



CUSTOMER AND COMMUNITY Engagement Report

August 2025



UNION STATION

4007

4008

OldHors

Customer and Community Engagement Report

UPDATED:
September 24, 2025



Regional Transportation District

1660 Blake Street
Denver, Colorado 80202

MEDIA RELATIONS Monthly Snapshot

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
News Inquiries	2023	24	25	18	24	23	21	25	36	36	9	24	22	287
	2024	26	33	58	37	47	53	77	34	61	53	49	44	572
	2025	40	51	46	43	48	43	28	56					355
	Average	30.0	36.3	40.7	34.7	39.3	39.0	43.3	42.0	48.5	31.0	36.5	33.0	

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

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
News Releases	2023	9	14	13	18	23	26	12	11	16	10	13	6	171
	2024	16	11	19	7	12	12	21	13	25	30	14	14	194
	2025	22	14	15	21	27	16	11	15					141
	Average	15.7	13.0	15.7	15.3	20.7	18.0	14.7	13.0	20.5	20.0	13.5	10.0	

News Releases: agency information widely disseminated to media outlets with the purpose of providing updates and information

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Media Events	2023	0	0	0	0	0	1	1	1	1	0	0	0	4
	2024	1	1	3	3	8	4	3	0	0	2	0	1	26
	2025	9	7	1	0	2	5	2	2					28
	Average	3.3	2.7	1.3	1.0	3.3	3.3	2.0	1.0	0.5	1.0	0.0	0.5	

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

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Interviews	2023	10	14	8	8	10	12	12	15	5	1	5	12	112
	2024	6	7	28	9	15	18	18	7	16	18	3	13	158
	2025	3	9	8	15	13	4	6	16					74
	Average	6.3	10.0	14.7	10.7	12.7	11.3	12.0	12.7	10.5	9.5	4.0	12.5	

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

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Statements	2023	1	0	3	2	0	2	1	1	6	0	1	2	19
	2024	0	4	3	4	9	2	3	1	3	2	5	0	36
	2025	1	5	1	0	0	3	0	0					10
	AVERAGE	0.7	3.0	2.3	2.0	3.0	2.3	1.3	0.7	4.5	1.0	3.0	1.0	

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

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Requests for Information	2023	13	11	7	14	13	7	11	20	25	8	18	8	155
	2024	20	22	25	24	30	36	58	26	43	32	40	30	386
	2025	6	39	40	28	35	31	22	34					235
	AVERAGE	13.0	24.0	24.0	22.0	26.0	24.7	30.3	26.7	34.0	20.0	29.0	19.0	

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

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
News Stop Articles	2023	-	-	-	-	-	-	-	-	-	-	-	-	-
	2024	8	16	21	15	18	13	17	14	15	13	17	12	179
	2025	9	10	14	15	14	11	21	17	11				122
	AVERAGE	8.5	13.0	17.5	15.0	16.0	12.0	19.0	15.5	13.0	13.0	17.0	12.0	

News Stop Articles: RTD's online source for agency updates and original articles

MEDIA RELATIONS Monthly Topics

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Human Resources	2023	2	2	3	0	5	3	0	2	2	1	0	0	20
	2024	26	33	58	37	47	53	77	34	61	53	49	44	572
	2025	40	51	46	43	48	0	3	0					231

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

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Personal Safety and Security	2023	13	6	4	5	3	4	0	6	9	1	2	1	54
	2024	16	11	19	7	12	12	21	13	25	30	14	14	194
	2025	22	14	15	21	27	6	9	11					125

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

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Bus and Rail Services	2023	0	0	0	0	0	1	1	1	1	0	0	0	4
	2024	1	1	3	3	8	4	3	0	0	2	0	1	26
	2025	9	7	1	0	2	26	17	27					89

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

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Accidents/Crashes	2023	10	14	8	8	10	12	12	15	5	1	5	12	112
	2024	6	7	28	9	15	18	18	7	16	18	3	13	158
	2025	3	9	8	15	13	2	3	11					64

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

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Fares	2023	1	0	3	2	0	2	1	1	6	0	1	2	19
	2024	0	4	3	4	9	2	3	1	3	2	5	0	36
	2025	1	5	1	0	0	1	1	2					11

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

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Governance/ Legislation	2023	13	11	7	14	13	7	11	20	25	8	18	8	155
	2024	20	22	25	24	30	36	58	26	43	32	40	30	386
	2025	6	39	40	28	35	13	1	1					163

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

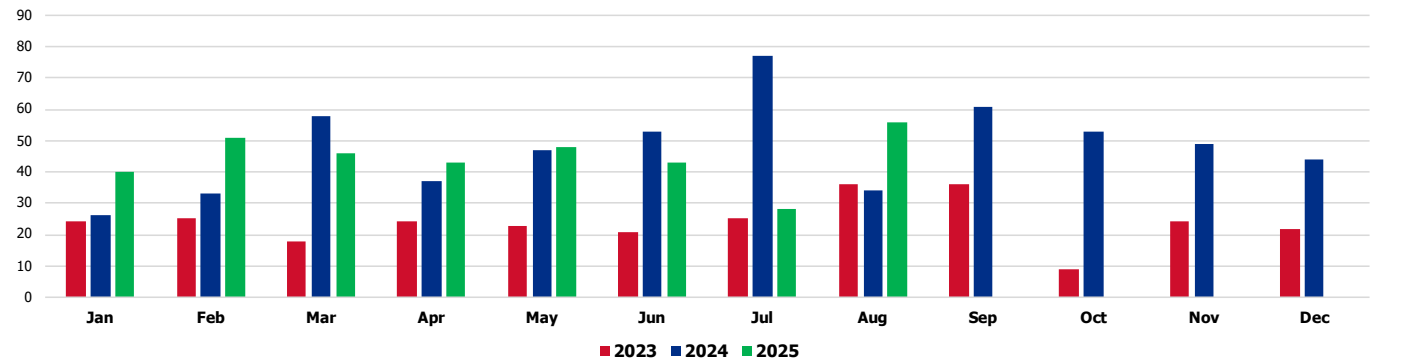
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Miscellaneous	2023	13	11	7	14	13	7	11	20	25	8	18	8	155
	2024	20	22	25	24	30	36	58	26	43	32	40	30	386
	2025	6	39	40	28	35	16	21	13					198

