

June 1, 2026



**We make lives better
through connections.**

2026 Survey Results

Community and Customer

John McKay
Chief of Staff

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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

June 1, 2026



Introduction / Survey Overview



Community Value

Collection Period

April 2026

Collection Method

Mail, email, text



Customer Excellence: Paratransit

April 2026

Mail, email, text



Customer Excellence: Rail

March – April 2026

Customer intercept



Customer Excellence: Bus

March – April 2026

Customer intercept



Community Value Survey

Methodology: Community Survey

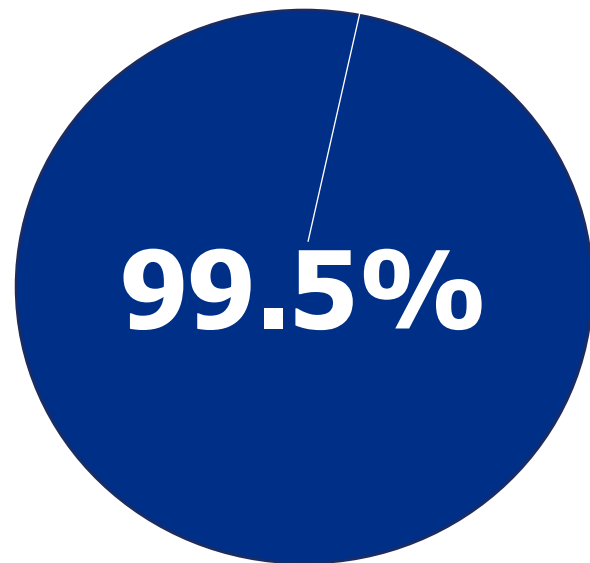


- Distribution: mailed to random sample of households in the Denver metro area
- Survey period: March 30 through April 30, 2026
- Results monitored to maintain demographic distribution in proportion to the region
- Target sample: 400 surveys
- 652 completed surveys (+/- 3.9% at the 95% confidence level)

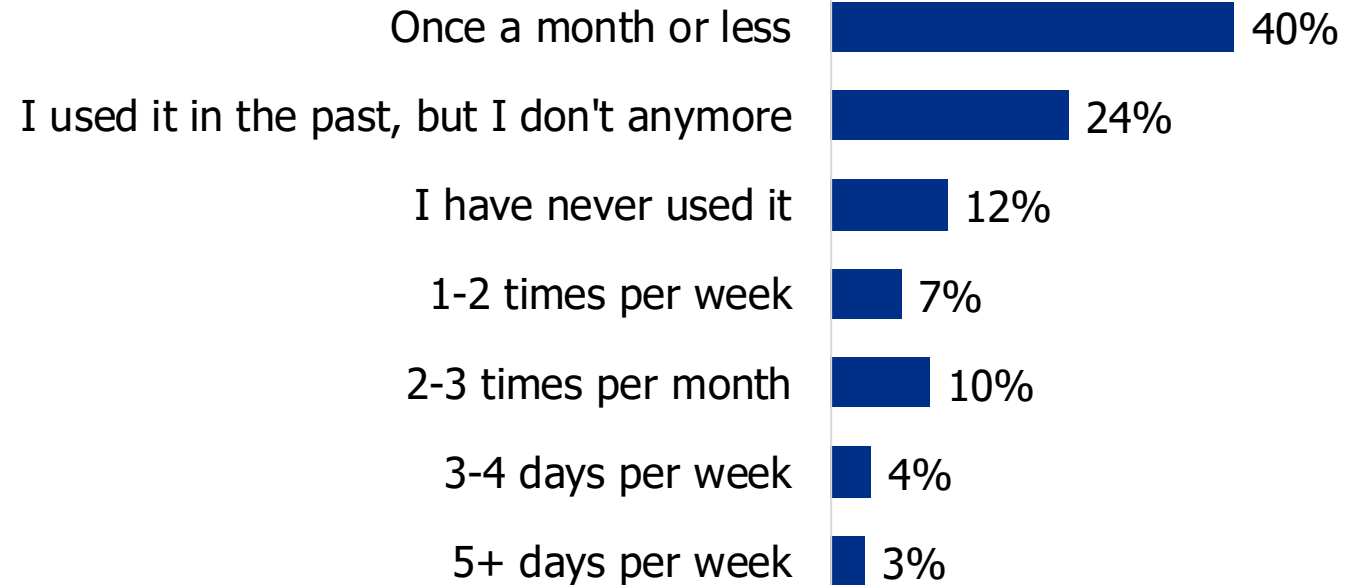
Awareness and Frequency



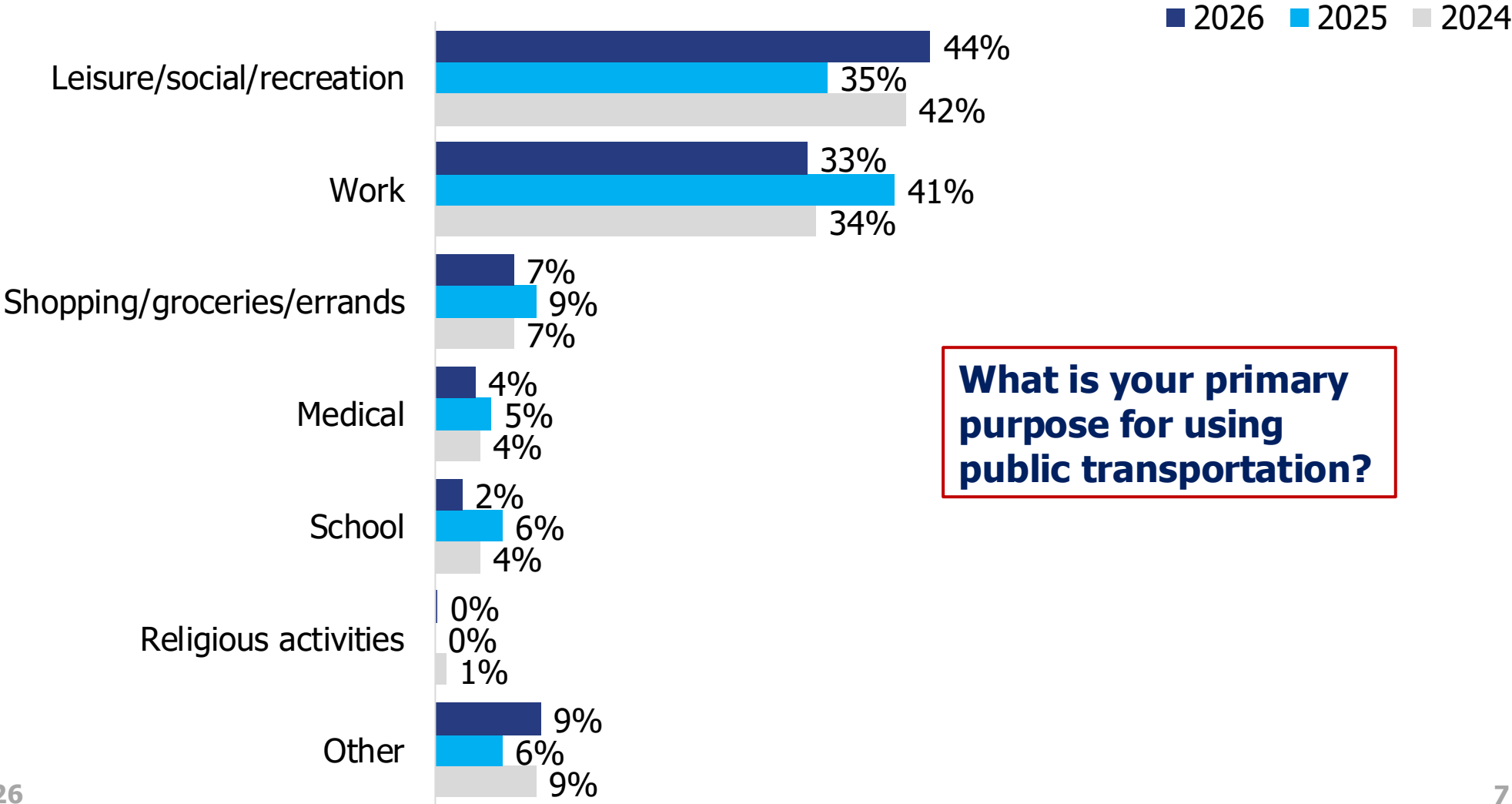
Are you aware of RTD, the public transportation system that operates bus, rail and paratransit services in the Denver Metro region?



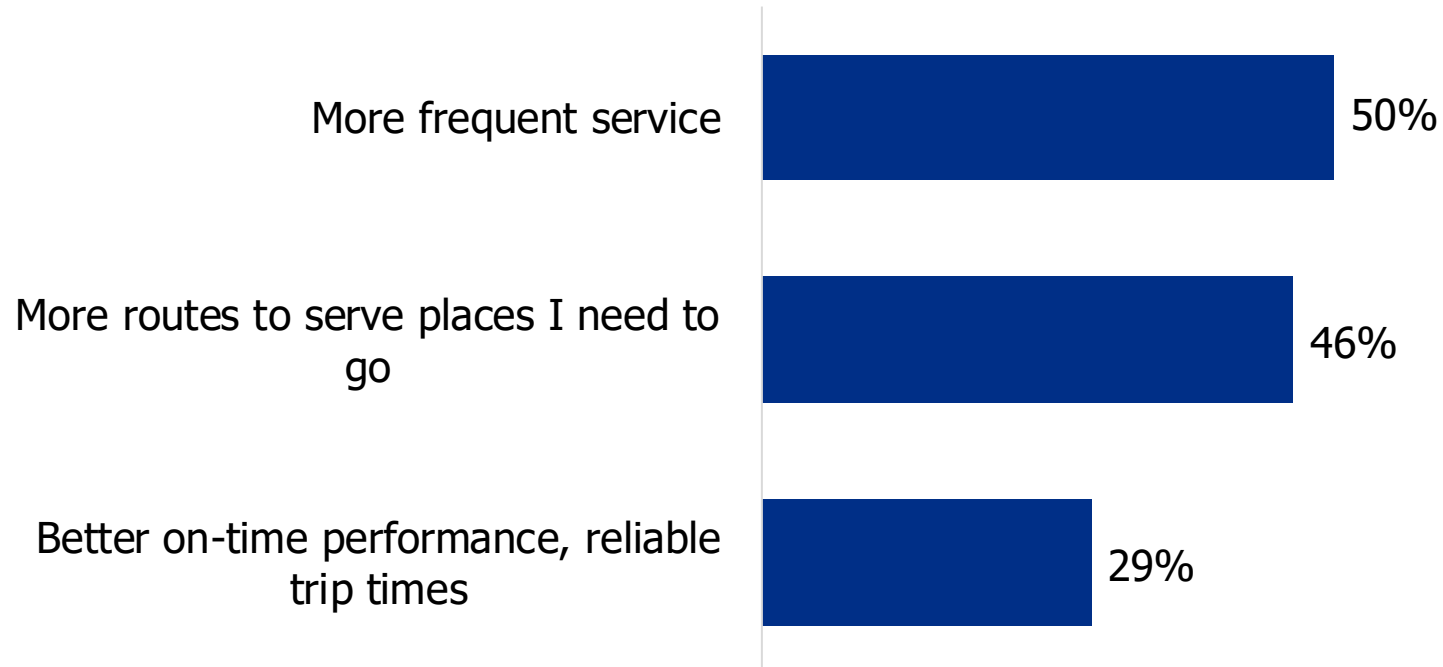
On average, how often do you use RTD?



Reasons for Public Transportation Use



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

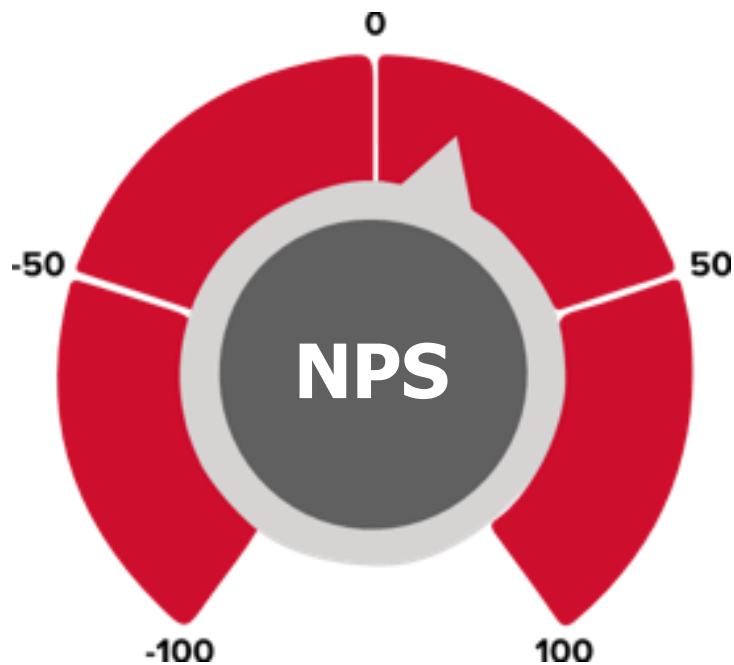


Additional choices:

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

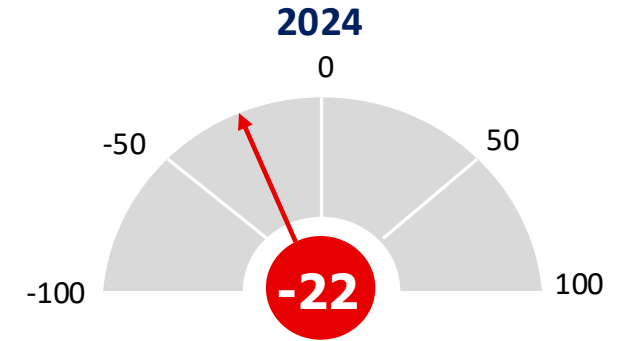
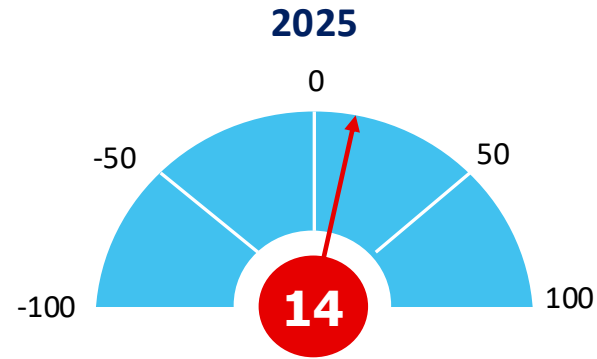
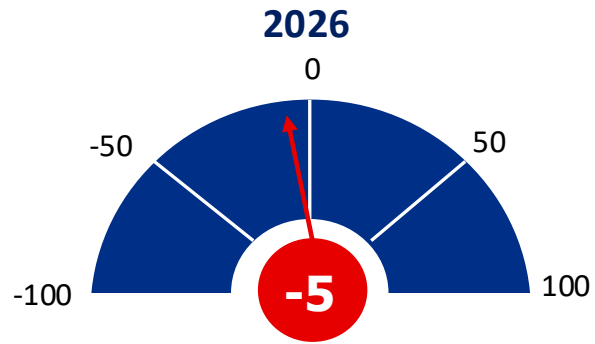
Net Promoter Score (NPS)

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

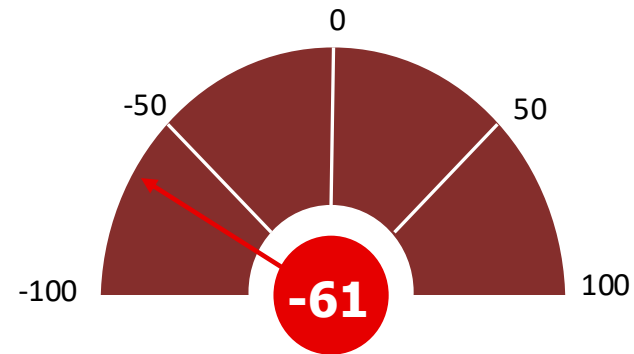


- Measured on a scale of -100 to +100
- $\% \text{ Promoters} - \% \text{ Detractors} = \text{NPS}$
- NPS traditionally measures customer's willingness to recommend product or service

