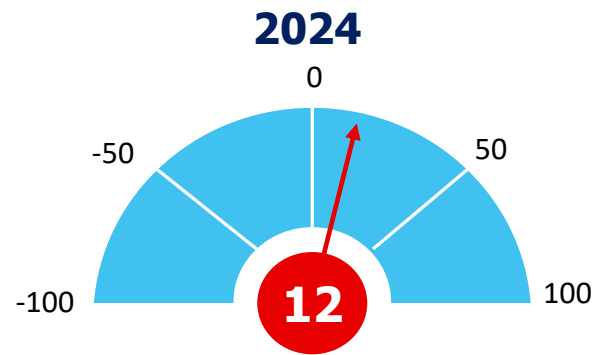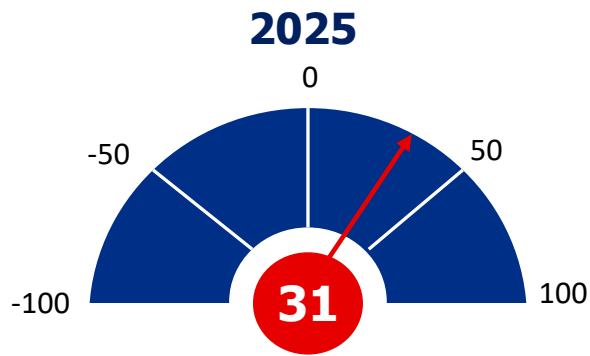
2025

2024

2023

37

13

11
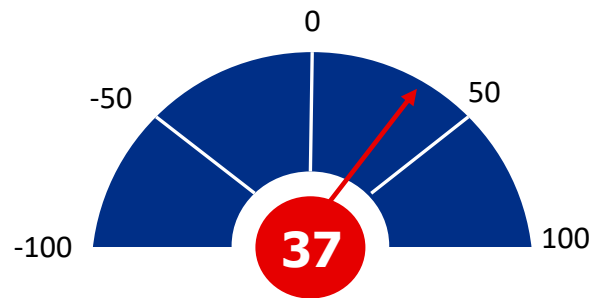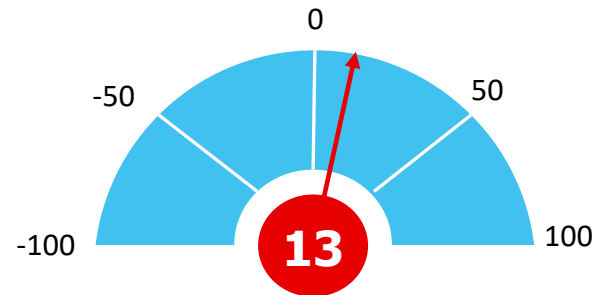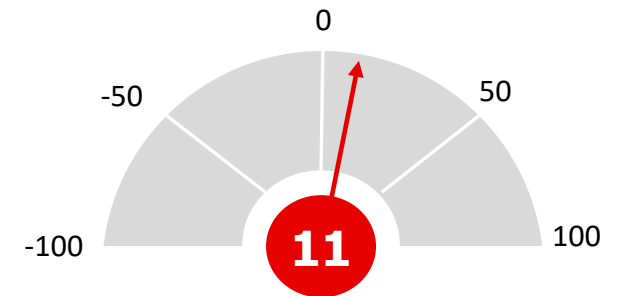
- 0-20 is Good
- 21-50 is Favorable
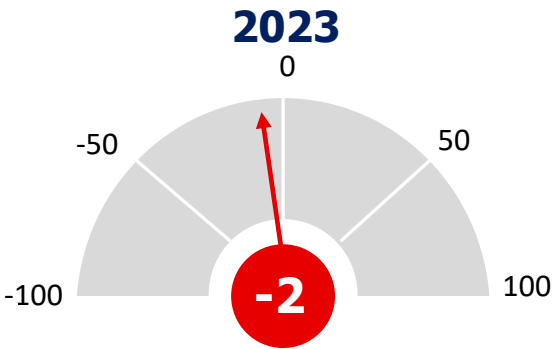- 51-80 is Excellent
- 81-100 is World Class