Miscellaneous: all other inquiries

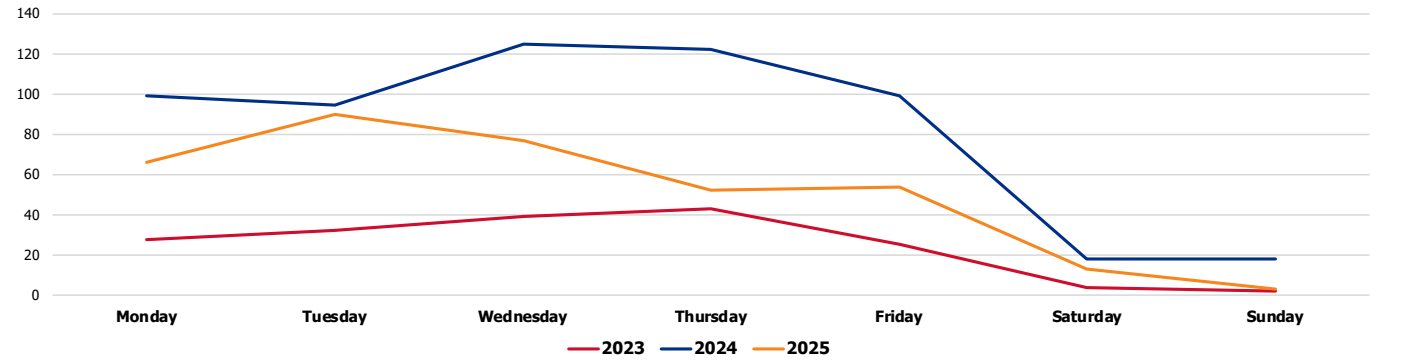
*includes all news inquiries, media events, and news releases

MEDIA RELATIONS
News Inquiries: Month and Day Received

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
News Inquiries: Month	2023	24	25	18	24	23	21	25	36	36	9	24	22	287
	2024	26	33	58	37	47	53	77	34	61	53	49	44	572
	2025	40	51	46	43	48	43	28	56					355

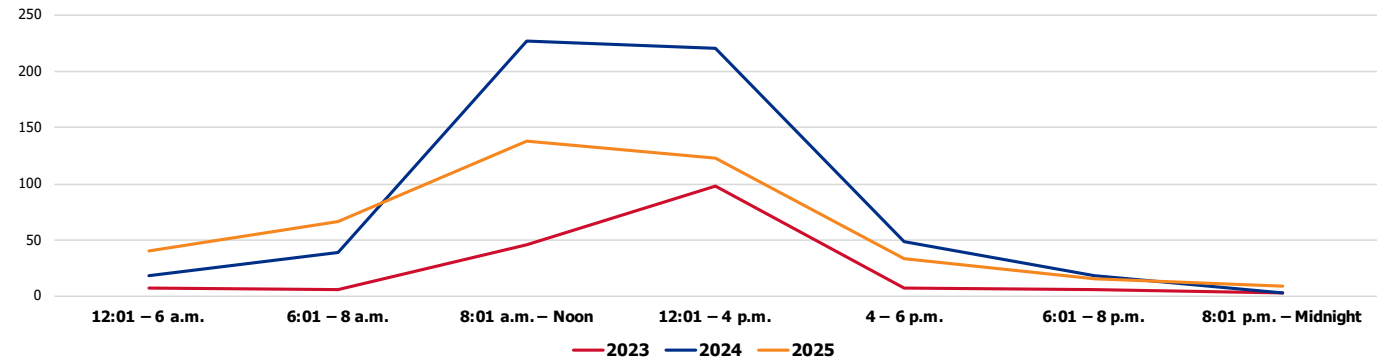


		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Monday	2023						28							28
	2024						99							99
	2025	7	5	3	10	8	8	6	19					66
Tuesday	2023						32							32
	2024						95							95
	2025	14	10	16	9	15	11	7	8					90
Wednesday	2023						39							39
	2024						125							125
	2025	4	18	6	11	6	12	9	11					77
Thursday	2023						43							43
	2024						122							122
	2025	11	6	12	4	6	4	1	8					52
Friday	2023						25							25
	2024						99							99
	2025	4	5	7	8	13	4	5	8					54
Saturday	2023						4							4
	2024						18							18
	2025	0	6	0	1	0	4	0	2					13
Sunday	2023						2							2
	2024						18							18
	2025	0	1	2	0	0	0	0	0					3



MEDIA RELATIONS
News Inquiries: Time Received

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
12:01 – 6 a.m.	2023						7							7
	2024						19							19
	2025	7	5	3	10	8	5	0	2					40
6:01 – 8 a.m.	2023						6							6
	2024						39							39
	2025	14	10	16	9	15	3	0	0					67
8:01 a.m. – Noon	2023						46							46
	2024						227							227
	2025	20	15	20	19	17	12	10	25					138
12:01 – 4 p.m.	2023						98							98
	2024						220							220
	2025	12	20	15	9	15	20	14	18					123
4 – 6 p.m.	2023						7							7
	2024						49							49
	2025	7	2	4	2	7	1	3	8					34
6:01 – 8 p.m.	2023						6							6
	2024						19							19
	2025	0	7	2	0	1	2	1	2					15
8:01 p.m. – Midnight	2023						3							3
	2024						3							3
	2025	1	3	2	2	0	0	0	1					9