Net Promoter Score: Community



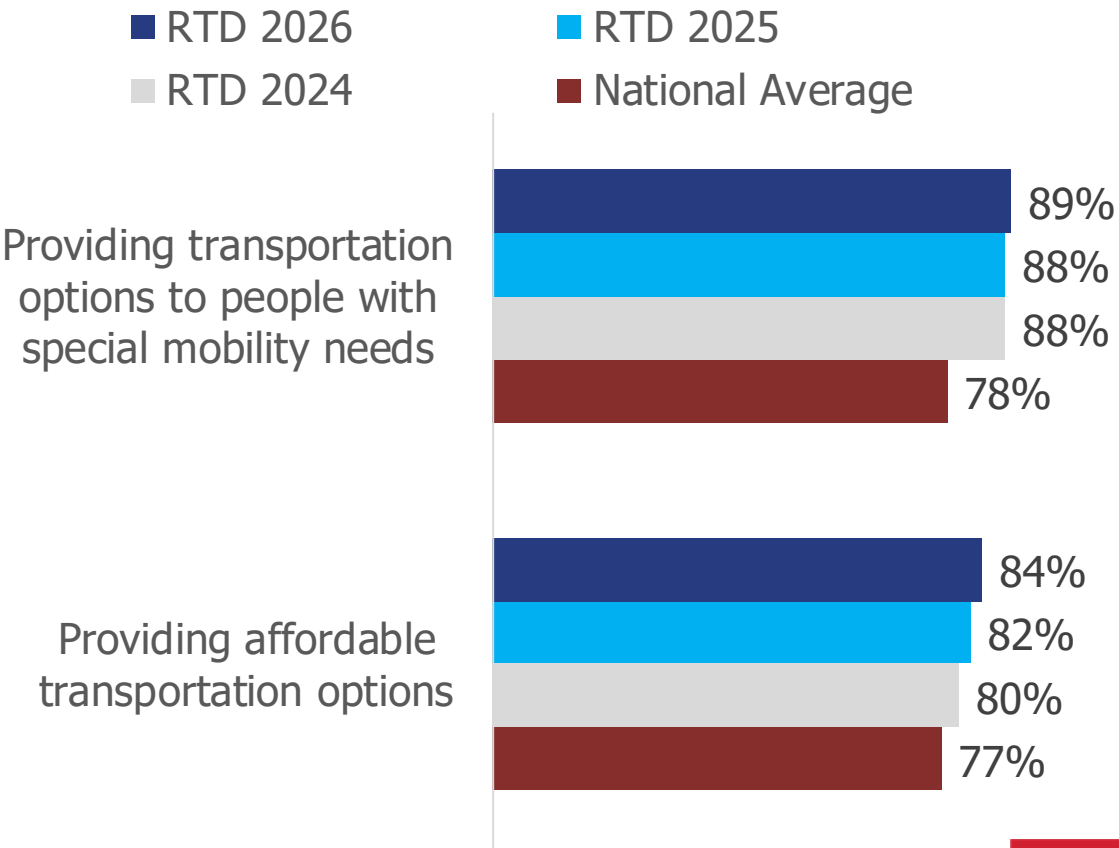
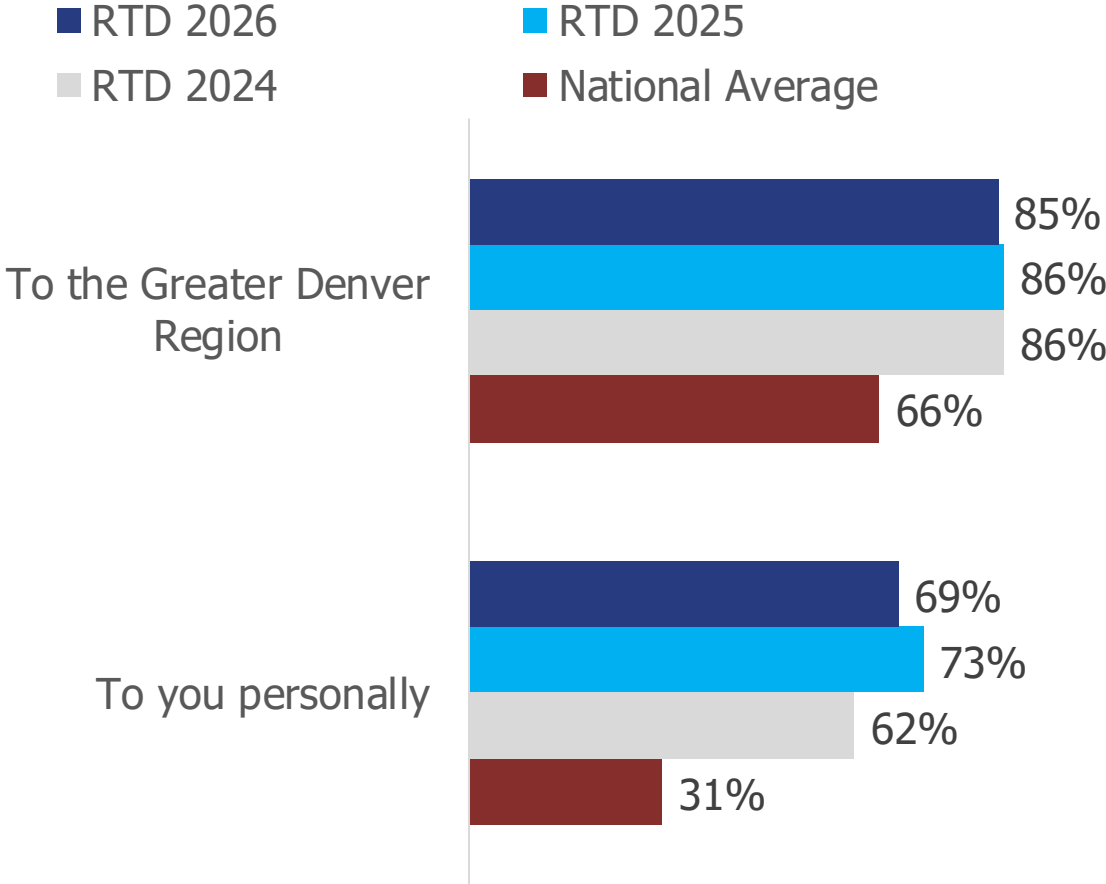
National Average



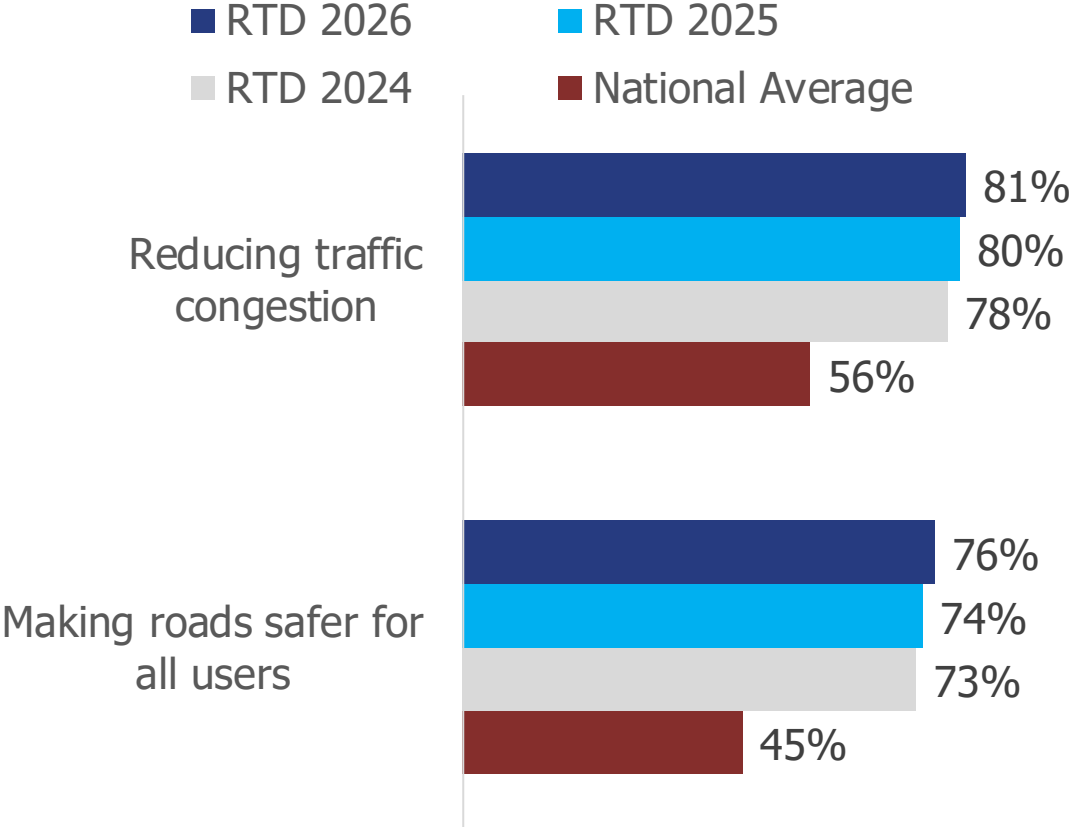
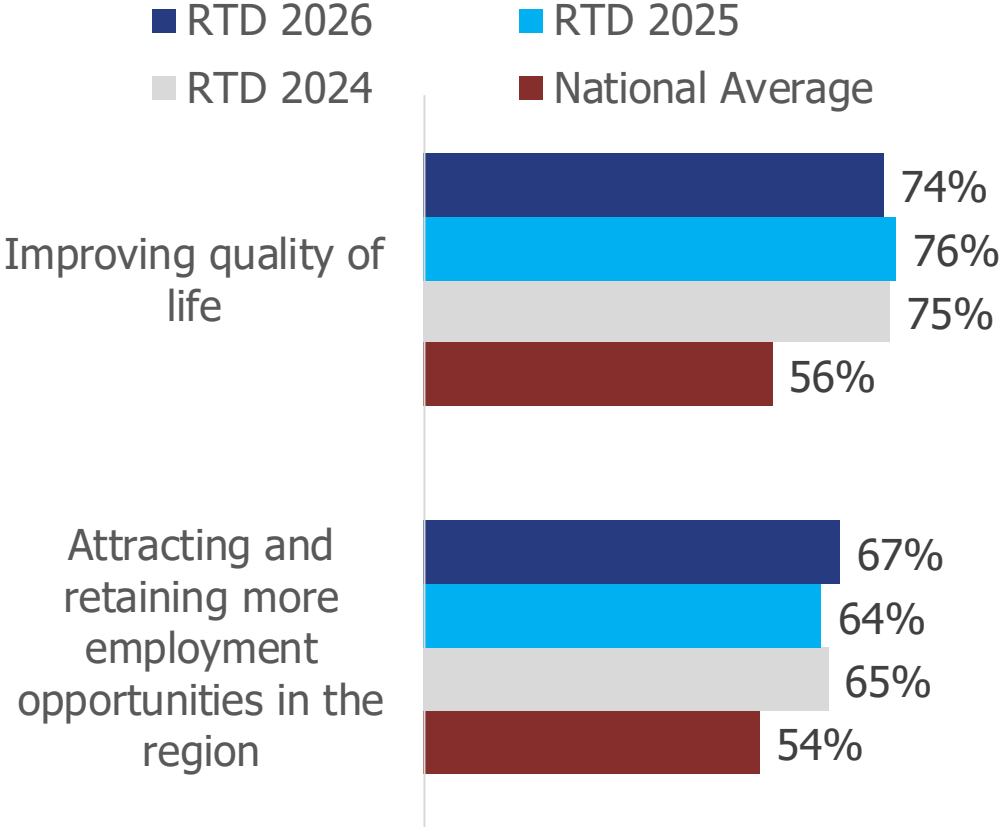
RTD Value



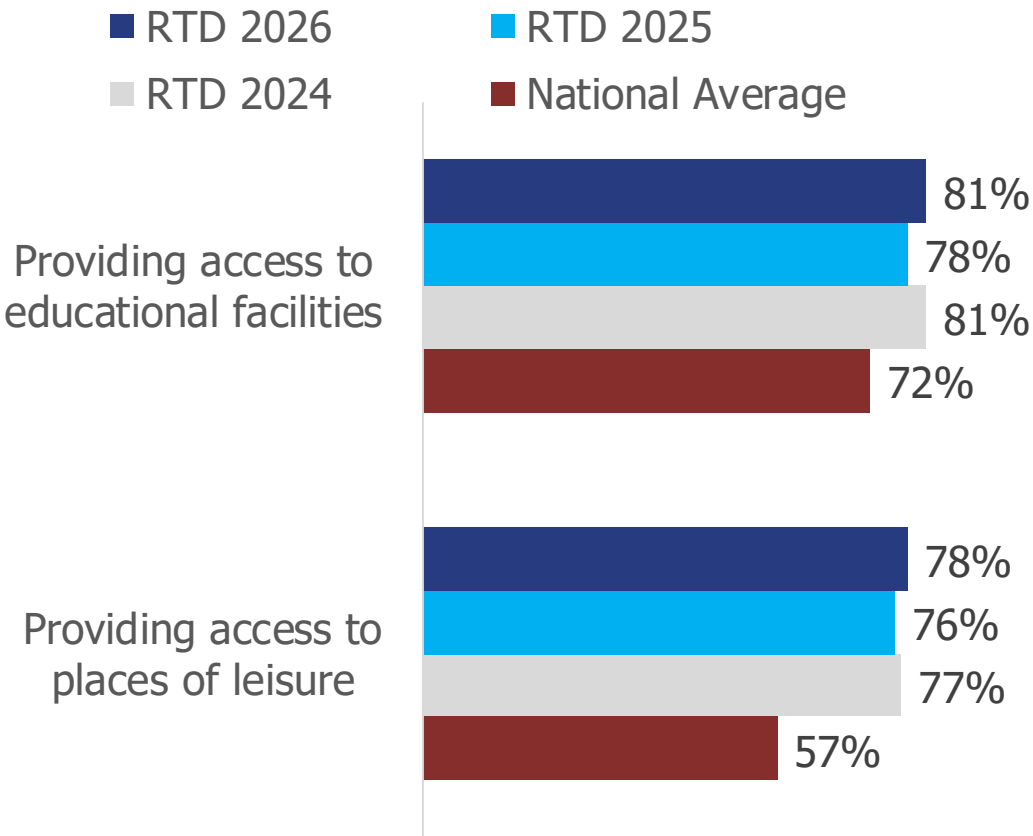
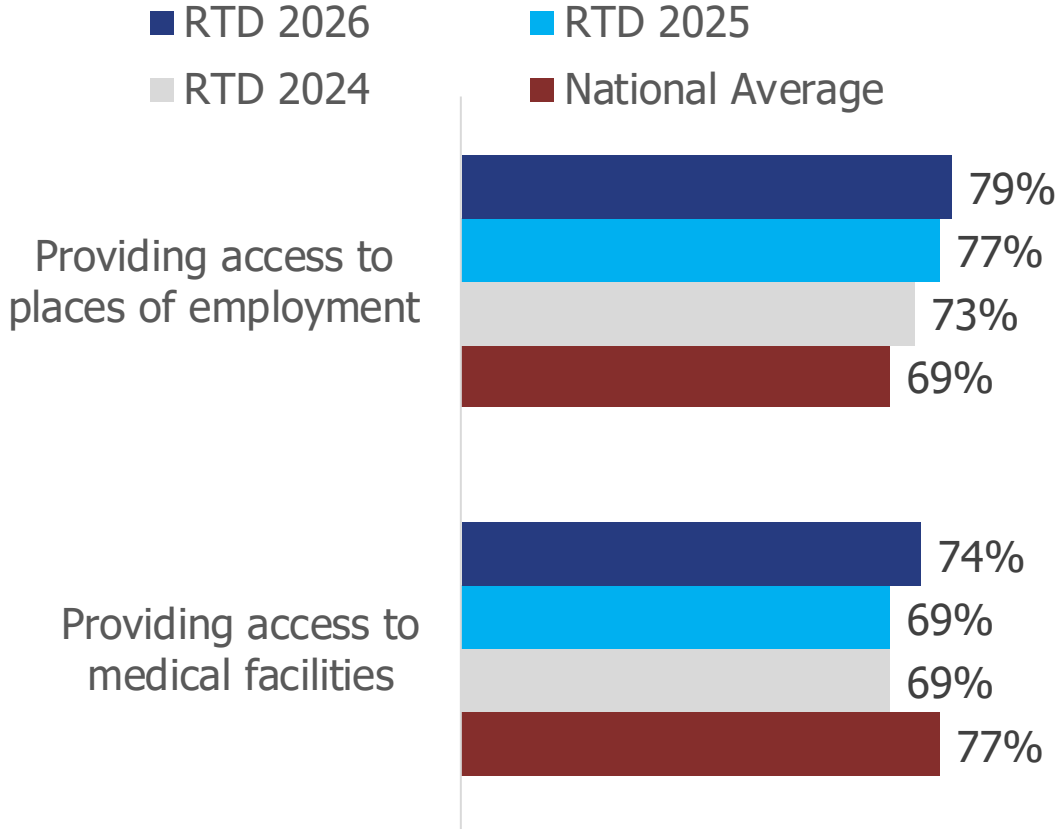
How valuable is RTD:



RTD Value (cont'd)



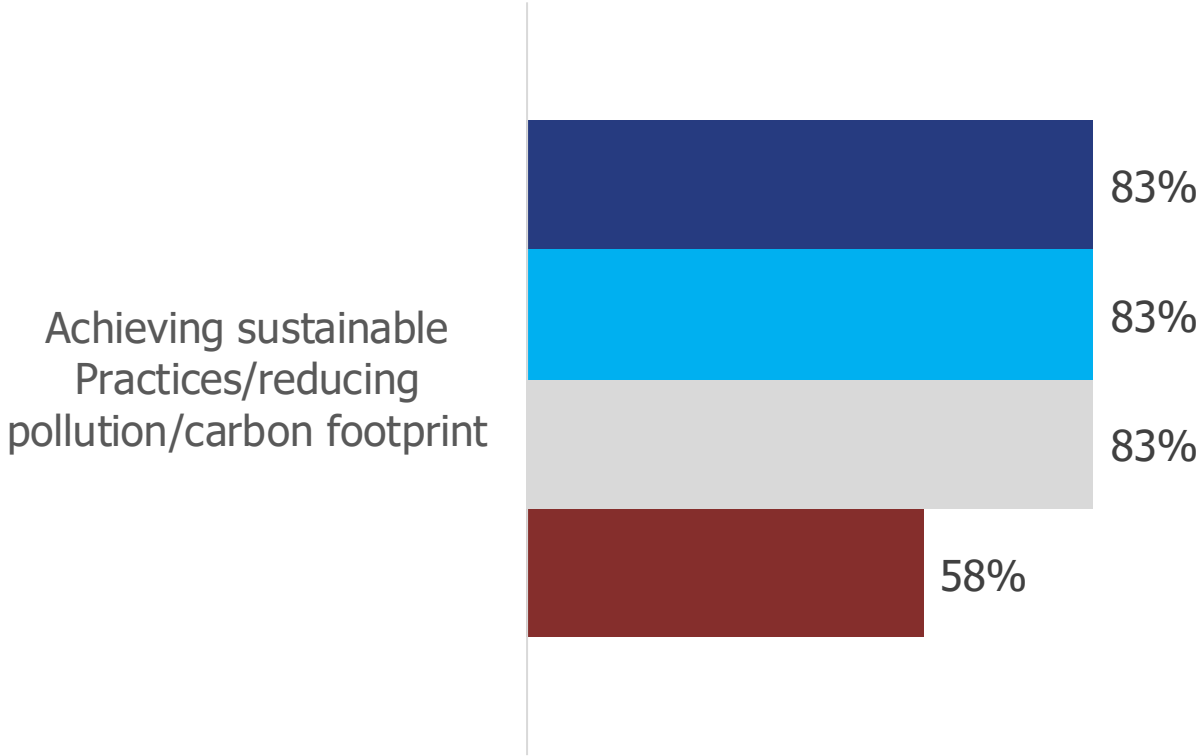
RTD Value (cont'd)



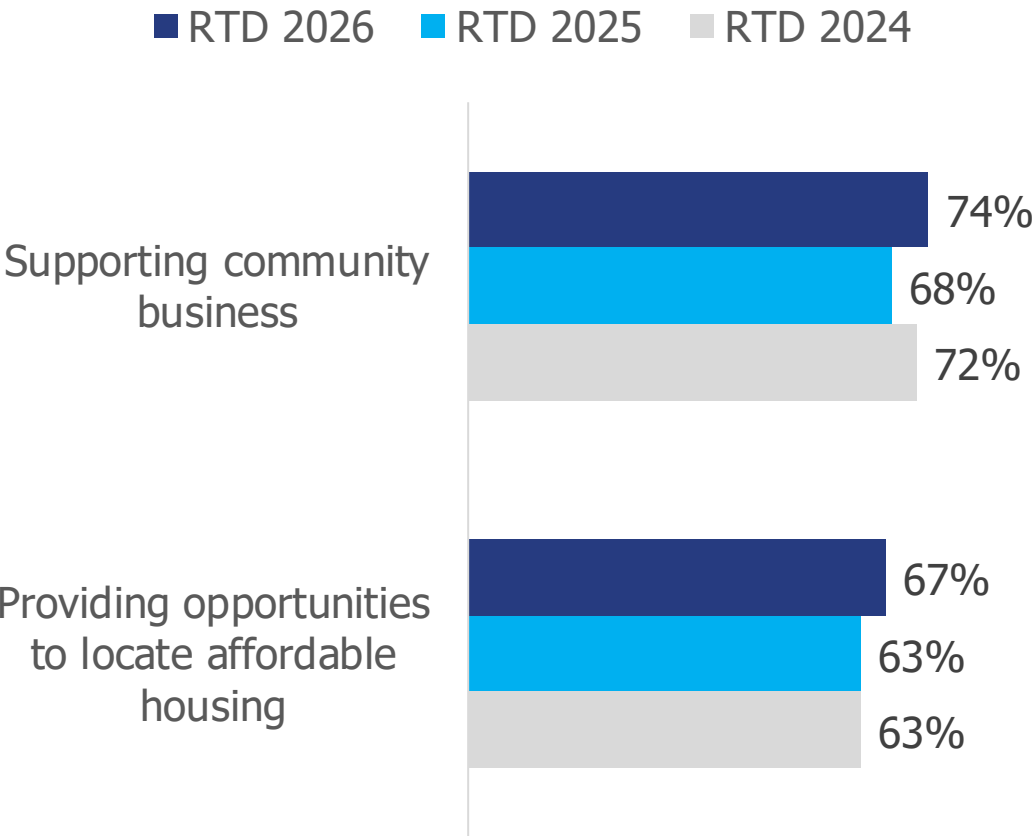
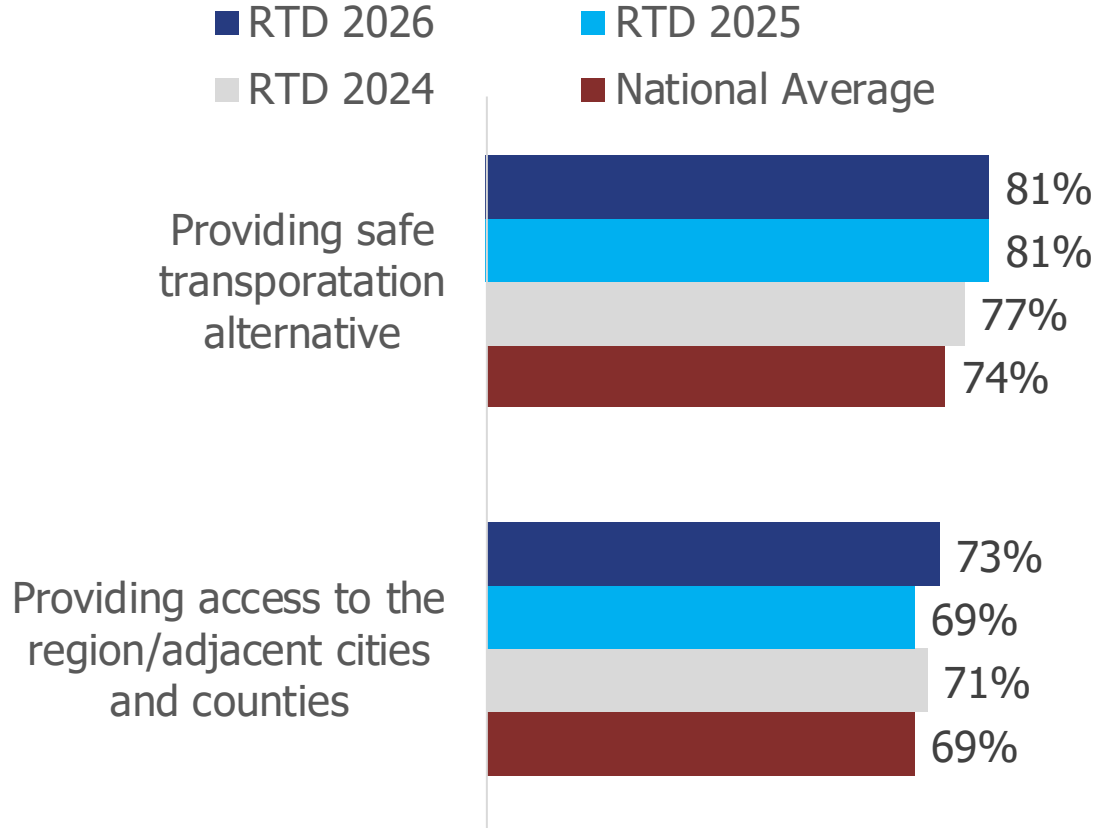
RTD Value (cont'd)



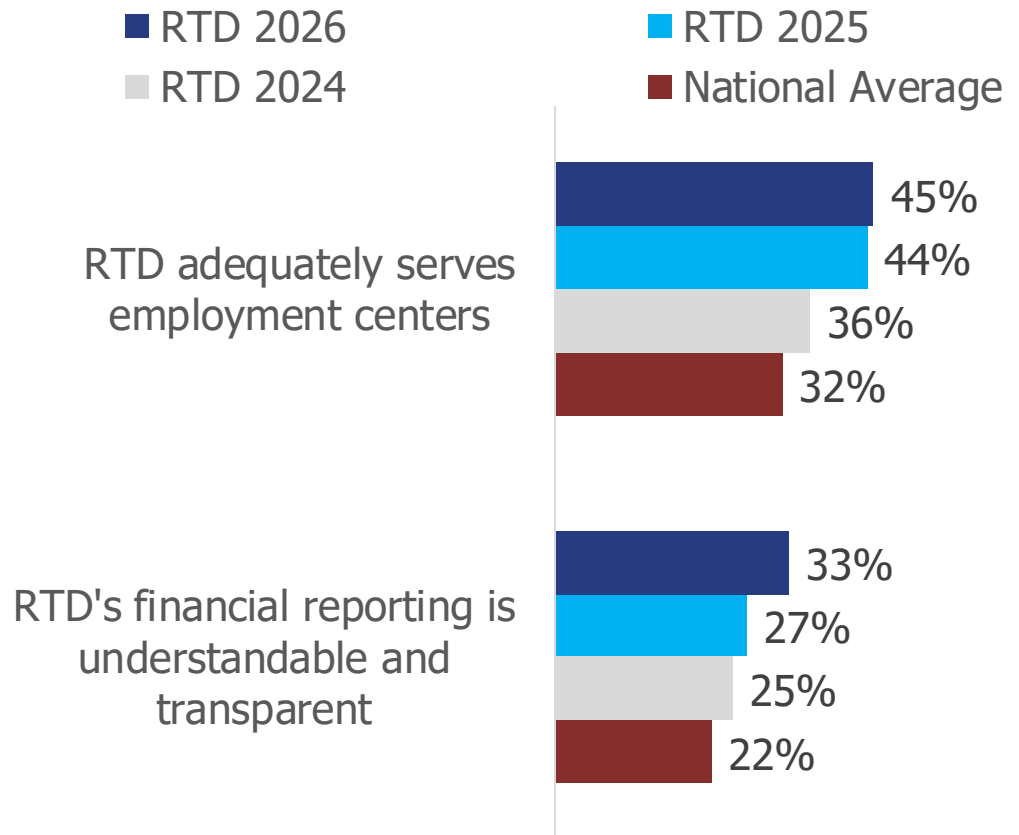
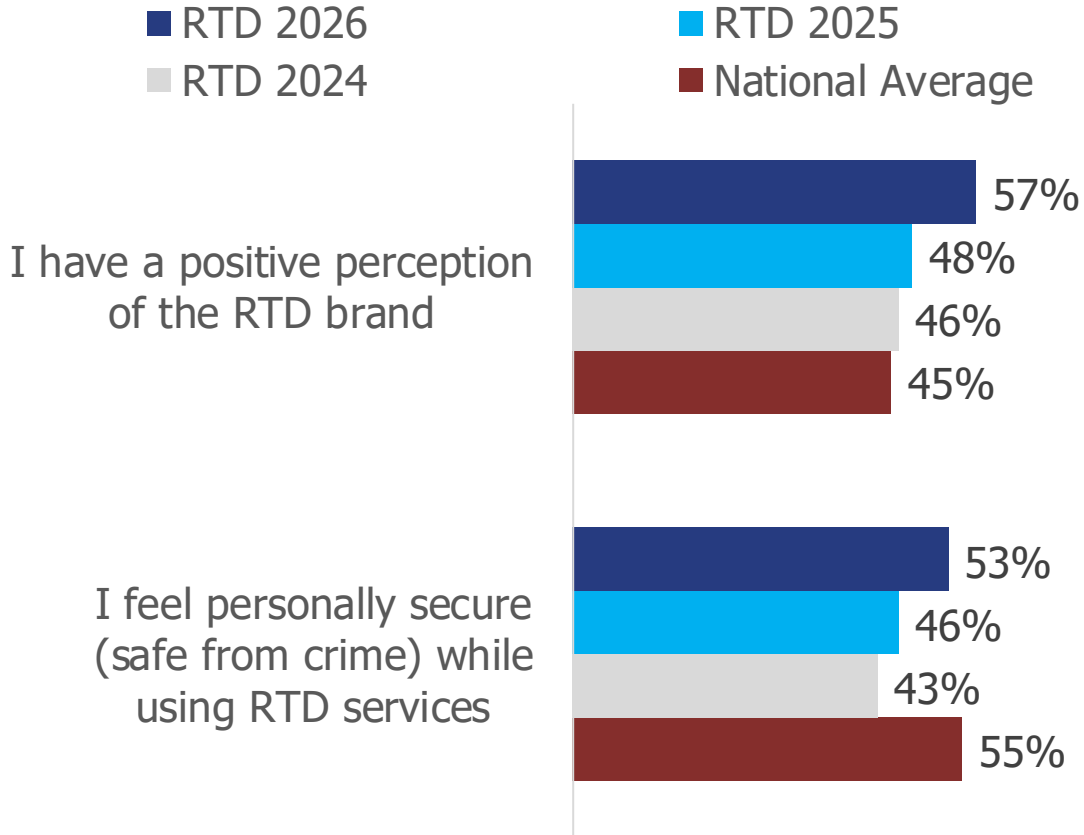
■ RTD 2026 ■ RTD 2025 ■ RTD 2024 ■ National Average