RTD

Bus NPS
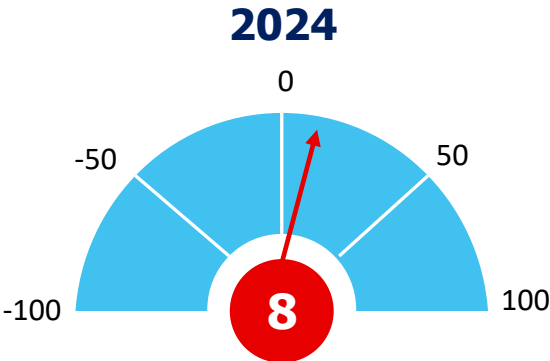
2025

26

2024

13

2023

7

National Average

-16

Rail NPS

2025

0
-50   50
-100   100
31

2024

0
-50   50
-100   100
12

2023

0
-50   50
-100   100
19

National Average

0
-50   50
-100   100
-3
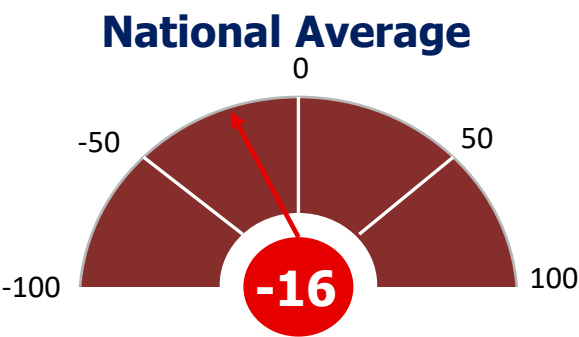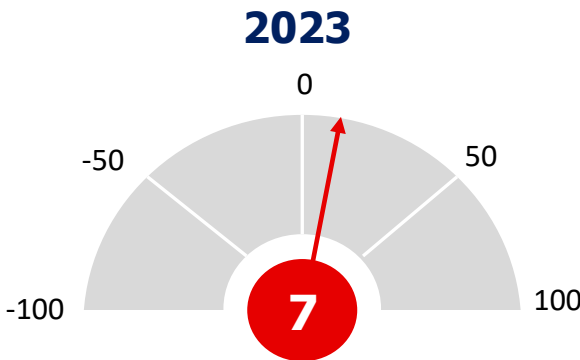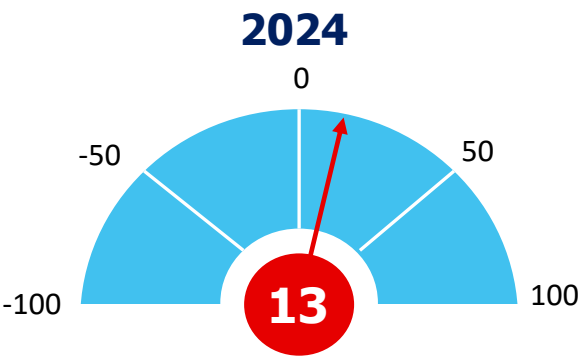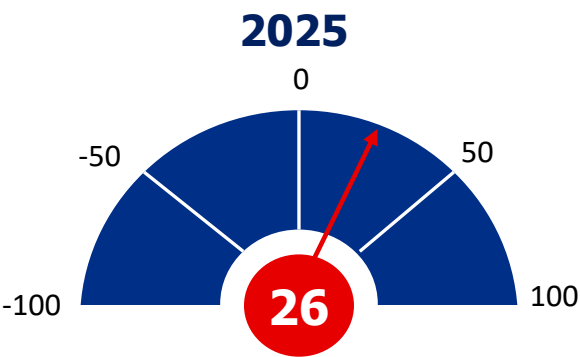
Rail NPS (cont'd)

Light Rail

2025 — 14

2024 — 8

2023 — -2

Commuter Rail

2025 — 47

2024 — 15

2023 — 47
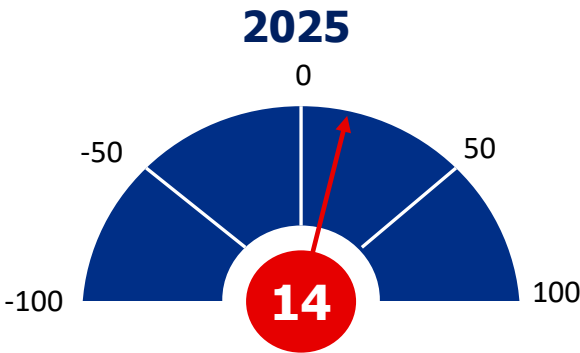
National Average Comparison

Performance

RTD Bus ■ **National Average** ■

The bus usually runs on time
- RTD Bus: 62%
- National Average: 48%
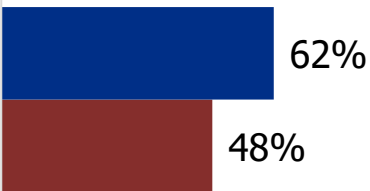
The bus gets me to my destination in a reasonable amount of time
- RTD Bus: 75%
- National Average: 58%

The frequency of service is satisfactory
- RTD Bus: 68%
- National Average: 54%
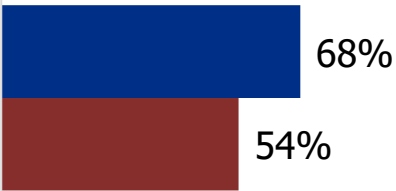
RTD Rail (combined) ■ **RTD Light Rail** ■
RTD Commuter Rail ■ **National Average** ■

The train usually runs on time
- RTD Rail (combined): 63%
- RTD Light Rail: 54%
- RTD Commuter Rail: 71%
- National Average: 53%
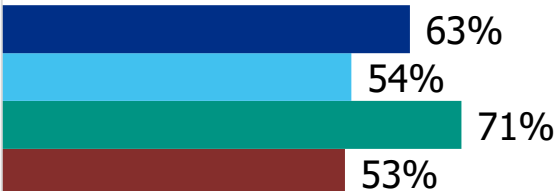
The train gets me to my destination in a reasonable time
- RTD Rail (combined): 79%
- RTD Light Rail: 73%
- RTD Commuter Rail: 85%
- National Average: 71%

The frequency of service is satisfactory
- RTD Rail (combined): 70%
- RTD Light Rail: 67%
- RTD Commuter Rail: 73%
- National Average: 57%

Access

RTD Bus — National Average

The price of fares is reasonable
- RTD Bus: 76%
- National Average: 60%

Bus stops are conveniently located
- RTD Bus: 76%
- National Average: 54%

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

The price of fares is reasonable
- RTD Rail (combined): 78%
- RTD Light Rail: 75%
- RTD Commuter Rail: 80%
- National Average: 60%