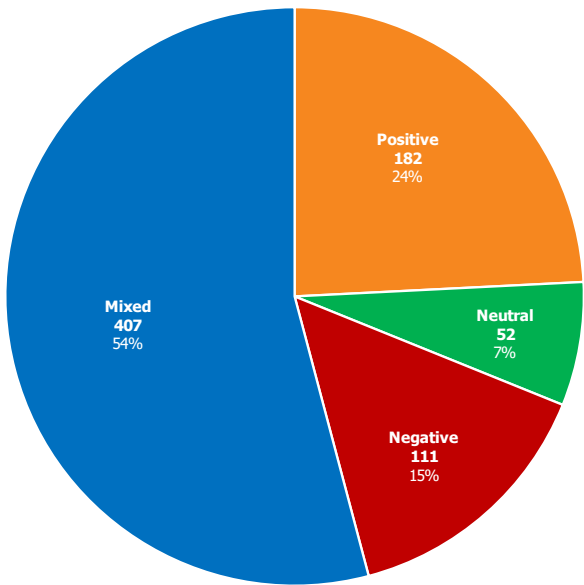
MEDIA RELATIONS

News Inquiries: Media Organization

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
9News	2023	2	2	3	4	2	2	3	3	5	1	2	2	31
	2024	3	8	10	7	9	7	14	2	8	5	6	4	83
	2025	7	10	3	11	10	4	2	2					49
Axios	2023	0	0	0	0	0	1	2	0	0	0	0	0	3
	2024	0	0	0	0	0	0	0	0	1	0	1	0	2
	2025	2	0	1	0	0	0	0	2					5
Boulder Daily Camera	2023	0	1	0	0	1	0	0	1	0	0	0	0	3
	2024	0	0	0	0	0	0	0	1	0	0	0	0	1
	2025	0	0	0	0	0	3	0	1					4
Boulder Reporting Lab	2023	0	0	0	0	0	0	0	0	0	0	0	0	0
	2024	0	0	0	0	1	0	0	0	1	0	0	0	2
	2025	0	0	0	0	0	0	0	0					0
BusinessDen	2023	0	0	0	0	2	0	0	1	0	0	0	0	3
	2024	0	0	0	0	1	0	0	0	0	0	0	0	1
	2025	0	0	0	0	0	2	1	0					3
CBS4 Colorado	2023	4	2	3	1	2	0	1	3	3	1	0	1	21
	2024	4	4	5	1	2	7	10	8	13	9	3	4	70
	2025	4	7	7	7	6	6	4	8					49
Colorado Community Media	2023	0	0	1	0	1	0	0	0	0	0	0	0	2
	2024	0	0	2	0	1	2	2	0	0	2	1	2	12
	2025	0	0	0	1	0	0	0	0					1
CPR/Denverite	2023	2	0	1	2	1	1	4	3	3	2	6	4	29
	2024	1	0	2	3	7	11	6	3	9	5	12	7	66
	2025	11	9	4	1	3	0	2	3					33
Denver Business Journal	2023	0	0	0	1	1	1	0	1	0	0	0	0	4
	2024	0	0	0	0	1	0	0	0	0	0	1	0	2
	2025	0	0	0	0	0	0	2	0					2
Denver Gazette	2023	0	1	0	2	1	1	0	1	3	0	0	2	11
	2024	1	1	6	3	5	2	3	4	3	1	1	1	31
	2025	3	4	4	1	1	6	0	6					25
Denver Post	2023	0	2	1	6	2	5	3	3	2	0	4	3	31
	2024	2	6	9	3	3	2	8	3	4	6	3	7	56
	2025	11	6	4	5	4	6	2	8					46
Denver7	2023	8	5	3	3	4	1	2	4	8	1	5	2	46
	2024	5	2	8	4	8	7	15	0	4	5	10	4	72
	2025	4	6	10	7	7	9	6	12					61
Fox31/CW2	2023	4	2	0	1	1	5	3	3	7	1	2	3	32
	2024	5	5	9	8	7	6	12	1	6	9	2	6	76
	2025	1	9	2	4	7	4	5	5					37
KOA Radio	2023	1	2	1	1	1	2	2	2	1	0	0	1	14
	2024	1	2	2	0	2	0	0	0	2	0	1	2	12
	2025	2	0	1	0	5	2	0	1					11
Longmont Times-Call	2023	0	0	0	0	0	0	0	0	0	0	0	1	1
	2024	0	0	0	0	1	1	0	0	2	0	0	0	4
	2025	0	0	0	0	0	0	0	0					0
Telemundo	2023	1	1	1	0	2	0	1	0	0	0	0	1	7
	2024	0	0	2	2	1	0	2	0	0	0	0	0	7
	2025	1	3	2	2	1	0	0	0					9
The Colorado Sun	2023	0	0	0	0	0	0	1	0	0	0	0	1	2
	2024	0	0	0	1	1	0	0	0	1	4	0	0	7
	2025	0	0	3	0	0	1	0	0					4
Univision	2023	0	1	0	0	1	0	0	1	2	0	0	0	5
	2024	1	0	0	0	0	0	1	0	0	1	0	2	5
	2025	0	0	0	0	0	0	0	0					0
Westword	2023	1	0	2	0	0	1	1	2	0	0	1	0	8
	2024	1	1	2	1	2	6	1	2	2	1	2	1	22
	2025	1	1	2	0	0	0	3	3					10
Other	2023	1	6	2	3	1	1	2	8	2	3	4	0	33
	2024	2	3	4	7	5	5	6	13	10	5	8	4	72
	2025	7	6	8	4	4	2	1	5					37