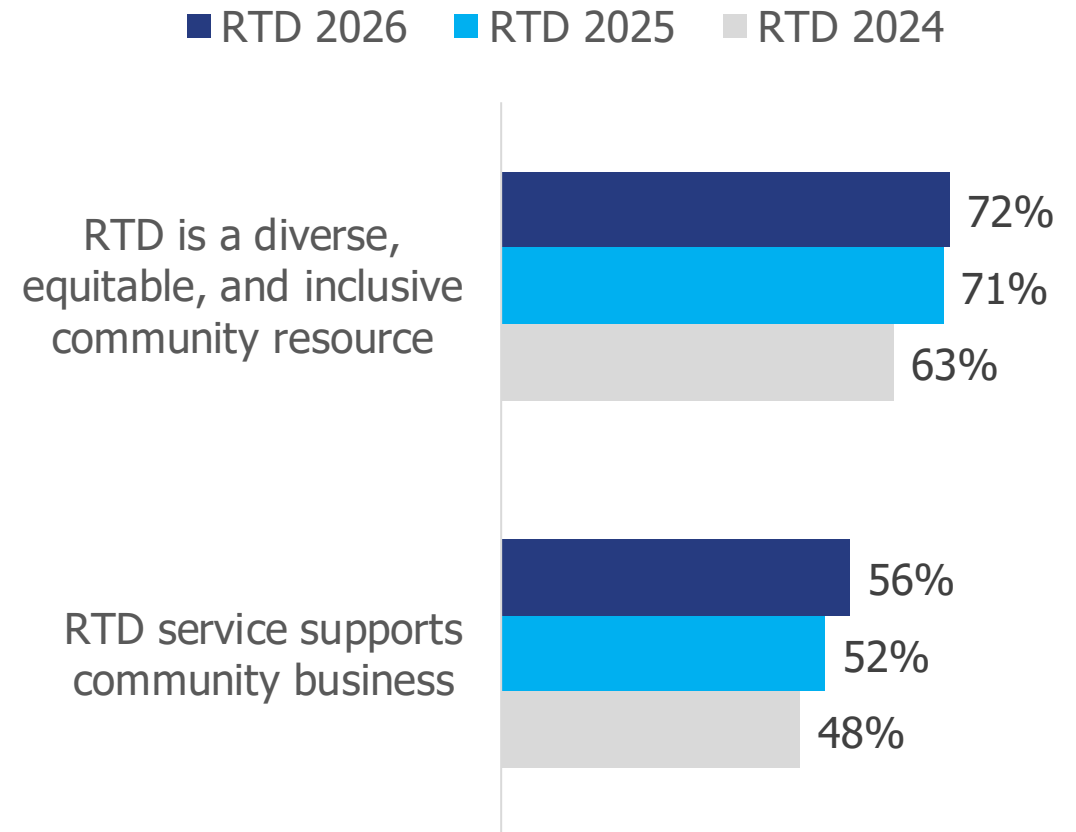
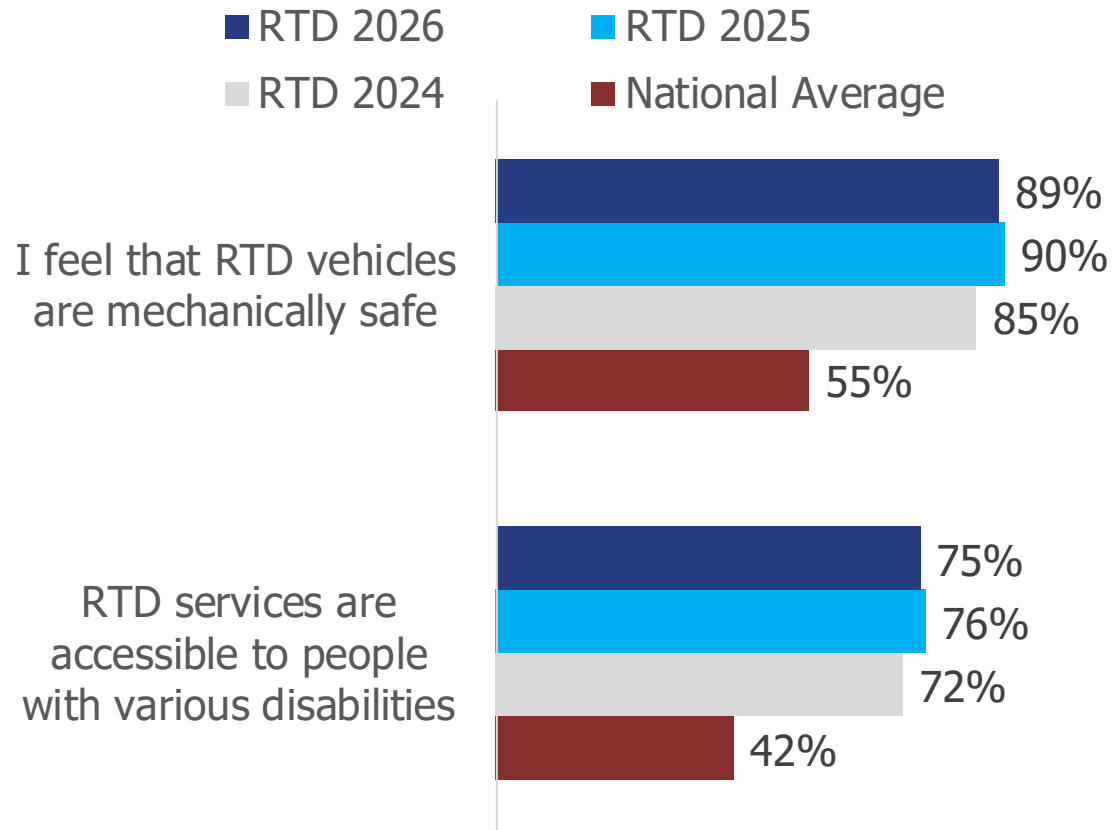
RTD Value (cont'd)



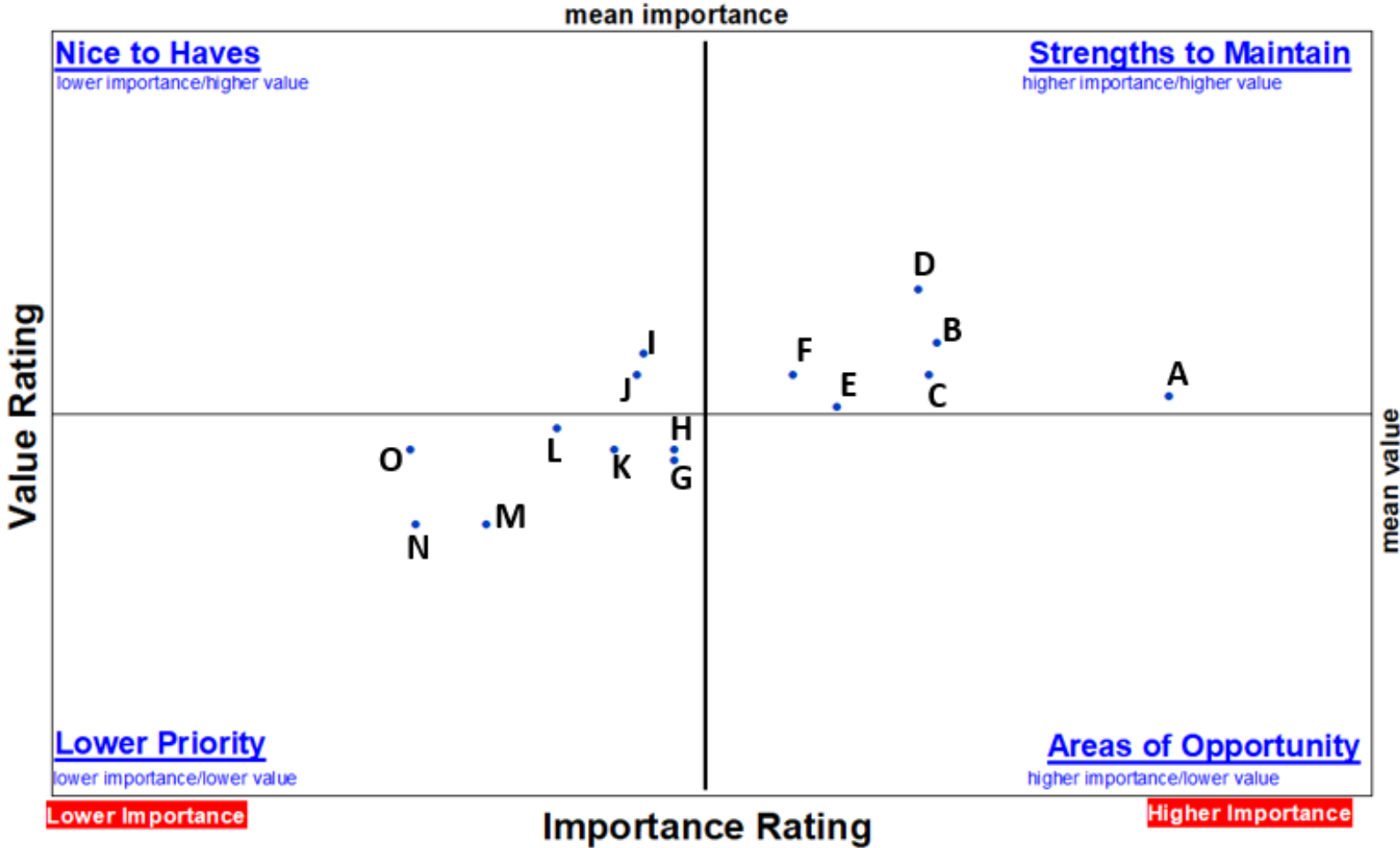
Service-Related Favorability (cont'd)



Service-Related Favorability (cont'd)



Key Driver Analysis: Community



- A – Providing access to places of employment
- B- Providing affordable transportation options
- C- Reducing traffic congestion
- 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 access to places of leisure and recreation
- F- Providing a safe transportation alternative
- G- Providing access to medical facilities
- H- Providing access to the region/adjacent cities and counties
- I- Achieving sustainable practices, reducing pollution/carbon footprint
- J- Providing access to educational facilities
- K- Improving quality of life
- 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 (2026)





Customer Excellence Survey

Methodology: Bus and Rail Surveys

- Customer intercepts
- Survey period: March 21 through April 1, 2026
- Target sample: 1,200 (+/- 2.8% at the 95% confidence level)
- 1,232 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 on both Bus and Rail services
 - 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



- Most likely to be **male** and **18-39 years old**
- 54% White or Caucasian
- 18% Hispanic, Spanish, or Latino/a/x
- 17% Black/African American
- 54% reported household incomes less than \$50,000



- Most likely to be **male** and **18-39 years old**
- 57% White or Caucasian
- 16% Hispanic, Spanish, or Latino/a/x
- 16% Black/African American
- 42% reported household incomes less than \$50,000



- Most likely to be **female** and over **65 years old**
- AaR:53% AoD:64% White or Caucasian
- AaR:14% AoD:11% Hispanic, Spanish, or Latino/a/x
- AaR:14% AoD:19% Black/African American
- AaR:91% AoD:89% reported household incomes less than \$50,000

Customer Characteristics (cont'd)



- 67% use bus service three or more days a week
- 71% are reliant on bus service
- 53% use buses to commute to and from work



- 58% use rail three or more days a week
- 65% are reliant on rail services
- 48% uses trains to commute to and from work

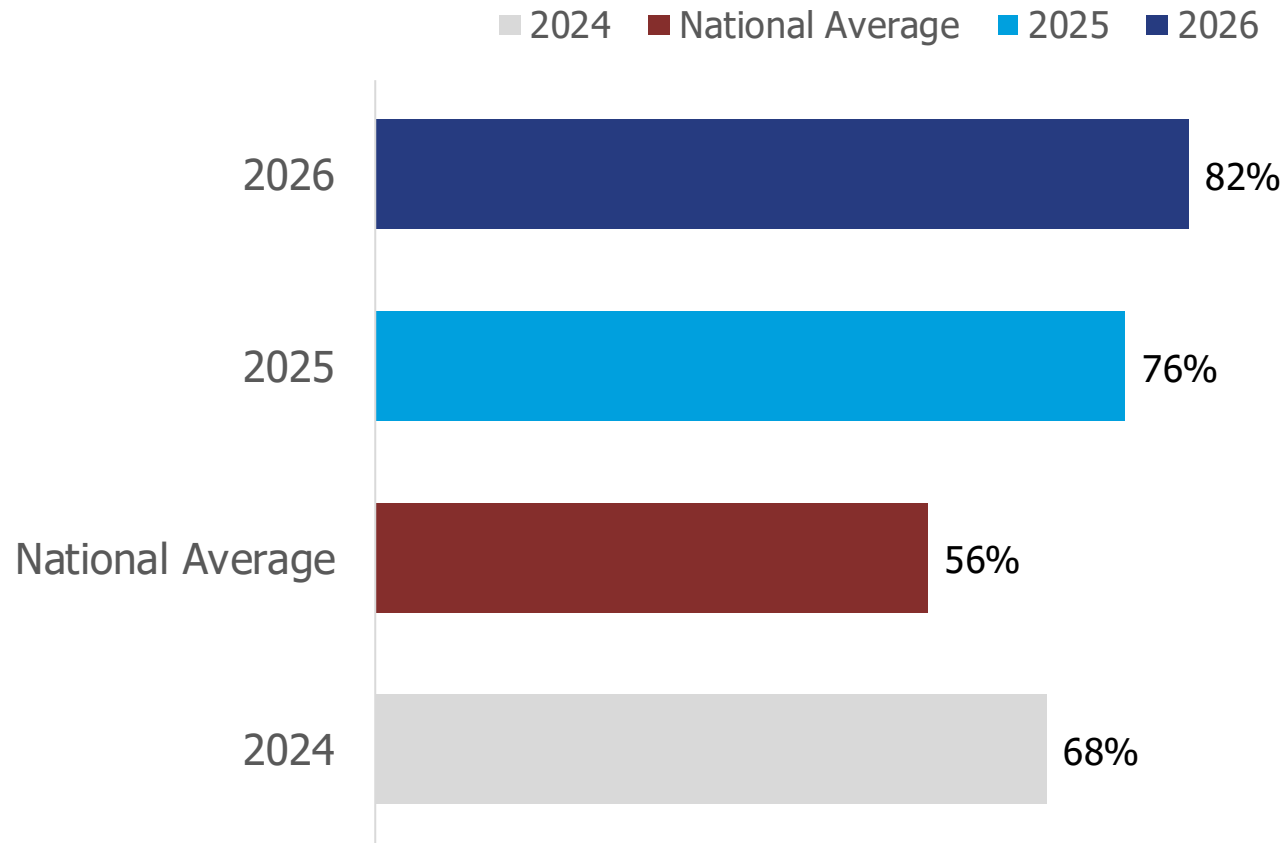


- AaR: 58% of users surveyed use AaR for most of their trips
- AaR: 51% use services for medical appointments
- AoD: 58% of users surveyed use AoD for making most of their trips
- AoD: 52% use services for medical appointments