Train stops are conveniently located
- RTD Rail (combined): 84%
- RTD Light Rail: 81%
- RTD Commuter Rail: 86%
- National Average: 59%

Personal Safety and Comfort
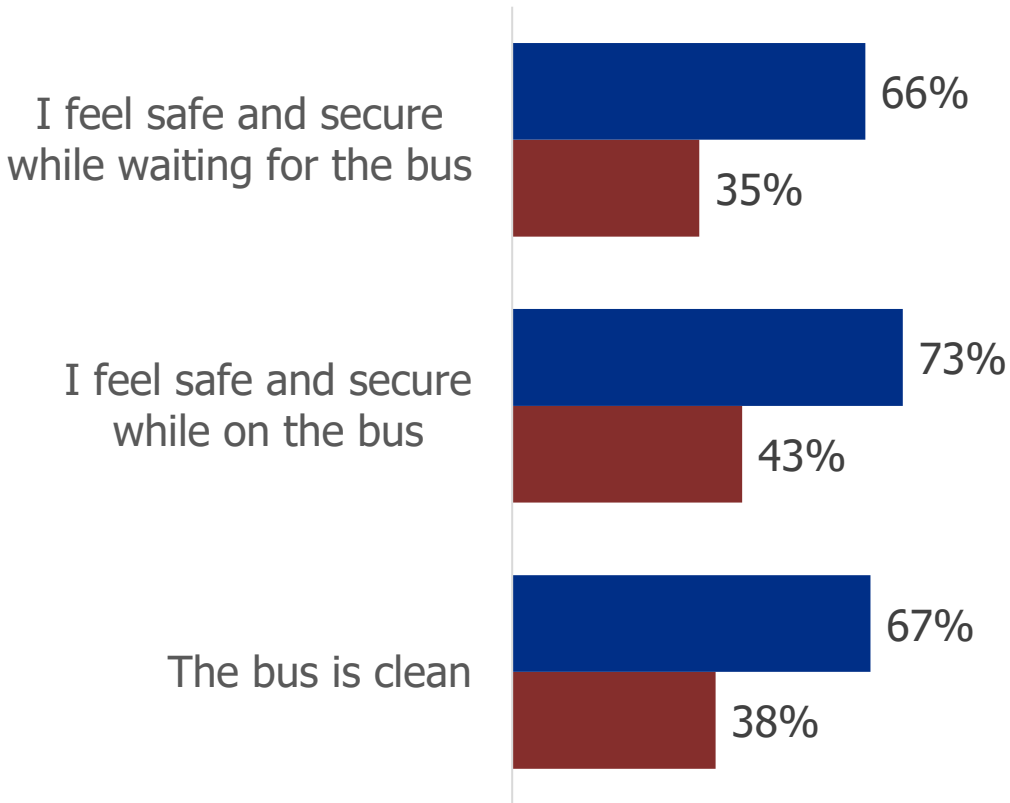
Bus chart

Legend: ■ RTD Bus   ■ National Average

	RTD Bus	National Average
I feel safe and secure while waiting for the bus	66%	35%
I feel safe and secure while on the bus	73%	43%
The bus is clean	67%	38%

Train chart

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

	RTD Rail (combined)	RTD Light Rail	RTD Commuter Rail	National Average
I feel safe and secure while waiting for the train	68%	62%	72%	34%
I feel safe and secure while on the train	76%	69%	82%	46%
The train is clean	71%	62%	80%	39%

RTD

Information

Legend (bus): RTD Bus, National Average

Legend (rail): RTD Rail (combined), RTD Light Rail, RTD Commuter Rail, National Average

It is easy to find out if buses are running on schedule
- RTD Bus: 68%
- National Average: 54%

If RTD experiences service disruptions, I am adequately informed
- RTD Bus: 57%
- National Average: 52%

It is easy to find out if trains are running on schedule
- RTD Rail (combined): 66%
- RTD Light Rail: 68%
- RTD Commuter Rail: 63%
- National Average: 56%

If RTD experiences service disruptions, I am adequately informed
- RTD Rail (combined): 56%
- RTD Light Rail: 55%
- RTD Commuter Rail: 55%
- National Average: 60%

Driver (Operator) Behavior

RTD Bus ■ **National Average** ■

Bus drivers operate the vehicle safely	83% / 69%
Bus drivers are courteous	77% / 61%
Bus drivers are helpful	78% / 60%

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

Train drivers operate the vehicle safely	87% / 81% / 92% / 72%
Train drivers are courteous	85% / 81% / 89% / 57%
Train drivers are helpful	83% / 76% / 89% / 61%