MEDIA RELATIONS
Earned Media: Daily Overview

Date	Weekday	Volume	Impressions		Sentiment			
			Potential	% Total	Positive	Neutral	Negative	Mixed
August 1, 2025	Friday	12	783,357	0.30%	5	1	3	3
August 2, 2025	Saturday	0	0	0.00%	0	0	0	0
August 3, 2025	Sunday	3	2,488	0.00%	1	0	2	0
August 4, 2025	Monday	76	20,935,885	8.00%	6	2	27	41
August 5, 2025	Tuesday	58	18,573,029	7.09%	3	0	10	45
August 6, 2025	Wednesday	8	625,095	0.24%	2	0	0	6
August 7, 2025	Thursday	18	1,998,062	0.76%	6	0	4	8
August 8, 2025	Friday	20	8,221,680	3.14%	1	1	3	15
August 9, 2025	Saturday	17	170,985	0.07%	0	0	0	17
August 10, 2025	Sunday	12	137,654	0.05%	0	1	4	7
August 11, 2025	Monday	27	74,913,185	28.61%	3	5	2	17
August 12, 2025	Tuesday	18	1,300,285	0.50%	4	0	0	14
August 13, 2025	Wednesday	23	9,046,894	3.46%	5	3	2	13
August 14, 2025	Thursday	4	121,628	0.05%	2	1	0	1
August 15, 2025	Friday	9	553,965	0.21%	2	1	0	6
August 16, 2025	Saturday	3	136,936	0.05%	0	0	0	3
August 17, 2025	Sunday	2	322,600	0.12%	0	0	1	1
August 18, 2025	Monday	13	2,306,917	0.88%	1	3	2	7
August 19, 2025	Tuesday	124	4,273,567	1.63%	108	2	4	10
August 20, 2025	Wednesday	14	7,386,179	2.82%	2	5	1	6
August 21, 2025	Thursday	9	16,872,744	6.44%	1	2	0	6
August 22, 2025	Friday	76	683,915	0.26%	0	2	14	60
August 23, 2025	Saturday	45	747,388	0.29%	1	0	19	25
August 24, 2025	Sunday	5	414,689	0.16%	0	0	2	3
August 25, 2025	Monday	19	15,497,251	5.92%	1	3	1	14
August 26, 2025	Tuesday	40	15,553,709	5.94%	19	3	2	16
August 27, 2025	Wednesday	16	2,235,303	0.85%	3	3	0	10
August 28, 2025	Thursday	25	1,838,349	0.70%	1	5	4	15
August 29, 2025	Friday	31	1,791,726	0.68%	2	4	1	24
August 30, 2025	Saturday	13	53,159,034	20.30%	2	1	1	9
August 31, 2025	Sunday	12	1,204,363	0.46%	1	4	2	5
		752	261,808,862		182	52	111	407



Sentiment Definitions
Positive: an analysis of media coverage that indicates the content is positive or supportive of RTD's services, decisions, operations, etc.
Neutral: an analysis of media coverage that indicates a low-emotion item or content that is balanced, with positive and negative values canceling each other out
Negative: an analysis of media coverage that indicates the content is negative or critical of RTD's services, decisions, operations, etc.
Mixed: an analysis of media coverage that contains both positive and negative opinions, making it difficult to categorize the article as strictly positive, negative, or neutral

CUSTOMER AND COMMUNITY OUTREACH
Community Engagement Events

Number of Events and Activations

	2023	2024	2025
January	11	11	17
February	15	35	22
March	21	20	33
April	37	25	30
May	43	35	30
June	36	27	23
July	21	16	26
August	64	33	21
September	14	37	
October	35	24	
November	37	16	
December	20	12	
TOTAL	354	291	202

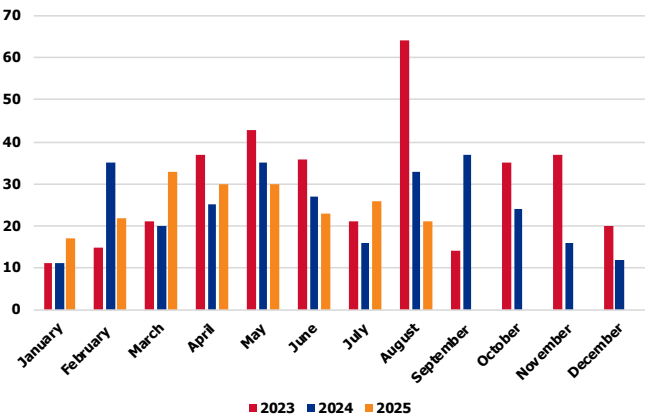
Number of People Engaged

	2023	2024	2025
January	664	1,214	1,411
February	1,368	4,732	1,491
March	1,052	1,832	2,339
April	2,292	3,058	3,549
May	2,169	2,027	4,528
June	2,547	3,073	2,891
July	1,497	1,840	1,718
August	5,504	9,344	3,125
September	883	6,427	
October	5,857	2,833	
November	3,022	2,473	
December	2,376	396	
TOTAL	29,231	39,249	21,052

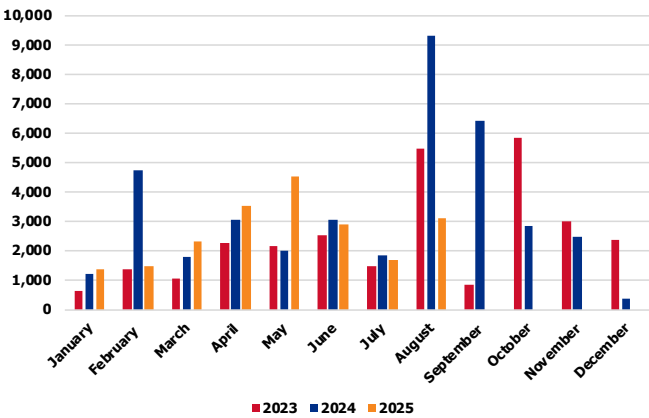
People Engaged per Event (Average)

2023	2024	2025	AVERAGE
60.4	110.4	83.0	84.6
91.2	135.2	67.8	98.1
50.1	91.6	70.9	70.9
61.9	122.3	118.3	100.9
50.4	57.9	150.9	86.4
70.8	113.8	125.7	103.4
71.3	115.0	66.1	84.1
86.0	283.2	148.8	172.7
63.1	173.7		118.4
167.3	118.0		142.7
81.7	154.6		118.1
118.8	33.0		75.9
81	126	104	103.6

Number of Events and Activations



Number of People Engaged



Events by Location

	2024	2025	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Arvada	4	3	0	0	1	1	0	0	1	0				
Aurora	21	13	0	3	2	2	4	0	1	1				
Boulder	11	16	0	1	4	0	0	8	2	1				
Broomfield	2	1	0	0	0	0	1	0	0	0				
Brighton	6	0	0	0	0	0	0	0	0	0				
Centennial	0	0	0	0	0	0	0	0	0	0				
Commerce City	3	1	0	1	0	0	0	0	0	0				
Denver	169	120	13	10	13	22	18	10	16	18				
Edgewater	1	0	0	0	0	0	0	0	0	0				
Englewood	6	5	1	1	0	1	0	1	1	0				
Golden	5	0	0	0	0	0	0	0	0	0				
Greenwood Village	2	0	0	0	0	0	0	0	0	0				
Highlands Ranch	3	1	0	1	0	0	0	0	0	0				
Lakewood	6	11	0	1	3	0	3	2	1	1				
Littleton	2	2	0	0	1	0	0	1	0	0				
Lone Tree	7	2	0	0	1	1	0	0	0	0				
Longmont	2	1	0	0	1	0	0	0	0	0				
Louisville	1	1	0	0	0	0	1	0	0	0				
Northglenn	2	2	0	0	1	1	0	0	0	0				
Parker	0	0	0	0	0	0	0	0	0	0				
Sheridan	0	0	0	0	0	0	0	0	0	0				
Thornton	5	1	0	0	1	0	0	0	0	0				
Westminster	1	3	1	0	1	0	0	0	1	0				
Wheat Ridge	0	0	0	0	0	0	0	0	0	0				
Virtual/Other	32	19	2	4	4	2	3	1	3	0				
TOTAL	291	202	17	22	33	30	30	23	26	21	0	0	0	0