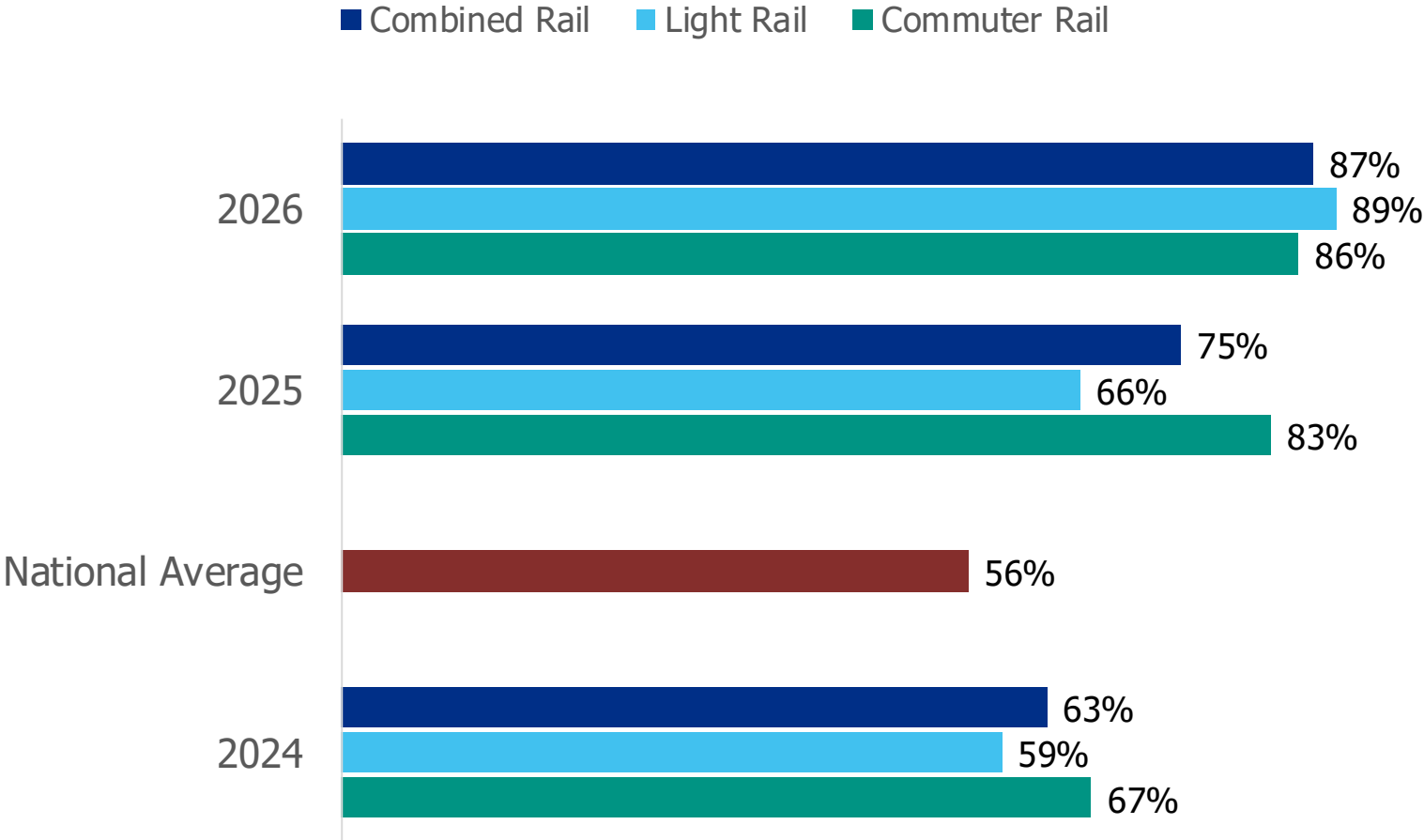


Overall Customer Satisfaction Bus/Rail

Overall Satisfaction: Bus



Overall Satisfaction: Rail



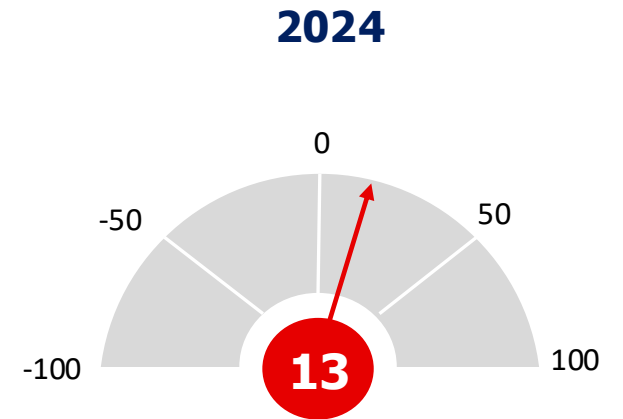
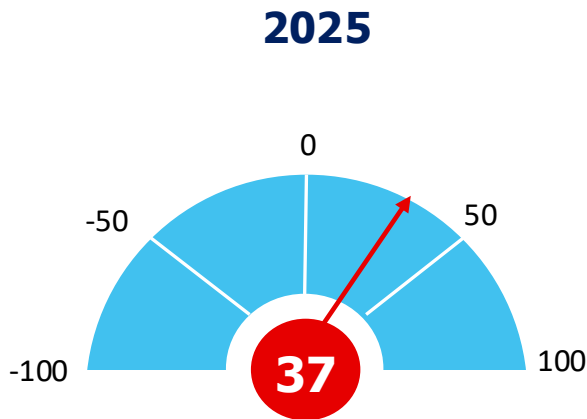
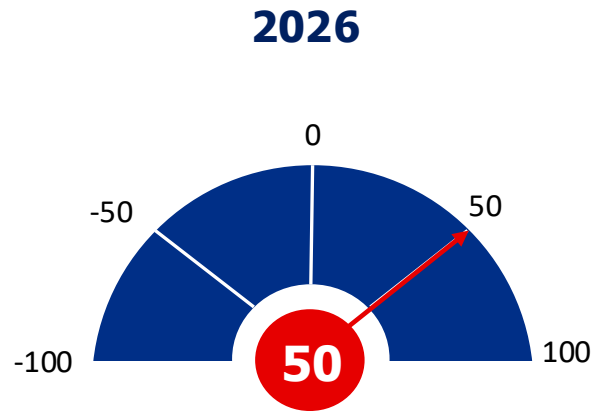
**Responses for customer selection "Satisfied" and "Very Satisfied"*





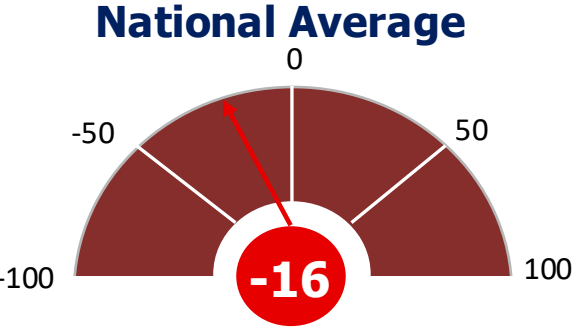
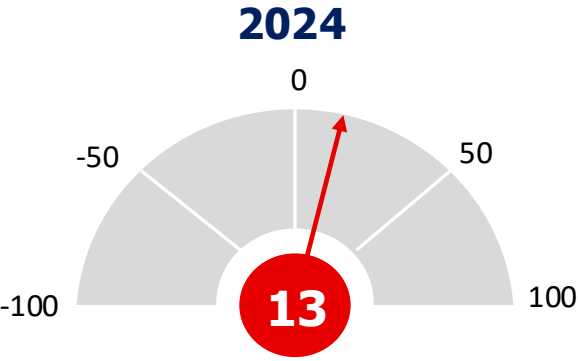
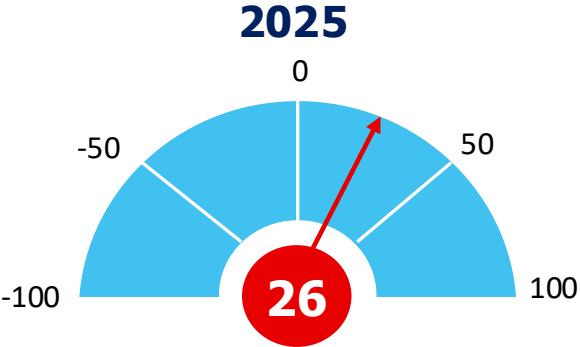
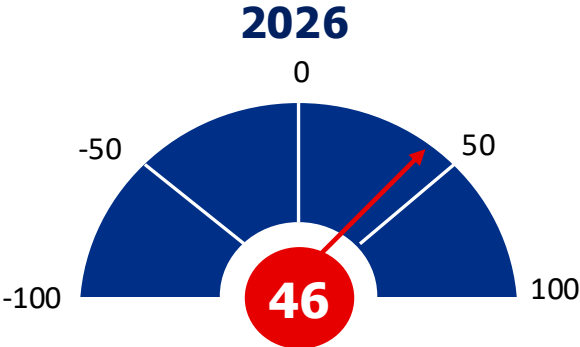
Net Promoter Score

Customer NPS – Bus, Rail, and Paratransit Combined

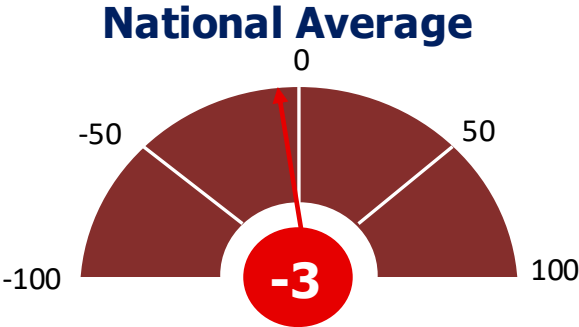
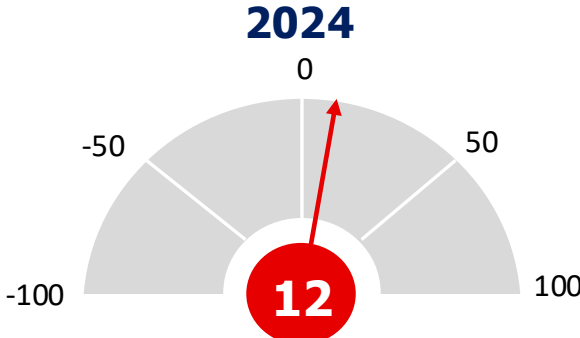
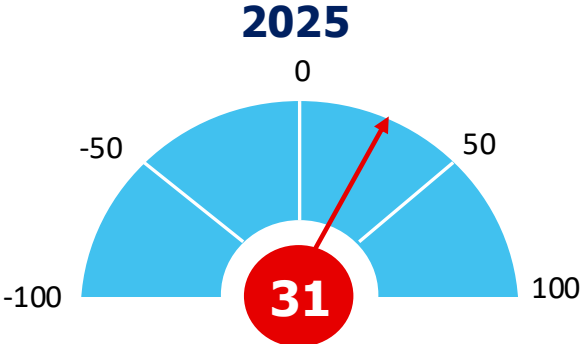
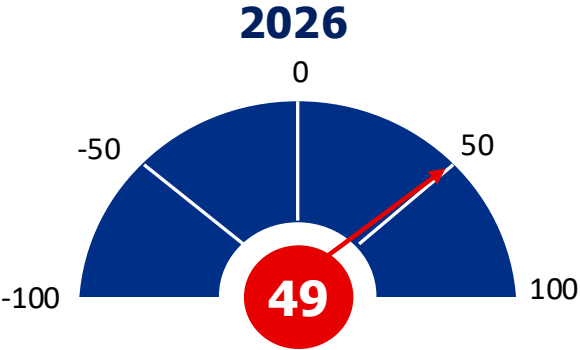


- 0-20 is Good
- 21-50 is Favorable
- 51-80 is Excellent
- 81-100 is World Class

Bus NPS



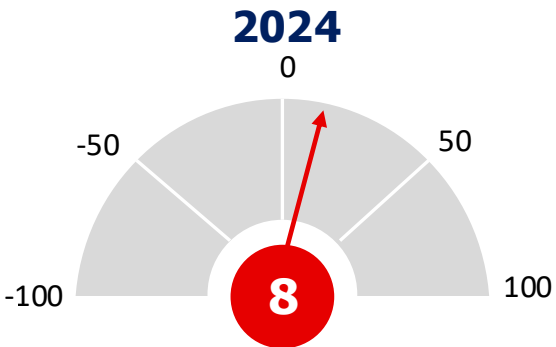
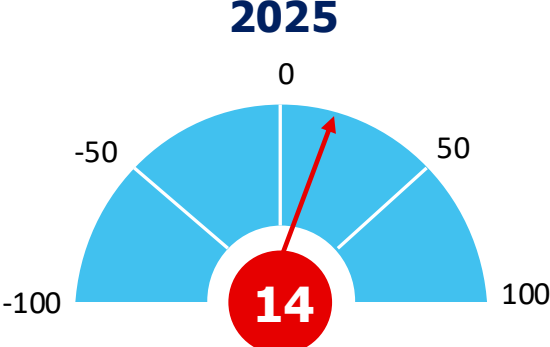
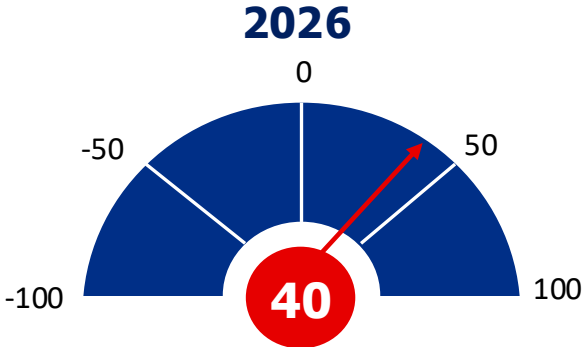
Rail NPS



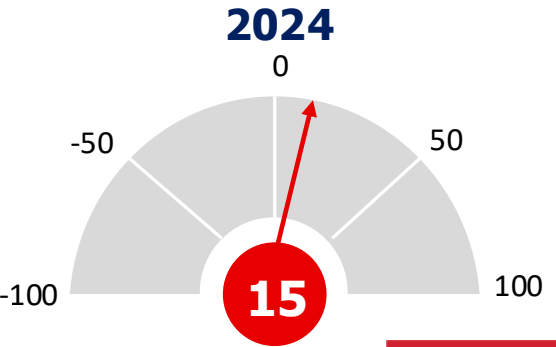
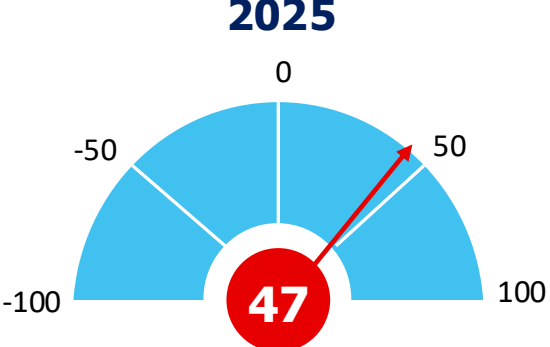
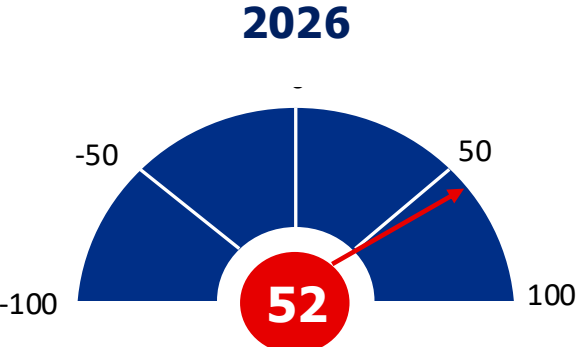
Rail NPS (cont'd)



Light Rail



Commuter Rail





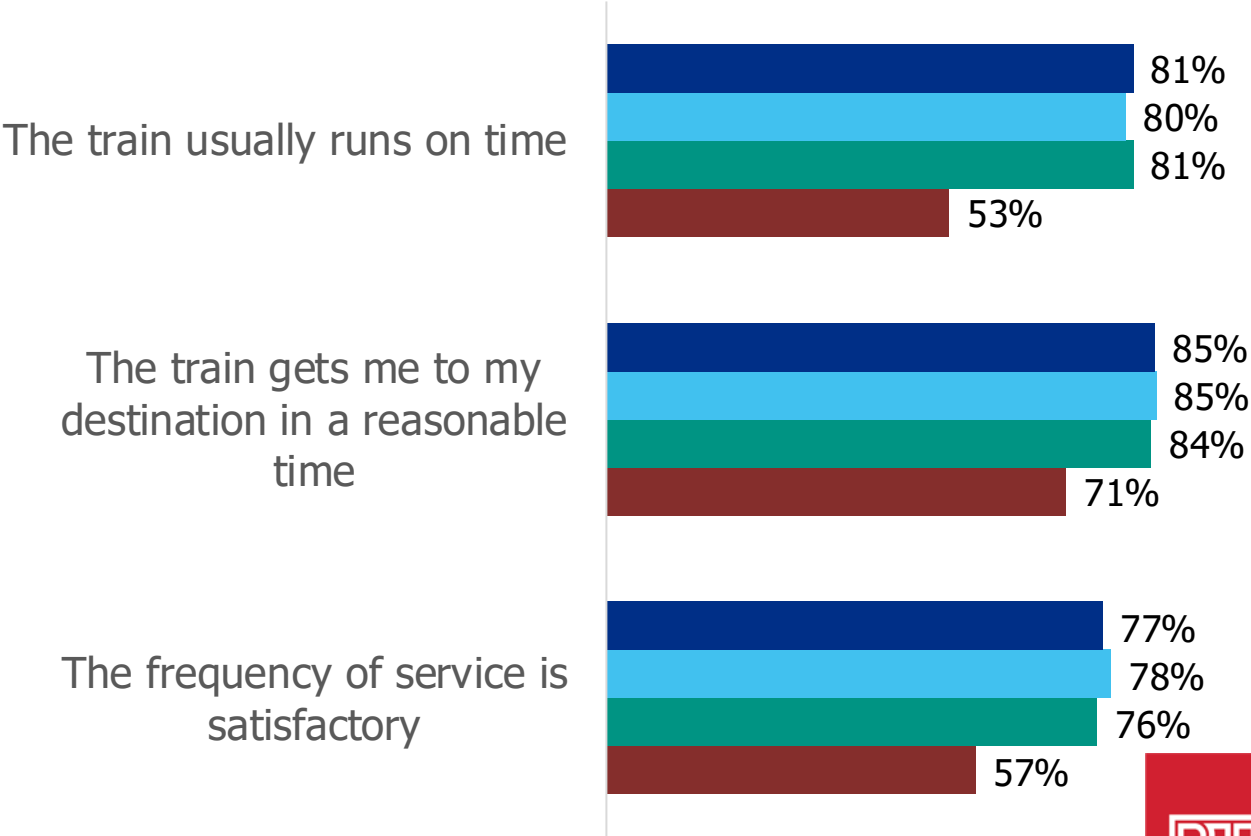
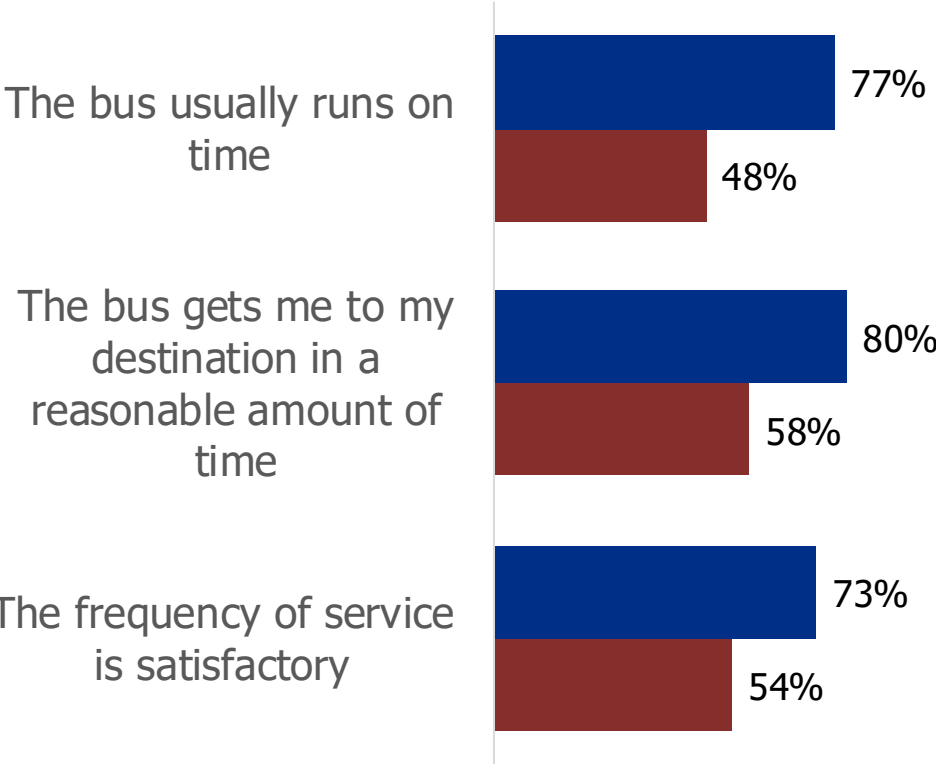
National Average Comparison