Community Value

RTD Bus ■ National Average ■
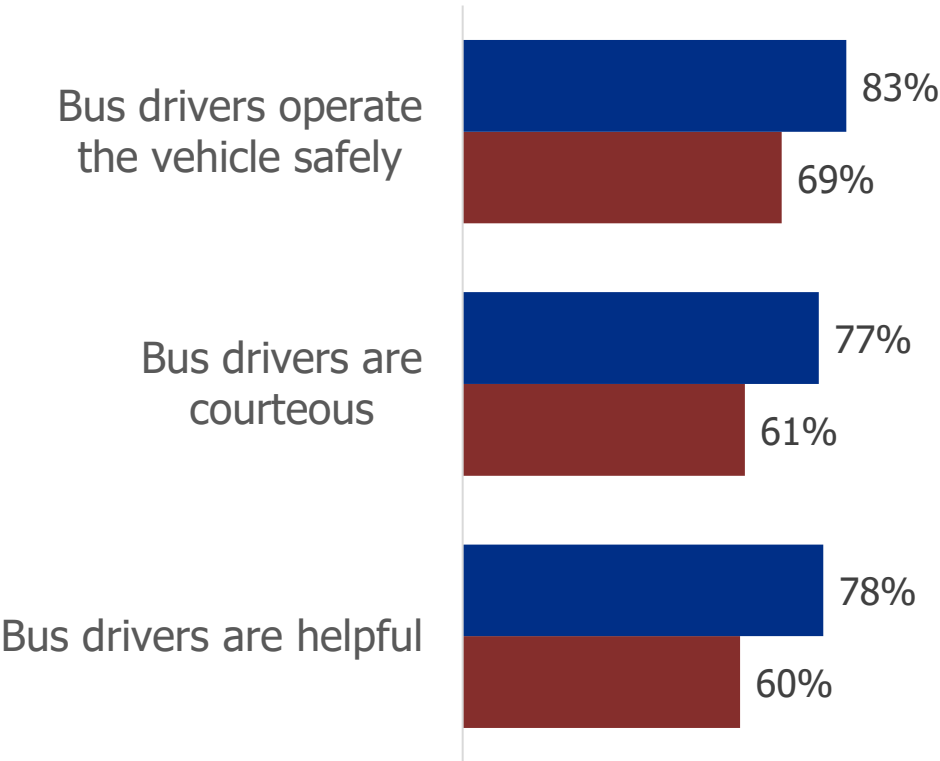
RTD provides value to the community

- RTD Bus: 85%
- National Average: 67%

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

RTD provides value to the community
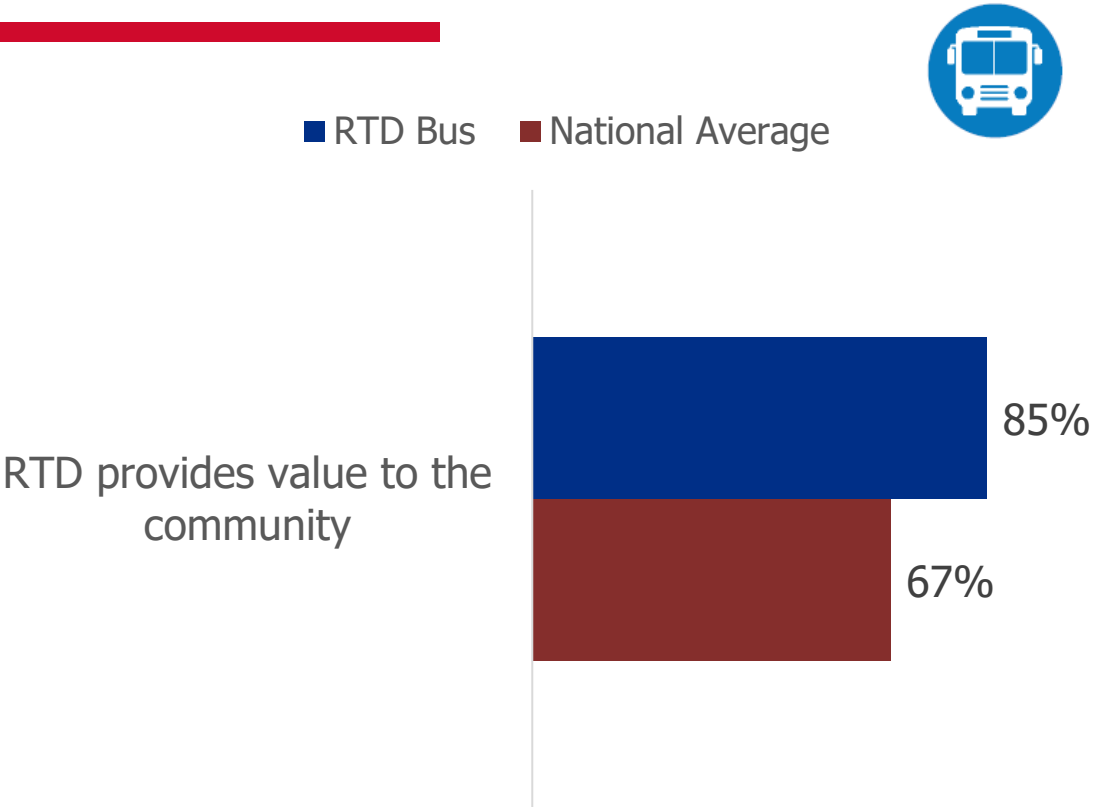
- RTD Rail (combined): 87%
- RTD Light Rail: 82%
- RTD Commuter Rail: 92%
- National Average: 73%

Trends Summary

BUS

- Ratings improved in all 19 areas assessed. Largest increases were:

  - Bus cleanliness (+13%)
  - Personal security while waiting for bus (+11%)
  - Personal security on bus (+11%)
  - Ease of finding out if buses are running on schedule (+11%)

COMMUTER RAIL

- Ratings improved in all 19 areas assessed. Largest increases were:

  - Train cleanliness (+25%)
  - Personal security on train (+21%)
  - Timely arrival of trains (+16%)
  - Personal security while waiting for train (+15%)
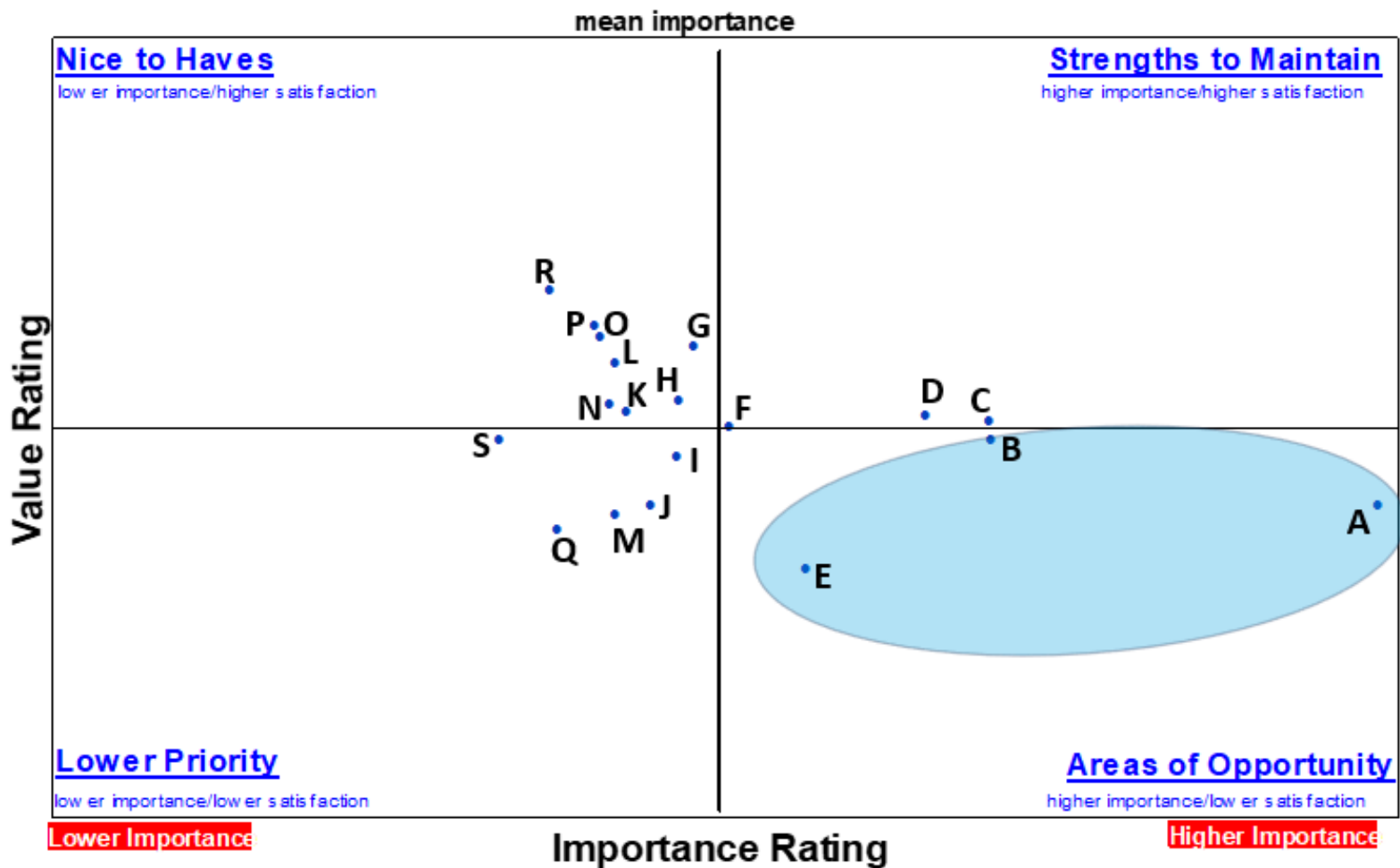
LIGHT RAIL

- Ratings improved in 16 of 19 areas assessed. Largest increases were:

  - Ease of finding out if trains are running on schedule (+11%)
  - Personal security while waiting for train (+9%)
  - Frequency (how often trains come) (+9%)
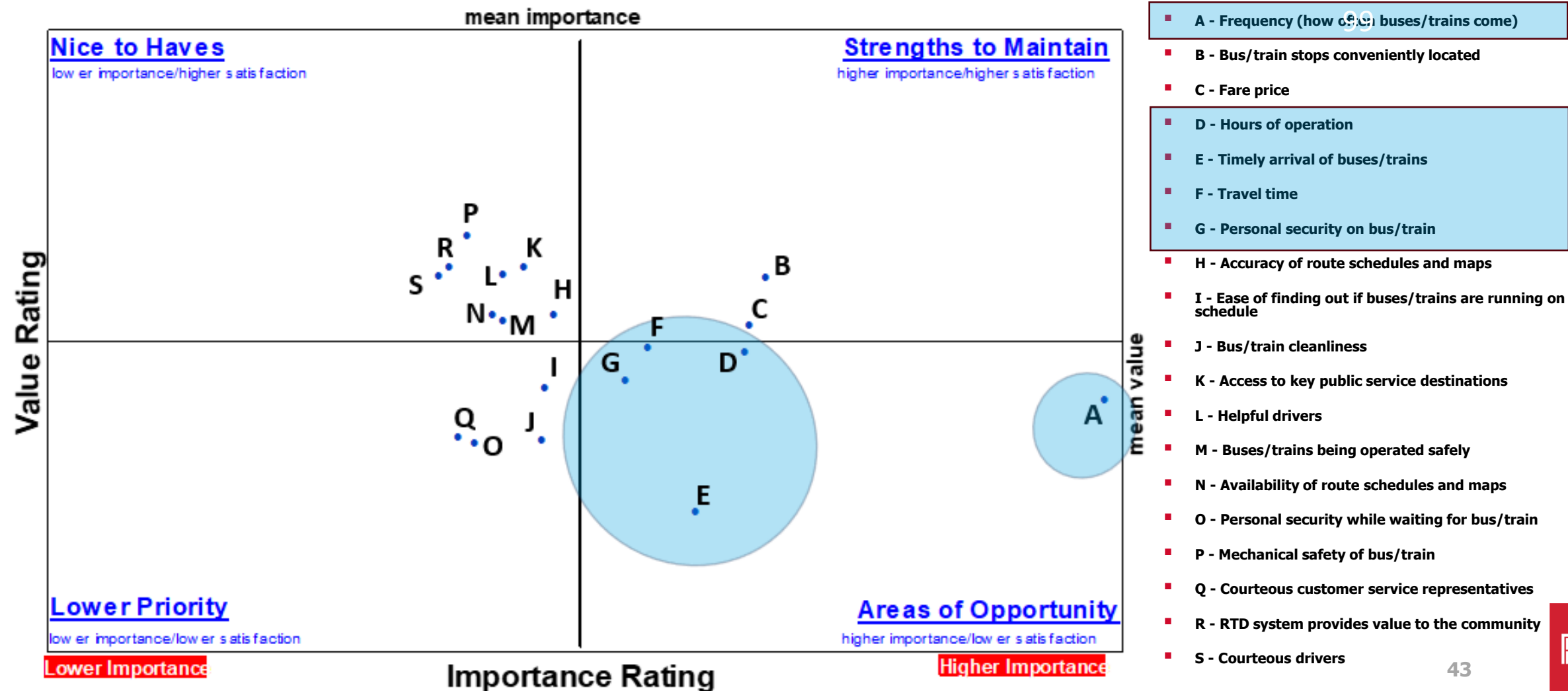 - Train cleanliness (+8%)

RTD

Key Driver Analysis: Bus

Source: ETC Institute (2025)
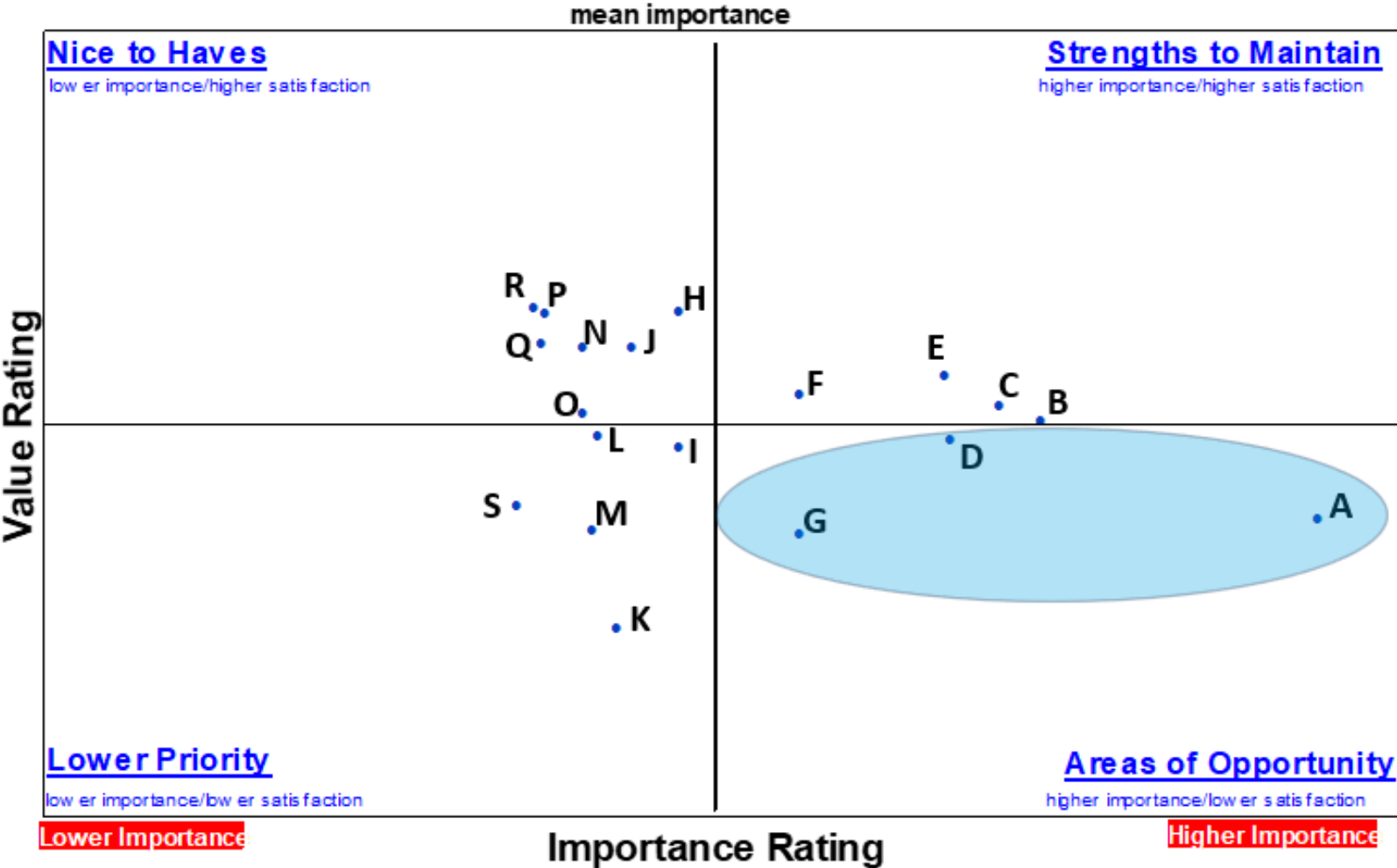
Key Driver Analysis: Light Rail