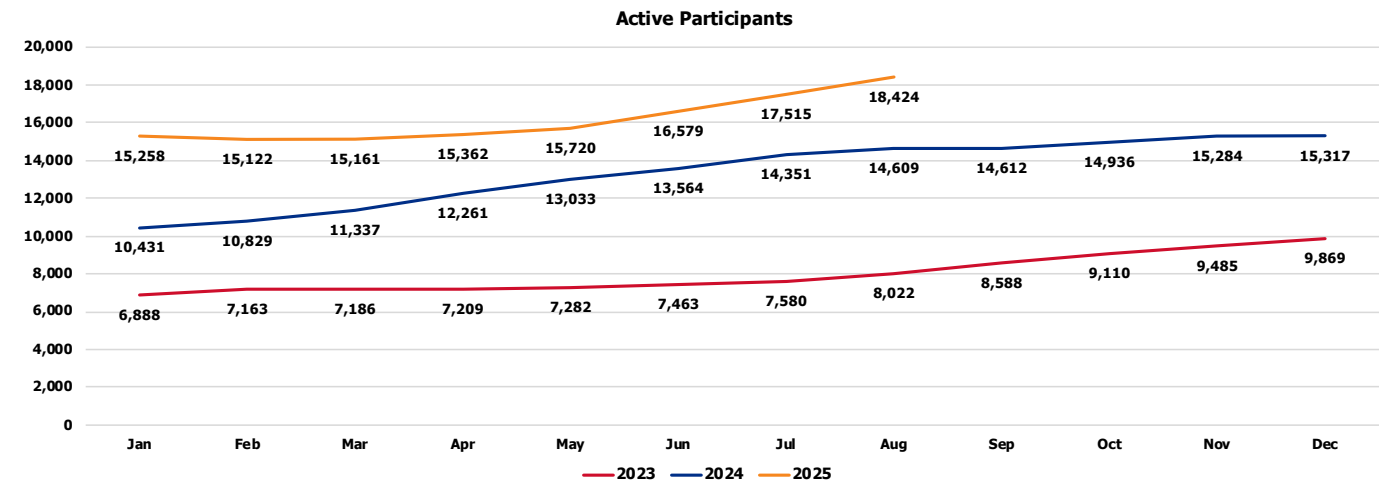
CUSTOMER AND COMMUNITY OUTREACH

Community Engagement Events

Event Date	Event	Role	Location	Zip Code	Engaged
August 1, 2025	35 Years of Progress: ADA Past, Present, and Future	Presentation	Denver	80309	89
August 1, 2025	Americans with Disabilities Act	Booth/Table	Denver	80223	20
August 2, 2025	West Colfax Festival	Booth/Table	Denver	80239	12
August 5, 2025	Rude Recreation Center Resource Fair	Booth/Table	Denver	80309	98
August 5, 2025	National Night Out - UpDoNa	Booth/Table	Denver	80202	96
August 5, 2025	National Night Out - Denver	Booth/Table	Denver		37
August 7, 2025	How to Ride at East High School	Presentation	Denver	80222	25
August 8, 2025	Servicios de la Raza Back to School Resource Fair	Booth/Table	Denver	80113	25
August 11, 2025	APTA Sustainability, Operations, and Planning Conference	Booth/Table	Denver	80202	15
August 11, 2025	Denver Housing Authority Sloan's Lake Monthly Resident Meeting	Presentation	Denver	80206	50
August 13, 2025	Bridge the Gap - Snip and Supply Drive	Booth/Table	Denver		24
August 13, 2025	Boulder Contract Opportunities Expo	Booth/Table	Boulder	80309	150
August 14, 2025	Byrant Webster Dual Language Back to School Resource Fair	Booth/Table	Denver	80011	150
August 15, 2025	Councilwoman Amanda P. Sandoval's Annual Movie in the Park	General Attendee	Denver	80205	550
August 16, 2025	Recycle God's Love - Grace City Church Homeless Outreach	General Attendee	Denver		27
August 21, 2025	Greater Denver Area Veterans Job Fair	Booth/Table	Aurora	80019	175
August 22, 2025	CCU Week of Welcome	Booth/Table	Lakewood	80226	118
August 27, 2025	Storytime on the L Line	General Attendee	Denver	80004	40
August 27, 2025	2025 DRCOG Awards Celebration	General Attendee	Denver	80202	17
August 28, 2025	How to Ride Presentation - Swigert International School	Presentation	Denver	80222	50
August 28, 2025	DEN Procurement Tradeshow and BDTA Graduation 2025	Booth/Table	Denver	80205	30

CUSTOMER AND COMMUNITY OUTREACH
Live Program

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Applications Submitted	2023	1,327	1,122	1,122	1,000	1,062	1,229	1,390	1,912	2,140	2,078	2,115	1,802	18,299
	2024	2,433	2,474	2,972	2,991	2,834	2,683	2,850	3,120	3,089	3,217	3,160	2,996	34,819
	2025	3,738	2,811	2,563	2,757	2,469	2,500	2,711	2,708					22,257
Applications Approved	2023	697	800	654	579	655	701	608	921	1,209	1,133	984	928	9,869
	2024	1,259	1,198	1,162	1,503	1,427	1,232	1,395	1,179	1,212	1,457	1,332	961	15,317
	2025	1,200	1,072	1,196	1,707	1,785	2,031	2,331	2,089					13,411
Active Participants	2023	6,888	7,163	7,186	7,209	7,282	7,463	7,580	8,022	8,588	9,110	9,485	9,869	
	2024	10,431	10,829	11,337	12,261	13,033	13,564	14,351	14,609	14,612	14,936	15,284	15,317	
	2025	15,258	15,122	15,161	15,362	15,720	16,579	17,515	18,424					