Performance



■ RTD Bus ■ National Average

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

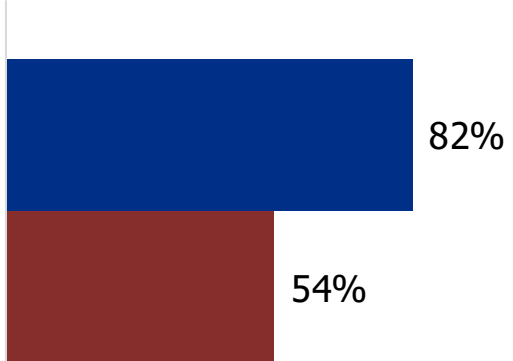


Access

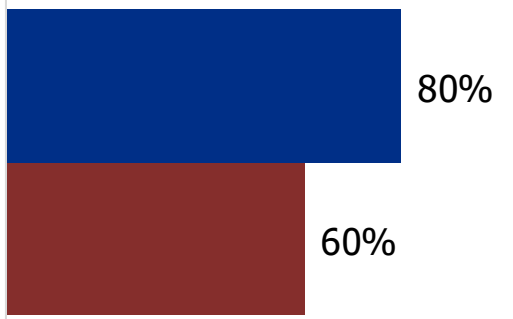


■ RTD Bus ■ National Average

Bus stops are conveniently located

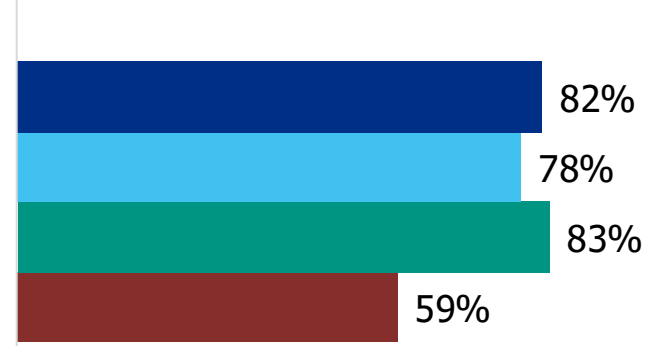


The price of fares is reasonable

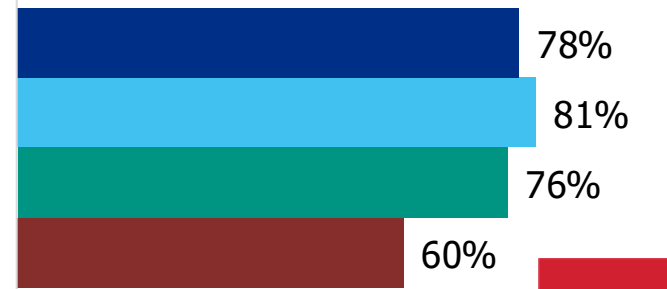


■ RTD Rail (combined) ■ RTD Light Rail
■ RTD Commuter Rail ■ National Average

Train stops are conveniently located



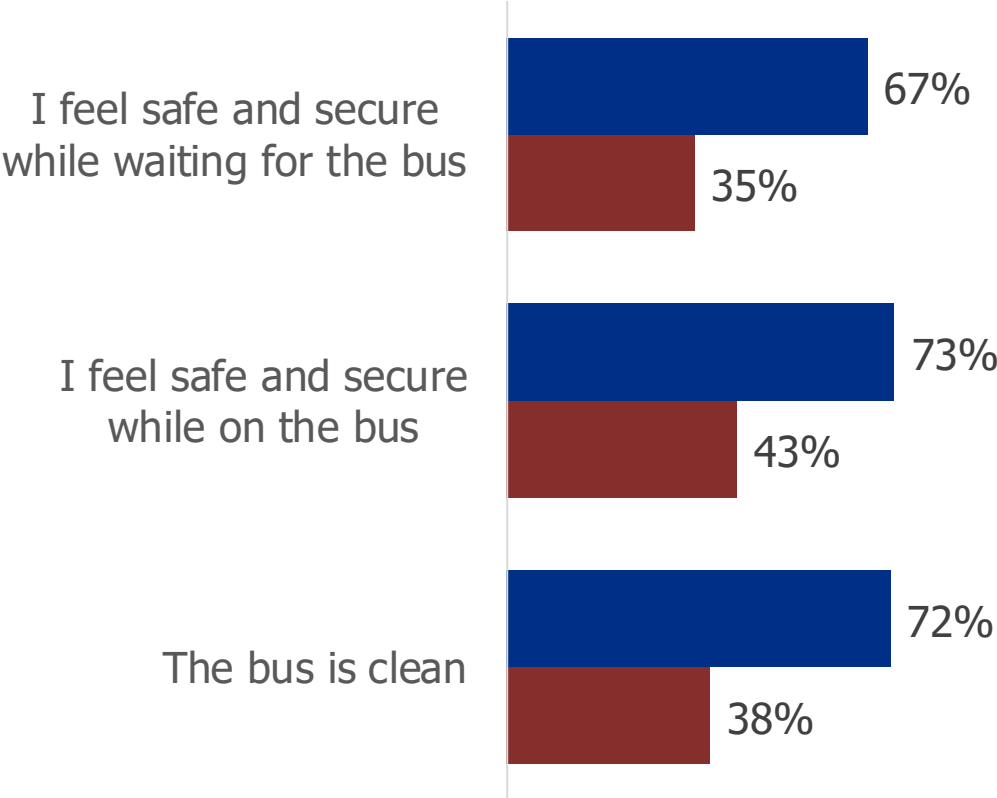
The price of fares is reasonable



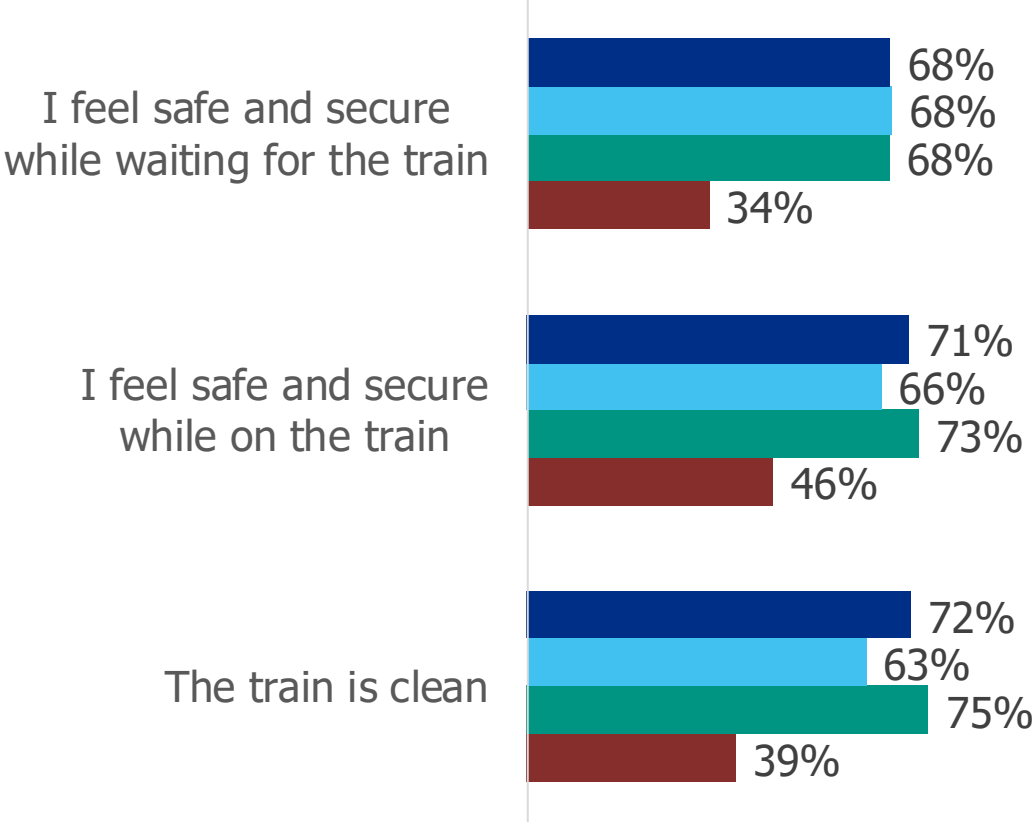
Personal Safety and Comfort



■ RTD Bus ■ National Average



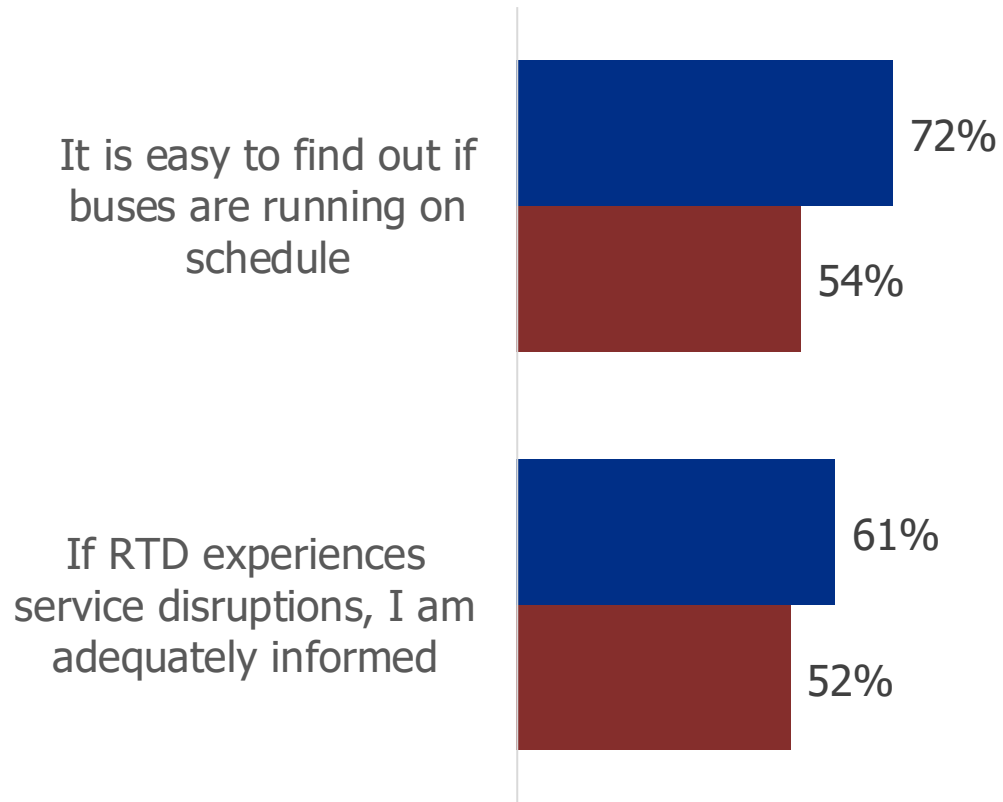
■ RTD Rail (combined) ■ RTD Light Rail
■ RTD Commuter Rail ■ National Average