Scatter plot with axes "Importance Rating" (horizontal) and "Value Rating" (vertical). Vertical axis labeled "mean importance" at top. Horizontal axis labeled "mean value" at right.

Quadrants:
- Nice to Haves (lower importance/higher satisfaction)
- Strengths to Maintain (higher importance/higher satisfaction)
- Lower Priority (lower importance/lower satisfaction)
- Areas of Opportunity (higher importance/lower satisfaction)

Lower Importance — Higher Importance

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

Source: ETC Institute (2025)

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Key Driver Analysis: Commuter Rail

mean importance

Nice to Haves
lower importance/higher satisfaction

Strengths to Maintain
higher importance/higher satisfaction

Lower Priority
lower importance/lower satisfaction

Areas of Opportunity
higher importance/lower satisfaction

Value Rating

mean value

Importance Rating

Lower Importance

Higher Importance

Plotted points: R, P, H, Q, N, J, O, L, I, S, M, K, F, E, C, B, D, G, A

- A - Frequency (how often buses/trains come)
- B - Hours of operation
- C - Fare price
- D - Bus/train stops conveniently located
- E - Travel time
- F - Timely arrival of buses/trains
- G - Personal security on bus/train
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- Q - Courteous drivers
- R - Mechanical safety of bus/train
- S - Courteous customer service representatives

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Customer Excellence Survey – Paratransit

Methodology: Paratransit Surveys

- Distribution: mail, email, and text message delivered to active, eligible, registered customers

- Survey period: April 7 to April 23, 2025
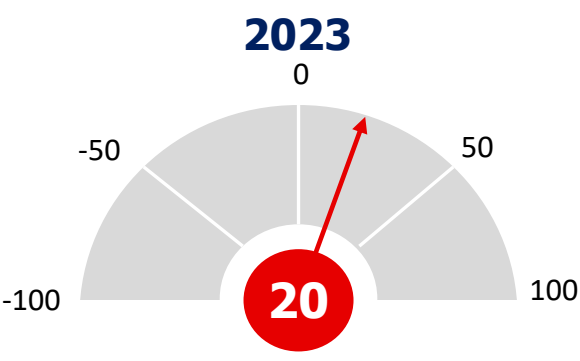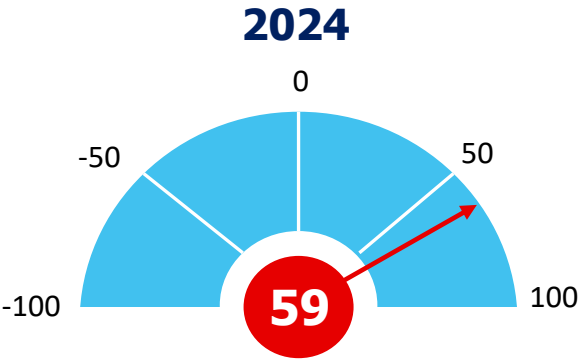
- Target sample: 400 (+/- 4.9% at the 95% confidence level)
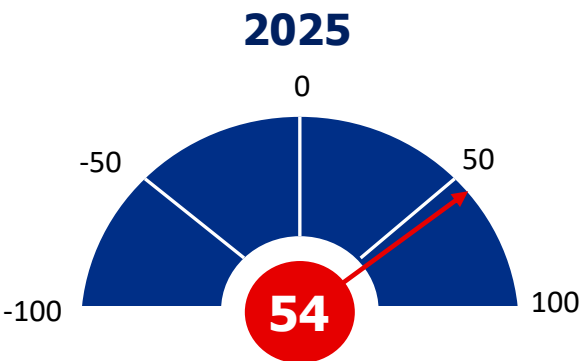
- 444 completed surveys

