

# Annual Scorecard: 2025–2026 Performance Cycle



Strategic Initiative	Tactic	Project Title	Project Description	Annual Metric	Strategic Plan or Survey Metric(s)	Lead Department/Group
Enhancing Public Trust	Public Trust	Building Trust in Infrastructure	Create a clear, accessible public portal tracking all major infrastructure projects, including scope, timeline, budget, milestones, and status updates. Share updates regularly to strengthen community trust and demonstrate accountability.	Number of infrastructure project updates shared with the community per year (target: minimum two per quarter)	TBD in future survey instrument	DCEO Office
		Economic Impact Analysis	Engage with a consultancy to produce a robust, data-driven assessment for strategic planning, stakeholder engagement, and public awareness regarding RTD's critical role in the region's economic prosperity and quality of life	Number of media impressions/views of the assessment tool	Percentage of community members who agree or strongly agree that the community's investment in transit provides value	DCEO Office
		Highlighting Interagency Engagement	Leverage routine engagement with local, state, and federal entities	Number of engagements with municipalities/electeds to outline how RTD collaborates regionally with DRCOG, Subregional Service Councils, CASTA, etc.	Percentage of community members who agree or strongly agree that RTD is trustworthy	Government Relations
		Financial Stewardship	Develop and deliver a quarterly transparent assessment of RTD's financial stewardship	Number of press releases on Stewardship Initiatives (one per quarter at minimum)	Percentage of community members who agree or strongly agree that RTD's financial reporting is understandable and transparent	CFO
	Security Perception	Fare Enforcement	Increase light rail system fare checks	Monthly Violator Rate	Percentage of customers who agree or strongly agree that RTD is a good financial steward of public funds	RTD-PD
				Monthly Fare Checks	Percentage of customers who feel personally secure while aboard light rail vehicles	RTD-PD

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Building a Better RTD	Professional Development	PDP Usage	Sustain or grow Professional Development Program use	Percentage of employees utilizing Professional Development Program funds	Percentage of employees who agree or strongly agree that RTD provides them with the tools needed to grow their career	HR
		Continued Manager Training	Build upon previously conducted manager training efforts	Percentage of managers trained in Crucial Conversations	Percentage of employees who agree or strongly agree that their supervisor provides them with frequent and meaningful feedback	HR
				Percentage of RTD-PD managers with PD-focused manager training	Percentage of employees who agree or strongly agree that their supervisor provides them with frequent and meaningful feedback	RTD-PD
	Advancing Infrastructure	Annual Roadmap	Develop, publish, and maintain an annual infrastructure roadmap that highlights major critical investments, including projects that require planned service changes, with clear communication of service alternatives. This tool will ensure key investments are prioritized, aligned, and shared transparently to demonstrate progress	Percentage of roadmap initiatives launched or advanced according to schedule	TBD in future survey instrument	DCEO Office
				Annual capital investment delivered vs. planned (budget adherence)	Percentage of customers who agree or strongly agree that they are informed of service disruptions	DCEO Office

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Service Excellence	Service Delivery	On-time Terminal Departures	Improve service reliability by focusing on on-time departures from maintenance facilities and initial terminals. Conduct four targeted Operations and Maintenance campaigns to strengthen coordination, readiness, shared accountability, and enhance the customer experience	Percentage of on-time terminal departures (first stop departure)	Percentage of customers who agree or strongly agree that service usually runs on time	Operations
		Operated Trips	Improve trip delivery by advancing vehicle fault analysis and proactive repairs, strengthening reliability to reduce preventable service interruptions, and ensure more scheduled trips are operated	Percentage of operated trips vs. scheduled trips	Percentage of customers who agree or strongly agree that bus and light rail services operate when they need them	Operations
		Customer Journey	Create 8 journey maps and needs assessments for RTD customer profiles (e.g., first-time, youth, limited-English speakers, daily commuters). Each profile will include customer definitions, pre- and post-trip needs, expectations, motivations, behaviors, barriers, and key takeaways	Percentage of Journey Maps completed	Percentage of customers who agree or strongly agree that light rail service travel time is reasonable	Communications and Engagement
		Service Perception	Enhance customer understanding of service frequency and maintain regular frequency	Percentage of pre-reconstruction baseline (2025) headways maintained during reconstruction	Percentage of customers/ community members who agree or strongly agree that the frequency of service is satisfactory	Operations
	Police Visibility	Chat with the Chief	Conduct RTD-PD internal/ external outreach efforts	Percentage of employee questions/ concerns (with follow-up needed) that were provided post meeting responses	TBD in future survey instrument	RTD-PD
		Bike Patrols	Implement RTD-PD bike patrols	Number of bike patrols performed on the W Line	Percentage of customers who agree or strongly agree that they feel personally secure aboard light rail vehicles	RTD-PD
		Transit Police Substations	Create two Transit Police substations	Change in response times in areas of new substations	Percentage of employees who feel safe from crime in the work environment	RTD-PD

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Customer and Community Connections	Transit Value	Sustainability Campaign	Create a visually driven campaign featuring environmental benefits of transit use, including ZFBA, long-term environmental impacts, community benefits	Complete one campaign for three Colorado environmental focus areas	Percentage of community members who agree or strongly agree that RTD provides value to the Greater Denver Region	Communications and Engagement
		Affordability Campaign	Develop an awareness campaign focused on the personal savings provided to customers who take transit	Number of online impressions for Awareness Campaign	Percentage of customers who agree or strongly agree that RTD's fares are reasonable	Communications and Engagement
	Fostering Mobility	Recruiting Fairs	Coordinate with agencies, businesses, and companies hosting large recruitment fairs near transit; provide resource materials to potential applicants about RTD's services and career opportunities	Number of recruiting fairs attended near transit centers to help market RTD connections	Percentage of community members who agree or strongly agree that RTD serves employment centers	Communications and Engagement
		Top 100 Employers	Develop and market a transit score for the Denver metro area's Top 100 employers, based on frequency, distance, modes, etc.; create custom transit maps for the top 25 employers on the list	Number of one-on-one marketing engagements with Top 25 employers	Percentage of community members who agree or strongly agree that RTD serves employment centers	Communications and Engagement
		Fare Bundling	Develop a marketing strategy to promote "ticket-as-fare" bundling for cultural/ sporting event venues and conduct outreach to major venues to bolster transit utilization for high-volume events	Number of major event venues contacted	Percentage of customers who agree or strongly agree that they are satisfied with RTD services	Finance/ Communications and Engagement