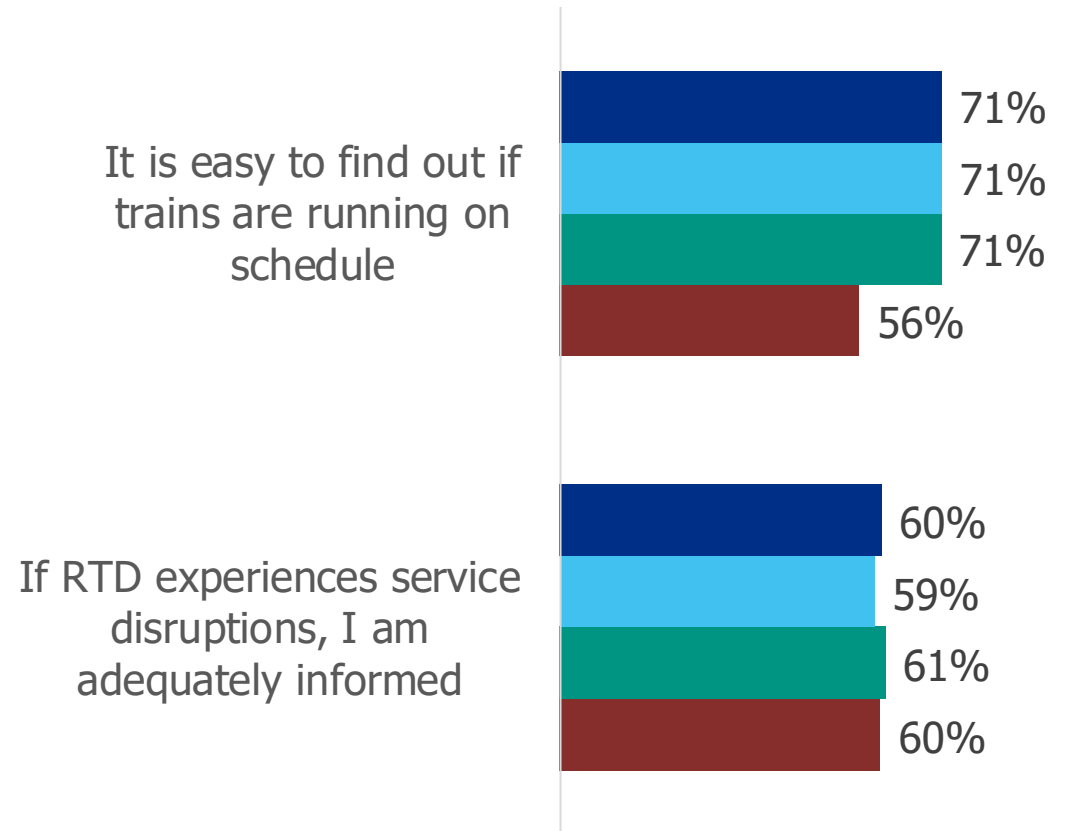
Information



■ RTD Bus ■ National Average



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

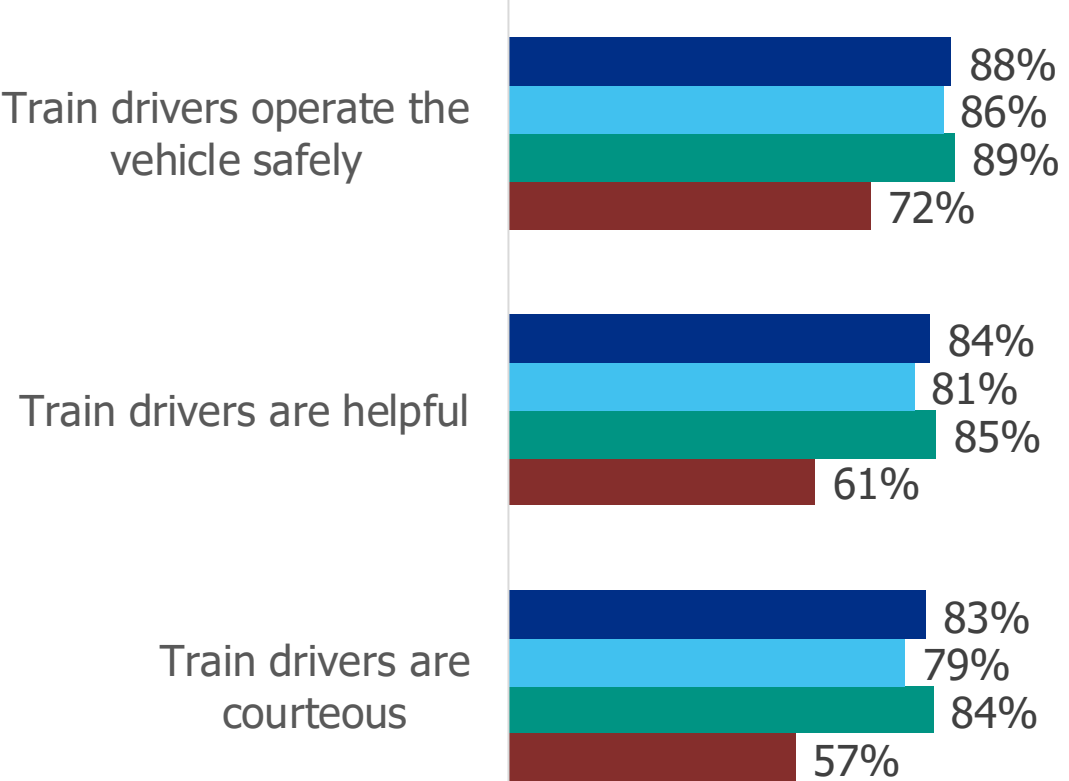
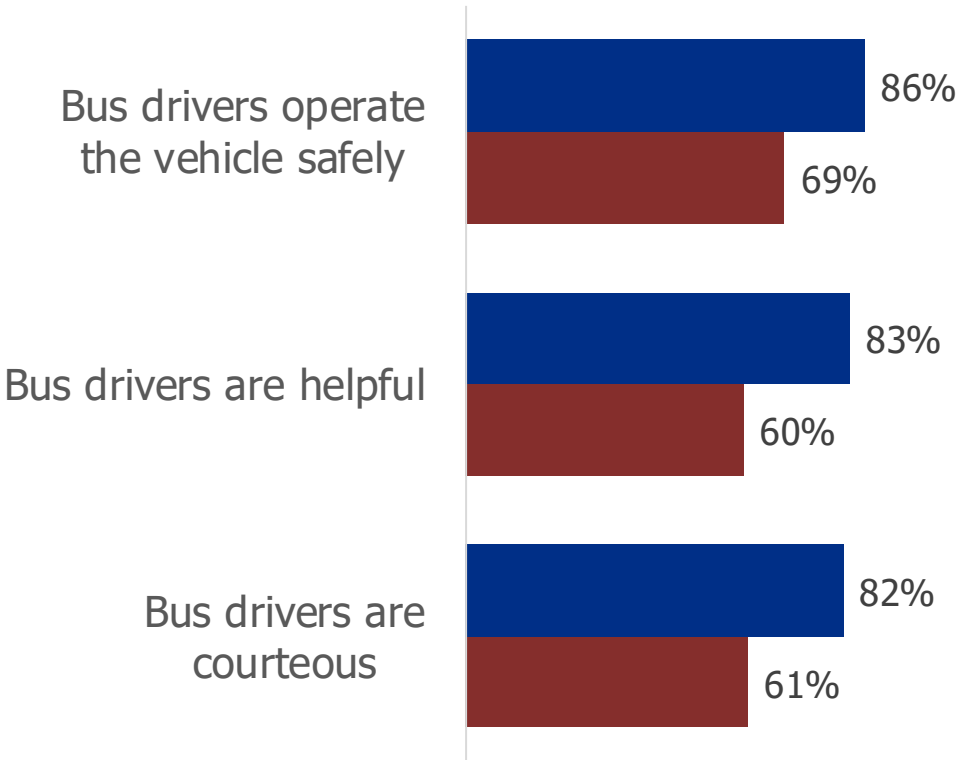


Driver (Operator) Behavior



■ RTD Bus ■ National Average

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

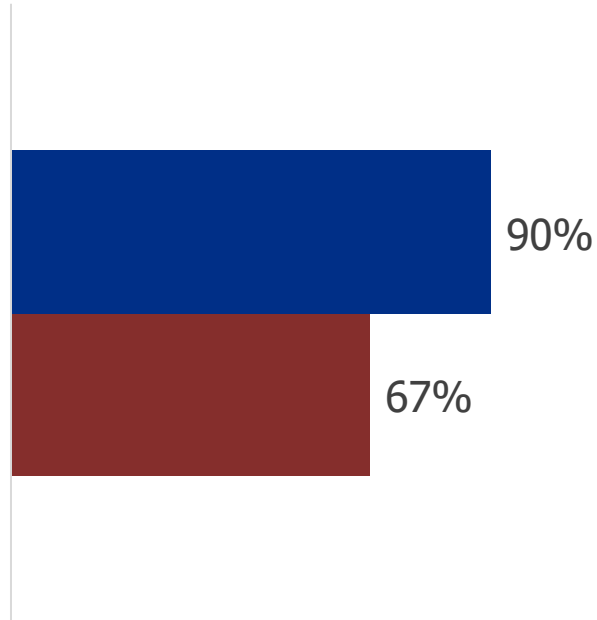


Community Value



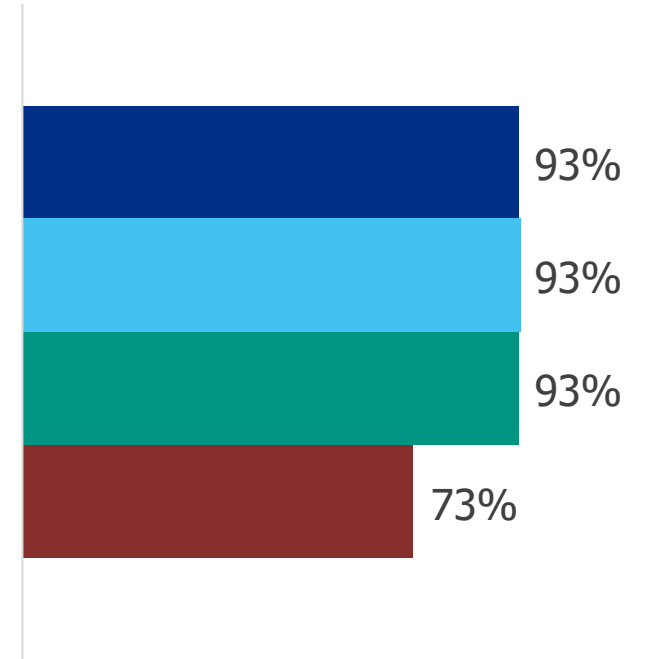
■ RTD Bus ■ National Average

RTD provides value to the community



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

RTD provides value to the community



Summary of Trends



BUS

- Ratings improved or stayed the same in all 19 areas assessed. Largest increases were:
 - Timely arrival of buses (+15%)
 - Convenient bus stops/stations (+6)
 - Accuracy of routes schedules and maps (+6%)
 - Frequency of buses (+5%)



COMMUTER

- Ratings improved in 5 areas assessed. Largest increases were:
 - Timely arrival of trains (+10%)
 - Ease of finding out if trains are running on time (+8%)
 - Accuracy of routes schedules and maps (+4%)
 - Frequency of trains (+3%)



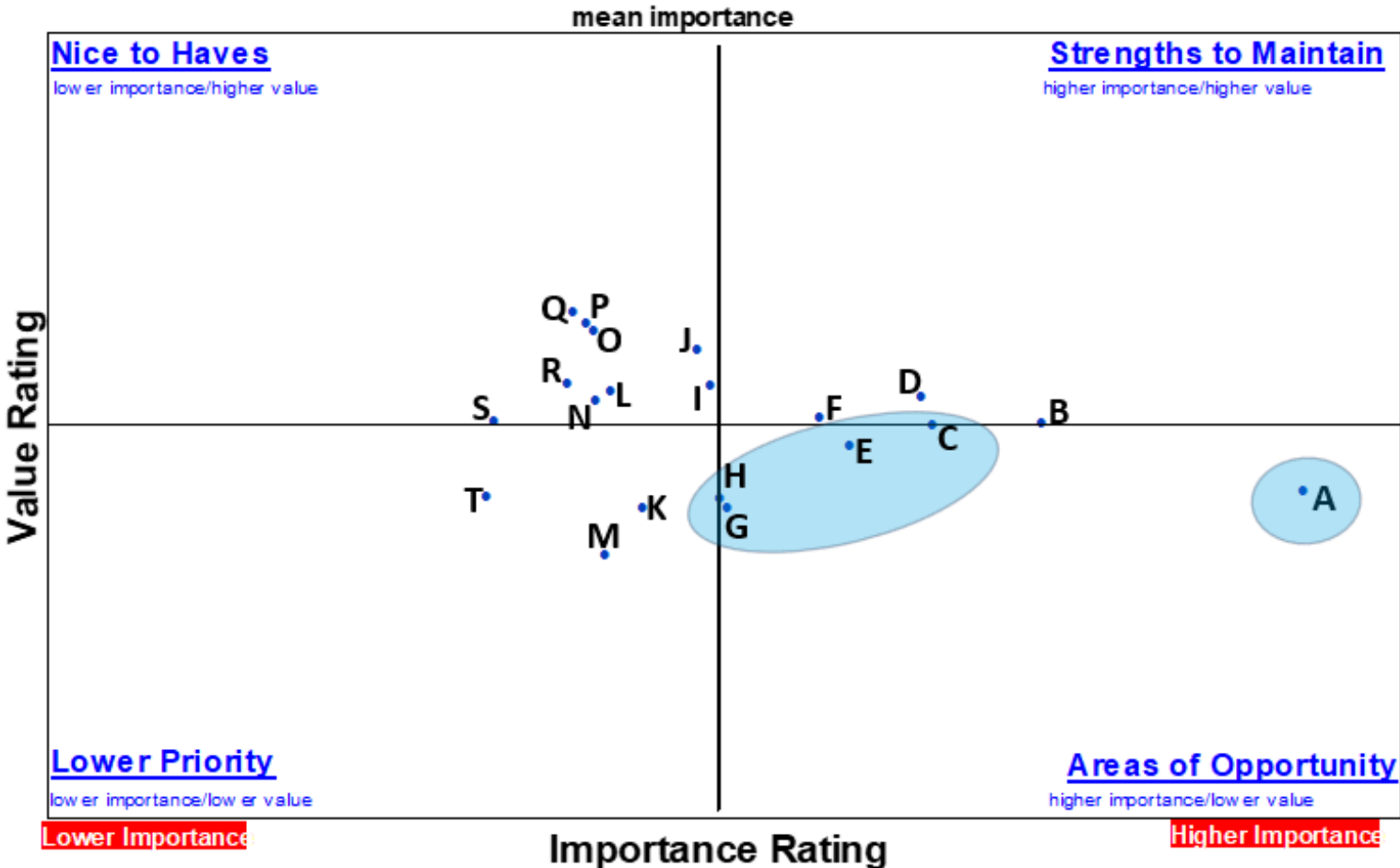
LIGHT RAIL

- Ratings improved in 16 of 19 areas assessed. Largest increases were:
 - Timely arrival of trains (+26%)
 - Courteous customer service representatives (+13%)
 - Travel Time (+12%)
 - Frequency (how often trains come) (+11%)



Top Importance and Key Driver Analyses

Key Driver Analysis: Bus

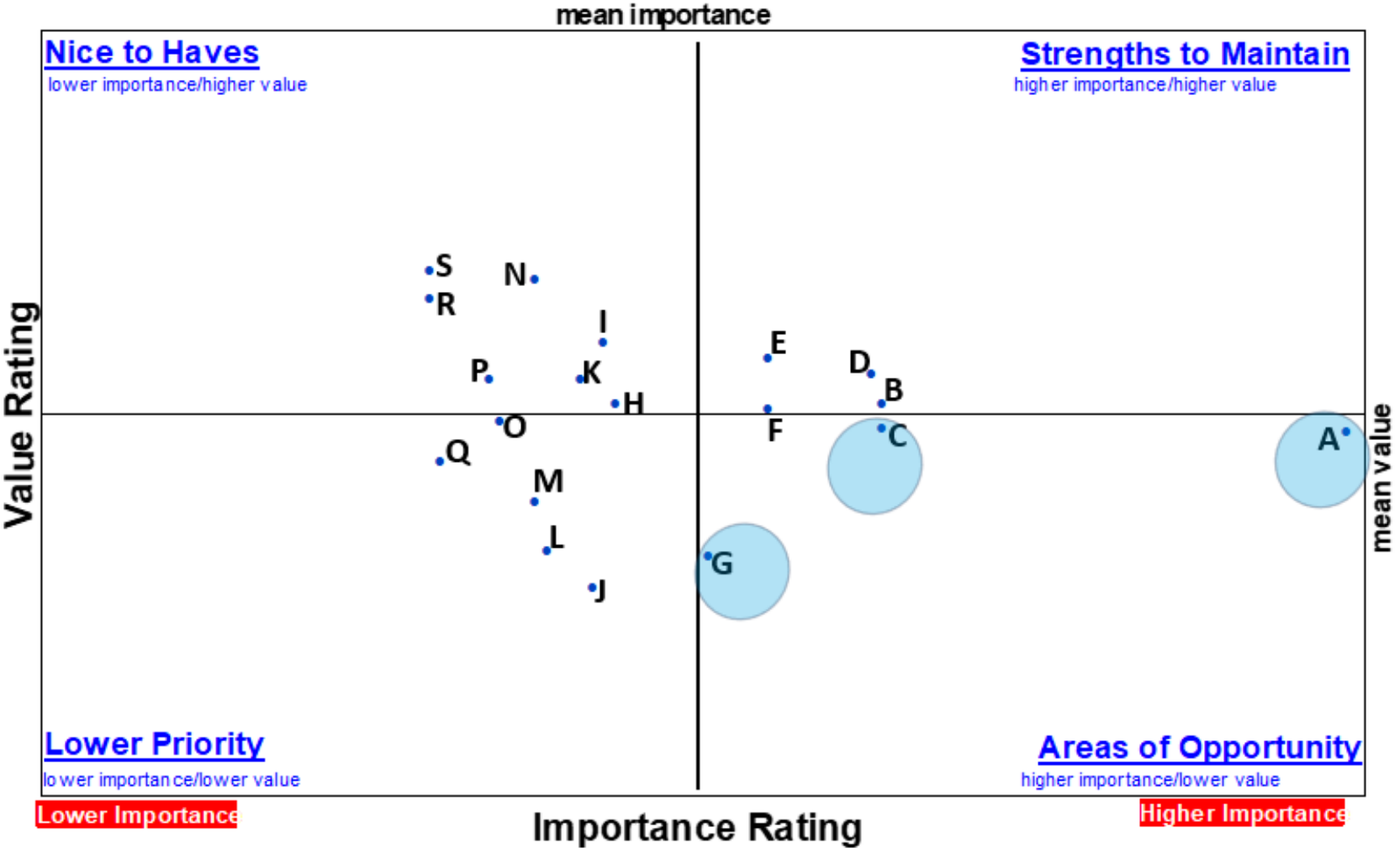


- A- Frequency (how often buses/trains come)
- B- Fare price
- C- Hours of operation
- D- Bus/train stops conveniently located
- E- Timely arrival of buses/trains
- F- Travel time
- G- Bus/train cleanliness
- H- Personal security on bus/train
- I- Helpful drivers
- J- Buses/trains being operated safely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



Source: ETC Institute (2026)