Overall Satisfaction: Paratransit

Satisfied and Very Satisfied
■ 2025 ■ 2024

Access-a-Ride
- 2025: 85%
- 2024: 80%

Access-on-Demand
- 2025: 96%
- 2024: 86%

Paratransit NPS

Access-a-Ride

	2025	2024	2023
Access-a-Ride	54	59	20

2025 — 54
2024 — 59
2023 — 20

Access-on-Demand

2025 — 81
2024 — 67
2023 — 58

Key Driver Analysis: Access-a-Ride

A - Vehicles arrive within scheduled pickup window

B - Fare price

C - Ease of scheduling a trip

D - Ability to get to places I need to go

E - Feeling safely secured in vehicle

F - Travel time

G - Ability to schedule trips for times I need to travel

H - Drivers operate vehicles safely

I - Personal security (safe from crime) on vehicle

J - Drivers being courteous

K - Proper mechanical safety of vehicle

L - Drivers being helpful

M - Vehicle comfort

N - Timely resolutions of my questions, concerns, or complaints

O - Vehicle cleanliness

P - Availability of scheduling staff

Key Driver Analysis: Access-on-Demand

mean importance

Nice to Haves
lower importance/higher satisfaction

Strengths to Maintain
higher importance/higher satisfaction

Value Rating

P N
O
J
H
F E
G
D
C
B
K
A
L
I

mean value

Lower Priority
lower importance/lower satisfaction

Areas of Opportunity
higher importance/lower satisfaction

Lower Importance

Higher Importance

Importance Rating
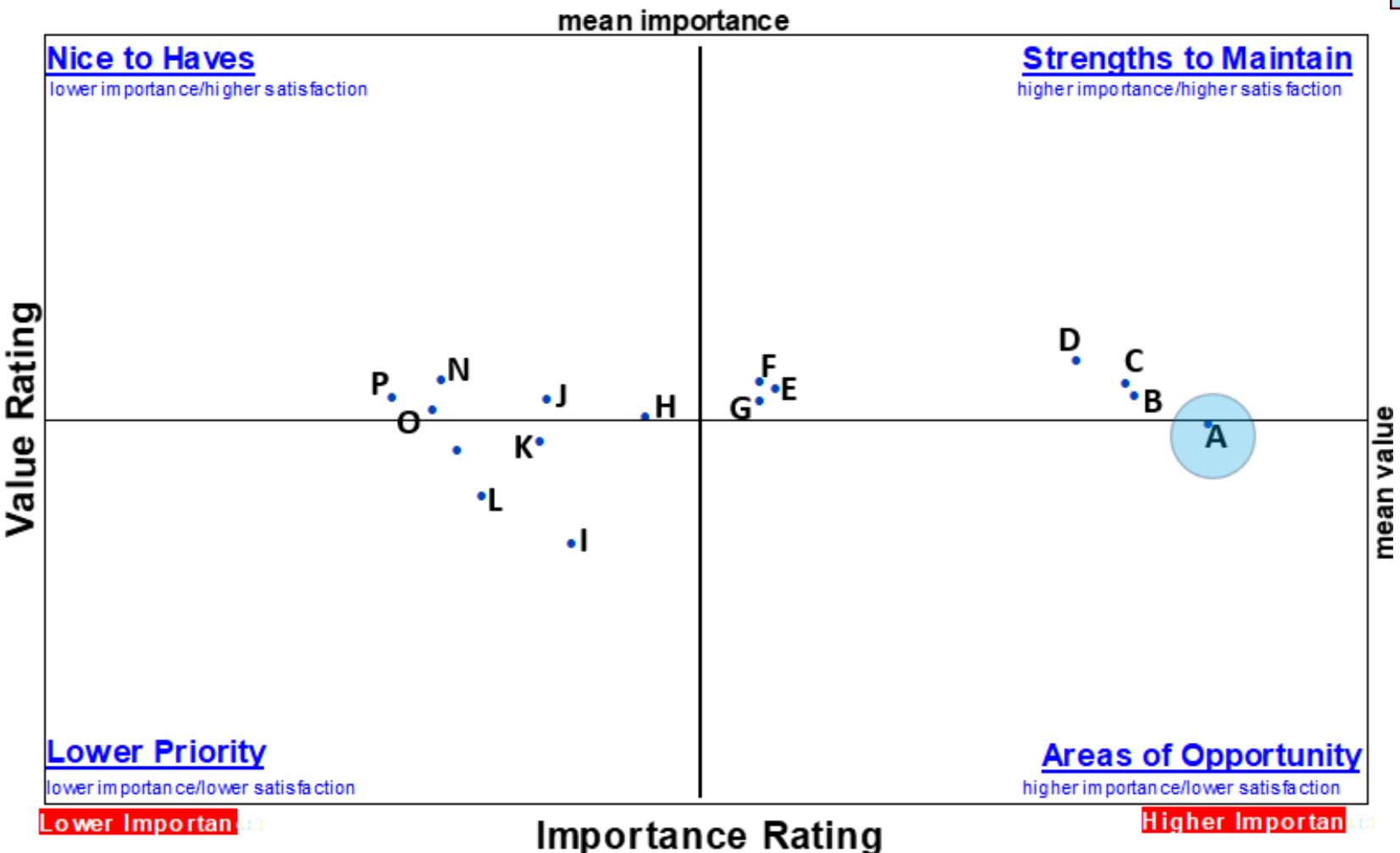
- A - Fare price
- B - Ease of scheduling a trip
- C - Vehicles arrive within scheduled pickup window
- D - Ability to get to places I need to go
- E - Travel time
- F - Ability to schedule trips for times I need to travel
- G - Drivers operate vehicles safely
- H - Feeling safely secured in vehicle
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- M - Proper mechanical safety of vehicle
- N - Vehicle cleanliness
- O - Timely resolutions of my questions, concerns, or complaints
- P - Availability of scheduling staff

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Summary/Conclusion

Summary of Key Takeaways

- **Overall satisfaction increased with RTD services has increased**

  - Ratings improved in 19 of 19 areas for Bus

  - Ratings improved in 19 of 19 areas for Commuter Rail

  - Ratings improved in 16 of 19 areas for Light Rail

- **RTD is setting the standard for service delivery**

  - Most areas rated above national average in most areas

- **Composite Net Promoter Score for all services increased by 24 points, from 13 to 37**

- Service frequency is the top opportunity for improvement for bus and rail customers based on the key driver analysis

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