CUSTOMER CARE

Inbound Customer Engagement and Support

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Total Call Volume	2024	513,870												513,870
	2025	41,131	36,621	38,284	39,270	40,971	38,850	35,699	39,781					310,607

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average Speed to Answer	2024	:24											
	2025	:16	:16	:16	:16	:19	:19	:20	:21				

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Average Handle Time per Call	2024	3:16											
	2025	3:18	3:14	3:13	3:14	3:14	3:14	3:14	3:15				

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
FlexRide Reservations	2024	79,527												79,527
	2025	6,972	6,286	6,475	6,829	6,094	5,891	6,327	6,615					51,489

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Emails/Web Forms Received	2023	13,992												13,992
	2024	20,505												20,505
	2025	1,554	1,365	1,430	1,695	1,636	1,504	1,404	1,767					12,355

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Social Media Messages Received	2023	48,693												48,693
	2024	25,618												25,618
	2025	1,768	1,424	1,218	1,350	1,691	2,258	1,451	1,723					12,883

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Social Media Messages Actioned	2023	43,352												43,352
	2024	25,437												25,437
	2025	1,763	1,419	1,214	1,345	1,683	2,214	1,440						11,078

CUSTOMER CARE

Customer Support by Case Category

Fixed Route and FlexRide

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Customer Experience	2024	18,709												18,709
	2025	1,505	1,186	1,237	1,229	1,256	1,345	1,260	1,459					10,477
Service Delivery	2024	2,268												2,268
	2025	182	167	180	189	195	180	190	182					1,465
Commendation	2024	1,828												1,828
	2025	148	169	208	126	168	126	145	157					1,247
Lost and Found	2024	4,151												4,151
	2025	341	315	348	345	359	320	336	405					2,769
Public Facilities	2024	1,017												18,709
	2025	72	67	78	81	73	72	89	101					633
Inquiry/Request	2024	7,376												18,709
	2025	556	469	479	755	631	497	430	621					4,438

Paratransit

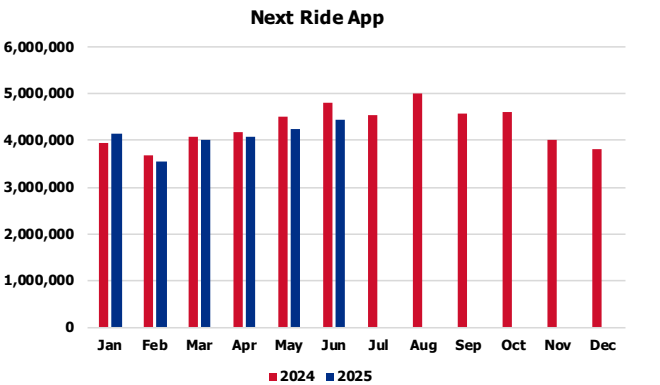
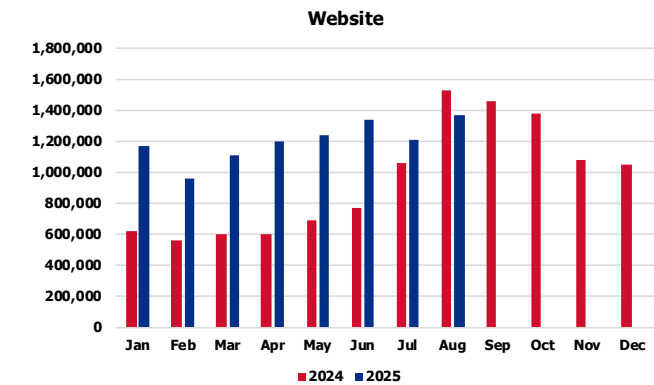
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Customer Experience	2024	1,964												1,964
	2025	145	108	145	119	151	129	178	152					1,127
Service Delivery	2024	985												985
	2025	97	53	55	66	76	73	71	73					564
Commendation	2024	920												920
	2025	93	85	73	61	80	65	76	72					605
QRyde/ Software Issue	2024	64												64
	2025	10	3	4	9	8	23	6	9					72

Customer Cases

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Cases Researched	2024	9,554												9,554
	2025	718	652	713	647	635	699	628	712					5,404
Video Playbacks Reviewed	2024	863												863
	2025	69	93	94	83	77	82	76	93					667
Average Days to Resolve	2024	6.90												6.90
	2025	4.25	5.26	5.12	5.51	5.23	5.12	5.12	5.02					5.08

WEBSITE AND NEXT RIDE APP
Monthly Sessions and Users

		Total Sessions												TOTAL
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Website	2024	617,112	560,218	599,421	601,250	686,621	771,007	1,058,959	1,526,690	1,460,823	1,374,969	1,080,084	1,047,191	11,384,345
	2025	1,169,426	964,783	1,108,136	1,202,354	1,238,507	1,339,469	1,213,772	1,364,320					9,600,767
Next Ride App	2024	3,938,435	3,676,778	4,085,680	4,184,714	4,493,141	4,796,424	4,550,584	4,995,757	4,591,428	4,612,254	4,002,768	3,811,120	51,739,083
	2025	4,131,996	3,553,321	4,017,839	4,065,442	4,236,663	4,445,649	3,889,451	4,505,138					32,845,499



		Unique Users: Website												TOTAL
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Unique Mobile Users	2024	110,751	102,471	115,366	109,684	129,053	158,577	158,859	167,284	160,040	147,403	111,297	105,994	1,576,779
	2025	110,974	89,805	112,192	123,608	133,137	145,949	125,463	152,741					993,869
Unique Desktop Users	2024	69,344	71,338	66,222	70,775	77,210	76,527	78,381	79,047	80,630	72,182	58,647	54,203	854,506
	2025	65,232	55,781	55,781	69,939	65,458	68,028	66,916	73,198					520,333
% Unique Mobile Users	2024	61.5%	59.0%	63.5%	60.8%	62.6%	67.4%	67.0%	67.9%	66.5%	67.1%	65.5%	66.2%	
	2025	63.0%	61.7%	66.8%	63.9%	67.0%	68.2%	65.2%	67.6%					