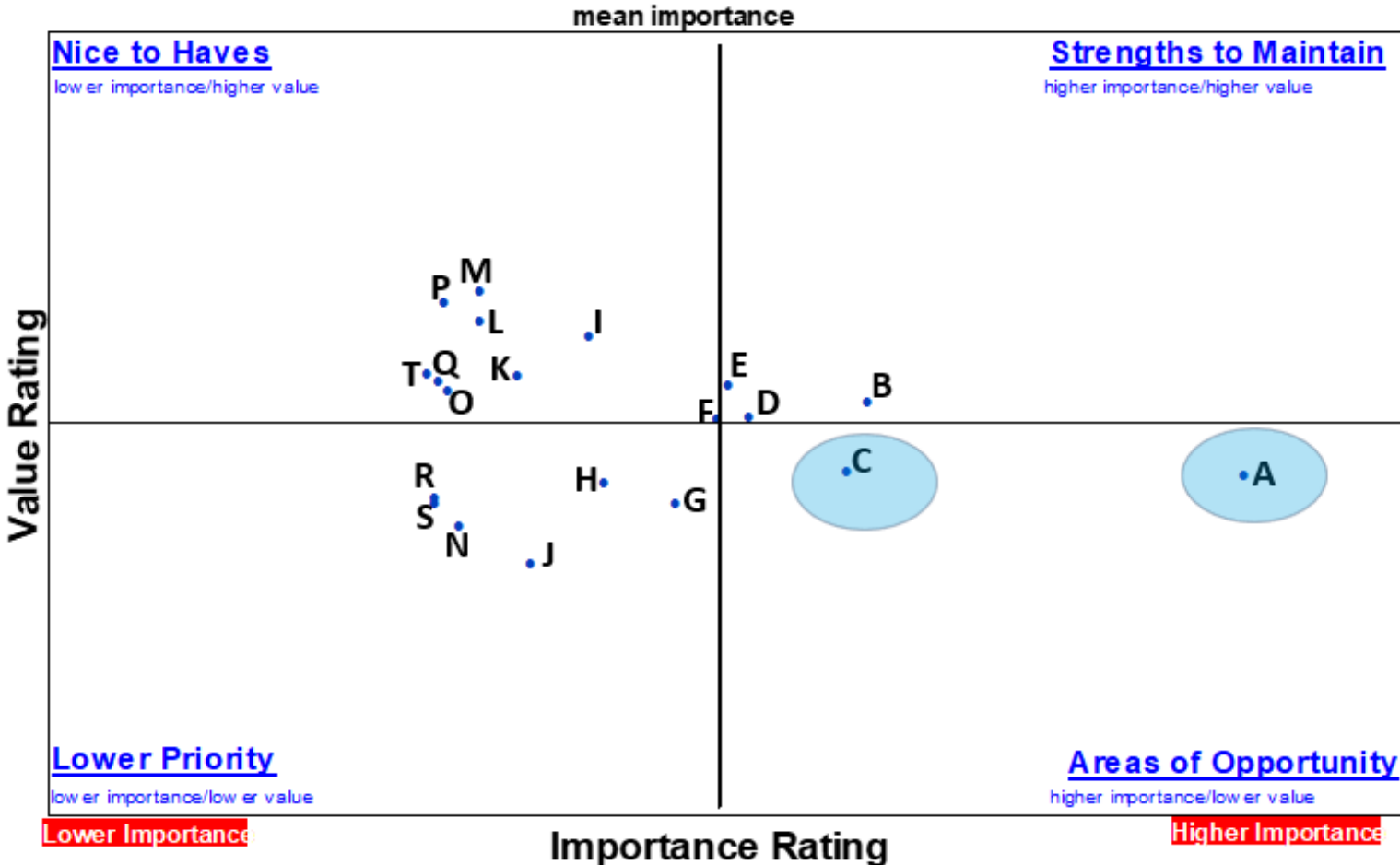
Key Driver Analysis: Light Rail



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

Source: ETC Institute (2026)

Key Driver Analysis: Commuter Rail



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



Source: ETC Institute (2026)



Customer Excellence Survey – Paratransit

Methodology: Paratransit Surveys

- Distribution: mail, email, and text message delivered to active, eligible, registered customers
- Survey period: April 16 to April 29, 2025
- Target sample: 400 (+/- 4.9% at the 95% confidence level)
- 480 completed surveys



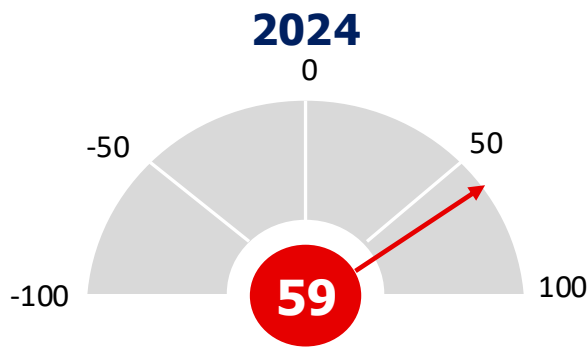
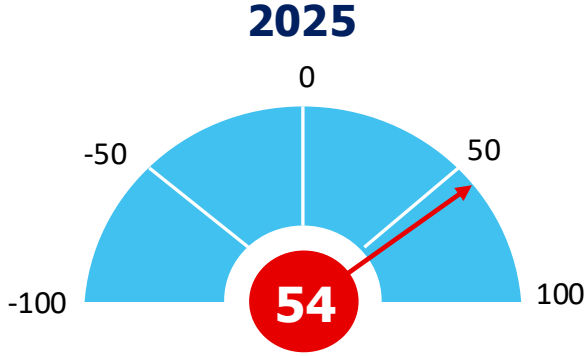
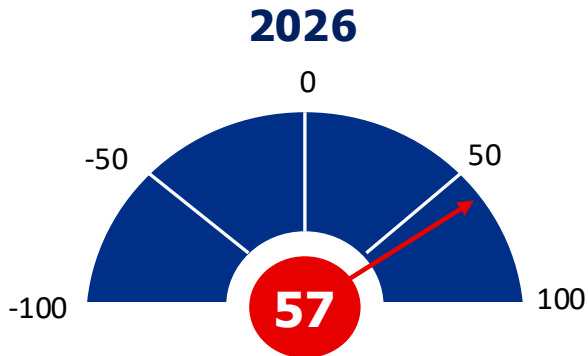
Overall Satisfaction: Paratransit



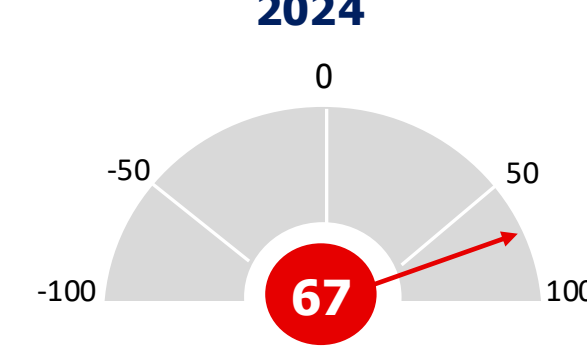
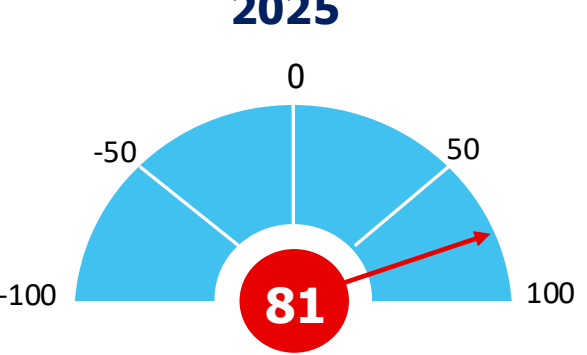
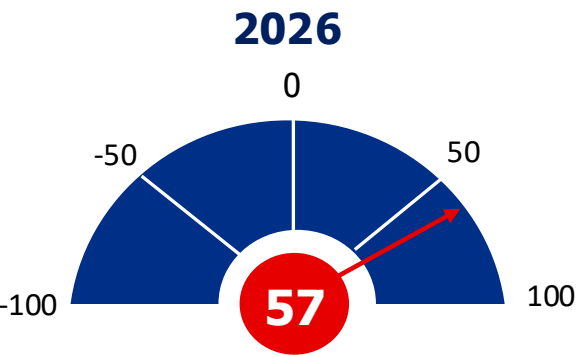
Paratransit NPS



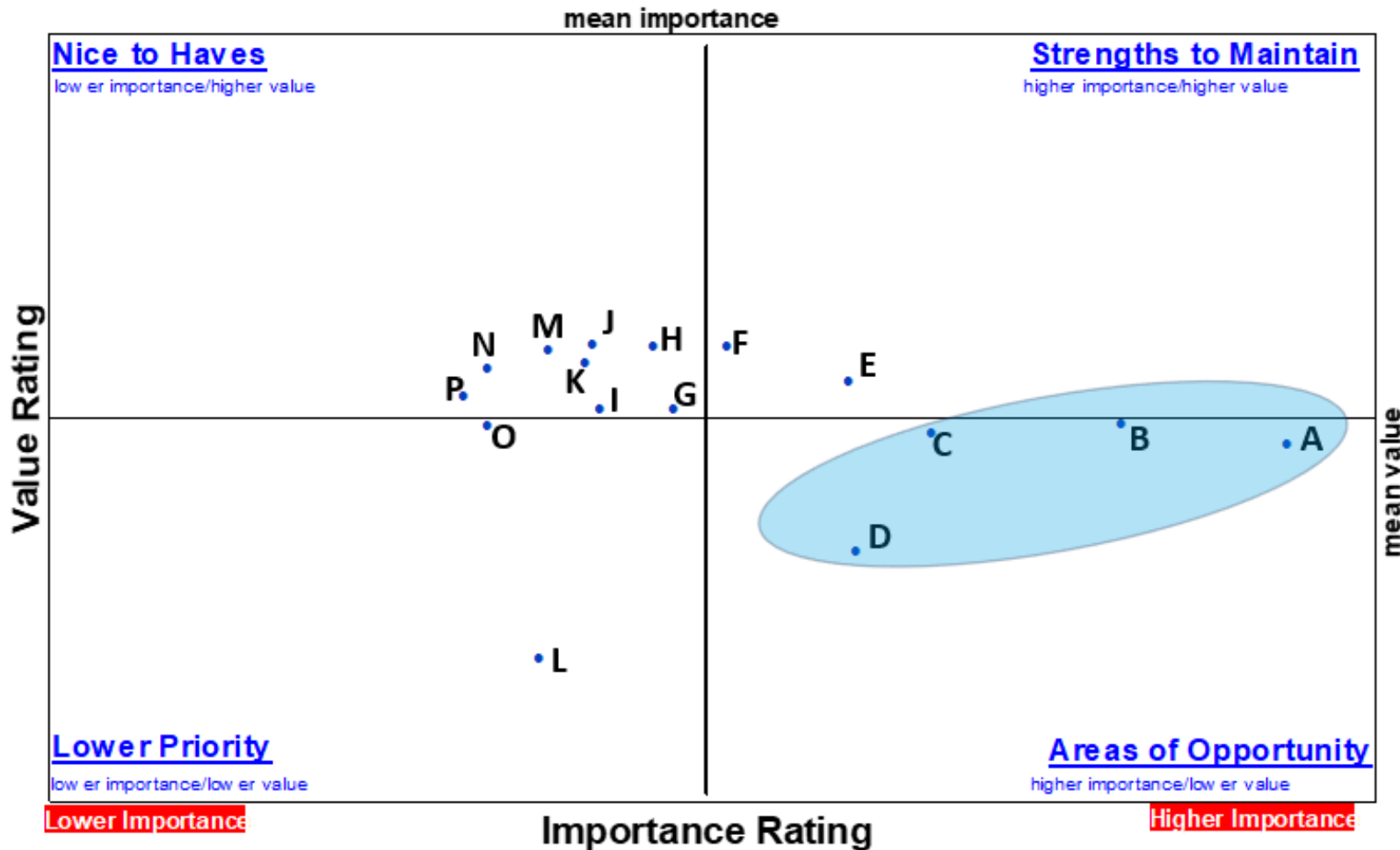
Access-a-Ride



Access-on-Demand

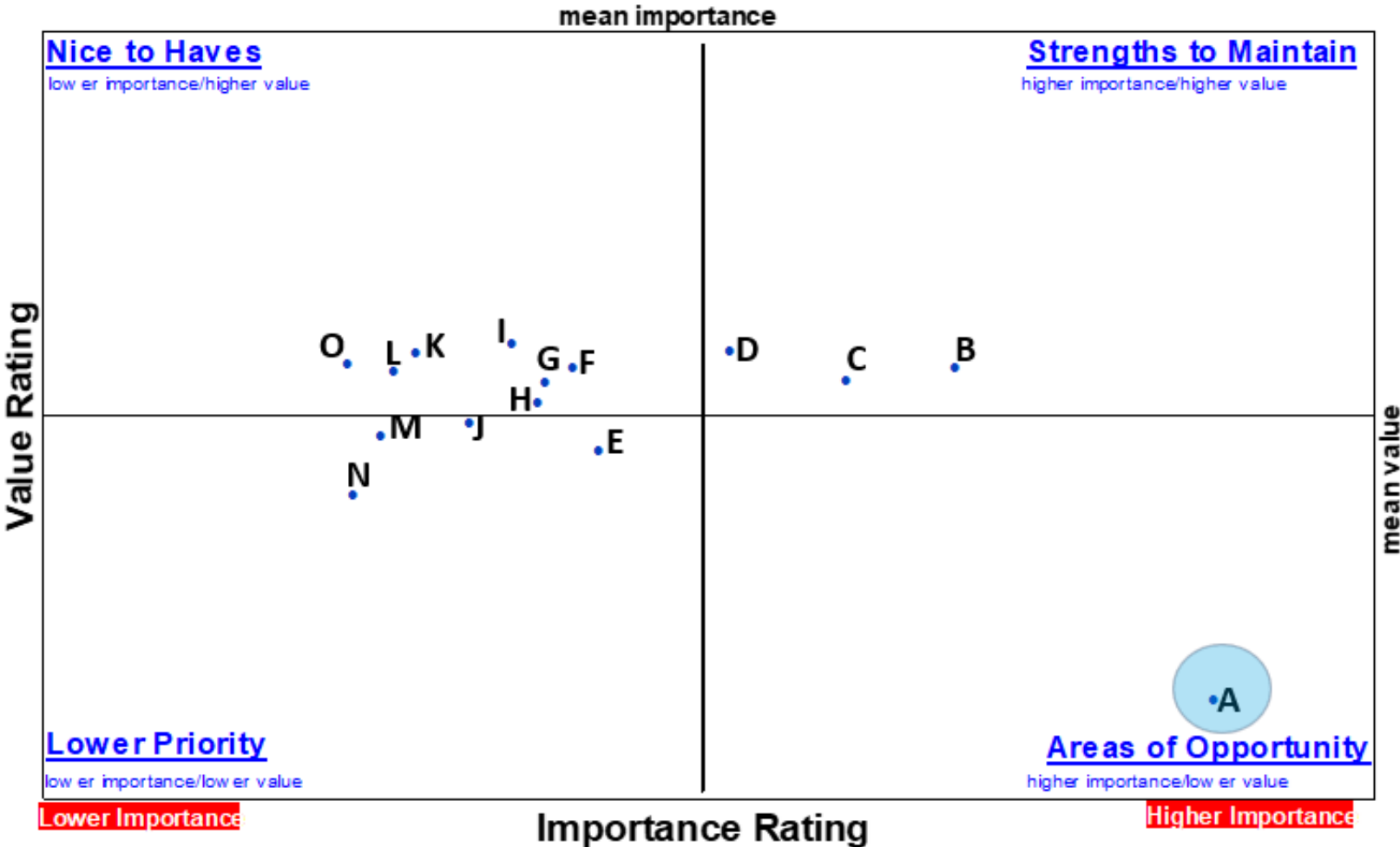


Key Driver Analysis: Access-a-Ride



- A - Vehicles arrive within scheduled pickup window
- B- Fare price
- C- Ease of scheduling a trip
- D- Travel time
- E- Ability to get to places I need to go
- F- Feeling safely secured in vehicle
- G- Ability to schedule trips for times I need to travel
- H- Drivers operate vehicles safely
- I- Proper mechanical safety of vehicle
- J- Drivers being courteous
- K- Personal security (safe from crime) on vehicle
- L- Drivers being helpful
- M- Vehicle comfort
- N- Vehicle cleanliness
- O- Timely resolutions of my questions, concerns, or complaints
- P- Availability of scheduling staff

Key Driver Analysis: Access-on-Demand



- **A- Fare price**
- **B- Vehicles arrive within scheduled pickup window**
- **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- Drivers operate vehicles safely**
- **H- Ability to schedule trips for times I need to travel**
- **I- Personal security (safe from crime) on vehicle**
- **J- Drivers being courteous**
- **K- Proper mechanical safety of vehicle**
- **L- Vehicle cleanliness**
- **M- Drivers being helpful**
- **N- Vehicle comfort**
- **O- Timely resolutions of my questions, concerns, or complaints**

Source: ETC Institute (2026)





Summary / Conclusion

Key Takeaways

- Overall satisfaction **increased in three of four** services assessed
- Satisfaction ratings above national average in many areas
- Net Promoter Score increased for every service other than Access-on-Demand
- Service frequency is the most significant opportunity area opportunity to Bus and Rail users due to importance level
- For community members, all areas with above average importance are also above average in perceived value provided



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