		Unique Users: Next Ride App												TOTAL
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Unique Mobile Users	2024	224,597	209,683	237,832	234,645	259,316	276,175	268,500	276,881	260,114	249,536	222,361	213,440	2,933,080
	2025	198,521	174,172	203,156	206,906	221,154	240,162	223,069	245,213					1,712,353
Unique Desktop Users	2024	59,372	53,844	58,807	61,660	66,750	69,193	67,822	68,709	64,639	62,760	55,619	52,859	742,034
	2025	61,961	51,585	76,289	61,671	62,018	65,404	61,353	65,632					505,913
% Unique Mobile Users	2024	79.1%	79.6%	80.2%	79.2%	79.5%	80.0%	79.8%	80.1%	80.1%	79.9%	80.0%	80.2%	
	2025	76.2%	77.2%	72.7%	77.0%	78.1%	78.6%	78.4%	78.9%					

WEBSITE AND NEXT RIDE APP
Translated Sessions

		Website												TOTAL
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Spanish	2024	10,871	11,046	11,478	11,589	13,360	13,770	21,333	34,201	32,079	29,985	22,205	21,952	233,869
	2025	25,176	16,011	40,219	24,352	26,280	21,404	20,293	25,226					198,961
Chinese	2024	937	1,089	1,084	1,085	1,245	1,766	2,622	3,905	3,081	2,597	2,247	2,034	23,692
	2025	2,286	1,911	3,195	5,615	3,720	3,441	2,769	3,391					26,328
Vietnamese	2024	-	77	135	251	89	141	108	319	310	209	179	168	1,986
	2025	75	130	399	213	225	106	144	282					1,574
Russian	2024	-	-	-	97	421	368	593	799	1,093	962	704	489	5,526
	2025	449	406	2,283	524	656	794	703	816					6,631
Korean	2024	-	-	-	-	-	-	-	-	-	-	440	972	1,412
	2025	1,263	934	2,806	1,892	2,114	1,467	1,456	1,553					13,485
French	2024	-	-	-	-	-	-	-	-	-	-	-	-	0
	2025	-	-	-	1,770	2,483	2,426	2,968	3,006					12,653
Somali	2024	-	-	-	-	-	-	-	-	-	-	-	-	0
	2025	-	-	-	4	2	8	6	16					36
Nepali	2024	-	-	-	-	-	-	-	-	-	-	-	-	0
	2025	-	-	-	4	8	13	1	19					45
Amharic	2024	-	-	-	-	-	-	-	-	-	-	-	-	0
	2025	-	-	-	30	104	115	70	72					391

		Next Ride App												TOTAL
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Spanish	2024	15,148	18,153	19,011	20,407	18,821	14,819	14,833	18,058	14,548	13,804	12,125	12,247	191,974
	2025	11,637	9,414	12,931	12,196	11,557	10,030	15,717	10,731					94,213
Chinese	2024	676	887	1,058	657	1,159	1,077	977	868	593	768	554	2,990	12,264
	2025	2,437	1,739	738	1,292	1,431	1,149	956	781					10,523
Vietnamese	2024	-	-	17	351	122	253	112	153	548	778	426	365	3,125
	2025	154	251	183	149	114	177	332	125					1,485
Russian	2024	-	-	-	67	628	1,422	2,040	1,802	2,284	2,164	1,408	1,505	13,320
	2025	1,100	1,426	1,576	1,137	1,617	1,703	1,219	2,096					11,874
Korean	2024	-	-	-	-	-	-	-	-	-	-	82	173	255
	2025	265	475	694	848	495	1,036	376	354					4,543
French	2024	-	-	-	-	-	-	-	-	-	-	-	-	0
	2025	-	-	-	507	524	570	497	723					2,821
Somali	2024	-	-	-	-	-	-	-	-	-	-	-	-	0
	2025	-	-	-	90	211	66	69	112					548
Nepali	2024	-	-	-	-	-	-	-	-	-	-	-	-	0
	2025	-	-	-	55	448	727	975	794					2,999
Amharic	2024	-	-	-	-	-	-	-	-	-	-	-	-	0
	2025	-	-	-	65	4	258	99	132					558

WEBSITE AND NEXT RIDE APP

Features and Page Views

		Website												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
accessiBe	2024	-	-	-	-	-	-	572	1,200	1,579	1,423	957	769	6,500
	2025	933	892	756	942	972	1,135	993	1,203					7,826
Plan a Trip Widget	2024	-	-	-	-	-	-	-	-	9,935	19,228	17,382	16,815	63,360
	2025	17,466	14,783	17,098	17,162	17,252	19,270	16,986	18,979					138,996
Board of Directors	2024	3,011	2,359	2,526	2,454	2,429	3,169	3,701	5,327	5,870	13,053	7,845	4,713	56,457
	2025	6,194	5,340	5,332	5,405	5,212	6,127	6,174	6,788					46,572
Budget	2024	-	-	-	-	-	-	-	-	-	278	1,473	761	2,512
	2025	399	273	258	312	289	252	337	340					2,460
News Stop	2024	1,027	1,019	1,327	1,025	940	1,109	1,822	2,303	2,643	2,399	1,642	1,700	18,956
	2025	2,162	1,679	1,751	2,020	1,948	2,132	2,062	2,536					16,290
News Releases	2024	105	69	80	61	71	74	173	244	302	178	187	176	1,720
	2025	263	158	162	164	263	224	179	241					1,654
Downtown Rail Project	2024	-	1,146	2,759	3,236	7,634	7,485	9,291	11,003	9,282	2,230	995	966	56,027
	2025	1,313	971	895	884	978	1,076	972	20,769					27,858
Light Rail Speed Restrictions	2024	-	-	-	-	-	10,045	15,634	10,383	16,782	24,131	16,186	15,188	108,349
	2025	18,027	15,024	11,545	9,419	6,765	849	418	407					62,454
Light Rail Maintenance	2024	-	-	-	-	-	542	1,745	2,823	4,344	5,384	2,744	2,378	19,960
	2025	2,483	1,641	1,038	1,021	725	227	142	174					7,451
Train Horns	2024	-	-	-	-	-	-	-	790	234	132	376	225	1,757
	2025	75	106	74	70	109	119	185	142					880
Paratransit Peer Review	2024	-	-	-	-	-	-	-	-	3,897	4,358	383	1,379	10,017
	2025	543	536	176	184	173	413	622	523					3,170
Personal Safety	2024	-	-	-	-	-	-	-	-	-	-	-	-	0
	2025	-	-	1,272	827	469	410	458	3,471					6,907

		Next Ride App												
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	TOTAL
Plan a Trip	2024	444,179	423,467	463,906	460,331	486,601	548,417	508,976	569,830	737,534	1,002,504	877,258	768,147	7,291,150
	2025	824,733	719,630	1,044,544	1,455,905	1,106,423	1,667,717	1,827,869	1,696,594					10,343,415
Bus and Rail Schedules	2024	331,119	294,532	330,502	343,446	371,946	404,044	378,142	406,355	371,556	365,716	315,924	315,569	4,228,851
	2025	332,492	281,502	326,715	339,546	344,178	379,288	341,417	362,461					2,707,599
Purchase Tickets (MyRide)	2024	-	-	11,433	13,808	16,014	20,190	17,957	18,527	16,645	15,699	12,833	11,201	154,307
	2025	10,545	9,787	11,985	11,829	12,783	15,493	14,447	16,234					103,103
Schedule: A Line	2024	159,674	156,634	183,914	179,441	204,293	216,560	226,477	218,429	204,406	197,891	197,728	200,803	2,346,250
	2025	166,935	148,975	177,588	189,953	219,394	221,294	223,370	241,435					1,588,944
Schedule: AB1 Route	2024	117,788	112,395	134,777	123,616	136,891	139,133	139,906	135,406	135,611	137,115	147,997	148,257	1,608,892
	2025	122,812	104,224	134,390	113,685	149,768	144,134	144,405	126,379					1,039,797
Schedule: E Line	2024	80,894	62,474	67,860	74,721	88,327	90,091	64,631	73,066	69,003	85,826	60,442	60,295	877,630
	2025	69,714	52,755	59,822	63,003	67,842	92,463	66,604	104,155					576,358
Service Alerts	2024	35,929	29,399	51,008	36,399	34,913	33,006	34,519	33,547	29,737	34,363	38,599	33,943	425,362
	2025	51,600	36,879	38,693	39,209	45,507	48,597	38,643	45,221					344,349

SOCIAL MEDIA
Posts, Audience Growth, and Performance

		Total Posts												TOTAL
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
X (Twitter)	2024	1,366												1,366
	2025	120	98	115	93	113	106	107	110					862
Facebook	2024	537												537
	2025	44	43	99	64	58	63	60	63					494
Instagram	2024	649												649
	2025	55	47	82	65	64	73	76	77					539
LinkedIn	2024	438												438
	2025	44	40	38	53	51	54	54	56					390
YouTube	2024	72												72
	2025	19	12	9	5	3	4	13	28					93

		Post Impressions												TOTAL
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
X (Twitter)	2024	1,513,473												1,513,473
	2025	96,193	75,392	66,782	82,347	85,656	92,195	79,281	73,014					650,860
Facebook	2024	15,459,026												15,459,026
	2025	967,298	371,587	1,648,642	1,559,805	1,366,222	1,825,498	1,978,422	2,750,154					12,467,628
Instagram	2024	3,223,303												3,223,303
	2025	162,594	163,095	488,455	628,234	738,901	751,413	489,056	493,106					3,914,854
LinkedIn	2024	341,707												341,707
	2025	26,440	28,362	26,709	34,091	43,938	34,094	46,346	50,714					290,694

		Post Engagement												TOTAL
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
X (Twitter)	2024	36,518												36,518
	2025	2,085	1,436	1,269	1,578	2,377	2,575	1,416	1,646					14,382
Facebook	2024	59,529												59,529
	2025	3,130	3,790	4,081	8,191	11,387	12,192	4,672	4,957					52,400
Instagram	2024	29,465												29,465
	2025	2,320	4,088	1,880	3,583	3,201	3,733	3,425	4,096					26,326
LinkedIn	2024	32,885												32,885
	2025	1,862	2,597	2,738	2,957	5,207	3,551	4,124	4,398					27,434
YouTube	2024	7,674												7,674
	2025	353	404	539	473	453	424	485	581					3,712

		Audience Growth												TOTAL
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
X (Twitter)	2024	207	171	209	29	133	169	144	140	211	94	(805)	(17)	685
	2025	(94)	3	(1)	100	(119)	50	24	17					(20)
Facebook	2024	99	49	126	35	54	115	106	92	129	276	232	42	1,355
	2025	122	63	136	155	143	102	33	107					861
Instagram	2024	94	95	163	122	149	243	235	188	205	192	164	87	1,937
	2025	188	440	236	157	229	184	138	197					1,769
LinkedIn	2024	130	103	144	192	165	121	144	162	173	155	138	126	1,753
	2025	199	174	152	205	289	184	204	204					1,611
YouTube	2024	98	108	111	98	99	65	66	89	88	88	62	53	1,025
	2025	53	60	47	78	81	66	66	53					504

		Post Click Links		Video Views		Post Engagement		Engagement Rate		Post Impressions	
		2024	2025*	2024	2025*	2024	2025*	2024	2025*	2024	2025*
X (Twitter)				76,976	21,243	36,518	14,382	2.4%	2.2%	1,513,473	650,860
Facebook				886,252	278,684	59,529	47,443	0.4%	0.5%	15,459,026	12,467,628
Instagram	31,333	19,861		249,517	151,134	29,465	26,326	9.0%	0.7%	3,223,303	3,914,854
LinkedIn				51,305	31,405	32,885	27,434	9.6%	9.6%	341,707	290,694
YouTube				3,476,447	2,000,087	7,674	3,712	-	-	-	-

*Year-to-date metric